



Effortless Roofer Consulting

Start a Home-Based Side Hustle By Providing Online Marketing Services to Roofing Contractors...

By Luther Landro

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Congratulations on investing in the Effortless Roofer Consulting course!

You are now well on your way to generating real income quickly by servicing roofing contractors with a new and simple Google service.

Take a look at this recent article from Forbes:



The roofing industry is growing almost 20% year over a year, and despite what you hear in the news, there are no signs of an economic downturn.

As the economy grows, so does the major industries that surround home construction and maintenance.

Now since the housing market is growing, roofing contractors and related companies are growing with it.

And as the competition heats up, so does the demand **and** consumption of services like online marketing.

Are you picking up what I'm putting down here?

This is a **massive opportunity** to grab a piece of the pie, and it is as easy as sending out an email. And that's why you should be excited.

I am going to teach you every step:

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- How to find prospects
- How to earn their trust
- How to get their initial payment
- How to service them with something simple
- How to get them to pay you more each month

Roofers have a very specific problem that is robbing them of thousands of dollars, and if you have just a few minutes per day and access to the internet, you can fix their problem and get paid handsomely.

The clients are out there.

You only need to do some simple outreach, grab them by the ear and whisper the words that get their attention.

This will leave them asking you, *“how can I sign up?”*

Roofing Companies Are Dynamite!

These roofing companies and contractors need and want your help.

They are regular buyers of lead generation and marketing programs, and some of the larger firms have monthly budgets in the tens of thousands of dollars.

And they regularly pay \$50 to \$125 per lead!

Remember that a roofer's customer value is high and varies greatly depending on the type, size of the roof, and the materials being used.

A roofing job might be priced between \$5,000 and \$10,000 for a typical four-square or ranch style roof.

Larger homes or complex roof designs could run into \$20,000 or more.

Commercial roofing jobs are even bigger money...

A 20,000 square foot commercial rooftop could cost \$150,000 or more!

All this means is that the value of the leads you produce for a roofing client represents a very large check with lots of zeros.

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Knowing this... Think about the power you have at your fingertips.

With the plan you are getting in this book, you can generate \$100,000 or more in new business for a roofer annually and get paid handsomely.

This power to harness opportunity isn't magic...



You are not going to pull money out of a hat...

Good marketing isn't magic – it is the science of understanding your customer and the art of getting the client's attention.

Roofers will pay nearly any amount to generate leads because the value of that lead is extremely high

This is the opportunity you discovered today, and it is obtainable by implementing what you learn in this book, which contains everything you need to get started.

Anyone Can Do This

Even if you've got no experience, no unique skills, or no coins in your piggy bank, you can do this effortlessly and profitably. And even if you've tried and failed at everything else in the past; your failure is not your fault. You were missing the big picture and the plan to follow.

Well this book is your game plan. It is written to help you succeed if you are willing to put in just a little bit of effort.

Give this book 100% of your focus. No distractions. No screaming kids. No Phone, No YouTube (music is ok) and No Television; I mean it...

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Just have laser focus on what you are learning right now.

Want to double the amount of money you'll make?

Here's how:

Set aside a dedicated amount of time each day to study this method and the training I provide in the book.

After you've studied the material and are ready to implement it; use the time you set aside for studying and transform that into ACTION TIME.

At some point you need to put STUDY TIME away, and break out the ACTION TIME card.

Notice the difference there. Two unique blocks of time. One for studying and one for productive work.

Whether you are new at consulting or are a seasoned pro, this book will provide a plan for generating revenue by helping the roofing business find leads in online search demand.

It is a path that you can follow to make a little extra income, without stuffing envelopes, or setting widgets out of your garage. All it takes is a little persistence and this guide.

Listen, just reading this or any book will not guarantee success. You need to act on the information you pick up here.

The writer Malcolm Gladwell said that 10,000 hours of **practice** will make you a master at anything. He didn't say "10,000 hours of studying," he said "practice."

There is an enormous difference between the two.

10,000 hours is roughly 5 years @ 40 hours a week.

If you were to put in 10,000 hours learning how to work with fine wood, you'll build an incredible piece of custom furniture worth ten thousand dollars.

But what if you only put 5,000 hours? ...or 1,000 hours ...or 500 hours?

I am certain that you, me, or anyone could still build custom furniture worth \$1,000 after just 300 to 500 hours of practice.

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Put in your hours. It all begins today. It begins small, but it begins with you and what you choose to do with what you learn.

Practice what you learn.

Implementing the strategies gives you the opportunity, acting on what you learn puts those opportunities within reach, and following through earns you the personal and financial freedom to choose your own path.

Now, in the upcoming sections, you will learn more about the opportunity and what it means for you.

Thank you again for investing in my course, and I look forward to hearing your success story.

-Luther

The Hottest Opportunity

We're going to find roofing contractors that have not claimed or maintained their business listings, specifically on Google Business Profile. You will find prospects who have this and other problems. You will then approach them with an offer to fix the problems.

