

The Offline Genie

Thanks for buying this WSO. This product is going to serve as your guide for landing offline clients and making a profit through the Internet.

Offline marketing and consulting is a big industry. I say this because there are so many businesses who need your help.

Let me give you a good idea on me. My name is Joel, and I have been in the offline industry for years.

I have been selling offline services to over 100+ business owners over the past several years. I won't disclose how much I have made, but let's just say that I have made more than

enough to QUIT offline marketing.

So, a couple of months ago I ventured out into a business that wasn't online related. Let's just say, the money I've made from there is more than what I ever made from offline marketing.

So why are you making this WSO?

Well, my friend who always wanted to make a WSO didn't want to do this on his own, and he wanted me to help him out on getting this up. He has been in offline marketing for years and years, and he has been making himself money from this area for a long time. He approached me to try it out myself and to make it into a WSO because he wants to know not only what you think, but also to help others in general.

Are you an offline marketer? Do you have what it takes?

So, I don't want you to think that this business is going to make you millions overnight, but how does an extra \$500 or \$2,000 per week sound to you in **ADDITIONAL INCOME?**

Yes, this is the income I can make, and this is the income you could make in the next couple of weeks. Heck, if you do it right, you can land clients by tonight.

This WSO isn't going to show you just one way to land offline clients. I am going to supply you with a multitude of ways to get offline clients. So you may have thought I was just going to show you one technique, but I am going to give you my secrets to landing offline clients in any niche, and offering practically anything that you want to help these business owners out.

Follow This Principle:

'Offer them products and services that will

BENEFIT THEM, And you will feel confident to approach business owners.'

Go above and beyond what you are offering. Most IMers try to think that they are stealing and ripping offline biz owners off by getting their cash.

This business is easy to fall down on, and business owners can easily ignore how you approach them. If you miss out on a business, fine. Don't ever try to convince a specific business who just isn't worth targeting.

Is there a niche not worth targeting?

Almost all niches ranging from Restaurants to plumbers are all worth targeting, but there are is a specific type of people you have to avoid:

Business owners who are not going to spend the money on your services. There are business

owners who are so clueless with the Internet that they really don't care about their marketing.

They really don't want to spend money on a website. If a business doesn't have a website and doesn't do anything to market themselves, then they will never feel the need to spend money on your work. You need to understand that there are businesses who are so behind in their marketing that they don't care what is going on with their online presence.

So instead of trying to target them, make sure you are working with people who are good at what they do.

In this WSO, I am going to give you a bunch of ways to land clients. These are all free methods on landing offline clients, but some do cost a bit more money. Usually the main costs are a professional website, but this is something you

should have by now. If you don't, you can always create a simple facebook fan page, a Blogger blog, or even a Tumblr blog.

Of course, you don't want to focus on trying to make a professional presence, because if you connect with your business owners on a personal level, they can trust you and won't worry about small things like you not owning a website. If you are short on funds right now, you could use these strategies to first find that first client, and then use that money to grow your business and get your own website. This is how business in this industry works.

What exactly is offline marketing?

When a person says they are going to be doing offline marketing, it simply means that they are going to be approaching business owners, and then offering them a service for what they do.

Some people on the Warrior Forum are teaching people how to cold call and things like that, but I show you more simpler ways that can get you offline clients.

Is offline marketing profitable?

What's so unique about offline marketing is that you can be nearly homeless, land a sale, and get enough money to get yourself back on track.

You don't even need to be incorporated or anything to get started. Just having a service to offer and a good way to market your service is all you need to get started.

If you are a complete beginner, let me help you. I will take you on a journey on making money and landing offline clients even if the well seems like it has been welled up dry.

Let's get started....

In this WSO, I am going to give you multiple amounts of ways to land offline clients. So, now you can make thousands and thousands selling offline services. Some of these are paid ways to land clients, but some are completely free to use.

Finding Clients:

Finding clients is the hardest part for some offline marketers. If you don't know how to find these business owners, you will never know how to get started.

