

THE ADA STRATEGY HANDBOOK

You've already got the tools. Now you need the strategy.

This isn't a business. It's a system.

The goal isn't to grind.

It's to plug in, press send, and profit from a broken situation that's hurting real businesses right now.

Here's how the pieces fit together.

KNOW THE MODEL

- 1. Problem:** Businesses are getting blindsided by ADA lawsuits. Most don't even know they're vulnerable.
- 2. Tool:** You have AI that scans websites, finds violations, and generates custom reports in minutes.
- 3. Message:** You warn the business owner, offer the free report, and position yourself as the helpful guide and not a seller. Ask if they want to solve the problem.
- 4. Referral:** When they ask for help, you connect them to a service that solves the problem and pays you a referral commission.

That's the whole thing. No sales calls. No fulfillment. No tech skills.

WHY THIS WORKS

Urgency: ADA lawsuits aren't abstract. They cost real money. And they hit fast.

Simplicity: You're not offering a course, product, or pitch. You're offering a warning.

Leverage: The AI does 90% of the work; scanning, writing, reporting.

Timing: This wave is still early. Most businesses haven't caught on yet.

NO FAIL POSITIONING

You're not selling website services. You're not an agency. You're a scout.

You show up early, flag the danger, and connect the business to someone who can fix it.

The good ones thank you. The smart ones pay you. And the best part? You can do this over and over again.

PROSPECT OBJECTIONS & HOW TO HANDLE THEM

Objection 1: "This sounds like a sales pitch."

What to say:

Totally fair. It's not. I'm not selling you anything. I don't do compliance work. I just run scans and send warnings when I see risk because I know how brutal these lawsuits can be. If you want to see the report, I'll send it over. If not, no big deal.

Why it works:

Drops pressure, restates your role, invites curiosity.

Objection 2: "We already have a compliant site."

What to say:

That's great if so, a lot of business owners *think* they're covered, but even small issues can be enough to trigger lawsuits. The scan takes less than a minute, and the report's free. Worst case, you confirm you're good. Best case, you fix a blind spot before it costs you.

Why it works:

Reframes as "peace of mind," not a correction.

Objection 3: "I don't have time for this."

What to say:

I get it. That's exactly why I do the heavy lifting for you. I already ran the scan. I've got the report ready. All you need to do is look at it. If you want help after that, I can connect you to someone. If not, we're done.

Why it works:

Makes it feel effortless. Time isn't the issue anymore.

Objection 4: “Is this even real? Sounds scammy.”**What to say:**

I get why you'd think that. Most of what hits your inbox *is* garbage. Here's the difference. I'm not asking for money, I'm giving you a heads-up. These lawsuits are real. You can google “ADA lawsuit small business” and see it for yourself. The report is free. No pitch. Just look at the risk and decide.

Why it works:

Validates skepticism. Offers proof. Lowers guard.

Objection 5: “Who are you? Why should I trust this?”**What to say:**

Good question. I'm not a lawyer or developer. I use AI to scan sites and flag legal risks because most small businesses have no idea they're exposed. I've helped a lot of owners avoid lawsuits by connecting them to people who handle this. I just bridge the gap.

Why it works:

Removes ego, clarifies your role, builds credibility through honesty.

Objection 6: “We're too small to be a target.”**What to say:**

That's what most businesses think until they get a letter. These lawsuits don't care if you're big or small. In fact, small businesses get hit more because they're easier to pressure into settling. The report will show you if you're at risk. You can decide what to do from there.

Why it works:

Reframes “small” as more vulnerable, not safer.

Objection 7: “I'll think about it.”**What to say:**

Totally fine. Do you want me to just send the report now so you have it on file? No obligation. Just gives you clarity for when you're ready.

Why it works:

Gives them something to say yes to, avoids a hard stop.

BONUS: HOW TO CLOSE CALMLY

If they say yes, just say:

“Great, I’ll send the report over now. If you want to fix it after, I can introduce you to a team that handles it all. No pressure either way.”

No scripts.

No push.

Just real talk.

You’ve got the tools.

Now run the system.

Pick a niche.

Pick a city.

Run scans.

Send 10 emails today.

Then forward the replies. That’s it.