

Emergency Cash Booster Report

How to make \$500 quickly...

By Luther Landro

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Is Your Back Against The Wall?

If so, I know how you feel...

For many years, I struggled personally and financially.

I was aimless.

I simply didn't know what I wanted.

I didn't know the outcome and results I was pursuing...

With no goal and no destination...

The journey was pointless wandering in a sea of uncertainty and devastating unaccomplishment.

I kick myself in the ass for being so irresponsible, however it was the recognition of this personal fault that started me on the journey that I find myself on today.

I set a goal to get payments from consulting clients, and made that my obsession; the outcome I wanted...

Fun fact: One of my very first clients was a warehouse that needed help implementing a bar code scanning system. The owner did not have the 'head' for this technology.

I did, and I told him I did, and he paid me handsomely for updating his business.

All I had to do was follow the instructions...

No special skills were required.

Turns out, if you can read, you can solve most problems...

With just a little sales training, I was able to find and book accounts with small local businesses with little effort or experience.

It only took me a few days to go from cold start to paying client...

Now, over a decade has passed, and as I look back, I see the obviousness of what I *actually accomplished*:

The fastest way to put money in your pocket is to find a local business owner who is willing to pay you to do something that they themselves are unwilling to do...

Recognizing this resulted in an incredible business, and amazing relationships, both business and personal.

I'm grateful for the opportunity, and wanted to put this report together for you, just in case you find yourself in a sticky situation where money is tight, and you need to make something happen right now.

Earning Fast Money as a Consultant

Did you know that LinkedIn is spending truckloads of money every month, trying to break free from the perception that their platform is just a "resume site?"

Early on, LinkedIn was often looked at as solely a place to post your resume and hound hiring managers for employment.

Clearly their efforts to shift focus have paid off, because LinkedIn is one of the best sources for B2B prospecting and business development.

This represents a **major opportunity** for anybody who can follow a simple set of paint-by-numbers instructions.

In this ECBR report, I'll show you a fast way to pull in payments from business owners for simple services.

Before I do, let's first turn our attention to the BIGGER IDEA, then we'll get into the fast track for finding gigs.

So, you want to earn money...

Fast.

You wouldn't be here now if you didn't.

You've probably sat around the kitchen table, beating your head against the wall trying to come up with a way to come up with these funds.

Maybe you think you've tried everything...

Maybe everything you've tried thus far has been a failure...

And maybe you just can't seem to make anything work, no matter how hard you try...

Well, you haven't tried everything.

Don't Give Up

The consultant business is extremely easy to get into.

In my 10+ years of training new consultants, I've found that most students fail because they feel they have already tried everything, and that nothing will work for them.

They feel they are not good enough or not skilled enough. And they feel they've tried their hardest.

Well, here is your wake-up call.

The number one reason why consultants don't get any traction is that they give up too easily.

Most new consultants simply give up after a week.

A week isn't going to cut it.

At the first sign of resistance or disappointment, they throw in the towel and go try something else.

You need to apply yourself completely for a full 30 to 60 days.

- What are you willing to do?
- How far are you willing to push yourself?
- How much luck you can create for yourself?

Oh? Create luck?

Did you really think that you had no control over the amount of luck in your life?

Think again.

Use Your Precious Time Wisely...

Time is a finite resource.

Nobody is making any more of it.

And it passes us by one second at a time...

You need to be using your time intelligently and focus on the problem at hand.

Yes – you need to generate some income, but what's the real problem that you are trying to solve?

Figure that out.

Once you understand the real problem, you will clearly see what you need to do to fix it.

**Instead of saying, “I think...”
...you need to be saying, “I will do...”**

The time for thinking is over.

That ship has sailed.

Now, you must do.

In this bonus report, I'm going to walk you through a solution for generating a quick \$500 from business owners found on LinkedIn.

Businesses all over the world are seeking a wide array of services, and most of them don't care who does it, so long as it's done...

Just so long as their needs are met.

Being the person who can meet their needs, find & fix problems, and fill in the obvious gaps in their game plan is the key to being successful in this business.

And it is not enough to have these things.

You need to find those business owners when their desire to fill that gap is greatest.

Find them at the moment they say to themselves:

"I really need to fix this."

Finding Gigs Fast with LinkedIn

The first step in getting a fast \$500 is to create a list of local business owners who have very specific problems...

