

“How To Get Offline Business Owners To Hand You Big Checks Over And Over Again!”

By Rachel Rofé

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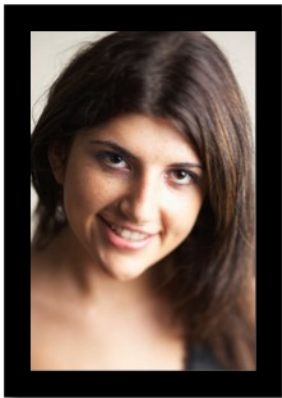
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofé has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofe.com>.

Introduction: Are You Ready To Start Making Big Money From Offline Businesses?

Wow. It's been 2 years since I wrote a report like this, and so much has happened since then!

Mobile marketing has hit the world in a huge way, Facebook has a whole new importance, and so many more people seem to be interested in offline marketing!

The good news though is that there is still a lot of money to be made, and people to help, if you know what you're doing.

Offline marketing is one of the business models I'm teaching my brother (who just lost his job) because I still think it's a really phenomenal business model.

To succeed with it, you:

- Don't need special skills
- Don't need to make heavy investments
- Don't need to work extremely hard

All you need to do is put what I've written into action.

The thing is, to an average offline business, most of what you teach them is GOLD. The majority have no idea about how to use an autoresponder (or why it's so amazing!), what SEO even stands for, or how to get traffic to their sites. When you speak... most of them *listen*.

There are definitely a lot of cheapskates abounding, and you may want people who want you to give them the world for pennies on the dollar.. but you will probably also find some fantastic business owners with which you can build a very solid foundation.

By the time you're done reading this short report, you'll be able to:

- Approach offline business owners with confidence (even if you're starting

from scratch)

- Offer phenomenal services (including upsells!)
- Fulfill orders easily

I could have made this report quite long, but I tried to get right to the meat of everything without wasting your time on fluff. I want this to be thorough – but also not make this any longer than it needs to be.

I kept in a lot of the things from 2009, but also incorporated some new 2011 strategies in here. Everything that I say in here will work.

With that said, let's move on! :)

The Sales Process

I'm going to assume that you're starting from Point Zero.

Back in 2009, when I wrote the first version of this report, I said that if I were trying to get clients I would either:

1. Cold Call
2. Do a free lead-generation seminar
3. Direct mail/voice broadcasts
4. Work on results

I'll include that information in here so you can have it for reference, but now in 2011, if I wanted to get more clients, I would:

1. Work with someone well-connected on results or a severely discounted basis in exchange for the promise of referrals
2. Give a free critique to businesses who pass the "litmus" test (more on that later)
3. Hang out at coffee shops and public places
4. Hire people and give them commissions based off of results

I'm going to leave ALL the sections in here because I think they all offer some value, but I did want you to know that my methods have changed.

Cold Calling

This is the section I wrote in 2009. As I said, I'll leave it because it still works, but I do think there are WAY better methods out there, that work WAY better and are less embarrassing.

That being said, you can take parts of this section and use it for other methods... so please read it through.

Here's what I'd said:

Cold calling is intimidating, I know. When I started out and did it, I'd take 10 minutes before each call to prime myself and get ready for rude reactions. I hated it.

That being said, if I were starting all over again, it's one of the first things I'd do. Despite how nervous it can make someone, it's still widely used because it *works*.

And there *are* things you can do to make the process easier, which I'll get into momentarily.

Where To Find People To Call:

You can certainly cold call any business you find in the Yellow Pages – I know businesses of all types could benefit from Internet Marketing.

When I got started, though, my partner Otto and I used ListBazaar.com. We searched for businesses that were making at least a million a year and spent at least \$5K in advertising on the Yellow Pages.

We thought this would be great because we wouldn't have to sell people the idea of advertising – we'd be working directly with people who have a lot of money and know the power of advertising. We'd also be able to upsell them on spendier packages.

This has proven to do really, really well.

Another cool thing is that the site gives a TON of information about each business. You can learn how big their company is (smaller ones means you don't have to deal with gatekeepers), where they're located, how many employees they have, what they advertise under in the Yellow Pages, etc.

Another site I heard about is **GoLeads.com**. I haven't used them myself, don't think they have as much to offer as **ListBazaar.com**, and didn't love their customer service when I called - but since they're significantly cheaper, I'm putting it here for the sake of inclusion.

What To Say When You Call:

When I got started, I used a bit of a script. I don't know if it's my script of my really young sounding voice (maybe people took pity on me ;)), but I never got any hostile reactions (Otto did before he perfected his script). This is what I said for our SEO campaigns:

Phone Script:

"Hey, ___ owner. My name's YourName, and I just found your site on Google (or Yellow Pages) <== You're making people happy that their advertising efforts are paying off, and immediately giving them a pleasurable feeling here.

