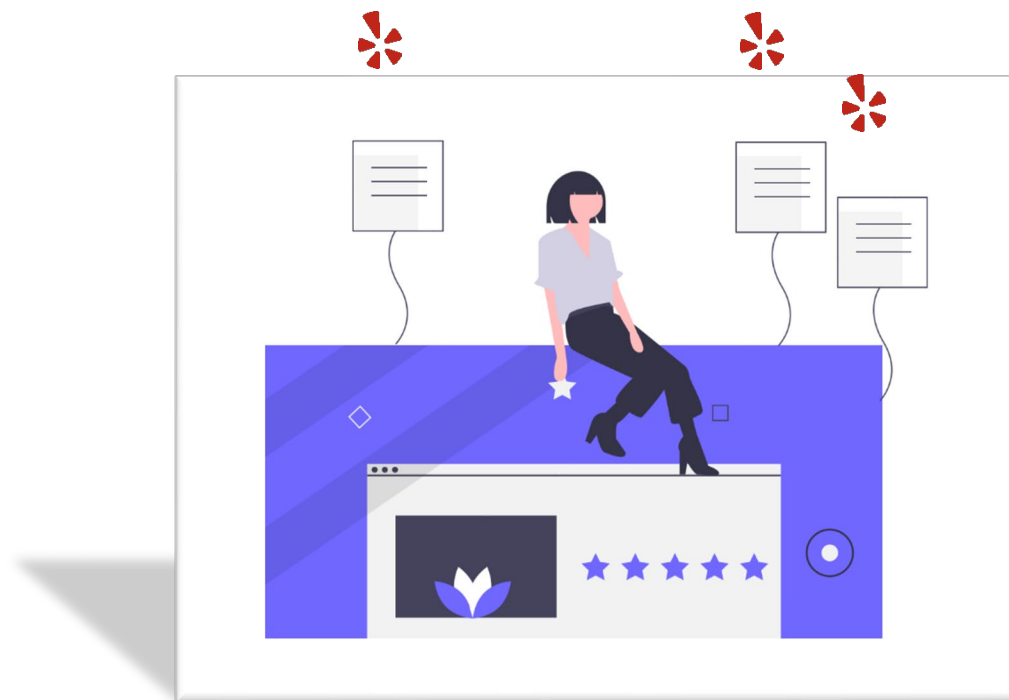




Reputation Cash Machine

Become a well-paid marketing consultant by leveraging Yelp's opportunities and beating them at their own game...

By. Luther Landro

2024 Edition

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. NONE OF THE CONTENT MATERIAL CONTEXT WRITTEN OR IMPLIED PRESENTED HEREIN IS INTENDED TO BE OR SHOULD BE USED AS LEGAL ADVICE.

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

WELCOME	6
Making The Decision To Follow Through Is Key	7
These Are Times That Try Men’s Souls	10
The Big Problem and The Bigger Opportunity	11
Make A Fortune Helping Businesses Navigate Yelp	12
WHY THIS SYSTEM WORKS TO GENERATE INCOME	15
Yelp: What Business Owners See... ..	15
The Predatory Yelp Model	18
Offer Owners Another Path and Earn A Fortune	19
High Impact Solutions Owners Will Buy from You	20
GETTING STARTED: PREPARATION STEPS.....	25
HOW TO FIND THE GOLDEN GOOSE?	28
UNLEASHING FILTERED REVIEWS	33
Getting Reviews Out of The Filter	35
Preventing Reviews from Getting Filtered	36
SIMPLE BUT POWERFUL SALES STRATEGIES.....	38
Setting Up Payment Methods.....	39
Creating A One-Time Payment Link on PayPal.....	39
Creating A Monthly Recurring Charge.....	43
Invoicing Clients.....	45
YELP PROFILE OPTIMIZATION AND SEO STRATEGIES	49
Find The Business’ Profile – Basic Setup.....	50
Optimizing The Client’s Business Page.....	51
Add A Compelling Business Biography	52
Yelp SEO Walk-Through.....	53
SERVICING CLIENTS WITH REVIEW MANAGEMENT	58
Getting More Reviews.....	58

Reputation Cash Machine

Getting More Positive Reviews	60
Dealing With Negative Reviews	61
EXTRA SERVICES FOR EXTRA CASH.....	66
Yelp Page Upgrades	66
Yelp Deals & Promotions Management.....	70
Preparing Your Clients For Pandemic-Related Business	72
OUTSOURCING YELP CLIENT PROJECTS	76
White Label Reputation Management	77
Outsourcer Rolodex	78
SMALL STEPS FORWARD DELIVERS CHANGE	83

“The secret of getting ahead is getting started.”

– Mark Twain

Welcome

Congratulations and welcome to Reputation Cash Machine!

In this book, I'm going to peel back the onion of mystery surrounding Yelp, how local businesses can profit with the Yelp community, what you can do to earn high fees as an adviser, and lastly, address the big fat elephant in the room...

Which elephant, you might ask?

Yelp. Yelp is the elephant.

Yelp's Retail Business Model is Predatory HOWEVER, You Can Profit From This...

If you've ever had to deal with Yelp on a B2B level, you may have experienced *Yelp Hell* – frankly, Yelp's business practices, while legal, are scummy.

But like it or not, Yelp is a big player in the online review space.

And businesses cannot opt-out of Yelp.

For better or worse – if you own a retail business, you're getting an auto-generated Yelp profile.

And if a retail business has a telephone, they are going to get a phone call from Yelp trying to sell them advertising.

Tell the Yelp sales team “no,” and you'll find that suddenly all your negative reviews are front & center, while your quality reviews are pushed down or worse, labelled as “not recommended” and not counted towards their ratings.

As scummy as that sounds, it is legal!

(Demetriades v. Yelp, Inc., 228 Cal. App. 4th 294, 310 (2014))

Not many people realize that this case opens the door for you, as a consultant or laymen, to get paid by business owners to help them navigate this platform, and profit from it.

Now, we'll get into how their model is a monumental pain in the ass for the average retail business owner, and detail Yelp's bullshit in the upcoming chapters...

And we'll also dive into ways you can **LEVERAGE** their business model and come out looking like not only a super-hero, but also a master at local marketing, even if you know absolutely **NOTHING** right now.

Most importantly, you'll learn how to profit and earn by becoming a consultant, enabling businesses owners to leverage Yelp, without getting screwed over by the latter's questionable sales practices.

For now, keep this in mind:

Making The Decision To Follow Through Is Key

Today, like yesterday, is the first day of the rest of your life.

Everything starts today (if you didn't start yesterday) so when you commit to learning a new skill, trade, or this method; you start a new journey that will produce results, so long as you remain persistent & committed.

Deciding to being is often the hardest part. Taking that first step may even feel like you have concrete cinder blocks tied to your feet.

That's normal.

A human at rest wants to stay at rest.

Overcoming this resting state is quite easy.

Start Small. Make Incremental Progress.

Spend just 1 hour per day doing focused work, and as time permits, gradually increase the amount of time you spend working on this method.

Break your day up into 1-hour blocks of time. Even if you only have one block of 1 hours' time; it is enough to **get started**.

I use the "Slight Edge" principle, learned from a book titled "The Slight Edge" by Jeff Olsen. I highly recommend you buy and study this book!

I consider this book to be the Time Management revolution of our day.

Get it now.

Reputation Cash Machine

Poor time management is the murderer of dreams. This book helped me organize and use my time more effectively, and I guarantee it will do the same for you.

EXERCISE:

I want you to take 10 minutes now and write out the time slots that you have available to work on this method.

Nothing fancy. List out the days of the week and write down how many 1-hour blocks of time you have available.

For example:

DAY	Start Time	End Time	Time Block (Hours)
Monday	1pm	4pm	3 Hours
Tuesday	2pm	5pm	3 Hours
Wednesday	11am	1pm	2 Hours
Thursday	1pm	2pm	1 Hours
Friday	10am	3pm	5 Hours
Saturday	2pm	5pm	3 Hours

In the above, I marked out 17 hours of available time or 17 1-hour work blocks. This is just an idealized example. You might have more time, or you might have less.

What's important is that you have at least 1 hour per day, and that you can focus for however much time you have allotted.

Getting into this routine will help you focus, and after 21 days, you would have formed the positive habit of focusing on work for these time slots.

These are your working hours.

Remove all distractions during this time, and just spend the time working on this method. Nothing else.

Even at just 1 hour per day, after 30 days, your persistence will generate progress.

Reputation Cash Machine

I want you to remember something else as you begin – every great deed required *some* sacrifice.

I'm not saying you need to build a large bonfire in the backyard and offer up any living sacrifices (unless you can tell me that it helps...)

What I am saying is simple:

If you are tired of being stuck on the road to nowhere, then you need to make real, drastic change in your life and that change is almost always in the realm of your HABITS.

For instance – before I started my business, I was probably watching 10 to 15 hours of TV a week. It was my past time before I found more productive hobbies.

Yet looking back to the years of watching TV, I can account for hundreds if not thousands of hours SIMPLY WASTED by watching TV.

One can argue that being entertained isn't a waste of time, but it is when you struggling to make the car payment.

That was my conundrum back in the day. Give up TV or work on ways to improve myself, learn new skills, and earn income on my own.

The decision to give up TV seemed like a no brainer to me.

I attribute much of my progress to the things that I have sacrificed. TV is fun, but if you need a change, TV, games, and other time wasters are LITERALLY STEALING MONEY AND TIME FROM YOUR LIFE.

I'm glad I gave up TV and barely watch 2 hours per week save for the occasional Breaking Bad or Better Call Saul rerun (when is the new season, damn it!)

Those Who Have No Time Never Make Time, And Those Who Make Time, Make Money...

Let's talk about one of my students. His name is Jeff. In a recent conversation, I was told that he doesn't really have time to work on a side-business, despite wanting another source of income.

I asked him about his hobbies and how much time was spent on them.

Reputation Cash Machine

Turns out, he was spending about 10 hours a week in his wood working shop, just playing around, making things for the wife, and making gifts for the family.

I asked if he earned an income from the hobby.

It doesn't; it was purely for fun and self-reward of hand-made gifts.

So, I asked if he could cut that time in half.

Play in your wood working shop for 5 hours and spend the other 5 hours a week working on standing up an agency.

Strangely enough, it never occurred to Jeff that you could trade this time up.

Have fun, but don't have fun at the cost of your goals.

In those 5 hours a week, Jeff stood up his consulting business and is slowly building a client base.

All it took was the effort and focus to **MAKE THE TIME**.

One of the ways you can find out how much time is truly available and where you are wasting it is to document everything you do.

This is a pain at first, but it is an insightful exercise.

