

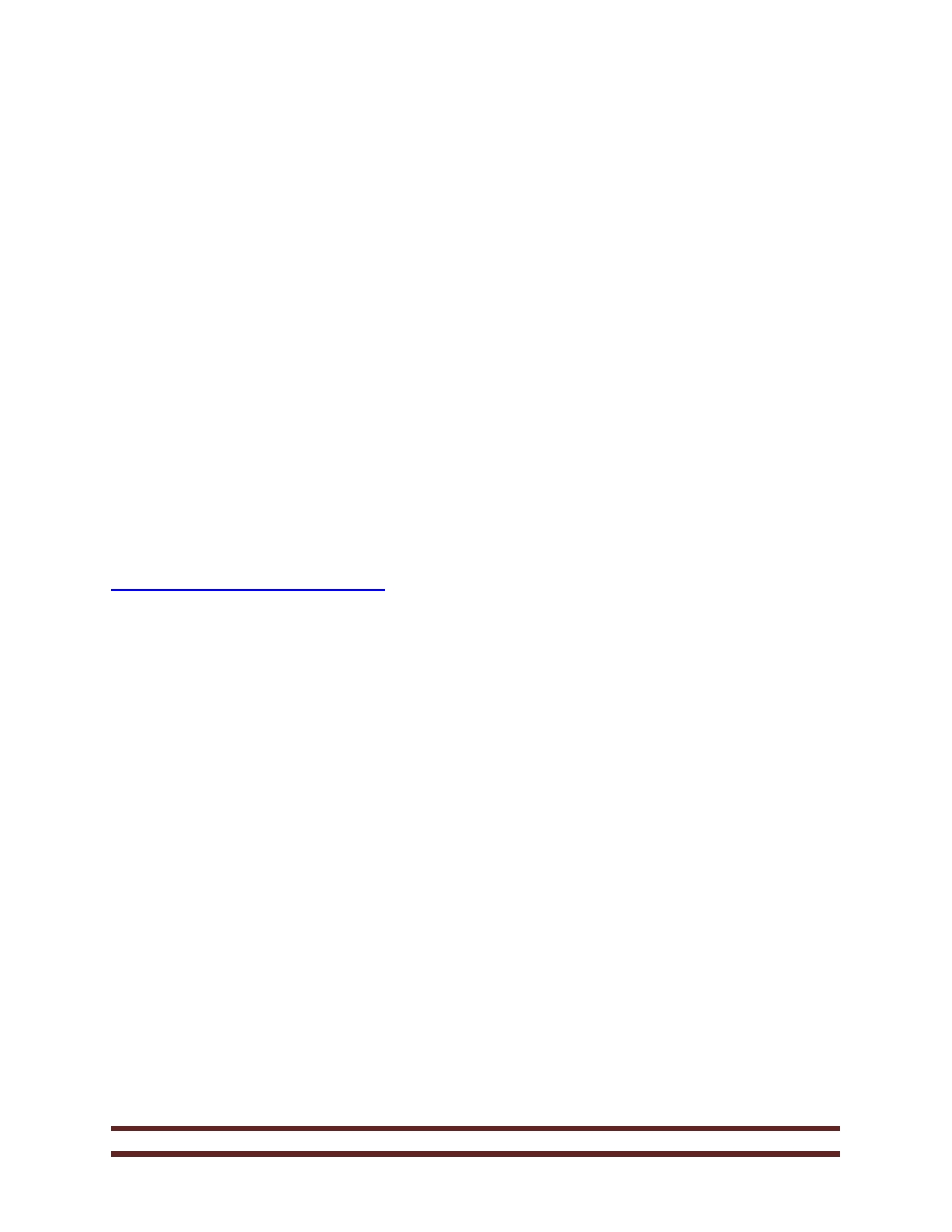
**Rapid Offline Profits**

***"A complete guide to one of the easiest***

***ways to secure $200-1,000 offline clients***

***FAST."***

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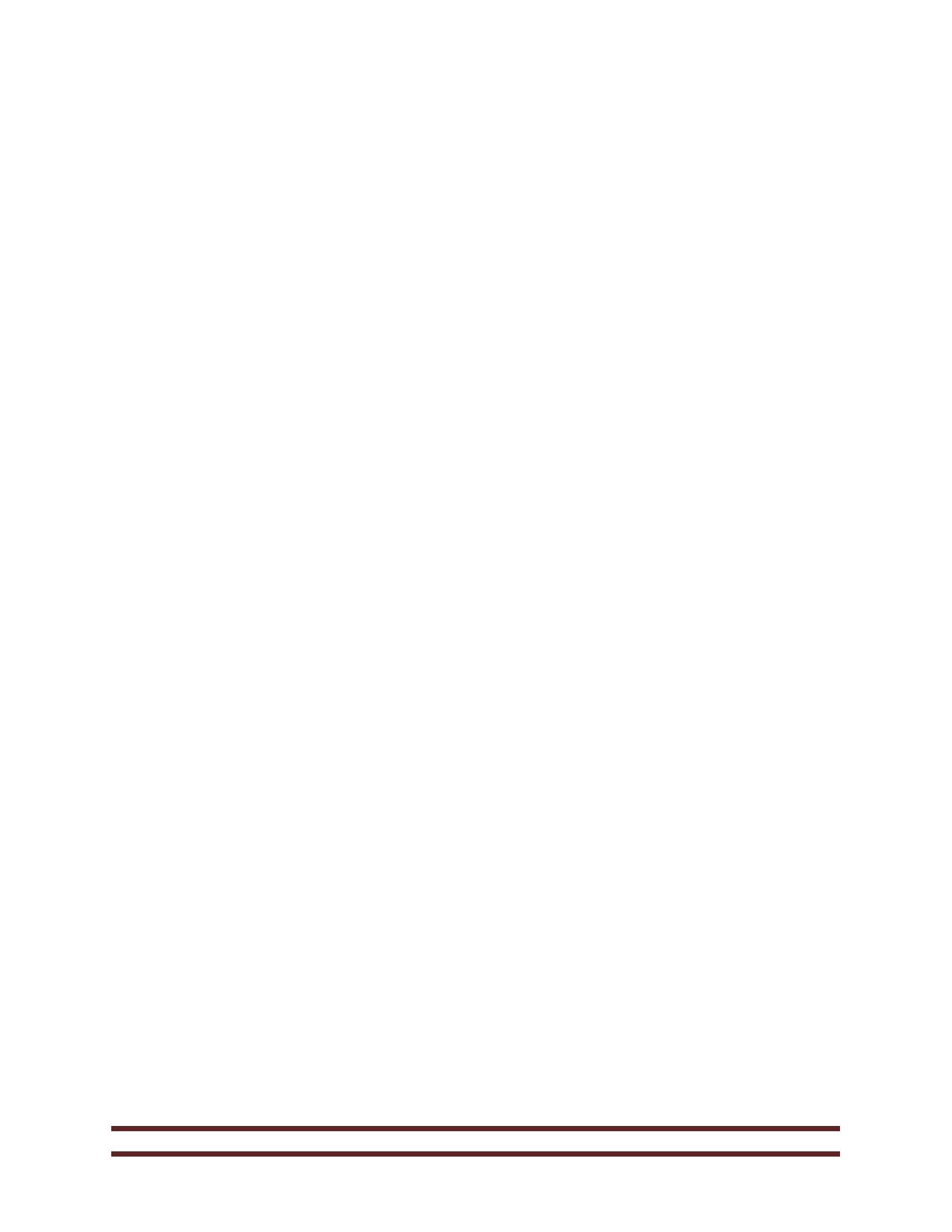
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Rapid Offline Profits Page 3

**First Things First**



I'm going to keep this report as no-fluff as possible. Not

going to waste your time with "my story" or anything

else like that. Let's get right to it…

Simply put, there is no easier way to get into offline

marketing than what I'm about to teach you. Honestly, it's pretty ridiculous. You don't have to make anything,

you need ZERO technical skills, and don't NEED to call people or talk at all.

"If this is so easy, won't it become saturated?"

As soon as the world runs out of business owners, this

method will become saturated (in other words, never).

To keep it simple, if you can answer an email, you can

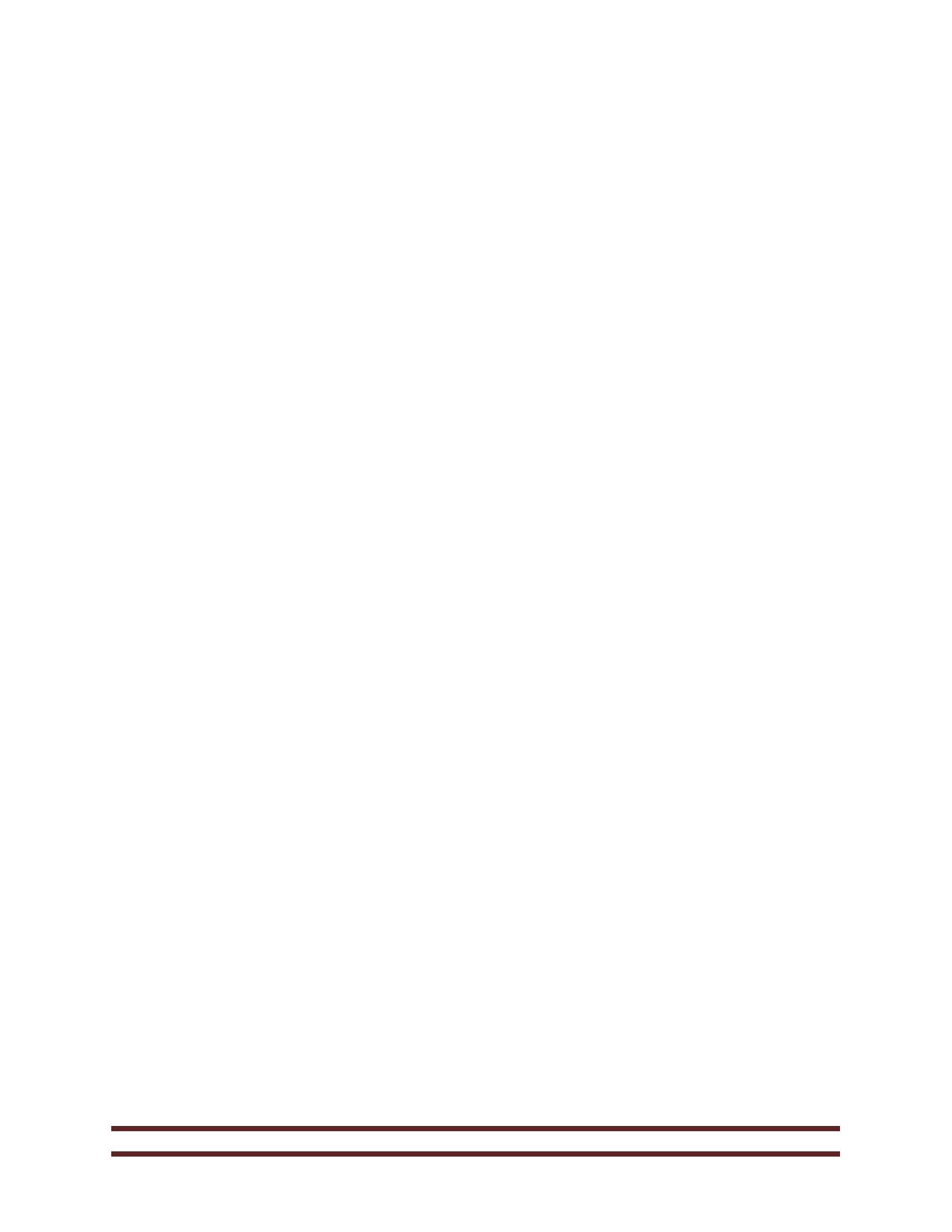
make money with this method. For those of you who

have bought multiple products from me, you know that I

only release

Rapid Offline Profits Page 4

actionable material that provides results when put into



action. I've done it, my clients do it, it works. Period.

