



Effortless Carpet Cleaning Consulting

*Earn cash by providing marketing services
to carpet cleaners from your home ...*

By Luther Landro

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“Action is the foundational key to all success.”

– Pablo Picasso

IMAGINE: FREEDOM TO DO WHAT YOU WANT

Congratulations on investing in Effortless Carpet Cleaning Consulting!

If you ever wanted to run your own business from home, then this course will be the **most important breakthrough** you've ever had.

That's because throughout its lessons, you'll learn exactly how to find and service clients in a rapidly growing home service niche.

Tapping into this opportunity will **give** you the **freedom** to write your own checks, create your own schedule, and finally take control of your life.

Listen, nobody likes to be bound to the whims of others.

Being a consultant gives you control, and that control gives you a piece of mind, security, and ability to define your own destiny. Moreover, it provides the financial security you deserve.

Bottom line: if you are willing to make the effort, you can experience a level of financial security that may have seems like an unobtainable dream.

What you might have seen as *unobtainable*, is actually and **remarkably easy** to realize. It just takes a proven plan and the effort to put that plan into motion.

This course offers you **both** plan and means to **get started**.

Now, home services have exploded in recent years; more so now that so many people are spending time at home.

Unsurprisingly, homes with any amount of carpeting pick up dirt, germs, and allergens. This makes some people miserable, so they hire a carpet cleaner to come in to sanitize the flooring.

If you've ever had your carpets professionally cleaned, you may have noticed the yellow and dark-brown water that gets soaked up by their vacuums. That's some nasty stuff, and it is simply unhealthy and discomforting, sometimes enough to make your skin crawl a little.

So, it should come as **no surprise** that the carpet cleaning industry had a market size of almost 5.5 billion dollars in 2019. Customers clearly

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recognize the benefits of carpet cleaning, and successful companies do 6 to 7 figures in business depending on their scale.

The average homeowner will spend between \$250 to \$500 for a carpet cleaning. Some cleaning jobs can run into the thousands depending on the amount of carpet being washed.

This gives you a **high-ticket customer value** that makes a return on the investment in your marketing services well within reach for owners.

Make no mistake: carpet cleaning is big business that should not be ignored.

Yet, as you'll see later, the local cleaning niche is just largely ignored.

This goes far beyond dirty carpets, pet stains, and filthy children's shoes.

You can tap into this market and easily get customers for carpet cleaners, even if you have no successes in the past or any experience today.

Later in this guide, I walk you through the quick & easy step of finding, selling, and servicing carpet cleaners.

Before I do, it is **important** you know a few things about this high-ticket niche.

For one, these businesses are **easy** to work with.

They are typically run by down-to-earth people from all walks of life.

They pay on time and will continually hire you month after month to get them more customers.

In an upcoming chapter, I'll tell you exactly what you need to do to prospect, qualify, and approach them, so you'll never have any guesswork or stress.

Plus, you'll also learn how to **minimize** the amount of **rejection** you experience.

Nothing should annoy you more than wasting time...

In the sales & market section, you'll learn how to maximize your time, dramatically limiting the amount of time spent finding new business, simply

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by qualifying your prospects – so you know which clients are most likely to say YES when you ask them to sign up.

I'll hold your hand throughout the whole process with a simple, effective, and high-yield strategy for growing this business from a **part-time** marketing consulting gig, into a **full-time digital agency**, if that's where you want to take it.

This leads us to my next major point.

The beauty in this model goes beyond its simplicity...

You have full control.

Control to be your own boss, but also to pick & choose clients, make your own hours, and decide how much work you want to do today.

Or...

Decide that you don't want to work today and just go to the beach, do something fun with the family, or just lounge around the house in your crocs, watching reruns of your favorite show while eating pizza.

Once you put in the diligent effort, the choice is entirely yours to make.

Digital Consulting Is Expanding And You Are At The Forefront Right Now

Never in the history of our civilization has it been this easy to start and run a business.

Everything we need is at our fingertips.

All we really need is to put in the time to learn a proven model; putting it to use for you.

If you can supply the time, I can supply everything else.

This course contains my experiences, lessons, tools, and tricks.

Study them but also apply them!

You won't get anywhere unless you practice what you learn here.

Many of my students go on to build six figure marketing consulting agencies.

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These students are from a hundred different countries, with hundreds of different personality traits, strengths, weaknesses...

The one thing all the successful students have in common is their willingness to put just a little bit of effort.

Later in this guide, I'll show you the exact effort you need to put in to see yourself succeed.

Now I am not promising to make you a millionaire overnight. But I can guarantee that you'll generate invoices (money) with carpet cleaners if you follow the instructions that I provide you in this course.

Carpet Cleaners Need Your Help...

These business owners struggle to compete with larger firms, and it won't be because of price alone.

Most operators are simply not specialized in online advertising, so they have less reach.

They know nothing about the marketing landscape, which platforms and tools are available to them, and how to best leverage them.

I can promise that you will often know way more about it than they do, even if you know very little at this very moment.

A carpet cleaner knows how to clean carpets and run a service business.

They are not advertisers by trade.

You are...

And if you're not, by the end of this course, you would have learned enough to still be greatly ahead of their curve.

You are now equipped with the skills and tactics that will help you earn applying the methods I will reveal.

Again, all you need is to put in the effort.

Carpet cleaners will pay you almost any amount so long as they see a return on their investment.

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While today's economy is proving a challenge, there has never been a more promising and exciting time for consultants working from home.

The digital revolution and global events have put more people into a home office than ever before.

Collectively, small businesses are spending tens of billions of dollars on platforms, advertising, and consultants to help them compete in a changing landscape.

You are the person for today.

All you must do is seize the opportunity around you.

The upcoming pages will show you how.

Come with me and you will see.

-Luther

GOOGLE RULES EVERYTHING AROUND YOU

Like most home-based businesses, Carpet Cleaners are bound to the Google Search.

Sure, there are other avenues like newspapers, radio, Pennysaver periodicals, and coupon books, but the online search is where much of the new business can be found.

Word-of-Mouth is and always will be a big money maker for these types of businesses, but you still need to get the word out, and create positive customer experiences so that customers tell all their family and friends, thus generating the word-of-mouth.

Many owners fail to realize that their marketing communications, coupled with the quality of their product or service is what creates that word-of-mouth.

You can influence it; control it and bend it to your will if you but only knew how.

This guide gives you the how!

There is no longer any mystery.

A View From Above

Have you ever found yourself using a mobile app, such as Google Maps, to help you find a destination? Most of us have, right?

