



Google Local Raider

By Luther Landro

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THE BIG IDEA BEHIND THIS BOOK

Congratulations on investing in Google Local Raider!

In this book you will learn how to earn payments using Google's newest service.

You will learn how to use the search giant's services to generate income for yourself.

I will show you.

Whether you want to start a new business, are looking to add new services to your already existing consultancy, or even if you just want to create a little side-hustle cash, using Google's offers is the **fastest way** to get started.

Now, before we begin, I want you to think about something:

Businesses Need You And Pay Top Dollar To Anyone Who Can Help Them...

What you are about to learn will turn you into the secret marketer that the business owner sneaks through the backdoor, so he doesn't offend his employees.

Fun Fact:

Everything you know about online marketing (even if you know very little) is a big mystery to the average small business owner.

You'll find that business owners almost always need a guide.

Why shouldn't that guide be you?

Now you might be thinking, "*Why can't the business owner guide themselves?*"

Well, truth is ...they can, **BUT** they avoid doing so if they lack any expertise.

...**or** more commonly, they don't have the time or desire to **make time to learn**.

Time.

Time is our most precious resource.

Nobody is making more of it.

You can't get a moment back once it has passed.

There are no refunds on time.

All business owners recognize that **time is money**.

So, knowing this, what do you think a business owner would rather be doing with his or her time?

A) Run their business...

- B) Spend hours fiddling around with the internet and *maybe* figure out how to make money with advertisements...

Unless they have digital marketing expertise and free time coming out of their ears, most business owners will choose **Option A** because it is a “safe” and proven way to pay their bills.

It is that simple.

And this simplicity lets you carve out a piece of the pie for yourself under any economic condition; be it recession or boom.

In this course, what you will do is help the business owner (who doesn't quite understand online marketing) generate more sales.

This is the most noble of endeavors. Consider yourself lucky to be in the position to help them because right now, they need your help more than ever.

You will navigate the unknown for them, and you will have a map to follow in this book.

You will use this new knowledge to guide your clients and earn big fees without putting on a shirt & tie or business suite every day (unless you want to.)

You now having this understanding, which is super valuable, and owners who are weak in marketing areas will hire out specialists like you who can help them.

This is the premise of the consulting opportunity you have in front of you today.

If you're still reading, then you've committed yourself to seizing the opportunity.

FACT: Business owners hire out their weaknesses. They spend upwards of \$250,000,000,000 each year buying what amounts to **peace of mind**.

How much do you think owners pay if you can offer them some peace of mind?

The answer is: **thousands of dollars**.

The most sought-after projects were recently broken down by Forbes Magazine:



Most Consulting Projects Are Related to Sales And Lead Development

Only a fraction of projects is related to other things. The real money is clearly in strategy & sales consulting - by a mile.

Digital marketing with tools like Google falls firmly into this category.

And Google has a near-stranglehold on this.

This means businesses need to leverage Google's tools and services to meet their demands or their competition will suffocate them.

That's where you come in.

A company saves money by hiring you since they won't need to pay the same salary, taxes, and fees associated with direct hire employees in most cases.

Think about this:

John Smith is a local plumber who is looking to expand and increase profits. John could generate an additional \$150,000 in annual revenue if he had someone who focused on advertising the business, and wisely spent his \$2,000 monthly ad budget.

If he hired a marketing specialist to work in his office at a salary of \$60,000 a year, John would be left with \$90,000 before expenses.

At the end of the day, John might net around \$50,000 after the employee and all other expenses are covered. That's \$50,000 he didn't have, so a win in any book, yet it could be done better, right?

John could hire a marketing consultant at \$3,000 per month, which would be his only "staff" expense, plus his advertising budget of \$2,000 per month.

This means that John won't have to pay the usual expenses associated with an employee.

Look at the table below:

Annual Costs and Net Revenue Comparison – Employee verses Consultant

	Direct Marketing Employee	Marketing Consultant
Salary	\$60,000	\$36,000
Benefits	\$8,000	\$0
Office Supply	\$3,000	\$0
Taxes & Fees	\$12,000	\$0
Advertising Budget	\$24,000	\$24,000
TOTAL PROGRAM COST	\$107,000	\$60,000
<i>Revenue Generated</i>	<i>\$150,000</i>	<i>\$150,000</i>
NET PROFIT	\$43,000	\$90,000

You can see that using a marketing consultant more than **doubles the net profit** seen by the business owner.

Bottom Line: Not only do consultants bring fresh ideas and expertise to the table, they save business owners HUGE sums of money and offers more capabilities than they can usually afford.

That's why the small business marketing consulting niche is exploding and is practically recession proof!

Businesses will always need help.

And this is help you can provide easily. Just follow the directions I give you in this book.

Businesses new and old are using consultants now more than ever, so TODAY is the time for you to tap into this opportunity.

**Students Who Use This Google Method
Are Earning Fortunes As Consultants...**

Now, don't sweat any of the small stuff. In this book – I got you covered.

I'm going to walk you through each step, show you how to get started, and how to bag your first client using the sweet benefits of Google's new lead services.

Truly, you already have everything you need to get this job done and start generating revenue in as little as a few days.

Let's dive in.

-LL

NEVER GO HUNGRY WITH THE RIGHT SERVICES

If you can bring in new customers for business owners, you will never go hungry.

That's because the value of a new customer is greater than the fees you can charge.

We will be generating new customers by managing several key Google products for the client:

- Google Guarantee
- Google Advertising
- Google Local Ranking

Each of these services bring something special to the table and enable the business to have deep penetration in a local market. So long as the cost of using these is less than the revenue generated, the work you do for them will be well worth the price.

Pro Tip: You only want to focus on businesses who have a high customer value. This allows you to charge higher fees for the same work and guarantees a client will see a return on their investment.

For example, a new roofing job invoice for a single-family home comes in around \$10,000.

Combined With The Right Strategy These Google Services Generates 10-15 Inbound Leads Per Week!

What are 10 leads worth to a business owner?

Your advertising programs can generate a few leads per month, and if one is closed each month; about \$120,000 in new business is created annually. If you charged the roofer a monthly fee of \$1,000, the investment is a no brainer because it returns 10 times the cost!