So, what are you going to need to make this work? I will

recommend that you have a Facebook account and landing page (optional but recommended).

Facebook and a landing page IS optional IF you feel

comfortable calling around to local businesses or mass emailing. You will be using this Facebook ads+ landing

page combo to filter leads (business owners who are interested in your service).

You do not need to have a budget to make this work at

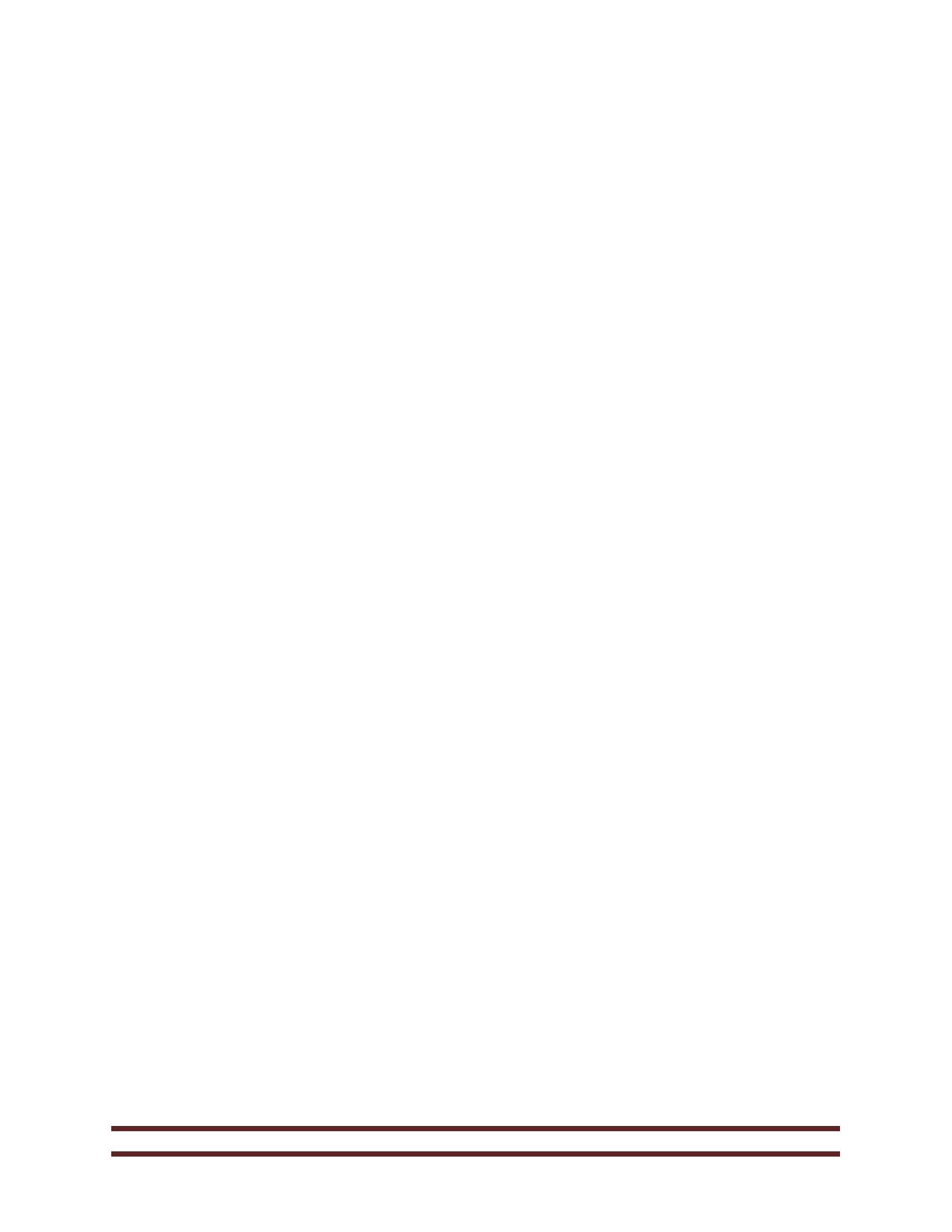
all (as you can call around or email businesses in your area for free), but I recommend that you spend about $20 to get up and running. Any small $5-50 budget will drastically speed the process.

What are we going to be doing? We are going to be

providing a VERY easy and simple, yet powerful Facebook ads service to small business owners. **If the business has**

Rapid Offline Profits Page 5

**a customer list that collects cell phone numbers or email addresses, you can sell this service to them.**



This is one of the most powerful functions of Facebook

advertising and works in any offline business niche that has a sales department.

However, for easy sales, I will recommend a few specific businesses that you will want to target.

The first thing you are going to want do after setting up a

Facebook account and landing page (if you don't have

them) is become familiar with Facebook Custom Audiences.

What does Custom Audiences allow you to do?…

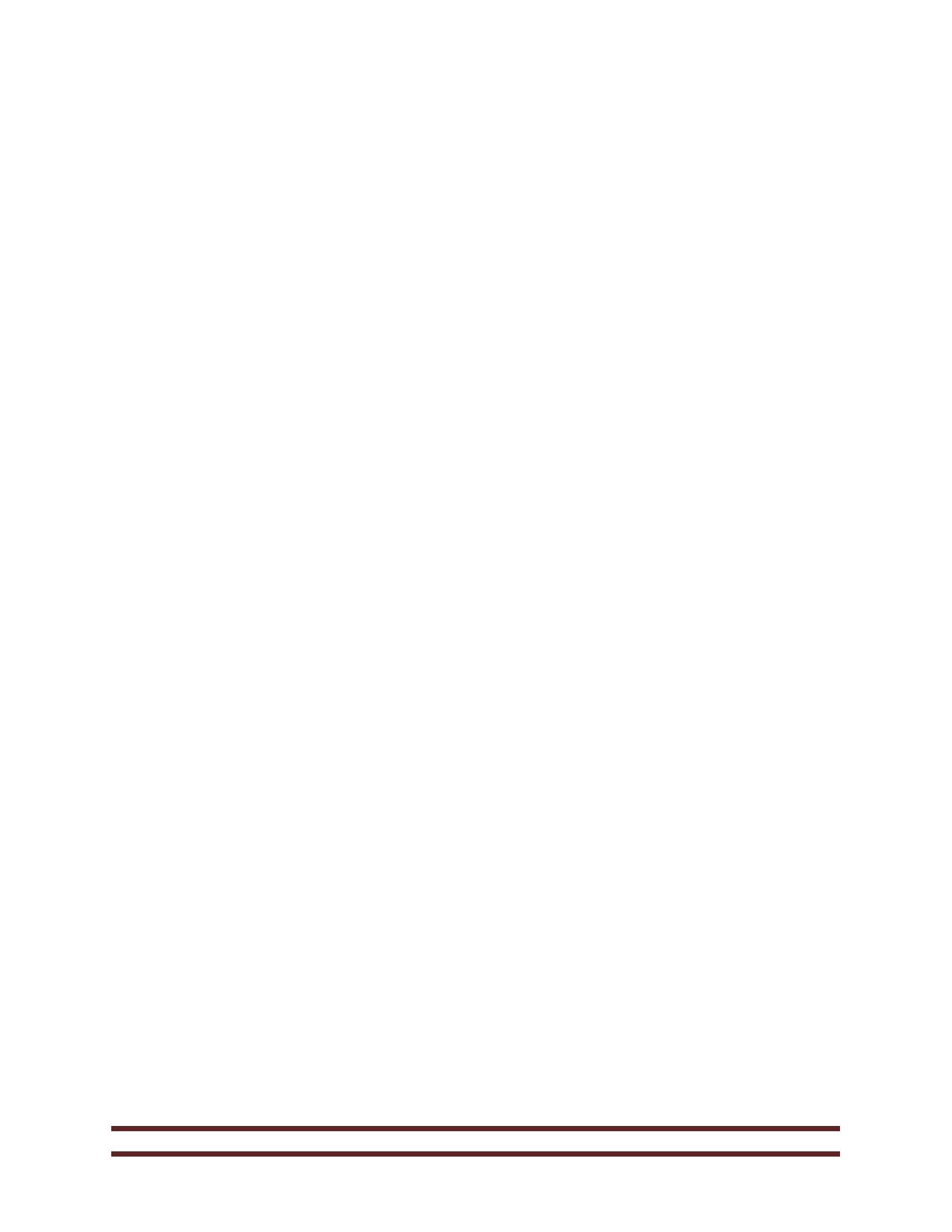
It allows you to hyper-target your Facebook ads strictly

to certain cell phone numbers or email addresses. This is

arguably the most powerful, targeted, and affordable way of getting more sales to business owners.

Rapid Offline Profits Page 6

Facebook will scan its database to see if any of the email



addresses or cell phone numbers in your customer list

match with Facebook accounts. If so, it displays your ads

DIRECTLY to those individuals via their Facebook

Timeline. Many businesses will not have customers' email addresses, but WILL have cell phone numbers.

**\*\*PROTIP**: You can even use this with an internet

marketing email list to sell more stuff to your subscribers (affiliate offers, your own products, etc.). Make sure that

you include your name in the title so that you continue to build your brand.

Cool story, right?

"But Phil, I don't have any phone numbers or email

addresses to market to…"

Right. We aren't using yours. That's the service we are

providing to small businesses. We will be DRASTICALLY

boosting their business by using THEIR customer list with Facebook Custom Audiences.

Rapid Offline Profits Page 7

**\*\*NOTE:** Custom Audiences requires you to use a list of at least 100 people in order to start a campaign.



We will be guiding this Custom Audience traffic to the

Facebook Ads "Claim Offer" feature, which will drive a massive amount of sales to these business owners. The

"Claim Offer" function allows Facebook users to claim a

specific and exclusive discount. This works because it drives their previous customers and buyers straight to their NEW offers.

Here is a photo of what a Facebook Offer looks like…

Rapid Offline Profits Page 8

When the customer clicks "Get Offer," it will take them



to the sales page of the product, where they will receive their discount (thus, business owners make sales).

"Do I have to pay anything upfront for the service I am

offering?"

