

“OFFLINE GOLD BLUEPRINT”

An Easy, Proven Business Blueprint



How Anyone Can Build A Profitable Business!

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“Offline Gold Blueprint”

- *START HERE – and PLEASE read through the entire PDF, it’s not that long.* -

First, let me say “Thanks” for purchasing ‘OGB’ (“Offline Gold Blueprint”)!

This is a FANTASTIC blueprint & business model THAT WORKS! It works so well that if you were to read through the blueprint today, you could put it into action beginning tomorrow, and start making money almost immediately!

Here are three things I can tell you with 100% confidence, based on a LOT of ‘real-world’ experience, both that of my own, and dozens of people I’ve taught this model to:

- 1) If you put this blueprint into action, and I mean actually do it, you’ll get the same extremely successful results we’ve seen every single time!
- 2) If you apply yourself, there’s no reason you can’t start making \$500-\$1000 per week, almost immediately!
- 3) If you apply yourself and keep at it, there’s no reason you can’t turn this into a 6- or 7-figure business your very first year!

DON’T do what so many others do – buy something like this, think about it for a while, do nothing, then move on to the next thing.

Two guarantees I can give you:

- 1) If you implement this blueprint, you will be successful.
- 2) If you don’t take action, you won’t ever succeed.

Premise and Summary

This blueprint is something I've personally done many times, and coached friends & relatives who were looking to start their own business. It is both an ideal 'entry-level startup' business model, and one that can legitimately be built into a 6- or 7-figure business.

The "Offline Gold Blueprint" revolves around a very low-pressure, high-value sale, positioned as a 'freebie' that is almost too good to pass up. The initial 'sale' then becomes the entry point for follow-up to significant additional products & services.

Best of all, you can easily hire salespeople on a commission-only basis – I'll show you how - who will eagerly & effectively do all the cold-calling, closing, and any other customer interactions – meaning you can launch, build, and grow this business without ever even having to solicit or talk to anyone else!

This Blueprint is truly "easy money" since the initial offer is so attractive that few qualified businesses will refuse it, and nets \$100 profit (or more!) right off the bat, even without any additional selling or follow-up.

Following "Offline Gold Blueprint", you'll be offering a "free" website for local small businesses. In the process, you're simply getting businesses to sign up for an \$8/month hosting account, while you install and set up their business website – a simple, quick & easy Wordpress blog - 'for free'.

The hosting contract goes through your hosting affiliate account, netting you \$100 or more right away, just for that \$8/month sign-up.

You will then assemble some of their business materials, install & set up Wordpress on their hosting account, and use their materials as the basis for the site's content.

Once they are up & running, having received an excellent, high-value service for you already at essentially no cost, you will easily be able to add on additional products and services such as ongoing updating & maintenance of the website, customer marketing via auto-responder, etc.

The reality is that there are so many local businesses and professionals that don't yet have a web presence, and the prospect of the free website is so attractive, that you can earn substantial revenues simply presenting that pitch with no further selling, follow-up, etc. That said, the additional 'add on' sales are equally easy and incredibly lucrative.

From the initial sale, you can then offer a series of high-value, high-margin 'upsells', providing real and practical value to businesses, while generating significant profits – and building a long-term, sustainable business at the same time!

There is an entire range of products, offers, and services that you can piggyback on top of this, to build a business of virtually any size.

In fact, not only have we done just that, we've built an entire product offer, a "Business-in-a-Box", based around this type of offer.



Though I've said this about some other blueprints and it held true there, I can tell you with complete sincerity that if I were in a position to have to start out again from scratch, lacking resources, this would very possibly be the business model I would pursue. It's that easy, and that lucrative.

The Blueprint

Step 1 – Preliminary

In order to "sell" hosting, you'll need an affiliate account with a hosting provider. There are dozens and dozens of hosting providers, some with their own affiliate program. For this Blueprint (and other hosting affiliate sales), I have had great success with Hostgator through Commission Junction. Host gator is a well-known, strong hosting provider; Commission Junction handles their affiliate program. This means you will have to sign up for a Commission Junction account if you don't already have one. Once you're signed up with Commission Junction, you must "apply" for entry into host gator's affiliate program, however it is auto-approved instantly.

Commission Junction/Hostgator currently pays \$100 commission on a basic \$7.99 hosting account. They also have a number of special deals that you can "pass through" to your clients, giving them even more value, and a greater appreciation and willingness to do business with you. For example, there is currently a "one penny for hosting" that gives them the first month for one cent, while still paying you your \$100 commission.

