

# **Offline Gold For Online Marketers Lost Forum Thread**

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## Introduction

Hi I'm Andrew Cavanagh.

On New Year's Day 2008 I posted a thread on the Warrior Internet Marketing Forum about how you could make money immediately simply by selling your online marketing services to offline business owners.

I pointed out how simple it was to make \$1,500 or more your first day out (and in this report you'll hear the story of someone who did just that).

This thread became widely read in a very short space of time and I was inundated with requests for more information.

Unfortunately the thread was deleted from the forum.

But the good news is the majority of the core content was written by myself and a few other contributors.

Not to take anything away from the enormous number of forum members who posted on the thread of course...many of the ideas were pure gold.

Anyway the core posts from contributors who have given me permission to use them are edited for clarity and reproduced here.

My gratitude to ALL the original contributors. If your posts are not in here please don't consider your omission as any kind of slight or sign of disrespect.

I tried to use the most relevant posts to the main topic...talking to business owners...and I was limited by the forum members I already had permission from to use their content.

I know you'll find this report an invaluable resource.

Kindest regards,  
Andrew Cavanagh  
CEO Copywriting1.com

## **New Year's Gift...Make \$1,500 Today No Money Down**

Author: Andrew Cavanagh

Last night I spent my New Year's Eve at a local restaurant PACKED to capacity with diners at a very high price per head.

Here's what may interest you.

I am friends with the owner.

This time last year he had no real internet presence.

This year following a few simple guidelines from me he's beginning to dominate the search engines for his local geographical search terms.

And this New Year's Eve not only did he pack his restaurant to capacity he had so many calls from his website he could have booked every table TWICE over.

We talk a lot about selling ebooks and information products online but I'm looking at both business models and I can tell you geographical marketing of local brick and mortar businesses is easier...competition is low and the potential for profit is enormous.

Best of all the market is so HUMUNGOUS that EVERY warrior on this forum could be actively working with 10-20 businesses in his local area and it wouldn't even be a blip on the Google landscape.

You can make money from this in several ways.

All you need is some basic SEO knowledge (how to use long tail keywords and get backlinks will do it) and some knowledge of how to get a web page online.

You can:

1. Charge a consulting fee for helping local business owners optimize what they're doing so they top the search engines for terms like "East Brooklyn Coffee Shop".

And show them how to turn that traffic into subscribers and buyers (here's a tip...give away free gifts from the website and use calling a live phone number as a call to action).

2. You can charge for setting up and/or running websites for local businesses.

This is a huge money spinner with many companies paying \$5,000 to \$20,000 plus to get a website up plus monthly hosting fees.

And the websites they pay for rarely produce real sales.

You can charge an upfront fee plus an ongoing fee to set up a website and add content on a regular basis optimizing the site and whatever offers the business is currently running.

It is VERY, VERY easy to get even a small business owner to write you a check for \$1,000 to \$5,000.

Let's say you just talk to a local business owner without a website and offer to set one up for \$1,500 plus \$50 a month.

I would never work that cheap but this is a no brainer for a business owner if you can demonstrate you have a website online that looks anything like decent.

And it just so easy to get business owners on board.

I've found in the last couple of years I have to be very careful how I talk to business owners when I'm out and about because 15 minutes into a conversation with me they're so excited they want to give me money for making over their website and I just don't have the time for it!

What am I telling these guys?

Nothing you can't find on the Warrior Forum...target long tail keywords...get multiple keyword phrases to the top of Google...one phrase per page.

Have a call to action on every page.

Capture email subscribers and follow up with them (even while you're sleeping).

You get the idea.

This is really old hat to Warriors but it straight out blows a business man's mind.

Remember he hasn't heard it before.

To test out if what I'm telling you is true just go to any privately owned local business where the owner works there himself.

Maybe buy something or just have a chat to the owner.

Ask him "Do you have a website? Are you getting any sales from your website?"

And then just start telling him everything you know about how he could be getting to the top of the search engines and getting real customers calling him and coming in off the website.

How he could be following up with customers and prospects automatically online, preselling them etc etc.

All the golden information you've learned on this forum.

Once you've established what a great website is worth to him offer to do it all for him at \$1,500, \$3,000, \$5,000 or more.

And see what happens.

Happy New Year!

Kindest regards,  
Andrew Cavanagh

Author: Andrew Cavanagh

My biggest problem is I DON'T want to do this...as a copywriter I can make far more money with less work...but every time I talk to a business owner it's almost like they're begging me to take their money off them.

If you're struggling to make good money selling ebooks online or if you're willing to set up a team to do this for you this is a frighteningly good business model.

Oh and I should point out the real key to making this kind of business work.

Go talk to the business owners yourself.

If you have any internet marketing skill any savvy business owner is going to be blown away with your knowledge.

Also you want to define exactly what you will do.

Keep in mind business owners EXPECT to keep paying you.

So you might set up the initial website for \$4,000 then have different levels of monthly service from just keeping the website hosted and working at \$50 a month to a full on SEO/content adding service at \$1,000+ a month.

Kindest regards,  
Andrew Cavanagh

Author: Steven Wagenheim

I just did a quick keyword research for restaurants in NJ.

You should see all the searches for restaurants in various parts of my state.

I could easily turn this into a 10K month a business alone without breaking a sweat. I've eaten just about everywhere in my state and know many of the restaurant owners, especially the ones close to my home.

Andrew, thank you for probably one of the best tips I've received this year...any year for that matter.

Wow!

Author: Andrew Cavanagh

If you were going to take this business model seriously you might look past restaurants to businesses with exceptionally high transaction values and large advertising campaigns.

Used car dealers for example.

Someone who is already spending tens of thousands of dollars every month on advertising will not even bat an eyelid to write you out a check for \$5,000 for a website that brings in real sales.

Kindest regards,  
Andrew Cavanagh

Author: James Schramko

Spot on Andrew,

Car dealers will pay \$6000 per website and there are plenty of other businesses out there in a similar situation.

Finance and realty brokers are another example. Basically any business in the small to medium segment (who balk at \$20,000 agency sites) will lap up a \$6 - \$10k SEO optimized, copywritten custom site.

Make sure you develop a website planner that lays out the deliverables and has a part for the client to sign.

From experience the only downside is when you have repeated change requests so be very specific about the review period (ie: client may request small changes at the 30 day period after the website goes live).

Also - load the website to a password protected directory for testing first before giving it to the client where possible. Once they see it they will want to pay for it.

You can build a website before quoting for the business knowing that you can sell it to a competitor if they reject it. Or what the heck - sell it to a non-compete business as well, with changes.

Once you have one up you will have a word of mouth chain reaction - especially in Australia where all this web stuff is still almost unheard of compared the U.S.

Author: Andrew Cavanagh

Actually there's very little difference between the US and Australia as far as that goes.

Except that a higher percentage of US residents have high speed internet access.

I would add...

Don't do ANYTHING without getting some money upfront.

Screw risk free offers. Business people will pay.