You might not be able to get the same high-ticket fees from a pizza shop owner, but you make money there too if you had 100 pizza shops paying you \$100/month.

Now, let's have a look at each service and how it relates to what you'll be doing for clients.

Google Guarantee

The Google Guarantee Program (GGP) is something we can offer to certain types of businesses, usually those who need to be licensed and insured. It is a green checkbox or badge that appears on the search result when someone is looking for that service.

The key feature of GGP is the money-back guarantee they offer, up to \$2,000 USD if the customer is not satisfied with the work.

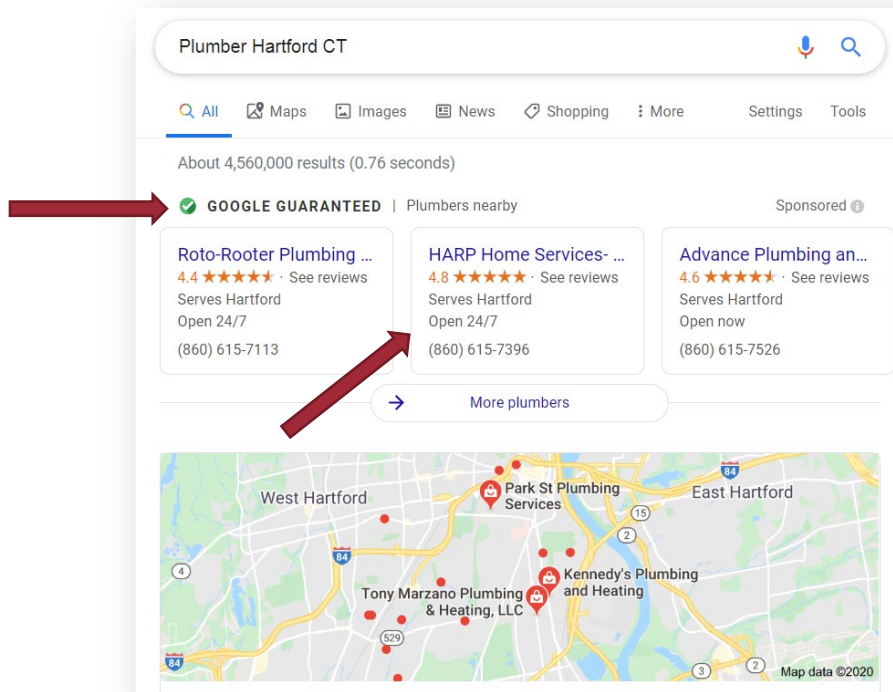
Google Local Raider

This guarantee only applies to services booked through Google Local Services and not any external quotes or agreements.

In order to be eligible, the client needs to meet Google's requirements for licensing and compliance.

Note the Green Checkmark and features above maps, ads, and other results.

These local ads serve the Google Local Leads program.



The upside here is their business being featured above paid advertising and search when someone searches for any of the approved services.

Google Advertising

In order to be listed in the premium search results for Local Services, a business needs to be spending money on Google Advertising.

These programs are Pay Per Lead or Pay Per Click.

The best option is using Pay Per Lead, which have a marginal cost per lead with NO keyword research and ad testing.

The Lead Ads will trigger automatically when a consumer searches any one of thousands of pre-defined relative terms.

The ad will be also be created automatically from the client's Google Business Profile.

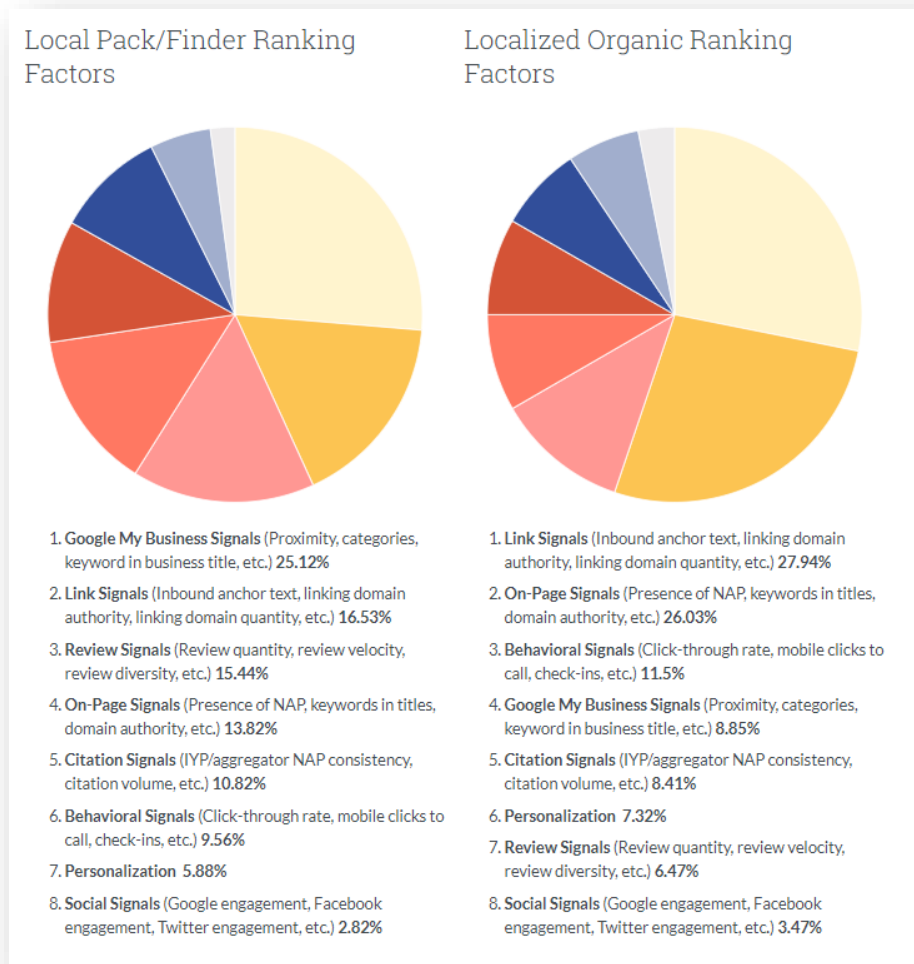
Plus, if a customer feels they got a bad lead, they can petition Google to receive a credit.

