

# Client Day Care Walk-Through

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## SEO Reseller – Quick Reference Guide

It helps to have an agency who can take care of your client's needs, while at the same time, helping you to avoid the hard work and specialized skills that are needed to be in this business.

SEOReseller.com offers a wide range of services at wholesale cost, making it easy for consultants and gig workers to offer high-ticket, high-quality technical & marketing services **without** having the inhouse staff or talent to support such offerings.

This means you, as a one-person agency or consultant, can offer the same services as an agency that has dozens of employees, and be able to offer the same quality work.

Plus, you get those services at a fraction of the cost, leaving you room to charge 2 to 5x in client fees.

The best part is SEOReseller does all the work under your brand, so the client never knows you are using a third-party provider.

### **For example:**

SEO Reseller offers Google Business Profile services under the title "Advanced Google Business Profile Optimization" for \$250.

This means you can charge clients \$750 and pay just \$250 to deliver the service.

This nets you a \$500, just on this single offer.

### **How “Wholesale” Marketing Works**

Let’s say your account has agreed to work with you on a project to claim and optimize their Google profile...

In our earlier example, you accept payment from the client in the amount of \$750.

You would then purchase the Google Business Profile Optimization service for \$250 from SEOReseller by navigating to:

<https://account.seoreseller.com/store/c/21/p/1311>

Once purchased, you will be assigned an SEOReseller account manager\* and they will work with you on client projects, or you provide client details via the dashboard.

SEOReseller will then get to work on your client’s project.

## Upselling For Larger Paychecks

There two keys to getting wealthy in this business:

1. Grow your client's monthly invoice
2. Lock your clients into long-term contacts (3-12 months or more)

When you use both of these keys, the doors to wealth are open to you.

There are a few services that fit these criteria, and one of the best is Search Engine Optimization, but it wouldn't be the only one...

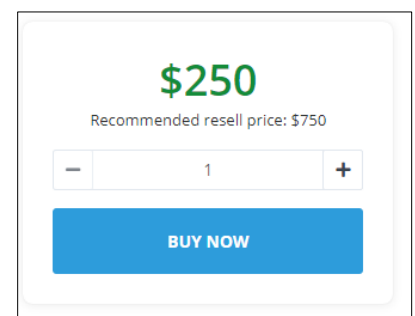
In the context of Google, you would first upsell a monthly Google optimization campaign, designed to place and maintain the business' listing in Google's desirable three-pack of local business listings.

You can see the Google Optimization Campaign on SEOReseller.com at the following link: (be sure to login!)

<https://account.seoreseller.com/store/c/21/p/1311>

The wholesale cost is \$250/month, with a retail (price to your client) of \$750.

This campaign goes for 3 months and can be repeated each quarter.



This means your client's annual value can be calculated as follows:

| <b>Project</b>              | <b>SEOR Cost</b> | <b>Fee</b>     |
|-----------------------------|------------------|----------------|
| Monthly Google Optimization | \$250/mo         | \$750/mo       |
| 12 Month Totals:            | \$3,000          | \$9,000        |
| <b>NET GAIN:</b>            |                  | <b>\$6,000</b> |

Your **Net Gain** is the billed amount less your expenses.

As you can see, you earn better than double your costs and do very little real work, save for managing the relationship with your client.

**And you are NOT even laying out these expenses.  
The client pays you FIRST upon signing up.**

You then use a fraction of the payment to purchase the service at wholesale prices, pocketing the difference.

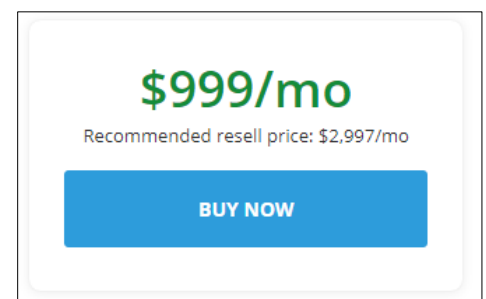
**Now**, remember, one key is to grow this account. You are already making \$6300 a year on this one client but what if you sold something else?

Now consider SEOReseller's Search Engine Optimization wholesale offers:

Their SEO Prime offer can be purchased wholesale for \$999/month.

You can find the details on this offer here:

>>> <https://account.seoreseller.com/store/c/1/p/975>



The recommended retail price is \$2,997/month.

Let's work this into our numbers so you can see how your net gain grows when you add SEO to your client's account:

| <b>Project</b>              | <b>SEOR Cost</b> | <b>Fee</b>      |
|-----------------------------|------------------|-----------------|
| Monthly Google Optimization | \$250/mo         | \$750/mo        |
| SEO Prime                   | \$999/mo         | \$2,997/mo      |
| 12 Month Totals:            | \$14,988         | \$44,964        |
| <b>NET GAIN:</b>            |                  | <b>\$29,976</b> |

As you can see, a high-ticket service takes your singular client and turns them into a flag-ship powerhouse of income.

Each one of these flag ship clients, if you can get them locked into an annual contract, is worth nearly \$30,000!

How many flagships will you get in just one year?

It is not unreasonable or impossible to book just FIVE flag ship clients on an annual contract. Five is an easy number for a one-man operation to handle.

Ideally, and if over the course of a year, you can get five flagship clients signed, then the following is obtainable income:

**5 clients x \$30,000 annual net gain = \$150,000 net income**

Over \$150k is a good year in any accountant's book. Minus taxes and you're still over 100k annual income.

When you make all the right moves, follow up with leads, and create good relationships with a handful of local businesses of significant size, you can obtain this level of business in 2 to 4 months; perhaps sooner if you are doing the right things, and everything just falls into place.

As a final note, a full list of available SEOR offers can be found below. Just make sure you register and login before visiting this link:

>>> <https://account.seoreseller.com/store>

\*Subject to availability and terms