This is a minor cost for a business person.

I'd be looking for 50% to 100% of the set up fee upfront.

If you have finished websites you've done that you can show them it will be an easy sell.

If you have some good search engine rankings (for nearly anything) that should be a deal clincher too.

And on the subject of changes.

I'd let them have one review on the initial website.

If they want any ongoing changes make that part of a deluxe monthly charge where you help them change and add content to their website.

You should have different levels of this kind of back end service anyway and if you think it out well it could actually be the main source of income for you.

### **Offer A Full Website Solution**

You'll make far more money and have far less hassles by offering a full website solution.

You do everything and charge a premium.

You have control of their website, their autoresponder (you control the list)...everything related to the website.

And you charge a substantial set up fee and ongoing fees.

The biggest problem most small to medium sized business owners have is a lack of time.

The next biggest problem is usually getting more high quality customers.

So if you provide a hands off solution that gets them more customers with no time involvement on their part you have a winner on your hands.

Kindest regards,  
Andrew Cavanagh

## **Website Design**

Author: Lynn Stivers

This has got me thinking - thank you!

Just one question...

What's the best type of website to build for local businesses? I've kind of gotten used to the one page IM type sales page - is that the style you use or would something a bit fancier be better?

I can build just about any kind - I was just wondering which type was best for this.

Thanks again!

Lynn

Author: Andrew Cavanagh

The website you build will depend on the style of the business and what's required to sell their products or services.

Generally if you want good SEO rankings you'll be looking for content on the home page with keyword phrased hyperlinks to internal content pages.

But you'll also have to work out for yourself how you're going to get people to call or email the business with inquiries based on how their sales process works now and what they're selling.

You wouldn't have to go too far outside the standard IM style website to do it...just a few more pages.

My friend's restaurant site looks pretty average...below average IM standard...and it gets results so design is probably not such an issue with the prospects.

But the business owner will have to be happy with it.

I'd suggest you have a skilled artist create a good unique header and footer for each website.

I'm sure the other Warriors here will add plenty of suggestions on this.

Kindest regards,  
Andrew Cavanagh



## **Don't Get Too Analytical**

I want to make one other vital point.

Don't start getting analytical about this.

If you're thinking of doing this go out NOW and talk to some business people.

You already know more than enough to get the job done.

The strength of the one-on-one approach is:

1. You design a custom website solution for the business owner you're talking to.
2. You eliminate most or all of the shopping around the business owner might consider doing.

If you're a warrior you're already marketing savvy and business owners will pick up on that very fast believe me.

When you start talking about automating follow up marketing with their customers with a sophisticated online email marketing system (your aweber account...you get unlimited autoresponders)...

Or when you talk about creating response driven website pages that get visitors to the website to actually call or email the business immediately (you just design pages with a call to action)...

When you do that smart business people will be listening.

They know more customers and better marketing to their customers means more profits.

You actually have a huge advantage being an internet marketer because if you're a bit shy or geeky and you start talking like this they'll just think you're one of those supergeeky internet geniuses like Bill Gates!

The most important thing is to focus on asking THEM a heap of questions about their sales process and just throw in stories you know from the internet marketing world on the results people have had from their web sites.

You want them to know that your objective is to see if you can find real solutions for their business...ways to make them more money with their online marketing.

But my most important point is...you don't know squat about how to set up this service unless you talk to real business owners and take real money off them.

You already have the skill to do the job.

Don't be overcome by that old affliction "the paralysis of analysis".

Just get out there and talk to some real live prospects...and get started!

"You are already a highly skilled consultant who can charge for your expertise."

What part of that don't you understand?

This same businessman is going to blow \$5,000 to \$20,000 plus on a web design firm that won't do a thing for his bottom line sales.

You have an obligation to save him from wasting his money and help him on a track that we all know from experience will make him real profits.

Kindest regards,  
Andrew Cavanagh

## **Do You Need Your Own Website Or Portal Site?**

A website certainly can help but I'll say it again just in case some people are missing this...

Talk to business people in person.

Don't expect to sell people on a multi-thousand dollar service hiding behind your website.

Also pre-educating your clients with internet marketing audio, reports etc may NOT be the most intelligent way to do things.

You're giving them all kinds of ideas and preconceptions that they'll screw up.

It's actually better if you want to be seen as a true expert that they get the real solutions customized for them straight from you one-on-one.

People will pay 100-1,000 times the price for one on one mentoring than they'll pay for pretty much exactly the same information presented in product form.

What you want to do is give your clients exactly the information they need at exactly the right time.

You don't want them to be internet marketing experts. The whole idea is that they hire YOU so they don't have to worry about that.

So you need to educate them in a way that keeps them confident and knowledgeable enough that they'll trust you, keep paying you and know immediately when another firm approaches them why they're full of hot air.

Staying in regular contact with a full list of business people and showing a genuine interest in their business even when they haven't fully decided to hire you yet is probably the most effective way to recruit your clients.

If you have strong personal contact this way they'll think of you first and look to you for advice on web issues.

That's all you need to bring in a steady stream of paying clients.

## Would A Portal Etc Site Help Me?

It's probably a great idea but...

If you're targeting local businesses you have the unique opportunity of easy access to your prospects.

Somewhere between 50% and 95% of business owners will be quite happy to talk to you...many will be thrilled.

Do you know how hard it is for business owners to find people who actually understand any kind of marketing or will give them honest objective business opinions?

These guys are surrounded by employees and called on constantly by salesmen who suck up to them and string them bullshit.

Hard core business people don't have a whole lot of peers they can talk to every day of the week.

And here's the real point I'm making.

Before you spend all that time and expense on creating a fancy website why not talk to your prospects and work out exactly what their hot buttons are.

There are several reasons I say this.

First because of your past experience and personality you're going to find it easier to relate to certain kinds of business people.

This will be different for everyone.

So the easiest way to research the market you'll be able to attract fast is just go talk to them.

Also I'm betting the average person would have a very serious business income after doing this for less than a month.

For some people it would take less than a week to get all the paying clients they could handle.

In marketing you want to get to know your market BEFORE you create your sales process.

With this business model you can get to know your market, make a pile of money then progress to something more sophisticated.

That makes more sense to me.

**Also I know a lot of the people reading this thread are going to screw around doing anything except the "pointy end" of marketing...talking to real, live prospects.**

It can be uncomfortable but you'll learn more from talking to 3 or 4 business owners in a day than you will from months of surfing online or building websites.

Kindest regards,  
Andrew Cavanagh

P.S. Start with your market first.

Start with your market first.

Start with your market first.

Start with your market first.

Start with your market first.

## **What Is Andrew NOT Telling You...Is It A Conspiracy?**

I'm actually thinking about this and I have quite a few breakthrough strategies to create content for a local business that I haven't really seen done anywhere.

Content that will keep customers coming back and thrilled with the service and make any business look absolutely fantastic online.

And attract the search engines like a magnet.

