

SOCIAL MEDIA PRESENTATION



THAT CLOSES CLIENTS... FOR NEWBIES AND EXPERT OFFLINE SOCIAL MEDIA CONSULTANTS

PowerPoint Training and Reference Manual *Social Media Edition*

Version 1.0

2012

About this Handbook

This first edition of the Training and Reference Manual has been created to help you understand your product and what support options are available. This first edition of this training guide includes changes and additions made through May 2012.

CONTENTS

Introduction.....	3
1.1 Welcome Note.....	3
1.2 Introduction.....	3
1.3 How we use these with clients	4
1.3.1 Online	4
1.3.2 Walk-In	4
1.3.3 Cold Calling	5
1.3.4 Friends and Family.....	5
1.3.5 Presentation	6
1.3.6 Next	6
1.3.7 Homework	6
1.3.8 Bonus Upsell	6
2 Technical Notes Before Getting Started.....	7
3 Powerpoint 2010	7
3.1 How to Insert your logo and website on every slide.....	7
3.2 Change the accent colors across all slides.....	8
Powerpoint 2003	10
3.1 How to Insert your logo and website on every slide.....	10
3.2 Change the accent colors across all slides (not necessary)	12
Open Office.....	12
3.3 How to Insert your info and website on every slide	12
4 Extras	14
4.1 Save to PDF	14
4.2 Further Recommendations.....	15

Introduction

1.1 WELCOME NOTE

The fact of the matter is there are huge amounts of money to be made in offline. One of those hot niches is social media. The market is hot with a ton of room to grow. Almost every business has a website but many businesses have not yet adopted social media strategies in order to gain more customers and utilize these channels for other useful purposes. This is where you can make the big bucks. These are the businesses that you need to focus on because these are the businesses that if they implement these strategies, they will see an increase in revenue generation. Much easier said than done, but the formula is easy.

1. Approach the business
2. Present your offer via a PowerPoint
3. Sell services
4. Implement services and collect your money
5. Continue to manage their campaign over the long run to collect recurring fees

Read this quick guide, customize your own PowerPoint presentation by putting the Social Media slides in it and hit the streets, in person, not via e-mail so that you can start closing businesses with your services. Personal contact will take much more courage but the closing rates are over ten times as high as e-mail.

So read on!

1.2 INTRODUCTION

We highly recommend you use PowerPoint 2007 or 2010 to edit these PowerPoint. While we have tested the presentations in PowerPoint 2003 and Open Office, both software packages lack some features (such as transitions). Additionally, there may be some slight formatting differences when viewing the presentation in PowerPoint 2003 and OpenOffice.

Here's a link to a free trial of PowerPoint 2010, direct from Microsoft:

<http://office.microsoft.com/en-us/try/>

Trial is good for 60 days and will not replace the old version of PowerPoint you currently have installed.

If you do not even want to install PowerPoint, then you can do it all from the web and for free! Sign up for Microsoft Office Web Apps and you'll be able to edit the PowerPoint online.

<http://office.microsoft.com/en-us/web-apps/>

1.3 HOW WE USE THESE WITH CLIENTS

There are many ways we use our Offline PowerPoints with businesses.

1.3.1 Online

The least effective way and the lazy method. We do not recommend this but many of you will probably do this. You will start finding e-mail addresses online and try to e-mail local businesses. NOTE: BUSINESSES SUCH AS PIZZA SHOPS NEVER USE E-MAIL EVEN IF THEY HAVE ONE ONLINE. Your closing rates will be poor but you can PDF these PowerPoints and approach potential clients this way.

1.3.2 Walk-In

This is the most effective method.

Choose a time that is not busy. Mondays and Tuesdays work the best. Do not choose Friday because no one is in business mode. Choose an off-time for restaurants when they are not busy and when people are not on lunch break.

Then go in, looking sharp (but not too sharp as you do not want to look like a sales guy), ask to speak with the manager, then ask the manager if the owner is there. Tell the owner that you have an idea that you would like to sit down for to discuss for 15 minutes that you think would greatly improve his marketing and would add a tremendous value to his business.

If they are hesitant then start being personal and say, “Hey, I know that you may be hesitant about this but let me ask you this, if this idea were to bring in 100 more customers a month, how much would that be worth to you?” Ask them just for five minutes if they do not have 15. If they do not have time at all then schedule a time and if all else fails then just leave a presentation with them and ask for referrals. If you are a nice guy and they like you then they will at least give you referrals. Ask for personal information about these referrals so that when you contact them you don’t go in cold.

