

Rapid Results: 48-Hour Client



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INTRODUCTION

First off let me say thank you and congratulations on investing in the *Rapid Results: 48 Hour Client course*. This course is designed to get your email inbox filled with local business owners asking for your help within the next 48 hours.

No matter what service you want to offer local businesses, this method can be used to generate warm leads, and hot checks.

This method involves no cold calling...

No spamming...

No client rejection...

...And most importantly no wasted time on business owners who will not be interested in what you have to offer.

We will be direct marketing to businesses that are actively participating in online communities and looking to expand their professional network. These are extremely warm and receptive leads; they expect you to present them with opportunities.

Before we begin collecting leads, I want to cover a few important points.

Client Mindset – Not What You Think...

Turn off your inner salesman!

The method I am about to present to you is not about hard selling, it's not about 'proposing' or 'pitching'. This method is indirect; you will be approaching local business owners as a peer... Looking to network in a mutually beneficial way.

And we are going to do this by offering extreme value - but asking for nothing in return. The value we provide becomes our sales pitch.

So when you are going through these steps, it's important to have the mindset of a business owner looking to network, not a marketer looking to sell. Sincerity is key, we are marketing to online networking groups that respond well to members who provide value, and respond negatively to salesmen and people who are 'out to get something'.

Requirements

The only requirement to book clients using this method is to have something to offer them. You can offer SEO, mobile sites, social media marketing services, reputation management, ppc management, design – this method is versatile enough to work with any offer.

If you don't have something to offer I would recommend you offer reputation management to the businesses we will be contacting. It is a hot topic right now, very much untapped, and it's easy to learn.

And don't worry – if you don't have something to offer, I will help you develop your reputation management skills so you become an expert by the time you are done reading 😊

Having Something To Offer

My personal area of expertise is paid traffic. It is what I am most knowledgeable in and the topic where I can offer the most value for customers. So when I approach prospects with the 48 hour method, I usually approach them with an offer to help them with PPC and media buying campaigns.

Many of the swipes I give here offer a 'reputation management consultation' because I find it's what works best, and is currently a hot, un-tapped service to offer.

There are 3 things to keep in mind when choosing the initial service to offer:

1. Demand
2. Saturation
3. Your current skill level

The best way to start is to write down the topics you are most knowledgeable in (or could learn quickly using the Google) and sort them based on your level of competence.

Then consider the other two factors. Ask yourself 2 simple questions:

1. Which of these services is trendy and in demand?
2. Which of these services has the least number of people offering it?

The Internet marketing business moves quickly, and in my experience the following services have very little luster left:

1. SEO
2. Social Media Guru's
3. Web Design
4. Web Hosting
5. Link building
6. Press Releases
7. Google Adwords SEM

I find everyone who tries to pitch local businesses will start with one of these services... And business owners have heard the pitch over and over again!

Now that's not to say this method will not work with those services, I'm just pointing the ones that seem to have lost their luster with business owners... at least in my experiences.

These services are constant winners for my sales team and me:

1. Facebook Ad management
2. Google Places Ranking
3. Video Ranking
4. **Reputation Management**
5. Mobile SEO
6. Mobile Site Development
7. Mobile App Development

These are HOT topics that can get business owners blood boiling - I strongly recommend picking ONE and becoming an expert.

In this course I will go over how to sell each of these with the 48 hour method, focusing on Reputation Management as I think it is the easiest to book clients.

Why do I like reputation management so much?

Because no matter what else I am selling, I ALWAYS come across a business owner who has a problem with bad online reviews. These prospects were already looking for help when they just so happen to find us. It's the easiest sale you can make!

Outsourcing Services

Who wants to do actual work?

I think everyone has the wrong idea when it comes to outsourcing...

It's not their fault, most eBooks and guru courses will tell you to just book a client and then outsource their work on magical sites like elance or fiverr.

BEFORE you start pitching clients or using the 48 hour method you need to decide if you will outsource the work. I recommend doing the work yourself and becoming an expert in the field of your choice.

Yes that's right, I am telling you to do actual work and not to think that you can just 'outsource' this on elance.

The truth is, at least in my experience, the quality and reliability of work you generally get on sites like elance will leave you (and your client) frustrated. I strongly do not recommend going out booking clients and then trying to find some freelancer in India who will work on your project for magic beans... It just doesn't end well.

That's not to say I am against outsourcing... In fact quite the opposite – when it's done the right way.

If you want to outsource the service you will be providing, find the outsourcer or the service you want to use ahead of time. Spend the money and test them out for yourself. I want you to feel 100% confident in the outsourcer you are working with BEFORE you talk to a single client or use the 48-hour method.

Nothing is worse than booking a 4-figure check from a local business only to have to return the money later because your outsourcer didn't deliver.

It's happened to me... Don't let it happen to you! It sucks ☹

THE FORGOTTEN SOCIAL NETWORK

So...

You have the 'networking' and not the 'salesman' mindset...

You have a service you want to offer local businesses (preferably reputation management)...

