

How To Make Money As An Internet Marketer “Offline” In Your Hometown

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Introduction

Welcome to this issue!

There's a gold mine of opportunity just waiting to be tapped into –

And it's sitting in your own backyard!

You see, you have online marketing skills that business owners in your neighborhood desperately want and need.

Some of the things that you consider ridiculously easy – like setting up a blog – completely befuddles these offline business owners.

They want a web presence, and they want to generate leads online, but they have no idea where to start.

That's where YOU come in.

You know a bit about setting up websites, optimizing them for the search engines and generating leads using content marketing. And even if there are certain tasks you can't do yourself (like designing a site), you certainly know how to outsource them.

Point is, offline business owners are willing and able to pay top dollar for you to use your skills and/or outsourced talent to get their sites up and running.

To that end, over the next several pages of this report you'll discover:

- Which business owners in your local area need your skills.
- How to approach these business owners.
- How to impress them so they'll hand you a big check.
- And all the services you can provide to generate a tidy income for yourself!

Let's get to it...

Who Needs Your Services?

Forget about big companies, franchises and chain stores. They typically don't need your services because they already have a well-established web presence.

Instead, what you're looking for are small businesses in your area.

Many of these businesses don't have websites at all. Others might have websites, but these are more "brochure" sites that aren't optimized, they're not generating leads, they're not collecting leads – in general, they just exist, but they don't pull in a profit.

These businesses may have advertising budgets of around \$50,000 per year. A lot of their ad budgets go towards things like Yellow Page ads, newspaper ads, TV and radio spots, etc. Some may even use untargeted ad spots like billboard or bus stop advertising.

One reason they don't have a website is because they don't really see how it benefits them. They may even think of a website primarily as a communication device – like a phone or a fax – but they haven't yet seen how the Internet can generate local leads for them.

Here's an example of some of these small businesses in your area:

- Dry cleaners
- Laundromats
- Car washes and car detailing
- Car mechanics
- Car paint, glass and auto body workers
- Used car dealers
- Accountants
- Doctors (private practice)
- Dentists (private practice)
- Chiropractors (private practice)
- Massage therapists
- Farm supply
- Greenhouses / nurseries / gardening supply
- Florists
- Gift shops
- Locally owned jewelry shops
- Bridal stores

- Carpet cleaners
- Pet supply stores
- Pet boarding (kennels)
- Bed and breakfasts
- Campgrounds
- Other locally owned (small) lodging establishments
- Locally owned restaurants
- Bakeries
- Coffee shops
- Beauty salons
- Spas
- Construction companies
- Landscapers
- Gyms / health clubs
- Health food stores
- Grocery stores (small, locally owned)
- Antique/consignment stores
- Plumbers
- Pest Control
- Heating and air conditioning sales and service
- Tourist-based stores and services (e.g., tour operators)
- ... and other retail stores and service businesses

The above isn't an exhaustive list, not by a long shot. But the point is that there are dozens of businesses right in your neighborhood that need your online marketing services.

So, here's your first step:

Get out your Yellow Pages and browse the business listings. Look in your newspaper for ads from local businesses. Drive around town and identify potential customers.

Then get online and see if any of these businesses even have a website. Next, create a list. At the top of your list of potential clients put those who don't have a website (yet would clearly benefit greatly from it). At the bottom of your list, write down those prospects who have websites (but those sites aren't optimized or clearly not very useful).

This is a list of the folks you'll start contacting about your services. Start at the top of your list, as these folks need the most help... and thus will be most profitable to you.

How Do You Approach Local Prospects?

There are two ways to approach local prospects:

1. You can contact the business owner directly and immediately make your pitch.

Example: walk into a store and talk to the store owner right then and there.

2. Get your foot in the door by setting up a meeting... and then make your "pitch" at this meeting.

It's up to you to find out which one works best. However, do respect your prospect's time – not everyone can drop what they're doing and listen to you give a presentation, so you'll likely find it easier to set up a meeting.

Naturally, however, you need to be flexible with your approach.

Example: You may call or visit a store owner to get your foot in the door so you can set up a meeting for later. However, the owner may be so interested that he wants to hear as much as possible about your proposal immediately.

Point is, *be prepared*. That means always having your presentation materials and contracts handy, just in case you end up doing an impromptu pitch.

Now, having said that, let's talk about how to use the two-step approach, where your first contact is to raise interest (and get a meeting) and your second contact is to close the sale.