List out everything you do, how much time you spend on those things, and what it returns to you. Returns might be **nothing**, some joy, some money, a feeling of accomplishment; whatever the product of your effort – write it down so you know if you do X, you get Y in return.

Then take a step back and marvel at your schedule and time usage.

If you're struggling to pay bills, and spending time on things that only return joy and not income, you have a problem that is easily fixed by re-allocating that time back into income-earning activities.

These Are Times That Try Men's Souls

Even on the tail end of the global pandemic, near-perfect business models are still being tested like never before.

Businesses were forced to adapt to this novel virus that simply wrecked everything we took for granted as “normal.”

The good news is that our country, our economy, and humanity, are very robust.

We are getting through this, together, slowly but surely...

I truly believe, that despite these new challenges, we will come out stronger and better than before.

You will be a better person for having lived through the trials and tribulations of any sort.

All we can really do is improve ourselves, and as spirits with entrepreneurial drive, keep an eye out for opportunities that are typically right underneath our noses...

The Big Problem and The Bigger Opportunity

For example, Yelp is an inevitability.

Sooner or later, Yelp will auto generate a profile for a retail-facing business.

Every business gets a profile, whether they want one or not.

Once that happens, the **reviews** start coming in.

The research tells us that over 80% of consumers read online reviews for local businesses, with 52% of 18-54-year-olds saying they **always** read reviews.

82% of consumers are less likely to use a business after seeing negative reviews.

91% of consumers say that positive reviews make them more likely to use a business.

So, not taking control of their reviews leads the negative ones to pile up and hurts a business's sales immensely.

Yelp has plenty of tools that will not only prevent this, but help small businesses generate more leads, appointments, reservations, and customers.

If Yelp is inevitable, reviews on Yelp are likewise an inevitability...

Ignoring this space comes with great peril, regardless of how you feel about the Yelp platform.

Make A Fortune Helping Businesses Navigate Yelp

Think of it this way...

By the time you finish this book, you will have a complete roadmap of Yelp, and all the tips & tricks you will use to be the secret consultant that business owners sneak through the back door.

Knowing this, you will have more knowledge on the subject (and others) than any three business owners put together!

Knowledge = Power.

Managing a yelp profile only takes about an hour a week when done correctly, however most business owners don't have the time to research all the tricks that turn yelp into a customer generating machine.

This guide will give you everything you need, and the checklists will make sure you can get the work done correctly and effectively every time.

Let's look at some of the studies done on Yelp's relationships with consumers.

An extensive study by Harvard business school found that just a 1 star increase in Yelp rating can lead to a **9% increase in revenue**

This 9% increase in revenue is often **tens of thousands of dollars** to local businesses which can sometimes mean the difference between struggling to make their bills and taking up a huge profit.

A study by a UC Berkeley economist found that a half-star rating increase on yelp from 3.0 to 3.5 stars results in a **19% greater likelihood** of restaurants filling all available seating capacity at peak dining hours!

Filling their seating for *just one night* translates to thousands of dollars in the business owner's pocket.

Clearly, a healthy Yelp profile means **thousands of extra dollars** every month for the local business.

Reputation Cash Machine

This is true regardless of whether you hate Yelp's guts.

It's completely worth it to them to pay someone \$500 - \$2,000 per month to manage this.

Smart business owners know to spend money instead of time so they can focus on what they are good at: **running their business.**

Doctors want to see patients...

Restaurant owners want to design menus and cook...

Contractors want to do their work...

Armed with this simple knowledge, YOU can do the work for business owners and get paid \$500 - \$2,000 per month.

The best part is it only takes about an hour each week to service clients and there is nothing stopping you from getting hired by 3, 10, heck even 100 different small businesses at the same time.

AND you can outsource this work for less than half that amount.

PLUS, you will learn in a later section how to turn that \$2,000 a month client into \$5,000 a month or more by offering other service that can be outsourced for *less than half* the fees you collect.

So regardless of how you feel about Yelp, and regardless of what a business owner says about them, ignoring your Yelp profile puts the business at risk.

You get paid handsomely to essentially eliminate most of that risk, help the business owner get more customers, and have a better reputation.

You are the hero.

Imagine...

Just a few months from now, you will have dozens of clients, each paying you to service their profiles, and guide them through the maze and pitfalls of online reputation management.

It all starts today with this guide and your commitment to following through.

Now, let's get into some details in the next chapter...

“The best way to predict your future is to create it.”

– Abraham Lincoln

Why This System Works To Generate Income

In this section you will learn all about yelp, why it's the bane of small businesses existence, and what can be done for the business.

Most importantly, you'll learn how to get in between Yelp and the business, so you are the one getting paid to consult and grow the business, rather than just Yelp making ad money by simply pushing good reviews to the top.

Yelp: What Business Owners See...

Many business owners simple HATE Yelp with the fury of 1000 suns, and for good reason.

Fun Fact:

Yelp itself has a 1-to-2-star rating on Yelp. See for yourself:

<https://www.yelp.com/biz/yelp-san-francisco>

Business owners typically have good experiences with users on Yelp but dealing with the company itself is an adventure in frustration and tyranny.

What is the most interesting part is that these same biz owners don't have the same burning hatred for other review sites like trip advisor, google, Facebook, and others.

Why is that?

A client once told me that dealing with Yelp is like getting a root canal while being punched in the face.

Another restaurant client told me simply that they are bullies.

They will bully your business into buying advertisements, and seemingly manipulate reviews & placements based solely on your paying or non-paying status.

Incredible, right?

The FTC has investigated Yelp for filtering and hiding good reviews as an extortion scheme to get businesses to pay their fees.

Yelp even faced a class action lawsuit for extortion in their sales tactics.

Reputation Cash Machine

Specifically, the court issued the opinion that the tactic of manipulating reviews to sell advertising is merely an example of “hard bargaining” (which is legal) instead of “extortion” (which is illegal).

The judge said it is perfectly legal for yelp to manipulate reviews to sell more advertising.

To make matters “worse” ...

Businesses cannot opt-out, delete, or otherwise ignore Yelp. The profile will exist with or without the business owner’s interaction, management, or claim.

This means the owner must deal with Yelp, at least on a cursory level, to ensure the profile is optimized and doesn’t hurt the business’s reputation.

And there is something else working against the business owner...

Reviews Tend To Lean Negative

Most natural reviews that businesses receive are negative.

People who are unhappy are more likely to find a place to vent their frustrations than happy customers are to share their positive experience.

This offset means left to its own devices, Yelp profiles will just accumulate more and more bad reviews.

A few months ago, I relocated from New York to North Carolina.

I must say that I love it here, the weather is beautiful, and the people have been authentic and pleasant.

But one thing that truly sucks is the pizza.

A few weeks here and I was quickly craving a slice of pizza, so my family and I began seeking out pizza joints and asking for recommendations.

We took to review sites like Google My Biz, Yelp, and Trip Advisor to find a decent place nearby.

Sure enough, I found a place that carried “New York Pizza” in its name.

I figured this was going to be good!

Reputation Cash Machine

Maybe the owner is from New York and carried his recipe with him when he left the second most expensive state in the union.

I was wrong.

One bite into a slice and I couldn't be more disappointed.

Sure – as a native New Yorker, and family restaurant refugee, I am somewhat of a pizza-snob, but pizza like this was unfit for consumption. They used the cheapest mozzarella cheese (you can tell from the oil content) and the sauce tasted like no-frills ketchup.

We threw the whole pie and what was left of my slice into the garbage. We then ordered Chinese food (which was great – it tasted just like Chinese food in New York!)

Later that night, I left a bad review for the restaurant and told them what was wrong with the pizza.

Now, I'm telling you this because it is an example of the subtleties.

I left a bad review for the pizza restaurant, but I did not leave a positive review of the Chinese restaurant. I don't really know why, to be quite honest.

Being disappointed motivated me to leave a negative review.

Yet, being satisfied with my Chinese food did not motivate me to leave any review.

One difference might be the subconscious drive in all of us – when we are happy with something, we are less likely to complain OR praise versus being dissatisfied and seeking a vehicle to vent our frustration.

Northwestern University found that businesses that don't ask for reviews eventually have their ratings trend downwards because people who are unhappy are usually more motivated to leave reviews, which is why marketing consultants always encourage biz operators to ask for them.

Now, had the Chinese restaurant prompted me to leave a review, this may have turned out a little different.

Reputation Cash Machine

As I write this, I feel a little bad and will leave a positive review for the Chinese food and order again, maybe tonight!

Anyway, do you see the point I am making?

A bad experience will generally prompt a bad review, but a good experience may not prompt a good review.

Remember: over 80% of consumers read online reviews for local businesses with 52% of 18-54-year-olds saying they ‘always’ read reviews...

- 82% of consumers less likely to use a business after seeing negative reviews.
- 91% of consumers say that positive reviews make them more likely to use a business.
- Only 10% of consumers are willing to use a business with less than 3 stars

Bottom line: If a business owner does not claim and manage their Yelp profile, they will lose customers!

The Predatory Yelp Model

Yelp is extremely aggressive in their marketing and sales tactics to get businesses paying for ads and services even though they are some of the worst performing in the industry.

If you look at this through the lens of how much the business will pay when someone clicks on their advertisement. This is termed in the industry as “CPC” or Cost-Per-Click, and the difference between platforms is shocking:

Yelp: \$20 CPC

Google: \$6 CPC

Facebook: \$5 CPC

You can buy 3 to 4 times the volume of ads through other platforms for what you’ll pay Yelp!

And Yelp's sales team have been suspected of manipulating reviews to get business to pay for services.

Reputation Cash Machine

Sales reps are believed to be able to manipulate reviews, either by elevating negative reviews or pushing down positives, and you do not want to be in a position to have to negotiate.

Just like a casino – the house always wins.

So, as it turns out, the faster salespeople move on to other prospects, the better off the business owner will be.

I tell my clients to avoid all contact with Yelp sales reps who are trying to sell these perceived “extortion” schemes.

I tell them, “Just hang up and be unavailable to take calls.”

Don’t lead them on, don’t blow smoke – just disconnect. Eventually, the sales reps will give up on the business.

Without any meaningful interaction, the sales rep is likely to ignore the business and pursue other prospects.

Offer Owners Another Path and Earn A Fortune

Nearly all retail-facing businesses owners are faced with this conundrum.

This problem is persistent and there are far more business owners with the problem than there are consultants who can help them.

The key problems can be broken down into a few categories, and you’ll find they all have simple solutions that you can get paid to implement.

Incomplete Profile

Unclaimed or unmanaged, meaning the owner is not even using Yelp, letting their profile rot and accumulate unaddressed negative reviews.

