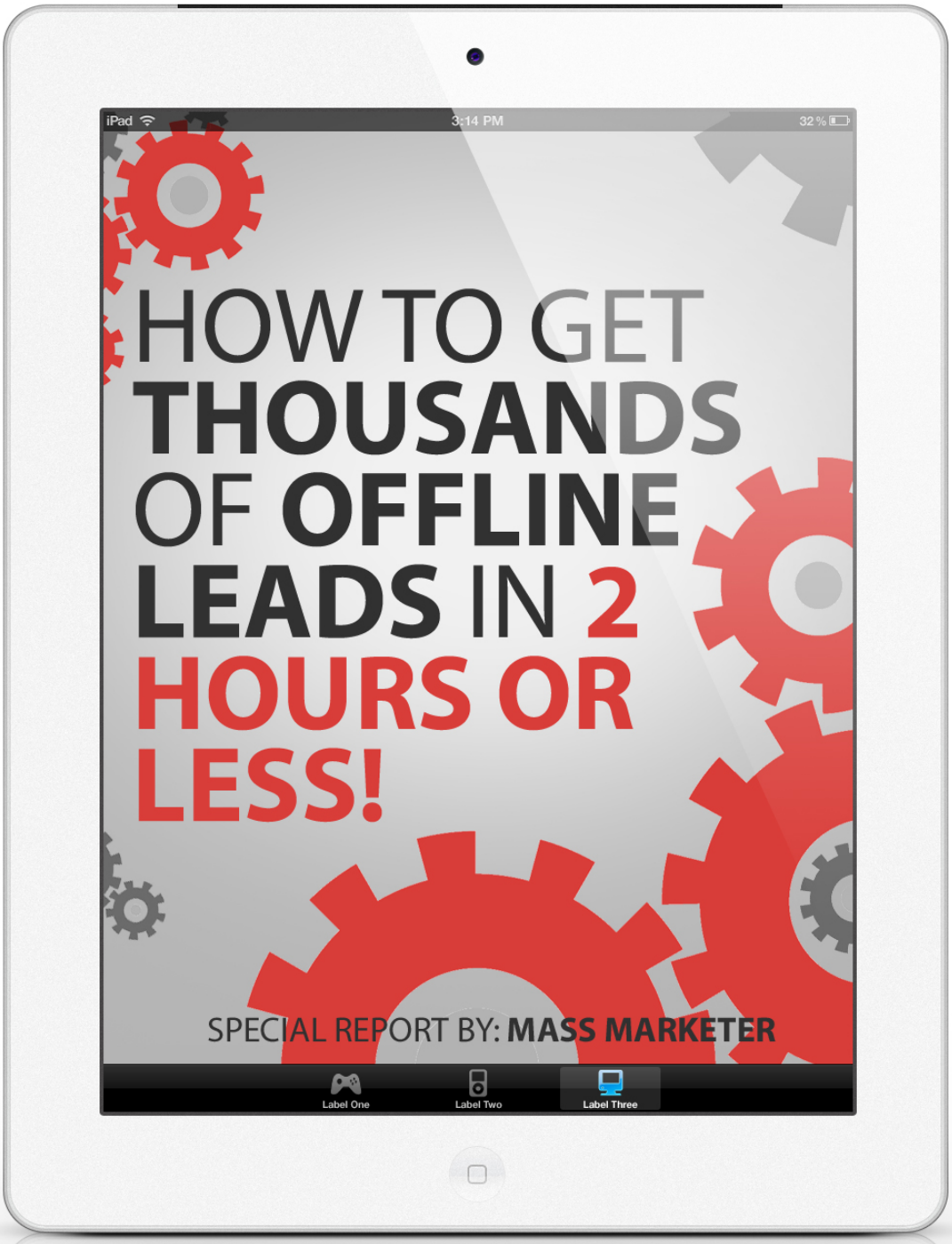
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HOW TO GET THOUSANDS OF OFFLINE LEADS IN 2 HOURS OR LESS!
SPECIAL REPORT BY: MASS MARKETER
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Label Two
Label Three

