

# **THE SECRETS OF SELLING INTERNET MARKETING SERVICES TO LOCAL BUSINESSES- THE GUERRILLA MARKETING MANIFESTO**



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COACHING PROGRAM: <http://www.localbizim.com/coaching>

# **Introduction**

## **Selling Internet Marketing Services To Local Businesses**

There has been a lot of talk as of late regarding taking online marketing skills to the offline world. I have been preaching the value of this for over a year and I thought that either no one agreed with me, or no one was listening to me. I still think no one was listening, but apparently, they agree with me and that's enough for me. At least I feel somewhat vindicated now. To get back to the point, however, Internet Marketing has been a highly profitable industry, but seems to still be in 'infancy' compared to other industries of the world. Most Internet Marketers have concentrated their efforts in the business strictly to the online world, but now it's becoming more and more evident that the offline world has a demand for Internet Marketing Services.

Case in point, I am often asked, "can you show me how to make money on the Internet?" by curious friends and relatives. The problem with the question, is that there are too many answers. However, I recently heard my daycare worker say that she was unhappy with her web site. She didn't like the way it looked, but more to the point, it wasn't bringing her any business. Since she was the person I trusted my child with all day long, I had a poke around her site to see what I could offer in terms of advice.

The first thing I noticed was that her number one selling point was not being 'shouted from the rooftop' so to speak. You see, her biggest selling point is that she gives away

the first week for free just for trying the daycare out. I said “That should be in **BIG BOLD BRIGHT RED LETTERS** at the **VERY TOP** of the page. It should be the **FIRST** thing they see. The second thing missing from her site is a strong call-to-action message. Now, this being a daycare, most people looking for one, are going to make a decision on one fairly quickly, so there would be no need for an opt-in list, however, being a marketer and believer in ‘multiple streams of income,’ I’m thinking along the lines of affiliate marketing kids products and such for her as additional revenue, so I suggest an autoresponder message to opt-in in exchange for a Free List of “Arts and Crafts Projects You Can Do With Your Children.”

I also suggested that we put some video of the center at work on her site. We posted the video on Youtube as well. We made her a myspace page and a squidoo lens, and we gave her a Wordpress blog. We embedded the videos everywhere we could. We wrote articles on childcare and choosing the right daycare and we ran a small, long-tail keyword, localized adwords campaign all to drive traffic to her site. Needless to say, she was impressed. Her daycare enrollment picked up and she has a few commissions come in here and there when someone purchases an affiliate product through a squidoo lens or when she promotes a product for kids to the list we helped her build.

Not only did I get a client out of it, I got a lot of referral work as well. She has even asked me to speak at a single mom’s support group she’s hosting right at the daycare center, to try to help single mom’s learn ways to make money on the Internet. Selling

Internet Marketing Services to the offline world can be extremely lucrative and fun. It also helps Internet Marketers to get out of the house and into the world.

## **Five Guerilla Marketing Tactics For Selling Internet Marketing Services To Local Business**

With all the buzz surrounding offline Internet Marketing Efforts, “Guerilla Marketing Tactics For Selling Internet Market Services to Local Businesses” is probably good knowledge to have. Guerilla marketing techniques are a constant in a number of industries and they are based on low-cost, but effective ways of delivering a sales message to a large group of people. Often times, they are small messages that must lead a prospect to a place where a larger message can be delivered, again with low cost. This is called two-step marketing, but that’s another story. For the purposes of this article, we’re going to look at a few guerilla marketing tactics that have proven to be extremely successful marketing models for other businesses and industries. These tactics include things like classified ads, flyers, business cards, road signs, direct mail, telemarketing and knocking on doors, and press releases, and networking groups and mastermind groups.

1.) Classified Ads- Both online and offline classified ads can be very effective with a good headline and a call-to-action message. Some free classified ad services are online free classified ads like craigs list and US Free Ads. Many small local newspapers, penny savers and flyers, offer classified ad space free on their web-sites. The most effective way to use this tactic is to deliver a powerful and engaging headline, then use a call to action to have them visit a web-site, call a pre-recorded information line, or call you personally for an appointment. I would use a combination of all three and track which ad

gives the best results. Then I would heavily promote that method. If advertising in a paid for newspaper or local publication of some sort, you can use the same exact tactics.

2.) Flyers- Passing out flyers is cheap. You can get a thousand flyers made up for about \$30.00 at a local printer. You can spend \$50.00-\$60.00 and have color too. Some great places to pass out flyers is to local businesses, at chambers of commerce and at networking group meetings.

3.) Business cards- again, like classified ads, you have a small amount of space, so you have to deliver a powerful message very quickly. One of the most interesting business cards I've ever seen look like a folded up \$100.00 bill and the sales message is printed inside. These are also cheap, because they are printed on a very thin paper. I think I got my last set of a thousand for about \$25.00. Drop these on the floor in the mall, and go stand somewhere where you can watch people pick them up. It's a thrill and it's funny.

