

# Emergency Cash Booster Report



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*How to make \$500 quickly...*

*By Luther Landro*

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## **Earning Fast Money as a Consultant**

I'll get right to the point.

You need money...

Fast.

You've probably sat around the kitchen table, beating your head against the wall trying to come up with a way to come up with these funds.

Maybe you think you've tried everything...

Maybe everything you've tried thus far has been a failure...

And maybe you just can't seem to make anything work, no matter how hard you try...

Well, you haven't tried everything.

### **Don't Give Up**

The consultant business is extremely easy to get into.

In over ten years of doing this, I've found that most students fail because they feel they've tried everything. They feel they are not good enough or not skilled enough. And they feel they've tried their hardest.

Well, here is your wake-up call.

The number one reason why consultants don't get any traction is that they give up.

Most new consultants simply give up after a week.

A week isn't going to cut it.

You need to apply yourself completely for a full 30 to 60 days in most cases.

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In other cases, you can see a return in less than a week.

It all depends on what you're willing to do, how far you're willing to push yourself, and how much luck you can create for yourself.

Oh? Create luck?

Did you really think that you had no control over the amount of luck in your life?

Think again.

### **Use Your Precious Time Wisely...**

Time is a finite resource.

Nobody is making any more of it.

And it passes us by one second at a time...

You need to be using your time intelligently and focus on the problem at hand.

Yes – you need to generate some income, but what's the real problem that you are trying to solve?

Figure that out.

Once you understand the real problem, you will clearly see what you need to do to fix it.

**Instead of saying, "I think..."  
...you need to be saying, "I will do..."**

The time for thinking is over.

That ship has sailed.

Now, you must do.

In this bonus report, I'm going to walk you through a solution for generating a quick \$500 from local clients.

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Businesses all over the world are seeking a wide array of services, and most of them don't care who does it, so long as it's done...

So long as their needs are met.

You need to be that person who can meet their needs.

And you need to find those people when their need is great.

Find them at the moment they say to themselves:

"I really need to fix this."

### **Finding Gigs Fast**

The first step in getting a fast \$500 is to find a gig that pays that amount or more.

You can do this in a few ways.

First, use Google.com!

We use custom search terms to find posts online that fit certain patterns that people use when seeking to hire someone for a gig.

We put a search string in quotes, meaning we want to find that exact text on a page, and then we put the INURL: modifier on that search string joined with a + plus symbol.

This tells Google to give us just pages that match that search string from the website specified in the modifier.

For example:

"Search term" + inurl:"website people post on"

"marketing consultant" + inurl:reddit.com

"seo specialist" + inurl:craigslist.com

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“website” + inurl:craigslist.com

**Pro Tip:** Be sure to check out the main guide which gives you a ton of search terms to use during your search!

Using these search terms, we can find gigs in specific locations for unique marketing services.

Do a search for one hour, record the gigs that you find to a notepad document.

Also, you are not limited to any site.

You can search others, like:

<https://www.freelancer.com/job-search/build-website/>

Or...

<https://www.upwork.com/ab/jobs/search/>

Once you have around 25 to 50 gigs, it is now time to start contacting them.

### **Contacting Businesses for Posted Gigs**

This is a straightforward operation.

Create an account with the platform, where you found the gig, and reply with a bid or request a meeting.

You will likely be competing with others, but that's ok.

If you respond to enough gigs, you will book one or more.

Some sites, like freelancer.com will show you the average bid and you can come in around there or under-bid slightly to gain an advantage.

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### **Contacting Businesses Cold**

Approaching businesses cold is a little bit different than responding to gigs.

What you're really doing is making your own luck!

Sometimes a business owner needs something, but hasn't gotten around to tackling that project.

That need becomes one of these things that just gets put off and written on the whiteboard and forgotten about or delayed...

Sometimes you just need to ask.

This is the time when you hear an owner say:

*"Your timing couldn't be more perfect!"*

There is simply an unnatural fear, especially among new consultants, of just asking a business owner if they need help.

And that fear denies you your glory!

This fear usually comes from a bit of anxiety around the unknown.

I mean, if you've never done this before, how to do you ask?

What do you say?

The key is to know two things:

- A) The common problems a business owner has in the context of digital marketing & advertising
- B) How what you're offering will help them – the benefits your help can provide

First, you need to set a goal, and this goal is based on a few assumptions that we work to confirm throughout the process.