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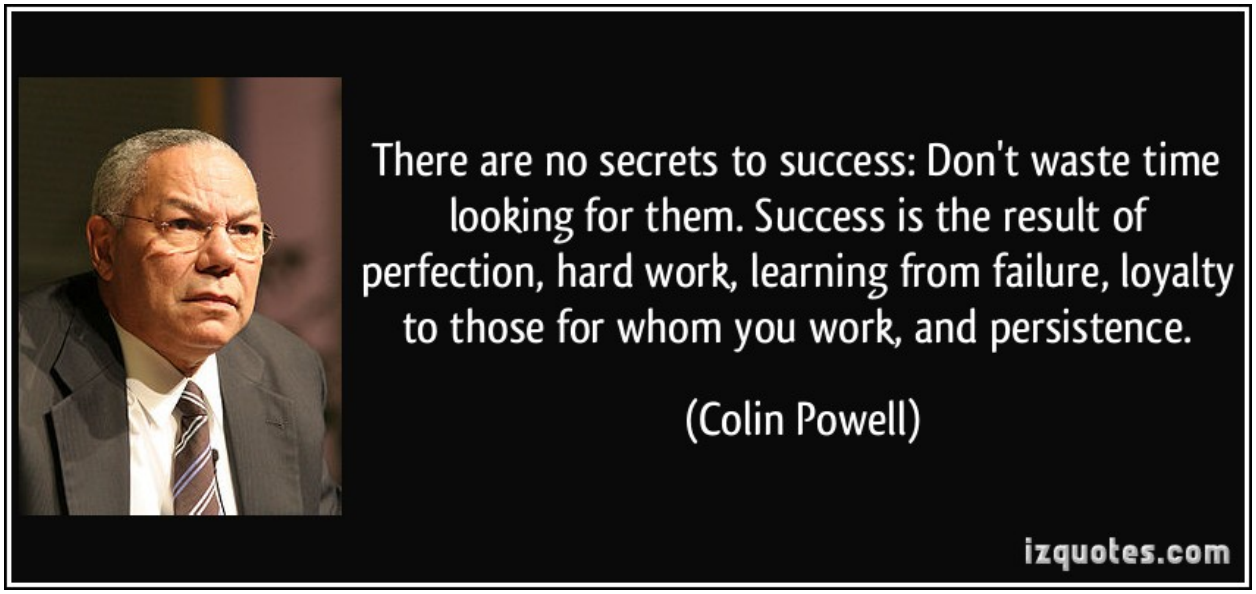
Introduction

WARNING: ***This isn't a "sexy" secret technique that was passed down to me from a dying guru for me to carry on his legacy, okay? You won't find any 'inner circle' or 'secret method' here.***

In fact, when it comes to business in general - there are NO SECRETS…



Hi, Anthony La Tour here from Mass Marketer and I wanted to thank you for grabbing yourself a copy of this special report.

It means alot to me and I know you're gonna get a ton out of this, too.

If you've been involved with offline marketing for some time now, then chances are, you've probably noticed that coming across leads for your business can get a bit tight once in while.

It's nothing to flip your lid about. Everyone goes through this from time to time and in this report, you're going to find out how to get a steady flow of leads coming into your business that's as easy as catching fish in a barrel.

Okay, let's dive in.

I came across this particular business model a while back when I was involved with getting my design company off the ground.

I'm not sure if it was the "industry" I was in, or if it was the fact that my prospects had immediate access to designers from across the world that were almost 600% cheaper than I was at their very fingertips, but I had the hardest time landing a solid **PREMIUM** client.

As you can imagine, it didn't take long for me to reach my boiling point.

After spending some time thinking to myself, I came to the conclusion that I'm probably offering a service that people didn't want. So I decided to research some other niches that I could possibly dip my toes in.

A couple of days go by and I somehow came across a video on Youtube about starting a Print Brokering business.

Now, it wasn't the niche that caught my interest (even though it makes sense for a designer to offer this as a front end service… "HINT") but it was his business model that caught my attention.

This was the very business model that was responsible for his company to rake-in over **Six Figures per year**.

And trust me… this ain't rocket science.

Here's what he did in a nutshell:

1. He created a postcard for his company.
2. He sent them to people who've just received their business license.

Simple, right?