The profiles are missing key elements that are hurting their search ranking.

The owners are not using the sales features that Yelp gives them to turn visitors into customers.

Not taking steps to stop the competition from advertising on their profile

This problem is likely the most simple and fastest thing you, as the consultant, can address.

Persistent Bad Reviews

Bad reviews can be prevented by giving negative people a place to vent.

You simply put an additional step in front of the bad review process.

This forces at least some of the dissatisfied customer base into a “complaint funnel” so their negative reviews are sent to the owner, instead of published publicly.

Apathetic Positive Review Rate

Happy customers rarely go out of their way to leave a review unless they are one of the few active users on Yelp and are prompted to act.

This also carries a simple solution; add prompts to leave honest positive reviews to the business’ online and print materials.

Positive Review Suppression

Tons of companies will buy positive reviews from bot farms as well as negative reviews on their competition.

Yelp tries to stop this by suppressing over 20% of reviews using an automated system.

Unfortunately, many legitimate reviews are caught in this, even worse, positive reviews are more likely to be suppressed than negative reviews.

This one aspect tends to drive the business owners up the wall more than most.

High Impact Solutions Owners Will Buy from You

All these problems have solutions that anybody can implement and hold enough value that operators will pay you handsomely to apply to their online presence.

These are broken down into six unique categories that address the problems we discussed above.

Think about this:

Each one of these services address a specific problem, and while just one can produce results, using all of them produce more results for clients.

Reputation Cash Machine

Don't think about each of these services as stand-alone. In truth, they are not.

All these services should be leveraged to provide the best possible outcome for the client.

The goal is to gain several “flagship” clients that purchase the full range of services you offer, in addition to upsells, which we will discuss later.

Having *fewer* high-ticket clients is **ALWAYS** better than managing a large book for lower ticket clientele.

This is because **more clients** require much **more time** to field than just a handful.

Unlocking Suppressed Positive Reviews

In this solution, we're looking to provide an immediate boost in rating, rankings, and as a result, customers.

This provides the most bang for your buck in terms of Yelp rating.

This is the introduction service that gets you in the door with local businesses.

The entry level fee for this service is \$500, or you can waive this fee to get the client locked into a monthly contract.

Profile Management to Boost SEO

In this offer, we “capture” or discover the relevant search keywords for the business and use them in the Yelp profile.

This will help convert more visitors into buyers as the traffic will come from keywords that represent more buyer intent.

The added benefit here is that the Yelp profile will be displaced on a Google search results page, thus increasing buyer related traffic.

Since SEO is an ongoing offer, this solution carries a monthly fee of \$500 to conduct routine audits and adjustments.

Likewise, you can waive this fee if the client purchases higher end services.

Promotions Management

Promotions are what compels Yelp visitors to turn into customers, and since promos are dynamic (meaning they change month to month), we collect a fee to keep this updated.

Yelp has several coupons and deals that business owners can update, taking small fee for each customer that gets generated.

This service demands a flat fee of \$500/month.

Review Management & Stewardship

In this service, we actively prompt every customer for feedback and channel that feedback based on the type of the review.

Negative feedback goes to a comment form that provides feedback to the business owner and allows the disgruntled customer to vent privately rather than publicly.

Positive feedback is encouraged to leave a review on Yelp or other review sites.

This increases review volume and improves the overall review score.

The associated cost is \$500/month.

Email Marketing Management

We will be collecting emails as part of review management.

The service will include emailing customers to remind them to leave a review, which increases the number of reviews a business may receive.

This also provides for the opportunity to get paid to market to their previous customers, deliver promotional offers, and generate additional business.

We charge \$500/month for this, but depending on the customer value, you could demand more.

SMS Marketing Management

This offer is easy to manage with software and is particularly effective for restaurants and other retail businesses.

Reputation Cash Machine

It will help generate more reviews by following up with customers and asking for them via another channel (when used in conjunction with mail marketing).

Again, it provides for a vehicle to market additional promotions and opportunities and can demand fees in excess of \$500/month to manage.

Pro Tip:

The best possible outcome for you is produced by offering all services!

You are looking at \$2,000 to \$3,000 per month if you can get them to sign up for everything.

And remember - the bonus outsourcing section will give you more things you can sell clients earning twice that amount.

Generating more positive reviews while suppressing bad reviews creates a feedback loop. Higher ranking in Yelp leads to more customers, more reviews which leads to higher ranking...

This is the secret to turning Yelp into a customer-generating cash machine for clients, and a massive source of income for you.

In the next chapter, look out of the easy-to-follow steps for getting started and setup to provide Yelp management services.

“You must do the thing you think you cannot do.”

– Eleanor Roosevelt

Getting Started: Preparation Steps

One of the best things about this method is that getting started is remarkably simple.

You do not need much to get started, nor do you need any software, or fancy skills to deliver valuable services to clientele.

You will, however, need a personal Yelp account.

Head over to www.yelp.com and **create an account** if you don't already have one.

Be sure to completely fill out your profile and add a profile picture.

This will reduce the likelihood of your profile getting marked as a potential robot, which is a common occurrence on Yelp.

Next, you need to be social!

Start interacting with businesses that you frequent. Leave honest reviews, and friend people who react positively. Interaction is key here because robots cannot fully interact like people; not even close.

A profile with a high rate of meaningful interaction rarely gets tagged as robotic.

Plus, if you were to get tagged by the automated system Yelp uses, you can simply contact them and point to your reviews & discussions as proof that you are a real person.

Furthermore, visit the pages of businesses in your hometown and like positive reviews for profiles that you are familiar with.

Your favorite pizza restaurant, gas station, plumber – whatever.

Have **local** activity on your profile.

This further insulates your profile from the filter algorithm or automated robot tool that Yelp uses.

Lastly, write reviews!

Every business you visit should get an honest review from you. Good or bad, be authentic, but not overly rude or fawning.

Reputation Cash Machine

Steer clear of drama, wild emotions, or conjecture.

Write reviews based on facts, including but not limited to:

1. The quality of the product / service (excellent or poor)
2. The state of the business property (clean, new, or dirty...)
3. The demeanor of staff (friendly, rude)
4. The experience with the owner (good, bad, caring)

Leaving positive reviews will open sales opportunities for you as you will discover later in this guide.

And that's it!

To summarize:

- Create a Yelp personal account
- Be social on the platform, interacting with people & businesses
- Write honest, truthful, and factually accurate reviews

Now that we've done these initial steps, we are ready to start finding and getting clients, and that's the topic of the next chapter.

See you there!

Reputation Cash Machine

“I never dreamt of success. I worked for it.”

– Estee Lauder

How To Find The Golden Goose?

In this section, I'm going to hold your hand through finding the clients, some of whom will end up being your golden goose.

The analogy here is that some of these clients will buy everything you offer them, and if you recall from a previous chapter, you only need a handful of flagship clients to truly change your life.

Of course, you must work for them – you must remain persistent, true to yourself, and diligent.

The Clients Are Not Going To Find Themselves

You must do the prospecting, but you don't have to do it alone.

I got you covered. With this course, I've included templates and materials to make this task as easy as can be.

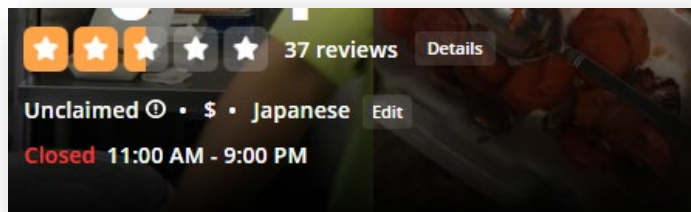
More on that later...

For now, let's breakdown the four types of prospects that you'll want to find.

Low Yelp Ratings

Searching Yelp for a business type in any city or town will produce results, and some of those results will have terrible ratings.

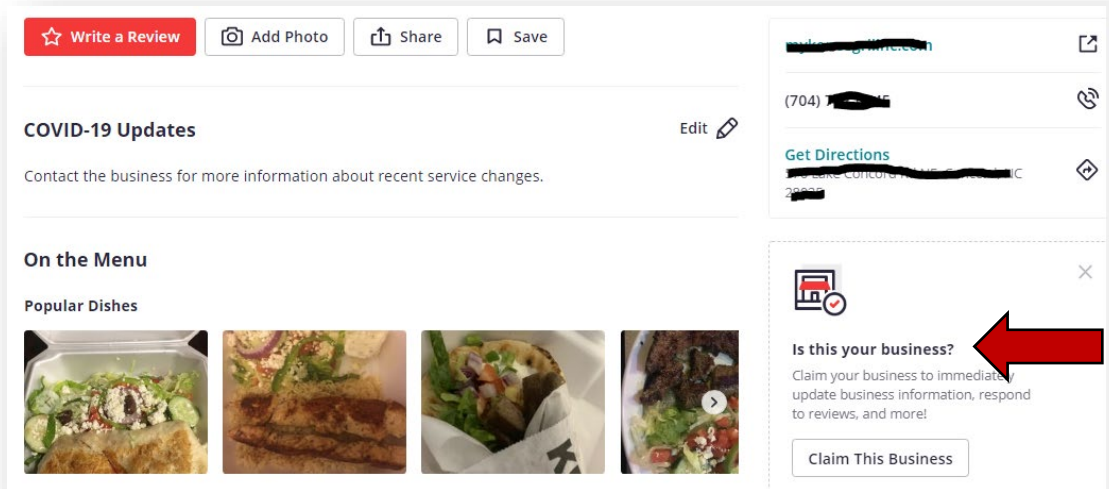
Many times, the low ratings are a product of their business practices, but just as often, those low ratings could occur because the profile is unmanaged, and the automation has caused only half-hearted reviews to be factored in. If the business managed the profile, responded to reviews, and took steps to improve their presence, that rating will go up.



Notice how this unclaimed profile has received 37 reviews!

Unclaimed Profiles

This profile is decent but is also unclaimed, which means it was auto generated by Yelp and is completely unmanaged. You can tell this profile is unclaimed because it has the **“Is This Your Business”** panel, with a button that says **“Claim This Business”** on it.



Pro Tip:

You can find unclaimed profiles on Yelp using a structured search term on Google.com.

Type this into Google search:

`inurl:yelp.com + “is this your business?” + Chicago`

This search produced about 300,000 results, many of which are unclaimed yelp profiles in the city of Chicago.

Change the city and see what other profiles you can find.

You can also add another modifier if you are looking for a specific business type. For example:

`inurl:yelp.com + “is this your business?” + Chicago + Pizza`

Note: all quotes, spacing, and + characters are required for the search term (also called a search query) to work!