Something that is **super easy to fix...**

And something that **gets you paid fast...**

And something that better than half of every website in your town is **missing** right this minute...

Do you know what this problem is?

Let me break it down for you...

Whenever you visit an optimized website, there is a piece of software which analyzes you, the visitor.

It tries to determine where you are, how you found the website, and which keywords you used, among other things...

This is somewhat of an over-simplification, but these metrics are in the wheelhouse of web analytics.

Analytics gives website owners critical insights into their visitors, customers, and is the foundation for any advertising or messaging campaign.

You wouldn't build an aircraft without the wings, or engine, or control surfaces, would you?

Same rules apply for anyone doing business with a website.

A website without data to back up its approach is all guesswork.

And guesswork is a total waste of money when a simple script can reveal what you should be doing with and saying to an audience.

Analytics give us the intelligence we need to properly target our audiences for offers. It defines the language we use, the types and content of advertisements, and how we structure our products.

Without analytics, a commercial website offering anything is simply guessing ...throwing seeds into the air and hoping they land on fertile soil.

The first step is to find businesses who are not using Google Analytics.

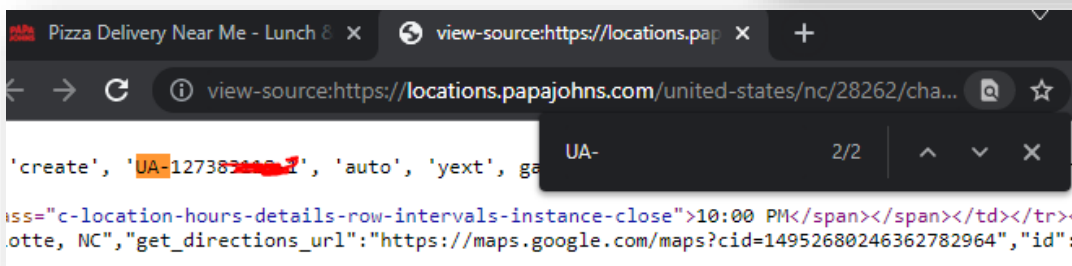
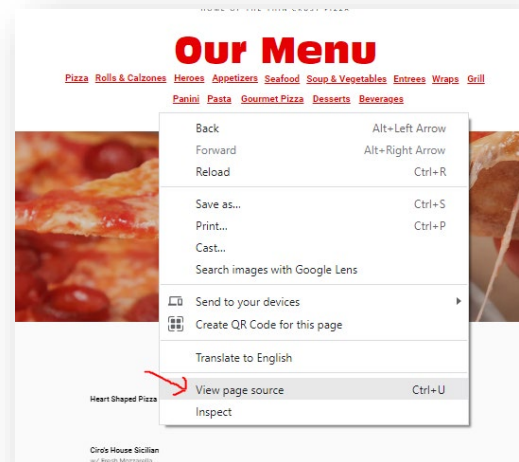
Domain Name Method

Compile a list of businesses in your town, visit their website and analyze their home page.

Navigate to the page, then using the Chrome or Firefox browser, right click and select “View Page Source”

Then press CTRL-F to find text on page. In the box, type: **UA-**

In the example below, you see a site which has the UA code.



The UA-XXXXXXXX-X code is the script for the Google Tracking ID that will be present on any site using the system.

If it is absent, then we know they are not using Google Analytics.

If it is present, then they are using Google for their analytics.

Protip: they could be using another system but so what – we want to monitor Google traffic because we ultimately want to sell the business Google My Business, Google Posts, Google Ads, and other high-ticket services.

Posts Method

We use custom Google search terms to find posts online that fit certain patterns that people use when seeking to hire someone for a gig.

Not many business owners wake up as say to themselves,

“Man, I wish I had Google analytics setup...”

But we can look at their online gigs, then see if they are using analytics on their website.

Say a company wants someone to write social media content.

Well, without analytics, how do they know the social content is sending traffic to their website?

Using this, we can pitch anyone offering these gigs with Google Analytics as a way to get our foot in the door.

Here is how:

We put a search string in quotes, meaning we want to find that exact text on a page, and then we put the INURL: modifier on that search string joined with a + plus symbol.

This tells Google to give us just pages that match that search string from the website specified in the modifier.