If you don't have a Commission Junction account, open one – they're free:

<http://cj.com>

Once you have your Commission Junction account, do a search and look at the various hosting offers – there are plenty – and pick one of the reputable providers

with the highest commission. Some of the current offers pay \$100-\$150 just for a basic sign-up.

Since you will be dealing with clients that don't yet have a web presence, they may not have the means to get online. This can make it difficult for them to actually click on your affiliate link to sign up! One way around this is to set up a one-page website for yourself, that has your hosting affiliate link on it, and take a laptop to the "close" meeting with the client.

Alternately, you can simply print out host gator's agreement, take it to the client meeting, and get their information and credit card number. Then you will set up a free e-mail account for them, such as Gmail or Hotmail, click your own host gator affiliate link, and sign up for an account with their information.

You'll also want to create a few "dummy" pages that will illustrate the free website you are offering; these can be printed out for when you meet a client, or shown on the laptop.

To create these "demonstration" sites, you will set up a WordPress blog for a few different types of businesses. Since you only need to show the homepage, you won't need a lot of content. You can pick from thousands of Wordpress themes that are available for free, and either 'standardize' on one, or choose to use a different one for each "demo" to show variety.

Step 2 – Prospect List

The next step is to develop a prospect list, companies and or professionals to pitch.

There are a number of good ways to develop a prospect list. The Yellow Pages is an excellent place to start. Any ads that don't have a website address are ideal prospects. When you find those, make note of the other listings that do have websites, as it provides excellent social proof marketing when you show a prospect that their competitors have a website and they don't.

Along those lines, you could do local searches on Google. You'll see loads of listings for businesses that don't have their own website - listed via local online Yellow Pages and directories and the like.

Simply walking down the local business district if you have one, and jotting down the names of businesses, which gives you the added benefit of being able to make some notes through observation.

It is even possible to develop your prospect list without any cold calling or cold visits - and have potential prospects call you!

You do this by creating ads and/or flyers. Ads can be posted online, on craigslist for instance, the local town or newspaper website classifieds, etc.

More effective than online ads, you can print up flyers to distribute. These can be as simple, to the point, and strong as the following:

LOCAL INTERNET CONSULTANT WILL PUT YOUR BUSINESS ONLINE... ...FOR FREE!

Don't Lose Any More Business – Grow Your Business Instead!



Local business consultant & internet expert looking to develop new relationships will design, install, and set up your business website – **for free!**

You'll get a professional internet presence, no strings attached!

I can only do this for a limited number of businesses, on a first-come, first-serve basis, so don't hesitate!!

Call me today at: 555-1212 and we'll get your business online right away!

There are a few types of business that are relatively easy to target and close with this offer. These include:

Local professionals.

Insurance agents - these are often individuals or small businesses that are essentially 'affiliates' for many insurance underwriters. They understand the need for, and often spend the lions share of their business budgets, on marketing and acquiring new leads & customers.

Accountants, lawyers, tax preparers – similar to insurance agents, these local professionals are always looking for ways to bring in new leads & customers. These professionals are particularly cost-conscious, making them very willing to jump on anything 'free' that they feel will be professionally handled.

Clubs, organizations, local non-profits – these groups will often have a web presence that a group member volunteered to do, and are often very amenable to having a 'professional' take over or re-do it, and are especially open to this 'free' offer.

Trades / technical / crafts people.

This group includes everything from the local re-upholstery shop, to locksmiths, crafts producers such as individuals with their own business making & selling virtually anything, as well as the local plumber, handyman, electrician, etc. Because the initial perceived cost is zero, they will all be willing to hear what you

have to say. And the 'easy close' is to convey the fact that more and more people are searching online when they need their services rather than using the Yellow Pages or local paper.

Restaurants & caterers.

Again, an easy sell when you get across the 'zero cost' of the offer. Providing a simple website listing their menu, being able to list specials, and create a mailing list by offering coupons and thereby marketing to diners that they have never been able to do before is very compelling.

Step 3 – Marketing

Marketing consists solely of getting your offer in front of your prospects. You can do this a number of ways. The easiest method is to visit the business and talk to the business owner; if you cannot get to the business owner, you simply leave your flyer. Make sure you keep notes listing where you visited, who if anyone you spoke with, and when. This lets you follow up with a phone call or subsequent visit.

One easy and effective way to generate your prospect list is to go through local Yellow Pages and local papers, see who is advertising, and check to see if they have a website. Any advertiser who doesn't have a website is an ideal prospect; those with 'bad' websites are equally good prospects.

Another good opportunity is to join the local Chamber of Commerce. This gives you access to the local business people who are proactive about promoting their business, and provides excellent networking opportunities.