The best places to go to for some business owners is to go through both Google and Review sites.

1) Google

If you want to target a specific city, type in "city + niche" without the quotes of course into Google. Go through the top ten results, and then contact them the way I am going to teach you in this WSO. Before you ever contact them, make sure you have grasped what I am teaching in this WSO. **DO NOT CONTACT THEM** if you are not yet ready. Each lead is a potential client, so you never want to accidentally go off wrong. Go to the websites "about us" or "contact us" pages to find their emails and phone numbers. You then will go on to the next ten businesses on the following pages of the Google search. This is the first way to find clients. The second way is also very simple.

2) Review Sites - Yelp

Yelp is a great place to go to if you want to find clients who are already trying to get their business out there. Some Yelp businesses also have bad reviews (find out later on how I profit off of them).

When you go to Yelp, you are going to find millions of businesses all around the globe on this place, so it's very crafty, especially since these business owners are looking for ways to get themselves on gaining more business.

Just use the search function to look for a specific business in a specific area, and then start checking which ones have a website and which businesses have contact information. Usually, some businesses will only have a phone number with no website. You can, however, just save their phone number if you would like since you can make phone calls to them. I give you a yet hold that DOESN'T involve cold calling, but something completely

different.

1) The Screenshot Method (This method can sell almost anything)

Have you ever gone onto your computer and utilized a screenshot? For some, a screenshot is only done to save an image of somebody doing something on webcam. Sometimes, others may want to capture something going on live during a live streaming session.

Screen captures are great, but believe it or not, they can make you some serious cash.

Business owners are trying to make good cash with their business. If you can outline to them how you can help, they will take you up on their offer.

This secret plan is going to land you a client

almost instantly.

Here is how to do it:

1) Find out what you are selling first

Decide right here and right now that you are going to be selling something. You could sell mobile websites, website redesign, Yelp review management, or anything that is going to make them money. (Later on, I'll give you a bunch of services and how to do them)

2) Think about how much it'll help them

As you are approaching these business owners, focus on how much value you will be giving them. This will help motivate you.

Here is where it all starts

3) Screen capture WHAT YOU WANT TO

FIX FOR THEM

YES, YOU HEARD THAT RIGHT. SCREEN CAPTURE what you want to do for them.

If you want to offer them a nice website redesign, screenshot their current website, and then send them an image of your templates website (if you have a website template). If you have bought a template from a WSO business, you will find that they give you samples and images. I did this thing a long time ago to land one of your first mobile website clients. Here's what I did:

I got a mobile website template from Willr, but I didn't get the chance to implement it yet on a site, so I took some of the images from his salespage and told my client that I could make his site look just like that when it is on a phone. It worked. I, of course, don't recommend saying it is yours, but simply say that you can make

their site look similar.

If you want to sell SEO, capture an image of his rankings on Google, and then email them to the business owner saying that they are just too far behind on results and rankings.

Screenshots are very powerful, and they can get the business's attention very EASILY if you are trying to sell a specific service that utilizes showing them what you are trying to show them.

Email Script:

"Hi (name),

My name is xxxxxx, and I work for (your marketing company). I have visited your site trying to look for a place to eat (or whatever the niche is in), and I realized that you are doing really great with your business, but have you

ever tried to do some more SEO on your site to rank higher? (Or whatever service you are selling. Change this up for the service you are offering)

Attached is an image of your site on the (second/third/fourth page) on Google for the main keyword ("the keyword".) You are ranking for other keywords, but this is a keyword many other people are typing in to Google.

Attached is another image of how many Google viewers that specific keyword is getting. The majority of those people are all targeted traffic, so it could get you a lot of traffic online.

- (your name)"

Now, this is Talking strictly about SEO, but at least you get a good idea on what works and

what doesn't. This email could be edited a bit to fit into any service. Screenshots work really well, but you must make sure that you are offering a service that shows them through the screenshot of why they need you. For example, a person selling lead generation won't be needing this, so while this can't sell EVERYTHING, it works for most services people are trying to sell.

