

Cash Code Report



\$5,000 Cash Code Report

By Luther Landro

Cash Code Report

Earnings & Income Disclaimer

EARNINGS AND INCOME DISCLAIMER FOR
WHITE WAVE MEDIA LLC

ANY EARNINGS OR INCOME STATEMENTS, OR EARNINGS OR INCOME EXAMPLES, ARE ONLY ESTIMATES OF WHAT WE THINK YOU COULD EARN. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES, YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

WHERE SPECIFIC INCOME FIGURES ARE USED, AND ATTRIBUTED TO AN INDIVIDUAL OR BUSINESS, THOSE PERSONS OR BUSINESSES HAVE EARNED THAT AMOUNT. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

ANY AND ALL CLAIMS OR REPRESENTATIONS, AS TO INCOME EARNINGS ON WHITE WAVE MEDIA LLC, ARE NOT TO BE CONSIDERED AS AVERAGE EARNINGS.

THERE CAN BE NO ASSURANCE THAT ANY PRIOR SUCCESSES, OR PAST RESULTS, AS TO INCOME EARNINGS, CAN BE USED AS AN INDICATION OF YOUR FUTURE SUCCESS OR RESULTS.

MONETARY AND INCOME RESULTS ARE BASED ON MANY FACTORS. WE HAVE NO WAY OF KNOWING HOW WELL YOU WILL DO, AS WE DO NOT KNOW YOU, YOUR BACKGROUND, YOUR WORK ETHIC, OR YOUR BUSINESS SKILLS OR PRACTICES. THEREFORE, WE DO NOT GUARANTEE OR IMPLY THAT YOU WILL GET RICH, THAT YOU WILL DO AS WELL, OR MAKE ANY MONEY AT ALL. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

INTERNET BUSINESSES AND EARNINGS DERIVED THERE FROM, HAVE UNKNOWN RISKS INVOLVED, AND ARE NOT SUITABLE FOR EVERYONE. MAKING DECISIONS BASED ON ANY INFORMATION PRESENTED IN OUR PRODUCTS, SERVICES, OR WEB SITE, SHOULD BE DONE ONLY WITH THE KNOWLEDGE THAT YOU COULD EXPERIENCE SIGNIFICANT LOSSES, OR MAKE NO MONEY AT ALL.

ALL PRODUCTS AND SERVICES BY WHITE WAVE MEDIA LLC ARE FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY. USE CAUTION AND SEEK THE ADVICE OF QUALIFIED PROFESSIONALS. CHECK WITH YOUR ACCOUNTANT, LAWYER OR PROFESSIONAL ADVISOR, BEFORE ACTING ON THIS OR ANY INFORMATION.

USERS OF OUR PRODUCTS, SERVICES AND WEB SITE ARE ADVISED TO DO THEIR OWN DUE DILIGENCE WHEN IT COMES TO MAKING BUSINESS DECISIONS AND ALL INFORMATION, PRODUCTS, AND SERVICES THAT HAVE BEEN PROVIDED SHOULD BE INDEPENDENTLY VERIFIED BY YOUR OWN QUALIFIED PROFESSIONALS. OUR INFORMATION, PRODUCTS, AND SERVICES ON WHITE WAVE MEDIA LLC SHOULD BE CAREFULLY CONSIDERED AND EVALUATED, BEFORE REACHING A BUSINESS DECISION, ON WHETHER TO RELY ON THEM. BY PURCHASING AND USING THIS INFORMATION, YOU AGREE THAT OUR COMPANY, ITS PARTNERS AND ASSOCIATES ARE NOT RESPONSIBLE FOR THE SUCCESS OR FAILURE OF YOUR BUSINESS DECISIONS RELATING TO ANY INFORMATION PRESENTED BY WHITE WAVE MEDIA LLC, OR OUR COMPANY PRODUCTS OR SERVICES.

Contents

Growing Your Social Agency To \$5,000 / Month	4
Working With White Label Agencies	9
Recommended Agencies.....	13
A Done-For-You Prospecting Plan.....	14
Email Templates	22
Google Profile	22
Google Posts	28
Website Cold Opener.....	29
Lead Generation	30
Video Marketing	33
Mobile Marketing.....	36
Paid Advertising	39
Search Engine Optimization	42
General Follow Up	45
General Sign Up	46

Growing Your Social Agency To \$5,000 / Month

Listen, once you have a client, the way to grow the business is to sell them more services and getting just a handful of high-ticket clients.

This is preferred over having many small clients as we can only physically handle so many.

Your big goal should be 4 to 6 high ticket clients paying \$2,500 to \$5,000 / month or more.

Common Growth Services

There are a few services most needed by most local businesses beyond a profile and connected booking system.

