

# **Compliance Cash Machine**

*Get paid to make the web a better place  
for consumers with disabilities...*

*By. Andrew Clayton*

## Earnings & Income Disclaimer

EARNINGS AND INCOME DISCLAIMER FOR  
AUTOMATIC AGENCY SYSTEM

ANY EARNINGS OR INCOME STATEMENTS, OR EARNINGS OR INCOME EXAMPLES, ARE ONLY ESTIMATES OF WHAT WE THINK YOU COULD EARN. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES, YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

WHERE SPECIFIC INCOME FIGURES ARE USED, AND ATTRIBUTED TO AN INDIVIDUAL OR BUSINESS, THOSE PERSONS OR BUSINESSES HAVE EARNED THAT AMOUNT. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

ANY AND ALL CLAIMS OR REPRESENTATIONS, AS TO INCOME EARNINGS ON AUTOMATIC AGENCY SYSTEM, ARE NOT TO BE CONSIDERED AS AVERAGE EARNINGS.

THERE CAN BE NO ASSURANCE THAT ANY PRIOR SUCCESSES, OR PAST RESULTS, AS TO INCOME EARNINGS, CAN BE USED AS AN INDICATION OF YOUR FUTURE SUCCESS OR RESULTS.

MONETARY AND INCOME RESULTS ARE BASED ON MANY FACTORS. WE HAVE NO WAY OF KNOWING HOW WELL YOU WILL DO, AS WE DO NOT KNOW YOU, YOUR BACKGROUND, YOUR WORK ETHIC, OR YOUR BUSINESS SKILLS OR PRACTICES. THEREFORE WE DO NOT GUARANTEE OR IMPLY THAT YOU WILL GET RICH, THAT YOU WILL DO AS WELL, OR MAKE ANY MONEY AT ALL. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

INTERNET BUSINESSES AND EARNINGS DERIVED THERE FROM, HAVE UNKNOWN RISKS INVOLVED, AND ARE NOT SUITABLE FOR EVERYONE. MAKING DECISIONS BASED ON ANY INFORMATION PRESENTED IN OUR PRODUCTS, SERVICES, OR WEB SITE, SHOULD BE DONE ONLY WITH THE KNOWLEDGE THAT YOU COULD EXPERIENCE SIGNIFICANT LOSSES, OR MAKE NO MONEY AT ALL.

ALL PRODUCTS AND SERVICES BY AUTOMATIC AGENCY SYSTEM ARE FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY. USE CAUTION AND SEEK THE ADVICE OF QUALIFIED PROFESSIONALS. CHECK WITH YOUR ACCOUNTANT, LAWYER OR PROFESSIONAL ADVISOR, BEFORE ACTING ON THIS OR ANY INFORMATION. NONE OF THE CONTENT MATERIAL CONTEXT WRITTEN OR IMPLIED PRESENTED HEREIN IS INTENDED TO BE OR SHOULD BE USED AS LEGAL ADVICE.

USERS OF OUR PRODUCTS, SERVICES AND WEB SITE ARE ADVISED TO DO THEIR OWN DUE DILIGENCE WHEN IT COMES TO MAKING BUSINESS DECISIONS AND ALL INFORMATION, PRODUCTS, AND SERVICES THAT HAVE BEEN PROVIDED SHOULD BE INDEPENDENTLY VERIFIED BY YOUR OWN QUALIFIED PROFESSIONALS. OUR INFORMATION, PRODUCTS, AND SERVICES ON AUTOMATIC AGENCY SYSTEM SHOULD BE CAREFULLY CONSIDERED AND EVALUATED, BEFORE REACHING A BUSINESS DECISION, ON WHETHER TO RELY ON THEM. BY PURCHASING AND USING THIS INFORMATION, YOU AGREE THAT OUR COMPANY, ITS PARTNERS AND ASSOCIATES ARE NOT RESPONSIBLE FOR THE SUCCESS OR FAILURE OF YOUR BUSINESS DECISIONS RELATING TO ANY INFORMATION PRESENTED BY AUTOMATIC AGENCY SYSTEM, OR OUR COMPANY PRODUCTS OR SERVICES.

## TABLE OF CONTENTS

<b>LIMITLESS POSSIBILITIES AND OPPORTUNITIES... ..</b>	<b>4</b>
<b>GREEDY LITTLE LAWYERS.....</b>	<b>7</b>
<b>FINDING NON-COMPLIANT BUSINESSES.....</b>	<b>14</b>
<b>REJECTION-PROOF SALES STRATEGY .....</b>	<b>23</b>
<b>FOLLOW UP STRATEGIES THAT WORK.....</b>	<b>32</b>
<b>HAVE A REBUTTAL ROLODEX .....</b>	<b>33</b>
<b>SCANNING SITES FOR COMPLIANCE PROBLEMS.....</b>	<b>35</b>
<b>FIXING THE PROBLEM.....</b>	<b>39</b>
<b>BONUS: DIRECT MAIL PROSPECTING.....</b>	<b>44</b>
<b>BONUS: THE 2X REFERRAL PROFIT MACHINE .....</b>	<b>46</b>
<b>BONUS: PROFITABLE UPSELLING STRATEGIES .....</b>	<b>49</b>
<b>“CLIENT DAY CARE” DOES THE WORK FOR YOU .....</b>	<b>50</b>
<b>LET’S GET YOU PAID .....</b>	<b>54</b>
<b>SAVE TIME: USE THE MARKETING KIT UPGRADE .....</b>	<b>56</b>
<b>STAND OUT: CUSTOM AGENCY PACKAGE .....</b>	<b>57</b>
<b>GETTING SUPPORT .....</b>	<b>58</b>

## LIMITLESS POSSIBILITIES AND OPPORTUNITIES...

If you want a near limitless opportunity to earn income working for yourself, instead of being on a daily grind; then this book will be the most important thing you read today.

That's because business owners have a big problem, and you are about to learn how to solve it and get paid for doing so...

In this course, I'm giving you the tools and training so you can earn some side income or create a business that will afford you a very comfortable standard of living.

Business owners are getting sued because their websites are missing accessibility features that are often lawfully required.

Owners are paying thousands to consultants who can fix this problem for them BEFORE they get sued.

This is an immense opportunity for anyone to make money.

All you need is a little free time and a computer.

In this course, I'm going to hold your hand through the process of finding, selling, and servicing these types of customers.

Not only will you be helping people with disabilities, you will generate serious income for yourself and your family and create a repeatable business model that you can grow to five, six, even seven figures!

The typical price to fix accessibility issue on client's websites ranges from a \$3,000 for simple fixes to \$20,000 for larger sites.

One invoice I saw was upwards of \$30,000 for a complete rebuild, all because the company had gotten sued and was no longer taking risks.

You can get paid to reduce the business owner's risk of getting sued, saving them tens of thousands of dollars in settlements, fees, and contract work.

You become the hero.

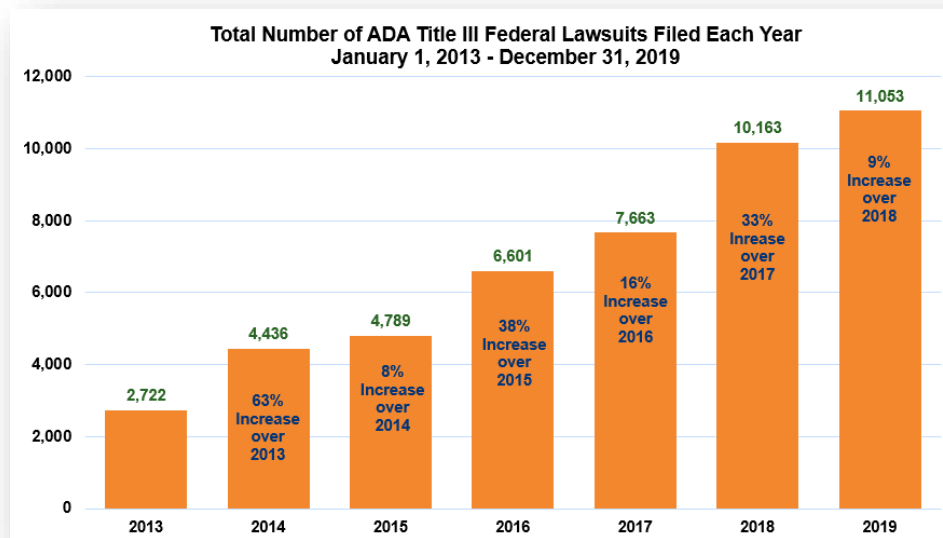
# YOU ALREADY HAVE EVERYTHING YOU NEED TO PROFIT FROM THIS OPPORTUNITY...

