

Session 10

Launch Your Own Internet Consulting Business

Local Business Goldmine

- Your local market is literally a goldmine just waiting to be tapped into.
- No matter how small or how big your town is there is money to be made, and even surrounding areas that you can reach out to.
- So many people market these services online, but few people are reaching the local business market.
- They think just the word SEO is exciting!

Local Business Goldmine

- Another great benefit of local businesses is that they are used to spending money on advertising for their business.
- Nowadays they more than likely aren't seeing a return on their advertisements through things like the Yellow Pages or newspapers.
- They want other options and now that you have this knowledge you can give them the solution they are seeking.

Local Business Goldmine

- Did you know that by simply attending this training over the past 10 weeks you have learned more than Advertising and PR majors will ever learn in college about online marketing?
- Did you know that just knowing this knowledge you can instantly become the go to expert in your local community for consulting on website marketing?

Marketing To Local Businesses

- There are several different strategies you can pursue to get more clients locally.
 - Cold Calling
 - Direct Mail Campaigns
 - Online Advertising
 - Chamber of Commerce
 - Word of Mouth
 - Sales Reps
 - Create a Local Event

Cold Calling

- This is still a highly effective strategy for getting more local clients.
- It is inexpensive to do, but can be a little intimidating. You can always hire a sales rep to close deals for you and just give them a commission on deals they bring in.
- Be prepared to be told no about 10 to 15 times for every yes you get, so be consistent and work hard at it.

Cold Calling

- When you call speak with the owner of the company which is pretty easy in the local business environment.
- Tell them where you found their website, and let them know that you are a local business consultant.
- Give them some statistics about how many people are using the Internet now to find businesses, and maybe ask about how their past advertising is working out for them.

Cold Calling

- Ask them if they are looking for more customers right now.
- If they say yes ask if they are by a computer.
- If they are show them an example of a ranking you have achieved for either yourself or for a client of your own.
- If they are not by a computer get their e-mail address to e-mail them the result.

Cold Calling

- Ask them to tell you what kind of keyword phrases people would use to find them online.
- Report back what kind of results you find.
- Really hit home with them that when people are using a search engine they are pre-qualified buyers.
- Explain to them how this kind of marketing can help them get a return even years down the road for their company.

Direct Mail Campaigns

- Send a letter to the owner of the company explaining who you are and what you do.
- Tell them that you are an Internet business consultant.
- The letter can just be short and to the point.
- It doesn't need to be long or anything like that.
- The more letters you get out there the more return phone calls you will receive.

Direct Mail Campaigns

- Below is a sample letter.

Hello Owner's Name,

My name is Your Name Here and I'm a Local Internet Business Consultant.

I know your time is valuable, as is mine so I'll get right to the point. If I could show you an unused asset that you ALREADY have that could make you Thousands of Dollars, would you be willing to speak with me for 15 minutes?

This free consultation can save you as much as 50% off your entire monthly advertising budget AND bring you brand new customers at the same time! The best part is that you already have it, so the cost to implement this marketing weapon is minimal.

Please e-mail me or call me at 602-635-4489 at your earliest convenience to schedule a free "no strings" consultation. I promise you, it will be worth your time.

Yours in Business,

Your Name Here

Online Advertising

- Use everything you have learned to promote yourself locally to get new clients.
- Use keywords like your city, state marketing; your city, state advertising; your city, state SEO; your city, state PR firm
- Post ads on Craigslist in the Small Biz Ads area.
- Submit your site to local online directories.
- Write press releases and get on Twitter.
- Setup a blog and promote your services.

Chamber of Commerce

- Most local communities have a Chamber of Commerce or have one in a neighboring city.
- They are a great way for you to connect with local business owners.
- Especially in smaller communities you can get free advertising from the Chamber.
- They will often times let you speak at a lunch or breakfast to the members.
- You can also ask them about doing a webinar.

Chamber of Commerce

- Consider signing up as a member.
- Attend as many events as you possibly can.
- Just by networking I have been able to get in touch with many potential clients that didn't know I existed.
- Offer to write articles for their newsletters as well. They are always looking for new content, and they just quote you as the author.