Absolutely not. In fact, you will only spend $30-50 of the

money that you make for each order. You do not have to

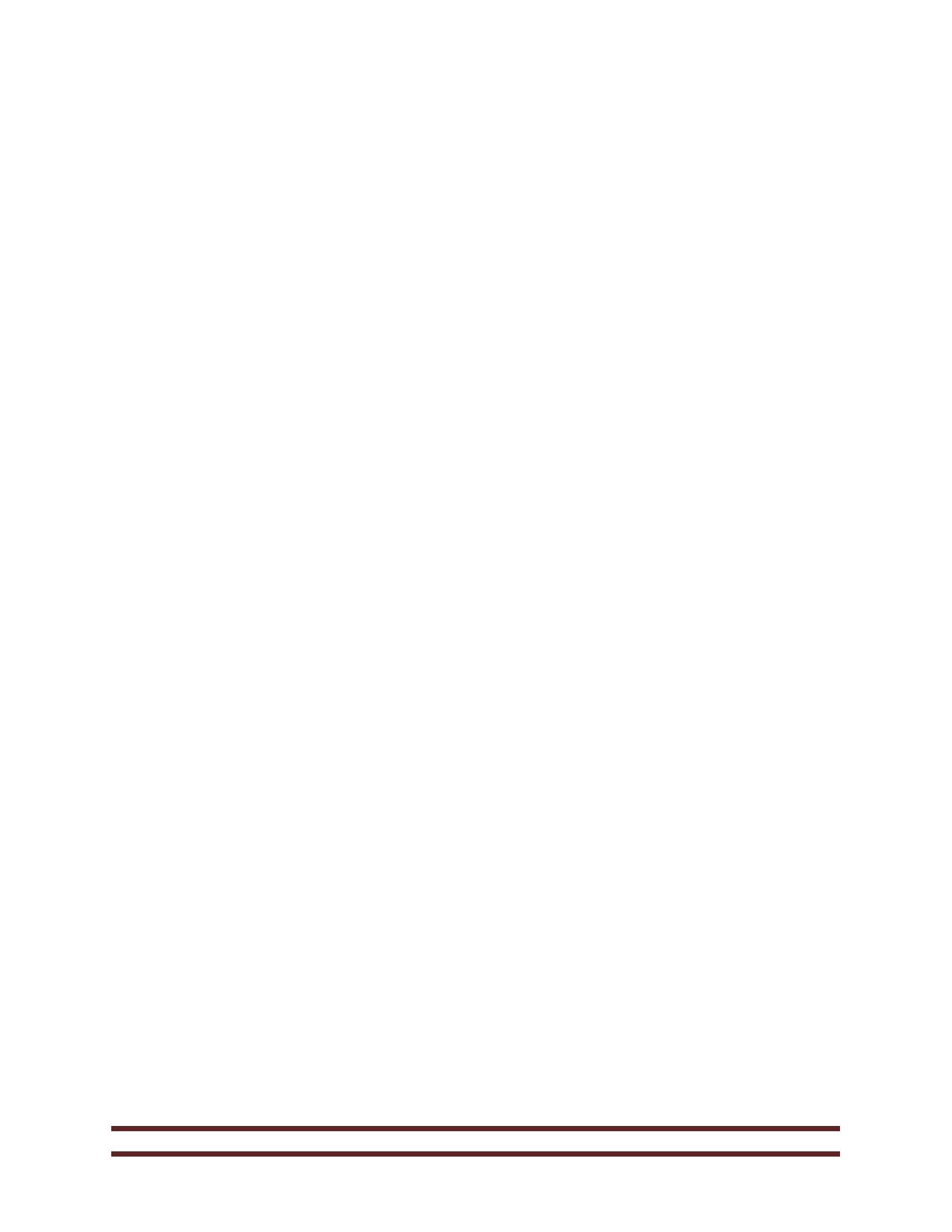
spend this before the order, but only to complete the order.

Now that you have a basic understanding of how the

method works, let's start talking about how to get your first leads and sales.

Rapid Offline Profits Page 9

**Rapid Offline Profits**



Before we do anything, we need to drive traffic to our

service/landing page. This comes naturally if you use the right sources.

You have couple of options here…

**Method #1 (Budget Required):**

The first of which is what I truly recommend that you do

- collect your leads through Facebook ads.

You will need a high-quality landing page (a simple

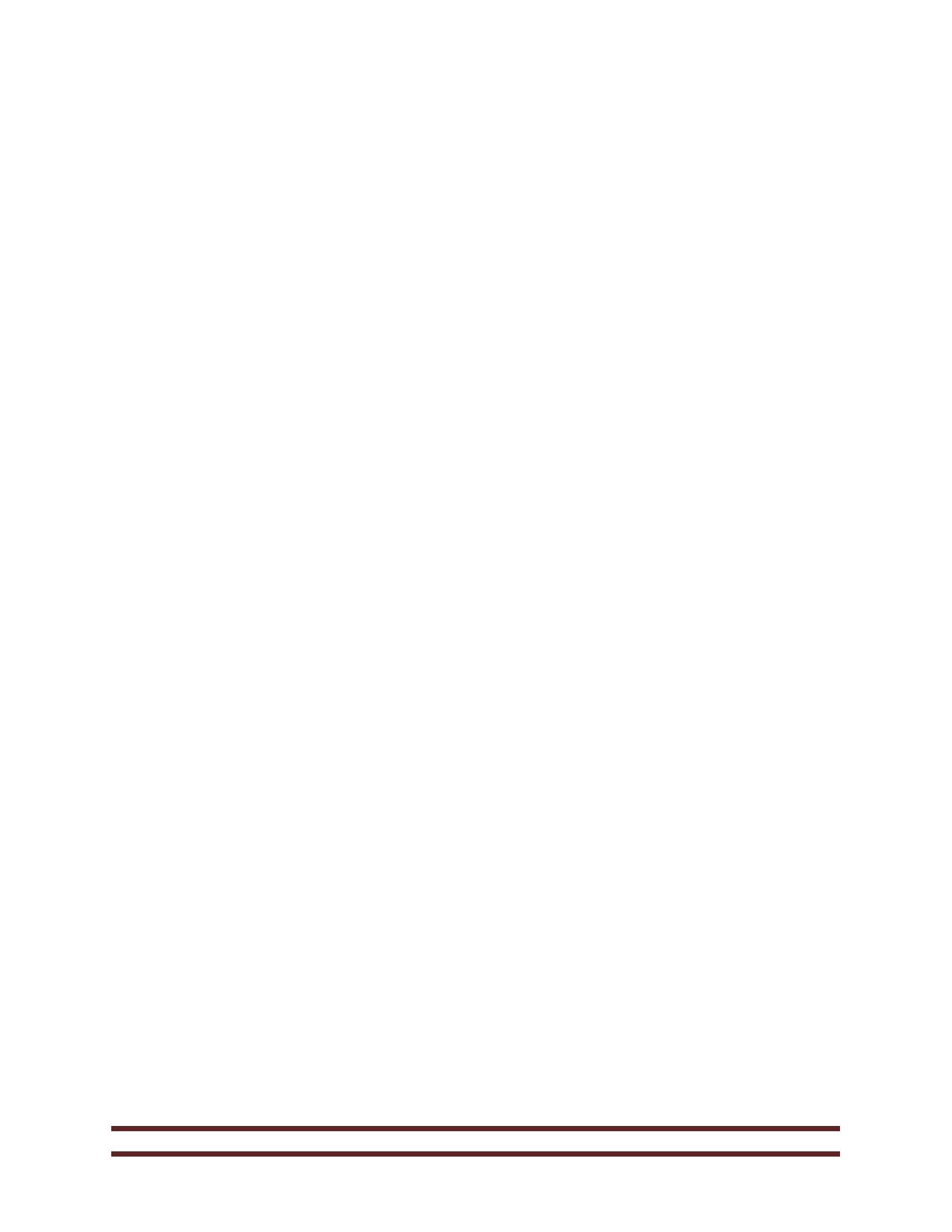
YouTube video can be used as an alternative).

I always recommend that you take them to a video

landing page, but a standard landing page will work just fine.

Rapid Offline Profits Page 10

**\*\*PROTIP**: If you are scared of making your own landing



page or don't know how, don't worry. Try visiting the

Warrior Forum "Warriors For Hire" section (http://

www.warriorforum.com/warriors-hire/) to find extremely

inexpensive done-for-you custom landing page services.

If you choose to make a video (you are welcome to show

your face, use a simple text transcript, or even a

whiteboard video - however, make sure it is

professional), be sure to thoroughly explain what you will be doing for them. The following script is a great starting

point…

**BASIC VIDEO/LANDING PAGE SCRIPT:**

"Hi. Are you looking to drastically boost sales in your

business or practice? Chances are, you're not taking advantage of proper marketing techniques. You have

probably already looked into hiring a designated

marketing specialist for your business, but quickly

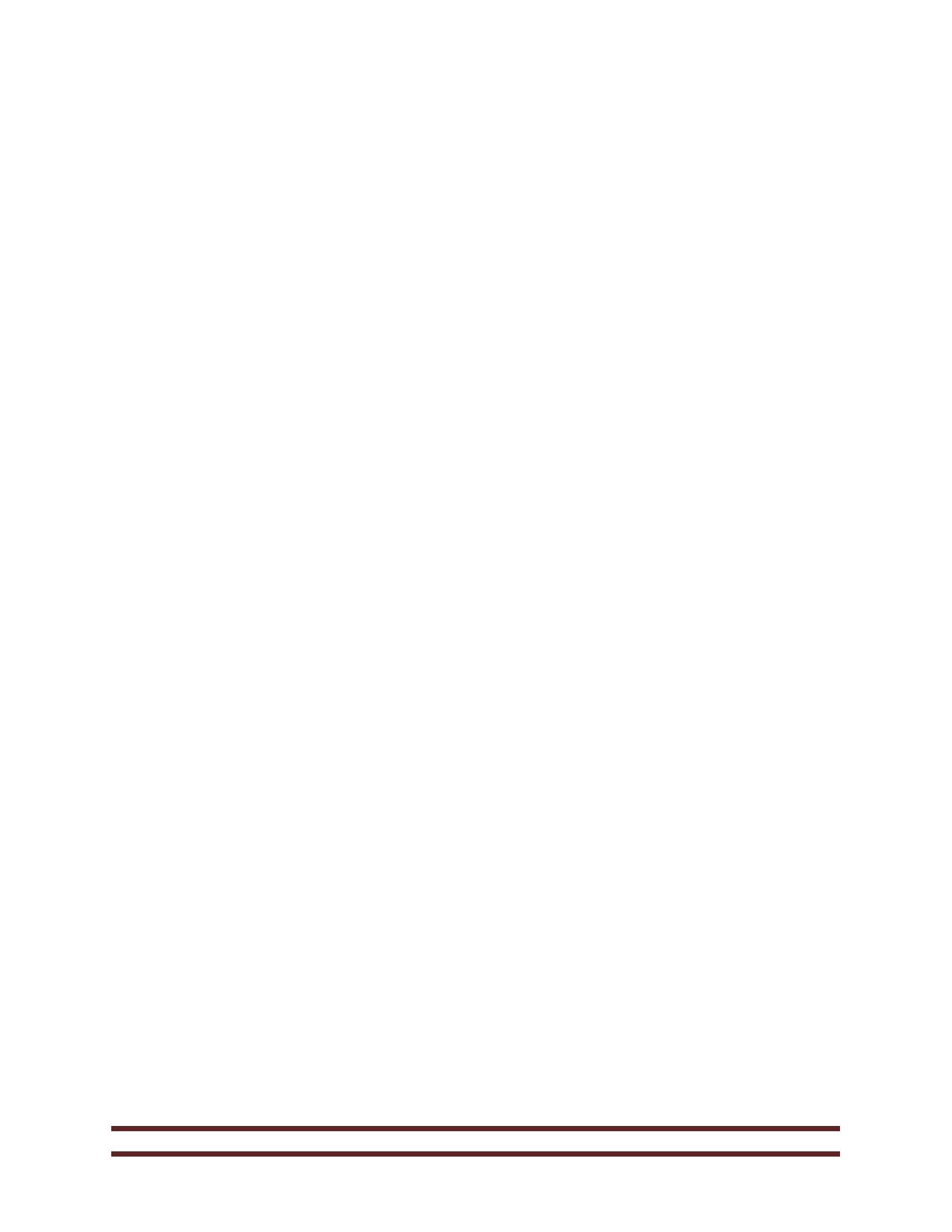
realized that it costs a ton, and often merits little in

return. Luckily, for you, you stumbled across this page.