In this course, we're going to focus on Google Business Profile because it represents the biggest game in town, and one most likely to produce the greatest quantity and quality of leads. Just recognize that the principles are the same across the various platforms and should be leveraged at some point.

You will target roofing contractors who:

- A) Have a shitty Google Business Profile
- B) Have no appointment setting option or sales funnel

Before we jump into prospecting and selling; I still have more to tell you about the industry and what it means to you as a consultant...

U.S. Census data reveals about 75,000,000 single family homes in the United States.

According to the roofercontractor.com industry reports, about 7% of all rooftops are installed or re-installed (repaired) each year. So around 5,000,000 roofing jobs are up for grabs **annually**.

Think about that...

5,000,000 roofing jobs every year.

15,000 rooftops every day!

There are 15,000 people looking for a contractor to do a roofing gig.

That's a ton of opportunity. A lot of that is online.

And this opportunity grows relative to population and new construction growth, so it has longevity and long-term viability...

However, these roofers have a big problem, and there is a lot of money to be made solving that problem for them...

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There is a ton of competition.

Now, a [Salary.com survey](#) found that a quarter of roofing contractors reported earning \$100,000 to \$200,000 annually. Almost half make about \$100,000, and the rest are somewhat less or somewhat more.

This means that most of your target market is making great money, but not sitting on their ass swimming in cash.

Their business has value and can afford marketing services, and in fact, rely on them in many cases to generate the new contracts.

Annually, the roofing industry sees roughly \$50 Billion in real revenue according to Forbes.

This is big business and it is very easy for you to break into the market by providing simple support services for these types of companies, both large and small.

The Common Problems

These roofing companies suffer from the same marketing challenges as most any business, with their own unique twists.

The established companies have trouble with reach, messaging, competing against a smarter competitor, and the smaller ones are trying to break into business and book regular jobs.

Roofers must manage their reputation and reach people who are in the market for a roofing contractor.

A roofer may starve in the dead of winter because who works on an ice-covered roof, right? In reality, new business could be found year-round if the weather cooperates, or the owner needs to find something else to do for money.

This remind me of what my friend Gary does with his irrigation company.

Gary is the kind of tough guy you do not want to tangle with in a bar. He seems to have unlimited strength that you can feel in his handshake.

In the fall and winter months, Gary does no business. All of his clients have had their lawn sprinkler systems winterized and he won't hear from them until spring.

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In the off months, Gary does general contracting to supplement the income he saved to get him and his family through the winter.

In the month before the weather breaks, he will start advertising and directly reaching out to last year's customers to book the sprinkler system opening and hunt for installation projects.

Notice what Gary does:

He starts advertising BEFORE customers need him...

...because when the weather begins to improve, people start thinking about getting their lawn ready for the summer.

Some roofing companies experience the same seasonable trends depending on their location and **you can** account for and **profit** from this seasonal cycle.

**You Get Paid To Solve Simple Common Problems
By Increasing Their Inbound Lead Volume**

Roofers get a decent amount of business through referrals, but many operators advertise because referrals alone will not keep their business afloat.

Through-out the year, a roofer may get many calls for quotes and visit the homeowner to assess the cost for doing a job. Not all of these quotes result in a contract. They will pursue a higher volume of leads to maintain and grow their expected closing rate to make up for these dead-end quotes.

There is also a regular stream of new business that emerges after a major storm. Severe thunderstorms, tornadoes, hurricanes, heavy wet snow, and other weather events will cause a considerable amount of widespread damage to rooftops.

**Roofers, Tree Service, Sign Shops (among others)
see a boost in demand after a major storm...**

Pro Tip: There's a whole opportunity to be able to respond to a storm damaged area with advertising relevant to what the homeowners will need in terms of rooftop, signage, window repairs, tree removal, and other disaster recovery businesses.

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If you can quickly respond to a disaster with advertising, you will have the attention of roofing contractors who recognize there is a short-term opportunity for more business and juicy insurance claim money.

Imagine this – you sit on the national weather radar website and watch for where the most severe storms are predicted to hit in 24 to 48 hours.

You contact a few local roofers who are already expecting more inbound calls, but also know there are a dozen of other roofers competing for the same customers.

Your offer to give them an advantage over their competition and help them profit from this sudden surge in demand.

Homeowners put in insurance claims and then shop around for a contractor to give them a quote and repair the damage or clean up the mess.

These consumers are using Google if they can't get a recommendation from a friend.

At the end of the day, you want your clients to be perfectly positioned BEFORE the disaster strikes because already being the first or second result in Google dramatically increases the chance of call or appointment request.

Some new business could be new construction, routine roof replacement, and/or general repair. Those types of buyers are generally doing their homework on roofing companies, comparing them, and getting multiple quotes.

These companies need solid online reputations, expanded reach, the opportunity for consumer education, and most importantly; a sales funnel – which begins with an appointment booking experience and follow-up process.

A booking system will funnel those search customers into the marketing messaging of your client and cultivate or compel the initial contact with the roofing business.

**Your job is to move the people who need services
into the arms of the people who provide it**

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A quick search of local roofers will reveal to you that most of these companies are not using a sales funnel beyond “call this number” or fill out a contact form on their site.

