



Insider Tips For Getting Into "Local Business Marketing" (Offline Marketing)

You may sell or give this report away

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Please Note: These tips are just that... tips. There are as many ways to get local businesses to do business with you as there are marketers! Hopefully, you will use these to come up with a plan that works for you and remember... you are free to mix-and-match these to create your own unique approach. Extra Tips Added!!!

Tip Number One: Start with what you know!

Target businesses based on your current area of expertise and what services you would like to offer them. For example... If you are skilled at building websites (or have outsourcers to do this task) you might first go after businesses that do not yet have a website.

If you go this route, here are some ideas:

Look through your local "yellow pages" type directory and make note of all of the businesses that do NOT list a website url. Before contacting them, do a "Google search" to see if you can

find a listing for their business (either a website or a "Google Places" listing... the ones next to the big Google map)

If you can't find either listing, you have found a targeted prospect!

You might start with by offering them a "Google Places" listing and then offer to build a website for them sometime in the future. This way, they can get into the game right away (even without a website) and will be more likely to contract with you for building their website as you have already proven your skills.

Tip Number Two: Start with the "easy ones" to build confidence/references!

If you're new to this business and don't have many references, you might look to friends/relatives/acquaintances that have businesses. Offering to do some amount of work for them (either for free or at a greatly reduced rate) will help you build confidence and get some testimonials you can use for your business.

Tip Number Three: Go where the money is!

Look for businesses that are already spending money to advertise their site. It's not that you can't convince a business owner to start marketing their business via paid methods but it is certainly a bigger challenge.

Here are some places to look:

- Yellow Page type directories (YellowPages.com - SuperPages.com - YellowBook.com)
- [ValPak](#) coupons sent to your home
- Other direct marketing pieces sent to your home (normally sales letters, postcards, coupons or magazine-type pieces)
- Newspaper classifieds (especially those buying display ads)
- Public Advertisements (things like bus bench ads, billboards, etc.)

If they are already buying ads through these types of outlets, they understand the value of advertising.

Tip Number Four: Sneaky tactic to swing the odds in your favor!

There are many ways to make first contact with a local business owner (including sending out a postcard, sending a letter, sending an email, calling them, etc) but I wanted to give you one technique that is often overlooked (and many times, the most effective).

Basically, you just do business with them FIRST. This does a couple of very beneficial things...

It puts the "reciprocity principal" into motion. If you're not familiar with this, it just means that we as humans feel somewhat obligated to repay those who have done something for us.

As you've already done business with them, they will be more open to doing business with you.

So, if you want to go after your local barber... go get a haircut.

If you want to go after a local restaurant owner... go have a meal.

You get the idea.

While you're there, you can ask if the owner/manager is in. Once you get a hold of them, you can thank them for the service you've received and ask them what they are doing to market their business online.

Just remember, you don't want to take a "salesy" approach or you'll kill the mood! I can't tell you exactly what to say as it will depend on the individual business type, your personality and the personality of the owner/manager.

However, here's an example "exchange" to get you thinking...

Example one: Restaurant

After the owner or manager arrives...

YOU - I just wanted to thank you for a great meal and tell you that "Sandra/Bob" (insert server's name) did a great job... I definitely plan to come again.

THEM - Thanks, I appreciate you taking the time to tell me that.

YOU - Absolutely! By the way, how's business been lately? Has it been picking up?.. it seems pretty quiet in here.

THEM - Yeah, it's been picking up a bit but it's still much slower than it was a year ago. Hopefully, that will change soon but I'm not holding my breath.

YOU - Have you been doing much marketing online?

THEM - No, not really. Well, we have a website but I'm not sure how much business it's really bringing us.

YOU - I'd be happy to have a look at it for you, it's what I do.

THEM - What do you mean it's "what you do?"

YOU - I specialize in helping local businesses improve their marketing. I can help in a number of ways but most of what I do is to help businesses to improve their online marketing efforts... stuff like, (insert core services here).

THEM - Hey, that would be great... what do I need to do?

YOU - If you'll give me your business card or at least your email address, I'll review your site and give you a free evaluation. It will take me a day or two to get it back to you but once you've reviewed it, we can discuss it together.

PS - This can work great when paired with "Tip Number Five" below.

Tip Number Five: Barter your way to success!