For the low price of [INSERT PRICE(S) HERE], we

Rapid Offline Profits Page 11

guarantee that you will receive a drastic boost in sales



and business using our extremely powerful social media

marketing strategy. All you need is a list of customer cell phone numbers or email addresses to get started.

Reserve your slot below right now or email us at [YOUR

EMAIL ADDRESS HERE] for a free consultation."

Once you have everything set up, you will need to set up

your service in Facebook Ads so that you can start driving

traffic to your new landing page and generate sales…

1) Login to your Facebook account

2) Click the small down arrow in the upper-right corner

of your Facebook dashboard

3) Select "Create Ad" (it may also be labeled "My Ads"

4) Make sure that you choose "Website Clicks" as your

advertising option

5) Choose your target audience

Rapid Offline Profits Page 12

Facebook allows you to directly target "small business



owners" in the "Behaviors" field. I really recommend

that you do this. The best 4 areas to target are: doctors, take-out restaurants, optometrists, and computer repair.

Why? Because these targets tend to have a massive

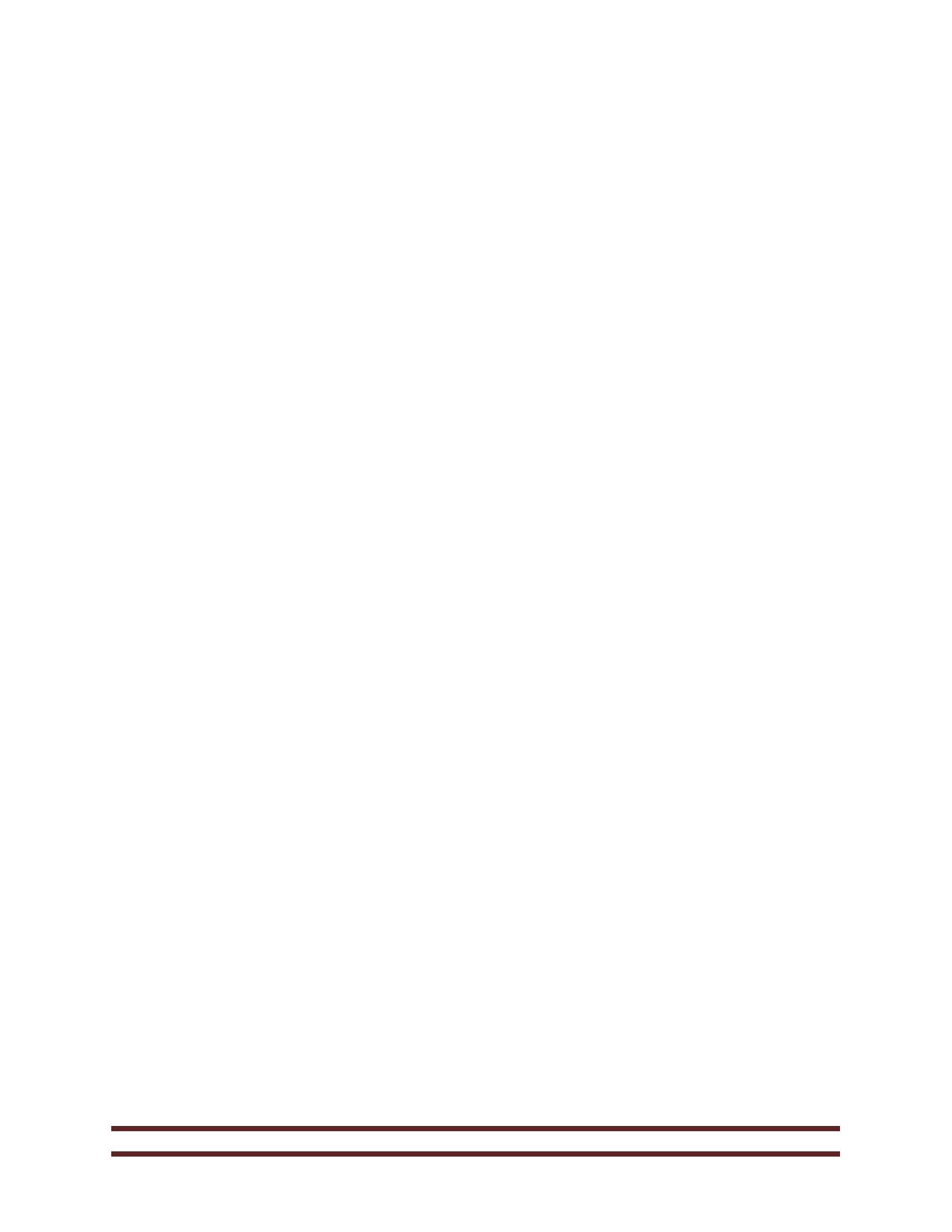
customer list compiled, making it easy for them to see great results with your service.

6) Send your visitors to your landing page that

professionally and thoroughly explains what you are going to be doing for them (see script above).

Rapid Offline Profits Page 13

If you choose to simply host a video on YouTube instead



of using a landing page, that is fine. However, keep a

strong call-to-action at the end. I always recommend a

strong video landing page. Provide your contact

information in your clear call-to-action. Showing your

face is not required, but is always a strong plus and leads to guaranteed more sales.

**\*\*PROTIP**: I recommend that you use pictures of smiling

women in your Facebook ads as much as possible. This is

a secret trick that I learned about a year ago and it

converts at a much higher rate. Also, remember that

your headline is important. This headline is a good start:

"Business slow lately? We can fix that."

**Method #2 (Free):**

Your next option is completely free. However, it does

require you to either call or email local businesses in your area personally.

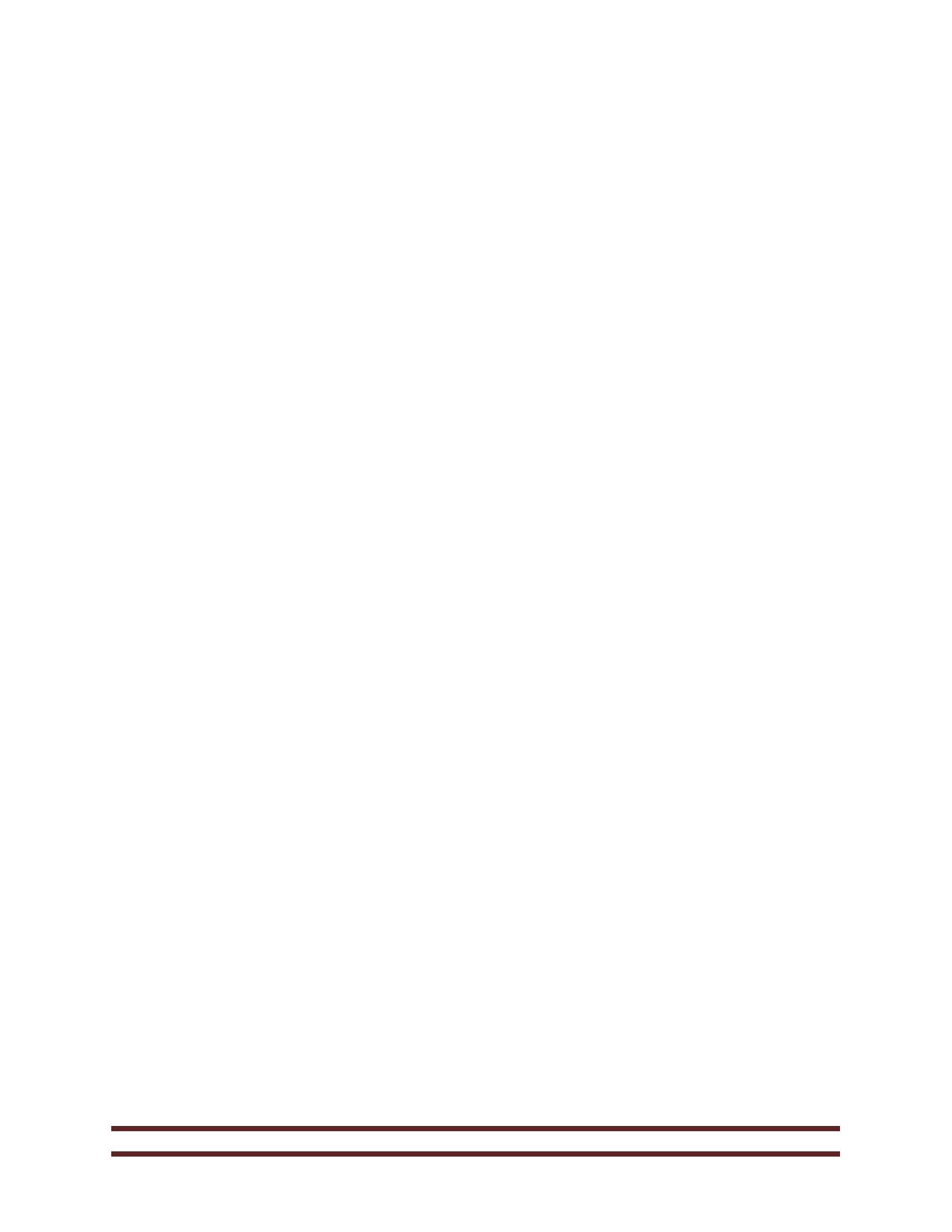
You can call around to local businesses and offer to do

this service for free (approximately $30-50 out of your

pocket). Explain that you are a local marketer and your

Rapid Offline Profits Page 14

are building a case study for a new social media marketing method.



Clearly explain the benefits of this method to them and

that there are ZERO strings attached. You simply want to

make sure this works before taking it into the big picture.

"Phil, if I do this for free… how do I make money?"

Stop right there. Let me explain something to you. The

offline world is overflowing with referrals and

connections. It's happening every single second of every single day, even as you're reading this.