And if you are outsourcing the work you have a trusted and tested outsourcer you are confident will come through for you...

Now it's time to learn about the social network we will be getting our leads from.

Introducing Meetup.com


Meetup.com is a social network that consists of local groups that share a common interest. These groups communicate online and have 'meet-ups' where they get together and share their common passion.

This one social network has been my dirty little secret for years...

Why Meetup.com?

So why are we using this network to generate offline leads?

Well for starters, it's massive:

	Find a Meetup Group	Start a Meetup Group	
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About Meetup

Meetup is the world's largest network of local groups. Meetup makes it meeting up face-to-face. More than 9,000 groups get together in local communities.

Meetup's mission is to revitalize local community and help people around the world, or the whole world, by organizing themselves into groups that are local.

Learn more on the [Meetup HQ Blog](#).

Members 13.31 million	Meetup Groups 123,846	Countries 196
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Meetup.com has 13.31 million members and almost 124,000 groups at the time of this writing.

If you go through this site you will see groups for every topic imaginable in almost every city on the globe.

Our goal is to find and market to the groups of business owners who are looking to network with other entrepreneurs.

To Meet Or Not To Meet

Groups on Meetup.com are focused on having 'meetups' where everyone in the group gets together.

The 48 hour client method focuses exclusively on online marketing methods to these groups. This means you never have to attend these meetups, and you can market to groups located anywhere in the world, not just your home city.

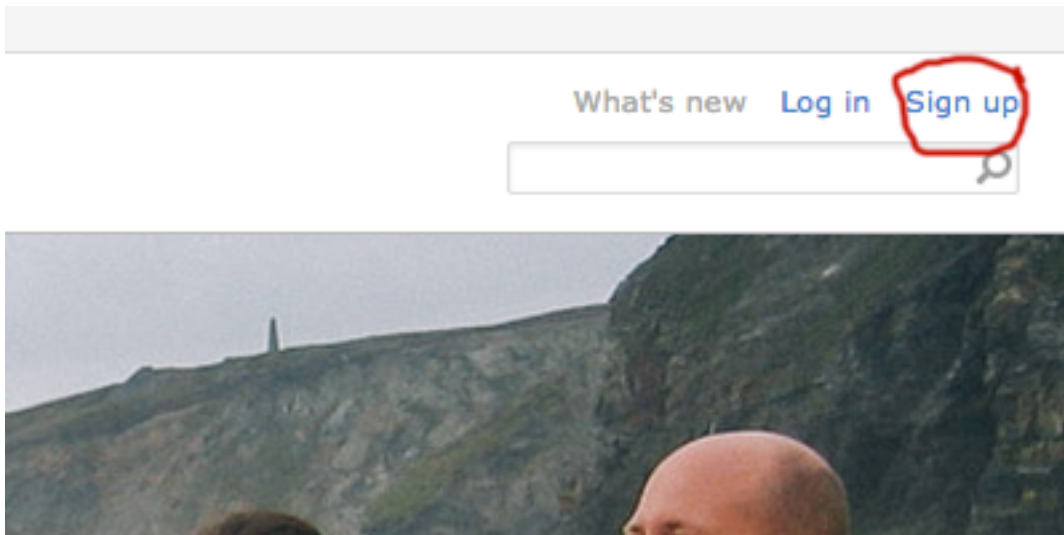
The groups we will be joining are business owners looking to network, and nothing works better than going out and meeting face to face with a business owner as an equal and offering them value. All of the strategies in this course can be done in person... and depending on your personality and social skills, it may work even better.

It's not required, but I recommend going to the meetups and offering your services there in person as well as using the strategies you are about to learn 😊

Signing Up

Before you can begin getting leads, you need to sign up to the network.

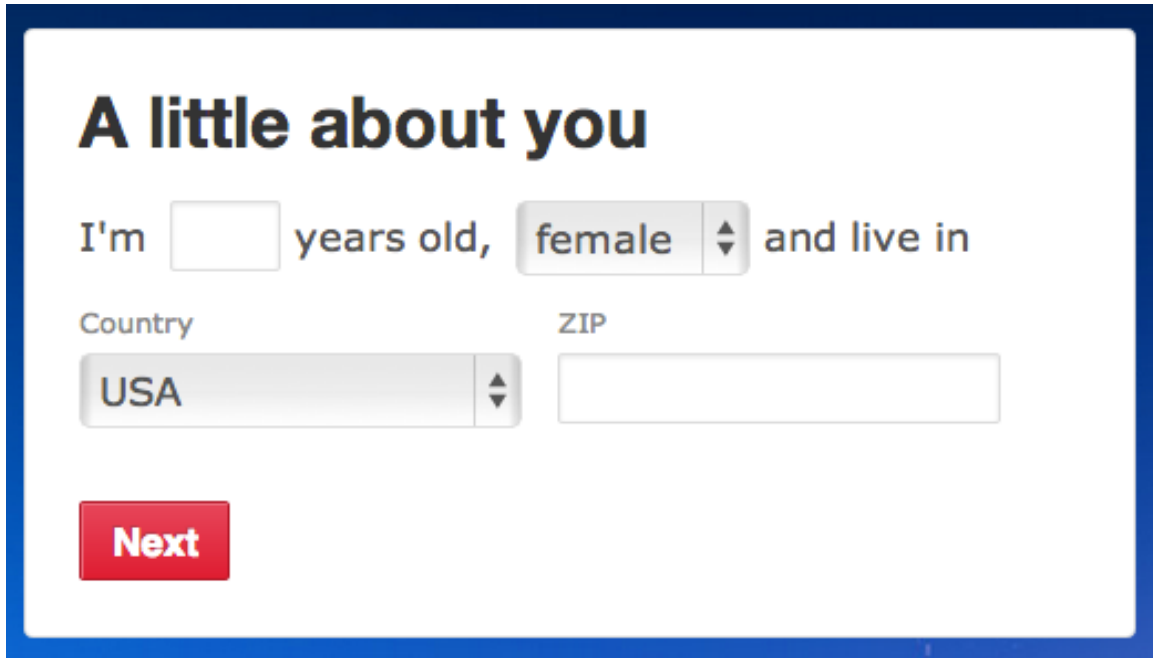
Navigate to meetup.com and click on the signup link in the upper right hand corner:



You can sign up using your facebook account, or with an email address:

A screenshot of the Meetup.com sign-up form. The form is enclosed in a blue border. At the top, there is a button with the Facebook logo and the text 'Sign up using Facebook'. Below this button, a message states: 'Meetup will never post to Facebook without your permission.' In the center, there is a small box with the word 'or'. Below this, there are three input fields: 'Your name', 'Email address', and 'Pick a password'. At the bottom left, there is a red button with the text 'Sign up'. To the right of this button, there is a line of text: 'By creating an account, you agree to Meetup's [Terms of Service](#) & [Privacy Policy](#)'.

If you sign up with an email address, they will ask you a little about yourself after confirming your email:



A little about you

I'm years old, **female** and live in

Country ZIP

Next

Take some time to get familiar with the network and the etiquette. I would recommend joining groups that you have an interest in and participating in these groups.

Once you have an account and are familiar with the site, it's time to generate leads.

GENERATING INBOUND LEADS

Time to jump in headfirst!

Our objective in this section is find groups of local business owners that allow mass mailing. We are going to use a non-intrusive email to offer group members a free consultation for our service.

Then sit back and watch our inbox fill with warm leads ☺

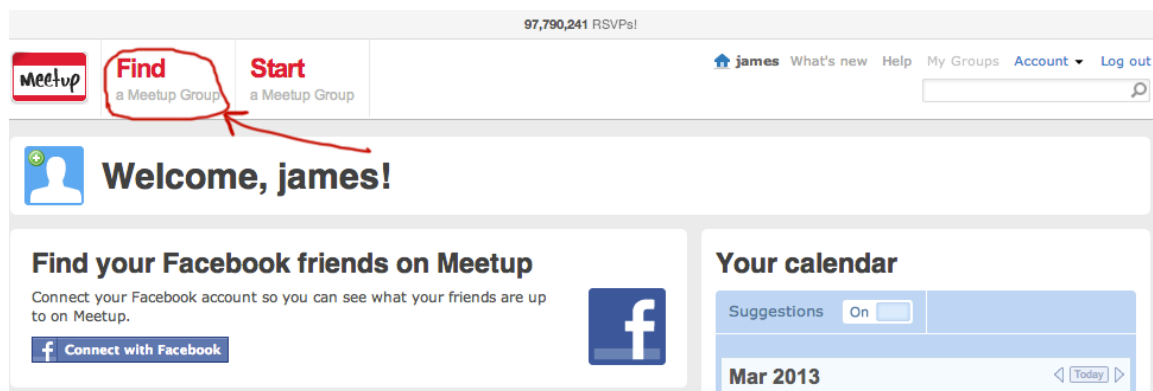
Finding And Joining Groups

The first step in our method is to find groups to market too.

We are looking for business owners, or people who can give us referrals to business owners. It's best to start in your local area when looking for groups because you will be able to attend the meet-ups and meet with potential clients in person.

