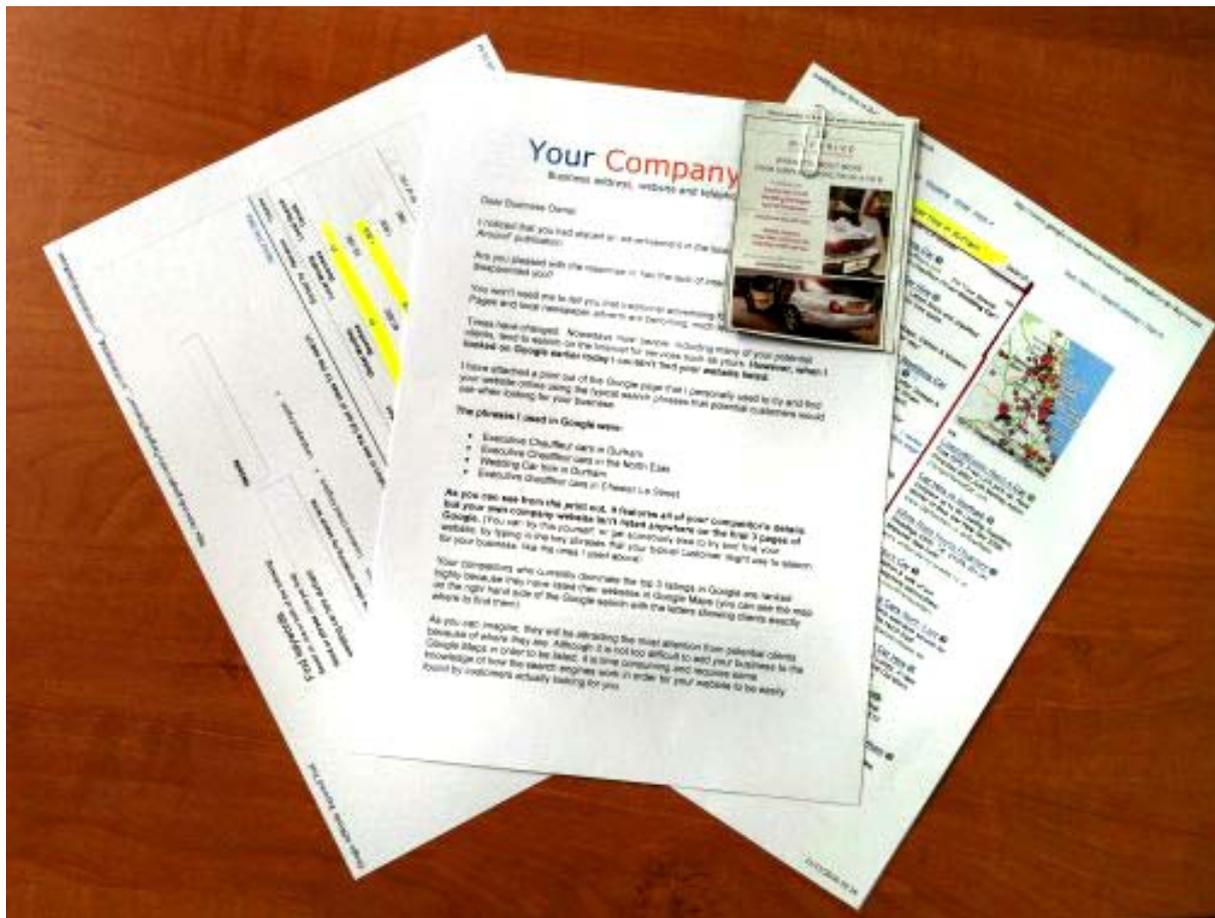


Introducing your Google Map Placement Service Package



Edited and Additional Information
by Joe Broom

Google Map Placement Service Letter

Introduction

As somebody who lacks the confidence to go out selling and absolutely hates cold calling, I devised a letter and marketing campaign that would effectively introduce me and my services to potential clients.... and better still, get it actually read by them.

I found that using ordinary introduction letters describing my services and how I could help them were either being ignored or worse, not getting read at all and the response was very poor.

The problem I found was that every man and his dog seems to be promoting SEO these days.

Most of the clients that I have spoken to (I'm based in the UK) are sick to death of receiving emails and letters promoting SEO services. They receive emails, letters, postcards, telephone calls and salesman almost every day telling them they need SEO help.

Contrary to most of the reports that I have read, these business owners **DON'T** snap up your amazing offer when you tell them what you have to offer. They are **NOT** in awe of your online marketing skills and knowledge as some offline advocates would have you believe. SEO easy pickings are a myth.

The clients I spoke to simply didn't care about SEO. They switched off when it came down to anything to do with the Internet or websites.

The fact is, promoting SEO marketing is very hard work and you are fighting in a competitive field when promoting to offline clients.

After months of fruitless effort, I experimented with various marketing techniques and gradually refined them.

I knew that I *had* to come up with something that would grab their attention and give them a shake from the apathetic attitude that a lot of business owners have regarding online advertising and be motivated to take action.

I realised that the only way that I could do that would be to actually **use their own advertisement attached to a personal letter**, which would instantly peak their attention.

I tried a number of formats and gradually refined and adapted the letter until I started to see good results.

The template and method that I have included for you here is the exact one that I used to get a minimum of 4 jobs per week charging at least £149.99 set up fee and £149.99 per month there after. Over the course of a year you can see how it mounts up.

How My Method Works

I put in a lot more work into this marketing campaign than I do with a conventional mailing. With a generic direct mail campaign all it requires is a letter to be printed, placed in an envelope, stick on a stamp, post it in the mail box and that's it. Just hope and pray that I get a response.

This mailing that I send out however is a laser targeted individualised letter with their very own advert attached to it. It is guaranteed to be noticed and works exceptionally well.

The actual letter, combined with enclosures of compelling internet proof is a powerful package that makes it extremely hard for the recipient to ignore.

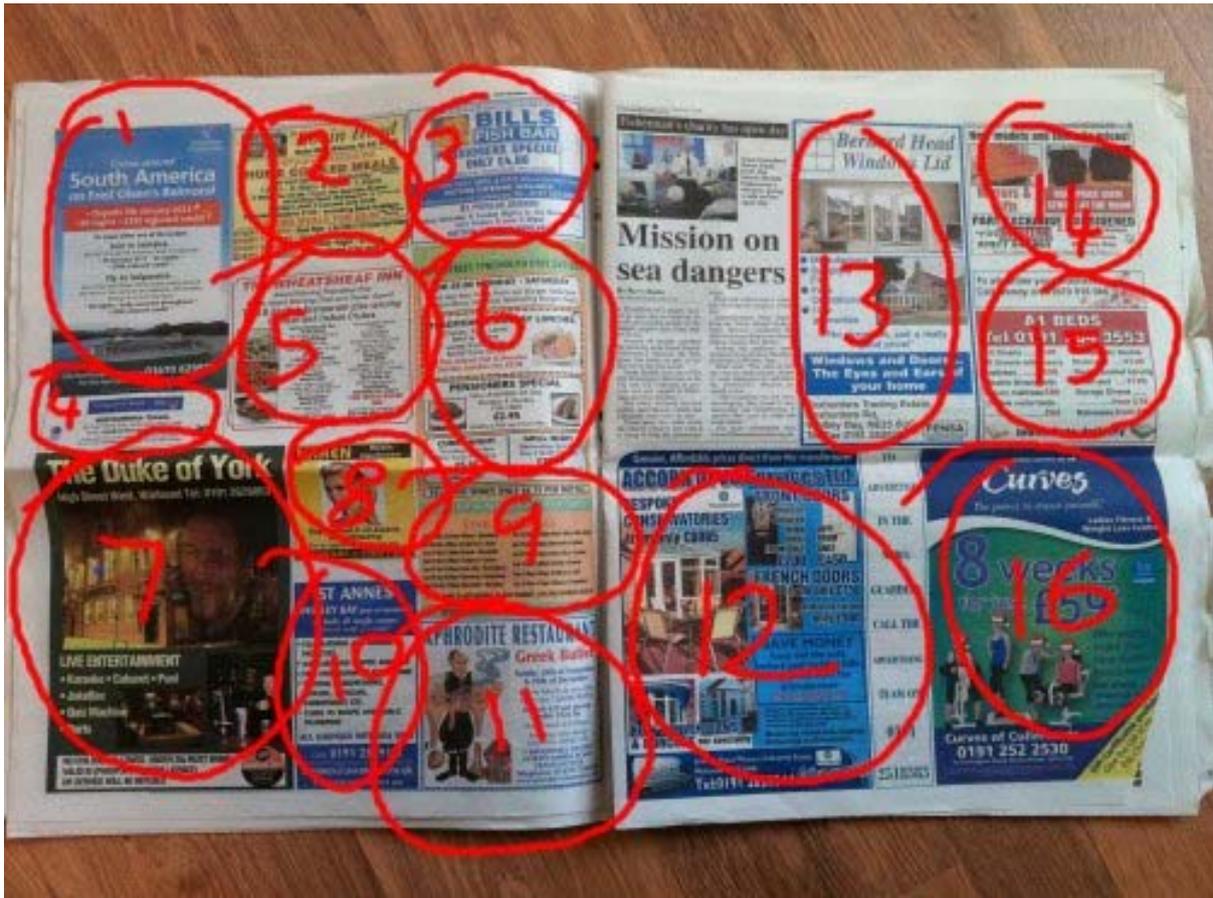
Each letter, complete with the inserts, takes about an hour to complete but the time and effort involved is worth it as the response rate speaks for itself.

