

# Offline Social Gold



**Steal My Offline Social Blueprint On  
Making \$5000 Per Month!**

Thankyou for purchasing this report on Offline Social Gold. Now I am sure you have heard lots of ways to make money offline from local business owners. There are lots of business models and different ways to pitch to a local business owner.

However, in this report I am going to focus on a very popular business model which has not only proven to work for me but it has also given me an additional revenue stream!

In this report I am going to talk about a really cool, powerful strategy that involves doing something for business owners for free and then cashing in at the backend.

I have not seen anyone do this before. With all my cash cow reports I love getting straight to the point without boring you too much.

I hope you enjoy Offline Social Gold and I hope you start taking action today.

Imran Naseem

<http://www.RagstoRichesForum.com>

<http://www.ImranNaseem.com>

<http://www.Facebook.com/ImranNaseem>

## Getting Started

With the explosion of the offline niche more and more people are looking to make money from local business owners. Local business owners are always looking to generate clients and get more business. From car traders to local hairdressers the fact of the matter is that all business owners need clients in order to succeed.

Just the other day I was speaking to a car trader and he asked me to help him “Generate more business” and the first thing that came into my mind was social media. I immediately talked about Facebook and Facebook Fanpages. He became eager and as a result of this I arranged an appointment with him in regards to creating a Fanpage 😊

How easy was that?

This guy was prepared to pay me for a Fanpage?

Now in this report I am not going to talk about selling Fanpages but using a powerful business model.

This method involves creating **“free Fanpages for local business owners”** and then making money at the backend.

Now I know what you’re thinking.

**“Imran, you fool. If I create a Free Fanpage, how the hell would I make money at the backend?!”**

I am going to be coming to that. The first thing you need to do is create a FREE Fanpage for a Local business owner.

However, before anything else we are going to be getting Local business owners to contact us for this FREE Fanpage offer.

And the best way to use this business model is to use the power of **Flyer Marketing** and **Car Flyers**.

Now believe it or not Flyer Marketing and Car Flyers are powerful offline marketing tools.

So the first thing you need to do is simply go out there and find a Flyer printing company who can create you a basic flyer for your offline marketing campaign.

Now your Flyer should look something like this.

# Is Your Business On Facebook?



**Want Thousands Of People  
Talking About Your Business  
In A Short Space Of Time?**

**FREE Facebook Fanpage With  
Targeted Fans**

**Limited Offer**

**Call Now XXX-XXX-XXX**

Now as you can see this is a simple, yet powerful flyer that will attract business owners in calling you.

The key word to use is the FREE word because it will attract a lot of business owners to contact you in a short space of time.

Here is what I would do at this stage.

Look for someone who can create you eye-catching flyers. You can easily outsource this to someone on Elance or Odesk for cheap.

Fiverr.com also has excellent Gigs you can purchase for \$5.00 where people are willing to create you attractive flyers.

Here is a really popular [Gig](#) you can use.



**Research: I will design your print ready flyer to help advertise your business for \$5**

In: **Business** • Usually delivers within 7 days

Order Now

8 orders in queue  
[Contact Seller](#)

👍 67 🗨️ 0 100% Positive ❤️ Like

Five years experience in graphic design. You send all text, contact info, and any graphics you'd like to include. I can produce half page or full page flyers. Full color or black and white. Art work will be PDF format, printable on any home printer, Office Max, Office Depot, Kinkos or quality print shop. I can set many different types of print materials. The turn around time is 7 days. Check before ordering if you need a rush turn around.

Share this gig:

- [facebook](#)
- [twitter](#)
- [email](#)
- [SHARE](#)

**printing graphic design advertising business logos promotion advertise flyers flyer designs template**



Now make sure you ask your graphics designer to use a lot of different “call to action” features on your flyer. Words such as “FREE” and “Limited offer only” will help to attract more clients and get them ringing you.

The FREE Business model is **powerful**, if done right.

The next thing to do is start distributing these flyers so business owners can contact you.

If you cannot afford a distribution flyer company simply start handing out flyers at cafes, restaurants, libraries and other places.