4.) Road Signs- also known as bandit signs or yard signs, these signs are put out on busy roads on light poles and on metal stakes in the ground at high traffic locations and intersections. When you think about how many cars are on the road every day, that's a lot of exposure. A side note on the topic however, which is important to remember, is that many cities have ordinances against using these signs. You can get around it by using a website address on the sign or a prepaid cell phone for a number to call.

[http://shop.banditsigns.com/index.php?ref=49&affiliate\\_banner\\_id=4](http://shop.banditsigns.com/index.php?ref=49&affiliate_banner_id=4)

target="\_blank">We Create The Marketing That Works... So You Don't Have To!</a>

5.) Direct mail- Direct Mail is another low cost and effective method of guerilla marketing. Just open up your yellow pages and start with the A's. The best targets here are mom and pop small businesses. If you start calling on big chains, you will get caught up in proposals, phone tag games and voicemail systems. It's best to stick with Mom and Pop Businesses as the decision makers are usually the people opening the mail. What you want to do with direct mail is offer them something for free, such as a review of their website and web marketing strategy if they do something for you such as opt-in to a list, call that pre-recorded message, or call you for a personal appointment. Your copy should be just as good as any sales letter you write for any product you are selling on the web. Great headline (controversial is always good), testimonials from satisfied clients, a message telling them what you are offering, paint a picture of how much better their lives would be with your product or service, contingent upon the use of YOUR service, and more testimonials. A powerhouse close and some bonuses will cinch the deal, and don't forget the P.S.

These are 5 Guerilla Marketing Tactics that have been proven to work in many other business models. Using these tactics in a systemized and strategic way will align you with successful marketers not only on the web, but offline as well. Be certain to create a plan to implement these systems and strategies and follow it. Success will follow you.



## **Five More Guerilla Marketing Tactics For Selling Internet Marketing Services to Local Businesses**

When it comes to Guerilla Marketing Tactics for Selling Internet Marketing Services to Local Businesses, guerilla marketing tactics can be some of the best ways to generate an income for yourself doing Internet Marketing for others. There are a lot of commanding guerilla marketing tactics that you can use to promote a service like this to local businesses. Five of them, mentioned in a previous article, are classified ads, flyers, business cards, road signs, and direct mail. Five more, which we will explore in this article are, telemarketing and knocking on doors, and press releases, and networking groups and mastermind groups.

1.) Telemarketing- this is simply opening up your yellow pages again, starting with the A's, and making a list of businesses you to call upon and offer your services. If you want, you don't need to compile this list yourself. You can find a list broker, who can provide you with a list of targeted leads to call upon. You can narrow your list to zip code, type of business (you're looking for Mom and Pop's here) and whether or not they have a website. Then use a script to simply call on the phone and offer your services or

offer them something for free, like a review of their web marketing program and a report on how it could be improved. Most people won't want to take the time to implement the changes you suggest, but with a great sales letter for your service at a reasonable price, you will be able to secure clients with little effort. If you don't want to cold call, you can outsource this to a local telemarketing company or on any number of the lance sites available on the web. You can even offer a commission basis if you don't want to pay hourly wages, but you'll have better retention rates amongst your contractors if you pay them on a guaranteed basis. With a good script and a good presentation, the cost of your telemarketer will be offset by the income he or she will produce for you.

2.) Door-to-door sales- this is nothing more than the process of getting in your car and going into businesses offering the same thing you would offer them in your direct mail campaign, your classified ad, on the phone and any other number of guerilla marketing tactics. Your first chore would be to make a list of businesses that you frequent. Then make a list of business around them that you could stroll into when you visit that particular establishment. This will avoid a lot of backtrack driving. You can also hire a door to door sales rep. Professional sales reps are used to working for straight commission so you can hire these people more easily than a telemarketer.

3.) Press Releases- Write press releases about your new company and submit them to your local newspapers, TV news stations and radio stations. There are professional press release writing services who can work with you to give your business a spin that will make it press worthy. If you want to do your press release yourself, you can search out

on google some other press releases to follow their format. Remember, when writing a press release you want to convey a message regarding what YOUR business can do for a community. Submit your press release to your daily newspaper, radio and TV, but also to your smaller newspapers and local publications.

4.) Networking and Mastermind groups- all businesses and industries have networking groups where they meet and network with each other. They may have brainstorming sessions, and they might refer out leads to each other. Some groups restrict membership to one member per type of business. This means that if there is a person in the group who offers Internet Marketing Services to businesses, than no other Internet Marketing Service Provider can join that group. These types of groups have their good points and their bad points, but there are networking groups such as real estate investor groups where membership is unrestricted and they are still in direct competition with each other. But odds are in a restricted group, no one else is offering what you're offering, and in an unrestricted group everyone is still going to want your services. There is a new website that caters to creating localized Internet Marketing Mastermind Groups. Just visit, [www.rtima.com](http://www.rtima.com).

