

# Effortless Consulting Formula



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## Introduction – How To Build A 7-Figure Consultancy

The purpose of this book is to help you. It's here to help you get started as a high paid consultant for businesses.

I will walk you through step by step a proven formula to find businesses that are in need of a service...

...reaching to them and getting them to pay you to help them...

...and how to fulfill this need to create a win/win relationship between you and your clients.

Before we get our hands dirty with the specifics, I want to give you a birds eye view on the consulting business works. This way, you will understand all the steps involved before you start taking any action.

### Find a Hungry Audience

The first step in building any business (including a B2B consulting business) is find a hungry audience. By that I mean you need to find a group of customers who have a need that is not being filled.

Notice I did not say you need to find a product or a service to offer...

If you can find customers who have an unmet need or desire, coming up with unique products and services are easy. (Necessity is the mother of invention after all)

Luckily in this guide I am going to not only show you a group of over 800,000 businesses that are in need of something... But I am also going to show you how to find them with a simple Google search.

AND you are going to learn a simple service that fulfills this need... One that can be outsourced for as little as \$5. More on that in just a minute...

## Direct Advertising And Sales

One of the biggest problems my coaching students have is NOT having something to sell or a service to offer, but finding people to sell too.

Now if you followed the advice in the previous section – finding a hungry audience BEFORE you start building your product or developing your service than selling your service is as easy as reaching out to that audience directly.

With the effortless consulting formula, the hungry audience will be handed to you on a silver platter and all you have to do is reach out to them offering a solution. We will be using a ‘cold email’ strategy to get our prospects attention, and selling them over email and phone.

## Find Services You Can Outsource Or Automate

As consultants our jobs are identifying win/win opportunities.

Finding a group of businesses that have a problem that needs to be solved...

Finding people or software that can solve this problem inexpensively...

And connecting the two together for a profit. (This is the part we call sales)

In this guide I will be showing you how to service your clients yourself, as well as how to find outsourcers on Fiverr and other sites to automate the process. You’ll also learn about some cheap software that can be used to build business mobile apps, a service you can upsell to your clients for even more money.

## Increase Your Client Value

This guide will teach you how to sell a service that costs the client's \$497 a month, and costs you around \$5 per month if you decide to outsource the fulfillment.

The secret to building a 7-figure consulting business is NOT to try to book as many clients as you can, but rather to earn as much money from each client as you can.

In the section on outsourcing, I am going to show you a few places you can find salesmen to do all the selling for you and your business on a commission basis (which means they cost you nothing until they book you clients). The higher your value per client, the more money you can pay your sales people in commissions and the more clients you will end up getting (not to mention the more money you can spend on fulfillment.)

In this guide I am going to recommend some software that you can use to create business mobile applications that business owners are paying as much as \$10,000 for.

## Find Businesses In Need

This section is going to explain the service we will be offering as well as how to find businesses who are in need of this service using a simple Google hack. At the time of this writing there are over 800,000 businesses in need of this service, and that number will continue to rise as new businesses are formed and get index by both Yelp and Google.

## Untapped Service To Offer

Reputation management has become a multi-billion dollar industry over the last few years with the emergence of review sites like Yelp, and Google Places. For a local business, the quality of reviews on sites like Yelp can mean the difference between being flooded with customers, or being avoided by customers.

The service we will be offering, is claiming and maintaining a business' listing on the site Yelp.com

If you are not familiar with Yelp, it is a local business directory site where customers can leave reviews:

<http://yelp.com>

**Fact:** Businesses have closed their doors as a result of bad reviews on Yelp.

Yelp has a built in system where business owners can claim their listing on their site, and there are millions of businesses who have not yet claimed their listing!

Claiming your Yelp listing allows you to (list take straight from Yelp.com):

- Immediately update business information like menus, hours of operation, phone numbers, address, website (all vital to generate more customers from the site).

