

Passive Consulting Profits: **Reseller Guide**

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1.1 WHAT IS RESELLER?

These types of programs are services setup by companies to solve a particular problem or provide for a need. They are usually some software as a service system that, for example, builds mobile apps, performs SEO, or generates leads, just to name a few. Resellers are also known as white labelers.

You'll see later in this guide just how many white label or reseller services are available.

When you sign up for these services, you inherit all the training materials, sales materials, and benefits of these white label systems. You simply put your name on them and sell them as your own solution for the needs of a business owner. The client never actually knows that you're reselling somebody else's service. The service takes on your brand, your logo, and your contact information.

So in essence, these white label services give you the power of 10 men; 10 of the best software developers, 10 of the best SEO consultants, and 10 of the most highly skilled online marketers.

And nearly all of these services include sales material that you can use to sell them. These services include this stuff because it helps marketers like you and I sell their services. When we grow, they grow. The formula for this success works, and that's why these reseller services offer themselves to us.

1.2 UNCOVER THE NEED

There is a rule you must adhere to – always start with the customer, never start with the service. Starting with the customer makes you attentive to the actual problems that they are experiencing.

If you start with a service, and try to shoe-horn it into a business's needs, you'll likely miss a profitable opportunity by not providing what the business owner actually needs.

So don't look at the services in this guide and say "*Oh I can provide mobile apps to garbage men...*" Who is to say that garbage carting companies need mobile apps? You have to establish the need before you offer the service.

You want to find a niche that is easily accessible to you. Target some business that you know a little about, so you can speak the language of the business owner.

1.3 CHOOSING A SERVICE

Remember I said that we always need to lead with the customer. This hasn't changed, however, there are a services you can offer to just about anyone. Any business that deals directly with consumers and has a website is a potential prospect for lead gen, reputation management, mobile and social media.

Things like lead generation, SEO, and websites go hand-in-hand with businesses that use their website to generate new business for them. For example professional services such as attorneys, accountants, and home improvement niches are always seeking leads.

SEO and reputation management are essential components for the online presence of retail businesses like restaurants, bars, and local shops.

And also any business with an online presence can use statistics and metrics monitoring because the insights generated by this data is practically priceless, since the information will tell the business owner how best to market his/her services and to uncover the customer who will spend the most money.

When selecting a service to white label, just be sure that the client actually needs, can use, and can benefit from it. We don't want to sell anybody something that they cannot use. We want to produce good work, because

Reseller Guide

lifting a client up with a service that works for them will ensure that the client continues to pay us month after month.

Keep this in mind, as well; a dentist just wants more patients. They don't know or care about the latest marketing trends or tools. This is why they will pay you to setup these services for their business. And they won't care where it comes from or who does the service. They just want results.

In the next section, we'll dive right into the services, what they do, and where you can sign up to start reselling them to business owners who are already paying high fees to anyone who can set it up for them.

2 MASTER LIST OF WHITE LABEL SERVICES

2.1 MOBILE APPS

Being able to deliver mobile apps to a business is a huge opportunity to generate lots of cash quickly. One of the best solution providers out there is BizApps. They allow you to build almost any type of app with an easy to use drag and drop editor. Anybody can build and sell apps, even if they've never written a line of code in their lives:

<https://www.biznessapps.com/>

Another solution is bmobilized. This service will build a mobile-friendly website right from the desktop version of their website. It even includes tools for building even more elaborate customization and features so you can charge even higher fees. It is estimated that roughly half of all business websites are not mobile-ready, thus ensuring a huge prospect pool of owners who need a mobile site:

<http://bmobilized.com/partners>

Buildfire has one of the best opportunities available to use now. There are instant-app templates for real estate, restaurant, small retail business, education, and ecommerce businesses. Easily customize the apps for your client and you have something that you can charge \$1,500 for setup, and a \$250 a month service fee:

<http://buildfire.com/white-label/>

2.2 MARKETING AUTOMATION

Marketing Automation is one of the more popular and profitable offerings. This type of service automates marketing across many different platforms, such as email, social media, landing pages, and other websites.

No surprise there - it is proven that having the largest online footprint for a sales funnel yields the best results.

Simplycast is used to run SMS, E-Mail, and landing page campaigns, among many other services that are in high demand from companies seeking to grow or improve their online presence.

<https://www.simplycast.com/partnership-solutions/reseller/>

A solid alternative is ebrandz. You can run syndicated Facebook, Twitter, and call tracking campaigns. We've seen results in the Realty, and Law Office niches. Similar niches seek a solution that also allows retargeting and metrics reporting; the kind of consumer intelligence for which owners and marketing managers will pay almost any price.

http://www.ebrandz.com/partners_resellers.htm

Vendasta is a platform that helps you sell online digital services to local businesses. Too many people struggle to setup a local consultancy, and often get hung up on creating their site, servicing the client, and deploying a payment solution to accept signups and recurring billing. Vendasta allows you to set up a client area, and can manage your fulfillment in a jiffy.

