

\$700 in 5 Days



Consulting

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INTRODUCTION AND BRIEF OVERVIEW

First and most importantly, I want to offer a sincere thank you for not only grabbing this course, but in having the confidence and trust in Don and I to follow our lead, in this case to some hard core profits.

Offline Marketing isn't something that Don and I talk about, although we will share a few words here and there regarding the subject. Most people think of us as strictly CPA Marketers, or SEO type guys, but the fact of the matter is, we have been entrenched in the offline market for a little over a year now.

The Offline marketing for the most part comes extremely “natural” to me. In 99.9% of my “real world” jobs, I was a high ticket salesman. I sold everything from high ticket real estate and houses to consumers, to working with finance companies and doing business with the likes of Disney, and Subway offering them financial solutions for the financing of equipment and other needs for their businesses.

What we are going to layout here for you is a VERY workable plan, and one that doesn't rely on actually hitting the streets, and knocking on doors, even though I firmly believe that getting in front of a prospect, sitting across a desk from them, and repeatedly closing them over and over again is one of the most rewarding (personal preference) ways to actually win a customers trust and respect.

In order to make this plan work, you are going to need just a couple of things:

- 1. A website**
- 2. A Press Release**
- 3. The ability to Email**
- 4. A phone line that you can use**
- 5. The ability to send mail (optional)**

If any of the things above look “scary” to you, take a deep breath and just relax, I'm going to explain everything to you in a way that makes this not only a workable plan for you, but one that is very profitable if you follow the method, and take what I say into consideration as you do it.

Included you will find everything that you need, from how to set up your site, to what wording to put on it, and a step by step plan to not only get you moving, but to get you into a position where you are more than a little profitable, to the point where it actually makes sense for you to outsource many of the tasks that are required, which will allow you to take the roll of “boss” or “manager” a lot sooner than you might think.

One important thing to keep in mind here is that starting in the offline world, doesn't necessarily offer the Internet Marketers “life style” that so many people talk about.

Getting your business off the ground will take some discipline, dedication, and determination. Almost more importantly though, it will take the ability to accept rejection.

Remember this....

When an offline prospect tells you NO they are not saying NO to you, they are simply saying one of two things.

- 1. They don't need your service**
- 2. You didn't give them enough information to need your service**

I take the response NO in a positive way – what it means to me is that I am one No closer to the next yes :) and I suggest that you try to get into the same mindset as well.

One really great thing about the offline world is that it is structured very much like a “real job” except for the fact that you are calling the shots. Once you start to contact prospects, the amount of emails and phone calls you get will generally keep you motivated to move forward, which is the exact opposite of working online exclusively. I know I'm not the only one to wake up one day and decide I'm just going to read forums all day, or maybe just kick back and watch movies, or whatever, right?

Well, offline clients – once you land them, won't allow you to do that as new ones will be calling, existing clients will want to be updated, and the overall flow of business will not only keep you busy, but will keep a steady flow of cash in your pocket as long as you are willing to follow through and put the work in.

So, let's get to it....

SETTING UP SHOP

In order to set up shop, you are going to need a couple of things, most of them I already mentioned above, but pay attention, because there are a couple of other things as well. No worries though, we will provide you with everything you need.

- 1. A Website – Included in your download is a simple wordpress template, along with video instructions on how to set it up. There is also separate .txt documents that show you exactly the kind of wording that you should put on the site.**
- 2. A Press Release – This is to give your new business some instant credibility and give you something to point potential clients to for some social proof of sorts. I will explain more about this in a little bit**
- 3. Office Documents – These are documents that you will use to keep yourself organized. They are included in the .zip file, and should be used ALWAYS to not only stay organized, but to keep track of contacts and what you have done.**

If you do not see any of the above listed things in the file that you downloaded, please contact us IMMEDIATELY so that we can get them to you as they are a huge part of the plan here, and are indeed necessary for you to be successful.

Now, setting up shop takes a little more than setting up a site, and downloading a couple of documents. In order to be truly successful, you have to kind of “get your mind right” and understand exactly why you are doing this.

To explain this a little better, first let me tell you why you aren't doing it...

You ARE NOT DOING IT TO MAKE MONEY although YOU WILL MAKE MONEY...make sense?