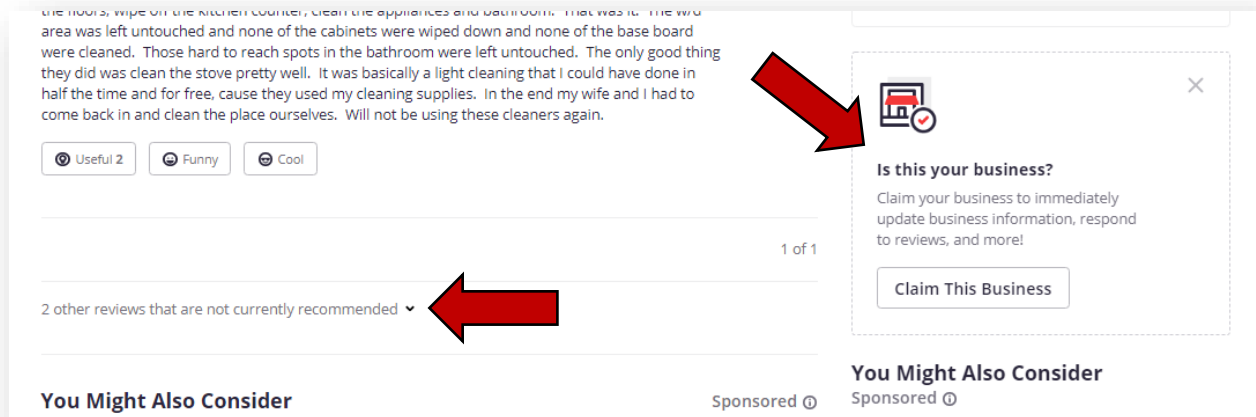
Reputation Cash Machine

Good Reviews Stuck In “Not Recommended”

Using the search term provided above, many profiles with multiple problems were found.

Nothing burns a business owner's ass more than getting a great review, only to have it cast to the side by Yelp.

Look at this:



This profile is unclaimed AND has reviews that are not recommended. If you click the down arrow, you'll find the reviews are positive!



Profiles With Errors

These are a little more difficult to locate but are usually found alongside unclaimed profiles.

They tend to have incorrect telephone numbers, bad website URLs, terrible or missing pictures, along with a variety of other issues.

Typically, these errors are a by-product of the automated profile creation software that Yelp uses, but not exclusively.

A business can change telephone numbers AFTER the Yelp software auto-generates the profile, or it can grab pictures from one business and apply it to another.

Use The Canvassing Approach

1. Find businesses with profiles that fit the four categories we just discussed.
2. Message them pointing it the problems and offer to fix it for them. Use the included emails, pointing out unlocking reviews, profile seo audits, and claiming unclaimed profiles
3. Offer to waive the initial fee, doing the work for free and use this to sell them on monthly contracts

Alternatively, you can use another approach:

Use The Day to Day Approach

Use Yelp with businesses you already frequent on a day-to-day basis.

Fill out a review right in front of them when you're in the store.

And mention the mistakes on their profile (like positive reviews in the not recommended column, bad pictures, incorrect info, unclaimed, etc)

Offer to fix it for them, waiving your normal fee, and let the work sell itself on locking them into monthly service contracts.

In the upcoming chapters, we'll begin detailing how you can fix the problems and apply they solutions we've discussed up to this point.

This is where the magic happens, and how you will create true value for a business owner, so they pay you.

*“I always thought it was me against the world and then one day
I realized it’s just me against me.”*

– Kendrick Lamar

Unleashing Filtered Reviews

Yelp ratings are calculated by the ratings associated with reviews.

Only reviews that are unfiltered are counted towards ratings.

Any reviews that are filtered as “not recommended” are NOT used to calculate reviews.

This means that any positive review labeled as “not recommended” is a basically a monumental waste.

Notice these two reviews are five stars, but they are also filtered.



Why are so many good reviews being filtered out?

Yelp filters out 22% of all reviews because of the algorithm they use to try to filter out a constant barrage of fake reviews.

The cold fact of the matter is that people pay for bots to post positive reviews and pay to get negative reviews of competition.

Dirty pool, right?

All reviews that are filtered out are not counted towards the average review, right?

The system will filter out positive 5-star reviews

It turns out that Yelp filters out positive reviews more than negative reviews.



The research has shown that Yelp's "not recommended" filter has 33.8% more positive language than unfiltered reviews.

What types of reviews get flagged?

The research has further shown the common causes for flagged reviews:

- Vague, generic, overly positive, or overly negative.
- Broken English
- Copy pasted text.
- Accounts that lay dormant for long periods of time

It turns out that Yelp only wants to see reviews that are detailed, balanced, and original.

Reviews written in terrible English are flagged, and there must be a content filter, because duplicate content (a sure sign of automated or robot reviews) are also filtered or removed.

Lastly, user accounts that are dormant for long periods of time tend to get flagged, as well. This is to say that if much time has passed between reviews, the likelihood of it getting filtered is quite high.

Users Can Get Flagged, Too!

Users who are not active or prolific in posting.

You can insulate yourself by making both positive and negative reviews.

Posting photos also helps, since original photos are much harder to fake.

Generally, the following criteria gets user accounts flagged:

- User is new
- User hasn't posted enough reviews or photos
- User doesn't have enough yelp friends
- User hasn't completed their profile
- User has been inactive for a long time
- User only posts reviews with the same sentiment (all good or all bad)
- User's review is too positive or negative
- Review is too short or vague
- Review came as a part of a big burst of reviews

Reputation Cash Machine

Yelp uses these algorithms and rules to fight spam, fake reviews.

Unfortunately, good reviews can get caught in the trap.

These reviews are placed in the 'not recommended' category and not shown on the page without user interaction.

Yelp was even sued over this filter but won the case.

You can read about it below:

<https://www.forbes.com/sites/ericgoldman/2013/02/06/yelp-defeats-legal-challenge-to-its-user-review-filter/?sh=737c5f1042da>

Getting Reviews Out of The Filter

There are a few things that need to be done to avoid the filter.

First and foremost, have a consumer account and engage with the review.

Then have the business owner engage the consumer with their own personal and business accounts.

Then, start engaging with other users who left reviews.

Don't be pushy, just alert them to the fact that their review was flagged and pass on the steps for getting them unflagged.

These steps are:

1. Ask them to complete their user profile
2. Ask to provide reviews for more businesses
3. Follow and friend users
4. Check in to places more
5. Update the review after the above steps are taken
6. Mark your customers reviews as useful, funny, or cool, including their reviews of other local businesses
7. Compliment your customers and their reviews so they seem authentic and valuable
8. Get them to post photos from in the business

Basically, you are helping the reviewer grow their account and look more legitimate in the eyes of Yelp.

Finally, approach them about updating their review so Yelp sees it again and moves it out of not recommended

Preventing Reviews from Getting Filtered

One of the easiest ways to keep reviews out of the filter is to request a picture with the review.

Recall that I stated that original photos are difficult to fake.

This one step tells Yelp that the review was generated by a human being.

If you are running a review campaign, and want to compel consumers to leave reviews, you should be asking for a photograph, and can incentivize that.

You also want them to mention your keywords, so use the keywords in any marketing material that asks for reviews. The language will most often and naturally be picked up by the user making the review.

You want to be doing this continuously, but do not do it all at once. A sudden surge in positive reviews is a reason why Yelp might flag them. Do so organically and without any fixed timeframes.

For example – if you are pushing for reviews, don't do so every Monday, as a pattern may develop and get the profile flagged.

Big increases in the number of reviews all at once looks suspicious to Yelp, so it's best to make getting reviews a regular habit and just part of doing business.

When in doubt, just remember these two rules:

- A. Engage with all reviewers – good or bad
- B. Let customers know that their reviews were flagged and help them fix it using the steps above.

Now, in the next chapter, we will discuss how to sell clients on Yelp management services.

*“Opportunities don’t just happen. You create them.”
– Chris Grosser*

Simple But Powerful Sales Strategies

The goal is to sell clients on a monthly contract managing their Yelp (and other platforms) for a recurring fee.

You don't want piecemeal clients to be the general rule. Every sale you make, no matter how small, is an opportunity to upsell, and bring the customer into a higher-ticket program.

The standard approach is to email or telephone them and highlight the issues you've found.

These issues are most often:

- Missing key information that frustrates customers
- Not using search keywords in descriptions, thus missing out on key SEO benefits
- Not controlling their online images, presentation, and messaging

NOTE: To make this simple for you, I've put together a series of email templates that sell prospects on Yelp management.

You would use these templates to open the lines of communication and present these services in ways that sell themselves. Check them out when you are finished with this book.

Your offers include:

- offer all the services in one bundle
- offer a discount when they bundle any two or three services
- offer one service at a time and then upsell them
- give them 1-2 months free to try it out

You would use one or more of these offers to help you sell.

A customer might not go for the first bundle service, but the second might be perceived as more valuable and easier to sell.

When in doubt, try multiple approaches and offers until the prospect tells you to go away. Even if they say "no" now, this might change soon, so don't give up.

Setting Up Payment Methods

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 need to create payment links for:

- 1. \$500 Unlocking Good Reviews
- 2. \$500 Profile Management With On-Page SEO
- 3. \$500 Promotions Management
- 4. \$500 Review Management
- 5. \$500/month Email Marketing Management
- 6. \$500/month SMS Marketing

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.

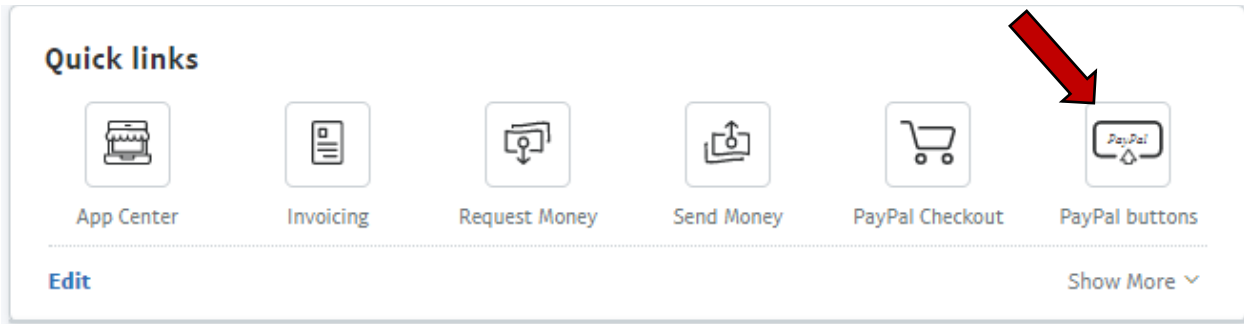
For dynamic payments where the price fluctuates, it is often just easier to send an invoice.