Ever notice that if your map is zoomed in all the way, you still get that sinking feeling of being lost and unsure of your destination?

If so, you're not alone. You're missing the big picture.

Having a top-down view is essential for getting to the place where you want to be.

So, what is the big picture with carpet cleaners?

For one, many carpet cleaners do not have a claimed listing on Google My Business.

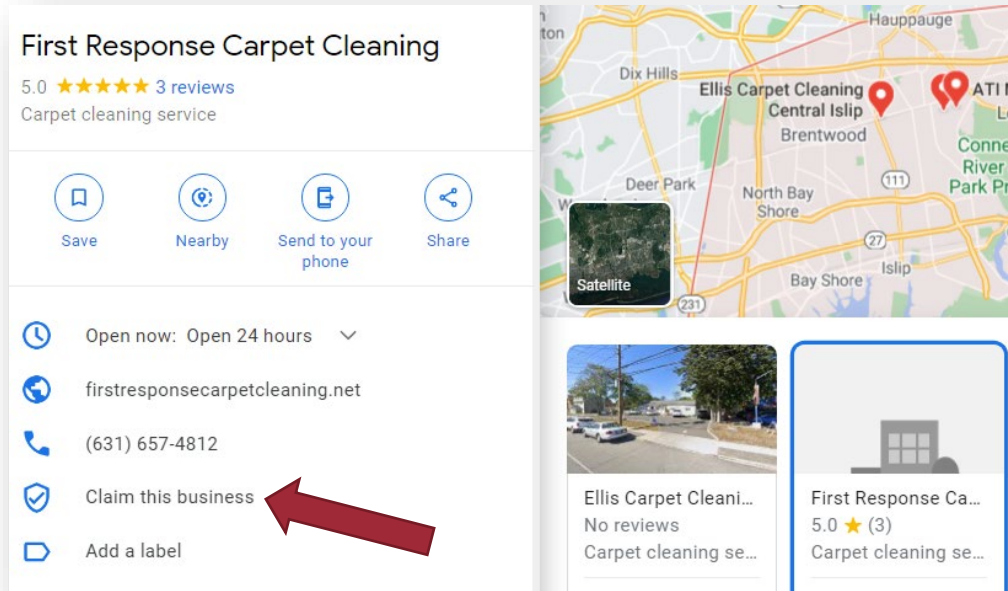
Their profile lacks key information that help inform prospective buyers.

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They don't have online payments, quote requests, or scheduling.

Carpet cleaners that do not have these features are your prime target.

CRITICAL Step: Find businesses that do not have a claimed profile or appointment setting/request features.



If you see, “*claim this business*” or “*manage this listing*” then you can be certain that the profile is not being managed properly.

You can claim this business for the client and set up their profile for a cool \$500.

You would then upsell local SEO, lead advertising, Facebook Ads, marketplace, and any number of other digital services that are guaranteed to get them new customers.

And some of these new customers will hire your client to routinely clean their homes.

These new customers will provide a return on the client's investment, thus ensuring you get a long-time client who will keep buying from you.

Think about it:

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The owner will always want the maximum amount of exposure for their business.

Once the profile is claimed, you can amplify their results by adding an appointment feature, and in an upcoming chapter, I'll tell you the service I've been using that is guaranteed to provide this feature to the client, often at absolutely no cost!

After the profile is claimed, and after an appointment feature has been added to their profile and/or website; your client will have continued interest in expanding their reach and mining the digital space for leads.

This is where SEO comes into play.

You can add \$750 or more per month to your billing by selling each one of your clients an SEO program.

All it takes is two clients per month to make this worth it for carpet cleaners.

The expectation is 5 to 10 new clients per month just on an SEO program, making it more than profitable to hire you to manage it all.

The best part is you can sell these services and never have to do much more than check in with your client every other week.

Later, I'll show you where to get the work done for a fraction of your fees, so you can sit back and collect a health profit.

So, think about this:

One client is worth between \$500 to \$1,250 or more.

Being as conservative as possible, just booking 5 clients (1 per week) brings in \$2,500 in one-time fees, and \$3,750 in recurring SEO fees.

Over \$5,000/month with just 5 little clients and that's without adding on any other services.

This means you can go from zero to \$60,000/year in less than 6 weeks with a smart and directed effort.

You can realistically close and manage 20 to 30 clients – nationwide.

If we go ultra-conservative and pretend that you're not trying.

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Over the course of a month, you can close 4 clients at \$500 for the profile optimization fee PLUS a \$750/month SEO program.

That's 48 clients or \$24,000 in revenue.

Now if just half of those buy an SEO program; that's 24 x \$750 or \$18,000 per month!

After a year of working this business, you would see over \$216,000 in revenue PLUS the \$24,000 for your profile service.

In a year, you've built yourself a business worth **a quarter of a million dollars per year** just based on a few dozen clients and JUST TWO digital services.

It usually only takes about one hour per day of steady work to bag these clients. All it takes is for you to put in the effort to finding and offering digital services to carpet cleaners and other related niches.

This time you put in adds up. It compounds and grows. After 5 years, if you continue to upsell your clients, and expand into new markets; a multi-million-dollar digital agency with you at the helm is a foregone conclusion.

CLAIMING THE PROFILE IS CRITICAL

Without a claimed profile, the carpet cleaning business is put themselves at a major disadvantage.

Other competing cleaners will have better positioned themselves in Google's largest business directory.

Their rankings for their website, offers, and profile will be higher.

The competition will get the prized Google Three Pack, where the business who chooses to ignore their profile gets the scraps.

By ignoring their profile, the business is leaving thousands of dollars on the table, and basically putting their competitor's kids through college.

Having the best possible online presence is one of the most direct and fastest ways to boost a business's sales.

While not the only directory, Google is perhaps the biggest player in the space.

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Not only that, but the consumers are using Google's search platform.

If the customers are using it, the client need to be there, too.

Ignoring this opportunity is basically like throwing money right down the drain.

Later, we'll talk about how you can use these facts to logically paint your prospects into a corner, giving them no way of saying NO to your offers.

It is like having mind-control super-powers.

You must experience it to believe, and you are now well on your way to doing just that.

In the next section, we're going to discuss how to quickly find the best carpet cleaner to work with, what to look for, and how to approach them.

FINDING CARPET CLEANERS WHO WILL HIRE YOU

I believe I have the easiest, most direct method of finding clients.

You will be the judge.

Go to www.google.com/maps/

Type in “Carpet Cleaner”

This will give you results for your neighborhood.