<https://www.vendasta.com/>

This next service gives you turn-key marketing automation for small and local businesses to manage their existing customer base, and grows it by enhancing social media, web, and email marketing channels.

<http://localvox.com/>

Swipely allows business owners to manage their sales and retrieve intelligence from their sales data without a doctorate's degree in mathematics. This is a big seller with food service and retail niches.

<https://www.swipely.com/partnerprogram/>

2.3 EMAIL

GetResponse or Aweber works well for your own marketing campaigns; however, if you want to offer email as a service to business owners, you want to get paid on their transactions.

Using one of the providers below, you sign up clients with your own email platform that permits 100% custom branding. Clients see your name and logo.

<http://www.contactology.com/whitelabel>

Cakemail is do most of the heavy lifting for you. All you do is sign the client up, and they'll handle it all. From setup, upgrades to even end-user customer support:

<https://www.cakemail.com/resellers>

2.4 SEO

If you're looking for a done for you SEO solution, then white label services hold the key. Posirank has teams of dedicated staff who will manage every facet of your client's SEO campaign. They do all the work, you get all the credit, and of course, the biggest payment. Posirank is my first choice for all local retail clients.

<http://posirank.com/>

Webceo is unique insomuch as they require almost zero upfront investment to get onboard with their white label SEO program. Use them if you're a bit short on cash, but want to start offering SEO services.

<https://www.webceo.com/white-label-seo.htm>

If you're seeking to combine social media, local SEO and web design, you'll find SEO Reseller to be right up your alley. They'll put a client dashboard right on your website, giving your brand a high power SEO tool kit.

<https://www.seoreseller.com/white-label-seo>

If you're looking to offer a bit more than just SEO, then hubshout will also manage your client's PPC campaign, and provide help desk and call in customer support.

<http://hubshout.com/>

RankRanger brings together SEO, landing pages, social media, analytics, and optimization all under a single white label dashboard.

<https://www.rankranger.com/white-label>

2.5 WEB HOSTING

When a client needs a new website, sign them up using hostgator's reseller program. This ensures he gets paid a monthly fee from each client who starts working with him. This white label program features unlimited domains, templates, generous space and bandwidth allowances, and full control over your clients:

<http://www.hostgator.com/resellers>

2.6 LEAD GENERATION

Clients in the law office, insurance, home improvement, and financial niches will pay big money for leads. Their business model is dependent on getting fresh leads in the door, so any solution that can provide these prospects to them is drawing large payments. Utilizing landing pages, optins, and creative reporting, this vendor is sure to give your clients valuable leads, ensuring that they keep coming back to you for leads.

<https://kickofflabs.com/benefits/digital-agencies/>

Reseller Guide

To generate inbound telephone leads for clients, I'm using a reseller account via Snaproi which makes reselling lead gen easy using a system that tracks inbound calls and ensures you get paid on every phone lead.

<http://www.snaproi.com/what-we-do/>

LeadLife will give your clients an end-to-end lead generation suite, complete with split testing, landing page templates, and analytics to name just a few features. Use this service when creating quarterly lead campaigns and charge upfront fees to create, manage, and maintain.

<http://leadlife.com/private-label/>

2.7 REPUTATION MANAGEMENT

The widely popular reputation management service is one of the fastest way to setup a small consultancy. Any consumer-facing business requires a lead generation program, powerful SEO, and most importantly, keen reputation management.

You can use Repumatic for auto posting, instant page ranking, fast review sites, and reputation monitoring under one control panel.

<http://www.repumatic.com/home/reseller>

The key to using this and other reputation management services is a commitment to selling. Most, if not all of these services, offer you done-for-you marketing templates. All you have to do is reach out with them and offer the solution to the markets that make sense – meaning, find the clients that stand to benefit the most from an improved reputation.

<http://whirlocal.com/white-label/>

Having the ability to offer a seamless experience between the reputation management tools and your brand is key to providing this service as a reseller. Vendasta, as well as other vendors, provides this feature. This presents the benefits of the system under your own name and logo.

<https://www.vendasta.com/marketplace/reputation-management>

Reseller Guide

Put your brand front and center with a RepMan platform that includes local SEO ranking trackers. Chatmeter provides some of the best reporting to clients and is a powerful sales tool for upselling more services.

<http://www.chatmeter.com/solutions/agencies/>

By combining reputation management and review management, this next service produces incredible results for clients by compelling reviews, recovering unhappy customers, and monitoring campaigns before issues get blown out of proportion.