Probably not, so let me explain. When dealing with offline businesses, all of the attention should be put on the benefit that your potential customer will derive from working with you, and not any type of financial gain that you might receive by “helping them”.

Understand?

When you are talking to any business owner or decision maker either by telephone, email, or face to face, the conversation should be about 2 things:

- 1. Their business and practices**
- 2. How you can help them**

If you can keep the conversation to those two things, a majority of the time, they will close themselves, and will be handing you a check, paying you via credit card, or mailing you payment faster than you might think.

This is a REAL BUSINESS model, not one that lasts for a couple of days and then stops working when something in the search engines changes, or a site changes their TOS, or if a big competitor enters your niche, and you need to treat it like a REAL BUSINESS, in not only your thought process, but in the way that you do things.

We will get into this more as we break down the steps throughout the system, but try to keep what I've written above in mind as you go through it, so that you can try to visualize exactly how you would do it, and what it would feel like to be doing the tasks as you do them.

WHAT KIND OF BUSINESSES SHOULD YOU TARGET?

There are 3 different types of businesses that we are going to target in this course. Before I tell you what the 3 different ones are, I first want to tell you why we are going to be working with them.

- 1. All of them are high ticket for the most part**
- 2. They are all results driven**
- 3. They are all at least somewhat “cut throat” and want to be a step ahead of their competitors**
- 4. They all have money to spend**
- 5. They all give great referrals**

As you can see, the businesses that we are going to be working with are very profitable, and are also in high demand for the types of services that we can provide. The fact of the matter is, even though they should already be doing the things that you are going to tell them about, they aren't, and largely will have no clue what you are talking about, until they are educated. Once they are educated, they routinely turn into customers, which not only gives you clients which will use you time and time again, but will achieve your goal of putting some hard earned cash in your bank account.

So, what kind of businesses are they?

- 1. Real estate agents**
- 2. Specialty lawyers**
- 3. Specialty Surgeons**

Ok, so let's talk about the why for each of the above types of businesses to help you better understand why we target these types of businesses so much with the method we are going to go over.

Real Estate Agents – Right now, real estate agents are starving for customers. Many of them only get paid when they actually go to a settlement or closing for a property whether it be land or a home. So, for what we provide, and at the price we provide it, for most of them it is a “no-brainer”, even better real estate agents give GREAT REFERRALS, if you treat them professionally, and deliver what you promise, before you know it, you will be getting emails and calls from people you have never contacted or solicited. The great thing with referrals is they are “already closed” just by listening to the person that referred them to you, so when they contact you, most of the time they just want to know how you want to be paid, and where they should send it.

Specialty Lawyers – Lawyers are a little bit of a different breed, and definitely take a little more discipline to deal with because of the way they think, act, and react. For the most part, when you talk to an attorney you will quickly realize that they are often times smug, self centered, and generally think they are better than 99% of the people around them, but in this instance, that type of thought process works to our advantage, because they don't want any of their competition or fellow lawyers to have something that they don't...more on that later.

Specialty Surgeons – Specialty surgeons such as plastic surgeons, dentists that perform tasks such as oral surgery, and doctors that do things like lasik surgery are often times severely under represented on the Internet. Most of the time you will find that their only mention is in some sort of quickly thrown together directory, which you can tell doesn't actually do them justice just by looking at it.

As a whole, all three of these types of businesses have one HUGE thing in common that I want to address separately here. Just one customer for them, in many cases will pay them many times over more than they will pay you. Think about it, Lawyers and specialty surgeons bill out at well more than \$100 an hour, and real estate agents get HUGE commissions on each and every house or property that they sell. So, if you can instill that very fact in their mind, they usually can't pay you fast enough to get started – we will talk about this in more detail a little later on, but just wanted to make sure that you knew exactly why these types of businesses are so easy to work with and for.

What we will go over will work for pretty much ANY KIND of business, but when you start, I recommend that you start with the ones that we have pointed out to you. We believe so strongly in this in fact that when we hire new sales people, the 3 types of businesses above are the only kind that we let them “go after” for the first 2-4 weeks depending on how well they come along.

So, stick with what works here to start, and expand into other markets later on :)

LETS GET SET UP FOR BUSINESS

The first thing you are going to do here is to set up your website. In order to do so, you are of course going to have to buy a domain, and have some sort of hosting in place. If you don't already have hosting, we recommend hostgator as a good solution. They are easy to work with, don't cost a lot of money, and have decent to good support, so you really can't go wrong.

