



# Automatic Agency System

*By Andrew Clayton*

# Automatic Agency System: Master Guide

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# Automatic Agency System: Master Guide

*“Amateurs sit and wait for inspiration, the rest of us just get up and go to work.”*

**– Stephen King**

## Your Dreams of Success Made Real

Dear Friend,

Congratulations on investing in the Automatic Agency System!

I want you to think of this course as your key to a new Mercedes AMG cigarette boat.

Fast, sleek, and **powerful**\*...

*2,700 Horsepower of Bliss*

\*Price Tag: \$1.1 Million



This master class will **fast-track** your entry into the *well-paying* world of reseller consulting.

If you haven't heard, reseller consulting is the fastest, easiest, and most profitable way of breaking into the consultant lifestyle.

**So, thanks for picking up this course!**

Your timing couldn't be more perfect.

The changing economy has been a boon for both agencies and reseller consultants.

These companies have had to adapt to unprecedented disruption, and this had led many to reconsider options for generating new customers.

These clients, both large and small, need help with a ton of different things and either adapt, or wither and fail.

**Marketing agencies need clients, too.**

Just like any other business, an agency will go *out of business* if they don't adapt and generate new accounts...

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The usual way is to build a sales team.

However, an in-house sales team is expensive and complicated to operate.

Later, I will show you how the money you save businesses as a consultant is practically the #1 reason they will hire you.

Plus, dedicated marketing agencies have additional cost and complexity which is limiting factor for many.

Smart business owners ask themselves:

***Is there a smarter and cheaper way of doing things?***

Clearly there is.

Look at this comparison from a client's cost assessment:

Advertising Solution	Cost/Year	Return
Marketing Agency	\$90k	10% - 20%
Sales & Marketing Staff	\$50k - \$75k	15% - 20%
Marketing Consultant	\$35k	30% – 50%

Businesses see more return on investment and less costs when hiring a consultant.

It is a cheap way for a company to gain marketing expertise **without** spending a bundle and making less on advertising expense.

Consultants get the job done:

- Faster (less red tape)
- Cheaper (less overhead)
- Better (uses techniques that are fresh & cutting-edge)

Like I said: **Your timing is perfect.**

**Think about this:**

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- Consultants do no real service work (unless you want to)
- This is your agency, your clientele, your brand
- No employees, no stress, and no employee compliance
- Monthly payments without begging
- Best position to be in! You're the boss, you control it all.

You become, in essence, a middleman who makes the connections and coordinate simple projects that take very little time to run.

### Getting Started with This Course

“Just start writing.”

I've told myself this phrase each time I sit down to author a master class, eBook, or sales letter.

If I don't, I will false start...

If you've ever written anything, it helps to just get the pencil scribbling or fingers moving across the keyboard.

Something just clicks inside.

For myself, it takes 20 minutes of writing to get into the grove...

Then the words and ideas won't stop coming.

This is known as the “flow state” because your productivity just flows out of you.

You start getting things done.

You start accomplishing tasks, goals, and reap the rewards.

**Movement over meditation** as I like to say.

Don't think. Just do. The accomplishment comes after.

**“Clear your throat.”**

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In my late 20's, I once stood in front of 30 public relations delegates from countries around the world.

I felt like I was giving a speech at the United Nations...

There were people there from all over the world.

Sounds like nightmare, right?

Well, it was.

My boss at the time was supposed to present but at the last minute got cold feet. He then tapped me to go up there!

Forget the fact that I was never told I was going to present until 3 minutes before called.

I had no idea what I was going to talk about it.

The urge to murder my boss in front of the whole room grew...

But I did it anyway.

I cleared my throat and started talking about our projects.

Now, had I known then what I know now, I would have had everyone in the room eating out of my hand in 15 second or less.

I would have walked out of there with no less than 10 hot leads from other governments who were buying communications.

### **Missing Opportunity**

It took me several years to realize that I missed a massive opportunity to GET PAID thousands of dollars from world governments.

Governments that had very big budgets for their messaging goals, which are essentially just their form of advertising.

Pity me.

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The important takeaway here is that I got the job done (forget that I didn't get a single contract out of that sweaty meeting...)

I just cleared my throat and started talking.

At first, I was shaky, but then got into a groove, and spoke about the benefits of the programs we were running confidently.

Where I went wrong was not planting seeds of a sale and failing to follow up ...and I know that now.

### **Here's what I want you to realize:**

Opportunities knock and sometimes they are banging on the door and despite all the racket they are making, few open that door.

Few let opportunity in.

Later, like me, they regret that missed opportunity.

Don't let this happen to you.

A little effort towards this opportunity goes a very long way.

### **How Real Is This Opportunity?**

Very.

Real.

Just search YouTube for: SMMA

### **SMMA means "Social Media Marketing Agency"**

You will see kids (teenagers) earning money consulting!

All these kids are doing is making the sale and farming the work out to reseller marketing agencies.

Many times, they just generate a lead and hand it off for a healthy and near zero-effort commission.

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Later in this class, I will give you a list of agencies and resellers to use with your clients.

For now, let's show you how you can get in on this opportunity without any complex, technical, or hair-raising work.

### **So, What's The Deal Here?**

Simply put, you promote lead magnets in one or several online properties (we will also get to these later) to generate pre-sold buyer leads.

You presell them on digital marketing services with the tactics provided later in this guide.

You hand off the lead and/or the agency does all the work.

It truly is a three-part process that anybody can do if you've got some basic organization skills.

And even if you are a complete mess, there's ways around that, too!

In the next chapter, we're going to cover the big picture because its important you see things from 20,000 feet.

Before we get there, consider the following:

You start with nothing, even at birth. Our entire lives are starting at the bottom and moving up.

We make progress with the small incremental steps forward. Before long, we're running climbing and swinging from the trees.

The analogy here is that, from scratch, you can start one of these reseller consulting shops, and totally quit that day job at a point when you have enough clients and business coming through.

All it takes is a little effort; just one hour a day without fail.

## The Big Picture for Big Profits

There have also been two ways of winning at the consulting game.

*The Old Way*

*Vs.*

*The New Way.*

### The Old Way

A tried-and-true model, we call ‘the old way’ seven distinct steps and a variety of skills that not everybody has.

**Step 1:** Find a service that is in demand to sell

**Step 2:** Find businesses that need the service

**Step 3:** Start cold calling and outreach

**Step 4:** Sell and deal with rejection

**Step 5:** Deliver the service you sold

**Step 6:** Resell them each month on something else

**Step 7:** Deal with support, chasing payments, etc.

That’s a lot, right?

For the right person or team, it’s quite easy, despite having so many moving parts.

But not everyone can do all seven steps.

Some do some steps *OK*.

*Few do them right.*

### The New Way

With this new method, we’re following another – more simplistic model that doesn’t have as many moving parts...



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Nor does it require any special skills or delivery, among other requirements.

**Step 1:** Put out lead magnets in online channels

**Step 2:** Connect leads generated with agencies

**Step 3:** Maintain the relationships and get paid

You do a fraction of the work over the old way and keep a healthy profit AND have more time.

### **Your Services Are in High Demand**

Once a quarter, I have my friend Jerry the Junker come through and take a bunch of trash that I've accumulated.

Things that are too big for the regular trash cans.

The last time Jerry and I met for my quarterly pickup of waste wood, boxes, and misc. garbage, he asked me to leave him a review.

He told me that he's getting killed online by his competition and needed reviews to help his reputation.

**Pro Tip:** Nearly every business you will encounter will need some kind of website or marketing work!

Jerry just knows junk; how to make money off scrap metal and how to show up to a job site on-time.

Occasionally, he comes across something he can resell for a good profit.

He knows nothing about advertising and traditionally got accounts from word of mouth.

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That's how he got me – my neighbor told me about Jerry the Junker. But he recognizes the value of digital media.

Yet check this out.

When I checked his Google My Biz profile, it was unclaimed!

Claiming his profile, some quick rewrites, and review responses netted me a year's worth of junk removal.

Jerry the Junker recognized the new trend in local small business economies. With the ongoing pandemic, companies have had to adapt and become online savvy to maintain their cashflow.

Any company that doesn't adapt gets left behind.

These are the companies, the ones that haven't adapted like Jerry's, which we are going to help.

### How Do We Help These Companies?

Well, that's the easy part; we choose to work **with** agencies instead of **against** them.

A small consultant can't compete at scale with an agency that has a sales team.

Rather than becoming experts in SEO, website design, reputation management and all the other specialties of digital marketing...

We will leverage white label reseller, client day care, and commission-only agency offers.

All we really need to do, in some cases, is just bring them a client and we get paid. And sometimes, they will even close the deal for you, paying you a fee.

Talk about effortless...

## **Setup Your Agency Brand: Simple and Fast**

Before you hire agencies to service clients, you need clients!

Look at the big brain on Andrew!

Seriously...

You'll need a way to contact prospects, answer questions, and present your offers.

You'll also need a way to communicate with your agency partners.

Clearly the best way to do this is via email, but not just any email address will do in this case.

Over the years, I've had students send emails to prospects, and get barely any response.

I take the time to investigate why – which is almost always a function of some presentation or process that's just not quite right...

Turns out that follow-up is the biggest failure point.

But second to that is the professional appearance of your brand.

This one student had sent tons of emails to clients, and never got a response.

Turns out their email address was something obnoxious. \*

\*I'll leave the rest to your imagination.

It was ridiculous to expect someone to answer an email from someone with such an obscene email address.

...especially someone asking for money.

Forgetting the fact that it had an obscene word in the username...

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The domain was also Hotmail.com; which is notorious for scam and spam.

We want to present a professional appearance to our clients.

### **Establishing A Brand**

I look at setting up your brand as links in a chain.

Each one needs to be strong and built with purpose.

The first link in this chain is your **brand**.

This brand should be established around your name and can also be built around a company so long as your email address reveals who you are.

#### **Some examples: (examples only)**

Joe.Smith@SmithConsultants.com

Mary.Jane@SunsetWestAdvisers.com

Luke@SkywalkerMarketing.com

A custom domain will help you stand out from all the junk mail that clients receive. It will also make you appear professional and give you a starting point for a website brand.

### **Finding Available Domains**

Rather than sit all day in front of domain register, punching away names and ideas...

**Create a list of 25 domain names** and use a bulk checker to see which ones are available:

<https://www.godaddy.com/domains/bulk-domain-search>

**REMEMBER:** Prospects don't care about you personally, only what benefits your services can deliver; however, they buy from

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people and are inclined to trust a person who took the time to establish a personal & professional brand.

The second link in this chain is your **domain**.

Your domain should match your brand exactly.

So, if your consulting agency's name is:

Ex: Fred Consulting Services

Your domain should be: fredconsultingservices.com

### **Purchasing Domain & Hosting**

Domains and hosting are the next link in the chain.

This is the backend support you need to have a professional email address and host a website.

### **A Quick Word on Websites**

Technically you do not need a website to start a consulting business, however you do need the domain for a professional email address.

If you don't already have a website, you can always have one built with the proceeds from your first few accounts.

If you have the coin to invest in your consulting business now, then, save yourself some time and have a site built for you by a vendor.

Alternatively, if you can get savvy with WordPress, a nice-looking website can be had for \$40 using a professional template.

**Warning: don't bother creating a website until you understand your market.**

Your site's purpose should be focused on collecting and cultivating leads.

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There is a tendency for new consultants to try and mimic...  
...the big boy agencies.

They put an emphasis on the branding but not the proactive and direct approach of generating leads.

It is a huge trap and will waste time and money; sometimes thousands...

### **Get to know your audience first.**

Do some outreach...

Talk to prospects about what you are trying to do...

Insights always follow curious questions, so ask them...

What prospects tell you will be the foundations for the types of content you place on your website.

The most important thing you can do as a consultant is to prospect. Most of your time should be spent doing it, and anything that takes away from that time is costing you time and money.

Websites can become a time sink, and take up valuable **prospecting time**, a concept I'll elaborate on a bit later in this section.

Regardless of website, you still need a domain and hosting. It would be nice if your domain can have dual use, so keep this in mind when choosing a name.

If you don't already have a domain and hosting, you can get them below:

## Fail Safe Scenario

If everything has gone wrong and you're just unable to get a domain and hosting, you can get away with using gmail.com, but only if:

Your Gmail username matches your name.

[Bob.smith@gmail.com](mailto:Bob.smith@gmail.com) is going to present better than [smithconsulting@gmail.com](mailto:smithconsulting@gmail.com).

## Automating The Whole Thing

One of my favorite tools is an autoresponder.

Such a service offers hosted forms that you can use to collect leads, distribute lead bait, manage a list, and automate sales email templates.

I recommend [www.aweber.com](http://www.aweber.com) or [www.getresponse.com](http://www.getresponse.com)

**Pro Tip:** Don't load cold leads into an autoresponder!

This is the best way to get put on a spam list and get your account cancelled.

Instead, use forms to get opt-in leads.

How do you do that, you might be asking?

Easy!

Give away everything! ...well, almost everything.

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One of the most effective sales techniques for our industry is to give away almost everything and ask for payment for the thing that makes it “real.”

### **For example:**

You find prospects who have a terrible Google My Business (GMB) profile.

You send those prospects an offer for free step-by-step GMB settings checklist.

The prospect opt-ins, confirms their email address, and are now part of your list.

You then send a few pre-set emails walking them through how to set the important things...

and then follow that up with a sequence that offers to save them time if they hire you to do the work you just explained to them.

Often adding an addition fresh benefit to sweeten the deal.

It works like magic.

### **Think about it:**

Owners are busy running their business and have limited time...

If they can afford your service, they would rather pay you to do the work than use up their time.

These magnets are easy to setup and just require a little time to get going.

### **Managing Your Time**

If you ever wanted to get the most out of your time, then this will be the most important section you read today.



That's because poor time management is the #1 killer of dreams.

### Managing Your Time

I've coached so many students over the last decade, I truly believe I've seen it all...

And after 10,000 hours of working with students, I know that I've heard:

- Every lame excuse
- Every reasonable excuse...
- Every self-diluting rationalization...
- Every **legitimate** reason for not meeting a goal.

It often boils down to just two things:

1. Commitment
2. Time

And these two are 100% inter-connected, so really, we're talking about just one thing.

Can you guess what it is?

If you guessed TIME, you're spot on.

Truth is, there are many out there who have trouble committing to persistent and steady work. And the reason I've found is it because human beings, at their resting state, are naturally bad at time management.

Technically, it is **not your fault**.

You are having to fight the very nature of your humanity.

The same nature that I struggled with when I got started in business.

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Luckily for us, there are easy ways to retrain your brain, so you counteract our nature of rest, and reprogram our routines so that we are more productive and successful.

Not only that, but these ways help us find the time to work on projects, get out of a rut, and completely change our lives for the better.

This isn't a tip.

This is a prescription.

**Office Time and Prospecting Time** represent the two most critical processes of your consulting agency.

**PT Prospecting Time** – Time spent looking for accounts

**OT Office Time** – Time spent on everything else

Office time are work hours and when your time should be at its peak efficiency and management.

Prospecting time is inside of office time, but it is also time **solely dedicated** to finding new accounts and getting paid.

Your prospecting time should be greater than your office time at first, by far.

For every hour of office time, you should have 4 or 6 hours of prospecting time, at least in the very beginning.

The more PT you put in, the more money you will make...

And the sooner you will find your 3 to 5 flagship clients.

Flagship clients that pay big checks each month.

Here are some steps to follow to help you manage your time...

### **Step 1: Find and Manage Time-Sinks**

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Find the things in your life that are relative wastes of time.

TV, games, and hobbies can be massive drain on time.

I'm not advocating you completely give up any of those things.

What I'm saying is that the time you sink into them can be optimized.

If you watch 2 hours of TV per day, cutting that in half gives you an hour to work on this opportunity.

If you play games for 2 hours, cut that in half for another hour.

The average user of social media spends two and half hours every single day on these platforms!

Steal an hour from social media, too.

Now you have **three hours** to work on this opportunity.

**Identify the things and habits in your life that use time.**

**Adjust them to make the time to improve your life.**

### **Step 2: Head Off Distractions Ahead of Time**

Find the things in your life that distract you when you're busy.

- Mute your telephone
- Close browser tabs for your email, reddit, or whatever
- Close the door
- Find a babysitter

Personally, I find the doorbell to be an incredible distraction.

Deliveries, solicitors, even neighbors would constantly ring that doorbell and break my concentration or interrupt my day.

I'd have to get up check or worse, someone else would get the door, and I would have stopped work for nothing.

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The joys of working from home...

So, I put a little piece of tape under the doorbell, and wrote:

*“Out of Order”*

The doorbell doesn't ring anymore.

Do whatever you can to eliminate interruptions so you can focus.

### **Step 3: Make and Use Lists**

Now that you have some time to focus, what do you focus on?

This is the function of lists.

You need to be making lists of things to do:

I will be giving you the things to do to manage this opportunity a bit later in this manual. Just know we need to be making lists to stay organized and directed.

Focus on working on your list, crossing things off as you go.

Nearly everything I do is on some list; either on paper or through task management software like [www.asana.com](http://www.asana.com) (its free!)

You'll be surprised how much better you perform when you have everything in a system, tracked, and updated.

You know everything that needs to get done.

You know what needs to get done without trying to think about it.

If you're going to use a tool like [www.asana.com](http://www.asana.com), then go ALL IN.

Map everything out.

List out your personal tasks, as well as your business tasks.

Break them off into projects and monthly repeat tasks.

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For example – put every due date for each bill you have on a monthly list that repeats. You will always know when that bill is due. Add the amounts to the task name, and you got yourself a rough budget estimate, too.

Once your list is done, make the list for the **next day**.

This way when you have “office time,” you know exactly what needs to get done.

Once you map things out, you can know with confidence that you are not forgetting anything, and you can truly relax and do something fun as a little reward for your efforts.