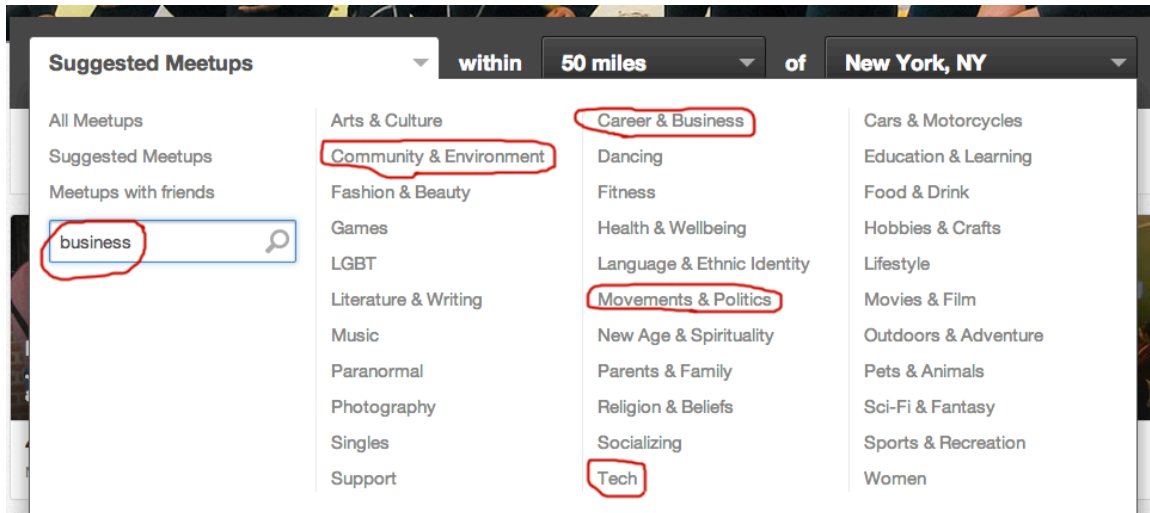
This method does not require you to do either, so feel free to find groups anywhere in the world. The larger the city, the more groups and members you will find – but don't neglect the smaller towns where business owners aren't exposed to as much marketing as in larger cities. Some of my best clients and easiest sales came from groups in small towns.

Start by logging into meetup.com and click the like in the upper left hand corner labeled "Find":



Meetup.com will automatically select the city based on your current city, but feel free to change this to anywhere you like. I recommend searching within as large a radius as possible to return the most results, unless you intend on meeting in person.

Then you need to select a category or keyword to conduct your search:



You want to find groups that business owners or individuals who need your service are likely to join. The categories that have worked best for me, are circled:

Community and environment: I occasionally find local commerce groups in this category, and some environmental groups that have websites and are open to things like mobile development.

Career & Business: The most obvious category to find groups full of local business owners.

Movements & Politics: Similar to community and environment, I occasionally find groups in this category that contain local political parties, businesses, and local authority figures who can use services like reputation management.

Tech: Groups in the tech category often have members that own a local business and are trying to learn how market online. These are HOT LEADS since they are already interesting in tech and online marketing.

Aside from the categories, here are some of my favorite search terms to find groups full of businesses owners open to the services we will be providing:

Business

Plumber

Carpenter

Lawyers

Law

Doctors

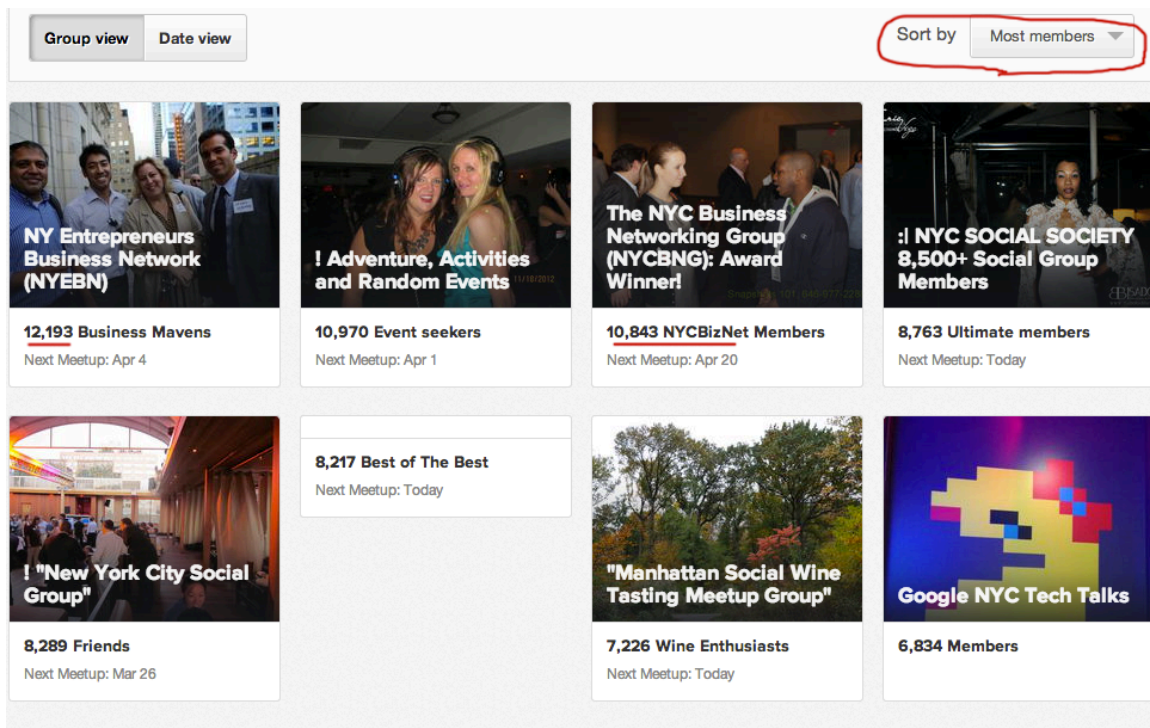
Chiropractors

Restaurateurs

I try to find groups of business owners in particular niches, which will help to craft our emails better, and more specific to their needs.

