



Posting Profits Program

By Luther Landro

Posting Profits Program: Master Class

Earnings & Income Disclaimer

EARNINGS AND INCOME DISCLAIMER FOR
WHITE WAVE MEDIA LLC

ANY EARNINGS OR INCOME STATEMENTS, OR EARNINGS OR INCOME EXAMPLES, ARE ONLY ESTIMATES OF WHAT WE THINK YOU COULD EARN. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES, YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

WHERE SPECIFIC INCOME FIGURES ARE USED, AND ATTRIBUTED TO AN INDIVIDUAL OR BUSINESS, THOSE PERSONS OR BUSINESSES HAVE EARNED THAT AMOUNT. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

ANY AND ALL CLAIMS OR REPRESENTATIONS, AS TO INCOME EARNINGS ON WHITE WAVE MEDIA LLC, ARE NOT TO BE CONSIDERED AS AVERAGE EARNINGS.

THERE CAN BE NO ASSURANCE THAT ANY PRIOR SUCCESSES, OR PAST RESULTS, AS TO INCOME EARNINGS, CAN BE USED AS AN INDICATION OF YOUR FUTURE SUCCESS OR RESULTS.

MONETARY AND INCOME RESULTS ARE BASED ON MANY FACTORS. WE HAVE NO WAY OF KNOWING HOW WELL YOU WILL DO, AS WE DO NOT KNOW YOU, YOUR BACKGROUND, YOUR WORK ETHIC, OR YOUR BUSINESS SKILLS OR PRACTICES. THEREFORE, WE DO NOT GUARANTEE OR IMPLY THAT YOU WILL GET RICH, THAT YOU WILL DO AS WELL, OR MAKE ANY MONEY AT ALL. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

INTERNET BUSINESSES AND EARNINGS DERIVED THERE FROM, HAVE UNKNOWN RISKS INVOLVED, AND ARE NOT SUITABLE FOR EVERYONE. MAKING DECISIONS BASED ON ANY INFORMATION PRESENTED IN OUR PRODUCTS, SERVICES, OR WEB SITE, SHOULD BE DONE ONLY WITH THE KNOWLEDGE THAT YOU COULD EXPERIENCE SIGNIFICANT LOSSES, OR MAKE NO MONEY AT ALL.

ALL PRODUCTS AND SERVICES BY WHITE WAVE MEDIA LLC ARE FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY. USE CAUTION AND SEEK THE ADVICE OF QUALIFIED PROFESSIONALS. CHECK WITH YOUR ACCOUNTANT, LAWYER OR PROFESSIONAL ADVISOR, BEFORE ACTING ON THIS OR ANY INFORMATION.

USERS OF OUR PRODUCTS, SERVICES AND WEB SITE ARE ADVISED TO DO THEIR OWN DUE DILIGENCE WHEN IT COMES TO MAKING BUSINESS DECISIONS AND ALL INFORMATION, PRODUCTS, AND SERVICES THAT HAVE BEEN PROVIDED SHOULD BE INDEPENDENTLY VERIFIED BY YOUR OWN QUALIFIED PROFESSIONALS. OUR INFORMATION, PRODUCTS, AND SERVICES ON WHITE WAVE MEDIA LLC SHOULD BE CAREFULLY CONSIDERED AND EVALUATED, BEFORE REACHING A BUSINESS DECISION, ON WHETHER TO RELY ON THEM. BY PURCHASING AND USING THIS INFORMATION, YOU AGREE THAT OUR COMPANY, ITS PARTNERS AND ASSOCIATES ARE NOT RESPONSIBLE FOR THE SUCCESS OR FAILURE OF YOUR BUSINESS DECISIONS RELATING TO ANY INFORMATION PRESENTED BY WHITE WAVE MEDIA LLC, OR OUR COMPANY PRODUCTS OR SERVICES.

Contents

Flood Your Accounts With Client Payments.....	5
Earn Paychecks Without Experience	6
Finding Clients Who Buy These Services	8
Generating Inbound Leads	9
Using LinkedIn Posts & Networks.....	11
Local Facebook Groups & Pages	24
Using Reddit as A Lead Source.....	26
The Fastest Way To Get Hired.....	29
Establishing A Brand	35
Purchasing Domain & Hosting.....	36
Generating Leads From YouTube	38
Using Local Groups	51
Following Up Generates More Cash.....	53
The Painless Posting Process	56
Increasing Page Engagement	57
Focus On Interactions.....	60
Increasing Local Visibility.....	62
Automation & Syndication.....	66
Theory of Advertising	69
Objective.....	69
Targeting.....	70
Guidelines.....	72
Message	73

Posting Profits Program: Master Class

Hashtags.....	74
Measurement.....	76
Testing	77
Handling Comments	78
Important Safety Tips.....	80
Developing Advertisements & Posts.....	81
General Ad Ideas.....	81
Niches.....	82
Follow Up Campaigns.....	83
Ad Examples.....	84
Effortlessly Growing Cash Flow	104
Directed Schedules For Growth.....	107
How To Get Paid Fast & Easy.....	110
Creating A One-Time Payment Link on PayPal.....	110
Creating A Monthly Recurring Charge.....	114
Invoicing Clients.....	117
Automating And Close Deals Faster.....	119
https://link.landroinnercircle.com/upgrade	122
A Call to Get Your Shit Together.....	122
You Have Everything You Need	125

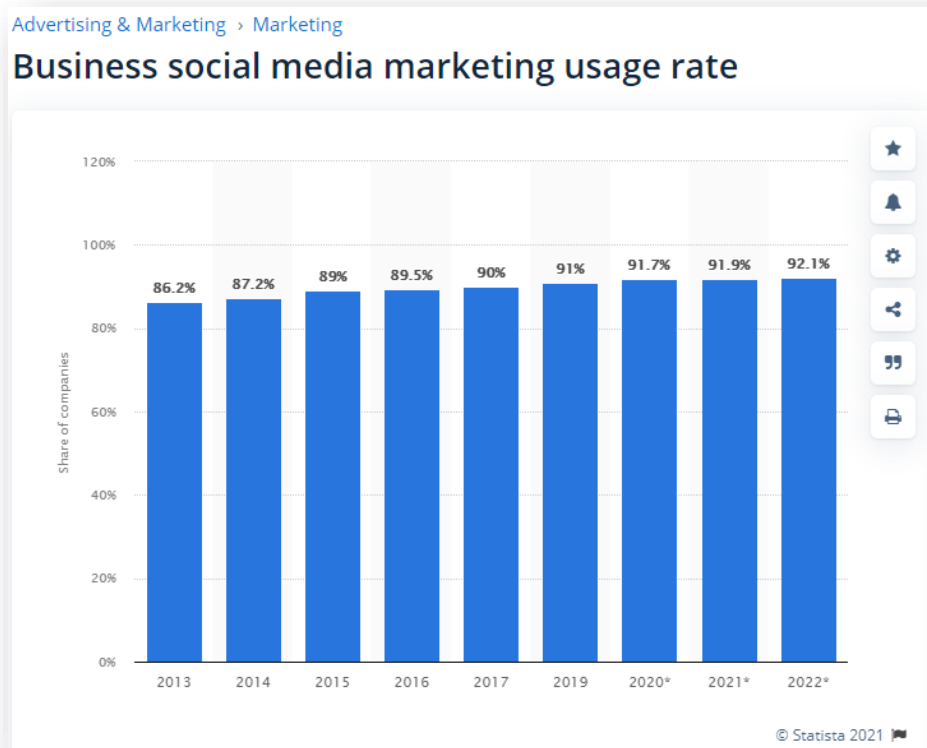
Flood Your Accounts With Client Payments

Congratulations on investing in the Posting Profits Program!

This is your chance to finally free yourself from the daily grind and tap into a massive opportunity at creating a new, happier you.

Business owners **everywhere** need help with their social media:

Over 91% buy social media marketing!



This means that **9 out of 10 businesses** you encounter are prospective clients who will pay you to manage their social media.

You can help them grow their business with viral Facebook, Instagram, and other platform posts.

And you can use software to automate the entire thing.

Earn Paychecks Without Experience

This is by far the most significant and simplistic way to earn income from social media.

While so many people are trying to “get famous” and accumulate a large audience, win endorsements, and grow advertising revenue share, businesses **already** have an audience with value...

That audience has a ton of value to that business owner so anyone who can grow that audience and get them to buy things can earn a huge paycheck.

This Only Take An Hour To Setup

If you’ve ever wanted to earn \$500/hour and do a minimal amount of work, then this is the opportunity for you.

These businesses need the service, but don’t really know how to do it themselves.

You see, most people who use social media recognize it to be a very basic thing.

1. You write something funny, cool, or insightful.
2. You post it on some platform.
3. You get likes or attention... Yay!

Not so with businesses.

There is a very subtle difference that most people miss.

Businesses posting need to have a call to action and a benefit that drives consumers to make a buyer action.

We’ll talk more about this in a later section, but first, think about this...

Posting Profits Program: Master Class

Once you help a business with one service (say for social media), they will come to you other things like:

- Websites
- Search Engine Optimization
- Video Marketing
- Reputation Marketing
- Paid Advertising
- Email Marketing

...nearly any service imaginable, including:

- Print advertising
- Radio Ads
- Coupon Books
- Event Sponsorships

And more...

All things you can sell or take a fee on for management or coordination.

Now, I am not saying you must do anything beyond a simple social media campaign and still make great money...

What I am saying is that the opportunity is there for you to book 3 to 5 clients who buy nearly everything from you, and you're doing huge billable numbers each month.

And The Work Is Done For You

Not only will clients be providing you with content, but you will also be able to pass off the work to outsourcers and automate the posting!

Finding Clients Who Buy These Services

I like simple.

Simple is easy.

Complex is ...less than easy.

If you were to breakdown the two methods that consultants and aspiring newbies use to get new clients, you can find that they fall into two simple categories:

1. Passive Inbound Lead Generation
2. Proactive Outbound Lead Generation

For simplicity's sake, we'll refer to these as Passive and Proactive.

Passive

In a passive model, leads are coming to you to buy the things and services that you offer. You usually get these by putting out lead magnets and fielding the response you get.

This is most often preferred as you will do less work over-all and get a warmer lead.

Proactive

The proactive model sees you actively chasing down prospects that you've qualified as buyers of whichever service you are offering.

You usually get these by building a lead list and working down the list contacting everyone on it.

This model is more labor-intensive but does generate a higher volume of business and can be outsourced easily.

Generating Inbound Leads

One of the best places to generate inbound leads are on message boards like Craigslist.com.

For example, there are sections of Craigslist that focus on niche subjects, and they exist for every major market all over the world.

In the sections listed below, you'll find the bulk of gig posts.

The two main sections are jobs and gigs.

What you'll find is that companies mix their consultant & vendors jobs with employment listings, so you'll need to do little filtering.

Here are the sections you need to be searching:

Jobs:

- Art/Media/Design
- Customer Service
- Marketing/PR/Ad
- Nonprofit Sector
- Sales/Bizdev
- Web/Info Design

Gigs:

- Creative
- Event
- Talent
- Writing

Within each of these specific sections, you can make posts offering social media marketing services.

Posting Profits Program: Master Class

Also, each one of these “areas of business” can be paired with outsourcers and other consultants who perform the services.

Find posts that are offering social media services and mimic those posts.

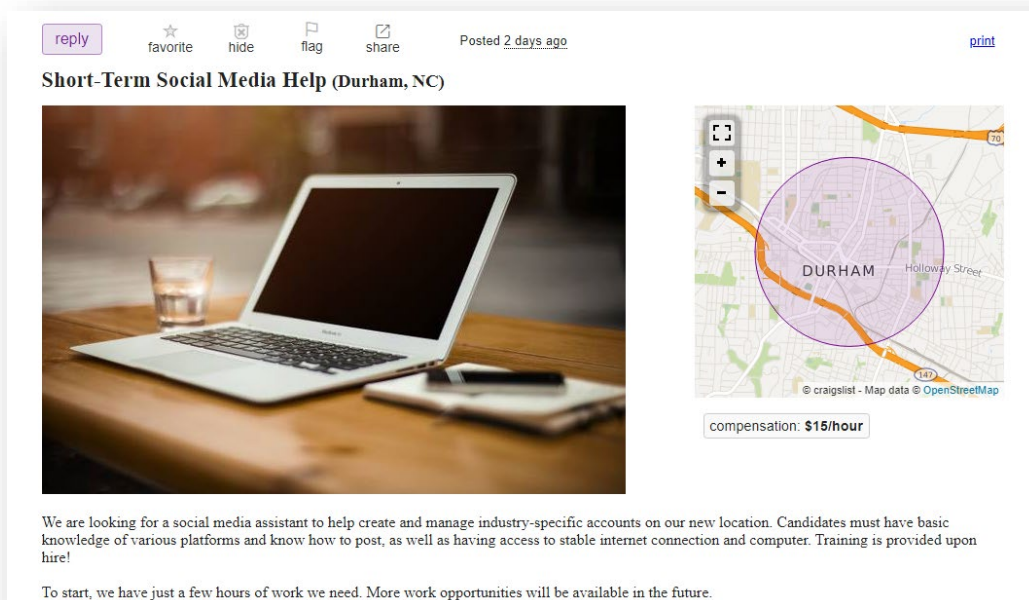
Pay special attention to the posts that you see most frequently, ignoring the occasional spam. Ads that you see a lot reveals that the ad is working!

Now, don’t copy & paste them; mimic, combine, and edit them slightly so they have your own unique flavor.

Posts Seeking To Hire

If you check every day, you will find posts for business seeking help with their social media.

The key is checking every day, a few times throughout the day, or setting up an alert to notify you when a post is made.



Let’s look at the above example:

Visit craigslist.com for decent sized city, metro area, or location.

Posting Profits Program: Master Class

I'll go to Durham, NC.

I clicked on:

<https://raleigh.craigslist.org/d/gigs/search/ggg>

Using the search term, “social media” and selecting the paid option, the very first result is a company looking for social media help.

You will need to dig through the posts, but you will find these diamonds in the rough.

Later in this guide, I will walk you through how to approach them.

For now, let's keep drilling through other sources of inbound leads.

Using LinkedIn Posts & Networks

LinkedIn can be an excellent source of inbound leads for your social media business, which is why I've decided to include this section...

You break down an audience you want to target (business owners who are seeking help with social media and other marketing) and build magnets for them.

But how?

Let's go through some steps...

Choose A Location: Make A Presence

The easiest way to begin breaking down your audience is by choosing a location.

Select an area with an intent on making a presence. This is often done by setting up a group for that purpose and location.

Let's say it is “Social Media For Restaurants In Chicago.”

Posting Profits Program: Master Class

You create a group that's called;

The Chicago Restaurant's Social Media Training Camp

You will draw in owners with an interest.

**Provide some value up front in the form of
basic information and campaign ideas...**

...because...

Owners will naturally ask to pay you to do the work!

Your LinkedIn group is almost like a “Web Ring” – the early group of websites that had a shared interest. The analogy here is yours is a group of business owners with shared interests and goals.

For example, my accountant has a group made up of his clients; most of which have something to do with real estate.

They meet Tuesday morning at 7am at a local diner.

These clients are realty agents, inspectors, contractors, financial professions, and advertisers.

Pro-Tip: Your accountant is an ally if you can get them working with you. Ask them to help you start a small business networking group on LinkedIn.

The accountant is an instant connection to a dozen small businesses professionals who might have a need and would become warm referrals.

This group routinely gives each other business.

The listing agents call the contractors to fix some issue with a house going up for sale.

The finance professionals will arrange for the mortgage, and the lawyers will get the contract.

