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# Offline Business Internet Marketing

# Profits



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## The Local Market Opportunity.

It's been a long time coming, but small local business owners are finally beginning to realize that their customers have changed. No longer are they finding them in the yellow pages. But, they're now looking for them online.

They just move their mouse, their computers come-on, and they can search Google using their high-speed Internet connection.

What's more, advanced mobile devices are rising in popularity. Even on the run, your customers can find you using the web.

Even word-of-mouth advertising has begun taking over online. Social networking sites, such as Facebook, Twitter, and review sites, such as Yelp.com spread good or bad reviews about local businesses at lightning fast speed.

Word of mouth is no longer person-to-person, but it's person to dozens, hundreds, or even thousands of people at once.

You might have done and then all of your friends and family know how it went.

Of course, in the past, local business owners have been slow to adopt online marketing. Only about half have websites. Even fewer do any kind of marketing.

However, there have recently been some major shifts in the marketplace. These include:

1. **Google, Yahoo, and MSN are putting an increased emphasis on local results.** Recently, Microsoft just launched its new search engine, Bing, which emphasizes its local listings as a main selling point. The reason the search engines are moving in this direction is that they see this as an important part of the future web.
2. **Review sites, such as Yelp.com have dramatically increased in use.** In most cities, there are hundreds of reviews for certain retailers, such as Restaurants. It's the new word-of-mouth.

3. **There has been a growing trend of online marketers starting businesses catering to local business owners.** This increased competition has created significantly more awareness of the importance of online marketing. For instance, if a local business owner gets two calls a month from online marketers, then they're going to be thinking a lot more about hiring one.
4. **The economic downturn has forced local businesses to begin thinking about new ways to generate customers.** The internet offers far less risk, is more accountable than many offline advertising methods, and offers loads of free advertising opportunities.
5. **Finally, business owners are finally starting to realize that many of their customers aren't coming from the yellow pages, but are finding them online.** They, themselves, may even have changed their habits in how they find local businesses.

Simply put, the perfect storm is brewing.

There is a growing demand for anybody who knows how to use the web.

Skills in-demand, include:

- Pay-per-click management,
- Search engine optimization,
- Setting-up and publishing WordPress blogs,
- Submitting to directories and submission sites,
- Setting-up autoresponders (email marketing),
- Website split testing and Google analytics,
- Video marketing,
- Website design,
- Social media marketing (realize, most business owners have no idea how to join and create an effective Twitter or Facebook account),

- And much more.

If you know how to do any of these, you can make a fortune helping local business owners.

After all, they don't want to learn how to do any of this. They just want someone to do it for them. This means each of your clients needs you on an on-going basis – recurring income for you.

Best of all, you don't have to be a world-class expert to provide a lot of value to local business owners.

This is because the only other options out there for local business owners are website designers who charge \$15,000 for an advanced flash site the client doesn't need.

If they don't go that route, then they may hire a young kid for a few hundred bucks who doesn't know the first thing about marketing.

In other words, there is a severe lack of expertise. You may be below average in your knowledge of Internet marketing among other marketers. However, in the offline market, you are the top 1% of marketers.

You instantly become the top expert.

Even many local SEO firms have no clue about email marketing or advanced tactics to profit from pay-per-click. They may even not know the latest tactics about organic search engine optimization – what they claim to specialize in!

In addition, there's one more great part of local marketing. There are a lot of ways to generate passive income. This is because you can promote a lot of different monthly services as an affiliate. For instance, you can build a nice monthly income by promoting autoresponder, hosting, domain registration, shopping cart, and many more services.

The bottom-line is you now have an amazing opportunity at your doorstep. You are in the right place at the right time. Inside this guide, we're going to talk more about how you can tap into the local online marketing goldmine.

For an advanced step-by-step guide to profiting from the local businesses, check-out a resource over at:

→ [Easy Offline Riches](#)

## How To Attract New Clients.

The best way to attract clients is to put into practice the marketing service you're offering.

For instance, if you offer Google AdWords management, you would create an AdWords campaign.

If you offer search optimization services, you would begin targeting local search terms clients would be typing-in. For instance, you would want to rank at the top for "Minneapolis Search Marketing."

If you're offering to set-up autoresponders, then you would set-up a lead generation page. Then, you would put together a killer follow-up series to convert your leads into customers on autopilot.

By showcasing your talent for yourself, clients get an idea of why they should use your service as well. You are your own best proof.

A key point about local business owners is that they are entrepreneurs. They work long hours. They're passionate about what they do. They don't want to spend a lot of time on marketing. They want to focus on what they see as the fun stuff.

This is why if they grant you their time, you must have your pitch down pat. They won't stick with you if they don't immediately "Get it" as to what you can do for them.

Let's talk about some more ways to generate leads:

- **Networking.** A great idea to build relationships and showcase your expertise is to start a Meetup.com group. You can also join your local chamber of commerce. This is very important because business owners who go to these meetings are serious about growing their businesses. They're actively looking for people like you and so there is much less selling of your services that needs to be done. Compare this to walking into a business cold. You must do far more selling to a potential client who may not be in a place where he or she is ready to focus on marketing.