Step 1: Raising Interest and Getting a Meeting

There are three main ways to approach a potential offline client:

1. By postal mail.
2. By phone (cold calling).

3. Face to face.

Tip: Of course email is another possibility, but I excluded that from the above list simply because people who don't have websites don't tend to use email as their main means of business communication. Plus, you tend to look a lot more professional if you use one of the above methods. And you'll find some offline clients prefer a non-digital encounter - it seems more "real" to them.

No matter how you contact the prospect, your goal is to share with them some of the benefits of your services. Here are two examples of what to write or say to a potential client to get him or her interested in your services...

Script for Phone Calls or Face to Face Meetings

First, a tip...

If you're dealing with a small business, it's usually pretty easy to talk *directly* to the owner. But if you're dealing with a bigger company, you'll need to reach the decision maker - either the marketing department or the owner.

Research the business first so that you know whom you want to talk to. It makes it much easier to get past the receptionist and get connected to the correct person.

Now, here's what to say...

Again, you're not making a big pitch here - unless the decision maker starts asking questions and you launch into an impromptu pitch. So unless that happens, don't worry about closing the sale at this point. Instead, your goal is to get the decision maker interested enough that he or she schedules a meeting with you.

What you pitch to each specific client is going to depend on their business needs. However, virtually every business owner wants more customers - and they want to acquire these customers relatively inexpensively. That's a big selling point.

As such, you may say something like this:

" Hello Mr./Ms [last name]. My name is [your name], and I'm
contacting you with a way to spend less money on advertising while

increasing your sales by up to 35%. In other words, this is a way for you to make more money with smaller budget.

Mr./Ms. [last name], right now I'm offering free consultations to show you how to get more sales with a smaller ad budget. When is the best time for us to set up a consultation?"

Since you didn't actually tell the person how you'd accomplish your claim, usually the person starts asking you questions at this point. That's good.

Actively engaging the person makes it much easier to sell him or her on the idea of a meeting, versus if you just deliver a "monologue" pitch. And if he asks enough questions – and you give enough great answers – you might just close him or her on the spot.

Tip: See "step two" for tips on what to tell the prospect once he or she starts asking questions.

Another way to "hook" a prospect is to not just offer them a free consultation, but actually offer them a free service. This is something that's easy for you to do, but it looks impressive to the prospect.

Example: You can go into Google and get their business listed in the local business listings (and Google map).

Another approach is to offer to set them up with a free blog (using WordPress). They'll need to purchase a domain and web hosting (using your affiliate links), so you'll get paid for this service. And you also get the opportunity to pitch more services on the backend.

Tip: A final approach is to use your first contact – by postcard or phone – to invite them to a free offline workshop. There you spend a few hours teaching a roomful of prospects about marketing their local business online. And then you can work to close all these prospects at once towards the end of your workshop.

Example of Letter (Postal Mailing)

The second way to approach a potential client is to send a direct mail letter. In this case, because you're not standing in front of the person ready to ask questions, you need to focus on arousing interest rather than just curiosity.

You do that by letting them know how they'll benefit from your services. You can also offer a free consultation or other service to help you land the meeting. Here's how...

Dear Mr./Ms. [Last name],

If you're like most of the business owners I talk to, you're constantly looking for ways to save money while increasing your profits. So let me ask you this..

If I could show you a way to spend less money on advertising while increasing your sales by up to 35%, would you be interested?

Of course you'd be interested - but I know you're skeptical. And you'd like to see proof that it can be done.

That's why I'd like to offer you a free marketing consultation where I show you exactly how getting a web presence can help you generate more leads, customers, sales and profits. And best of all, you get all these benefits at a fraction of the cost of traditional offline advertising.

You can learn more about me and how the web can boost your business by going to [your link].

Or you can just contact me right now by calling [phone number] to set up your free, no-obligation consultation.

I look forward to hearing from you!

[Your name]

P.S. Did you know that [##] people are searching online for [type of business/niche] in [city] every day? Call me now to make sure that the next time someone searches for [type of business] they find YOU.

Now that you have your prospect's attention, let's look at how to close the sale...

Step 2: Closing the Sale

One of the most common mistakes offline consultants make is to frame their sales pitch in terms that make sense to them. And so these consultants use jargon and terms that completely go over their prospect's head.

Sometimes new consultants do this because they don't know any better. That is, they don't know how to orient their pitch towards their prospects. Maybe they're used to tossing around words like "SEO" and "PPC" with their friends, so they don't realize the common person doesn't understand these terms.