Posting Profits Program: Master Class

But wait...

What do the advertisers do?

They get the contracts to help all these businesses advertise on Facebook, Google, or whichever platform yields results.

They get paid to create the landing pages, direct mail drops, reputation management campaigns, and a host of other digital services.

Where the realtor might refer the contractor, and right on down the line; the advertiser gets them all.

Do you now see the power and opportunity for advertisers in one of these small groups?

Now, the key takeaway here is selecting a location will help you narrow the focus down to finite pool of prospects, a percentage of whom will do business with you.

You need constraints because you can't speak to everyone, everywhere, all the time.

The groups amplify this selection as a group of 10 or so businesses in a small town can represent thousands of dollars in monthly billable services that you can offer.

Profile Setup Strategy

Before starting a group, or even doing anything else in this model, we need to get your profile created and/or optimized.

We're going to make your profile read like a sales letter.

This will generate inbound leads from your network.

Doing this takes a little finesse and knowing some details about your audience.

Posting Profits Program: Master Class

So, while we can conceptualize the profile as part of the training; to do this effectively for a niche and location requires knowledge of both of those elements.

It often boils down to asking the right questions (a repeating theme in almost every business model) and doing the requisite research.

Note: This is often a hang-up for newbies. When you're new at something, you tend to ask the wrong questions.

This isn't your fault if you fit the profile; it is just that you have little experience. The options are then a) get more experience or b) have someone with experience do it for you.

Otherwise, if you're ready to learn how to optimize this profile yourself, let's continue to the next section...

Create The Customer Avatar

You need to model your ideal customer and profile them to give you the best chance for success, since this profile will determine what you put on your profile and how you position ways you can help your prospects.

This often boils down to just defining who you want to target. It truly is a matter of personal choice and educated guessing.

You're assuming, based on something you've heard about, observed, or read, that a particular niche will buy some service.

Fact is this assumption can be made about most businesses:

Businesses frequently buy digital marketing services like the ones you will be offering, and they often pay thousands of dollars per month for them.

Start thinking about a niche to target.

Posting Profits Program: Master Class

The “best” niches are the ones which have a high customer value or a smaller customer value at high volume.

These would be the attorney, medical, home service or rehab, and finance niches.

Retail locations like gift shops, clothing stores, restaurants, bars, are numerous and well-paying.

Other home essentials (cleaners, landscapers, irrigation, fix-it handymen, etc) are also excellent targets because every major suburb, town, or city has them in spades.

Remember: targeting a group of niches in a specific location is the “best” way to have focus and get results.

You want to break down your avatar into who they really are:

Their age, sex, marital status, whether they have children, their location, occupation & title, income level, and level of education.

All these things matter because they tell you who your client is and what they might respond to when it comes to your messaging.

You should understand what their goals are.

For example, I know my landscaper aims to have 30 weekly lawn cutting gigs and 100 seasonal clean up gigs.

I also know that he works hard because he wants to send his oldest kid to college next year.

Understand who your prospect is and why they do what they do. This helps you walk a mile in their shoes and give you the perceptions they have on your services, and what to expect from them.

You need to understand their objections.

Posting Profits Program: Master Class

Know what they might say as an objection before they say it.

Discover what they are willing to spend, and what they expect for a return on investment.

Find out if they have a hang-up that prevents them from seeing the value of your services, and what kind of timeline they expect.

Lastly, you want to know what their pain points are. Often, these are:

1. **Growing their business** – sales have reached a plateau and they don't know how to get growth going again...
2. **Freeing up time** – the owner does not have time to generate new business, and needs someone to manage things for them...
3. **Getting killed by the competition** – business owners hate taking a bath, especially when competitors throw chilly water on their sales for the month.

Now once you have defined this avatar, create an image of them in your mind. What do they look like?

They might be a 40-year-old dentist with a wife and two kids, in Waukegan, IL.

He has two practices, both of which are bleeding patients thanks to a new dentist in town who is outsmarting his search marketing.

Speaking to this avatar (as a form of role play) helps you uncover the things you need to help solve the problems of that avatar.

The more accurate your assumptions, and careful your research; the truer to reality your avatar will become.

When you can pick just any random business and have a general sense of what type of person runs that company and what their

Posting Profits Program: Master Class

common needs and motivations are; you've successfully defined your avatar.

You can future confirm your avatar by speaking to the business owners and seeing how well they match to your educated assumptions.

Profile-Specific Settings

Name:

Use your name and title and include the number one search term in the title.

So, if I am hoping to get discovered by people looking to plan advertising campaigns, keyword research reveals that Advertising Campaign Strategist is something that people are looking for.

My page name would be Luther Landro, Advertising Campaign Strategist.

Title / Headline

Asking a question here will compel the reader to read further down your page. Try to use all your real estate and fit your question in 120 characters.

Don't put your job title here. That's pointless.

Use the space to sell.

We ask a question to get the reader thinking. 90% of people waste this space, when it is the most important real estate on the page.

One simple change here puts you ahead of most consultants in the space.

You can also split test this headline and see if different titles and headlines yield better results.

Posting Profits Program: Master Class

Summary

In your summary, you want to tell your origin story.

Add a provocative question in the first line of your summary and continue the conversation you started in your headline.

Just remember to always write in the first person...

Never use we or a company name.

Be the person with the answers, not the faceless company.

You get 2000 characters here so make it count and try to use all the space you can. Have a narrative format and inject your personality in your summary.

Be different, stand out, but also consider you will write this summary for search.

To write for search, we need to understand some of the terms and research, and I will be covering this later in the course.

At the end of your summary, you want to provide some call to action; whether that is to prompt a phone call, or learn more by watching a video, or just sending you a message.

Give the reader something to do when they are finished reading.

Current & Past Experience

This will also be a narrative and not a list.

Use complete sentence structure and write in the first person.

Use of photos and videos here can be helpful in capturing the reader's attention.

Just make sure your experience is relevant.

There's no need to add every job you've ever held here.

Posting Profits Program: Master Class

Only include things that are relevant to your target's ideals about who would be a good fit to fix their problems or provide a need.

Education:

Keep this up to date when possible.

Just list the schools you've attended and specify any relevant areas of study.

You can also link to college or university if you desire.

Lastly, tapping into your academic network can be a great lead source and opener, especially if you run into someone who went to the same school.

Skills and Endorsements

Pick your top three skills that you want to offer local businesses and list them here.

Remember that what you want may be different from what businesses want.

Your research will bear out what you should put here, but you must start somewhere.

Recommendations

Start offering recommendations to people close to you and you will start to get them back. You want to have at least 3 to start out, and the best way to get them is to give them. Start with people you know and then make some connections, offer to chat, or get on the phone; pick their brain and then endorse them for the topics you've discussed.

Interests

These are pages that you follow that truly interest you.

Join industry specific groups (great networking opportunity) and keep them relevant to your target.

This is professional networking and NOT Facebook, so don't add anything weird.

Contact Details

Have a personalized LinkedIn URL and add any personal/company websites.

Use a professional email as a point of contact and add/curate a twitter account if you have one.

Also, adding a birthday will let you show up in everyone's contacts once a year.

Pictures

Your photo should take up 60% of the frame. You can use a site like <https://www.photofeeler.com/> to get unbiased feedback.

Make sure you have a professional head shot. Just a tip - smiling makes you more inviting and relatable.

Profile Background

This is a text-based banner with a headline, where you want to pique some curiosity with a question:

For example:

- Are you at the top of Google?
- Are you growing?
- Do you see a positive return on your marketing dollars?
- Are you sick of getting ripped off on your sales leads?

You can also use an image-based banner, where you use your picture combined with stock image to convey some benefit or sales point.

Other Media

Additional thumbnails can help your profile stand-out. Most profiles do not add these as it is additional work. You can use pics from sites like www.pixabay.com

Have A Business Page

A business page on LinkedIn makes you more official and gives you another point of contact; yet another “Sales page” to help your consultancy get off the ground or develop new business.

To have a page, you must meet the following requirements:

- Must have a real first and last name in your profile
- A profile that is older than 7 days
- Must have made some people connections
- Must have a unique company domain and email address (Gmail, Hotmail, Yahoo.com won't cut it)

If you meet these requirements; look in the upper right part of the LinkedIn website to get started:

Create A Page

1. Click the “work” button
2. Select “create a company page”
3. Select “small business”
4. Enter your page identity, specify your industry, and upload a logo for your company.

As far as what to populate on this page, that is a topic of some discussion that is the over-arching theme of this course.

Building A Small Connection Powerhouse

Conventional wisdom says that your network or group of friends in any social media network should be as long and wide as you can make it.

Truth is, that’s the general net-casting approach.

It won’t help you catch the fish you want to catch, and often, you’ll get more of the fish you don’t.

LinkedIn Connections

On LinkedIn, your profile displays the number of connections you have up to 500.

Once you cross the 500 thresholds, your profile will say “500+”

...this means you’ll show the same activity level as Elon Musk, Tony Robbins, or other big names.

Your mission is to get to at least 501 contacts.

This will take time and effort to accumulate.

The goal should not solely be the number because 500 available connections will help you stand out and even draw in some business (or at least get you some referrals)

Posting Profits Program: Master Class

Skill Endorsements

These are a form of social proof. It is other people vouching for your ability to do some job or have some know-how in a particular area.

You want to show 99+ on all your skill endorsements.

The way to get there is to a) have a growing network and b) offer them to others you meet.

People will reciprocate.

To get the ball rolling, enlist the help of your friends.

After that, this really becomes a numbers game.

Look to connect to 20 people per day.

Do that and in 30 days, you will have made 600 connections.

You'd be better connected than a corrupt politician! ...ok maybe not that connected, but you get the idea here. Networks grow over time.

The faster you connect and endorse others, the faster you will get skill endorsements.

Profile Promotion

Below you will find the preferred vendor that who can promote profiles and content with methods that are 100% compliant with LinkedIn's terms of service:

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

There doesn't appear to be any downside after testing the vendor.

This investment does improve the gravity of your profile so consider it if you need to up your connection numbers.

Hired Gun

You can hire outsourcers who will log into your LinkedIn account and spend all day making connections, reaching out, and generating leads & contacts for you.

The downside here is that you need to provide your LinkedIn login and password, which is not without an element of risk.

In my opinion, this was too much of a shortcut to consider, but it may be an option for you if you don't care about giving a Virtual Assistant a temporary login & password.

When the work is complete, you simply change the password.

I will not recommend any specific vendor for this service, as it will be your responsibility to seek out, vet, and test a VA's who will log into your account to do work.

The takeaway here is that the second shortcut shouldn't be taken unless you have a firm understand of what you want, and don't mind sharing a login with a VA for a few days to weeks.

Local Facebook Groups & Pages

Here you will find business pages and make and/or reply to posts related to social media services.

It is that simple and all it takes is a little time.

Of course, you could hire an outsourcer to compile a list of prospects for you, and even pay them to do all the outreach.

Then you follow up and close the deal. This is ideal, but we're getting a little ahead of ourselves.

Use Facebook's search bar at the top of the page to search for pages for local businesses. Focus in on a niche that is active on Facebook.

Posting Profits Program: Master Class

- Bars & Restaurants
- Financial Services
- Shopping / Retail
- Professional Services
- Beauty & Personal Care
- Food & Grocery
- Hotel & Tourism

This is not an exhaustive list. In fact, there are many to choose from and often this can yield some indecision.

At the end of the day, if you don't know which niche to pick, just pick one; any one and start prospecting.

There is no need-to-know which niche is “the best” because most will see benefit from increased digital marketing services.

If you feel compelled to further categorize a niche as “the best” then choose a niche with the highest customer value (the money generated when that business closes a sale) since the higher the customer value, the more you can charge for providing consulting services.

Beyond a given niche, our criteria are quite basic:

1. Is an established business
2. Has an active Facebook presence
3. Does not have a vanity or custom URL for their page
4. May or may not have optimized profile
5. Has a decent lifetime customer value

This is mostly basic stuff apart from #4 and #5.

First, you want a client who values their FB presence; a page with some content demonstrates that they are trying, so someone who tries is assigning some value to their social media.

Posting Profits Program: Master Class

A client who doesn't curate their FB page, may or may not care about social media

We won't know until we contact them to determine if they'd pay for our services. Either can be targeted.

Next, in terms of lifetime customer value (LCV)

...this is the amount of money generated when the business acquires a customer who will buy over the long term.

For example, a person who needs an attorney will have an LCV that is significantly higher than a pizza restaurant patron.

The more money our clients make off a lead, the higher our fees can be.

The inverse is also true. Lower LCV = Lower Fee!

So now that you understand the criteria, let's begin prospecting.

A good practice is to search for a specific niche of businesses in a defined specific area.

Using Reddit as A Lead Source

www.reddit.com is a platform of content, community, and opinion.

Reddit is broken down into "subreddits" which are the actual communities around a given topic.

Our interest is in small business subs, seeking business owners who are posting for help or gigs.

If you see a post go up, reply that you can help and ask for a DM or direct message.

You will be competing with others doing the same thing, but if you're quick, you can get leads this way.

Posting Profits Program: Master Class

Note: Make sure you read the rules of the subreddit before making posts, responding, or advertising your services.

Some subreddits have specific rules against commercial offers, but opportunity can be found in the comments.

<https://www.reddit.com/r/jobbit/>

<https://www.reddit.com/r/forhire/>

<https://www.reddit.com/r/beermoney/>

<https://www.reddit.com/r/HireaWriter/>

<https://www.reddit.com/r/marketing/>

<https://www.reddit.com/r/jobs/>

<https://www.reddit.com/r/gigeconomy/>

<https://www.reddit.com/r/digitalnomad/>

<https://www.reddit.com/r/slavelabour/>

<https://www.reddit.com/r/sidehustle/>

<https://www.reddit.com/r/workonline/>

[https://www.reddit.com/r/digital marketing/](https://www.reddit.com/r/digital_marketing/)

<https://www.reddit.com/r/smallbusiness/>

<http://www.reddit.com/r/entrepreneur>

<http://www.reddit.com/r/investing>

<http://www.reddit.com/r/businesshub>

<http://www.reddit.com/r/careersuccess>

<http://www.reddit.com/r/growmybusiness>

<http://www.reddit.com/r/startups>

Posting Profits Program: Master Class

<http://www.reddit.com/r/ladybusiness>

<http://www.reddit.com/r/technology>

There are many niche communities are reddit.

So many that I can't list them all here.

Your best bet is to do some sleuthing. Spend an hour going through reddit business subs and using search to find other communities and resources.

For example, if you go to <https://www.reddit.com/r/AskMarketing/> ...in the sidebar is a link to a marketing job board:

<https://lookingformarketing.com/jobs/>

These communities are like huge networks of inter-connected interests. If you're active in the space, you will discover communities and resources you can leverage.

The Fastest Way To Get Hired

There are two ways to get hired, and in many ways, we've discussed them already.

These are;

1. Cold Outreach
2. Generating Inbound Leads

Each has pros and cons, and we balance those on what we're willing and capable of doing.

You should be doing both for an effective sales process, but we don't have to worry about that yet.

Your near-term goals are, as I know them:

- A. Book a client
- B. Accept payment
- C. Deliver the social media service
- D. Repeat & Grow

You can use either cold outreach or inbound leads to realize these goals.

Which one you use is truly a matter of preference.

Cold Outreach

A study found that consultants and other salespeople had to touch – or – interact with a prospect no less than seven times before a sale was made.

I've seen this in many ways over the decades, but I've also seen the opposite.

I've been on sales calls where the prospect just falls over and buys within minutes of getting on the phone.