The interesting thing about mixing online and offline marketing is that the strategies get multiplied exponentially and you can make each strategy far more effective.

Some methods work better online (regular delivery of content for example) and some things work far better offline (talking to real live people and building genuine rapport).

Some of the more cutting edge techniques I will only share with my email coaching clients.

Kindest regards,  
Andrew Cavanagh

Lynn Stivers

I was doing a bit of research to see how many local businesses in my area have websites - almost none.

The person who did the sites for the few who do have one has terrible terms for the customer.

And SEO, autoresponders for subscribers, or anything like that is not offered at all. Also - he has an "unconditional \*no\* money back guarantee" - seriously.

There doesn't seem to be much competition here at all.

My biggest hurdle will be to convince the business owners that they want me to provide them with a website and the service that goes with it but from what everyone is saying, that shouldn't be too hard at all if you do it right.

Lynn

## **Analyze The Business' Google Results The Cost Of Acquiring A New Customer**

When you're talking to business owners you want to give dimension to the value of each new client.

Help them work out what acquiring a customer really costs them.

If you have an advanced tool like Affiliate Elite you could also analyze their pay per click and explain where they might be able to eliminate that cost with SEO or improve on the pay per click campaign by targeting longer tail keyword phrases etc.

Kindest regards,  
Andrew Cavanagh

## **Drop In With A Regular Printed Report Of How The Website You've Put Up Or Made Over Is Doing In The Search Engines And Its Traffic (Idea From Keith Boisvert)**

Seeing your clients regularly like this would provide great opportunities to upsell them to more sophisticated services and to ask for referrals.

Also if you're doing a decent job you'll be amazed at the stories you get of how many customers are coming in off the website, how far away they're coming from and how in many cases they're ready to buy.

You might want to get those stories down on paper and use them as testimonials.

Exactly the kind of stories you want to use when you talk to other business people about your service.

Kindest regards,  
Andrew Cavanagh

Author: Willie Crawford

Excellent post Andrew. Most of my efforts in late 2007 were aimed at brick and mortar businesses and ways of building residual income streams using the very expertise that you point out is common knowledge on this very forum.

It really IS that easy, although when many hear that they need to actually get out and talk to local business owners they lose their enthusiasm for some reason.

Those business owners are looking for places to spend their advertising dollar... and will spend it with you if you show that you can deliver results.

Willie

## **Should You Cold Call? Can You Have Clients Outside Your Country? What About Web Hosting?**

Screw cold calling. Talk to people in person.

Although I would add when you progress to a larger business model with employees you may hire staff to call prospects on the phone and set up appointments.

On the subject of clients who are outside of your country...I do have a couple so it is possible.

But I honestly think you'd be better off starting with local clients.

They're right out your back door and your cost of acquisition is just time plus you'll have enormous insights into your market just from talking to them.

On the subject of web hosting...there are people on this forum who have much more expertise in this area than I do but I will say...

1. Many of your clients will already have a website so this won't be an issue unless they're getting ripped off with their current web hosting.
2. If you have an account like kiosk.ws that gives you unlimited domains you can start by putting your first "hands off" clients on your account.

Keep in mind that most local websites won't get a ton of traffic. What you're getting them is laser targeted traffic...people searching in their area for their product or service.

And as I said before there are huge advantages to having full control of the website and offering a full solution.

There are SEO advantages to running different hosts once you start linking sites together but that's a much larger topic requiring several pages of discussion and debate.

I will point out that if you ended up with say 100+ clients in your local area and you linked them to each other intelligently your domination of the search terms in that local area would be very hard to compete with.

With a business model like this, as I said before, you should be charging monthly fees.

And I'd seriously consider having a scale of monthly fees ranging from just keeping the site active to a full SEO content/product update service.

And you'll want to explain to your clients why it's in their best interests to go for one of your more deluxe monthly services.

One last point.

If you're thinking this is easy money...it is and it isn't.

First, the reason you can make a good living and even create a business empire doing this is because you've put in the effort and continue to put in the effort to stay up to date on SEO and

internet marketing trends.

Second you have to be realistic and understand the 80/20 rule.

20% of your clients are going to be a pleasure to deal with and will probably lead to 80% of your profits.

Another 20% of your clients are likely to be a pain in the arse in one way or another so you need to have the forethought to create a system and formal agreement on entry so you can DUMP them at will.

You want to identify early in a business like this where you're making your profits...the high return on investment clients...and focus on getting referrals from those exceptional clients.

This business model is going to take some work.

And it will never be set and forget...although you could outsource nearly all of the tasks.

Kindest regards,  
Andrew Cavanagh

## **How To Work Out What Service To Offer To Each Business Person**

You have to ask questions about each businesses marketing process and listen closely.

If you're smart and you give yourself some time to think about it you'll come up with solutions to even the toughest problems.

Or you might see an obvious solution straight off the bat.

I would be inclined to charge more than \$500-\$600 for the solution you come up with even if it does take you just 4 hours.

But that doesn't mean your initial fee has to be above that level.

You could just increase your "nominal" monthly fee for making sure the site is up and active.

Or upsell to a search engine optimization service and charge a higher monthly fee for that.

Or if you have other skills you could offer to create the copy for printed sales literature that ties in with the website.

Or email follow up of clients and prospects (autoresponder)...

The possibilities go on and on.

Kindest regards,  
Andrew Cavanagh

P.S. Thank you for all the positive PMs sent.

Due to being brow beaten into it I will put something together to help Warriors do market to local businesses but it will be a limited release and it won't be available for long.

I would prefer that a few warriors take this really seriously and make a genuine long term business out of it.

## **This Can Be Hard Work (Actually Having To Work To Make A Fortune!)**

No one said this business was a walk in the park but:

1. It beats the hell out of working a real job.
2. Put your prices up (most businesses never charge enough).
3. Outsource everything you can to the best professionals your can find.
4. Develop being a marketing consultant to these businesses as part of the mix.

If I was to train some Warriors on how to make a business like this work I'd focus pretty heavily on number 4 once they've got the basic web design stuff down.

For years I've worked with and studied some of the world's leading offline marketers and the combination of online and offline marketing is exponentially powerful.

One thing I didn't mention in the story at the start of this thread...I walked into the restaurant realized it was packed and immediately realized the owner was about to throw away a golden opportunity to get a steady stream of business through his restaurant in the slowest time of the year.

In less than 30 minutes we solved that problem and probably made him an extra \$5,000 or so he'll collect in the next 3 months.

I can't tell you what we did on an open forum unfortunately.

But it does give you an idea of the possibilities for making a small fortune in consulting from businesses you already visit regularly anyway.

Kindest regards,  
Andrew Cavanagh



## **First Job Took Two Days To Build \$6,700**

Author: James Schramko

As someone who makes a nice income from this business model.....

It is not nearly as hard as people are making out.

When people ask you what you do, tell them you build websites. In fact they produce you a tidy income because they get results that SEO and Copywriting can produce leads/sales etc.