5.) Advertising Sharing- Have you ever been to a restaurant with paper placemats that had small business card sized ads on it? This is an example of an advertising sharing program. First, locate the restaurants in your town or city that use these placemats. Usually you find them in breakfast and lunch places and in diners and family restaurants.

Now that you know they use these placemats, all you need to do is offer to supply them for free. Now, go out and find a supplier for the paper placemats, and a printer. Then start going around to businesses who you have seen advertising on these placemats and ask them if they want space on yours. Because this is paper printing, it's fairly cheap, so you can sell the space cheap to others, but at just enough of a profit margin to have your space for free.

Using these five 'guerilla marketing' tactics can increase the exposure to those in your town to your very unique services. Maintaining a system incorporating these five tactics with the previous 5 tactics, classified ads, flyers, business cards, road signs, and direct mail, you will have a complete, low cost, but highly effective guerilla marketing system designed to give you the ultimate marketing machine for your Internet Marketing services businesses. Now that you know how to market your services to local businesses for the type of low cost marketing methods you're used to on the Internet, you can begin to add an additional stream of income to your Internet Marketing business.

## **Using a Physical Newsletter to Sell Internet Marketing Services to Local Businesses**

Offering or selling, Internet Marketing Services to Local Businesses is a topic that's garnering quite a bit of attention in the Internet Marketing World right now, and how to do it is shaping up to be the first order of business for the year 2008. Perhaps we should nickname the year, "Year of taking online business to the offline world." There is a lot of discussion going on about ways to market online services to offline or local businesses. One of these ways is to produce a physical newsletter that you distribute to local businesses regarding Internet Marketing and it's new advances and up to the publication date updates. These types of newsletters are fairly cheap to produce with a local printer, getting the content is easy, you can pull it right off the web, because there are no duplicate content penalties in the offline marketing world. Just be sure to give the credit to the proper people and you shouldn't have to write a word of this newsletter yourself at all.

To make your newsletter interesting to read, use forums, groups, and article directories to find the right mix of information to compile your newsletter. Some of the topics you can include in this newsletter are "How to write a really great ad for your business' web site", "The Top 10 Search Engine Optimization techniques of the Week/ Month, etc.", "How To Use Free Classified Ads To Drive Traffic To Your Web-site," and other such topics. Remember, while they are reading this information, they are still thinking that it sounds like a lot of work, so make sure YOUR LOCAL newsletter includes a FULL 1

page ad for your services to ‘do it all for them.’ Don’t forget to include a simple link to a website where they can optin to receive your newsletter online as well, (with clickable links) so that you can build a list and mail to them for any new web marketing services that you come across and want to make a special offer on to your local businesses.

Publishing a physical newsletter to your local businesses is a fantastic way to build a solid customer base for your Internet Marketing Services. It’s cheap and highly effective way to build not only a customer base, it’s also a way to build relationships in your community and to promote other products as well. You can even charge for subscriptions and add space to increase the number of streams of income that you can already derive from this letter.

## **Using Bandit Signs To Sell Your Internet Marketing Services To Local Businesses**

Using ‘bandit signs’ to sell your Internet Marketing Services To Local Businesses is a cheap and high traffic method of advertising. These signs, in many other industries, have been proven over and over again to ‘pull calls.’ Placed on light poles on busy roads and highways, at heavily congested intersections, and at the proper time, these signs are seen by hundreds of thousands of drivers for at least 3 days. That’s a pretty big reach on advertising for a \$1.99 sign.

The biggest problems that bandit signs face are being ripped down by kids, code enforcement officials, or competition, or they are often against county code restrictions. Both of these problems, however, can be offset by using a few simple strategies that have had great success for other industries that use this ‘guerilla marketing’ method. Follow these simple tips, and you will see your signs working for you.

First, use a pre-paid cell phone number or a website as your contact information.

Because these are both untraceable (if you keep whois privacy enabled on your site) you are less likely to receive a fine from the county for violating the ordinance. Second, place your signs out on the roads at 5:00 PM on a Friday afternoon. This is when the county goes home so you will at least have a better shot at keeping them up all weekend, with more traffic to see them at 5:30 on Friday and between 6 am and 9 am on Monday, before

the county will tear them down. Thirdly, carry a ladder with you, or even a step ladder, and place this signs as high as you can on the light pole, this will reduce the number of people who will tear the signs down.

Bandit signs are cheap yet so highly effective that to not use them would be like shooting yourself in the foot when it comes to marketing your business. You can buy them online or from a local sign shop in your town. I prefer to buy mine online and have them delivered. I just found that I get better deals on them over the web.



