

# 1 Instant Cash Formula

Thank you for investing in this WSO. This is the exact system I used to get 17 offline clients. Because of these 17 clients, I have earned a little less \$10,000 in just four days.

I outsourced all of the work, so I earned around a little more than \$8,000 for all of those clients. Instant Cash Formula is going to blow your socks off.

It is a culmination of building trust and getting business owners to pay their money without much work.

This system is not the only formula to follow, but it is one of the easiest to follow.

This formula does work as long as you are willing to put in the several hours of work.

The Instant Cash Formula works; it can get you trust from a business owner; and it can get them to fork over their money easily and fast.

Now.....

You probably don't know whether or not this is going to work. However, if you work it and try this method, it can work like magic.

So, instead of just rambling, let's go straight into how this works.

But first, how does \$1,000 in the next 3-5 days sound?

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### **What is this technique?**

This formula involves using one secret source online; Skype. Skype is a powerful instant messaging program online you could use to get in contact with friends and family.

While it works like true magic to bring you in connection with the ones that you love, you will find that it can be a powerful source for talking with potential business owners who may want to buy your services.

The first part is to find a business owner who may need your service.

Again, if you are trying to sell a mobile website, simply look for a business owner who has yet to have a mobile website.

If you don't know how to find business owners, then you should refer to the Mobile Cash Code.

The MCC is my very first offline guide. Simply use the tips in there to help you find the right businesses. However, do not use the email swipes that I give there. It won't be that effective if you are going to try and use this formula. Read through this eBook first before reading the MCC. It is at the very bottom of the entire eBook.

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Once you have gone through my MCC, you need to find their email and email them using my email swipes.

Here are two email swipes you could start using that I have been using for awhile:

Subject Line - "I have a couple of questions"

"Hey,

My name is XXXX. I am a marketing consultant and visited your site awhile ago. I have helped create successful SEO campaigns and guided different restaurants and business owners to gaining more business through the Internet.

Would it be possible if we could chat on Skype? I would be more than willing to chat with you and talk about how I can help you gain more customers.

Here is my Skype ID: XXXXXXX

Regards,  
XXXX "

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Subject line : You need a [mobile site, SEO, better reviews, etc....]

"Hey,

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I have been paying attention to your site for quite awhile. I am actually based in "your city or country", and I have always wanted to drop by your [store, restaurant, etc....].

I am a marketing consultant and can guide your business to getting more visibility online.

Is this something you may possibly be interested in? I would be more than willing to chat with you to talk about what your business needs.

Here is my Skype account: XXXXXXXXX

Feel free to add me. I would be glad to chat with you.

Regards,

Joel"

The goal at this point is just to get them interested. You want to reel them in. You want to convince them that you want to actually chat with them on Skype.

## **Why Skype?**

Skype is a very simple but professional site. You do need to create a Skype program. If you can't seem to download it, you should consider using IMO.IM since it allows you to sign in online through Skype without downloading the program.

The emails above are very simple. You can create your own if you  
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would like. However, your goal should be to simply make them go  
to Skype.

### **How do I chat with them on Skype?**

Around 3-5 out of 10 people you email will be interested in going to  
Skype and chatting with them. You will find business owners adding  
you on Skype after they read your email.

Now, here is a conversation I had with a business owner. I couldn't  
save the messages because it was on IMO.IM. I couldn't take images  
either. I did, however, copy and paste everything for reference for  
me to remember, and now I am sharing it all with you. (It's the only  
conversation I ever copy and pasted because I kept on forgetting to  
save my other ones.)

I removed all the time and the usernames just to avoid exposing the  
client. It was also pretty messy.

Several grammatical errors were made during our conversation. I  
fixed them up so they wouldn't be hard to read. (this was one of my  
first Skype conversations) (If you are afraid they might ask you to  
call, just remember that there are very small chances of that  
happening. Sometimes, they are happy to simply chat and have a live  
conversation over the Internet.) You

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Me: Hey, thanks for the add.

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Client: Sure no prob

Client: So who are you again?

Me: I'm Joel. I have been a marketing consultant for quite some time now. How long has your restaurant been in existence in San Francisco?

Client: My restaurant has been in business for more than 20+ years. It's still fairly unknown compared to others though.

Me: I used to live in SF.

Client: Oh really? Where at?

Me: Around Richmond.

Client: The safe or dangerous part of Richmond?

Me: The safe area. Have you lived in any part of Richmond before?

Client: Never. But I have been in the area.

Me: I saw your profile photo is a golf course. Do you play golf?

Client: Yeah, I have been doing it for a long time. You play?

Me: Yes, I have. I stopped at one point though.

Client: Okay. So, let's get back on topic again.

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Me: Oh yeah. What are the types of marketing you have used?

Client: I have an SEO consultant right now, so I don't need SEO. Is that what you do?

Me: Oh, that's alright.

Me: I do SEO, but I wanted to ask you about having a mobile website. Do you know what these are?

Client: What's that?

Client: Could I possibly give you a call here on Skype?

Me: As much as I would like to, my mic isn't that strong. We can try though if you'd like.

Client: It's alright. So what is a mobile site?

Me: It's basically a smaller version of your site so that it fits more normal on a website.

Me: Here is a link to a mobile site I did:

<http://www.XXXXXXXXXX>

Me: If you look at it on your phone, you will see that people can instantly click on the button and give you a call. It's pretty neat.

Client: That's pretty cool. How much are these?

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Me: I sell them for usually \$497-\$597. But I am willing to lower it down if you would like.

Client: What are the features that a mobile site will have? Does it work on everything besides the iPhone?