To get your site set up, see the video in the download package titled: [SITE SETUP](#)

The site set up, even if you have never set up a site before, shouldn't take you any longer than maybe a half hour, if you follow along with the video. So, don't let setting the actual website up discourage you or stop you from moving forward...

Now, on the site, you are going to have to put some sort of text on it, right? Below, I'm going to give you some examples, and some different options that you have to get the maximum effect from any site traffic, or people that you send to the site to check out your services or even as a way to prove your legitimacy.

Option #1 – Set your site up for one specific market, in the example that I'm going to show you, we have the page optimized for local REAL ESTATE AGENTS (the keywords we mention in the front page) as a way to become more authoritative. We've found that doing it this way does increase your chances of closing the deals because the people that you direct to the site, almost instantly see you as an authority, especially after you show them your press release (more on that in a bit) , but if you choose to, and want to have a larger pool of prospects, you can go for option #2 which is below, but for right now, take a look at our example site:

These People Are Searching For What You Have To Offer...

BUT YOU AREN'T RANKING!

To see it more clearly, you can visit: <http://www.saratogaseo.com>

Option #2 – This option calls for you to set the site up in a more general manner, which would allow you to basically send any sort of business to the website for them to get a feel for what you do. Below you will find an example of the text to use if you choose to go with this option:

Home Page: the part to this stays the same:

More than likely the answer is no. Because you either don't have a website, or your website is not optimized for your geographic location.

Begin remaining text:

Here at XXX it is our desire and goal to get as many qualified leads, and customers to your website as possible. Regardless of what kind of business you run, it has been proven time and time again that people routinely use the Internet to find prospective vendors, and people to do business with.

The biggest problem for business owners is in figuring out which “keywords” their prospects are searching for, how frequently they are searching for them, and how to put up a website that will attract customers for them day in and day out.

That is where XXX comes in...

We are a full service SEO company that specializes in helping local businesses take advantage of the ever increasing customer base that is flocking to the web, just give us the word and we will:

- 1. Find your relevant keywords**
- 2. Optimize written content to go on your site**
- 3. Do the initial promotion of your website**
- 4. Optimize your existing site**
- 5. Get the job done**

Don't get left behind, there are people searching for the goods and services that you sell and provide RIGHT NOW! Contact us right now for a free consultation and a quote if you would like.

The other tabs on the site should simply contain your contact information which could include an email address, a physical address, and/or a telephone number if you are comfortable with the phone calls.

The services tab, should list out the services that you can provide such as creating a website, writing content, optimizing the site etc – see <http://www.saratogaseo.com> for exactly what we have written.

The second and equally important step here is to draft a press release. You are going to use this later as a credibility builder for your prospects and as a way to make you stand out as an expert.

Below, I'm going to draft a sample press release for you to use as a reference:

Begin example press release...

All over the place – More and more businesses are coming online to get their share of the pie from online web surfers who are turning their attention to finding people to do business with online.

www.saratogaseo.com is an up and coming company that business owners are turning to in order to get not only a website online, but to have optimized content created to satisfy the various search engines such as Google, Yahoo!, and Bing!

Jeremy Kelsall from Satatogaseo had this to say: “It's incredible the amount of money that local businesses leave on the table by not having a property online. Many business owners simply don't realize just how many leads can be generated from a well optimized website, but we are here to educate them, and to give them all the facts they need to increase revenue, and profits from the people looking for their services online”

Saratogaseo is a full service firm that offers a number of cookie cutter, and specialized services to all types of businesses. Their strong suit as proven time and time again is their ability to get websites on the first page of major search engines, which allows their clients to gain in many cases, hundreds or even thousands of new customers, which definitely increases the local business owners bottom line.

Currently, they are accepting new clients, but they are sure to be booked up quickly with the type of services, value, and education that they are known to provide to their potential, and existing clients.

For more information visit <http://www.saratogaseo.com>

End press release example...

The reason that the press release is so important is because we are going to use it as a credibility builder later on when we are prospecting. When we send an email or letter to a prospect, we will include the link to the press release, this will give you some much needed

instant credibility, and a way to gain confidence from the person you are dealing with very quickly, which is a great thing to do. Not only does it make any conversations you have much more comfortable, but kind of puts you in the drivers seat because they see you as the “expert” right off the bat, and are much less likely to question what you tell them.