You can also try “Carpet Cleaner + ZIPCODE” for other locations.

You can also use terms like:

Pet Stain Removal

Carpet Cleaning

Start thumbing through the results.

You will find tons of unclaimed listings, profiles with missing information, and just a poor presence in general. Also, take note of which profiles have websites listed, and visit those sites.

Notice how some of those sites look like garbage?

If their site is trash, they may have trouble getting clients using an online space. This means there is a reason to offer a new website build to them for \$1,250 to \$2,500!

Find The Profiles That Are Missing Important Things

These will be the easiest to convert and convince to buy profile services, SEO, and other things like appointment software, email marketing, etc...

You would see less results trying to steal a dentist office from another marketing service or agency if what they are doing is working.

When you run into a doctor who tells you he is happy with what they are doing now, try to find out what that is; what kind of campaign and where the marketing is done.

Asking questions may clue you to something you need to be offering or reveal an opportunity to do it better for cheaper!

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If you can beat some on price, you could absolutely steal some clients thanks to the nature of operators who are always looking for the cheapest solution.

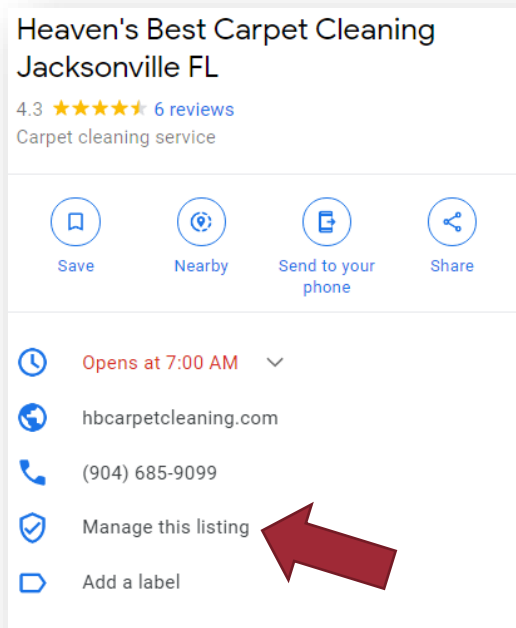
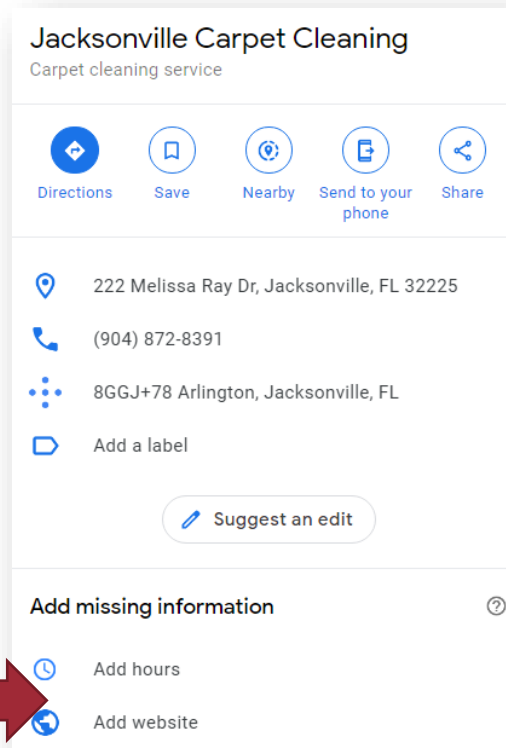
Let's do a brief examination together...

We will search Jacksonville FL for carpet cleaners and see what we find.

There are roughly 500 carpet cleaning related businesses in this metro area.

We're finding both claimed and unclaimed profiles, but also ones that are missing critical information.

These will be pre-qualified prospects that are worth your efforts.



These criteria will help you find the best clientele. The types of clients that will jump at the opportunity to work with you.

The best part is that you can play one client against the other by using their nearest competitor as leverage.

This works especially well if the competition is missing things but can also be used the other way around.

If the nearest competitor has a pristine presence, then you can prove to the client that they are losing money to the competitor who is better positioned.

ACTION: Record the business name, contact info, and notes on the problems you found with the prospect. Build a list of 100 prospects.

APPROACHING BUSINESS OWNERS

If you've reached this point, then you understand how to do some prospecting, and how to build a list of potential buyers.

Your list should also have some notes on what's wrong with the company's online presence and give you an idea on what you should do to help them.

We specifically target carpet cleaner companies with a poor Google My Business presence, issues with their website, and no appointment scheduling features.

Now before I reveal the approach, we first need a couple of ground rules:

Approach Tips:

1. Be conversational and professional.
2. Avoid technical terms – owners don't care.
3. Talk about the benefits they could realize and not features.

You will be using email and telephone to reach out to clients. I will provide you with the scripts you will use to conduct your outreach and follow up with an offer.

There are several tools we can use to help us stand out and get the owner's attention:

Fear of Loss & Missing Out

People hate to lose! It is a fundamental part of human nature – we want to win, and we don't want to lose.

You can use this nature to your advantage. If you were to tell a carpet cleaner that he will get 3 new jobs, it might entice him; however, if you tell that owner that they have already lost 3 new jobs to his closest competitor, the sense of urgency increases dramatically.

Bad Review = Great Motivator

If the business has bad reviews, take screenshots, and include them with your email to show them that their poor presence is hurting their reputation and that they are losing customers because of it. (Fear of Loss!)

Persistence Pays Off

If you give up easy, you will leave tons of consulting fees out there for another consultant to pick up. Don't give up. Remain persistent but professional. If they tell you to stop bothering them, then cross out that lead. Until then, follow up every 5 to 7 business days until they sign up or tell you to get lost.

HANDLE OBJECTIONS LIKE A PRO

You will inevitably get objections when approaching carpet cleaner companies. 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 often less than the cost of most of your services...

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...

Local 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.

"Just try me out..."

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

CREATING AN IRRESISTIBLE “NO-FAIL” OFFER

One of the most critical parts of this method is building an offer that guarantees you'll connect with the owners.

As promised, I've already done the homework and put together an irresistible offer that most owners would be crazy to reject.

Our offer is:

1. Here is the problem (Poor Google Profile, Reputation, Lead Gen) that you have right now...
2. Here's why this is important to you...
3. Here's how to fix it...
4. Why do the work when I've done most of it for you? Let's save you some time...

This offer works because these owners recognize time as an expensive and irreplaceable resource. Smart owners will hire out their weaknesses (online marketing) and focus on their strengths (turning around cleaning gigs)

Time spent toiling online to generate leads is time away from other important things they need to do to keep the business operating...