Business owners are everywhere!

Here are some Gigs that you can use from Fiverr where people are willing to distribute your Flyers for \$5.00 at different various locations.

If you want to spread word out about your consulting business then you can use the following Gigs.

Here is a [Gig](#) that can spread news about your “Free Fanpage” service in a short space of time.



**lisahayes: I will hand out flyers to NYC tourists waiting in line to see tapings of Regis and Kelly, The View, and Who wants to be a millionaire, minimum 200, maximum 500 people for \$5**

In: [Advertising](#) • Usually delivers within 5 days

👍 6 🗨️ 0 100% Positive ❤️ Like

**Order Now**

1 orders in queue  
[Contact Seller](#)

I attend tapings daily, (Stand by)These people are in line for a couple of hours with nothing to do, so they are less likely t just throw away handouts like they do in busier areas such as Times Square. I will also hand out flyers to the Letterman, Jimmy Fallon, Wendy Williams, Jon Stewart, or Stephen Colbert audiences



Share this gig:

- facebook
- twitter
- email
- SHARE



### Recent Buyers Feedback

**monaug5** 2 days ago  
Thanks and a pleasure doing business with you.

Now I am sure a lot of business owners will be interested in a “Free Fanpage” but what about normal ordinary people who want to brand their venture?

This Gig is an ideal one if you wish to spread word of mouth about your service in a short space of time.

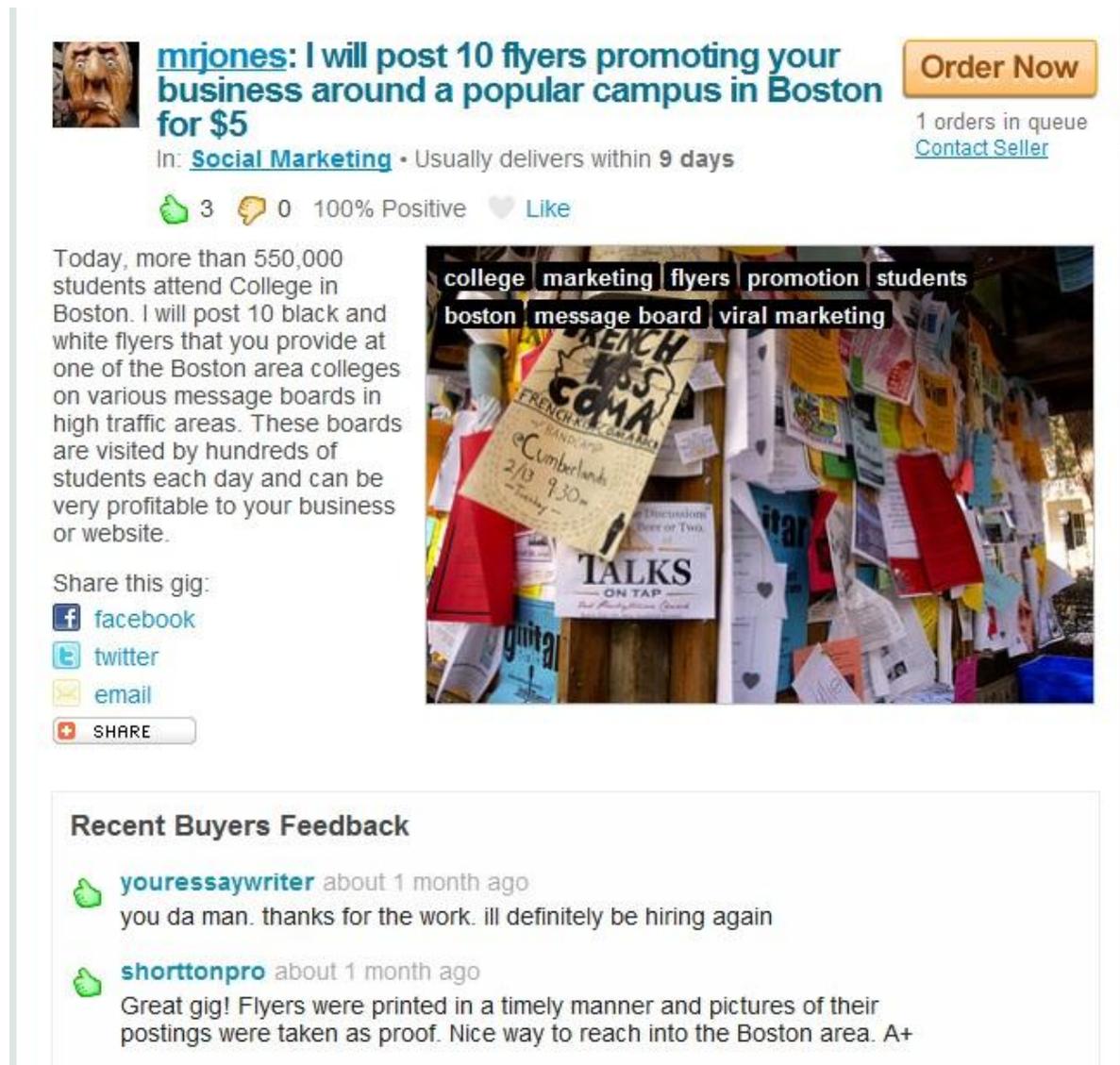
Remember when I talked about car flyer advertising? Here is a brilliant [Gig](#) on Fiverr; it does everything as it says on the tin.