Many don’t even maintain a mailing list.

There is simply no urgency or incentive, and this is what we intend to change and offer to our clients; offering a service that is valuable to them, because it is valuable to their customers, and worthy of a fee payable to you to execute.

Many shops do not have a website – remember that roofers are mostly carpenters by trade, not website developers, copywriters, or graphic design types, but the smart ones hire out this weakness and focus on their strengths. Yet, they may have a pretty site, with lots of content and education, but don’t have an opt-in, lead bait, or email sequence.

Some shops do not have a viable site, much less an effective lead capture regime.

SEO for either type of shop isn’t looking so great either.

All of this is a *weakness* in their business.

And you make money by being the consultant that turn those **weaknesses** that they have **into strengths**.

What You’ll Be Doing

Roofers hire you to manage their online profiles, which kills two birds with one stone:

An optimized profile increases reach AND prompts the inbound lead.

You will be charging a fee to claim and optimize their Google Business Profile.

You then **upsell** Search Engine Optimization and/or services like websites, email marketing, and paid advertising on Facebook.

Many of your clients will want to buy other marketing services once they see just a little bit of progress on their profile, so your approach should include a plan to upsell other services.

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This obviously makes you more money and grows your income from play money into a real living wage. Income you can depend on.

So, don't just sell a profile, sell service that can help them grow their reach and get new customers. These are services which are also easily outsourced, so don't worry if you don't know how to provide them.

One of my coaching students is putting \$9,000 a month in her pocket after expenses with just three Florida-based roofing companies. Each one pays \$4,500 a month for SEO and FB advertising and that's all she does in about 5 hours a day. The rest of her time is spent with her kids around the home, in the pool, or in the park. She lets white label companies deal with all of the busy work.

You are providing online marketing services to businesses in a highly competitive and fluid marketplace; each company has money to spend and a burning desire for consultants **like you** who can help them compete.

Your job is an important one and the results you produce are important for the survival of the roofing company. This is ultimately why they will do business with you IF they do not have this capability with in-house staff.

Fun Fact:

Some in-house marketing staff are horribly inept and have no business being marketers. Often, it wasn't their first role with the company, or it could be a relative of the owner.

They could still be convinced to work with you. Especially if you're good at making people think they've come with an idea. **Inception** (loud horn blares) is a skill that actually exists, but it doesn't take place in a dream.

You could offer to help the company's marketing staff shine; becoming the talent they sneak through the back door. You get paid to make this employee look like a genius in front of the boss.

It sounds funny, but don't laugh! It has happened to me more than a few times. It is how a lot of business is done.

Just know that roofing businesses need and buy marketing services. Budgets can grow into the tens of thousands of dollars. Competition is

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fierce in markets, and owners are always looking for an edge. Often times, just throwing money at advertising is enough to get an edge. Why shouldn't these roofers throw money at you?

Seasonal and random business opportunities for roofers emerge and as a marketer, you can direct both the incidental and regular consumer demand to your clients, and the result is more contracts for the roofer and more fees collected for your consultancy.

Agreed?

Great!

You now know **why** businesses will buy services from you and **why** they will keep paying you month after month.

Next up, let us talk about finding these roofing companies, and how to qualify them as prospects for your Google-related and other digital marketing services.

Assignment:

Now you know the who, what, where, and why...

1. Get excited at the opportunity which is before you
2. Grab a pencil and paper be prepared to take notes
3. Commit to studying and applying what you learn

Finding Roofing Clients

Just as you would do for any local consulting campaign, you will need to choose a niche and a city.

You have to choose between commercial and residential roofers, and you must select a location in which to target. **Keep in mind**, some roofers will do **both** residential and commercial rooftops. Some students argue the point is moot, and they'd be mostly right; however, remember that your approach is slightly different based on WHO your client services so your messaging to them should reflect that significant difference.

You don't need to be tied to a specific location or a niche, but your approach will be a little different for the two.

Also, you must consider the size of the business. Remember, the customer value of the roofing business is high. This works in your favor, because even if the company is small, the value you are poised to create for them is greater than the fees you're asking them to pay you.

Simply put:

Find The Roofing Companies and Contractors Who 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 roofer from another marketing service or agency if what they are doing is working. When you run into an owner 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! If you can beat some on price, you could absolutely steal some clients thanks to the nature of business operators who are always looking for the cheapest solution.

Just some food for thought...

In any event, your mission begins with choosing a location and a niche.

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For example's sake, let's focus on residential roofers in the Dallas / Ft. Worth, Texas market.

A decent size market, typically active year 'round, which can see copious amounts of storm damage, and home to dozens of roofing companies.

Dallas / Fort Worth (or DFW) is the second highest building start metro area in the United States next to NY/NJ/CT Metro.

Other locations in the illustration below indicate growth according to Forbes:



All new buildings new rooftops.

Because we need to choose a place to start, we will just focus on DFW for now. Again – nothing stops you from doing this for any client anywhere so long as there is a demand.