Note: You will be presented with opportunities every day you come into contact with shop owners and suppliers - from a pool shop through to the guy who delivers fruit to your door.

Then you ask them if they have a website, next they say yes or no, If they say no, they usually tell you they were just thinking about getting one and they start asking questions...

If they say yes, Then you ask if they are happy with the results they are getting. Mostly they are not or the site is old and requires an update.

Tell them you usually only build websites for yourself but occasionally you build ones for others.

Mention that agencies rip-off unsuspecting business owners with over-priced under-performing websites and that you could build one for them and charge less than an agency - and that your website will actually get results.

Give them a website planner (the one that you use for your sites) and follow them up.

Sidenote:

My first external job came through word of mouth - took two days to build - \$6700 job.

That client ordered three more and I outsourced them all. (Just fine tuning the end result).

Guess what - I now had four sites that I can re-sell to another person in the same industry in another state.

Did you know you can even sell a new skin for \$1000 (XHTML and CSS) which you can get designed and installed for less than \$300?

There is a lot of opportunity out there.

Plenty of my XSitePro clients are doing this.

James

Thanks for the post James. Brilliant.

The response you're getting from business owners is very similar to the one I'm getting.

Except of course that I'm trying NOT to sell them a website creation or updating service!

LOL

Andrew Cavanagh

## **Should You Work Free To Get A Portfolio?**

The simple answer is no, you should always charge something...anything so that the business owners is committed to making the site work instead of "seeing how it goes".

But if you're starting out with no confidence and no samples you could do one or two sites without money upfront.

Perhaps for a charitable organization or business owner with some influence in the business community who offers to introduce you to PAYING referrals (make that a condition of doing the work free or on a trial basis).

But be careful.

A lot of the people on this forum will continue to do sites free, cave in when business people try to pay them next to nothing for their work etc etc.

It is very important as a consultant to build the confidence in yourself you need to get people to pay you...upfront.

So while the concept of not necessarily getting people to pay you upfront is fine there are a whole pile of reasons you should get people to pay you upfront as well.

It's actually not a crucial issue though.

If the average Warrior got off his backside and started talking to business owners for a month or two he'd soon be charging one way or another.

The novelty of doing websites for other people wears off fast. Then you realize you have to get some money to make it worthwhile.

## **Is Word Of Mouth A Good Way To Get New Business?**

Yes it certainly can be very effective.

You certainly want to employ a system to gather testimonials and referrals.

Good referral systems are like word of mouth on STEROIDS.

I explain in detail how to create a simple, elegant referral system in the full report *Offline Gold For The Online Marketer*.

I also reveal a really simple way to get testimonials too.

Kindest regards,  
Andrew Cavanagh

## **What Type Of Domain Name Should I Choose For Businesses?**

You should preferably pick a catchy domain name that's based on a keyword phrase you'd like to be number one on Google for.

It helps even more if the domain name is a root for several long tail keyword phrases.

With your experience you should know enough about SEO to work out why (I explain the basics of SEO for local businesses very briefly in the report *Offline Gold For The Online Marketer*).

But don't get bogged down in this stuff.

You need to get moving on something that will make you money...going out and speaking to your prospects.

The most common reason people stay employees their whole lives is they never realize how dead simple it can be to get a business going if you just DO SOMETHING.

I've tried to get jobs in the distant past and that was a whole lot harder than setting up this kind of business deal with a business owner.

So if you've ever managed to get a job anywhere then you should be able to do this.

Kindest regards,  
Andrew Cavanagh

## The Many Different Services You Can Sell

Author: James Schramko

The easiest way to sell a business owner is to discuss what they are missing out on.

So when you ask them why they have not got a website it prompts them to go through the thought process of what they are missing.

I tell them I don't really do websites for other people (and like Andrew, I don't really want to be doing it) and they want me to build it even more.

The other thing I do is give \$500 spotter fee to my referral network.

Just make a website planner, give out three URL's as an example (or tell them you can pretty much copy any standard website look EXCEPT FOR FLASH) then give the website planner to your friends and tell them they get \$500 for every completed paid up website.

They don't need to do any selling or know anything about websites, they are just the introducers.

You will be amazed how responsive having an affiliate network can be.

Just one website a week can make \$2 - \$3k profit if you outsource every task.

The most important points in this thread are:

- 1) Take action because opportunity surrounds you
- 2) Sell your services to people OUTSIDE Internet Marketing

People in the non-IM world pay more, and pay often.

Most retail business owners are paying weekly rent that would make you cry and they need to fill the shop with clients.

Something that has not been mentioned yet and is just as powerful is selling the shop keepers LEADS.

Make your own local directory / lead gen site and sell leads back to store owners. Over time you can make a lot more than just selling a website.

You keep control and you can sell that site for plenty.

I will share some more Add-ons I invoice for:

You can also charge for PPC campaigns to hook up to a landing page per service the business offers.

For example some businesses have multiple divisions, service / parts / retail / wholesale etc...

Each section requires a landing page and often a contact form.

You can charge to set up a PPC account and maintain it under your master account(they get billed direct for the ads and you bill for your service).

Also -  
you can use IBP to do SEO reports and summaries

You can charge for directory submissions

You can charge for Autoresponder setup...

You can charge for articles....

You can charge for newsletters.....

You can charge for LOGOS

You can sublet (outsource for a fee) stationery and cards etc...

So there are many ways to manage the account and all of them are able to be outsourced.

As Andrew mentioned - be confident!

James

Author: Andrew Cavanagh

To add to the different services keep in mind you can also sell OFFLINE marketing solutions.

Depending on your skills (and the skills you can bring in from Joint Venture partners willing to pay you a percentage) you might sell:

A free publicity service (press release writing)

Internal marketing overhauls

Sales training for the owner and staff

Training on how to build your business so it will sell at the maximum price

Accounting and tax planning  
etc etc etc.

You don't even have to supply these services.

You could be like my friend joint venture expert Robin Elliot taking 20% commission into perpetuity for putting the business and the service supplier together.

(People who purchase the Offline Gold For Online Marketers report will have a chance to get access to a teleseminar with Robin Elliot in the future.)

But it all starts with talking to those business owners in a low key non threatening way.

## **Won't Business Owners Hate You Because You're Trying To Sell Them Something?**

Author: Andrew Cavanagh

Keep in mind that you're not selling you're just on a fact finding mission...

Do they have a website?

Are they making sales from their website?

How are sales made in their business now?

How can they improve their sales process with online solutions?

James and I aren't talking theory here.

We've done this...even if at times it was accidental.

When you build the right kind of relationship and become genuinely helpful to a business owner he'll generally reciprocate by wanting to hire you.

You are going to have to do some work but this process is simple and it does work.

Having said that I can see that this is the area where people will screw up royally so the full report *Offline Gold For The Online Marketer* reveals what I've learned over the past 25 years on how to talk to business owners and get them to the point where they want to give you money.

I'm even throw in methods I've used for years so when I arrive they're excited to see me.