This isn't something widely discussed, but you don't always have to ask for money in return for your services. In order to be successful, you need to be resourceful (and sometimes flexible) .

So, if you or your kids need some dental work, you might approach local dentists with an offer to trade services. The same can be said of most any business type.

Need your car repaired? Approach auto repair shops.

Like to eat out? Approach restaurants and be willing to trade for restaurant gift cards.

You get the picture.

This is a win-win situation as you will get a product/service you need either for free or at a greatly reduced rate and they won't have to go completely out of pocket.

For example, let's say you approach a dentist and offer to build them a "Google Places" listing for \$495 (or whatever you are charging). Instead of them giving you the \$495 outright, they could offer you the same amount of services.

If \$495 worth of dental work only costs them \$100 in materials, they essentially get the listing for \$100 plus whatever time they will have to invest.

Tip Number Six: Local SEO Tips

Conversely, if you specialize in SEO (search engine optimization), you might want to target those businesses who already have a website but are having difficulty getting decent placement in Google.

After you've found businesses in your area with websites, you can look for ones that aren't on the first page for their relevant terms.

This can be labor intensive so let me give you an easy way to speed this process up...

Use the Google Keyword Tool (found [HERE](#)), put their url into the box marked, "**website**" (leaving the "**With words or phrases**" box empty) and click the [**Find keywords**] button.

Google will then tell you what terms it believes the site is relevant for.

Now, at this point you can do things the "easy" way or the "hard" way. You could either...

- (a) Search for these keyword phrases on Google and make note of where their site is found or
- (b) Use a tool to do this for you automatically.

If using a tool (and that's definitely what you should be doing) there are a variety of them... both "free" and paid.

Tip Number Seven: Some Niches to target

While most any local business can be a potential prospect, here are some tips...

Generally, you will want to avoid any franchise business or any of the larger "corporate" types. These types of businesses generally have their own marketing departments and also many restrictions placed on them as to what they can and cannot do.

Service-type businesses are usually more open to the type of offers you are likely to make so I would recommend that you start with them. It's not that retail-type businesses won't do business with you, it's just that they are typically more resistive.

So with that said, here is a small list of service-types to consider...

- Dentists
- Independent Doctors
- Foot Doctors

- Chiropractors
- Spas
- Handyman
- Locksmith
- Electrician
- Plumber
- Air-conditioning/heating
- Home Improvement/construction
- Cabinetmaker
- Tile/Granite Store (or installers)
- Carpet Store (or installers)
- Real estate salespeople (not broker, but individual salesperson)
- Auto repair shops
- Restaurants
- Barbers
- Hair Salons
- Auto stereo installers
- Local computer repair shops
- Car tire shops
- Smog testing shops
- Tune-up/Oil change type shops
- Landscape companies
- Swimming Pool contractors
- Swimming Pool cleaners

- Mobile pet groomers
- House painters/texture coaters
- Tax preparers
- Accountants/bookkeepers
- Attorneys
- Used car dealers
- Print shops
- Welding shops
- And the list goes on!

You may want to start with the business types you know best and you might also consider becoming a specialist. By that I mean, you might focus on one type of business type before moving to the next.

Why? Well, once you do the necessary keyword/competitor analysis you will have a really good feel for what it will take to get strong listings for that type of business. If you can promote 3-5 of them, you won't have to "reinvent the wheel" each time... you'll already have a big head start.

Tip Number Eight: Become a "Local Business Center" expert!

Get good at building "local business center" listings for Google (aka Google Places) Bing and Yahoo!

If you're not already familiar with how to create/optimize these, here are two resources:

NOTE: Google has recently (in about October, 2010) made some changes to the Google Places program including where the ads show up on their site. Most of what is taught in the two resources above is still good info but know that things are somewhat in flux right now.

Tip Number Nine: Make your own "menu!"

While there are many different services you could offer local businesses, you should come up with a menu of services that you feel comfortable offering.

It's best to have several different services to offer and have them at different price points.

For example, you might offer:

SEO Consulting for current website (\$250-\$500+)
Ongoing SEO work (\$XXX upfront and \$XXX per month)
Custom Facebook Fanpage creation (\$185+ per page)
Facebook Ad Campaign Creation/Management (varies greatly)
Local Business Listing - Google Places or Yahoo (\$295-\$995 each)
Simple five page website - template based (\$795+)
Simple five page website - based off of current WordPress theme (\$995+)
Setting up domain-specific email addresses - **very overlooked!** (\$50+ each)
Social marketing services (varies greatly)
PPC Management (varies greatly)
ETC.