Make sure your presentation is spiral bound and looks professional. Practice your presentation before hand. We have coaching sessions so that you sound very convincing and can close the deal but that is an entire other topic. Deliver with confidence and make sure to ask for the close at the end and ask when you can start. Try to get an immediate decision. If they do not decide then, the probability that they will say yes later decreases tremendously.

1.3.3 Cold Calling

This method is not as effective as walking in but is also a very effective. You can line up many calls and some argue that this is the most effective method per time spent since it takes much more time to do walk-ins. The key is that you want to speak with the decision makers and set up appointments. So when you call, make sure that you sound sincere and get to talk to the decision maker. Do not be overly polite. Do your research about the decision maker and when you call say, “Hi this is Tom, is Bob there?” If they ask who you are then say your name. Act like you already know them so that you can get put through to the decision maker. If you pitch your whole idea to the secretary you will never sell anything and you will never get through to the actual person who makes decisions because you will be labeled as the sales guy.

During your call, make sure to schedule a meeting. If they are busy, say 15 minutes will suffice. Worst case you can send them the customized PowerPoint by email but this decreases closing rates. The best is an in-person meeting scheduled right then and there.

1.3.4 Friends and Family

This is quite an effective method. You may want to start with friends and family at a discount as this will help allow you to gain experience and build a portfolio of prior projects. You can then use these for reviews and as referrals to potential clients.

The most important thing is to start somewhere. **MAKE ONE SALE.** This will propel you forward. The first sale can be underpriced to get you started but then raise your prices around the ballpark prices we have in the PowerPoint. Just remember, you will never be fully prepared so go out there and make your first sale and start providing the value adding services that you can provide!

1.3.5 Presentation

This is very important, be very informal with your clients. Do not go in and get right to business. Ask them about sports, their family, travel, and other things that make you likeable. This is very important because you gain their trust and then you can close them much better later. Do not call them Sir or by their last name. Go in and use their first name. Do not wear a suit. Look nice but no suit and no tie. You are your own business owner so act like that. Act like you are professional but you are a good guy and not just a slimy sales guy.

1.3.6 Next

Next up will be the technical discussion about how you can customize your PowerPoints for your specific customers! We recommend you tailor each PowerPoint to that specific customer. It can only be one slide but put that company's logo within the PowerPoint and show that you did some research. It will only take a couple of seconds to brand it to the particular company you are pitching to. This will really make interested.

1.3.7 Homework

But before you go on you have a homework assignment! Look up five businesses (in high profit niches such as lawyers, nightclubs, etc) that you could offer social media services to and pick up the phone. Call them all and get through to the decision maker. If they are not there, ask when they will be there and call back then. But call five businesses. You don't have to have everything prepared to make these phone calls. Just start taking action and then you will have the motivation and the momentum. Customizing the presentation is easy but take that action NOW!

1.3.8 Bonus Upsell

As you may know, we originally started in mobile marketing. Mobile marketing is a great upsell (or social media can be a great upsell to your mobile marketing services). The key is once you close the business on one thing and do a quality job, they will trust you. It is then easy to expand and sell them on additional services/products such as mobile marketing. Consider adding in a free landing page if they purchase one of your social media packages. We will be releasing a product Sunday, May 20th that fuses mobile marketing with social media! These templates will allow you to easily create landing pages in minutes that incorporate Facebook, Twitter and YouTube on them and these are guaranteed to blow clients away! So keep your eyes open when we put these out!

2 Technical Notes Before Getting Started

For best results be sure to install the two free fonts included in the fonts folder.

1. League Gothic
2. Museo 500-Regular

Instructions for installing fonts vary by system. Please see instructions that came with your particular system or simply search YouTube for tutorials on installing fonts. After installing the fonts please restart your computer.

3 Powerpoint 2010

3.1 HOW TO INSERT YOUR LOGO AND WEBSITE ON EVERY SLIDE

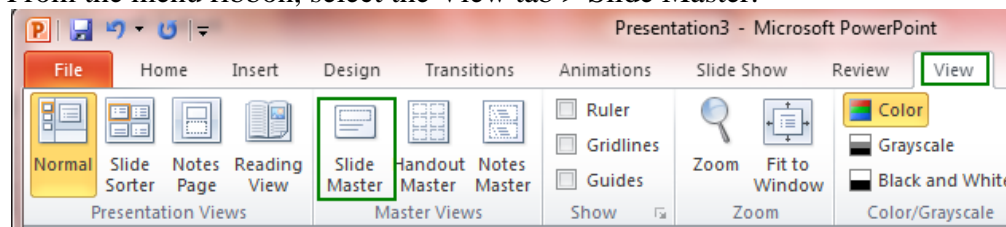
You can easily change every single slide in only a few clicks!