The screenshot shows a Fiverr gig listing for a service called 'portubob'. The gig title is 'I will put up to 60 flyers-black and white-into car windows in Riverside County, CA for \$5'. The category is 'Advertising' and it usually delivers within 4 days. There are 4 thumbs up, 0 comments, and 100% positive feedback. A 'Like' button is also visible. The 'Order Now' button is orange, and there is a 'Contact Seller' link. A red box highlights the description: 'Supply me with your ad @ 4 to 6 per page and I'll print them out, cut them out, and put them in car windows at a local shopping center. This means I'll be printing 10 pages in B&W and cutting them into 40-60 ads to put in the windows. This is not for 40-60 full 8.5x11 page ads-fyi. What can you advertise? I have advertised Real Estate Courses, <http://www.varolo.com/d/node/12?id=whaxvfqyrgrq%40tznvy.pbz>, <http://www.TheGreatestPatriotUS>'. To the right of the description is a yellow image with black text: 'CALL A COUPLE THICKS! If flyers cars ad advertise california movie theater shopping center license plate, you can start earning right now. It's that easy...You submit 20 license plate numbers per month and you get paid. For more info -Click Here-'. Below the description are social sharing options for Facebook, Twitter, and Email, and a 'SHARE' button. At the bottom, there is a 'Recent Buyers Feedback' section with a review from 'websitegirl' 14 days ago: 'Excellent. Service. Delivered fast and as discussed. Thank you, porutub!'.

Now imagine the number of business owners who will be going to local shopping malls?

There will be lots of them!

And if that is not enough this cool [Gig](#) on Fiverr will also help you get lots of clients in a short space of time.



The screenshot shows a Fiverr gig listing for 'Social Marketing' by user 'mrijones'. The gig title is 'I will post 10 flyers promoting your business around a popular campus in Boston for \$5'. It has 3 thumbs up, 0 thumbs down, and a 100% positive rating. The gig is currently in a queue with 1 order. The description states: 'Today, more than 550,000 students attend College in Boston. I will post 10 black and white flyers that you provide at one of the Boston area colleges on various message boards in high traffic areas. These boards are visited by hundreds of students each day and can be very profitable to your business or website.' A photo shows a message board covered in flyers, with some legible text like 'FRENCH COMA', 'TALKS ON TAP', and 'Discussions Here or Two'. The gig includes social sharing options for Facebook, Twitter, and email, and a 'SHARE' button. Below the gig, there is a 'Recent Buyers Feedback' section with two reviews: one from 'youressaywriter' and another from 'shorttonpro'.