Business owners just need to be shown what they are doing wrong sometimes, so this works well on getting their attention.

How do I close the sale?

Closing the sale could involve talking to them on the phone to discuss what you will be doing for them, or you can stick to emailing. Of course, at least one good phone call talking to each other on the phone could be a great way to get going.

Payment can be done via PayPal

Most people love using PayPal because it works and is safe. If a business questions why you are using this site and not a bank transfer, you can always tell them that they are protected always through PayPal since they can complain if you don't give them your service. Show your clients that you care, and they will love working with you and will be more than willing to give you their money.

2) The Sneaky 'Fake Address' For Offline Clients

About a year ago, a friend of mine taught me this secret, but I never really tried doing it until a couple weeks ago when he told me to do it again. I told him that it isn't an effective plan, but he told me that it does work and can make

you a lot of cash.

First, you send out an email to a business owner from a fake email account. You can easily make another fake one through Yahoo, Gmail, and a bunch of free websites. You can use that email to send out to a business owner saying:

"Hello,

I am on my phone and can barely see your site. Where is your "xxxxx" page? I'm guessing you guys aren't mobile friendly?"

This is the first email you send out, and then this one email will make them think about getting a mobile site.

About two or three days later, you send them an email from your own email account saying:

"My name is xxxxx from Mobile Corporations, and we specialize in mobile marketing. We design mobile websites and offer app creation for business owners. I visited your site because I needed to look for an (insert niche here), and I thought I might as well ask if you guys happen to have a mobile website since most people are searching through sites nowadays through their phones.

Regards,
Your name"

This gives me about a 75% response rate because almost all of them saw that message from that first email. I told my friend that it felt quite unethical for me to do this, but he told me that as long as you aren't scamming them and trying to find ways to steal from them, then you shouldn't feel too bad since it does work to get their attention.

I recommend outsourcing this if you would like (only the first part of having somebody send in those emails) because at least you won't feel bad that you are sending them two emails.

Here is what I did recently:

I hired an outsourcer for \$7 an hour from India, and all she does is email people from her email account with an email swipe, and she simply gives me a set of email addresses of the business owners who reply to her email. At least now I know that the email address and the business owner is active online and is always checking their emails.

This saves me a bunch of time on having to think about which businesses to send emails to and things like that, and then there is keeping track of everybody. So hiring somebody to care for this and them having them give me the emails of the right people, it'll be easier along

the way.

THIS WORKS FOR ALMOST EVERYTHING OTHER THAN MOBILE SITES.

You can use this to get clients for anything that showcases a problem. For example, you could use this for bad Yelp reviews. (Again, this is a great money maker. I'll tell you more about this later on in this eBook.)

You can also use this to sell Social Media Management and say something like "I was trying to find you guys on Twitter and Facebook to see if you guys have any discounts or sales. But I guess not. Are there ways to get discounts?"

And then your REAL email could say something like "Hi, I am a social media manager, and I help business owners keep their

social media accounts active and growing....."

Again, when you email business owners, you need to show them the problem, and then follow them up from the real you by showing them how you can help.

At the bottom of this eBook, I will give you a bunch of different services you could offer, and you could just pick which method in this eBook you want to use to sell that service. If a specific service seems interesting to sell, just look into it a bit more, and then research how to deliver it and then outsource it if you would like.

Either way, these techniques are I meant to help you mainly on getting IN CONTACT with business owners without striving to work too hard on getting their attention.

3) The Facebook "likes" tactic

Do you know how many business owners base their Internet presence mainly on Facebook and the "likes" they get?

Facebook is an industry that many people even today are still focusing on because of how many people are on Facebook.

However, it is pretty tough to sell a person on creating their Facebook fanpages, since so many businesses today are already using Facebook and all kinds of online business accounts.

There is a way to utilize this online position to help you gain success. How does this work?

Well, here is what I do:

- 1) I look for business owners and their business Facebook fan pages

2) I look and see if they have at least 1,000 or so Facebook likes

3) I then send them an email asking them a general question from a fake email that isn't associated to me in many way.