1. Navigate to each slide where you see a gray logo placeholder labeled “Logo here”. Delete the placeholder or insert your logo on top of the placeholder.

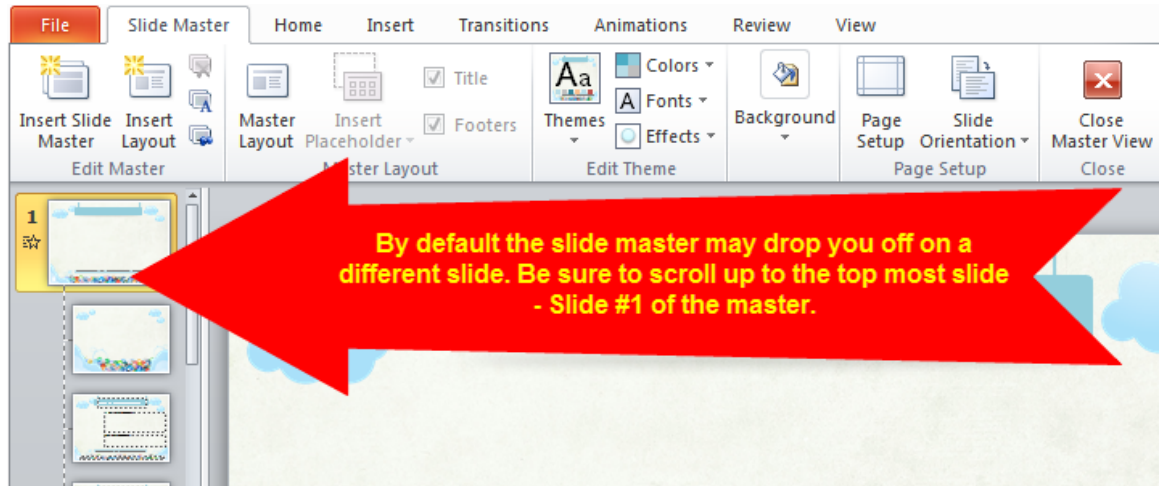


2. Open the Slide Master

From the menu ribbon, select the View tab > Slide Master.



3. By default PowerPoint may drop you off on a sub-master. Be sure to scroll all the way to the top and select the main slide master which is marked with a #1 besides it.



4. Now that you are on the correct slide master, simply delete the placeholder text and replace it with your business contact information. You should also change the URL here to reflect your website address. You may also add your phone number here instead. You can copy and paste your logo into PowerPoint, drag and drop your logo into PowerPoint, or insert your logo from various menus. The recommended format is:

Www.Mywebsite.Com | +12 34 567 890 | Street Address 12345, City, Country

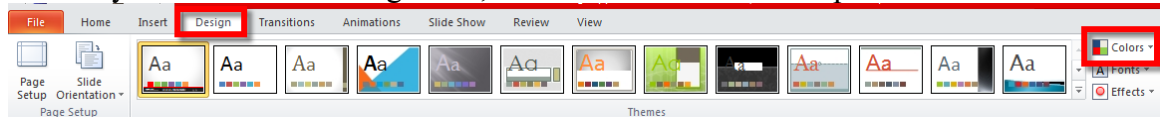


5. When you are done editing the slide master click "Close Master View"

3.2 CHANGE THE ACCENT COLORS ACROSS ALL SLIDES

You can easily change some colors to a color that matches your company's logo.