### **Step 5: Know How Much Time It Takes**

Key to managing your time is knowing how long it takes you to do a particular task.

After years of video production, I know exactly how long it will take me to produce video assets, record, edit, and render a finished sales video, for instance.

I know this, not because I’m a magician...

I know because I timed myself working at a comfortable pace.

Over days, weeks, or even months, you notice your patterns.

This is the “how long” it takes you to do specific things.

Tracking your time is the only way to learn how much time it takes, but once you know, you can start looking for ways to use your time more efficiently.

Eventually you will have a complete map of the common tasks, and how long it takes you to do them.

**This is Peak Efficiency!**

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With such knowledge you can know exactly what you need to do, how much time is needed, and exactly when it will be done.

### **Step 6: Work in Time Blocks**

The final step, is to take your tasks and assign them to “blocks.”

Let’s say you have four hours a day to work on this manual.

And between the hours of 10am and 2pm is “office time.”

By blocking my time into 1-hour segments:

50 minutes of work | 10 minutes break

I have four time-blocks in which to assign tasks & projects, with breaktime build in between tasks.

The key here is to work just that assignment for that block of time.

Don’t cheat.

Don’t multi-task.

Work that single task for as many time blocks as you’ve assigned, and then stop.

Take a quick break, and then work the next task or time-block until you completed the task, project, or goal.

In this scenario, you can accomplish wonders if you split your time up and work them on a dedicated schedule.

They will always get done.

You will make small incremental progress, which compounds over time and yields marvelous results.

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Now, let's move onto how you'll be generating leads for your consulting agency, and in the future section, we'll also detail how to get these services fulfilled and get paid.

It all boils down to your **lead magnets**.

These are the things you are using to get prospects "in the door" or on your email list or signing a contract for a service.

In the next section we'll discuss the seven most effective lead magnets.

## **Seven Highly Profitable Client Magnets**

I'm excited to bring you all seven of these lead magnets in a single place, so you can see how they not only generate leads, but also how they can be used together to really amplify the results of your lead generation campaigns.

### **These Magnets Are:**

1. Ranking YouTube Videos
2. Posting On Craigslist / Marketplaces
3. Reddit Posts
4. LinkedIn Network
5. Amazon eBooks
6. Local Facebook Groups
7. Network Affiliate Incentive Programs

### **Segmenting Your Campaign**

Before we dive into each magnet, I want you to think about something:

When setting up one of these magnets, which I'll sometimes refer to as channels, you want it to be focused on a specific customer niche.

A specific customer...

With a specific problem...

All this really entails is you reverse engineering the services that your white label / resellers are offering and building lead generation material on these channels for it.

This way, when a lead does come in, you have an immediate solution to offer and implement.



### **Ranking YouTube Videos**

YouTube, as you well know, is a great source of leads.

The sheer volume of content and opportunity still blows my mind.

Ranking videos for terms can get you a ton of free traffic from business owners looking for a solution to their problem.

You just need to know what those “problem” keywords and phrases are, and use those in your video titles, descriptions, and tags.

Besides making steady progress, selecting the right niche and keywords is the master key to making this method a success.

Let's say you work in a restaurant as a server.

Would you bring a customer a plate of French toast, even though they asked for a bacon, tomato, and cheddar omelet?

Of course not, the customer is looking for and ordered something specific, and the entire restaurant's staff, including the server, exists to meet this customer's need.

Likewise, you wouldn't make lead generation videos for a business that doesn't buy leads. And you wouldn't rank a video for a term that is not searched for by their customer base.

We need to target a specific group of people (the business's customers) to effectively generate leads. They must need what your clients are offering, and they need to be in the same location as our client's place of business.

## Offline Niches to Target

The first step is to pick a niche to target. We will then do some keyword research to uncover the keywords and phrases we can use to rank videos for that niche, but more on that in a minute.

Remember our mission is to generate a lead for the business owner and get paid either per-lead, or for leasing the video monthly.

Now, there are a great number of businesses that need leads. You can pick from any number of different niches, but below you'll find a list of businesses that will be most receptive to this method.

- Accountants
- Lawyers
- Mechanics
- Auto Body repair shops
- Dentists
- Doctors
- Chiropractors
- Construction Companies
- Carpentry and remodel services
- Plumbers
- Hair Salons & Stylists
- Carpenters
- Carpet Cleaners
- Cleaners
- Courier Services
- Electricians
- Estate Agents
- Fencing Services
- Flooring Services
- Landscapers

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- Locksmiths
- Painters & Decorators
- Paving & Driveways
- Pest Control
- Printers
- Removals
- Roofers
- Sign Makers
- Storage
- Taxis
- Van & Truck Hire
- Veterinarians
- Day Care
- Photographers
- Financial Advisors
- Plastic Surgeons

After you pick a niche, you'll need to do some keyword research to determine the ranking possibilities...

### **Our Target Audience**

We need to understand exactly whom we are targeting so we can market to them effectively.

Our videos need to target the potential customers of our clients and the keywords they use reveal exactly what the consumers are seeking.

For example, if our client is an auto body shop, we are targeting people who need to have their car fixed.

More specifically, perhaps it is a problem with the transmission, or they need an oil change, or they need a dent fixed, or they have squeaky brakes.

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Get the picture?

Let's say we are servicing dentists. We will be targeting people who want to have their teeth whitened, or they need a scaling & cleaning, or they have a dental emergency that needs immediate attention. The more specific and attentive you are to the customer's need, the better your keyword selection will be.

Who are we targeting is half the battle when trying to generate these leads.

We also need to think about where our targets are located.

This video strategy allows you to collect leads and sell them to any business in world regardless of where you live. I personally only sell to businesses in the United States. However, business owners have no problem working with lead sellers from other states or countries, so long as you can sell them leads that are local to them.

Now let's say we want to service dentists in the Hollywood California area.

The type of customer a business like this wants is someone close to Hollywood who is looking for dental work like teeth whitening.

What might their ideal customer search for in Google?

- *“cosmetic dental work in Hollywood”*
- *“get my teeth cleaned in Hollywood”*
- *“cheap teeth whitening in Hollywood”*
- *“fix dental implants Hollywood”*
- *“family dentist in 33021”*

People who are searching for terms like the ones above are candidates for our client. They are actively searching for dental work in Hollywood.

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This is why keyword research is so important – we are targeting a very specific group of searchers in a very specific area.

Think about it – someone searching “get my teeth cleaned in Hollywood” sees a video at the top of their search results with a telephone number to call for the service they want.

There is a good chance they will pick up the phone, call for info, and the dentist office will schedule the appointment. The customer will then visit with the dentist.

**Pro Tip:** It is not your responsibility to close the deal for the client. In this example, you are not selling dental services. You are generating the inbound traffic. The actual sale or booking of the appointment is the responsibility of the dental office’s staff. When you get their phone ringing, you’ve done your job.

We earn our lead fee or monthly video rental payment, and the dentist makes thousands from our lead, and the searcher gets their teeth cleaned.

This is a *win-win-win* business model that can last long term if you put the effort in to get the videos ranked.

### Choosing A Location

This step is as easy as just deciding from where we want our videos to solicit a lead.

To do this, we compile a list of geographic keywords.

A geographic keyword is a search term, combined with a word that defines the location for that search. These keywords will help us narrow down our targeting to the geographic location of our clients.

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You can start with your hometown; however, you can use this method for any location without living there.

So first, create a list of the locations you wish to target including:

- Town names
- City names
- Zip codes
- County names

This site can be of some help, listing all zip codes and cities for states, this is a gold mine for keyword research:

[http://www.mongabay.com/igapo/zip\\_codes/index.htm](http://www.mongabay.com/igapo/zip_codes/index.htm)

Once you have a list of offline niches and a list of geographical keywords, we can move onto building our final keyword list.

### Keyword List

Now we will be combining our list of niches with our list of locations to create a master list of keywords.

Each keyword in the master list needs to contain a problem or service in the niche, and one of the keywords in the location list.

“Problem or service” keywords are search terms that indicate interest in the offline niche. Using the dentist example from before, write down some niche keywords like so:

- *“teeth whitening”*
- *“fix chipped tooth”*
- *“dental emergency”*
- *“fill cavities”*

Next, you want to add the geographic keywords to the list:

- *“teeth whitening in Hollywood”*

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- *“fix chipped tooth in 90210”*
- *“dental emergency in Hollywood”*
- *“fill cavities in Los Angeles”*

We will refer to the combined “keyword + location” search terms as “Key Phrases”

Perform this step for each niche and each location. As you can see there are millions of possible combinations for this method, so it is important to realize that we only want to use the keywords that tie to a location and have some level of search volume.

Later in this guide we will do some research to find the best keyword combination for each niche and location, but for now it is best to create a master list that we can research later.

For each key phrase that fits our criteria, we will be creating a video and attempt to rank it in Google.

When one of our videos ranks, it can generate 5-10 leads per month that you can sell for \$100 a lead, or charge clients flat fees of \$197 - \$497 a month for unlimited phone calls.

That’s \$497 per month per video, and as you can see there are millions of possible combinations for videos.

It is important to point out that not every one of our videos will rank. If you make 10 videos, you may only rank two or three of them. Yet, consider that those two ranked videos can make you 1000 a month for months, perhaps years.

If 2 out of every 10 videos you produce rank, and you can rank just 2 videos a month; in six months you’d have 12 videos ranked and pulling in \$6,000 a month **on autopilot** if you’re selling this as a service.

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You can rank more than two videos a month with minimal effort, so following this method can easily grow into a six-figure part-time business for you.

When you get to the video production section of this guide, I talk about ways to put together a video quickly, so you can focus on churning out videos (or have an outsourcer do it) – taking a shotgun approach to the various keywords to get them ranked.

When ranked, you now have the valuable lead generation asset the business owner is seeking and will pay you for.

I'm sure by now you can see how quickly you can get videos ranked, and how much your collected video/lead fees can add up.

This is a great part time business because you can research and throw a video together in 20 minutes, getting it out there, and when it ranks, you have a lead generating asset to sell or lease to a business owner.

Let's move onto analyzing the keywords so we give ourselves the best chance to rank and generate telephone calls for our prospects.

### **Analyzing Keywords**

Once you have the master list of keywords, it is time to pick which ones we will use to create videos and generate leads.

The first step in this process is to analyze the search volume and possible variations of the keywords.

There are several tools out there for keyword research, yet few can match Google's own keyword tool.

After all, most keywords tools just scrape Google's data anyway.

Sign up here to use the Google keyword tool:



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<https://adwords.google.com/o/KeywordTool>

Enter your master keyword list into Google's tool and it will suggest other keywords based on the ones you provide.

Add any suggestions that include niche specific and geolocation keywords.

You will also be able to analyze the search volume for the keywords – this is important because we will want to make sure that people search the term. In the next section I will go over the exact criteria I use to pick keywords.

The next thing we want to analyze is our competition. Perform a search for your keyword in Google.

I like to see videos on the first 3 pages of the term. It is best to find the pages that have just 1 or 2 videos already in results. This means videos do rank for the term, and there is still room for us to rank without much competition.

You will want to take note of the competing videos and copy their web address. You can then analyze and steal their backlinks using this free tool here:

<http://ahrefs.com/>

Once you have Google's keyword data, you find the video that is already ranked for your keyword, and you run a backlink checker.

### Keyword Formula

You should have a list of keywords for a particular niche and location, so then you can choose for which keywords to create a video. Here is the formula to use when choosing keywords:

You want to target keywords that have *at least 250 to 500 searches per month*. **500 is optimal.**

500 minimum searches mean you can expect around 5 phone call leads (1% conversion) just by ranking a video. If you sell these leads for \$20 to \$100 that means you are looking at anywhere from \$100-\$500 per month in income from just one keyword / video ranked.

Next, we want to check the competition video that is ranked in the results. I like to see *less than 50,000 views* on this video and only 1-2 videos on pages 1 through 3.

The last criteria are *less than 10,000 backlinks* being sent to a video for a similar keyword. This tells us that the keyword will be relatively easy to rank.

Once we have 10 pairs of “trouble keyword” + “location” phrases that meet the criteria above, we can earmark these as videos to produce.

## Telephone Backend Setup

We need to create a telephone number to put on our video, so we can forward calls or collect leads.

### Setting Up the Phone System

When learning how to implement this system, I recommend Google voice.

This is a free service, and you can create phone numbers in any area code you need:

<https://www.google.com/voice>

If you decide to use Google voice to handle your inbound calls, make sure you bookmark this link so you can refer to it when setting up forwarding numbers:

<https://support.google.com/voice/answer/165221?hl=en>

If this is your first-time using Google Voice, it will prompt you to enter a forwarding number and confirm it.

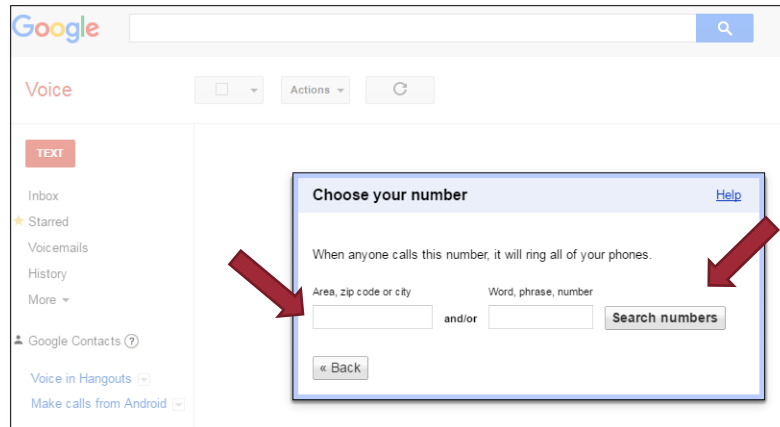
Google will call you with a two-digit number you will enter on the telephone keypad.

Use your own number for now, follow the prompts, and confirm when Google calls you.

Next, choose your Google Voice number.

Enter the zip or area that you intend to service and click “search numbers.”

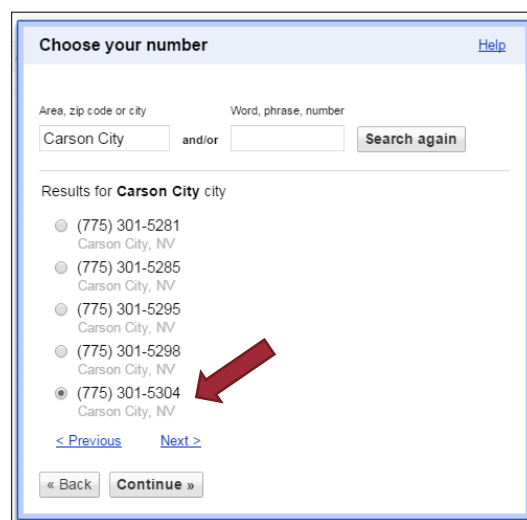
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Using phone numbers with the same area code as the location we are targeting is crucial. This one factor also increases the number of calls each of your videos receives. People recognize the area code as their own and will feel better served.

So, if I am targeting Carson City, NV dental clients, I'll choose a number in the 775 area code. I'll also select a number that I feel is easier to dial or remember.

This is difficult to explain, but some telephone numbers are just easier to dial than others. I like numbers that use the same digits in the front three and the back four.



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Select the number and hit continue, and then finish. Record the Google number for your records.

**NOTE:** If you want to have multiple Google voice numbers, in the case of multiple campaigns and clients, you will need **multiple** Google accounts.

Once you're finished setting up your number and selecting a forwarding number, you can make changes to this account by clicking the little gear in the upper right of Google Voice and selecting "Settings."

### 1-800 Numbers

If you are willing to spend a little money to increase the number of calls that your videos generate, I recommend using a 1-800 or 1-888 number.

800 numbers also look more professional to the businesses you are selling too. I find that just having an active 800 number is enough for businesses to open their wallet and buy leads or the video from me (sometimes even buying the 800 number itself).

I use 800.com for my 800 numbers with this method. They are extremely affordable and easy to use:

<http://www.800.com/>

### Using Twilio

Occasionally Google Voice will not have any numbers in an area code, or you need more flexibility for your campaigns.

In this case, I recommend you try one of the best services ever offered to marketers, Twilio.

Twilio has tons of features and is straightforward.

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As you scale your business, you can use Twilio to maintain a book of numbers that can be used with the videos, all from one account dashboard.

<http://www.twilio.com/voice>

Note: Twilio will require you have a webhost and can setup a file that handles your telephone actions. If you are not comfortable setting up these files, you can find outsources who can set this up for your quickly on Fiverr or Upwork.

Please read these articles on setting up telephone numbers and setting up forwarding with Twilio:

<https://www.twilio.com/docs/quickstart/php/twiml#overview>

<https://support.twilio.com/hc/en-us/articles/223179908-Setting-up-call-forwarding>

Generally, we will be creating the phone numbers and signing up for these services once we have done the keyword research and picked a geographic area to target. For now, just bookmark these links for use later.

We need a unique number for each campaign, NOT each video.

So, if our campaign is geared towards generating leads for a dentist, then we can use the same number on each video that is focused on Lead Gen for the key phrases associated with the dental services.

Therefore, I don't recommend putting the telephone number in the video itself, unless you're making the videos for a specific client. When the number is not in the video, we are free to change that number without changing the video, so any two videos can direct calls to two unique dental clients in each area.

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And considering we can also replace a video without the ranking being affected, we have full flexibility to serve content as we see fit, and as needed by our own interests and those of our clients.

### Setup YouTube

The only other thing we need to get started is an active YouTube account. You can use a basic YouTube account if you already have one.

Otherwise, you if you don't already have an account, sign up and navigate to this page while logged in to activate a creator account:

<https://www.youtube.com/yt/creators/graphite.html>

Now we can start picking through our list of keywords and start making videos and getting them ranked.