Every method is written out step-by-step including how to build rapport, get referrals and testimonials and how to get business owners happy to pay you.

Kindest regards,  
Andrew Cavanagh

## **I'm Afraid I Might Be About As Welcome As A Yellow Page Salesman**

Yellow Pages salesmen are just that...salesmen.

Many are hardsell and a genuine pain in the arse.

I'd kick them out of my business too...unless I was actively building a website creation business...then I'd joint venture with them giving them a commission for any paying client they referred to me.

As an online marketing expert you have a couple of HUGE advantages.

1. You have your own business so you're not a sales person you're a business owner.

Believe me that makes a massive difference to getting the attention of a business owner.

We HATE sales people but we love talking to our peers...other business owners.

2. You have something that's fairly unique...an online marketing solution and your knowledge is very specific.

That's valuable and interesting to a business owner.

If they're smart they're going to want to pump you for all the free information they can get.

Kindest regards,  
Andrew Cavanagh

## **Option: Put Video On Your Client's Sites Business Networking Meetings**

Author James Schramko

I have included Video on many of the sites I set up for others (and my own) because it keeps the visitor on the page and it is easy to make and has a high "wow" factor for the business owner.

Another Idea:

You can invite 20 business owners to a 90 minute presentation about "changes in website marketing" or similar.

Free or paid - you choose.

(I suspect some business owners would pay \$200)

If it is educational you are delivering value in a leveraged way.

At the event you can have a "bonus package" ready for those who sign up now etc....(perhaps they get a PPC setup included).

This is an effective business model that requires a little more organisation but can net 5 - 10 jobs at once.

Author: Andrew Cavanagh

One big secret of going to those business networking meetings and chamber of commerce meetings is to go as the speaker.

You'll get more business speaking at one meeting than going to 10 meetings.

And internet marketing is a topic most business people would love to hear about.

Kindest regards,  
Andrew Cavanagh

## **More Services To Sell: Lead Generating Reports**

More things to sell:

You can make a FREE report for people to download like Andrew recommends on his site. Clients will be happy to pay for this to be researched, written and set-up.

Also I have been able to convince business owners to grant me resale access from a new minisite to sell the same products and services but under a private label.

So you become a sole "affiliate" or JV partner. Like a furniture store where you can sell three items and just send the order details through for drop delivery.

Other ideas:

Interview all the business owners you do business with and make an MP3 that you can both use.

You put one version on the site you sell as a freebie or paid podcast, and you sell the other version as per the "Dramatic Cash Method" (from your own site) or make a local affiliate site.

You can then back-end sell your own info product by up-selling the clients products.

So the example is:

You build a dog groomers site  
you bill them,  
you interview the groomer for tips  
you put the interview on the dog groomers site

you make your own LOCAL dog grooming affiliate site  
or info product site,  
you use the interview to capture names  
you offer clients a special deal at the Dog groomers  
you take a commission from all the leads you refer...

You can do this by telling the client that you are casting the net wider for them at no cost to them.

They are winning business from competition and you have created an exclusive affiliate program for yourself with NO competition.



Author: Andrew Cavanagh

Many years ago I remember charging a real estate business owner I knew \$2,000 for a short lead generating report and an online press release about the report.

Whenever they used the report they got swamped with people wanting to list their houses.

Was the report that great?

No. But they were the only game in town.

And it took me probably a day and a half to do the report and the online press release.

\$2,000.

That's not a whole lot of money to me now but I'm guessing it would be pretty significant to many Warriors.

Once the business owner knows you and trusts you as a marketing advisor there are a ton of ways for you to both help him and make some very good money for yourself.

Kindest regards,  
Andrew Cavanagh

Author: Cherilyn Lester

Andrew;

You know, I've been trying to think of a way to get a certain idea of mine (actually more like a lifelong ambition) off the ground for so many years...

And this post just did it for me. Holy cow, my head is spinning.

Locally, well... Lets just say that my lifelong dream could very well come true with the idea this post has sparked.

The dream has little to do with money, but more with my working environment - and now I think I can make it happen.

Andrew, did I ever tell you that I love you?

## **Won't You Be Limited To One Business Of Each Type In Your Local Area?**

Author: James Schramko

If you consider 'area' to be a suburb then you still have plenty of scope.

If that is too close for comfort then try north, east , west, south of a city. (zones)

Even if you wanted to do it by state that would leave you plenty in most countries.

You can learn plenty about SEO in a few great threads in the SEO section of this forum but the main things are:

page titles,  
domain name,  
good content  
and  
links to the site.

You can outsource that.

Also design - I outsource all of that - I am not a designer and there are Sooooo many great designers in this forum who work at great prices...

Regards  
James

Author: Andrew Cavanagh

James is right.

A suburb is an area.

And if you're number one on google for a whole range of search terms then you'll be the only game in town dominating the search engines.

Does only one liquor store advertise in your local paper?

My personal inclination would be to work with just one business of each type in a keyword related area and work very hard to create income from helping them with other marketing areas and recommending other service providers to them who can be genuinely helpful to them.

Kindest regards,  
Andrew Cavanagh

## **How Do I Handle Web Design If I Can't Do It Myself?**

Author: James Schramko

All you need to do is make a website planner and agreement.

Get it filled out, take the payment and then get a warrior or someone like that to build the site for either a fee or a percentage split.

Your job is to be the project manager and sales person.

This is how I do it now and it is easy once you get started.

Try doing one.

If you need help then PM me.

I must confess I am no HTML expert - but you dont need to be with the software available now and the magic of outsourcing!

You just have to have an idea and then take action. I have a really great friend who builds the websites for me when I get the job specs.

It suits him because that is what he likes and it suits me to be the arranger, money handler and communicator.

We are both doing what we like most I hope this thread sparks some action for anyone who was thinking of trying this. Just have a go.

When I first started my biggest concerns were how to get the site to the server and how to setup email accounts.

And the other thing I worried about was how to build a form.

So I learnt how to set up emails and how to use FTP and bought form making software (\$10) and away it went! So even if you don't know all the bits - it is possible with the support of this forum.

Regards  
James

## **How Do I Do SEO For Local Business Terms?**

Geographical SEO is pathetically simple.

Long tail keyword phrases with the location name people search for added in.

One page per keyword phrase on your website.

James already mentioned the other basics.

page titles (page title should match your longtail keyword phrase)

domain name (ideally domain name should match a root keyword phrase)

good content (give the search engines what they want and they'll love you)

links to the site (focus on getting links from related sites preferably with a high Google page rank. Since the explosion of blogs and forums this has become a whole lot easier).

Images related to the keyword phrase with image name and alt tag close to the keyword phrase might help too.

Linking to pages within your site with keyword phrases hyperlinked can help as can categorizing content in your site according to latent semantic indexing etc etc etc.

But in most cases with geographical SEO it's pretty easy.

Just pick a long tail keyword phrase that suggests someone wants to buy something your business is selling, put a page up focused on that phrase with a call to action of phoning the business.

And link to that page from a related site.