These are:

1. Reputation Management
2. Website & Promotional Landing Pages
3. Email Management
4. Event and Local Advertising
5. Radio & Print Media

All these services are available to be outsourced or managed by a third-party as a consultant.

Often the business owner does not have time to manage these themselves, so you would make an offer to run campaigns on these platforms.

The most effective marketing campaigns are rarely done using a single platform or medium. You want to coordinate your message across multiple platforms and modes, reaching the total audience with the right message.

Cash Code Report

This is a kind-of endpoint. You want to use the different channels of marketing available to you and funnel the responses to a single offer for a set time period.

So, let us say the client expresses interest in Facebook Paid Advertising.

Since we just sold them a solution; your campaign on Facebook would help find people who will need plumbing services in the future.

This would also mean they need a landing page or some other service to collect the customers info.

From this info you build a list, and you send promotions to this list (managing their email marketing) ...you see how using all of these platforms in concert feeds and supports each other, and ultimately gives you a high-value service to upsell.

The long & short of it is this:

If the client has a tool to collect bookings, to see maximum results; the business needs to promote it to see maximum results.

These max results are worth a pretty penny.

It takes time to implement these systems; billable hours for you.

It is not unusual for a business to spend \$3k to \$5k a month on advertising.

A medium sized business can spend \$10,000 or more on advertising each month if it is developing the leads and sales for them.

How you or I feel about that is inconsequential. The money is being spent; why not have it spent with you?

Cash Code Report

Traditionally, an all-in-one agency charges 20 to 30% of the marketing budget for the quarter or term of contact.

You can apply this rule and remain competitively priced 90% of the time in most locations, but pricing will vary from time to time.

Ask and You Will Receive

Blue collar business owners are typically personable, down-to-earth business folk.

Most are easily approachable and would lend you their ear if you approach with an opportunity that is enticing.

They do entertain marketing ideas, and one approach that works well is the “custom-tailored” marketing campaign.

This would be a campaign you write up and propose after getting a clever idea of the needs, troubles, and desires of a business owner.

Just ask the owner if there is something, they ever wanted to try in the online marketing space, or somewhere that they have failed, but hoped to see a return.

PRO TIP: *The custom approach differs from the “Turn-Key” approach where everything is already done, and all you need to do is turn on the marketing campaign for any given client.*

Using Turnkey can be a hot selling point, but some owners view Turnkey as “cookie-cutter” and may feel their business needs a custom approach. It truly depends on the owner’s personality, experience, and desires. Yet another reason why you should ask, so you can try to determine which type of package is more attractive to them.

Cash Code Report

Many owners will have stories and as you gain experience, you will begin to see where they had trouble.

Most marketing is not very complex.

It is the confluence – putting the ideas together and implementing them – that often trips up business owners.

It is almost always a result of having little time to truly dedicate and learn the systems and what it takes to put a plan into motion.

Offer to be the manager who implements systems that will bring their dreams to reality, correct some wrong, or finally see a return on an idea that they had. Most will have advertising ideas and marrying them to one of the common growth services is often the answer.

Be the solution provider. Be the person who makes dreams come true.

Of course, you do not have to offer such high-ticket services.

You can make a little money with a side-gig or make incredible money full-time, building a valuable focused marketing agency.

If your desire is the latter; upselling is key to turning this from selling a simple service to a real marketing agency worth six to seven figures a year.

If you do the math, you are only talking about taking on 4 to 6 big clients to cross into the six-figure range. Get 10 and you are bringing in some serious revenue every month.

Getting there just takes time, patience, persistence, and a willingness to test things out and stay the course.

Putting in the time will pay off, but you need to be consistent. Remember I said 1 hour per day, minimum.

Cash Code Report

In this report, I've included many sales messages in the form of email templates so that you can sell more services.

Before we get into those emails, let's just spend a minute to talk about how to deliver them.

Clearly, we can not deliver on everything **personally**.

We will need agencies and resellers so that we can offer and fulfill orders on high-ticket complex solutions.

Working With White Label Agencies

Imagine...

You just got a prospect on the hook for a \$2,500/month SEO program.

Now what?

I mean, you could study hard and learn how to implement a complex SEO program...

But if you don't already know how to perform SEO in any capacity, then that's going to be time consuming...

Time you really don't have...

Or...

You can just pay a white label agency to do the work for you and sit back collecting fees or a commission check.

Picking An Agency

I'm going to direct you to several agencies who can do the work for you, however, I first would like to give you some ground rules.

1. Get the client on the hook first

There is no use in engaging with a reseller or outsource if you don't have any real opportunity on the table.

*The only exception to this rule is a high-level review of what that white label service or outsourcer has to offer.

2. Get cash in hand before spending

Seems obvious, but you'd be surprised...