Posting Profits Program: Master Class

The difference I've found is that a warm lead is always going to react more positively, be more receptive, and likely to buy quickly than a cold lead.

Naturally, this makes very good sense.

A cold lead doesn't really know you, the benefits of what you're selling, or even if they are interested or not...

And don't get me going on warm leads...

These are leads that are right in the middle, but that's another discussion all together.

Nevertheless, cold outreach is exactly how it sounds.

Step 1: Build a list of prospects that might buy

Step 2: Try to pre-qualify them as good prospects

Step 3: Approach them with free info, irresistible offer

Step 4: Follow Up often until sold

Build A List

This can take several forms but can mean personally compiling the contact information for every restaurant in your target location or paying an information clearing house to provide you with that list or hiring an outsourcer to dig and build you a spreadsheet of contacts.

Pre-Qualify

To pre-qualify, look at the contact's social media history, pages, and activity.

If they are somewhat below standard, but a presence exists with a few posts, the contact has some interest in social media.

They will make good prospects that can be sold.

Posting Profits Program: Master Class

If the contact has no social media, they are less likely to be interested, and possibly be poor prospects.

This doesn't mean they can't be sold.

If the contact has a stunning and popular social media, they are less likely to be interested in your service, **HOWEVER**, they may want other things!

These prospects make good targets for other marketing services but may also need something social media related.

You don't know unless you ask.

Approach Them

In the next section, I'm going to provide you with email templates to use to contact these prospects.

Use these templates to approach cold prospects and get them interested in the service.

Follow Up

If you're not following up with prospects, you're leaving a ton of money on the table and selling yourself short.

Remember: it can take up to 7 interactions with prospects before getting a reply or some interest.

It could take more or less...

The important part to remember is that consulting is a contact sport and to see results you must touch your prospect.

If you are just emailing them once, you're not doing your work correctly or effectively.

Posting Profits Program: Master Class

Contact The Prospects

Once you find and prequalify your prospects, it is time to reach out. Use these templates:

Subject:

you are losing leads on [social media platform]

Hello [name]

I recently came across your [social media page] and noticed that you're not directing customers to your store or sales funnels...

You have followers and decent content, but no real strategy for converting these readers into buyers.

It is important to realize that these are your customers, who would spend more money with you if you gave them the right reason and means to do so.

Please just reply to this message if you're interested in turning these visitors into paying customers.

Sincerely,

NAME

CONTACT INFO

--

Posting Profits Program: Master Class

Subject:

how to get more people to your event?

Hello [name]

Did you want more of your [customers] to attend your events?

I caught wind of your event on [old event date] and would have attended if I heard about it sooner.

Looking on [Social Network], I couldn't find a single reference to that event.

Listen, your customers are hanging out on [Facebook] and love to share content like the event notice you posted on your site, however if they can't find it, they'll never know about it, and they certainly can't share it.

This means you're losing out on the views and potential leads that your articles help to generate.

If you want to get more attendees and attract these people for your events, please just reply to this email with "I'm interested" and we can go from there.

Best Regards,

NAME

CONTACT INFO

Posting Profits Program: Master Class

Subject:

enhance your event with social sharing...

Hello [name]

I found your article about [upcoming event] and think it would be perfect for sharing on [social network]

The audience in [local area] who are interested in [the event topic] are all over [specific social network] and will share your post about the event, but only if given the chance.

Drop me a line by replying to this message and I'll tell you how you can turn these readers into event attendees and more customers.

Cheers,

NAME

CONTACT INFO

//

Establishing A Brand

Whether you are doing cold outreach or inbound lead generation, you will need a professional-looking (sounding?) email address.

This is part of your brand.

Note: If you already have a brand, then you can skip this section.

I look at setting up your brand as links in a chain.

Each one needs to be strong and built with purpose.

The first link in this chain is your **brand**.

This brand should be established around your name and can also be built around a company so long as your email address reveals who you are.

Some examples: (examples only)

Joe.Smith@SmithConsultants.com

Mary.Jane@SunsetWestAdvisers.com

Luke@SkywalkerMarketing.com

A custom domain will help you stand out from all the junk mail that clients receive. It will also make you appear professional and give you a starting point for a website brand.

Finding Available Domains

Rather than sit all day in front of domain register, punching away names and ideas...

Create a list of 25 domain names and use a bulk checker to see which ones are available:

<https://www.godaddy.com/domains/bulk-domain-search>

Posting Profits Program: Master Class

REMEMBER: Prospects don't care about you personally, only what benefits your services can deliver; however, they buy from people and are inclined to trust a person who took the time to establish a personal & professional brand.

The second link in this chain is your **domain**.

Your domain should match your brand exactly.

So, if your consulting agency's name is:

Ex: Fred Consulting Services

Your domain should be: fredconsultingservices.com

Purchasing Domain & Hosting

Domains and hosting are the next link in the chain.

This is the backend support you need to have a professional email address and host a website.

A Quick Word on Websites

Technically you do not need a website to start a consulting business, however you do need the domain for a professional email address.

If you don't already have a website, you can always have one built with the proceeds from your first few accounts.

If you have the coin to invest in your consulting business now, then, save yourself some time and have a site built for you by a vendor.

Alternatively, if you can get savvy with WordPress, a nice-looking website can be had for \$40 using a professional template.

Warning: don't bother creating a website until you understand your market.

Posting Profits Program: Master Class

Your site's purpose should be focused on collecting and cultivating leads.

There is a tendency for new consultants to try and mimic...
...the big boy agencies.

They put an emphasis on the branding but not the proactive and direct approach of generating leads.

It is a huge trap and will waste time and money; sometimes thousands...

Get to know your audience first.

Do some outreach...

Talk to prospects about what you are trying to do...

Insights always follow curious questions, so ask them...

What prospects tell you will be the foundations for the types of content you place on your website.

The most important thing you can do as a consultant is to prospect. Most of your time should be spent doing it, and anything that takes away from that time is costing you time and money.

Websites can become a time sink, and take up valuable **prospecting time**, a concept I'll elaborate on a bit later in this section.

Regardless of website, you still need a domain and hosting. It would be nice if your domain can have dual use, so keep this in mind when choosing a name.

If you don't already have a domain and hosting, you can get them below:

Posting Profits Program: Master Class

Grab A Domain

<https://www.landroservices.com/products/domain-registration>

Grab Hosting:

<https://www.landroservices.com/products/cpanel>

Fail Safe Scenario

If everything has gone wrong and you're just unable to get a domain and hosting, you can get away with using gmail.com, but only if:

Your Gmail username matches your name.

Bob.smith@gmail.com is going to present better than smithconsulting@gmail.com.

Generating Leads From YouTube

YouTube.com has become a big part of everyday life.

Truth be told, I watch more YouTube (sometimes regrettably) than I do television.

I mean, who could blame me?

There's an endless stream of content on every single subject imaginable.

Everything from how to build a bar out of pallet wood to learning how to write sales copy and cold call...

The point here is that YouTube's massive "how to" audience is a gold mine for generating leads.

Think about it:



Posting Profits Program: Master Class

A business owner is struggling to get some traction on social media.

They will turn to an easy source of how-to material, which is easily found on YouTube.

Yet you must remember that the business owner will get only surface level information and will likely not do much with what they learn.

They may make some changes, perhaps even follow the advice they've found for a week or two, but they do not get the traction they were looking for...

Therefore, owners still turn to marketing agencies, consultants, and their college-age nephew for help on social media.

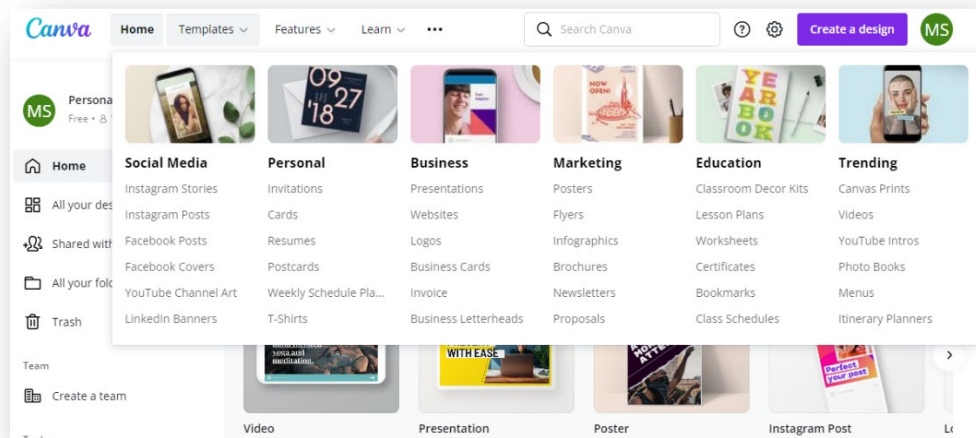
And therefore, **you can generate leads** on YouTube and book client payments from them.

Posting Profits Program: Master Class

Creating Lead Generation Videos

Building out videos is a sticking point for some consultants, especially newbies...

Truth is, this isn't difficult and doesn't require any special skills or expensive software. You can use a free service like www.canva.com to create videos for you.

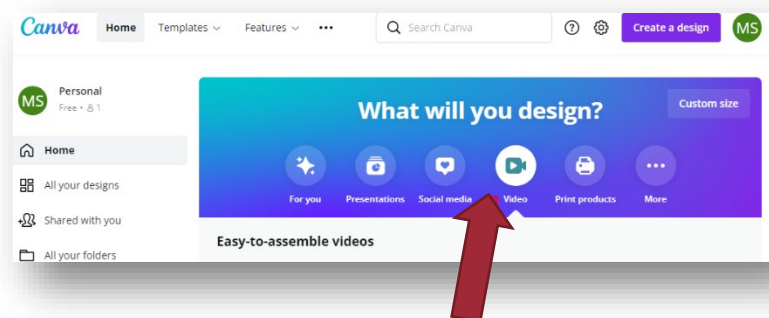


Canva features a ton of templates for business and personal use.

Create a free account at www.canva.com and look around.

There are even templates to help you service clients in addition to helping you book them.

For this tutorial, however, we want to make a quick lead generation video, so click on “Video” in the top navigation.



Posting Profits Program: Master Class

Note: Canva has a complete video tutorial set on creating videos using their platform.

Watch them here: <https://designschool.canva.com/tutorials/video/>

Creating Lead Generation Videos

The first step is to pick a niche to target. We will then do some keyword research to uncover the keywords and phrases we can use to rank videos for that niche, but more on that in a minute.

Remember our mission is to generate a lead for the business owner and get paid either per-lead, or for leasing the video monthly.

Now, there are a great number of businesses that need leads. You can pick from any number of different niches, but below you'll find a list of businesses that will be most receptive to this method.

- Accountants
- Lawyers
- Mechanics
- Auto Body repair shops
- Dentists
- Doctors
- Chiropractors
- Construction Companies
- Carpentry and remodel services
- Plumbers
- Hair Salons & Stylists
- Carpenters
- Carpet Cleaners
- Cleaners
- Courier Services
- Electricians
- Estate Agents
- Fencing Services

Posting Profits Program: Master Class

- Flooring Services
- Landscapers
- Locksmiths
- Painters & Decorators
- Paving & Driveways
- Pest Control
- Printers
- Removals
- Roofers
- Sign Makers
- Storage
- Taxis
- Van & Truck Hire
- Veterinarians
- Day Care
- Photographers
- Financial Advisors
- Plastic Surgeons

After you pick a niche, you'll need to do some keyword research to determine the ranking possibilities...

Our Target Audience

We need to understand exactly whom we are targeting so we can market to them effectively.

Our videos need to target the potential customers of our clients and the keywords they use reveal exactly what the consumers are seeking.

For example, if our client is an auto body shop, we are targeting people who need to have their car fixed.

Posting Profits Program: Master Class

More specifically, perhaps it is a problem with the transmission, or they need an oil change, or they need a dent fixed, or they have squeaky brakes.

Get the picture?

Let's say we are servicing dentists. We will be targeting people who want to have their teeth whitened, or they need a scaling & cleaning, or they have a dental emergency that needs immediate attention. The more specific and attentive you are to the customer's need, the better your keyword selection will be.

Who we target is half the battle when trying to generate these leads.

We also need to think about where our targets are located.

This video strategy allows you to collect leads and sell them to any business in world regardless of where you live. I personally only sell to businesses in the United States. However, business owners have no problem working with lead sellers from other states or countries, so long as you can sell them leads that are local to them.

Now let's say we want to service dentists in the Hollywood California area.

The type of customer a business like this wants is someone close to Hollywood who is looking for dental work like teeth whitening.

What might their ideal customer search for in Google?

- *“cosmetic dental work in Hollywood”*
- *“get my teeth cleaned in Hollywood”*
- *“cheap teeth whitening in Hollywood”*
- *“fix dental implants Hollywood”*
- *“family dentist in 33021”*

Posting Profits Program: Master Class

People who are searching for terms like the ones above are candidates for our client. They are actively searching for dental work in Hollywood.

Keyword research is so important – we are targeting a very specific group of searchers in a very specific area.

Think about it – someone searching “get my teeth cleaned in Hollywood” sees a video at the top of their search results with a telephone number to call for the service they want.

There is a good chance they will pick up the phone, call for info, and the dentist office will schedule the appointment. The customer will then visit with the dentist.

Pro Tip: It is not your responsibility to close the deal for the client. In this example, you are not selling dental services. You are generating the inbound traffic. The actual sale or booking of the appointment is the responsibility of the dental office’s staff. When you get their phone ringing, you’ve done your job.

We earn our lead fee or monthly video rental payment, and the dentist makes thousands from our lead, and the searcher gets their teeth cleaned.

This is a *win-win-win* business model that can last long term if you put the effort in to get the videos ranked.

Choosing A Location

This step is as easy as just deciding from where we want our videos to solicit a lead.

To do this, we compile a list of geographic keywords.

A geographic keyword is a search term, combined with a word that defines the location for that search. These keywords will help

Posting Profits Program: Master Class

us narrow down our targeting to the geographic location of our clients.

You can start with your hometown; however, you can use this method for any location without living there.

So first, create a list of the locations you wish to target including:

- Town names
- City names
- Zip codes
- County names

This site can be of some help, listing all zip codes and cities for states, this is a gold mine for keyword research:

http://www.mongabay.com/igapo/zip_codes/index.htm

Once you have a list of offline niches and a list of geographical keywords, we can move onto building our final keyword list.

Keyword List

Now we will be combining our list of niches with our list of locations to create a master list of keywords.

Each keyword in the master list needs to contain a problem or service in the niche, and one of the keywords in the location list.

“Problem or service” keywords are search terms that indicate interest in the offline niche. Using the dentist example from before, write down some niche keywords like so:

- *“teeth whitening”*
- *“fix chipped tooth”*
- *“dental emergency”*
- *“fill cavities”*

Next, you want to add the geographic keywords to the list:

Posting Profits Program: Master Class

- *“teeth whitening in Hollywood”*
- *“fix chipped tooth in 90210”*
- *“dental emergency in Hollywood”*
- *“fill cavities in Los Angeles”*

We will refer to the combined “keyword + location” search terms as “Key Phrases”

Perform this step for each niche and each location. As you can see there are millions of possible combinations for this method, so it is important to realize that we only want to use the keywords that tie to a location and have some level of search volume.

Later in this guide we will do some research to find the best keyword combination for each niche and location, but for now it is best to create a master list that we can research later.

For each key phrase that fits our criteria, we will be creating a video and attempt to rank it in Google.

When one of our videos ranks, it can generate 5-10 leads per month that you can sell for \$100 a lead, or charge clients flat fees of \$197 - \$497 a month for unlimited phone calls.

