

Offline Money Makers

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Howdy People, Nick here! I'm glad you decided to download and check out this extra special report today because I've got some great things to share but first...

WARNING...

In order to put what I'm about to talk about into action you will have to speak to talk to customers either on the phone, in person or both!

The horror!

If you're not prepared to do that then this report will not help you so you'd be best closing it up now and spending your time on something more productive!

Anyhoo, since you are committed to being an offline consultant, I'm guessing you are certainly NOT the type of person who shirks at the thought of speaking with customers and that's great because the reality of it is:

To succeed in offline marketing, all we have to do is decide on a single service and speak to customers until you find those who need your help with that service...

If you use one or more of the strategies I'm going to show you in this guide you'll only need to speak to a small number of businesses to find those who need your help.

What happens after that? You guessed it, you close them, charge them money, perform the service, rinse and repeat until suitably rich... ;-)

Does this mean cold calling? No, not necessarily, if you bought my last product you will know that the term "cold calling" has now been removed from the offline dictionary, permanently!! ... (lol)

Anyway, we'll get into the exact "how" more in a moment or two, but first a quick reality check...

Is this going to be easy? Not at first.

Like I frequently say, it will take a little while to get some momentum but once you achieve that momentum, then it does start to become fun.

One sale leads to another sale and that leads to a referral deal which pays you a juicy monthly residual income etc... You get the picture :-)

Despite the fact that getting started is not EASY it can be FAST if you work both hard and smart! That is something of which I'm 100% certain!

Look, let me break this down for you, I can use one of several methods that I've practiced over the last 2 years and go out into the offline world today and sign some new clients and bring home money. Maybe you are in a similar position or perhaps you're still struggling to make sales.

Do you think the reason I can do this is that I'm some kind of super genius? I'd love to tell you that was the case but the definite answer to the question "is Nick a super genius?" would have to be big

fat NO and I'm quite sure my Mum and Dad still have the school report cards somewhere that back that up ;-)

The thing that separates me from so many "would be" offliners is that I have a habit of just going at things at 100 Mph because a) I'm hell bent on being successful at anything I do and b) I'm bloody impatient and I don't just want success, I want it today.

That means I'm not satisfied with succeeding 'eventually' or even next week, I want to taste that success and all that comes with it TODAY.

Because of this sheer determination I was been able to drive forward and create a job killing income within a matter of weeks and then grow things from there.

I'm saying all of this not to boast, but to show you that my success isn't through anything other than grit, determination and wanting something badly enough to take relentless action until I achieved my goal.

You can do this too and if you've been struggling up until now, today is a great day to turn it all around.

Whether or not you have been succeeding up until today is not relevant, you will find what I have to say useful nonetheless and I'm almost certain that every single person who reads this (myself included) could do with improving, refocusing and generally upping the ante.

I don't know about you, but I'm not getting any younger and every so often I have to give myself a kick up the backside because I realise that I've drifted from my goals.

The fact is, 'time's a wasting' and if you really want to get to where you need to be by the end of 2012 then it really is time to get down to business.

I hope what follows serves you well as extra tools to help you accomplish your goals.

Craigslist / Gumtree Squeeze Funnel

You know that classified directory websites like Craigslist (USA) and Gumtree (UK) are an absolute hive of activity for all kinds of offline services, if you didn't, you do now ;)

The trouble with these sites is that there is a ton of competition and you can find yourself up against a lot of other bidders for whatever that job may be.

It's true that it is possible to make good money but it can be a pain to have to continually fight off a never ending swarm of other marketers for the "scraps"

So assuming you want to sell web design services here is what to do to separate yourself from the crowd:

1. Create a squeeze page (if you don't know how to do this, go to Youtube and watch a tutorial or buy a WP theme for a few bucks, that does the job)
2. Write a report that explains to customers the 10 most important considerations for hiring a web designer. You're selling web design services, so this shouldn't be hard. (Substitute web design for whatever service you are offering) Make sure your report has your phone number plastered on the header of every page, with a call to action at the end asking them to call you for further details and a free estimate of cost.
3. Setup the squeeze page with info about your offer and offer this indispensable report you have created as a freebie in exchange for their name, telephone number and email address. Don't mention price on your website.
4. Create a compelling advert on your favourite classified site explaining a little about your reputable firm and why visitors who are reading your advert and looking into web design service should read your free report as a matter of URGENCY before jumping in to any deals with a web designer...

(Side Note: The Web Design world is fraught with cowboys who will BS their way to the cash then either provide a laughably bad service or just vanish completely, customers need to realise this before it's too late)
5. People read your refreshing advert and naturally feel compelled to check it out. "Phew!" they say, "Isn't this a breath of fresh air from the usual 50 buck web design offers that are plastered everywhere on Craigslist"
6. They have now downloaded your report and you've given them your details. Oh, did I mention, they were already browsing for a web designer and now an EXTREMELY BURNING RED HOT BURNING LEAD! Cool... Don't phone them the second the Aweber notification drops into your inbox, give them some time to digest your awesome report first.
7. Now, you are going to find that some of these people will be so enthralled by your report they will pick up the phone and speak to you completely off their own back. Others are going to need more of

a gentle push. Will all who download the report become your client? No, but by following up on every hot lead by phone, you are going to convert your fair share into customers.

It's worth noting that when you start testing this and get the funnel working correctly, it can be easily scaled by adding your advert to more classified sights and then moving up to the major leagues: Google and Facebook PPC!

Furthermore, this type of business model is dramatically effective for other more traditional offline niche services where these types of tactics are less common.

