

Offline Fortunes



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Introduction

Offline marketing is a very powerful technique where you take your online skills and market them to offline companies.

Many of the skills you have and much of the knowledge you have acquired you take for granted, but to an offline company they are extremely valuable.

Smaller offline companies do not have the budget or requirement for a full time member of staff to work on their website and online part of their business. With the tough economic climate, companies are looking at expanding their ability to earn and reduce their overheads.

These companies may well be looking at getting an online presence and are waiting for an expert to contact them to help them get online. This is where you come in.

It can be very eas to sell your services to offline companies, particularly when you can provide them with detailed benefits of being online and how it will improve their business.

Working offline can provide you with a valuable additional stream of income as well as building a more sustainable business.

There are a lot of opportunities offline for marketers to sell their skills and through this course you will learn some of the best ways of doing this.

You are going to learn all about doing business offline and how different it is compared to online marketing. You will understand what offline companies want and how they do business.

You will understand what these companies want to achieve by getting themselves online and how you can provide it to them.

There are many different ways for you to make money selling your services and even if you haven't been online for long, you will still be able to sell the skills you have learnt.

Offline clients are regularly approached by sales people but there are a few tactics you can use which will get them beating a path to your door to engage your services.

There are a lot of different services these companies would pay good money for. You are in a position with your Internet marketing skills to provide these services and earn from it.

This course also shows you some step by step methods for approaching offline companies and for making money with them. You need to be able to price your services fairly. Sure, there are companies out there who charge high prices for very little but if you want repeat work then your prices need to be reasonable. You'll learn what sort of prices companies are paying for online services.

Finally, you will learn some techniques to help improve your chances of succeeding offline and how to interact with these companies and earn.

There's a lot of information in this course and any one of the methods discussed will help you to make money as an offline marketer.

With the economy struggling across the globe more and more companies are looking for ways to reduce their costs, increase their reach and improve their relationship with their customers.

For many of these companies, the Internet can be a very effective answer and it is your job to educate them and sell to them.

Doing Business Offline

Doing business offline is different in some ways to doing business online.

Whilst working online many agreements are informal and based on “handshakes” whereas offline companies prefer to have paperwork and contracts in order to protect themselves.

When you are working offline you need to have signed contracts detailing the work to be done, the deliverables and the deadlines. This protects both you and the company from any potential issues.

Sometimes, but not very often, companies will change their minds about work or want additional work to be done. Without contracts in place you can often end up in legal wranglings about the scope of the work. The contracts provide a black and white answer to any of these issues.

You need to produce two copies of the contracts – just get a standard set drawn up by yourself and then checked by a lawyer. Then both you and the client need to sign the contracts and retain a copy each.

In the majority of cases you will not have any problems working offline with companies, but there may well be the occasional case where you do and this will ensure you are protected and covered against potential issues.

You are going to have to meet clients face to face, in all likelihood. When you meet them it is vital that you look professional. If you turn up in jeans and T-shirt then they are not going to take you seriously.

Offline companies meet a lot of people who want their money and are used to meeting people who look the part.

Turning up to a client in a suit looking good will help to convince your potential new client that you are a serious business person and take your business

seriously. They are much more likely to do business with you and you will find it easier to work with them.

Some offline companies may well insist on 30, 45 or even 60 day payment terms, particularly the bigger companies. Depending on your situation, this may or may not be acceptable.

Sometimes you can get a deposit up front for the work or if it is a smallish amount then they may well pay it all immediately or on completion. Different companies have different policies and procedures for payment and it will be up to you to negotiate with them appropriately.

One word of advice when you go in to a company is do not be desperate for the sale. Compromise by all means but don't compromise too far. Successful businesses have limits on what they will accept and will turn down and walk away from work where necessary.

If a company is trying to push you too far down on price or anything that is not acceptable to you then you need to turn around and say no. You will not get every piece of business you go for. You want the ones that are going to be profitable and the minimum hassle for you.