For example:

“Search term” + inurl:”website people post on”

"Hiring a marketing consultant" + inurl:linkedin.com

“I need a new website” + inurl:craigslist.com

"Marketing consultant" + inurl:reddit.com

“Seo specialist” + inurl:craigslist.com

“website” + inurl:craigslist.com

Do a search for one hour, record the gigs that you find to a notepad document.

Also, you are not limited to any site.

You can search others, like:

<https://www.freelancer.com/job-search/build-website/>

Or...

<https://www.upwork.com/ab/jobs/search/>

Once you have noted around 25 to 50 gigs, it is now time to start contacting them.

What I've just explained to you is 85% of all work done by consultants, gig workers, hustlers, newbies or seasoned.

Contacting Businesses for Posted Gigs

This is a straightforward operation.

Create an account with the platform where you found the gig and reply with a bid or request a meeting.

You will likely be competing with others, but that's ok.

If you respond to enough gigs, you will start booking them.

Some sites, like freelancer.com will show you the average bid and you can come in around there or under-bid slightly to gain an advantage.

Contacting Businesses Cold

Approaching businesses cold is a little bit different than responding to gigs.

What you're really doing is making your own luck!

Sometimes a business owner needs something but hasn't gotten around to tackling that project.

That need becomes one of these things that just gets put off and written on the whiteboard and forgotten about or delayed...

Sometimes you just need to ask.

This is the time when you hear an owner say:

“Your timing couldn’t be more perfect!”

There is simply an unnatural fear, especially among new consultants, of just asking a business owner if they need help.

And that fear denies you your glory!

This fear usually comes from a bit of anxiety around the unknown.

I mean, if you’ve never done this before, how to do you ask?

What do you say?

The key is to know two things:

- A) The common problems a business owner has in the context of digital marketing & advertising
- B) How what you’re offering will help them – the benefits your help can provide

First, you need to set a goal, and this goal is based on a few assumptions that we work to confirm throughout the process.

Have a goal: I want to sell SEO to restaurants.

With an established goal, you can now figure out some of the particulars:

1. Identify which restaurants are pre-qualified for SEO
2. Collect restaurant contact information
3. Prepare a sales offer
4. Conduct outreach*
5. Ask for the sale

*Be sure to see the email template library in the main course, which gives you templates for selling businesses a wide variety of services; all of which you can outsource.

If your back is against the wall, then the telephone is your friend.

Pick it up, start calling restaurants and asking if they've considered advertising solutions for growing their customer base.

Lead with the benefits when asking a loaded question:

Hey Joe, are you seeking to grow your restaurant's social reach this year and see a 10% growth in receipts?

And it doesn't have to be SEO...

Ask if they maintain an email list, loyalty program, or online promotional menu...

If the answer is no, tell them what they are missing:

Email – *you can't reach your most loyal customers who would spend more with you*

Loyalty program – *you're missing out on increasing your customer value*

Promotional menu – *you're missing out on selling high volume of lunch orders*

There are just so many different creative marketing programs you can come up with, I surely could not list them all here.

The most important thing to remember:

Business owners need help.

Most of them know this.

And while some of them don't...

Some may not want any help, but the majority know that money spent on advertising comes back many times over.

It takes money to make money, as the saying goes.

Selling Business Owners

Listen, selling is often looked at like it's some kind of magic...

How can little old me convince a business owner to pay up?

Here's the secret.

You're not convincing them to pay anything.

You're convincing them that your service can fix the problem they have, solve for the burning desire, or quickly stop a critical problem from getting worse...

The reasons are personal, intrinsic, and almost completely removed from the cost.

Consider this example:

I started losing my hair in my mid-twenties.

Man, I was so angry at the time...

Although I knew it was coming because baldness runs in the family, I knew that one day I would have a big shiny chrome dome.

Damn it...

Now, I got over hair loss a long time ago, but at some point, I wasn't over it at all.

I thought about ways of keeping or replacing my hair.

Turns out hair replacement is stupid expensive.

Forgetting that in my twenties I really couldn't afford such a procedure...

I decided that I wasn't that vain (and that I got more dates with women when I had a shaved head, but that's beside the point.)

There are men out there who pay tens of thousands of dollars for hair replacement surgery.

The range of costs are \$4,000 to \$15,000!

Incredible...