**Have a goal:** I want to sell SEO to restaurants.

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With an established goal, you can now figure out some of the particulars:

1. Identify which restaurants are pre-qualified for SEO
2. Collect restaurant contact information
3. Prepare a sales offer
4. Conduct outreach\*
5. Ask for the sale

\*Be sure to see the email template library in the main course, which gives you templates for selling businesses a wide variety of services; all of which you can outsource.

If your back is against the wall, then the telephone is your friend.

Pick it up, start calling restaurants and asking if they've considered advertising solutions for growing their customer base.

Lead with the benefits when asking a loaded question:

*Hey Joe, are you seeking to grow your restaurant's social reach this year and see a 10% growth in receipts?*

And it doesn't have to be SEO...

Ask if they maintain an email list, loyalty program, or online promotional menu...

If the answer is no, tell them what they are missing:

**Email** – *you can't reach your most loyal customers who would spend more with you*

**Loyalty program** – *you're missing out on increasing your customer value*

**Promotional menu** – *you're missing out on selling high volume of lunch orders*

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There are just so many different creative marketing programs you can come up with, I surely could not list them all here.

The most important thing to remember:

### **Business owners need help.**

Most of them know this.

And while some of them don't...

Some may not want any help, but the majority know that money spent on advertising comes back many times over.

It takes money to make money, as the saying goes.

### **Selling Business Owners**

Listen, selling is often looked at like it's some kind of magic...

*How can little old me convince a business owner to pay up?*

**Here's the secret.**

You're not convincing them to pay anything.

You're convincing them that your service can fix the problem they have, solve for the burning desire, or quickly stop a critical problem from getting worse...

The reasons are personal, intrinsic, and almost completely removed from the cost.

**Consider this example:**

I started losing my hair in my mid-twenties.

Man, I was so angry at the time...

Although I knew it was coming because baldness runs in the family, I knew that one day I would have a big shiny chrome dome.

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Damn it...

Now, I got over hair loss a long time ago, but at some point, I wasn't over it at all.

I thought about ways of keeping or replacing my hair.

Turns out hair replacement is stupid expensive.

Forgetting that in my twenties I really couldn't afford such a procedure...

I decided that I wasn't that vain (and that I got more dates with women when I had a shaved head, but that's besides the point)

Yet there are men out there who pay tens of thousands of dollars for hair replacement surgery.

The range of costs are \$4,000 to \$15,000!

Incredible...

This should tell you that price is no object when it comes to fixing a problem that someone wants fixed now.

So don't worry about price, don't worry about whether they will buy from you...

Just worry about solving a problem that you know your prospect has...

### **Catch All Sales Pitch**

If price is not a concern, and the problem/benefit/solution takes precedent, you don't really need much to pitch and close a lead.

Dear Joe,

I know you need to [generate more inbound leads from your website to see a return on the investment you already made.]

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And I know you are not interested in your competition stealing all your search leads, new customers, and repeat business...

Because I can guarantee you, that right now, your competing [restaurant] is better positioned for search and appearing higher in search results for the very same terms people use to find you.

Look, let's turn this around. Just try me out and you will see that this works to grow your bottom line.

Are you ready to get started?

From there, it is simply a matter of uncovering any objections and dealing with them.

## **Handle Objections**

You will inevitably get objections when approaching most any business. 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 a fraction of the cost of most of your services. One deal makes this campaign profitable for you...*

### **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...**

*Businesses are seeing [5 to 10 new leads] each month, sometimes weekly...*

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### **Catch-All Objection Handling**

This is a catch-all objection handler that works well in cases where you really don't have an answer for the prospect.

*“Look, just try me out because you will see a return on your investment...”*

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

### **Deliver On What You Sold**

Delivery is super easy.

I've already given you my agency recommendations, a full list of outsourcers, and instructions on how to set up lead generation campaigns in this course.

But let's say you find a gig where the prospect asked to make a simple WordPress website for their plumbing business.

Put in a bid and then find an outsourcer on fiver, upwork, or any other site / agency who can do that work for half that bid.

It really is only time spent searching sites, replying, and coordinating what the outsourcer/agency needs to complete the job.

Study the main guide on working with agencies because much of the detail is found within its pages.

### **For additional help:**

See the client day care report I've included in this course. This report will give you an agency that can do all the work for you.