Once you know what you will offer (and at what prices) you will find it easier to talk to business owners. If you get "stuck" for what to say, you can simply show them your menu and go over the services you offer.

TIP: If you sense that the business owner is interested (but still skeptical) you can offer one of your "lower dollar" services either at a reduced rate, offer to do it for the posted rate but with only a small deposit up front, offer a money-back guarantee if they are not satisfied or go the barter route! If you are flexible/creative, you will get business!

Please note: The figures in the examples above are realistic but they are just examples. You may find that your local market is not willing to pay the minimum amounts I've listed above or you may find that they will pay a lot more. You'll only gain that knowledge through experience.

Tip Number Ten: Take Action and NEVER GIVE UP!

If you've read this far, you obviously want to improve your current situation.

Maybe you need to get out of debt?

Maybe you'd just like a little extra "fun money" each month?

Maybe you'd like to build a six figure income and quit your J.O.B. ?

Becoming an Offline Marketing Consultant can definitely help you achieve this (and more) but it's not going to happen unless you take action! Sorry to be so blunt, but that is the truth.

We all throw around sayings like...

"No pain, no gain!"

"The longest journey begins with the first step!"

Etc.

But so few actually summon up the courage it takes to venture into uncharted territories!

I can't force you to take action but I can encourage you and give you a couple of parting tips... if you're not comfortable cold-calling businesses, don't start there!

Find something you are "more comfortable" with and start there.

Maybe that is sending a postcard, or an email, or hiring a commissioned-only salesperson to go out and get business for you.

Whatever it takes, don't let FEAR stand in your way!

After you've found some success, you'll gain confidence. With more confidence, you'll gain even more success... that's just the way the world works!

New Tips/Tricks To Add To Your "Client-Getting" Arsenal...

NOTE: While "Tip Number Ten" was originally my last, I've come back and added some more based on my own personal experience and from the experience of some of my friends who are also active in Offline Marketing.

Tip Number Eleven: Choose the right "front-end" service when approaching "cold" prospects

Now, if you only specialize in offering one type of service to local business owners this tip might be hard to pull off, but if you offer more than one service, you need to listen up!

Sometimes, we're our own "worst enemies." We decide which service to use as our "front-end service" based on what WE THINK will sell best. However, if you're not testing different offerings, you may be missing out on a whole lot of sales.

It's really best to let your prospects decide which service they'd like to be sold. Doing this will help to improve your conversions and your self-confidence at the same time.

It's impossible for me to tell you which of your services you should be offering on the "front-end," but here are some basic guidelines...

It's generally best to use one of your lower-priced offerings as your front-end service, especially when approaching "cold" prospects. It just makes sense, doesn't it? Since you don't have a strong relationship with the prospect, it's probably not wise to use your highest-ticket service on the front-end. There's too much risk for the business owner... YOU'RE STILL AN "UNKNOWN" TO THEM.

Another consideration is the time it will take to deliver the service in a "provable" fashion. Here's what I mean...

If your front-end offering is building a Google Places listing that ranks on "page one" for a particular term, it may take you 1-2 weeks (or more) to prove you have delivered the service to the client. This extended time-frame (even though it's completely reasonable) may cause your client to doubt your worth even if you've told them it may take that amount of time up front!

If you use a custom Facebook Fanpage as your front-end service, you should be able to finish the work and show your client the final results in just a few days time. This immediately helps to INCREASE the amount of trust they place in you and will help you sell other services to them over time.

So, if you have two services that are priced about the same, you may want to consider offering the service that can be delivered more quickly... just a thought.

Now, I'm not saying that you should abandon whatever you are successfully using right now but that you should test different front-end offerings for best results.

Tip Number Twelve: Go where the money is! (part two)

I've already touched on this a bit in an earlier tip (or maybe even a couple of tips) but here is a really cool "spin" on it that may work for some of you.

My daughter attends a private school. Now, that may seem like a strange thing to add to a report like this but stick with me, it will make sense in a minute.

Here are some "general truths" --

- The vast majority of parents who send their kids to private school earn much more money than the national average.
- Those that earn a lot more money than the national average are frequently business owners.