In other cases, the consultant is trying to impress clients with his or her knowledge. But if the client doesn't even understand the pitch – much less what benefit he or she gets from your marketing services – you can bet you won't close any sales.

Think of it this way – you don't need your auto mechanic to tell you exactly how he's going to fix the fuel pump in your car. You don't need to know about every screw he'll unscrew and every hose he'll remove. All you need to know is that he's going to replace the fuel pump so that your car gets you where you need to go, reliably.

Likewise, your potential client doesn't need you to throw a bunch of jargon at him or give a blow-by-blow of exactly how you'll work your magic. Instead, focus on answering the question that's floating around in your prospect's mind. Specifically, "What's in it for me?" And you answer this question by sharing the benefits of your services.

Example: You don't go on and on about "optimizing your pages for the search engines" and "keyword research" and "off page factors." None of that makes any sense to your potential client.

Instead, you let him know that you'll get his site to the top of the search engines so that his clients can easily find him. End result – more leads, more customers and more sales.

That's easy enough for your client to understand and appreciate. And if he wants to know more, he'll certainly ask you for details.

So here's what you do...

1. Research your prospect's business.

You need to understand it inside and out in order for you to offer the most benefit.

As an example: you need to understand if a business thrives on repeat business, new customers or some combination. Most profit from a combination, but the actual percentage depends on the type of business.

Example: A tour guide operator will likely have more new customers than repeat business. On the flip side, a hair salon is looking to profit from a nice mix of serving repeat customers while seeking out new customers.

The reason this is important is because it helps you tailor your pitch to the services that will best push your prospect's buttons.

You see, if you have a client that needs to improve his ability to bring back repeat business, you can offer email management and blog management as ways that he can keep in touch with existing customers to lure them back into the store.

You'll also want to do some preliminary research, such as seeing how many people search for his keywords and how many of his competitors are already in the search engines.

2. Show your prospect the benefits of your services.

Once you have a feel for what a business owner needs, then you need to show him what you can do for him.

You might even create a little pain by showing him what his competitors are doing.

Tip: It helps to have access to the Internet for your presentation. If that's impossible, then you need to create Power Point slides and screenshots.

Example: Pull up a Google search for your city name followed by the type of business your prospect is in. Example: "Canton OH dentists" or "Tucson carpet cleaners."

Then point out that some of his competitors show up in these listings.

Tell him that you want to put his website on top, so that all prospects see his site first.

Tip: To give him an idea of how many prospects are looking for information about his business in your city, provide him with the numbers from your keyword research.

Finally, you can tell him about how your other services will benefit him.

Examples:

- Using email as an inexpensive means of generating repeat business and building relationships with prospects and customers.
- Using PPC marketing to generate leads.
- Using social media marketing to generate leads as well as build relationships with prospects.

And so on.

3. Tell him why it makes good financial sense.

Finally, this is where you compare the cost of traditional advertising methods with online marketing. You'll also want to note how the online methods are more targeted.

Examples:

- Compare Yellow Page ad rates to geo-targeted PPC marketing.
- Compare direct mail advertising costs with email ad costs.
- Compare newspaper ad costs with search engine marketing costs.

And so on.

In other words, you want to show your prospect how you can slash his advertising budget and still increase his sales.

Now let's get into the specifics of the types of services you can offer your clients...

What Services Should You Offer Clients?

Below you'll find a list of 15 types of services you can offer your new and existing clients.

Tip: Please note that the prices you charge are going to depend on your market as well as how you position yourself in the market. Market prices vary greatly around the world – what a business owner would pay in downtown London differs from what one may pay in rural North Dakota.

Point is, I can't possibly tell you how much to charge. As such, you'll need to research your own local market to figure out the best fee structure that keeps both you and your clients happy.

1. Marketing Consultation

As mentioned before, you may offer a free initial consultation just to get your foot in the door. However, you can certainly charge for these services up front as well as on an ongoing basis. Your services may include:

- Analyzing your client's advertising to trim unnecessary expenditures.
- Track ad campaigns to improve ROI.
- Critique existing marketing campaigns.
- Suggest better ways to reach the target market.
- Critique an existing web site.
- Critique existing sales pieces.

And so on.

Point is, your consultation should show your client how to make more money.

2. Setting up a Website

This is where you sit down with your client to help draft (and then later create) a website that suits their needs. The site may be as simple as a "brochure" type site, or it may be a full ecommerce site.