**mrijones: I will post 10 flyers promoting your business around a popular campus in Boston for \$5**

In: **Social Marketing** • Usually delivers within **9 days**

Order Now

1 orders in queue  
[Contact Seller](#)

👍 3 🗑️ 0 100% Positive ❤️ Like

Today, more than 550,000 students attend College in Boston. I will post 10 black and white flyers that you provide at one of the Boston area colleges on various message boards in high traffic areas. These boards are visited by hundreds of students each day and can be very profitable to your business or website.

Share this gig:

- facebook
- twitter
- email

SHARE

### Recent Buyers Feedback

👍 **youressaywriter** about 1 month ago  
you da man. thanks for the work. ill definitely be hiring again

👍 **shorttonpro** about 1 month ago  
Great gig! Flyers were printed in a timely manner and pictures of their postings were taken as proof. Nice way to reach into the Boston area. A+

As you can see this Gig is offering to post 10 flyers on Boston College campuses.

Imagine the response you will get?

If you are going to be targeting foreign clients then simply put down an email address or a skype Id.

Once you have posted your flyers in targeted places the next thing to do is simply wait until someone contacts you.

Now because Flyer marketing is powerful and word of mouth spreads fast you will find that a lot of business owners will take you up on your FREE Fanpage offer.

Once you have your first client ringing you then you simply need to find out about his/her website and the type of Fanpage they would want created.

Now this is where it gets interesting and where you will be able to make more money at the backend.

When you create a Fanpage for a local business you will need to make it clear to them that this FREE offer is for a Fanpage only plus targeted fans.

Before I go further the best way to get **targeted fans** is to head over to [Odesk](#) and post your job listing and see what people are offering.

For example, [here](#) is someone wanting targeted Facebook fan's for his "game" Fanpage.

## Targeted Facebook fans UK

**Fixed-Price** - Est. Budget: \$230.00 - Posted Oct 19, 2010

### Job Description

Hi, I am looking for 10,000 Facebook fans for a specific Facebook fan page and am therefore picking qualified partners almost instantly! For this facebook page 10,000 UK (London, preferable 18 -24 age)FANS must be added. Please bid only if you have worked with UK facebook fans and have access to them quickly.

IMPORTANT!:I NEED PROFESSIONAL LONG TERM BUSINESS PARTNERS. MANY PROJECTS LIKE THIS WILL BE PROVIDED FOR MANY OTHER FACEBOOK FAN PAGES. SO PLEASE BID WITH CONFIDENCE

ONLY SERIOUS BIDS PLEASE! No trials, will be waste of your efforts

### Skills Required:

Facebook Fans, social networking, internet marketing

### Employer Activity on this Job:

Last Viewed : Nov 03, 2010

Candidates: 6 (avg \$317.97)

Interviewing: 2 (avg \$244.45)

[Apply to this Job](#)

As you can see 6 candidates have already applied for this job posting.

This person is looking for targeted Facebook fans.

It is no good creating a Facebook Fanpage for a business owner by simply having random fans. If you have targeted fans then the business owner will most likely to do business with you in future.

There are lots of services you can find on Google that offer Facebook fans for cheap. Some companies do bulk discounts.

You can check out <http://facebkfans.com/> - these guys offer different plans. For just \$39.97 you can buy 1000 targeted Facebook fans.

However, do not simply go out there and start buying fans left right centre. Make sure you do your research beforehand. I would simply use services such as Fiverr and Odesk and Elance to find people.

The business owner will be happy to take you up on your offer for your Free Fanpage service. However, it would not be ideal to simply offer a free service to the business owner. This is the stage where you can make money.

As you might be aware Facebook Fanpages allow you to add landing pages and Auto responders.

For example, take a look at this landing page for a game Fanpage.

DO YOU WANT TO PLAY THIS GAME?  
CLICK ON THE BUTTON  Like ABOVE.

**Do you know who it is?**  
Play for free and win real prizes

Find  Tag  Win

Do you recognize the celeb?  
Play the game and win an amazing free jewelry.  
all you need to do is have the celeb profile tagged on  
the picture and might be you will be the winner.

