

Uncovering Hidden Offline Gold

If you want to make money with your Internet Marketing skills and knowledge helping offline businesses you need to figure out what your goal or plan is specifically.

I have purchased a lot of Offline WSO's and have read a lot of Offline Salesletters.

The one thing that stands out to me is that most of them teach you how to market your service or how to provide a specific service.

This is all well and good as the business most likely needs that specific service, but it sets you up in completely the wrong way.

In most cases this sets you up at a disadvantage in dealing with the client.

What do I mean? What am I talking about?

Ok, Which are you?

A Consultant, a Service Provider, or Both?

A consultant helps advise a business so that they can make more money. If they do their job right they are trusted, and the business will come back for more advice or take action on the new advice given.

A service provider does just what it sounds like, they provide a service. They complete a task given. They build a website, they create a video, they do SEO work.

If you're both, you advise and give suggestions and then you are the one who completes the task(or outsources it). You can show what a certain action would do for the business and once they see the light and want it done, you can tell them that you can do it for them.

Service providers can come and go. They can be passed over for the lowest bidder. Unless you're the best or the cheapest it can be pretty tough.

A trusted consultant can paint the picture of what needs to be done and then be trusted to accomplish it. It is a lot less likely for the business to want someone else to do the job for them.

It is a whole lot easier to get a client coming in as a consultant who is there to help the business increase revenue, decrease expenses, and end up more profitable, then trying to sell

the business on a specific service that you provide.

Let's make this very clear.

A typical local business doesn't want a website.

They don't want a Billboard.

They don't want a top spot on google.

They don't want any SEO work done.

They don't want any service that you can provide them.

They want the RESULTS of what these services can provide them.

That's it!

It doesn't matter what the service is, all that matters to them is that they are getting new customers, getting more sales, and increasing revenue.

If you can show them that you can help them get more customers in the door, increase sales, and lower their advertising costs, they won't really care what specifically you will be doing for them or what service you provide.

So, how can you become the trusted consultant and the service provider?

With the right package of Advice, Intro offer and Specific Service to provide.

One of the problems a lot of beginners have in the Offline Consulting world is the confidence factor.

This especially comes into play if you listen to a lot of the WSO's out there that tell you to go after the High End bigger ticket clients.

The argument is, if you go after the Doctors, Lawyers, Dentist's, Roofers, Painters, Landscapers, etc, you can charge higher fees for SEO services because it takes fewer customers for your client to make back their investment with you.

This is a sound idea and I am not going to trash it, however there are some problems with this method for a lot of beginners.

For a beginner Offline Consultant going after the higher end clients can be intimidating. Walking into a Doctors or Lawyers office and trying to sell them on your service when you have no experience or references isn't an easy sell.

The other thing is, they are called on all the time by large marketing firms pitching them online and offline marketing packages.

Ok, so if I'm not suggesting going after the high end market, what should you do?

Instead of going after the high hanging fruit, go after the Low Hanging fruit.

Go after a business niche that has an easier passage of entry.

I currently have a WSO running that gives you the tools to provide a Copy and Paste simple service that you can complete in as little as 15 minutes and is extremely beneficial to the client.

It can easily add thousands in additional revenue to your clients and is extremely easy to understand for them as it can be presented to them in Dollars and Cents.

In the product I go into detail about the specific niche business and how to go over the numbers as a consultant that will make them beg for you to implement the service.

That niche business is Restaurants.

They are an overlooked segment in Offline Consulting because they are not a Big Ticket business, but if you understand how to help them, they really are a big ticket business over time.

The following is directly taken from one of the PDF's included in my current WSO, I think it can help you understand how easy it can be to be seen as a person of authority (A Consultant) who can help the local restaurant increase revenue with just a little bit of effort on your part(The Service Provider).

So, if you can present an opportunity for them to increase revenue without spending more on advertising each month, then you are already ahead of the game with them.

One of the best ways for a business to increase revenue is to increase the amount of money they get from current customers.

Either getting them to spend more or just come in more often can drastically improve a businesses bottom line.

In the past this had to be done with direct mail, or by phone. In more recent years it has be done with a customer email opt in list. This is great because it is a free method(other than the autoresponder fee) to keep customers notified of sales or events and get them in the door.

The only problem was getting them onto the email list to begin with. They have to go out of their way and go to the website for some reason and opt in. The business has to make it a point to give the customer a reason to go to the site

and opt in.

Now, it can be much easier.

With the growth and popularity of Social Media sites this has gotten to be a much easier task.

Facebook is the biggest and the best for what we want to accomplish.

Just look at some of the Facebook stats. These are mind blowing.