That's not to say they don't have office staff but remember – most office staff are not specialized in marketing, and even small companies that have marketing staff are likely years behind the curve.

Fun Fact:

You are on the edge of digital marketing. If you're like me and study books and courses like this one regularly; you are light-years ahead of most marketing “specialists” at small business.

PRICING YOUR SERVICES FOR MAXIMUM PROFIT

We'll be using a one-time fee into a reoccurring upsell to help grow our client base and fee revenue.

For claiming or fixing Google profiles, the flat fee is \$497.

For reoccurring services, this can vary depending on the service you are providing, and the expense to have that service performed.

Generally, we aim for some monthly service that is easy to implement, and the fee for which gives us a nice boost in our wallet.

SEO is always an appropriate choice as it can help drive the inbound request volume up significantly. It is also easy to implement as you can just resell packages from outsourcers and white label companies like

www.seoreseller.com

Such companies also provide reputation management, paid advertising, video, and email marketing.

You can resell all of these and to the right carpet cleaning company; you could sell them on a major monthly campaign and build a flagship client worth \$5,000 or more.

Remember, a carpet cleaner's client value is relatively high. \$2,000 is a drop in the bucket if it gets them new jobs and routine repeat business which helps the business grow and sustain itself.

In any event, aim for a baseline of \$500/month for some service that delivers routine monthly benefit. SEO is the best candidate because you can charge more, but you are not limited to just that one service.

Make A Special Offer

Sometimes you can skip the single fee all together and use it as bait to convince your lead to sign up for the monthly option. You do this by offering the profile optimization for free, (include or charge for the appointment system) and simply charge them a monthly fee for the reoccurring service like SEO or reputation management, or the like.

If you do take this route, adjust your pricing higher to compensate.

HOW TO APPROACH CARPET CLEANERS

You will use a series of emails to get the owner interested (or at least determine their level of interest) in the service.

There are several approaches you can do but this one works the best.

- Telephone – Hard Sell
- Email – Soft Sell
- Combo – Hard
- Combo – Soft
- Automated – Soft

The telephone sell is what students generally find more difficult if they're not used to making calls or have never been trained to do telephone sales.

Some people are natural on the telephone and don't realize it because they never try. I encourage you to try at some point because the telephone is the gateway to very quick cash.

The email sell only requires a little "head down" time and lots of progress can be made just mailing prospects over a 1- or 2-hour period. Sure, it, like just about everything else, is what we can call "grunt work," but it will produce leads and interactions with potential buyers.

The combo hard & soft are quite effective because you're using two approaches in one. It usually looks like this:



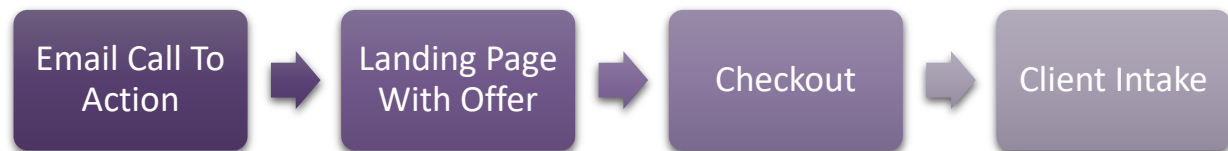
The combo pitch will produce the best results because it works like a traditional sales funnel.

You ping them with a message, telling them they have a problem, and give them a fast & dirty rundown on how to fix it. You then call to see if they made the change or had an interest in you doing the work for them to save them time.

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If you don't close on the telephone follow up, you send a pitch email with a proposal or one-pager on the problem, how to fix it, and how to save time by allowing you to do the work for them.

Now the automated approach is interesting because it allows you to maximize your time, however it requires a bit more up-front work to get set up.



As you see above, this process is the most hands-off you can take. It just involves you setting up the funnel and sending out emails to the prospects you've already pre-qualified as potential leads.

You first produce a video that makes the same sales pitch you are presenting in the other approaches. (These types of sales videos can also be made by outsources on fiver...)

Host that video on a landing page and have a buy button so the owner can purchase on the spot.

After checkout, the client is now sent to an intake form so you can collect all the information you need to perform the work (or have it outsourced)

Heads Up:

The upgrade of this course contains a done-for-you automated sales funnel, complete with a video sales letter, landing pages, and other marketing assets that will be a big shortcut and give you an example of how to use this approach.

To get details on what's included, just click on any "Upgrade" item listed in your membership library for this course.

Now, you must begin somewhere, right?

To get the ball rolling, we will just focus our efforts on using the soft email approach because it is the easiest and fastest way to get some momentum and create some sales opportunities.

GENERATE TRAFFIC FOR YOUR CONSULTING BUSINESS

In this section, I've put together email templates that get these carpet cleaning companies interested and acting on your offers.

These emails generate traffic for your offers.

They will often sell the service themselves, or at minimum start the conversation with owners who may be on the fence.

This tactic has proven to provide much time benefits; you don't have to spend hours sifting through uninterested prospects.

The email filters prospects for you by answering questions before clients can think of them, filtering out the disinterested, and finding the owners who are serious.

You will often find that owners will have one or two questions, and they are the only things that stand between you and a paid contract.

If you get any reply to any of these emails, then you have someone who is interested enough to stop what they are doing to reply.

FOLLOW UP!

The best results are obtained by following up with prospect whom you have emailed or contacted. A brief phone call or follow up email, or even a direct mail letter can go a long way towards booking new clients.

Entire volumes can (and have been) written about sales follow up. There is a reason for this...

Several studies have shown that follow up is critical to the sales process. Fact is, if you want to make money in this business, **YOU MUST FOLLOW UP.**

These studies show that you will need 5 to 7 "touches" minimum.

A "touch" is a contact event. A phone call, email, letters; some what you reach out to the client and connect with them.

Now, here is what these studies don't show:

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If you are only contacting qualified buyers who need help now, you can close them in under 2 touches!

I encourage you to take a deep dive into salesmanship. I know many students are reluctant to embrace even the word “sales” ...but acceptance of sales disciplines truly become your ticket to a better life IF you put in some effort in pursuit of it.

Customize Your Emails

Before I give you the templates, I want you to be aware of the following:

Pay special attention to words in CAPS or encapsulated in [brackets,] as you will typically need to customize them based on where you live.

Customizing your emails makes them feel more authentic.

Instead of an owner getting yet another sales email, the way it is written feels like a human wrote the message to another human.

