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## Table of Contents

INTRODUCTION	5
A GOLDEN OPPORTUNITY	7
Who This Guide Is For	7
Who Benefits from Offline Marketing?	8
How Much Is One New Customer Worth?	9
COURSE OVERVIEW	11
MODULE 1 : HOW TO SET-UP YOUR BUSINESS	12
Step One: Order Business Cards	12
Step Two: Create a Three-Page Website Or A WordPress Blog	13
Step Three: Register a New Business Name in the City Where You Live	15
Step Four: Set Up a Separate Business Phone Number	16
Step Five: Set Up a Business Bank Account	17
MODULE 2 : HOW TO FIND YOUR CUSTOMERS	19
Where Is Your Comfort Zone?	20

Finding Clients	20
Finding Clients Is Easy	21
MODULE 3 : SET UP THE MEETINGS	31
Face-To-Face Meetings	33
What Not To Do	34
Price Delivery Strategy for an Initial Meeting	35
Create a Reason For The Second Meeting	37
MODULE 4 : PREPARE YOUR PRESENTATION DOCUMENTS	38
Electronic Form Letters	39
Presentation Packet	40
MODULE 5 : SERVICES, PRICING AND SEALING THE DEAL	43
Services You Can Offer	43
Pricing Packages	44

# INTRODUCTION

Offline marketing is all about selling your online skills to offline (local, brick-and-mortar) companies.

***You can offer SEO services, article marketing, PPC marketing, newsletter creation and opt-in form setups, website development, back linking, Google Maps, and many other services that will bring more profits and customers through your clients' doors.***

For years, businesses and organizations have spent thousands of dollars by advertising in paper phone directories, bulk coupon packs, postcard mailings, and running ads in various newspapers, magazines, and trade journals.

However, many of those advertising dollars aren't working like they used to work. That's why many business owners and non-profits are looking to use the Internet to leverage their profits.

Today's successful local business owner is aware that paper advertising is being replaced by social media, people shopping through their mobile phones, and even through Facebook and Twitter.

However, whether the economy is flourishing or in trouble, every business needs new customers and more sales to keep their doors open.

Enter the world of offline marketing. This business model allows you to find clients in your local area—those companies who don't have a website, or who do have a website but it's not optimized to bring them more traffic with better search engine listings.

# A GOLDEN OPPORTUNITY

Offline marketing is a big opportunity for you to put cash in your pocket month after month. Thousands of small-business owners need your help right now.

***Lawyers, dentists, insurance agents, real estate agents, service businesses—they all need more leads, and they need them NOW!***

Most local business owners know how to do one thing, and that's to run their business by greeting customers, making appointments, and making sales. But when it comes to advertising or online marketing, most of them don't have a clue how to generate new leads.

That's where you come in. And guess what? You don't have to be a guru. All you need to do is to be one step ahead, and this special report is designed to be your golden offline marketing roadmap.

## Who This Guide Is For

The Offline Marketing Roadmap is a beginner's guide that shows you how to find clients in your local area and even in the country where you live.

Then you'll discover what to do after you find a client who is interested in your services, how to set up your fee structures, what to put in the

presentation, the documents you'll need to create, and how to close the sale.

***NOTE: The secret to getting sales through this offline marketing business model is to convey to a local business owner that you want to help them become more successful. Do not play the role of a salesman.***

***You are not selling anything during the initial contact phase.***

***Let me repeat that in another way for you: inform but don't sell. This report will show you how it is done. It's simple to have them begging you to help them when you understand the concept.***

Offline marketing provides an excellent income for you with very little work but the rewards are huge when you consider how the information that you possess can give people an online resource that can generate more sales than they ever thought imaginable.

## **Who Benefits from Offline Marketing?**

Offline marketing to local businesses is a revenue source that will never dry up. It benefits both you and the local business owner.

As new technologies emerge every month of every year, business owners everywhere are frantic because they're wondering if they'll be able to keep the doors to their business open. The tried-and-true advertising methods of the past are not working anymore.

***That's where you come in. In a very simple yet detailed manner, you will show them how to get their business online, ranked high in the search engines, how to optimize their site, and how to drive more traffic to their business.***

## How Much Is One New Customer Worth?

Online marketing is great for converting highly qualified buyers into customers.

However, offline marketing is just as important as online marketing. In fact, both business models complement each other. Conversion rates are high for bringing in one new customer a week or five new customers a month, compared to the amount of money they will pay for your services.