You could have a client in each of these 10 markets and do extremely well for yourself.

Now, we need to take a closer look and examine some companies.

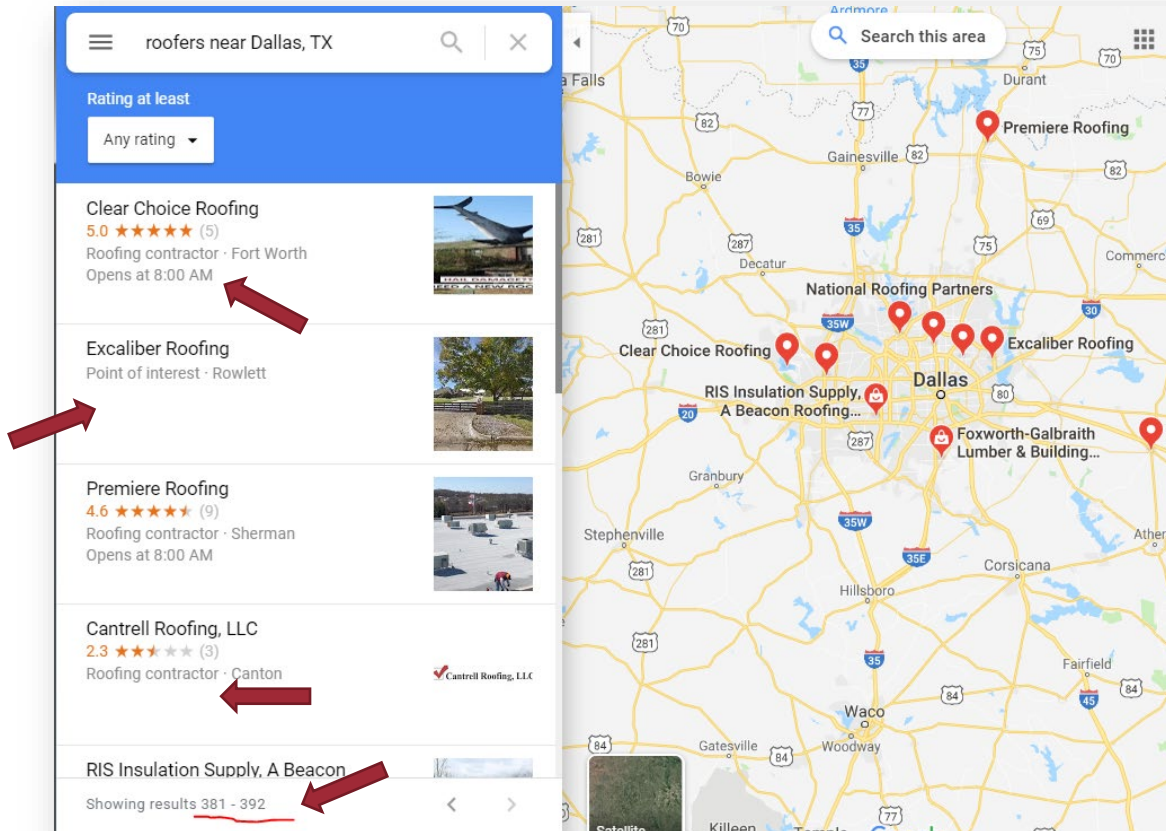
To do this, we want to check the visibility and optimization of these companies on the platform for the service we intend to offer.

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So, go to www.google.com and search for “Roofers or Roofing Contractors near Dallas, TX.”

Use Google Maps to get a bird’s eye view of the competition.

All told, there are almost 400 roofing related companies in the area.



Notice the count once you get to the end of the list. That’s a considerable number of prospects, most of which have some need.

Take a look at that second listing. It is some business with an auto-generated listing. You’d want to contact listing like that to see if it’s a new business or if there’s interest in advertising.

Also notice some listings have business hours listed and others do not. This is an optimization problem. You want your listings equipped with as much relevant info as possible.

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You'll also find profiles that complete, but the follow up just isn't there. They'll have a profile, but no website, or a website that's terrible ...or a website without any lead capture.

You want to drill down; see if their profiles are complete; visit their websites, social media pages; and notice if they are collecting leads in a meaningful way. Remember – a contact form is not meaningful engagement.

But if you give a consumer a reason to stay on the site and get some buyer education on choosing a roof and roofing company, the likelihood of generating a lead – having an opt-in form completed or appointment scheduled increases dramatically.

Other times, you'll find businesses who are doing things correctly. These are not worthless to you. They are notable examples of what you can do for prospects who are poorly positioned with no appointments, no sales funnel, no content, etc.

Additional Lead Sources

You can get email leads from a curated lead source that has produced results in the past. It is just important to realize that these lists, while curated, are cold leads.

They are not qualified as buyers that need or even buy services. We are assuming they do simply by the nature of their business (as most benefit from being listed in the 3-pack or properly ranked.)