<https://www.grade.us/home/review-management-software>

Yext is one of the largest vendors out there with over 3000 partners signed up for their service. They have a system that scans over 50 online properties, maps, and apps to give you an exact list of what you need to fix for each and every client. You can even let clients see the problems for themselves with a powerful dashboard that installs right on your site for seamless white label branding.

<http://www.yext.com/partners/overview/>

Provide real time reporting and social media management with this online reputation management tool. Control listings for over 50 online sites for a seamless and complete online presence. RepLoop also provides a full suite of marketing materials and training so you can hit the ground running and start selling these services quickly.

<https://www.reputationloop.com/marketing-agency/>

Use Rank Ranger to track a client's search engine rankings and measure the changes our marketing services provide, however this tool provides so much more. Monitoring a client's online presence daily can give you key social signals that determine the next promotion or special offer that compels the greatest response from customers.

<https://www.rankranger.com/reputation-management>

2.8 DASHBOARD ANALYTICS

Metrics make the world go 'round. Without metrics, you might as well be taking your client's advertising budget and spending it on an expensive weekend in Las Vegas. Cyfe unites social media, SEO/SEM, web, sales and reputation metrics under one dashboard that installs on your website. Pre-built widgets allow a seamless integration with Facebook, Google, WordPress, PayPal, and so many more. Best part is that there are no signup / setup fees or contracts.

<http://www.cyfe.com/whitelabel>

2.9 SOCIAL MEDIA

Retortal is a favorite social media management tool because you can control Twitter, Facebook, and LinkedIn under one single login with an intuitive dashboard. This will save you hours jumping between accounts, duplicating posts, and promoting your clients. Most clients attempt social media and get bogged down in both content and the process of syndicating it across platforms. Retortal allows you to hit the "Big Three Social" with content sourced from writers on Fiverr and Odesk.

<http://retortal.com/>

With several plans designed for startups and medium sized consultancies, Sendible is perfect for the beginner or freelancer. Syndicate your content on over 60 services, provide branded reports, and measure your client's social presence with integrated Google Analytics. This vendor offers a 30 day free trial so getting started costs you nothing.

<http://sendible.com/social-media-white-label-software/>

For just under \$100, a consultant can make \$1,500 a month per client, reselling this social media content syndication service. This vendor will even write the content for your client, eliminating the need for hiring writers and social media managers. All you have to do is get the client interested.

Reseller Guide

<https://www.99dollarsocial.com/reseller-program/>

Social Mojo gives you dynamite tools for reselling social media content and syndication across the bulk of online platforms. You set your own pricing, and pay a wholesale rate for content that they produce for your clients. They include complete templates for invoicing, selling, ordering, discovery and strategy – you literally only need to contact prospects and hand them these templates. They will even get on the phone with you and walk you through your first couple of clients so you can grow your business into a powerful local social media consultancy.

<http://social-mojo.com/become-a-white-label-social-media-reseller/>

This vendor allows you to earn commissions on social media viral marketing campaigns, and manage your client's account right on your website. Monitor your client's social presence and integrate with Facebook & Twitter with custom management apps. You can also run viral campaigns on mobile apps, which is the service you can offer to offer local retail shops.

https://www.socialappshq.com/home/white_label

Just putting in a little effort in finding “socially-challenged” clients yields thousands of potential prospects that won't hesitate to buy the right solution to help them grow their social media presence. To manage many social media accounts, use Social Made Simple. With their white label solution, you can just refer them directly to a dedicated sales representative and they handle the rest right under a unique brand.

<http://www.socialmadesimple.com/we-love-our-partners>

The importance of metrics and capturing the “voice” of your client's customers cannot be understated. Any system that provides verifiable social signals can not only make the client more money, but also head-off any negative press. Even a small mom & pop shop benefits from tracking these metrics since it can discover real opportunities to increase the customer value and protect their reputation. The content syndication with this service is nearly unmatched; you can even have clients approve the scheduled content before it gets published.

<https://rankur.com/white-label-social-media-monitoring-tool.html>

Reseller Guide

This service is one of my personal favorites since you don't have to do much sales or service work to get the clients onboard and paying your fee. Just spend a few minutes learning about the prospect and create some notes. Then call them up, share the client details, and they will create a custom proposal and contract branded with your logo and info. For an additional fee, they will even close your clients for you!

<http://www.modgirlmarketing.com/white-label-online-marketing-social-media-management-services/>

2.10 WEB DESIGN

Perhaps one of the easiest ways to make money with clients is to build them a new website. Often times, consultants simply do not have the expertise to fulfill this service. That doesn't mean you can't sell it. Thanks to a host of vendors and resellers, we can often just bring them business, and they'll do all the technical and design work for us.