For example, if you approach local real estate agents and they sign up for your services on a monthly basis, how much money do you think one home or condo sale would bring that agent?

In other words, how much would one new customer a week mean to that local business owner? What would be their profit? How much would they make if 20, 50, or 100 new customers walked through their doors next month?

As you can see, when you bring the information to local business owners, they will easily understand how they can increase their profit margins through the services you provide.

# **COURSE OVERVIEW**

The Offline Marketing Roadmap is divided into five modules, with the strongest emphasis on showing you how to get new clients.

In this special report, you will learn how to:

1. Set up your business
2. Find new leads and customers
3. Set up the meetings
4. Prepare your presentation documents
5. Price your services and close the sale

# **MODULE 1 : HOW TO SET-UP YOUR BUSINESS**

Starting a new business and being successful depends on your positive motivation and willingness to succeed. Even if you later decide to outsource any or all of the tasks required to run your business and to provide various services to clients, you must first believe in yourself.

If you have the courage and mindset for obtaining your goals, and the belief that you'll make money at this, then you will!

Setting up your business requires a plan. Let's begin.

## **Step One: Order Business Cards**

Having a business card is a mandatory requirement. They're quite inexpensive, but they represent you and your business.

You can give business cards to potential clients, friends, service people, and you can even write a note on the back of your business card for someone you've just met. It's a great way of promoting your business.

**Online resources for ordering business cards (located in several countries):**

- VistaPrint - [www.vistaprint.com](http://www.vistaprint.com)
- Moo Business Cards - <http://us.moo.com/products/business-cards.html>
- Graphic River - [www.graphicriver.net](http://www.graphicriver.net)
- 123 Print - <http://www.123print.co.uk/>

**Local resources for ordering business cards:**

- Local printer close to your home or business
- Kinko's
- OfficeMax, Office Depot, or Staples

***HINT: If you can find a local printer, go into their physical store to place your order. That local business owner could be your first client!***

## **Step Two: Create a Three-Page Website Or A WordPress Blog**

Although this step is not mandatory before you launch your new business, perhaps you can take the money that you make during the first couple of months and pay someone to set up a website for you.

***The advantages of having your own site give you credibility, establishes your offline marketing brand, posts your fee structures, and allows you to capture potential customers through an opt-in form.***

If you don't have any free templates to set up a quick mini site, you could create a WordPress blog and choose an appropriate theme that's free of charge.

Please note, don't let this be a stopping point before you launch your business.

If you know how to create a WordPress blog, then take a couple hours on a Saturday and do it. If you don't know how to create a mini site or WordPress blog, then just proceed to Step Three.

**Here are several website resources for you to check out:**

- Wordpress - [www.wordpress.org](http://www.wordpress.org)
- Template Monster - [www.templatemonster.com](http://www.templatemonster.com)
- Intuit - [www.intuit.com/website-building-software/?xid=intm\\_home\\_iws\\_nav\\_hr3\\_A](http://www.intuit.com/website-building-software/?xid=intm_home_iws_nav_hr3_A)

## Step Three: Register a New Business Name in the City Where You Live

This is another option that is not mandatory, but when you start making thousands of dollars a month, you might want to set up a Doing Business As (DBA) business account with your local government small business office.

When you have set up a business name for yourself, it gives you more credibility, it helps with your branding, and you will need it to open a business bank account to deposit checks that you receive from customers.

If you live in the United States, you might want to look into these resources for small businesses:

- [www.sba.gov](http://www.sba.gov)
- [www.score.org](http://www.score.org)

Regardless of where you live, if you search on the Internet for the phrase:

“How do I register a business name in <name of city>” you’ll discover many links that will walk you through the process. In most instances, you can register a new business name through the Office of the City Clerk.

**WARNING:** It costs less than \$20 to register a business name or an assumed business name. Don't get tricked into paying hundreds of dollars

to an online company when you can get this service through your local city office for cheap.

***NOTE: Before you register your new business name, it's extremely important that you do not use your home street address.***

***The solution?***

***Open up a P.O. Box for \$10 a year at your local post office. Get the smallest size possible. Then take that post office number with you when you register your business name. Protect your privacy and your personal information.***

## **Step Four: Set Up a Separate Business Phone Number**

This step is not necessary during the first two months that you're doing your marketing and closing sales. However, it is highly recommended that you have a phone number that's separate from your cell phone number or your home phone number.

There are two reasons for this: 1) having a separate number for your business eliminates calls that you might receive when you're not in your office, or during after-hours, on holidays, and on the weekends; 2) it protects your privacy.