There's a ton of people looking for things like "Your city here, the industry here - i.e. Laguna Beach printing company", or searches from nearby cities like "Nearby city here, the industry here - i.e. Aliso Viejo printing company".

I want to work with one business in the industry (huge selling point!) and think you're a strong fit for what I'm doing.

Are you looking for more customers right now?"

(At this point, they'll either say yes - a powerful way to again get the results you desire - or they'll say no - some people really are overbooked - and you know to move on.)

If yes -

Great, are you near a computer by any chance?

If Yes:

If you can go to Google, please type in "Phrase Here". (Mention a phrase you've gotten ranked for before)

See that number "X" spot? That's a result I got for a local business here in "Your City Here", and that's what I do. I get tons of website traffic for small businesses here in "Your City".

If No:

"What's your email address? I can send you what I was going to show you there."

Then you go on -

So what I would need to know from you is, "What do you think people would type in Google to find you?" (This gets them brainstorming and engaged in the process.)

If I don't know - "It's just that you'd know your business better than I do. I'm not in the "industry here" and I'm sure you'd have great feedback. Someone should probably type, "Your City and industry", or "Nearby city, same industry" (ie "Laguna beach printing company or Aliso Viejo publishing company) - or... what do you think they'd search for?"

What areas do people come from in order to find you? (They always know this one and feel proud of it. ;))

Okay, great. Like I said, I'm confident we could get you on the top of Google for those terms.

If we go after terms like "Your neighborhood, the industry", it would be perfect because we'd be getting Google placements for pre-qualified customers. These customers would already be looking for what you have, so you

wouldn't have to sell them on anything.

When people type in those search terms, you're the only one being found and on top of prospects at the time of impact.

Does this sound like something you'd want?"

Enhanced Variation Of The Phone Script:

Otto, who was my partner then, and husband now, when a little bit of a different route. Like I mentioned he used to get cranky people on the other end of the line, and since doing this he gets MUCH better results.

He has a book that he uses as lead generation and calls saying, "Hi, this is Otto Ruebsamen, the owner of "Small Business Owners' Guide To Creating Customers For Life"." - and then he starts his pitch.

He *immediately* credentializes himself and the difference in response that he gets now versus before is incredible.

He also uses this to follow up with people later on. "Thanks again for the chat! I also wanted to give you a free copy of my book..."

New for 2011: Back in 2009 a lot of people were interested in having a book created that THEY could use like Otto did. I finally got it created.

You can take this book, put your name on it, and tell people that YOU'RE the author of it. [Here's the link where you can find more info.](#)

If You're Nervous At The Idea Of Calling...

There are a few things that can make the process at least a little bit easier. First off – one thing that really worked for Otto (my partner) was to call 20 businesses every single day for 30 days. The general principle was that because he KNEW he'd have to call every day, it would be easier to get the

calls over with versus taking the time to psyche himself out before each call.

Besides, even if you bomb at all 20 calls, you at least start figuring out what people are going to ask and you learn how to handle objections.

Another thing to do is envision that you have an incredible product to give these businesses (which you do) before you call. Realize that you're doing THEM a favor by calling – it takes a bit of pressure off of you.

I also loved to remind myself that these people didn't know me, and once I hung up the phone, I'd either never have to deal with them again or would be doing business with them.

You have nothing to lose and thousands of dollars to gain.

If You Have Money...

Another route you can go is to hire sales people on your behalf and pay them commissions for every new lead they get for you.

Lead Generation Seminars

Another phenomenal way to get clients is to put on lead generation seminars.

Now, a lot of you know from [Make \\$10K In A Weekend](#) that I advocate selling admission to seminars too – but this is a little bit different.

What you do here is you get a bunch of business owners to come to a seminar for an hour to an hour and a half, give them some killer content, and then upsell them from there.

It's kind of like a webinar in person.

If you were nervous about cold calling and going right into trying to sell people something, it might be easier for you to try and bring people right into your free seminar.

You could also do lead gen in other ways - hand out flyers, put up cards in local areas, place an ad in a local business to business magazine, or put up an ad on Craigslist.

I love to find people's people – people that know a ton of business owners, who can bring heads into the seminars. I tell them that for every referral they bring, I'll give them a percentage of upsells. This tends to work the best since they're referring warm (not cold) leads. People are generally much more open-minded when we come pre-recommended.

One of the presentations we do is all about our article marketing services. First, we explain why article marketing is so effective and list out all the benefits. Then we go through, step-by-step, exactly what we do with article marketing and how people can do it on their own to get very high search engine rankings.