There is a huge upside to using this feature, but again – the client will need to meet their eligibility requirements, which we will get into a bit later in this guide.

Google Local Ranking Services

The next service we offer pertains to increasing the business's local ranking.

Look at this chart:



This graph lists the ranking factors and their weights for Google services.

This means any service you can offer that improves these elements will deliver value.

Notice how there are many facets, both on page and off page factors...

Along with SEO, content, social media, Google Biz Profile, and other signals.

Google Local Raider

See how you can charge **BIG MONEY** to manage all of this for the right type of client?

The value here is not in question.

When a business can leverage all these tools, their organic and paid reach explodes and produces more revenue.

THE PERFECT APPROACH STRATEGY

It all begins by finding the business owners who will be the most receptive to this method. I will show you how in the next chapter.

You will learn how to find the business owners who will not only be receptive, but also stand to gain the most by leveraging this Google opportunity.

And finally, you will get my done for you scripts for doing this outreach and let them do all the demanding work for you.

Getting Things Done

Now we can do just about everything ourselves and keep most of the money OR you can outsource the services and steps at a cost.

One way or another you sometimes NEED to do most of these steps yourself to truly understand what it is being done for a client.

Things like setting up a profile require nothing more than an hour of your time and filling out a few form fields on Google's profile administration panel.

One thing you can always outsource is the advertising management.

You can see substantial savings by using a larger company, who can get competitive bidding because they buy in bulk.

By using a larger advertising buyer, you can get lower ad costs and connections with Google directly that are normally outside of the reach of local freelancers and consultants.

We will explore outsourcers and white label resellers a bit later in this book.

For now, it is important to just keep this in the back of your mind:

The way to grow any one-man operation is to scale it; either by adding more staff or hiring a company to amplify what you can offer and the amount of revenue you can generate.

After all, there are only so many hours in a day, and only so many clients you can personally handle.

Use resellers and outsourcers and you can handle many more clients than if you just did everything yourself.

Alternatively: offer something for free!

It doesn't take long (< 1 hour) to claim/update a Google Profile. Do profiles for your leads for free, and it will often prompt reciprocity when it comes time to ask for the sale.

But How Much Money Can I Earn, Luther?

There are two pricing models:

1. Charge smaller fees over many clients with upsell options
2. Charge big fees with few clients

Personally, **option two** is preferred. I like having less clients and larger invoices because it ultimately means less work for me.

I have also made great money by selling simple low-ticket services to many smaller clients. This generally requires more work and attention to detail, but it can pay off.

An example might be the Google Analytics monthly report I sold to 147 small restaurants. For \$97 each month, I'd prepare a report of keywords used to find their website and provided the cost to rank for those terms in their local market. In this report, I'd also include a list of traffic sources, advertising mockups, and campaign ideas.

A handful of those \$97 clients would turn into high ticket clients by buying ads based off these recommendations.

Over a year, it was bringing in about \$15,000 in monthly revenue on reports and an extra \$10,000 on custom advertising campaigns.

Which model you choose is ultimately up to personal choice, hinging on how much time you have, which skills you possess, and ultimately, the desires of your clients and those of your hearts.

If you TRULY want 5 clients paying \$5,000/each; you will get them.

You Have Already Found A Way To Earn \$10,000 / Month Or More...

Now, each niche will pay relative to the value of their customers.

If you focus on more clients and lower price points, you will make money, but you will work harder and have less time.

These days, my focus is on higher ticket clients.

Those with monthly accounts of \$5,000 or more.

I don't want to work harder than I must because I have two daughters to tickle.

I want to spend time with them rather than trade it for boardroom meetings and sales calls every waking hour.

With higher ticket, it only takes two clients to make six figures a year.

Now think about 5 clients paying you \$5,000 and you're sitting on a business worth a quarter of a million dollar a year.

And you can run it all by yourself with little outside help and for half the time it takes you working for someone else.

I shit you not; a smart business model like this one can be run in 4 hours.

By lunch time, you're done for the day.

Now, what about 10 clients at \$5,000/month?

You can manage a group of 10 clients with your eyes closed once you have a solid grasp on what needs to get done...

...but with an outsourcer team or reseller doing most of the heavy lifting, you can sit atop of a million dollar per year business and still have time to sleep and see your family.

The chances of landing 30-40 clients and growth into a million-dollar business is reasonably high if you're willing to work for it.

This is a big industry and there are plenty of agencies who follow this **exact** model.

Get Excited – Your Life Is About To Change

I've been a consultant and marketing specialist for years and even at this moment, I am at the edge of my seat.

Never in the history of mankind has there been such an opportunity to carve out your own niche and map out your own destiny.

To force your own financial freedom into existence with nothing more than a computer and your own free will.

In the next few chapters, we're going to go into a lot more detail. Just remember to take your time with this guide. Read it casually for the first time, and then study it carefully two or three times so you don't miss anything. Use a dedicated notebook and take notes.

I am a firm believer of a study '*myth*:'

When you write down something important, the physical act of writing encodes what you've learned into your mind.

So, get out that notebook, sharpen your pencil, and put on your wizard robe and hat.

FINDING BUSINESSES WHO WILL HIRE YOU

Tale of Two Strategies

There are two distinct strategies that you can take when determining the types of clientele, you wish to offer Google services.

- A) Low Competition
- B) High Competition

Let's look at each one separately.

Low Competition

Throughout the United States, and in other countries, there exists areas that are not caught up with the digital revolution. There are still businesses who use old technology and techniques.

You will see fewer listings for these for each niche you research but they are out there in considerable numbers.

Some niches are completely disconnected; generally, it is because their business model has never depended on the online realm to generate sales in the first place.

Even though these niches benefit (more sales, more leads, etc) from leveraging Google products, they don't necessary budge unless nudged.

One area I found saw every locksmith using Google products, but not handymen.

Meanwhile, one county over, I saw every handyman using it, but few locksmiths with claimed profiles, posts, and other components.

The arrangement was completely opposite and not something you'd expect from businesses in an inter-connected society.

