

Instant Offline Treasure

So you have taken that step? Are you ready to land offline clients?

There are a multitude of things you have done over the past few months or years. You have either tried your hand at affiliate marketing, created websites selling Clickbank products, or maybe even done several odd jobs on Fiverr.

Whatever it is that you have done, offline marketing still stands out as one of the best businesses to have in today's age.

Why?

Simply because you get the money straight into your PayPal account. Let's face it, you need to find a way to receive cash right now.

You need cash in your pocket, right?

Offline marketing gives you that chance.

What exactly is offline marketing?

Offline marketing is when you sell to a business owner a service that will help them get develop their online presence while also gaining more customers.

In the end, you can help them make more money and gain more customers.

It sure does come in handy in the long run for them since you are helping them get customers while you also get some cash.

What is this WSO?

This WSO is going to give you the exact steps to getting an offline client in the next seven days. If you work at it, you do exactly what I say, and you do your best, you will surely succeed and get a good set of cash in your pocket pretty quickly.

Offline marketing is a tough business that can be stressful, but if you want to work hard and you are willing to put in the work, you can make a lot of money.

I am going to teach you one special rolodex that I have been using to snag clients.

This is going to make you a lot of cash if you do it right.

What is the Instant Offline Treasure?

This small little secret is something most of the big marketers know, but they do it completely different.

The key here is to make business owners call you, but you don't need

to talk to them.

How does this work?

Here are several steps you must take to get this working:

You are going to email them, talk to them, and then make them call you on your free phone online. Here is how to do it all step by step:

- Choose a service you want to offer first

You can sell anything, but the one thing I would suggest you try to sell first are mobile sites, but I am biased because that is what got me started in offline marketing.

I would recommend that you try to sell mobile sites first, but do not be afraid to sell other services as well. Just be creative.

Now, let's continue on what you are going to be doing. If you don't know how to find business owners, my other PDF, Mobile Cash Code is included at the very bottom of this PDF.

Email Templates

When you do this, you can find there are many different angles that you can follow when doing this. There are all kinds of angles that you can follow when using these. You do not have to use these templates completely. As long as you follow the main model, it'll work no matter what kind of template you use.

These will focus more on mobile sites, but you can do whatever you want with them.

- Subject line: I have called you before!

Hey there,

I am a marketing consultant for (come up with your brand name). I have called you before several times to discuss this, but we have never gotten the chance to talk. :)

Having been in this business for only several weeks, I have yet to build a portfolio for my brand. I am currently trying to find clients to allow for me to build a mobile site for them to help increase visibility online.

When people visit your site and they visit from their phone, a mobile site can allow for them to call you right away.

At this moment in time, I have yet to build a large resume, and that is why I wanted to ask you if you wanted to be among one of my first customers to help get me getting my portfolio started.

I can discuss this with you on the phone if you would like. Please call me at xxxxxxxxxxxx.

So, you are probably thinking - I don't want to talk on the phone?

That is the beauty of this system, there is no more need for that, but there is a way around that.

This works all throughout the entire world.

Here is what you are going to do next:

You will sign up to k7.net

What is this site?

This is a professional site that is FREE.

When you first visit the site, you will need to sign up with your email and name, and then choose specific numbers to use as your main security code.

The way the site is works is very simple.

They will give you a number that is available for people throughout the US to call this number, only to be brought to a voice mail every single time. Each voicemail is going to be given to you in your email.

Isn't that neat?

The best part..... It is free and does not require additional cash to use this. You do not pay monthly or anything.

You will get an email after submitting your main account. They will give you a set of instructions to follow when you first begin to sign up on the following page.

Make sure that you follow those instructions.

You should also follow the instructions in your email. Below is just one of the few things to look into:

" When you call (the number they give), you will hear the default greeting. To personalize your greeting, press the star (*) key as soon as K7 answers. You will then be prompted to enter your 4-digit security code. Just follow the instructions to record your personal greeting"

You can customize your very own greeting for those to call you. If you do not know what to say, then the following is a script I have used:

"My name is (your name). You have reached (Your brand name). We unfortunately are not available at this time. However, you can always reach me via email at (your professional email). Thanks for calling, and have a great day. Please leave a message to let me know who you so I can contact you again."

When that is all taken care of, you now have a phone number to share with everybody.

When you email a business owner, you should use my template above.

There are other kinds of different templates you can use. Here is another one that I have used before.

Subject line: I have called you before

"Hey,

I have called you before to discuss this, but I haven't talked to you yet in the past.

I am the owner of (your brand name). I design mobile sites for business owners, and I wanted to offer you a mobile site.

I would like to potentially work with you to design a mobile website for your business.

Please call me as soon as you can at XXXXXXXX so we can discuss how to make this work for you. "

K7 is a professional website that can allow for you to get voicemails from business owners.

This is simply the only thing you need to reel them in and make them want to consider contacting. You are sort of having them contact you.

Why does this work?

Because it shows them that you want to talk to them and get their interest. It works like a charm since it gives them the impression that they have talked to you.

What do I do next after a client calls?

After one client calls and you listen to their voicemail in your email, you can go out there and do what I do: email them again.