When I initially started using this method I started off by going through my local Yellow Pages and choosing a niche.

I then cut each of the larger ads out (anything bigger than the standard free line that the businesses get) and used these as my basis for writing to the companies.

While the response was good, it still wasn't as high as I wanted. (I still recommend using this method to supplement the other method I am going to show you because it still generated a lot of business for me).

My biggest response came from doing the same thing with adverts in the local newspapers and advertising publications. I cut them out and write to each company individually.



The reason why this works better is because the Yellow Pages had been paid for months ago. It is a past expense and the urgency with that ad is no longer there.

However, freshly placed advertisements receive a lot of attention from the business owners. There is more anticipation to see how the advert does. It is usually the result of a telesales phone call from the ad team at the newspaper or it is because they are trying to generate extra business right now. Once that advert is placed they are eager to see what kind of immediate results it is going to bring in once it has been placed.

The picture above are two typical pages from my free local weekly newspaper. Each week it is jam packed with hundreds of local businesses. Not one of those adverts on those two pages will have cost less than £150 (approx \$238).

In addition, we have a daily local morning newspaper, an evening paper and numerous smaller advertising publications so I never run out of businesses to contact. I am sure that your area will have similar publications. As most of the pages have ads on both sides of the page, I always get my hands on two of the publications or buy two copies if need be.

Once I cut the advert out I then go to Google Adwords and enter in typical keywords that potential customers would use to find that particular business online. (Notice that I use Google Adwords for my results. I do this because your average business will not have heard of tools like Market Samurai or any of the other tools. They can easily check the results for themselves in Google Adwords and lets them see for themselves that they really do need your services).

I print off the Adwords results and highlight the relevant results that show just how many people have searched for their business online within the last month.

I then go back to Google and enter the same keyword phrases again.

To add credibility and to really highlight the point that I am trying to make I don't choose any vague keyword phrases. I use *real* phrases that their clients would use.

Again I print off the results for each of the keyword phrases. **I normally choose a maximum of 4 as this is sufficient to hit the point home.**

In almost all cases...in fact in **EVERY** case....the client that I am writing to is not even listed on the first 5 pages of Google, even using broad common phrases that their clients would use to find them.

This information really knocks a powerful punch when they see it in hard print. The facts are hard to ignore and **this is what motivates them to pick up the phone and book an appointment.**

Once I have all of this information I add the details to my template letter.

This is a sample of the letter that I sent to an executive chauffeur company (I have removed the clients main location but you get the point and you simply change the information to suit the business that are writing to).

I'm sure that I don't need to say this, but just in case, the notes in red are for YOUR information only and are not to be used in the letter 😊

Your Company Name
Address
Telephone
Email
Website

Dear Business Owner (*if you can get the business owners name please do so)

I noticed that you had placed an advertisement in the local (name of town) "News Advertiser" publication. (*this is a local publication with a circulation of around 25000 and it cost him around £175, approx \$282 for a small ad. You can see why he is going to be disappointed with the lack of response ☺)

Are you pleased with the response or has the lack of interest in your advert disappointed you?

You won't need me to tell you that traditional advertising formats such as the Yellow Pages and local newspaper adverts are becoming far less effective.

Times have changed. Nowadays most people, including many of your potential clients, tend to search on the Internet for services such as yours. **However, when I looked on Google earlier today I couldn't find your website listed.**

I have attached a print out of the Google page that I personally used to try and find your website online using the typical search phrases that potential customers would use when looking for your business. (*This is the first bit of hard proof that they will see and you can guarantee that they are going to check this themselves)

The phrases I used in Google were: (*Always use typical search phrases that their clients are likely to use. Don't be tempted to use vague or unlikely search terms as it will spoil the impact and will dilute your message)

- Executive Chauffeur cars in (town)
- Executive Chauffeur cars in (area)
- Wedding Car hire in (town)
- Executive chauffeur cars in (town)

As you can see from the print out, it features all of your competitor's details but your own company website isn't listed anywhere on the first 3 pages of Google. (You can try this yourself, or get somebody else to try and find your website, by typing in the key phrases that your typical customer might use to search for your business, like the ones I used above). (*a savvy business owner is going to take you up on your challenge and either do this themselves or ask a friend or relative to do it, who will confirm what you are saying)

Your competitors who currently dominate the top 3 listings in Google are ranked highly because they have listed their websites in Google Maps (you can see the map on the right hand side of the Google search with the letters showing clients exactly where to find them).

As you have probably now realised, they will be attracting the most attention from potential clients because of where they are. Although it is not too difficult to add your business to the Google Maps in order to be listed, it is time consuming and requires some knowledge of how the search engines work in order for your website to be easily found by customers actually looking for you. (*when they penny finally drops and they realise that they can't be found you are telling them not to worry because you can do something about the situation they are in).

My company specialises in promoting local companies here in the North East of England on the Google Maps feature and we can greatly improve your visibility online. This will significantly increase the chances of your website being found by potential customers actually looking for a business like yours and who will be eager to do business with you.

I hope that I haven't worried you too much about the poor positioning of your website on the Internet as this can be easily corrected, but I hope that this might explain why some of your competitors may be doing better than you because of their search engine ranking.

If you want to know more about how I can help drive thousands more potential clients to your website every month, please don't hesitate to give me a call.

Yours Sincerely

(your signature)

Joe Broon

PS. As I know that you have just spent a significant amount of money on your local advertising and you may have found that it was not as effective as you had hoped, I have put up a personalised special offer totally unique to your business. This special offer created exclusively for (*theirwebsite.com*), will be open for the next 7 days.

www.YourWebsite.com/theirwebsitename.html

This month alone, **over 600 people actively searched on Google for a chauffeur business in (your area) and they couldn't find your website.** I hope that I proven to you just how effective my services will be and how I can significantly increase your sales.

Please take a few minutes to look at the exclusive offer I have created for (*theirwebsite.com*). If you have any questions or would like to start raising your online presence and attract more business please don't hesitate to give me a call.