- Respond to reviews and privately message customers (this allows a business to have bad reviews removed, or at least explained publicly)
- See the customer leads their business generates (Leads that the business owner is completely missing out on)
- Monitor how many people view your business page (being ranked on Yelp easier, and generates more traffic than SEO)

The service we will offer local businesses for \$497 a month is to claim their business listing for them, and monitor their listing for negative reviews.

### Understand the Value On Their Terms

Business owners generally care about two things: More customers, and more money. You must translate the benefit of whatever you are selling into those terms for the business. For us, selling Yelp management translates to more customers in the following ways:

- Claiming the business listing allows more control and better ranking of the listing which means more customers will find the business.
- Removing or commenting on negative reviews will entice people reading the reviews to visit the business.
- Monitoring the leads generated on Yelp will allow the clients to generate more leads

Whenever you are talking to a client or potential client, always remember to explain thing in terms of new customers or making more money.

## How to Find Clients

Ok... We will be offering Yelp listing and management services, so how do we find clients that are in need of this service?

Well, any business that has not claimed their listing on Yelp is missing out on a potential influx of customers and so they would be easy sales.

We can find businesses who have not yet claimed their listings by entering the following search string into Google:

site:yelp.com "Claim your business page and"

This search will only search on yelp.com, and is looking for the term "Claim your business page and access you". Any page with that text is clearly an unclaimed page.

You can add a specific location to the search at the end of the term, for example:

site:yelp.com "Claim your business page and" New York

Would return only businesses in New York who need this service. On that page, you will find a listing that looks like this:

### Is this your business?

Claim your business page and access your **free** Yelp for Business Owners account.

- Immediately update business information
- Respond to reviews and privately message customers
- See the customer leads your business page generates
- Monitor how many people view your business page

[Claim this business](#)

This means the listing is unclaimed, and we can contact this business to claim it for them.

The next step is to get their contact information (specifically their email) and luckily, yelp provides us a starting point. In the upper left hand corner of the site, you will see the business' contact information including a phone number and web address, like in the example below:



You can cold call the business if you want to get in touch immediate, however I prefer using cold emails to cold calling, as it will allow me to work faster since I will only ever talk to interest prospects.

Browsing to the company's website will usually provide you with a contact email address, if it doesn't work you can use the site [manta.com](http://manta.com) to find alternative email addresses.

## Cold Email Approach

In the previous section we found businesses who have not yet claimed their Yelp page listing, and gone to their website to get a contact email address. I would recommend putting together a list of at least 20 emails before you start sending them out.

The next step is to send the business an email using a fear tactic. Prospects will generally respond better to the fear of loss more than they would the potential to gain.

Let me give you an example:

Let's say you saw an ad for a brand new ride on mower... Something you have been looking to buy for some time. And in this ad, they promised you can get this ride on mower for only \$20 if you show up to their store within the next 3 hours...

How likely are you to stop whatever you were doing, get in your car and ride down to the store?

You MIGHT take a trip down there, depending on what you were doing that very minute or you might simply pass up what is an incredible offer for something you already are in the market for.

Let's take another scenario:

Let's say is 3am and you asleep in your bed...

You hear a noise outside, and looking out your window you see someone trying to make off with your old, broken down lawn mower that barely works.

How fast would you leap out of bed to stop them?

The lesson here: People will be more motivated by the fear of loss than the possibility of gain.

## Sending A Cold Email

We are going to send a cold email to our prospects explaining how they are missing out on customers, and potentially ruining their reputation.

Send these emails one at a time, don't bulk send. Be sure to address the company by name, or if you have it from Manta.com then name of the business owner in your email.

Here are some of the best subject lines that have worked for me in the past:

"You are losing customers..."

"I want to refer you new business..."

"Did you see this scathing review of your company?"

"This person is badmouthing you"

"This is losing you customers..."

These subject lines have had the highest open rates in my tests for this method.