You can purchase lists here:

<https://dmdatabases.com/databases/specialty-lists/business-owner-leads-email-list-mailing-list>

It is not advised that you use a mass-mailer system to contact these leads, simply because bulk mail to non-opt-in addresses are a fantastic way to get on a spam list.

While it is time consuming, working down an email listing manually (sending email to each one via an email client) will produce more favorable results since you can gauge interest based on replies and not have to worry too much about spam. (check with local laws regarding unsolicited emails)

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You can get a significant amount of email addresses from this source; however, it will require some up-front investment, as most businesses do.

Lastly, you can find **free** email addresses that are published by the owner. You can find these by searching for “roofing” or “roofer” in a particular location on <https://www.manta.com/>

If a business owner does not publish their email address, you will need to contact the business owner by phone and request it from their staff.

Pro Tip: When emailing owners, avoid using free email providers like Hotmail or even Gmail (which are typically perceived as spam) UNLESS your email address is your name or a consulting name:

Yes: joe.smith.consulting@gmail.com

No: BooBooKittyExample@hotmail.com

Ideally, you want your own domain: Joe.Smith@SmithConsulting.com

Now...

TAKE ACTION: Build a prospect list of roofing companies who have some problem that can be solved via the digital marketing services available to you.

- **Claimed & Optimized Profile**
- **Website Deficiencies**
- **Appointment Engine / Sales Funnel**
- **Email List Management**
- **Missing Website Links**
- **No Pictures**
- **Poor Business Info**

Pro Tip:

You can outsource prospecting to a virtual assistant, but you better do it a few times yourself, so you know what to tell the VA to do.

When targeting, use this guide to help you select prospects:

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- Avoid unstable / unhealthy prospects as they can sack your time and energy. If the business looks bad, it probably is...
- New businesses are a major source of business because they need just about everything...
- Watch for a “critically damaged” reputation – this client’s business could be dying...
- Local to you is always better when starting out...
- ...But you don’t have to limit yourself just to local shops

Once you accumulate a list, you begin working down through it, contacting roofing companies with offers to fix the problems you’ve discovered.

Sometimes just stating a problem is enough to close a deal. Other times, you may need to exert a little pressure.

The best pressure you can apply is putting their closest competitor in between them and the benefit of more leads; doing so in a way that creates a feeling of loss or missing out.

I recommend you apply a little pressure at all times. It will ensure the urgency is felt as no business owner wants to hear about their competitor stealing their leads; which is tantamount to pulling money out of their pocket.

Create some imagery in the mind of a prospect;

Have them imagine a competitor reaching into the prospect’s pocket and pulling out \$100 bills. You will advance or even close your sale on the spot.

In the next chapter, you will learn how to approach and sell prospects; hooking them with an irresistible offer to get your foot in the door, and then how to sell a hard-hitting follow-up offer to find those flagship clients who want to throw money at their lead generation problem.

Assignment:

At this point, you can begin the prospecting process.

1. Pick a location and find roofing companies.
2. Examine the company’s online presence & profiles.
3. Record a list of deficiencies and contact information.

You will work from this in the next chapter.

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 roofing companies with a poor Google Business Profile 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 roofing owner that he will get 3 new contracts, it might entice him; however, if you tell that owner they've already lost 3 new contracts 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

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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 aware of the prospect's wished. 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

You will inevitably get objections when approaching roofing 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 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 10 to 20 new leads each month, sometimes weekly

Catch-All Objection Handling

This is a catch-all objection handler that works pretty 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.

Your Offer

Critical to any approach is your “offer.”

Our offer is:

1. Here is the problem (Poor Google Business 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 (construction, roofing, etc)

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

Because during that day, if the weather cooperates and they have enough work; a roofing company is busy installing and repairing rooftops.

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 several years behind the curve.

Fun Fact:

You are actually on the edge of 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

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 Business 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 roofing contractor; you could sell them on a major monthly campaign and build a flagship client worth \$5,000 or more.

Remember, a roofer's client value can be extremely high. \$5,000 is a drop in the bucket if it gets them a few jobs each month and 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, 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.

How To Approach

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 actually 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 actually 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 have to 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.

Here are templates you can use:

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 contractor, 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 actually 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 roofer in TOWN.

Best,

NAME

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 for roofing repair and installation. You are also missing a critical option that allows for prospects to book a quote...

Meanwhile, your competitors have quote requests through Google, 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 Business 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 essentially 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,

NAME

CONTACT INFO

Cold Follow-Up

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

Subj: Urgent – Your Online Profile Is On Fire...

Hello Name

I've sent you a message recently with some problems that I've found on your Google Business 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 roofing companies in TOWN

Basically, this is a dumpster fire that needs to be extinguished;

Here's why...

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 of 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,

NAME

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 the 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.

Assignment:

At this point, you can begin the outreach and sales process.

1. Work from your prospecting list
2. Send the outreach email and follow up a few days later
3. Keep on any leads who does not tell you to go away
4. SELL SELL SELL – like your life depends on it!