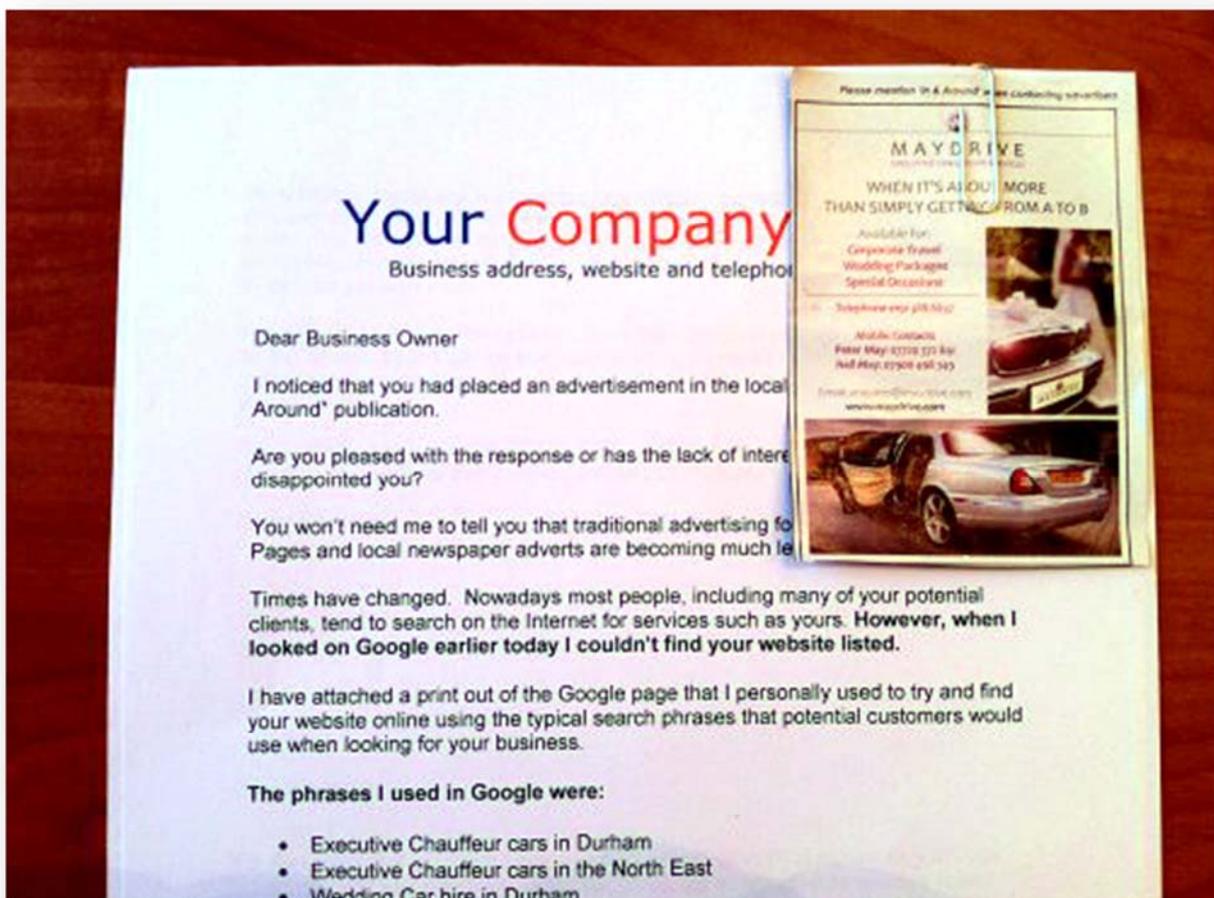
(*The very fact that their website name is mentioned here means that their interest is going to be piqued to see what offer you have created for them so you get another bite of the cherry when they visit your site. On this page I generally repeated when I said in this letter and gave them a time limited offer with a 20% discount off the price. You can easily create a personalised video if you wanted)

As you can see, the letter is **highly personalised**.

- 1) It *grabs their attention* immediately as they see **their very own advertisement attached to the letter with a paper clip, so they know that this letter is just for them** (*see picture below*).
- 2) It quickly addresses the disappointing results that they will have no doubt of had regarding the advertisement. Seriously, I have yet to meet a business owner who can tell me whether or not they have seen a significant increase in sales as a result of the advertisement.
- 3) I also go to **great lengths** to show how much trouble I have had finding their website online. **I provide printed proof that is hard for them to ignore** and that they can easily see for themselves if they search for their business online too.
- 4) I explain this in further detail below, but **I always play fair and choose the most likely keyword research phrases as I can, rather than vague keyword phrases** that would dilute the point that I was trying to make and give them a reason to ignore my letter.
- 5) Again, this will be explained in further detail, but **I also show them actual proof of what their current situation is online**. In almost every case, their competitors always feature highly while their own website is nowhere to be found. This is very worrying to any savvy business owner who was unaware of the dilemma that they are in.
- 6) Then to make sure that the point hits them firmly between the eyes, **I show them just how many LOCAL people were actively searching for their services and emphasise how these people just could not find their website and no doubt went to their competitors instead**.

7) As the point of my letter is to **motivate them to ring me**, I make a point of trying to **alleviate any concerns that they have by showing them that there is a way to greatly improve their search engine ranking and that my company can solve their problems.**

All of this plus the visual impact of attaching their own company's advertisement to the top of the letter with a paper clip ensures that your letter is read and taken seriously.

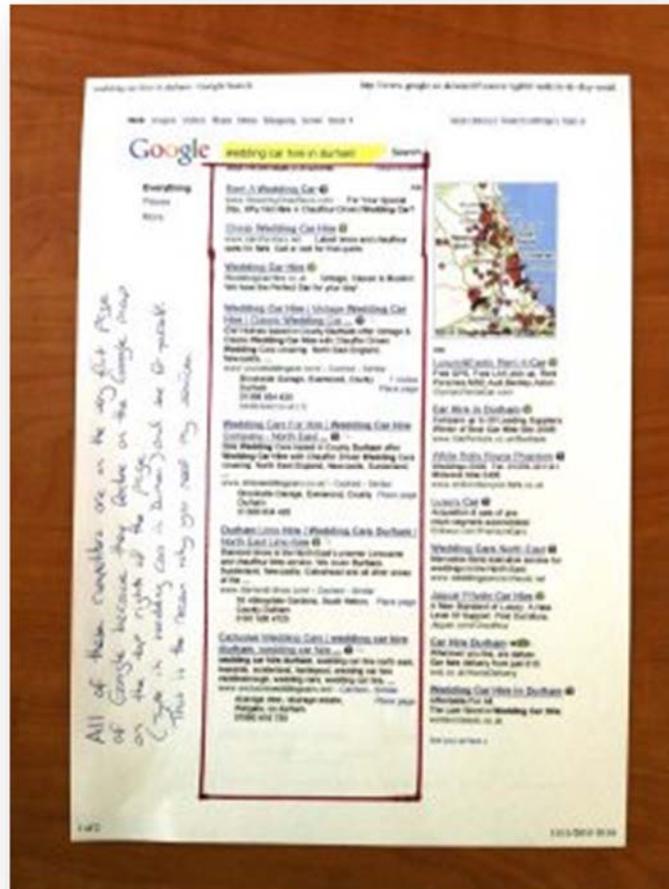


Google search Print outs

Tip: On the Google search print outs I use a **highlighter pen** on the actual search box and then just above it I neatly write the keyword phrase that I was using, as in most cases you will only see part of it when you print it off, particularly if it is a long search phrase. This means that they can enter the same phrase themselves if they decide to confirm what you are saying is true.

If there happens to be a Google Placement map on the page (I usually aim for niches that do have Google maps so that they can see what I am talking about), one thing that will happen when you print off the page is that the letters indicating the locations of the companies listed on the map will not be visible when your print the page.

I outline the listings with a red marker pen to indicate which businesses feature on the maps. Again, they will see this for themselves when they do their own search (*see picture below*)