4) I then wait to see if they respond to emails in any way. I have created one fake email where I send them just a random email. I do this to make sure I am talking with a respected company who DOES RESPOND.

5) I then buy a Fiverr gig that will give that Facebook user a couple hundred additional Facebook "likes". Usually, they will do that in a couple of days, and when the Fiverr gig seller delivers the likes, you can proceed doing one of these two things.

1) I then send them an email from my account either on Facebook or in email, and then I simply tell them....

"Hello (name),

I am a marketing consultant, and I help business owners in the area to gain a better online presence. My goal is to help people achieve as much traffic and clients as possible.

If you look at your Facebook page, I actually have added a couple hundred likes to your Facebook fanpage. You have gained quite the following, and you have a professional business that makes what I do very easy.

I do a lot of things for business owners in the area, and it would be a privilege for me to help you achieve better marketing through the Internet.

My kind regards,
(Name)"

Or.....

2) I then decide to call them with a script on hand. My script usually involves trying to talk to the business owner.

"Hi there, can I possibly talk to the business owner. I am planning on sending him an email, but I just wanted to double check something with him."

Once the gatekeeper leads me to the business owner, or at least gives me their email or phone number, (I am usually able to have the owner on the phone right away), I proceed with this script. "

Owner: hello, how can I help you?

Me/You: Hello, maybe we can help each other. I too have my own business, and I actually help business owners like yourself gain a better presence online. I visited your site because I was really impressed with what you guys were doing.

I noticed your Facebook page was a little low in Facebook likes, so I went ahead and marketed it myself. Have you been looking at your fanpage lately and noticed the increase?"

Usually, the owner will talk to me as if I am the authority figure, and they will ask me questions about what I do. By now, he is grateful for what I had done, and he will usually just ask me about what I did. Here is how I continue my script:

"You see, I am a marketer online, and I actually

offer a ton of services that can help with your marketing. How would you like it if I emailed you some other things I could do for you? But....actually.....have you been trying to do anything online? Maybe I can help you in that area?"

By this time, most of them will say things like, "I need SEO done. I need to start doing PPC. I need a mobile website done." Some business owners already know about many aspects of their online business, but they just need to find a way that will benefit them to get started.

When trying to find a Fiverr gig seller, look for a Fiverr guy willing to give the likes equally to two different site owners. This way, you save money and spend only \$5 on two different kinds of Facebook pages. So if a guy offers 300 likes, ask him if he can split it up into 150 each to two different business owners.

Also, the Fiverr gig seller should also be capable of going the likes without having to get access to the Facebook fanpage. This will be very good since you can add the Facebook likes without the business owners permission.

4) Cold Calling – BUT NOT REALLY COLD CALLING

Here is my quick email to get a quick client, or at least show the business that I am a real person they can talk to before I sell anything.

Do you want to know how to get a business owners attention?

Send the business an email simply introducing yourself. You could say almost anything in this email, but I would recommend a soft pitch.

Something like:

"Hey,

My name is xxxxxx. I am currently with a marketing team, and I have been focusing on marketing with different business owners in the area. I have seen your business, and I have thought of several ways I can help you gather more clients and customers.

Regards,

Xxxxxx"

You then call the business afterwards saying:

" I sent the owner an email, and I wanted to ask if he got it. Is he available right now?"

This call isn't exactly a cold call in any way. In fact, you could actually use this way just to talk with them for a quick bit, and then focus on

talking to the business owner via email afterwards since that is going to be easier on our part.

By this time, you should get either an email or a phone call from the business saying they either need your work, or they completely don't. Either way, at least you got some info on whether they want to work with you or not.

5) Who can I contact about marketing?

This small section is going to teach you how to get in contact with the marketing company. You see, some companies are really in need of marketing, so they hire a person to care for their meeting.

Cold call a business asking them "Who can I contact about your marketing?"