This part is all about creativity. I cannot give you a specific reply because different clients will either be interested with it already.

I would say 1 out of 5 clients would say yes after I email them one

more time after their call.

Of course, some of them would need a little bit more talking and convincing.

What I do next when contacting them is to know that some of them may or may not be all that interested.

If they do seem kind of interested, I tell them that I had gotten their email.

In this next email, I will usually tell them some facts and statistics. Just grab an article off of Google that talks about the importance of a mobile site and the facts relating to it, and you will find that your customer will be interested in.

Here is an email template I have used in the past regarding this:

"I have gotten your call. I wasn't able to call back.

The reason why a mobile site is so helpful is that almost everybody who visits your site is using their phone.

If they are looking for your contact info, they may not find it on their phone.

Almost every big time chain and online shopping store is creating a mobile version of their site.

Here is an article on why it can be exactly what you need to have a mobile site:

(Your name)"

So, let's take a look at all the comments that you may have to experience.

Dealing with harsh and rude clients

Now, there are some people who will just email back and be extremely rude. Different business owners may have a specific kind of answer.

The one thing I do to stop the rude comments from them is to show them facts of why they need what I am selling.

You may not want to sell a mobile site, but if you want to sell reputation management, showcase to them the problem. It could be that they have horrible reviews on their Yelp account.

If you are selling a website redesign, show them how badly their site is designed.

Show them the problem, and you will end up winning the conversation and convince them to pay you for the service you want to give them.

I also recommend that you throw them with kindness. If a person is rude, *explain to them that all you want to do is help them gain more customers for their business.*

Explain the benefits of why they need to come to you. Some businesses need to be told they need you, so you should try to let them know that nobody can beat what you have to offer.

What are the five secret words for making a business owner pay you?

I have called you before

That's it!

It is phrase that makes them obligated to hear about what you have to say. It is really not that difficult to use it in your emails.

It is a great subject line too.

How do you outsource?

I never actually do the services I offer.

I always outsource my work to people who can do the mobile websites, website redesign, and even the reputation management for me.

However, I actually like to hire a virtual assistant for the sake of doing one thing: email sales.

I have hired women and even men on TaskArmy.com for as low as \$5, \$6, and sometimes \$10 per hour.

Once you hire them, tell them that they do need to send out a minimum of 15-20 emails per hour. I have a few of them who do more, since I do give them bonuses.

Another thing worth mentioning is that sometimes I don't want the

outsourcer to look at the emails, so I simply tell them to send out emails for me from a new email I create. I tell them that they are not allowed to read the emails that come in to that email.

I actually change the password once they have done their job, and then change it back when they come back to work for me again.

Asking for payment

When asking for payment, you don't want to force it on them. You always want to share multiple emails to help them feel comfortable with you.

I would recommend that you send them a PayPal invoice of at least 50% before you deliver your service and then the rest after you deliver it.

I was going to include a contract that you can include, but one thing I found with around 60% of my clients is that they ignored the contract yet still paid me right on time. This always made me laugh at times, so there is no need to over complicate everything for you.

Deliver the service that you had promised once they pay, but be sure to let them know of the timeframe of when you will be able to deliver the service.

Since I outsource the service to somebody else, I sometimes like to ask for 60% upfront to pay for my outsourcers.

There are hundreds of people on the Warrior Forum that you can outsource to. Just visit the Warriors For Hire section and look through each thread there. There are some affordable people on that

site.

How much to charge clients?

- Mobile Sites \$197-\$697 You can go as low as \$197, but try selling for \$297 to start.
- Social Media Services \$497 Monthly Payment I have charged even lower actually. Why? Because all I have to do is reply to postd and that's it. Not much hard work!
- Website Redesign \$397 A Pop There are outsources online who will charge just \$97 for their work, so that is a net profit of \$300 for me!
- SMS Marketing \$697 - \$1,997 A Month (I would suggest selling this as an upsell! It is much easier when you have built lot sof trust with them.)
- Reputation Marketing \$497-\$2,997 (There are many forms of reputation marketing, so it all depends on how you sell the offer, create value, and how much stuff you to outsource.

There are many ways to make money in offline marketing. The key is to start doing what I teach. There are so many people like me who have made money from offline marketing, but all it takes is working a bit harder than other people.

Below are a set of my other WSOs for Free.

Mobile Cash Code

Mobile Cash Code is going to show you three techniques to land offline mobile clients. It will show you the main techniques I use to

find offline clients.

<https://docs.google.com/file/d/0B2VRdNWXjUnAVGRxMTJTTRV9nUGM/edit?usp=sharing>

Speechless Authority Closer

This PDF will give you a secret tool to use to land offline clients while gaining more authority online.

<https://docs.google.com/file/d/0B2VRdNWXjUnAV0dNU1JjRVVkJkU/edit?usp=sharing>

Offline Fiverr Goldmine

There is a great Fiverr gig you can buy to get clients online. This WSO will showcase it all to you!

<https://docs.google.com/file/d/0B2VRdNWXjUnAZHdfbWpZOXNvVmM/edit?usp=sharing>