My friend Kevin offers this (and other) service for a price so low, you will double the cost and put money right in your pocket without having to know a lick of technical skill.

Normally he charges \$850 to build a site for your client, but he's running a special. You would first close the deal with the client, get paid, and then for example, double or even triple the cost of production. A typical custom website project retails between \$1,200 and \$1,500, so this offer gives you the opportunity to make between \$600 to \$1,000 profit for doing very little work!

See his offer here: <https://jvz1.com/c/295733/220980>

Since there is a terrible website epidemic of near biblical proportions through-out almost any local market you can think of, offering custom websites is a fast-track to getting paid. You usually have to learn WordPress, HTML, and other techie things in order to run this type of web business. And of course, you'll have to do client outreach and account management. With white label website reseller programs, you can literally

Reseller Guide

offer high end custom web develop for a fraction of the cost of hiring a developer yourself. The vendor below will draw up site templates for your client to choose from, built out a custom site, and even put a custom proposal together for you. You get these services at wholesale rates and can even hire a developer for under \$30 an hour!

<http://thewhitelabelagency.com/>

Avoiding the costs of hiring developers, sales teams, and equipment is key to providing high end services while still keeping a comfortable profit margin. Using a custom control panel, the vendor below provides 100% unique websites for you to offer your clients. They will even assume your brand name and work with your client, completely removing you from the development process so you can just focus on getting clients through the door.

<http://www.evolutd.net/web-design/white-label-websites>

One of the most profitable campaigns to run is a website referral program. Just collect leads from LinkedIn and Facebook for pennies, and send the referrals to Code23. They will close the deal, service the client with a beautiful custom website, and then give you a commission on the final invoice amount. This means you don't even have to sell the prospect on getting a new website. Just collect leads and forward them. When they are closed by their sales team, you get paid.

<http://www.code23.com/services/white-label-outsourcing-services/>

3 PARTNER WITH ME

I'm looking for 5 people who want to partner directly with me to launch a product to my subscribers, and I think you fit the bill.

Everyone who has taken me up on this offer in the past has built 6 and 7 figure businesses as a result. The most recent one pulled in \$30,000 in sales his first month (*you can read his story in the success stories section of Profit Hackers*).

Here's how this partnership would work:

First, we work together in a one on one call to come up with a simple product idea that my customers and affiliate's would love.

You can either create this product with my help, or I can help you find an outsourcer to get it done cheaply.

Next, I'm going to help you develop the perfect sales funnel and copy to earn as much money as possible from the launch. Over the past 6 months, my launches have been pulling in 6-figures each using strategies and ninja copywriting that has been developed and tested for the last 5 years.

And on the day we launch your product, I am going to promote the funnel to my customers and subscribers which will give you an immediate boost in sales.

This would be your product, you would keep all the profits and keep the buyers list (*which is worth more than just the sales*).

The last promotion I did for a student brought in over \$5,000 in sales from my list alone, and the student went on to do over \$30,000 in sales on their launch... Not to mention having a buyers list that is pulling in 5-figures a month consistently for him.

This is not for everyone.

You will have to commit to doing the work in creating a product and putting this launch together. I will guide you every step of the way to make sure you create a funnel capable of bringing in 5-6 figures however you must be willing to do the work.

Reseller Guide

We'll start with a 1 on 1 coaching call to establish a game plan and determine what first steps need to be taken. After that we can correspond via email/skype to keep everything on track until the day we launch your product.

As I said before, I am only looking for 5 serious people to partner with.

To make sure that you are willing to commit to doing the actual work, and will follow through until we have a launched product you will need to make a small deposit of \$2500.

This is only to make sure I am paid for my time. My normal fee for 1 hour of coaching is \$2,500 so I'm sure you'd agree that a \$2500 deposit for unlimited access to me is quite a bargain...

...especially since you are getting an email blast to my subscribers when you launch (which can easily pull in over \$5,000 in sales)

Here's what you can expect after having gone through this launch partnership:

- \$10,000 - \$30,000 in sales on a typical first time launch
- Buyers list that you can email new offers daily earning money every month
- Be part of my inner circle of affiliates so you always have people ready to promote your offers
- A proven system you can repeat for every launch (you will have short cut the learning curve by years with this)

Remember: These benefits only apply to you if you are willing to follow through and do all the work involved.

I will guide you, help you, and tell you what to do step by step, but YOU must be willing to take the actions necessary.

Send me an email right now **with the subject “Partnership.”**

Just put a simple "I'm interested in this partnership" in the body of the email and we'll go from there.

My direct email is: Luther@SuccessWithLuther.com