In addition to this book, I am also providing checklists for getting the fixes done, either by using outsourcers, software, or doing the work yourself.

And proven sales material, all the software, and outsourcers to get these owners up to code and get you paid.

I've also included email templates to make your outreach effortless, and if you wanted to be completely hands-off, I put together a done-for-you marketing kit complete with landing pages and video sales letter; but more on that later...

**Look at this graph:**



Each year, the number of ADA related lawsuits filed continues to grow.

The opportunity is there.

You just need to reach out and take it.

It is yours for the taking.

### **The strategy is simple:**

1. Find clients who need to be compliant and would be receptive
2. Get their attention with fear of lawsuits and bad press
3. Sell them with value and risk-aversion
4. Get the job done with software & outsourcers

This strategy handles 100% of the hard work for you, so you can effortlessly create a consultancy from this demand or some fast side-hustle money.

You will be doing businesses a massive favor by insulating them against a lawsuit AND helping their differently abled customers.

## GREEDY LITTLE LAWYERS

Recently, a restaurant client of mine was complaining about being forced to update his website to include accessibility features thanks to a “stupid law” – his words, not mine.

Nobody ever accused this guy a being sensitive to others.

There’s a reason why people called him George the Angry Greek, but that’s another story.

Anyway, he was mad that he had to spend \$3,000 adding features to make his site more usable, but reluctantly agreed.

My reply was short and sweet, “Better than a \$30,000 settlement, right?”

I’ll explain this to you in the same way I explained it to George.

### **What is ADA compliance?**

ADA compliance refers to the Americans with Disabilities Act Standards for Accessible Design, which states that all electronic and information technology (like websites) must be accessible to people with disabilities.

The criteria for compliance are defined as:

- Private employers with 15 or more employees
- State and local government agencies
- Businesses that operate for the benefit of the public

Seems like most businesses are subject to this law, am I right?

Well, I am not a lawyer, and none of this is legal advice; however, not all companies are subject to the requirements or consequences.

**Pro Tip:** There are also state versions of the law, particularly in New York and California.

California and New York have their own versions of the Americans with Disabilities Act (Unruh Act and New York Human Rights Law) which act essentially the same as the ADA but provide for more damages to plaintiffs.

**This means that NY and CA businesses can see higher penalties!**

## Compliance Cash Machine

**Pro Tip:** I encourage you to visit <https://www.ada.gov/> and read through their documentation.

Every year some company or organization is getting slapped with lawsuits and insane costs for not complying.

In 2018, 50 colleges were hit with ADA lawsuits

According to a local news sources, there were 2,285 ADA website lawsuits filed in federal courts across the nation, an increase of a 181 percent from 2017, according to website accessibility company UsableNet.

Most of these lawsuits originate in Florida and New York!

And if you think this is something that only happens to large businesses, think again.

In February of 2020, a small wine business was sued to have accessibility features added to their website.

This cost the business thousands of dollars in attorney fees, and thousands of dollars in remedies.

Meanwhile, had the business been compliant, the costs would have been far less.

And the momentum is showing no signs of slowing.

Every year lawsuits are filed, and penalties & expenses are adding up.



## ADA BEGINNINGS

In 1990, President George H.W. Bush signed the Americans with Disabilities Act (ADA) into law, which was designed to prohibit discrimination against individuals because of disabilities.

Disabilities are “physical or mental impairments that substantially limit one or more major life activities.”

This law had only the best intentions and it did help people immensely.

Look at these stairs.



Does this look wheel-chair accessible to you?

Obviously not.

Will someone on crutches or bound to a wheelchair be able to access this entrance?

Definitely not.

The ADA forced businesses to make their entrances accessible, and it largely worked.

It forced public companies to make sure that they had guardrails, elevators, wheelchair accessible and handicap parking spaces.

## THE COSTLY SHAKEDOWN RACKET

Like all regulation, which is paved with good intention, predatory lawyers found a way to use this law to extort money out of business owners who were not in compliance.



In 2004, we began to see predatory practices.

One guy in Philadelphia has sued no less than 30 businesses for adequate parking, restrooms, and entrance ramps.

Eventually, it was realized that the ADA and state laws can be applied to local business websites, and law firms were off to the races to collect billable hours and settlements.

If the website couldn't be accessed with a screen reader for the blind...

If the color contrast on buttons couldn't be seen by color blind people...

And along with a million and a half reasons, attorneys saw dollar signs.

Unfortunately, there are no hard rules, they just follow these guidelines, called the Web Content Accessibility Guidelines.

Read about them here: <https://www.w3.org/TR/WCAG20/>

This is a long list of things your website needs to have.

So, you get shady lawyers like Saul Goodman (love this show) suing everyone they can using this law by finding sites that don't check the boxes on this site.

### **The Digital Shakedown**

Since 2004, some well-known celebrities and small businesses were taken for thousands of dollars.

Domino's pizza got sued because someone couldn't order pizza.

Beyoncé got sued because it lacked tools for the visually impaired.

Is your local restaurant next?

The way things are going; it is highly likely.

Bottom line: These sharks are winning, and every local business is at risk.

### **MOST PROBLEMS ARE BASIC WEB SITE ISSUES**

...and these issues are easily fixed!

An automated analysis of 10,000,000 web pages conducted by accessible.com revealed that most compliance issues occur with seemingly basic elements of web design.

An incredible 98 percent of websites had noncompliant menus, and 83 percent failed to utilize accessible buttons, while 89 percent had noncompliant popups.

Right now, most web development and compliance companies are charging \$1,200 to \$12,000 for simple site audits and over \$30,000 for fixes according to research done by ADA consultants.

To fix this problem most business owners must pay a web developer to completely rebuild their website.

Now, the businesses who are at risk are easy to find and sell as you will learn in this guide.

### **Cheaper Solutions**

What if you could offer the same reliable compliance, but do so at a fraction of the price of the big boys?

Don't you think you could carve out a little piece of the pie for yourself?

## Compliance Cash Machine

You are right, you can!

Software can address most, if not all issues and can be had for a fraction of a new website build.

Much of the software is free, and you can charge \$200 to \$500+ to implement it.

There are white label agencies who can fix the problem, and there is software that you can use and charge \$3,000 and be 90% cheaper than other shops.

You could also use the opportunity to sell a completely new website, rather than wrestle with an outdated site.

You can do this for \$2500 to \$5000 and still be many multiples cheaper than others.

Who do you think will get the business?

A large company demanding \$30,000 for a new site, or a local consultant asking \$3,000 for worry-free compliance?

I think you know the answer to this one, too.

### **SELLING THESE BUSINESS OWNERS IS EASY.**

Just scare them.

They have a reason to be scared – thousands of reasons...

Show them the truth.

Small businesses are getting sued, more and more each year.

They are paying tens of thousands of dollars to settle PLUS the expense of compliance.

Be the person who insulates them against so much loss AND helps the differently abled live a better and more connected life.

Funny enough, the sales angle here is very similar to the Home Defense or Home Security niches.

## Compliance Cash Machine

In the home security niche, they have a secret sales tactic: Anytime there is a break-in or burglary in a neighborhood, everyone in the neighborhood has heard about it and gets scared. Home security companies always do most of their marketing to these homes.

So, find local news reports of local businesses getting sued.

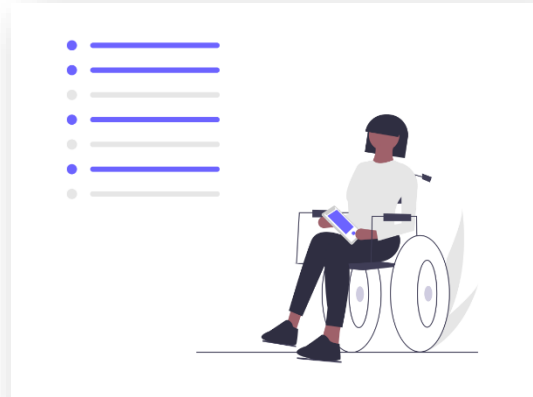
Send the reports to your prospects.

Offer to do a free audit or simply do the audit and send it to them with a note, “call me so I can keep you from getting sued.”

Do them a service by scaring them and they should be scared.

This is serious and whether a business hires you or not you are doing them a great service by scaring them into learning about this.

Now, let’s talk about finding business owners who are vulnerable and need to address their digital ADA non-compliance.