Once they open the email, our goal is to get them to reply back or to give us a call to sell them on the phone. I like to pre-sell as much as possible in the initial email this way the only people who contact me are ready to do business. Here are a few of the things you want to mention in your email in order to presell the client before he replies back or calls:

1. Explain how he is losing money/missing out on customers
2. Point out a specific bad review in the email (This proves your claim)
3. Talk about the benefits of taking control of the yelp account (handle bad reviews, appear higher in Yelps listing.)
4. Tell them about your service
5. Mention the price of the service
6. Ask for the order
7. Provide contact information

By telling them the service and the price in the first email you will prequalify the prospects so only the ones who are ready to buy from you will respond.

**Pro Tip:** This 7 step email formula can be used to sell any B2B service via cold emails.

Here is an example email you can use to send to business owners:

To {COMPANY OR BUSINESS OWENRS NAME},

My name is {YOUR NAME HERE}, and I am writing you today to warn you about a problem I found with your business on the site Yelp.com. If you are not familiar with this site, Yelp is an online directory that customers go to place a review of the businesses they frequent.

The reason you currently have a problem on this site is twofold: You are losing money from the unclaimed leads that are being generated here, and you have a number of negative reviews that are turning away customers. I have attached a screen shot of one bad review in particular that must be dealt with promptly or it may not get removed from the site:

{TRANSCRIPT OF REVIEW AND SCREEN SHOT}

By claiming your business' profile on Yelp, you will be able to reply to this reviewer and possibly have this review removed completely. You will also have the chance to optimize your listing to appear higher in Yelp's results, giving you more exposure and ultimately more customers.

My company provides Yelp listing and management services for local businesses in the {BUSINESSES TOWN} area, and would like to offer you a discounted rate. Our service will:

- Claim your listing on Yelp.com
- Optimize your listing to appear higher in Yelp's results
- Respond to any negative comments and attempt removal as they happen.

- Provide you with a monthly 'Reputation Report' that will give you a snapshot of mentions of your business online.

Normally we charge a monthly fee of \$997, with a setup fee of \$1,497. However since your account already has a few negative reviews on Yelp we are waving the setup fee and dropping our monthly price to \$497.

I am making you this offer because I know our service will make a dramatic difference in the number of customers coming in your door, and I believe that once you see this difference, you will be willing to recommend our service to colleagues.

However you must reply back to me by {DATE 4 DAYS FROM DATE SENT} in order to get this discounted rate. The sooner we can get started, the easier it will be for us to handle the bad reviews on your account.

Please reply back to this email or call 555-555-5555 to get started.

I look forward to working with you,

{YOUR NAME HERE}

You can modify this template however you like, as long as you keep with the 7 steps mentioned above.

## Closing The Deal

The business owners that call and reply back will be presold on your service and you want to assume the sale with every reply. Whenever I get a reply email, I usually reply back with something simple:

"Hey {BUSINESS OWNER},

Thanks for writing back. In order for us to get started, you can sign up here: {LINK TO YOU CHECK OUT PAGE}

Once you have signed up we will get started and claim you listing immediately.”

You may get the occasional objection or question about the service, the trick is to always answer his question, and follow with an assumed close. An assumed close simply means we are assuming he wants to buy, and we provide him the means to do so.

Closing the deal on the phone is no different than over email, just assume that the business owner is calling to make his payment and ask for the order. (I normally don't include my phone number in the cold emails since it is just as easy to close the prospect via email alone).

## Getting Paid

Once you have sent an email asking for payment, you will need to send the client to a checkout page that collects their credit card information and bills them monthly. You can use whatever merchant service you currently use, or if you are new to the consulting business, I would strongly recommend using PayPal.

PayPal makes it easy to set up recurring payments for your client. You can read about their system here:

<https://www.paypal.com/pdn-recurring>

Once the client is set up and paying, it's time to claim their yelp listing and provide them with monthly reports.

## Servicing The Client

As soon as you receive a notification of client payment, you want to claim the clients Yelp account and reach out to them for more information.

## Claim the Business Listing

Claiming a business' page is as easy as clicking the link on their page:

### Is this your business?

Claim your business page and access your **free** Yelp for Business Owners account.