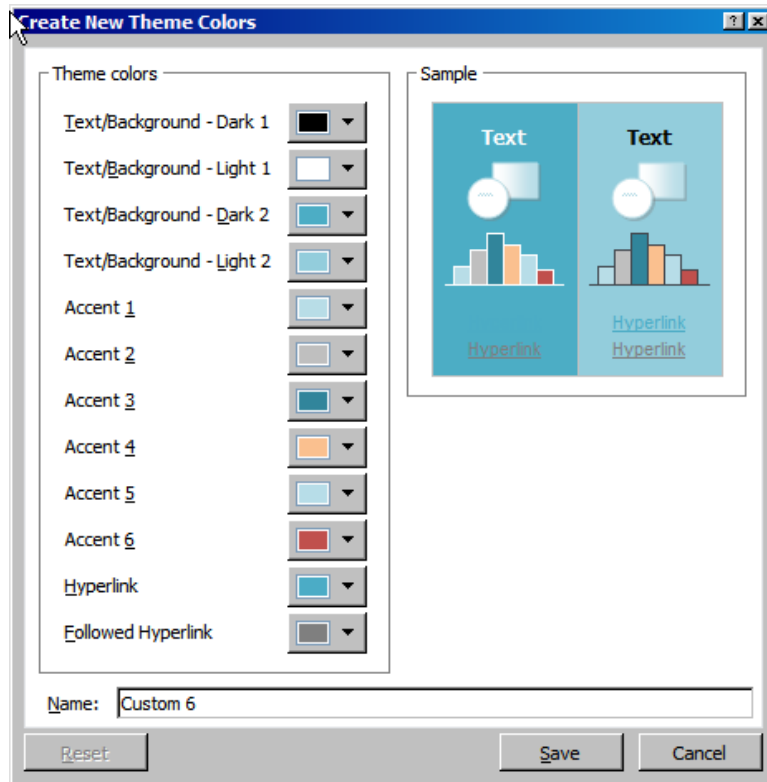
1. From any slide click the “design” tab, then click the “colors” drop down.



2. In the “colors” drop down please select “Create new Theme Colors”



3. Select the “Text/Background – Dark 2” drop down box and choose a new color that matches the dominant color of your logo.



4. Watch as all your slides change color like magic
Please note: Only some accent colors will change. Colors like the clouds will not change as clouds are normally blue ☺

PowerPoint 2003

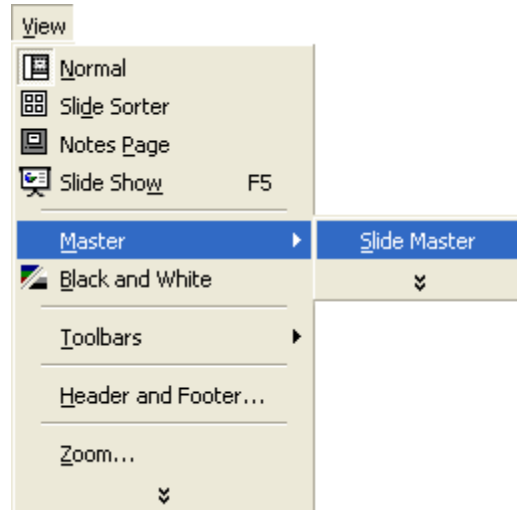
3.1 HOW TO INSERT YOUR LOGO AND WEBSITE ON EVERY SLIDE

Once again, you can easily change every single slide in only a few clicks! This time in PowerPoint 2003. If you need further guidance for a step, please see the section on PowerPoint 2007 / 2010 above as some steps are very similar.

1. Navigate to each slide where you see a gray logo placeholder labeled "Logo here". Delete the placeholder or insert your logo on top of the placeholder.



2. Click View from the PowerPoint menu bar at the top. From the View menu, select Master > Slide Master:



3. By default PowerPoint may drop you off on a sub-master. Be sure to scroll all the way to the top and select the main slide master which is marked with a #1 besides it.
4. Now that you are on the correct slide master, simply delete the placeholder text and replace it with your information. You should also change the URL here to reflect your website address. You may also add your phone number here instead. The recommended format is:

Www.Mywebsite.Com | +12 34 567 890 | Street Address 12345, City, Country



5. Click the Close button, and you'll be returned to the main PowerPoint window. (If you can't see the Close button, click View from the menu bar. Then select Toolbars > Master.)



3.2 CHANGE THE ACCENT COLORS ACROSS ALL SLIDES (NOT NECESSARY)

You can easily change the colors from to a color that matches your company's logo.

1. From any slide click the "design" tab, then click the "colors" drop down.
 2. In the "colors" drop down please select "Create new Theme Colors"
 3. Select the "Text/Background – Dark 2" drop down box and choose a new color that matches the dominant color of your logo.
 4. Watch as all your slides change color like magic
- Please note: Only some accent colors will change. Colors like the clouds will not change as clouds are normally blue ☺