## FINDING NON-COMPLIANT BUSINESSES

Remember in the last chapter I told you to scare the pants off business owners.

Part of that involves finding local lawsuits.

Check out this site: <https://www.ada.gov/new.htm>

This site will list out lawsuits, actions taken, and settlement amounts.

Find the ones in your target area (this will take some research on your part) and save the address to the ones which are relevant to your clientele & location.

Daily lawsuits are being filed, and the surrounding businesses are perfect leads for this service you are offering.

You could also use Google.

Some terms you can use:

- Disability Lawsuit
- ADA
- ADA Lawsuit
- ADA Settlement

String these terms together using Google Operators to help narrow down results.

“ADA Lawsuit” + “New York”

By wrapping both words in quotes and adding the plus sign, you are telling Google to find pages that have both exact phrases.

You could also add a niche modifier

“ADA Lawsuit” + “New York” + “Restaurant”

**Remember: use the home defense strategy.**

Look for where there was a break-in and canvas the neighborhood

It will read like this:

## Compliance Cash Machine

*Did you know your neighbors had a break-in 3 days ago?*

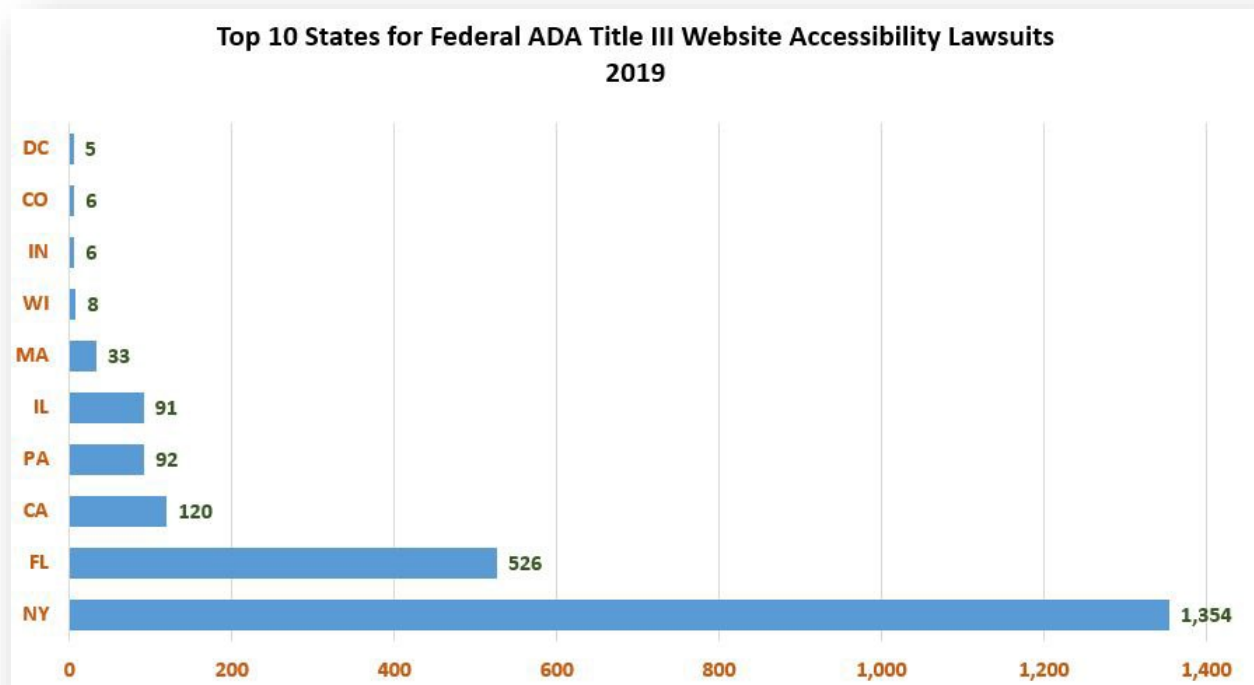
Scare them and make the fear real!

Target the same niche and the same area where a recent ADA lawsuit took place, make it real for them.

### **Pick a state / city with a lot of local lawsuits.**

Search Google News for local lawsuit news. The more recent the lawsuit, the better, but older news can still be used with much of the same effectiveness.

Look at this graph of the most frequent lawsuits and their origin:



### **Pick the niche based on the news you are finding.**

This will make the sale easier because you already have niche-relevant fear.

Lastly, you want to pick the best possible potential clientele, and I've put together a process for finding the best clients.

We want buyers, not tire-kickers and this process will weed the latter out.

### Here are the criteria for a **GOOD** prospect:

1. Has an active online presence
2. Has a ton of problems (see the site scanner I will talk about later)
3. Is presently spending money online and/or on advertising
4. Has an otherwise great reputation online
5. Is using WordPress

I bet that last one took you by surprise.

Well, if they are using WordPress, then the fixes for ADA compliance are infinitely less complex. There are plugins that will handle 99% of it.

You might be asking,

**“Hey Andrew, how can you tell they are using WordPress?”**

Don't worry – I got you.

There are two ways.

1. Scroll down to the bottom of the website. You may see “powered by WordPress”
2. Check the page source of the website.

The 1<sup>st</sup> way is quite easy, just look on their website's homepage.

The second method is a little more involved, but equally effortless.

In most modern browsers, all you need to do is right click on the website, and chose “View page source”

Your browser will pop up the website code in another window.

Press the **Control key + F** key to open the find dialogue box.

Mac users can use **Command + F** to open this window.

Type in **“wp-content”** and if that text is found on the page, they are using WordPress.

Back	Alt+Left Arrow
Forward	Alt+Right Arrow
Reload	Ctrl+R
Save as...	Ctrl+S
Print...	Ctrl+P
Cast...	
View page source	Ctrl+U
Inspect	Ctrl+Shift+I



## Compliance Cash Machine

If the site is using WordPress, you will see the “wp-content” text on the page, like you see in the example below:



```
ne-css-css' href='http://narya.premiumcoding.com/wp-content/plugins/wysija
ss' href='http://narya.premiumcoding.com/wp-content/plugins/wp-recipe-make
s-css' href='//fonts.googleapis.com/css?family=Fira+Sans:regular,500,700%
7-css' href='http://narya.premiumcoding.com/wp-content/plugins/contact-for
plugin-settings-css' href='http://narya.premiumcoding.com/wp-content/plu
css' href='http://fonts.googleapis.com/css?family=Open+Sans%3A300%2C400%2C
' href='http://fonts.googleapis.com/css?family=Raleway%3A100%2C200%2C300%
-css' href='http://fonts.googleapis.com/css?family=Droid+Serif%3A400%2C70
styles-css' href='http://narya.premiumcoding.com/wp-content/plugins/instag
icons-css' href='https://maxcdn.bootstrapcdn.com/font-awesome/4.6.3/css/fo
ings-css' href='http://narya.premiumcoding.com/wp-content/plugins/revslid
type='text/css'>
```

## WHY IS THIS IMPORTANT?

35% of all sites use WordPress and WordPress plugins make adding these ADA features super easy.

You will be able to fix their site yourself keeping all the profit.

You will be able to do this faster, delivering on the service in sometimes hours instead of days or weeks.

And these owners are easier to sell because so many services can be added to WordPress sites.

These are ideal clients, but what about **bad clients**?

There are a few **red flags** to look for:

1. No social media
2. Not spending money
3. Website is hopelessly outdated

## Compliance Cash Machine

These will generally be problem clients and the ones who will waste your time and never buy.

Complainers, refunds, tire kickers, price shoppers – you don't want them.

I have been in this business for 10 years and can spot them right away.

Heed this warning. 1 bad client costs you 5 good clients.

Now you know what to look for BEFORE you prospect to them.

You can easily spot the tells in their responses, and dumping those bad clients will increase your response, decrease your stress, and lower or eliminate dealing with rejection or disinterest prospects.

### **Find Contact Information**

There is a little industry secret that agency owners keep close to their chest. It is a service called Rocket Reach and it can be found here:

<https://rocketreach.co/>

It is one of the cheapest ways to find the direct contact information of business owners around the country.

Mainly used by reporters who need to contact biz owners, it is completely underused by marketers and is a game changer in my opinion.

I want you think outside the box. Reach people you normally would not be able to reach. You can only do that by gaining the direct contact info from sources to reach these key decision makers.

## USING LINKEDIN FOR MAXIMUM EFFECT

Another under-appreciate resource is [www.Linkedin.com](http://www.Linkedin.com).