Some of them will hang up, and others will give you an email to send. Now you can contact their marketing department, and since this part is going to go to somebody cares for their marketing, all you have to focus on is telling them about your services. No need to fake your marketing and have to convince them.

6) Make Money From Places You Visit By Being Friends Of The Owners

If you ever go to a nice restaurant, visit a printing store, or go to the salon, you can actually become friends with the owners. Of course, try to be genuinely kind and nice. If your goal is to make money off of them instead of trying to help them, your agenda will eventually come out and come off as salesy.

If you go to a certain place often and build a

rapport with the owner and the managers, you'll be able to offer them services.

Once you are good friends with the business owners, all you have to do is talk to the business owners, and then ask them about their marketing. Talk to them to see what they are in need of, and see where their marketing is currently at. If you're good friends with them, you'll know from the get go if they are going to talk about this.

Once you have talked a lot about this, tell them that you can actually help them with this. Don't be afraid to tell them that this is your online business. Let them know the benefits and not so much just the service. Since this is happening in person, really try to sell them on how it will help them generate more professionalism online and gain more clients and business.

The owner may eventually want to have dinner with you and talk to you online about how you are going to help them, or you may just have a phone conversation or stick to email.

Regardless, you will find that being friends with some business owners can make a big deal, and it can get you a client very quickly since you know who they are and they know you.

7) Leave An Envelope Offering A Service

The last way to land clients that I want to show you is very simple, fast, and quick. If you are going throughout the downtown area in your place, there are chances you won't be able to be good friends with every business owner.

Building a relationship can take time, but if you do it right, you'll be able to do something different that I would recommend.

- 1) Buy a set of envelopes
- 2) Create a small flyer talking about your business (there are some WSOs that offer graphics and some are even free)
- 3) There are a few graphics online you can snag for free on the WARRIOR FORUM.
- 4) Or, you can create a short article aiming it at the business and making it personal.
- 5) Drop by that business in your area, and then leave it at the front of their door. I would recommend doing this throughout the day when they have lots of business going on if you don't want to bother them.
- 6) Give a personal message and print it out at home, and then put it in front of their door. You can also give it to the receptionist to give it to the owner. This works best for small businesses. Something short is all you have to do. Here is what I would recommend writing:

Hello XXXXX,

I have visited your location countless times. I love visiting and seeing your employees. Your employee (their name) has been especially kind to me every time I visit. I am actually a marketer, and my name is XXXXX.

I have a marketing company, and we focus on helping businesses advertise using the Internet. I specialize in a wide range of topics, from creating mobile websites to ranking your website for more people to see you online through Google.

But first of all.....my goal is always to help business owners in the area like yourself gain more customers and achieve more visibility. If you would like have me work with you, you can reach me at xxx-xxxx, or you can email me at xxxxxx@gmail.com"

For all of these services, closing the deal is nearly and almost always the next part. The goal now is just to reel them in. Stop trying too hard on worrying about whether you know how to offer this service or you know how to sell that service; just go out there and do it. Talk to business owners and get yourself out there. The tips above are all worth trying to get them to pay attention to you.

The process of them actually paying you can be confusing, but as long as you have given them a nice service that is going to benefit them, they will pay you.

Now, let me show you how I make an extra income making \$5,000 from a single client doing this.

You know Yelp, right?

Here is what I do:

I go through each Yelp review in each niche and in any city I want to go through. You can target any business you want, but a place that people can go to like a restaurant or when they get a service is great to target.

1) I find a business with really bad ratings.

2) I use my Screen Capture method above to show them their bad reviews, and I simply email them saying, you guys got some bad reviews.

3) 7/10 will reply

4) Tell them that you want to help them out by removing those bad reviews. Now, Let me explain how this works. Yelp has tons of bad reviews being shown for some really great businesses. Some of those reviews are from their bad employees who got fired, or sometimes just from annoying customers who

don't know anything.