Adding the prospect's name, and even the occasional spelling or grammar mistake makes it a human transmission; know what I mean?

I'm not saying your emails should be written with embedded 3rd grade English errors; I'm just saying that to err is to be human, and in email sales, it is better to appear to be human than a robot.

Now, onto the email templates...

OUTREACH EMAIL

// This is the first email you send //

SUBJ: Your appointment system is broken!

Hello [NAME]

Did you know that you are losing contracts in TOWN?

This is because you are not using Google's new booking system or their profile listings to their maximum potential.

90% of your online customers are using Google to decide on a carpet cleaner, so if you're not active in this space, you are losing leads...

Without an optimized Google space, you are simply leaving money on the table; revenue that your competition is putting right in their pocket.

You can fix this yourself in about 2 days or work, but why would you want to spend that time, when I've already got this figured out for you...

Do you want to save some time, capture these search customers, and have them contacting you for quotes and scheduling?

If so, then simply reply to this email with "I'm interested" and we'll go from there...

If not, please let me know and I'll pass this opportunity onto another carpet cleaner in TOWN.

YOUR NAME

YOUR CONTACT INFO

FOLLOW-UP WITH INTEREST

// Used for when the prospect replies to your outreach //

Hello [NAME],

Thank you for your reply...

Right now, your firm is not showing up in one of the top positions in a local Google search carpet cleaning in [town]. You are also missing a critical option that allows for prospects to book a quote...

Meanwhile, your competitors have quote requests, and this means they are getting these contracts and you are not!

You are losing many thousands of dollars per year by failing to meet the modern needs of the local buyer, most of whom are using Google to the exact services you offer.

Without offering the services that these consumers demand, you're relegating yourself to doing business "the old-fashioned way" ...meaning other firms are outsmarting your marketing.

Basically, you're throwing money away. You don't want to throw your money and challenging work away, do you?

If not, you should fix your Google Profile and add an appointment form.

A rather simple fix, but if you want to save the time it takes to learn how, then here's how I can help...

Allow me to claim and/or update your profile and set up an appointment system.

The fee is a very reasonable \$497 and I can have the work completed in just a few days, at which point you could see an immediate boost in incoming leads.

Would you like to see an instant boost in these requests?

If so, sign up by clicking below:

<<<Link to Checkout Page>>>

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Once you sign up, you'll get a short form with the information I need to get to work done right away.

Do nothing, and you will continue to lose out on this new business that I know your firm needs.

Just try this out because I guarantee you'll enjoy the results. You will be better positioned against your competitors, some of whom have formidable marketing campaigns that are stealing your leads.

If you have any questions, please just reach out to me at the information below.

I'm looking forward to hearing about the new contracts this strategy will get for you.

All the best,

YOUR NAME

YOUR CONTACT INFO

COLD FOLLOW-UP

// For use when you haven't heard back from a prospect //

Subj: Urgent – Your Online Profile Is Broken...

Hello [NAME]

I've sent you a message recently with some problems that I've found on your Google profile. In short, here's what I found:

- 1. No profile or poor profile optimization*
- 2. No appointment form to accept quote or call back*
- 3. Poor ranking against competing carpet cleaners in [town]*

This is a major problem:

As a fellow business owner, I recognize this as critical information and you should, too because it is an area of lost opportunity...

If you are poorly positioned against the competition, then they will be stealing your leads and gobbling up all the search customers in this area.

This loss can be tens of thousands of dollars in your line of work, and I know you're not interested in missing out on new contracts...

That is, unless, you have more work than you can already handle; in which case I understand completely and will stop messaging you.

However, if you are still looking for new contracts, then this strategy is one way to get them by increasing the volume of inbound quotes and call-back requests to your firm.

If you need to know more or have questions, please let me know with a quick reply.

Best,

YOUR NAME

YOUR CONTACT INFO

P.S. I have sent details regarding the problem and how to fix it. Have you had a chance to review it, or should I resend?

WRITING YOUR OWN EMAILS

Not too long ago, I had a client call me a magician. He told me so because each time he got an email from me, he learned something, and craved the next message to the point of setting an alert on his phone for my usual email time.

Obviously not everyone feels this way about mine or anybody else's emails, and I don't think I am working any magic. Understanding what gets the job done and what truly helps people is not a super-natural power.

So, I figured I'd quickly cover some techniques for putting an email together, so you too can become a quasi-magician.

Some of the core concepts:

- State and agitate the problem they have
- Deliver some value up-front instead of demanding it before hand
- Make the message about them and not you or your service
- Educate the prospect on the process and outcomes
- Complicate with the technical requirements without details
- Make an offer to eliminate complexity and save them time
- Add an expiration date to the offer or some other kind of scarcity

Using some or most of these core concepts, we craft an email that is pure dynamite, with the real challenge being getting the prospect to open the message, read, and act on what I am asking them to do.

Critical to this specific service, you must:

1. Show how they are not using Google effectively
 - a. Display a screenshot of their GmB Page vs. Competitor with appointments. Get this from Google Maps
2. Walk them through the process – top level only.
 - a. Complex enough to be *almost* confusing
3. Make the user-friendly offer to fix for \$500 to save them time and headaches

Using these tips will enable you to pen an email that will get replies from interested owners. If you want to take a stab at writing emails, send me yours at luther@landroinnercircle.com. I'll critique when I can.

FLAWLESSLY DELIVERING ON YOUR SERVICE

Remember the frequent problem you'll be targeting is a missing, unclaimed, or poorly optimized Google Profile.

You'll also find many do not have an appointment request form, and even less will be using a Google-connected booking partner.

Note: Before you begin this step, you must have an agreement in place with the client that you will be doing this work for them AND you must collect payment.

Poor Google Profile

If they don't have a claimed profile, you will create a Google Email Account for that business and use it to manage the service. For example, this could be Business-Name@gmail.com.