You can solve almost any problem or question once you have a client's payment in hand. Don't outlay money for

Cash Code Report

clients! You don't have to give terms that don't cover your expenses.

3. Respect your counterpart's time

We're in a very busy business. Everyone is busy trying to make things work. Don't be a time-sink when dealing with a vendor's representatives.

Know what your client needs before working with VA's or reseller companies.

These three rules will help you work more effectively and help you maintain a great relationship with your vendors.

What To Look for In an Agency

There are a few things that you should seek with any agency.

First and foremost, you want an agency that perform work under your brand or flag.

This is, as you may know, known as **white labelling**.

Try to hire agencies that provide full client support, as this can save you time.

There are agencies out there that can handle all the client contact, and these are preferred.

This isn't always practical...

Maintaining a good relationship with your clients (even if they are serviced by another agency) will be critical for keeping them over the long term.

Lastly, read the agency agreements carefully.

Ask plainly about lifetime commissions for clients they service AND fixed fee rewards for services.

Cash Code Report

I also add a question or two about transparency:

- *Am I notified when a client places a work order?*
- *Do I receive a copy of that invoice?*
- *Can I schedule an appointment with my account representative at any time?*

This helps keep the agency honest and keeps you in the loop.

Remember, this is your client, unless otherwise agreed.

This means you can take them with you if you decide not to work with that agency.

Know the white label agency's terms before committing.

You may find that they will want to keep the client if you decide not to work with them.

Be sure to see the outsourcer library included with this course.

This package contains the white label resellers, outsourcers, and client day care providers you can use to get your consultancy off the ground.

The simplicity of this method allows you to hire out almost every single aspect.

In this way, you won't need to do any of the work, including outreach, sales, and project management.

There are no shortage of people and companies looking for this type of work, and there are many talented individuals who want to work with you.

The thing they need the most is leadership.

You see, some people just want a job.

Cash Code Report

Others, if you're like me, want to lead and have more than just a job.

When you can be a leader for talent, great things happen in the form of growth, more opportunity, and higher payouts.

I highly encourage you to study team building, leadership models, and how to steer a tribe of talented individuals in the pursuit of business goals.

Even if your goal is just to make a few bucks, and not actually start a consultant business. What you will learn can help you immensely.

Reseller Agency Hopping

What I've found over the years is that hopping between agencies can be advantageous for my business.

I've switched providers and agencies so many times for different projects, and I do this for a very specific reason:

Profitability

You will find that certain agencies are cheaper for one service while pricier on another.

Shopping around offers the best chance to maximize the return on your efforts.

For example:

You can sometimes get better pricing at www.RankPay.com than you can on www.SEOreseller.com

Of course, most reseller programs have a sign-up fee and require you to be active. That makes this practice more useful for a consultant who already has some traction with clients.

Cash Code Report

Recommended Agencies

The following are agencies that I recommend for use with this program.

Many offer a variety of services, but some are for niche products and services, such as mobile design...

Full Service

<https://www.rankpay.com/>

<https://www.rankpay.com/agency-partners/>

<https://www.seoreseller.com/>

<https://www.seoreseller.com/white-label-seo>

Mobile Apps

<https://buildfire.com/reseller/>

Paid Advertising

<https://clicksgeek.com/white-label-ppc/>

<https://www.whitesharkmedia.com/agency-partner-program/>

Social Media

<https://www.99dollarsocial.com/social-media-reseller-program/>

Email Marketing

<https://www.inboxarmy.com/agencies/>

Local SEO

<https://www.highervisibility.com/seo-reseller-program/>

A Done-For-You Prospecting Plan

Practically every business has a contact email address, and a decision-maker on the other end who is responsible for buying marketing services.

When you can successfully use email to reach this decision maker and persuade them to buy things from you, you will have practically created an ATM – just send a few carefully crafted emails to the right people, and the money will come pouring in.

In this section, I walk you through generating leads with the simplest of tools: your email address.

To see the maximum amount of success, it is important you follow a few best practices that we'll discuss in a moment.

The purpose here is to generate leads without spending large sums of money on advertising by using email.

First, let's talk about getting setup and working smarter, not harder.

A Bit More on Setup

I get a lot of questions regarding setup when conducting cold email campaigns, so in this section, I'm going to give you a basic setup that is inexpensive (practically free,) easy to use, and most importantly, easy to track.

Tracking your emails, replies, and scheduling will be very important, but equally important will be what I have termed as your "optics" and "mechanics."

Optics

Optics are how you appear to the business owner who is receiving your cold email.

Cash Code Report

To best influence the business owner's decision, we want to display some degree of professionalism, strength, and competence when cold emailing prospects.