I have been lucky enough to write copy for some of the world's leading SEO experts so I'm familiar with it and even have a few results to prove it eg. search for "prevent bird flu" on Google and see what you find.

I've been number 1 since November 2005.

Other SEO experts on this forum can elaborate on this whole process.

The good news is you don't have to know much more than I've already explained to get the work.

Many web designers get work with a whole lot less knowledge than this.

Kindest regards,  
Andrew Cavanagh

## **Do I Need My Own Business Card And Domain Name To Get Started?**

Author: James Schramko

One of the most effective methods is to NOT be a salesperson!

Be a self made business entrepreneur who is a specialist at these web methods and offer to lend them a hand - for a fee of course....

A card and website is putting the cart before the horse - you don't need it - I don't have a card.

Author: Andrew Cavanagh

You know what's really funny.

I don't have a current business card either.

I'm forever writing my number down on scrap pieces of paper for business people who are pretty much begging me to help them.

It's kind of embarrassing but it does demonstrate that all you really require is two things: the six inches between your ears and your two feet out walking on the pavement.

Kindest regards,  
Andrew Cavanagh

Author: Willie Crawford

I just had 1000 business cards printed up yesterday featuring my local portal website.

Prior to that I actually rarely used business cards... preferring to collect the other person's card since I'm very methodical about following up.

Selling to local businesses is so easy that this will likely be 30-50% of what I do this year.

My mastermind/brainstorming group (of all people operating local portal websites) regularly come up with such amazing ideas that it really is easy.

Online marketing can be difficult but that is NOT a requirement.

Willie

## **Can't I Just Get To The Top Of Google And Let People Call Me?**

I KNEW someone would say this sooner or later and my simple answer is don't be so pathetic. Get up off your arse and go talk to some business people.

You're going to waste months getting yourself to the top of search engines setting up sites when you can be collecting your first check the first DAY you go out and talk to half a dozen business people.

## **Won't Most Cities Already Have Web Firms Pitching Business Owners?**

Yes most cities will have some kind of web firm who will be ripping clients off giving them websites that never bring in a sale.

And would you believe the people running most of these SEO firms are too whimpy to go out and use the simplest, most cost effective way to get clients...

TALK TO BUSINESS OWNERS ONE ON ONE.

I don't mean to be too hard on you. I understand your reluctance.

I was in commission sales for many many years and I can tell you doing this is so much easier because you're a business owner talking to another business owner and just giving him good advice.

If you do it right you immediately come across as a trusted advisor not a sales person.

The special report *Offline Gold For The Online Marketer* includes 3 different sections on how to talk to business owners, how to avoid coming across as a sales person and how to get business owners to love you.

One of the interesting things that struck me reading the replies in this thread is how little understanding many of the people here really have of simple offline persuasion and people skills.

But then it occurred to me that I did do this stuff for 25 years.

Fortunately it is easy and most of the things I do will have you smacking your head saying "that is so simple."

Kindest regards,  
Andrew Cavanagh

## **Will Having SEO Results Increase My Chances Of Getting Hired?**

Getting off your arse and talking to a whole pile of business owners is the most certain way of getting hired! You don't need anything but some basic internet marketing knowledge to do this.

Kindest regards,  
Andrew Cavanagh

Author: James Schramko

It helps to have a high ranked word / keyword or site as PROOF.

This is hard to argue with....most small business owners do not know much about SEO and the local businesses trying to sell them on it charge a Fortune and talk in "corporate" speak.(ie: BS)

But even this is really not necessary.

If you can talk in terms business people understand - like:"your business will get traffic from people typing requests into Google for what it is you do"...then that helps.

Even if you explain just one thing wrong with their current site like the page titles are all the same etc and what they are missing out on then that will motivate curiosity and establish authority.

## **Can You Track The Replies Coming Off A Website To A Business Phone?**

It's not 100% accurate but there's a couple of even simpler way to track calls off a website:

1. Have the staff in the business ask "Where did you hear about us?"
2. On your website pages next to your call to action put a line like "call now and ask about the 'bluemoon' deal" or "ask for extension 237" or something along those lines.

Just give each call to action a unique name. You can even give the call to action from different pages a different name.

But I see the paralysis of analysis creeping into this thread again.

I suggest you stop worrying about the details.

You make money in business by focusing on the "pointy end" of business...bringing in the money.

And the first post in this thread shows you exactly how to do that.

**GO TALK TO SOME BUSINESS OWNERS.**

This thread should now be flooded with replies like "I just took my first \$1,500 check" or I went into my local butchers and he chased me out of his store wielding a cleaver.

Or "Oh MY GOD HELP. I just did this and I realized I have a check for \$2,000 and I don't know how to set up a site. Can anyone here do it for me?"

The simple answer is yes.

Those are the stories I want to hear.

As if any of the details we're talking about here make one iota of difference.

Start thinking like a business person and get your arse onto the street talking to other business owners.

When you get a whole pile of checks there are plenty of people on this forum who will help you put up websites for a modest fee.

Kindest regards,  
Andrew Cavanagh



## **Can't You Get Them To Come To You From Your Website?**

This thread is about going into brick and mortar businesses and talking to them about creating a website that brings them real sales.

You could try to do this sitting behind a website and waiting for people to come to you but quite frankly you'd be wasting your time.

## **How Do You Create A Website That Will Make Sales For An Offline Business?**

The real secret is to realize that a website is just selling online.

You mimic the whole process of someone finding the business, building trust, and gradually moving a prospect forward.

At key times it's better to lead prospects to a real live sales person or just get them to call the business.

That's the wonderful thing about doing websites for offline businesses.

They have real staff and other offline resources you can integrate with the online marketing.

You want to design a unique "direct response" website for each business...a site designed to improve their marketing process, attract prospects and again...bring them real sales.

Make business owners some money.

And the fastest way to get clients is TO GO TALK TO THEM!

I simply can't put it any plainer than that.

Kindest regards,  
Andrew Cavanagh

## **What About Using Portal Sites For Local Businesses?**

Author: Andrew Cavanagh

I have an interesting observation on portal sites.

Personally I'm not fond of them but they're a huge opportunity.

The reason I don't like them much is each individual website isn't being worked over enough by someone with some real marketing blood in them.

The reason my friend with the restaurant and other offline business people I know have had quite astonishing results with their websites is because I kept suggesting changes over a long period of time.

But what's interesting is that portal sites are an amazing opportunity for someone who's willing to go in and really work with the selected clients of the portal site owner to make a far more effective website so it brings in more sales and becomes a more effective marketing tool in a variety of ways.

I've always thought in terms of making money by helping my clients make a TON of money.

So an OK solution never appealed much to me.

I like to be involved in marketing solutions that are truly exceptional.

I should also point out there are huge SEO advantages of having a local portal site or directory site doing once you get rolling with a lot of clients in the same geographical area.

And those advantages go both ways...to you as the portal site owner...and to your clients getting valuable links from your portal site or directory.