**Be the first to find and win a prize!**

1. Recognize the celeb in one of the pictures.
2. Make sure the tagged celeb is on your friends list.
3. tag the image with his profile name. The first one to tag correctly will win the game prize!

As you can see this has lots of call to action features.

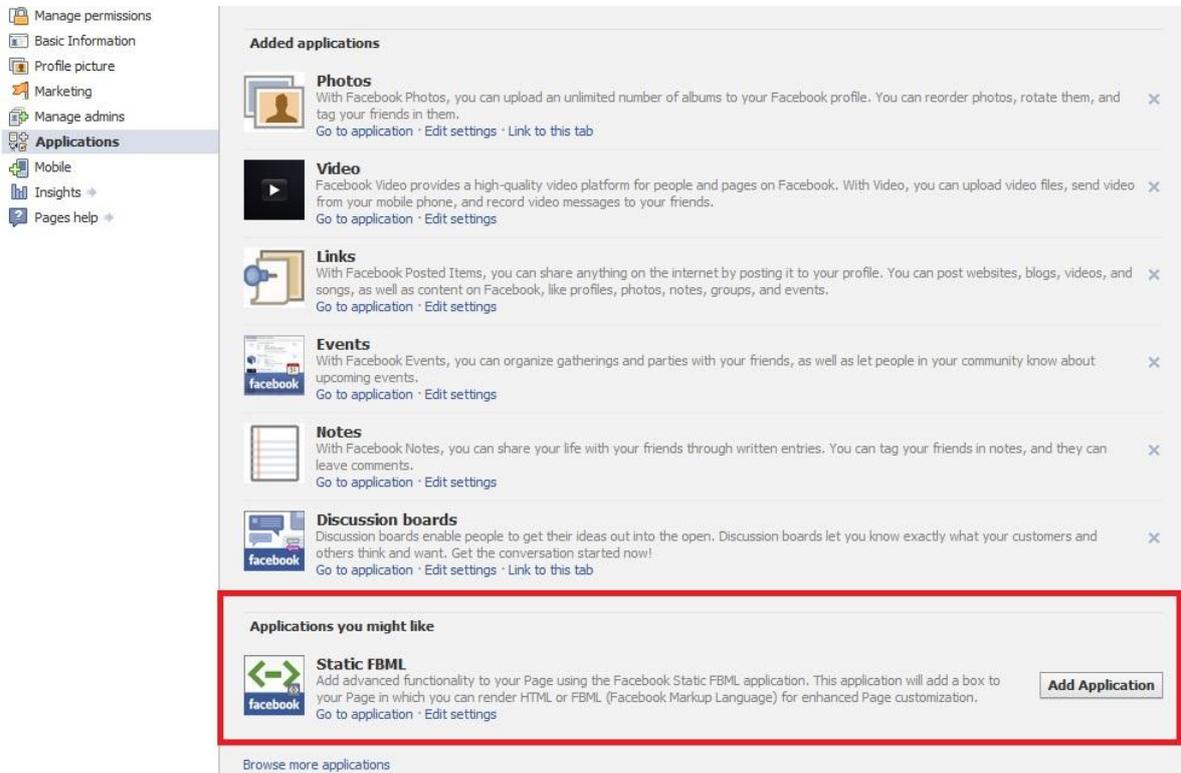
By including a landing page you can charge the business owner extra money at the backend.

However, that is not all.

If you wish to add an Opt in page to your Facebook Fanpage then it is pretty much easy.

All you need to do is click the “Edit Page” on your Fanpage until you see a screen that looks like this.