### Video Ranking Factors

Going into this, we need to be aware of a few factors for ranking videos. I've dedicated an entire chapter to this goal, but I want you to move forward with this in mind:

1. Put your telephone number in:
  - a. Title
  - b. Video Content
  - c. Video Description
  - d. Annotations
  
2. Put the key phase (keyword + location) in:
  - a. Title
  - b. Description
  - c. Annotations
  
3. Backlinks
  - a. Social Media & Web

## Summary

By just doing 5 minutes of keyword research, and 10 to 15 minutes of throwing a video together, we can build videos that get ranked in Google for the problem keywords that real consumers are searching for right now.

We can then sell the leads and/or the video to clients for hundreds of dollars, and simply repeat this method every day.

Do one or two videos a day, and after a month, you'll have about 25 to 30 videos. Perhaps 5 to 10 will rank and start generating inbound phone calls.

After a few months, you'll have dozens to hundreds of videos; all bringing in a few hundred dollars each all on autopilot.

This is a little-known method for ranking videos and selling the leads or the videos to local businesses who are always on the look-out for more sales & customers.

Let us now discuss how to put together an effective video quickly.

## Video Creation

There is a tendency for people to think that video creation is some form of magic. It is not.

In fact, all the videos you will produce (or have produced by an outsourcer) will be extremely easy to put together.

They need not be elaborate, complex, or overly graphical. Plus, all the videos use public domain and royalty free image sources and can use free movie editors to assemble. The entire video project can cost you nothing save a few minutes of your time.



## Creative Format

These videos will contain exactly **10 slides** that consist of images and captions arranged in PowerPoint and exported to an mp4 video format. The video run time will be about 60 to 80 seconds, so each slide stays present for 5 to 6 seconds.

In the middle of the presentation and at the end, include a **call to action** and the phone number you set up through Google voice.

First, start with a title page outlining the service and the area.

Use 10 images to create the rest of the slides with simple captions that **express the benefits** of the service that the business offers.

For example, captions for dentist could include:

*“Pain free experience for all patients”*

*“Quiet and comfortable recovery rooms”*

*“State of the art medical diagnostic systems”*

The best thing to do is look at websites of potential clients and pull off their features and benefits to use in the slides.

You’re seeking the language the target business is using to sell their customers and using it in your video.

I usually use PowerPoint to create my slides, but you can also use Keynote, Adobe After-Effects, or Adobe Premier. You can also use Camtasia or VideoFX to put the slides together.

## Image Sources

I use royalty free images for all my videos this way I never run into any copyright issues. Royalty free means you use these images commercially without needing to buy them or reference their source.

Royalty free images:

<http://www.morguefile.com/>

<http://www.publicdomainfiles.com/>

<http://www.pixabay.com/>

<http://www.4freephotos.com/>

You can also use Google Image Search.

Search for an image term, and after you get results, click on **Search Tools**, and then click on **Usage Rights**.

Select **Labelled for reuse**.

There are thousands of images in these directories, and unless you are looking for something very specific, they should meet all your needs without needing to buy stock photos.

## Using PowerPoint

Microsoft PowerPoint has the built-in ability to save slideshows as mp4 video so you can just upload it right to YouTube.

This saves time and the expense of outsourcing.

You simply create a 10-slide presentation with royalty free images, then export the file as an mp4 video, and upload it.

You can get PowerPoint here if you don't have it already:

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

If you don't have Microsoft Office, I highly recommend you get yourself an Office 365 subscription.

Between Word, Excel, and PowerPoint; you'll have the essential software for working this method and doing business.

To output a slideshow as an MP4, build your 10-page slideshow, then click "file" and then "save as."

On the popup box, select the file type "mp4" and then choose a name and place to save the video.

Now take a break.

Depending on your computer, the video rendering may take a few minutes.

## Using Online Services

There are a few online resources that let you build videos both from slide show presentations and from scratch. These services are cheap and some of them are free:

Animoto: <http://animoto.com/>

Here is a guide on adding voice over to Animoto video which can increase conversions on your video. Just read out the benefits as they come on screen:

<http://animoto.com/blog/using-animoto/create-voice-over-video/>

Here is a service you can use to create animated slideshows and graphic videos that can be used for this program:

Gosnimate: <http://goanimate.com/>

## Ranking The Video With SEO

Once you have your video created, you're ready to attempt to rank it.

First, make sure the filename is the same as your keyword.

**Example:** *teeth-whitening-in-carson-city.mp4*

YouTube stores the file on their servers with the original name and it seems to have at least some effect on the ranking of the video behind the scenes.

The next step is to upload your video to YouTube and perform some optimizations in the video settings.

We will do a handful of offsite optimizations including getting backlinks and syndicating our video. And we will look at other

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channel optimizations that can improve the ranking of all your videos.

### YouTube Video Optimization

Before doing this step, make sure you sign up for YouTube how I detailed in Section 3.2.

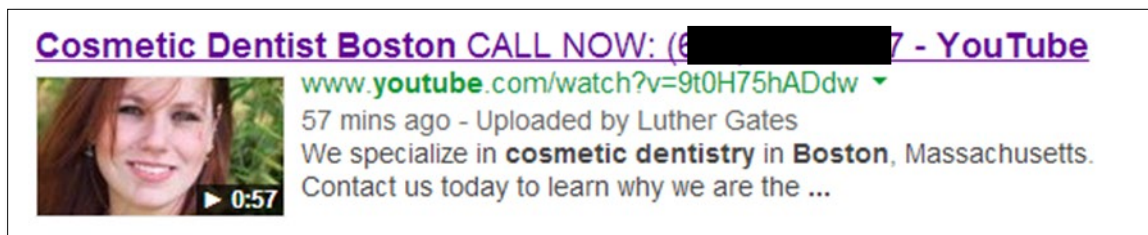
After uploading the video, you will be presented with several options to edit, each of which will have a direct effect on your ranking.

The title of the video is the first and most important part of the video. It must contain the keyword, and a call to action with the phone number you set up.

For example –

“Cosmetic Dentist Boston”

When this video is ranked in Google, the number will be clearly visible:



This increases the chances of the prospect calling, even if they don't click the video. I suspect a good majority of calls come from the title as opposed to people watching the video itself.

Make sure that your description includes your keyword.

Add some music, preferably something easy listening or upbeat. YouTube has the option to add royalty free music to the video, and there is plenty to choose from.

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Add the location you are targeting in YouTube. This will help the video show up for searchers who are in that area.

Add annotations and closed captions and tags with the keywords in them. Google has limited ability to scan the actual content of your video, so they use these to help determine the content and rank accordingly.

Next you want to purchase some traffic to your video from fiverr. Try not to go over 1000 views as YouTube can flag these views as spam.

Pay attention to the engagement of your video, YouTube want to see a watch time of at least 50% which is why you want to keep your spam view count down. Spam views lower this rate.

### **Backlinks And Social Bookmarks**

The next step to ranking videos is to generate off site backlinks to your video.

A quick word on backlinks:

Google's algorithm changes constantly and although these changes are slower to effect videos, it's important to stay ahead of the curve and do what Google likes. They will reward you for your good behavior with higher ranking and more traffic.

Make sure you vary your anchor text. It is important to use the keyword, but only use it in about 20% of your backlinks.

The first and best way to get backlinks is to embed your video in as many relevant places as you can. This syndication will increase the view count as well as provide relevancy and backlinks to the video page ranking it higher.

Outsource your back links, or reverse engineer your competition's backlink sources to help you do it manually.

Using [www.ahref.com](http://www.ahref.com) on the videos that are ranked for your keyword. The top 10 organic results can uncover backlink sources you can use to rank your video. Simply look through their backlinks for any site that lets you post them.

If you are like me and hate the thought of going through hundreds of sites trying to get a backlink, you can just as easily spend a few dollars on fiverr and get someone else to do the work for you.

Another important factor that is becoming more important is social bookmarking. Google is starting to place more weight on social indicators for a page's rank, and this includes videos as well.

### **YouTube Channel Optimization**

Everything outlined above is enough to rank your videos on the first page of Google quickly and get you generating leads as soon as you can act on them.

Improving the SEO of your YouTube channel itself will boost the ranking of each video in your account and is something that you will want to dedicate some time to focus on.

The first thing you can do is to use video replies to increase your views and provide a sort internal back linking structure.

All your videos should reply to each other in a chain format and if possible, find other video creators who will exchange video replies to expand the video network.

The same resources I offered for backlinks to the videos can be done for both grouped playlists as well as your channel URL.

This makes the back linking look more organic and gives an overall boost in the SEO of your entire account and all your videos.



## **Posting On Craigslist / Marketplaces**

We're going to help business owners with their marketing problems, and at the same time, help talented people find the work that they need.

To put another way, many business owners don't know that they have problems with their business, especially in the marketing department.

Most are just too busy running their business to focus on developing a solid marketing plan using today's digital marketing tools.

Their problems, when solved, offer some benefit to the business owner.

Often this is in the form of more leads, more revenue, and growth of the business to the point where more money is put into the owner's pocket.

After all, people go into business to make money, right?

And there are also thousands of talented workers, outsourcers, and consultants looking for work.

These are people who can solve the problems that the business owner experiences.

What you will do is create a connection between the people who have a problem, and the people who can solve it. In a sense, you are going to be the man in the middle.

Or you use your agency to do the work.

That's the power of this channel.

## **How You Make Money**

How you will make money should be obvious, but in case it is not; you'll be acting on behalf of the outsourcers and in some cases, marking up their fees from what they charge.

This is arbitrage. You take a service priced low, and mark it up, making money on the difference. You earn this difference by being the director.

You can also take a finder's fee, or even create a group of talented outsourcers and just find gigs for them for a share of the revenue.

There is an incredible amount of value being the connector. Before long, talent will come looking to you for work, and businesses will be asking you for your advice on where they can get a particular problem solved.

There's money to be made simply by being the middleman.

## **Gauge The Market**

To get started, you need to decide where you will stake your claim. This is usually as easy as saying, "I want to service restaurants" for an example.

Alternatively, you can look at the needs that are obvious in any market and decide to be the one to supply for those needs.

The safe bet is to always start with your customer because offering things a customer doesn't need won't help anyone and won't make you money as a middleman.

Initially, our market or customers will be business owners seeking to get certain problems and needs solved. These needs and problems vary greatly. Each business has unique challenges, and

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the ways of solving them are equally unique. Still, there are common services you'll be offering.

The way you offer and service these clients won't change all that much if you stick to a specific type of customer, because this streamlines your efforts.

For example, let's build a scenario around website clients.

The website biz requires you to find someone who is seeking a site or convince them that they need a website to collect leads and educated their prospects.

Once they are interested, you'll need to ask the biz owner to give you specifics on what they want on their website; what colors, style, and any special features they'd like developed, and of course, a budget.

If you had to go through this process with a dozen different types of businesses, things can get a bit unwieldy.

The smarter play is to focus your efforts on a type of business so that the needs (and subsequent actions that you'll need to take to service them) can be met in a systemized way that doesn't change all that much client to client.

When using this method, it makes it easier, but can also limit the total volume of prospects you'll find in each city or town.

Nevertheless, you'll find that there are pockets of clients with the need or problem you are offering to solve.

Some will make themselves obvious, and for others, you will have to dig just below the surface to uncover them.

You could probably spend days just poking through gig listings online, so to save ourselves some time (and sanity) we'll limit our search to the city or region level.

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One of the best parts of this arbitrage model is that we don't need to be in the cities to service the gigs being posted there.

You can be living in Kansas, and service clients in New York, California, and Illinois.

### Key Sections

For each location, there are sections of Craigslist that you need to be focused on.

In the sections listed below, you'll find the bulk of gig posts.

The two main sections are jobs and gigs.

What you'll find is that companies mix their consultant & vendors jobs with employment listings, so you'll need to do little filtering.

Here are the sections you need to be searching:

#### **Jobs:**

- Art/Media/Design
- Business/Mgmt.
- Customer Service
- Internet Engineers
- Marketing/PR/Ad
- Nonprofit Sector
- Sales/Bizdev
- Software/QA/Db
- Systems/Network
- Technical Support
- Web/Info Design

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### **Gigs:**

- Computer
- Creative
- Event
- Talent
- Writing

Each one of these “areas of business” can be paired with outsourcers and other consultants who perform the services.

Other sites will have listings based on city & state and sorted by a category that closely resembles the above list.

The key to recognizing good gigs (thus making them easier to find) is to understand the terms the job posters will use when making posts.

I’ll give you list of terms in just a minute...

## Finding Jobs

Another key to finding these jobs is to keep your finger on the daily pulse of businesses who make these types of posts.

We'll term these gigs as "Opportunity Posts" – someone is posting a gig that is an opportunity for you to make money.

You absolutely need to be one of the first responses they receive after making a post. Think about it; you're a business owner who needs someone to make a quick website. That owner is making the post with the idea in their head, "I need a site."

So, if they put up a post, and get an immediate response, they will be more responsive to your proposal.

Another thing to consider is this timing. The longer you wait to reply, the more responses the post would have attracted, so you run the risk of being lost in the noise and competing with others who replied.

When opportunity knocks, you need to open the door fast. Otherwise, that opportunity may go look for another door upon which to knock.

So, each day, search these sections for the services you are offering and/or look for the services you know you can get solved by an outsourcer.

In the next section, I'll providing some methods for you to find gigs quickly and easily.

## Search Terms

Here are a group of search terms you can use on Craigslist and other sites that will help you find gigs.

Blog	E-Commerce
Blogger	Woo Commerce
WordPress	Direct marketing
Copywriter	Content writer
Writing	.NET
Social media	Microsoft
Facebook	Python
PHP	Ruby on Rails
Html	Database
CSS	Java
Graphic designer	Developer
Photoshop	AWS
Illustrator	Freelance
Adobe	Proofread
After Effects	Proofreaders
UI/UX	SEO
Mobile app	PPC
Mobile site	Full stack
Web designer	IOS
Android	Desktop Application
Drupal	Web Application
Custom Application	

## Other Sources

There are other sites you can search for gigs:

- <http://www.warriorforum.com/wanted-members-looking-hire-you/>
- <http://www.gig.com/>

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- <https://www.freelancer.com/>
- <https://www.upwork.com/>

You can also hire prospectors to use these search terms on Craigslist and other sites to find gigs and respond to them for you.

### Google Search Hacks

There is a little-known method for using Google to find gigs and requests made by business owners. Most people will just type in something like *"Need a websites Chicago"* and get some results, but that search term doesn't nail down exactly what you are searching for.

You see, most people don't know that you can use Google operators to narrow a search to a specific context; the context of a biz owner seeking information or a person to solve a problem that they have.

The operators we use are:

- inurl: This limits the search to a website
- The minus sign eliminates a result from the search
- " " Quotes search for exact terms
- + Requires both or multiple terms for a result

Using these operators, we can construct a search term (also known as a query) that is more targeted to what we need:

*"I need someone" + "marketing" + "SEO" + "Hire"*

This query requires the results to include all terms included in quotes.

**Remember:** the spaces, quotes, and plus signs are important!



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Now you can also limit the term to a specific site and even add a city or state:

*inurl:craigslist.org "I need someone" + "marketing" + "SEO" + "Hire" New York*

And let's say we keep getting results from monster.com and don't want that site in our results:

*inurl:craigslist.org "I need someone" + "SEO" + New York -monster.com*

For more info on using Google Operators, check out the site below:

<https://support.google.com/websearch/answer/2466433?hl=en>

### Finding Workers

The whole purpose of this system is for you to find gigs and then offshore the work to outsourcers. We can use agencies to do this, or we can find workers (aka outsourcers or virtual assistants) to do the actual work.

In this way, you limit the amount of time you spend working directly with clients and don't have to do any of the actual work yourself.

Instead, you find outsourcers who are better equipped to service the client. You don't have to worry about knowing things like SEO, building websites, paid advertising, and content writing.

That is not to say you couldn't service the clients yourself. If you have these skills, then great!

However, keep this in mind; how many clients can you physically handle? You're one person. Going at this part time, some may be able to handle 3, 5, and maybe 10 clients a month.

By outsourcing and shuffling the work between outsourcer teams, you can manage many more clients and spend just a fraction of the time connecting those in need with those who can service that need.

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This method also buys us time to enjoy the fruits of our labor; buy something nice for yourself or a loved one or take our families on lovely vacations to tropical paradises.

So, the process to find workers is quite simple:

- Step 1: Identify the Opportunity
- Step 2: Respond to the Opportunity Poster
- Step 3: Repost the post's requirements in outsourcer cities
- Step 4: Reach agreements with outsourcer
- Step 5: Send proposal to Opportunity Poster

### **Outsourcer Cities:**

These are places where there are a bulk of outsourcers who can do the work for cheap. For example:

<http://bangkok.craigslist.co.th/>

<https://manila.craigslist.com.ph/>

When reposting; don't do a direct cut and paste of the opportunity.

Rewrite it slightly and post the job with a compensation level to the outsourcer city that is roughly 50% less than any stated compensation by the original opportunity poster.

This difference in compensation is your profit; the money you will pocket when you sell the original business owner and hire the outsourcer to do the work for less.

You can do this on Craigslist, or any number of other sites. Here is a list of other outsourcer sites where you can find talent to service clients:

- <https://www.mturk.com/mturk/welcome>
- <https://www.upwork.com/>
- <https://99designs.com/>

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- <http://www.guru.com/>
- <https://www.freelancer.com/>
- <https://www.peopleperhour.com/>
- <https://microworkers.com/>
- <https://www.fiverr.com/>

Note: other countries have outsourcers that are frequently used:

- Pakistan
- India
- Thailand
- Indonesia
- Australia
- Ireland
- Israel

Generally, the only limiting factors are the language barrier, and the outsourcers understanding of your needs.

Therefore, it is better to work with experienced persons and pay a little more rather than go the cheap route.

Another thing to mention is exchange rates.