Obtaining a business phone number can be free or very inexpensive. Here are some resources for you to look into.

- Google Voice <http://www.google.com/voice> or Google Mobile - <http://www.google.com/mobile/>

**Get a free phone number that transfers to your mobile phone, office phone, or home phone.**

- Skype - [www.skype.com](http://www.skype.com) Place and receive free calls through the Internet
- Ring Central - [www.ringcentral.com](http://www.ringcentral.com)
- Kall8 - <http://www.kall8.com/index.php> Offers toll-free numbers and small monthly fee.
- Or, you can buy a cheap mobile phone, with no contract, and add money to your account as you need it for incoming calls. (This gives you a business phone number.)

## **Step Five: Set Up a Business Bank Account**

Whether you handle all of your transactions through your local bank or not, if you are not going to sign up for a credit card processing merchant, then you will also need a way to accept PayPal payments and have them transferred into your business bank account.

Again, this is just a safeguard to keep your personal finances separate from your business transactions.

***Having your own business bank account also allows you to have your business name printed on your checks.***

In addition, when your brand new customer has his checkbook in front of him and asks you, "Who should I make the check out to?" You can say, "Make the check payable to <your company name>."

A business bank account also allows you to maintain an easy accounting system. In addition, a business bank account is required when you're registering your DBA business name.

# MODULE 2 : HOW TO FIND YOUR CUSTOMERS

Finding new leads and generating new customers is one of the easy parts of this business model. In fact, if you even follow one aspect of this module, you could have a sizable check in your hand by next week.

***NOTE: Be sure to read through this entire report before getting too excited and trying to present this material to a new client.***

***Why?***

***You're going to want to read Module Five, which is where you decide on the services you're going to offer, the prices you're going to charge, and some sales strategies for sealing the deal.***

***Wouldn't it be embarrassing if you contacted a potential client, and they said, "Sign me up," but you didn't know what to charge them?***

## Where Is Your Comfort Zone?

Unless you're a born salesman and have been stirring up new clients and closing sales as a part of your life mission, it's most likely that the sales aspect is what scares 90% of most people who don't understand the business model.

Let's look at three options for getting new clients. Then you decide which lead generation process fits best within your comfort zone.

That's not to say that six months down the road you might be totally ready to walk into a local business and end up getting a new client. But for right now, let's look at the lead generation choices.

## Finding Clients

Which of the following ways would you feel most comfortable with when trying to find new customers?

- Placing a phone call to the business
- Sending an email to the business owner
- Mailing a postcard to the business
- Holding a local seminar to offer free information about offline marketing
- Soliciting new customers through a social media site such as Facebook or Twitter
- Advertising through online or offline methods

- Networking through word-of-mouth
- Paying a telemarketer to generate leads for you

***Basically, you have three options, which are, face-to-face, phone, or written communications. Which one are you most comfortable with?***

Finding the answer to this question will make your job a lot easier for the way that you find clients.

## **Finding Clients Is Easy**

Now that you have identified your comfort zone for how you would like to work with the client, the following is a list of resources that will show you, quite easily, where to find clients.

***NOTE: If by some chance you have a fear of or you're not comfortable with meeting with local business owners for a face-to-face presentation, you might want to think about hiring someone to do the face-time, and then you can focus on delivering the services or hiring people to perform the services. In that regard, then you would manage the business, and all of your workers would be freelancers who you would pay on a flat***

*rate basis to do the work. We'll get into that more in Module Five.*

**Here's the list for ways that you can find new leads and clients:**

1. **Create an ad and post it on sites such as craigslist or free classified sites.** The call-to-action would require the interested local business owner to either call you or email you for more information. Don't use both methods of communication. Choose the method that you're most comfortable with—phone or email.
2. Contact the **Chamber of Commerce** in your town. **Ask them for a list of their members** and then call them, email them, or mail them a postcard. Some organizations will require that you become a member first, while other organizations will gladly provide you with a list of names in exchange for something that you can offer to the community members. **Be creative.**
3. Contact your local **Chamber of Commerce** and tell them that you would like to be **put on their calendar to offer a free seminar** to local businesses that tells them how to get more clients. You might truly be surprised at the outcome of just this one event.

Of course, you would have to be quite comfortable at giving a presentation in front of business owners. But when you have their

best interests at heart, there's nothing to be apprehensive about. Why? **Because you're not selling anything! You're providing information, for free!**

4. **Pick a target market**, such as, real estate agents, lawyers, chiropractors, or dentists. Do a search online within a specific zip code, country code or city. Search for all the lawyers, chiropractors, or dentists. Then, notify them with the method that you're most comfortable with.