So, what we're going to do is to start you out by

providing this service to local businesses for free, in exchange for them referring you to their friends and

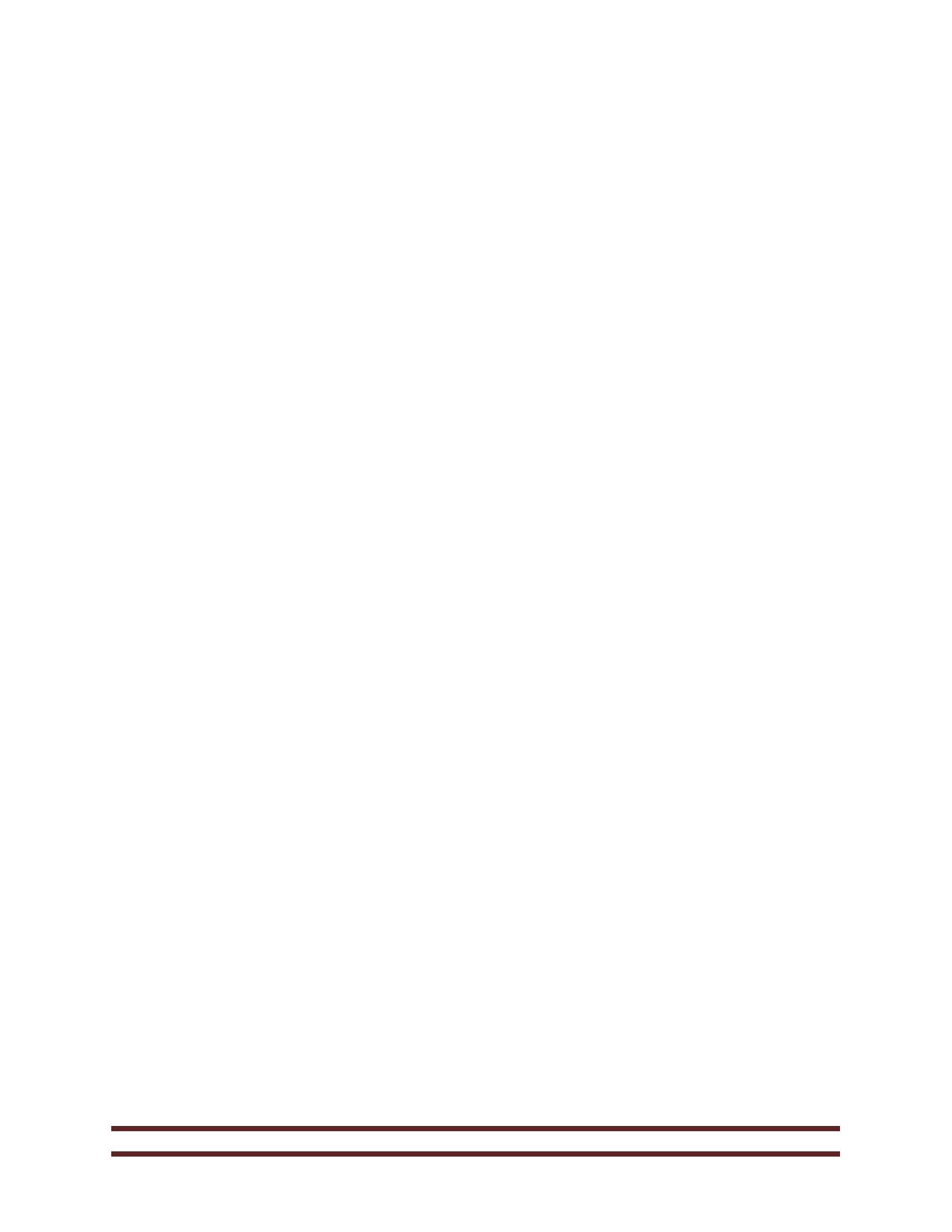
related businesses, which will make you a TON of money.

I have found that approximately every 1 out of 3

businesses will request more information or be

Rapid Offline Profits Page 15

interested. Many will be skeptical as they don't



understand that you are offering a legitimate service.

You will need to get a hold of the business owner's name

before calling. You can do this by searching for the

business in "Manta." Many businesses will have the owner

listed as well as the email address. Ask to speak with

them directly. As nerve-racking as it can be, try to

become as relaxed as possible. Remember that you're

just talking to another person. I always try to get myself

into the "talking to a friend" mindset before I call. It takes practice. Don't expect immediate perfection.

To recap on this…

Step 1: Search "Manta" to find the business owner's

name.

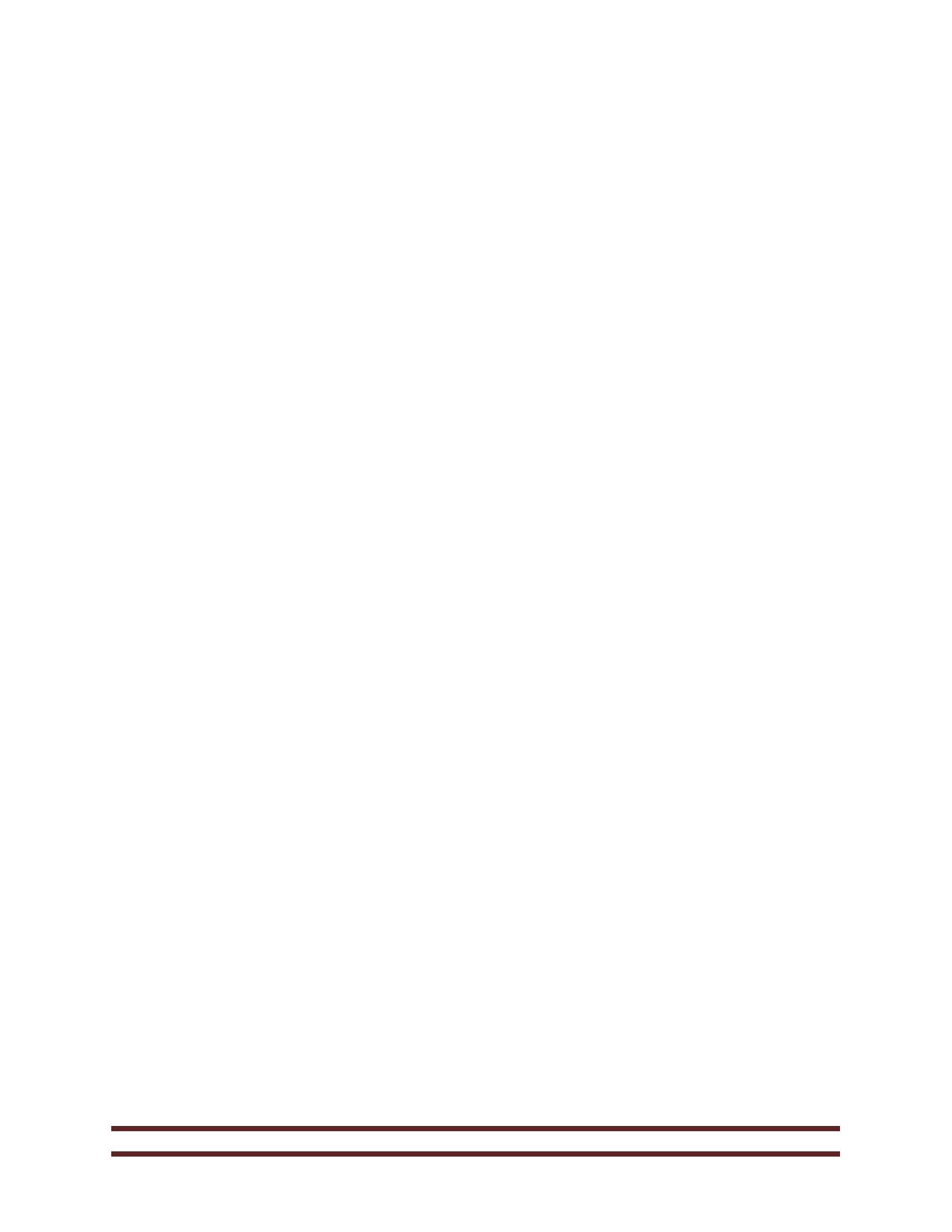
Step 2: Call the business. I recommend that you make a

basic script, as that will allow you to sound more

professional and clear with your message. With cold

calling, you have approximately 10 seconds to secure their attention.

Rapid Offline Profits Page 16



Step 3: Ask to speak directly to the owner or ask when a

convenient time would be to speak with them. If they ask

why you are calling, say that you have a couple questions for them.

Step 4: Explain the service that you are offering clearly

and concisely. Tell them that you will do this for them for

free if they will refer you to their friends (after they've

had results). Expect some of them to say "no"

immediately. Don't let that get a rise out of you.

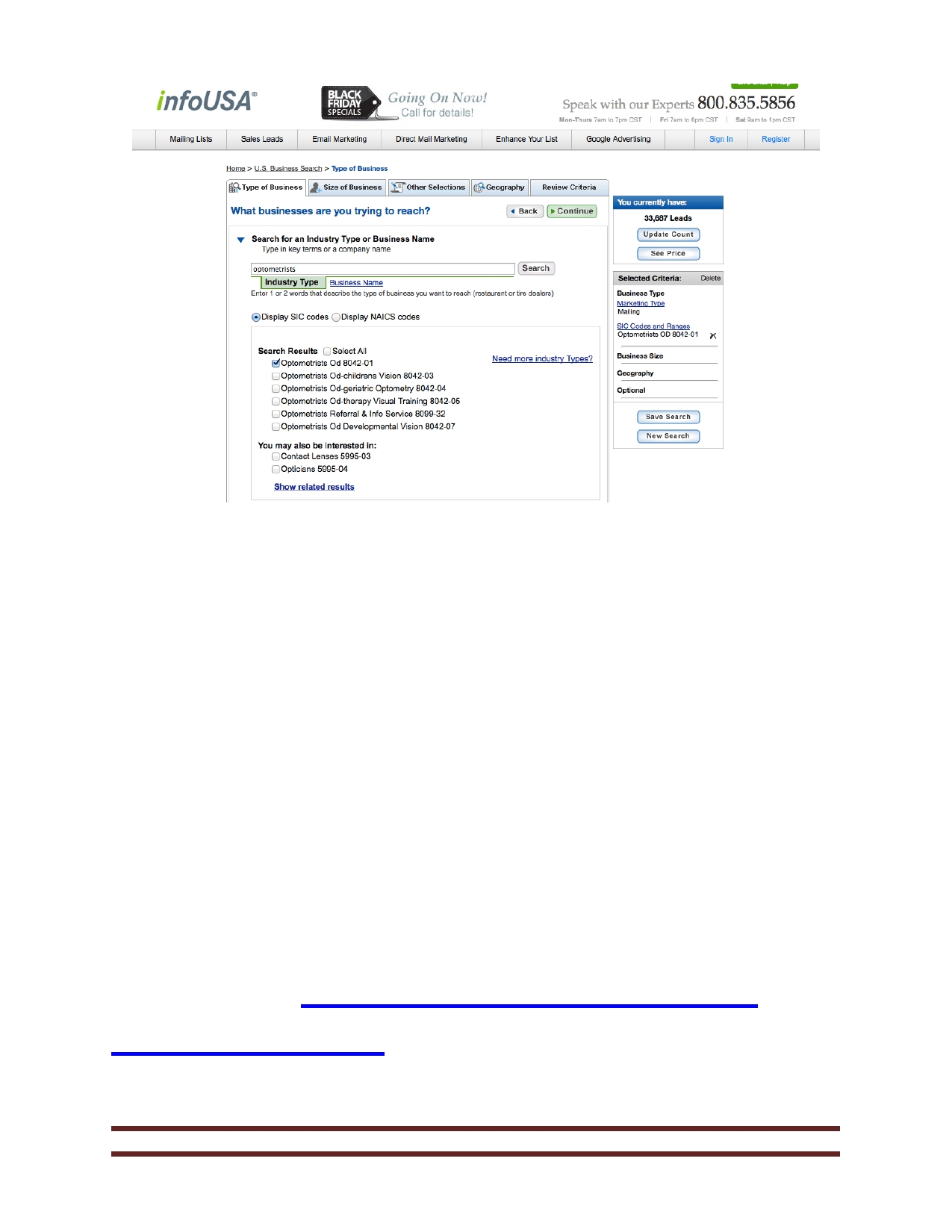
**Method #3 (Budget Required):**

Buying business email lists is great for this method

because you can DIRECTLY target the 4 niches that I

suggest above. However, you need to make sure that you only purchase lists that were obtained through legal and anti-SPAM-compliant methods.