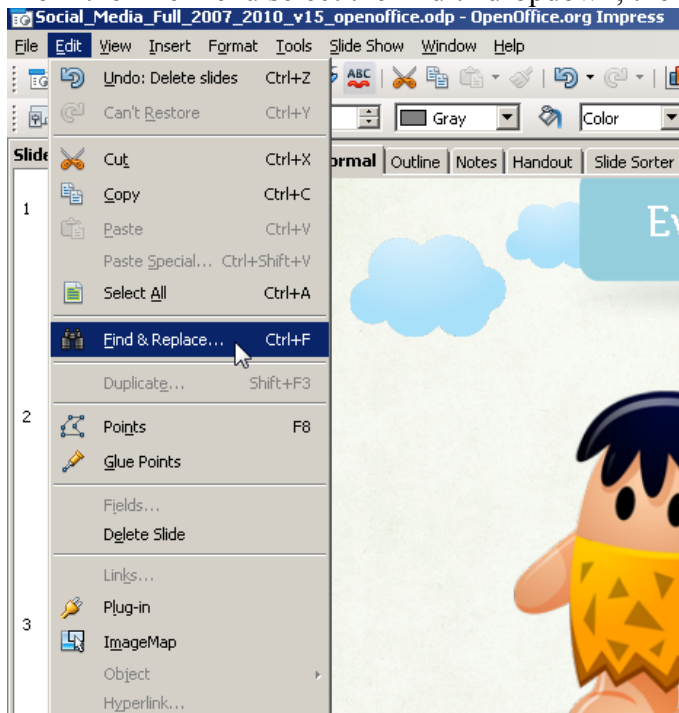
Open Office

3.3 HOW TO INSERT YOUR INFO AND WEBSITE ON EVERY SLIDE

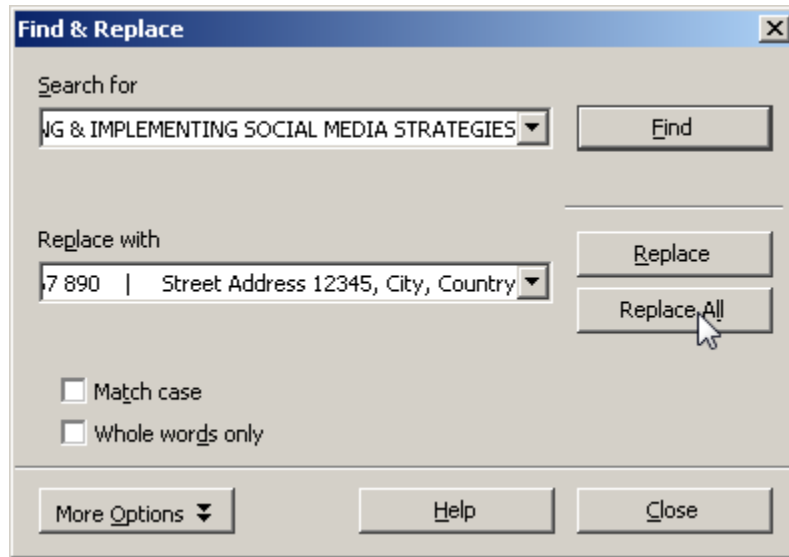
1. Navigate to each slide where you see a gray logo placeholder labeled "Logo here". Delete the placeholder or insert your logo on top of the placeholder.



2. From the File menu select the “Edit” dropdown, then click “Find & Replace”.



3. Search For: **SELECTING & IMPLEMENTING SOCIAL MEDIA STRATEGIES**
Replace with (please use your info, and we recommend this format for best results): **Www.Mywebsite.Com | +12 34 567 890 | Street Address 12345, City, Country**



4. Click the “Replace All” button
5. Allow up to 1 minute for all the replacements to process. Once done, click the “Close” button.

In some instances you may have to save (as a different filename) and reopen the file to see the results.

4 Extras

4.1 SAVE TO PDF

We encourage you to make direct sales and show your customers only the printed hard copy; however, if distributing a soft copy electronic version, we recommend you distribute these to your clients as a PDF. A PDF copy will ensure there are no issues – such as the potential client not having PowerPoint, or any potential formatting issues. We do not recommend sending any client a PowerPoint version of the presentation as then they would have your original source and could duplicate your business.

We recommend using Adobe Acrobat Professional, but it is very expensive.

<http://www.adobe.com>

As an alternate and a hot tip, use the free CutePDF is a great alternative. You will be able to print directly to PDF just like if you were printing to a real life printer.

www.cutepdf.com

If you have PowerPoint 2010 then it allows you to Save As> PDF so you do not have to use CutePDF or purchase Adobe Acrobat Professional.

4.2 FURTHER RECOMMENDATIONS

The best thing you can do right now is go to the PowerPoint and customize your presentation. But do it quickly. **THE MOST IMPORTANT THING: GET IN YOUR CAR AND DRIVE TO A LOCAL BUSINESS.** Just do it. Start trying to sell and start getting those clients locked down!