And speaking of networking, every time you close one of these deals, simply ask the business owner, who knows many other local business owners, “Is there anyone you think would benefit from having this, and would you like me to contact them?” It works like a charm because a) they know who to refer you to, b) they get the benefit of bringing something of value to someone in their local business network, and c) personal referrals have sky-high closing conversion rates.

Another option is to post your flyer. Local libraries will usually have a place to post local announcements, etc. Most supermarkets also have a 'community bulletin board' and will let you put your flyer up there.

Step 4 – Implementation

Creating the site is simply a matter of installing WordPress, and appropriate free theme, and importing or transcribing the business's existing materials as content.

Once a business signs up, you'll ask for their hosting account information. Hostgator and most other providers use cPanel and Fantastico, making WordPress installation a single-click breeze.

OUTSOURCE IT FOR JUST 5 BUCKS!

If you're not comfortable setting up a Wordpress site yourself, you can easily – and inexpensively – outsource the whole process on Fiverr!

Here is a trusted Fiverr Gig that will do a full, secure install of Wordpress for just \$5, and can install & configure your chosen theme for just an additional \$5:

https://www.fiverr.com/wordpress_seo/securely-install-your-new-wordpress-site

Depending on the business, you can almost certainly find a business specific free theme, or simply use an appropriate and professional looking general theme.

The site you are creating is what's referred to as a 'billboard' or 'business card' site: its purpose is to list the business, some pertinent points and or marketing such as services offered in the case of a professional business or a menu in the case of a restaurant, and contact information such as phone number and address.

You can browse through some excellent free themes here:

<http://wordpress.org/extend/themes/>

<http://wordpress.org/extend/themes/browse/popular/>

<http://wordpress.org/extend/themes/commercial/>

Once Wordpress is installed, you simply take whatever printed material the business already has – brochure, menu, etc., - and copy it to create a Page in Wordpress, add their phone number and/or whatever contact info they want on their site, and you're done!

There are many free themes designed specifically for these one-page 'billboard' sites, where all you have to do is essentially 'fill in the blanks' to get a polished, professional-looking site up.

And if you don't want to do that yourself, you can again easily outsource all of that on Fiverr!

Step 5 – Upsells

Once someone has agreed to your offer and you have them 'on the hook', you can propose additional appropriate services. One of the easiest to sell is an auto-responder service.

Most of these local businesses either already try to communicate with their customers via flyers and mailings, etc., or wish they had some way to. Suggest that they can regularly communicate with their customers by using an email service to collect email addresses and an auto-responder to send out information, updates, offers, discounts, etc. You'll also find many of these businesses don't have any sort of customer list, and never really considered it because they have no idea how to go about it. Telling a restaurant owner that they can send out coupons or special offers to bring in diners during slow days enhances your

standing as a professional able to help them build or improve their business, and will legitimately improve their bottom line. As such, it is a very easy sell.

You can provide email / autoresponder services in two ways: charge a fee to create and set up an opt-in on their 'free' website while having them sign up directly with an email service such as Aweber or GetResponse, or preferably offer to do the set up for 'free', create or use your own email service account, and simply mark up the monthly cost.

For setup/installation where you have them sign up for the service directly, \$99 will get you nearly 100% sales. Alternately, \$199 will still garner a very high percentage, and of course put more money in your pocket.

In the case of 'marking up' the service and handling it yourself, you can comfortably propose \$25 to \$49 per month.

Site updating & maintenance is an easy upsell, particularly for businesses that have time-sensitive pricing, or products & services. A good example is restaurants. By including their menu on their initial website, you can offer weekly updating to accommodate changes in the menu, pricing, specials, etc.

Pricing for this upsell should be based on the time you anticipate spending. Depending on whether you are going to do updates weekly or monthly, a good price point is \$99 per week or month, depending. These updates shouldn't take more than an hour or two.

Depending on the business, you can offer SEO/ranking services very easily. Since these are local businesses, they can benefit tremendously from getting ranked for their business offering or type. Regardless of the type, you can almost always get

them ranked easily for “business type” plus “location” keywords, which is how local people would be searching. Examples would be variations of keyword phrases like “San Antonio Dentist” / “Dentists in San Antonio”, “San Antonio Plumber” / “Plumber in San Antonio”, “DUI Lawyer in San Antonio” / “San Antonio DUI Laywer”, etc.

You can generally achieve Page 1 rankings for these types of keyword phrases with a simple campaign of Social Bookmarking, RSS submission, and article marketing.

In addition, you can get the business listed through Google Places, which also 'shows' really well – bring them a screenshot showing their business listing or bring it up on screen, and you'll have a happy, impressed client!