That’s \$497 per month per video, and as you can see there are millions of possible combinations for videos.

It is important to point out that not every one of our videos will rank. If you make 10 videos, you may only rank two or three of them. Yet, consider that those two ranked videos can make you 1000 a month for months, perhaps years.

If 2 out of every 10 videos you produce rank, and you can rank just 2 videos a month; in six months you’d have 12 videos ranked and pulling in \$6,000 a month **on autopilot** if you’re selling this as a service.

Posting Profits Program: Master Class

You can rank more than two videos a month with minimal effort, so following this method can easily grow into a six-figure part-time business for you.

When you get to the video production section of this guide, I talk about ways to put together a video quickly, so you can focus on churning out videos (or have an outsourcer do it) – taking a shotgun approach to the various keywords to get them ranked.

When ranked, you now have the valuable lead generation asset the business owner is seeking and will pay you for.

I'm sure by now you can see how quickly you can get videos ranked, and how much your collected video/lead fees can add up.

This is a great part time business because you can research and throw a video together in 20 minutes, getting it out there, and when it ranks, you have a lead generating asset to sell or lease to a business owner.

Let's move onto analyzing the keywords so we give ourselves the best chance to rank and generate telephone calls for our prospects.

Analyzing Keywords

Once you have the master list of keywords, it is time to pick which ones we will use to create videos and generate leads.

The first step in this process is to analyze the search volume and possible variations of the keywords.

There are several tools out there for keyword research, yet few can match Google's own keyword tool.

After all, most keywords tools just scrape Google's data anyway.

Sign up here to use the Google keyword tool:

Posting Profits Program: Master Class

<https://adwords.google.com/o/KeywordTool>

Enter your master keyword list into Google's tool and it will suggest other keywords based on the ones you provide.

Add any suggestions that include niche specific and geolocation keywords.

You will also be able to analyze the search volume for the keywords – this is important because we will want to make sure that people search the term. In the next section I will go over the exact criteria I use to pick keywords.

The next thing we want to analyze is our competition. Perform a search for your keyword in Google.

I like to see videos on the first 3 pages of the term. It is best to find the pages that have just 1 or 2 videos already in results. This means videos do rank for the term, and there is still room for us to rank without much competition.

You will want to take note of the competing videos and copy their web address. You can then analyze and steal their backlinks using this free tool here:

<http://ahrefs.com/>

Once you have Google's keyword data, you find the video that is already ranked for your keyword, and you run a backlink checker.

Keyword Formula

You should have a list of keywords for a particular niche and location, so then you can choose for which keywords to create a video. Here is the formula to use when choosing keywords:

You want to target keywords that have *at least 250 to 500 searches per month*. **500 is optimal.**

500 minimum searches mean you can expect around 5 phone call leads (1% conversion) just by ranking a video. If you sell these leads for \$20 to \$100 that means you are looking at anywhere from \$100-\$500 per month in income from just one keyword / video ranked.

Next, we want to check the competition video that is ranked in the results. I like to see *less than 50,000 views* on this video and only 1-2 videos on pages 1 through 3.

The last criteria are *less than 10,000 backlinks* being sent to a video for a similar keyword. This tells us that the keyword will be relatively easy to rank.

Once we have 10 pairs of “trouble keyword” + “location” phrases that meet the criteria above, we can earmark these as videos to produce.

Video Ranking Factors

Going into this, we need to be aware of a few factors for ranking videos. I’ve dedicated an entire chapter to this goal, but I want you to move forward with this in mind:

1. Put your telephone number in:
 - a. Title
 - b. Video Content
 - c. Video Description

Posting Profits Program: Master Class

- d. Annotations
- 2. Put the key phase (keyword + location) in:
 - a. Title
 - b. Description
 - c. Annotations
- 3. Backlinks
 - a. Social Media & Web

Summary

By just doing 5 minutes of keyword research, and 10 to 15 minutes of throwing a video together, we can build videos that get ranked in Google for the problem keywords that real consumers are searching for right now.

We can then sell the leads and/or the video to clients for hundreds of dollars, and simply repeat this method every day.

Do one or two videos a day, and after a month, you'll have about 25 to 30 videos. Perhaps 5 to 10 will rank and start generating inbound phone calls.

After a few months, you'll have dozens to hundreds of videos; all bringing in a few hundred dollars each all on autopilot.

This is a little-known method for ranking videos and selling the leads or the videos to local businesses who are always on the look-out for more sales & customers.

Using Local Groups

To find business pages, all you need to do is search for them on Facebook.

It is that simple and all it takes is a little time.

Of course, you could hire an outsourcer to compile a list of prospects for you, and even pay them to do all the outreach.

Then you follow up and close the deal. This is ideal, but we're getting a little ahead of ourselves.

Use Facebook's search bar at the top of the page to search for pages for local businesses. Focus in on a niche that is active on Facebook.

- Bars & Restaurants
- Financial Services
- Shopping / Retail
- Professional Services
- Beauty & Personal Care
- Food & Grocery
- Hotel & Tourism

This is not an exhaustive list. In fact, there are many to choose from and often this can yield some indecision.

At the end of the day, if you don't know which niche to pick, just pick one; any one and start prospecting.

There is no need-to-know which niche is "the best" because most will see benefit from increased digital marketing services.

If you feel compelled to further categorize a niche as "the best" then choose a niche with the highest customer value (the money generated when that business closes a sale) since the higher the

Posting Profits Program: Master Class

customer value, the more you can charge for providing consulting services.

Beyond a given niche, our criteria are quite basic:

6. Is an established business
7. Has an active Facebook presence
8. Does not have a vanity or custom URL for their page
9. May or may not have optimized profile
10. Has a decent lifetime customer value

This is mostly basic stuff apart from #4 and #5.

First, you want a client who values their FB presence; a page with some content demonstrates that they are trying, so someone who tries is assigning some value to their social media.

A client who doesn't curate their FB page, may or may not care; we won't know until we contact them to determine if they'd pay for our services. Either can be targeted.

Next, in terms of lifetime customer value (LCV)

...this is the amount of money generated when the business acquires a customer who will buy over the long term.

For example, a person who needs an attorney will have an LCV that is significantly higher than a pizza restaurant patron. The more money our clients make off a lead, the higher our fees can be. The inverse is also true. Lower LCV = Lower Fee!

So now that you understand the criteria, let's begin prospecting.

A good practice is to search for a specific niche of businesses in a defined specific area.

Compile a list of 100 prospects that fit the criteria I've given you.

Posting Profits Program: Master Class

Once you have your list of 100, start going down the list one by one. Reach out via email, FB messenger, and/or telephone and sell this service.

Important Step:

Your message needs to be sent to
the right person in the company

Some students have told me that their emails always go unanswered, and 9 out of 10 cases are solved by doing just a little research before prospecting and sales.

To find the right person to contact, use LinkedIn.com or Manta.com to research the name of the owner or decision makers.

I've learned that by doing this step, I get a much better response rate to my proposals.

Often you will need to hunt down a business' email address if it isn't published online. The best way to do this is to call them up and ask for "the email address to which I can address marketing proposals."

You can also start your own groups, publish routine quick tips, and have a day for Q & A.

The Q&A will generate inbound leads for you!

Following Up Generates More Cash

Remember that follow up is essential for success in this business.

You must follow up with leads who don't reply to you.

Use these follow-ups to close more deals:

Posting Profits Program: Master Class

Subject: *Re: original subject*

Hello,

I sent an email last week about an important matter and wanted to follow with you to see if you've had a chance to consider it.

You get dozens of proposals each day, but none are more critical than controlling the buying process and influencing the decision-making of your online search customers.

If you don't take a proactive approach, your competitors will do it for you, and the net effect is lost revenue for your business's bottom line.

Think about this:

Just one of your new customers is worth around [\$1500 year].

When we do this right, you will pick up 3 to 10 new customers each week.

You are now creating hundreds of new customers with Google Posts, worth tens of thousands of dollars.

My fee is only \$500 per month for complete service to promote all your offers, events, and promotions.

That's an incredible return on investment!

Please just reply to this email to let me know you're interested, and I'll reply with more details.

Cheers,

NAME

CONTACT INFO

Posting Profits Program: Master Class

General Sign Up

Subject: Action Needed: Campaign Sign Up Steps

Hello Name

Thanks for a great call this [morning, afternoon]

Please see the following link to sign up:

➔ PayPal Buy Link

Once you sign up, you'll be taken to a brief onboarding form.

Please provide some insights into your business, a description of your best type of customer, and some [insights into what types of promotions/offers/coupons you are willing to use for this campaign.]

I'll reach out to you if I have any questions or to let you know that everything is setup and running.

Thanks again!

If you have any questions, please don't hesitate to call me at 555.555.5555 or simply reply to this message.

All the best,

NAME

CONTACT INFO

The Painless Posting Process

In this section, we'll focus on Facebook/Instagram as these present the largest opportunity for business owners.

There are, of course, other markets and platforms that are available to you.

Later, we'll talk about automation and syndication; the process of setting up your posts in advance and mirroring them across other platforms using third-party tools & services.

For now, let's talk about bringing your client's Facebook presence up to a standard so our posts have maximum effects.

Claiming The Page

If not already done, you will need to claim the businesses listing, and setup a business page for the client.

If these pages go unclaimed, and someone checks into the businesses, then a new page is created to hold that check-in.

This means it is possible for someone (perhaps a very not-so-friendly someone) to claim the page and deface it or fill it with silly posts that may hurt the business's reputation.

If you come across a client who has been victimized by a rouge page, just report it to Facebook and they'll put control back into the business' Facebook account.

Likewise, if the company has multiple pages servicing the same purpose, you can have those two pages merged by visiting:

<https://www.facebook.com/pages/merge/>

Claiming a page will require verification so only do this and other steps once the client has hired you as their consultant.

Posting Profits Program: Master Class

This verification can be via email, or by uploading documentation.

You, as the consultant, can initiate this verification process, but the client must complete it.

After the page is claimed, you will take steps to optimize the listing. Use the checklist included with this guide to go through the various optimization steps.

The items you need to pay special attention to are:

- Profile Picture & Timeline Cover
- Correct Map Location
- Business Address
- Store Hours
- Choose A Facebook Username / Domain
- Business Telephone Number
- Short Description
- Business Category

That last one is important, and it needs to be set.

People search categories of businesses, and you want your client to show up in the results for their category.

Most, if not all these items can be configured by clicking the “...” on the page, and selecting edit page info:

Increasing Page Engagement

Once your page is configured and optimized, you will have to enable check-ins.

Remember: Only businesses with physical locations can use the Check-in feature.

If you have a fan page or business page without a physical location set, you will not see the option to set Check Ins.

Posting Profits Program: Master Class

1. Click “About” on the left side of your page menu
2. Click “Edit Page Info”
3. Edit the Address Section and ensure an address is listed

Once the address is saved, a map will appear when you edit the address again.

4. Click the edit address again, and below the map click the check box next to “show map and check-ins on this page.”
5. Click Save Changes

If you are unable to enable check-ins, the business may be improperly categorized, or the address is improperly entered or unrecognized by Facebook’s system.

Try entering the address again and choosing the city from the interfaces’ drop-down selection.

Customers who are now checking in will always see the business’ listing at the top of any recommendation or search result.

This helps the business earn repeat patronage from the customer.

And now the customer’s friends will see that business in their location app.

All this means is that you need to help your client drive check-ins, reviews, likes, and ratings.

I’ve included a set of flyers for a few of the most prominent local niches.

These flyers should be posted around the business to prompt customers to check in, and you can help this along by offering incentives:

Provide discounts, promotional items, and loyalty rewards for checking in on Facebook.

Posting Profits Program: Master Class

The business uses signs in the store to compel the check-in, most often at the cash register or point of sale.

Follow these special offers on other social media like Twitter to help grow reach.

Driving word-of-mouth referrals, reviews, and engagement is some of the more powerful forms of marketing.

Consumers share stories and tell friends of both good and bad experiences. Provide a vehicle for those positive stories and the business will see the benefits.

It is perfectly fine to reward customer loyalty, which is why companies have rewards programs and memberships.

It has been said that it is easier and less expensive to get existing customers spending more than it is to acquire a new customer.

Rewarding loyalty is one way to see a return on any dollars invested in exclusive offers for loyal consumers.

Setup special offline offers and signage (such as the flyer) to ask customers to sign in. You can just ask them to do it, but offering an incentive is one way to increase the rate of check ins.

For example, a new coffee shop was offering a large coffee if you checked in on Facebook during the morning commute. I had some time to kill before a meeting, so I figured what the heck.

I checked in, sat down, and began reading the newspaper.

A few minutes later a buddy of mine walked in and immediately noticed me.

He told me that my Facebook post was what gave him the idea to try this new place and grab a Cup O' Joe on his way to work.

Posting Profits Program: Master Class

A business can also use Check-Ins to field a contest or fun promotion.

When customers check in, they can draw little pieces of paper from a fishbowl.

On each paper is a little reward the customer can get, such as “free beverage” or free appetizers on next visit.

The promotional ideas are quite limitless; bound only by the creativity of both you and your client.

Remember, the more novel and creative the experience, the more likely it is to click with customers.

Focus On Interactions

All your efforts should focus on consumers interacting with and engaging with the business, its offers, and events.

Everything you do (all content, events, and promotions) should be focused on the local space.

Ask the business owner where most of their customers come from. The owner might say the customers come from a single town or even a whole county.

This “service area” is where your efforts will be most effective.

Generate local content relevant to the local audience.

Push the owner to sponsor local events (some are already doing sponsorships, but they never make a Facebook post about it!) – direct all digital marketing projects to focus on the local space.

With all online properties focused on the local, your impact will become more effective.

Posting Profits Program: Master Class

These efforts help the business owner's target audience find the offers and things that they need.

Ensure the Facebook presence is added to the company website and include snippets of content on the site.

Also, suggest the business owner add the Facebook page link to any printed materials.

For example, a restaurant owner would include "find us on Facebook" or "Check in on Facebook" in the menu design.

These materials (online and off) should compel (ask) the consumer to rate, review, subscribe, and recommend the business to their friends.

When you set these components up for a business, the amount of feedback, consumer metrics, and insights gained increases ten-fold.

The value of this consumer knowledge is priceless as it can be used to direct marketing campaigns for years, so the business builds campaigns that are laser targeted to the audience that is most likely to buy repeatedly and share their experience.

As the business begins to expand their reach, so shall the volume of messages increase.

Ensure there is a mechanism or person responsible for responding to messages, even if they are short and basic in nature.

This is a good way to further add more upsells as the business owner can hire you to manage their social media presence.

Incentivize these actions so that the opportunity for customers to benefit from the engagement always exists. You can do this in the

Posting Profits Program: Master Class

ways we've discussed earlier, such as a check-in contest, photo promotion, or other event.

Increasing Local Visibility

Once you have the Facebook Local components in place and optimized, there are things you can do to amplify their visibility.

Local photos, videos, and event news are almost always shared by local users. This content will be seen by others in the social network.

In the case of a check-in contest, you can run content that features the business owner's customers and fans in posts and featurettes.

One trick I've seen is the page admin of a local restaurant sending a friend request and then thanking the person with a nice image, offering a discount for a lunch date with a friend.

Another way you can increase the visibility is by collaborating with other local businesses that compliment your client's business.

At the very least, you can keep tabs on nearby businesses and thank them for being great neighbors or congratulate them on setting up a page or running a promotion.

This is called "goodwill messaging" and it is effective at growing reach beyond your client's own Facebook page.

That other business' customers will see your client's goodwill message and it will generate interest.

This has the effect of "stealing" Facebook fans and customer's attention away from the receiving business and into the arms of your client.