Fixing The Problem

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

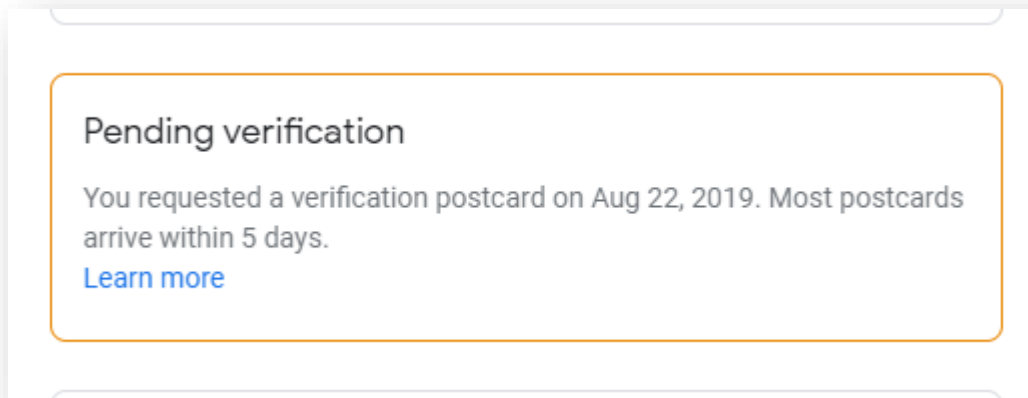
You can run through this process yourself for your own consulting business, which can take place out of your current address. It will be a terrific way to experience the optimization before working on a client's profile.

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.

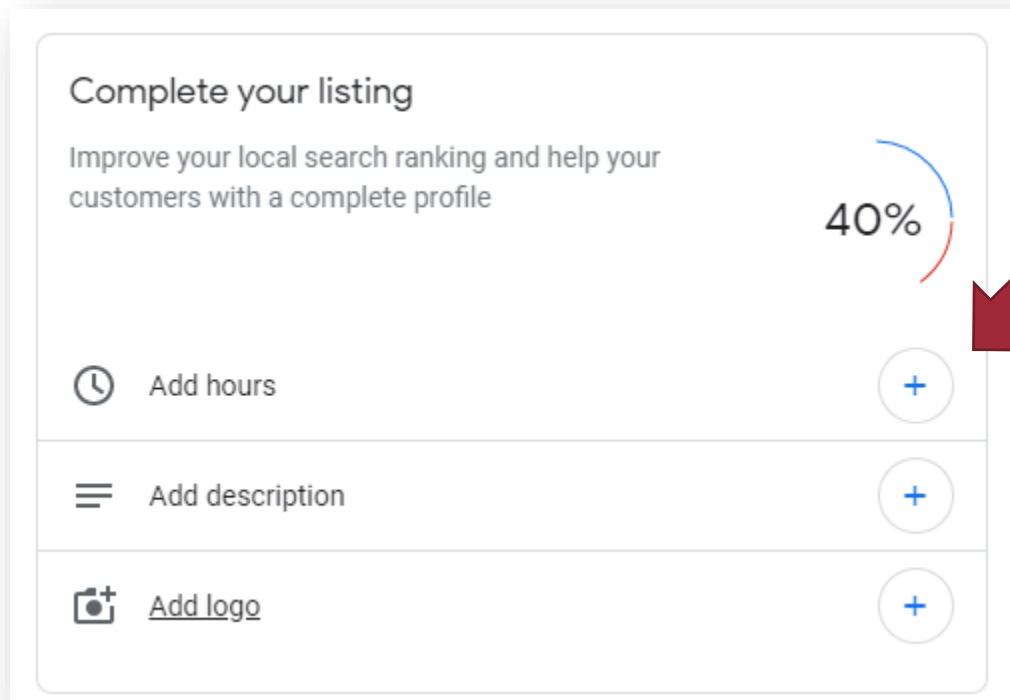
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5. Once you have the code, sign back in, and this block would have changed to allow the code entry. Click verify on the dashboard, entering the code as given.

Google makes this process easy for us, and we really 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)