Everyone knows about it, but few know how to leverage it properly for business development.

You can use LinkedIn actively or passively and there are different strategies for both.

These features are completely overlooked by most who are using LinkedIn for prospecting.

### Your Prospecting Toolbox

Check out <https://coldinbox.com/>

This is a browser add-on for Google Chrome that makes prospecting, contact, and follow up very easy on LinkedIn.

These tools will enable you to locate the direct email address to top executives and owners of local businesses who are hiding in plain sight.

You will essentially be the only one reaching out to them.

Another tool you can try is a scraper. They help you find qualified buyers and their email address.

<https://skrapp.io/>

## TARGETED GOOGLE SEARCH TERM

Google gives us tools to make very specific searches using their engine. You do this using “operators”.

Here is a very long search term that looks for email addresses on LinkedIn AND specifies Photographers as the target prospect.

site:us.linkedin.com/pub/ "gmail.com" OR "yahoo.com" OR "ymail.com" OR "msn.com" OR "hotmail.com" OR "mac.com" OR "ovimail.com" OR "verizon.com" OR "aol.com" OR "mail.com" "photographer" OR

## Compliance Cash Machine

"photographers" OR "photographers wedding" OR "photographers engagement"

**NOTE: Copy & Paste this whole term into the Google search box.**

Try this yourself right now. Isn't it glorious?

Try changing the term from using photography related terms to something related to the niche you are interested in servicing.

Let's say it is Italian and Pizza Restaurants. Your term could then be:

site:us.linkedin.com/pub/ "gmail.com" OR "yahoo.com" OR "ymail.com" OR "msn.com" OR "hotmail.com" OR "mac.com" OR "ovimail.com" OR "verizon.com" OR "aol.com" OR "mail.com" " restaurant" OR " Bistro" OR " Bakery" OR "Pizza"

You could also add + "New York" to narrow it down to a location.

Bear in mind, that not all terms will yield great results. That's just the nature of this highly specific and guided search. The contact info you get back is only as good as the info that is out there. More specifically, the info that business owners put out on the internet for you to find.

Play around with the term for about an hour and see what you can uncover.

## FIND THE "LOBBYIST" IN THE COMPANY

In every company there is an employee or two who loves to make everyone happy and is actively seeking ways to make themselves and others (their friends) look good in the eyes of management. He or she is known to me as "The Lobbyist"

This individual will lobby the management on your behalf.

Mind you that this best works for larger companies with lots of employees. It can be useful for medium sized companies, as well, and in some cases with smaller businesses of a handful of employees.

You know as well as I do that everyone is looking for the ladder up.

This employee is the one who a) raises the risk alarm and b) appears to care about risk and c) has a turn-key immediate solution at-the-ready.

## Compliance Cash Machine

You can give this all to that employee. They shine in the eyes of the boss. You get paid to fix the problem. Simply beautiful, right?

This person will sing your praises and connect you with the people who make the decisions. Give them all the things they need to shine, and you'll win that business every time.

### **LinkedIn is the perfect tool for finding the Lobbyist.**

Be sure to check out and use the lobbyist email template included with the course.

## **GET EXTRA HELP WITH LINKEDIN**

To help you get the most out of LinkedIn, I recently wrote a top-notch guide on using LinkedIn as a prospecting powerhouse.

**Read the following letter** for all the details on how this course will help you use LinkedIn for client prospecting

Now, it is also scantily known that LinkedIn can also be used to passively or semi-passively generate leads. To leverage this, you need to write your profile like a sales letter instead of a resume.

In the LinkedIn Local Raider course, I walk you through how to do this, but if you didn't want to do it yourself, let me do it for you. I can get it done quickly and give you a profile that produces inbound leads.

### **Build the List!**

Using the prospecting tools that we've discussed, compile a list, or lists of 100 potential contacts or more. You will work from and down this list.

Identifying if each one is a buyer, tire-kicker, or disinterested party.

Rank your prospects from best to worst and start at the top of the list.

Don't skate here.

## Compliance Cash Machine

This information is **hyper valuable**, even if it doesn't seem as such right now. Get as much information as you can on your prospects.

Study everything about them. Look for recent news, events in which they participated or sponsored. Find and study their social media pages, look them up on Manta.com, and use Google to run a background on their professional history.

### **ELIMINATION IS THE SECRET TO HIGH RESPONSE**

The process of eliminating who might buy vs. who will never buy will yield the best possible response and closing rate.

90% of business owners will not want to hire you.

Eliminate the 9 out of 10 who out-right refuse to budge BEFORE you bother to call them.

I've already given you the criteria for doing so.

In this way, you can go from 2% conversions to 60% just by avoiding the prospect types of are least likely to respond to your approach.

## REJECTION-PROOF SALES STRATEGY

Have you ever wanted to know the secret to getting clients?

It is quite simple.

Besides from targeting a specific type of business owner (the qualified type we discussed in the last chapter,) it is **all in the approach**.

In this section, we will cover the approach that gives you the best possible shot at booking a deal quickly, often in your first week of trying.

It is important to point out that gaining momentum and traction takes time, yet if you speak to the right type of owner and use the following approach, you can convert and close a deal quickly.

### THE BASIC APPROACH

In this method, we want to use simple but high-impact language to grab the owner's attention; making them aware of the problem and the potential losses they stand to endure.

Email them the news!

Remember I said you want to scare them?

What is scarier than seeing a business like your own lose tens of thousands of dollars due to a non-compliance lawsuit?

Offer them a free audit to highlight what needs to be fixed. If you feel they are buyers, then offer this audit for a nominal fee (\$50 or \$97).

**Pro Tip:** Do the audit BEFORE contacting them.

If you know what is wrong beforehand, you can use those problems in your outreach and sales pitch.

I'll cover the sales pitch in just a minute, for now – just remember that we want to present the problem and a solution in our first contact.

## Compliance Cash Machine

One student has done this very well by giving away part or all the fixes in-exchange for a 6-month SEO contract. We'll talk more about this later, as well.

Your job as a consultant is to provide advice, solutions, and ways to protect and grow your client's business.

You can only do that if you're considering all the angles and selling them the services that they need and could benefit from.

### **So, ABC – Always Be Closing (selling)**

And always be asking for referrals. Ask the prospect if they know of anyone who might be interested in lowering their risk profile in terms of ADA lawsuits.

Chances are that they know someone who is just as protective of their business as they are.

Referrals are great leads – I don't think I need to say that, and I think you already know it. A referral is a warm lead; a soft endorsement that lowers the guard of an owner because you are coming recommended.

Try to get as many referrals from your contacts as possible, even if your contact is not interested in your service.

For example:

**You:** *Are you interested in protecting your business from ADA compliance lawsuits thanks to your terrible website?*

**Prospect:** *No thank you*

**You:** *I understand, would you know of anyone who is protective of their business and would hate to shell out \$10,000 in a lawsuit?*

This serves two purposes.

1. It paints the risk picture in their mind and makes them reconsider your offer – possibly pushing them off the fence
2. It also will garner warm leads. Not in every case, but do this every time you contact a prospect, and you'll start accumulating warm referrals.



## Compliance Cash Machine

And of course, once you do secure a deal to fix their ADA compliance issues, upsell them something – anything – something that they need.

There is a whole section on upselling coming up, so be sure to read it.

## **CRAFTING A SCARY EMAIL**

Email is the best low-effort prospecting method.

Get the right offer in front of the right person and you'll make money.

I teach this method often and as a result, get a ton of questions about email prospecting and personal brands.

Your personal brand is how the business perceives you when they receive your messages and offers.

I'm finding is that many students are using a personal email address to send out offers.

Some of the email addresses are not presenting their offers in the best possible light, so I want to take this time with you to go over a few ground-rules and best practices.

## YOUR EMAIL ADDRESS IS IMPORTANT

Many new consultants get this completely wrong. They use their informal personal email address and it just comes across the wrong way or is interpreted as spam by the prospect.

Doing this properly will increase open rates even more than the right subject line.

You want your address to be personal and communicate a benefit.

Keep it professional.

For example:

[Joe.Smith@compliance-consultants.com](mailto:Joe.Smith@compliance-consultants.com)

[Robert.Smalls@online-leads.com](mailto:Robert.Smalls@online-leads.com)

The domains above are just examples, but they transmit some benefit to the person who sees it. The more the email address speaks to them, the more your address gets their attention.

## GOOD SUBJECT LINES MAKE MONEY

Remember that you want to use fear – specifically fear of loss.