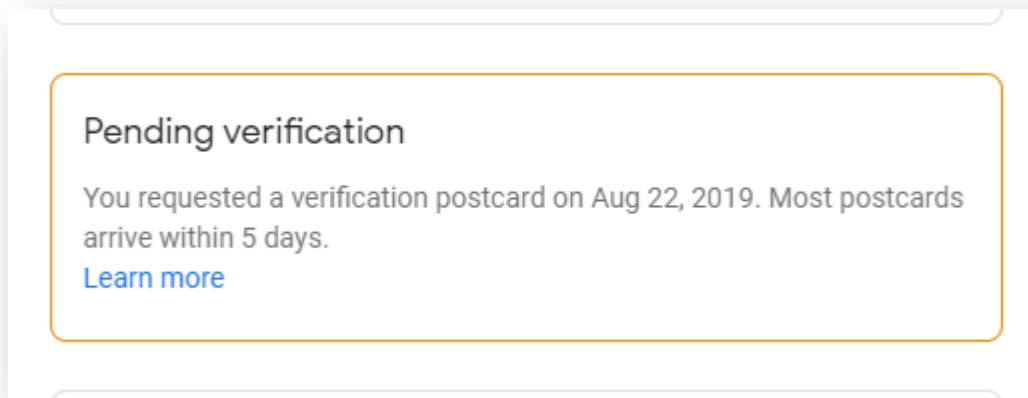
You can run through this process yourself for your own consulting business, which can take place out of your current address. It will be a terrific way to experience the optimization before working on a client's profile.

This step may not be necessary if you plan on using an outsourcer to do this work.

For an unclaimed, automated, or otherwise terrible profile:

1. First, visit: <https://www.google.com/business/>
2. Sign in with a Google account
3. If the business has a profile and is unclaimed, do a search for it by name. Once found, you will need to verify the business information and verify the business profile itself. This is often done via postcard; which Google will send to the business address. It takes up to 5 days to arrive.
4. Instruct the owners to be on the lookout for the verification postcard and to email you the confirmation code when it arrives.

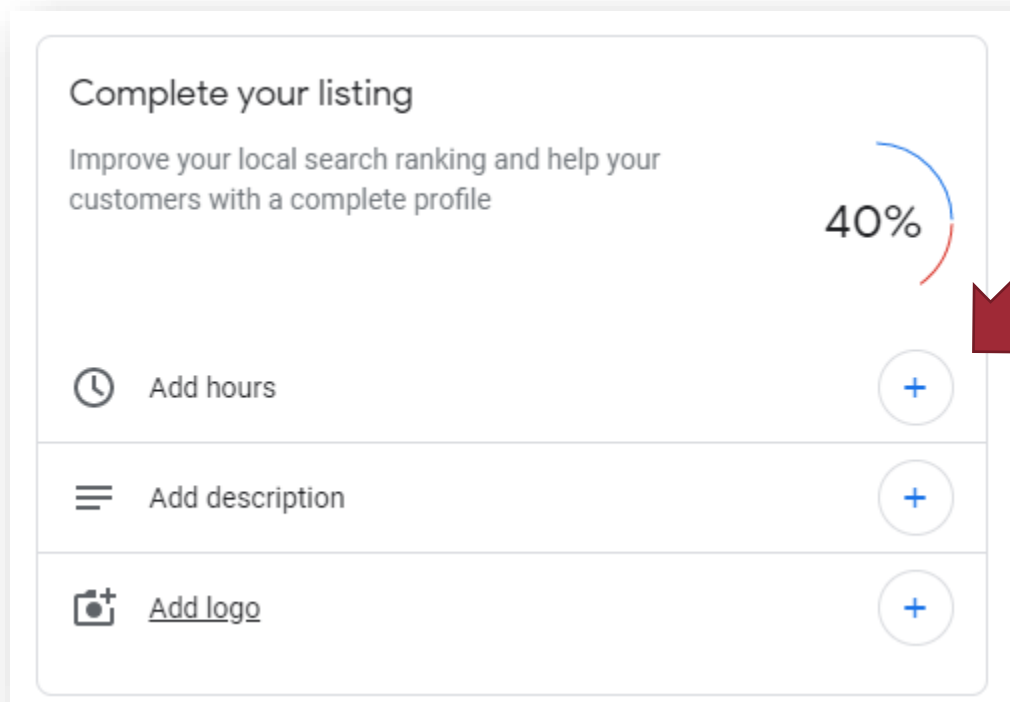
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5. Once you have the code, sign back in, and this block would have changed to allow the code entry. Click verify on the dashboard, entering the code as given.

Google makes this process easy for us, and we only need to follow the onscreen prompts to complete the profile.

6. Add the business hours, a description (you can often grab from the client's website) and a logo (lifted from the site or requested)



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The tactic that always pays returns is being a good steward for customers as they filter into the profile.

This is best done by using the messaging feature in GmB. Enabling messaging is often a requirement for additional GmB features, but the most influential thing you can do on your profile is have a pipeline directly to a prospective buyer.

Posts are content that are public for seven days, then they fall off.

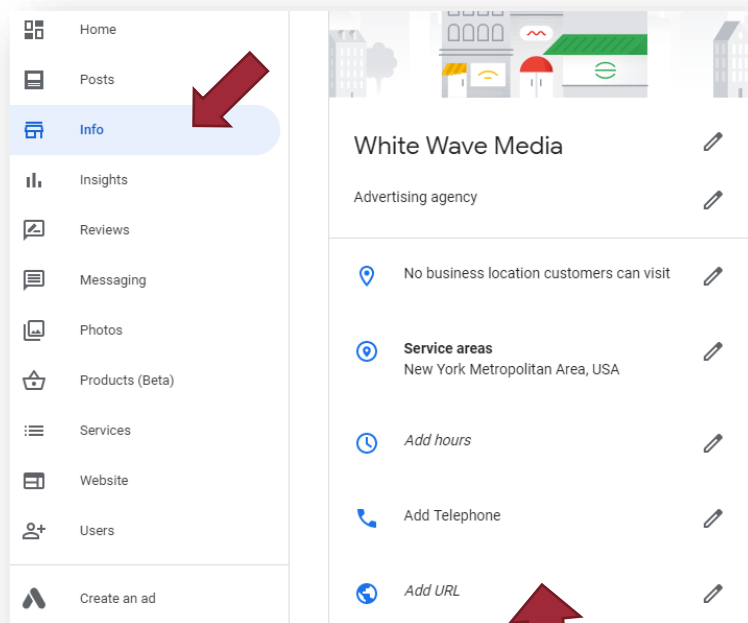
Pro Tip: Posts are best used as exclusive direct offers, and free lead bait, such as buying guides, presentations, or free gifts.

When a post campaign is done correctly, weekly profile posts is a viral lead generator all by itself.

Posts are a natural extension of any Google My Business program, and an excellent upsell that demands \$250 to \$1,000/month typically based on the complexity of the content and work done to support the campaign.

Continuing with the setup;

In the INFO tab, you can add or update other information as it pertains to the business.



Now if the profile is already claimed but bare and broken, the process will be a little different.