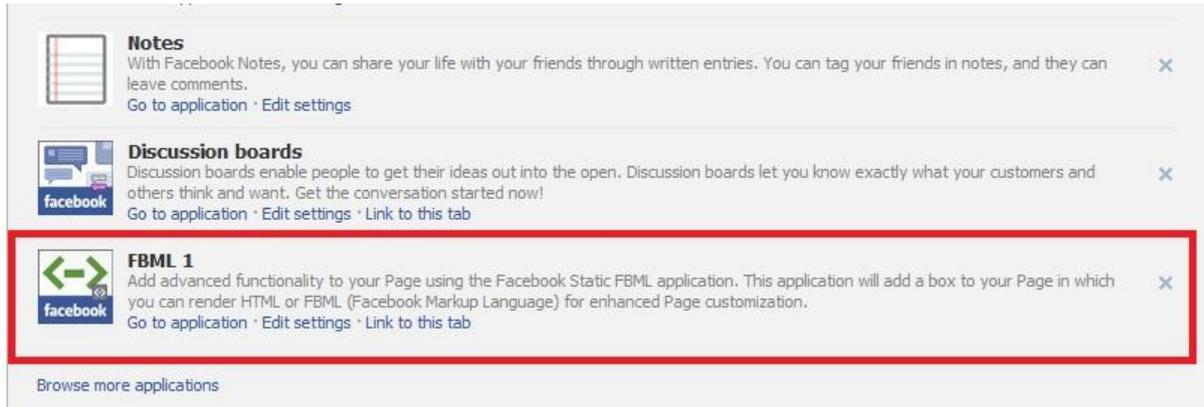
(See Below).



Simply click the Static FBML link by clicking “Add Application”.

Once you click “Add Application” this application should then show up on your Fanpage.

## Offline Social Gold – Cash Cow Report – Imran Naseem



The screenshot shows the Facebook application settings interface. It lists three applications: 'Notes', 'Discussion boards', and 'FBML 1'. The 'FBML 1' application is highlighted with a red rectangular border. Each application entry includes a description and links for 'Go to application', 'Edit settings', and 'Link to this tab'. At the bottom, there is a link to 'Browse more applications'.

**Notes**  
With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.  
[Go to application](#) · [Edit settings](#)

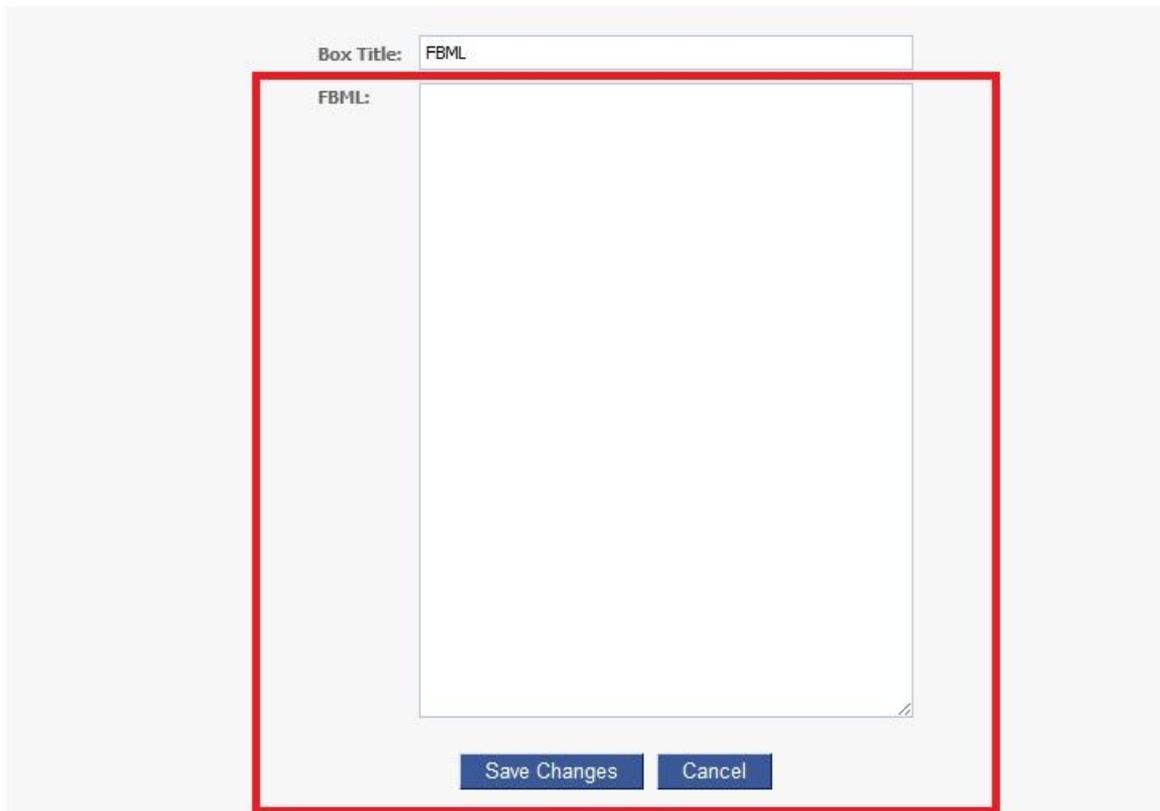
**Discussion boards**  
Discussion boards enable people to get their ideas out into the open. Discussion boards let you know exactly what your customers and others think and want. Get the conversation started now!  
[Go to application](#) · [Edit settings](#) · [Link to this tab](#)