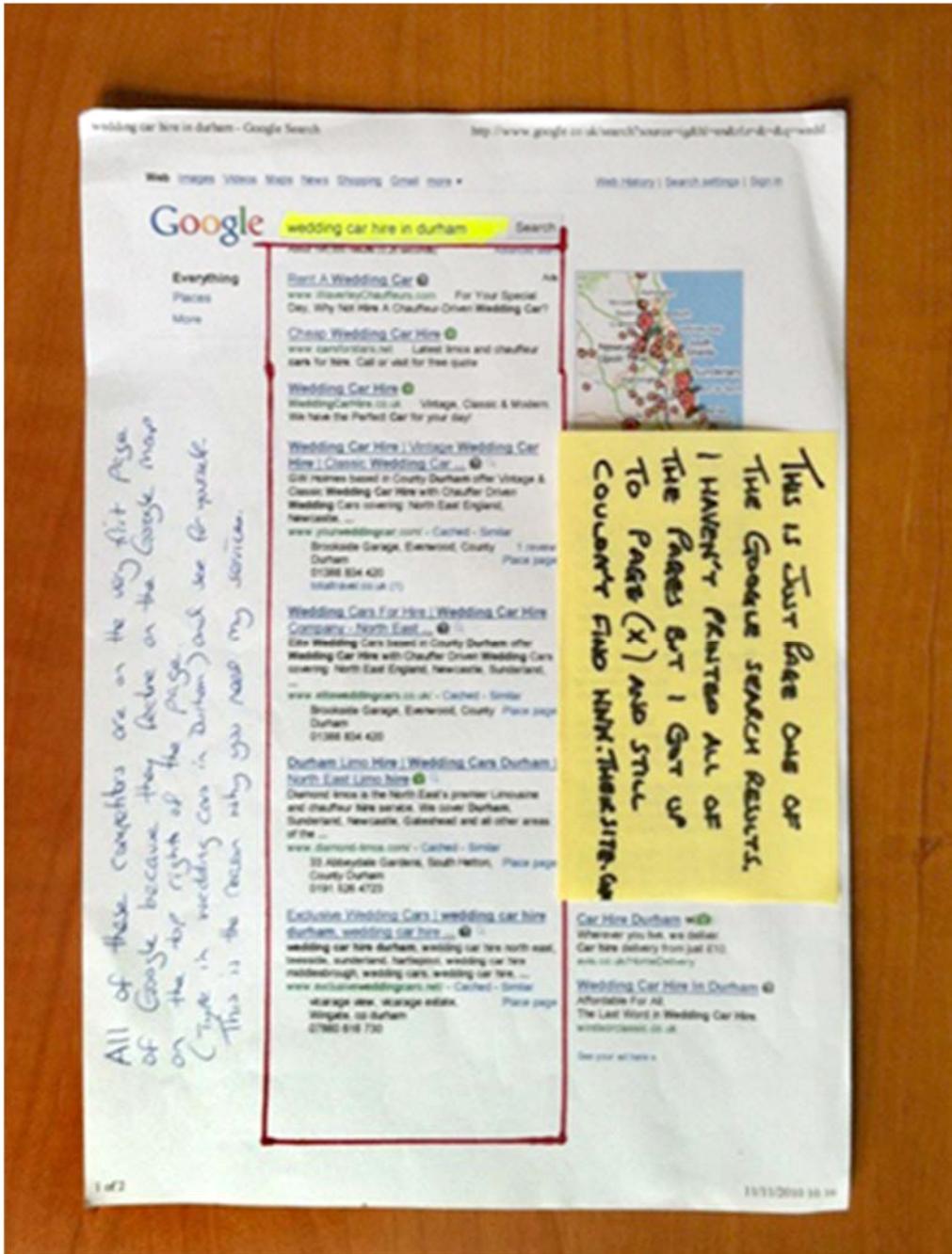


This is very important as it emphasises the situation and shows exactly how much of an edge their clients have on the first page of Google.

Beside the red box I usually write something along these lines:

“All of these competitors are on the very first page of Google because they feature on the Google Map which is on the top right side of the page. Type in (the phrase term that you want them to use) and see for yourself. This is the reason why I decided to write to you about my services as I can put your business there too.”

For extra effect I also attach a yellow Post It note to the page explaining that this is **just page one of the search** and that I had looked at x amount of pages and still hadn't found them.



What it says is this:

“This is just page one of the Google search results. I haven’t printed all of the pages but I got up to page (Insert the number of pages you searched) and still couldn’t find www.theirwebsite.com”

I position it just under the Google map on the right hand side, so that I have my handwritten message about their competitors on one side and the fact that I can’t find their website on the other.

Handwritten notes are almost always read. Added to the fact that it is on an eye-catching yellow post-it note and their name is screaming off the page is a real winner and they WILL read further.

How about that for a reality check when they realise for example that they are not even found on the first 5 pages of the search engine.

Google Adwords Keyword Planner Results

I use the exact realistic keyword search phrase examples as I use in the letter.

I **don't** use the option to use the exact phrase only, as I want to impress them by showing how they can find out exactly what terms are being searched for on the Internet. It emphasises to them how the Internet works. Most businesses just assume that what kind of phrases that people will be using to find their businesses and this information really opens their eyes to the real phrases people use.

I print out the keyword planner results to include in the pack and highlight the phrases relevant to their business. For example I choose their region, locality, plus any other relevant keywords that would fit their business. They can see for themselves just how many people online are searching for their business compared to the tiny results that they get from offline ads featured in low circulation, seldom read, publications. **Tip:** print it in landscape to ensure you get all of the results.

So that's an overview of how I get my business. **I send out an attention grabbing package consisting of:**

- A personalised letter complete with their own advertisement attached to it. The letter is specific to them. It shows that I have tried and failed to find their business online, offers a solution AND contains an extra bite of the cherry by offering an exclusive offer on my website that they will want to go and view.
- Google search print outs to prove that their site is not featured highly on the search engines but their competitors are.
- Google Adword results showing them just how many people are actively searching for their business and emphasising just how much businesses they are losing as a result of not using my services.

As I mentioned, each pack takes around an hour to produce but the results are phenomenal. I get far more clients ringing me for business as a result.

It is an amazing feeling, especially as I am not having to go out and actually sell the idea to them, which I found very hard to do.

Anybody will be able to generate business using this method.

All it requires is investing an hour and putting together a targeted, personalised package like this. I guarantee that it will impress your potential clients and generate a lot more business than your current mailing campaigns.

As an overview, let me guide you through the letter and show you why it works for me:

- 1) I stress yet again that the custom written letter and special offer page was created exclusively for them.
- 2) I **DO** spend a lot of time on the information packs and they will realise that when they receive it, so **I tell them why I do it**. I also remind them of the fact that their advertising costs are expensive and that people are now using the Internet instead.
- 3) I point out again the **undisputed proven facts in the report** about how many people were searching for their business or service and challenge them again to try the results for themselves.
- 4) I play on their fears and disappointment when they see that they are not being found but their competitors are.
- 5) I explain how they are missing out by quoting statistics showing how many people search online and what their spending habits are.
- 6) I give them another challenge to find out how many of their friends and family use the Internet as yet more proof that they should be online.
- 7) I remind them that the internet is here to stay and that the number of people searching online is only going to grow.
- 8) I move in for the kill by saying that I can snatch the business back from their competitors.
- 9) I know that by now they will want to use my services but will be afraid about cost so **I create a special offer just for them**.
- 10) I stress again how much time I spent on the report and why this is great for their business. It not only makes them feel guilty if they don't use me but also confirms that I am the best person to help them because of the hard work that I put in.
- 11) My PS message explains in a very effective way the reason why the offer is only open for 7 days and ends with a call to action.

It really does do all of the hard work for you and is an excellent pre-selling tool.

By the time they ring you they are already sold and are keen to go ahead.

I've put a lot of work into this report and tried to explain things as I do them step-by-step.

I really hope that you think that it has been good value for money and start putting it into action, as the potential is huge.

Thanks for not only buying the report but also for taking the time to read it.

If you have any questions, please email me at joe@plrforaffiliates.com and I will do my utmost to try and help you as much as I can.

Thanks for reading and I really hope that you won't just put this to one side but you actually use the report and send the packs out to businesses in your area.

Bonus Chapter

This bonus chapter fills in all of the blanks and gives you additional ideas to help you start running with the plan immediately and not have to second guess any of the steps.

This chapter also includes some refinements to the pack that I have been testing and found to work exceptionally well.

The first improvement I made, which has proven to very effective is a **Title Page cover** for the pack.

Previously when I sent the pack out the first thing the client saw was the letter with their ad attached to it.

This worked really well and was an attention grabber because they were intrigued about why their ad was on the top of the letter and it encouraged them to read it.

Then I started testing a title page cover and the results were excellent.

Here is the cover (below) and I will explain why it does so well:

Confidential

Important Information About (Business Name) on the Internet

This is what I discovered about your
website.....

The impact that this title page makes on your customer is diluted when you just see the words “Business Name”. However, **once you add the client’s name I guarantee that you will have grabbed their attention.**

Why is it confidential? What have you found out about them? Is there anything wrong with their site?

Immediately they are trying to open up the pack to see what it contains.

As they handle the pack they can already see a paper clip attached to their advertisement on the very next page.

This is a double whammy.

They want to know what the letter is about. However, even if they don’t immediately read it word for word and quickly just scan over the pack to see what it is about, **they will see references to their business name peppered all of the way through the pack.**

At this stage **you have got their interest** and they want to know what this information is about.

However, even this is not the whole story.....

As well as the covering letter I wanted to make even more of an impact and have been testing **3 different formats** for the presentation pack.

None of them seem to be performing better than the other one, so I would suggest that this comes down to personal choice as to which format you personally think is the best one for your target audience.