In Module Three: Set Up The Meetings, you will learn basic strategies for approaching your target markets.

5. Go to **Google maps** and locate all the chiropractors within a 5 mile radius, for example. Then drive to that location, armed with your business card and presentation materials, and possibly your laptop or an iPad (if you own one).

Then with a list of all the chiropractors in that area, chart out a course, walk into each business, ask for the owner, be friendly, shake hands, offer your business card, and tell them that you would like to, at no charge, tell them about something that you've just learned about how they can get more customers. Remember, you're not selling anything. You're just sharing information.

***SECRET STRATEGY: When you're transparent with a business owner and you approach them with a genuine interest of helping them get more customers, this secret strategy works whether you've been in business one day, one year, or five years.***

***Be sure to be truthful, but say to this potential new client that you'd like to show them two ways that they can get new business, and it won't cost them a dime. But what you would like is that after you have performed a service for them to show them how offline marketing works that in exchange you would like to have a testimonial or an endorsement.***

***Ask him, "Would you be willing to give me an endorsement in exchange for one month of free marketing services?" (Or whatever service you want to provide.) Do you really think he's going to say no? Regardless of his response, you have nothing to lose, and everything to gain.***

***If he agrees, and it brings him more clients in the next 30 days, you know that he'll be more willing to pay you a monthly fee to continue bringing him new customers. This isn't rocket science. Granted, you don't want to do more than two of these a month because your goal is to make money. However, the strategy does work.***

6. **Join a forum for an online community** where your target audience hangs out. Join in on the conversation and when it's appropriate, add a link to your signature file that offers a bonus or a

discount for anyone who signs up for one of your offline marketing packages.

7. **Talk it up** with your friends, colleagues, family, and anyone that you can network with. Strategic partnerships have always worked. Even if the person you're speaking with doesn't have a need for your services, talk it up, give them your business card, and then ask for referrals if they hear of anyone who has a new business or an existing business that wants more customers and more sales.

You might want to **offer them a finder's fee**, which could be \$25, or as high as \$100 if they sign up, or you could come up with your own bonus that is suitable for the person you're giving the business card to; it's all about generating new clients for you.

8. You could go to [www.fiverr.com](http://www.fiverr.com) and for \$5.00, you could hire someone who will display your business card, brochure, and your website URL to 2,000 of their friends on Facebook. Be creative. Look through the ads on fiverr.com and **see how you can get someone to promote your services**; it will only cost you \$5.00.
9. Find a **yellow page directory**, the paper kind, and open the book to a section that has full-page ads, half page ads or quarter page ads. Each and every one of those businesses is paying thousands of dollars a year to advertise a business.

Do your research. Are they advertising a website? If not, they're a perfect candidate for your services to build them an online presence.

If they do have a website, go look at it. Does it follow all the rules for SEO on-page optimization? If not, write down the name of their business, their contact information, or website URL, and just make a short list of items that you could help them change or revise that will bring in more business.

Then call on that business with that list that you have. That will show the business owner that you are genuinely interested in helping them succeed.

10. **Trade shows** are a fantastic way of getting new clients. Every person who has a booth and who is trying to collect new clients also needs new clients. Approach them, **give them your business card**, and tell them you'd like to arrange an informational meeting to show them how they can get more customers by next month.

11. **Community and seasonal events** in towns close to where you live are the untapped resources for attracting more clients to your business. Does your local town put on antique car shows, food tasting events, arts and crafts fairs, beer and wine tasting festivals, county fairs, music festivals, or chili cookoffs?

All you have to do is open up your local newspaper, or do a search

online for local events in order to discover hundreds of places where you can just show up, hand out your business cards or even stop for a cup of lemonade and talk to the people around you.

Someone's bound to ask what you do. That's when you present them with your business card and say that you love giving free instructional meetings to **tell business owners how they can make more money next month.**

12. Associations are another way of getting fantastic leads. Have you ever attended an **association meeting**? Are there business owners there? I think you're getting the picture.

Any place where people are gathered for any reason is a prime opportunity for you to hand out your business card and talk about this great new way that you have to generate money and new clients for local business owners. It wouldn't be too bad to become the local expert on SEO and offline marketing, now would it?

13. Contact your **local Speakers Bureau**. They're very well-connected, have lots of clients, have a great following, and either they can partner with you during one of their next speaking engagements, or you can contact local members.