So, here is what I do:

When a person with a goes to places, and they offer good reviews, their **REVIEWS ARE ALWAYS SHOWN AND NEVER FILTERED.** As long as the reviewer is a five star rated reviewer, anywhere that they seem to go, they can easily post a review and have it shown at the top for the business.

Some business owners have only around one or two bad reviews, but some may have more than 5+. This ruins business since Yelp is very well respected.

Contact the business, and tell them that you want to get those reviews to be filtered out so you can have a better looking business online without those bad reviews.

Show them in those bad images that they are having many people say bad things about them on Yelp.

(Alternatively, you can also use my second technique. Send them a message via email from someone else's account saying "you guys have bad reviews. Why is that? I don't want to go to your place anymore if you guys offer that much bad service." Two days later, send them an email about how you can help them get those reviews hidden.)

How do I start doing this?

Once you email them and they want to work with you, give them your prices. I always say a good review either 4 or 5 stars is going to cost \$700 for each good review because it will be from a real person who will act as a real customer. This way, he doesn't know who is going to come in and is going to give him the

review.

Charge them upfront through PayPal with at least 50% upfront.

Now, here is when the fun begins:

You are now going to have to go to Craigslist and post an ad in the area of that business saying- "I need a guy or girl who is 18+ and has a Yelp account and is an Elite member with more than 20+ reviews. Your profile must be complete with a photo and all your contact information. You can earn \$200+ If you fit our requirements and willing to do this survey for us. Please contact xxxxxxxx"

Now, once that is done and you find somebody, make sure you look for a guy or girl who uses it on their phone and has the Yelp app added to their phone. This is a requirement the person must have, because it is these reviews that are

going to stick to the Yelp page and not get the review filtered.

Tell the person that he or she will have to go to the store or business location between the hours of 2:00pm to 2:45, or any time you both choose. Let the business owner know the time slot. Of course, the person working for you needs to buy something, but they can always just browse through the place if they want to. It is their choice to do what they want when they arrive. When they have put up the review, they will receive \$200 in their PayPal account for posting their honest review. Tell them that it doesn't matter how many stars they get, as long as it is honest and real.

This is my simplest formula for getting a business a good review on Yelp. This service I banged to teach because it is so brilliant, and it works like crazy. I talked to one of you clients, and he pays me \$499 for every review, and I

give the person going to the place \$99 for going. He has gotten 17 reviews from me. How much does that sound to you?

If you were to sell one thing from this eBook and learn one thing, IT IS TO DO THIS! It works. Around 6/10 businesses respond to this because it is so hard for a business to deal with people saying bad things about them online.

Some businesses CLOSE THEIR DOORS BECAUSE OF ONE BAD REVIEW! Think about how much you are helping them by doing this?

Not sure which services you want to sell to offline clients? Pick one to offer as your front end. Then you can upsell others later. (if you want to actually get an idea on how to start selling one of these services, let me know. Itll be hard for me to go through each one in this ebook, so please send me an email if you want.

The lowdown on selling one of these services.)

Website Design

Mobile Website Design

Search Engine Optimization

Search Engine Marketing (PPC)

QR Codes

Google Places Listings

Video Marketing Services (plus VSEO)

Facebook Page Creation

Facebook Ads

Social Media Management

Blog Posting/Regular Site Updates

Email Marketing

SMS Marketing

Press Releases

Copywriting

Reputation Management

Groupon/Coupon Site Services

Marketing Consulting

Print Ad Design

Always remember that we're actually selling the results (i.e. more customers, decreased marketing spend, etc.)

You have now reached the end of this WSO. Landing offline clients isn't an implausible situation. In fact, it is more than possible to achieve success if you take the time to try and put yourself out there. If you ever need any help, do not ever feel afraid to contact me at joelswohelpdesk@gmail.com. You could also contact my friend Jason through this email. He didn't want to give away his contact information, so he will be answering some of your questions from the same email. He is the one who has helped me make these ideas doable. Contact us any time, and we would gladly help you. Of course, if you enjoyed this book, feel free to leave me a review if you would like. It would be greatly appreciated.