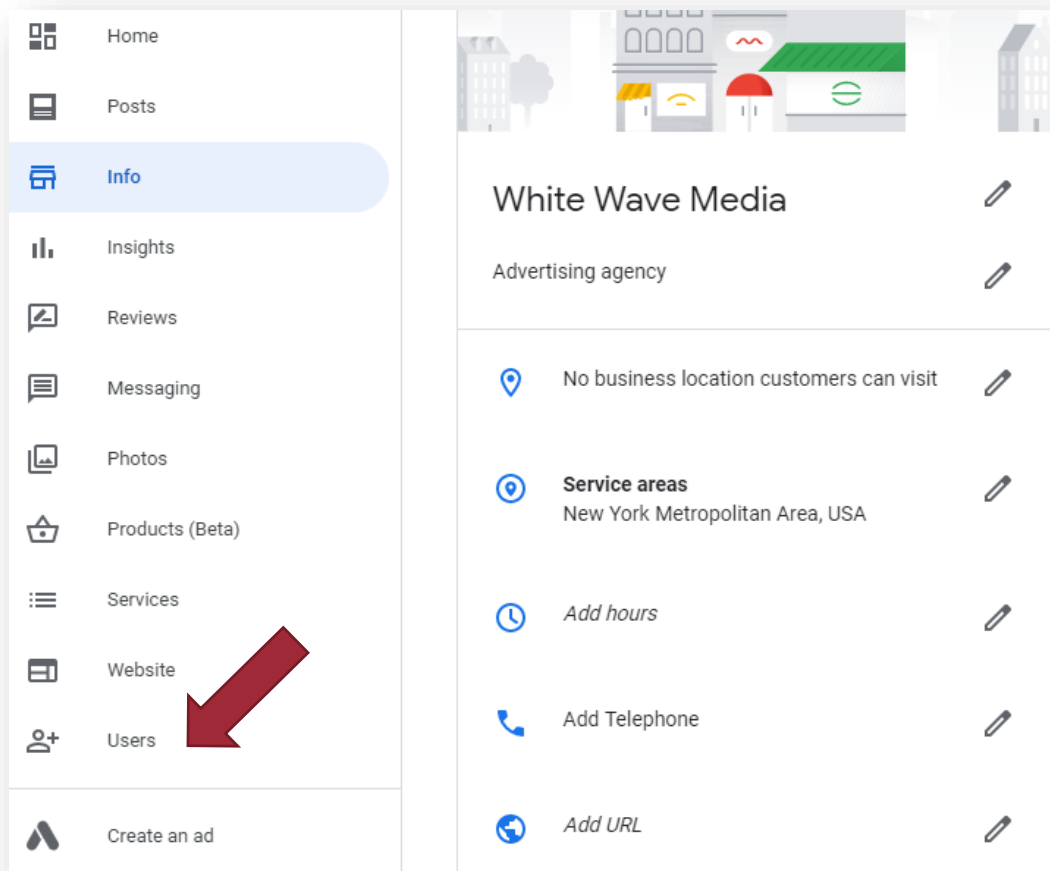
You will need to request access from the owner by asking for their Google account login or be added as a linked-delegate account.

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I've found with some prospects that their Gmail account used was their personal, so most are quite reluctant to share the credentials.

In this case, we can request a delegate account that only gives us permission to manage the page for the client.

In the main control panel, select **USERS**:



And then click the little icon in the upper right of the next screen.



The business owner will have to enter your Google email address and select a role of **owner** or at least **manager**.

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Once you confirm your manager address, you will have permission to manage the client's page, and be able to select it from the Google My Business control panel.

Missing Appointment Form

An appointment feature is critical to increasing the volume of inbound requests and leads. It is a fast option to collect the lead of someone using Google to find a carpet cleaner in the area.

You can either use a Google Connected Reservation Partner and/or install a plugin on their website to accept these requests.

Appointments on Profile

To have a "Request A Quote" or "Book Now" option on the Google Profit, the client will first need to verify the profile and register with a Google-Connected Booking Partner.

Verification and registration with a partner are required prior to enabling the option in the client's Google profile!

More information can be found here:

<https://support.google.com/business/answer/7475773?hl=en>

Partners can be found here:

<https://www.google.com/maps/reserve/partners>

Once signed up, there will be an option to connect the profile with the third-party booking accounts presented in the Google My Business control panel.

As for which partner to use; I have a little secret to share with you...

Square, Inc offers a Google Connected service that is 100% free UNLESS you use them for online transactions. You don't pay a dime if you use it just to schedule appointments.

This means your client can get a free Google connected button and never pay for it. This also means you can charge them to set it up.

NOTE: you can use any of the other providers as your client desires, but Square is adequate since it will add the button to their GmB profile.

To setup Square

1. Go to <https://squareup.com/us/en/appointments>
2. Click Sign Up Free
3. Enter your information and follow the setup prompts.

Don't worry if you don't fully grasp this setup for now.

You should make this part of your test process when practicing with your own Google My Biz profile for your consulting agency.

Once verified you can connect with the GmB profile using your Square credentials.

Follow these steps once the profile is verified with Google:

<https://squareup.com/help/us/en/article/6567>

GETTING REVIEWS

Once a profile is optimized, and an appointment system is connected or created, you now need to get reviews for your client.

The single best way of doing this is to have the existing satisfied customers of your client leave honest and positive reviews on their page.

We cannot force people to leave reviews, but we can ask for them.

I often do this either by sending a post card to the customer base OR having a postcard available at time-of-service delivery.

A carpet cleaner may also include the “call to review” on their paperwork, and this works best if it is presented as a separate piece of paper that asks them to visit the profile and leave one.

You can get 250 postcards for under \$100 at www.vistaprint.com

Of course, you would charge for this service at a 50 to 100% to generate the design and pay for the printing of the cards.

OUTSOURCING THE WORK FOR EZ MONEY

This rolodex contains a list of outsourcers and VA's that can assist you in your Google profile and general consulting business.

Outsourcers are provided for the major components a variety of services and can support many programs & campaigns you run for your client.

Be sure to only approach outsourcers or VA once you have a real opportunity on the table and a client payment in hand.

For example, you wouldn't hire an outsourcer to set up an SEO campaign prior to securing payment from a client.

Lastly, not all outsourcers are guaranteed to be available as some go on vacation, pause gigs when over-booked, or take a break from providing services all together.

Finding alternatives is never a problem - there are more consultants and VA's out there than you can count; just be sure to work with well-rated and reputable sellers with positive feedback.

You would not need to hire all these outsourcers to do work for your client. Rather you would work with any given VA when the need arises.