If you don't have any design or programming skills, this is an easy task for you to outsource. You can even work with local web designers and programmers if you choose.

Bonus: Because your clients will need to purchase a domain and webhosting, this is an opportunity for you to use an affiliate link to put extra profits in your pocket.

3. Putting an Email Capture System in Place

This is where you set up an autoresponder on behalf of your client and put the subscription form on the client's website so that he or she can begin collecting leads.

Be sure to:

- Create a call to action next to each subscription form to increase the response rate. You may even create a page on the client's site just for the purpose of collecting leads (sometimes known as a "squeeze page" or landing page).
- Talk to your client about having an autoresponder series of 7-12 email messages in place. This serves to help your client build relationships with prospects and close the sale.

Here are a couple examples:

- Your client is a dentist. You may suggest creating a series about how to brighten and keep teeth white.
- Your client is a chiropractor whose clients mainly come in for lower back problems. You may suggest creating an email series about ways to reduce lower back pain.

4. Managing a Weekly Newsletter

You've set up your client's email-capture page so that he or she can collect leads. And maybe you've created an initial autoresponder series. But for best results, your client needs to send out regular newsletters to keep in touch with customers, build relationships with prospects and close sales.

That's where you come in. You can discuss what types of items to include in a weekly newsletter. You can then create the newsletter (or hire a reliable ghostwriter) and send it out.

Here are a few ideas of what to include in a regular newsletter...

- Printable coupons for local customers.
- Invitations to read a blog, join a Facebook fan page or join the client's Twitter network.
- Useful content such as niche related tips and articles.
- Announcements about upcoming sales, specials, open houses, etc.

5. Creating and Distributing Special Reports

You can help your client generate new leads and build his mailing list through the use of special reports, white papers, ebooks or other content.

Example: If your client is a carpet cleaner, you might create a special report about how to get tough stains out of the carpet. Or if your client is a dog trainer, you can create a special report about how to housetrain a dog.

Then your next task is to distribute these reports. As mentioned before, you can use them as lead generators. That is, you put these reports out as "bribes" to encourage your client's prospects to join his or her mailing list.

You can also offer these reports freely on social networks, forums, and ebook directories. You may even offer these reports to your client's JV (joint venture) partners to give away. (In exchange, your client can give away his or her JV partners' free reports – or they can form some other mutually beneficial agreement.)

6. Getting Your Client Listed in Local Directories

When your client's prospects type in geo-targeted search terms into Google (like "Riverside CA dog trainers"), your client's business information should show up in the local business listings and Google Maps. You can provide this service for your client.

In addition, you can make sure the client's office hours and other business information is stated correctly in this listing. You'll also want to encourage current customers to write their reviews of this business.

Secondly, you'll also want to make sure your client's site is listed in other local directories. As such, you'll need to do your research to find out what directories are relevant to your client... and how to get into these directories.

7. Putting Your Client at the Top of Google

One of the most popular web services you can provide are SEO (search engine optimization) services. This is where you research keywords to find out which ones your client's prospects are using to find information in his niche. And then you use on page optimization combined with a linking campaign to get your client to the top of Google

Tip: For best results, use "geo targeted" keywords. These are the words local searchers are using to find info about local businesses. For example, keywords like "Santa Fe chiropractors."

8. Managing Your Client's PPC Campaigns

While SEO can provide great results for your client – especially over the long term – it does take time to get your client's site indexed and ranking well. That's why you should also consider creating and managing a PPC (pay per click) campaign for your client.

You can use Google AdWords and geo-targeted keywords to pull in almost instant traffic for your client.

Tip: Before you create a PPC campaign for your client, be sure to have the email-capture system up and running first. That way you don't waste any of the leads you generate.

9. Creating a Social Media Presence

Many people are already using social media sites like Facebook and Twitter, which is why you should create a presence for your client on these sites.

You can use these sites to:

- Keep in touch with prospects and customers.
- Share coupons.
- Announce upcoming sales and specials.
- Build buzz about an event (such as a grand opening or open house).
- Offer contests.

10. Setting Up and Managing a Blog

Here's another tool your client can use to keep in touch with customers, build relationships with prospects and communicate with both. Naturally, you can also post optimized content on the client's blog that will attract the search engines.

There are a few ways you can approach this task (depending on your client's needs):

- You can set up a WordPress blog as well as create and manage all postings. Be sure to set the blog up on your client's domain (rather than using a third-party hosted solution.)
- You can set up the blog, but then teach your client how to update his own blog, upload content, etc.
- You can do some combination of the above two. That is, you set up the blog. And then you create and post some content (such as the SEO content) and your client creates and posts some content (such as sale announcements).