The key here is to talk yourself up a bit, without making any totally outrageous claims. Once your press release is complete, submit it to <http://www.prlog.com> – submission is free and their distribution covers Google News sites as well.

When you are doing your press release, please take note that I didn't really target any keywords, or do any substantial SEO, as in all honesty, I really don't care if it ranks in the search engine or not.

What you want to do is after it has been submitted is to search for the title to your press release, and make note of one of the URL's that it is located on, you will use this later on to give your prospective clients when earning their trust, and establishing your credibility.

So, at this point, you should have your site set up, your press release written, and submitted....right?

Both the press release and the actual website are KEY to making this method work. Some of you might already have consulting sites set up, if you do, it is fine to use them if you are confident that visitors will convert with the method that follows.

GETTING CUSTOMERS – THE METHOD

One thing that you will quickly realize is that many people in the fields that we are targeting don't have their own individual websites. So, they are ripe for the picking so to speak. In some cases, like with real estate agents and lawyers, they will have some sort of profile on their companies website, but not one of their own, that they control, and are able to gain traffic exclusively for themselves from. So, that is definitely something to keep in mind when going into this.

The actual core of this method is what I like to call “keyword confidential” as I lay it all out, you will quickly realize just how powerful, and effective it is. Below I'm going to outline exactly how to not only get customers, but to market to them as well...

To explain this effectively, I am going to use an example. In this case, I am going to use real estate agents just to make it perfectly clear how this is done.

Step#1 – Finding customers. With real estate agents, typically I like to use the trade books that you can find for free in most grocery stores, convenience stores, and other places of commerce where handouts are given. In many cases, you will be able to find whole brochures dedicated to nothing but Real Estate, and these guides are a wealth of information when used properly.

In most cases, these little brochures will give you the name, address, email address, and phone contact information for the real estates that are listed in the publication. THIS INFORMATION IS GOLD. So, make sure you check out your local convenience store to see if they have any of these flyers, or publications.

However, if these types of advertising pieces are not available to you, you still have the ability to turn to Google to get all of the information you need. See example below.

First, go to Google:

Next, you are going to use a keyword phrase, in this case, we would use something like Delaware Real Estate Agents, Delaware Real Estate, or another similar phrase. The objective here is to get as many contact names as you possibly can to start.

You can use the Google Local listings that will without a doubt be present in these markets, or take a look at the big agency websites to get contact information.

As you find them add their information to the “lead spreadsheet” that was included in your download. You want the agencies themselves, plus the real estate agents name, many times, the agencies themselves house 20+ different agents who are all our prospects.

Once you have the contact information sorted out, you want to start Breaking them down into 2 separate groups:

Group 1 – Individual Agents with NO WEBSITE. You can find this by simply putting their name into google + the words “real estate” so it would be something like this: Joe Jones + “real estate” - mark these folks as NO WEBSITE

Group 2 – Individual Agents with a site. You can find this out by simply searching just like you did above. Mark these folks as HAVE SITE

You are going to use the same 2 groups above, regardless of the types of businesses you target, just the actual target name will change, the groups will still stay the same.

Now, once you have all of the contact and lead information, you are going to want to start to contact the leads you have gathered, and you can do this in a couple of different ways.

- 1. Send them an email – Sample email below**
- 2. Mail them a mail piece – Sample mail piece below**

Group 1 Sample Email and mail piece begin:

Hello Joe Real Estate Guy,

My name is Jeremy Kelsall and I own and operate the SEO firm <http://www.saratogaseo.com> . We are a company that is dedicated to helping small, medium, and large businesses establish their presence on the Internet.

You can learn more about us via a press release that was recently written on our company: <http://www.pressreleaseaddress.com> .

The reason that I'm contacting you today is because other than a profile on a couple of real estate related websites, I could not find any information about you online, which in this day and age where people are constantly turning to the Internet to find folks to do business with, means you are probably leaving a huge amount of money and leads on the table.

I am attaching a spreadsheet that will give you an idea of exactly how many people are searching for real estate information in Delaware each and everyday, and would like to offer you an interest in those leads, and subsequent profit.