So, while there are exceptions to this, it's generally true.

My daughter's school produces two different "products" that can be effectively used by Offline Marketers. One is a "school directory" that is printed and given to all parents each year, and the other is their "sports programs" that are given to everyone who attends any (and all) home games (for all sports).

The school sells "display ads" to any business that wants to buy space (providing their offerings don't conflict with the school's values). This is not limited to just parents of kids that attend the school, it is open to any local business.

The ad rates are incredibly cheap compared to other mediums AND the ads are sure to get in front of a variety of business owners.

If you write a solid ad, you will likely see a positive Return on Investment.

Also, you don't have to stop at just one school. There are at least 10-12 private schools within a 30 mile radius of my home and most offer the same type of advertising opportunities.

Here are a couple of additional tips...

[1] Consider using a trackable phone number so you can see which ads are producing for you. I use Yumber.com, their service is easy/fast to setup and reasonably priced.

[2] Write great ads! Don't advertise like most in the directory that don't have a clue how to actually generate business. If your ad doesn't have a clear call to action, you messed up!

Here's a sample to get you thinking... I'll make it as generic as possible:

ATTENTION: Business Owners!

We Help Business Owners (Like YOU) Get More Exposure
And ***Gain New Customers*** Direct From The Internet!

Call [Your Name] @ (888) 555-1212 Today
For Your Free Consultation!

If you'd prefer to send traffic to a free report offer (to build email leads) you could switch it up like this...

ATTENTION: Business Owners!

We Help Business Owners (Like YOU) Get More Exposure
And ***Gain New Customers*** Direct From The Internet!

Visit YourDomain.com/free-report To Learn More
And Get Our FREE Report!

One last tip about creating effective "direct response ads" before I go onto Tip #13...

Remember that we all buy from those we, "know, like and trust." If you can ever come up with an idea to increase any of these three elements it is generally a good idea to do so.

Seriously, this is a simple tip but WORTH PURE GOLD to those who implement it!

Example One: If you can add an attractive "head shot" (a photo of your head, neck and shoulders) into the ad, consider doing it. Just BE SURE to use a flattering image that shows you with a big, beaming smile! "Happy" photos sell... "Sour Puss" photos kill conversions... you've been warned!

Why? Well, the addition of a great, "happy" photo of yourself adds to the element of "knowing" and to "liking." It may seem strange, but we are less suspicious of those we've seen and if you look to be happy, you're more likeable.

Example Two: You might add a short customer testimonial directly inside the ad or on the webpage you are driving traffic to. This addresses the "trust" issue. It tells them that others have used your services and have found you to be trustworthy. This social proof is powerful... don't overlook it!

Tip Number Thirteen: Go where the business owners go (part one)

This tip is tied into the one above but there is a small twist. It too deals with creating a display ad but this time, in your local newspaper.

Yes, it is true that newspaper circulation is dwindling but this sneaky tip works regardless.

If you open your local newspaper you will likely see a number of businesses advertising in the "Business Classifieds" section. Your goal isn't really to get in front of the "regular Joe" who buys the newspaper, but rather to get in front of the business owners who are placing advertisements in the paper (seriously, this is genius).

You see, the first group of people to see those display ads will be the BUSINESS OWNERS themselves! Why? Well, for two reasons...

[1] Vanity! - We like to see ourselves in print and while it may seem odd, business owners WILL look at their ads and think to themselves... "hey, look at that... that's ME!" or "hey, look at that, that's MY business!"

[2] They will also look to ensure that they are getting what they paid for. After all, if the paper forgot to include their ad or if they made some sort of error when creating/printing it, the owner should be entitled to a refund or some other form of repayment.

[3] They want to know what their competitors are doing! - In addition to looking at their own ads, they'll look at a bunch of others (many times, all of them) to see what their competitors are advertising and to get ideas from other ads.

So, if you craft a really great ad that SPEAKS DIRECTLY TO THEM, you have a great shot at getting new business!

Here's an example ad: (look familiar?)

ATTENTION: Business Owners!

We Help Business Owners (Like YOU) Get More Exposure
And ***Gain New Customers*** Direct From The Internet!

Call [Your Name] @ (888) 555-1212 Today
For Your Free Consultation!