**FBML 1**  
Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.  
[Go to application](#) · [Edit settings](#) · [Link to this tab](#)

[Browse more applications](#)

The next thing you need to do is click “Go To Application”.

### Edit FBML



The screenshot shows the 'Edit FBML' dialog box. It has a title bar with a double-headed arrow icon and the text 'Edit FBML'. The main content area is enclosed in a red rectangular border. It contains a 'Box Title:' field with the value 'FBML' and a large empty text area labeled 'FBML:'. At the bottom, there are two buttons: 'Save Changes' and 'Cancel'.

Box Title:

FBML:

Next simply log in to your Auto responder and paste the code onto your FMBL page.

This will then allow you to capture the name and email address of anyone.

Now to a business owner if you told him about this imagine the response you will get.

***“Hi, Mr Business Owner. Thank you for taking me up on your FREE Fanpage offer. I will create a free Fanpage for you. However, did you know for just \$197 I can include a feature that will allow you to capture people’s data. Imagine if you were able to capture thousands and thousands of leads from Facebook with just a click of a button? That is possible with this package.***

***I can also include a landing page for you (professionally designed) so that anyone who lands on your Fanpage is most likely to click “Like” and join.***

***Remember these are going to be targeted Facebook fans who will be interested in your business.***

***How does that sound?”***

Now when it comes to pricing your backend Fanpage service you have the option to charge a monthly FEE or a one off fee.

Do not tell the business owner about Aweber or how you are going to do this. Remember you are the marketing expert and you are going to monetise their Fanpage by including this “powerful feature”. To a business owner this is “groundbreaking” but as an Internet marketer we are pretty much familiar with Autoresponders and landing pages.

When it comes to creating your business owner's Aweber account I would do the following.

1. Create a **brand new Aweber account**. Aweber also gives a risk free 30 day trial and then charges \$19.00 per month for up to 500 subscribers.
2. Include the **name and address** of the business on your Aweber account. So when people from Facebook sign up they know that the email they are going to receive from is the business itself.
3. Price your service monthly or one time fee. It is up to you to decide which is the best option for you. I personally prefer a monthly fee because residual streams of income can add up

For example, if you had 20 people paying you \$197 for this backend service that is \$3940 a month.

However, if you had 50 business owners all agreeing to pay you \$197 a month for your Fanpage backend service then that works out at **\$9850 per month** (nearly \$10,000!).

So in a nutshell this is what you need to do.

1. Offer a **FREE Fanpage service** to a limited number of business owners
2. Create **Flyers** and start distributing them – purchase a few Gigs on Fiverr and post jobs at Elance and Odesk
3. Get **Targeted Fans** to the Fanpage

4. Offer your Fanpage backend service to Local business owners and build a portfolio as a **Fanpage expert!** 😊

I hope you enjoyed Offline Social Gold report and I hope you take action.

If you liked this report please do not forget to leave a review.

Thankyou.

Imran Naseem

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