Rapid Results: 48 Hour Client

The results come in the form of an image grid, showing the name or the group and the number of members:



It's best to sort the results by number of members so you start with largest groups.

As you can see in the example above, this returns groups with thousands of members.

Click on each of the group thumbnails to open their page and see what they are all about.

Rapid Results: 48 Hour Client

This group is a prime example of what we are looking for:

Meetup Find a Meetup Group Start a Meetup Group james What's new Help My Groups Account Log out

Swap The Biz NYC Business Networking Group

Home Members Sponsors Photos Pages Discussions More Join us!

SWAP THE BIZ
networking made fun!!!

New York, NY
Founded Aug 10, 2010

Business Swappers **2,499**
Group reviews 79
Upcoming Meetups 1
Past Meetups 20
Our calendar

We're about:
Business Networking · Small Business
Meeting New People · Business

This Business Networking Group is where business networking begins. Our focus is on our members efficiently utilizing & leveraging their ability to give out referrals to other business & networking professionals in order to gain new referrals by swapping business for business at our networking events. We distinguish ourselves by the high end sophistication of our business networking events in NYC & the dedication of our members. Our business networking events are unique, social & varied. They include free products from our sponsors as well as free sales training from our speakers. We also facilitate qualified interactions amongst our members at the actual events by trying to connect you to the people that can give you or help you to get the most business. This group is perfect for Entrepreneurs, Professionals, CEO's, Attorneys, Sales Professionals and Small Business Owners. Swap The Biz is an Event NJ Inc company.

We're 2,499 Business Swappers

Welcome to SwapTheBiz - NYC's Premier Business Networking

What's new

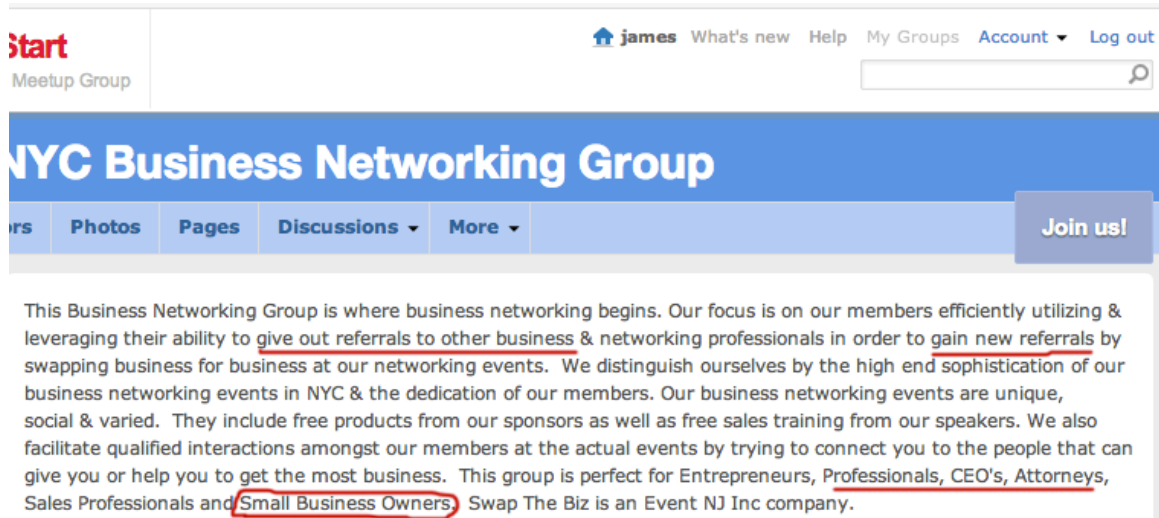
This is a business-networking group where it's members share ideas, referrals and try to build their businesses.

They have 2,499 active members –

That's 2,499 business owners and professionals who are looking to network and expand their business!

Rapid Results: 48 Hour Client

The description says this group contains professionals, CEO's, Attorneys, and small business owners:



This is the best example of the types of groups you want to find and join.