If you would like to speak about this further, please contact me at: PHONE NUMBER OR EMAIL ADDRESS HERE.

It is our policy to only work with a small group of professionals in any area of expertise, so if it is something that you are interested in, contact us as soon as possible.

Regards,

Jeremy Kelsall

Group 2 sample email and mail piece begin...

Hello Joe Real Estate Agent Guy,

My name is Jeremy Kelsall, and I own and operate the firm of <http://www.saratogaseo.com> , the reason that I'm contacting you today is because I came across your website while I was doing some research for the area, and noticed that there are more than a small handful of killer keywords that your site is not ranking in the search engines for.

Saratogaseo specializes in helping small, medium, and large businesses obtain the rankings that they are looking for via simple and advanced SEO strategies. The end result is more visitors to your website, which equates to more leads, and of course more money in your pocket because of it. If you would like to know more about our company, you can check out the press release that was recently done on us at <http://www.pressreleaseaddress.com> to get a feel for our qualifications and professionalism.

I am attaching a copy of some of the preliminary research I've done which outlines the keywords that people are actually looking for that you are not ranking for, thus missing out on a ton of hungry buyers, who are ready to do business today.

If you would like to discuss this further, you can contact me at: PHONE NUMBER HERE, OR EMAIL. One thing that I do want to let you know is that due to the nature of the business we do, we only like to work with a small number of people in the same field at one time, so if this is something that you would be interested in, contact me as soon as possible.

Regards,

Jeremy Kelsall

samples end....

In both of the instances above, you are going to include an attachment with some hidden data...Please see video titled: HIDDEN KEYWORDS IN YOUR DOWNLOAD FOLDER FOR MORE ON THAT.

While the samples above might seem very simple in nature, they are meant to appear that way. You are doing a couple of things with the samples above.

- 1. You are introducing yourself**
- 2. you are establishing yourself as an expert (press release)**
- 3. you are sending them something thus giving you a reason to follow up**
- 4. You are dangling something in front of them (hidden keyword list)**
- 5. You are giving them the opportunity to pass your info onto other agents.**

Now, contrary to what people usually tell you, I'm going to be straight up with you, and let you know that typically, the leads don't start RUSHING in for you as soon as you send out a letter, or hit send on the email.

You will however get some fairly fast responses from some very hot, and action ready leads in almost all cases – Remember, all 3 of these professions that we are targeting pay BIG MONEY for signs, billboards, yellow pages, etc all in the hopes of getting more contacts and paying clients.

Before we get into some scripts of phone calls and what you can expect, I want to go over exactly what kind of services that these folks are going to be looking for....

None of them are going to be looking for big ecommerce sites with shopping carts, and all that other Jazz, what you want to sell them, and get them to buy into are “placeholder” sites and properties, as I like to call them if they don't have a site, and SEO services, if they do.

So, here is a break down of the recommended services to offer.

IF THEY DON'T HAVE A SITE

PACKAGE #1

**1 SITE ON PARASITE HOSTING (BLOGGER, HUBPAGES)
APPROPRIATE KEYWORD RESEARCH
3 -5 PIECES OF KEYWORD OPTIMIZED CONTENT ON THE SITE
PRESS RELEASE
\$297**

PACKAGE#2

**1 SITE ON OWNED HOSTING WITH CHOICE OF FREE WORDPRESS THEME
APPROPRIATE KEYWORD RESEARCH
7-10 PIECES OF KEYWORD OPTIMIZED CONENT ON THE SITE
PRESS RELEASE
ONSITE CONTENT SUBMITTED TO MAJOR ARTICLE DIRECTORIES
\$597**

ONGOING SEO SERVICES

**Monthly reporting of rankings (beginning of month)
Minimum of 100 backlinks per month
Progress report (end of month)
Ongoing keyword research
Onsite optimization as needed
\$500 per month**

IF THEY DO HAVE A SITE

PACKAGE #1

Onsite optimization (adjusting content to reflect keywords on report)
Press Release
200 backlinks with appropriate anchor text
competition analysis (# of backlinks to competitors sites)
\$397

Package #2

Onsite optimization
press release
up to 1000 backlinks
competition analysis
additional content creation
\$597

ONGOING SEO SERVICES

Monthly reporting of rankings (beginning of month)
Minimum of 100 backlinks per month
Progress report (end of month)
Ongoing keyword research
Onsite optimization as needed
\$500 per month

So, now that we know exactly what kind of services to offer them, lets take a look at a phone script scenario for when the calls come in:

First of all though, I want to make it clear, that the absolutely easiest way to close a deal is either in person or on the phone. You can strictly use email if you want, but expect your closing ration to be a bit lower than a phone or face to face close...