- Immediately update business information
- Respond to reviews and privately message customers
- See the customer leads your business page generates
- Monitor how many people view your business page

[Claim this business](#)

Once you click you will be prompted to create a business account for the owner and will need to verify the account by receiving a phone call. This whole process only takes about 5 minutes, and they will call the number listed for the business so make sure the business is available to receive the call.

And that's all it takes to claim the listing!

## Provide Reports

After claiming a business's listing for them, there are two services you will be providing for your \$497 a month fee.

First we will be replying to all negative reviews both publicly, and privately. Replying to negative reviews publicly will allow anyone who stumbles on a bad review to see the other side of the story and minimize the damage.

You will also have the ability to message reviewers individually when using a business account. Simply reaching out to the disgruntled customer is usually enough to get them to delete their review. If the business owner will allow it, you can give the reviewer something free (like a free meal for a restaurant) as an apology for bad service, in order to attempt to win them back.

The second thing we will offer the business owner is a monthly report of all mentions and reviews of their establishment. You can compile this report yourself, however I recommend using this service to do it for you each month:

[Reputation Report Service](#)

## Outsourcing The Business

This business model is extremely easy to build into 6 figures recurring income very quickly without any outsourcing or hiring. The secret to taking any business to 7 figure and beyond, as well as being able to work less in the process is knowing how to outsource, and how to hire great people to do the work for you.

## Outsource The Service

In the previous section, I provided you with the resource I use to produce reputation reports for only \$5. There are a few others you can use as well, depending on the size of your client:

[Yext Partner Program](#)

[Vendasta Partner Program](#)

[WhirLocal White Label Program](#)

These programs offer more than just basic Yelp management, you can sell a variety of reputation management packages.

I would also recommend hiring a full time virtual assistant to help you claim listings and respond to client emails. Here are the top places I go to hire my VA's:

<http://www.virtualstafffinder.com/>

<http://www.bestjobs.ph/>

<http://virtualassistantboard.com/>

## Outsource Sales

Using The Google hack and email templates I have provided in this guide, you already have a fairly automated system for finding and selling clients on your service. Once you have booked a few clients yourself and have perfect your own versions of these templates, you can easily hire a virtual assistant to handle the bulk of the work for you.

Here are a few tips when hiring someone to handle the sales:

- Always hire sales reps that speak fluent English
- Always get on a skype call before hiring a sales rep
- Pay sales reps a commission for each client they bring in with the methods
- Always ask for, and check references from previous employers.

One of the best places I have found cheap, available sales help is in the Philippines. Simply post an ad looking for online sales reps on craigslist in Manila:

<http://manila.en.craigslist.com.ph/>

This system is easy enough for any outsourcer to do most of the work for you.

## Upselling And Cross-selling

Once you have a client paying you \$497 a month for reputation services, you have an open door to offer them other services and products.

Listen: I have had coaching students earn over \$400,000 a year from only 10 clients in the past. The way they accomplished this was focusing on providing more value for existing clients, than trying to acquire new clients.

In this section, I am going to give you a list of some of the best and highest converting services I offer to my clients after they have signed up for the \$497 reputation service.

### Mobile App Services To Sell

Building mobile apps for a business is huge. You can charge over \$10,000 to build an app that costs you a fraction of that fee to build online, and collect recurring revenue providing business owners 'push notification' services.

Here are some of the online app builders I use to create apps for clients:

<https://www.tigerappcreator.com/en>

<https://ibuildapp.com/resellers.php>

<http://apps.appmakr.com/>

<http://www.businessapps.com/reseller.php>

<http://www.appmachine.com/reseller/>

These services will have you earning more money from every customer you pull in with this movie.

## In Conclusion

That's it for my effortless consulting course!

I'd love to hear from you personally, your successes, your troubles, and any suggestions you may have for me.

If you have a question or comment for me directly, feel free to drop me an email here: [Luther@SuccessWithLuther.com](mailto:Luther@SuccessWithLuther.com)

I do get a lot of email, but I try to check it every day and respond when I can.

If you need faster help, submitting a ticket to our help desk is the fastest way to get a response:

<http://whitewavesupport.com>

And remember, the more action you take... the more money you will make.