Posting Profits Program: Master Class

Businesses owners love hearing about ways to “steal” customers from competition and other audiences.

Managing Messages

As the client’s Facebook page grows, you will undoubtedly start to receive messages. Often, the business will already have this managed.

In case they are not, I feel it is important to cover the topic now.

When actively messaging with customers, it is important that any reviews or correspondence are tended to properly.

So, if any messages come in (good or bad) they will need a response.

For example:

Positive Message or Review:

Thank them for the great feedback, share with the customer why you do it this way, and offer incentives to continue the relationship.

Negative Message or Review:

Offer to get to the bottom of any negative incidents, make things right and open a direct dialogue with the business owner.

Regardless of the nature of the message, a response will go a long way towards showing the targeted audience that the business owner cares about what customers think and say about them.

As the business owner’s marketing consultant, you must make the owner aware of these important concepts and practices.

Build An Email List

One of the best ways to up the engagement factor is to build an email list of targeted buyers of that business.

Not only is it a wonderful way to drive on-demand sales of a product or service, but it is also a dynamite upsell worth hundreds to thousands of dollars per email!

This makes a great service to offer in addition to any other marketing services.

Include an opt-in form on the businesses site but avoid instant landing pop ups.

I predict the instant pop will go the way of the dodo bird soon.

It is simply too distracting, annoying, and prevents the user from using the site for the reason they went there in the first place.

Put the opt-in form in a side bar or at the bottom of all content posts.

This gives the reader the option to opt-in without being interrupted.

Local Considerations

Finally, there are a few other things you should consider when servicing clients and increasing their visibility and engagement.

Ensure that your local awareness advertisements target **ONLY** the business owner's customers in the local service area.

One trick is to add a tracking pixel to the website.

Then use that list to target with web ads in a specific geo-location.

Facebook also has cookies and audience building tools that you should spend some time becoming familiar with.

Posting Profits Program: Master Class

Many businesses are completely missing the point of local ads and are simply throwing money away.

Some are getting little return and are missing out on much more effective campaigns and losing thousands of dollars in the process.

As the consultant, you can step in there and adjust their campaigns to be more local.

At the end of the day, offering special perks for fans who check-in, leave reviews, and post or share content is the most impactful method for growing reach.

After all, with that expanded reach, comes more eyes on the business, and thus more people saying “Hey, let’s try this place.”

By having an optimal listing, content, advertisements, and check-ins, a business’ Facebook presence and offers will naturally work itself out.

The exposure will be gained.

Reach will be expanded. New customers will come.

Yet to see these benefits, the business must have the right components in place, and they must be optimized.

They also must be regularly updated.

This group of local services creates an incredible opportunity for consultants who can walk into almost any retail facing business and offer “local social engagement” as a cutting-edge solution.

Even if Facebook, Yelp, and Google have been offering these services, many of these local businesses (some estimates put it at 7 out of 10) are not using them or are using them poorly.

Posting Profits Program: Master Class

Being the consultant who enables these features will be a goldmine opportunity for you because so many business owners are not using this correctly, and would see direct, immediate benefits if they did.

Automation & Syndication

One of the most powerful tools available to you is posting automation and syndication.

First, automating posts saves you a ton of time. Just spend an hour or two writing posts, an hour scheduling them, and your client is serviced for a month!

With syndication, your posts can be shared over other networks automatically, so you don't have to write them on other platforms.

This grows your reach tremendously and saves you countless hours of duplicate work.

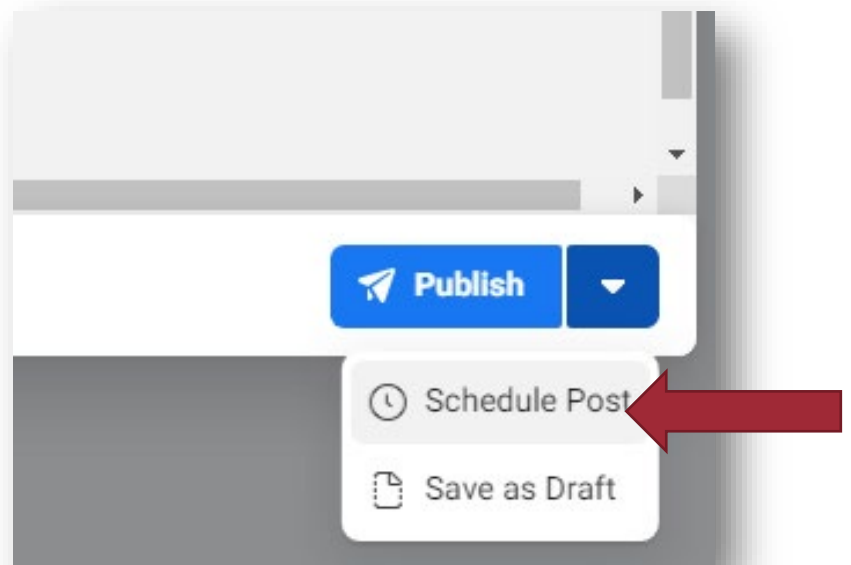
Automating Posts

Facebook has built-in automation that is free and easy to use.

Post scheduling is **only** available on business pages and not available for personal accounts.

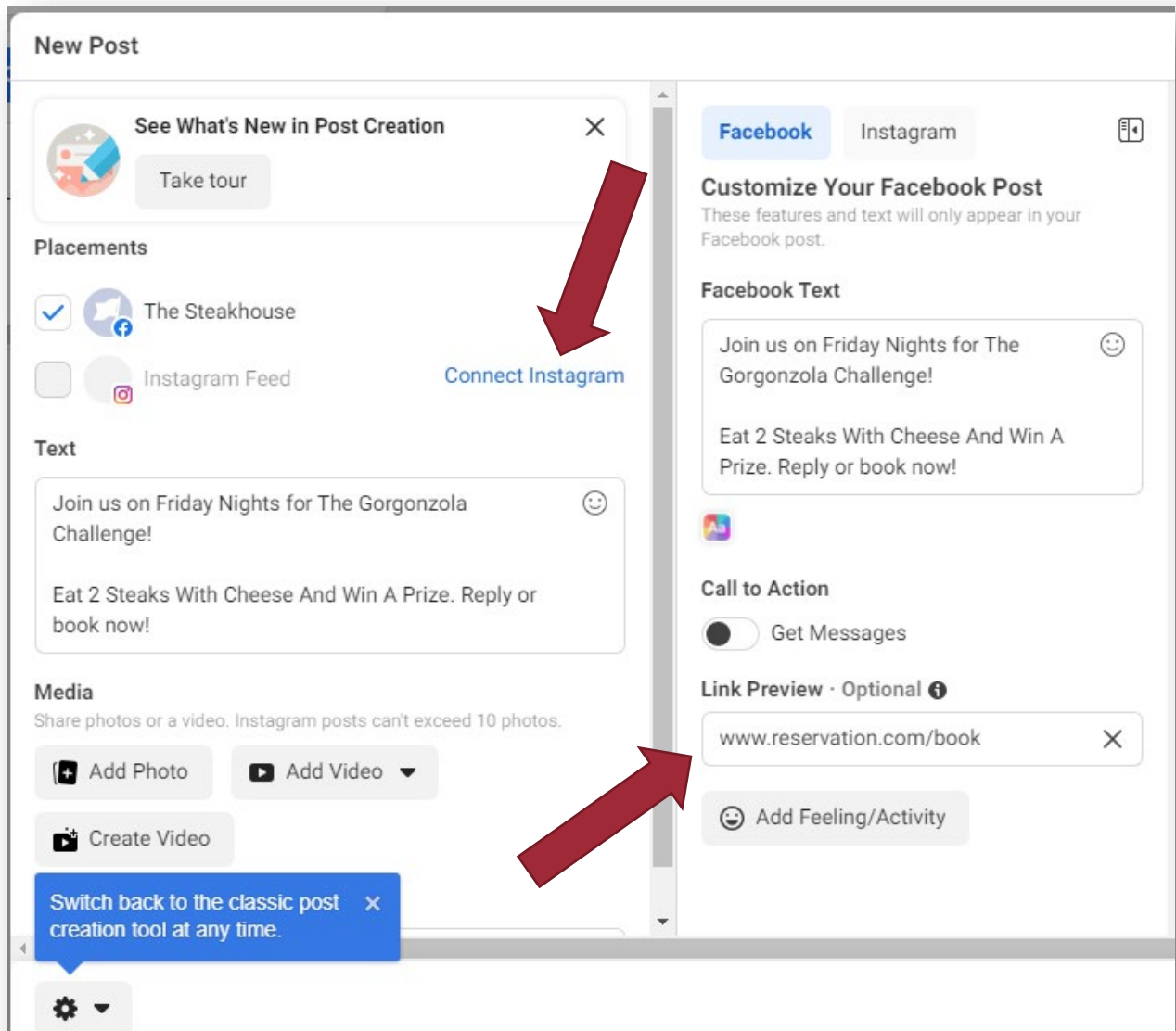
You can test this by creating a business page and then navigating to the business page and click on publishing tools.

The scheduler is available on the publish button.



Posting Profits Program: Master Class

Notice that Facebook has built-in syndication with Instagram. Connect the client's Instagram page with their Facebook page to increase their reach on the platforms.



Pro Tip: Also notice I added a call to action. Every post you make for clients should have a call to action and that action should be to make an appointment, book a reservation, or get on an email list.

Posting Profits Program: Master Class

Other solutions exist...

<https://later.com/> has affordable plans appropriate for scaling your social media consulting business.

<https://www.hootsuite.com/> provides seamless integration, syndication, scheduling, and control.

Of course, you wouldn't buy these tools for yourself; these are client-related services that you use just for clients.

When a client hires you, you include the costs of these services in your fees.

Theory of Advertising

Before you start servicing clients, you need a solid foundation in the theory of advertising. It is important to establish some ground rules and concepts, especially if you're new. This applies to ALL messaging! All messaging is an advertisement.

At the same time, there are outsourcers who can manage accounts for you, so you won't have to worry too much about the nuances if you are going that route.

Nevertheless, you need at least a basic understanding so you can at least speak with clients and outsourcers intelligently.

Objective

Our objective with Facebook & Instagram is to build a following and create follow up opportunities to sell products and services for clients.

We're creating a marketplace to sell products online, increase reach and engagement, and generate leads for clients.

For example, an attorney might want to generate leads for personal injury, so you'll create some story ads or carousels that feature the stories of previous clients who won a settlement with the attorney who hired you.

At the end of the day, we need a measurable goal. We don't advertise for advertising's sake. Have a goal in mind. Such as: 100 leads. 10 phone calls. 10,000 landing page visits.

Whatever your objective, it should be 100% aligned with what the client wants to accomplish.

Targeting

Targeting the act of showing our advertisement to only the type of customer who is qualified to buy what we're offering.

A wonderful way to waste money is to target someone who isn't a customer, because despite your best sales pitch, photo, or video; that person is simply someone who doesn't buy what you're offering.

The more targeted your ad is to the audience who buys, the more valuable the objective and the more profitable you and the client will become.

The trick to targeting is to start with a very specific type of targeting, focusing on specific interests, demographics, and indicators that the consumer is a buyer of the product or service being offered.

Once you identify this audience, run your ads and measure results.

When you have optimized your ads for that specific audience, you can start to expand your customer profile to include other interest and indicators.

One of the key reasons why Instagram advertising is so powerful is the ability to use the total reach of Facebook's targeting features on their ad platform.

ProTip: After creating a custom audience, save it so you can use it later when running tests, or use it as a foundation for expanding your targeting groups

You can serve your Instagram ads based on location, demographics, interest, behaviors, and actions (such as liking a page)

Posting Profits Program: Master Class

You can also exclude locations and other targeting metrics to further refine an audience by eliminating people who don't fit your customer profile.

So, for example, a luxury interior designer can target homeowners in the Chicago area, who are interested in renovation projects, while excluding people in certain suburbs who can't afford your services.

Plus, you can build custom audiences. One trick is to build an email list of customers and import that list into Facebook. Facebook will then build a list of profiles that match that email address and allow you to serve ads to them.

You can also use what's known as 'look-a-like' audience. This is an audience that Facebook builds for you from its userbase, based on the targeting metrics of the custom audience you imported.

So, you could take an existing customer email list from a nightclub, create a custom audience, and then ask Facebook to target look-a-like audiences based on the metrics of the nightclub's custom audience.

Facebook can suggest audiences and automatically optimize targeting of ads and posts, so you get the maximum reach for every dollar spent.

As a rule of thumb, target local clients and advertise locally. Don't bother with national campaigns, especially if you're just getting started. You need experience in creating, publishing, and optimizing ads.

Cut your teeth on the smaller projects at first and grow from there.

Posting Profits Program: Master Class

An exception to this rule is if the client wants to run some national programs to sell ecommerce products. This can be a hefty contract worth BIG MONEY.

Say, for example, a gift shop wants to sell a unique set of items. You might find that these items are like a bestselling Etsy creation, so you can target national audiences who like Etsy, arts & crafts, and this style of gifting.

This can work another way too. Find gift shops that have unique items and offer to help them advertise and sell nationally through a phased approach: local > state > national > international.

With each phase, you'll learn more about the customer and uncover targeting that gets results.

My advice is to run your campaigns at least on the local level to begin with, and if you're brave, do a state-wide targeting until you have a solid understanding of the audience.

The reasoning behind this is simple; without testing the ad message and creative, an ad that works in California might not work in New York.

Guidelines

Here are a few guidelines you need to follow. Dismiss these guidelines and you may end up getting you or your client's Facebook/IG advertising accounts banned. You could also end up creating ads that they just won't approve, which means you'll be wasting lots of time.

1. Ensure your ads are age appropriate. For example, don't advertise establishments that serve liquor to people who are under the legal drinking age.

Posting Profits Program: Master Class

2. Remember the text rule – keep text on ads under 20%. Use Facebook's image tools:
https://www.facebook.com/ads/tools/text_overlay
3. Don't use trademarked logos in your advertisements unless your client owns the trademark. For example, you wouldn't use the NFL logo to advertise Monday night football at a sports bar.

Message

When developing your client's advertising message, don't just stare at the screen, trying to come up with the next best marketing message.

Look to the organic content that is already on Instagram and to some extent, Facebook groups, ads, and posts.

You can look at popular posts on your client's Facebook page and competitor businesses to find things that may work for your campaign.

Ads you see regularly are an indicator that the ad is working. Find ads for products and services that are relatable to your client's objective. This is known as "creating a swipe file" – we go to our swipe file for inspiration and ideas based on what is working in the real world.

Hashtags

Hashtags are a word or phrase used to identify a message, concept or brand that are preceded by the # sign.

You can use relevant #hashtags to help visitors identify what the ad message is all about and relate it to other trends on Instagram.

ProTip: Don't overload your ad with hashtags that have nothing to do with your message. This is an effective way to get your ad ignored.

You can also find some of the top business-related hashtags on this blog post: <https://www.postplanner.com/best-instagram-hashtags-for-businesses-by-niche-market-industry-sector/>

There are too many hashtags in use to list, but the top 50 popular ones are below. Just make sure the hashtags you use are related to your message.