We walk people through our entire process:

1. Writing articles (and give a few tips on how our articles get such high CTR)

2. Submitting articles (We show a PowerPoint of the hundreds of directories – listed out, line by line that we submit to)
3. Converting them into videos
4. Submitting videos (we again show a huge listing of all the directories we send out to)
5. Submitting to social networks (huge listing of networks is shown)
6. Submitting to social media sites (huge listing of media sites is shown)
7. Build backlinks to articles and videos

We go through each part of the process in length and really show people how they can do it on their own if they wanted.

After those slides, we reiterate all of the benefits of article marketing.

Our aim at the talk is to truly provide value for people. We even give them sheets with our favorite article directories, social networking sites, social media sites, etc.

However, we also let people know that there's a LOT of work they have to do. Sure, they can do it themselves – but they have a business to run, other things to take care of, etc.

Our pitch is, “If you don't want to do all this work but understand how important it is, we do have a service that'll automatically do it for you.” - and then we go into our pricing, fast action bonuses, and so forth.

This converts well because people have a visual of all the work they have to do, and they also know how beneficial it is to get done.

New for 2011: If you'd like to figure out how to perfectly craft a webinar, I HIGHLY recommend Jason Fladlien's [Webinar Pitch Secrets](#). You can just use his tips to craft your own lead-gen seminar. It. ROCKS!

Other tips for the seminar:

We like to make sure we have a way to follow up with all the owners. To do that, there are a few things that can be done:

1. Tell business owners to leave their business card for a chance at winning a consultation
2. Tell people if they're not already on Google Local, we'll add them in for free (but we need their information to follow up)
3. Have a photographer come to your event. Many photographers are looking for more exposure and know that small business owners can be excellent targets. More often than not, they're happy to come in and take pictures for free in exchange for giving out their business cards. Tell people you need their email addresses in order to send them pictures from the event.

You can also add them to Facebook and tag them in pictures so their friends can see what they've been up to as well. This is a "ninja" way to hopefully get more business.

Seminars are also great because you can mix and mingle with people beforehand and after and show them that you're likable. :)

Direct Mail/Voice Broadcasts

Once you have a bit of money and want to leverage your efforts, direct mail is an awesome way to get clients.

Postcards are especially great because they have an awesome “we'll look at it” rate. That's for 3 reasons:

1. Pretty much every time someone gets a postcard, they're going to look at it. It takes no work for them to open it.
2. Small businesses are being pitched left and right. Some tell me they get 8-10 calls a week, so they're already in defense mode when you call. When they're in the comfort of their own space, reading a postcard, they don't have to go put defense mechanisms up because they know the postcard can be easily thrown away without putting up a fight.
3. Postcards show you have money that you can invest, which adds an air of professionalism.

I've read that cards are great too. I haven't used too many of them for business to business (I use them for business to consumer), but know that hand-written addressed envelopes are phenomenal for open rates.

Whichever you use, the general message is something like this:

“Would You Like More Customers For Your Business Within The Next 60 Days... RISK-FREE?”

Dear Fellow Local Business Owner:

I can show you how to:

- Dramatically increase your profits
- Slash your advertising costs

- Find targeted customers ready to buy
- Have customers calling YOU (not the other way around)
- Enjoy more people walking through your front door
- Bring your business into the 21st century (Did you know Nielsen Online says 81% of people are going online first to find out more about a business?)
- ...and automate the entire process!

Call me today for a FREE, no-pressure 15 minute consultation and I'll tell you more.

Name Here

Phone Number Here

Website Here

If you're going to do direct mail, I recommend not just mailing once (with voice broadcasts, I'd say to only do that once). It takes the average person/business several exposures before they make a buying decision.

For direct mail, I would recommend James Cappelman at Upper Hand Marketing. You can email him at james@upperhandmarketing.com.

Voice broadcasts are another awesome way to get results. You pay 5.9 cents per minute (I recommend 30 second messages), and the voice mails only go through if a voicemail picks up. If a human picks up, the call doesn't go through. You could work a variation of the phone script on the voice broadcasts without having to worry about dealing with objections.

The voice broadcast company I'd recommend is VoiceConnectInc.com. We've used them successfully in the past.

You may get some complaints, but you'll also have people who admire your persistence. The way I see it, the whiners weren't going to buy anyway. :)

Last Attempt - Work On Results

It can be really scary to work on results – especially if you're not sure about your product.

However, as I mentioned before, some businesses are getting 8-10 calls a week from “strangers” - and working on results is an awesome way to gain their trust and get your foot in the door.

The other cool thing is that people tend to trust you a lot more, and they're more willing to spend more money with you later on. (And that's not counting the fact that it's a lot easier to market to existing clients versus new ones.)

I don't work on results too much anymore, but when I did, I gave people a simple contract and have never had any problems with it.

