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# Introduction

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Offline marketing is great for anyone who needs extra cash quickly, because it allows you to make use of your online marketing skills to help offline companies get more business, and you don't have to wait around for SEO to take effect or articles to be approved.

It does require a certain level of personal interaction. You need to be able to interact with potential clients one-on-one to have a good chance of getting the job, because most people will prefer face-to-face meetings. This means you'll need access to transportation, and you can't be shy.

However, if you have an outgoing personality and transportation, getting work in offline consulting is actually quite simple. People need the services you'll be providing, and they'll be more than happy to pay for them.

Businesses pay thousands of dollars each year for ads in the Yellow Pages that bring them very little business. They spend huge amounts of money advertising in magazines, newspapers, and on other ads. They'll gladly pay you for your services if you can prove your worth, and this report will show you how to do that!

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## Services to Provide

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There are many different services you can provide to local businesses. You can pick and choose from these based on your strengths. Only provide services you are comfortable with, or that you're certain you could profitably outsource to someone highly reliable.

### **Website Setup**

Obviously, many businesses will need a website. Those that already have one may need a revamp. You've probably seen local businesses with terrible websites. These companies could definitely use a better website!

You could charge based on the page, by the project, or even by the hour. Just be sure to create a site that is both attractive and functional. You can also provide hosting for a monthly fee to bring in regular, additional income.

### **Blog Setup and Management**

Most businesses should have a blog, because it allows them to keep in touch with their potential customers on a regular basis. Some business

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owners won't have the technical know-how to manage their own blog, and some simply won't want to do it or will be uncomfortable doing it.

You can charge a flat rate to set up the blog, plus an additional monthly fee to manage it for those who don't want to do it themselves. The blog should regularly post discounts, deals, announcements, and other information of value to the company's customers.

### **Social Marketing Setup and Management**

Social marketing is something many businesses find intimidating. They think it's too technical, or they don't know how to go about it. You can charge a flat rate to set up social accounts for the business, as well as an ongoing monthly fee to manage their pages, including adding new followers, posting on a regular basis, and managing the pages.

### **Google Places**

Google Places is extremely valuable, because it allows the company to have extra information in Google. A company with a Places listing will give them the potential to show up **before** the standard Google listings, as well as having photos, videos, reviews, and other information available.

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You can offer to submit the company to Google Places and manage their listing for a reasonable fee.

### **Autoresponder Setup and Management**

One thing most companies fail to do is to set up a system for managing their current customers. This includes an autoresponder system. You should make sure the company is aware that it is much easier to get additional business from an existing customer, as well as much more cost-effective, than it is to procure a new one.

Once a company has a customer on their email list, they will be able to email them special offers, coupons, advance notice of sales, new product announcements, events, and much more. This will keep existing customers coming back for more on a regular basis, while also enticing people in who may have signed up to the mailing list but never actually bought anything.

You can charge a flat fee for setup, as well as an ongoing monthly fee to manage their list, including sending out mailings on behalf of the company.

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# Finding Clients

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Perhaps the trickiest thing about offline consulting is finding clients to serve. As with any business, you will rely on a steady stream of customers, but finding them is probably the most difficult thing you'll have to do.

## **Door-to-Door**

The most common way to find clients for offline consulting work is to visit businesses door-to-door. This can be extremely effective, but you have to follow some basic rules if you want to get business and avoid making people angry.

1. Visit businesses during slow periods. This can vary from company to company, but if you walk in and the place is packed, come back later. For restaurants, the slowest period is usually around two in the afternoon.
  2. Ask to speak to the owner. You can also speak with a manager if necessary, but the owner will usually be your best bet.
  3. Avoid chain companies. While a local Subway owner might have the power to purchase marketing for his franchise, he'll be benefitting
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from the national marketing campaigns of the company itself, using the company's website, etc. He won't likely need your services. Instead, visit smaller, locally-owned companies.

4. If you visit and the owner isn't in, leave a business card! You can always call later and ask to make an appointment.

## **Business Cards**

You'll discover that you'll just run into potential clients here and there. Almost everyone either owns a business, wants to own a business, or knows at least one person who owns a business.

You need to have business cards available anytime you meet someone who could potentially become a client. You will also need them to give to employees when the owner or manager isn't in or available.

Your business cards should have your name, contact information, website URL, and a tagline that describes what you do. Don't call yourself a web designer or anything similar! Call yourself something like:

- Online marketing specialist
  - Web marketing consultant
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These types of names are more conducive to getting business, because they make it sound like you're an expert, and like you could actually help the business owner get more business as opposed to just setting up a (potentially useless) website.

### **Chamber of Commerce Meetings**

Where is the one place you will find the largest number of local business owners gathered in a single location? In most areas, it would be at Chamber of Commerce meetings, where local business owners get together to network and share ideas.

If you're going to market at such meetings, be sure you don't actually do any hard selling. People don't want to be sold to at such meetings, and doing so will make you look like an amateur.

In fact, when you meet someone, ask them about **their** business. Ask them how it's doing. Ask them about themselves. Only once they ask what you do can you bring up your business and exchange business cards.

### **Impressing Clients**

The best thing you can do to turn someone into a client is to truly impress them with your knowledge. Blow their mind! Make sure you know so

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much about online marketing that you can recite a ton of information at will. This will let people know you really know your stuff!

You can do this at Chamber of Commerce meetings, walk-in meetings, on the phone, and even when you accidentally meet someone. Just impress the heck out of them!

In fact, it's probably a good idea if you confuse them. The more technical the language, the more impressive you sound, and the more worried they'll be that they'd never be able to do it themselves.

It also doesn't hurt to have some samples of sites you've built and some testimonials for other businesses you've helped. This will give you the added edge.

That brings me to one final important point. If possible, bring a laptop with you when you go looking for clients or attend meetings. This way, you can easily show potential clients samples, and you might even be able to show them a few things live.

Don't forget to bring internet access! You can get a USB modem from many different providers. This will allow you to get online almost anywhere!

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## Pricing and Payment

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Pricing is a tricky subject, because you want to ensure you're paid fairly for the work you do, but you must also be fair to your clients. Never overcharge them, because they're your bread and butter!

Only you can set your prices. You know how much you'll be willing to accept for the work. Choose a price that makes you happy. Otherwise, you'll end up hating the work and you'll be unhappy.

What I suggest is to estimate the time you think it will take you to complete a project, add 50% to that time, and then figure out what you'd be **happy** (not just willing, but happy) to accept for that much work.

Some business owners will expect to pay you on a Net 30 basis. That means they will have 30 days to pay you – usually by check. That's a long time to wait! Make sure you tell people your prices are as low as they are because you work without the overhead of an office building and such, thus you need upfront payment immediately.

You might consider taking 50% upfront instead of 100% if it makes the client more comfortable.

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## Outsourcing the Work

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If you don't feel you can do most of the work yourself, you can always outsource it. It can be difficult to find workers who will complete quality work in a timely fashion, but once you do, they're tremendously valuable!

If you're going to outsource, be certain you either have the ability to do the work yourself if your outsourcer fails, or that you have several backups waiting in the wings.

You never want to risk upsetting a client simply because someone you've hired disappears or makes a million excuses! Make sure you're covered in the event that something goes wrong. Never pay 100% upfront!

You can find people to hire at places such as:

<http://www.warriorforum.com>

<http://forums.digitalpoint.com>

<http://www.getafreelancer.com>

<http://www.elance.com>

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