One of the most important aspect is your domain name. Businesses are not likely to respond to fluffykitty87@hotmail.com, and more likely to respond to jane@searchprofessionals.com

Now, you can use the Gmail domain, because Google is a household name, and yes – it will be easier insomuch as it requires less steps to setup verses hosting account...

However, put yourself in the shoes of a business owner. If they see a non-company type email, they might think the message is spam.

If you're committed to using a Gmail account and not your own domain, then create a Gmail account that has a professional name as its user. For example:

SearchProfessionals@gmail

OneClickSalesFunnels@gmail

JoeConsulting@gmail

This is important because as the owner or their delegate sizes up your email, they are looking at your domain to try to determine if the message is important.

A “non-business” domain name is almost immediately flagged as non-important.

At the end of the day, you can get a domain and web hosting for under \$20, and they all come with unlimited email accounts.

Now, another important aspect is **timing**.

Cash Code Report

Timing is the concept of sending cold emails at the right time. It is entirely dependent on the nature of the business you are targeting.

For example, restaurant owners are very busy and away from their business desk during breakfast (8am to 10am,) lunch (12pm to 2pm,) and dinner (5pm to 7pm) rushes.

When they are busy, they will not be able to address your message, and it is likely to get lost in the noise. If you send the message when they are at their desk, it is more likely to get read.

Discovering the best time to message a particular business owner can be done by simply asking them (*“when is the best time to email you, when are you least busy?”*) and good old-fashioned testing, e.g. – sending the same emails and measuring the response rates against the time of day.

I’ve had universal success sending emails at key times during the day, but mind you, these often vary for every industry through each season:

- Early morning before normal business hours
- Shortly after business hours
- Early morning on weekends

The reason I believe this works often is because the owner is almost always the first person to arrive in the morning, and usually the last person to leave.

And owners tend to stay a little longer at the end of the day or come in on weekends to play catch-up with paperwork without any distractions from customers and employees.

Finding the optimal moment to message owners will take a little time but will become obvious with just a little experience.

Cash Code Report

Lastly, always send a follow up if you don't hear back from a prospect.

Use the timing rules above when sending your follow up but be sure to give it **at least one business week** between follow ups so you don't appear to be a pest.

Persistence pays off. If they shrug off your first follow up, wait another week, and send another.

In general, here are some **do's** and **do not's** when cold emailing:

DO:

- Send your emails using MS Outlook or another email client
- Provide timely replies to questions and inquiries
- Always include your full name and contact info in emails
- Send your email at an appropriate time
- Email prospects you've researched
- Test for and solicit interest with your first email
- Email the decision maker at the right time
- Follow up with leads who never replied

DO NOT:

- Use a third-party emailer or auto-responder like MailChimp
- Add scraped email addresses to an email list
- Use uncommon short-hand language or slang
- Try to close the sale in the first email
- Send your email when the owner is most busy
- Buy and use lists from unknown and questionable sources
- Never pitch the gatekeeper, ever.
- Just send one email

Email Prospecting Mechanics

Another concern is the mechanics of conducting the email campaign. As I already stated in the bullets above, DO NOT use an autoresponder or e-mailing application with unsolicited or scraped email leads.

These vendors are only good for leads who opt-in as part of a lead generation or sales campaign. Adding scraped addresses to these kinds of systems without an opt-in is a recipe for disappointment, especially when your domain ends up on a spam blacklist.

Use an email application such as:

Microsoft Outlook

(<https://www.microsoft.com/en-us/outlook-com/>)

Thunderbird

(<https://www.mozilla.org/en-US/thunderbird/>)

These two are free, but there are others out there. I just found the two I listed above to be very easy to use and setup. Refer to the email client's documentation for instructions on how to set these up.

Alternatively, you can have an outsource find prospects and email them using the templates. Make sure to specify that you'll need the outsourcer to send the messages individually.

I get into finding prospects and building lead lists in just a few sections.

Cash Code Report

Strategy Steps

Years ago, I got my hands on a huge (I mean **huge**) email list of every marketing agency decision maker, brand representatives, marketing directors, and media buyers in the world.

To buy this list, I had to pony up \$7,000. Long story short, this glorious list was **incredibly** worth it.

I used it to sell marketing services to US and foreign governments, Adobe, Microsoft, Nestle, and other Fortune 500 companies.

That list made us \$750,000 in about 10 months after a single \$7,000 investment.

Want to know how I got governments, name brands, and big marketing agencies interested in my services?

By sending ice cold prospecting emails to the right person.

This was accomplished because I had the right strategy.

The same strategy I still use today without fail.

Here it is:

1. Find the business owner who has a pressing need or problem
2. Without selling, send them something enticing related to the need or problem. Inform and Educate
3. Sell the solution to the people who respond as a solution that saves them time.