When you set a deadline for delivering a project with an offline company it is very important you stick to it. Companies often have deadlines and timescales for reasons and can get very annoyed (meaning talking to lawyers) if these are not met, particularly if they negatively impact their business.

When you are telling a company how long it will take to complete the work you need to take in to account exactly how long it will take and then add some contingency time.

This contingency time is for you getting sick, your freelancer getting sick or any other happening which delays the job being completed. If you deliver it early, the customer will be impressed by your hard work, and if you deliver it late you may lose the potential for further work.

Always ensure you have plenty of time to complete the work, but don't extend the timescales unfeasibly far because again you will lose business and credibility.

There are lots of opportunities for you to generate recurring income with offline marketing, including selling hosting, autoresponders, support, website maintenance, SEO maintenance and more.

Being able to sell these recurring income packages will provide you with a very nice passive income, which is one of our main goals as marketers.

One of the prime things to remember when working offline is to sell the company what they want and not what you assume they want.

Some people will walk into a company convinced they know what the company wants and sell them that without ever listening to the company and to their requirements.

The smart offline marketer will get to understand the company and sell them what they need to improve their business and not sell them a white elephant. You need to be this smart marketer because this approach is going to create a very tidy income for you.

What Do They Want?

There is one thing that your potential offline clients want, and that is to improve their business through the Internet. They are after reducing their costs and overheads, increasing revenue and improving how they interact with their customers and attract new customers.

Many of the companies you will deal with will not be of a size where they can justify a full time employee to work for them on the Internet. They could train an existing member of staff who could do the work part time but that would not be cost effective.

They are looking to bypass the learning curve by engaging you and your Internet talents. The skills you have learnt as an Internet Marketer will save them a lot of time and money.

As their expert you need to understand their business and how they can benefit from the Internet. If their business model does not lend itself to selling online then there is no point you trying to sell them an online e-commerce store.

With a basic understanding of their business, you will be able to recommend what services and products they need in order to maximize their revenue and reduce their costs.

If you try to sell a company services they don't want you will struggle to make the sale. You will also find that if you do sell you will have a high level of customer dis-satisfaction and your word of mouth marketing will be dreadful.

When you understand the business and sell them what they actually need to improve their business you will do really well and get a great reputation, which will make selling very much easier for you.

One of the pieces of information an offline company is very keen on is the numbers. They don't want to hear "You will make more sales" they want to

know exact figures such as "An average increase in sales is 50% from an Internet website".

If you ever watch Dragon's Den (a popular TV show where entrepreneurs pitch their ideas to multi millionaire investors – the Dragons) you will see that most of the entrepreneurs fall over because they don't understand or provide their numbers.

Most marketers online are not worried about numbers and ignore things like conversion rates, sign up rates, customer retention levels and so on. The successful marketers pay close attention to these details but many don't.

Offline companies track these numbers almost religiously and know their figures very precisely.

If you can walk into a potential customers office and give them precise information on how it can improve their business then you will walk out with the sale.

Initially you may not have any figures in which case you will have to use industry averages, but after you have done a few (some marketers start by offering free or cheap sites to get these figures and testimonials) you will have some figures to provide.

Imagine how easy it would be for you to make a sale if you walked into an office and said, "What if I could show you a way to increase your sales by 50% and reduce your advertising budget by 40%?". Of course, you would have them eating out of your hand because those sort of figures will instantly get attention.

Your offline clients want to build better relationships with their clients. They understand that it is significantly cheaper to retain an existing client than it is to find a new client. This is why when you complain about a product or service to an offline company they will usually bend over backwards to make you happy.

There is a saying, "When you are happy with a service you tell no one but when you are unhappy you tell everyone".

It's true – think about how many times you have told people about great service compared to poor service. These offline companies realise the truth of this and will do their best to keep their customers happy because they often come back and keep being customers!

Many offline companies are limited in the area they can attract business due to their workforce location or advertising budget. With an Internet presence they suddenly have a global presence and can potentially attract business from all over the world.