Nevertheless, you can compel the 'low comp' type businesses into adoption with a basic set of benefits that we'll get into later in the sales section of this book.

High Competition

In this case, you're seeking businesses who are lagging behind other companies in the same niche and area. For example, you find a few auto body shops that do not have a claimed Google Profile or Google Posts, while their direct competition is equipped and active on Google products.

The way to sell these types of businesses (those will high competition, some adoption, and some lag) is to push on the FOMO button!

“Fear Of Missing Out” Is Your Most Effective Cash Machine

This (sense of loss) is most often a greater motivator than the (opportunity to gain).

If I pull a stranger aside and say, “How would you like to win \$1,000?” ...some might be curious, others might tell me to go away, and some might call the cops...

Yet, if pull the same stranger aside and say, “Do you want your \$1,000 back?” ...I will have their undivided attention nine out of ten times.

You can try this with family and friends.

Position your questions in a way that eludes to them missing out or losing something. You will find them much more attentive to what you have to say.

This plays on the basic human desire to avoid **losing** at all costs and might have its roots in the play we experienced as children. I even see this in my daughter, who always wants to race me to the front door. I let her win the race often, but every so often I want her to experience the sting of defeat, which she wears on her face as a great big frown.

All people hate to lose, more than they love to win. Use the hate & discomfort from the thought of losing to sell businesses services in highly competitive markets.

Choose A Location And Dominate It

Before you select a niche, you must pick a location.

Most of Google’s services are nationwide and span continents. Others are rolling out to limited markets, so take care that you choose an area where such services are offered by Google.

More details can be found here: <https://support.google.com/google-ads/answer/7549288?hl=en>

It is best to choose a location that is native to your language, culture, and experience. Your own town or region (aka “your backyard”) is often the best place to begin.

You can service clients in any market supported by Google but do so after getting a feel for things right here at your home base.

There is a HUGE opportunity to work in Canadian markets. I’ve found many Canadian businesses receptive to working with Americans to set this up for them.

Here Are The Most Profitable Niches

Google has given us the opportunity to have a wide selection of niches to work with in the United States however the available niches in Canada are a little sparse.

Here's a list for the United States:

Locksmiths	Lawn Care Provider
Plumbers	Mover
Garage Door Installer	Painter
Electricians	Pest Control Technician
HVAC	Pet Care Provider
Air Duct Cleaner	Pet Groomer
Appliance Repair Service	Photographer
Auto Glass	Roadside Assistance Service
Auto Service	Roofer
Carpet Cleaner	Tree Service Provider
Event Planner	Tutor
Handyman	Upholstery Cleaner
Home Improvement Pro	Water Damage Service Provider
House Cleaner	Window Cleaner
Junk Removal Provider	Window Service Provider

And here is the list for Canada:

- Electricians
- Locksmiths
- Plumbers
- HVAC (heating or air conditioning)

Wild, right?

The disparity between these two lists is likely a result of local laws.

In any event, you can see the larger opportunity appears to be in the United States.

This is not always the case!

You may find a low or high comp market where it makes sense to offer Google services, even if there are only a handful of niches can use them.

Yet, precisely because the option in Canada is so thin, it creates a specialty opportunity.

I've found our brothers to the North generally hate being hard-sold.

Approaching them with a free offer is softer and more effective. Follow up for a paid value-add offer after doing simple claim/edits to their profile, and you'll find your closing rate increasing in this case.

What Area The Qualifications?

It helps to narrow our focus on prospects who are more qualified as buyers than simply targeting companies at random.

Doing this step saves you a ton of time and increases your chance of making a sale.

Look for businesses that:

1. Have a populated Google profile listing
2. Does not have a Google Guarantee Badge
3. Has a decent website with good function & content

Optionally:

4. Currently advertising on Google

You can target companies who have not set up Google Listings or use other Google products, but they will be less receptive.

This list of qualifiers are good indicators that the company cares about their online presence and views Google as a potential or present-day source of revenue.

It is easier to convince the receptive owner than it is to convince the skeptic.

PRO TIP: You are not actually selling until you can convince the skeptic.

People who don't need convincing have sold themselves on the benefits of whatever it is you are offering.

Now that you know what you're looking for, and once you've selected a niche and location, you can begin to build a list that you will use to find buyers.

YOU'RE MAKING A LIST: CHECKING IT TWICE

No, you're not Santa.

You need to build a prospecting checklist to work from.

Over the years, I've found it much easier to build (or buy) a lengthy list of prospecting targets, and work down it, rather than simply looking up a niche one by one.

You can buy this type of data from <https://www.data-axle.com/> once you know the location and niche; however, keep in mind that this data is cold and many of them will not be qualified.

The point here is to just compile the data and refine it to pull out the potential prospects. It saves you time generating the list yourself, but at a cost – you will need to spend time researching and qualifying the cold list, first.

Before I tell you the places where you can compile a list for free, I first want you to know the information you'll need from each prospect:

1. Owner and/or Company Name
2. Contact Email
3. Telephone Number
4. Website(s)
5. Social Media Accounts

You can generally get all or most of this information from the following locations:

1. www.manta.com (sources data from government lists with email addresses!)
2. Government lists (each state's Division of Corporation Search)
3. www.whois.net domain look ups
4. Google Maps

The mission is simple:

Build a list of prospects in your location/niche that closely meet the required qualifications we've already discussed.

Aim to build a list of least 100 companies prior to beginning the next step, which is 'the approach' you'll make to the business owner.

Working from a list of 100+ is much easier than having to stop each time to do research on a lead.

There is a tendency to skip this step, and just work right from an online listing like Google Maps. I'm telling you it is an unwise decision.

I call it "*Stop & Go Sales*" and it will kill any motivation or momentum you have because it sucks the life and soul out of your body.

Think about it.

Each time you want to reach out to a business owner, you need to stop what you're doing, research, compile, THEN contact them.

You Will Work Smarter Than That

You can compile 100 or more prospects in under an hour of focused work.

Alternatively, you can use an outsourcer (a list will be provided later) to do this work for you. For \$20 you can get someone on fiver to build this list for you.

Lastly, when building your lists, focus on getting the names and contact information for the owners of these businesses.