His entire marketing plan was simply sending out postcards to people who've just received their business license.

They don't have a website yet, they don't have a logo yet, they don't have a reputation yet, they don't have a mobile site yet, to put it simply: they're a blank slate.

And this makes the perfect prospect to go after.

Let me tell you **why you should incorporate this business model to your offline business…**

The main reason why every offline marketer should be doing this - is for one reason… which is influence.

Here's what I mean: If we can do a great job in the first initial contact we make with our potential client, we'd have the ability to shape their belief that we're the only and logical choice for them (in whatever niche you happen to be in).

Why? Because we usually have the tendency to stick with the first person that comes around. Kinda like making friends with the first person to introduce themselves and start a conversation with you on your first day in class at a new school.

It's only natural that they would eventually gravitate to you when it comes time to make a decision.

Now there might be some concern with other marketers who might happen to be in a niche where a client must already be well established, such as reputation management.

It's a valid concern, but as you're about to find out - with a little shift in the way we think… it wouldn't matter what niche you're in.

One of my favorite movies of all time is Mobsters. In the movie there's a scene where a young Lucky Luciano is being scolded by his mentor about winning the mob war.

It went like this:

Arnold Rothstein (Mentor): …When war comes, the winner will be the one who gets his enemy to trust him.
Lucky (Protege): How do I do that?
Arnold Rothstein (Mentor): You save his life.

Now, I know that our situation is nowhere near this intense (I sure hope not at least) but here where I'm getting at…

These leads consist of brand new business owners who've just started their business. It'd be safe to say that they may be a bit cautious when they hear from you for the first time.

So what can we do to ease the pressure? Well, using the philosophy from the movie Mobsters -- we would need to “save their life”. Again, these people aren't in any REAL danger, but what we can do is come up with some type of strategy that will build a sense of reciprocity while positioning us as someone that can be trusted.

Let’s use reputation management for example.

The problem with this would be the fact that my ideal prospect must be someone who already has an established business AND the problem of having “bad reviews” must already exist in order for me to offer my services.

This is true.

But let’s shift our thinking a bit.

Rather than dealing with the problem of erasing bad reviews, instead, let’s *prevent them altogether*.

Perhaps you can offer a prevention package where you set up all of their accounts on Yelp and other platforms for free. You can then offer them a service where you will monitor them for a small monthly fee.

In this case, if the problem of receiving a bad review ever comes around… who would be the FIRST AND ONLY company your prospect would want for the job? ***YOU!***

And the best part is, you wouldn’t have to compete with anyone on price. It would almost feel like a *moral obligation* for your prospect to do business with you in a case like this.

You would become the only logical choice.

Now this can work with any service or business. I know firsthand that a large majority of offline marketers may not like the fact that we’re dealing with new business owners. I honestly don’t see why. These are probably the easiest leads to close and you can offer them a wide variety of services.

Okay, let’s move on to how this all works.

How it all works

Alrighty, let’s get our hands dirty.

I'm going to explain to you exactly how this entire system works and I'm also going to give you a few hacks to run home with so you can immediately get your hands on a ton of leads by the time you're finished reading this report.

As I mentioned earlier, this is the exact model that was used to build a six-figure business for a print broker in Florida.

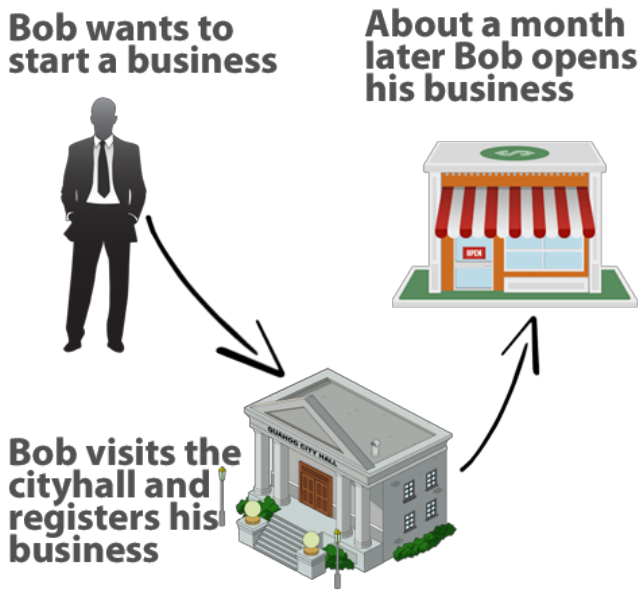
In fact, he actually charged $197 dollars for a home study course he was selling at the time which highlighted this particular method as the backbone for his business.