### **3 Tips On How To Use Classified Ads To Sell Internet Marketing Services to Local Businesses**

The use of classified ads can maximize your return on the effort you put into selling Internet Marketing Services to Local Businesses. Offline, classified ads are inexpensive, and online they are mostly free. Even local newspapers and Penny Savers often have an online classified sections and you can get free advertising on them. There are some tricks to using classified ads to their maximum potential. These tips include, strong headlines, call-to-action, and testing.

Strong headlines are essential. These headlines will determine whether or not your reader will continue to read or move on to the next ad. Using ‘controversial headlines’ often is considered to be the most effective way to engage the reader. The other option to controversy is to use something ludicrous. An example of a controversial headline would be “Voluptuous Women Use Videos To Promote Your Business,” whereas a ludicrous headline would be along the lines of “Daffy Duck Says Your Website Stinks.” The key is to use a lot of different headlines and test the process. See what works and what doesn’t.

The next important tip in the classified is the ‘call-to-action.’ By this, you want the reader to “do” something to get more information, so you direct them to a web site, or a

pre-recorded phone message or a live phone call directly to you. You should use all 3 types of 'call to action' again, to test and find out what's working in your market and what isn't.

Finally, track, track, track. Maintain a spreadsheet listing all your different headlines and all of your calls to action. When someone opts in to your mailing list, mark it, when they call your pre-recorded message and follow the instructions, such as leaving a name and telephone number, mark it, and when they call you personally on the phone, mark it. Over a very short period of time, you will come to see what techniques are the best responded to and then you can choose whether or not to continue with the others.

Using classified ads are one of the cheapest yet most effective ways to promote your services. Classified ad services like US Free Ads and Craigs List are great online sites because they get a lot of weight from the search engines which is great for your backlinks, and they also get a lot of traffic. Don't neglect your local papers classified ads, and be sure to place in any of the local paper online free classifieds.

### **3 Tactics For Getting Prospects To Open Your Letters In Your Direct Mail**

#### **Campaign To Sell Internet Marketing Services To Local Businesses.**

Using a direct mail program to sell your Internet Marketing Services to local businesses would be a small, yet wise investment in your business. Direct mail allows you to reach a potential client for under \$1.00 each and deliver a powerful and strong sales message. It also provides a continuous contact system with your potential clients to give you the best return on your investment. There are six proven tactics to ensure direct mail campaign success. These tactics are, hand-addressed envelopes with live stamps, lumpy mail, and postcards.

1.) Hand addressed envelopes with live stamps- Using a hand addressed envelope and a live stamp takes away the 'commercial' feel associated with direct mail campaigns. Making it seem or look more like a personal letter increases the chances of getting it opened.

2.) Lumpy Mail- is no more than putting something with a 'lump' inside the envelope. This is usually some type of advertising specialty such as a pen or a keychain with your company name and logo on it. When they feel something inside the envelope, they are compelled to open it to see what's inside. This is another tactic to getting your letter opened.

3.) Postcards- they don't need to be opened. You can buy pre-stamped ones for the price of just the stamp at your local post office. This basically gives you the postcard free as well. Now you only pay for printing and since you are working on a local level, you could even use your home printer to print them.

Now that you have 3 ways to get your letters opened, you are ready to start your direct mail campaign. Start writing some great copy, get your list and get to mailing. Be sure to include a strong call to action on all your mail correspondence to get them to want to work with you.

## **5 Easy Steps To Creating A Telemarketing Campaign To Sell Your Internet**

### **Marketing Services To Local Businesses**

If you want to use a telemarketing campaign to sell your Internet Marketing services to local businesses, there are 5 steps you need to take to insure that it be a successful venture. Telemarketing is one of the most low-cost marketing campaigns that any business can run. It is also a very fast way to get business, especially from local businesses since you are right there in town and can make a face-to-face appointment to close a deal. Here are five easy steps you can take to ensure that your telemarketing campaign is successful.

1.) Decide if you will be doing the cold calling yourself, or hiring someone else to do it for you. For the sake of automation systems, I recommend outsourcing this task. You can hire a telemarketer to work from home. Just put out an ad on craigslist for a telemarketer who wants to work from home.

2.) Write your script. Remember that to warm a client, using a two-step marketing approach is best. So make sure that your telemarketing campaign is not designed to 'close' the deal, but rather to just, get an appointment. This can be a very simple process of simply asking the business owner if they have a website and if they are getting any

sales from it. Whether they say yes or now, your next question would be, “may I ask if you know where you show up in the Search Engine rankings for your keywords?” If they don’t understand this question, then you know they are not web marketing oriented and you can impress them very easily with your knowledge once you get the appointment. Finally, you want to offer them something for free, such as an autoresponder, to get that appointment with them.

3.) Getting the list of phone numbers. You can populate this list yourself simply by using your yellow pages. Or you can buy a targeted list from a list broker. If you have a list broker in your area, I would suggest getting a quote. They would have a much more comprehensive list that can be targeted. You want mom and pop businesses, not chains, so you don’t want to waste any time in having to weed out the corporations and franchises out of the yellow pages.