This is the place where having an online presence of your own website or blog comes in handy. On your business card it will have all that information.

However if you're talking to someone on the phone that you contacted through the Speakers Bureau, you can just give them the URL to your website and say, "Hey, when you have a minute, let's talk about how I could help you increase your client base. Again, **you're not selling anything. You're helping people.**

14. In the United States they have something that's called a **Meet-Up**. It's where local people get together to meet up and exchange business information or to enlarge your social circle of friends. To find a meet up in your area, just go to <http://www.meetup.com>.

If you're located outside of the United States, perhaps there is an organization similar to this one. Find out the next date for their meeting, and then show up with your business cards, dressed appropriately, and with a smile on your face, confident that you have information that they need.

15. Every town has **local networking events** that occur on a weekly basis. All you have to do is look through your local publications, or online to find an event. Then circle the date on your calendar and make it a point to show up, meet new people, and hand out your business cards.

***WARNING: This is a good warning, but one that's important for you to know. You aren't going to need more than five clients a***

*month to earn a six-figure income.*

*So while it's great to put together a plan to generate new leads and customers, be mindful that if you have 20 potential customers lined up to talk to, and you're presenting 20 talks, you might have to put your lead generation tactics on the back burner until you find enough people to outsource all of these tasks for the clients who've already hired you.*

*The worst thing you could do would be to get a check from a client for \$5,000 and then not have the workers to perform those services, or to build those websites.*

16.       **Wherever you see people**, you'll find clients for your business. Whether you go to the gym, play golf, go snowboarding, attend church, take a class at a community college, ride your bike, or sit in the local café sipping your coffee, potential clients are everywhere. You just have to change your mindset and realize that you have important information to share with others that will bring them more business and more money.

17.       **Do a search for local and established companies that would want to take advantage of the services you provide**, and that they don't provide. For example, I'm thinking of web design companies, companies that specialize in various forms of media production, advertising agencies, graphic designers and illustrators, and so forth.

Each one of those companies probably outsources their SEO services, as well as on-page and off-page optimization. Maybe you could help them with a back linking strategy for creating web content or articles to place on their site.

Not to panic, but if you don't have the skills, you can certainly charge enough money to hire somebody to do it while still making a profit for yourself and passing the pricing along to people in your referral network. You might even consider paying him a referral fee for business that he sends your way.

18. We've saved the best resource for last, but by joining the BNI organization, you can get a list of local businesses in your area. To learn more about this organization, go to <http://www.bni.com>

In summary, you now have a big list and a lot of choices for finding new clients. Pick one strategy and put your business plans into action.

## MODULE 3 : SET UP THE MEETINGS

When you set up the meetings with your new clients, there is a sales and marketing protocol that will win those people over to your side.

***The protocol is this: your job is to tell them that you help businesses become more visible online. Remember, you should tell them what to do, but you don't tell them how to do it. Your consulting expertise is what they're going to pay for.***

So you might be asking yourself, "How do I do that?"

Here's an example...

Let's say that you have a laptop computer or Ipad with you when you meet with your new client. And let's say that you've previously bookmarked a search term that's relevant to their business. You would type that search term into the search engine and you would show the first page results to your client.

Remember, you've done this research in advance, however, it will sound natural when you're presenting it to your client.

You'd say something like: "You'll notice that the search results show that after I've typed in the phrase, "real estate agents Seattle" that your

listing is not shown in the Google Maps section, nor is your listing found on the first page of Google.

The screenshot shows a Google search for "real estate agents seattle". The search bar at the top contains the text "real estate agents seattle" and a "Search" button. Below the search bar, it indicates "About 5,830,000 results (0.17 seconds)" and an "Advanced search" link. The search results are divided into two main sections: "Ads" and "Local results".

The "Ads" section includes several listings for real estate services in Seattle, such as "Seattle Real Estate Agents" from dexknows.com, "Seattle Realtors" from topagentquest.com, and "Seattle Realtors" from agentmachine.com. Below these are "Local results" for "Windermere Real Estate" and "Seattle Real Estate - Seattle Homes for sale". Each local result includes a location pin, address, phone number, and website. For example, "Windermere Real Estate" is located at 815 Western Avenue, Seattle, with phone (206) 623-5721 and website glassdoor.com. "Seattle Real Estate - Seattle Homes for sale" is located at 3309 37th Avenue West, Seattle, with phone (206) 283-9100 and website dkbell.com.