Sales Reps

- You can hire commission only sales representatives in your local community.
- That means you only pay if they bring in a sale for you. You can offer 20% to 30% commissions. The higher the better rep.
- Advertise in newspapers, online, and with college job boards to find some qualified sales representatives for your company.
- Work with your sales reps and help as much as you can because they are big for you.

Create A Local Business Event or MeetUp

- Make sure you have a Twitter account.
- Setup your event or MeetUp for free at www.eventbrite.com
- Promote your event through Twitter. Start following local businesses.
- Submit a press release.
- Add to the calendar on newspaper and radio.
- Post on Craigslist events page.

How To Get Leads To Contact

- www.GoLeads.com
- www.infoUSA.com
- www.YellowPages.com
- Use your own local phone book and keep an eye open for businesses that are advertising on the front and back covers and those with larger advertisements on the inside.
- Use your Chamber of Commerce online directory.

Creative Way To Get Clients

- Another strategy is to setup a website for a business in your local area and promote it using the methods learn, and once it ranks sell the website to them or sell leads to them.
- www.tulsaoklahomachiropractors.com
- It will be an easy way for you to strike up conversation with your potential clients.
- If they already see rankings in their niche, how can they say no to that!

Types of Services

- SEO Consulting
- Article and Press Release Marketing
- Directory Submissions
- Video Marketing
- Podcasting
- Setup Web 2.0 Properties
- Setup Aweber or Squeeze Page

Sample Package

- **1. Professional Keyword Research** – We will research the keywords using our tools and industry knowledge that best fit your business so you can ensure that this campaign can be profitable for your business.
- **2. Report on Website Changes** - Needed for Proper SEO – Just minor tweaks to your website can make a huge difference in your business, and ensuring your website is designed properly for the search engines will benefit you from now and well into the future.
- **3. Writing One 500-Word SEO-Optimized Article** – Content is key online and we will write one SEO-optimized article related to your business niche.
- **4. Squidoo Lens Creation Based on Targeted Buyer Keyword** – We will professionally create a Squidoo page for you that fits your targeted buyer keyword.
- **5. HubPage Creation Based on Targeted Buyer Keyword** - We will professionally create a HubPage page for you that fits your targeted buyer keyword.
- **6. Article Converted to Podcast** – The article we write for you is then turned into a podcast by having the text read by a professional voice and recorded. The resulting file is instantly used for creation of a podcast online.

Sample Package

- **7. Podcast Audio Converted to Video** – The podcast audio file is converted to a video with the background of the video being PowerPoint slides with content from your article. The audio is synced with the PowerPoint slides and a link to your website is featured in the video. This professional video really helps increase your credibility with your market.
- **8. Submission of Video Online** – Your video is submitted to over 20 online video hosting websites such as YouTube. Video hosting websites are some of the most highly visited websites online today.
- **9. Submission of Website-to-RSS-Feed Directories** –Your site is submitted to over 50 RSS feed directories, and if you don't have an RSS feed yet, one will be created for you.
- **10. Submission to Social Bookmarking Websites** – Social Bookmarking websites are also some of the more popular websites online and leveraging their power can mean hoards of new visitors and new backlinks to your website. Your site is submitted to over 30 social bookmarking websites.
- **11. Submission of Audio-to-Podcast Directories** – Your site is submitted to over 9 quality podcast directories as well.

Sample Package

- **12. Write Press Release on Your Business** – We will write a professional and well-positioned press release on your business. This release will target your business and main keywords to maximize the effectiveness.
- **13. Press Release Submitted** – The press release is submitted to 50+ online PR websites to maximize your traffic opportunities.
- **14. Directory Submissions** – Your website is submitted to a special list of over 100 online directories.
- **15. Article Submission** – Your article is also submitted to over 100 article directories online to substantially maximize traffic to your website.

Total Investment: \$2,000

Key Points

- Make this work for yourself first before approaching clients to do the work for them.
- Go through the training as many times as you need to ensure you know what you are doing.
- Once you have a grasp start going after clients.
- Try to be consistent as you approach new customers. Being consistent and aggressive will ensure you achieve the best results possible.
- Make sure you get testimonials.
- Networking is extremely important. Get business cards printed up for yourself.