Begin phone script scenario

.....phone rings....

You: Hello

Prospect: I got an email from you and wanted to find out what it is about?

You: so, are you an existing client?

Prospect: No, I just got an email about some keywords and a website or something or other...

You: OK, well what we do is SEO or Search Engine Optimization, we do this by either using your existing website or by creating a site for you. The end result is you getting a some extra customers, and leads. Are you looking for any more leads?

Prospect: Of course

You: How do you advertise for leads now?

Prospect: Generally leads come through the agency and some advertising that I do on my own in papers and such.

You: Would you be open to getting any leads from the Internet?

Prospect: well...I think so

You: That attachment that I sent over to you, did you take a look at that?

Prospect: Yes, I saw it but wasn't real sure what it was...

You: It represents the initial research that I've done in the Real Estate market here in Delaware, do you see the numbers on the right hand side?

Prospect: Yes

You: Those numbers represent how many times a day/month that someone searches for a particular phrase using Google as a search engine.

Prospect: ahhhhh

You: As you can see, some of the numbers are quite large.

Prospect: Yeah, I noticed that.

You: Do you already have a website?

Prospect: No

You: Well, that definitely isn't a problem, we can have one up for you in a matter of a couple of days in most cases, optimized for the phrases that are hidden on that sheet you have in front of you.

Prospect: How much is it going to cost me?

You: It depends. We have a couple of packages that cover different budgets. The different options represent a different amount of control and aggressiveness on your part.

Prospect: I see

You: What day do you want your site set up?

SILENCE – AT THIS POINT WHOEVER TALKS FIRST LOSES – SO KEEP YOUR MOUTH SHUT – DO NOT SAY A WORD.....

Prospect: ahhhhhhhh

SILENCE ON YOUR PART – THE BALL IS IN THEIR COURT AT THIS POINT, YOU EITHER WANT A DATE WHEN THEY WANT IT DONE, OR A NO

Prospect: I actually don't think that I'm ready right now...

You: lol you have something against getting extra leads in June (or whatever month it is)

Prospect: oh no, I like leads any month :)

You: Well, like I said, those hidden terms on that sheet I sent over to you represent real people that are looking for your service and assistance RIGHT NOW, are you comfortable with your competitors that are in the search engines to get all of these extra leads when they are right there within your reach?

Prospect: It's not that I'm comfortable with it, it's just that I'm not really sure what I want to do.

You: Listen, I'm definitely not going to be able to force you into anything, pretty hard to do over the phone, right? But I do want you to understand that there are people out there right now looking for someone to either sell them a house, or to sell their existing house,

and because you are not online yet with your own property, you have no shot of grabbing them. The cost of the service that I offer is minimal compared to what a lead pays you in commission on a closed deal. Passing this up is like giving money away on your part, so I guess my only question is, are you ready to start capturing some of those leads, or are you going to continue letting them slip through your fingers?

SILENCE ON YOUR PART AGAIN – THIS IS A DEFINING MOMENT AND ANYTHING THAT COMES OUT OF YOUR MOUTH AT THIS POINT JUST GIVES THEM AN EXCUSE NOT TO MAKE A DECISION.

Prospect: Well, how much will it cost me exactly?

You: That is completely up to you for the most part. We have different packages for every budget.

Prospect: Ok, tell me what you have.....

end phone transcript

Now, most of the time the calls will never be that long, but in some cases, they are as people are indecisive, and don't know what they want. When you are on the phone with them it is your job to educate them, and to give them as much information possible, to help them make a good, educated, buying decision.

Someone is going to be sold on the phone call, either you are going to sell them, or they are going to sell you on whey they don't need you. I think we can all agree that you selling them is the outcome we are looking for :)

You are going to encounter 3 different types of people in your travels offline for the most part.

The D type – This type of person is dominant, they like to be in control, and they like to call the shots. When you sell them something, they want to think that they got over on you somehow and that is fine... let them think it. You will be able to identify this person fairly quickly as in many cases, they will either demand information or take complete control of the conversation.

