

Offline Client Getter

Disclaimer: This is for informational purposes only. Please do not share information on other websites or on the thread. I make no guarantees. I am not reliable for any results you get.

Thank you for buying this WSO. I am going to give you the opportunity to finally land an offline client.

I know, you feel like you have worked too much to ever see results.

Sometimes, it could take a little longer or shorter....

But this WSO will help fasten up the process.

Here is just a snippet of what you'll learn inside:

I'll show you where to find clients

What to sell

How to contact the business owner

How to land clients effectively

And how to receive payment

So. Let's get started.

What is offline marketing?

Let's just get through this really fast.

Offline marketing is selling services to offline business owners. So, you could sell a business owner with a website possibly flyer design for them. And then print it out for them to use in their store.

You could possibly redesign a business owner's website for \$400 or anything you choose. This is a basic overview on how offline marketing works.

You receive their money, and you deliver the service to them, which you promised.

The thing with offline marketing is not knowing how to sell these services and earn a profit.

It's tough sometimes to build their trust and get them to fork over their money.

What do I sell?

Let's start.

If you don't know what to sell, go go through a few of the WSOs attached. I give you a ton of different services to sell.

1) SEO

SEO is one of the best services to sell to new business owners. The reason why is because they just got started. They have a new brand and haven't spent months working on their website and trying to get it ranked.

Outsourcing SEO

There are several people on the Warriors For Hire section of this forum who actually can give you amazing prices for doing SEO on a companies website. You can find a company who can provide for you with top notch SEO results for as little as \$50 or \$97. Just don't spend more than \$200 on SEO because you want to pocket as much money as possible.

2) Mobile Websites

The second service I would recommend you selling are mobile websites because they are very in demand. Countless businesses who are just beginning only have their basic website. Note: if the business you contact is really new and they just have a basic website, you can always sell them a website redesign and a quality mobile website added onto it.

Outsourcing Mobile Websites

The way to outsourcing mobile websites is also really easy. There are always guys on the Warriors For Hire section as well who can build you a quality site at such a low price. There are also tons of unique WSOs that you can find with a quick search via the forum looking for mobile website creation WSOs. There are softwares that you can use as well to create the mobile websites.

3) SMS Marketing

SMS marketing is basically when people grow their website and add an SMS campaign on their website. SMS marketing is when people have input their phone number into a database, and the company basically makes sure that everyone who puts in their numbers gets a text message all at the same time talking about a special. SMS marketing is one amazing technique for helping business owners because it utilizes the idea of sending out text messages throughout the week. Usually once or twice a week is enough.

You can buy a monthly or website service online.

I don't want to recommend a specific company to avoid people thinking I earn a commission for every sale spent, so I would recommend going to Google and finding a nice little company who can offer you quality SMS services at a low monthly rate.

Outsourcing SMS

You can't really outsource it, and I wouldn't recommend doing so. It is much more powerful when you're the one doing the work for your client. Don't sell this service unless you're prepared to put in the work required.

How do I Find Clients

The key to finding the right clients isn't heading down to Google and simply finding any business you see.

It is very easy to contact these businesses, and

even worse, a lot of people have already done so in the past.

The annoying thing at this point is that you're stuck contacting every business in your area, or in any major city, that other offline marketers are selling them to.

The best way to find clients in my honest opinion is to use this directory.

<http://businessdirectory.bizjournals.com>

You'll find that they mainly only have those cities. Simply choose a city, choose a market/niche, and click on the businesses. You'll find that every company has just a new type of website with zero mobile website, so offering a website redesign along with a mobile website can be of great help for them.

Click on the listing, and look for their phone number and the "view website" link. This is all you have to do in order to start contacting the

business.

How do I land them?

Now, here comes the fun part. The part you basically paid for.

So if you go to Google+, this social network hasn't kicked off the same way Facebook or Twitter did, but there are a few things found on this site that you could use to help you enhance a business's appearance online.

If you look through Google communities, this online network is amazingly powerful, and it is perfect for beginning businesses. A Google community is basically like a Facebook fan page, but it is something not all businesses know about. It isn't exactly an in demand online form of a marketing to use, but this isn't the point for the business. The point of this page is to attract the business on buying from you.

Find a business that you want to target

And then create a Google Community for them to own.

Here is the link to create your very own community:

<https://plus.google.com/communities/create?hl=en>

Make sure to click Public.

In the "what do you want to call it?"

Type in the business's name.