You only ever make your offers to owners and decision makers; never to employees who do not make the business decisions.

Therefore, avoid putting front-line or non-managers on your prospecting list;

...doing so will just slow you down.

Once you compile the list, you are ready to tackle the next step, approaching the potential buyer.

HERE IS WHAT YOU SAY TO PROSPECTS

In this section, we'll tell you what it takes to get your inbox filled with local business owners who can be compelled to purchase services from you.

There is a tendency for some people to complicate this step.

And if you are like I was when I first started, you may even be a little hesitant to take this step.

Knock that shit off.

Today is the day you will overcome any fears or procrastination.

Want to know why you'll shed these burdens, today?

Because you must.

You already committed to doing so and there's no backing out now.

Success or failure depends mainly on you doing this step consistently.

This is the one step that will truly make or break your own bottom line, and is the difference between getting tons of replies, and getting zero.

Yet, it truly is easy if you follow some basic ground rules and put in dedicated time each day without getting discouraged or giving up.

If you can persist, you will get results.

Know The Ground Rules

A couple of things you should know about that are of utmost importance.

1. When approaching businesses, do not spam them. This means no unfiltered lists getting hammered with automated email messages. It won't work.
2. Try to personalize your emails to the best of your ability. This is usually a statement on the quality of your lead data and research. First name is fine. Mr. or Ms. Smith helps.
3. Have a professional email address because it will often be the first impression you will make. **No:** *fluffycat7@gmail* **YES:** Roberta.Clemmens@clemmensconsulting
4. Put up a basic website. Nothing crazy, just a consultant or agency boilerplate is required. Your design and layout should mimic those of other local marketing agencies so look to them for inspiration.

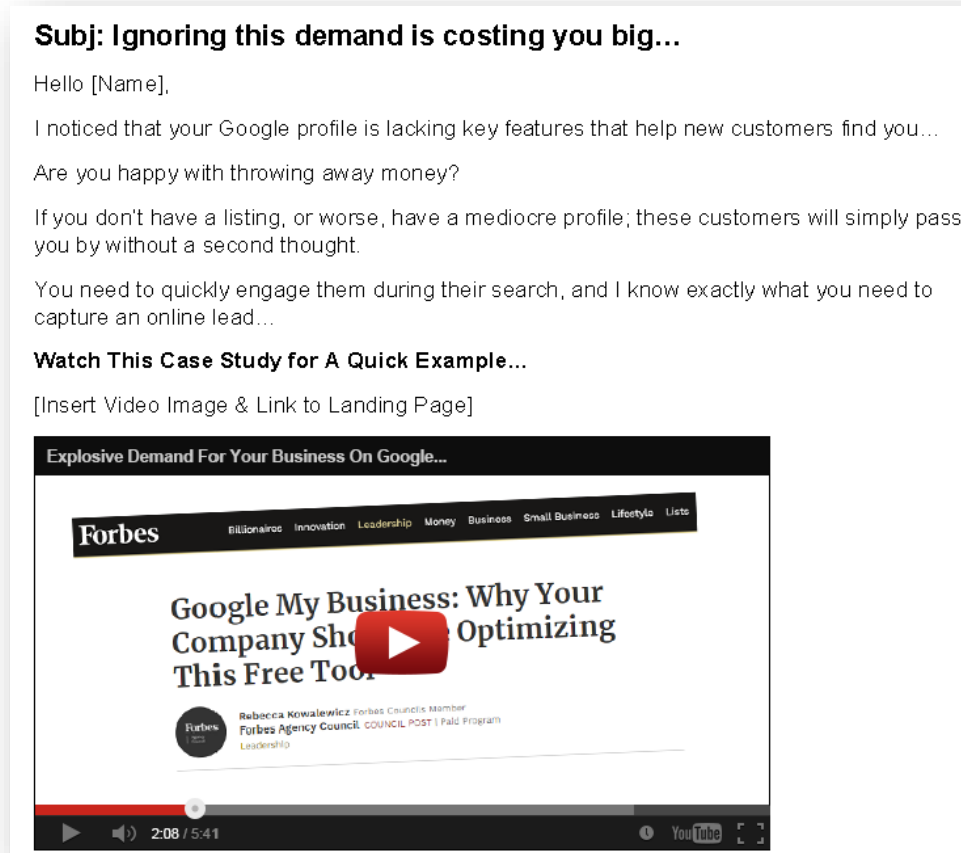
Follow these rules and you will get better results in the form of a higher response and closing rate.

PROTIP: I'm including email templates in this course! Use them to take a shortcut.

The Secret to Massive Click Through Rates: Use Images in Your Prospecting Emails

One of the secrets of email marketing is to dump the fancy templates and use a plain black & white text format, with an embedded image that demonstrates your main benefit or sales point.

This can be a screenshot of a problem, or a creative image that shows their business name as guaranteed, or in the example below, some authoritative claim:



Whenever you add an image, it should have some text that tells the reader exactly what they are looking at. It can appear below the image, but it is usually better to have it printed on the image in another font and color, so it stands out.

Pro Tip: Video screenshots with play buttons are super-effective

Use The Key Sales Points & Boilerplates

During your approach, use the following sales points as your lead in; depending on the type of client you are targeting:

In A Low Competition Area

Be the first in your area...

In A High Competition Area

Don't lose out to your competition...

Boiler Plates

These boilerplates will help you present your company and services with language that is relevant to THEIR interests.

Before I drop them on you; there are a few things you should be aware of...

Remember: Owners are not interested in **you**, personally. They don't know you. You're just another person pitching something to them today.

Owners care about what you can do for them.

If what you can do for them is positioned in a way that stands out from the noise, you will get noticed and more importantly, your offer will be **considered**.