Got it? GOOD! Moving swiftly along...

The LinkedIn Report

I named this method 'The LinkedIn Report' in honour of "The Crop Report". Can you name the blockbuster 1980's film that featured "The Crop Report"? If so, award yourself fifteen hypothetical gold stars.

"The Crop Report" was a secret document hijacked by Dan Akroyd and Eddie Murphy's characters in the aforementioned picture to allow them to crush it at the Stock Exchange and become rich beyond belief!

While this method is not about becoming "rich beyond belief" it will certainly provide you with respect, authority and new clients if you work on it...

On LinkedIn, people are very clique orientated. They hang out in their niche specific clubs and talk about their niche related interests and concerns. By understanding this you can use it to your advantage.

1. Choose a lucrative niche and join some groups related to that niche
2. Chat to people in groups, be helpful, offer advice and tips when people ask questions related to your craft.
3. Create a report that is NICHE orientated and explains how a business in the NICHE you are targeting can increase their revenue/customers/profitability by- XX% Because you are making it niche orientated they will really sit up and take notice. Again, plaster your own details in the header and at the end of the report with a call to action (offer them some coaching/business evaluation)!
4. Publicly offer this report to the group(s) you have become a part of. Don't post it yet, just ask if anyone would like a copy of it (explain it with the enticing title) tell them if there is enough demand you'll post it. As long as you've built some kind of a rapport with the group then you'll have a whole bunch of people looking to take it off your hands.
5. Post the report and connect with everyone who raised their hand and said they wanted it.
6. If the report is compelling and you get enough people wanting it, you will get passive phone calls for further marketing advice. Close these red hot leads.

7. Make sure to follow up with all the other burning hot leads who downloaded your report because they have told you that they need help increasing their revenue...
8. Don't be afraid to use the leads you have gotten to start a marketing group for "x niche" where you can give them more hands on support.
9. Building a group and being the leader is an amazing way to get yourself in a position of authority and be the goto guy when they need anything related to your business type.

The Fishbowl Method

Okay, so this is not my own and I stole it recently from a marketer that I'm friends with but I have to say... Loving it :-)

1. Get a fishbowl and mark on said fishbowl "Hear ye Hear ye, you are invited to enter our fantastic contest where the grand prize is a COMPLETE website redesign and to enter, just drop your business card into this here bowl and we will contact you if you win" Feel free to change the message to something more suitable, but I hope you get the point.
2. Then, simply find a good Mom and Pop shop counter to leave your lovely fishbowl (Note: You might want to grease the shop with a free xxx so that they allow you to run the competition)
3. Make sure that the shop is like a cafe, bistro, diner, newsagent etc where there are lots of shops and businesses. That way you know, lots of business owners will be passing through and drop their business card in for the chance to win a shiny new website!
4. Return, draw out a winner and take your newly filled bowl back to your office.
5. So you will be providing a free Wordpress website to the winner. Few hours work no big deal! Don't forget, once it's set up, you will need to talk hosting, domain name, maintenance, security and promotion (SEO, PPC, Etc) so all is not lost, you will still make money from this client.
6. (the important part) Now, you have a whole fishbowl full of prospects who are interested in a website. Not only that, you have their b-card with direct line number, mobile, direct email and all manner of wonderful things. It's time to make a brief to the point phone call letting them know that they didn't win first prize, however they did win the runner up prize: A free 15 minute consultation to optimise their marketing and increase their revenues.
7. Before the consult, audit each person's business in relation to the service you are looking to provide. If that was web design, you want to look at their website, evaluate it, check the rankings on Google, design, usability... The works!
8. Carry out the consultation and talk through all of the flaws with their site and how you can help them fix that and explode their business by opening them up to a whole new gang of customers who are searching online.
9. Close these hot leads and repeat the process ad nauseum :-)

Today! 2pm ET: Free Live Training (Click To Register)

“Discover how to create 10k per month residual income providing mobile services”

Before we get to the conclusion of this short report, I would like to invite you to live training which takes place today at 2pm ET.

On the training, I will be teaming up with 2 mobile marketing experts to discuss the following:

- How to create a strong mobile business in a short period of time
- The best niches we've found for Mobile
- How to find and sign up new clients
- How you can earn thousands in fees every week for offering mobile websites to local businesses
- How mobile websites can be built in less than an hour (In fact, on the training we actually walk you through the creation of a mobile app so you can see how simple it is)
- A done for you system to creating these Mobile Websites
- Case studies of people that are having success right now

Space is limited on this training webinar is limited...

Reserve your spot now

Conclusion

So, I hope the information in this little report has got you thinking about some new ways to possibly use your internet marketing skills to get new clients and make money.

Although these methods are not as straightforward as just picking up the phone and going straight for the jugular: “Do you need help with X” you can turn around sales this week with these methods, if you have that grit and determination that I mentioned in the introductory pre amble ;-)

All it requires to actually turn these techniques into money is either some hard work. Once you get them up and running you’ll find the momentum builds and your business will snowball all the way to success. It’s just getting the initial setup in place where you do something that works a few times and you know then, you can keep repeating the process again and again.

If you use your imagination, you can really adapt any of these strategies in numerous ways to suit your needs and I would love to hear your thoughts on the above.

If you are still struggling to make sales, use any of these three tactics and apply the necessary effort and you’ll be bringing in the cheques in no time flat.

I would love to hear your comments on the above information and would enjoy the opportunity to chat with you about this via the support desk: support@posvibe.info

All the best,
Nick

The End