This works because my initial email places an idea in the prospect's mind, *"Hey, this might help me accomplish some goal..."* or *"Oh crap, I didn't know I had this problem..."*

The people who respond are interested and are usually looking to buy a quick solution to the problem or need they have.

Never Get Complaints

I rarely get any complaints when I send these prospecting emails. This is because I am always educating, informing, and helping my prospects out **before** I even ask them for a sale.

This is called:

“Making Your Advertising Valuable.”

Which is a child of:

“Don’t Make Your Advertising Look Like Advertising.”

By offering knowledge and insight up front, you disarm people and often get a “thank you” note from them, even if they are not interested in the service, they may perceive you are selling.

Business owners and professionals appreciate forethought and attention to details that they may not have considered.

This builds rapport, mitigates adversarial replies, and can nurture a relationship that eventually leads to a sale down the road.

It also opens the door to getting referrals, some of which will come unsolicited. They may say something like,

“Thanks for the info, I’m not interested, but try John@example.com, I know he has this problem and is looking to solve it.”

You’ll usually have to ask for referrals, but the unsolicited referrals do come through on occasion. When someone replies without interest, just ask them. Sometimes you get shot down, but other times you’ll get a warm referral. Asking costs you nothing:

“Thanks for the reply, would you know of anyone who is looking to [get this need] or [has this problem?].”

Prospect with Videos

Another strategy I've been using with great effect is making videos that educate, inform, and "warm" my prospects to the idea of getting a solution to their problem.

Put together a short, 6 to 10 slide presentation in PowerPoint or Keynote, and layout the problem they have, and why it is hurting them (lost revenue, productivity, lost leads, bad reputation, etc.)

Then, using a screen capture software, create a short video talking about their specific problem, the impact and cost of ignoring this problem, and how you would take steps to solve the problem and consequences of doing nothing.

Then, at the end of the video, ask them to reply or contact you, or follow a link below the video to request a call-back.

You would offer the steps for solving their problem for free (**remember making our advertising valuable**) but you'd also leave out at least one or two key steps. These steps are what they'd pay you to do.

I've never seen or heard of one business owner taking my strategy and implementing it.

They simply don't know enough about online marketing or direct response to implement it themselves, which is why they hire me!

You create the video, put it up unlisted on YouTube, and include the link in your prospecting emails.

This strategy works well if you include an image that looks like a video (with a play button) in your email, and link the video to this image, and ask them to click.

Cash Code Report

Email Templates

Google Profile

Subj: you might have three big problems on Google...

Hello [Name],

Were you aware of the following issues?

- a. It is difficult to make an online appointment request with your firm. This is a major problem with your online presence, and it is hurting your online reputation and lead generation efforts...
- b. Your Google My Business page is [unclaimed, outdated, has no website link, no appointment setting, old content, bad reviews not addressed].
- c. Your business appears to be eligible for the Google Guarantee Program (this program puts your business in front of all your competitor's listings), yet you are not using it...

These three issues represent opportunities that you are not using, and as a result, it is costing you customers.

We both know this is hurting your bottom line...

There is a simple solution to this problem.

- 1. Claim or update your Google profile
- 2. Add a booking feature
- 3. Follow the eligibility process for the Google Guarantee
- 4. Promote your page using offers and content

Perform these four changes, and you'll be better positioned to collect the local leads.

Of course, there are costs involved, but they are a fraction of your customer value, and the investment rapidly pays for itself.

Cash Code Report

Now, if you wanted to recover this lost revenue AND save some time, let me set this up for you.

My solution costs less than you think (some of it is FREE) and I can turn it on quickly, so you can begin to see an increase in new business and inbound requests.

Ignore this problem at your own peril.

Your competition is using some or all these tools, which means they are getting all the leads that are generated by Google's search because you're letting it happen.

If you want to save time, just reply with "I'm interested" and we'll go from there.

Either way, I hope that now you are aware of the deficiency I've found, you will take steps to fix things; and regardless of how you fix it, I wish your business well.

Kind Regards,

NAME

CONTACT

Cash Code Report

Subject: customers are struggling to find your message meaningful

Hello [Name],

Did you know that your online presence is “confusing?”

For one, you have a profile on Google (the largest business directory on the planet) but it is completely unmanaged.

You should be leveraging this space to capture the leads which it naturally generates.

Inadvertently, you are passing this lead to your closest competitor.

The Shocking Truth:

Depending on your customer value, you may have already inadvertently paid for your direct competitor’s kids college fund simply by neglecting your Google My Business Profile.

There are also a few bad reviews to be found, no profound offers, and even worse – your profile picture shows the parking lot and doesn’t show your business in the best possible way.