This is best felt in the wallet, so fear of financial loss stings enough to scare readers into opening your message.

Throughout your email process, you want to take note on which emails are getting you the most opens, clicks, but the most important metric is how much money is being generated by it.

Therefore, you need a standard approach and groups of email messages so you can see what works and what doesn't.

So far, I've found that subject lines like the below get the most opens and clicks throughs. They should contain similar language:

**Legal Warning: Your website is not ADA compliant**

**Getting sued by a customer? It happens...**

**Legal Exposure: Your website is unusable**

Your subject lines don't have to be these verbatim, but these are working out of the box right now.

Your subject line should promise something... Either a benefit that they can get or elude to a benefit they may lose.

**PRO TIP:** Loss works better!

Your email message needs to be informative, provocative, and work to expose a compelling reason to act on your offer.

One of the best ways to do that is to provide external sources.

Link to a news article about a local restaurant that got sued for ADA non-compliance when selling to other food service owners.

Use national news to set the stage for potential litigation.

Use hard-hitting facts that punch them in the gut.

Then offer a full paid audit to find everything that needs to get fixed.

Attach a redacted sample audit to tease them.

### **USE SCARCITY TO BOOST YOUR RESPONSE RATES**

Business owners will usually put off replying to your offer.

In addition to selling them digital services, you also need to sell them on responding and following-through with the sale.

What's nice about this offer is the built-in scarcity – they could be the next target next month ...so time to act is scarce.

You could also use scarcity of your own availability, if true – you can only work with so many clients each month. If you're busy, you can use the “only 2 slots left in TOWN” approach.

You can be high pressure here, ethically; just be truthful about your time and how many clients you intend to work with in each area.

#### **Measuring Clicks**

Use a service like <http://www.clickmeter.com> to measure your clicks and opens.

Preferably you configure it to use a subdomain with your domain name.

**Example:** [links.joesmithconsulting.com/ada-compliance-audit/](http://links.joesmithconsulting.com/ada-compliance-audit/)

In this way, you can measure which traffic source and emails are getting the better response.

## **TO FREE OR NOT TO FREE?**

I offer a paid audit so I can legitimately say I charge these clients for services. I also offer free audits if that's what I think it takes to book the deal.

The free audits are good “whistle-wetters” – the client gets something for free, and I get to qualify them as potential buyers and not just tire kickers. But don't give something away for nothing.

If you offer a free audit, make sure they understand that you are waiving a fee, so the value is at least supported by your normal price.

I like \$500 for audits but \$2,500 is not unreasonable in states like New York where I target.

Every market is different and it's important to take that into consideration

Generally, your price-per-audit should be minimum base of \$500 and no more than \$2,500 for medium to high end clients with moderate workload to perform the audit.

If a manual audit is going to take a long time and completely consume your schedule, you should charge more and hire a contractor to help you.

The pricing for audits in every market in the world is different and can vary greatly. Only by contacting prospects will you determine the best price for your niche and location.

## **THE SALES PITCH**

Offer everything up front – no strings.

This immediately offers value and sets you as a valuable contact.

Tell them what's broken, and how to fix it. Make this as complicated and involved as possible.

Once you tell them how to fix everything; offer to do the work for a reasonable fee.

## Compliance Cash Machine

In terms of the fix, do not charge less than \$1,000. In places like LA and New York, you can get prices up to \$5,000. Once again, the price will vary based on niche, business location and size.

One of my students has taken this a step further and even charged businesses for the audit and monthly services annually...

YOU can make money the same way, even charging some businesses and offering a discount/free to others increasing the value of the offer and the response along with it. Read on to find out how.

## REFERRALS AND FORWARDS

One of the best ways to expand your reach and get more for your effort is to ask for and prompt referrals.

Ask prospects to send your offer to their networks and associates.

This works well in conjunction with the “TELL ALL” offer strategy. Your pitch gets sent around as “must read” information, and so does your sales pitch of doing the work for them.

See how awesome that is?

Be sure to include direct links to articles, as this is the proof you need.

Ask for the referral and forward enough, and you will have clients you never even prospected for.

## USE OUTREACH AUTOMATION FOR BIG RESULTS

One of the tools I use to automate my outreach is called <https://snov.io/>

It finds and validates prospects, which results in higher conversion rates.

This helps you avoid spam traps and complaints.

Use drip automation to automatically follow-up with prospects and put them in an upsell funnel.

This type of automation will ensure you never leave money on the table.

## **USING FACEBOOK FOR OUTREACH**

Facebook offers a variety of prospecting opportunities and you'll often find your efforts yielding much faster response time from potential buyers.

Business owners are very aware how a bad social media look can hurt their business, so use that to your advantage.

Ask them if they've seen an ADA lawsuit and link to one – this works better if the lawsuit is near to their location and in their niche.

Just keep this conversational. Nobody likes to get a wall of text dumped on them in messenger. Talk to them as if you would a formal but cordial relationship. Give them the facts. Be brief, but don't leave anything out.

Do not go for the close on Facebook. Get their contact info for follow-up or get them to agree to watch a video or review a case study (which also doubles as a sales pitch deck.)

## **FOLLOW UP STRATEGIES THAT WORK**

You never want to contact a business owner just once.

You've wasted everyone's time (mostly your own) if you only give it a half-assed approach.

Every lead you contact needs to get a follow up, whether they purchased something from you or not.

For unclosed opportunities, this means reaching out to the prospect two or three times a month until they buy or tell you to go away.

For paying clients, this means following up with service calls and upsell offers.

Remember, I said you should be asking for referrals? You can do this here as an upsell tactic.

Tell them about the service you want to offer, and ask if they know of any who could use it?

They might just say "I DO!" ...and you make an easy sale WITHOUT selling them.

### **Use This "Catch-All" To Close Deals**

Often times, during your follow-ups, you will the prospect will air the most complicated objections they can must – any excuse to avoid talking to you, much less paying you for a service that you & they both know that they need.

A catch-all is a tool we keep in our figurative tool-box – think of it as a multi-tool.

If someone whips out an objection that you don't immediately have an answer for, drop the catch-all.

*"Let me do the work for you, so you can be worry-free. Just try me out."*

This works wonders to push prospects off the fence and onto your side, and it has been used successfully by yours truly for almost 15 years.



## HAVE A REBUTTAL ROLODEX

As you begin working with clients, you will start building what I call a “rebuttal rolodex.” The rebuttal is where the real sales magic happens. You aren’t selling until someone tells you no or questions your motives.

Whether you are using email or telephone or both, below are

This is a library of phrases and objections that you hear often AND the response you need to use to get the lead out of the objection column and into the closed column.

You will build this rolodex as you gain experience and don’t need more than the following to get started.

### ***This is too expensive!***

*I disagree – my fee is only X but your exposure on this is 10X! What would you rather pay? X or 10X plus a fee to install the fixes?*

### ***Does this even work?***

*It works to limit your exposure and makes your site usable for people with disabilities. Do you know of any of your customers who are disabled and who might benefit from more accessibility to your offers and services?*

### ***I don’t know you... | I never heard about this/you...***

*That’s fine, I don’t know you, but your company appears to be open to a lawsuit if someone with disabilities wants to push the issue.*

*[Repeat criteria – private employer with 15+ employees]*

*I’m not saying I’m going to sue you, or that you will even get sued. You have exposure and exposure is financial risk. I am a consultant that finds and solves digital problems for companies that don’t have in-house expertise. The problem is obvious to all who visit your website, so your company doesn’t have the time or expertise to mitigate it. If I tell you how to fix this for free, will you at least consider my offer?*

### ***Is this problem real?***

*Oh yes. You have this problem, and I can prove it. Check your email for a short presentation that summaries your exposure and provides the steps to remedy.*

*If I can prove all of this, will you at-least hear me out?*

### ***Nobody does this...***

*On the contrary, this is a growing trend among small businesses as belts get tighter, owners are seeking ways to limit exposure, costs, and fines. Do you want to protect your business from such liabilities?*

Notice how I finished with a question every time?

Questions are king. If you ask the questions, you control the conversation and the sale.

Practice your pitching and these rebuttals before using them. You want to sound natural and that only happens if you say them often. Find someone with who you can roleplay.

**FYI:** My coaching students and I routinely roleplay this sales game, and everyone who has worked with me comes away with the exact words to write or say to a business owner to close a deal.

There is a fee for my time, however, what you'll learn and the confidence you gain will be worth 100x the price.

Before you start reaching out to prospects, please be sure to finish the rest of this book.