Rapid Offline Profits Page 17



My favorite website for doing this is InfoUSA. They have a

great database of extremely targeted business emails that are compliant with mailing regulations.

I recommend that you target the 4 niches that I list

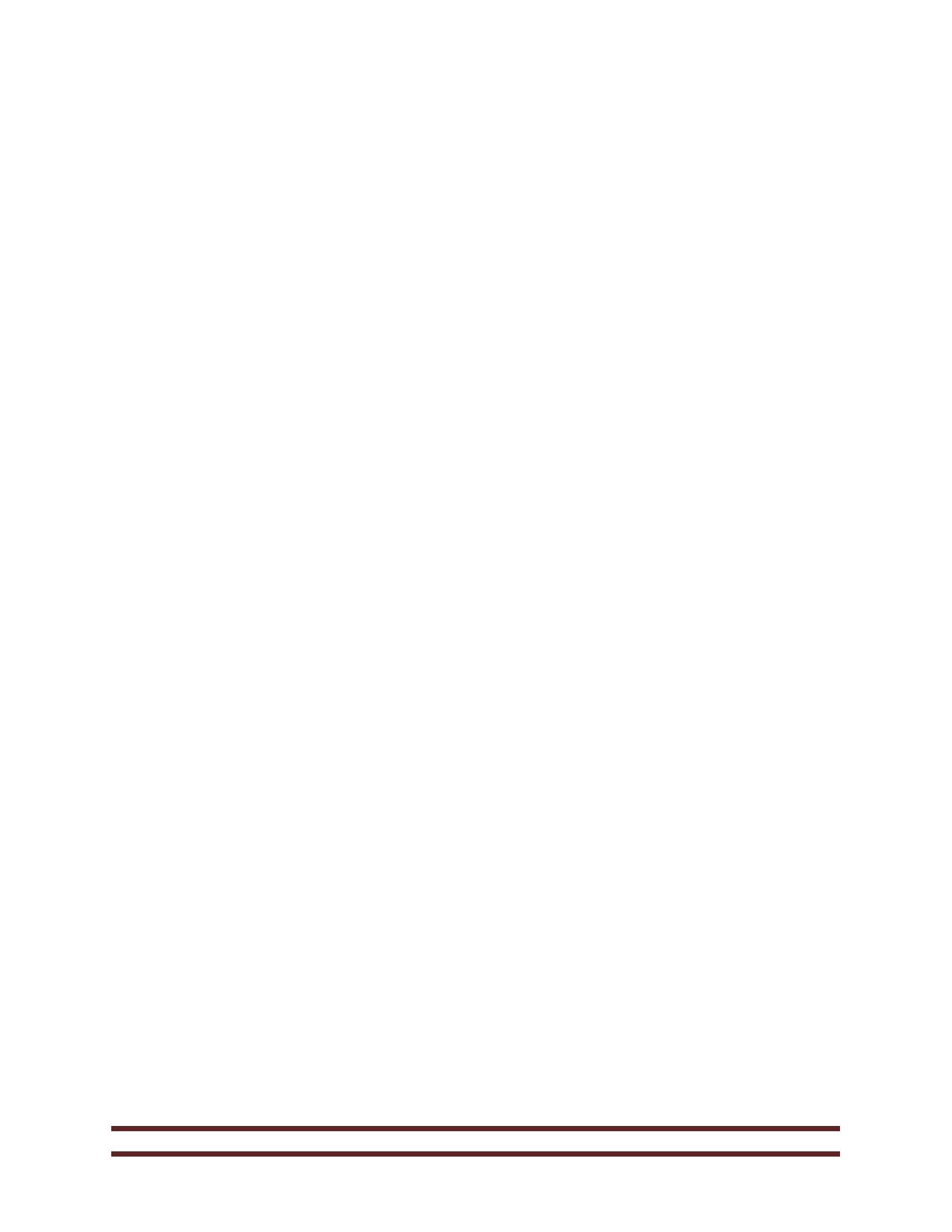
above (doctors, optometrists, take-out restaurants, and computer repair). These convert very well, especially if your email copy is good.

Step #1: Go to **http://leads.infousa.com/Business/**

**TypeOfBusiness.aspx** and register for an account.

Rapid Offline Profits Page 18

Step #2: Select your niche while searching for email lists



to purchase. Do this by clicking on the "Search for an Industry Type or Business Name" button. Choose your target niche.

Step #3: Purchase your list and import it into your email

marketing client. I recommend that you use MailChimp, as they don't require double opt-in imports.

Step #4: Send them an email titled "RE: [NAME OF THEIR

BUSINESS HERE]."

This is a great basis for an email…

**BASIC EMAIL SCRIPT:**

"Hello,

My name is [YOUR NAME HERE] and I am a social media

marketer offering a new revolutionary service. I firmly

believe that this will benefit your business and would love to hear from you.

>> Click Here For More Information (put the link to your

landing page/YouTube video here)

Rapid Offline Profits Page 19

Cordially,



[YOUR NAME]

[YOUR WEBSITE + COMPANY NAME]"

When you get a few emails or phone calls back from

interested prospects, you will begin the process of closing your first deal.

**\*\*PROTIP:** Although you aren't required to, I always

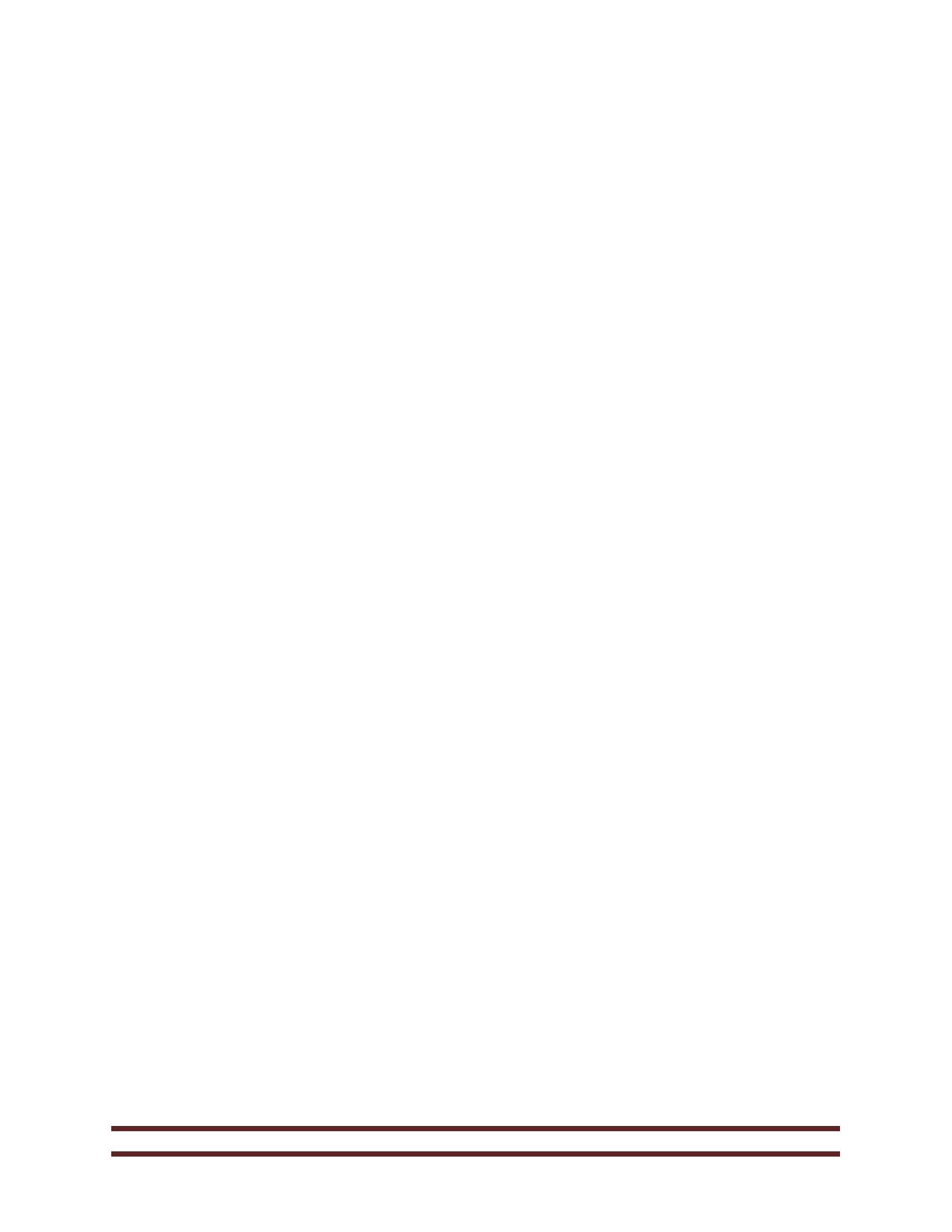
recommend that you schedule a time with a business

owner to speak on the phone. It builds their trust with you and makes it MUCH easier to close deals. If you do

not wish to do this, consider setting up an autoresponder that replies to them with your template 15 minutes after they email you.

Rapid Offline Profits Page 20

Keep in mind that whatever business you are promoting



MUST have at least 50 Facebook Likes to use the "Claim

Offer" feature. Make sure that you understand this before closing any deals.

If you wish (and if the business owner is fine with it), you

can run a small Facebook Likes campaign to get them

over 50 Likes. I recommend that you only sell this service

to people with over 100+ Likes, as they tend to have

much better results. This is because Facebook prioritizes

the page and views it as having more authority (thus more offer visibility).