The formats I am using (which I will explain in more detail) are these:

- **Folder from Staples**
- **Pack with band (2 different ways to do this)**
- **Homemade folder**

You are probably wondering why I go to such lengths. Surely this is just adding yet more work and expense?

Well, yes you right. **It does add more work and it is more expensive.....but it works!!**

My packs will significantly out-perform any generic letters that you may have previously sent out.

They will also blow any SEO competitors sad efforts out of the window.

Your potential client can see how much trouble you have gone to, to create this personalised pack for them.

Generic letters usually end up ignored or put straight in the trash can.

Not this one!!

From the minute they open up the envelope they can see that this is no standard letter. They can see that you are professional, have done your research and know all about their business.

Everything about the pack oozes confidence and professionalism.

They might not have even considered SEO services before, but they will now because you have shaken them up and made them lift their heads out of the sand and see the reality of the status of their business online.

Here are photographs and step by step instructions showing you how I present each pack. As I mentioned, I haven't been able to detect any significant changes in the results for each one that I tested so suggest that you choose which one appeals to you most.

Format One: Pocket Folder

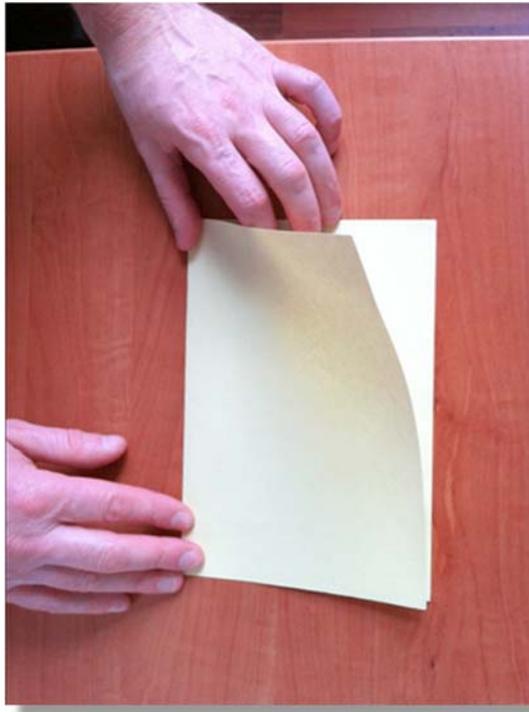
1) Take an A4 sheet of paper in a contrasting colour .



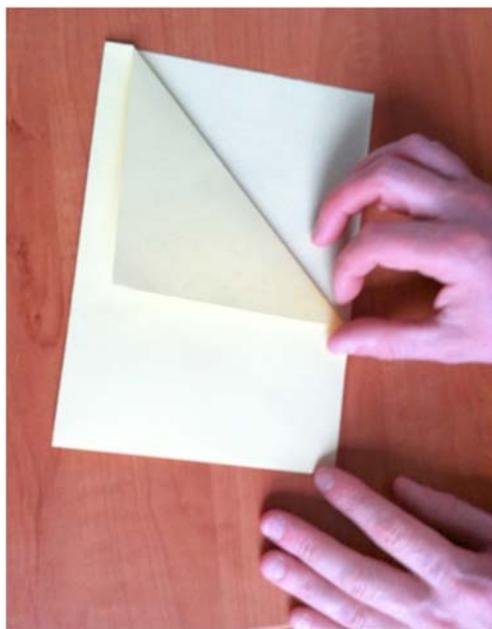
2) Fold in half width ways to form an A5 sheet



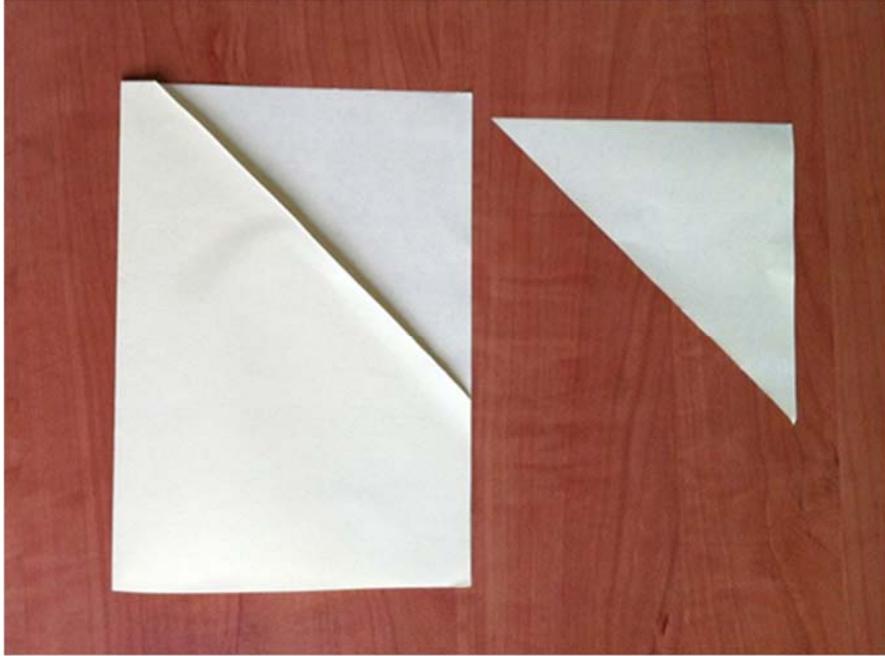
3) Turn the paper round so that the fold runs down the left side as shown in the picture.



4) Take the top right hand corner and fold it diagonally toward the fold leaving approximately 2cm away from the crease (as shown below).



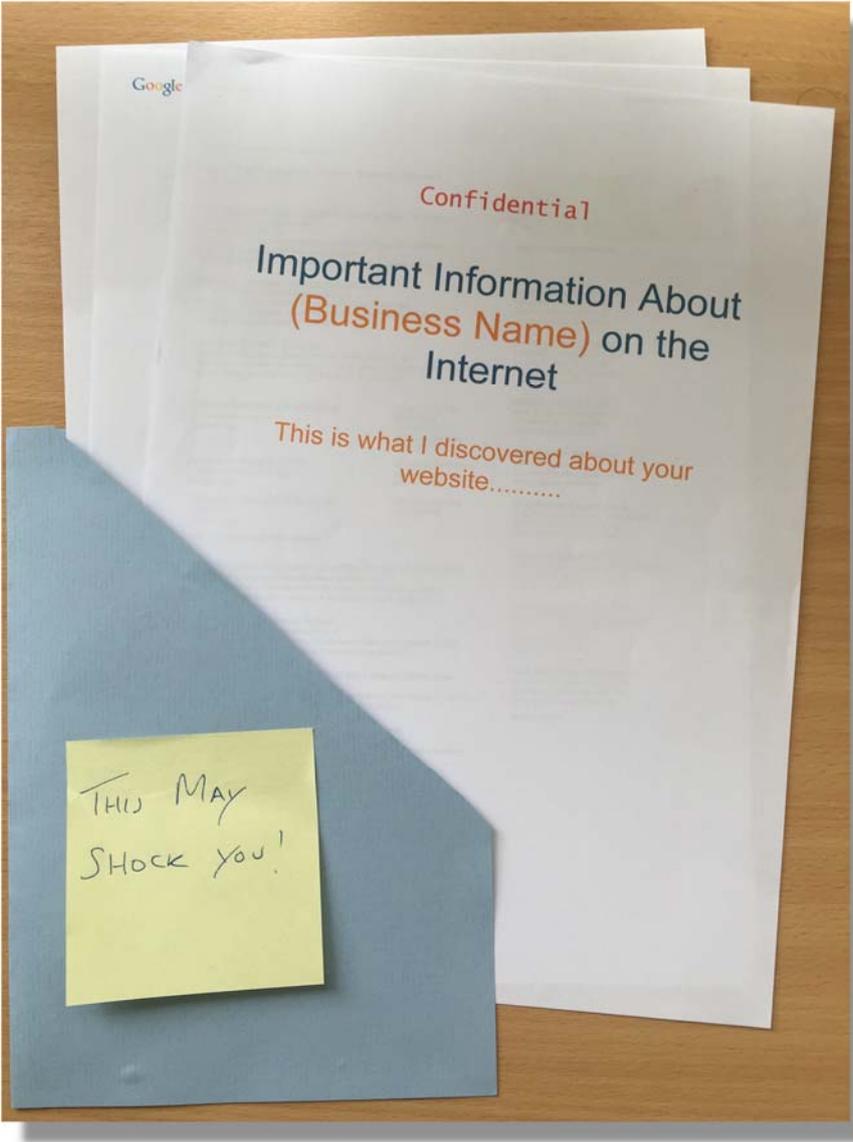
5) Cut off the folded section and discard.