The next section is super-important and really cuts to the nuances of what you are doing for clients and how to convince them to pay you to fix their problems.

## SCANNING SITES FOR COMPLIANCE PROBLEMS

Before you approach clients, you should at least have some surface level understanding of their compliance issues.

In this way you can talk about them intelligently to your prospects.

The easiest way to get a clear picture is to use a site scanner.

Such scanning tools will give you a list of errors and point out the fixes that need to get made on their website.

You could even sell this scan (as a service that is part of the audit) for a fee or just get paid to implement the solution to the problems found by it.

Check out these two tools, which are the finest for the work we are doing.

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

Use one or both depending on the depth of reporting that you want.

## USING MULTIPLE SCANNERS

After some experimentation, you'll find that the different scanners search for different things. One might focus on the backend structure of the website, while others may focus on the readability and design.

With experience you'll see how you can combine the information gained into a single report that you use to sell clientele.

Think of how many bases you'll cover by using multiple scanners and approaches...

Other companies might just be testing for one thing, while you will be testing for multiple problems, so nothing is left to chance.

Simply take the top-level points and combine them into either a Word/PDF document or use a presentation format, such as Keynote or MS PowerPoint.

## Compliance Cash Machine

There are many tools out there and most are free but bear in mind that you always get what you pay for.

A paid tool might make things easier for you or allow you to do less work.

This site is perhaps the most comprehensive list of tools available for compliance testing.

<https://www.w3.org/WAI/ER/tools/>

Poke around and try them out on one of your leads.

Look at how the information is presented and recognize how you can take those top-level findings and combine them into a master report that is just a few pages.

This makes you look very professional and speaks to your expertise in research.

Obviously, don't give this list to clients. They are paying you to know and do such things because they don't have to time or can't be bothered.

## PAID REPORTING

<https://tenon.io/> offers a paid service that provides a very comprehensive report. The cost is around \$100, and you charge \$500 to run the scan and provide a summary of change requests.

This tool is used by some big-name companies and will help present you favorably, since you'll be using the same tools as Mastercard, Delta Airlines, Bed Bath & Beyond, etc.

The best part of using this service is you can tell clients that it's the same software used by these companies

You will be able to make it look like you have worked with them, thus gaining instant prestige.

## CHROME EXTENSION

If you use Google Chrome, you can save time and generate these reports at the push of a button.

This will allow you to start scanning and reaching out to clients quickly.

You could even scan the client's site in front of them in an in-person meeting or over a screen share.

Check it out here: <https://chrome.google.com/webstore/detail/arc-toolkit/chdkkkccnlfncngelccgbgfmjebmkmce>

## FREE WORDPRESS PLUGIN

Where would we be today if there wasn't a free WordPress plugin for just about anything we'd want to do for a client?

WordPress recommends that we use their WP-Accessibility plugin.

<https://wordpress.org/plugins/wp-accessibility/>

Since it is purpose written for the platform, I use this on my WordPress sites exclusively.

If you meet the criteria, you can use this on your own sites to prevent from getting sued. And use this on sites you build for clients even if you don't offer this as a service to ensure compliance as a value-add.

Charge extra if you are a web dev/marketing consultant as this is somewhat beyond your scope of work.

Another option is to use <https://wordpress.org/plugins/pojo-accessibility/>

Using the tool, you can show them what their site looks like to the visually impaired and build visual before / after images that are very satisfying.

They see what they are paying for as the software handles everything.

This software does have a worth-while paid option to consider.

## Compliance Cash Machine

Use this in addition to the WordPress recommended plugin to make sure all your bases are covered.

The benefit here is that it is easy to use, you can set this up yourself and keep all the money.

You could also set up recurring scans every month and charge monthly for this in the cases of websites with dynamic content.

**Remember:** if the client meets the compliance criteria, only one non-compliance issue is enough for someone to file a lawsuit.

## FIXING THE PROBLEM

There are three main ways of fixing the compliance problems that you find. Most of these fixes are done by updating or replacing code on the backend of the client's website.

We'll cover the three main ways and talk about both their advantages and disadvantages, and what they mean for your consultancy.

### FIX USING SOFTWARE

Before we dive into fixes, there is an article that I'd like you to review when you get some time.

<https://premium.wpmudev.org/blog/making-wordpress-accessible/>

This is the ultimate guide to understanding accessibility with WordPress.

As many of the clients you'll encounter use WordPress, I highly recommend you review the article.

#### Fixing for Free

Use <https://wordpress.org/plugins/wp-accessibility/> for the best free option.

Another quasi-free solution is to use:

<https://wordpress.org/plugins/pojo-accessibility/#description>

#### Paid Tools

<https://wpaccessibility.io/>

<https://wordpress.org/plugins/wp-accessibility-helper/>

The following tool has a one-time payment for each site and offers lifetime updates per site per payment. It also comes with a support options, so you could markup all these options and essentially have everything mapped out for you.

<https://accessibility-helper.co.il/pro/>

## Compliance Cash Machine

There are others you can use at various price points and offers:

<https://www.alumnionlineservices.com/php-scripts/wp-ada-compliance-check/>

For WordPress see: <https://wordpress.org/plugins/online-accessibility/>

Next, this plugin companies sells a multi-license package that is custom build for agencies: <https://adaplugin.com/gettheplugin/>

They charge \$165/license per year. Which means you can charge double or triple that to maintain your client's compliance. It also comes with tech and compliance support.

In my opinion, this is the best solution.

Get a client, get paid, use this to do the work for \$200 AND charge them annually.

This is a total white label solution thus making your little consulting shop look like one of the big dogs.

## FIX USING OUTSOURCED AGENCIES

One of the easiest ways to get the work done is to simply use one of the many agencies out there that specialize in this type of work.

You will often have to share more of the profits, but you also share in none of the headaches.

All you must do is find the leads who are interested, and these companies will handle the fixes.

<https://onlineada.com/partners/>

<https://www.equalweb.com/html5/?id=9688&did=1116&G=9688>

<https://accessibe.com/partners>

<https://userway.org/reseller/>

<https://mk-sense.com/partnering-with-us-just-makes-sense/>



## FIXING PROBLEMS YOURSELF

I am going to flat out tell you that fixing the problems yourself is a recipe for frustration UNLESS you absolutely love web development, coding, and stylesheets.

There are many nuances here and lots of little gotchas so using a service or some software to complete the work is much easier, less time consuming, and ultimately cheaper no matter how much you spend.

That's because you want to maximize your time and spend it finding and closing new deals and NOT screwing around with HTML or PHP code.

If you spend 20 workhours fixing up code; that's 20 work hours you could have spent finding new leads vs. the one you're fixing...

If it takes you an hour to find one new deal and every deal is worth \$1000, how much money have you lost if you did this work yourself?

\$19,000...

Get my point?

If you go to this website: <https://www.w3.org/TR/WCAG20/>

You'll see the guidelines that are used as the basis for most laws.

These are the web elements and document properties that you need to change.

It could probably take us an entire semester to cover all these elements, which is another reason why I say let the pro's handle it if you are not already familiar with the technical aspects here.

It is good to be familiar with these elements, but it is not essential to know them to sell and deliver this service.

These tools and white label agencies can make your servicing of clients mostly hands-off and that completely un-complicate our lives.

When you hire out the busy work, this endeavor can be more enjoyable, profitable, and manageable, especially for the one-person consulting shops or small teams.

## Compliance Cash Machine

If you (and/or your team) spend 90% of your time on marketing and networking, you will make a ton of money just by focusing on business development and client relations and simply hire out or automating the grunt work.

Let the service aspect work itself out on the backend AFTER you start bringing in the client payments.

## **NOTHING CAN STOP YOU**

At this very minute you find yourself at a crossroads.

You can choose to do nothing, and we know where that is going to get you...

Or you can choose to build a list of businesses that have ADA compliance issues, and reach out to them, using the sales lessons and material I've given you.

All it takes is one hour per day of focused work.

If you can do two hours, great! More time means results *faster*.

But you need to be *in it to win it*.

Just reading this book or watching how-to videos is not going to book clients.

This is a contact sport, so go out and make contacts.

Now, let's talk about ways to grow this opportunity once you start it.

## **BONUS: DIRECT MAIL PROSPECTING**

What few people realize is that local circular ads are a hidden gold mine for reaching business owners with digital marketing services.

Everyone is so wrapped up with online lead generation that they forget there exists tried & true offline methods that still work very well today.

Ads in print circulars cost about \$100 and the leads it generates can land clients paying thousands of dollars.