You want your Google presence to be inviting for consumers, and for your message to be meaningful to their lives.

This means you need offers that are relevant to their needs in the moment the customer searches for your type of products and services.

I know you need to see an increase to your bottom line.

Right now, your competition is practically stealing from you.

Let’s put a stop to it.

Cash Code Report

Reply to me and I'll tell you for free the three things you need to do or assign to staff to fix the issue.

If you don't have time or the staff to manage this, you can do it yourself, but it will take a few days of work.

If you don't have this time, just let me fix it for you.

The results will speak for themselves, and the program will pay for itself in most industries in the first month - guaranteed.

We should also discuss how you are promoting yourself online. Google has tools that make it very easy to present offers, and it produces more results than Facebook or other social media ads.

If you just want peace of mind, and to be worry-free on this Google stuff, just reply with "What's the deal?" and I'll lay out what I'll do for you.

Otherwise, I wish you well and hope to connect soon.

Kind Regards,

NAME

CONTACT

Cash Code Report

Subject: losing money with a terrible presence on Google?

Hello [Name],

You have a fundamental problem with your online visibility that is costing you customers every week...

These customers are running to your competitors and not calling you or visiting your store.

Do you like losing a few dozen customers a month to your competitors?

...because that is what is happening to you.

The reason you're having this problem is because you are not ranked on Google for Business.

Your profile is unclaimed and/or outdated; without this info, you're leaving your lead generation to chance...

Here's how you fix it:

1. Claim or update your Google profile
2. Add a booking feature
3. Follow the eligibility process for the Google Guarantee
4. Promote your page using offers and content

Perform these four changes, and you'll be better positioned to collect the local leads.

Of course, there are costs involved, but they are a fraction of your customer value, and the investment rapidly pays for itself.

Your competitors are optimized, so people searching for your type of business find them and not you.

You can fix this yourself on the Google My Business admin panel, but why spend time when you can have an expert fix it for you?

Cash Code Report

I can fix this for you in just a few days, getting you optimized and ranking above that “other guy”, so you are the one to get the search customers...

There are other programs that provide a boost to your visibility and reach, but you need to come up to a standard before even thinking about them.

Just get your profile looking good and you will see a bump in lead generation.

If you want me to save you some time and do this step for you, please reply with “I’m interested” and we’ll go from there.

Kind Regards,

NAME

CONTACT

Cash Code Report

Google Posts

Subject: Google Posts create a new opportunity for [restaurants]...

Hello [Name],

Google has introduced a new service that allows you to influence the buying decisions of prospects who are searching this area for your business.

Check this out...

You can get 3 to 5 new search customers this week, just by showing them the top benefits of what you do, and they will gravitate towards your business. And at the very least, pick up the phone to call you to get sold, or walk into your shop for your floor team to close them.

Point here is with the local competition being so fierce, you do not want to ignore Google Posts, because your competitors are not, and they are pulling in all the local customers who are searching for the things you offer.

If you're not active in this space, you are basically handing money over to your direct competitor.

How many thousands of dollars is your business losing?

Allow me to demonstrate how a Google Post campaign can bring in 3 to 5 new customers each week.

Call Me Now: 555.555.5555

Kind Regards,

NAME

CONTACT

Cash Code Report

Website Cold Opener

Subject: Sensitive info regarding your online reputation...

Hello,

I want to notify you about a sensitive subject, so please hear me out...

Yesterday I was searching for {the_prospects_product} and I discovered your website.

It's great that I was able to find you, but your website is dated and confusing.

I can prove to you that a new website will not only make more sales, but it will virtually guarantee that you make real money with the traffic you are already getting.

Even if you received a new website from those terrible advertisements on TV, I want to speak with you.

We both know that they are not working with you to generate a return on your website investment.

As an advertiser, I can guarantee you'll see a return on your investment with my solutions, so let me show you how I can help.

Please call 555.555.5555 at your earliest convenience, and I will also prove that I'm committed to growing your bottom line.

Sincerely,

NAME

CONTACT INFO

Cash Code Report

Lead Generation

Subject: May I refer your business to my leads?

Hey [name]

I know your business survives and grows based on how many fresh leads you get...

...generally, through referrals, right?

Would you like to boost your lead generation?

Right now, there are literally hundreds of potential prospects seeking a [type of business] in [location]...

I could not find a single listing for your business with a search, which means that these leads can't find you, either!

I've generated a few [type of leads the business services] leads for you, would you like to try them out now?

If so, just reply to this email and we'll go from there.

Cheers,

NAME

CONTACT INFO

Cash Code Report

Subject: Your competitors are stealing your leads!

Hi [name]

You should be made aware of something so disturbing; it may rock your business to its very core.