6) Glue along the bottom inside edge and fold down to form a sealed bottom edge creating a pocket.



7) Wait until the glue dries and then insert your pack into the pocket folder. It holds the info together and fits into a normal large envelope.



Google

Confidential

Important Information About
(Business Name) on the
Internet

This is what I discovered about your
website.....

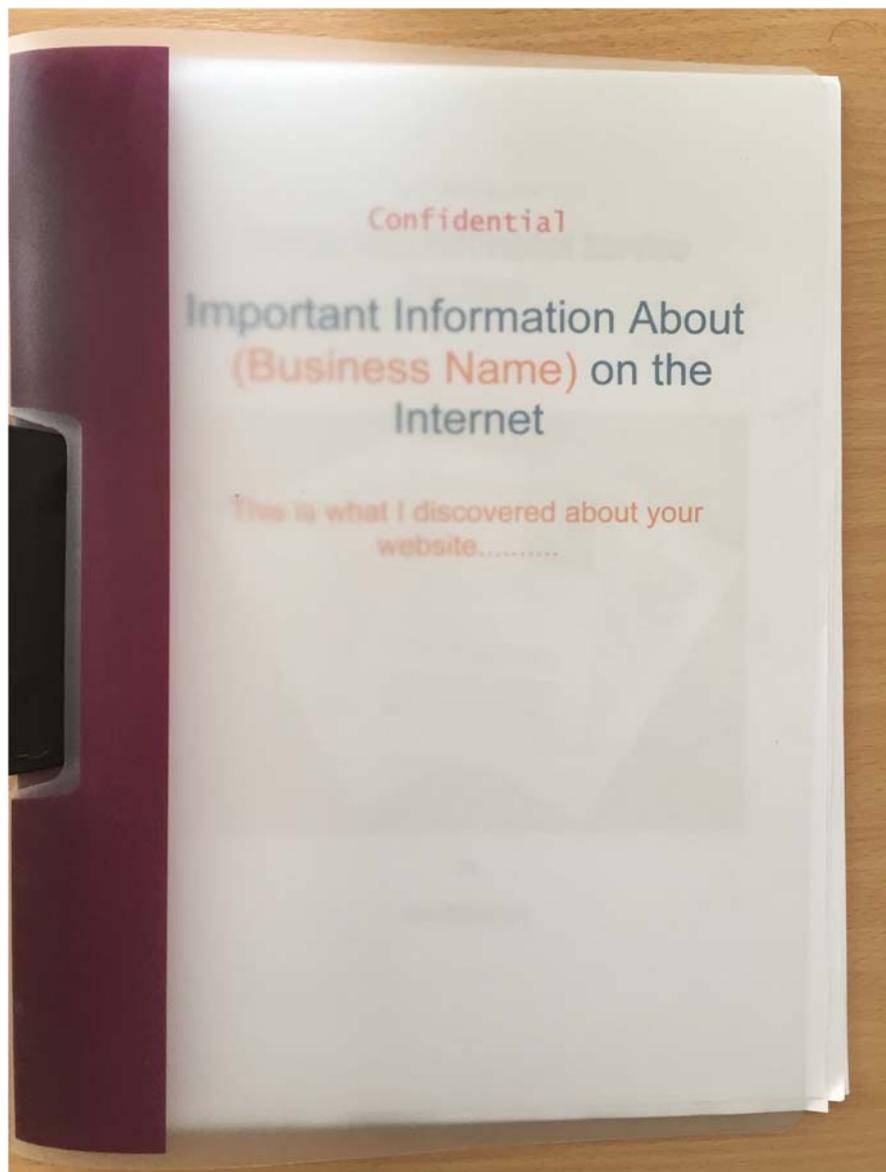
THIS MAY
SHOCK YOU!

Format Two: Staples Plastic Wallet

This plastic wallet is only 30p from Staples. It is the 'Osni' A4 swing clip file and looks effective with the covering title page.

It certainly isn't necessary to spend money on presenting your pack but I do tend to send these to more prestigious clients such as car dealers, Real Estate agents, Solicitors etc.

By the time you add your time creating the pack, buying the envelope and paying for your postage you might not want to spend additional money on this folder, but **if you just get one client from each of your mailings then it has made for itself many times over.**





Format three: Banded Pack

This is very simple but adds mystery..... *The client is totally unable to resist opening the pack to see what is inside.*

- 1) Take a sheet of A3 (twice the size of A4)



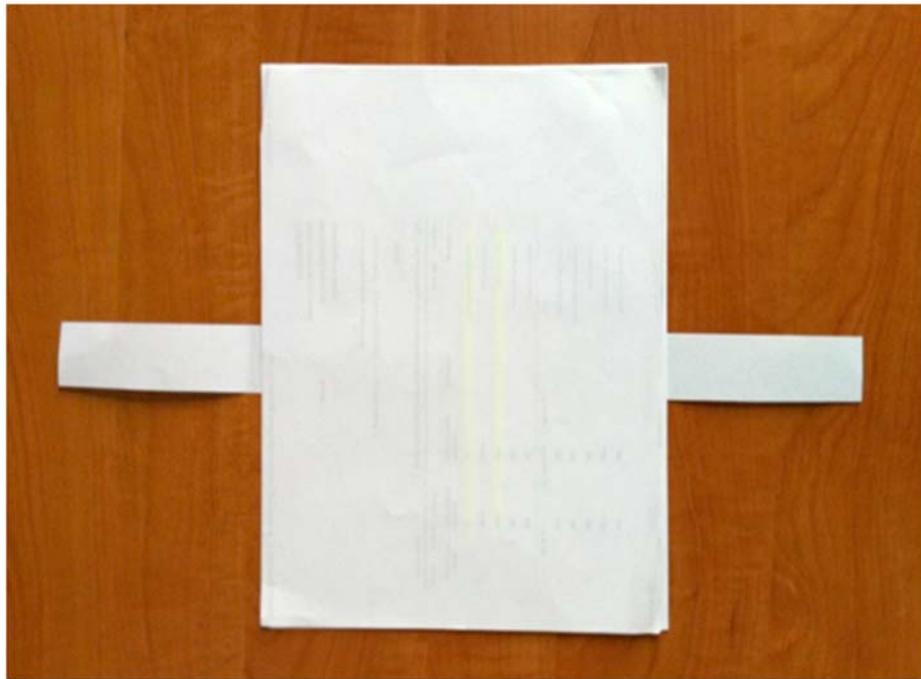
- 2) Loosely fold in half being careful not to crease the centrefold and cut a strip approximately 3cm wide from the longest side.



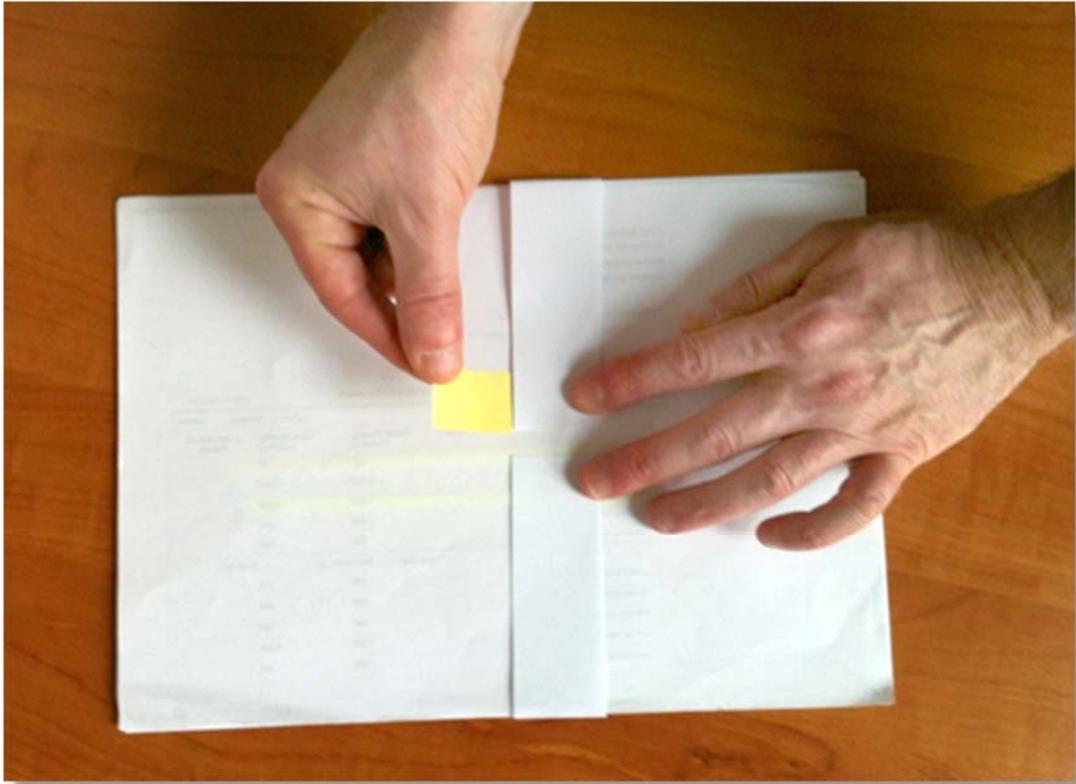
3) You will now be left with a long strip of paper.