Kindest regards,  
Andrew Cavanagh

Author: James Schramko

It would be ideal to host them on different servers too.

A portal site might be a nice background value add for your clients, or perhaps even a reward....

The real results come from a laser focused website for the business. One that generates leads EVERY day!

How interested is the business owner in you once your website starts making them rich?

From experience, they want to buy whatever you can recommend because you have helped them

more than any other supplier in the past.

Finally they have a "trusted advisor".

Chances are they heard of you via word of mouth after you have a few sites, so they are already trained to pass on reputation through word of mouth too.

We all love to tell other people how clever we are when we get something right so they are going to tell everyone about the influx of business the new website is generating.

The story will eventually lead to discussion about who did the website - hey presto - you get a referral.

Give your client a free listing on your portal as his reward and next time they refer someone you can write them a press release or something as your way of saying thanks....

Get going - who are you going to ask today?

Who do you know who could really do with a better web site?

What local business do you deal with where you already know the owner?

Is it the local bike shop? The Baker? The Barber? The Hardware store?

Lets do this ;)

James

Author: Andrew Cavanagh

Hallelujah brother James...

You're absolutely right about running a few different servers but this is NOT something you have to worry about when you're getting started or even at all really.

What will make or break you is whether you actually get enough clients to make a good living.

And the quickest way to do that is to go talk to a few business owners.

I'm beginning to sound like a broken record but this is really all you need to take away from this thread.

Kindest regards,  
Andrew Cavanagh

Author: Willie Crawford

I agree 100%.

I bring to my portals all of the lessons I've learned from studying marketing since I was a small child selling seeds from catalogs, up through what I've learned about selling on-line over the last 11 1/2 years.

It really takes a synergistic effect.

When I glanced at one of my clients sites, and saw a HUGE banner across the top of his page bragging that he was featured on a "Yellow Pages" site, I saw just how willing the customer is actually to cross-promote you and help all local businesses grow.

It's all positioning.

Here was a customer who saw being listed on that site as such a worthwhile credential that he was actually sending away his visitors so that they could read the same info on another site

I also spend a lot of time exchanging ideas with other portal directors on what is actually working for them.

I did that for over an hour last night alone... walking away with some amazing ideas that will absolutely overwhelm any local competition!

Most local businesses in my area realize that their customers can go to nearby towns to find a car dealer, realtor, hair dresser, or good restaurant.

Part of what I sell IS the idea of keeping it local...the idea that someone goes online to find a pizza delivery coupon, and while printing off that coupon, they notice that the local dog groomer is having a sale... from following a link on the same page with the coupon.

I DO encourage them to have their own optimized website outside of the portal listing.

Just as I've been taught for years, I teach them that they want as many doorways (or sign posts) as possible out there pointing to them.

The fun part for me is actually teaching struggling business people how to TRACK the results of their advertising dollars, and how to get better ROI, because then I not only make a lot of money, I sleep better at night... and get invited to speak at more local civic club meetings.

Willie

## **Would Wordpress Work For Creating A Portal?**

Yes - WP would be nice program to use for a portal - very powerful and flexible.

James Schramko

Author: Andrew Cavanagh

I believe Willie is the portal king.

In fact I'd go so far as to say if you had to get a portal you should just go ahead and join his mastermind group.

And you can get the money for the mastermind group and the costs of setting up the portal by....

GOING OUT AND TALKING TO SOME BUSINESS PEOPLE ABOUT HELPING THEM WITH THEIR ONLINE MARKETING.

Oh God it felt good to say that!

Andrew Cavanagh

## **Matt Jutras Makes \$1,500 His First Time Out**

Lurker here to tell you that this thread just made me 3000 dollars and on top of that an ongoing 250 dollars a month.

There is a local pet store here that specializes in pure-bred "pocket" dogs.

You know...the cutesy kind that Paris Hilton wannabes stuff in their Gucci bags and walk around in the mall with. I think these dogs look like rats and gerbils, but to each their own. These things sell for 1300.00 dollars and up.

The other day, after reading this thread, I found the website of said dog store and almost had to throw up at how terrible it is.

It is absolutely doing nothing for this persons business. It is the type of site that a business has made up just to say that they have a website and aren't stuck in the 17th century.

So today I walked in and chatted up the owners, who also mind the store.

I asked them how business was doing and they indicated it was lukewarm, mostly because we are in the post-holiday season. I then inquired what marketing they were doing: they have a yellow pages ad and do some local coupon ads twice a year or so.

I then asked how many people come in the store, look around a little bit, and then claim that they'll come back at a later time when they see a dog they like (their "inventory" of ugly dogs changes weekly).

They said probably 95%. Of these 95% about half take a business card or flyer. Of those half, only about 5% come back and actually end up buying something.

I said not bad but I can improve it, and spent the next hour explaining how...and then signing them up for a 3000 dollar complete site overhaul (I'll use xsite pro) and 250 monthly fee for hosting and monthly update.

I snatched the monthly fee by offering this service:

They have their customers and potential customers sign up for a monthly e-mail update on what they have in stock.

Customers can also go the website and opt-in, of course.

I come in once a month and film their new inventory (using a Flip Video recorder). I will record about 90 seconds of video footage per mutt (they usually have around 12-15).

Each dog's video clip gets uploaded to youtube. The monthly email gets put together, with a two or three paragraph blurb about the new dogs they have available and the 12-15 videos embedded in the email.

The effect of this is twofold: customers that have already purchased a dog, will probably check out a video, fall in love with one of the dogs, and rush in to buy it.

Customers who walk in, but don't like any of the dogs they currently have, can get a monthly audio/visual update on the stores inventory from the comfort of their home or workplace.

So instead of losing a potential buying customer, the store can now put its product in the face of prospects once a month with ease.

I estimate that it will be about 2 or 3 hours of actual labor per month. If I start getting too busy I know someone who I can pay 50 bucks to do it for me.

So 200 bucks a month for sitting on my ass. Nice.

250 a month is probably cheap. But it's my first client and I'm learning. BTW I walked out of the store with a check for \$1500.

Always get half up front, and wait until it clears before you fire up XSITE.

Peace.

Matt

Author: Andrew Cavanagh

Did anyone notice what happened there.

Matt took some action and made some money...fast.

I know this concept is complicated but you could always...

**GO TALK TO SOME BUSINESS OWNERS!!!!**

It just sounds better every time I say it doesn't it?

I'll let you in on another secret.

The best time to talk to another prospect is immediately after you just sold one.

Just walk straight into the next likely business you see.

You can even say "I was just next door talking to Jenny in the dog store helping her overhaul her website to take a whole lot more sales and I thought I'd drop in and say hi."

When your confidence is high it's a whole lot easier to talk to people and they tend to get swept up with your enthusiasm.

Kindest regards,  
Andrew Cavanagh

## **Matt Did It Without A Business Phone Business Cards Or Even His Own Website!**

Author: Matt Jutras

Seriously though. I don't even have ANY of the things that I said I wanted to have before I had the nerve to drum up some business.