Your competitor, [insert name], is stealing your leads by having a much better online presence.

[Attach a screenshot of competitor online placement]

Do you want to stop this lead-theft, and put an end to your competitors leeching your leads, and costing you money?

If so, shoot me a reply to this email, and I'll send you more details.

Get back to me fast, and I'll also include a \$500 credit with my company so you can get a whole bunch of leads to try out FOR FREE.

Cheers,

NAME

CONTACT INFO

Cash Code Report

Subject: Why are you ignoring these leads?

Hello [name]

It has been brought to my attention that your online presence is severely lacking in the lead generation department.

You know, most small and medium sized businesses just don't generate leads from their most precious online space -their website...

Listen, I know you're in the business of [business's type or product] so online marketing is probably not your forte, but ignoring this channel is costing you big bucks!

How do I know this?

Because the people visiting your website are only finding it by directly searching for it. That means they are interested in what you have to offer, and you only need a means to direct them into a sales funnel.

Look, for every 1 person that is currently calling you based on something they read on your website, there are at least FIVE who just move onto your competitors.

What if you can sell just 2 of these people who leave?

If you capture and sell just 2 of them, you can effectively double your business!

Would you like to start capturing these leads and growing your business?

If so, just reply now, and I'll send over some more details.

Best,

NAME

CONTACT INFO

Cash Code Report

Video Marketing

Subject: Just read your article... Want feedback?

Hey [name]

I had a chance to read the article you published [on your website] and I found it very insightful...

Have you ever given any thought to producing a video with that content?

You should know that you can reach a lot more [potential prospects / customers / buyers] with a video verses a written article.

Please shoot me a reply to this email and I will send you some details.

Best,

NAME

CONTACT INFO

Cash Code Report

Subject: is this your article?

Hey [name]

I caught your post about [topic] on [your website] and figured you'd like to see what the article would be like as a video.

Please see the link below for a quick example

[Link to video]

Your content in a video format will get more views and get more people clicking your links and visiting your website. In fact, a video increases interest in your business by at least 60%!!!

Do you have any ideas for more videos?

If so, just reply to this message. If not, then disregard this message and I'll pass this opportunity on to somebody else.

All the best,

NAME

CONTACT INFO

Cash Code Report

Subject: free video for [insert business niche]

Hey [name]

I produce videos for [niche] and stumbled on some of your content that I think will do extremely well in video format.

What I'd like to do is provide you with a free example, so you can see the value of these video, and how they will [insert benefit - get you more customers, drive more sales, get more buyer traffic]

Would you like to try this free video?

If so, just reply now and we'll go from there.

Best,

NAME

CONTACT INFO

Cash Code Report

Mobile Marketing

Subject: mobile customers are skipping your website

Hello [name]

I tried your website on my iPhone and the text was very small, so I simply couldn't read what your business was about.

Look at this picture. This is how it looks like on my phone:

[Screen shot of their terrible mobile site]

Maybe only a handful of people have told you this in the past, which means there are dozens more who just passed on your business and went to a website that gave them the information they wanted in a way that was easy to read on their mobile device.

This means you are missing out on dozens, if not hundreds, of potential customers each month.

Would you like to start booking these customers and earning their payments for your [types of products the biz sells?]

If so, just shoot me a reply to this email and we'll go from there.

Regards,

NAME

CONTACT INFO

Cash Code Report

Subject: The click to call button on your website is [missing or broken...]

Hey [name]

I visited your website at [domain name] on my mobile phone and noticed your telephone number is not clickable.

Look at this screenshot from my phone:

[Screen Shot]

This means I had to copy and paste the number into my phone, which is a real pain in the neck.

The attention span of most online consumer is less than 7 seconds, so most people just skip your site and find someone whose site is more user friendly.

This means you're losing out on dozens of leads!

Do you want to fix this glitch and see an increase in the amount of telephone calls you get from potential buyers?

If so, I can fix it quickly and cheaply.

Just reply to this email with "I'm interested" and we'll go from there.

Best Regards,

NAME

CONTACT INFO

Cash Code Report

Subject: repeat customers buy 30% more?

Hey [name]

Thought you would find this interesting, in the “profitable” sense of the word...

I found an article that stated existing buyers are easier to sell to and spend 30% more than your average customer.

You need a way to maximize the amount of revenue generated per customer, and I have the solution.

Using a mobile application that educates, pre-sells, and pre-qualifies your buyers on your special offers.

You can generate repeat business from your most loyal customers and give them an engaging experience with your company right on their mobile phones.

Simply reply to this message and I’ll follow up with some details.

Kind Regards,

NAME

CONTACT INFO

Cash Code Report

Paid Advertising

Subject: unlimited source of [customer] leads for less?