The process is quite simple.

Every single month hundreds (and in some cities and states… THOUSANDS) of people start new businesses.

These new businesses are ripe for the picking.

Here's how it works.



Simple, right? But it gets better.

Everything that I just explained… is public information.

Here's where I'm getting at: No one can start a business without it first going public. In fact, if you've ever started a business before, then you know one of the steps to receiving your business license is first publishing your business name in one or more local newspapers.

But don't worry, thanks to things like the internet… our job just got a whole lot easier.

Every month (usually the end of each month) the city (and sometimes the state) will publish these new businesses on their website.

<u>But be warned</u>

For some reason these guys don't make it easy to find. I don't why, but sometimes I think they just make things difficult just for the hell of it.

But just like anything else… there's a way around it.

All you have to do is just call the city hall. Don't freak out. These are some of the nicest people I've ever had the pleasure of speaking with over the phone. In fact, you can email them, too. But it's faster if you just give them a ring. Hell, it only takes 4 minutes, MAX.

This how it would typically sound like.

Ring…ring…

Nice Lady: Thank you for call YOUR LOCAL CITY HALL, this is NAME
You: Hi NAME -- I was wondering if you can help me out for a sec?
Nice Lady: Sure, how can I help you?
You: I was wondering where I can locate your monthly business listings?

Now at this point, one of two things may happen…

1. She tells you where to find the list online then and there on the phone or…
2. She adds your email address to the subscription that comes out once per month!

Here in my local town, I'm on one of those lists.

It comes in a .zip format and it gets sent to your email at the end or the beginning of every month.

How many leads can I expect?

This differs from city to city and state to state.

For instance, I live in a town of 88K and I get about 75-105 leads per month. Nothing glamorous by any means of the imagination, but here's where it gets cool…

what's stopping you from getting more leads?

NOTHING!

I get my leads from just 3 separate cities and I average about 4,800-6,000 leads per month. Don't worry about getting leads for right now because if you're feeling lazy, I'm going to give you the exact resource I use to get those leads a bit later on.

But first, I want to take you through the steps of finding these leads on your own.

The step-by-step roadmap

The first step you want to take is simply heading over to Google's search engine. This is where the majority of the "work" is going to take place.

What we're going to be doing here is typing in some very basic search phrases into Google so we can search for new businesses that have been registered in the past month (you can also go back further, in most cases up to a year).

Here are a few search terms to help you get started:

"Business license listings"
"New business listings"
"New business license listings"
"New business license listings + Your City"

Okay, once you hit the "search" button, you'll notice that Google will pull up thousands of results. A good chunk of the results will be city or state websites. This is what we're looking for.

Most of the time your results should look like this:

Lists Of New Business - InfoUSA® Targeted Business Lists
Ad www.infousa.com/New-Business-Lists
Updated Monthly. Quality Guarantee.
17 million businesses · 230 million consumers · Direct mail campaigns
2015 Accredited Business with an A+ Rating – Better Business Bureau
Business Marketing Lists | Business Mailing Lists
New Business Lists | Business Email Lists

New Business License Listings - Chesapeake
www.cityofchesapeake.net/.../**new-business-license-listings**.ht... Chesapeake
New Business License Listings. The Commissioner of the Revenue provides monthly listings of new businesses registered in the City of Chesapeake. For your ...

Rancho Cucamonga Website - New Business License Listing
https://www.cityofrc.us/.../new_business.asp City of Rancho Cucamonga
The monthly **new business license listings** are now available electronically. The monthly listing for each month is uploaded the first Thursday of the following ...

Thousand Oaks - Business License Listings
https://www.toaks.org/.../business_license_listings.asp Thousand Oaks
Business License Listings. **New Business License listings** for the last twelve (12) months may be obtained by clicking the links at the bottom of this page.