Here's a twist on the contract I use:

Dear _____,

Thank you for the opportunity to create the marketing campaign program for _____, I'm looking forward to creating an incredible website presence for you.

This agreement between _____, (hereinafter “Client”), and _____, (hereinafter “Consultant”) is created to put our agreement in writing so both us and anyone else in the future knows we have agreed to the following:

Consultant:

1. Has significant marketing knowledge and experience that enhances Client's business.
2. Will recommend and develop marketing strategies for Client to get best possible results in marketing their products and services.

3. Agrees to protect the integrity of Client's products and services.

4. Will _____ (whatever result you plan on here)

Client agrees to:

1. Make Consultant its sole marketing agent and consultant in marketing Client's products and services.

2. Promptly pay all third party suppliers of the services needed to implement the strategies

3. Only modify Consultant's marketing materials if there is a mistake of fact or legal violation, and tell Consultant of such omissions immediately

4. Upon _____ (results you agreed to), promptly pay Consultant a one time, nonrefundable \$_____. No additional cash payment shall be due to _____ unless both parties decide to work on future projects together.

Both consultant and client agree:

1. To act with good faith and carry out responsibilities to the best of their abilities.

2. They are not entering a partnership.

3. To use an arbitrator to settle disputes should any misunderstandings arise from interpretations of this agreement. Disputes will be submitted under the rules of American Arbitration Association and findings will be binding on all parties.

4. This agreement may be modified if both parties agree and sign in writing.

5. Either the Consultant or Client may terminate this agreement by giving thirty calendar days written notice to the other party.

6. Consultant own rights to the materials developed and has the rights to

use the materials again (but not within the same industry in _____).

Client Name
Name
Date

Consultant
Date

(An editable version of this is included on your download page.)

Lastly, if you're ever concerned about fulfilling orders, refer to the "Fulfilling Services" section – I have some fantastic resources for you.

Referrals

Systemizing and making a huge deal out of your referral system is absolutely imperative if you want to start generating clients on autopilot. It's pretty easy to figure out why, but I'll give you an example:

Referrals: A Case In Point

When I moved to Los Angeles a couple years ago, I needed to find a mechanic.

First, I asked my best friend (who I moved in with) if she knew of any reliable mechanics. Because her car was leased and her dealership took care of everything, she didn't have any recommendations for me.

Next I asked my landlord who said his old one went out of business, and that he'd been asking everyone he knew for a recommendation, too.

I barely knew my landlord at the time, and he admitted that some of the people he'd been asking he didn't know very well.

We both just figured that *some* kind of recommendation was a lot better than going in blind.

Now, when I travel, I pretty much vet EVERYTHING through Yelp.com. If it has bad reviews, I don't go there.

Referrals work the same way with any kind of high-ticket service. If something comes pre-recommended, people are going to be a lot easier to act on it.

Also – a lot of people tell me they've been “scammed” before from Internet Marketers, and referrals are being more and more important everyday.

Besides all that, referrals are a **free** way to market your services. You're getting other business owners expanding your marketing efforts on your behalf!

There are a few things I recommend when implementing a referral program. First - let everyone know you have a referral program in place. By that, I mean put it *everywhere*. Make sure you have verbiage on:

- All invoices
- Business cards
- Newsletters
- Email signatures
- etc.

I also like to provide a letter for businesses that they can give to their friends. This is pre- written for them – all they have to do is fill out the blanks, print and mail out (I also provide envelopes and stamps as direct mail is a lot more potent than email for this).

Basically, they're just telling their contacts that they've used the service, they like it, and that they would recommend it to them.

My normal affiliate program is 20%, so what I do for small business owners is give them 10% of every sale they refer to me, and then give a 10% "new-comers" discount to their contacts.

Here's an example referral letter:

Name
Company
Address
Date

Dear _____,

I hope you're doing great and that business is going well.

I'm writing to you because I wanted to give my highest referral for the services of **Your Name from Your Business** Here.

We have used **Your Name** in the past and got excellent results – really cutting out advertising costs and giving us a very big online presence.

(I usually tailor each letter to the exact results we provided for each company. For example, “We got #1 results for “term here”, “term here”, “term here”, and got an awesome new website.” You don't have to, but it makes a big difference.)

These results were achieved with little time commitment on my end, as **Your Name Here** took care of everything. He/she really worked closely with me as a close ally, and it made a huge difference.

I know you'd like more customers, so I wanted to let you know.

You can find full details about Your Name here and his business from his company's website at:

URL here

As you know, it's not often that I would take the time to write and recommend someone to my valued contacts, but I really believe in this and think this referral would greatly benefit your company.