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

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.

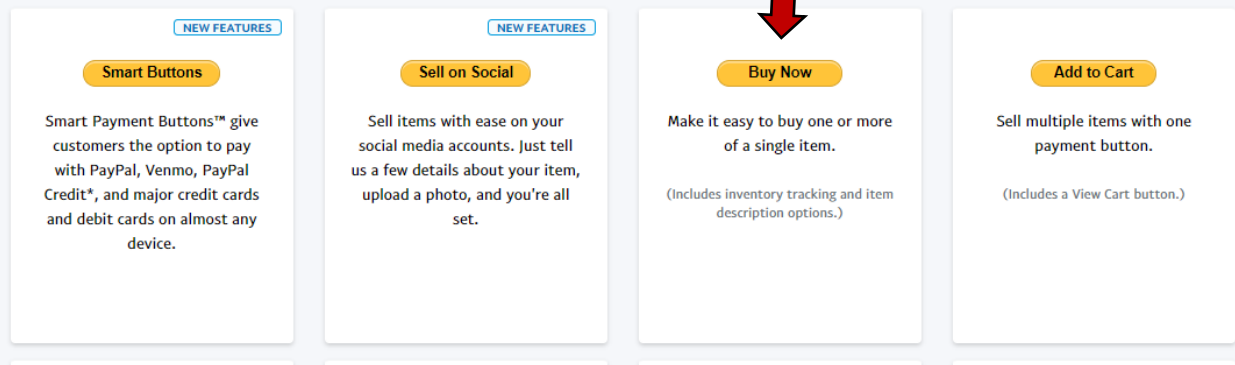
Reputation Cash Machine



Select “Buy Now”

Which button would you like to add?

Select the one you need and we'll guide you through an easy set up.



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

Item Name = Yelp Profile Management

Item ID = YLPPM

Item ID helps you track sales. Notice it is an abbreviation of Yelp Profile Management. You could also add letters or words here to help you track the service at a glance on records.

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.

Reputation Cash Machine

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.

