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# Introduction

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Offline marketing is a dependable business that can be quite lucrative in even times of recession. When times are great, businesses want to capture as much of the market as possible, so they will spend money for marketing. When times are tough, businesses need to stay afloat, so they will still spend money for marketing! It is truly a recession-proof business.

(In fact, sometimes shrewd offline marketers can make more money in times of recession than they would normally by using special sales tactics, which we will talk about later!)

In this report, I'm going to teach you how to make a very good living by helping businesses in your area make more money. Not only will you be doing a great service for each individual business, but you will help strengthen your local economy by putting more dollars into the pockets of local business owners so more people buy locally instead of shopping online!

I'll also teach you how to get more clients without cold calling or going door-to-door, and without having to use hard selling techniques.

So let's get started.

# Recession Proof Marketing

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As I mentioned in the introduction, this business is truly recession-proof. In fact, you could potentially make more money during hard times by using these great recession-proof marketing strategies!

When the economy is bad, you need to use it to your advantage. First of all, you need to focus on the pain each business owner is likely feeling. They are probably feeling hit hard by the economy, and they may be reluctant to spend more money on advertising. Unfortunately, many business owners who feel this way end up going out of business.

While they can't haphazardly spend money on any promotional method that comes along like they might during good financial times, they must keep spending money on smart marketing tactics or their business is doomed!

It is your job to make this clear in their minds. You must convince them that online marketing is the key to ensuring the survival and profitability of their business. Remember, the service you provide them can be invaluable. All you need to do is convince them of this!

How can you convince them? Read more in the next chapter...

## Convincing Even Stubborn Owners

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People will need varying levels of convincing. Some business owners may see the benefit right away, and others may be stubborn. Fortunately, it can be easy to convince all but the most stubborn person that online marketing can be extremely effective.

First, you need to come to the meeting armed with some numbers, along with proof to back up your claims. You will need to do some research, and be sure to keep the information handy whenever you go on a sales call. Don't forget to have proof ready, because some will need it!

Find out:

- The percentage of people in your local area who have internet access (use state or country information if you can't find county or city data)

Next, have this information ready:

According to a survey of VistaPrint customers, 66% of business owners no longer have any interest in advertising in the Yellow Pages. Only 11% were

interested in trying it in the next 12 months. Only 3% rated the Yellow Pages as their most important marketing channel!

Source: <http://smallbiz.vistaprint.com/micro-business-experts/vistaprint-survey-shows-of-micro-businesses-use-social-media/>

A Pew Internet study showed that 44% of U.S. adults use the internet to research information about Small to Medium-sized businesses, **including doctors, lawyers, plumbers, etc.** Here are some numbers.

- College graduates – 58%
- High income groups – 58%
- White internet users – 46%
- Parents – 49%
- Broadband users – 49%
- Wireless users – 50%
- Social networking users – 56%

As you can see, in many demographics, more than half of adults use the internet to find out information about businesses! 44% is a huge number of people to ignore!

Source:

[http://pewinternet.org/~media//Files/Reports/2010/PIP\\_Reputation\\_Management\\_with\\_toplevel.pdf](http://pewinternet.org/~media//Files/Reports/2010/PIP_Reputation_Management_with_toplevel.pdf)

These important statistics should convince most people. Those who are still reluctant may be convinced by offering them a low-cost trial. Offer to set up a very simple website and provide a very basic marketing campaign at a trial price.

Make sure to use some sort of tracking mechanism like a printable coupon or coupon code that will show the owner where the customers are coming from. For example, tell customers they can get a free drink with the purchase of a meal priced at \$5 or higher, or 10% off their order if they give the coupon code NET51 when they come in. Printable coupons are better, because they give the owner tangible proof that online marketing is working for them.

After a few weeks, you can ask the business owner how the campaign is working for them and whether or not they would like you to increase promotions.

At this point, most owners will be impressed with their results. If they spent \$250 for you to build their site and do basic promotion and they got 20 new customers who each spent an average of \$20, they would have already made their investment back. They should be eager to take this campaign to the next level!

Remember, even if that owner only gets 2 new customers in 4 weeks, and each customer spends only \$20, that's an additional \$40 every single month in revenue. In only 6 months they would make back the initial investment, and that revenue stream would continue for as long as the website was operational! Make sure the owner looks at the long-term picture and not just short-term results.

Also, be sure to tell the business owner that those results were only with a basic website and minimal promotion. You can let them know that they could triple those results (or more) with additional promotion. This is also a very good time to talk about setting up a mailing list that will let them make more money from current customers!

## No More Door-to-Door

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For many people, door-to-door selling is the nightmare that makes them avoid offline marketing altogether. It can be extremely stressful to go door-to-door and face rejection head-on.

Until you are comfortable talking to business owners, you can avoid door-to-door marketing and cold-calling altogether. Use other forms of marketing to get in touch with businesses. You will still need to go talk to the business owners in person to convince them to hire you, but you will have “warm” prospects, so the chance of rejection is **much** lower.

Let’s look at a few tactics you can use to gain prospects:

- Craigslist – Advertise in your local Craigslist. Don’t advertise website design, as there may be a lot of competition. Instead, advertise marketing services and offer businesses a “low-cost, high-profit marketing service” or something similar.
- Newspapers – Advertise in the business or service section.
- Flyers – Flyers can be very helpful if you distribute them in places where business owners congregate like bookstores or tech stores.

- Brochures – Mailing well-thought-out brochures can definitely help you grab some warm prospects.
- Referrals – Always ask clients for referrals. Many business owners network with others, and they may be able to send you a lot of business if you remind them to do so. Give them business cards to distribute on your behalf.
- Business Cards – These are vital. You need to advertise your “marketing services” (NOT website design!) and pass them out to any business owner you come across.
- Chamber of Commerce Meetings – Visit your local Chamber of Commerce meetings or other local business meetings. These are great places to network! Pass out business cards, and bring a laptop in case you need to show statistics or examples of your work. Don’t hard sell! Ask people what they do, ask for their business card, and let them ask you what you do. Then you can present your own business card and tell them you help businesses make more money!

# Increase Income without Increasing Clients

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Did you know you can increase your income without increasing the number of clients you serve? There are many ways to make additional money from your existing clients. Let's talk about two of the best ways.

## **Affiliate Income**

One of the greatest ways to make money is by referring clients to services you recommend, using your affiliate link. Many hosting companies will pay you a big upfront fee for new customer referrals, and services that charge a monthly fee will often pay you a recurring percentage every month. Try hosting companies and email marketing providers.

## **Monthly Income**

You can also charge monthly recurring fees for hosting on your server if you prefer to do that, for running email promotions, for building backlinks, for updating the website with news and promotions, and for other services. Over time, this income can be quite lucrative as you build more owners who are paying you these monthly fees!

## Make Money from Clients who Say No

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It is also possible to make money from clients who turn you down **without** convincing them to hire you! Sounds crazy, right? A lot of marketers think so, but it's true.

All you have to do is convince those who reject you to refer you to other business owners they know who might be interested in your service. It's easy to present this to an owner who has rejected you.

**Try this:** "I understand. Well, how about you refer me to some other business owners who might be interested? I would really appreciate it."

Try to get them to give you the names of at least 3 other business owners they know who might be interested in your services. When you tell those people that you were referred by the first owner, they will automatically be more receptive, especially if they trust the first owner.

"Simon Jones of Chill Creek Stables sent me to you. He said he thought you might be in need of my services. Do you have time to talk?"

This is a powerful opener and goes a long way toward getting your foot in the door!