The USD can go further in some countries than local currency, so that disparity helps us when buying overseas since the outsourcer will demand less.

## Plan Your Attack

It is helpful to give some thought to how you will price and submit a proposal before you take any outreach actions or contact an outsourcer.

First, gauge the going rates for the work being requested. Do this for the city where the opportunity was posted, and for the cities where you intend to repost the gig. This is as easy as just browsing similar posts in the recent weeks and months. This will give you a good sense for the going rates.

Try to find opportunities where you can profit of about 100% of the going rate. For example, you find a website gig offering \$500. See if the going rates for this type of site in the offshore market is ~\$200 to \$250

For some listings, you'll have to reach out and determine what the rate is the poster wants to pay by asking.

### Examples:

#### ★ (U.S ONLY) Looking For Dreamweaver Freelancer Fluent in HTML

\*Must Live in U.S & Must be reachable by U.S phone number (\*if you are not reachable by phone pls do not respond)

compensation: **negotiable.**

Searching for independent Freelancer fluent in Dreamweaver and HTML. we already created html for a web page and for email newsletter. just need the code validated and checked for errors to make sure web page and email html are visible and fully compatible to be emailed out using our email app and that all links are fully functioning on, desktop, mobile phones and tablets.

will also need html code tested to be sure html template is visible when sending an email.

In the above, the poster is looking for a web developer fluent in HTML to make responsive pages and email templates. This opportunity is interesting because they are looking for US based only. If you can be the project manager and get this project done for cheap overseas, you can bag gigs like this.

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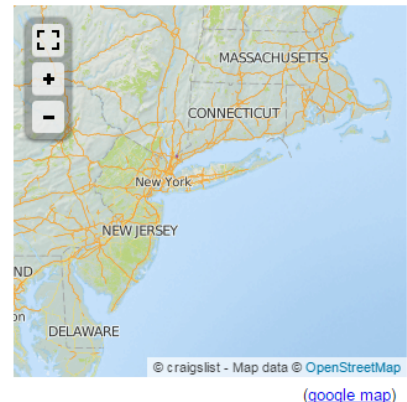
## ★ Seeking web developer to design and create website ☒

Looking for an experienced developer that has knowledge of website and application creation. Would like to design a blog-like website where users can share information. I have no computer knowledge.

Will pay depending on knowledge and willingness to help.

Contact me asap by call or text.

- do NOT contact me with unsolicited services or offers



And in this example, the poster is looking for designs for a website. Considering you can have a whole website build offshore for around \$200; you can offer \$500 to this gig and be almost certain you'll double the investment.

## ★ DESIGNS FOR EMAIL CONFIRMATIONS FOR ORDERS (ANY) ☒

We need some email confirmations designed for orders placed on our website. We only need psd files we do not need any coding done. Please send us some examples of similar work and a phone number so we can have a call.

compensation: flat

We need this work done quickly so please be available to work immediately.

And in the last example above, this is purely a design & writing gig. Something you can probably do just by checking your personal email inbox for order confirmation emails and mimicking their style.

Keep this in mind; there will be gigs you can do yourself quickly without many special skills. You can design a site and outline it simply by looking at a nice site in the similar niche to your client. You can also write blog posts and social media content for a business that you're familiar with.

And you can also take a Udemy or Digital Tutors course to learn a new skill and offer that skill to the gigs that need them.

### **Land Yourself Some Gigs**

Now that you know the big picture, it is time to **act** on what you've learned.

### **How To Find & Get Gigs**

Use the search terms to find gigs that you want to service.

Next, use the email templates included with this book to contact businesses who post opportunities.

Determine their budget, timeline, and request a list of requirements.

If the post has a telephone number and you want to fast track this process, call them up and ask for their budget, and a list of requirements.

Once you know their requirements and the specifics on their budget, you can then move onto getting the gig serviced by an outsourcer.

### Using Reddit as A Lead Source

[www.reddit.com](https://www.reddit.com) is a vast universe of content, community, and opinion.

Reddit is broken down into “subreddits” which are the actual communities around a given topic.

Our interest is in small business subs, seeking business owners who are posting for help or gigs.

If you see a post go up, reply that you can help and ask for a DM or direct message.

You will be competing with others doing the same thing, but if you’re quick, you can get leads this way.

**Note: Make sure you read the rules of the subreddit before making posts, responding, or advertising your services.**

Some subreddits have specific rules against commercial offers, but opportunity can be found in the comments.

<https://www.reddit.com/r/jobbit/>

<https://www.reddit.com/r/forhire/>

<https://www.reddit.com/r/beermoney/>

<https://www.reddit.com/r/HireaWriter/>

<https://www.reddit.com/r/marketing/>

<https://www.reddit.com/r/jobs/>

<https://www.reddit.com/r/gigeconomy/>

<https://www.reddit.com/r/digitalnomad/>

<https://www.reddit.com/r/slavelabour/>

<https://www.reddit.com/r/sidehustle/>

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<https://www.reddit.com/r/workonline/>

[https://www.reddit.com/r/digital\\_marketing/](https://www.reddit.com/r/digital_marketing/)

<https://www.reddit.com/r/smallbusiness/>

<http://www.reddit.com/r/entrepreneur>

<http://www.reddit.com/r/investing>

<http://www.reddit.com/r/businesshub>

<http://www.reddit.com/r/careersuccess>

<http://www.reddit.com/r/growmybusiness>

<http://www.reddit.com/r/startups>

<http://www.reddit.com/r/ladybusiness>

<http://www.reddit.com/r/technology>

There are many niche communities are reddit.

So many that I can't list them all here.

Your best bet is to do some sleuthing. Spend an hour going through reddit business subs and using search to find other communities and resources.

For example, if you go to <https://www.reddit.com/r/AskMarketing/> ...in the sidebar is a link to a marketing job board:

<https://lookingformarketing.com/jobs/>

Obviously, we're looking for gigs, not jobs, but you should get my point:

These communities are like huge networks of inter-connected interests. If you're active in the space, you will discover communities and resources you can leverage.



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### **Leverage Your LinkedIn Network**

Using this business-only social network can generate a windfall of leads from your network.

Before you begin, you absolutely must avoid spamming people or groups. Spam will not get you anywhere except quickly placed on the pay-no-mind list. Quantity will not out-weight quality in this model.

You will also be completely avoiding advertisements. The self-service ads are expensive and a challenge if you're an amateur media buyer.

Ads are two-edged sword; if you're good, you can make almost unlimited money. If you're terrible, it is a black-hole money trap.

I can see the benefits of ads in certain cases, but in a very narrow and specific sense: say you wanted to advertise to every media buyer in the country; that could work, but at great expense.

At the end of the day ads are not a chief component of this model.

You also won't be using your LinkedIn as an online resume. Nobody cares about your resume unless you want a job.

Since our purpose here is to sell consulting services, our audience cares about what you can do for them, and less so about your complete work history, and chain of likes & dislikes.

### **Here's What You Do**

I want you to envision sitting down in front of an associate at your favorite coffee shop.

The two of you are there to solve a problem – helping each other create value where there was previously none.

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This is known as business development and whether you realize it or not, it is what you're seeking.

Yet there's no selling here yet – you are problem solving.

What is the problem and what solution would fix that problem?

Clearly, you can only fix one problem at a time, and being the gentleman or woman that you are, you opt to solve your friend's problem first.

You show a genuine interest in your friend's problem. Putting yourself second and trying to understand what they need.

Once you listen and understand, you then set out to give your friend exactly what they need, because you already have a general idea of what that need is.

All you need to do to perform this operation is to just ask the right questions in the context of business development:

- What are you trying to accomplish?
- What are your goals or special promotions you want to push?
- If you could have one thing right now, what would it be?
- What did your business have that you lost and wish you could get back?

The answers to these questions are the fundamental building blocks of a client-vendor relationship.

The vendors supply the needs as the client defines them, and the client pays the vendor for being the provider.

In a way, you are training yourself to be the provider of the things that a business owner needs to develop and scale their investments.

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Work diligently to be a provider of solutions, and you will be a network of business owners around you.

Work will get out that you help others and produce results. Business owners talk and gossip more than a large sewing circle.

When you help business owners, they help you – by paying you for your help and reciprocating that help with referrals to others who would buy the same service from you.

It all starts with understanding your audience and what is important to them.

### **Choose A Location: Make A Presence**

The easiest way to begin breaking down your audience is by choosing a location upon which to focus.

Select an area with an intent on making a presence.

You could also break it down further by niche, even though you are not limited to servicing just one niche or location by any stretch of the imagination.

Focusing in on a location and niche will always yield more measurable results because you have some goal posts from which to measure, and your sales pitch becomes simplified.

You are connecting with people online in the same way you would connect with them in a local meeting up.

The only difference is that you're using email and message tools to affect the back & forth.

Where this strategy is amplified is if you can get an excellent group of business owners going strong.

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This takes daily effort on the part of members, and you can't do it alone – a group of one is not necessarily a group; you know what I mean?

Your LinkedIn group is almost like a “Web Ring” – the early group of websites that had a shared interest. The analogy here is yours is a group of business owners with shared interests and goals.

For example, my accountant has a group made up of his clients; most of which have something to do with real estate.

They meet Tuesday morning at 7am at a local diner.

These clients are realty agents, inspectors, contractors, financial professions, and advertisers.

**Pro-Tip:** Your accountant is an ally if you get them working with you. Ask them to help you start a small business networking group on LinkedIn.

That's an instant connection to perhaps a dozen small businesses professionals who might have a need and are warm referrals.

This group routinely gives each other business.

The listing agents call the contractors to fix some issue with a house going up for sale.

The building inspectors will get the gig to give the home a clearance to sell.

The finance professionals will arrange for the mortgage, and the lawyers will get the contract.

But wait...

What do the advertisers do?

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They get the contracts to help all these businesses advertise on Google or Facebook.

They get paid to create the landing pages, direct mail drops, reputation management campaigns, and a host of other digital services.

Where the realtor might refer the contractor, and right on down the line; the advertiser gets them all.

Do you now see the power and opportunity for advertisers that rests in one of these small groups?

Now, the key takeaway here is that selecting a location will help you narrow the focus down to finite pool of prospects, a percentage of whom will do business with you.

The groups amplify this selection as a group of 10 or so businesses in a small town can represent thousands of dollars in monthly billable services that you will offer.

### **Profile Setup Strategy**

Before starting a group, or even doing anything else in this model, we need to get your profile created and/or optimized.

Remember I hinted that we're not building a resume earlier in this course. What we're doing is creating a sales page or sales letter.

Doing this takes a little finesse and knowing some details about your audience.

So, while we can conceptualize the profile as part of the training; to do this effectively for a niche and location requires knowledge of both of those elements.

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It often boils down to asking the right questions (a repeating theme in almost every business model) and doing the requisite research.

**Note:** This is often a hang-up for newbies. When you're new at something, you tend to ask the wrong questions.

This isn't your fault if you fit the profile; it is just that you have little experience. The options are then a) get more experience or b) have someone with experience do it for you.

**If you find research and profile creation to be a sticking point for you**, then consider enlisting my help with your profile. I'm happy to do all this work for you for a nominal fee.

If you're ready to get started now, then please visit this page for details:

Otherwise, if you're ready to learn how to optimize this profile yourself, let's continue to the next section...

### Create The Customer Avatar

You need to model your ideal customer and profile them to give you the best chance for success, since this profile will determine what you put on your profile and how you position ways you can help your prospects.

This often boils down to just defining who you want to target. It truly is a matter of personal choice and educated guessing.

You're assuming, based on something you've heard about, observed, or read, that a particular niche will buy some service.

Fact is this assumption can be made about most businesses:

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Businesses frequently buy digital marketing services like the ones you will be offering, and they often pay thousands of dollars per month for them.

Start thinking about a niche to target.

The “best” niches are the ones which have a high customer value or a smaller customer value at high volume.

These would be the attorney, medical, home service or rehab, and finance niches.

Retail locations like gift shops, clothing stores, restaurants, bars, are numerous and well-paying.

Other home essentials (cleaners, landscapers, irrigation, fix-it handymen, etc) are also excellent targets because every major suburb, town, or city has them in spades.

**Remember:** targeting a group of niches in a specific location is the “best” way to have focus and get results.

You want to break down your avatar into who they really are:

Their age, sex, marital status, whether they have children, their location, occupation & title, income level, and level of education.

All these things matter because they tell you who your client is and what they might respond to when it comes to your messaging.

You should understand what their goals are.

For example, I know my landscaper aims to have 30 weekly lawn cutting gigs and 100 seasonal clean up gigs.

I also know that he works hard because he wants to send his oldest kid to college next year.



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Understand who your prospect is and why they do what they do. This helps you walk a mile in their shoes and give you the perceptions they have on your services, and what to expect from them.

You need to understand their objections.

Know what they might say as an objection before they say it.

Discover what they are willing to spend, and what they expect for a return on investment.

Find out if they have a hang-up that prevents them from seeing the value of your services, and what kind of timeline they expect.

Lastly, you want to know what their pain points are. Often, these are:

1. **Growing their business** – sales have reached a plateau and they don't know how to get growth going again...
2. **Freeing up time** – the owner does not have time to generate new business, and needs someone to manage things for them...
3. **Getting killed by the competition** – business owners hate taking a bath, especially when competitors throw chilly water on their sales for the month.

Now once you have defined this avatar, create an image of them in your mind. What do they look like?

They might be a 40-year-old dentist with a wife and two kids, in Waukegan, IL.

He has two practices, both of which are bleeding patients thanks to a new dentist in town who is outsmarting his search marketing.

Speaking to this avatar (as a form of role play) helps you uncover the things you need to help solve the problems of that avatar.

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The more accurate your assumptions, and careful your research; the truer to reality your avatar will become.

When you can pick just any random business and have a general sense of what type of person runs that company and what their common needs and motivations are; you've successfully defined your avatar.

You can future confirm your avatar by speaking to the business owners and seeing how well they match to your educated assumptions.

### **Profile-Specific Settings**

#### **Name:**

Use your name and title and include the number one search term in the title.

So, if I am hoping to get discovered by people looking to plan advertising campaigns, keyword research reveals that Advertising Campaign Strategist is something that people are looking for.

My page name would be Andrew Clayton, Advertising Campaign Strategist.

#### **Title / Headline**

Asking a question here will compel the reader to read further down your page. Try to use all your real estate and fit your question in 120 characters.

Don't put your job title here. That's pointless.

Use the space to sell.

We ask a question to get the reader thinking. 90% of people waste this space, when it is the most important real estate on the page.

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One simple change here puts you ahead of most consultants in the space.

You can also split test this headline and see if different titles and headlines yield better results.

### **Summary**

In your summary, you want to tell your origin story.

Add a provocative question in the first line of your summary and continue the conversation you started in your headline.

Just remember to always write in the first person...

Never use we or a company name.

Be the person with the answers, not the faceless company.

You get 2000 characters here so make it count and try to use all the space you can. Have a narrative format and inject your personality in your summary.

Be different, stand out, but also consider you will write this summary for search.

To write for search, we need to understand some of the terms and research, and I will be covering this later in the course.

At the end of your summary, you want to provide some call to action; whether that is to prompt a phone call, or learn more by watching a video, or just sending you a message.

Give the reader something to do when they are finished reading.

## **Current & Past Experience**

This will also be a narrative and not a list.

Use complete sentence structure and write in the first person.

Use of photos and videos here can be helpful in capturing the reader's attention.

Just make sure your experience is relevant.

There's no need to add every job you've ever held here.

Only include things that are relevant to your target's ideals about who would be a good fit to fix their problems or provide a need.

## **Education:**

Keep this up to date when possible.

Just list the schools you've attended and specify any relevant areas of study.

You can also link to college or university if you desire.

Lastly, tapping into your academic network can be a great lead source and opener, especially if you run into someone who went to the same school.

## **Skills and Endorsements**

Pick your top three skills that you want to offer local businesses and list them here.

Remember that what you want may be different from what businesses want.

Your research will bear out what you should put here, but you must start somewhere.

## Recommendations

Start offering recommendations to people close to you and you will start to get them back. You want to have at least 3 to start out, and the best way to get them is to give them. Start with people you know and then make some connections, offer to chat, or get on the phone; pick their brain and then endorse them for the topics you've discussed.

## Interests

These are pages that you follow that truly interest you.

Join industry specific groups (great networking opportunity) and keep them relevant to your target.

This is professional networking and NOT Facebook, so don't add anything weird.

## Contact Details

Have a personalized LinkedIn URL and add any personal/company websites.

Use a professional email as a point of contact and add/curate a twitter account if you have one.

Also, adding a birthday will let you show up in everyone's contacts once a year.

## Pictures

Your photo should take up 60% of the frame. You can use a site like <https://www.photofeeler.com/> to get unbiased feedback.

Make sure you have a professional head shot. Just a tip - smiling makes you more inviting and relatable.

## Profile Background

This is a text-based banner with a headline, where you want to pique some curiosity with a question:

For example:

- Are you at the top of Google?
- Are you growing?
- Do you see a positive return on your marketing dollars?
- Are you sick of getting ripped off on your sales leads?

You can also use an image-based banner, where you use your picture combined with stock image to convey some benefit or sales point.

## Other Media

Additional thumbnails can help your profile stand-out. Most profiles do not add these as it is additional work. You can use pics from sites like [www.pixabay.com](http://www.pixabay.com)

## Have A Business Page

A business page on LinkedIn makes you more official and gives you another point of contact; yet another “Sales page” to help your consultancy get off the ground or develop new business.

To have a page, you must meet the following requirements:

- Must have a real first and last name in your profile
- A profile that is older than 7 days
- Must have made some people connections
- Must have a unique company domain and email address (Gmail, Hotmail, Yahoo.com won't cut it)

If you meet these requirements; look in the upper right part of the LinkedIn website to get started:

## Create A Page

1. Click the “work” button
2. Select “create a company page”
3. Select “small business”
4. Enter your page identity, specify your industry, and upload a logo for your company.