Now obviously, this isn't going to work for all types of businesses. Certain businesses are limited because of the type of service they offer as they do not scale well geographically. A window cleaner, for example, is not going to want to build many clients outside of their immediate geographic area because it will not be cost effective to work with those clients. However, the window cleaner may want to build leads and then sell them to window cleaners in other areas.

The Internet can help companies to provide a better service to their customers. They can keep in contact easier, inform them of special offers, sales, deals and so on and get a good response. Instead of sending out an expensive physical mailing they can send an email. Instantly they are keeping in contact with their customers and reducing their business costs.

All of this can contribute to them providing a better, more cost effective service to their customers. Through this they can reduce their costs and overheads whilst increasing their profits. There are very few companies that would turn down that opportunity!

Monetization Methods

There are many different online skills which will be of value to offline companies. Things that you take for granted are skills and knowledge that offline companies will pay good money for as it can make a big difference in their business.

Many companies want an Internet presence to provide information to both existing and new customers. They want to be able to tell people about their products and services. With more and more people using the Internet instead of the Yellow Pages, it is important these companies have an online presence.

If the company sells products then it may be appropriate to create an online store for them with a shopping cart and payment processor. This will enable them to sell their products to people all over the world and massively expand their reach for customers.

Obviously, they will need somewhere to host their new website, and you can sell them hosting either through an affiliate link or on your own resellers account. This can provide you with an opportunity for recurring billing. If the hosting is provided at a good price then you will find the companies will take it on without thinking about it. As most of these companies will consume very little bandwidth and disk space you can afford to give them a great deal.

Note that if you sell them hosting through your own resellers account you are in control of the prices but you also have to provide support.

Many of these companies could also benefit from an autoresponder and again you can sell this direct or via an affiliate link. If you sell it direct you can control the pricing and charge a maintenance fee for sending emails. However, selling it through an affiliate link means it is hands off income for you and they take care of sending emails. The majority of companies will only want one or maybe two autoresponders maximum – one for new customers and one for existing customers.

Of course, having a website is only a part of the equation. The website has to rank well for its keywords in order to attract visitors. This means you can sell SEO services either a one off or a monthly maintenance fee where you do some SEO work each month to keep it ranking.

You may include things such as article marketing, press releases, link building, video marketing and so on in a monthly SEO management fee or you may charge individually for each task, depending on your business model and what your clients want.

Many of these companies may have skills or knowledge that would translate well into an information product. You can provide them with advice on how to create and sell the information product and either charge a flat fee or a percentage of each sale. This can provide the company a valuable additional stream of income which they would be very interested in.

Other services offline companies may well be interested in include pay per click campaign management, social networking consultancy, email marketing campaigns and software or application development.

All of these are skills you either have to can easily obtain which will be very valuable to your offline clients.

For software development you outsource it using one of the many outsourcing sites to find freelancers. Select the right freelancers and you can make a tidy profit on this type of project.

Pay per click is a great way to quickly drive traffic to a site and some offline companies can benefit massively from PPC. By providing consultancy and campaign management for them you can provide them with a lot of value and charge a set up fee and a monthly management fee – usually a percentage of their advertising budget.

How To Get Business

Getting business online isn't as difficult as you may think. Many online marketers struggle because instead of the faceless dealings they have online they are suddenly dealing with real people in person.

You need to be aware of your pricing structure (see later) and target the companies that can afford to pay you what you want. Obviously you mustn't over price yourself, but there is no point targeting tiny companies that will balk at paying thousands of dollars in fees.

It is important to understand the companies you are approaching to ensure that they have the cash flow to pay for your services. If they are not going to receive a benefit from your services that is significantly more than their costs then you are going to struggle to convince them to buy.

It is up to you to demonstrate the value of your proposition to them. They may know that the Internet is a "good thing" but they need to understand how it is good for them. This means giving them facts and figures so that they can understand how your services improve their business. The result of this is that they will be much keener to engage your services because they understand the return on investment.

A good way to find potential clients is to drive around local industrial areas. This gives you a list of companies which are close by and can be researched online. The advantage of this is that you can quickly find lots of companies in your local area.