If they truly do not want to have more Facebook likes,

you CAN run a standard Facebook ad that simply targets their respective audience. However, I highly suggest you use Custom Audiences and their customer list due to how

powerful it is and how much easier it is to have results with.

You will want to walk your prospect through this checklist

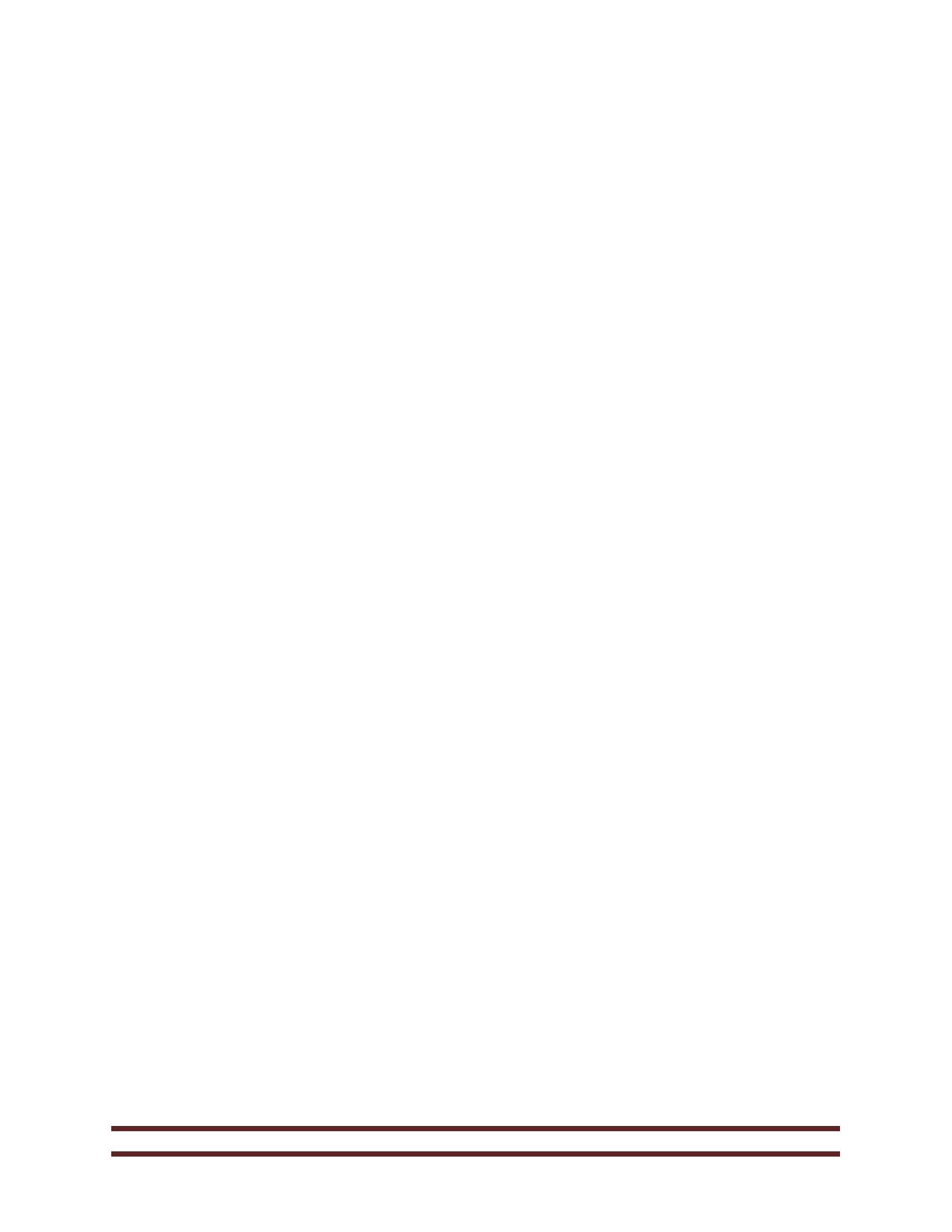
to make sure that they have this (I recommend that you

explain these things in your landing page video to save

time)…

Rapid Offline Profits Page 21

**Be sure to tell them that they will need…**



- A Facebook Page with at least 50 Likes

- A list of either customer cell phone numbers or email

addresses (at least 100 of whichever you choose).

Explain that they will need to put this information in a

blank text document with one phone number/email address per line (you can do it yourself for a higher

price). You can also refer them to fiverr.com to search for a ".csv data mining" gig.

- An offer to provide for their Facebook ad

As for price points, you are welcome to set your own

price points for your service, as it is your business, but I

have found that the following work best for me…

Best Prices:

**Custom Audience promotion:** $249-499 (depending on

customer list size)

**Custom Audience training:** $999

Rapid Offline Profits Page 22

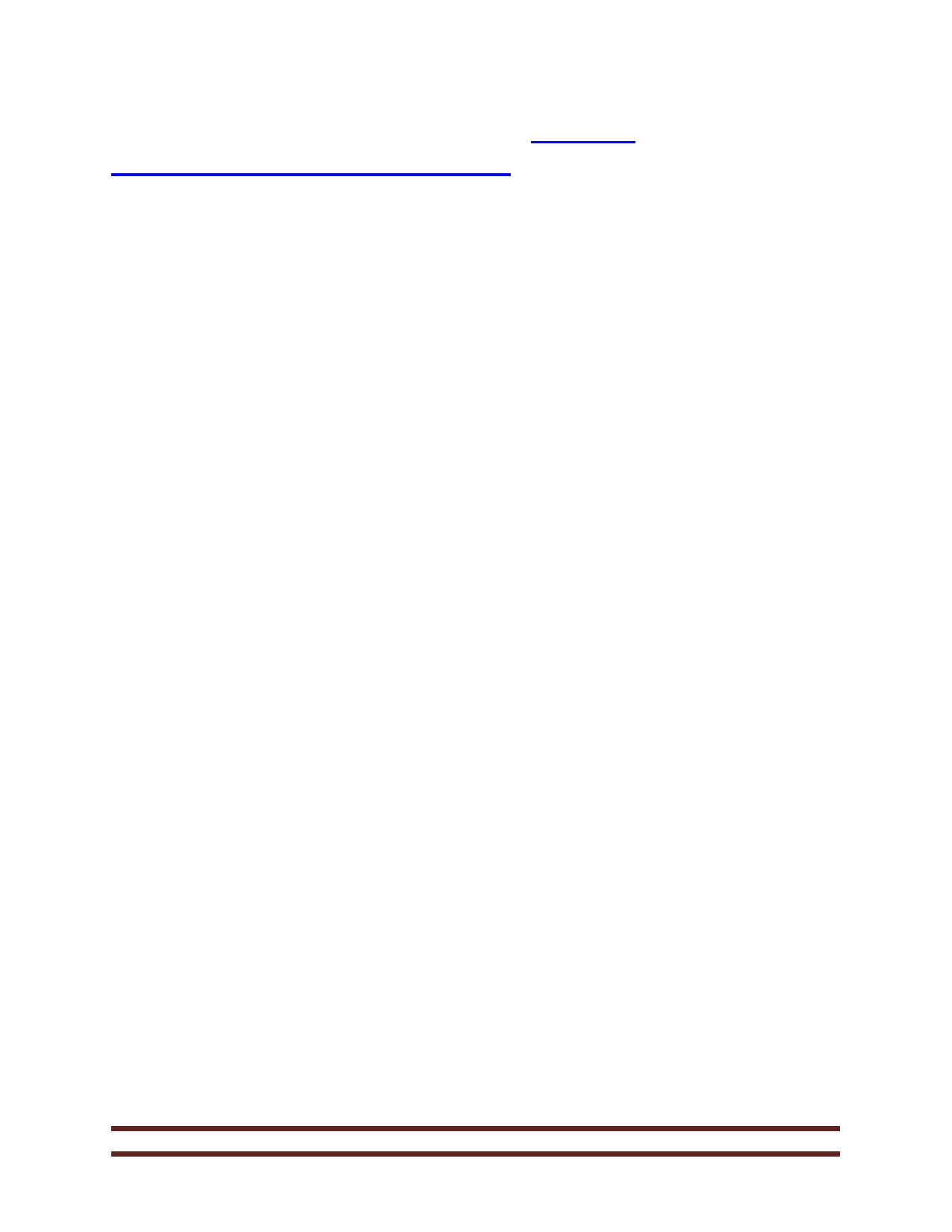
How To Complete Orders:

In order to complete their order, you will take the

customer list (it has to be either a .txt file or .csv and

have one cell phone number or email per line) and upload it to Facebook Custom Audiences.

When you create a Facebook ad (https://



www.facebook.com/ads/create), you will have the

option to "Create a Custom Audience," as seen above.

You will want to upload their customer list directly to

Custom Audiences by clicking the Upload File button.

Once you do this, you will have the ability to select this as a target audience for your ads, which, in this case, is our Facebook "Claim Offer" ad.

After you deliver their work, you have two options. As I

said a minute ago, you are welcome to sell them my

Custom Audiences training video and then teach them how to do it themselves. However, I only recommend that you this after they have solid results.

My preferred method is to charge for each promotion, as

it makes me far more money over time than my Custom Audience training.