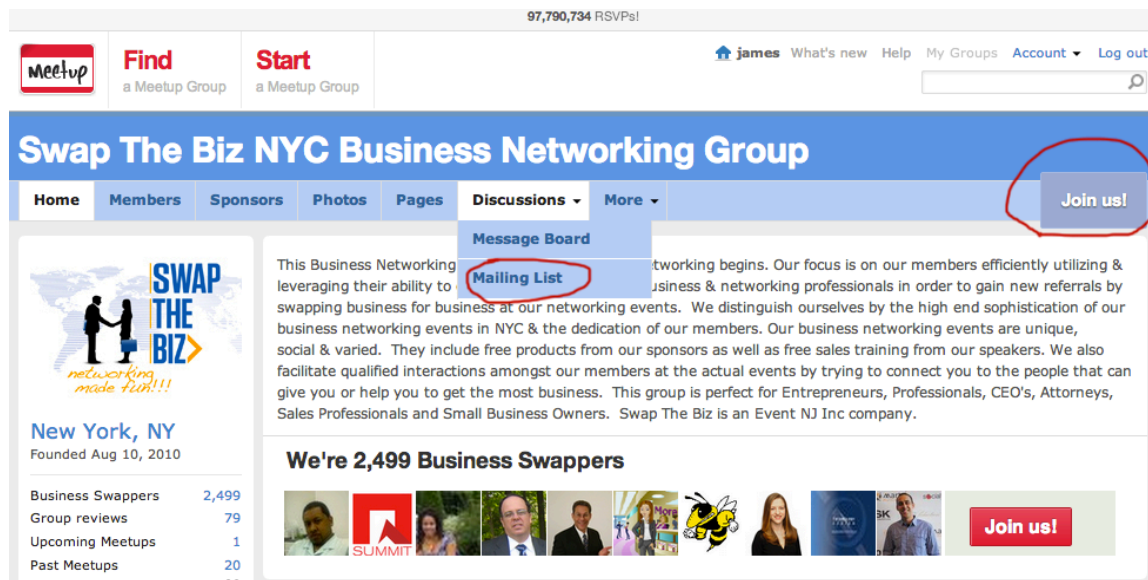
Just by joining this group and becoming an active participant you will gain clients and referrals.

Once you have done your searches and found groups similar to this, it's time to market to them and get our leads.

Mass Mailing Groups

Not all groups are going to have the ability to send mass mailings to their members. The one's that don't are still valuable as you can meet in person and join their discussion board but for the purposes of the 48 hour client method we are going to focus exclusively on groups that have mailing lists.

When you view a group's home page, you will find a tab labeled "Discussions" and a sub tab labeled "mailing list":

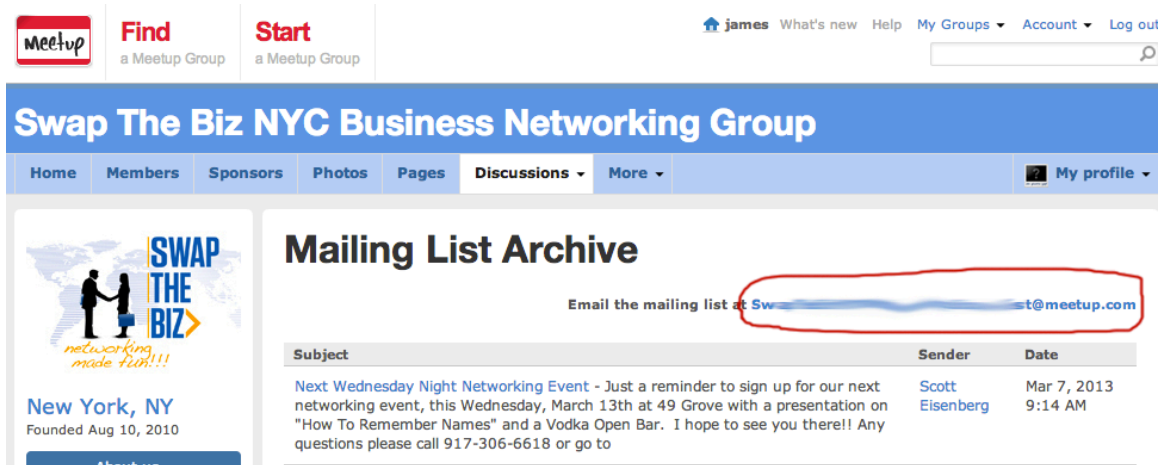


If this sub tab is missing from the page, then the group does not allow mass mailing. For the 48-hour method we are only marketing to the ones that do so move onto the next one.

If a group has this tab, then join the group by pressing the "Join us" button in the upper right hand corner. Only members can access the mailing list email.

Once you have joined, click the mailing list link under discussions.

On the mailing list archive section, you will find an email address in the upper right hand corner of the page:



Sending emails to this list will send an email to everyone in the group!

It's that easy to reach out to thousands of business owners.

All you need to do is take the time to find business groups with this email enabled.

Now group members are used to getting emails from this mailing list so your emails will be well received and endorsed. Your emails should not be your typical sales email... You are part of a group and are reaching out to this group to offer your help.

You can send multiple emails to the same group, and the first email I send is usually a self-introduction and just laying out what I do and what I have to offer.

Template For You To Use

Here is the email that I send to mailing lists on meetup.com, this is the one I use most often and sells myself as an expert then invites them to use my services at no charge.

This email will be selling reputation management, but it can be used to sell anything:

Subject: Great Ideas For (Add Your Group's Name Here)

Body Of Email:

My name is (your name here) and I am excited about joining such an awesome group.

I am an expert in online reputation management and I run a small consulting company in (your city).