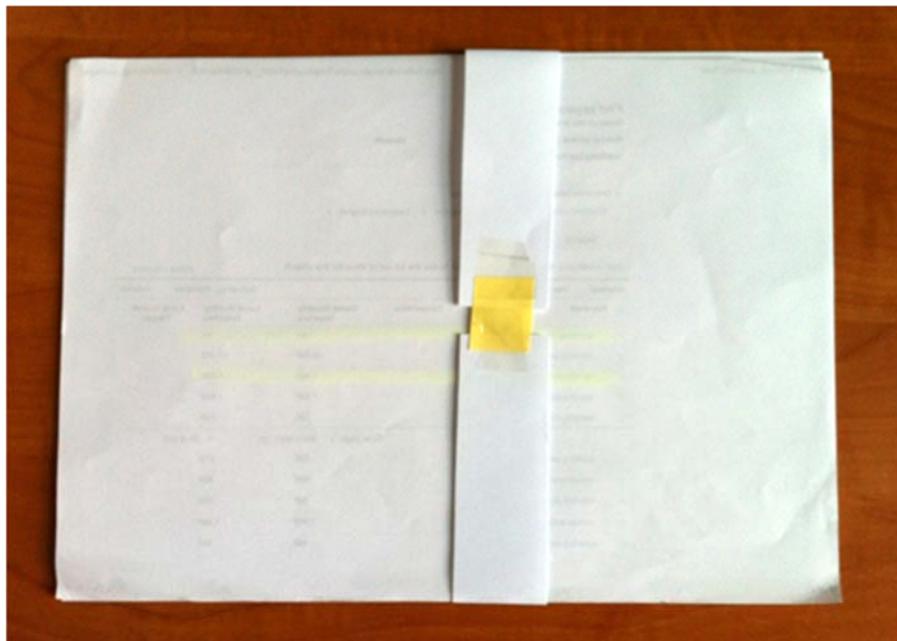
4) Place your pack face down in the centre of the strip keeping the strip **below** the title of your cover.



5) Fold the ends of the strip round the back of your pack. The ends won't quite meet so I use a piece of contrasting paper to create a tab for the client to pull apart in order to get into the pack.



6) Seal the tab into position with a small piece of sticky tape.

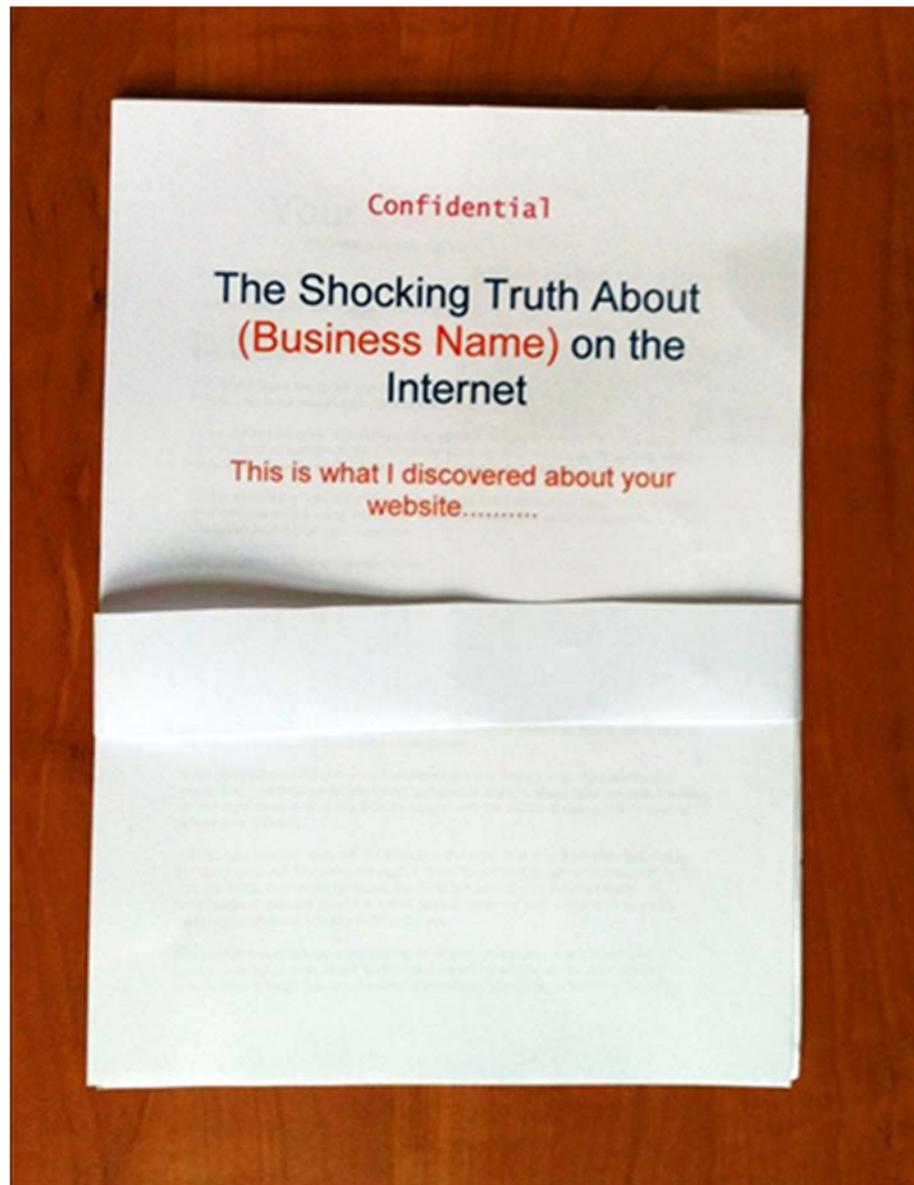


You now have a banded, sealed pack. I defy any business to ignore this. They won't be able to resist breaking the band and seeing what is inside.

It looks much better in real life and the photos seem to create the illusion that is it was quite loose. It wasn't. I make sure that the band is tightly

sealed together so that the client has to make a determined decision to open the seal.

Of the three presentation packs, this and the other variations of this format (see below) are my favourite ways of presenting the pack, simply because it creates mystery and intrigue round the pack and is almost 100% guaranteed to be broken and read.



I was initially unsure how my title cover would be received so I used this band format. However, instead of a tab on the back I sealed the band with my business card reminiscent of letters of old which were sealed with wax.