I know how busy you are, but it wouldn't take much of your time to meet with **Your Name Here**, and I know you'd love the results. His/her phone number is **Your Number Here** and his/her email is **Your Email Here**.

I'm really confident you'll be impressed with **Your Name Here** and his services and what they'll do for your company. Please let me know how everything goes with him/her.

Best regards,
Business Owner Name Here
Business Company Here

P.S. **Your Name Here** is offering a 10% discount to anyone I write to that takes up his/her services. Please mention my name when you contact him/her to receive the offer.

Work With Someone Well-Connected On Results Or A Severely Discounted Basis In Exchange For Referrals

If you're going to work on results, I would let people know that you're **ONLY** willing to do it if they refer people to you.

Basically just let them know that once you do a great job you expect the names of at least 5 people who would be interested in your service.

This is better for you, obviously... you get to leverage other peoples' connections, plus jumpstart your business...

But it also makes it seem like you're giving the business owner something very special, and makes them feel like they're getting a really great deal.

The law of reciprocity comes into effect here and usually referrals are REALLY good quality

Like I said, I recommend working with well-connected people who know a lot of business owners.

Here are some ideas of people to try this out with (I've used some of them myself and they worked brilliantly):

- Office space owners who rent out space to business owners
- Print and sign shop owners
- People with office supply shops
- People who go to a lot of networking events (like BNI)
- People who work at newspapers

Give Critiques To People Who Pass The "Litmus" Test

I don't remember if I got this original idea from James Schramko or Tim Castleman, but I've added a little bit of a "twist" to it and it works really well.

Find different businesses online and email them with a variation of the post-card. Say something like,

"Hi! I'm a local in **neighborhood here** and just came across your website.

Because I optimize websites for sales for a living, and you're local, I'd be happy to give you a couple of tips that I think will help you make more money with your website.

If you're interested, just let me know! (There's nothing to buy... just helping a neighbor out!"

If they say YES, then go ahead and make a critique video for them. Let them know the types of things they could do to get more business. You could mention:

- Simple SEO tweaks they could make (Important: Do NOT tell them they'll be "high on the search engines"... they don't care. Tell them that those tweaks will help them get more coverage on Google which will BRING THEM MORE CUSTOMERS.)
- If they don't have an opt-in box, explain how important remarketing to people is, and why they should have one... and the types of giveaways they can have...
- Do some research and see if they're on Google Places...
- Make sure they have their phone number, address, etc... in visible places
- Link to Yelp and other review sites (and if they have bad reviews on them, let them know you can help with reputation management)
- Calls to action on the website... make sure they're telling customers what to do...
- ...and so on and so forth.

I wouldn't mention ALL of those, those are just some ideas to get your brain moving.

You want to make this video kind of like the lead generation seminar I mentioned earlier. Tell them the things they can do is a nice, simple way... and then let them know you could also do it FOR them if they wanted.

Most people will be in awe of how much you know and want to hire you.

Do NOT try and overwhelm the business owner.. just give them a few key things and let them know in a simple way how they can fix them. Then let them know you could do it for them if they preferred.

Be as simple as possible because if you go over their heads, they will just disconnect and end up doing nothing (or worse, have a negative opinion of you).

Hang Out At Coffee Shops And Public Places

I can't tell you how many people I've met just by working at Starbucks.

Because I've traveled around the country many times, I can tell you with certainty that a LOT of business owners come to Starbucks... either to get work done, to interview people, or to come in for their morning coffee.

If you're open to making conversation, DO IT. It works GREAT!

When people ask what you do, let them know, "I get more customers for businesses in the local area."

9 times out of 10 they'll be intrigued, and you can go from there.

When they ask how business is, tell them it's going GREAT. That means a lot to people... especially in this economy.

Working at Starbucks will help you meet more people, they'll trust you more than if they had met you via a cold call, and it'll be a really casual way to introduce your business. It won't look like you're trying too hard.

The other bonus of working at a coffee shop is that you get to be near people. (Internet marketing can be lonely!).

Hire People And Give Them Commissions Off Of Results

One very easy way to make more clients is to hire people on a results-only basis.

You simply pay them a percentage of all sales.

I've done this successfully in the past by hiring people off of Craigslist.

Here's how it works:

- Post an ad on Craigslist saying you're looking for best-of-the-best salespeople to market your booming business for commissions.
- Lead them to a phone number with a voice message explaining more about what you do. Instruct them to leave a voice message with why they're great at this job. (A lot of people will NOT do this, so it saves you time.)
- Call them back if they're good.
- Show them your website and explain the types of services you do
- Talk about commission structure (I used to do 20% and then would do higher percentages if they brought in certain amounts of people).