The I type – This person is very inquisitive. They want to ask you question after question to make sure that they completely understand not only what they are getting, but how it's done, when, and why. To be honest with you, this is my least favorite type of offline client in the beginning, because they are high maintenance until they start to trust you, and value your opinion. Once that happens, you will be a friend for life, and they will be a customer of yours until the day you die if you have something to sell them.

The “W” type – This person is a worrier. Basically, they are going to worry themselves to death wondering if they are making the right decision. With this type of person, you want to gently take control with something like: I understand you are concerned, but I'm the expert here. SEO and ensuring that my clients get traffic from the search engines is what I do for a living, just leave it to me. Usually a statement such as that is enough to bring them around, especially considering that these types of services are more than likely things that they have thought about in the past, but just didn't have the know-how to move forward and do it themselves.

It's important that you identify the type of person that you are talking to right away. By doing so you will greatly increase the number of closings you get, and your income overall so, pay close attention, and identify what type you're talking to and then adjust your voice, and statements accordingly.

MOVING FORWARD

The first client you get will most definitely be the hardest one, but once that first one closes, and puts either cash in your hand, or puts a check in your mailbox, you will gain a great amount of confidence, and will more than likely barrel right through any other lead that calls or emails you.

Sales in general, and yes the offline world does require a certain amount of salesmanship, in many cases comes down to how confident you sound when you are explaining what you want to sell. So, run over different scenarios with yourself, basically try to think of different objections that prospects might give you so that you can answer them.

Blow I'm going to list a couple of Frequent Objections and how to correctly answer them to put you in the drivers seat.

Question: Do I really need a website?

Answer: Absolutely! Well, let me rephrase that...you need a website if you want to get the hundreds and thousands of leads that are looking for the kind of services and products that you offer. Take a look at the list that I gave you. How much more money would you make if you had a shot at even a fraction of the number of people that are looking for you every day?

Question: Why won't you show me what the keywords are before I commit?

Answer: Those keywords and my expertise is what I'm offering you. If you just want the keywords to do what you want with, we can work out some kind of deal for you to get your hands on them. How much are they worth to you haha?

Question: What kind of website am I going to get?

Answer: As I explained with the different packages, that is really up to you. You can get a site that you have no control over with one of the parasite hosts, or for a couple of bucks more you can get a site that you actually own and control, which one do you prefer?

Question: Do you guarantee results?

Answer: It would be impossible for me to guarantee results, the search engines are at best, fickle beasts. What I can tell you though is that this is what I do, I get websites ranked, and I drive traffic to my clients. Are you ready for me to do the same for you?

Question: Do you have any testimonials or references?

Answer: Due to the nature of the work I do, and competition, in many cases, it is agreed with my clients that I will not disclose their names, site addresses, or other details of their business without their expressed written permission. Do you want the work that I do for you to be confidential or is it OK if I share your details with others?

While their might be different variations to the questions, most of the time, they are almost identical, and you will quickly realize that as you start fielding your own prospects.

One thing that I want you to pay close attention to is that whenever I answer their questions, I ask a buying question...did you notice that? If not, read through the answer portion again, and pay close attention. As soon as I answer their question, I am asking again for their business. Use every objection that they give you as an opportunity to ask for the sale again. Doing so, will dramatically increase your conversion rates, and your income, so don't be afraid to close.

One thing to keep in mind here is that by being honest, and effective with the clients that you take on, you will be the “go to” guy not only for them, but for their friends in the business as well, so take your job and the tasks that they ask you to do very seriously.

If you do, you will NEVER-EVER hurt for cash, customers, or business, after the first handful of clients, you should be getting clients fed to you by the clients that you have finished work for. Trust me when I tell you, these are the best clients ever. They already know what you charge, they know what to expect, and they already have their minds made up before they even contact you.

The ultimate goal here is to take on a couple of clients, and do the work yourself if you don't have the cash flow to outsource. If you take care of your customers though with solid communication, solid results, and a desire to help them, it won't be long at all before you are taking on new clients weekly. At which point, you will obviously want to start outsourcing so that you can continue to grow instead of being bogged down trying to do everything yourself.