As far as what to populate on this page, that is a topic of some discussion that is the over-arching theme of this course.

## Building A Small Connection Powerhouse

Conventional wisdom says that your network or group of friends in any social media network should be as long and wide as you can make it.

Truth is, that’s the general net-casting approach.

It won’t help you catch the fish you want to catch, and often, you’ll get more of the fish you don’t.

## LinkedIn Connections

On LinkedIn, your profile displays the number of connections you have up to 500.

Once you cross the 500 thresholds, your profile will say “500+”

...this means you’ll show the same activity level as Elon Musk, Tony Robbins, or other big names.

Your mission is to get to at least 501 contacts.

This will take time and effort to accumulate.

The goal should not solely be the number because 500 available connections will help you stand out and even draw in some business (or at least get you some referrals)

## **Skill Endorsements**

These are a form of social proof. It is other people vouching for your ability to do some job or have some know-how in a particular area.

You want to show 99+ on all your skill endorsements.

The way to get there is to a) have a growing network and b) offer them to others you meet.

People will reciprocate.

To get the ball rolling, enlist the help of your friends.

After that, this really becomes a numbers game.

Look to connect to 20 people per day.

Do that and in 30 days, you will have made 600 connections.

You'd be better connected than a corrupt politician! ...ok maybe not that connected, but you get the idea here. Networks grow over time.

The faster you connect and endorse others, the faster you will get skill endorsements.

## **Taking Shortcuts**

Generally, I'm not that big of a fan of shortcuts, except in limited circumstances. Nevertheless, you can take legitimate shortcuts.



### Profile Promotion

Below you will find the preferred vendor that who can promote profiles and content with methods that are 100% compliant with LinkedIn's terms of service:

<https://www.appsally.com/>

There doesn't appear to be any downside after testing the vendor.

This investment does improve the gravity of your profile so consider it if you need to up your connection numbers.

### Hired Gun

You can hire outsourcers who will log into your LinkedIn account and spend all day making connections, reaching out, and generating leads & contacts for you.

The downside here is that you need to provide your LinkedIn login and password, which is not without an element of risk.

In my opinion, this was too much of a shortcut to consider, but it may be an option for you if you don't care about giving a Virtual Assistant a temporary login & password.

When the work is complete, you simply change the password.

I will not recommend any specific vendor for this service, as it will be your responsibility to seek out, vet, and test a VA's who will log into your account to do work.

The takeaway here is that the second shortcut shouldn't be taken unless you have a firm understand of what you want, and don't mind sharing a login with a VA for a few days to weeks.

### **Using Marketing Materials**

You can also use your marketing materials to make contacts.

This works best when you know for certain that the contact would be interested.

After you do make good connections, and you confirm someone has a need or will consider a proposal, you can then send them a PowerPoint slide deck or a sale video to soften them up or ask for the sale outright.

These materials are often easy to put together and can be produced by an outsourcer, however they must match what you're offering, in addition to the connection being a qualified prospect.

#### **Think about it:**

You start a conversation about SEO and reaching an audience with some business owner or his/her marketing manager.

Before long, the topic comes up of running campaigns for their business.

You need a quick proposal to put together and a means to accept payment.

\*Just remember to never send a sales pitch or proposal unless it is agreed beforehand, and you will grow a valuable network of referrals and connections.

## Amazon eBooks

Amazon, believe it or not, is an excellent “long-game” lead source.

Using an online keyword tool, find local business keywords – the things that business owners use to search for solutions to their problems.

We already discussed keyword research and it applies here!

Either write the book yourself or hire a ghostwriter to pen a short essay or executive summary report on the topics related to the keywords.

Litter the books with your email address, telephone number, and website.

**Step 1:** Create a KDP or Kindle Direct Publishing account

<https://kdp.amazon.com/>

**Step 2:** Choose a working title & subtitle – grabs the reader

**Step 3:** Write a description – who the book is for, what problem it solves, how the reader will benefit...

**Step 4:** Choose relevant keywords that readers use to search

**Step 5:** Select appropriate categories

**Step 6:** Write the damn book! Hire an editor to review it.

**Step 7:** Upload your book to Amazon – (DOCX or PDF)

**Step 8:** Hire artist to develop a cover

**Step 9:** Add pricing – choose a low price (2.99 to 5.99)

It is important to realize that your book should cover a topic in a popular category.

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There is no use publishing an eBook that nobody will read.

Once completed, you can even hire voice talent to do a reading of your book so you can get listed on Audible.

I encourage you to study Amazon's documentation found here:

[https://kdp.amazon.com/en\\_US/](https://kdp.amazon.com/en_US/)

### **Local Facebook Groups & Pages**

To find business pages, all you need to do is search for them on Facebook.

It is that simple and all it takes is a little time.

Of course, you could hire an outsourcer to compile a list of prospects for you, and even pay them to do all the outreach.

Then you follow up and close the deal. This is ideal, but we're getting a little ahead of ourselves.

Use Facebook's search bar at the top of the page to search for pages for local businesses. Focus in on a niche that is active on Facebook.

- Bars & Restaurants
- Financial Services
- Shopping / Retail
- Professional Services
- Beauty & Personal Care
- Food & Grocery
- Hotel & Tourism

This is not an exhaustive list. In fact, there are many to choose from and often this can yield some indecision.

At the end of the day, if you don't know which niche to pick, just pick one; any one and start prospecting.

There is no need-to-know which niche is "the best" because most will see benefit from increased digital marketing services.

If you feel compelled to further categorize a niche as "the best" then choose a niche with the highest customer value (the money generated when that business closes a sale) since the higher the

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customer value, the more you can charge for providing consulting services.

Beyond a given niche, our criteria are quite basic:

1. Is an established business
2. Has an active Facebook presence
3. Does not have a vanity or custom URL for their page
4. May or may not have optimized profile
5. Has a decent lifetime customer value

This is mostly basic stuff apart from #4 and #5.

First, you want a client who values their FB presence; a page with some content demonstrates that they are trying, so someone who tries is assigning some value to their social media.

A client who doesn't curate their FB page, may or may not care; we won't know until we contact them to determine if they'd pay for our services. Either can be targeted.

Next, in terms of lifetime customer value (LCV)

...this is the amount of money generated when the business acquires a customer who will buy over the long term.

For example, a person who needs an attorney will have an LCV that is significantly higher than a pizza restaurant patron. The more money our clients make off a lead, the higher our fees can be. The inverse is also true. Lower LCV = Lower Fee!

So now that you understand the criteria, let's begin prospecting.

A good practice is to search for a specific niche of businesses in a defined specific area.

Compile a list of 100 prospects that fit the criteria I've given you.

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Once you have your list of 100, start going down the list one by one. Reach out via email, FB messenger, and/or telephone and sell this service.

### **Important Step:**

Your message needs to be sent to  
the right person in the company

Some students have told me that their emails always go unanswered, and 9 out of 10 cases are solved by doing just a little research before prospecting and sales.

To find the right person to contact, use LinkedIn.com or Manta.com to research the name of the owner or decision makers.

I've learned that by doing this step, I get a much better response rate to my proposals.

Often you will need to hunt down a business' email address if it isn't published online. The best way to do this is to call them up and ask for "the email address to which I can address marketing proposals."

You can also start your own groups, publish routine quick tips, and have a day for Q & A.

The Q&A will generate inbound leads for you!

## **Network Affiliate Incentive Programs**

The network is your network of business owners, contacts, and people you meet every day.

Offer incentives for them to send you leads.

Make it a no brainer!

Offer 25 to 50% cut of the profits if they bring you a lead that closes.

Offer this to everyone you know. Someone is bound to find or know of another who would buy services from you.

Business owners should be your primary target since they are the ones who will best understand the value proposition you are making.

Use incentives to motivate them and approach them in casual conversation.

**Don't hard sell. Don't be pushy.**

"Hey John, as you know I do very well with SEO. Know of anybody who could use a boost to their website, so they get more customers?"

John might know someone who is struggling or needs help. If so, boom! You got a warm lead.

## **Using All Magnets**

You will generate the most leads if your campaign leverages all these magnets for a select niche.

That isn't always practical, but anything you can do to get your message out, PLUS responding to gig postings will get you new business!



## Working With White Label Agencies

### Imagine...

You just got a prospect on the hook for a \$2,500/month SEO program.

Now what?

I mean, you could study hard and learn how to implement a complex SEO program...

But if you don't already know how to perform SEO in any capacity, then that's going to be time consuming...

Time you really don't have...

Or...

You can just pay a white label agency to do the work for you and sit back collecting fees or a commission check.

### Picking An Agency

I'm going to direct you to several agencies who can do the work for you, however, I first would like to give you some ground rules.

#### 1. Get the client on the hook first

There is no use in engaging with a reseller or outsource if you don't have any real opportunity on the table.

\*The only exception to this rule is a high-level review of what that white label service or outsourcer has to offer.

#### 2. Get cash in hand before spending

Seems obvious, but you'd be surprised...

You can solve almost any problem or question once you have a client's payment in hand. Don't outlay money for

clients! You don't have to give terms that don't cover your expenses.

### 3. Respect your counterpart's time

We're in a very busy business. Everyone is busy trying to make things work. Don't be a time-sink when dealing with a vendor's representatives.

Know what your client needs before working with VA's or reseller companies.

These three rules will help you work more effectively and help you maintain a great relationship with your vendors.

### What To Look for In an Agency

There are a few things that you should seek with any agency.

First and foremost, you want an agency that perform work under your brand or flag.

This is, as you may know, known as **white labelling**.

Try to hire agencies that provide full client support, as this can save you time.

There are agencies out there that can handle all the client contact, and these are preferred.

This isn't always practical...

Maintaining a good relationship with your clients (even if they are serviced by another agency) will be critical for keeping them over the long term.

Lastly, read the agency agreements carefully.

Ask plainly about lifetime commissions for clients they service AND fixed fee rewards for services.

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I also add a question or two about transparency:

- *Am I notified when a client places a work order?*
- *Do I receive a copy of that invoice?*
- *Can I schedule an appointment with my account representative at any time?*

This helps keep the agency honest and keeps you in the loop.

Remember, this is your client, unless otherwise agreed.

This means you can take them with you if you decide not to work with that agency.

Know the white label agency's terms before committing.

You may find that they will want to keep the client if you decide not to work with them.

### **Be sure to see the outsourcer library included with this course.**

This package contains the white label resellers, outsourcers, and client day care providers you can use to get your consultancy off the ground.

The simplicity of this method allows you to hire out almost every single aspect.

In this way, you won't need to do any of the work, including outreach, sales, and project management.

There are no shortage of people and companies looking for this type of work, and there are many talented individuals who want to work with you.

The thing they need the most is leadership.

You see, some people just want a job.

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Others, if you're like me, want to lead and have more than just a job.

When you can be a leader for talent, great things happen in the form of growth, more opportunity, and higher payouts.

I highly encourage you to study team building, leadership models, and how to steer a tribe of talented individuals in the pursuit of business goals.

Even if your goal is just to make a few bucks, and not actually start a consultant business. What you will learn can help you immensely.

### **Reseller Agency Hopping**

What I've found over the years is that hopping between agencies can be advantageous for my business.

I've switched providers and agencies so many times for different projects, and I do this for a very specific reason:

#### **Profitability**

You will find that certain agencies are cheaper for one service while pricier on another.

Shopping around offers the best chance to maximize the return on your efforts.

For example:

You can sometimes get better pricing at [www.RankPay.com](http://www.RankPay.com) than you can on [www.SEOreseller.com](http://www.SEOreseller.com)

Of course, most reseller programs have a sign-up fee and require you to be active. That makes this practice more useful for a consultant who already has some traction with clients.

## Recommended Agencies

The following are agencies that I recommend for use with this program.

Many offer a variety of services, but some are for niche products and services, such as mobile design...

### Full Service

<https://www.rankpay.com/>

<https://www.rankpay.com/agency-partners/>

<https://www.seoreseller.com/>

<https://www.seoreseller.com/white-label-seo>

### Mobile Apps

<https://buildfire.com/reseller/>

### Paid Advertising

<https://clicksgeek.com/white-label-ppc/>

<https://www.whitesharkmedia.com/agency-partner-program/>

### Social Media

<https://www.99dollarsocial.com/social-media-reseller-program/>

### Email Marketing

<https://www.inboxarmy.com/agencies/>

### Local SEO

<https://www.highervisibility.com/seo-reseller-program/>

### **Setting A Profitable Budget**

You want to earn a decent amount of profit per gig, and you wouldn't want to get stuck paying the agency or outsource out of your pocket.

A strong pricing strategy will ensure you'll have enough money to cover costs and put profit in your pocket.

Just remember:

- A) We don't hire any outsourcers or do any work until we've secured a signed work agreement
- B) We don't do work until we have received payment (at minimum a partial payment to cover costs) from the client.

These two rules will protect your wallet.

**Be sure to see the pricing section for strategies that keep you profitable!**

### Client Management Tips

I like to model reselling as a kind of quasi-supply chain:

**Producer:** *Creates/Supports the services we distribute*  
**Distributor:** *Our consultancy; sells and manages those services*  
**Consumer:** *Our client who consumes digital marketing services*

Another way to look at it:

We are a “sales & billing agent...”

Where the reseller is a “supplier/provider/producer.”

We simply sell the services that the reseller produces.

To facilitate that sale, reseller agencies often give us tools, including sales material and training.

They also provide management and reporting tools to help us keep track of projects & clients.

### Use These Tools!

#### The Working Relationship

Resellers often have their own workflows, processes, and procedures that you’ll need to follow.

These agencies have some similarities but expect each one to be a little different.

Nevertheless, there are best practices you should use to keep the project moving forward and maintain good relationships through the whole supply chain.

Some resellers provide services in the form of an online store.

You select the program you want to sell, and once you sell it at a markup (the client’s money is in hand), you purchase at a wholesale price, keeping the difference as profit

## Pricing Your Services

Pricing for services vary based on the size and location of the business, the value generated by a sale, and what the local market deems is the fair price.

The experiences of clients will also dictate how they “feel” about your pricing.

For example, if your prospect has been underquoted before, he may find your price too high.

Or if he has been overpaying, he might find your price too low.

The key to uncovering this mystery is to do your homework – learn what services business owners have been buying, and how much he has been paying in the past.

You simply ask for this info and most will tell you.

Sometimes a biz owner will try to pull a fast one on you and give you a lower number, hoping you under-bid.

You defeat this trick by knowing what a service costs **you** to perform and know what amount of profit you expect from the project.

Typically, this is 30% on the lower side.

Seeking 50% to 100% profit or better is not outside of the realm of reason since the value of your work often greatly exceeds the “sticker price.”

**Remember** that the value we bring to a business can be in the tens of thousands of dollars.



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If our marketing projects bring in 3 clients a month for a divorce attorney who charges, for argument's sake \$6,000 per case, you're generating \$18,000 a month for that client.

10% to 15% of that amount (~\$2,700) is more than fair.

In another scenario, and if you wanted to break things up by hour of work; if your costs are \$50 an hour, you should charge double or triple the amount; around \$100 to \$150 an hour.

And finally, when in doubt, check the pricing on resellers like [www.seoreseller.com](http://www.seoreseller.com) which gives you their direct costs and a suggested retail price.

At the end of the day, you can comfortably charge \$2,500 per client for high ticket services and have enough budget to make a great profit and pay for white label services.

On the low end, \$500 per project or per month can cover minor services and still provide that 30 to 50% profit margin.

## **A Done-For-You Prospecting Plan**

Practically every business has a contact email address, and a decision-maker on the other end who is responsible for buying marketing services.

When you can successfully use email to reach this decision maker and persuade them to buy things from you, you will have practically created an ATM – just send a few carefully crafted emails to the right people, and the money will come pouring in.

In this section, I walk you through generating leads with the simplest of tools: your email address.

To see the maximum amount of success, it is important you follow a few best practices that we'll discuss in a moment.

The purpose here is to generate leads without spending large sums of money on advertising by using email.

First, let's talk about getting setup and working smarter, not harder.

### **A Bit More on Setup**

I get a lot of questions regarding setup when conducting cold email campaigns, so in this section, I'm going to give you a basic setup that is inexpensive (practically free,) easy to use, and most importantly, easy to track.

Tracking your emails, replies, and scheduling will be very important, but equally important will be what I have termed as your "optics" and "mechanics."

### **Optics**

Optics are how you appear to the business owner who is receiving your cold email.

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To best influence the business owner's decision, we want to display some degree of professionalism, strength, and competence when cold emailing prospects.

One of the most important aspect is your domain name.

Businesses are not likely to respond to

[fluffykitty87@hotmail.com](mailto:fluffykitty87@hotmail.com), and more likely to respond to [jane@searchprofessionals.com](mailto:jane@searchprofessionals.com)

Now, you can use the Gmail domain, because Google is a household name, and yes – it will be easier insomuch as it requires less steps to setup verses hosting account...

However, put yourself in the shoes of a business owner. If they see a non-company type email, they might think the message is spam.

If you're committed to using a Gmail account and not your own domain, then create a Gmail account that has a professional name as its user. For example:

*SearchProfessionals@gmail*

*OneClickSalesFunnels@gmail*

*JoeConsulting@gmail*

This is important because as the owner or their delegate sizes up your email, they are looking at your domain to try to determine if the message is important.

A “non-business” domain name is almost immediately flagged as non-important.

At the end of the day, you can get a domain and web hosting for under \$20, and they all come with unlimited email accounts.

Now, another important aspect is **timing**.

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**Timing** is the concept of sending cold emails at the right time. It is entirely dependent on the nature of the business you are targeting.

For example, restaurant owners are very busy and away from their business desk during breakfast (8am to 10am,) lunch (12pm to 2pm,) and dinner (5pm to 7pm) rushes.