By 'bundling' the Google Places listing with your SEO/ranking services, you'll be able to show them tangible results (the Google Places listing) very quickly, giving them a sense of value for their expenditure.

More Easy Money...

I recently looked at some local businesses that had websites already – and found that most of them weren’t “responsive”, meaning they didn’t resize for mobile viewing. That means anyone visiting their site using a mobile device couldn’t really see or navigate their site – and none of those business owners realized or understood!

With an increasing majority of people using their smartphones, particularly when checking for restaurants, local services, etc., this represents a literal treasure trove!

And all it takes is to go to one of the ‘mobile simulator’ sites you can Google, then print out what their homepage looks like on a mobile device and show it to them!

All of a sudden, you have an easy sale – and easy implementation – simply set them up with a ‘responsive’ Wordpress theme!

Supercharge Your Marketing Efforts

- Hiring high-school or college kids to do ‘windshield flyers’ in mall parking lots, stadium parking lots, etc. is extremely effective if you have the right offers, and create effective flyers (think split-testing). You’ll need to be careful with this as it may be illegal in some locations.
- “Tear-offs” – those ubiquitous flyers you see in supermarkets, train & bus stations, etc., usually advertising baby sitting or yard sales, with a name/phone # printed vertically along the bottom and cut for easy tear-off.
- Craigslist and other free classifieds work beautifully and doesn’t cost a thing!
- Local events offer excellent opportunities to distribute your flyer.

Hiring Salespeople To Do The ‘Dirty Work’

Many of us blanch at the mere thought of ‘cold calling’. After all, cold-calling by it’s very definition entails a lot of rejection, some of it terse and uncomfortable.

On the other hand, there are certain types of people who thrive on the challenge, particularly where they are compensated for their efforts.

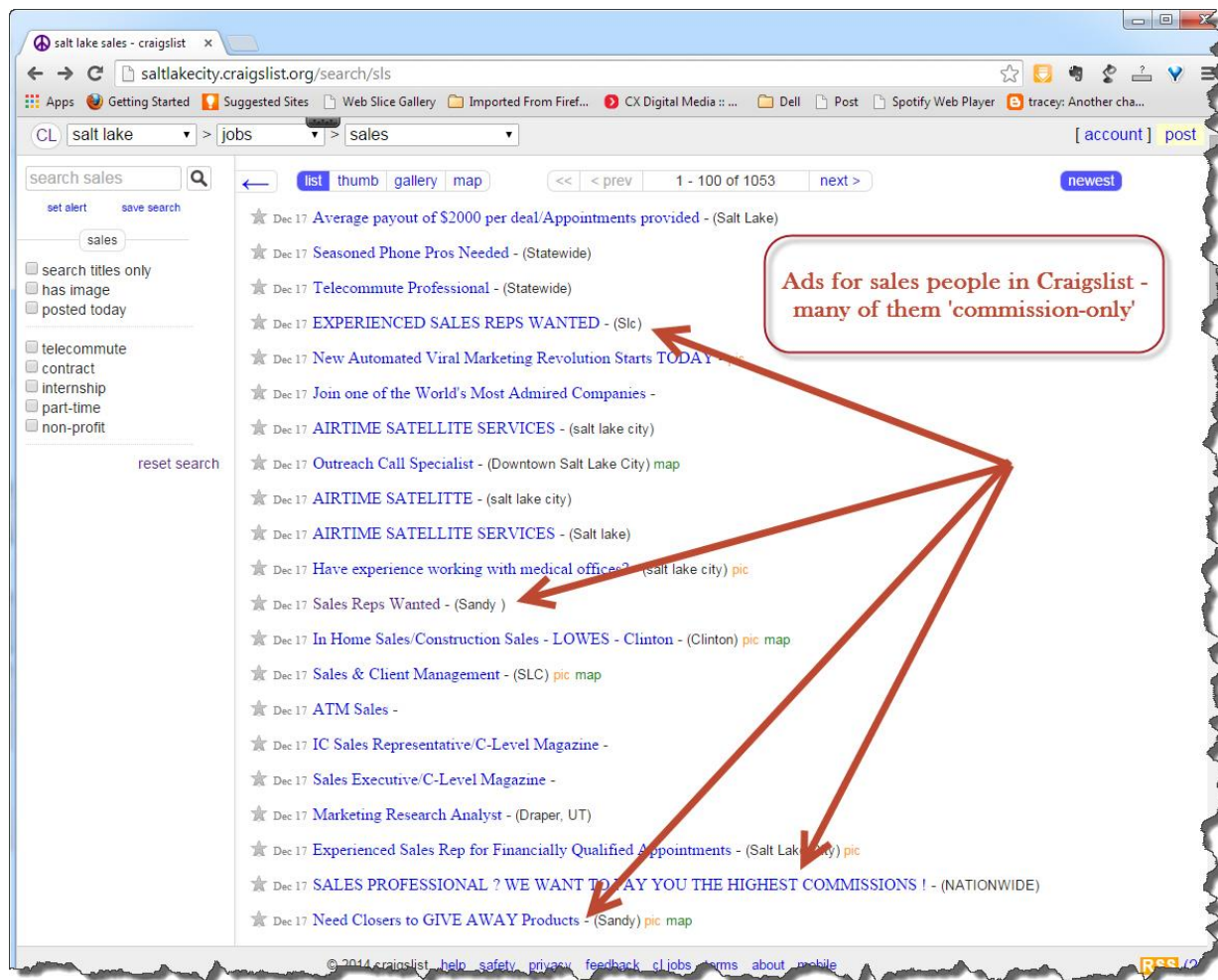
And they become very good at it - those who consider themselves “people persons”.