Here's another example ad:

ATTENTION: Business Owners!

Are Your Ads Bringing You Lots Of New Business?
If Not, We Can Help...

Call [Your Name] @ (888) 555-1212 Today
For Your Free Consultation!

Note: The second ad is DIRECTED RIGHT AT THE BUSINESSES ADVERTISING IN THE NEWSPAPER. While this is a good thing, some newspapers may not allow you to run the ad because it insinuates that the newspaper isn't that effective anymore.

The first ad is less aggressive and will usually be run without a problem. Just know that you may have to play with the copy a bit if you try to run the more aggressive ad.

PRO-TIP: When buying ad space, don't forget to "haggle." You may, or may not know it, but just because the paper (or almost any media outlet) has pre-defined ad rates, that doesn't mean you have to pay them!

I have bought ads in newspapers, magazines and on blogs/websites. Rarely have I paid the posted ad rate... most all reps have the ability to adjust the pricing but you'll only get a better deal if you ask for one!

If you've never done this before, let me give you a couple ideas as to how to approach the negotiation...

[1] You can almost always get a discount if you agree to run your ad for more than one month. This will actually have you agreeing to spend more money, but you can save money on average.

For example, if the regularly posted ad rate is \$150 per month, you might be able to get them to show your ad for three months for \$300. (effectively costing you \$100/month)

Another angle to take is the 2-for-1 angle where you agree to pay the posted ad rate if they will run your ad for two months instead of one.

[2] With this approach, you can actually get an ad run for less than the posted ad rate. Here's how it works...

You simply tell the ad rep that you are a small business owner on a tight budget. You let them know that you want to advertise in their paper but you can't afford to gamble anymore than is necessary.

So, you ask them to run your first ad for something less than their posted rate and tell them that you are tracking the ad via a Virtual Phone Number (or whatever tracking method you are honestly using) and that you will definitely advertise again with them if the ad proves to be a good investment.

This way, if you spend \$100 on the ad and it brings you \$300 worth of business you can feel comfortable advertising with the paper again at the posted ad rate or as I suggest, using technique #1 to get a discounted rate for a longer term.

Tip Number Fourteen: Go where the business owners go (part two)

This is frequently covered in Offline Marketing products but as I didn't add it to the first ten tips, I thought I'd add it here.

One fundamental marketing concept is go find where your "market" (aka your prospects) congregate and go hang out with them.

This can be done online or off, but I'm going to discuss the offline strategy.

Most cities have a Chamber of Commerce that is made up of local business owners. There are a number of ways to use this knowledge to your benefit, here are three:

[1] You simply attend the group's meetings and network. You can hand out business cards (good but boring) OR you can hand out copies of a report you've written (or gotten PLR Rights to). The reports will cost you a little more to produce, but they are certain to create more "buzz" and do a better job branding you as THE EXPERT.

[2] Like #1 above, you attend the meeting to network but instead of just giving out a card or report, you give out invitations to either a live presentation you will make OR invitation to attend a live webinar.

Both are very powerful but each does come with its own set of challenges. If running a presentation you will need a place to run it and will need to put together the presentation content AND deliver the content.

If presenting via webinar, you will need to learn how to run one (I use GoToWebinar.com) and will still need to put together the presentation material. The only thing you won't need is to look for a physical location as the webinar will be presented online.

PRO-TIP: Here is a tip that comes from a couple of my friends and will help you to get access to a meeting place for "free." One of my friends approached his accountant and offered to Joint Venture with him. The accountant allows him to host meetings in his office "after hours." In return, the account gets 10% of any sales made AND has the ability to offer his accounting services to the business owners that attend.

Another of my friends asked his bank if he could use their conference room for these types of meetings. They agreed as he is a valuable customer of theirs AND have the ability to offer their banking services to the business owners in attendance.

Whatever it takes, don't let FEAR stand in your way!

After you've found some success, you'll gain confidence. With more confidence, you'll gain even more success... that's just the way the world works!

Recommended Ebook Sources

[Free-Books-Canada](#) > Free Ebooks, Software, Theme, Videos, Graphics and Digital Stuff

[Unselfish Marketer](#) > One of the best Membership Sites out there for PLR, MRR, Resale and Personal Use products.

[Resell-Rights-Weekly.com](#) > Great Membership Site! Has free PLR MRR products

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