On the right side of the search results, there is a map of Seattle showing various real estate listings marked with red pins. The map includes labels for "Interbay", "Pioneer Square", and "Lake Union". Below the map, there are more ads, including "Compare Seattle Realtors" from homethinking.com/Seattle and "Seattle Realtors" from topagentcompare.com.

When the client agrees with you, the next thing you would say is...

*"Do you think you would get more buyers coming to see you if your business was listed on that map, or if your site was listed on the first page of Google? That's what I do. I help businesses become more visible online."*

***From the above example, you will have noticed that I didn't tell them how I would do it; I told him I could.***

I also didn't say that for "x" amount of money I could get him on page one of Google. That's not the goal during a business meeting. The goal is to gain their trust, to make them want something that they don't have, and to show them a simple solution for getting it.

## Face-To-Face Meetings

**Here's a quick checklist for how you can prepare for an in-person meeting with a new client.**

- Dress like a business professional. Leave your blue jeans, shorts, and flip flops at home. When in doubt, business casual attire is always appropriate.
- Bring your business cards, a brochure, or printed handouts as leave behinds.
- If you own a laptop computer or iPad that has guaranteed Internet connectivity, be sure to bring it along. Don't rely on local WiFi connectivity.
- Be friendly and professional.
- Arrive on time, and know when to leave.
- Deliver your presentation, and tell the client how you will follow up with them; email, phone call, postcard.
- Remind the customer how he can contact you with any questions. Then gather your belongings to get ready to leave, thanking him for his time.

- Remember, you're not there to sell the client anything. You're there to provide them with information about making their business more visible through online and mobile shoppers.

Now let's look at what NOT to do during your initial meeting with a new client.

## What Not To Do

- DON'T give your presentation like a hard core salesman
- DON'T talk about yourself; the meeting is not about you, it's about helping a client.
- DON'T talk about how much you know about offline marketing; the client doesn't care.
- DON'T try to make a sale.
- DON'T talk down to the client, insinuating that they have no clue about what they're doing.
- DON'T push a contract in front of them and ask them to sign up for your services.
- DON'T present them with an invoice and ask them for a check.

***In summary, your initial face-to-face meeting's solitary goal is to share information, educate your clients, and create optimism and a transparency in who you are as a person.***

Ask questions that will build their trust. When any human starts talking about their business, their products, their website, their goals, or their family life, you're establishing a long-lasting rapport with that person.

You're investing your time and you're showing that you care about that person's success. Be sure to complement the business owner in something that's not superficial. Above all, listen to what they're saying, without always having an instantaneous response.

***Before leaving the meeting, ask the client if they received value today from what you shared with them.***

Hopefully they'll give you a praise report, for which you can shake their hand, smile at them and thank them. Hand them another business card, and remind them that since you also have a local business, that you be happy to speak with them again.

## **Price Delivery Strategy for an Initial Meeting**

In 99 cases out of 100, you will not want to discuss your fees, what you can do for the client's business, or anything else that would look like a pressured sales closing.

Sometimes it's tempting to tell the client that for "x" amount of money a month you could get them to page one of Google. We're recommending that you don't provide any of that information on the first visit.

***Make the client want your services. Make the client call you back.  
Make the client ask you for a proposal.***

They will, you know. Trust yourself, and trust in the knowledge that you have just shared that you have the means to bring in more customers. The next step is up to them.

***SECRET OFFLINE MARKETING STRATEGY: Before you tie everything together for your client and just before you leave, try using this secret offline marketing strategy.***

***The closing statement is very effective for creating urgency for that client that you just spent a bunch of time with. Tell him...***

***"I only take on one client in a specific niche within one city at a time."***

***If he looks at you cross-eyed, then say...***

***"I only provide SEO and marketing services to one <NICHE CLIENT> dentist in the <city> Seattle area at a time. I don't believe in over-saturating the market with winners. My motto is: One dentist, one success story. <First name>***

***Frank, I'd love to have you be that one client. Call me before another dentist in the area finds out what I'm doing."***

## **Create a Reason For The Second Meeting**

With no call to action, you're playing with dangerous odds. To create a reason for a second meeting, and a better opportunity for closing the deal and getting the client to write you a check, you might want to leave him with a curious suggestion.

*"I'd be happy to create a competitive analysis for your business, and show you specifically the areas that you can capitalize on or change on your website to get more business. Would next Wednesday afternoon work for you? I'm interested in building long-term relationships. Tell me how I can help you."*

Then the ball is in his court, but you've done everything to make him contact you and to set up a second meeting. Good job!