4.) Be sure to follow up on every phone call. A second phone call and a direct mail campaign can truly be a winning marketing combination. The more contact you have the better your chances of getting the client.

5.) Be sure to thank them for their time on the phone, both during the call and in your follow-up messages. Regardless of the outcome of the call, you want them to know that you appreciate that they took it and that you would be happy to be working with them.

Following these 5 simple steps can easily parlay an automated guerilla marketing campaign into. If you are serious about getting your business off the ground, you need to institute a strong guerilla marketing program using the various guerilla marketing tactics in conjunction with telemarketing. Guerilla marketing tactics are a proven marketing model and can be extremely lucrative to your business.

## **How Local Networking Groups Can Help You Sell More Internet Market Services To Local Businesses**

Joining local business networking groups can help you sell your Internet Marketing Services to local businesses. Local networking groups have long been established as powerful way to generate sales for any business. There are networking groups available to almost every industry and profession, and there are some groups that restrict their access to only one member per industry and profession. Most likely, you would be the only Internet Marketer since most of us are still working from home and selling online. Selling our online marketing services to the offline world has become a buzz topic, and if you think it's something you want to do, then get out to your networking groups and start offering your services.

Just a simple bit of research will point you to networking groups in your area. First, call your local chamber of commerce and ask them if they have a list. If so, get it. Most will provide the list for free as members usually pay to be featured on that list. Second, read your local newspapers, both your daily and any of the smaller circulation free weekly or bi-weekly papers. Both types of newspapers usually have announcements regarding all kinds of meetings and events held around town. Finally, just google the keywords. For instance, if you live in Memphis, try "Memphis Networking Groups," "Memphis Business Networking Groups" and any other search terms you can think of that might fit what you're looking for.



Networking groups are an essential business tool for any entrepreneur. They are a great way to meet new people, find new clients and build a strong referral network. Often, entrepreneurs, especially Internet Marketers, tend to live a somewhat lonely life. Joining these types of groups is not only beneficial to the profit end of your business, it's also a great way to get out of the office and socialize a bit and make new friends.

And if you don't have a group and want to start one, this can be another profitable stream of income for you as well. Visit, [www.rtima.com/whystartgroup.html](http://www.rtima.com/whystartgroup.html) to learn more.

## Forms and Letters

### **The Telemarketing Script-**

TM: “Good Morning, may I please speak to the owner or the person who handles your website?”

BO: “May I ask who’s calling?”

TM: “My name is \_\_\_\_\_, I’m with \_\_\_\_\_ and we are Internet Marketing Consultants. We are based right here in (Name of City) and we work with local businesses to make sure that our business partners in town are getting the very most out of their website.

We offer a free website analysis including search engine rankings and suggestions on what can be done to improve your site. Does your company have a website?

(IF YES) “Great, May I have your website address please so that we can view it and give you your free analysis?”

\*Get the web url and say

“Thank you very much, we will review your site and prepare an analysis for you at absolutely no cost. Once we’ve done that, we will call you to set an appointment to bring you the analysis personally!

(IF NO)- “May I ask why?”

(write down reason,) then say

TM: “Well, if you would like a website, our company can provide you with one. May I set an appointment to come in, see your business and offer a free demonstration on what and how a web-site can improve your business?” This is TOTALLY FREE, AT NO COST TO YOU.

If yes, set appointment.

If no, place lead into a direct mail campaign and begin contacting the customer via direct mail. See the following page for the direct mail campaign.

## **Direct Mail Campaign Letters**

Letter # 1.

Dear (Name),

Does Your Company Have a Website? Is it making you any sales? Does it show up in the search engines under your relevant keywords?

If the answer to any of these questions is 'no,' please call us for a FREE CONSULTATION.

We are a group of Internet Marketers located locally right here in (name of town or city) and we want to help you get not just a web site, but a web-presence.

There are a miraculous number of things that a website can do for you.

It can support a client database, allowing you to contact your customers automatically whenever you feature a new product or have a sale.

It can allow you to take sales while you're sleeping.

It can allow you to answer less phone calls by having a Frequently Asked Questions page, and much, much more....

If you are ready to make your company an Internet presence to be reckoned with, please call us for a free consultation today.

(Name and Phone Number, website address, email address, etc.)

Sincerely,

(First and Last Name Here)

Letter #2.

Dear (Name)

*Just a quick note to let you know that we are running some great specials to help you get your businesses web-site the web presence that it needs to start making you more money and making your life easier.*

(Company or Individual Name) is offering a FREE WEB MARKETING ANALYSIS TO LOCAL (city or town name here) UNTIL THE END OF FEBRUARY.

TOTALLY FREE, here's what you get:

- An analysis of where you rank in the search engines
- An analysis of the website itself, graphics, design, copy.
- Search engine optimization of your site so that you get the best search engine rankings possible for your keywords.