- **Direct mail.** Send handwritten letters or postcards to business owners who are already actively advertising. You might look in local newspapers, on television, or in other local publications.
- **Promote local internet marketing seminars.** You then teach about all of the different marketing techniques you have to offer. In most cases, the business owners won't want to do any of it themselves and will hire you.
- **Walk-in to local businesses and talk with the owner.** This is not the best way to get new clients, considering you're offering marketing services, but it can be very profitable when you're just getting started. A key point about this route is you need to be very respectful of the client's time. If you can, make an appointment (even pay for it) or go during a time when you know business is slow. You should also be sure to be very polite to receptionists or other workers. Remember, they may be directly related to the owner or even be the owner. In any case, they likely have a strong relationship with the owner and influence his or her decisions.
- **Cold-calling.** This is by far the worst way to generate new customers. You want clients calling you and not the other way around. At the same time, it can get results. After all, you only need so many on-going clients to generate significant revenue. Again, look for businesses who are already spending money on advertising. One technique is to look on Google and call the business owners who are placing AdWords ads on the right side of the page. You likely want to focus on scheduling a free consultation where you come to the store. People like to do business with people they know.

A resource to show you how to get clients to contact you, instead of having to do cold-calling can be found at:

→ [The Offline Stealth Tactic](#)

Whenever you approach business owners, it's important, you come prepared. Any decisions should be easy to make and understand.

A great way to do this is to come-up with packages. For instance, you may have

different search engine optimization packages.

A light package, which targets 5 different search terms or a heavy package that targets 7 more aggressively. Or, an email marketing package may have you set-up an autoresponder with 3 messages for the light version, 7 for the advanced, and 50 for the top package.

You can then customize a package to the clients' specific needs if necessary once the client has decided he or she wants what you have to offer.

Simply put, the client should be able to look and point to select your services. He or she should not have to understand the nitty-gritty details of how it all works (unless he or she wants to know those details).

For tips to building your client base, check-out a guide over at:

→ [Easy Offline Cash](#)

## More Tips To Selling Yourself.

There are a lot of service providers who offer web design and top search rankings.

However, most of the time, they charge a lot for no results. This is your opportunity. You can stand-out from the crowd by offering what others don't... results.

You can offer traffic, leads, and sales for far less in advertising costs than everybody else.

This is how you stand-out from the crowd.

You can emphasize this with your guarantee. You may offer a refund if certain measurable metrics are not met or to get paid based on metrics you agree upon.

You also might include tracking tools, such as Google Analytics so clients know their ROI. You might post regular updates of ROI you've calculated using conversion tracking tools.

The key point is you want to talk in terms of what your clients understand. They don't want to do email marketing, search engine optimization, or AdWords. They want more sales for less money spent on advertising.

In addition, a common "hot button" with local business owners is they want to make sure they keep-up with the competition. They see the competition down the street using the Internet to get an edge and they suddenly want to keep-up.

Other ways to effectively communicate with your prospects are to:

- **Gather testimonials and create case studies from other local business owners.** Prove you have the goods. This is especially effective if you have testimonials and case-studies from people just like them (or the competition).
- **Pick a niche to cater to.** For instance, you might focus on serving restaurants-only. This allows you to become the "Go-to person" in your

area for a certain market. People go straight to you because you specialize in their business.

- **Offer free consulting or critiques to qualified business owners.** This then sells your services. After you tell them what to do, they'll want you to do it. This is a great way to sell your services.
- **Ethically scare them with honest statistics, facts, and changing customer patterns.** In a blink of an eye, a technologically savvy customer can now go onto their Twitter or Facebook account, post a bad review, and hundreds of people will see it. This is a fact local business owners need to take seriously and it's why they need your services.
- **Keep explanations of your services simple.** The customer usually doesn't want to hear about everything that's involved with search engine optimization. Instead, keep it focused on results you feel you can deliver and less on the details of how you do it. Charge for results, not workload.
- **Keep moving.** If the customer decides that all email marketing is spam, address the objection once. If he or she can't get over it, then move on to offer another service he or she can wrap his or her head around, such as search engine optimization or setting-up a Facebook page. Again, having case-studies of people just like the customer come-in especially handy here. If he or she sees a competitor doing it and getting results, he or she will want to as well.

In addition to saying the right things, you can also sell yourself with educational content. For instance, you may publish a blog targeted at your community. You also might publish e-reports. A screen recording tool, such as Camtasia is also powerful because it allows you to show visually rather than explain with words. It helps you keep it simple.

Your job as an Internet marketing consultant isn't just about delivering a lot of value with your actual services. A big part is getting your clients excited what your services can do for them. After all, you can get amazing results for your client. But, if the client doesn't realize what you did for him or her, your value is limited.

On the other hand, when your clients understand the exact ROI you're delivering, you become indispensable. You can build a large on-going business.

For more strategies on the consulting part of your business, check-out a resource guide over at:

→ [Offline Consultants Profit Arsenal](#)

## Recommended Resources:

- [Easy Offline Riches](#) – How to profit from offline businesses needing to move online.
- [Easy Offline Cash](#) – An easy way to get started profiting from local business owners.
- [The Offline Stealth Tactic](#) – How to reach offline business owners without cold calling.
- [Offline Consultants Profit Arsenal](#) – Profit from offline businesses by consulting rather than doing all of the work.