- 5.3 Billion Fans
- 400,000,000 users
- 20,000,000 new fans per day
- 55 minutes per day
- 25% of all USA internet page views are on Facebook
- 54% of all USA internet users are now on Facebook

This was a screen capture shot from a recent video on a big ticket launch.(Crowd Conversion I believe)

This is great because now you don't really have to get a customer to go out of their way to go to the businesses website and Opt IN, you can connect with them where they already are.

Over half of all US internet users spend nearly an hour a day on Facebook, yes you read that right.

Now, if a business can connect with their current customers and get them to become a fan or "Like" their page, they can keep in constant contact with them and build their relationship with them.

The more the customer Knows, Likes, and Trusts the business, the more money they will spend and they will increase the number of times that they visit.

Restaurants are perfect for Fan Pages because they serve and sell something that is not a once every few years, or once every six months, or even once a month type purchase.

Not that someone would, but a person could eat at the same restaurant every single day for three meals a day.

Some people eat at home all the time, but some people eat out almost every meal.

If they are going to eat out, they are spending their money somewhere, it might as well be at your clients restaurant.

The key is getting those people to choose to eat more often at your clients restaurant.

So, what makes someone choose one restaurant over another?

This could be debated, but lets just cover the basics.

- 1) Style of food(American, Italian, fast food, sit down, etc.)
- 2) Location
- 3) Atmosphere (Fun, Water View, Live Bands, Sports bar, etc)
- 4) Taste/Quality
- 5) Cost
- 6) Advertising/On the Mind

Now, depending in the situation you might not be able to compete with other restaurants if someone wants pizza and your client serves seafood, or if someone is in a rush and picks up some fast food locally, we all understand this.

However, if your client is active on their Facebook page and they keep updating it with events, specials, pictures, coupons, etc., they will be on their customers minds more often and will have built up that K,L, & T factor.

So, now when one of your clients customers is hungry and trying to think of where to take the family tonight, your clients restaurant should be one of the top options as they have just recently seen an update on FB or maybe even seen a special offer/coupon.(Even if the parents didn't see it, one of the high school or college kids might have. Nothing like the persuasion of the kids)

Here is some very powerful ammunition to present to your potential client.

If a family of 4 comes in and spends \$50 just once a month, that is \$600 over the course of a year.

Now, if that same family of 4 comes in just one extra time a month for a total of 2 times. They now have spent \$100 that month and that ends up being an extra \$600 per year in added revenue.

If you can help your client build a Fan base on Facebook and get even just say 500 – 1,000 fans for their page, do you think if they keep in contact that they could get just 5 people or decision makers in a family to choose their restaurant more often?

If they could get just five \$50 tables to come in twice a month instead of once a month, that would add \$3,000 in additional revenue each year for your client.

And that's just from 5!

All you're doing is increasing the frequency of visits of 5 customers and you're adding \$3,000 to their business.

What if you increased 10 or 20 peoples frequency? Yep, that's \$6,000 to \$12,000 you've help add.

What if just 20 people increased their frequency from once every 2 months to once a month?

@ \$50 per meal every 2 months = \$300/year, now visiting once a month @ \$50 per meal = \$600/year

That's a \$300 increase X 20 = \$6,000 more per year.

These numbers are just for 5 loyal customers and for 20 semi loyal customers who currently come in once every two months.

Just present the business owner with the potential and let them start thinking on their own. One thing you can do since each restaurant will be different is ask the owner what their average ticket price is and use that instead.

So, lets break this down nice and simple.

- Most likely over 50% of your potential clients customers are on Facebook.
- On average they spend just under an hour a day on FB.
- With a Fanpage, they can contact their current customers as often as they would like.
- The more fans they have on FB the more customers they can keep in contact with.
- Getting just 5 fans to come in twice instead of once a month = \$3,000/yr in additional revenue.

Looking at these numbers, do you think that the local business owner would want

you to do all you can to help increase the number of fans on their fanpage?

If they are not already on Facebook, these numbers should show them they need to be. (Charge a little more for a complete FB setup)

If they are already on Facebook, explain how you can "Force" people to want to "Like" their fanpage and set up a Fan Building Machine for them that will increase the amount of people who "Like" their page.

Explain that you can set up a "custom landing page" on their Fanpage that will make almost everyone that lands on it want to "Like" their page and Instantly Deliver a Coupon that will get them in the door as a result. Tell them you will use a special script that will deliver the coupon only after they "Like" the page. (Act like these are things only You can do for them. It's your Specialized knowledge)

You can easily charge several hundred dollars for this service considering what the return can be for your client.

I would suggest anywhere between \$150 to \$500 depending on the restaurant and also if you are creating a page from scratch or are just adding the Squeezepage System to their existing Fanpage.