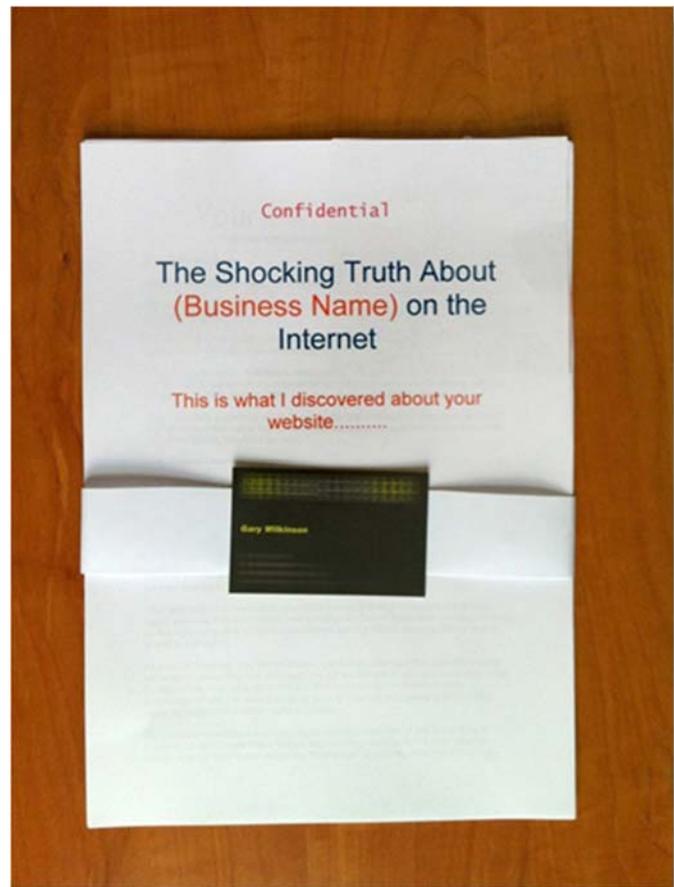
(This is the back of the pack)

I also added the business card to the front of the band.

It looks good, however I think that it detracts from the mystery of the envelope and lets the client know that this is sent from a business, especially if the card describes what services you do, like my card does.

Test it for yourself. You might want to reassure the client that the pack is from your business, but I think that it works best if you keep the air of mystery and suspense as they open the pack up to see who sent it.

You can use this for other mailings that you do and it is a nice touch.



I know that some of you will be tempted to by-pass the formats above and be tempted to take short cuts to reduce how long it takes to produce each pack, however **I really urge you not to.**

You mustn't forget that each client you get is going to be worth hundreds, if not thousands of pounds (dollars etc.) once you have them on board.

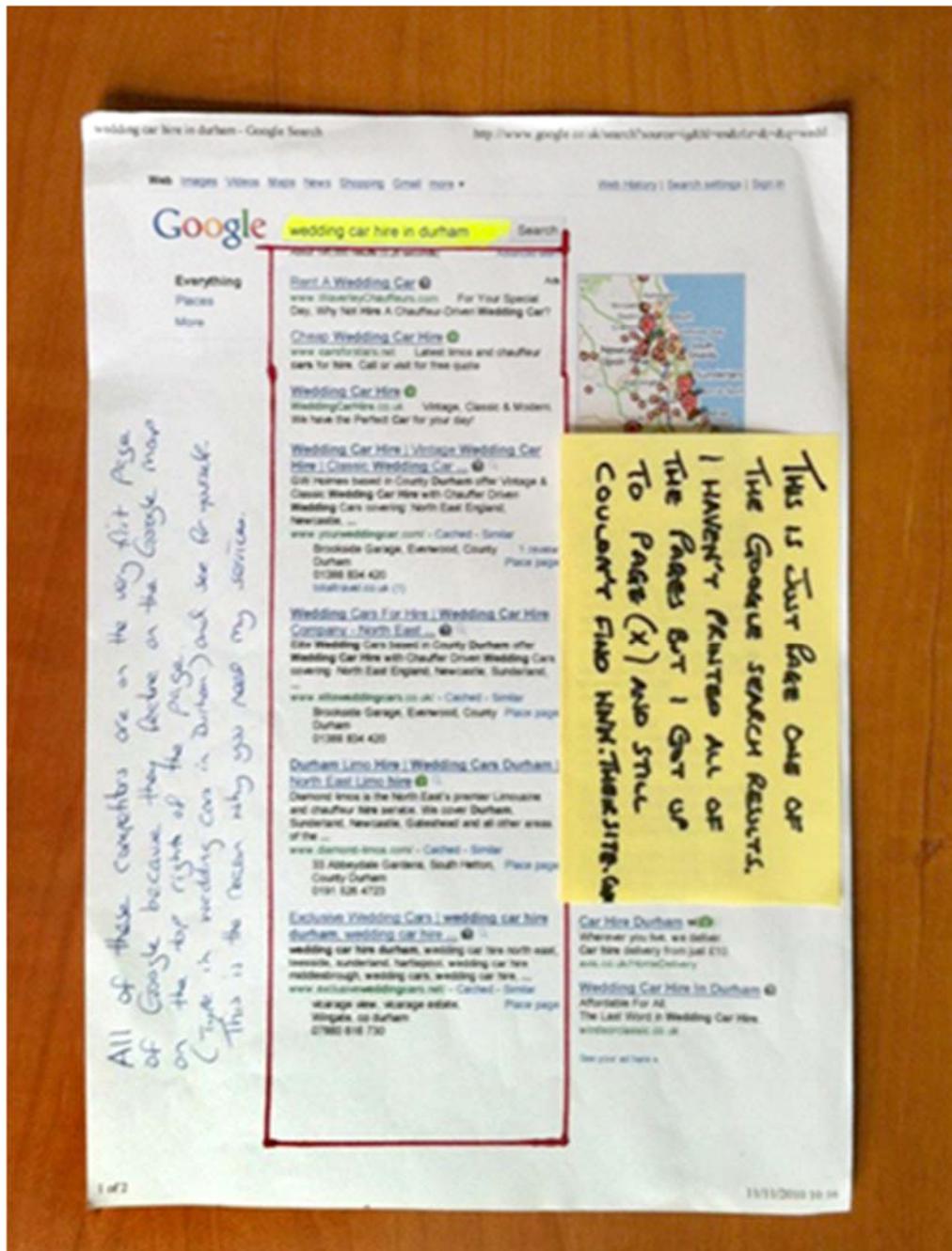
These packs do all of the hard work for you (the selling) and make sure that you get an outstanding return on your investment and time.

You wanted to know about the Post-it Note Message

The other addition I wanted to make in this chapter was the inclusion of the post-it note that I stick on the Google search results page.

It isn't a huge part of the marketing strategy but I like it because it attracts the client's eyes, especially when they are having a quick initial skim through the pack before they read it.

You can see where I position it here:



What it says is this:

“This is just page one of the Google search results. I haven’t printed all of the pages but I got up to page (Insert the number of pages you searched) and still couldn’t find www.theirwebsite.com”

I position it just under the Google map on the right hand side, so that I **have my handwritten message about their competitors on one side and the fact that I can’t find their website on the other.**

Handwritten notes are almost always read. Added to the fact that it is on an eye-catching yellow post-it note and their name is screaming off the page is a real winner and they WILL read further.

Let me guide you through the letter and show you why it works for me:

- 12) I stress yet again that the page was created exclusively for them.
- 13) I **DO** spend a lot of time on the information packs and they will realise that when they receive it, so **I tell them why I do it**. I also remind them of the fact that their advertising costs are expensive and that people are now using the Internet instead.
- 14) I point out again the proven facts in the report about how many people were searching for their business or service and challenge them again to try the results for themselves.
- 15) I play on their fears and disappointment when they see that they are not being found but their competitors are.
- 16) I explain how they are missing out by quoting statistics showing how many people search online and what their spending habits are.
- 17) I give them another challenge to find out how many of their friends and family use the Internet as yet more proof that they should be online.
- 18) I remind them that the internet is here to stay and that the number of people searching online is only going to grow.
- 19) I move in for the kill by saying that I can snatch the business back from their competitors.
- 20) I know that by now they will want to use my services but will be afraid about cost so I create a special offer just for them.
- 21) I stress again how much time I spent on the report and why this is great for their business. It not only makes them feel guilty if they don't use me but also confirms that I am the best person to help them because of the hard work that I put in.
- 22) My PS message explains in a very effective way the reason why the offer is only open for 7 days and ends with a call to action.

I hope that you now have enough information to put this marketing method to work.

It really does do all of the hard work for you and is an excellent pre-selling tool.

By the time they ring you they are already sold and are keen to go ahead.

I've put a lot of work into this report and tried to explain things as I do them step by step.

I really hope that you think that it has been good value for money and start putting it into action, as the potential is huge.

Thanks for not only buying the report but also for taking the time to read it.

Kind regards

Joe