I wanted to introduce myself to the group because I have some excellent ideas that I would like to share.

I can't wait to meet everyone at the next meeting!

I would love to connect with each of you to see how I can add value.

So to start things off since I just joined, if anyone is interested I am offering an online reputation audit at no cost (normally I charge \$497(for group members who are concerned about reviews or online content that has been written about them or their business online.

Give me a call (your number) and I'd be happy to hear from you since I want to connect with group members and help in any way I can.

I look forward to meeting each and every one of you soon

(You Name Here)

This email can be easily changed to offer a free mobile website, a free SEO 'audit', or any other service. I will be continuing to use the reputation example in the remainder of this course.

The next step is to repeat!

Send this email out to as many groups as you possibly can, in every city you want. The more you send, the more calls and emails you will receive.

Spend just one day sending out this message to as many groups as you can, and in 48 hours you will have an inbox full of warm prospects.

Extra Innings: Live Events

The 48-client method is just one way to book clients from these meet up groups. I find it is the easiest and most direct way, send out as many messages as you can and let the interested parties reach back to you so you can get everything done without having to leave your home office.

But there is SO MUCH more potential networking with group members in person at the meet-ups. These meet-ups will be business owners who are looking to network and get new ideas.

At these meetings I always find at least one person who has had a problem with bad reviews online. All you need to do is introduce yourself as someone who cleans up bad reviews and people will open up to you about their problems.

The trick is to be as open and non-salesy as you can. Offer your advice, and even tell them everything they can do to clean up their reputation themselves. When a business owner sees value, they will very rarely try to do everything themselves, they will approach you about doing the job for them.

GETTING THE SALE

By now if you have been taking action while reading this course you should have received a few emails and possibly some phone calls about your service. When you receive these inbound leads it's important to remember not to hard sell the prospect, these are group members and you want them to sing your praises to the rest of the group!

Some of the best clients I have gotten with this method did not actually come from the leads themselves – they came in the form of referrals.

Let me explain:

At times I would never try to pitch the leads I get from the 48-hour method, I simply provide them with free service. I help clean their reputation, build them a quick mobile site, or any other service at no charge and with no sales pitch.

These members go on to sing my praises to the rest of the group and gives me MASSIVE social proof, and soon the other group members can't send me money fast enough to get the same service.

There is no greater selling tool than a happy customer who will sing your praises.

You can try the free servicing method for yourself. Just make sure if you do any work for a prospect at no charge, you at least ask them for a referral or to introduce you to other group members who may need your help.

For now, we are not going to offer our service for free, we are going to use a 'free consultation' to sell our real service.

Scheduling Appointment/Call

When you receive a phone call about your service you have to option to go into the presentation right off the bat. Before you do, always ask the prospect if it is a good time to discuss it, or if they would like to discuss it later.

One of the golden rules of cold calling is you NEVER use the line “is this a good time?”

When cold calling or doing any other form of sales call, this will immediately give the prospect the opportunity to say they don’t have time for you, and hang up the phone.

But with this method the prospect is pre-sold, and is calling you for his consultation, so the rule doesn’t apply.

When you receive emails from group members, which happens more often than receiving phone calls, it’s best to reply to each one asking for a good time to call, and a number.

I never reply to them giving them my number and expecting to call, **always ask for their number so you can call them.** This will help weed out the ones who are wasting your time as well.

Never ask an open question, this applies to your email replies, or when trying to set up an appointment over the phone.

For example:

The line “when would you like to do this call?”

Is nowhere near as effective as saying “I am available Saturday at 6, or Monday at 5, which is better for you?”

When giving a prospect options, they can’t answer no, or never, or ‘let me get back to you’. Asking them to come up with a time has a much lower closing rate than just giving them two options.

Free Value Method

I have a very simple strategy to close prospects when on a sales call or a good old-fashioned sit. My strategy is to teach them everything they need to know to do it all themselves.

With reputation management for example, I start by showing them everywhere people can leave a review, and where some of their worst reviews are located. I also show them how they can find new reviews each week to stay abreast of what people are saying online about them.

I walk them through the process of using social media and press releases to push bad reviews and other bad press down in search engines...

Then I explain to them how to use QR tags and a redirect page to make their happy customers leave a good review and the unhappy customers can complain in private, improving the overall reputation.

All of which I will explain to you in a coming section ;)

Once the consultation is done, they will have all the knowledge and tools they need to clean their own reputation. It's at this point; that I make them an offer they can't refuse!

Price Close

By outlining our entire strategy and laying our cards on the table, we have fulfilled our promise and delivered massive value. If they immediately decide they will do it all themselves (which rarely ever happens) you can simply ask them for a referral for your advice. They will be more than happy to refer someone to you, and more importantly they will feel obligated to do so.

When I am done with the consultation, I always use the following line to propose the job:

“Now I know this may seem complicated, and in some cases my clients have so much negativity being said about them online that it takes me a few months to push most of it out of sight.

In your case, I know I could get everything done in a week and you would see an immediate boost in your business because less customers will be turned away by all of this...