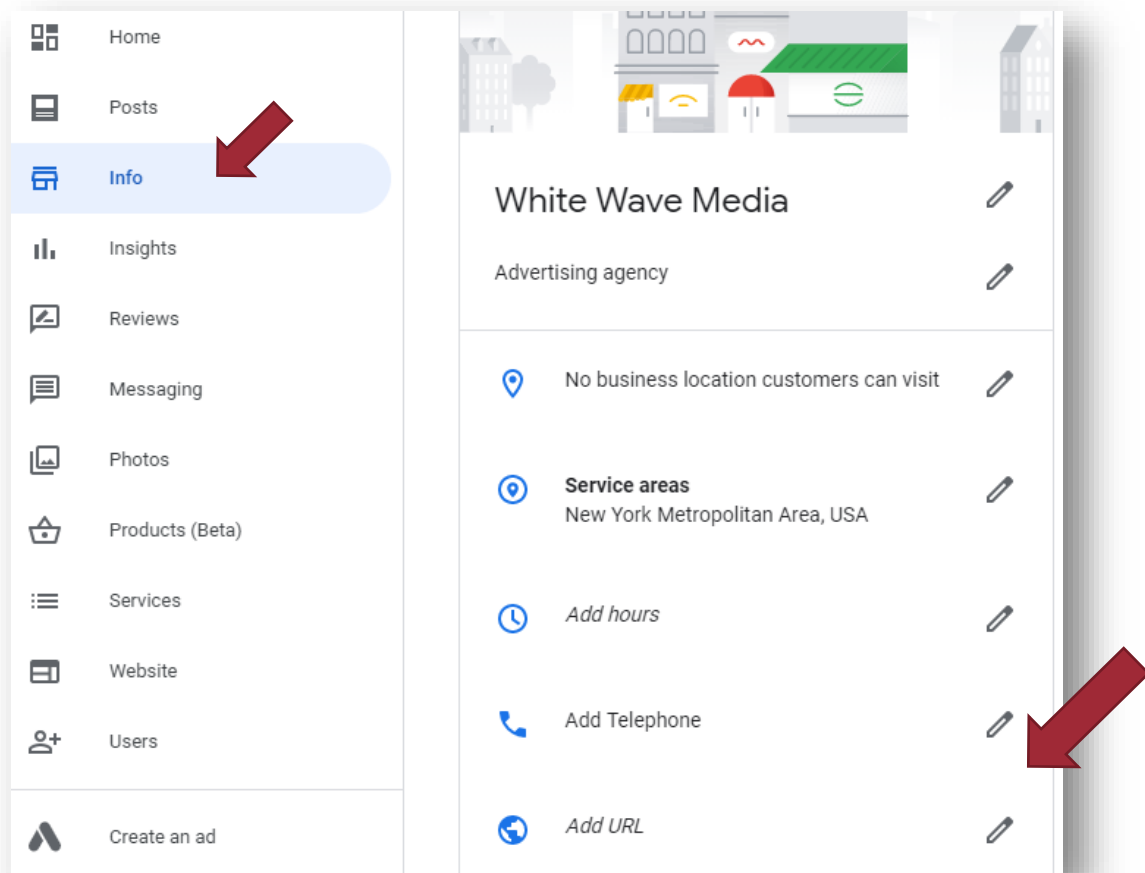
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Now the trick to using the profile is to be a steward for customers as they filter into the profile.

You can do this by enabling messaging (for which you will need to verify) and making Google Posts on the profile with an exclusive offers, education, or entertainment – which when done correctly can be a viral lead generator all by itself.

I'm not saying you have to do this as part of your claiming service. Not in the least. Yet it is something to think about and offer as an upsell or additional service.

Next, 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.