1	#love	16	#smile	31	#likeforlike	46	#webstagram
2	#instagood	17	#friends	32	#instamood	47	#iphoneonly
3	#me	18	#fun	33	#style	48	#art
4	#tbt	19	#like	34	#wcw	49	#tweegram
5	#cute	20	#fashion	35	#family	50	#cool
6	#follow	21	#summer	36	#141		
7	#followme	22	#instadaily	37	#f4f		
8	#photooftheday	23	#igers	38	#nofilter		
9	#happy	24	#instalike	39	#lol		
10	#tagforlikes	25	#food	40	#life		
11	#beautiful	26	#swag	41	#pretty		
12	#self	27	#amazing	42	#repost		
13	#girl	28	#tflers	43	#hair		
14	#picoftheday	29	#follow4follow	44	#my		
15	#like4like	30	#bestoftheday	45	#sun		

Call-to-Action

You're probably already familiar with the concept of a call-to-action, otherwise called a CTA. The CTA is something that you ask the viewer of the ad to do.

Some relevant examples are:

"Print this coupon out and bring it into the store"

"Click to buy now"

"Like our page"

"Like our Instagram photo"

"Visit our website"

"Share this now"

You'll notice that each CTA begins with a command. (Print, click, like, buy, visit, share) – All calls to action should have a command.

Now you can add an incentive to the CTA to help persuade people to perform that command you've given.

"Like our page and save 10% on today's purchase"

Offering discounts, free gifts, and free upgrades are great ways to compel people to click on your advertisement.

A highly effective way to get clicks is to offer a contest.

Either use the 'free entry' into the contest or actively accept entries from your audience and pick a winner at random.

Lastly, you can use scarcity to compel clicks and participation.

"Print out this coupon to get 20% off all designer socks on Saturday only"

Posting Profits Program: Master Class

Use a combination of these tactics work to produce an optimized advertisement that will get the maximum number of clicks, follow-throughs, and visitors closer to your advertising objectives.

Measurement

It is a fundamental rule that you must measure what you are doing to truly understand its effectiveness.

You must also ask the right questions and measure the right things to reach the proper conclusions about your advertising campaigns, ads, and tests.

What you measure is a function of your objective.

If you client wants to generate leads, then the number of visitors to a landing page would be a good measure of how well an ad drives traffic.

Even more so, the number of clicks can tell you if the call to action in the ad is effective at compelling action.

We want to measure the actions associated with the advertisement to ensure we are reaching our target.

These are primarily:

- **Total Reach / Number Impressions** – times the ad was shown
- **Number Of Clicks** – clicks that a visitor performs on our ad/CTA
- **Post Likes** – likes on Facebook or Instagram ad
- **Click Through Rate** – rate of people who click the ad after visiting
- **Lead To Customer Conversion** – rate of clicks who turn into a lead

Posting Profits Program: Master Class

We also measure the cost and expense of running the ad. These metrics are:

- **Cost Per Click** – total ad spend divided by number of clicks
- **Cost Per View** – total cost divided by number of ad impressions
- **Cost Per Lead** – how much was spent on the campaign divided by the amount of leads generated

Testing

Advertising is a numbers game.

You will need to create and test several variants of advertisements to find the one that works. I can tell you from experience that most of my ads fail and fail miserably.

If you create 10 ads, 8 of them will produce no results, get rejected, or reported; however, 2 of out of that 10 will produce tangible results that can deliver big returns for a long time. It is all a manner of testing ad positions and finding the one or two that works for any given audience.

Spending a few dollars, a day on several ads will help you get through the ‘dead ads’ and reveal which sales position will get you the best response.

Once you find it, you’ll know, because that advertisement will be generating many more clicks, traffic, and sales for you or your clients.

This effective ad is now your “control ad” – which means it is the advertisement you’ll use to measure the effectiveness of other ads.

A good advertiser is always trying to beat his/her control ad by testing new sales positions based on what they know works.

Posting Profits Program: Master Class

This is a concept known as “split testing” or otherwise called “A/B Testing.”

All this means is that you’re taking the Control Ad (A), measuring results, and then testing another advertisement (B) against the same audience.

If B gets better results than A (for example, a higher click through rate with a lower cost-per-click; Advertisement B becomes the Control Ad to beat.

Facebook/Instagram has built in A/B testing and it is free. They will serve your alternative ads to the same audience so you can measure which ad is more effective.

I charge clients for this testing service, since it requires me to develop two sets of advertising positions and spend the time to monitor it.

I will also try to get an increased advertising budget so I can have much more meaningful test with lots of data, and in this way my agency fee is higher.

It also gives me data to discuss with the client, so they see that I am doing research and producing results for their campaigns.

With impressive results, I can ask for higher and higher fees to scale out the campaign.

We’ll talk more about selling and what to charge a bit later in this guide.

Handling Comments

Undoubtedly, when you put anything out on Facebook or Instagram, you’re going to get comments.

Posting Profits Program: Master Class

It is important that you or your client engage with people who comment on your ads, stories, and content.

This demonstrates that there are real people behind the brand, and it often helps to forge strong and loyal relationships between businesses and their clientele.

I will also charge extra for this service, but it isn't always cut and dry.

Many businesses have very specific concepts surrounding their trade, so I might not be able to respond to some or all comments.

When I run into this case in the wild, I will offer to "train" their staff (for a fee) on how to properly respond to common cases of feedback.

Praise: thank the commenter for the praise

Harsh Criticism: ask questions to learn more, direct them to contact owner directly

Requests: share mutual excitement for the request and respond with something like "I'll see about making this a reality"

Trolling: Don't feed the trolls, ignore, or seek to delete the comment

The rule of thumb is "every comment gets a reply."

Ignore comments and you risk people perceiving the ad or content as 'dead' or 'out of touch.'

Even irate customers and off-color comments are great learning tools.

Posting Profits Program: Master Class

They are a window into the mind of the customer in most cases and can help you or your client develop future messaging and products to meet a demand you didn't know existed.

Important Safety Tips

Here are a few tips and tricks you should use when running ad campaigns.

- Images with a call to action are typically 45% less expensive
- Showing the content of a related product or service (otherwise known as demonstration) helps to drive interest and clicks
- Images that have a CTA will get the most clicks
- Avoid stock art & photos. They are obviously not natural
- Using off-color or sensational images (clickbait) generate more likes
- Video ads will generate less clicks, but also tend to have a higher engagement with people who are interested in the content. They also will be shared more frequently by some accounts.
- If you do use a video, make sure the video sells the product or service.
- Avoid mocking competitors directly or by name
- Avoid sensitive political subjects. You can alienate half of your audience and create a backlash / PR problem
- Deliver on your promises. If you offer 10% off, be sure that is what the converting visitors receives
- Keep your ad content appropriate for the age you are advertising to.
- Don't duplicate, word for word, any advertisement
- Don't run competitor ads using the same image
- Avoid using common images; be unique!

Developing Advertisements & Posts

There are some good practices we can use to help us develop effective advertisements, and in this section, I will walk you through them.

General Ad Ideas

There are a few go-to methods we use in our campaigns. These are:

- Discounts
- Events
- Product Sales
- Brand Awareness

Discounts should be self-explanatory. We are offering a discount off the regular price of products or services in exchange for the customer taking advantage of our offer.

Local ads can be effective at promoting events, especially when given an incentive, and showing the highlights of previous events.

This would make for a remarkable story ad campaign. Set the expectations in the advertisement and the visitor will envision themselves in that experience.

We can also sell our products directly with advertisements. In many cases, we merely need to transmit the benefits of that product.

For many items, a demonstration via video, image, or carousel be enough to get them interested, so they click on the ad, and go to a landing page for more information.

Combine these methods with incentives and you have powerful motivators for people to act on the advertisement.

Niches

To help you conceptualize a campaign, and to give you a few starting ideas with which you can take right to a client in your areas; here are my campaign concepts that I've been using with local businesses.

1. Restaurants

- a. Create a picture carousel of food items
- b. Create story ads of different dishes being prepared (how we cook prime rib)
- c. Offer discounts on holidays (Mother's Day 10% Off)
- d. Recommend dinner and lunch ideas for professionals and seasonal events
- e. Use food-related hashtags and be searchable
- f. Use other social media platforms for max reach
- g. Host contests and reward participation in events

2. Beauty Salons

- a. Showcase the job done by talented & creative employees
- b. Video of the process of beautification
- c. Incentivize sharing of brand on FB/IG
- d. Ask customers for design ideas
- e. Reward (pay) contest winners for designs

3. Retail Stores

- a. Sponsor local events and advertise participation
- b. Take up local causes and become a vocal supporter
- c. Collect email addresses in exchange for free information
- d. Offer discounts on loss-leading merchandise
- e. Provide referral opportunities and rewards

4. Boutique Clothing Stores

- a. Offer discounts on clothing items
- b. Photo showcase unique styles
- c. Offer free accessory with clothing purchase
- d. Host photo contest with designs sold in store
- e. Incentivize referrals & likes

Follow Up Campaigns

Generally, you want to have a regular follow up of content, posts, and stories on your project's Instagram page.

Commenting on current events is a tempting short-cut, but generally you want to avoid any abrasive topics and stick to fun, personable, and human-interest type content.

Don't forget to keep using #hashtags in your posts and your ads; and using the same ones if they are related.

This could help people find your ad and show up in searches.

Follow the latest trends on Instagram, and when you are stuck for ideas – don't knock on the sky and wait for answers to be given to you by divine providence.

Do your research!

Look at competitor advertising, websites, events, and even print media for ideas.

Study the content the competitors who are posting regularly and mimic what they do. (don't copy directly)

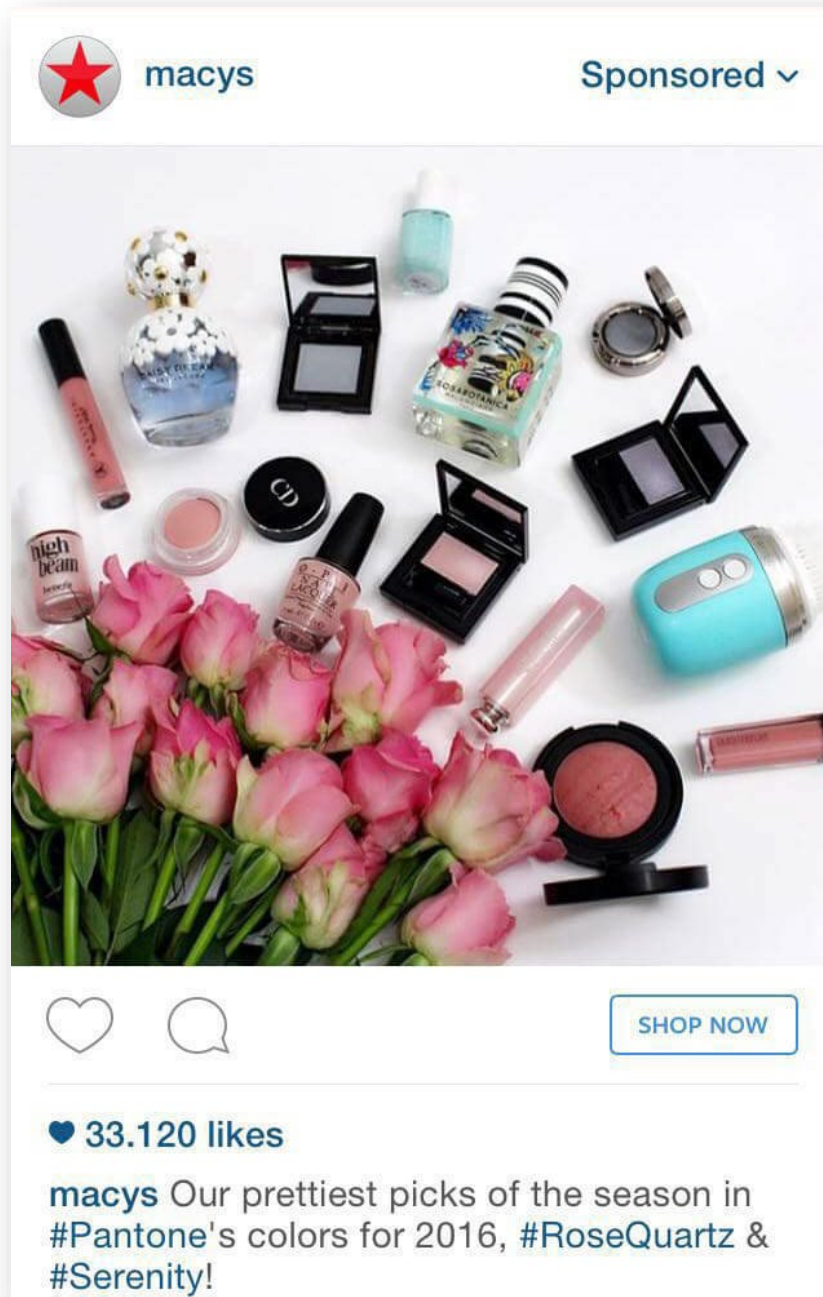
Posting Profits Program: Master Class

Ad Examples

I keep a file of ads I've found on Instagram and Google. In this section, I'm going to show you some so you can get an idea what is working out in the real world.



Posting Profits Program: Master Class



Posting Profits Program: Master Class



Posting Profits Program: Master Class

**justfabonline**

Sponsored ▾

Buy 1 Get 1

FREE

2 Pairs for \$39.95

FREE Shipping & Exchanges





SHOP NOW

♥ 260.128 likes

justfabonline ☀ FALL FOR OUR STYLES! ☀

Join JustFab for FREE & Start Shopping -
Buy 1 Get 1 Free. Get 2 Styles for Only
\$39.95 Free Shipping!

Posting Profits Program: Master Class

 **spring**

Sponsored ▾

“This app will change the way
you shop forever.”
— Vogue



SPRING



INSTALL NOW

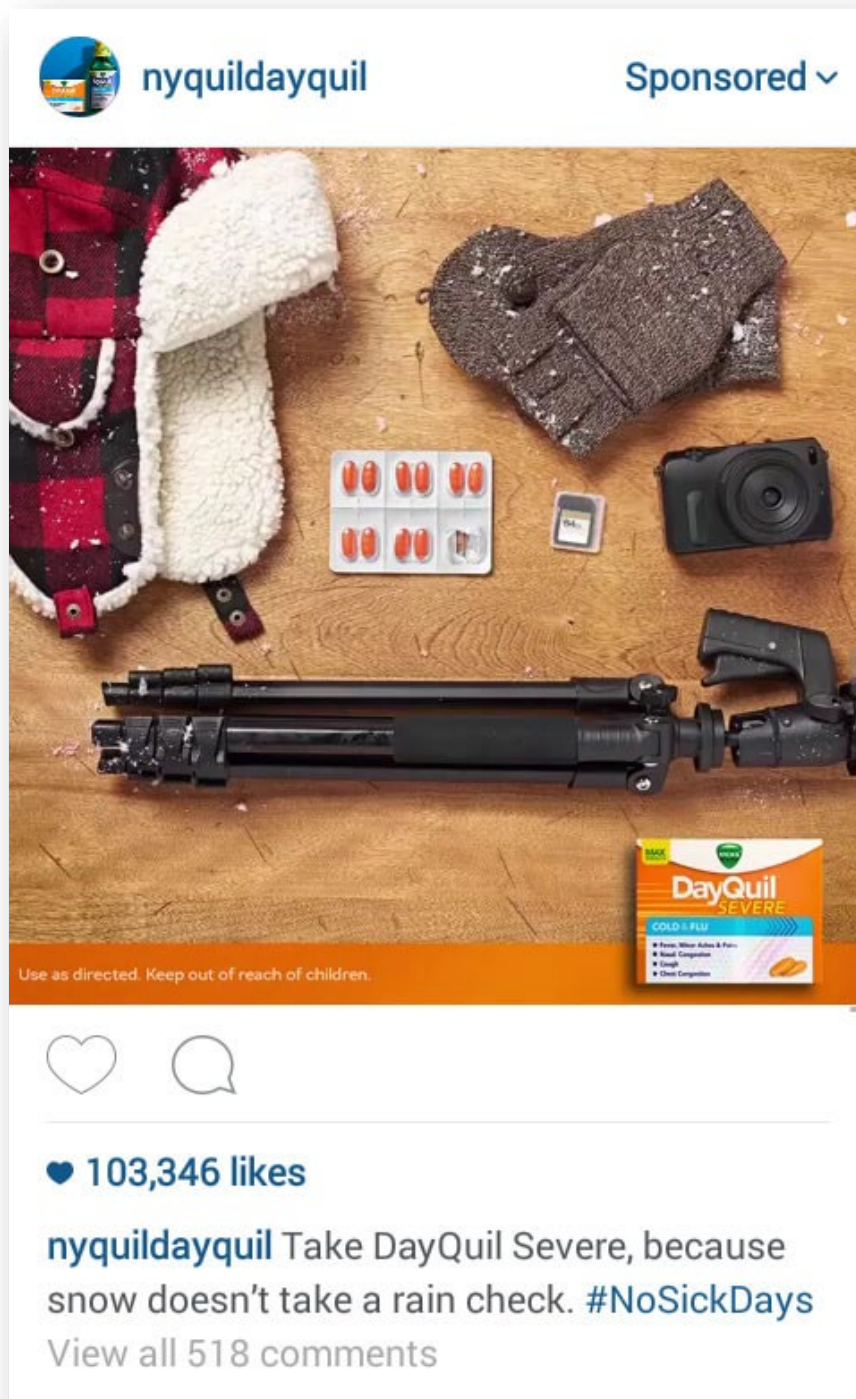
♥ 1.606 likes

spring Since you can't give winter the boot,
you might as well give your feet some boots.