...and I strongly recommend you try everything I have outlined here, this is hurting your business and it's only going to get worse.

Now I know you're busy running your business, and if you like I can get everything for you and solve this problem once and for all. Normally in a case like this, I charge \$997 to clean everything up, and \$497 a month to keep your reputation intact...

But I can make you a deal. If you can put a good word in for me with the group, and introduce me to one other person who may need my help, I can do everything for \$197 and just \$97 a month.

At this price I don't even make money, this covers the cost of the automation tools I use to speed up the process. For me, the value is in the relationship that I would like to establish here today.

I can set everything up right through paypal, would you like to get started today, or wait until Monday?”

After you say this pitch... SHUT UP!

He will say umm...

And well....

And he will pause and think before he answers you. The rookie thing to do is to try to sell him in that moment, the best thing to do is just wait it out and let the uncomfortable silence push him to say yes 😊

This never fails me!

Servicing

Once you have a prospect say yes, send them a PayPal link to pay your upfront fee and the recurring payments. I love using PayPal, my clients never have a problem with it and if you are just starting out it's very easy to set up and start taking payments immediately.

If you are looking to sell reputation management, servicing a client can be very simple. I recommend using the Reputation Crusher software to do most of the servicing for you; this software makes the entire process a snap:

[Reputation Crusher](#)

You can also do everything manually.

The first step is to get a snapshot of their online reputation and provide this snapshot to them in the form of a report.

Start with a Google search for the business name, address, and owner's name. Take note of anything on the first 3 pages of Google that contains anything negative about the company.

Next you want to search for the business on the following review sites:

Google Places: <http://google.com/places>

Yahoo Local: <http://local.yahoo.com>

Citysearch: <http://citysearch.com>

Trip Advisor: <http://tripadvisor.com>

Yelp: <http://yelp.com>

Ripoff Report: <http://ripoffreport.com>

Google Maps: <http://maps.google.com>

Scam.com: <http://scam.com>

Complaints Board: <http://complaintsboard.com>

Pissed Consumer: <http://pissedconsumer.com>

Compile anything negative you find about your clients business or site on any of these websites into a report. This report can be presented to the client before you start doing any work.

The next step is to push anything negative off of the front page of Google. You do this by ranking positive things on social media and press release pages.

Start by creating social media and article pages for the business. The pages rank quickly and it's no cost to set them up:

Facebook Fan Pages: <http://facebook.com>

Myspace: <http://myspace.com>

Twitter: <http://twitter.com>

Linkedin: <http://linkedin.com>

Squidoo: <http://squidoo.com>

Hubpages: <http://hubpages.com>

Aside from social media and free resources, you can use press releases to help push bad pages further down:

PRWeb: <http://prweb.com>

PR Newswire: <http://prnewswire.com>

PRLog: <http://prlog.org>

The final step in basic reputation management is to encourage positive reviews from the businesses satisfied customers and keeping complaints private.

Unfortunately people are more likely to take the time to complain than they are to give praise, and this is why businesses that do not actively encourage positive feedback will find the majority of feedback they see online to be negative.

The first step is for businesses to approach customers with and incentive for leaving their feedback. The best incentive is a coupon, coupons have the added benefit of making customers repeat customers.

I like to provide businesses with a simple website with the following headline (example is for a restaurant):

“Give us your opinion and receive a free meal”

Under the headline you have two buttons.

One reads, “I enjoyed this meal”

The other reads, “I did not enjoy this meal”

When customers click on the button that states they had a positive experience, send them to Yelp, or any other review site where the client needs more positive reviews.

The negative button directs the customer to a simple ‘contact us’ form where they can vent and voice their complaints – in private.

This simple system encourages good reviews and keeps the bad ones in private.

Providing clients with a snapshot of what’s being said about them, filling Google with positive press releases, and establishing a system that generates good reviews is usually all it takes to see a dramatic improvement in their overall online reputation.

Referrals And Group Recommendations

When I first started using this method myself, I hard sold every lead I would get from meetup.com.

This was a newbie mistake – It booked me clients quickly, but left A LOT of money on the table.

The truth is, only a handful of group members will reach out to you from your initial introductory email. This are more than enough leads to book clients quickly, but to tap into the real power of this method you need to build a solid reputation within the group and gain referrals.

Nowadays I focus on providing the leads service at no cost what so ever, and in return they introduce me around at the meet-ups and provide me with referrals. In my experience, this results on average 3 referrals per ‘freebie service’.

This method triples the amount of business you get.

I’ve been making it a habit now that first referral I get from someone, I work for them for free as well in order to recruit them to become another source of referrals.

There is no better marketing method than word of mouth.

Today, the majority of clients I get from the 48-hour client method are referrals.

CONCLUSION

All that's left to do is put it into action. This method is brain dead simple, and I imagine you are smacking your head asking why you never thought of this. This method brings in consistent leads for very little work, at no cost.

Give this method a shot, and I look forward to hearing your results!

If you need additional help, submit a ticket to our help desk: <http://whitewavesupport.com>