If you’re a ‘people person’ who doesn’t mind, or even loves approaching people in ‘cold-call’ situations, then you’re already set – and you’ll do extremely well with this.

For all the 'rest' of us, there is an easy, effective solution: hiring commission-only sales people.

If you've never looked or been in a position to hire sales people, you may be surprised at how many there are, and how easy they are to find.

One of the best resources is Craigslist.



Go to Craigslist in any large-ish area and check out “Jobs – sales / biz dev” to see tons of ads posted for commission-only sales people.

Check out “Gigs – computer”, “Gigs – labor”, and “Resumes” to find sales people looking for work.

Better still, post some ads on Craigslist and you’ll be absolutely inundated with replies!

The ad itself can be very simple & basic:

Commission Salespeople: I’ll Pay You To Give Away Our Custom Websites To Local Businesses

Are you a sharp, friendly salesperson comfortable calling on local business owners?

We’re looking for an exceptional commission-only salesperson to help us give away a custom website to local businesses!

You’ll earn \$50 for every taker of our FREE quality custom website service – and potentially hundreds of \$\$ more for each additional option!

An easy \$1000/week for the right candidate, and the upside potential is unlimited!

Call Joe at 555-1212

By giving up a 50% commission, you’ll get plenty of takers, and once you explain the business and upsells, you’ll have a selling machine!

A single good sales person can literally earn you thousands of dollars per month.

But why stop at one?

There's no reason to limit yourself to your local geography, particularly once you start hiring salespeople.

A good sales person – once they understand the model – can easily sell by phone to anywhere!

Remember, these are sales people, and they're money-motivated. Give them a solid product and a strong value-proposition – which is exactly what this is – and they can expand your business without limits!

Wrap-Up

This is a GREAT model and business – it works, it's proven, and it's incredibly lucrative.

But all is for naught if all you do is read this blueprint. **YOU MUST TAKE ACTION!**

You've landed one of the true wealth-generating, business-building opportunities. It's time to stop looking, and start doing!

One-On-One Coaching!

To help maximize and insure your success,
there are a LIMITED number of 1-on-1 coaching slots...

"Offline Gold Blueprint" Unlimited 1-on-1 Coaching!

It's the BEST way to GUARANTEE your success!

Priceless.

Though 'OGB' is a proven, tested model, I know that for many of you, the best assurance for success is to be personally coached by someone who's "been there, done that", which is why this coaching is being offered.

Unlimited Time.

You'll get an initial one-on-one session via Skype (phone & email are available if Skype isn't an option for you).

During that call, we'll go over EVERY aspect of the blueprint, answer EVERY question you have, and help you through EVERY area that you want help with.

After the initial session, you'll have UNLIMITED access to me for AT LEAST 30 days.

Limited Slots.

Because of the time commitment involved, I can only accept a VERY LIMITED number of people.

DON'T PASS THIS UP - GRAB YOUR SPOT WHILE THERE ARE STILL SOME AVAILABLE!

PLEASE NOTE: *When you purchase this coaching offer, you'll download a brief questionnaire for you to tell me a little bit about you and where you're at; once you return that to me, we'll schedule your initial session at your convenience.*

After that initial session, you'll have unlimited access to go over further questions as you move forward, any obstacles you encounter, etc.

Absurdly Cheap.

One-on-one coaching is never cheap, however I REALLY want you to succeed with this - that's why I've priced it at just \$37.

You can sign up for coaching here:

<http://www.jvzoo.com/products/landingpage/136435>