AND!!!

- A COMPLETE REPORT on what can be done to OPTIMIZE THE POWER OF YOUR WEBSITE.

Call now for our FREE ANALYSIS.

Sincerely,

(Your Name Here)

Letter #3.

Dear (Name)

Once again, (Your Company Name) is running an AWESOME OFFER for your business website needs.

If your business doesn't have a website, we can take care of that for you, and if it does have a website, we would like to offer you a TOTALLY FREE ANALYSIS of your website.

Just call us at (555) 555-1212 and give us your website address  
Or visit us online at [www.whateversite.com](http://www.whateversite.com) and request our free analysis.

We offer a totally free review of your search engine rankings, your website, colors, graphics, design and copy, and we even supply you with a totally free report on what can be done to improve your site.

Call us now or visit our site  
(555)555-1212 or [www.whateversite.com](http://www.whateversite.com).

Sincerely,

(Your Name Here)

## The Door To Door Script

DK: Hi, how are you today?

BO: Good thanks, you?

DK: I'm fantastic thank you. Nice store you have here. How's business going?

If good- "Excellent. You must be doing something right."

If bad- "What seems to be the problem?"

Either way, move on to,

DK: "Do you have a website?"

(IF YES)- Are you getting any sales from it?

(If YES)- That's awesome. Don't you wish you could make more sales from it though?"

YES

"I am an Internet Marketing Consultant. I help local businesses right here in ( Your town or city here) get the most out of their web sites. Can I offer you a TOTALLY FREE analysis of your site? All I need is the website address, and I'll give you a free analysis on your keyword results in the search engines, an analysis of your search engine optimization techniques and the graphics and copy on your site. It's totally free to you, I do this as a free service to local businesses. May I have your website address?"

"Thanks."

\*If they say no or give any type of negative response, leave behind a flyer, or a promotional item of some sort so that they remember you and one day, perhaps they will call. You never know.

### **Sample Classified Ads**

- 1.) Make Your Website Make You More Money  
Call 1-(555) 555-5555 for a LIVE PERSON.
- 2.) If Your Website Needs Work, I can help, FREE CONSULTATION AND ANALYSIS, visit [www.whateverwebsite.com](http://www.whateverwebsite.com)
- 3.) Think Hot Sexy Women on Your Website will get your more sales?  
Call (555) 555-1212 for a live pre-recorded message
- 4.) Add some SPICE to your web-site. If your website isn't getting placed on the first page of the google search engines for your keywords, than you need to call, (555)555-5555 RIGHT NOW.
- 5.) GET YOUR WEBSITE TO PAGE 1 ON GOOGLE!  
Call (555) 555-1212

**Sample Bandit Signs**

**BUSINESS OWNERS**

**MAKE YOUR WEBSITE SELL FOR  
YOU**

**(555) 555-1212**

**MAKE YOUR WEBSITE MAKE YOU \$\$\$**

**CALL FOR FREE INFO**

**(555) 555-5555**



# RATE SHEET EXAMPLE

<b>Website Design</b>	\$450.00
<b>Autoresponder Series</b>	\$60.00
<b>On Page SEO (Search Engine Optimization)</b>	\$50.00
<i>Off Page SEO</i>	
• Articles	\$10.00 each
• Myspace Page (includes set up, 2 blog posts, layout, music, photos' to be provided by client) each	\$50.00
• Video (includes shoot, edit and upload to a Youtube channel created by Service Provider)	\$99.00 each
• Squidoo Lenses: (includes photos' sales copy and 2 text write module entries)	\$50.00
• Craigs List Ads	\$5.00 per ad per week
• US Free Ads	\$5.00 per ad per week
• <u><b><i>*If client purchases Video Services, all videos will be uploaded to website, myspace, squidoo, and Wordpress at no extra charge.*</i></b></u>	

## **Sample Contract**

This agreement between \_\_\_\_\_, (service provider) and  
\_\_\_\_\_, (client) is for the following services.

### **Web-site Design Services:**

Create a website using the domain name: \_\_\_\_\_

Upload website to hosting company: \_\_\_\_\_

Project Cost: \$\_\_\_\_\_

### **Lead Capture System:**

Write Autoresponder Series of 7 messages (using Private Label Rights Materials) on the

Topic of \_\_\_\_\_

Upload Autoresponder Series to Autoresponder Service \_\_\_\_\_

Create a Lead Capture Page that delivers autoresponder email messages to prospective

Leads \_\_\_\_\_

Create a Free Report to be given to prospective leads on the lead capture page

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Project Cost:\$\_\_\_\_\_

## **SEARCH ENGINE OPTIMIZATION**

### **On Page SEO-**

All Copy on website to be written for keyword density of (5%) for maximum search engine optimization results.