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="
[REDACTED]
" src="https://www.paypalobjects.com/en_US/i/btn/btn_buynowCC_LG.gif"
border="0" name="submit" alt="PayPal - The safer, easier way to pay" />
```

Select Code

[Go back to edit this button](#)

Buyer's View

Buy Now

VISA

MasterCard

Discover

Amex

Email Buy Link

Website

Email

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

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:

<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 services you are offering.

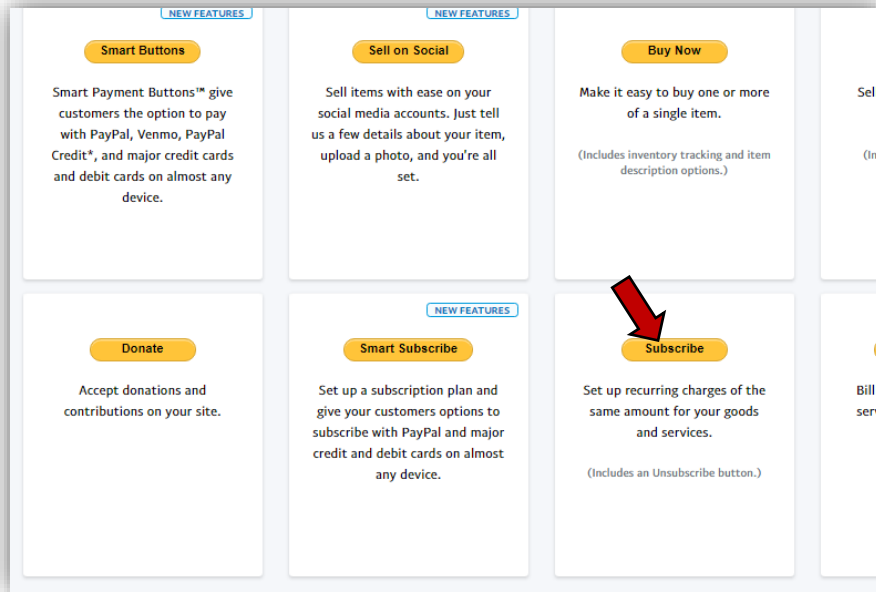
Record each link to a notepad or text document so you have them when you need them.

Creating A Monthly Recurring Charge

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

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

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



On the next page, set the following:

Button Type:	Subscriptions
Item Name:	Yelp Monthly Management
Subscription ID:	YLPMM1 (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**.

Reputation Cash Machine

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

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
 USD

Billing cycle

After how many cycles should billing stop?

☐ I want to offer a trial period

Merchant account IDs [Learn more](#)
☒ Use my secure merchant account ID

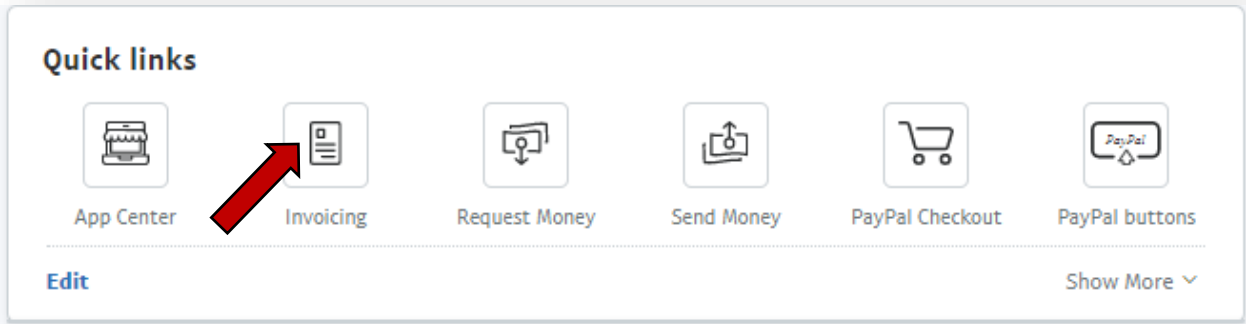
Once you **click Create**, and just like the previous buttons, you'll get a screen with the website button code and an Email link.

Record those links to your notepad or text document.

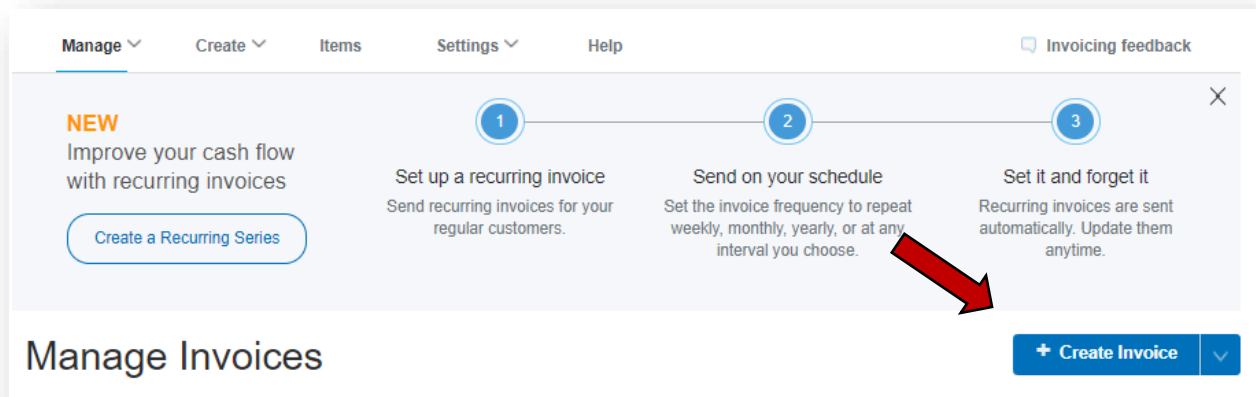
Invoicing Clients

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...

Reputation Cash Machine

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 has a red arrow pointing to it. The 'Cc' field is labeled 'Email addresses'. A blue callout box on the right says 'Select Digital Goods and enter the client email address.' Below these fields 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. Below this is a text input for 'Enter detailed description (optional)'. A red arrow points to this input from a blue callout box on the left that says 'Enter the item description and price: Yelp Setup Monthly Holiday Packages'. Below the table is a button '+ Add another line item'. To the right of the table is a summary section with 'Subtotal \$0.00', 'Discount 0 % \$0.00', 'Shipping \$0.00', and 'Total \$0.00 USD'. At the bottom left is a checkbox '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				

Enter the item description and price:
Yelp Setup
Monthly Holiday Packages

Subtotal			\$0.00
Discount	0	%	\$0.00
Shipping			\$0.00
Total			\$0.00 USD

☐ Allow customer to add a tip.

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.

Alternative Payment Methods

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

www.2Checkout.com

www.Square.com

Accepting A Check

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

If you are accepting checks for business purposes, then you should start thinking about registering a corporation, getting an EIN from the IRS, and opening a business banking account.

At the end of the day, you can always register a corporation after you make a few sales.

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

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

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

Note: If you do not have a business checking account and a registered corporation, you will have to accept a check to your personal account.

There could be some personal tax implications, so check with your accountant or tax professional for the best advice.

“You must expect great things of yourself before you can do them.”

—Michael Jordan

Yelp Profile Optimization And SEO Strategies

Optimizing a client's yelp profile will often be the first and most essential service you provide.

All your services depend on the presence and quality of the client's profile. Without a profile, there is nothing to do!

This is akin to building a car without starting with a strong frame.

While Yelp auto-generates a profile for the business, this is generally not enough to get the business into search results or compel consumers to react in a positive way.

Now, before we get started with profile optimization, you want to meet two critical requirements:

1. The client has paid or agreed to pay you for services
2. You use a 'neutral account' to register their profile

The first point is straight forward. You don't do any work for someone who hasn't hired you. This means you **do not** claim a profile for a business without an agreement in place.

Yelp will call to verify, so it isn't like you can steal the profile easily, but it has happened, and your account will most likely be banned if you succeed.

So, what I like to do is create this "neutral account."

All this means is that you use a new Google email account for the client that is not your personal account.

Register a unique email for the client on www.google.com; something like:

companyNameAdmin@gmail.com

This unique email is what you'll use to register the client's profiles and other platforms or services that require sign up.

You then provide the login to the owner, telling them that this account will be used to manage everything.

Reputation Cash Machine

In this way, the client feels better that they maintain some level of control over their profile (so you can't just walk away with it or hijack it) and enables you to avoid using your personal account/emails on client work.

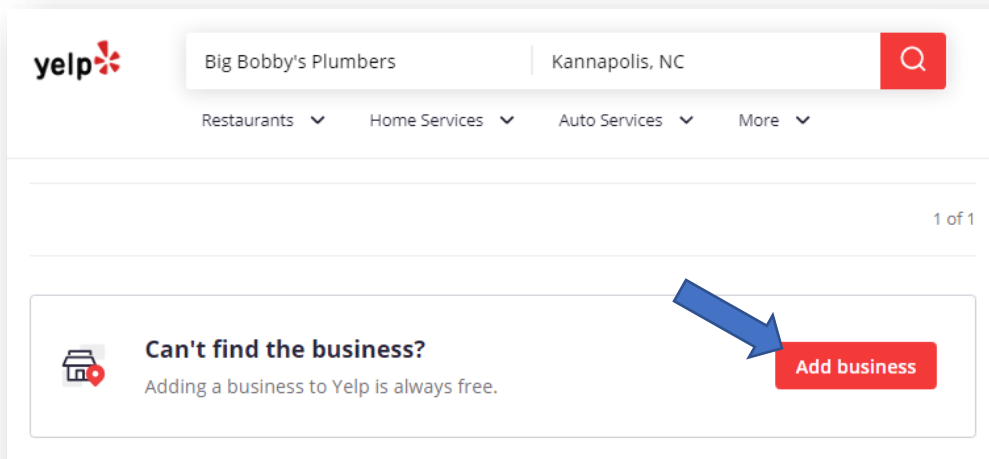
Find The Business' Profile – Basic Setup

Sign into Yelp using the neutral account, and search for your client's profile.

Enter their business name and location to see if one has been generated if you have not found it already.

If no profile is found:

You will be presented with the option to add the business.



Enter the basic and relevant business information.

(if you don't know this information, you will need to ask the client for input or grab it from another source, like their website or Google My Biz profile)

If you do find the company's profile:

IMPORTANT: Yelp will verify this profile, so alert the client that Yelp will be contacting them before you begin. This is typically an automated call with a verification code that must be entered at sign up. Coordinate with the client so they can provide this verification code via phone or text to you immediately OR do the sign up at the business location for simplicity's sake.

Click “**claim this business**” in the right sidebar.

Create the business user account by entering in the neutral email address we created in an earlier step. Provide the business’ official telephone number, address, name, etc.

Once created, Yelp will call the business to verify the profile.

Once verified, you can begin work on the profile!

Optimizing The Client’s Business Page

While simple, this step is critical.

So much depends on the quality and accuracy of the profile.

Upload an image of the client’s business.

A sidewalk photo – or picture from the road that shows the storefront is often a good first photo, but you always want to showcase the interior of the business, as well as product, service, staff, amenities, etc.

Profiles with quality photos receive 155% more page views, and thus more customer leads.

Ensure that the contact information is correct, and the location is accurate.

27% of all Yelp searches are used to find the business’ location and contact information.

Ensure that the business’ hours of operation are correct. Profiles with accurate hours have been shown to generate 40% more page views and leads verse partial profiles.

Lastly, confirm the client’s business categories.

If, for example, your client is a restaurant, then select the restaurant category, but also add specifics like take-out, delivery, etc if the option is presented.

Add A Compelling Business Biography

The business' profile biography is a chance to connect with the customers on a personal level.

They also get the added benefit of providing an SEO boost if the bio is written well and uses the right keywords.

The best keywords to use are what's already being used to find the business.

Pro Tip: If the business has a website with Google Analytics (GA), the search terms being used will be presented in the GA Dashboard. You can use this in the Yelp Bio!

Select the prime keywords:

- City and Location
- The main service of the business
- Additional or other services

This bio must be unique!

Do not use duplicate content – that is to say, don't just copy and paste the description from other sources like the client's website and social media platforms.

Write the bio from scratch using the prime keywords, and just use other sources as inspiration.

Selection A Winning Photo Scheme

Earlier we discussed the importance of photography on the client's profile.

Here is a list of shots you can use for original photos for the profile:

1. Exterior
2. Interior
3. Parking Lot (shows parking availability)
4. Shots of products
5. Staff, both portrait and "in situ" – aka showing staff doing a job
6. Pictures of branded vehicles, such as delivery or service trucks
7. In the case of restaurants, pictures of menu, special boards

8. The drive-in and/or take-out counters with happy staff

Have as many of these types of photos as you can.

It will make a significant difference in both traffic and positive consumer response.

The client will **never** get this level of detail with an auto-generated profile.

Having original photos makes the profile look managed, curated, and demonstrates that the business cares about perceptions.

Yelp SEO Walk-Through

Writing a client's profile for SEO provides for a big boost in traffic and helps the profile rank in search results.

The rationale here is that Google's index robot (and other search engines) reads the profile just like any other page and assigns it a rank.

Add in Yelp's domain as an authority, and you get a high-value property with the potential for ranking in the top slots of search results.

Ranking is a function of both keywords and original content, among other factors, many of them outside of our control.

What we can control is a critical component, so our efforts will focus there.

Picking Keywords

The keywords are what people will search for when seeking out the business.

That said, these will be unique to the business, business type, location, services, and other facets surround the problems and solutions of their client base.

So, what do you think someone might search for when looking for your client's business?

Let's do an example.

Say your client is a restaurant.

And given all the bullshit we're going through with COVID-19, a couple seeking a sense of normalcy and a dinner night out may search for "Outdoor Seating."

This term would be used on the profile to aid in its ranking.

You can get insights into which keywords are being used to find products and services by using a Keyword Research Tool.

Try: <https://biq.cloud/keyword-intelligence/>

Enter a target keyword, like restaurant, and click try it now.

You can try the tool for free if you create an account, but the premium features of the tool are paid. There are other tools out there, but you usually get what you pay for.

Find keywords related to your client's business and use them in the profile.

Completed Profiles Rank Higher

The lazy part of our brains tells us "this is enough" when often times, enough truly is not what you or the client needs.

That said, the client's profile must be completed.

A complete profile offers the best opportunity for it to rank against others.

Most business are missing some small element, getting all of them right leapfrogs you to the top.

A simple audit is all it takes to make this right as it will reveal what is missing and what you need to add to put them above the competition.

Spare No Photos

We've already discussed photography at length, but it is important to note it again as a ranking factor.

The time a visitor spends on a page is a factor in ranking, good photos (and lots of them) keep them there for longer.

Epic Pro Tip:

Use keyword friendly names in your image name! Photo filenames are indexed just like page text.

The filename of the image that gets uploaded will be indexed when the search engine robot visits the page.

Spare No Services & Locations

You need to make the client's service description as accurate and complete as possible.

Forget that each service is a prime keyword; you want the client's consumers to see all the available services because the more which are listed, the more people will connect with the business.

Most profiles neglect this. They think they only need a few, when, the more services offered, the more chances you must connect with a visitor.

Lastly, fill out all the service cities and locations. If a client services a single location, then that's what you list. But if they service other locations, be sure to add them, because Yelp users in those locations will be served the profile if they are in that area.

Reviews Make The Profile Shine

Yelp ranks profiles with recent reviews higher than places with fewer older reviews. This can be said to be a "freshness" type rating.

The company will rank a 4-star profile higher than a 5 star if there are newer reviews.

So, the onus is there for the business to be consistent and make a routine of asking for reviews from consumers.

Thus, ensuring a steady stream of fresh reviews, and even if they are not all five stars; giving the business the opportunity to rank higher simply from the fresh activity.

Reviews are the **Number 1** ranking factor.

The more active the reviewer is on Yelp, the more weight the review will carry in terms of the ranking.

This goes both ways. Both positive and negative reviews will be factored in when there is an active Yelp user.

That said, you also want reviews to use the keywords.

Reputation Cash Machine

Unfortunately, you can't write reviews for customers to submit, but you can influence them when you prompt the consumer to submit one.

Ask them to mention the specific service they received when submitting the review.

Getting creative here will help the business receive frequent reviews with keywords and dramatically influencing the ranking factors.

Other Factors

There are some other factors worth mentioning.

The **first** of which is **category** selection. I've seen too many profiles that are miscategorized. This category must be set correctly to match the type of business your client performs.

The **second** is **Check-Ins**.

Consumers should be encouraged at Point of Sale to check-in via Yelp. Some signage at the front door, with a QR code to make navigation easier can raise the rate of check-ins for the business.

Lastly is a broader sense of "freshness" with respects to their entire profile.

Keep the listing updated weekly with some update, even if it is minor.