# MODULE 4 : PREPARE YOUR PRESENTATION DOCUMENTS

A smile and a handshake used to seal many deals in the "old days." Today, however, the best way to solidify an agreement with your client is to provide documents to reinforce your integrity and credibility.

There are three categories of documents that you'll need to prepare for your offline marketing business model. You'll only need to create the basic documents one time. After that, whenever you solicit a customer, make a presentation, and close the sale, all you'll need to do is modify several words within the document to create customized presentations.

## **These are the three categories:**

1. Electronic form letters
2. Presentation packets
3. Proposal and billing packets

## Electronic Form Letters

This category consists of:

- **Standardized email messages** that you will send to solicit business from leads that you've generated (see Module Two: Find New Leads And Customers).
- **Classified ads** that you will create and post on free classified ad sites, such as, craigslist.com, USfreeads.com, etc.
- **Standardized email response messages** that you will cut and paste into email messages when someone responds to one of your ads or an email solicitation.

Depending upon how you have set your business up, you will create these form letters, and you'll save them on your computer.

It's best after you have written them to have a professional proofreader or editor review them for accuracy. This extra step will assure you of maintaining your professional image. Even the best writers overlook typos and grammatical errors within their own work.

***RESOURCES : Writers and editors are available online at very inexpensive rates. Be sure to check out [fiverr.com](https://www.fiverr.com) and [freelancer.com](https://www.freelancer.com).***

## Presentation Packet

Again, depending on how you have set up your offline marketing business, you will **create a 2 to 10 page document or PowerPoint presentation** that will provide a brief overview and screenshots of the services you provide.

These presentation materials can be generic, which means that they would work for any industry, or if you choose, you can customize one of the presentation packets and leave it with your customer.

Or, if you have decided that you don't like face-to-face meetings, then you can talk to the client on the phone, or through an email, and tell them that you will mail them a quick summary of your product offerings.

***Remember, do not include prices in your presentation packet materials.***

You could tell your client that you customize your services and prices for everyone individually, so they don't have to pay for something they won't use.

**Here's what you can include in your presentation packet (and remember, this is not about you, it's about what you can do for that customer):**

- If the client already has a website, include **screenshots** of the site and **draw circles** around elements that he could improve to increase his search engine rankings. For example, if there is no opt-in box on his homepage, if the copyright date is several years old, if there is no visible phone number, or access to a contact page, or the title of his page is called Home, etc.
- If the client does not already have a website, then include a screenshot of the **page one Google results for a sample keyword** that displays the competition within a 20-mile radius. A short caption might say, "Your business could be displayed in these search results. I can show you how."
- Include **a bulleted list of services** that you can provide. Include a short description of each service, but do not include prices.

Make absolutely sure that you are not using words that a typical local business owner would not understand. Such as, SEO rankings, page rank, SERPs, long tail keyword phrases. Instead, use phrases such as, makes your business visible when someone searches for your services online, brings more new customers through your doors, increases your sales, generates more money for you than a paper phonebook ad, etc.

- When talking about **on-page and off-page optimization**, whether you're presenting your packet in person or by mail, make sure that

you **define what each of those terms means**. Do not rely on the fact that your local business customer understands your lingo. Make it easy for them to want to hire you. As someone once said: when I ask you what time it is, I don't want to know how your watch was made.

- When you **create a proposal** for your client after you have met with them and gotten the green light that they want to hire you, make absolutely sure that everything is spelled out and what you will provide will **satisfy the client's expectations**.

When you create your proposal, at the very last page, include a signature block that your customer will sign along with the date, and a signature block that you will sign.

Keep it simple. Keep it informative. Keep it brief.

# MODULE 5 : SERVICES, PRICING AND SEALING THE DEAL

Although this module is rather short, it contains vital information for the success of your business. Knowing what services you're going to offer and what you'll charge for these services combined with the length of time required for you to complete your tasks for the client, is sometimes mind-boggling for new business owners.

Certainly, you can search for companies and individuals who are performing similar services to your own, but it totally depends on two factors: the **amount of money** that you need to show a profit, and the **amount of hours** that it will take you to complete each task times two.

## Services You Can Offer

Think of what you already know about internet marketing.

Even if you've only been doing this for a few weeks or even a handful of months you have already gained skills you can sell to offline businesses. If you don't have ANY skills at all then pick a skill and learn it until it becomes second nature to you. For example creating facebook fan pages is something you can easily master in only a few days.