Project Cost:\$\_\_\_\_\_

### **Off Page SEO- & Traffic Generation**

[ ] Articles- (\_\_\_\_\_) articles to be written at \$\_\_\_\_\_ per article \$\_\_\_\_\_

[ ] Reports \$\_\_\_\_\_

[ ] Ebooks- (\_\_\_\_\_) pages at \$\_\_\_\_\_ per page or flat \$\_\_\_\_\_ \$\_\_\_\_\_

[ ] Myspace Page \$\_\_\_\_\_

[ ] Wordpress Blog \$\_\_\_\_\_

[ ] Video (\_\_\_\_\_) at \$\_\_\_\_\_ per video \$\_\_\_\_\_

[ ] Squidoo Lens \$\_\_\_\_\_

[ ] Craigs List Ads ( ) at \$\_\_\_\_\_ per ad \$\_\_\_\_\_

[ ] US Free Ads ( ) at \$\_\_\_\_\_ per ad \$\_\_\_\_\_

**Project Cost:** \$\_\_\_\_\_

\* ALL OFF PAGE SEO PRICES ABOVE ARE FOR INITIAL SET-UP ONLY,  
MAINTENANCE OF BLOGS, MYSPACE PAGES, SQUIDOO LENSES, ETC, ARE A  
SEPARATE QUOTE. SEE RATE SHEET FOR DETAILS. TERMS:

Total Project Cost: \$ \_\_\_\_\_

Deposit of 50% (or \$ \_\_\_\_\_) \$ \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

Deposit Shall be made on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ and  
completed job shall be delivered to customer within \_\_\_\_\_ business days by  
\_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Deposit can be made by cash, check or money order.

Balance due may be paid by cash, check, money order or via Google Checkout email  
invoice.

Balance due shall be payable within 24 hours of delivery of finished product.

Service Provider will assess a \$25.00 late fee if balance due is not paid within 24 hours of  
delivery of product, plus \$10.00 per day for every day after completion date that balance  
is not paid.

If service provider has to travel to collect balance due beyond the due date, an additional \$20.00 + \$2.00 per mile shall be assessed and shall be in addition to any and all other late charges.

Service Provider shall maintain all rights to all works until the final balance is paid in full.

If balance due is not paid within 7 days of delivery of product, notwithstanding any and all late charges and or travel expenses, all works shall then remain with the service provider and Service Provider will have the exclusive option to sell said works on the open market.

\*If at any time, Service Provider or Client needs to cease work on project, the balance for each service shall be due upon termination of agreement and all other works and/or services and/or monies owed shall be null and void.

Additional Terms:

X\_\_\_\_\_

(Service Provider)

(Date)

X\_\_\_\_\_

(Client)

(Date)

## **Monthly Service Agreement**

This agreement between \_\_\_\_\_, (service provider) and  
\_\_\_\_\_, (client) is for the following services

**On Page SEO (Search Engine Optimization)** \$50.00 per month  
(maintenance)

### *Off Page SEO*

- Articles \$10.00 each
- Myspace Page (includes set up, 2 blog posts, layout, music, photos' to be provided by client) \$50.00 each
- Video (includes shoot, edit and upload to a Youtube channel created by Service Provider) \$99.00 each
- Squidoo Lenses: (includes photos' sales copy and 2 text write module entries) \$50.00
- Craigs List Ads \$5.00 per ad per week
- US Free Ads \$5.00 per ad per week
- **\*If client purchases Video Services, all videos will be uploaded to website, myspace, squidoo, and Wordpress at no extra charge.**

**Terms:**

- 1.) Payment is due on the \_\_\_\_ day of each month.
- 2.) Contract is on a:
  - ☐ month-to-month basis
  - ☐ valid for 1 year starting on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.
  - ☐ valid for for 6 months beginning on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.
  - ☐ valid for 3 months beginning on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.
- 3.) Payment for monthly contract can be made via:
  - Google checkout invoice, emailed to client each month
  - Check
  - Cash
- 4.) Late Fees: If payment is not made by the \_\_\_\_\_ day of each month, contract will terminate and maintenance for the month will not continue.

Additional Terms:

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X\_\_\_\_\_

X\_\_\_\_\_

(Service Provider)

(Client)

\_\_\_\_\_

(Date)

\_\_\_\_\_

(Date)



## **A Few Notes From Other Internet Marketers**

My important advice:

1. Cultivate relationships --You make a few hundred here & there, but once in a while, a few thousand. Those really pay off.
2. Margins are great. IM may equal minimum wage, while IM LOCALLY can equal a real business and more.
3. Give away the SUPER EASY INFO and help with real IM to keep customers happy.
4. Teach them all WORDPRESS --use it to your advantage to save time and help business publishing information.

Lastly, John,

<http://www.richsage.com/designing-r...sage-ebooks/>

I have a chapter in my book about all this...

I also have a GLOBAL NETWORK MARKETING program that teaches this and gives a global income component WHILE working locally.