The easiest way to do this is to make a routine update, announcement, or special promotional offer.

--

Following this guide will provide for a Yelp profile that is complete, high ranking, and valuable – supplying your client with an excellent online property that helps them sell goods and services.

And of course, prove to the business owner that you are an expert in these matters and a valuable part of their marketing budget...

...so, they keep paying you!

*“Try not to become a person of success, but rather
try to become a person of value.”*

– Albert Einstein

Servicing Clients with Review Management

For your clients to be considered “above average,” you must maintain their profiles at 4.5 stars or higher.

Fewer than 10% of consumers will do business with a place that has less than 3 stars, so if you find a profile that hovers at or near 3 stars, improving their standing can generate a windfall of new business.

Likewise, customers that teeter near 4 stars can also see dramatic improvements with consumer connections with some work on their profile.

Recall that besides profile optimization, reviews are the highest-ranking factor.

There truly are three major facets to this:

We need to get more reviews, get more positive reviews, and manage bad reviews...

And in this section, we'll discuss all three.

Getting More Reviews

The easiest way to get more reviews is to ask.

But how to get customers to write the review?

You want to make this process as seamless as possible.

One way is to link directly to the review page, rather than just link to the profile.

So many businesses make this mistake, it drives me crazy.

They go through the effort to get the customer to click a link, and all it does it bring them to the business' profile.

If they had linked directly to the review page, they would have cut out extra steps and distractions that often peel the consumer away from submitting a review.

Another step is to “pre-screen” reviews by filtering happy customers from the dissatisfied variety.

This is an old trick that I have been using for years, and it does wonders for preventing bad reviews from getting published publicly.

Obviously, it cannot stop all negative reviews, but it can influence plenty by giving the consumer an outlet.

One method is to present a “Leave A Review” button on the client’s website.

But instead of just presenting a form or link to Yelp, provide a page with two options:

- I am satisfied
- I am NOT satisfied

Adding this extra step can head off a lot of complaints.

If the consumer is satisfied, they are redirected to the Yelp review submission page for the business’ profile.

If the consumer is NOT happy, they are redirected to another form that sends the review to the business owner.

Now the owner can deal with the unhappy customer privately, instead of doing so publicly and possibly injuring their ratings.

Avoid Temptation for Bad Shortcuts

Do **NOT** under any circumstance pay for fake reviews. It will come back and bite you in the ass and is generally obvious to those who know what to look for.

DO NOT use your own device for reviews.

Many places try this, but Yelp will block reviews coming from the same device and location.

Avoid spikes & dips – meaning get reviews over time instead of big pushes or pulses. Slow and steady wins this race.

Use This Good Shortcut!

There is a service that will give you a massive boost in reviews and provide for some shortcuts that are honest and professional.

The name of the company is <https://risingstarreviews.com/>

Basically, you collect the customer's contact information and submit it to the company. This can be either an email or mobile telephone number.

Ideally, you also want the customer to opt into the business's email marketing list at this point and pass on that email to Rising Star.

The customer will receive an email or text from the company acting as your client's representative. They click on the link and it filters the responses based on positive or negative aspects of the review.

Happy customers provide reviews, while angry customers offer feedback.

The benefits here cannot be overstated.

For just \$20/month, your client gets a fully curated review process.

Reviews are pre-screened, customers receive follow up (the greatest factor in increasing repeat business) and everyone saves a ton of time and effort.

This also simplifies the experience for employees and leads to improvements on every review site, like Google, Facebook, Zillow, or Trip Adviser.

Lastly, it will also help your client gain reviews for multiple locations.

Consider Rising Star as an option to service your client's review management.

Getting More Positive Reviews

Asides from doing a good job meeting the requirements of the consumer base, you can help the business get more positive reviews.

Do this by running a prequalification process as described earlier, getting feedback from negative reviewers, and striving to get good reviews unfiltered.

As your client's advisor, look out for complaints and compel the business owner to make the changes needed to prevent the situation that prompted the negative review from occurring again.

Consumers trust recent reviews significantly more than older reviews, so having an old review that is less-than-stellar is less impactful than a more recent good or bad review.

For maximum effect, your client should always have 2 or 3 reviews that are just a week or two old.

Remember, your client needs a steady flow of reviews, not sudden spikes and dips, which can get flagged.

Respond to all negative and positive reviews. A response to positive review is simple - just thank them.

A negative review, however, is a bit more nuanced.

Dealing With Negative Reviews

One of the most valuable services you'll be providing is the management of negative reviews.

Ideally, the goal should be to get the unhappy customers to remove the negative review.

When approaching the problem, your efforts should focus more on mitigation than total removal, which may not be possible, especially if the customer is extremely unhappy.

Still, if the business owner can properly mitigate the cause of the unhappiness, the reviewer may be compelled to remove it.

When a bad review comes in, it is important to act fast.

Don't let it fester. Each hour the bad review sits up there unaddressed is an uncontrolled negative strike against the business that may influence another buyer.

Use Monitoring Tools

You can watch the client's online presence, for free, using Google Alerts.

Reputation Cash Machine

Go to www.google.com/alerts/

Add the business name to the search query field.

Set result type to everything, “how often” to Once A Day, and “how many: to Only the best results.

Then enter an email address for alerts and click Create Alert.

When something is found, Google will email you with the content and a link.

Services like <https://reputation.com/> can also be helpful here if it is in the budget.

Foremost, you want the business owner to address the **fundamental reason** (poor service, quality, etc) for the negative review. Fix the problem **THEN** fix the review.

Either you (acting as the business’ representative) or the owner must follow up with the reviewer, respond to the negative review, and indicate the willingness to address the issue.

After the **fundamental reason** has been addressed, ask the consumer to update the review fairly. Send them a link in the email to the yelp page to provide an update only if the client indicates they are less angry or happier now that the reason has been addressed.

Mind you, this won’t always work. Some people are simply stubborn.

But that doesn’t mean you shouldn’t try and that you won’t be successful in mitigating or getting the bad review addressed or even removed.

Yelp Review Removal

Follow yelps instructions and in the comments section, describe the exact Yelp rule you believe the review violates. Your chances increase if you make a **clear and strong factual non-emotional case**.

Click the flag button next to the offending review and supply a reason why you believe the review violates Yelp’s rules.



A Yelp moderator will review the case. If the review is found to violate the rules, it will be removed.

Review Damage Control

As the steward of your client's profile, and often, you will need to some form of damage control when a negative review comes in.

Other visitors will read your reply and it will sway customers.

Be quick with the reply. Take responsibility and stay positive.

But keep it short! Remember you are selling future customers regardless of the outcome of the case of the initial unhappy customers.

89% of consumers will look at review responses from business owners

Your audience is the next person reading the review, not the reviewer.

The right reply will sell more people.

You can negate nearly any bad review with the right response and save customers. You can even prompt good reviews that rebut the exact points being made by an unhappy customer or bad actor, which we will discuss in a minute...

Just remember to always respond and do not ignore the problem because it will not go away on its own.

Give thanks for feedback, good or bad, and apologize if appropriate.

Sympathizing sincerely with the customer is a great defusing strategy.

Remain professional, be respectful, and fix the problem (through the owner) if you can.

If you can't fix the problem, rather, if the owner cannot fix it; inform the customer and tell them why. Explain it but don't make excuses.

Many negative reviews have roots in absolute truth if they are not fake.

A Word On Authenticity

Customers won't believe the reviews if you only have 5 stars. There must be something negative about the business because nobody is perfect.

Having a few bad reviews makes the good reviews seem more authentic and presents more authenticity.

Nobody is perfect!

Customers will always understand that everyone has a few bad reviews.

One thing to look out for are trolls or bad actors.

There are plenty of people out there who get kicks by stirring the pot, often maliciously.

Under no circumstances should you respond to trolls.

These are unmitigated attacks, racism, bad language, joke reviews. These types of reviews are just trying to elicit a response.

One dead giveaway is that they praise a competitor.

These are commonly made by rival businesses or marketing firms trying to siphon off customers to their clientele.

Again – dirty pool.

Flag these reviews immediately and be sure to follow up with the Yelp support case.

“Success is the sum of small efforts, repeated day-in and day-out.”

– Robert Collier

Extra Services For Extra Cash

Beyond the Yelp services we've already discussed in this book, there are quite a few additional services that you can offer.

And you want to offer them all, if it makes sense to do so, of course...

Upselling and adding items to your invoice is the **fastest way** to earning a life-changing amount of income.

You've already done the work getting the client, and both experience and research has shown that getting an existing client to **spend more** is far easier than getting new clients onboard.

Recall that we discussed having *fewer* high-ticket clients verse many low-ticket clients.

The following are unique services that will amplify your results.

Yelp Page Upgrades

Yelp presents several paid upgrades that enhance the client's profile. Many of which you will want to leverage as they do provide for additional reach, interaction, and thus, lead generation & sales.

All these upgrades can be added by navigating to Manage Listing on the client's Yelp Dashboard.

Verified License

As the name implies, the VL services offers consumers proof that the business is licensed. This helps give confidence and establishes some baseline level of trust. Verification is shown as a blue checkmark on the profile, so consumers can see immediately that the business is licensed.

To receive validation, the business applies via the Yelp dashboard, submitting proof of license. Each request is manually approved by a Yelp moderator and available to specific business categories.

This is prime offer for licensed work like electricians, contractors, remodelers, and the like.

Business Highlights

Highlights are special definitions that make their business unique and capture more search traffic, owing much to the addition of these terms as keywords on the profile page.

Terms such as “pet friendly, family owned, free Wi-Fi, woman-owned and operated, etc” allow the business to stand out and appeal to niche audiences.

Portfolio

The portfolio upgrade will showcase projects that clients have worked on.

These are albums of photos and comments of past jobs and gives the business the opportunity to explain their approach and pricing.

The portfolio helps set expectations and get more relevant inquiries from buyers.

The process is simple; just upload photos of the client’s work into the portfolio option once upgraded.

Call To Action (CTA)

One of the most valuable add-ons is the ability to put a call-to-action button right on the profile, giving the consumer a specific step to take to enter the client’s sales funnels.

The CTA is a clickable button that captures traffic and turns visitors into leads and customers. Using this button, your clients can offer free trial, schedule appointments, consultations, and more.

The button can direct consumers to a unique page on the client’s website or have them call a unique telephone number for tracking purposes.

If there is any single upgrade you should push your clients to get, it would be the CTA button, since it will directly impact the volume of inbound leads.

The increase in volume will make you look like a super star.

Removal Of Competitor Ads

Free Yelp profiles feature an assortment of advertisements, and these will most often be from direct competitors.

It is foolish to allow competitors to advertise on your client's page, so if there were any two upgrades to have, it would be the CTA and the removal of competitor advertisements.

Both make an impact by giving a lead collection pathway AND reducing loss of leads to other businesses in the same category.

You do not want competitions stealing customers from your client, not only because it will mean lost revenue for the client, but also indirectly steals opportunity from you, as the consultant.

Photo Slideshow

Slideshow allows the client to choose high quality photos that are displayed at the top of your page and next to your business in search results.

You can customize this slideshow, choosing the order of the photos.

Customers share photos on the client's Yelp page, sometimes not in the best light and it's nice to have control over what new visitors on your page are seeing and in what order.

Yelp Connect

This upgrade is an Instagram-style content stream about your client's business that attracts customers directly from Yelp.