I don't have a business phone. I don't have a business card. I don't even have MY OWN damn website yet!

But now that the fire under my ass is lit, and I have a client, I can waste time on those details and get back to the most important action of all: TALKING TO BUSINESS OWNERS AND GETTING THEM TO WRITE ME CHECKS.

Andrew, this thread is the shit. All anyone needs to do is read this, and I also want to suggest "YOU,Inc." and "Selling The Invisible" by Harry Beckwith.

Thanks again. I'm going to leave the house and kill a few hours before I go to my soon to be extinct "day job".

Maybe I can get another client. Peace.

Matt

Author: Andrew Cavanagh

I remember one of the first commission sales jobs I ever had.

I didn't have a phone so I used local pay phones. One time I turned around and realized there were half a dozen people waiting to use the phone.

They saw my big list of phone numbers I was going to call and you could hear them all groan...funny.

Also I didn't have a car...I caught trains and trams to get to appointments.

I didn't have a suit or any decent clothing either...I was a sports pro at the time and dressed up for me was a tracksuit.

I borrowed a suit jacket off a friend.

After a month he got so embarrassed at the state of it after I'd worn it every day going to appointment after appointment that he got it dry cleaned for me.

And of course I didn't have any money.

But I'm sure you could guess that.

And as the wonderful Matt demonstrates with action you don't need any of those things.

All you need is enough guts to get up off your arse and DO something.

Good things come to he who waits but here's a rule that so much slicker.

If you really want to make a dollar **climb the nearest tree and holler**.

Kindest regards,  
Andrew Cavanagh

## **When You Do This You Become Indispensable To Your Business Clients**

Author: Willie Crawford

This is something the late Corey Rudl and others taught for you... the part about selling the online tools and know-how to offline businesses.

And it IS so much easier than selling to "internet marketers."

You do get repeat customers that will stay practically forever, and pay you year after year.

Willie

Yeh and all you have to do is go talk to them!

I'm pretty sure I forgot to mention that before.

Giving away free consultations or free direct response website critiques can also be a powerful marketing method.

The secret is to give them a dollar value. After a while you'll probably start actually charging for them anyway.

Kindest regards,  
Andrew Cavanagh



## **What Do You Do When A Business Owner Asks You To Come Back Another Time?**

Author: Matt Jutras

ALWAYS get a specific day to meet with a prospect. If they are vague about it by saying "sometime next week" chances are they won't follow up.

Always leave with a specific day and time to meet.

That way they feel obligated to hear you out.

## **What If The Business Owner Asks Me On The Spot How They Should Improve Their Website And I Haven't Ever Laid Eyes On It Before?**

If you're chatting to people in a casual way like you're meeting wasn't planned this is actually a HUGE advantage and I'll tell you why.

Most businesses now have an internet connection right there in the office.

So you just say "Have you got a computer online here? Great. Let's go take a look at your website together and I'll give you some ideas."

The best part of this is the business owner letting you into his office and on his computer.

That's huge for building rapport and being seen as a trusted advisor rather than a sales person.

My recommendation is to get out and talk to some business owners.

That way you'll get a much better idea of the questions you'll be asked and the ways you might prepare for future trips to see business owners.

You learn by doing.

Kindest regards,  
Andrew Cavanagh

## **Can I Take My 4 Year Old Daughter With Me When I'm Talking To Business Owners?**

If your daughter really enjoys this it could be a nice regular outing for you both but keep in mind most nice business owners are going to be uncomfortable talking for a long time with you while your daughter is having to sit and wait patiently.

So you'll probably have to book a time to come.

I can't remember who said it but yes book a definite time to come back, the exact hour the day, the place.

I can't even begin to tell you how important it is to book an appointment from every appointment.

And to turn up exactly when you say you're going to turn up.

Kindest regards,  
Andrew Cavanagh

## **What Do I Do When A Business Owner Doesn't See The Value In This Straight Away?**

On the subject of what you should do with the dentist who's already paid for a website but doesn't have one, the guys who don't realize how much **money** they can make or any other business owner who's not ready to write you a check right now...

I'm betting that if I went **down** to that dentist's office, stood outside and spun in a 360 degree direction (I know this is complicated Internet marketing stuff but stick with me here)...

If I spun in a 360 degree circle I bet I'd see at least 2 or 3 businesses I could walk into.

You could also say something like "I was just talking to Dr Incrediblepain next door about helping him make some more paying appointments with his website and I thought I'd just drop in and say hi."

Also some of you guys need to break out of thinking of the sales process as:

1. Get prospect to go to a website from PPC ad or Search engine
2. Make a sale.

Some of the most powerful online marketing is internal marketing...increasing the frequency an existing client buys off you and the amount of **money** they spend with you on each transaction.

Let me give you an example of what I mean.

Imagine if you set up a simple autoresponder for a dentist that gives new clients tips on looking after their teeth.

You could even have different autoresponder series for different procedures.

So if someone gets a tooth extracted the day after they get an email along the lines of "you may be feeling a little discomfort today which is normal but if you have extreme pain or if your mouth smells really weird please give us a call."

And so on through the whole process of looking after that patient.

You could even time an email in the series that tells them it's time for their next checkup and to call the dentist's office.

Do you think you'd have more confidence in a dentist who did this?

Do you think you'd be more likely to refer your friends to him...especially if giving referrals was also part of the email follow up process.

Just giving you a few things to think about.

As online marketers we all have an incredible bag of tricks we can call on.

So don't get stuck on how to sell a client start thinking of how you can help him with his marketing process.

If this client doesn't hire you to implement your great ideas you just bring them up with the next client.

Kindest regards,  
Andrew Cavanagh

P.S. And the best way to get creative is to put yourself on the spot by GOING AND TALKING TO SOME BUSINESS OWNERS (God it feels good to say that!)

I'll let you in on a secret.

Some of your best ideas will come a few hours AFTER you talk to a business owner or the next morning when you wake up.

This is perfect.

When you get a great idea you just call or drop in on that business owner and say "I was just thinking about your business last night and this amazing idea struck me like lightning.

Let's get together for 20 minutes and I'll show you what I've come up with."

If you're using autoresponders for your business clients I suggest you use your own Aweber account....at least to begin with.

It's simple and your client is bound to you because you have basic control of their list.

You'll have to work out pricing yourself based on how much work you need to do and what you need to be paid for it.

But keep in mind business owners are used to paying \$100, \$200, \$500 or more every month for even minor services.

Don't undercharge.

Instead focus on helping your clients make more money. Think of it this way.

If you have an autoresponder that helps a real estate agent make just one sale every 2 or 3 months that's an extra \$2,000 to \$5,000 or more in extra profits for him.

That's how you want to start thinking.

How can I help this business owner make a small fortune?

Then you'll think of the value of the service you're providing differently and you'll be comfortable charging a premium price because you know it's just a fraction of what business owners will be making.

Kindest regards,  
Andrew Cavanagh

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