The Yellow Pages (or online equivalent) is another good place to find companies. The only difficulty is that it can take a little bit more work to identify companies that are really local. Driving around gives you a really good idea of this very quickly.

You can also get directories of businesses from libraries or your local Chamber of Commerce. These are great places to approach and get more indepth information about the company.

Once you have identified potential clients you need to understand what, if any, presence they have online. From this you can determine how you can improve it and what you can offer them to improve their business through the Internet.

When you contact each company it is important to use a personalized letter. This will show the company that you have taken some time to understand their specific needs and will make you stand out from all the generic letters they receive. A personalized letter talking about their website and business will give you a much higher chance of selling.

You need to tell them how their business can be improved with the Internet. You mustn't give away everything because otherwise they can hire anyone to do it, but you need to give away enough so they understand the benefits to them.

When you contact these companies you need to provide them with a landline number, not just a mobile. If you can get one then a local call or free phone number will show a higher degree of professionalism and seriousness in the business.

When you answer the phone you need to do so in a professional manner. These are companies used to dealing with other companies and if you don't answer the phone correctly you will start to alienate them before you have even tried to sell to them.

Make sure you have an answering machine on the line too. Record a professional sounding message and make sure there are no background noises like screaming children or barking dogs to ensure it sounds good.

You need to provide them with some realistic figures for how the Internet can improve their business.

If you over exaggerate the potential benefits then they are going to be somewhat annoyed when they realise this shiny new website hasn't delivered on its

promises. That is when you start to find yourself being badmouthed by the companies and business becomes harder.

Provide them either with industry standard figures or for figures from your own clients. If you can demonstrate that people in their industry increase sales and reduce costs from your services you will have these companies literally biting your arm off to get you to work for them.

And that's the position you want to be in!

Simple Offline Business Model

There are many different models you can use to get business offline. This is one of them.

For this model you need to find local businesses that already have websites. You are specifically looking for websites where they don't have any form of lead capture, so no autoresponder signup forms.

Initially, you want to have 20 to 30 different companies that have websites but no methods to capture leads on their websites. You may have to dig around a little to find if they have one as not all companies make the lead capture obvious,

Then you need to get the name of the business owner or the decision maker. You can get this from your local library or Chamber of Commerce or from a site such as GoLeads.com

Once you have these you want to send a letter similar to that below. Try different formats and wording to see which works the best for you.

"Dear Mr./Ms. _____,

My name is _____ and I am an e-commerce business consultant in (your town).

I know that time is money so I will keep this brief.

If I could show you an asset you already have that could make you thousands of dollar more than it is right now, would you be willing to speak to me for just 15 minutes?

Through this free consultation, you could save up to 50% of your monthly advertising budget as well as getting brand new customers.

The best part is this is an asset you already have and so this marketing weapon costs a minimal amount to implement.

Please call me at (your number) at your earliest convenience to schedule a free "no strings" consultation. I promise you, it will be worth your time.

Yours in business,

Your name

Contact info "

This is a sample and you may want to change it, personalize it or customize it depending on your location and personality.

Basically, what you are doing is adding an autoresponder form to their website so that they build a list. You also want to update any credit card terminal or cash register receipts to say something like "For Preferred Customer Discounts Sign Up At ..." and then the web address.

This builds a list of qualified buyers. Most people look at their receipts and so are much more likely to sign up.

You may want to build two lists, one from the website from prospects and one from the receipts for buyers.

The company then markets to this list (something you could consult on or do for a further fee) and earns from that.

You can either give them autoresponders on your account or provide them with an affiliate link to purchase an autoresponder. The former gives you opportunities to charge them for sending emails and the like whereas the latter gives you a more hands off business, which some people prefer.

You can either provide them with the autoresponder code to add to their website or you can add it for them for a small fee. If you are adding it, remember to test the process. You want a thanks for subscribing and sorry to see you unsubscribe page too.

Many business owners open their mail next to the trash can. If you use a red Confidential stamp on the outside of the envelope then you are more likely to get your letter opened. You can also hand write the envelope and put a stamp on it as these look much more personal and get more attention.