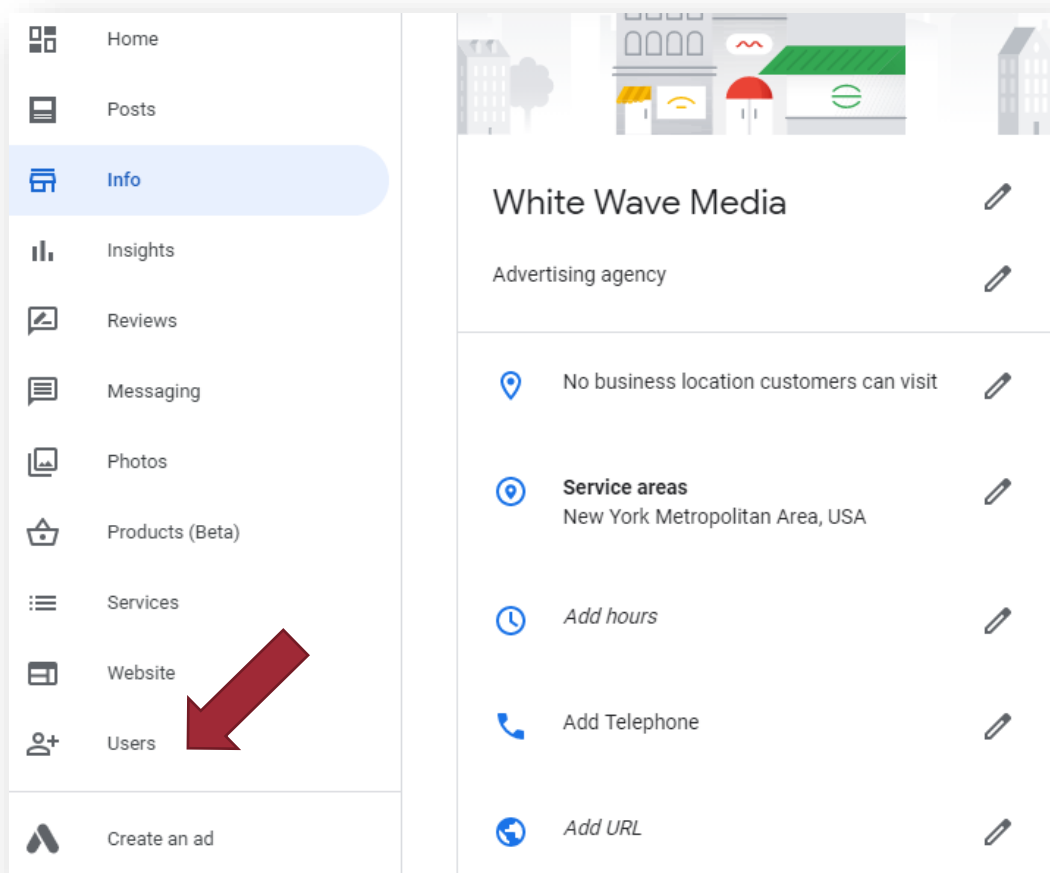
Effortless Roofer Consulting

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

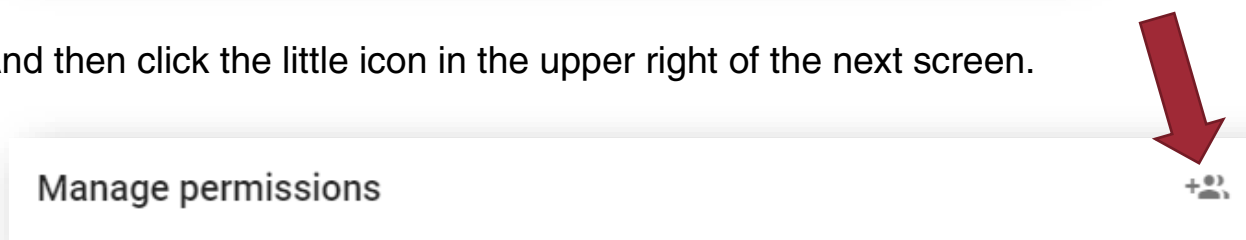
I've found with some prospects that their Gmail account used was their personal, so most are quite reluctant to share the credentials.

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.



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

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 Business Profile 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 roofing contractors 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

In order 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 Business 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 Business Profile 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 the office at point of sale.

A roofer 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

This rolodex contains a list of outsourcers and VA's that can assist you in your Google Business 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 of 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:

<https://link.landroinnercircle.com/rolodex>

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

Outsourcer Rolodex

Yelp Related Services

Lead Generation

<https://www.fiverr.com/jamrulkhan09/targeted-b2b-lead-generation-for-any-industries>

Email Scraping

<https://www.fiverr.com/iariful514/do-excel-data-entry-job-data-analysis-data-mining>

Lead Generation

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

<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/email_hunting/do-email-list-building-lead-generation-and-data-scraping

<https://www.fiverr.com/awais47/build-your-email-database>

LinkedIn Lead Management

<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/blboss/do-pr9-high-pr-backlinks-safe-google-dofollow-quality-d4a7>

<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/nouman_/setup-fix-gsuite-google-apps-email-for-your-domain-or-website

Google Profile Optimization

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

https://www.fiverr.com/creative_mrketr/create-and-optimize-google-my-business-listing

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>

Graphic Design

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

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<https://www.fiverr.com/fawadslm1/create-graphic-design-of-any-kind-according-to-your-need>

<https://www.fiverr.com/ideahits/create-any-kind-of-graphic-design-with-idea>

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/lina_digitt/craft-a-profitable-digital-marketing-strategy-and-plan

<https://www.fiverr.com/mennakamahy/create-your-market-strategy>

Webinar Funnel Design

<https://www.fiverr.com/graphicgiant/create-a-squeeze-optin-webinar-thank-you-page>

<https://www.fiverr.com/miamimarketer/build-your-webinar-funnel>

https://www.fiverr.com/animul_ilam/build-clickfunnel-lead-magnet-membership-product-launch-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.

1.1 COMMON GROWTH SERVICES

There are a few services most commonly 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 of 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 period.

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 roof repair and replacement.

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 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.

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 Turn-Key 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 really 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 and every month.

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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.

Additional Profiles

There are a host of other profile sites out there, and a ton of directory listings.

You can add another billable item to your invoice by selling them on inclusion on other platforms.

I've found that I can help close an account if I offer to add additional profiles. This is because the owner perceives the value of your service as being greater than if you offer just one profile.

Reminder: The Marketing Kit Upgrade

Do you think you could save some time, if I did some of the leg work for you?

I've created a done-for-you marketing kit that contains follow up messages, sales videos, and landing pages, among other things.

These are marketing and sales tools that you will find helpful as you will otherwise have to make these things yourself to help your prospecting.

For example, with the videos and landing page, you can just send out links to this page and the video will do the selling for you. In this way, eliminate the need to do any hard selling. You also lower the amount of rejection you'll experience since you will only be contacted by business owners who are interested in the services you offer.

The follow up messages and additional outreach templates will eliminate the need for you to write any emails and use the same marketing messages I use in my marketing business.

Click Here To Upgrade:

<https://luthersoffers.com/effortlessroofer/oto1>

Once you check out, the upgrade items in your account will become unlocked, and you can download them to your computer.

These are optional materials. You can always make them yourself or have an outsourcer make them for you; however, they will be helpful in your day to day operations.

GO GET THEM!

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 Business 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