You'll then get this message:

"Finish setting up your community by:

Adding a descriptive tagline

Picking a photo that represents your community

Filling out the About section with guidelines and relevant links

Adding discussion categories to guide conversations"

- Add a description like a tagline the business has used on their website

- Choose a photo from the business to upload

- Fill out the about us section talking about the business

- Start the conversation with "thanks for checking out our page! Feel free to become a member."

Now, what do I do now?

The page is bear, boring, and simple. But how do I sell it?

Well, you're not selling it. You're giving it away FOR FREE.

Think of it as a "foot in the door" service for getting their attention. Not only is it going to

help them with their marketing once they take ownership of this page on Google Communities, but it shows that you are a marketer who *really wants to help them with their marketing*.

What you're going to do now is take that email address you see in their business website, and send them the link of their Google communities page to them. I'll give you a template for the email in a moment. Once they accept it and take ownership of it, you continue letting them know on how you can help them with their marketing.

Here is a template that I looked for in my sent folder that really worked on helping me get these clients. Please note: this is the exact email I sent out to one of my clients when I first began. So please edit this to fit your niche and client.

Subject: "I just create a Google community for (business name)"

"Hello Jason,

I'm Joel and I'm an Internet marketing consultant. I create websites, rank sites on Google with SEO, and I help with social media marketing. I found your business on the Business Directory on Biz Journals, and I noticed that you are a new local business.

I focus mainly on helping beginning businesses get started with their online presence because I know how confusing it'll be.

I actually took the liberty to create a very nice looking Google Communities for your business. I would gladly let you take ownership of it to improve your online presence."

That was it. I forgot to write down regards at the ending, or any call to action. I used the words 'I would gladly let you take ownership', and I have used this simple template to get lots of them interested.

Ratio rates? Statistics?

Out of about 10 businesses, I would usually get about 5-7 responses. Some of them would actually ask me, "So what else do you offer?"

When you have these types of responses, you literally have a client rushing themselves to you almost begging you for advice.

Just remember, if they ask you about a service you know just a little bit about, take advantage of it.

Let them know that you can do it. Just a quick Google search and someone to outsource it to can be a big help. I remember when I tried selling a mobile site to someone, they asked instead if I could do SEO.

If they reply back with just a thank you or something similar without showing much interest (WHICH IS BEYOND RARE) then you should reply with this kind of email, or something similar. (Although I will say that most businesses if approached just right and at the right time,

they'll almost always say they are grateful for the free service you just have them, and they will almost always ask you what you can do for their marketing.)

Please note: this is the email template you use AFTER they have replied and asked, "what do I do with it?" Or something similar. Let them know that they need to take ownership of it. Well, have your business client join the group first and become a member. And then let them know that they can take ownership by adding them to the moderators of the page.

You can do this clicking on "members" on the site. And then click on "step down from owner to moderator", and then invite them once they have been a member.

This following template is what you should be using if you wanted to have them become more interested in your services. Again, this may not even be needed depending on their first reply after you sent them your first email.

Email template:

"Hey again,

Just wanted to say that I am glad you enjoyed the new Community. Don't forget to let your current customers become a member, and to share the page on your other social media links.

Use the community to offer special offers just for members, and you'll be able to create a small little community for them with discounts only they can use.

I actually am an Internet marketing consultant, and I can help you with more of your marketing. I noticed that you seem to have a very basic looking website, and while it is well designed, it also doesn't have a mobile friendly design for those visiting your site on their smartphones."

Again, this is another cliffhanger. Utilize the power of cliffhangers in your emails. Why, you

ask? Because they work, and it gets your clients wondering, "what's going to happen if I ask about this?"

Now, what about payment. If you land a client, always try to have some kind of contract done. Some clients don't care, and I don't either. Some will take advantage of you, but it's all about the both of you trusting each other.

Now, payment is best done through PayPal. It is quick, fast, and almost every business has a paypal account.

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Communities take around 2-10 minutes to create AT MOST. They can be simple. Nothing to worry about. This is great because you can actually just do them fast and quick. It takes about an hour to do about 5-10 emails, if you're quick enough and you want that sale. Of course, the more the merrier. I would recommend hitting a minimum of

10-20 per day to get started, and of course, once you reach your first \$500 or so in your paypal account, you won't have to worry about cash so much. It's a wee bit more less stressful once you have a couple hundred bucks in your pocket.

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What to do now?

I would recommend getting started and taking action, don't rethink or overthink this.

I would recommend that you try to get that first sale down before you begin to outsource.

Well, that's it for now. If you need any help, all you need to do is email me your questions at joelswohelpdesk@gmail.com