It's up to you about how uniform you want everyone to be. When I did this a lot I was very flexible and let people market the businesses how they wanted for the most part... but I was very clear that they could NOT promise immediate results or do anything to misrepresent the product.

Most of the people you'll get will honestly likely be duds, or talk a lot but end up not doing much (that was certainly my case)... but for every 20 or so people who you talk to, you'll likely find at least one shining star.

You could also outsource the process so that you don't have to deal with it, maybe to your assistant.

In my experience it was a little bit of a headache, but the one shining star salesperson really made up for it.

And if you can create a system out of the whole thing (the voicemail, having an assistant vet people, etc)... it's a great way to leverage other people to do your marketing for you.

If you want more insight on marketing to salespeople, I highly recommend [The Ultimate Sales Machine](#) by Chet Holmes. It's a phenomenal book, under \$10, and will give you a BOATLOAD of knowledge.

Keep Re-Marketing To Existing Clients

You've probably heard that it's a lot easier to sell to people who have already purchased from you versus brand new prospects.

We find this to be completely true.

Because of that, we'll do everything we can to keep at the top of our clients' minds.

First, whenever we make a sale, we explain to clients that we'll follow up with them at certain intervals (a week after we achieve said results for example, then a month, then 6 months).

When we call, we'll ask how business is going, if there's anything we could do for them, answer questions, etc...and then we'll also mention other services that are available if they're interested.

Sending a physical thank-you card is something that we also implement. We don't always mention other services in the thank you cards (it's more of a way to generate goodwill and leave the customer with a positive feeling), though if you can do it elegantly, it could work.

Sending random appreciation letters (both seasonal and regular) is a good way to go as well.

I wouldn't send out an offer around holiday time, but you certainly could put special offers in your appreciation letters.

Another thing that you could do is give out a monthly newsletter to all clients via email (this could also be an upsell – or, you could do a smaller version of the newsletter for free, and then an upgraded version). In the free version, you would cover different trends online and then list out your monthly specials.

If you're targeting tons of local businesses, you could also run client appreciation events.

These are great for a few reasons:

1. You can mention different specials you have running.
2. Again, you're generating goodwill.
3. You can institute referral contests while there, where you pit businesses against businesses to see who can get the most referrals – all on commission – for you.

A lot of this may sound like a lot to do, but because it's so “above the norm”, it makes clients absolutely love you. Besides, it's a great way to stay on the pulse of what business owners are looking for.

Different Things To Sell

By now, you should feel pretty confident that you can generate a nice client pool. And since you're equipped with several ways to make more money from them once you get them, the next step is to make sure you have a wide array of services you can offer. :)

There are hundreds upon hundreds of things you can sell, but here are some of the top ones:

Videos

Our core offer for most business owners is the videos I told you about. We create infomercial style videos for clients and then blast them out to [Tube Mogul](#) and [SENUke](#) for them.

From there, we add backlinks to the videos from high PR sites to make sure they'll be ranked well.

Although we've now systemized the process, I can tell you that the videos are pretty easy to make. If you have a Mac, "Imovie" is awesome to use and comes for free with your computer.

If you have a PC, Sony Vegas is great. That costs a little bit of money and there might be other tools that do the same thing (I think Camtasia may, if you already have it), but my partner and I have loved it.

If you want someone to SENUke your campaigns for you [I highly recommend this service!](#)

If you want someone to create commercial-style videos for you, I recently came across a GREAT service that looks really good and is very cheap. Here is the link for [30 second videos](#), and here is the one for [60 seconds](#). I haven't used them personally yet, though I know many people who have and really loved his services.

Before creating the video, the types of questions I ask the business owner are:

Do you have any information on the average buyer in your business?

Most people don't, but if they do, it's a great bonus.

What problems does your customer have?

What pain are they in?

Is there anything different that you offer?

This is HUGE information. For example, in the mattress company we were working with, he told us that he custom builds mattresses to people's height, weight, and the side of their body that they sleep on (stomach, back, or side).

If the person has a partner that they sleep with, he builds one half to one person's requirements, and then the other to the other person's.

He also builds them to how firm or soft a client likes their mattress, and if they have any neck or shoulder pains. The mattresses are also chemical free, and some of them are electromagnetic free. Simply put, they're incredible.

We would have had no idea about this if we didn't ask. We would have just made a video for another old mattress company.

Many companies have a great USP that's just dying to be tapped, and you can often find it with the few questions I mentioned.

Would you be able to shoot me over a few pictures of your business?

In many industries as also ask for "before and after" pictures.

(Think out of the box here – carpet cleaning can have examples of carpets pre and post clean. A maid can have pictures pre and post clean, and even a mattress company could have examples of a picture of a spine sleeping on a regular mattress night after night and then on one that's good for them.)

We also ask for pictures of the actual store and the owner.