Posting Profits Program: Master Class



Posting Profits Program: Master Class



Posting Profits Program: Master Class



Posting Profits Program: Master Class

 Staples

Sponsored ▾





SHOP NOW

♥ 7,191 likes

Stack. Mix and match. Rearrange. However you organize, cut the clutter with colorful @Poppin products.

View all 53 comments

Posting Profits Program: Master Class

numestyle

Sponsored ▾



SAVE \$115
ON ANY STYLING TOOL
(OFFER EXCLUDES SEASONAL COLLECTION)

48 HOURS ONLY >>>> USE CODE: SAVEUR115

[SHOP NOW](#)

♥ 26.849 likes

numestyle Take \$115 OFF ANY PROFESSIONAL STYLING TOOL. Yes, ANY TOOL! Just enter code SAVEUR115 at checkout. Offer excludes Seasonal Collection items.

Posting Profits Program: Master Class



WWW.YOURWEBSITE.COM

SHOP NOW



WWW.YOURWEBSITE.COM

THE CAKE IS WAITING FOR YOU

Posting Profits Program: Master Class



**Charlie's
Cut & Shave**

BOOK NOW

www.yourwebsite.com

Posting Profits Program: Master Class



Posting Profits Program: Master Class



AFTER-PARTY NEW YORK presents:

GRINDY BEAT FRIDAY TILL 4:00

www.yourwebsite.com

Posting Profits Program: Master Class



RESERVE YOUR TABLE TODAY

www.yourwebsite.com

Posting Profits Program: Master Class



Posting Profits Program: Master Class



Now Until Feb 14th - All Valentine's Day Gifts

www.yourwebsite.com

UP TO
30%
OFF

Posting Profits Program: Master Class



**FREE
UPSIZE
MONDAYS**

Share On Instagram – Receive Complimentary Upsize

www.yourwebsite.com

Posting Profits Program: Master Class



Effortlessly Growing Cash Flow

Now that we've reached this chapter, let's take a step back.

We've covered a lot of ground.

Let's take a quick moment and recap what you've learned and why you're doing this.

We both know you want to earn a living.

Becoming the social media consultant for a business pays very well and it is easy to find clients because greater than 90% of business owners buy this (and related) services.

We've discussed this opportunity and why it is very real and obtainable...

We've covered how to get hired by a business owner...

How to post, syndicate, and automate content...

And we've gone through a step-by-step breakdown of sales messaging theory and advertising.

Then we covered developing advertisements and posts from what we learned about advertising messaging.

Now, I want to walk you through a powerful but under-appreciated process...

This process is the one that makes people millionaires.

Every millionaire who has ever walked the earth has followed this process, and I'm going to walk you through it in this section.

Just a heads up: there is no golden goose.

Don't be surprised if you find this process simple or even obvious.

Posting Profits Program: Master Class

As it turns out, this process was summed up once by one of my favorite copywriters:

*Success is the sum of small efforts,
repeated day in and day out.*

-Robert Collier

Do you get it?

Each day you need a routine of directed effort.

A schedule.

Without a schedule, you will wander aimlessly...

Doing bits and pieces here & there...

Never getting much done.

Eventually you will get discouraged and you will give up.

In fact, I want you to do something for me.

Think about all the things you've tried up to this point.

What courses and skills training have you done?

What services have you tried to sell?

What was the outcome? – did you make money?

If the answer is **NO** to the last question...

Then go to the nearest mirror...

Take a deep breath.

Look yourself dead in the eye and ask:

Did I make a schedule?

Posting Profits Program: Master Class

And did I follow that schedule to direct my efforts in this business?

I'm trying to keep you honest.

95% of the time, we fall short when we're undirected.

If you're like me, then you can't be rudderless and expect to get anywhere. Especially when we're working without a team.

And, as you and I both know, flying solo (being a solo entrepreneur) is incredibly difficult at first, simply because it requires discipline that is innate to a 9 to 5 job.

In this section, I am going to give you that direction.

To Thine Own Self Be True

Does a copper miner find the valuable metal in the ground by digging randomly?

No, they hire geologists and scientists to find evidence of a copper deposit.

They **schedule** tests, drill pilot holes, take samples, and do seismic assessments.

A ton of **planning** goes into mining minerals, but at the end of the day, you don't mine copper from a desk.

You need to get into the mud.

To this point, the following schedule won't do you any good if you don't put on your hardhat, lamp, and grab your shovel.



Directed Schedules For Growth

I've broken these schedule up into multiple parts, each built around the available time a student might have to work this business.

Note: The more time you have, the more you can spread things out and grow. To reach efficiency, 15-20 hours is recommended.

Now, none of this is meant to be concrete. You can move things around and restructure them as needed.

When you're getting started, you won't have many incoming messages from leads or clients, right?

You would spend that time doing outreach, writing sample content, etc.

Use your best judgement or give me a shout and I can help personalize a schedule for you!

8 Hour Schedule

A single day schedule is meant to work with consultants who have a very limited amount of time to work on this project. This is generally considered to be 6 to 8 hours of work per week.

That's not a lot, but you can still make progress.

7am: Wake, shower, breakfast

8am: At your desk, assessing the day's duties

9am: Review incoming messages from clients/leads

10am: 15 min break, followed by outreach

11am: Outreach/Follow Up

12pm: Outreach/Follow Up

1pm: Lunch

2pm: Post Writing / Client Service

3pm: Break: Writing/Service

Posting Profits Program: Master Class

10 Hour Schedule

This schedule is meant for the individual who can break the project up into two days per week.

Day 1:

7am: Wake, shower, breakfast
8am: At desk, daily assessment
9am: Outreach
10am: Outreach
11am: Review incoming messages/follow-up

Day 2:

1pm: At desk, daily assessment
2pm: Outreach/ Follow-up
3pm: Break/ Outreach/ Follow-up
4pm: Writing Service
5pm: Review incoming messages/follow-up

20+ Hour Schedule

With 20 hours, you have the cycles to spread the work out over a few days, buying you some free time after all the work is done.

These hours or time blocks are spread out over four days, but feel free to rearrange them to best fit your needs and personal schedule, such as compress them into two full days.

Day 1

7am: Wake, shower, breakfast
8am: At your desk, writing, assessing the day's duties
9am: Review incoming messages from clients/leads
10am: 15 min break, followed by outreach
11am: Outreach/Follow Up

Posting Profits Program: Master Class

12pm: Outreach/Follow Up

Day 2

7am: Wake, shower, breakfast

8am: At desk, daily assessment

9am: Outreach

10am: Outreach

11am: Review incoming messages/follow-up

Day 3

1pm: At desk, daily assessment

2pm: Outreach/ Follow-up

3pm: Break/ Outreach/ Follow-up

4pm: Writing Service

5pm: Review incoming messages/follow-up

Day 4

1pm: At desk, daily assessment

2pm: Outreach/ Follow-up

3pm: Break/ Outreach/ Follow-up

4pm: Writing Service

How To Get Paid Fast & Easy

After all is said and done;

Your lead has agreed to work with you, and you are ready to do work...

But you need to accept payment before starting, right?

Now, the easiest way to get paid is via PayPal.

You can accept other forms of payment, such as a check or electronic transfers. I just found PayPal to be easy and trusted.

The two types of payments you will need are:

- a. One Time Payment
- b. Monthly Recurring Payment

You will generally need to create payment links for:

- 1. Setup fees
- 2. Change fees
- 3. Monthly programs

Note: You may need a business PayPal account to use certain features.

Creating A One-Time Payment Link on PayPal

For fixed payments, you can send a buy link or button placed on a checkout page.

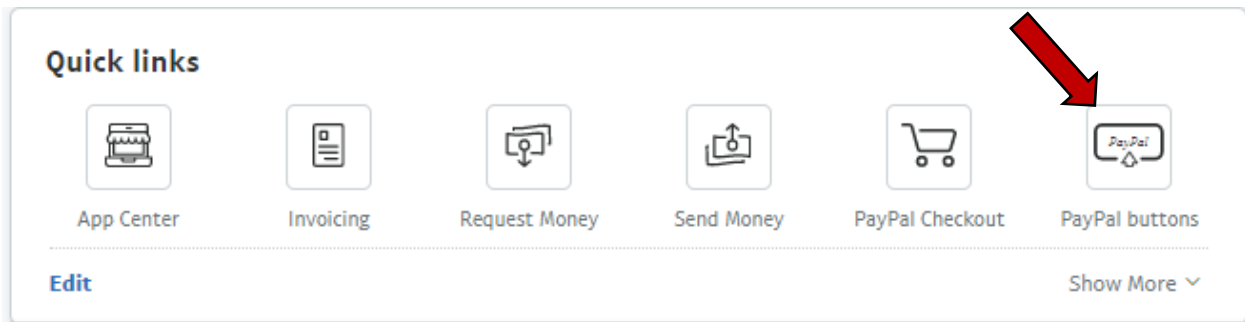
For dynamic payments where the price fluctuates, it is often just easier to send an invoice.

PayPal offers us option for both buttons and invoices, and with just a few minutes of setup, we can be ready to accept payment.

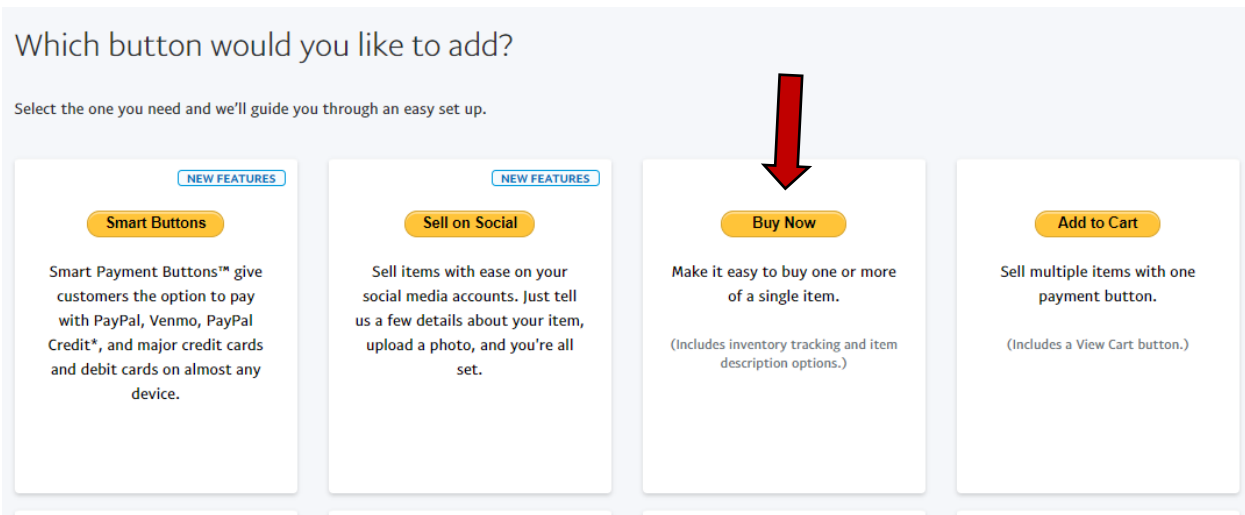
Posting Profits Program: Master Class

Log into PayPal.com and **click** “PayPal Buttons” in the “Quick Links” section or go to www.paypal.com/buttons/

Buttons may be visible in PayPal’s new quick links bar, or you will need to add it there for the future by clicking “edit” on the lower left.



Select “Buy Now”



On the next screen (called STEP 1), set the following:

Item Name = Google My Business Setup

Item ID = GMBSetup

Item ID helps you track sales. Notice it is an abbreviation of Google My Business. You could also add letters or words here to help you track the service immediately on records.

Posting Profits Program: Master Class

Price = enter the price for the initial setup (\$500)

Next, click STEP 2 and make sure “Save button at PayPal” is checked.

Now, click STEP 3 and just notice the section called:

“Take customers to this URL when they finish checkout”

This is the “thank you” page URL that will be served post-checkout.

If you use one (you don’t have to), you can send them to a page that sets expectations and/or upsells them on other offers & services.

▼ Step 3: Customize advanced features (optional)

Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

☐ Yes
☒ No

Can your customer add special instructions in a message to you?

☒ Yes
Name of message box (40-character limit)

☐ No

Do you need your customer's shipping address?

☒ Yes
☐ No

☐ Take customers to this URL when they cancel their checkout

Example: <https://www.mystore.com/cancel>

☐ Take customers to this URL when they finish checkout

Example: <https://www.mystore.com/success>

You do not need their shipping address.

Posting Profits Program: Master Class

If you want to get creative, you can add a cancel-checkout page, which can help you capture lost clientele.

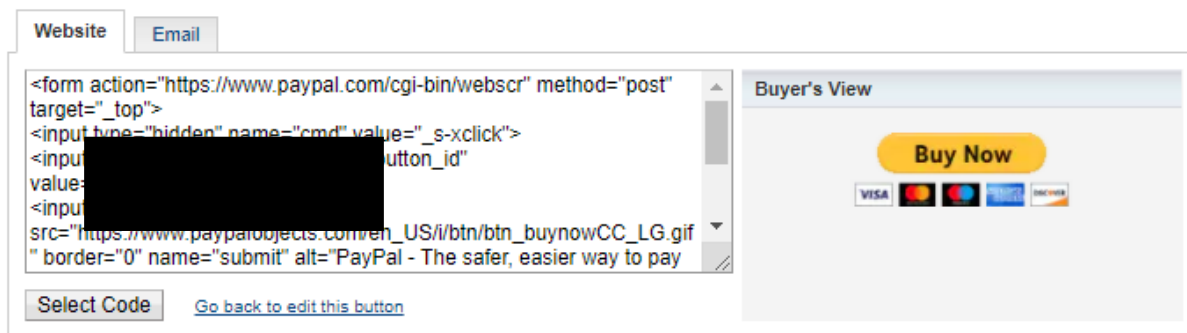
Now, **click CREATE.**

On the next page, you will get the Buy Button Code for embedding on webpages (which I don't recommend you use!)