Success,  
Sam

Rich Sage

<http://www.richsage.com>

# How Giving One Talk To Local Business Owners Can Turn Into Thousands Of Dollars In Profits For You...

January 25, 2008

Ok Internet Marketers...

Or newbies...

Or, even seasoned veterans...

One of the hottest topics for making money online right now is helping your local business owners market their businesses online. But, one of the main excuses I am hearing is how to market yourself to local business owners and take advantage of this money-making idea.

Well, I have been building my business around this concept for over 6 years now, and it is quite rewarding. It is so easy to make money online (with offline businesses), that when I hear someone ask me that question now, I point to this method **immediately**.

I am going to reveal to you my prized “secret” to jumpstart your marketing efforts into this money making field right here, and right now. It requires a little bit of work, but anyone who tells you that you can make money like this without work on your part is **feeding you a load of crap**.

## **The Secret:**

Gather everything you know about marketing a business online, and organize this information into separate topics (i.e. blogging, making money on Ebay, website creation, copywriting, etc...).

Then, take those separate topics and pull out two bullet points (or more if necessary) for each...enough to give yourself some ammo to talk about making money online as it applies to an offline business for about **15 - 30 minutes total**. Try not to exceed 30 minutes.

Go to your chamber of commerce, and ask to speak at one of their member meetings, or any other venue that they provide where members meet. It is possible that you might have to become a member yourself, but that is a worthwhile investment. If you have to be a member, but don't have the funds to invest, tell the director at the chamber about your situation and try to get an opportunity to speak at a local community center etc...

**Be resourceful, I know you are smart enough to do this. I don't want to hear excuses like "I cannot find a venue to speak at"...they are NOT valid.**

Once you have arranged to speak at a venue, you will start the process of generating gold. You could charge for the little talk (keep the investment level down)...but I recommend offering it for free.

All you are doing with this talk is getting business owners excited with all the possibilities of marketing their businesses online. Almost none of them will know anything about what you are talking about, so you will **gain credibility as an expert**. Act like it.

Now, from this talk, at the end, you want to make yourself available for questions. There will be a ton, but you can answer them in such a way that leads to a coaching opportunity as a Internet Marketing Advisor, or if you have the skills and abilities...you can help them directly build websites, blogs, write copy for them, give them resources etc... **All for fees of course.**

**BIG SECRET:** Beforehand, you could put together a structured 6 week program with coaching, website development, writing, etc... according to your abilities of course...and charge a fee to enter the program, along with monthly fees to remain in your coaching (recurring income).

When you build enough momentum, you will be able to outsource certain tasks, and simply give more of the "short talks" on more subjects...repeating the process each time you need clients.

Well, that should stir the "idea pot" in your head a little.

**I do offer consulting in this area. If you would like to sit down and put together a structured marketing program to local businesses...the easy way...and if you are seeking help putting together your own "coaching program" itself...send an email to [joe@josephratliff.name](mailto:joe@josephratliff.name) or call my office at 360-289-0266 to schedule a one on one free session to lay the ground work. Limited spaces in the schedule exist.**

*–Joseph Ratliff*

*Internet Marketing Consultant*

<http://josephratliff.name>

## **Conclusion**

Just seven days after I began creating this book, another long time friend/business owner and I were having lunch. She told me that her website was getting no traffic and wasn't even generating phone calls for her mortgage company. I offered to take a look at the site, and I gave her some free tips on how to get better search engine rankings for her keywords and what she needed in her copy to make her site more effective.

The next thing I knew, she was asking me to perform the tasks for her and how much I would charge her. Because she has been a very long time friend, of course, I gave her a good deal, but that just shows how easy it is to start generating an income with this program. All you really need to do is talk to people.

I have found that most of the people I talk with have a website, but the same general set of complaints. They don't have good search engine rankings and the website does not generate sales or calls. So while they may have a web-site, they don't have a web 'presence.' A few simple SEO tricks and some terrific copy can change all that in a matter of days.

## **Resources For You**

**[THE ULTIMATE COACHING PROGRAM FOR SELLING INTERNET MARKETING SERVICES TO OFFLINE BUSINESSES](#)**

**Need To Learn More About SEO?**

**Try these links...**

**<http://www.warriorforum.com>**

**[http://www.warriorforum.com/forum/forum.asp?FORUM\\_ID=33](http://www.warriorforum.com/forum/forum.asp?FORUM_ID=33)**

**<http://www.localbizim.com/coaching>**

**Creating Good Social Networking Sites**

**[www.rtima.com](http://www.rtima.com)**

**[www.localbizim.com/cityforums](http://www.localbizim.com/cityforums)**

**Domain Names:**

**[www.namecheap.com](http://www.namecheap.com)**

**[www.godaddy.com](http://www.godaddy.com)**

**Hosting Services:**

**[www.hostgator.com](http://www.hostgator.com)**

**[www.cirtex.com](http://www.cirtex.com)**