This is a great method to get your foot into the door and get more consultancy work in the future. Once the company realise that your advice makes them money they will come back for more.

This simple method can easily earn you between \$250 and \$500 per deal with the possibility of an affiliate sale and recurring income. It is worth doing this method in small batches as you don't want to get overwhelmed with work. Word the letter well and you can have the phone ringing off the hook with interested business owners keen to engage your services.

Offline Niche Marketing

This is another business model you can use that works very well offline. It is a simple one and all you need to get started is a resellers hosting account.

What you do in this model is to offer hosting and domain name registration to a specific niche such as restaurant owners, dentists, realtors and so on. You charge something like \$29.95 per month for hosting and maintenance (this covers the cost of your resellers account and domain name registration).

In order to incentivise them to take you up on your offer you provide them with a free custom design. This can either be a free template you have in your collection or a custom designed one which will cost you around \$50 to \$70 depending on the designer you use.

On top of this, you provide them with a free domain name of their choice, obviously subject to availability.

You are aiming to get them signed up for a 12 or 24 month contract for your services.

Business owners talk to each other and when one business owner is seen to have a great website that is doing well you will find the other business owners will contact you to get you to work for them.

This is a great way to get your foot in the door to offer other services such as pay per click campaign management, SEO services and more.

There is a variation on this model in which you create a website for a specific niche, e.g. "BestDentistInChicago.com" or "BestPizzaInOrlando.com" or something similar.

You spend some time getting the website ranking well for its keywords and then you approach a local business and offer to sell them the website.

If you can tell them how many searches there are for the keywords that it ranks for and can say something like, "This website attracts 10,000 visitors a month in your city looking for the best ..." you will instantly grab their attention. Which business wouldn't be interested in a massive increase in their customer base?

You can also mention that you will be offering the site to their competitors if they don't take you up on the offer. You can pretty much guarantee that they will buy the website there and then, particularly if you can provide proof of the traffic to the website.

You state to the business that you will only create a single site in that niche and this is their only opportunity to own it.

Then you repeat this for many different niches.

These models are a great way for you to do business online and you will find a lot of companies will be very interested in taking you up on these offers.

Offline Marketing Method

There is a way to make money from much smaller companies and from individuals looking to obtain a presence on the Internet.

All you need to do is create flyers or posters with something like this on:

"Free website!

Get your own website today - personal or business.

More people are joining the web everyday, take advantage!

Call YOUR NUMBER

E-mail: YOUR EMAIL

Or visit: YOUR WEBSITE "

You can test different wording in order to get the maximum results and maybe put some graphics on. Depending on where you are this may increase the amount of attention your flyer gets.

These flyers need to be put up on college campuses, supermarket and mall notice boards and so on. You can use other offline advertising methods such as newspaper or classified adverts

The aim is to get people to call you to get their free website. When they phone up you talk them through completing a payment form on your website and tell them about the offer.

You are going to install a free website for them with a domain name and email which comes from Google Apps. They just pay for their costing which will be something like \$5 to \$10 a month, depending on your area.

Your resellers account needs to be reliable for this and to have Fantastico installed to make the Wordpress install easy.

You give the customer a 7 or 10 day trial during which you create the website and show them it. This gets them hooked and excited and then when they pay you register the domain name and set up their site.

If you put your sales page URL in the footer then you can often attract new customers from your existing clients visitors.

You want to create some terms and conditions so that they don't have ownership of the domain name until they have paid for a certain amount of time.

You also want to create support videos and material, which isn't difficult to do. This needs to show your customers how to log in and make posts and a few other simple tasks. Because it is a very simple install there will not be a lot of support required.

If you want to expand your operations then you can hire people in other cities and towns to post flyers for you, or visit yourself. This gives you even more reach in attracting customers.

The great thing about this is once you have people onboard the majority are not going to leave because it is hassle for them to change hosting and so on. This means you can have customers for some time, particularly if they are using their website to keep in contact with friends and family.