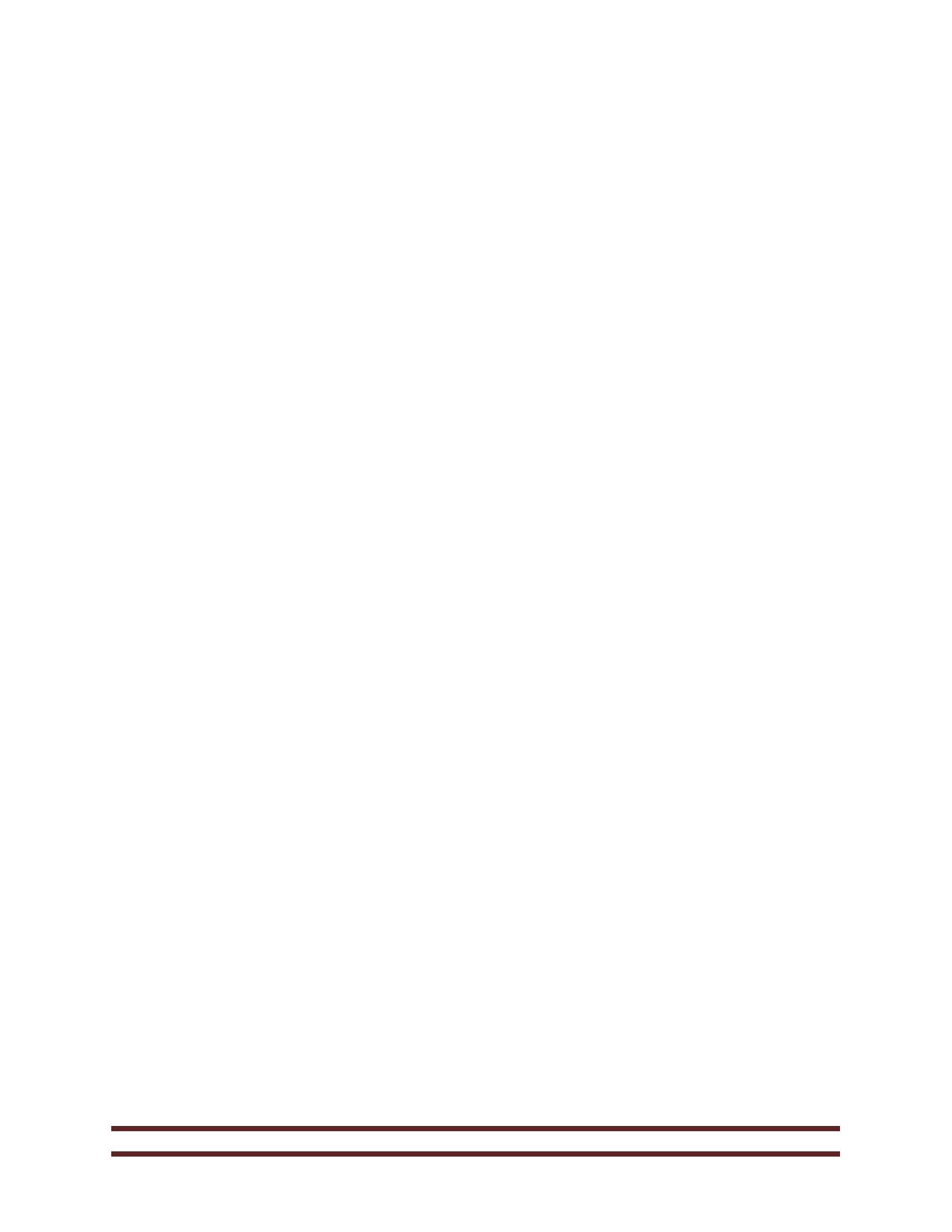
Rapid Offline Profits Page 22

Either way, you are now set up with one of the best and

most powerful money-grabbing offline systems out there. **Don't make excuses. Go do it. It works - period. I want**

**to hear some amazing success stories with this**

**To recap on everything in this report…**



**How to get clients with this method:**

- Method #1 - Use a Facebook squeeze page to collect

small business owners leads. Take them to a landing

page (preferably video) with a strong call-to-action and your contact details.

- Method #2 - Call local businesses in your area. Speak

with manager and clearly explain what you offer. If

they do not want to pay, tell them that you can do it for free if they will refer you to others once they see results.

- Method #3 - Purchase a targeted business email list

from InfoUSA. Mass email businesses with a link to your video landing page.

**How to close and deliver for your clients:**

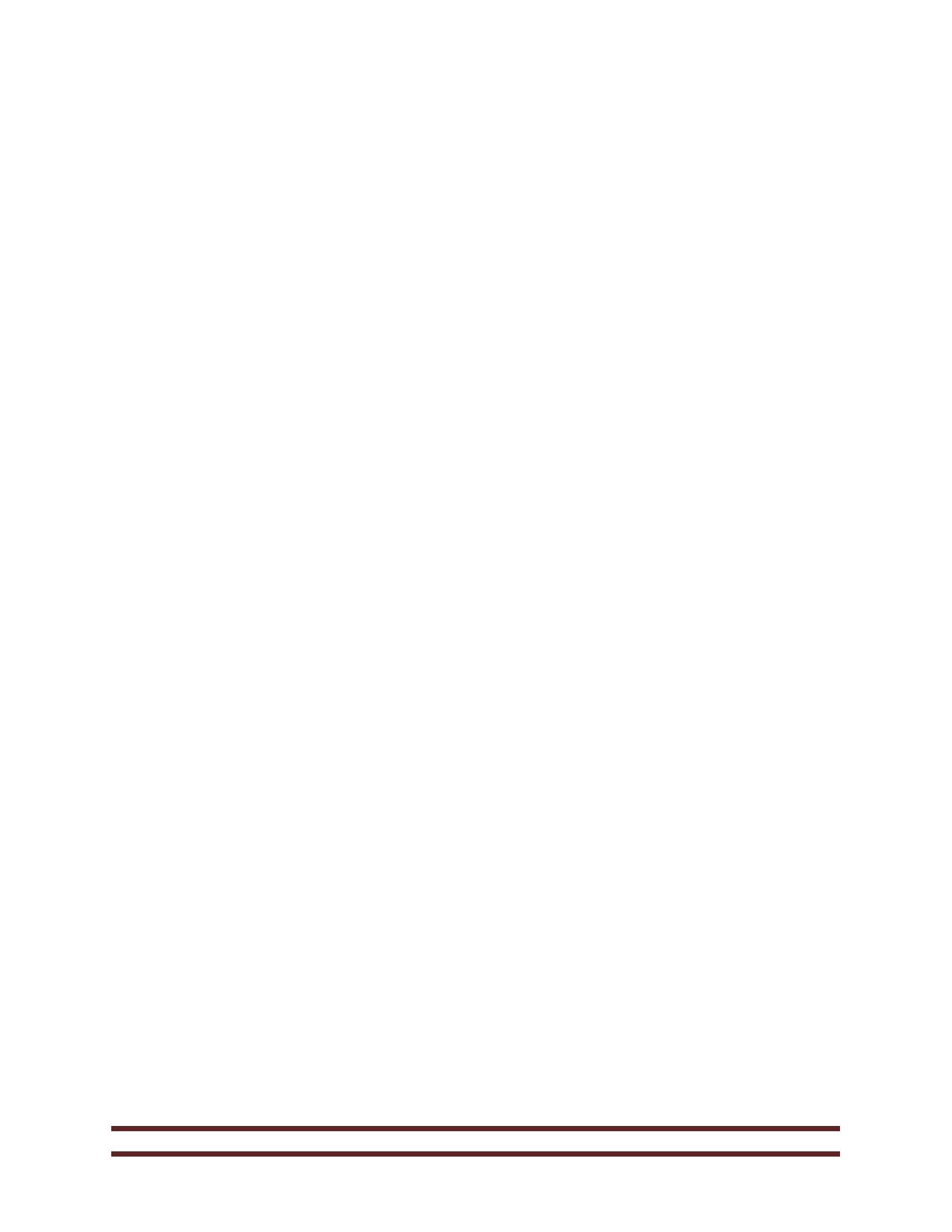
- Try to include as much information in your video or

landing page for what they will need. This way, you

have to explain what you will need and be doing much less.

Rapid Offline Profits Page 25

- Respond to their email or phone call by answering any



questions that they may have as well as offering it for free if they will guarantee a referral after results.

- Charge what you like, but $249-499 for the service

works well and you can teach them how to do it themselves for $999.

- Ask for their customer list as well as password to their

Facebook business account. You must have their

Facebook password in order to make this work, as you

can only send ads to a certain page if you are the

owner of that account. If they feel uncomfortable **and** you have produced results already, try to sell them the training directly.

- Ask them for a coupon or discount that they would feel

comfortable running in their store.

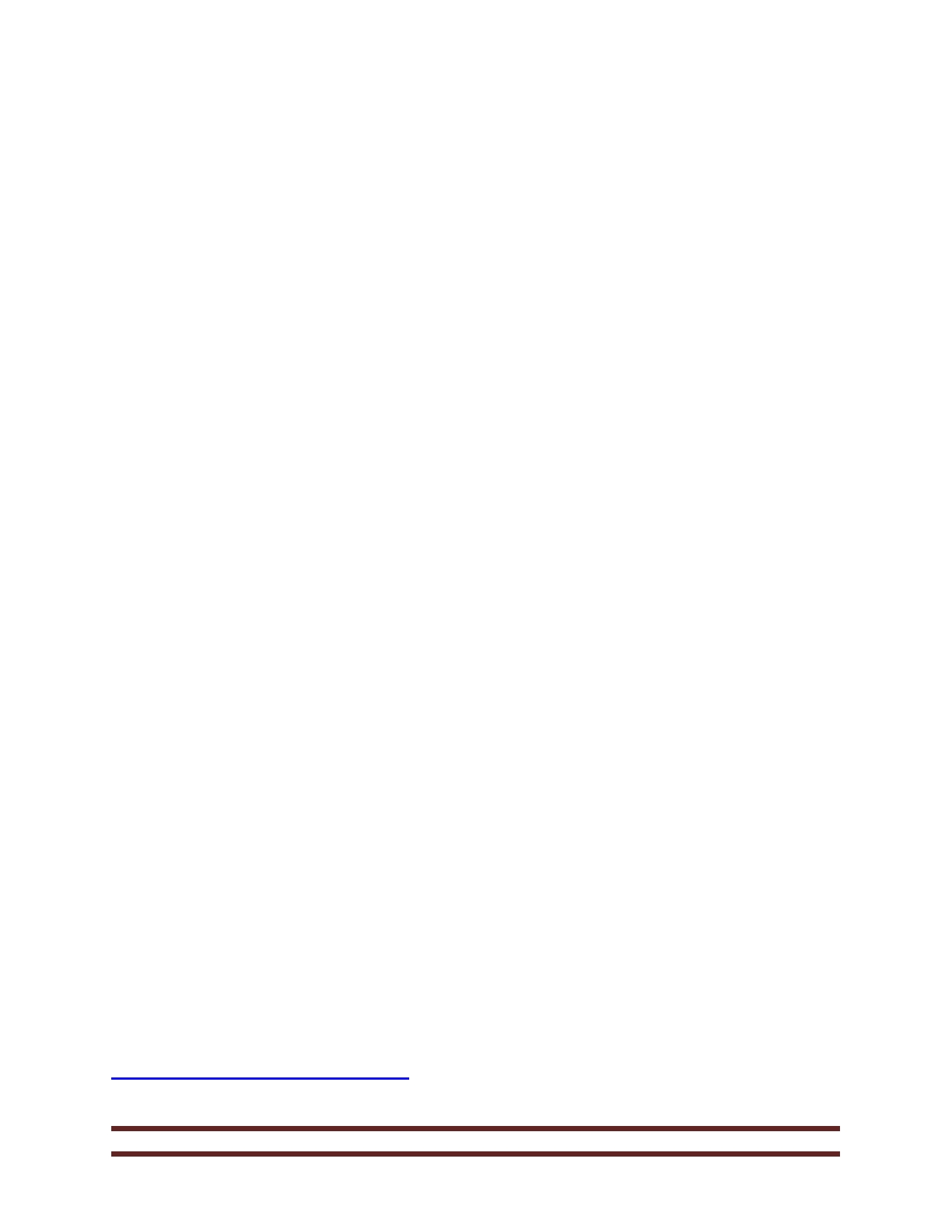
- Upload your Facebook "Claim Offer" and attach it to

your Custom Audience account.

- Follow up on as many referrals as possible.

Rapid Offline Profits Page 26

- **\*Optional\*** Set up a recurring payment system with



each business and perform this service on a regular basis

for each

You now know one of the most powerful and simply ways

to secure tons of offline clients in your sleep…

What do you do now? **Go take action.**

These are the exact same steps that myself and many

others have used to make thousands of dollars each

month without having to invest a lot of time or money…

There are ZERO reasons for you not to go out and take

action here and be successful with this. It works - plain and simple.

I wish you the very best in your money-making and

marketing efforts.