Hey [Name]

I noticed that you're targeting [type of customer] with your online advertising and want to make you aware of another opportunity for growing your incoming lead base.

I know for a fact that you're overpaying for these advertisements.

You see, I've discovered a nearly untapped resource of online buyer traffic for [business' niche] and am currently shopping for partners who are interested in tapping into this source for more leads, web traffic, and sales.

Do you want to tap into this well of leads and prospects?

If so, just reply to this email with "I'm interested" and I'll follow up with all the details.

Best,

NAME

CONTACT INFO

Cash Code Report

Subject: 250 dollars in advertising credits remaining...

Hello [Name]

Did you want to get more [leads, sales, customers] for your [business type?]

I'm talking about a near-endless resource of real [customers / clients] who are actively searching for the [products / services] you are offering.

I put together a short video that explains everything about a new campaign I am running for [type of businesses.]

The only catch is that I can only service just a handful of partners at this time, so I haven't gone public yet...

I'm offering a \$250 free credit for my new partners when they start advertising with my proven tactics.

If I send you the link to the explainer video, and give you the \$250 credit, will you promise not to share this offer with anyone?

Best,

NAME

CONTACT INFO

Cash Code Report

Subject: access instant [type of clients] on-demand?

Hello [Name]

I discovered a near unlimited source of [type of clients] that you can simply access and have them buying your [product or service] with some clever [client] messaging.

You should know that your clientele is always in this space and are looking for the right [deal] on services such as yours.

Do you want to tap into this source of new business?

If so, just reply to this message and we'll go from there.

Best,

NAME

CONTACT INFO

Cash Code Report

Search Engine Optimization

Subject: More customers for your [type of business]

Hey [Name]

Would you like to get more local customers walking into your [business type] door and buying more [business' core product?]

I suspect you do.

Right now, you're placed #11 on Google Maps, when you need to be in the Top 3 to be shown when people search for [type of business or keyword related to business]

Do you want to stop [name a direct competitor] from stealing more of your customers, because he is ranked higher than you...

If so, then I ask you simply reply to this email, so I can send you a proven formula for showing up in more local search results.

Cheers,

NAME

CONTACT INFO

Cash Code Report

Subject: this toxic search presence hurting your business?

Hey [Name]

I'm an online researcher and uncovered a rather toxic environment for your business's search results.

Look at this:

[Screen Shot of Google Top 3]

Right now, you are ranking far below your competitors, which means your customers, who are searching for the [products or services] that you offer are NOT finding your business.

Instead, they are finding your competitors and paying them for [products or services.]

I know you are not interested in putting the owner of [name of competitor]'s kids through college, so why are you sending them all of your leads?

If you want to put a stop to this lost revenue, just send me a reply to this email, and I'll follow up with more information.

Cheers,

NAME

CONTACT INFO

Cash Code Report

Subject: generate more [business] leads without advertising?

Hey [Name]

I noticed you're running some advertising campaigns and I think you're missing something..

Your online profiles across the common business directories are **not** claimed.

No amount of advertising dollars can help if you're missing the important foundations for targeting your customers and helping them find you when they search.

Would you like to find out how to save some money AND convert this free online search traffic into customers?

If so, please just reply or call 555.555.5555.

Cheers,

NAME

CONTACT INFO

Cash Code Report

General Follow Up

Subject: *Re: original subject*

Hello,

I sent an email last week about an important matter and wanted to follow with you to see if you've had a chance to consider it.

You get dozens of proposals each day, but none are more critical than controlling the buying process and influencing the decision-making of your online search customers.

If you don't take a proactive approach, your competitors will do it for you, and the net effect is lost revenue for your business's bottom line.

Think about this:

Just one of your new customers is worth around [\$1500 year].

When we do this right, you will pick up 3 to 10 new customers each week.

You are now creating hundreds of new customers with Google Posts, worth tens of thousands of dollars.

My fee is only \$500 per month for complete service to promote all your offers, events, and promotions. That's an incredible return on investment!

Please just reply to this email to let me know you're interested, and I'll reply with more details.

Cheers,

NAME

CONTACT INFO

Cash Code Report

General Sign Up

Subject: Action Needed: Campaign Sign Up Steps

Hello Name

Thanks for a great call this [morning, afternoon]

Please see the following link to sign up:

➔ [PayPal Buy Link](#)

Once you sign up, you'll be taken to a brief onboarding form.

Please provide some insights into your business, a description of your best type of customer, and some [insights into what types of promotions/offers/coupons you are willing to use for this campaign.]

I'll reach out to you if I have any questions or to let you know that everything is setup and running.

Thanks again!

If you have any questions, please don't hesitate to call me at 555.555.5555 or simply reply to this message.

All the best,

NAME

CONTACT INFO