**That's some crazy return on investment.**

Remember the sales methodologies we talk about earlier?

Use fear and the scare tactics that work.

### ***Warning: Local Businesses Are Being Sued***

Headlines like the above generate readership for your ads. Just make sure your ad copy delivers on the promise you made in the headline.

Are you a restaurant owner? XYZ Restaurant was sued in 2018 because their website was not accessible to the visually impaired. Are you ready to get sued? Call 555.555.5555 to learn how to lower your risk FOR FREE.

### **Text Ads vs Image Ads**

There is some argument to be made on text vs. image ads.

As a sales copywriter, I tend to lean strictly on the written word and let the branding experts worry about images. Images are worth 1000 words, but they compel too many people to respond to ads.

Image ads are usually twice as expensive as text, so you will get roughly half the number of ads for any given spend. It is better to focus on the right wording than finding the right image.

This isn't to say image ads don't have a place. It typically depends entirely on the platform where the ad is being displayed. People can't click on an ad in a print medium, and the point of image ads is to catch the eye and compel a click.

However, a catchy “shock & awe” headline that focuses the reader’s attention and a call to action to telephone or visit a website is actionable in print media.

### **Buying Ad Inventory**

All local print media have a specific deadline for content and ads. If that date is approaching, and those ad spots are not filled, the publication stands to lose considerable amounts of money.

What you can do is contact them towards the end of the print cycle (right before the publication is printed and distributed) and ask if they have any “remnant inventory.”

Remnant inventory are the left-over ad spots that are not filled. Publishers will accept less money to fill these spots because some revenue is better than no revenue, right?

Now the caveat with remnant inventory is that your placement is not guaranteed. You might get bumped by someone who last-minute paid full price for that ad slot. That’s the price you pay for the 90% discount you often received for the remnant slot. If your ad doesn’t get slotted, then you pay nothing and have lost nothing but a little time.

### **Finding Publications**

Visit: <https://www.usnpl.com/> and click on your state. You will see a huge list of available publishers in that state, broken down by region.

The other option is to look for local “Penny savers” which are free publications that contain items for sale and services available to the community.

The cost to advertise in these hyper-local publications is usually quite low and they are often distributed weekly or monthly.

They are quite popular with the older generation – people who own long-established businesses. Your target market reads local penny savers.

To find them, search Google for “Your Town” + “Penny saver”

...you will find one that covers the desired area.

These print pubs are highly targeted and have nearly limitless potential.

## Compliance Cash Machine

Think about it.

A standard text ad will run about \$80 to \$100/week. If you pick up just one \$1,250 client each week, after 52 weeks you have spent under \$6,000 but earned roughly ten times that amount in fees.

In reality, since you are offering other services, the return on investment can vary greatly but almost always in the net positive direction since you will be offering things like SEO, custom websites, digital ad campaigns and others in addition to your ADA compliance fixes.

Roughly 20 to 30% of the clients you bag will buy high ticket services from you, while 50% or more will keep buying standard services from you **so long as you offer them** and keep in touch.

## BONUS: THE 2X REFERRAL PROFIT MACHINE

How would you to **never** prospect for clients ever again?

You and I know that to make this work, you need constant steady growth and if you're not gaining traction, you are losing ground.

So, everything you do needs to feed your growth and have a low enough impact to allow you time to manage it all.

Creating an incentive program for your existing clients to promote your services to their network is the **fastest** way to obtaining a nearly automated prospect-free growth strategy.

When you can motivate your contacts to share your offer and give you referrals, you will have more clients than you can handle, which a great problem to have.

At this point, you can work exclusively on referrals and turn down clients!

You get to pick the clients you feel will work best and pay the most for your services.

This means working with the best relationship, mutual respect, and NO nickel-and-dime haggling over your fees.

## Compliance Cash Machine

You look forward to speaking with them on the phone, and it almost becomes like dealing with old friends.

Over time you will build these relationships and make new friends because that is the outcome of your work growing their business.

I am friends with people who have grown my business because maintaining that relationship is healthy, beneficial, and real for all involved.

### **And don't forget...**

Mutual respect and admiration mean you and your services are highly valued, and this translates into your network paying the highest fees that are still fair, but a reflection on the value you deliver.

When you get a warm referral or connection, the lead is already mostly sold because of the endorsement received by someone they trust.

Sealing this deal is almost academic at this point because the referral knows their friend trusts you enough to have already hired you.

Yet you might wonder what the magic formula is to get these kinds of referral.

There really isn't a formula.

It is a situation that you cultivate and create over time working with clients.

As you build trust and rapport, you can flat-out ask for referrals and endorsements.

**Pro Tip:** Go to the client's section of a business website if they have one. Ask the owner for referrals to those clients once you qualify them as needed compliance and digital marketing services.

You can ethically incentivize your clients to send you referrals. Offering finder's fees and reduced or no-cost services in exchange for the referral that results in a paid account.

**NOTE:** don't reward clients for referrals that don't produce new business!

Don't over think this!

It is as simple as uttering a few phrases:

### Referral Prompts

*I will pay you to refer new clients.*

*Can you give me the name of the decision maker at XYZ company?*

*Can you send a prewritten referral email for me?*

*I want to reach out to x; can I mention that I am working with you?*

Usually you provide some value in exchange for the contact – such as a \$50 credit for some service just for making an introduction. Just passing contact info is not valuable (since you can often get this info independently)

Yet if that lead comes “home” and makes you money, its only fair to compensate your client for helping you.

You can do this with cash or with a free service that has a high perceived value and little to no fixed costs. It could be a free audit, for example.

For high dollar amount contracts, let’s say the owner gets you a lead that closes on a \$30,000/year SEO campaign. The right thing to do would be to break them off ~\$1,000 or buy them two plane tickets to a fun destination, or tickets and VIP pass for a show, or some other high value thing.

You’ll be surprised how much more appreciated a high value gift can in lieu of cash.

## GETTING VIDEO TESTIMONIALS

Video is perhaps the best medium of our age.

It is the most consumer content and the content most likely to compel the action that you want them to take.

In the template package I included with this course, you will find a simple email follow-up that lands a video testimonial from your clients if they are willing.

It will help them spell out how to do it, so each testimonial sells the benefits of your service. This becomes your asset forever and give you more social proof to use in your own advertising.



You can incentivize this as well.

As you get these videos, post on YouTube, and rank them locally to attract new clients from that region.

This can help you avoid cold prospecting and give you a steady stream of traffic to your site and offers.

Having your clients provide a short testimonial gives the referral or lead even more reason to trust and hire you.

## **BONUS: PROFITABLE UPSELLING STRATEGIES**

Ask any consultant who has build a book of business and regular income from marketing clients, and they'll tell you the money is on the backend.

Upselling your existing clients after an initial service raising your customer value, lowers your advertising costs, and grows your bottom line.

### **Upsell Services**

Hands down one of the easiest sales you can make is by upselling other services that raise the business' local profile.

Nothing does this better than a dynamite presence on Google.

Google Local SEO, Google Profile, and Lead Ads can deliver extremely high-impact results for your clients. These services are simple and can be used by nearly all your clientele.

Likewise, most of your clients will have other problems with their digital presence, and you'll find many of those in the terrible website they've had for 10 years.

You'll find that roughly 60% of your contacts will have terrible websites, and sometimes it makes more sense just to start from scratch, and retool everything, rather than put duct tape over a leaky pipe.

### **Preference For SEO**

Search Engine Optimization will be a common and big-ticket upsell.

## Compliance Cash Machine

Once a site is compliant and when you've sold lead-generation related services, upselling into a monthly SEO campaign can produce \$750 to \$5000 each month in revenue with very fair margins for the effort.

Get 10 of these clients and that's an extra \$50,000 each year just by asking your network to invest more in their online presence.

## **“CLIENT DAY CARE” DOES THE WORK FOR YOU**

Client Day Care means two things...

For one, it means handing the client off to an outsourcer to handle the work for you. The client pays you, you build a list of things that need to get done, and you pass it all off to the outsourcer or vendor to whom you pay a fraction of your fees for a project fee.

And in the another, it means we hand our clients to other companies to take control over 95% of the heavy lifting and the busy work. Often times, you bring a qualified business to a service company, and they'll cut you a commission check for the services they sell.

You might not get the benefit of your own brand, but for beginners, there is no easier way of getting the most of the business done to satisfaction.

**Inside of the member's area of this course, I've included a client day care information sheet. Be sure to download and go through it!**

If you think about it...