11. Using Content Marketing

Another way to use content to bring in leads for your client is to create and distribute articles. (Again, this is a task you can easily outsource to a competent freelancer.)

Here's why it works...

- You can optimize these articles for your client's keywords... and then post the content on high-ranking article directories. So even if your client's site isn't ranked yet, he or she can still attract traffic from the search engines.
- These articles help establish your client as an expert in the niche.
- You get to post a link back to your client's site, so it can help with your client's search engine rankings.
- You can leverage the internal traffic of these sites.

Tip: In all cases, you should create a compelling byline with a call to action that encourages readers to click through to your client's site.

Here are places you can distribute these articles:

- EzineArticles.com
- GoArticles.com
- ArticleAlley.com
- Buzzle.com
- ArticleCity.com
- Squidoo.com
- HubPages.com

12. Writing and Distributing Press Releases

Chances are, your clients are already writing and distributing press releases to the local media (local newspapers, radio and TV). If not, you can offer this service to them.

Beyond that, however, you can also help them write and distribute press releases online, using a service like www.prweb.com. If your client sells products or services that can be sold outside the local area, you can give your client national attention.

Example: Maybe you have a hair salon client who has excess inventory of shampoos, conditioners, hairsprays and other products. He or she can certainly ship these items outside the local area. Or maybe you have a client who sells services, like tax preparation – again, this person can attract clients outside the immediate area.

However, even if your client's products and services can't be sold outside the local area (example: your client is a car mechanic), submitting press releases online is still beneficial for the backlinks (for search engine optimization purposes).

13. Offering Video Marketing Services

Your clients can use videos in two main ways:

1. On their own sites. In this case, the video might be a sales message. Or it just might be another form of free content to post on a blog or send to a newsletter list to build relationships with prospects and customers.
2. To distribute to other sites. You may distribute these videos on video sharing sites like YouTube, as well as on your client's social media pages (like their Facebook page). You can also ask your client's JV partners to distribute the video.

In this case, the video should be some combination of good content as well as a call to action to visit your client's site.

Example: A car detailer might release a video showing tips for waxing a car. And then the end of the video encourages viewers to visit your client's website.

If you're proficient with a camera and with video editing software, you can produce and distribute these videos yourself. Otherwise, you may outsource this task to someone who knows how to produce quality videos.

Hint: Check Elance.com or GetAFreelancer.com.

14. Marketing Your Client on Craigslist.org or eBay.com

Here again, this particular strategy won't work for every business. However, many types of businesses benefit from placing ads on Craigslist.org or even eBay.com.

You can place ads for your client on eBay for items that are easy to ship.

Example: A gift shop owner or antiques dealer would benefit from selling to a larger audience via eBay.

While eBay does give you the option of selling locally ("local pick up only"), you'll likely find better success selling large items via Craigslist.org instead of eBay.com. The bonus is that it also doesn't cost anything to place an ad on Craigslist.org.

Example: Yan place ads on Craigslist.org to sell cars (locally) for a used car dealer client. You can even place ads on Craigslist.org to sell services, such as auto body repair.

15. Training Your Clients

Many clients are only interested in one thing – their customers. And so they're not interested in learning things like how to use social media sites, build an online mailing list or generate traffic online. As such, they're more than happy to pay you to do it, month after month – and those ongoing payments can really add up and make your business profitable.

However, you may run into the occasional client who's interested in learning how to do it all himself.

Example: He's happy to pay you to set up his website, blog and mailing list, but he wants to learn how to upload content and manage these items himself.

No problem – you can just charge a training or consultation fee to teach either the business owner or his in-house employees to do these tasks.

Conclusion

And there you have it – a simple plan to help you make money by selling online marketing services to local business owners!

Let's quickly recap what you've learned:

- ✓ You discovered what types of business owners in your local city need your services.
- ✓ You learned how to approach these business owners using either a one-step or two-step sales process.
- ✓ You found out how to impress your potential clients to close the sale.
- ✓ And you learned all about the services you can provide to generate a tidy income for yourself!

Now there's just one thing left for you to do: Take action! Because the sooner you take action on this information, the faster this info can help you generate a steady paycheck.

Your first step? **Start looking for clients.** Simply go back to the beginning of this report to learn how to identify potential clients. And then follow the rest of the steps detailed in this report to close the sale and provide value to your new clients!