This should tell you that price is no object when it comes to fixing a problem that someone wants fixed now.

So don't worry about price, don't worry about whether they will buy from you...

Just worry about solving a problem that you know your prospect has...

Catch All Sales Pitch

If price is not a concern, and the problem/benefit/solution takes precedent, you don't really need much to pitch and close a lead.

Dear Joe,

Did you know that you're playing a dangerous game of guesswork with your online presence?

It doesn't look like you're measuring your online web traffic, so you have no idea how these customers are finding you, or what keywords they are using.

These insights are priceless. They tell you exactly what you need to do, offer, and say to grow your business by AT LEAST 15%...

Look, let's turn this around. Just try me out and you will see that these insights produce actional intel that will grow your bottom line.

Are you interested?

Reply now, and I'll share additional details.

Cheers,

YOUR NAME

YOUR CONTACT INFO

YOUR LOCATION (IMPORTANT)

PROTIP: *I've found that adding your location to your signature boosts response rates. With so much spam out there, letting your prospect know that you are from a nearby town or even same country helps with credibility.*

From here, it is simply a matter of uncovering any objections and dealing with them.

Handle Objections

You will inevitably get objections when approaching most any business. Owners, operators, managers, and even support staff may throw objections at you. In this case, use my objection handling methods below:

This is too expensive...

It is a fraction of the cost of most of your services. One deal makes this campaign profitable for you...

Not sure if it's for me...

If your customers are using Google to find you, then it is for you!

This doesn't work for me...

Businesses are seeing [5 to 10 new leads] each month, sometimes weekly...

Catch-All Objection Handling

This is a catch-all objection handler that works well in cases where you really don't have an answer for the prospect.

"Look, just try me out because you will see a return on your investment, and you're not losing a bundle of cash if, by some calamity, my program doesn't produce actionable intelligence on your clientele..."

The catch-all is great because it can cover almost any situation after all major objections have been handled.

Deliver On What You Sold

Delivery is super easy.

Hire an outsourcer to install Google Analytics on their website. The operation takes just a few minutes, and insights on their audience will start coming in immediately.

It literally costs just \$10 to hire one of these outsourcers:

<https://www.fiverr.com/yeatiq/set-up-google-analytics-gtm-ga4-ga>

<https://www.fiverr.com/zainarshad25/set-up-google-analytics-shopify-woocommerce-wordpress-enhanced-e-commerce>

<https://www.fiverr.com/saneah/fix-or-setup-google-analytics-search-console-facebook-pixel-and-tag-manager>

You can install Google Analytics yourself in just a few minutes with minimum skills – just follow Google’s instructions:

<https://support.google.com/analytics/answer/9306384?hl=en>

...however, if you are not very familiar on working with websites, it is best you hire a VA to do it.

Now, this works for other services, as well...

Let’s say you find a gig where the prospect asked to make a simple WordPress website for their plumbing business.

Put in a bid and then find an outsourcer on fiver, upwork, or any other site / agency who can do that work for half that bid.

It really is only time spent searching sites, replying, and coordinating what the outsourcer/agency needs to complete the job.

Pricing & Getting Paid

For your foot in the door service (Google Analytics) charge a \$197 setup fee ...you can also waive that fee if they are on the fence for a monthly report. This report is you rehashing what Google analytics is telling you about their traffic.

Preparing a simple executive summary with keywords, rankings, and insights & recommendations is worth its weight in gold.

Other services are more nuanced, but generally you make your money on markup if you are not performing services yourself.

Remember, a VA on fiver charges \$10 to install Google Analytics.

That means your setup fee yields \$187 in net profit.

And each client that chooses to sign up for monthly reporting is worth \$1,164.

This means the annual value of one simple client is around \$1,300.

How many clients would you try to get?

With a service as simple as installing Google Analytics and providing a monthly report, it wouldn't take you more than an hour to service a client.

...that means you can service 100 clients per month.

With 100 clients paying you \$97, you're making \$116,000 a year just on recurring payments.

This doesn't include the money you make on setup fees, OR other high-ticket services that some of your clients will buy.

The short-term goal is only 5 clients (5 @ 97/month + Setup) ...

This method makes you fast money and shows you how to turn a simple little missing web script into a lightning-fast consulting opportunity that makes real money.

There is so much opportunity out there. Go get it. It is yours.

-Luther