When they are busy, they will not be able to address your message, and it is likely to get lost in the noise. If you send the message when they are at their desk, it is more likely to get read.

Discovering the best time to message a particular business owner can be done by simply asking them (*“when is the best time to email you, when are you least busy?”*) and good old-fashioned testing, e.g. – sending the same emails and measuring the response rates against the time of day.

I’ve had universal success sending emails at key times during the day, but mind you, these often vary for every industry through each season:

- Early morning before normal business hours
- Shortly after business hours
- Early morning on weekends

The reason I believe this works often is because the owner is almost always the first person to arrive in the morning, and usually the last person to leave.

And owners tend to stay a little longer at the end of the day or come in on weekends to play catch-up with paperwork without any distractions from customers and employees.

Finding the optimal moment to message owners will take a little time but will become obvious with just a little experience.

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Lastly, always send a follow up if you don't hear back from a prospect.

Use the timing rules above when sending your follow up but be sure to give it **at least one business week** between follow ups so you don't appear to be a pest.

Persistence pays off. If they shrug off your first follow up, wait another week, and send another.

In general, here are some **do's** and **do not's** when cold emailing:

### DO:

- Send your emails using MS Outlook or another email client
- Provide timely replies to questions and inquiries
- Always include your full name and contact info in emails
- Send your email at an appropriate time
- Email prospects you've researched
- Test for and solicit interest with your first email
- Email the decision maker at the right time
- Follow up with leads who never replied

### DO NOT:

- Use a third-party emailer or auto-responder like MailChimp
- Add scraped email addresses to an email list
- Use uncommon short-hand language or slang
- Try to close the sale in the first email
- Send your email when the owner is most busy
- Buy and use lists from unknown and questionable sources
- Never pitch the gatekeeper, ever.
- Just send one email

### Email Prospecting Mechanics

Another concern is the mechanics of conducting the email campaign. As I already stated in the bullets above, DO NOT use an autoresponder or e-mailing application with unsolicited or scraped email leads.

These vendors are only good for leads who opt-in as part of a lead generation or sales campaign. Adding scraped addresses to these kinds of systems without an opt-in is a recipe for disappointment, especially when your domain ends up on a spam blacklist.

Use an email application such as:

Microsoft Outlook

(<https://www.microsoft.com/en-us/outlook-com/>)

Thunderbird

(<https://www.mozilla.org/en-US/thunderbird/>)

These two are free, but there are others out there. I just found the two I listed above to be very easy to use and setup. Refer to the email client's documentation for instructions on how to set these up.

Alternatively, you can have an outsource find prospects and email them using the templates. Make sure to specify that you'll need the outsourcer to send the messages individually.

I get into finding prospects and building lead lists in just a few sections.

## Strategy Steps

Years ago, I got my hands on a huge (I mean **huge**) email list of every marketing agency decision maker, brand representatives, marketing directors, and media buyers in the world.

To buy this list, I had to pony up \$7,000. Long story short, this glorious list was **incredibly** worth it.

I used it to sell marketing services to US and foreign governments, Adobe, Microsoft, Nestle, and other Fortune 500 companies.

That list made us \$750,000 in about 10 months after a single \$7,000 investment.

Want to know how I got governments, name brands, and big marketing agencies interested in my services?

By sending ice cold prospecting emails to the right person.

This was accomplished because I had the right strategy.

The same strategy I still use today without fail.

Here it is:

1. **Find the business owner who has a pressing need or problem**
2. **Without selling, send them something enticing related to the need or problem. Inform and Educate**
3. **Sell the solution to the people who respond as a solution that saves them time.**

This works because my initial email places an idea in the prospect's mind, *"Hey, this might help me accomplish some goal..."* or *"Oh crap, I didn't know I had this problem..."*

The people who respond are interested and are usually looking to buy a quick solution to the problem or need they have.

### Never Get Complaints

I rarely get any complaints when I send these prospecting emails.

This is because I am always educating, informing, and helping my prospects out **before** I even ask them for a sale.

This is called:

**“Making Your Advertising Valuable.”**

Which is a child of:

**“Don’t Make Your Advertising Look Like Advertising.”**

By offering knowledge and insight up front, you disarm people and often get a “thank you” note from them, even if they are not interested in the service, they may perceive you are selling.

Business owners and professionals appreciate forethought and attention to details that they may not have considered.

This builds rapport, mitigates adversarial replies, and can nurture a relationship that eventually leads to a sale down the road.

It also opens the door to getting referrals, some of which will come unsolicited. They may say something like,

*“Thanks for the info, I’m not interested, but try [John@example.com](mailto:John@example.com), I know he has this problem and is looking to solve it.”*

You’ll usually have to ask for referrals, but the unsolicited referrals do come through on occasion. When someone replies without interest, just ask them. Sometimes you get shot down, but other times you’ll get a warm referral. Asking costs you nothing:

*“Thanks for the reply, would you know of anyone who is looking to [get this need] or [has this problem?].”*



### Prospect with Videos

Another strategy I've been using with great effect is making videos that educate, inform, and "warm" my prospects to the idea of getting a solution to their problem.

Put together a short, 6 to 10 slide presentation in PowerPoint or Keynote, and layout the problem they have, and why it is hurting them (lost revenue, productivity, lost leads, bad reputation, etc.)

Then, using a screen capture software, create a short video talking about their specific problem, the impact and cost of ignoring this problem, and how you would take steps to solve the problem and consequences of doing nothing.

Then, at the end of the video, ask them to reply or contact you, or follow a link below the video to request a call-back.

You would offer the steps for solving their problem for free (**remember making our advertising valuable**) but you'd also leave out at least one or two key steps. These steps are what they'd pay you to do.

I've never seen or heard of one business owner taking my strategy and implementing it.

They simply don't know enough about online marketing or direct response to implement it themselves, which is why they hire me!

You create the video, put it up unlisted on YouTube, and include the link in your prospecting emails.

This strategy works well if you include an image that looks like a video (with a play button) in your email, and link the video to this image, and ask them to click.

## Email Templates

### Google Profile

**Subj: you might have three big problems on Google...**

Hello [Name],

Were you aware of the following issues?

- a. It is difficult to make an online appointment request with your firm. This is a major problem with your online presence, and it is hurting your online reputation and lead generation efforts...
- b. Your Google My Business page is [ unclaimed, outdated, has no website link, no appointment setting, old content, bad reviews not addressed].
- c. Your business appears to be eligible for the Google Guarantee Program (this program puts your business in front of all your competitor's listings), yet you are not using it...

These three issues represent opportunities that you are not using, and as a result, it is costing you customers.

We both know this is hurting your bottom line...

There is a simple solution to this problem.

- 1. Claim or update your Google profile
- 2. Add a booking feature
- 3. Follow the eligibility process for the Google Guarantee
- 4. Promote your page using offers and content

Perform these four changes, and you'll be better positioned to collect the local leads.

Of course, there are costs involved, but they are a fraction of your customer value, and the investment rapidly pays for itself.

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Now, if you wanted to recover this lost revenue AND save some time, let me set this up for you.

My solution costs less than you think (some of it is FREE) and I can turn it on quickly, so you can begin to see an increase in new business and inbound requests.

Ignore this problem at your own peril.

Your competition is using some or all these tools, which means they are getting all the leads that are generated by Google's search because you're letting it happen.

If you want to save time, just reply with "I'm interested" and we'll go from there.

Either way, I hope that now you are aware of the deficiency I've found, you will take steps to fix things; and regardless of how you fix it, I wish your business well.

Kind Regards,  
NAME  
CONTACT

**Subject: customers are struggling to find your message meaningful**

Hello [Name],

Did you know that your online presence is “confusing?”

For one, you have a profile on Google (the largest business directory on the planet) but it is completely unmanaged.

You should be leveraging this space to capture the leads which it naturally generates.

Inadvertently, you are passing this lead to your closest competitor.

The Shocking Truth:

Depending on your customer value, you may have already inadvertently paid for your direct competitor’s kids college fund simply by neglecting your Google My Business Profile.

There are also a few bad reviews to be found, no profound offers, and even worse – your profile picture shows the parking lot and doesn’t show your business in the best possible way.

You want your Google presence to be inviting for consumers, and for your message to be meaningful to their lives.

This means you need offers that are relevant to their needs in the moment the customer searches for your type of products and services.

I know you need to see an increase to your bottom line.

Right now, your competition is practically stealing from you.

Let’s put a stop to it.

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Reply to me and I'll tell you for free the three things you need to do or assign to staff to fix the issue.

If you don't have time or the staff to manage this, you can do it yourself, but it will take a few days of work.

If you don't have this time, just let me fix it for you.

The results will speak for themselves, and the program will pay for itself in most industries in the first month – guaranteed.

We should also discuss how you are promoting yourself online. Google has tools that make it very easy to present offers, and it produces more results than Facebook or other social media ads.

If you just want peace of mind, and to be worry-free on this Google stuff, just reply with "What's the deal?" and I'll lay out what I'll do for you.

Otherwise, I wish you well and hope to connect soon.

Kind Regards,

NAME

CONTACT

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**Subject:** losing money with a terrible presence on Google?

Hello [Name],

You have a fundamental problem with your online visibility that is costing you customers every week...

These customers are running to your competitors and not calling you or visiting your store.

Do you like losing a few dozen customers a month to your competitors?

...because that is what is happening to you.

The reason you're having this problem is because you are not ranked on Google for Business.

Your profile is unclaimed and/or outdated; without this info, you're leaving your lead generation to chance...

Here's how you fix it:

1. Claim or update your Google profile
2. Add a booking feature
3. Follow the eligibility process for the Google Guarantee
4. Promote your page using offers and content

Perform these four changes, and you'll be better positioned to collect the local leads.

Of course, there are costs involved, but they are a fraction of your customer value, and the investment rapidly pays for itself.

Your competitors are optimized, so people searching for your type of business find them and not you.

You can fix this yourself on the Google My Business admin panel, but why spend time when you can have an expert fix it for you?

## Automatic Agency System: Master Guide

I can fix this for you in just a few days, getting you optimized and ranking above that “other guy”, so you are the one to get the search customers...

There are other programs that provide a boost to your visibility and reach, but you need to come up to a standard before even thinking about them.

Just get your profile looking good and you will see a bump in lead generation.

If you want me to save you some time and do this step for you, please reply with “I’m interested” and we’ll go from there.

Kind Regards,

NAME

CONTACT

## Google Posts

**Subject: Google Posts create a new opportunity for [restaurants]...**

Hello [Name],

Google has introduced a new service that allows you to influence the buying decisions of prospects who are searching this area for your business.

Check this out...

You can get 3 to 5 new search customers this week, just by showing them the top benefits of what you do, and they will gravitate towards your business. And at the very least, pick up the phone to call you to get sold, or walk into your shop for your floor team to close them.

Point here is with the local competition being so fierce, you do not want to ignore Google Posts, because your competitors are not, and they are pulling in all the local customers who are searching for the things you offer.

If you're not active in this space, you are basically handing money over to your direct competitor.

How many thousands of dollars is your business losing?

Allow me to demonstrate how a Google Post campaign can bring in 3 to 5 new customers each week.

Call Me Now: 555.555.5555

Kind Regards,

NAME

CONTACT



## Website Cold Opener

**Subject: Sensitive info regarding your online reputation...**

**Hello,**

I want to notify you about a sensitive subject, so please hear me out...

Yesterday I was searching for {the\_prospects\_product} and I discovered your website.

It's great that I was able to find you, but your website is dated and confusing.

I can prove to you that a new website will not only make more sales, but it will virtually guarantee that you make real money with the traffic you are already getting.

Even if you received a new website from those terrible advertisements on TV, I want to speak with you.

We both know that they are not working with you to generate a return on your website investment.

As an advertiser, I can guarantee you'll see a return on your investment with my solutions, so let me show you how I can help.

Please call 555.555.5555 at your earliest convenience, and I will also prove that I'm committed to growing your bottom line.

Sincerely,

NAME

CONTACT INFO

## Lead Generation

**Subject: May I refer your business to my leads?**

Hey [name]

I know your business survives and grows based on how many fresh leads you get...

...generally, through referrals, right?

Would you like to boost your lead generation?

Right now, there are literally hundreds of potential prospects seeking a [type of business] in [location]...

I could not find a single listing for your business with a search, which means that these leads can't find you, either!

I've generated a few [type of leads the business services] leads for you, would you like to try them out now?

If so, just reply to this email and we'll go from there.

Cheers,

NAME

CONTACT INFO

**Subject: Your competitors are stealing your leads!**

Hi [name]

You should be made aware of something so disturbing; it may rock your business to its very core.

Your competitor, [insert name], is stealing your leads by having a much better online presence.

*[Attach a screenshot of competitor online placement]*

Do you want to stop this lead-theft, and put an end to your competitors leeching your leads, and costing you money?

If so, shoot me a reply to this email, and I'll send you more details.

Get back to me fast, and I'll also include a \$500 credit with my company so you can get a whole bunch of leads to try out FOR FREE.

Cheers,

NAME

CONTACT INFO

**Subject: Why are you ignoring these leads?**

Hello [name]

It has been brought to my attention that your online presence is severely lacking in the lead generation department.

You know, most small and medium sized businesses just don't generate leads from their most precious online space -their website...

Listen, I know you're in the business of [business's type or product] so online marketing is probably not your forte, but ignoring this channel is costing you big bucks!

How do I know this?

Because the people visiting your website are only finding it by directly searching for it. That means they are interested in what you have to offer, and you only need a means to direct them into a sales funnel.

Look, for every 1 person that is currently calling you based on something they read on your website, there are at least FIVE who just move onto your competitors.

What if you can sell just 2 of these people who leave?

If you capture and sell just 2 of them, you can effectively double your business!

Would you like to start capturing these leads and growing your business?

If so, just reply now, and I'll send over some more details.

Best,

NAME

CONTACT INFO

## Video Marketing

### **Subject: Just read your article... Want feedback?**

Hey [name]

I had a chance to read the article you published [on your website] and I found it very insightful...

Have you ever given any thought to producing a video with that content?

You should know that you can reach a lot more [potential prospects / customers / buyers] with a video verses a written article.

Please shoot me a reply to this email and I will send you some details.

Best,

NAME

CONTACT INFO

## Automatic Agency System: Master Guide

### **Subject: is this your article?**

Hey [name]

I caught your post about [topic] on [your website] and figured you'd like to see what the article would be like as a video.

Please see the link below for a quick example

[Link to video]

Your content in a video format will get more views and get more people clicking your links and visiting your website. In fact, a video increases interest in your business by at least 60%!!!

Do you have any ideas for more videos?

If so, just reply to this message. If not, then disregard this message and I'll pass this opportunity on to somebody else.

All the best,

NAME

CONTACT INFO

## Automatic Agency System: Master Guide

**Subject: free video for [insert business niche]**

Hey [name]

I produce videos for [niche] and stumbled on some of your content that I think will do extremely well in video format.

What I'd like to do is provide you with a free example, so you can see the value of these video, and how they will [insert benefit – get you more customers, drive more sales, get more buyer traffic]

Would you like to try this free video?

If so, just reply now and we'll go from there.

Best,

NAME

CONTACT INFO

## Mobile Marketing

**Subject: mobile customers are skipping your website**

Hello [name]

I tried your website on my iPhone and the text was very small, so I simply couldn't read what your business was about.

Look at this picture. This is how it looks like on my phone:

[Screen shot of their terrible mobile site]

Maybe only a handful of people have told you this in the past, which means there are dozens more who just passed on your business and went to a website that gave them the information they wanted in a way that was easy to read on their mobile device.

This means you are missing out on dozens, if not hundreds, of potential customers each month.

Would you like to start booking these customers and earning their payments for your [types of products the biz sells?]

If so, just shoot me a reply to this email and we'll go from there.

Regards,

NAME

CONTACT INFO



**Subject: The click to call button on your website is [missing or broken...]**

Hey [name]

I visited your website at [domain name] on my mobile phone and noticed your telephone number is not clickable.

Look at this screenshot from my phone:

[Screen Shot]

This means I had to copy and paste the number into my phone, which is a real pain in the neck.

The attention span of most online consumer is less than 7 seconds, so most people just skip your site and find someone whose site is more user friendly.

This means you're losing out on dozens of leads!

Do you want to fix this glitch and see an increase in the amount of telephone calls you get from potential buyers?

If so, I can fix it quickly and cheaply.

Just reply to this email with "I'm interested" and we'll go from there.

Best Regards,

NAME

CONTACT INFO

**Subject: repeat customers buy 30% more?**

Hey [name]

Thought you would find this interesting, in the “profitable” sense of the word...

I found an article that stated existing buyers are easier to sell to and spend 30% more than your average customer.

You need a way to maximize the amount of revenue generated per customer, and I have the solution.

Using a mobile application that educates, pre-sells, and pre-qualifies your buyers on your special offers.

You can generate repeat business from your most loyal customers and give them an engaging experience with your company right on their mobile phones.

Simply reply to this message and I’ll follow up with some details.

Kind Regards,

NAME

CONTACT INFO

## **Social Media Marketing**

**Subject: you are losing leads on [social media platform]**

Hello [name]

I recently came across your [social media page] and noticed that you're not directing customers to your store or sales funnels...

You have followers and decent content, but no real strategy for converting these readers into buyers.

It is important to realize that these are your customers, who would spend more money with you if you gave them the right reason and means to do so.

Please just reply to this message if you're interested in turning these visitors into paying customers.

Sincerely,

NAME

CONTACT INFO

**Subject: how to get more people to your event?**

Hello [name]

Did you want more of your [customers] to attend your events?

I caught wind of your event on [old event date] and would have attended if I heard about it sooner.

Looking on [Social Network], I couldn't find a single reference to that event.