Don't forget it will only take you about 15 minutes one time to set up the custom landing squeezepage with the templates I provided you. Doing everything from scratch say 30 to 45 minutes.

\$150 - \$500 for 15 to 45 minutes is not too bad! Also, this can be a lead in to you providing other services for them. (Website, SEO, Video, etc.)

A lot of owners want to see proof that what you are doing for them is working. There are a couple of things that will do that for them.

The coupons I provide all say something about FB on them and will be identifiable. If you choose to use one of the restaurants coupons that they already have, just make sure to add some kind of ID to it, so it is known where it came from.

Another thing you can add that can be a pain to the manager but gets the point across, is to add a note that says the coupon must be presented to the manager.

The manager will not want to deal with them all the time and want it changed, but this will prove it is working.

Here are a few other options that can help get more customers to become fans.

Put a link to the Fanpage on all the advertising they are already doing. Put something on the ad that says "Like" us or Become our Fan on Facebook with the Fanpage url included.

Since the Fanpage url can be long, you can put a link to it from their website if they have one.(Upsell them if they don't)

They can also buy a separate domain name and redirect it to their Fanpage.(You can do it for them also for free or a fee, up to you?) This domain can be used in all their ads and the people will land on the restaurants new FB Squeezepage offering a free dessert or whatever they decide as the incentive.

Now all these offline ads are building up their FB fanbase and all the "likes" are now being seen by all of these new fans' friends. This is where it starts to go viral.

One other thing you can have them do is get cheap little business cards or something similar to give away to customers as they leave that offer a Free Dessert or Appetizer or whatever you are giving as the incentive on the Fanpage.

The free offer on the cards would direct them to the Fanpage.

It would say something like this:

Thanks for Being a Loyal Customer
Get a Free Dessert by going to this webpage:
www.fanpageurl.com or www.customdomain.com

One other thing that may come out of this is the fact that in order for it to work properly they will need to be at least semi-active as far as updating their Fanpage.

If they are not, it won't work properly as they still won't be on their customers minds all the time.

So, you will need to make a point for them to be active and update it. They will either be open to this or may even right away ask about you managing it. If they don't ask about it, you can always mention that they are free to do it on their own, but if it becomes a hassle, you will take over for them for a fee each month.

This is up to you of course, but can be an added income stream for you.

There are a few courses that have recently come out regarding this very service of being a Social Media Manager. You can charge several hundred a month or more depending on what you do for them.

This can also be justified with the same numbers we went over earlier. What if you were using your marketing knowledge and working with the business to come up with ideas to get people in the door.

You could really become their Consultant and Social Media Manager for a retainer ever month.

I hope this helps you in understanding why this service can be so beneficial to a client and gives you some ideas to run with when trying to land them.

The best thing is to just use Numbers. Numbers Don't Lie! Present your case based on what kind of ROI you can provide them. Show them how little has to be done to cover the small cost it will be to them to set it all up.

Remember what just 5 can do?

Once they see and understand the numbers, just tell them that if they see the potential in what you've shown them, that you can set it all up for them if they would like. Tell them it can be up and running in a few days.

Once they say yes, just quote them your fee.

END WSO PDF Excerpt

I hope that helps you see just a little bit of how easy it can be to help a local restaurant be able to increase their revenue just by increasing their current customers frequency of visits.

This can be a very good way for you to be able to establish yourself as a Consultant by offering your knowledge and help them with what they truly do care about, which is Increasing Revenue and Profits.

You then can transition from being the Consultant into being the Service Provider who takes care of implementing the service that will get them the results they desire.

If you want a "Copy and Paste" simple service to be able to provide your local restaurants that will establish you as the consultant and at the same time give you the simple service to provide, then check out my current WSO.

This WSO will provide you with everything you will need to complete a "Custom Landing Page/Squeezepage" for their Facebook Fan Page in around 15 minutes of your time. If you can Copy and Paste you can do this for your clients.

\$250 - \$500 Checks for 15 minutes of work is pretty awesome if you ask me.

This service isn't just a service, it's a revenue builder that is as obvious as can

be once it is laid out in front of the local(or non local) offline business.

They will instantly see the power of the advice you are giving them and already be seeing dollar signs in their eyes as you paint the picture to them of the benefit.

And who will be the one who can accomplish this task for them?

You of course.

Once you've done this task just once and set it all up, you can do it again and again in as little as 15 minutes.

That's right, you can provide the offline business a service that will generate them thousands in added revenue and it will only take you about 15 minutes of your time to set it up for them.

Make sure to pick up the WSO before all the copies are gone!

[Copy and Paste Offline Facebook Custom Landing Pages](#)

Hope you enjoyed this Free Offline Report and got some value out of it.

If you have any questions, feel free to just ask.

Thanks,
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