In the videos, we mention the answers to the questionnaire along with the company's phone number on every slide (mixing up the position of the phone number every few slides). We also mention the client's phone number out loud 3 times in the script, and then have a strong call to action at the end.

Here's an [example video](#) we created back in 2009. While that was pretty easy to put together, if you can [pay someone \\$27](#) to make a video for you, it seems like a much better deal than having to bother with it. ;)

Articles

As I mentioned, our company offers article services. Sometimes we'll just have articles written so that companies have content for a blog, and other times we'll write them to generate traffic via the directories (most of the time we do both).

I mentioned the article blasting strategy earlier, but basically we create the articles, submit them to directories, convert them to video, submit them to directories, and then social networks and social media sites.

We'll then build backlinks to those articles.

If you'd like a good backlinker, I have 2 resources for you:

Shaon – Bangladesh' top Freelancer of the year - shaon@privateoutsourcing.com

Carmen – She used to work with Angela's backlinks - fire3fly@hotmail.com

Carmen is higher priced but has higher quality backlinks, and Shaon has a TON of backlinks, is very fast, very friendly, and very inexpensive.

I'd probably hire both of them to diversify your link building campaign.

Search Engine Optimization

We used to offer SEO but I haven't done that in a long time. If you're confident in SEO, it's definitely something you can sell.

Read above for my backlink builders if you need some new ones.

And if you want someone to SENuke your campaigns for you [I highly recommend this service](#).

Business Analysis

Another thing our company offers is in-depth business analyses for people. We call these "Profit Finders", and we go through each business from both an Internet Marketing perspective, and then also from an outsider business minded perspective.

From an Internet Marketing perspective, we talk about:

- The client's demographic (Both from what they know, and then what [Quantcast.com](#) says about sites similar to their industry)
- Their website and the message it's sending
- The best mediums to get their message out (for example, one of my clients does hair extensions, and social media is a lot more powerful for her versus my high-end door and window client)

We'll also go into different areas of their business, figuring out how we can make them more sales and what processes can be optimized. This is a bit more advanced, so if you're starting out, I'd recommend going with Internet Marketing.

The cool thing about this is that it offers you many opportunities to say, "We do this, this, and this if you're interested".

Autoresponders

Many clients don't have autoresponders set up on their site, and this is a

pretty easy sell. You can set the company up with [GetResponse](#) (with your affiliate link) easily, and this adds a TON of value for businesses.

We tell people that they already have customers interested in their website (they wouldn't be there otherwise), but that it takes up to 7 times for them to see the same message before they make a buying decision.

We really sell the fact that the client already has the website – all they have to do is leverage what they ALREADY have – and that capturing names and emails gives them a huge cutting edge.

You can also sell the service of writing out all the client's autoresponders, which leads me to...

Copywriting

You can either sell copy for autoresponder messages, for website copy, or for promotional material.

Coaching/Consulting

This is pretty self-explanatory, but we offer clients the option to buy monthly or weekly consulting packages with us where we give them ideas on how to improve their business.

If you're a course junkie, this is a great way to recoup your investment for all the knowledge you've accumulated. :)

Seminars

I won't get too into this as I've already made an [entire course](#) on it with Jaime Mintun, but basically, you can hold information-packed workshops for people who want a general knowledge of IM.

These seminars are great for people who want to train their employees on what to do, and the upsell implications are enormous.

Workbooks

If you have a lead generation seminar, a great idea that we got from a local business owner here is to sell inexpensive workbooks for people who don't take up your main offer. This at least puts *some* money in your pocket and gets people accustomed to buying from you for when you follow up with them later on.

This could be a recap of your presentation, and in our case, it could also be a listing of the directories that we mentioned in our initial pitch (where we show people that they CAN do it on their own and save money, it just takes a lot more time).

Newsletters

You could keep people updated with trends online, tell them about other marketing strategies, or even just do training for people who have their own employees that handle the marketing.

Monthly Maintenance Plans

For SEO services, a lot of businesses LOVE paying monthly maintenance plans because they want the peace of mind that their rankings will last.

You could also keep people on retainer should they ask for new copy, new website designs, etc.

Another thing to do is have people pay "x" amount for new articles for their blog every month.

Website Design

This is pretty self explanatory. One thing I love to do is convert obnoxious flash pages into blogs for people. It makes it a lot easier for business owners to make changes that way, they rank easier, and potential customers like them a lot more.

Social Media

Since I wrote this report back in 2009 social media has taken off in a huge

way. You can build [fan pages](#) for people, queue messages into [HootSuite](#) to post into Twitter and Facebook, and overall manage peoples' social media campaigns.