What we are going to go over next, is a 5 day action plan to \$700. This is very easy to do, and basically only requires that you get one client from each group at the lowest available package, and doesn't even count any ongoing SEO maintenance or any other tasks or projects that you might do with them. Basically, anyone that follow this should be able to pocket \$700 their first week following the system.

DAY 1

So, this is where it all starts, right?

Your sitting at your computer, with no prospects, no money, and only the plan to guide you so, lets get to it.

Task #1 Decide whether you are going to attack one niche in general or if you want to go after all of them at once.

Task #2 Put up your website – make sure to watch the video titled pagesetup and contact7 the video will show you exactly how to set everything up.

Task #3 write and submit your press release to <http://www.prlog.com> make sure to check out the sample earlier in the guide. It doesn't have to be a masterpiece, it's just something that you can use to point your prospects to as a credibility builder.

Task #4 Collect keywords for the “hidden keyword” attachment for your selected target market or markets.

DAY 2

Task #1 Start finding your prospects either via some sort of advertisement or using Google as described earlier in the guide. As you find them, put them into the spreadsheet titled leaddata.

Task #2 Start emailing prospective clients with an email similar to the one I gave as an example earlier. Remember to include the attachment.

Task #3 Answer any calls or emails you receive from prospective clients.

Task #4 Sent more emails or letters

Task #5 continue answering calls and emails from prospective clients

At the end of the day you should have at least 50 emails sent out to people that are likely to do business with you. For the most part, it is a cut and paste job, so it shouldn't take you very long.

DAY 3 AND DAY 4

If you put in the effort in day 2 with sending emails, you should start to get phone calls, emails or both on a frequent basis today. So, your main goal and objective is to close the inquiries and calls that come to you.

The first couple will probably be a little “weird” for you maybe...no worries though as that is normal. As long as I did sales, I can still remember how nervous I was when the phone would ring or when I had to go to a perspective clients place of business...you grow out of it though.

If you decided to send a “letter” via post instead of emails, the calls and inquiries more than likely won't come for another day or 2 while you wait for the USPS to do what it does...deliver the mail.

DAY 5

In a typical sales cycle, this is the day that you should see your first sales or “closings” depending on which terminology you like to use.

Remember, just because you got a sale, doesn't mean that you should stop sending emails, letters, or taking incoming calls and emails.

Like I mentioned before, your goal should be to literally work your tail off for the first 2-3 weeks to get enough clients that you can take the role of “boss” or “manager” whose sole responsibility it is to take additional inquiries, and to make sure that your outsourced labor is doing their jobs correctly.

CONCLUSION

The offline market presents us ALL with a huge opportunity. If handled and run like a real business, The possibilities are truly endless. In order to succeed though, you need to be disciplined, and willing to put in a good chunk of work upfront to actually see the killer results that are possible.

Here is what I want you to keep in mind, if you have primarily been an “onliner”...With the activities that you do online, unless you control the traffic, unless you control your paid traffic source, or your search engine rankings (which you don't), you are always at the will of a larger power than yourself.

With a method such as this, the only thing that stands between you and a big payday is human nature... do you see that? Seriously, you send an email telling someone you can give them exactly what they want, and dangle that keyword spreadsheet in front of them, it is in their nature to CONTACT YOU and to want what you have to offer.

People in the markets that I've selected to use in this method operate more or less off of 2 principles.

- 1. Fear**
- 2. Greed**

That may seem harsh, but trust me, I've dealt with enough of them to know. They are always in fear that the agent in the cubicle next to them is going to get the next exclusive listing or luck out and answer the phone when the next buyer calls in, and each and every last one of them wants to make as much money as they possibly can, that is where the greed comes in.

By sending them the email, and the hidden keyword sheet, you are essentially playing off of both of those principles.

Fear – they are afraid that their competition is going to jump on your offer before they do, which would leave them out in the cold in some circumstances, because the email or letter state that you only like to work with a small amount of clients with the same expertise at one time.

Greed – They of course want to make as much money as possible. PERIOD.

So, know going forward that you really do control your own destiny if you are willing to put the work in, and jump in front of this opportunity. Thanks for taking the time to read this, and we look forward to any questions you have in implementation.

On a side note:

While we in the IM industry will often refer to things like Blogger blogs as parasite hosts...

You may want to refer to them as something like “Authority Web 2.0 sites” depending on the knowledge the person you are dealing with has for online terminology.