And, I mean, *really* think about it:

Why would you want to do any of the technical or grunt work, when you can just be a connector; someone who links the businesses who needs help in advertising with the companies that provide it.

## YOUR TIMING IS EVERYTHING

To take advantage of a nearly perfect upsell strategy, your timing must be perfect.

Don't kill your sale by trying to upsell, but never leave money on the table either.

A good example of this is what happens when you encounter a client who has poor ADA compliance because their website is 10 years old and a complete mess.

This is an opportunity to upsell.

Say you routinely charge \$1000 for ADA compliance retrofits.

And say you charge \$2500 for a website.

You can plainly tell the prospect that their website is the biggest problem here and that if they agree to a proposal for a new site, you will provide a steep discount on the ADA component.

**ADA Compliance:                \$1,000**

**New Website:                \$2,500**

**Website + ADA discount: \$3,000**

**They save \$500**

See the benefit?

If you really wanted their business, you could give away ADA for free.

You'll still come out with \$2,500 instead of just \$1,000 in fees.

You can come down even further if you'd like, but I personally like to push the number as high as possible without breaking the opportunity or giving the owner sticker shock.

Most of your money will be made doing these types of deals, in fact no matter what market you are in, this is how people will want to do business.

## Compliance Cash Machine

Make them feel like they got one over on you, even though you covered your costs, paid your bills, and earned play money out of the profits. That was always allowed and encouraged.

Exactly what to sell and how to sell it varies greatly with the niche and location. The secret is knowing your customers - who to sell to before you go to market and what they are seeking and needing at the time.

### **Lump Sum Payments**

One of the best ways to get a shit-ton of money quickly is to sell big ticket payments and ask for lump sum up front.

This can give you a live-changing amount of income in just a matter of hours, not days, weeks, or even years.

All you really need to ask for lump sum is a great service, proof the service does what you say it does, and the physical act of asking for and incentivizing the lump sum payment of a contract.

For example, if the client agrees to buy SEO, offer a lump sum payment option that gives them one month free.

12 monthly payments @ \$1,000 = \$12,000

13<sup>th</sup> month is provided free of charge.

The actual term is irrelevant. Just give them a benefit.

*Pay for 6 months of reputation management and the last month is on me.*

You get a check for \$12,000 and never have to beg for any money for the term of the contract. You just do the job that you were hired to do.

As far as providing these services, don't sweat!

You can use the client day care I referred to earlier or use shops like [www.seoreseller.com](http://www.seoreseller.com) to deliver on your promises.

These white label companies provide services at wholesale prices that are usually 30% of the retail or contract price.

For argument's sake if you're selling \$1,000 worth of services, the wholesaler will charge you \$300. This varies greatly on the type of work,

type of client, and what needs to get done, but is a general rule (and something to look for) when working with white label companies.

### **ALWAYS BE UPSELLING**

A common phrase among sales professionals is “always be closing”

...which means, always be trying to close the deal and get paid.

It doesn't stop once you closed that deal.

You need to close another deal...

And another.

And keep closing all the time.

Upselling is what will enable you to keep close deals with the same clientele over the lifetime of your relationship with them.

Keep your clients on the forefront of the latest marketing trends (which you can find out with 2 hours of Google searches and article-reading)

Think of your client's sales process and uncover new tools and tactics that they can use. Propose these ideas to them and offer to do the leg work.

Bring up an issue, ask them if they want to solve it and say “I know a guy who can fix this for us...”

Before long, clients look to you as the source for all related answers and insights as they relate to advertising. They will come to you with their problems, begging you to solve them. When their goals shift, as they often do, they will come to you for your advice and happily pay your fees for your opinion, resources, and help.

You get paid to be the middleman that connects owners with solutions.

## LET'S GET YOU PAID

PayPal is a solid solution often for beginners. I recommend you use PayPal if this is your first-time collecting payments for a service. It will help you with accounting later. And they have built in invoicing tools and what-not to help you stay organized.

### Create a PayPal Payment Link

Buy buttons are images that when clicked, take the viewer to a checkout page. You will often not use the default PayPal button, as links can be used in a variety of ways (via email, custom button images, video call-to-action, etc)

In most cases, you will want to use the “email payment link.”

Payment links are direct web addresses that send people to a checkout page on PayPal’s site.

The buyer can then use a PayPal account or a credit card to make a payment.

If you do not already have one, create a PayPal account by visiting [www.PayPal.com](http://www.PayPal.com).

It is best to get a business PayPal and Business Checking Account if you are conducting any type of business.

You may need both to enable certain features.

Consult with PayPal’s documentation and a tax professional for the proper and responsible amount of advice in this department.

Now, make sure to link a bank account to your PayPal account because this is how you will transfer your PayPal balance into your bank account.

For a how-to on creating payment links, see below:

**Download and follow the “Setting Up Payment Methods” guide included in the member’s area of this course!**

There are other payment methods available to you if PayPal is not an option. The two most popular and feature-rich options are:

[www.2Checkout.com](http://www.2Checkout.com)

[www.Square.com](http://www.Square.com)

### **Accepting A Check**

Sometimes it might make sense to accept a check, especially if you are adventurous and prefer to meet with clients face to face.

If you are accepting checks for business purposes, then you start thinking about registering a corporation, getting an EIN from the IRS, and opening a business banking account.

At the end of the day, you can always register a corporation after you make a few sales.

You can collect checks from your local clients, and even have non-local clients mail you one each month you service them.

Some businesses will prefer this method over all digital payment options, but I have found that not many will if offered the online option.

If a client asks if they can pay by check, say “sure,” but try to steer them into paying via PayPal, preferably via a subscription so you never have to bug them to pay you.

**Note:** If you do not have a business checking account and a registered corporation, you will have to accept a check to your personal account.

There could be some personal tax implications, so check with your accountant or tax professional for the best advice.

## **SAVE TIME: USE THE MARKETING KIT UPGRADE**

Do you think you could save some time if I did some of the leg work for you?

I have created a done-for-you marketing kit that contains follow up messages, sales videos, and landing pages, among other things.

These are marketing and sales tools that you will find helpful as you will otherwise have to make these things yourself to help your prospecting.

For example, with the videos and landing page, you can just send out links to this page and the video will do the selling for you. In this way, eliminate the need to do any hard selling. You also lower the amount of rejection you will experience since you will only be contacted by business owners who are interested in the services you offer.

The follow up messages and additional outreach templates will eliminate the need for you to write any emails and use the same marketing messages I use in my marketing business.

**Upgrading your course is easy. Just click on any upgrade item in your course library listing that is labelled as “Upgrade.”**

Once you check out, the upgrade items in your account will become unlocked, and you can download them to your computer.

These are optional materials. You can always make them yourself or have an outsourcer make them for you; however, they will be helpful in your day to day operations.



## STAND OUT: CUSTOM AGENCY PACKAGE

For a small fee, I will personally work on standing up your Marketing Agency and giving you the tools and help you need to start booking & servicing this compliance clientele.

You will get a custom produced video sales letter and a sales funnel. It is 100% yours and **I do not collect any fees**, commissions, or leads from you.

The purpose of the agency package is to fast-track you and hand you powerful selling tools, so you can get right to work approaching clients and closing deals.

I will also work with you through priority support until you have booked 3 clients. This means at any time; you can contact my support desk and jump the line for priority support ...all in pursuit of booking the three clients I know you want.

Together we can do it.

If you wanted to go from complete standstill to being able to pitch almost any client, almost over night, then the custom agency package is for you.

Click the link to see what is included.

...or if you have a question, please open a support ticket at [temsupport@theautomaticagencyssystem.com](mailto:temsupport@theautomaticagencyssystem.com) with the subject line "Compliance

Agency Package Help"

## GETTING SUPPORT

If you need any kind of support, submitting a ticket to our help desk is the **fastest** way to get a response:

[teamsupport@theautomaticagencysystem.com](mailto:teamsupport@theautomaticagencysystem.com)

**NOTE:** You will need to create a support account or sign in with Facebook or Google before you can open a ticket. You can also email [teamsupport@theautomaticagencysystem.com](mailto:teamsupport@theautomaticagencysystem.com) to open a ticket without creating an account.

If you have a question or comment for me directly, feel free to drop me an email here: [teamsupport@theautomaticagencysystem.com](mailto:teamsupport@theautomaticagencysystem.com)

I do get a lot of email, but I try to check it every day and respond when I can.

And remember, the more action you take...

...the more money you will make.

-Andrew Clayton