Me: Aside from the Click to call button, the mobile site will have your typical pages on your site, but shortened so that it is easier to navigate through on an iPhone.

Me: It will work on all phone devices.

Client: Do you mind waiting until tomorrow for me to decide? I have an important meeting to attend in about twenty minutes from now.

Me: Yeah sure.

Client: Why do I need it?

Me: Well, 8 out of 10 people who go online are using their phones. If they find your business on their phone and they want to make a reservation, they may never find your contact us page because it will be so scrambled and too tiny on their phones.

Client: Interesting

Client: How do I pay you?

Me: I receive money always through PayPal, and I only receive 50% upfront.

Client: What do you need from me? What is your PayPal account?



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Me: I only need your web hosting username and password. It is the only way for me to install the mobile site so that people on their phones will instantly see your mobile site when visiting your site.

Me: My PayPal email is: XXXXXXXXXX

Client: I gotta go. I'll get back to you tomorrow.

Me: Sure. Thanks.

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That was that. Within an hour or two, he sent me his website hosting information via email and told me he had sent in 100% of everything. He sent me \$600. His last question via email after he sent the email was: Can I ask you to make some changes if needed? I said, sure!

Now. Not all of your customers are going to be this easy, but I just wanted to show you how easy it was to get talking and making a business owner pay me.

You see, it is all about starting off strong and not worrying so much about trying to sell something. Not once did I just say to him, "you need this". I had built a relationship first. We found something we had in common. And it made him feel at ease with me.

So.....

You probably are thinking how this will work for you. It is definitely

going to take some trial and error.

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Here is a quick outline on how I start off the majority of my conversations via Skype:

- 1) Introduce yourself
- 2) Talk about what you have to offer
- 3) but change the subject to showcase that you are interested in talking about other things
- 4) continue doing this until he or she brings up the topic again
- 5) This is when you just have to talk to them about w  
What you have to offer

This is the exact formula I used to land 17 clients in just four days. YOU WILL make money if you use this system. It can work like a charm if you are willing to put in the work.

## Emotional Triggers

An emotional trigger is something somebody feels as you speak with them.

If you play around with this over and over again, you will find that the key to making them pay is to be very close to them. Find a common interest.

These are people you are selling to, not robots. You need to deliver everything that you can to them. If you can do that, then you be very sure that you will succeed. You need to be kind.

If you were on their side, you know that you won't be spending that

much right away. So the one thing you need to know is that you can  
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make big sales if you know what to do.

## How to scale this up

The way to scale this up is to talk to as many business owners as possible.

If you can, hire one or two people to send out the email swipes for you. Some Indians would be more than willing to send it to more than 50 business owners for as little as \$3 - \$5.

Scaling this business is really not that tough. The key is to be very consistent with what you do to help you make the most amount of money. Consider having a personal assistant make endless emails.

**NOTE: NEVER LET ANOTHER PERSON DO THE SKYPE CONVERSATIONS. THEY MAY TRY TO TAKE YOUR CLIENT!**

## Selling to the same business

After several weeks of selling to the same business, send them an email asking them about the service you offered. If it was a mobile site, ask them how exactly they are enjoying it.

You can tell them that you just wanted to drop by. Ask them exactly whether or not they like the service that you gave to them.

99.999% of the time they will say everything is completely fine.

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After that, you ask them about their SEO or something else on their site they may possibly benefit from.

Selling reputation management is the best thing to sell afterwards if they happen to have

In the end, your goal should be to talk to them several days after you sell them the initial service, and then continue talking to them every few days just to catch up. Do not always try to sell.

By the time you have reached your fourth or fifth casual Skype chat, take it to the next level and start talking about something else you could ever.

If you are not so sure what to offer, here is a quick list that can help you:

Facebook likes

Twitter manager

Social media marketer

Reputation marketing

Flyer marketing via Fiverr

PPC

SEO

Website Redesign

Mobile sites

Splash pages

Print out flyers for them

Print out business cards for them using Vistaprint.com

And practically anything you see on Fiverr can be sold, as long as it  
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is marketing related.

**ANY TYPE OF MARKETING THAT CAN BE OUTSOURCED  
CAN BE SOLD TO A BUSINESS OWNER!**

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You know this system now. The key is to send out emails constantly, and to also gain the confidence to chat with business owners via Skype.

Skype is a professional platform that you can use to start growing your brand and to create relationships.

If you need some professional guidance or hand holding, I am here all the time. Talk to me at [joelswohelpdesk@gmail.com](mailto:joelswohelpdesk@gmail.com)

Subject line should always be - Re: Instant Cash Formula

Here is a list of my other WSOs-

<http://www.warriorforum.com/warrior-special-offers-forum/788917-hot-untapped-strategy-3-000-monthly-off-disney-celebrities-performers.html>

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<http://www.warriorforum.com/warrior-special-offers-forum/748840-super-hot-discover-how-land-offline-clients-today-using-people-fiverr-new-system.html>

<http://www.warriorforum.com/warrior-special-offers-forum/739317-50-sold-offline-system-gets-me-clients-faster-than-justin-bieber-gets-album-sales.html>

<http://www.warriorforum.com/warrior-special-offers-forum/726048-offliners-297-297-297-297-297-297-297-everyday-no-way-rave-reviews.html>

Here are your FREE GIFTS as promised!

<https://docs.google.com/file/d/0B2VRdNWXjUnAZHdfbWpZOXNvVmM/edit>  
Offline Fiverr Goldmine

<https://docs.google.com/file/d/0B2VRdNWXjUnAVGRxMTJTTRV9nUGM/edit>  
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