- We create the Local Services account for you
- We optimize your Local Service account with as much information about your business as possible
- We walk you through the background check process follow up with Pinkerton on background checks
- We optimize other Google programs to increase exposure in Google Guarantee section
- We can help you from the start of the process, or take over if you're running into trouble
- We follow up with Google on account approval
- We remain knowledgeable on the latest product updates that may impact performance
- We help manage and optimize the account on an ongoing basis
- We provide ROI analysis to help drive budgetary recommendations for this and other digital channels
- We provide training on how to manage your account once it's setup
- Get listed at the top of search results above Google map and Google text ads
- Pay for only the leads you receive
- Leads are often less than traditional Google text ads

Google Local Raider

- Straight-forward platform with the ability to manage leads on desktop or mobile app
- Reviews on your Google Business Profile help improve visibility.
- Serve ads can be targeted for only the services that you provide
- Available mobile app that helps facilitate communication with potential customers
- Connect with customers who are already interested and likely to call
- Standout and build trust with the Google Guarantee badge

Note: It is somewhat standard to say “we” when talking about an agency that you work at, and that you don’t own.

It is always more impactful if you say “I.”

Especially in the case of you being an owner or operator of an agency or solo-consulting shop.

“We” can sound pretentious and disconnected from the 1-on-1 relationship you want to have with your clientele.

Saying “I” makes you stand out because everyone else is saying “we.”

This is a major part of the sale, but in the split second it takes you to say I or we, the owner will form an opinion of your message.

Now get this:

Using “I” too much will tank your sale.

Remember I said owners don’t care about you. If you use “I” too much, it will turn them off. Make it about them and you can always use “I.”

“You will get more customers.”

Lastly, I want you to keep this top of mind:

Fear of missing out and fear of loss are more compelling than gain.

Ergo, an owner is more likely to act to prevent the loss of customers than they are to gain new ones.

PRICING MODELS THAT MAKE SENSE

Here are the pricing models you can use.

I have found that these prices generally work in most markets in the United States.

Ultimately, the client's customer value, and the perceived value determines the price.

Adjust your pricing based on the scale of the business. The models that follow below have been set to cover a variety of niches but are also priced to help make it easier to close deals.

Remember: While some of the prospects you encounter could figure out how to implement these services, by the end of this book, you **will have figured it out** or *at the very least*, be far more qualified to implement digital marketing campaigns than most of your prospects.

Fact: This knowledge is worth something, even if you think it is worth nothing, precisely because it will generate new leads (value) when properly implemented.

Let us now review some of the pricing models for the assorted services we'll be offering.

SEO Pricing

The Setup Fee

Regardless of what you offer, a setup fee is an industry practice.

It covers your costs and time setting up the project. It also sets you up with a bargaining chip, as you can always waive the fee to help push someone over the fence.

Lastly, \$750 is an easy price point – a sweet spot – that most business owners will not find expensive and worth the investment for the right offer.

Setup: \$500

Sweet Spots For Monthly Campaigns

Small Scale: \$750

Medium to Large Scale: \$2,500 – \$5,000

Enterprise: \$8,000 to \$15,000

Pro Tip: Set a goal of \$1,000 to \$5,000 for each qualified prospect.

Not every prospect will be able to purchase a medium or large-scale SEO campaign, but listen to this:

DO NOT, under any circumstance, assume your prospect cannot or will not purchase your offer.

If you go into any situation with such doubt, you've sunk your ship before even raising the sails.

Assume the sale

SEO is one of the finest ways to locate consumers for your clientele.

The investment can be significant, but a finely tuned campaign will always return its initial investment.

The key take-away:

Business owners need your help and all the services here can help 90% of the prospects you encounter. Assume they want it now.

Pay Per Click

Setup Fee: \$500 (Option to Waive for Monthly Commitment)

Fixed Fee: \$1,000 to \$5,000 / month

Commission: 10 to 15% of Ad Budget

\$1,000 Minimum

Google Guarantee

Base Flat Fee: \$500 to manage the process

Pro Tip: Use your base fees as leverage to help close deals! Waive the fee for a multi-month commitment to some recurring service (e.g. Three or Six months of SEO)

Annual Discounts

Want to know the secret to getting big payments from clients?

Offer the damn option to do so!

Most of the consultants and work-at-home folks I speak to NEVER offer an annual payment option.

They think the sticker shock will scare the business owners away.

Wrong.

You can make a killing by offering an attractive discount of 20 or 25% if the client pays for one year in advance.

Think about it...

When the owner sees the value of your offer, they would be foolish to pay more than they must.

If they are committed to the campaign, and are happy with the results, they will want to keep running it.

Give them an incentive to jump on it.

Installment Plans

When charging high ticket (which some argue is anything above \$1000) it can sometimes help to break the payment in half, thirds, or monthly installments.

For example, the client wants to buy 12 months of SEO at \$1000 each. You offer 1 free month and wave the setup fee, so the total invoice for this contract is \$11,000

Break that payment into three-month installments.

If they want two months free, break it in half.

You follow me here?

The annual payment plan should not be diluted by spreading the payment out over most of the year. The maximum I'd go is four months, but I've done six months in the past for the right client.

LET'S GET YOU PAID

One of the easiest and well-known methods for getting paid is PayPal. Besides from being a household brand, and thus trusted, PayPal affords us some helpful features for invoicing and taking payment.

The most notable features are Buy Buttons and subscription Payment Links.

Create a PayPal Payment Link

Buy buttons are images that when clicked, take the viewer to a checkout page. You will often not use the default PayPal button, as links can be used in a variety of ways (via email, custom button images, video call-to-action, etc)

In most cases, you will want to use the “email payment link.”

Payment links are direct web addresses that send people to a checkout page on PayPal's site. The buyer can then use a PayPal account or a credit card to make a payment.

If you don't already have one, create a PayPal account by visiting www.PayPal.com.

It is best to get a business PayPal and Business Checking Account if you are conducting any type of business. You may need both to enable certain features. Consult with PayPal's documentation and a tax professional for the proper and responsible amount of advice in this department.

Now, make sure to link a bank account to your PayPal account because this is how you'll transfer your PayPal balance into your bank account.

Using PayPal

The easiest way to get paid is to accept online payment, and the fastest way to get that capability is to use PayPal.