Click the EMAIL TAB and grab the EMAIL BUY LINK.

You can use this link in emails or add it to a much nicer looking button on your website.

Website Button Code



Website Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="button_id" value="
<input type="hidden" name="src" value="https://www.paypalobjects.com/en_US/i/btn/btn_buynowCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay"/>
```

Buyer's View

Buy Now

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Select Code [Go back to edit this button](#)

Email Buy Link



Website Email

https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=QXHS

Select Code [Go back to edit this button](#)

You can use a service like www.clickmeter.com to pretty up your links with friendly redirects and make them links on your domain.

Example:

Posting Profits Program: Master Class

<http://links.example.com/setup/> would redirect to your email buy link.

This way you're not sending this big ugly string of text in your email when asking for payment. You can also use another link shortener service but be mindful of who you use.

Such shorteners are often abused and get your emails labeled as spam.

Repeat this setup for the services you are billing directly.

Record each link to a notepad or text document so you have them when you need them.

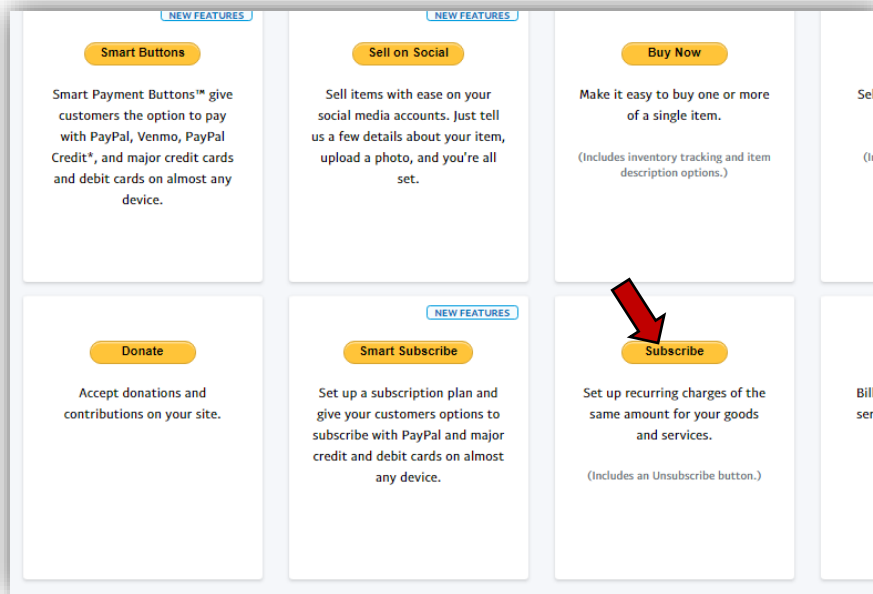
Creating A Monthly Recurring Charge

The next payment link we need to make is the recurring payment for monthly services.

Go to <https://www.paypal.com/buttons/> and select "Subscribe."

Note: You may need a business PayPal account to use certain features.

Posting Profits Program: Master Class



On the next page, set the following:

Button Type: Subscriptions
Item Name: Google Monthly Management
Subscription ID: GMM1 (optional, helps you track orders)
Billing Amt Each Month: \$500.00
Billing Cycle: 1 month
Cycles Until Stop: Never

*If you'd like to add a thank you page after checkout, go to STEP 3 of this button process on PayPal and check the box that says:

"Take customers to this URL when they finish checkout."

Then add the URL to the thank you page you wish to use.

Finally, Click **CREATE**.

Posting Profits Program: Master Class

▼ Step 1: Choose a button type and enter your payment details

Choose a button type
Subscriptions ▼ [Which button should I choose?](#)

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name
Instagram Monthly Management

Subscription ID (optional) [What's this?](#)
IGMM1

Currency
USD ▼

Customize button

- ☐ Add a dropdown menu with prices and options [Example](#)
- ☐ Add a dropdown menu [Example](#)
- ☐ Add text field [Example](#)

▶ [Customize text or appearance](#) (optional)

Your customer's view



☐ Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required.](#)
Auto Return is not compatible with this feature.

Billing amount each cycle
500.00 USD

Billing cycle
1 ▼ month(s) ▼

After how many cycles should billing stop?
Never ▼

☐ I want to offer a trial period

Merchant account IDs [Learn more](#)

☒ Use my secure merchant account ID

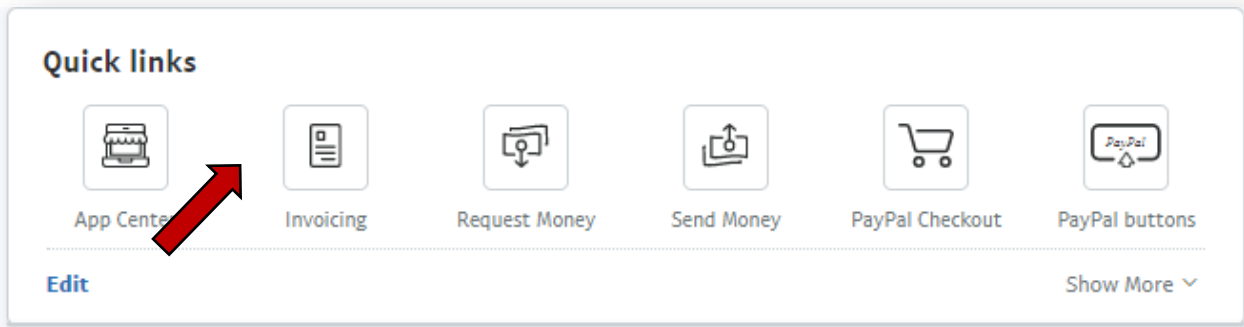
Once you **click Create**, and just like the previous buttons, you'll get a screen with the website button code and an Email link. Record those links to your notepad or text document.

Posting Profits Program: Master Class

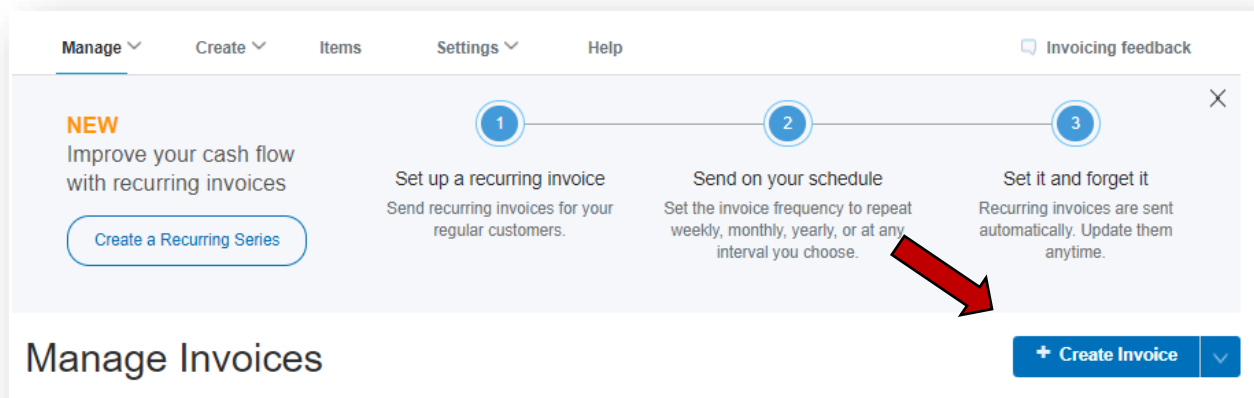
Invoicing Clients

You will often get invoicing requests from your clientele. In truth, most clients should get regular invoices.

PayPal makes this easy for us, too.



Click the **Create Invoice** button.



On the next screen, you can customize and send the invoice. See the next page for a breakdown...

Posting Profits Program: Master Class

The screenshot shows the 'Create Invoice' interface. At the top, there are buttons for 'Preview', 'Send', and 'Save as draft'. Below this is a section for 'My business information' with a 'Due date' dropdown set to 'Due on receipt'. The 'Type' dropdown is set to 'Goods: Digital goods'. The 'Bill to' field is labeled 'Email address or name' and the 'Cc' field is labeled 'Email addresses'. Two red arrows point to these fields, with an orange callout box stating: 'Select Digital Goods and enter the client email'. Below this is a 'Customize' section with dropdowns for 'Quantity', 'Add/remove detail', and 'USD - U.S. Dollars'. The main table has columns for 'Description', 'Quantity', 'Price', 'Tax', and 'Amount'. The first row has 'Item name' in the description, '1' in quantity, '0.00' in price, 'No tax' in tax, and '\$0.00' in amount. A red arrow points to the 'Description' field with an orange callout box stating: 'Enter the item description and price:'. Below the table is a blue button that says '+ Add another line item'. To the right of the table is a summary section with 'Subtotal' at '\$0.00', 'Discount' at '\$0.00', 'Shipping' at '\$0.00', and 'Total' at '\$0.00 USD'. At the bottom left, there are two checkboxes: 'Allow partial payment' and 'Allow customer to add a tip'.

Create Invoice

Preview Send Save as draft

[+] My business information Edit

Due date Due on receipt

Type: Goods: Digital goods

Bill to: Email address or name

Cc: Email addresses

Customize Quantity Add/remove detail USD - U.S. Dollars

Description	Quantity	Price	Tax	Amount
Item name	1	0.00	No tax	\$0.00
Enter detailed description (optional)				
+ Add another line item				

Subtotal \$0.00

Discount 0 % \$0.00

Shipping \$0.00

Total \$0.00 USD

☐ Allow partial payment

☐ Allow customer to add a tip.

Select Digital Goods and enter the client email

Enter the item description and price:

To see what your invoice looks like, click “Preview”

When you’re ready to send, click the SEND button to fire it off!

The client can now pay online and have a copy of their invoice automatically.

Once in the system, you also now can track it and offer payment options.

Automating And Close Deals Faster

I have discovered that using a pre-recorded video collects payments with the same effectiveness as a phone call combined with the scale of email.

Imagine:

You send out your email pitch to business owners, and the ones that are interested get sent to a video like the one you are watching now.

The video walks them through your social media posting service and sells them on paying you \$500 a month to set up all their posts for them... An hour's work for you.

After they are sold, the video closes the deal by providing a buy button as well as detailed instructions on how to set up automatic recurring payments into your account.

AND it uses timing and scarcity to ensure the biz owner pays you NOW instead of putting it off.

YOU only hear from the client AFTER they have been through the sales system, paid your fee, and is ready for their first round of social media posts.

Now as a customer of the Posting Profits Program, I want to give you the opportunity to use this very same video sales system to work in your business.

Listen: I've been using sales videos to sell everything from \$9 eBooks to \$20,000 consulting packages.

The video that I recorded to sell local biz owners regularly fills my PayPal account with \$500 payments just by sending them out to the right prospects:

Posting Profits Program: Master Class

With this upgrade you're also getting the custom-built video landing page that includes an auto-buy button to handle the client's payments.

You NEVER have to worry about collecting checks, taking payments over the phone, or sending a dozen emails to get paid ever again.

I'm also including a special set of email templates that warm up the biz owner before they get sent to your sales video:

These templates include a video thumbnail image and invitation that are irresistible to the business owners and commands their full attention once they get to your video.

The emails generate the traffic...

The videos sell the client...

The landing page secures your payment...

YOU only deal with the clients who have already paid you.

The students who were lucky enough to get their hands on this done for you sales system have been earning fortunes using it to collect paychecks.

And now their success can be your success... guaranteed.

I've put together a completely done for you package that includes everything you need to close deals as quickly as possible and earn \$500 payments.

Inside this sales system you are getting:

1. The pre-recorded sales video that provides value to biz owners by walking them through these agencies and closes them on paying you \$2,500 to get started.

Posting Profits Program: Master Class

2. The auto-button landing page that secures your payment from clients
3. The copy and paste video thumbnail emails that pre-sell clients on watching your sales video

The total value of this package if you bought everything individually is: \$1,081.00

The coaching students you heard from earlier had to pay the full price plus my \$2,500 coaching fee to get their hands on this material.

Yet as a customer of the Posting Profits Program you won't pay anything close to \$2,500 or \$1,081.

In fact, I have a much better deal coming your way.

Remember: Just like the Posting Profits Program your investment is protected by my 60 day no questions asked guarantee

Try this video selling system out for the next 60 days. It's as easy sending a few emails.

This is not for tire kickers; however, you will have to send me a list of businesses you sent this funnel too for this guarantee to be valid.

If after trying this out, you don't book at least 3 clients paying you for this service I will send you back every penny.

Look, right now you have 2 choices.

Choice one you can try to go it alone and try to close local businesses yourself over email or phone

Sure, you'll land clients, however, think of how many clients will slip through the cracks because you didn't use a proven sales system to do the selling for you.

Posting Profits Program: Master Class

Or choice 2, you can use my video sales system to close deals for you

Set up the video with the included landing page.

Copy and paste emails to your local business leads...

And let the proven sales video and landing page close deals for you.

The choice is yours, and it's clear.

Make the only smart move you can right now and put this done for you sales system to work for you:

Get all the details here:

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

A Call to Get Your Shit Together

If you find yourself at the end of your rope...

If you dare not pick up the phone, send an email, or are even afraid to leave your house for fear of rejection...

And if you are the type of person who just needs a guiding force in their life; someone who can give you the steps, get you unstuck, and help you through a rough patch...

Then this is the **most important** section in this book, and one that warrants your **complete** attention.

That's because after over 10 years and tens of thousands of students, I have intimate knowledge of your struggles and chances are, **already solved** it for another student in the past...

Whatever it is, this burden feels like reality has tied an anchor around your neck. I call this the "boat anchor."

Posting Profits Program: Master Class

It is an uber-heavy, cast iron, 10,000lb weight pulling you down...

Ready to sink you if you give it a chance.

But you don't have to sink! I can help you.

Here is how the coaching will work:

First, we work together in a one-on-one call to identify the thing that is holding you back. Your boat anchor...

Once we know what that it, I will help you cut the chains, and work with you to develop a map you follow so you will reach your goal **without delay** and **without failure**.

Whether that is an online or offline project; it doesn't matter...

Even if you simply want to make a little side money with a hustle or gig, or need help leading an existing business...

You need a compass heading, and I will give that to you...

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 you on track.

Book your call now, and don't delay. I can only handle so many of these coaching calls and my schedule fills up fast.

Secure your seat at the table and schedule your coaching call now:

HERE: <https://link.landroinnercircle.com/coaching-call>

Grab A Life-Changer Bonus

What if you had me, Luther, on call to help you immediately?

I want to take **just 20** consultants, business owners, or newbies and do something *special* for them as part of this coaching.

Posting Profits Program: Master Class

Book your call now, and I will give you an entire year of premium sales support. That's 12 whole months of cutting the line on my very busy support desk.

I will answer your tickets **first**, give you preference to the best product and business ideas, and go above and beyond to help.

But you must hurry, these 20 premium support slots will fill up quickly. Book your coaching call now by clicking the button below and lets you and I get to work:



You Have Everything You Need

Thank you for taking this master class.

I hope you enjoyed learning from it as much as I enjoyed putting it together for you.

If you need help, please reach out to me via my support desk:

<https://www.landroinnercircle.com/support/>

I know I've probably beaten this into your head a few times, but it is an important lesson:

Just reading this book won't do anything from you, besides give you some great ideas...

Remember:

**THERE ARE MORE BUSINESSES OUT THERE THAN
CONSULTANTS WHO CAN HELP THEM...**

Make It Happen!

You must put what you learned into practice to see results.

The more action you take, the more money you make!

- Luther