Here are a selection of services you can offer :

- Website or Wordpress blog design and creation
- On-Page and Off-Page SEO
- Social Media (Web 2.0) Marketing – Facebook fan pages, twitter marketing etc.
- Article Marketing
- Viral Marketing
- Pay-Per-Click Marketing
- Email marketing and managing their autoresponder service
- Strategies to further monetize their website i.e. adsense, CPA etc.
- Video marketing
- Creating vibrant content for their website
- Graphics design
- Postcard marketing

There's more we could add but this is just something to get you thinking about and to get you started with.

## Pricing Packages

If you're struggling with establishing prices for the services you want to offer, then here's a handy option that companies in many industries have utilized for years.

***Offer three or five price options. Studies have shown that most customers will not choose the lowest-priced package, or the highest-priced package; the middle-priced option is the one most often selected.***

So just figure out how much money you need to earn every month, and then double it.

Let's say you'd start out working this business model on a part-time basis, in addition to your existing job, and that you'd like to make \$1,000 a month; when you double that amount, it means you'll need to bring in \$2,000 a month.

By creating price points for groups of services, then you can figure out how many clients you'll need to sign up every month, or the number of clients you'll need to retain every month to meet your \$2,000 per month goal.

Here's an example of pricing plans (based on monthly renewal for 3 months)

BASIC PLAN	BASIC PLUS PLAN	SILVER PLAN	GOLD PLAN	PLATINUM PLAN
\$499.00	\$875.00	\$1,997.00	\$2750.00	\$5,000.00
1 service	2services	5 services	7 services	10 services

Therefore, if you provided only one service for \$499.00 a month to a small business owner, you would need four customers to realize your \$2,000.00 goal.

Or, if you signed up one customer for your Silver Plan, you'd make all the money you needed for those three months.

***You just have to make sure that you have the time to perform the services. Otherwise, if you need to outsource those tasks, your profits will quickly get reduced by at least 50 percent. (That's why it's important to double the amount of money you want to make every month.)***

For example, you can charge a flat rate fee such as \$65 to make the homepage of the client's website SEO compliant and ready for the search engines. Or, you can charge \$500 a month for three months to get their website in shape for the search engines.

The more money the client makes means more money that you can charge.

For example, an attorney might be able to easily afford \$2,500 or \$5,000 a month for your services, but a pizza place or a dry cleaner might not be able to afford more than \$250-\$500 a month.

***Set your rates according to the business, the organization, and how much money one new customer would bring them.***

Hopefully, your brief informational meeting will last no more than 20 minutes. Remember, you want to leave with them wanting to know more about how YOU can help THEM get more customers and more sales.

During your second or third visit, if the client still shows doubt, looks apprehensive, and makes excuses for not having enough money, that can mean only one of four things:

- They don't value what you have to offer (Translation: You haven't done your job of teaching, explaining, and sharing information that could help him succeed.)
- You haven't earned their trust and respect (Translation: You're too pushy, you talk too much about yourself, or you talk about other businesses in town, etc.)
- They make excuses that they don't have the money to spend right now (Translation: You haven't done your research about the other ways that they're spending advertising dollars, or asking them how many new customers they got through phone directory advertising.)
- You've been trying to SELL them rather than INFORMING them how they can make more money and get more customers through new methods of advertising.

Remember, you're not there to convince them about how good you are.

You're not there to sell them anything.

You're there because you want to help them become more successful, get more clients, and ultimately make more money this year than they did last year.

Ideally, the client should be asking you how they can sign up, or how they can get started.

If those questions aren't forthcoming, then and only then would you want to say something like: *"I want to help one dentist in this town get more customers than all the other dentists here. Would you like to be the one I help? I've draw up a tentative plan. Would you like to see it?"*

If the client says yes, then push the informational pricing packet in front of them: Page 1, lowest price; Page 2, middle price; Page 3, highest price.

Ask them to choose the plan that fits their budget for the next three months. Then have them sign the simple contract. Then follow up with an email outlining everything that you'll do, along with a detailed time schedule. (This reinforces that they've made a wise decision and that you care about their success.)

If the client says no, then politely gather up your things, thank him for his time, and quickly and smoothly make your exit. When you get in your car, start the engine, and then say, "NEXT!"

***It's a sure guarantee that if you don't ask for their order, somebody else will. No amount of small talk is going to make the difference.***

All it takes is for one client to say, "Yes!" Then you'll become a believer in your new offline marketing business. Here's to your success!