1. Create a PayPal Account and log in at www.paypal.com
 - a. You may need a PayPal business account to create a buy link***
2. Up at the top of the page, select to **Tools**
3. Then select **PayPal Buttons**
4. On the right, select “**Create New Button**”
5. On the next page, choose “**Button Type: Buy Now**”
6. Name the item:
 - a. Example: “Local Google Program”
7. Choose an optional item id, I usually use the offer initials, and a number to help me track which products are selling. Example: Google01
8. Fill in your price amount. (~\$500 +/-)
9. Add the delivery page URL if using one
10. Click **Create Button**

11. On the next page, choose the **EMAIL** tab
12. Copy the email pay link and record it to your notes. You'll put this link in a payment request email or on a button on a sales page if you decide to use one.

The pay link looks like:

`https://www.paypal.com/cgi-bin/webscr?cmd=\_s-xclick&hosted\_button\_id=#####/`

Make sure you include the trailing slash at the end of the link if the PayPal buy link contains one.

There are other payment methods available to you if PayPal is not an option. The two most popular and feature-rich options are:

www.2Checkout.com

www.Square.com

Accepting A Check

Sometimes it might make sense to accept a check, especially if you are adventurous and prefer to meet with clients face to face.

If you are accepting checks for business purposes, then you start thinking about registering a corporation, getting an EIN from the IRS, and opening a business banking account. At the end of the day, you can always register a corporation after you make a few sales.

You can collect checks from your local clients, and even have non-local clients mail you one each month you service them.

Some businesses will prefer this method over all digital payment options, but I've found that not many will if offered the online option.

If a client asks if they can pay by check, say "sure," but try to steer them into paying via PayPal, preferably via a subscription so you never have to bug them to pay you.

Note: If you don't have a business checking account and a registered corporation, you'll have to accept a check to your personal account. There could be some personal tax implications, so check with your accountant or tax professional for the best advice.

Account Management

I recommend www.zohocrm.com which is a CRM (customer relationship management) and lead management tool.

A CRM allows you to track leads and clients and keep tabs on the client's specific needs. Without a CRM, you're relying on your memory or notes scribbled on a piece of paper to ensure the clients are served properly.

That's a bad place to be because it will be easy to misplace or forget the important facets of your relationship with many clients.

Using a CRM will help you keep track of everything, but you must discipline yourself and commit to using it for each case that requires it.

This means making CRM a strong habit of yours. At first, this will slow you down, but the more you use it, the faster and more efficient you'll become.

CRMs allow you to have a vast attention to detail on every single client, thus earning you top marks from them as a professional.

DELIVERING THE BEST SERVICE TO YOUR CLIENTS

In this section, we'll cover what you need to know to provide these Google services to your local clientele.

Become the Google Administrator

Remember that the client is hiring us to provide this service. It is not a service we will generally do for ourselves.

Since you're not working on any Google Profiles or Accounts that you own (for example, you are not the plumber, but a marketing consultant working ON the plumber's account) ...you will need to become a delegate of the owner's account to make modifications.

To become an administrator, instruct your client to do the following:

1. Visit <https://www.google.com/business/>
2. Sign in with admin account for the business' account
3. Click Users
4. Click the settings icon on the top right
5. Select Manage Users
6. Select Add Users
7. Add the Google account email address for the delegate admin
8. Set the role: Admin or Manager
9. Click "invite"

Some more details on this process can be found here:

<https://support.google.com/google-ads/answer/7652468>

Now you will be able to perform the work for the client as a delegate.

This is preferable to gaining access to their username and password, although some owners do not care, as they don't use the account for anything personal. Some do, and this is the right way to do work on their Google presence.

Note: If the account manages pages for multiple locations, you will need to be added as manager for each location you intend to manage.

Setting Up Google Lead Ads

The first step to getting started with Lead Ads is to confirm the company's eligibility.

Visit: <https://adwords.google.com/localservices/signup/eligibility>

Choose the business's location and category.

If the business requires a license, select the licensed option.

On the next page, you'll update the business name and specifics that you'll get from the business owner.

Once submitted, follow the prompts to set up service areas, service types, and hours.

Google Guarantee Submission Process

As the consultant, it will be your duty to help the owner with this process.

Gather the information in the steps below before starting the submission.

Here are the steps:

- Step 1: Create the Google Biz Profile Listing, or Manage the account
- Step 2: Navigate to the “Advanced Verification Section” of Google
- Step 3: Enter in your NAP (Name, Address, Phone)
- Step 4: Select and Set your Hours
- Step 5: Select and Set your Cities
- Step 6: Select and Set your Services
- Step 7: Enter the license number & insurance details

Google requires a manual review of the business license. This can take up to two weeks. Also required is a background check on owners and any employee who will be servicing in the home.

This background check is performed for free by a Google Partner and is part of the submission process.

For details on the checks, see here: <https://support.google.com/google-ads/answer/6226575>

Note: As the consultant, you do not need to submit for a Google background check, since you would not be dealing with the client’s customers.

Lead Management Via Google’s Portal

Google gives the business a great tool for managing replies to local service ads.

You will not be able to see the Google management dashboard unless you have manager level permissions for the client’s page.

The dashboard will be where the client manages the incoming leads, sending replies or calling them. They can also deny the incoming request.

Google also offers an iOS and Android application for managing the leads, and most clients will prefer to use it over the web dashboard.

Google has a complete article on management. See it here:

<https://support.google.com/google-ads/answer/6224859>

GETTING PAID FOR YEARS NOT MONTHS

Remember the ideal scenario is to hook the client with a low-ticket service and gradually grow their account into \$1,000 to \$5,000+ of monthly revenue.

There are also only so many hours in a day, and at that scale, you will find it difficult to perform all the services at this level.

What is recommended is that you use white label companies to perform the long-term services, like monthly SEO or mailer campaigns. Even email management.

I provide a list of outsourcers and resellers in the outsourcer section, which is coming up soon.

Ad Management Tips & Tricks

- Always use geotargeting to reduce the number of irrelevant clicks
- Use negative keywords to filter out irrelevant searches
- Run a call-only campaign and get your phone ringing
- Track calls generated from the website
- Include the location name in your ads
- Check the auction insights report for competition
- Schedule your ads during business opening hours
- Use location bid adjustments to target those closest to the client's store
- Track conversions so you know leads are coming through
- Use local area ad extensions to maximize visibility when it matters most

Boosting Advertising Profits

Profit is equal to **customer value** / **less acquisition cost**

Google Ads will always be competitive, and the costs will continue to increase as a result. Competition is not going to go down in most cases; it will slowly and steadily increase.