Ads

List Of New Businesses
www.epostmaster.com/List_Of_Businesses
We Sell Customized Lists. Complete Form For Free Quote This Morning.

Free Business Listing
www.google.com/mybusiness
Be Found In Google Search & On Maps
Get On Google For Free Today.

New Business License Listings
www.mycorporation.com/
4.8 ★★★★★ advertiser rating
Federal, state, county, and local licenses & permits in 3 easy steps!

New Business License Listings
www.specialdatabases.com/BusinessLists
US, UK, Canada Lists & Databases: Emails, Names, Phone, Fax & More

(Notice how they're all city websites? This is what you should be looking for.)

Below is an example of how these city websites usually list their directories.
The usual format that I see almost 100% of the time is a downloadable PDF guide that lists all of the new businesses, like the below screenshot.

Not so challenging, right?

After doing this for a certain amount of time -- you'll begin to notice something. And that's the fact that most of the cities you'll find will have only have a couple of hundred listing per city.

Well, you have two options:

1. Grab multiple listing (which I recommend).
2. Or find and work from one big city.

Depending on the city, we're talking 1,000's and some in the tens of thousands. Is it even necessary to have that much? Chances are you might not burn through one month's worth of listings, but there are some marketers that do. So the choice is up to you.

So what's included in these listings?

You get everything… phone numbers, addresses, business name, and the applicant's name (on some occasion).

*You'll also notice that **I didn't mention EMAIL.***

That's because I haven't come across a single city/state that even offered it on the listings. I don't think you can ever get a new business listing with the owner's email.

But even if they did come with the email address… I wouldn't suggest emailing them in the first place.

It's just plain laziness. And if you're expecting to close a $1,000 per month deal with a business owner who has NEVER MET YOU, let alone, even spoken to you… then you're in the wrong business - PERIOD.

-End of rant-

Okay, now you might be asking yourself:

"How do I contact these people?"

Here, you're left with just two choices:

1. You can contact them by phone.
2. Or you can contact them via direct mail

Whichever one you choose, make sure you do the proper testing. However, I will tell you a favorite technique of mine…

Voice Broadcasting.

This system actually allows you to record a voice message and literally send it to thousands of people in just a matter of seconds.

You can use services like CallFire or DialMyCalls.

There are literally hundreds of services that offer this. Think of it like having an autoresponder but for voice mails.

All you have to do is load up the phone numbers and click broadcast. That's it.

WARNING: There's a lot of hoopla out there that claim this technique is actually illegal. I'm not a lawyer and you should do your own research and contact a lawyer before conducting this campaign. But from my experience - this is FAR from illegal, but then again, I ain't no lawyer.

Cool, now that's outta the way - here are the resources I mentioned earlier that should get you plenty of leads to start off with…

The State of Oregon (this gives you all of the listings in the entire state - This month has over 11,000 listings!):
http://sos.oregon.gov/business/Pages/oregon-business-data-stats.aspx

The City of Portland (just this one site can net you over 4,000 listings - I don't know why, but these listings sometimes aren't included in the statewide website above):
https://www.portlandoregon.gov/revenue/32192

How to get even better results

If you wanna take this to the next level and really put this system on steroids, then this is how.

Sign up to InfoFREE.com - They charge about $50 per month, but here's the kicker: *You can target by industry.* So lets say you only want to offer your website design services to pizza parlors or boxing gyms that just opened up… You can do it with InfoFREE.

How they do it is beyond me. I've asked them how the lists are aggregated and they usually dance around this question. But funny business aside, these guys are great.

Okay so there you are. You've got everything you need to get up and running and start contacting these leads. Remember… these leads are virtually untapped.

You can work within just one city and DOMINATE.

However, if you've yet to have a service to offer these business owners, then I urge you to go take a look at **Tiny Service Guru.**

If you don't already have a business in place, then this is the perfect marriage for this report you're reading right now.

Go take a look at it **HERE.**

I'm Anthony La Tour with Mass Marketer and I'm signing out.

I hope you kick some major ass and I look forward to hearing from you.

Peace.

MASSMARKETER

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