Listen, your customers are hanging out on [Facebook] and love to share content like the event notice you posted on your site, however if they can't find it, they'll never know about it, and they certainly can't share it.

This means you're losing out on the views and potential leads that your articles help to generate.

If you want to get more attendees and attract these people for your events, please just reply to this email with "I'm interested" and we can go from there.

Best Regards,

NAME

CONTACT INFO

**Subject: enhance your event with social sharing...**

Hello [name]

I found your article about [upcoming event] and think it would be perfect for sharing on [social network]

The audience in [local area] who are interested in [the event topic] are all over [specific social network] and will share your post about the event, but only if given the chance.

Drop me a line by replying to this message and I'll tell you how you can turn these readers into event attendees and more customers.

Cheers,

NAME

CONTACT INFO

## **Paid Advertising**

**Subject: unlimited source of [customer] leads for less?**

Hey [Name]

I noticed that you're targeting [type of customer] with your online advertising and want to make you aware of another opportunity for growing your incoming lead base.

I know for a fact that you're overpaying for these advertisements.

You see, I've discovered a nearly untapped resource of online buyer traffic for [business' niche] and am currently shopping for partners who are interested in tapping into this source for more leads, web traffic, and sales.

Do you want to tap into this well of leads and prospects?

If so, just reply to this email with "I'm interested" and I'll follow up with all the details.

Best,

NAME

CONTACT INFO

## Automatic Agency System: Master Guide

**Subject: 250 dollars in advertising credits remaining...**

Hello [Name]

Did you want to get more [leads, sales, customers] for your [business type?]

I'm talking about a near-endless resource of real [customers / clients] who are actively searching for the [products / services] you are offering.

I put together a short video that explains everything about a new campaign I am running for [type of businesses.]

The only catch is that I can only service just a handful of partners at this time, so I haven't gone public yet...

I'm offering a \$250 free credit for my new partners when they start advertising with my proven tactics.

If I send you the link to the explainer video, and give you the \$250 credit, will you promise not to share this offer with anyone?

Best,

NAME

CONTACT INFO

**Subject: access instant [type of clients] on-demand?**

Hello [Name]

I discovered a near unlimited source of [type of clients] that you can simply access and have them buying your [product or service] with some clever [client] messaging.

You should know that your clientele is always in this space and are looking for the right [deal] on services such as yours.

Do you want to tap into this source of new business?

If so, just reply to this message and we'll go from there.

Best,

NAME

CONTACT INFO



## Search Engine Optimization

**Subject: More customers for your [type of business]**

Hey [Name]

Would you like to get more local customers walking into your [business type] door and buying more [business' core product?]

I suspect you do.

Right now, you're placed #11 on Google Maps, when you need to be in the Top 3 to be shown when people search for [type of business or keyword related to business]

Do you want to stop [name a direct competitor] from stealing more of your customers, because he is ranked higher than you...

If so, then I ask you simply reply to this email, so I can send you a proven formula for showing up in more local search results.

Cheers,

NAME

CONTACT INFO

**Subject: this toxic search presence hurting your business?**

Hey [Name]

I'm an online researcher and uncovered a rather toxic environment for your business's search results.

Look at this:

[Screen Shot of Google Top 3]

Right now, you are ranking far below your competitors, which means your customers, who are searching for the [products or services] that you offer are NOT finding your business.

Instead, they are finding your competitors and paying them for [products or services.]

I know you are not interested in putting the owner of [name of competitor]'s kids through college, so why are you sending them all of your leads?

If you want to put a stop to this lost revenue, just send me a reply to this email, and I'll follow up with more information.

Cheers,

NAME

CONTACT INFO

**Subject: generate more [business] leads without advertising?**

Hey [Name]

I noticed you're running some advertising campaigns and I think you're missing something...

Your online profiles across the common business directories are **not** claimed.

No amount of advertising dollars can help if you're missing the important foundations for targeting your customers and helping them find you when they search.

Would you like to find out how to save some money AND convert this free online search traffic into customers?

If so, please just reply or call 555.555.5555.

Cheers,

NAME

CONTACT INFO

## General Follow Up

**Subject: *Re: original subject***

Hello,

I sent an email last week about an important matter and wanted to follow with you to see if you've had a chance to consider it.

You get dozens of proposals each day, but none are more critical than controlling the buying process and influencing the decision-making of your online search customers.

If you don't take a proactive approach, your competitors will do it for you, and the net effect is lost revenue for your business's bottom line.

Think about this:

Just one of your new customers is worth around [\$1500 year].

When we do this right, you will pick up 3 to 10 new customers each week.

You are now creating hundreds of new customers with Google Posts, worth tens of thousands of dollars.

My fee is only \$500 per month for complete service to promote all your offers, events, and promotions. That's an incredible return on investment!

Please just reply to this email to let me know you're interested, and I'll reply with more details.

Cheers,

NAME

CONTACT INFO

# Automatic Agency System: Master Guide

## General Sign Up

**Subject:** Action Needed: Campaign Sign Up Steps

Hello Name

Thanks for a great call this [morning, afternoon]

Please see the following link to sign up:

➔ [PayPal Buy Link](#)

Once you sign up, you'll be taken to a brief onboarding form.

Please provide some insights into your business, a description of your best type of customer, and some [insights into what types of promotions/offers/coupons you are willing to use for this campaign.]

I'll reach out to you if I have any questions or to let you know that everything is setup and running.

Thanks again!

If you have any questions, please don't hesitate to call me at 555.555.5555 or simply reply to this message.

All the best,

NAME

CONTACT INFO

## How To Get Paid Fast & Easy

The easiest way to get paid is via PayPal.

You can accept other forms of payment, such as a check or electronic transfers. I just found PayPal to be easy and trusted.

The two types of payments you will need are:

- a. One Time Payment
- b. Monthly Recurring Payment

You will generally need to create payment links for:

1. Setup fees
2. Change fees
3. Monthly programs

**Note:** You may need a business PayPal account to use certain features.

### Creating A One-Time Payment Link on PayPal

For fixed payments, you can send a buy link or button placed on a checkout page.

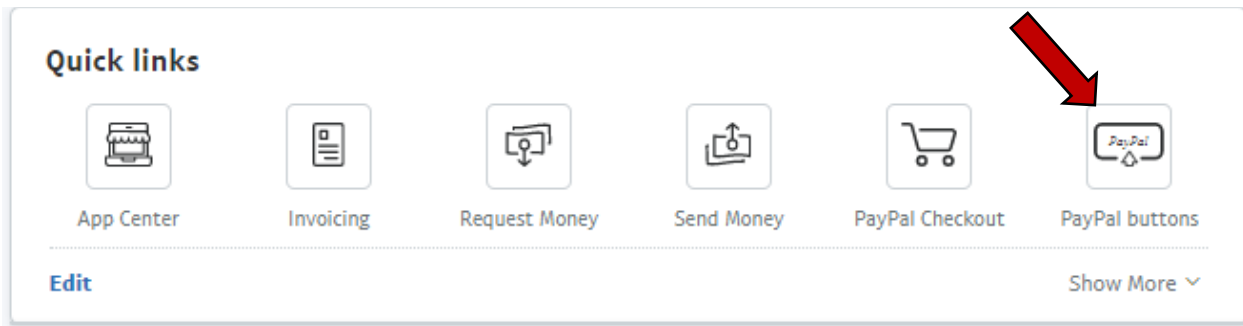
For dynamic payments where the price fluctuates, it is often just easier to send an invoice.

PayPal offers us option for both buttons and invoices, and with just a few minutes of setup, we can be ready to accept payment.

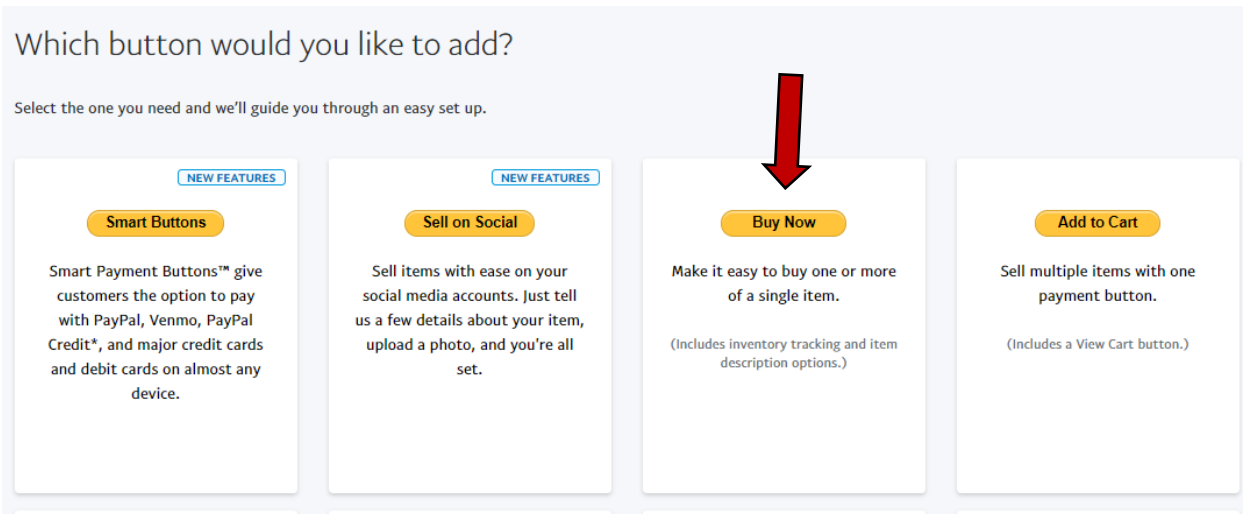
**Log into PayPal.com** and **click** “PayPal Buttons” in the “Quick Links” section or go to [www.paypal.com/buttons/](https://www.paypal.com/buttons/)

Buttons may be visible in PayPal’s new quick links bar, or you will need to add it there for the future by clicking “edit” on the lower left.

# Automatic Agency System: Master Guide



## Select “Buy Now”



On the next screen (called STEP 1), set the following:

**Item Name** = Google My Business Setup

**Item ID** = GMBSetup

Item ID helps you track sales. Notice it is an abbreviation of Google My Business. You could also add letters or words here to help you track the service immediately on records.

**Price** = enter the price for the initial setup (\$500)

Next, click STEP 2 and make sure “Save button at PayPal” is checked.

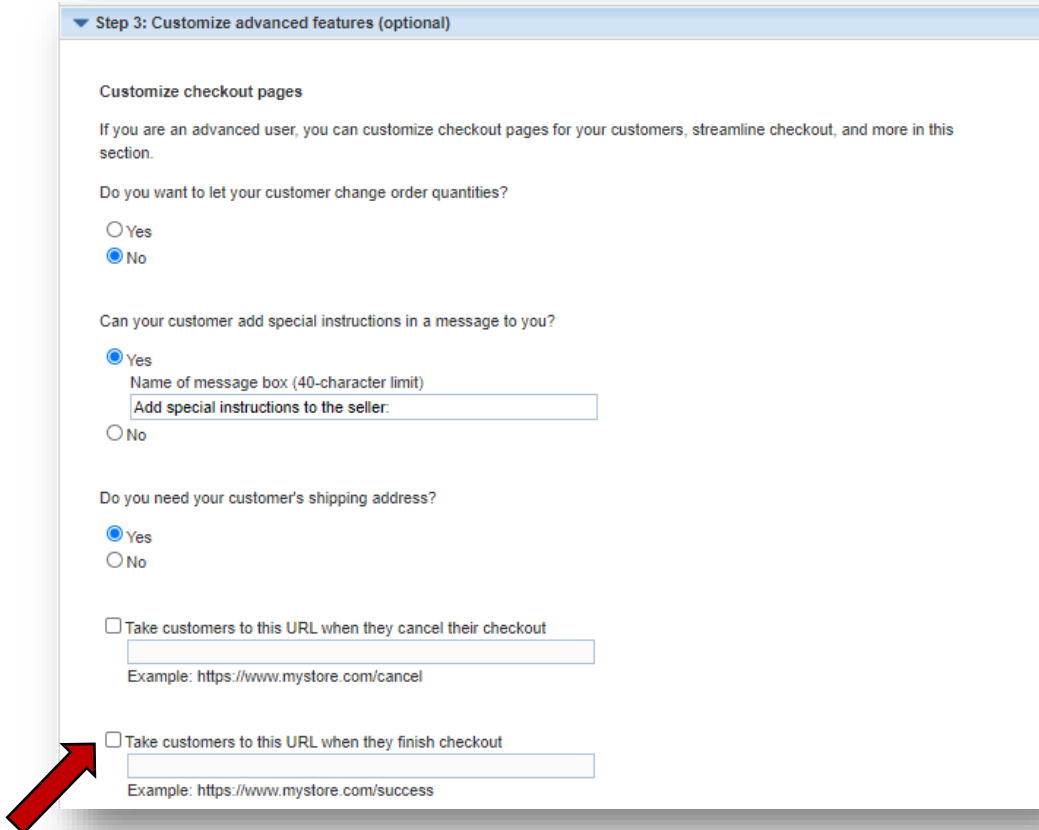
Now, click STEP 3 and just notice the section called:

*“Take customers to this URL when they finish checkout”*

## Automatic Agency System: Master Guide

This is the “thank you” page URL that will be served post-checkout.

If you use one (you don’t have to), you can send them to a page that sets expectations and/or upsells them on other offers & services.



▼ Step 3: Customize advanced features (optional)

**Customize checkout pages**

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

☐ Yes  
☒ No

Can your customer add special instructions in a message to you?

☒ Yes  
Name of message box (40-character limit)  
  
☐ No

Do you need your customer's shipping address?

☒ Yes  
☐ No

☐ Take customers to this URL when they cancel their checkout  
  
Example: <https://www.mystore.com/cancel>

☐ Take customers to this URL when they finish checkout  
  
Example: <https://www.mystore.com/success>

You do not need their shipping address.

If you want to get creative, you can add a cancel-checkout page, which can help you capture lost clientele.

Now, **click CREATE.**

On the next page, you will get the Buy Button Code for embedding on webpages (which I don’t recommend you use!)

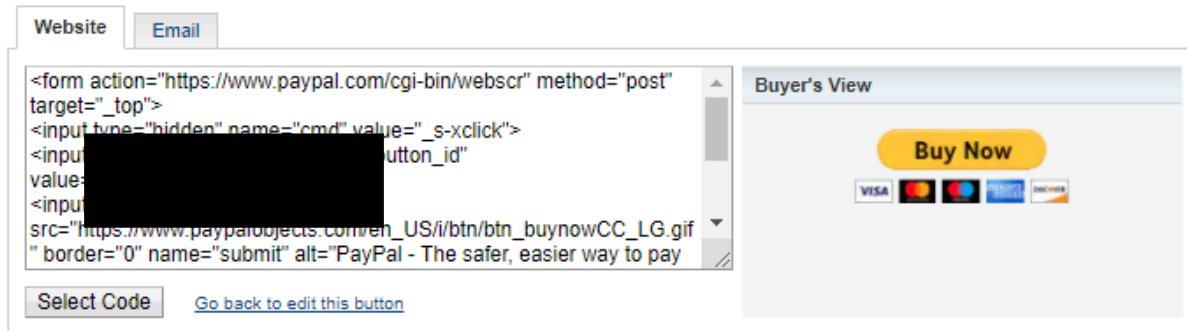
Click the EMAIL TAB and grab the EMAIL BUY LINK.



## Automatic Agency System: Master Guide

You can use this link in emails or add it to a much nicer looking button on your website.