You can optimize the ads to decrease the cost per customer, however, leave that to the outsourcers.

It is always better to focus on increasing customer value, which is the other side of the equation. Profit can always be increased with repeat customers, referrals, and upselling other things.

You will earn more money by offering services that increase customers value, than you will by trying to find the cheapest traffic and conversions.

Be sure to see the bonus section for services you can sell to increase customer value

Review Management Service

You can make great money by managing the views of your clientele. This type of “concierge” is a very important part of the packages you sell.

Remember, you’re not selling tools – that’s ultimately not what they are buying from you. You are selling worry-free management of these tools and campaigns.

Together with the client, you can work out a few standard responses to drop onto reviews that are negative.

These snippets are something you can post on behalf of the client and make them aware of the issues online.

“Sorry you did not a good experience, the owner will contact you directly.”

“We’re sorry that you’re dissatisfied, please contact us at X so we can make this right...”

These reviews effect the ranking and ad cost and can make or break a business. Being a good steward here will go a long way.

Monthly Updates

Inevitably, there will be things that need to change with your client’s online presence, profiles, and sites.

Pro Tip: You can use a low-end monthly update service (\$97) as a foot in the door.

Things like location changes, menu changes, number changes, hour changes, and new photos. Keeping things up to date is better than letting them rot.

Most businesses neglect this and would rather just pay someone and not have to worry about it.

Google Rankings

These local rankings can be influenced in any number of ways, some of which are themselves directly influenced by the work you are doing. Others, not so much. A lot of being placed pivots on the customer and not the business.

Nevertheless, more visibility is determined by:

- Proximity to potential customers' locations
- Review score and the number of reviews you receive
- Responsiveness to customer inquiries and requests
- Accurate and relevant business hours
- Serious or repeated complaints about your business

There are some other additional seo tricks that can influence this, so be sure to see upselling section, where I will cover them. Any add-on services you can sell here will help.

OUTSOURCING: ALL THE WORK DONE-FOR-YOU

This section contains a rolodex of outsourcers and VA's that will 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, join 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, visit the link below:

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

Now, here is the outsourcer rolodex for services that can be sold to the digital and online marketplaces.

Outsourcer Rolodex

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 Biz Profile

<https://www.fiverr.com/waterboy909/provide-professional-google-business-optimization-and-local-seo-services>

https://www.fiverr.com/best_seo/create-300-social-bookmarks-high-quality-seo-backlinks-pr0-to-pr8

<https://www.fiverr.com/waqasiqbal763/optimize-google-my-business-listing-and-heighten-gmb-ranking>

https://www.fiverr.com/gmb_special/optimize-your-google-my-business-listing

Google Guarantee Ads

<https://www.fiverr.com/snuba1/set-up-google-ads-conversion-tracking>

https://www.fiverr.com/nate_cannon/setup-and-manage-highly-profitable-google-ads-and-ppc-campaigns

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

<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/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 STRATEGIES

Once you have a client, the best 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.

Remember: Resell & Upsell

Use a reseller like www.seoreseller.com to do complex and large campaigns.

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.

My go-to is www.seoreseller.com but there are many others.

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.

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

This would also mean they need a landing page or some other service (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 clever idea of the needs, troubles, and desires of a business owner.

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

Increase Your Client's Customer Value

Your client will invite you over for dinner to meet his/her family when you do this.

If your client not already using an email list with regular promotions, then managing this for them WILL generate more revenue for the business. It is inevitable because email marketing is a money-maker that was being under-utilized by the client.

Also available to you would be a direct mail campaign. It is a bit more expensive and complex to operate, but it can net big returns.

Have outsourcers draft a post card or sales letter and get quotes from local print and mailer shops. Add a management fee to the cost and manage it for the client.

Lastly, you could set up loyalty or referral programs and use a white label partner to do most of the work. Visit: <https://bobile.com/resellers/> for a fast solution.

DOING LESS CREATIVE WORK

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

I've already 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.

Upgrading your course is easy.

Click Below:

<https://www.luthersoffers.com/googlelocalraider/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 monumental in your day to day operations and save you a ton of time.

GET PERSONALIZED HELP WITH THIS PROJECT

You're the type of person who wants to succeed.

I can tell.

So, why haven't you hit that goal?

What is holding you back?

Those who fail to achieve anything typically fall into three common GOTCHAS:

1. Crippling inability to self-start
2. Lack of over-all direction in business and professional lives
3. Easily over-whelmed by multi-part tasks

If it sounds like you might fall close to one of these GOTCHAS, and you believe one or all of these are preventing you from making a breakthrough, then I want to speak to you, one on one.

If you study the personality types and traits of a million people, you will see that most of them can do this kind of work and not only succeed but thrive beyond their wildest dreams.

All the GOTCHAS I mentioned earlier are easily bested with the right strategy, and that strategy can even be self-taught.

But thanks to certain quirks of the human condition, not everyone can teach themselves.

YET...

You will overcome the GOTCHAS and the challenges when you have a guiding voice.

I call this guiding voice "Consultant Therapy."

It is a guardian Luther sitting on your shoulder, cloaked in a white business suite, understanding your unique challenges, feeding you the right answers, and giving you the right direction.

Now, you wouldn't necessarily want me sitting on your shoulder. I'm a big dude, but what I will teach you in a coaching session will destroy nearly any obstacle you've encountered, fire you up, and get you the momentum you need.

I propose is this:

Visit www.landroinnercircle.com/support/ and open a new support ticket with the subject line "**Guardian Luther.**"

Tell me about your struggle and what's holding you back.

Google Local Raider

Include your telephone number and your preferred time to speak.

Now this is not for everyone.

If you're unwilling to do any work, or follow the direction I'm going to give you, you won't get anywhere no matter what.

And there will be a fee if we decide to work together, but this is only to pay me for my time and ensure you are committed.

Any leads, clients, or revenue you generate from our coaching relationship are yours and yours alone.

Reach out to me today.

I look forward to hearing about your challenges and working towards overcoming them together quickly.

-Luther

GET STARTED

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