Your customers are going to want other services as well such as SEO, autoresponders and more. Because they are already working with you they are very likely to buy these other services from you. Naturally, you will have a mailing list of these people and can send them out special offers and other information educating them as to why they need these services.

Pricing Your Services

For many marketers, pricing is one of the toughest tasks to undertake. Price your service too low and no one will take you seriously and you won't make money. Price it too high and no one will hire you because you are too expensive. This chapter is designed to give you some guidelines and ideas so that you can price your service appropriately.

Of course, the price depends a lot upon the value of what you are offering your customers. The location of your customers will also partly determine your pricing. Cities and industrialized areas attract premium prices compared to more rural areas or smaller towns.

Your target market has to be able to afford to pay your fees. If you live in a small town in the middle of nowhere then the chances are there are not going to be a lot of companies that can afford thousands of dollars for web services.

Your prices have to be appropriate for your area and the value. If you are promising (and delivering) a big increase in sales then that will be worth a lot more to a company than a vague or nebulous promise.

Depending on the service you are providing, it will either be a one off payment or a recurring payment. Obviously recurring payments are far better because you get money each month, but don't feel you have to turn down one off payments. These can often lead to other work and can be a great way of getting your foot in the door.

When you have decided upon the payment structure you are offering then you need to target companies that can afford to hire you. A part of your fees will be based on your living expenses and need to make a profit.

All of the following are rough guidelines for pricing products and services as used by other offline marketers. It gives you an idea of what companies are already paying for these kinds of services. It means you can go in to a potential new

customer and provide them with a realistic price that works for both you and them.

For a custom Wordpress or HTML template you are looking to charge between \$500 and \$750. This can be outsourced very easily which means your profit is reduced slightly but your time is freed up significantly. If they want you to then add their content to the template and upload it to a website that would be an additional fee.

You can charge around \$30 to \$50 per article for article marketing, including submission. Many offline companies won't really understand the importance of article marketing so you need to explain why it is important to them. For this you can pay \$10 for a decent article to be written by a freelancer and then submit it either using a software tool or again outsourcing it to someone to do.

Pay per click campaign management is another lucrative service to offer. Many companies understand why PPC is good for their business and may have dabbled, unsuccessfully, in PPC in the past. You can charge around \$200 to set up the campaign and then the campaign costs (in advance so you aren't out of pocket when Google collects their fees). Your monthly fee would be a percentage of the campaign costs and realistically this could be 10% to 25% depending upon how much work you are doing with each campaign.

Web hosting is a great earner because it is a recurring income. It is typically a low cost item for you to purchase and you are more than likely going to put any customers on to a resellers account anyway. Depending on the disk space and bandwidth needs you can charge anything from \$5 a month upwards.

Search Engine Optimization (SEO) is vitally important for all of your offline clients. Unless they rank well for their chosen keywords they will not get any decent traffic to their website.

Depending on what you are going to do you can charge between \$500 and \$1500. If you are revamping their website to make it SEO friendly and doing a lot of initial research and work you may even charge more. Just remember it needs to be justifiable and your customer needs to see results.

For maximum results, SEO needs to be done every month. You can charge anything from \$150 to \$250 or more depending on how much you are doing each month. Just be sure to detail exactly what you are going to be doing every month for the money so there is no potential confusion between you and your customer.

You may have competitors in your local area providing similar services, in which case you need to understand what they are offering. In some cases these are larger companies which overcharge for services preying on offline companies not understand the Internet.

It is also important for you to have a very good understanding of your customers and what they need. This is going to ensure you sell them what they need and not what you think they need. Doing this stops you being a sales person and turns you in to a trusted advisor. This puts you in a very powerful and influential position where you can build a very strong relationship with the customer.

If you can outsource some of the work to cheaper sources then it will free up your time and you can be building your business whilst your team does the work. Sure they reduce the profit available to you, but you can increase the amount of business you do through outsourcing.