### Website Button Code



Website Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="QXHS[redacted]" />
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_buynowCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay"/>
```

Select Code [Go back to edit this button](#)

Buyer's View

Buy Now

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

### Email Buy Link



Website Email

[https://www.paypal.com/cgi-bin/webscr?cmd=\\_s-xclick&hosted\\_button\\_id=QXHS\[redacted\]](https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=QXHS[redacted])

Select Code [Go back to edit this button](#)

You can use a service like [www.clickmeter.com](http://www.clickmeter.com) to pretty up your links with friendly redirects and make them links on your domain.

Example:

<http://links.example.com/setup/> would redirect to your email buy link.

This way you're not sending this big ugly string of text in your email when asking for payment. You can also use another link shortener service but be mindful of who you use.

Such shorteners are often abused and get your emails labeled as spam.

## Automatic Agency System: Master Guide

Repeat this setup for the services you are billing directly.

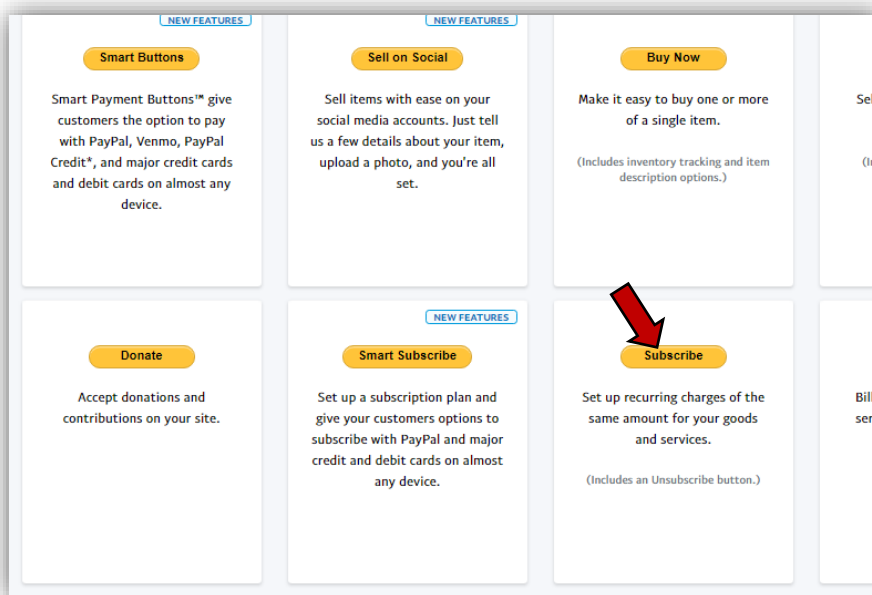
Record each link to a notepad or text document so you have them when you need them.

### Creating A Monthly Recurring Charge

The next payment link we need to make is the recurring payment for monthly services.

Go to <https://www.paypal.com/buttons/> and select “Subscribe.”

**Note:** You may need a business PayPal account to use certain features.



On the next page, set the following:

<b>Button Type:</b>	Subscriptions
<b>Item Name:</b>	Google Monthly Management
<b>Subscription ID:</b>	GMM1 (optional, helps you track orders)
<b>Billing Amt Each Month:</b>	\$500.00
<b>Billing Cycle:</b>	1 month
<b>Cycles Until Stop:</b>	Never

## Automatic Agency System: Master Guide

\*If you'd like to add a thank you page after checkout, go to STEP 3 of this button process on PayPal and check the box that says:

*“Take customers to this URL when they finish checkout.”*

Then add the URL to the thank you page you wish to use.

Finally, Click **CREATE**.

Step 1: Choose a button type and enter your payment details

Choose a button type  
Subscriptions

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name  
Instagram Monthly Management

Subscription ID (optional) [What's this?](#)  
IGMM1

Currency  
USD

Customize button

- ☐ Add a dropdown menu with prices and options [Example](#)
- ☐ Add a dropdown menu [Example](#)
- ☐ Add text field [Example](#)
- [Customize text or appearance](#) (optional)

Your customer's view

Subscribe

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☐ Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required](#).  
Auto Return is not compatible with this feature.

Billing amount each cycle  
500.00 USD

Billing cycle  
1 month(s)

After how many cycles should billing stop?  
Never

☐ I want to offer a trial period

Merchant account IDs [Learn more](#)

☒ Use my secure merchant account ID

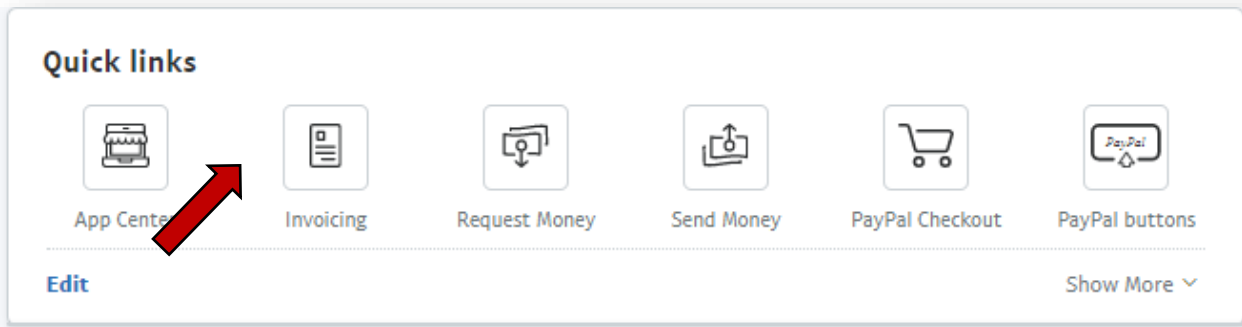
Once you **click Create**, and just like the previous buttons, you'll get a screen with the website button code and an Email link.

Record those links to your notepad or text document.

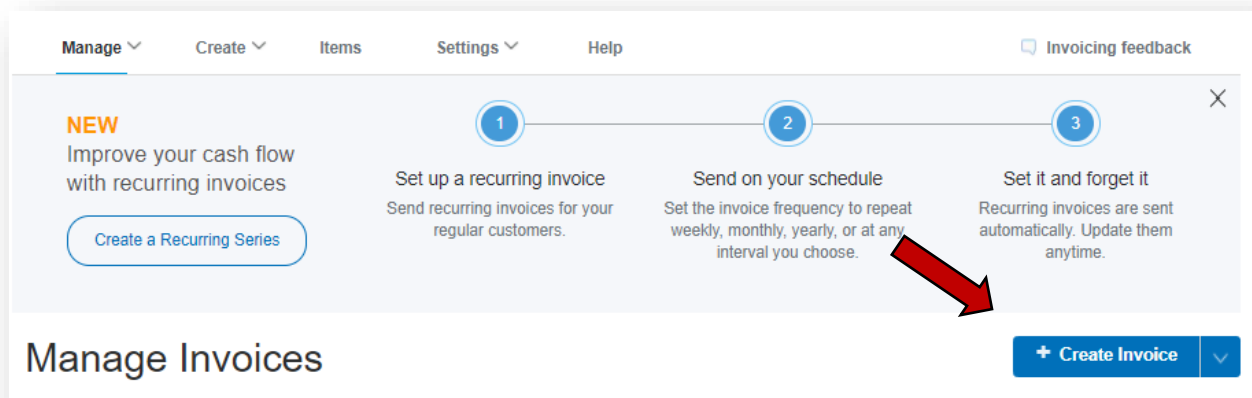
## Invoicing Clients

You will often get invoicing requests from your clientele. In truth, most clients should get regular invoices.

PayPal makes this easy for us, too.



Click the **Create Invoice** button.



On the next screen, you can customize and send the invoice. See the next page for a breakdown...

# Automatic Agency System: Master Guide

The screenshot shows the 'Create Invoice' interface. At the top, there are buttons for 'Preview', 'Send', and 'Save as draft'. Below this is a section for 'My business information' with a 'Due date' dropdown set to 'Due on receipt'. The 'Type' dropdown is set to 'Goods: Digital goods'. The 'Bill to' field is labeled 'Email address or name' and the 'Cc' field is labeled 'Email addresses'. Two red arrows point to these fields, with an orange callout box stating: 'Select Digital Goods and enter the client email'. Below this is a 'Customize' section with dropdowns for 'Quantity', 'Add/remove detail', and 'USD - U.S. Dollars'. The main table has columns for 'Description', 'Quantity', 'Price', 'Tax', and 'Amount'. The first row has 'Item name' in the description, '1' in quantity, '0.00' in price, 'No tax' in tax, and '\$0.00' in amount. A red arrow points to the 'Description' field with an orange callout box stating: 'Enter the item description and price:'. Below the table is a blue button that says '+ Add another line item'. To the right of the table is a summary section with 'Subtotal' at '\$0.00', 'Discount' at '\$0.00', 'Shipping' at '\$0.00', and 'Total' at '\$0.00 USD'. At the bottom left, there are two checkboxes: 'Allow partial payment' and 'Allow customer to add a tip'.

Create Invoice

Preview Send Save as draft

[+] My business information Edit

Due date Due on receipt

Type: Goods: Digital goods

Bill to: Email address or name

Cc: Email addresses

Customize Quantity Add/remove detail USD - U.S. Dollars

Description	Quantity	Price	Tax	Amount
Item name	1	0.00	No tax	\$0.00
Enter detailed description (optional)				
+ Add another line item				

Subtotal \$0.00

Discount 0 % \$0.00

Shipping \$0.00

Total \$0.00 USD

☐ Allow partial payment

☐ Allow customer to add a tip.

Select Digital Goods and enter the client email

Enter the item description and price:

To see what your invoice looks like, click “Preview”

When you’re ready to send, click the SEND button to fire it off!

The client can now pay online and have a copy of their invoice automatically.

Once in the system, you also now can track it and offer payment options.

## Growing Your Agency Income

Once you have a client, the best way to grow the business is to sell them more services and getting just a handful of high-ticket clients.

This is preferred over having many small clients as we can only physically handle so many.

### **Remember:** Resell & Upsell

Use a reseller like [www.seoreseller.com](http://www.seoreseller.com) to do complex and large campaigns.

Your big goal should be 4 to 6 high ticket clients paying \$2,500 to \$5,000 / month or more.

Obviously, we do not sell owners something they don't need.

And we wouldn't sell such a high-ticket package to a small one-man operation.

### **Common Growth Services**

There are a few services most needed by most local businesses beyond a profile and connected booking system.

These are:

1. Reputation Management
2. Website & Promotional Landing Pages
3. Social Media Content
4. Email Management
5. Event And Local Advertising
6. Radio & Print Media

All these services are available to be outsourced or managed by a third-party as a consultant.

## Automatic Agency System: Master Guide

Often the business owner does not have time to manage these themselves, so you would make an offer to run campaigns on these platforms.

My go-to is [www.seoreseller.com](http://www.seoreseller.com) but there are many others.

The most effective marketing campaigns are rarely done using a single platform or medium.

You want to coordinate your message across multiple platforms and modes, reaching the total audience with the right message.

This is a kind-of endpoint.

You want to use the different channels of marketing available to you and funnel the responses to a single offer for a set time.

So, let's say the client expresses interest in social content and Facebook advertising.

Since we just sold them a solution; your campaign on Facebook would help find people who will need plumbing services in the future.

This would also mean they need a landing page or some other service (like a Facebook Messenger Bot) to collect the customers info.

From this info you build a list, and you send promotions to this list (managing their email marketing)

...you see how using all these platforms in concert feeds and supports each other, and ultimately gives you a high-value service to upsell.

The long & short of it is this:

If the client has a tool to collect bookings, to see maximum results; the business needs to promote it to see maximum results.

## Automatic Agency System: Master Guide

These max results are worth a pretty penny.

It takes time to implement these systems; billable hours for you.

It is not unusual for a business to spend \$3k to \$5k a month on advertising.

I don't care what you've heard.

A medium sized business can spend \$10,000 or more on advertising each month if it is developing the leads and sales for them.

How you or I feel about that is inconsequential.

The money is being spent; why not have it spent with you?

Traditionally, an all-in-one agency charges 20 to 30% of the marketing budget for the quarter or term of contact.

You can apply this rule and remain competitively priced 90% of the time in most locations, but pricing will vary from time to time.

### **Ask And You Will Receive**

Blue collar business owners are typically personable, down-to-Earth business folk.

Most are easily approachable and would lend you their ear if you approach with an opportunity that is enticing.

They do entertain marketing ideas, and one approach that works well is the "custom-tailored" marketing campaign.

This would be a campaign you write up and propose after getting a clever idea of the needs, troubles, and desires of a business owner.



## Automatic Agency System: Master Guide

Just ask the owner if there is something, they ever wanted to try in the online marketing space, or somewhere that they've failed, but hoped to see a return.

***PRO TIP:*** *The custom approach differs from the “Turn-Key” approach where everything is already done, and all you need to do is turn on the marketing campaign for any given client.*

*Using Turnkey can be a hot selling point, but some owners view Turnkey as “cookie-cutter” and may feel their business needs a custom approach. It truly depends on the owner’s personality, experience, and desires.*

*Yet another reason why you should ask, so you can try to determine which type of package is more attractive to them.*

Many owners will have stories and as you gain experience, you'll begin to see where they had trouble.

Most marketing is not very complex.

It is the confluence – putting the ideas together and implementing them – that often trips up business owners.

It is almost always a result of having little time to truly dedicate and learn the systems and what it takes to put a plan into motion.

Offer to be the manager who implements systems that will bring their dreams to reality, correct some wrong, or finally see a return on an idea that they had.

Most will have advertising ideas and marrying them to one of the common growth services is often the answer.

**Be the person who makes dreams come true.**

## Automatic Agency System: Master Guide

Of course, you don't have to offer such high-ticket services, but it's the way to running your own ship and steering her where you wish.

You can make a little money with a side-gig selling profile and booking systems, or make incredible money full-time, building a valuable construction-focused marketing agency.

If your desire is the latter; upselling is key to turning this from selling a simple profile and appointment engine to a real marketing agency worth six to seven figures a year.

If you do the math, you're only talking about taking on 4 to 6 big clients to cross into the six-figure range.

Get 10 and you're bringing in some serious revenue each month.

Getting there just takes time, patience, persistence, and a willingness to test things out and stay the course.

Putting in the time will pay off, but you need to be consistent. Remember I said 1 hour per day, minimum.

If you have more time, put more in so you get to your destination faster.

### **Increase Your Client's Customer Value**

Your client will invite you over for dinner to meet his/her family when you do this.

If your client not already using an email list with regular promotions, then managing this for them WILL generate more revenue for the business.

It is inevitable because email marketing is a money-maker that was being under-utilized by the client.

Also available to you would be a direct mail campaign.

## Automatic Agency System: Master Guide

It is a bit more expensive and complex to operate, but it can net big returns.

Have outsourcers draft a post card or sales letter and get quotes from local print and mailer shops.

Add a management fee to the cost and manage it for the client.

Lastly, you could set up loyalty or referral programs and use a white label partner to do most of the work.

Visit: <https://bobile.com/resellers/> for a fast solution.

## Essential Income Resources

Below you will find a collection of courses that take you by the hand through irresistible services you can offer your clientele.

I also include some tools and niche related services that will make your foray into consulting and client service a total breeze...

### Think about it:

Once you have a campaign up & running, your clients are going to need and want other things.

What better way to offer them these upsells than with a course that guides you through each step of the process.

From finding the clients and approaching them, to selling them and providing the service; **nothing is left out.**

Remember – the way to retire young and live a comfortable life in this business is to have several key clients...

I call them **Flagship Clients.**

Let's say I could wave a magic wand and just give you 5 clients...

Now picture each of those clients paying you \$5,000 per month for a variety of services.

Each service might cost about \$1,000 in expenses, so that means:

**5 Clients X \$5,000 = \$25,000 Gross Revenue**

**- Less \$5,000 in expenses**

**= \$20,000 Net in Your Pocket**

Can you see it?

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This is all about creating a vision for yourself, so you have something to shoot for.

Say you wanted to create a massive agency with 1000 clients...

1,000 clients and a big office in a major city...

With tens of thousands of dollars in expenses...

Tons of time...

Staff...

Payroll taxes...

Few of us want to even work that hard...

I know I don't.

If you're like me, you get a little nauseous thinking about having 1,000 clients breathing down your neck, all demanding things.

At that volume, you must lead teams of people to get that amount of work down effectively and efficiently.

Let's be honest; that's a ton of work.

Realistically, the average person who is semi-organized can handle 5 to 10 client accounts each month (regardless of the service you are providing.)

A superior project manager who is 100% efficient with their time can manage 20 to 25 clients with the help of a virtual assistant...

It is still a ton of work... And we can't be working all the time...

You still need time to yourself and time to spend your rewards!

What you need are 5 to 10 flagship clients, paying you high ticket fees.

## Automatic Agency System: Master Guide

It is ok to chase dozens, even hundreds of clients.

So long as you're going into it knowing that you're looking for the select FIVE who will want to invest heavily in your digital services.

A client who looks at you as the Agency of Record.

...or the last consultant they will ever need to manage their advertising.

Business owners are looking for a solution provider who knows their business...

and know which services, platforms, and tools are needed most.

When you become **the** solution provider, they look to you for **everything**...

And pay you for everything, too.

And that's what this section is all about.

Go through these services and think about how they can help your five clients.

It doesn't matter if you have zero clients now...

What matters is that you're planning; going into this knowing you are going to offer these services to every relevant prospect.

Do this enough and you will get your 5 in no time.

If you just spend a few hours a day per month getting that one flagship client, in less than a half a year, you will hit your five-client mark!

## **Fast Cash Directory**

### **Consulting Tools**

**Niche Market Opportunities**



## A Call to Get Your Shit Together

If you find yourself at the end of your rope...

If you dare not pick up the phone, send an email, or are even afraid to leave your house for fear of rejection...

And if you are the type of person who just needs a guiding force in their life; someone who can give you the steps, get you unstuck, and help you through a rough patch...

Then this is the **most important** section in this book, and one that warrants your **complete** attention.

That's because after over 10 years and tens of thousands of students, I have intimate knowledge of your struggles and chances are, **already solved** it for another student in the past...

Whatever it is, this burden feels like reality has tied an anchor around your neck. I call this the "boat anchor."

It is an uber-heavy, cast iron, 10,000lb weight pulling you down...

Ready to sink you if you give it a chance.

But you don't have to sink! I can help you.

### **Here is how the coaching will work:**

First, we work together in a one-on-one call to identify the thing that is holding you back. Your boat anchor...

Once we know what that it, I will help you cut the chains, and work with you to develop a map you follow so you will reach your goal **without delay** and **without failure**.

Whether that is an online or offline project; it doesn't matter...

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Even if you simply want to make a little side money with a hustle or gig, or need help leading an existing business...

You need a compass heading, and I will give that to you...

We'll start with a 1-on-1 coaching call to establish a game plan and determine what first steps need to be taken. After that, we can correspond via email/skype to keep you on track.

Book your call now, and don't delay. I can only handle so many of these coaching calls and my schedule fills up fast.

Secure your seat at the table and schedule your coaching call now:

### **Grab A Life-Changer Bonus**

What if you had me, Andrew, on call to help you immediately?

I want to take **just 20** consultants, business owners, or newbies and do something *special* for them as part of this coaching.

**Book your call now**, and I will give you an entire year of premium sales support. That's 12 whole months of cutting the line on my very busy support desk.

I will answer your tickets **first**, give you preference to the best product and business ideas, and go above and beyond to help.

But you must hurry, these 20 premium support slots will fill up quickly. Book your coaching call now by clicking the button below and lets you and I get to work:

## **You Have Everything You Need**

Thank you for taking this master class.

I hope you enjoyed learning from it as much as I enjoyed putting it together for you.

I know I've probably beaten this into your head a few times, but it is an important lesson:

Just reading this book won't do anything from you, besides give you some great ideas...

**Remember:**

**THERE ARE MORE BUSINESSES OUT THERE THAN  
CONSULTANTS WHO CAN HELP THEM...**

**Make It Happen!**

You must put what you learned into practice to see results.

The more action you take, the more money you make!

- Andrew