Note: This is not a complete list, which would span many hundreds of pages. If you are interested in a larger list of providers and service courses, please consider joining my Inner Circle membership, which contains dozens of service-related courses, assets, and sales material for a variety of local business niches.

To get details, please visit the link below:

[The 2021 Outsourcer Rolodex](#)

In the next section, you'll get an outsourcer rolodex for common services that can be sold to the digital and online marketplace.

OUTSOURCER ROLODEX

Lead Generation

<https://www.fiverr.com/topniches1/b2b-lead-generation-and-geo-targeted-lead-prospecting>

https://www.fiverr.com/limitless_team/write-prospecting-cold-email-templates-for-lead-generation

<https://www.fiverr.com/jenny355/do-web-research-lead-generation-and-data-research-for-you-e2b1c42a-c0ff-456c-ab09-cb43994483b4>

Email List Management

<https://www.fiverr.com/precisemarket/professionally-manage-your-email-marketing-campaign>

<https://www.fiverr.com/made4marketing/expertly-design-and-manage-your-email-marketing-campaign>

<https://www.fiverr.com/ridhdhiparekh/automate-email-marketing-campaigns-on-hubspot>

LinkedIn Lead Management

<https://www.fiverr.com/sheikhakash/build-email-and-phone-number-list-for-you>

<https://www.fiverr.com/jenny355/do-web-research-lead-generation-and-data-research-for-you-e2b1c42a-c0ff-456c-ab09-cb43994483b4>

SEO Providers

www.seoreseller.com (white label full service)

<https://www.fiverr.com/flori119/smash-your-competitors-with-supreme-seo-package>

https://www.fiverr.com/i_articles/boost-website-seo-ranking-with-cnn-forbes-nytimes-backlinks

<https://www.fiverr.com/blboss/do-pr9-high-pr-backlinks-safe-google-dofollow-quality-d4a7>

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<https://www.fiverr.com/khanjan5/create-list-your-business-to-top-150-us-local-citations>

Google Profile Creation

<https://www.fiverr.com/irfansarwani/set-up-google-my-business-for-you>

https://www.fiverr.com/ahmed_omara/do-everything-google-g-suite-for-your-business

https://www.fiverr.com/nouman_/setup-fix-gsuite-google-apps-email-for-your-domain-or-website

Google Profile Optimization

https://www.fiverr.com/youthink_ido/develop-optimize-or-verify-your-google-my-business

<https://www.fiverr.com/clictadigital/optimize-your-google-maps-listing>

<https://www.fiverr.com/clictadigital/optimize-your-google-maps-listing>

<https://www.fiverr.com/sharifawan/local-seo-to-boost-your-business-to-the-google-maps>

Google Maps Citations

<https://www.fiverr.com/taniagarg/embed-your-google-listing-code-into-300-web2-publications>

<https://www.fiverr.com/simeonlafroid/build-da100-google-map-pointers-dofollow>

Landing Pages For Offers

<https://www.fiverr.com/garythomas950/build-your-wordpress-landing-page-348a>

Digital Marketing Manager

<https://www.upwork.com/o/profiles/users/~01ebf80f5756ed7d2f/>

Custom Application Development

<https://www.upwork.com/o/profiles/users/~01f9d669bf2f345cc0/>

Facebook Page Creation & Campaigns

https://www.fiverr.com/rana_fahad_khan/get-facebook-business-page

<https://www.fiverr.com/creativeman/run-a-facebook-ad-campaign-to-grow-page-likes>

<https://www.fiverr.com/creativeman/create-a-facebook-landing-page>

Graphic Design

https://www.fiverr.com/stunning_create/provide-flyers-brochure-with-free-source-file

<https://www.fiverr.com/thedush/indesign-services-for-you>

Video Marketing

<https://www.fiverr.com/pickera/customize-this-great-addictive-product-video-commercial>

<https://www.fiverr.com/urbandiva33/create-animated-marketing-video-for-business-and-sales>

<https://www.fiverr.com/thevisualcube/create-a-professional-grade-video-with-stock-footage>

<https://www.fiverr.com/lilpee02/create-a-whiteboard-animation-video-from-usa>

Marketing Strategy

<https://www.fiverr.com/searchexperts/provide-digital-marketing-strategy-for-your-business-or-work>

Webinar Funnel Design

<https://www.fiverr.com/bazileus99/set-up-your-webinar-funnel>

Google Advertising Consultant

https://www.upwork.com/o/profiles/users/_~0157c7df6bec840a47/

BONUS: UPSELLING AS A GROWTH STRATEGY

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.

Obviously, we do not sell owners something they don't need. And we wouldn't sell such a high-ticket package to a small one-man operation.

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. Social Media Content
4. Email Management
5. Event And Local Advertising
6. 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.

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.

So, let's say the client expresses interest in social content and Facebook advertising.

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Since we just sold them a solution; your campaign on Facebook would drive or develop interest in carpet cleaning services.

This would also mean they need a landing page or some other service (like a Facebook Messenger Bot) 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 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.

I don't care what you've heard. 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?

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 good idea of the needs, troubles, and desires of a particular business owner.

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Just ask the owner if there is something, they ever wanted to try in the online marketing space, or somewhere that they've 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.

Many owners will have stories and as you gain experience, you'll 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 don't have to offer such high-ticket services, but it's the way to running your own ship and steering her where you wish. You can make a little money with a side-gig selling profile and booking systems, or make incredible money full-time, building a valuable construction-focused marketing agency.

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

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

If you have more time, put more in so you get to your destination faster.

TODAY IS THE DAY YOU CHANGE EVERYTHING

The only thing left is for you to take the first step and follow the training and direction I've given you in this guide.

Remember: Reading this book will not make you any money, only going out there and contacting business owners with problematic Google profiles and a lackluster online presence will produce results. Follow the training outlined in this book.

The more prospects you reach, and the more follow ups you do, the bigger and faster you will grow.

Now, I'd love to hear from you personally, your successes, your troubles, and any suggestions you may have for me.

If you need faster help, submitting a ticket to our help desk is the **fastest** way to get a response: www.landroinnercircle.com/support/

NOTE: You will need to create a support account or sign in with Facebook or Google before you can open a ticket. You can also email support@landroinnercircle.com to open a ticket without creating an account.

If you have a question or comment for me directly, feel free to drop me an email here: Luther@landroinnercircle.com

I do get a lot of email, but I try to check it every day and respond when I can.

And remember, the more action you take...

...the more money you will make.

-LL