It allows the client to showcase creative updates about the business, operations, and promotions.

The posts that get published are provided via a feed and streamed to follower's email inbox.

This upgrade is something you can charge for each month to post creative content daily or weekly.

Logo Upgrade

Adding a logo to a client's profile seems like a given, however, Yelp charges for it. Go figure...

This feature provides for a more professional look to stand out, build trust and brand awareness, and gives the profile a more established feel.

Upgrade Costs

Generally, each upgrade cost about \$1 per day each.

Some other services costs more...

- Ad Restrictions: \$50/mo.
- Slideshow: \$25/mo.
- Call-to-Action: \$50/mo.
- Profile Enhancements: \$75/mo.

Depending on the customer value, and despite the perceptions and issues surrounding Yelp, these upgrades can produce high value leads for your clientele.

For clients with high customer values, the total suite of upgrades makes a lot of financial sense.

Think about it; a roofer's invoice can exceed \$7,000 to \$10,000 per contract. An investment in Yelp or any marketing platform will pay off.

Yelp Deals & Promotions Management

Another high-value service offered by Yelp is called “Yelp Deals.”

Deals are pre-paid vouchers, gift certificates, or coupons that give consumers an attractive discount on what your client offers.

It is a simple way for businesses to give consumers an incentive to choose your client over the competition.

Yelp users buy these coupons directly via Yelp’s site or mobile application.

And there are no up-front costs to use Deals or Gift Certificates which is a far better off than Yelp’s advertising programs which never seem to convert and cost mountains more per click.

Yelp Deals will always be profitable if the business (your client) has any reasonable amount of follow up with the leads they generate.

Yelp Vouchers

These are prepaid deals that customers can purchase directly from your Yelp listing.

Gift Certificates

With gift certs, Yelp only takes 10%, which is generally in the range of most business’ promotional offerings.

Consumers often buy them and can gift them to family & friends.

Gift certificates are great for holiday/birthday sales and have specific uses in hair salons, restaurants, and most consumer retail applications.

Check-in Offers

When a user checks into a place, their friends see it and it boosts the places rank in Yelp.

The consumers are more likely to leave a positive review, and more likely to not end up in not recommended.

Pro Tip: Create an offer to check-in with a coupon or deal, adding incentive and building value with the client’s audience, plus adding rank weight by growing check-ins and profile “freshness.”

Setting Up Deals

Setting up Yelp Deals is straight forward.

1. Log into biz.yelp.com
2. Click on “Deals & Gift Certificates”
3. Click “Get Started.”
4. Select the price or enter a custom price
5. Optionally select the number of deals available
6. Check the “I agree with merchant terms” box
7. Optionally select a gift certificate purchase price option
8. Once done, click “Post Deal” and/or “Post Gift Certificate”

Now the deals or certificates will be available for purchase on the client’s Yelp properties.

Setting Up Quote Requests

Yelp allows the client to accept quote requests right on the profile.

This feature also allows the business owner to accept messages.

This option is great for home repair companies because they will generate warm leads. The option also permits the clients to provide pricing estimates, as well categories for businesses with a variety of offers.

Log into the client’s account, and navigate to the Yelp Inbox:

<http://biz.yelp.com/messaging>

- Click the Gear Icon in the upper right corner
- Check the box “Allow people to message your business”
- Click “Save”

Preparing Your Clients For Pandemic-Related Business

Back in May of 2020, I recall looking at the COVID-19 pandemic through skeptical glasses. As a former firefighter and EMT, I knew the threat, but never figured it would become the monumental mess that we find ourselves in today.

A small part of me figured it would be over in a few months, while a small part also suspected a long and brutal fight.

Sadly, the latter turned out to be true.

Between shutdowns, lockdowns, curfews, and limited capacity; businesses have been forced to adapt in ways that we, as a society, only read about in fictional stories and seen in movies.

George Orwell's 1984 comes to mind...

Doom & gloom notwithstanding, our society and civilization is very robust.

I still believe that we'll make it through this and come out stronger than ever.

Yet, we're not out of the woods.

Everyone, businesses included, still need to adapt, and use whatever is at our disposal to offset certain aspects of this challenging time.

This includes Yelp as their tools are relevant to what businesses are going through today.

Yelp includes tools that your clients will find helpful, so I find it important to cover them here in this section.

Highlights

Consumers are looking for outdoor dining, delivery, and other COVID-19-related features:

Virtual tours, estimates, digital meetings, signings, and classes can make a business stand out and capture traffic of people looking for these specific things.

ProTip: Highlights should also be used in conjunction with description text.

For example:

If the page has “Delivery,” be sure to add “Delivery during Covid-19” to the description text. This will offer added SEO benefit to the profile.

COVID-19 Alerts

Yelp Alerts can be used to quickly update new and returning customers with the status of the business during the pandemic.

Things such as closures, cancellations, updates, and reopening will be important information relevant to the consumer’s interest.

Viewers get alerts and stay up to date and informed, making them more likely to do business with your clientele.

Today, there is a ton of uncertainty...

Who is open?

What is being offered?

What are the business’ COVID-19 related hours?

Alerts will cut through the noise and make it clear what the business is offering and attract more customers.

Business Attributes

It will be important to keep the business attributes updated so they appear in relevant search results.

Things like take-out, delivery, and outdoor seating are of special concern.

If a consumer were to search for “restaurants with outdoor seating” a business with the outdoor seating attribute will likely be displayed in search results.

The same goes for delivery and virtual services, which will make their profile appear in searches and attract far more customers than if no changes to attributes were made.

COVID-19-Related Call-To-Actions

Yelp has added numerous COVID-19-related calls to action, which if you recall we discussed in an earlier section; adds a button to the client’s Yelp

profile. These are fully customizable, and Yelp also offers specific calls to help solicit clicks from consumers.

Businesses can meet the needs of consumers by adding call-to-action buttons that speak to their concerns:

“Now offering virtual estimate”

“Online classes available”

“Reduced rates during Covid19”

Using the right call to action can mean the difference between a lackluster response and a healthy one and may directly impact the survival of the business during these challenging times.

Managing Newsletters

Another angle the business should implement during these times is an email newsletter.

You’ve heard the cliché “the money is in the list” and that’s just as true for offline businesses as it is the online variety.

My two preferred providers are:

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

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

And this is not something you even need to do yourself. There are a ton of VA’s and outsourcers out there who will write and publish your client’s newsletters for you.

<https://www.fiverr.com/seatiel/design-an-attractive-magazine-or-newsletter-c8411b45-0da3-4ccd-8544-28ab8a38ba12>

https://www.fiverr.com/sushant_23/design-a-professional-html-email-template-or-newsletter

<https://www.fiverr.com/rachelrogstad/write-your-awesome-email>

You can also have the business owner create a print newsletter and distribute it via bulk mail or as an include/takeaway in delivery and take-out orders.

Reputation Cash Machine

“Work Smarter – Not Harder”

-Scrooge McDuck

Outsourcing Yelp Client Projects

This rolodex contains a list of outsourcers and VA's that can assist you in your Yelp servicing and general consulting business.

Outsourcers are provided for the major components a variety of services and can support many programs & campaigns you run for your client.

Be sure to only approach outsourcers or VA once you have a real opportunity on the table and a client payment in hand.

For example, you wouldn't hire an outsourcer to set up an SEO campaign prior to securing payment from a client.

Lastly, not all outsourcers are guaranteed to be available as some go on vacation, pause gigs when over-booked, or take a break from providing services all together.

Finding alternatives is never a problem - there are more consultants and VA's out there than you can count; just be sure to work with well-rated and reputable sellers with positive feedback.

You would not need to hire all these outsourcers to do work for your client. Rather you would work with any given VA when the need arises.

Note: This is not a complete list, which would span many hundreds of pages.

If you are interested in a larger list of providers and service courses, please consider joining my Inner Circle membership, which contains dozens of service-related courses, assets, and sales material for a variety of local business niches.

To get details, please visit the link below:

Updated For 2023! >>> <http://links.landroinnercircle.com/outsourcers>

White Label Reputation Management

There is a company that offers exciting reporting and agency features for a very reasonable fee that is a fraction of what you will earn as a consultant.

The SEO reports provided by this company can be used to help your clients grow their presence, sell your services to them, and give them a leg up over the competition.

As an agency or marketing consultant, you will be best served by using their SEO-Pro package, which is perfect for small agencies managing up to 100 client locations.

This package includes local search ranking reports, Google My Business, and reputation reports, as well as review monitoring, white label reports, and integration with social media accounts.

Using them can provide you with a single dashboard to monitor most of your client's reputation concerns.

You could also use their Just Reviews service to monitor, compel, and showcase your client's online reputation.

Check them out there:

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

Note: I receive no commission or benefit if you use their service.

Now in the next section, you'll get an outsourcer rolodex for common service requests you'll encounter.

Outsourcer Rolodex

Yelp Related Services

Lead Generation

<https://www.fiverr.com/jamrul Khan09/targeted-b2b-lead-generation-for-any-industries>

Email Scraping

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

Lead Generation

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

<https://www.fiverr.com/jenny355/do-web-research-lead-generation-and-data-research-for-you-e2b1c42a-c0ff-456c-ab09-cb43994483b4>

Email List Management

https://www.fiverr.com/email_hunting/do-email-list-building-lead-generation-and-data-scraping

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

LinkedIn Lead Management

<https://www.fiverr.com/jenny355/do-web-research-lead-generation-and-data-research-for-you-e2b1c42a-c0ff-456c-ab09-cb43994483b4>

SEO Providers

www.seoreseller.com (white label full service)

<https://www.fiverr.com/blboss/do-pr9-high-pr-backlinks-safe-google-dofollow-quality-d4a7>

<https://www.fiverr.com/khanjan5/create-list-your-business-to-top-150-us-local-citations>

Google Profile Creation

<https://www.fiverr.com/irfansarwani/set-up-google-my-business-for-you>

https://www.fiverr.com/nouman_/setup-fix-gsuite-google-apps-email-for-your-domain-or-website

Google Profile Optimization

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

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

Google Maps Citations

<https://www.fiverr.com/taniagarg/embed-your-google-listing-code-into-300-web2-publications>

<https://www.fiverr.com/simeonlafroid/build-da100-google-map-pointers-dofollow>

Landing Pages for Offers

<https://www.fiverr.com/garythomas950/build-your-wordpress-landing-page-348a>

Digital Marketing Manager

<https://www.upwork.com/o/profiles/users/~01ebf80f5756ed7d2f/>

Custom Application Development

<https://www.upwork.com/o/profiles/users/~01f9d669bf2f345cc0/>

Facebook Page Creation & Campaigns

https://www.fiverr.com/rana_fahad_khan/get-facebook-business-page

<https://www.fiverr.com/creativeman/run-a-facebook-ad-campaign-to-grow-page-likes>

Graphic Design

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

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

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

Video Marketing

<https://www.fiverr.com/pickera/customize-this-great-addictive-product-video-commercial>

<https://www.fiverr.com/urbandiva33/create-animated-marketing-video-for-business-and-sales>

<https://www.fiverr.com/thevisualcube/create-a-professional-grade-video-with-stock-footage>

<https://www.fiverr.com/lilpee02/create-a-whiteboard-animation-video-from-usa>

Marketing Strategy

https://www.fiverr.com/lina_digitt/craft-a-profitable-digital-marketing-strategy-and-plan

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

Webinar Funnel Design

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

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

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

Google Advertising Consultant

<https://www.upwork.com/o/profiles/users/~0157c7df6bec840a47/>

“Action is the foundational key to all success.”

– Pablo Picasso

Small Steps Forward Delivers Change

At this very minute you find yourself at a crossroads.

You can choose to do nothing, and we know where that is going to get you...

Or you can choose to build a list of agents and reach out to them, using the sales lessons and material I've given you.

All it takes is one hour per day of focused work.

If you can do two hours, great! More time means results faster.

But you need to be in it to win it.

Just reading this book is not going to book clients.

This is a contact sport, so go out and make contacts.

If you need any kind of support, submitting a ticket to our help desk is the fastest way to get a response:

www.landroinnercircle.com/support/

NOTE: You will need to create a support account or sign in with Facebook or Google before you can open a ticket.

...And remember, the more action you take...

...the more money you will make.

-LL