There may come a time where you are asked to do work that you are not too sure how to charge for. If this ever happens then head over to [Elance.com](https://www.elance.com) to find out how much similar work costs there. This will give you an idea of what people are paying outsourcers so you can then add on your profit margin to it.

If you always look to add value then you will find it quite easy to sell other products and services. Once you know the business and understand them you will be able to advise them on the best solutions to their problem, which will enable you to make sales.

Making It Succeed

Making offline consultancy work isn't too hard. With good prices, good service and great results you will do well.

What you are looking for is word of mouth referrals from your customers. These are the most powerful adverts you can get. If your customers are telling everyone how great you are and how you've done wonders for your business you can guarantee you will get more business coming in.

Providing quality work and results will give you these word of mouth referrals. It doesn't take long before you find yourself not having to advertise or sell any more because you have enough business through referrals.

You can increase the amount of business you get by joining one of the many networking groups in your local area such as BNI. These will provide you with plenty of referrals and for give you a great opportunity to build your business. Your local Chamber of Commerce is another organization to get involved in that will help your business and provide you with opportunities to increase it.

A tactic which works well in larger areas is to do a free seminar for small companies (often your Chamber of Commerce will help advertise it) showing them how the Internet can benefit their business. Whilst you are providing them with some valuable information you are also selling them on your services.

Usually you can walk away from these sort of seminars with a nice amount of work to keep you going and often you get phone calls for weeks afterwards from companies wanting to engage you to work for them.

There are probably many companies in your area that would be keen to have their very own online shop or store. You, as an e-commerce consultant, can provide that to them. Often approaching these companies and telling them what you can offer them and how it can help improve their sales is enough to convince them to buy.

Some offline marketers find it works well to focus on a single niche and get that making money before moving on to another niche. The target one particular type of client and clean up in that niche before moving on to the next.

Just as in online sales we reduce risk (risk reversal) by offering guarantees and the like, you can use this offline too. Many companies would be keen to take you up on a free trial or something similar and it can give you the edge in business and get you earning more and faster.

The key to success in this model is to not sell to your customer. You find areas of business they need assistance in and then provide them with advice and help, all for a fee.

Doing this separates you from the sales people they are probably very used to seeing. You become what is called a “trusted advisor” which is the holy grail of sales.

Once you are a trusted advisor the company will give your opinions a lot of weight when deciding what to do with their business. This is a position based on trust and one you must never abuse. Being in this position means you advise the company on what is best for them even if it means not hiring you!

However, being in this position allows you to make a lot more sales and a lot easier!

Making money offline is something you can do and this advice is going to help to ensure that you succeed and bring in plenty of clients.

Conclusion

There are a lot of opportunities available to you offline. With the global recession well underway, many companies are looking not only to leverage their existing assets but to expand their businesses.

The Internet is the perfect medium for them to do this.

With the low startup costs and global reach it allows many local companies to compete on a national and even international level. The Internet can help many companies to reduce their costs and advertising budgets whilst increasing their profits and ability to communicate with their customers.

All you need to do is take action and you can enjoy a slice of this pie.

By understanding the issues the companies you are dealing with are facing you can help them find the best solution. This positions you as an advisor and not a sales person, which will help you to make sales and work with the company. Demonstrate how the Internet can help solve their problems and you could end up with a customer for life.

We have discussed a few different methods in this program which you can use. You need to decide which one you are going to use first of all.

Each one works and can make you a healthy living if done consistently; and that is the key.

Focus on one method consistently and you will make money as an offline marketer. Many of these companies are desperate to get online but have no idea how to do it. This is where you come in.

Always think "Duplication, Automation and Outsource" in your offline business and you will build a business that is hands free and will run for you.

The aim of the game is not only to make money but to free up your time too. You are truly rich when you have free time and money.

There is a lot of potential money waiting for you out there so you now need to start contacting local businesses and selling them your services!

Take action today and you can join the legions of offline marketers who earn their living marketing services to local businesses.

Resources

ADD YOUR RESOURCES HERE, e.g. other sites you own / products you sell / affiliate program

Picture
Picture
Picture

Description
Description
Description