Mobile Marketing

Mobile Marketing is extremely popular right now. You could sell applications, mobile enhanced websites (this is big), and a lot more.

If you're into this I highly recommend Laura Betterly's [Local Mobile Fusion](#) course. She did a GREAT job with this.

Fulfilling Services

So you've got the clients and you've got the orders – now it comes time to fulfill them. :)

I personally like to outsource EVERYTHING.

We do have a team that does a lot of things, but sometimes also have to outsource on a task by task basis.

I'll give you some of my best resources here. If you need to hire more people outside of that, I strongly encourage you to go through my Happy Outsourcing course. I used to have a company of over 120 people and know a LOT about hiring high quality employees.

[You can get a special rate for it right here.](#)

Other than that, here are some of my favorite people to outsource to (and on the majority of these, I make no commission for telling you):

Blog Creation

John does an excellent job at creating blogs with offline themes. You can find more about his offer [right here](#).

[OutsourSEO](#) is also offering a special to readers of this report – you will get 10 free credits with your first month.

Video Creation:

If you want someone to create commercial-style videos for you, I recently came across a GREAT service that looks really good and is very cheap.

Here is the link for [30 second videos](#), and here is the one for [60 seconds](#). I haven't used them personally yet, though I know many people who have and really loved his services.

[Animoto](#) – This is a cool video site where you can easily create good looking

and energetic videos.

[OutsourSEO](#) does this too, and as I mentioned, you will get 10 free credits with your first month.

Getting Traffic To The Sites

I really LOVE [SENUke](#), but it can be extremely complicated to use. That's why [I highly recommend this service](#). John will do everything for you, and his price is extremely inexpensive.

[TubeMogul.com](#) – I used to use Traffic Geyser for all my traffic, but I think that TubeMogul is just as effective and the price is much better. ;)

Backlinkers

Shaon – Bangladesh' top Freelancer of the year - shaon@privateoutsourcing.com

Carmen – She used to work with Angela's backlinks - fire3fly@hotmail.com

Carmen is higher priced but has higher quality backlinks, and Shaon has a TON of backlinks, is very fast, very friendly, and very inexpensive.

[OutsourSEO](#) is also offering a special to readers of this report – you will get 10 free credits with your first month.

Article Writers

Man, I know so many phenomenal article writers. Annalise Fitzpatrick is really great – you can email her at annalise_green@hotmail.co.uk

There are also tons of people on the [Warrior Forum](#) and on [Earn1KADay](#).

[OutsourSEO](#) is also offering a special to readers of this report – you will get 10 free credits with your first month. (I'm not trying to be a broken record!! ;) They can just do a lot of things that fall under a lot of categories.)

Autoresponder And Copywriting

I have not personally used Laura, but I've heard AMAZING things. You can email her at laura.catella@gmail.com.

Justin Brooke is also FANTASTIC, when he takes clients. You can find him on Facebook [here](#).

I am starting to work with Max Z again and he has been absolutely delightful. You can email him at n_ntltd@yahoo.co.uk.

Let any of them know I sent you and they'll hook you up. ☺

Miscellaneous

John at [How To Brand Your Site](#) can do a lot of things, so I would recommend asking him if there's something you want outsourced.

I give him my highest recommendation and you'll see why after you start working with him. ☺

Conclusion

Getting offline clients is not hard. It's really not.

It does take a little bit of getting out of your comfort zone, but the rewards are very much worth it.

Just remember – once you go out of your comfort zone once or twice, the next time will be MUCH easier. So you really only need to have yourself try once, see how easy it is, and then just go uphill from there. 😊

I've done my best to give you a working template to start from. If you have questions about this report, you can feel free to either email me at or join [Earn1KADay](#) for more coaching assistance on both this and many other things.

Thank you again for purchasing this and reading it through. I sincerely hope it means a lot to your business.

With love,
Rachel Rofe

Recommended Resources

#1: [Instant Expert Status](#) – Want a book that you can put YOUR name on and hand right off to business owners as if it were your own? If so, this is for you.

#2: [Make \\$10K In A Weekend](#) – If you're into offline marketing, Make10K is a GREAT step-by-step program that will help you get offline businesses to purchase from you. It's literally a "business in a box" and is the product I mentioned in the WSO that got such amazing testimonials.

EXCITING NEWS: I have someone making a turbo-charged version of this entire course right now where you won't need to meet a soul in person. It'll be another AWESOME lead-gen tool and people who purchase Make10K will get it at a discounted rate. You're gonna LOVE this, I promise!

#3: [Earn 1K A Day](#) – This is our member's only forum where we help coach people who want to make money online. You can ask any questions you have, get hand-held coaching, and get EXCELLENT products for free. View a thread on the Warrior Forum where people give their [honest-to-God feedback about the site](#).