

Secret Offline Weapon 2015

First of all, I want to thank you for purchasing this. You've taken a major step forward to finally building a consistent, passive monthly income.

Before we begin, I want to address something very important.

Some of the sales techniques presented in this book are very advanced and I urge you to use these techniques with caution. Please use the information presented in this book ethically. I only say this only to benefit you in the long run.

On Selling SEO

I refrain from identifying myself as an only an SEO specialist because it can sometimes turn business owners away from you since they have been pitched SEO services over and over again.

This depends on your location and/or which market you are going to target. If you are targeting businesses in a popular city and you know there is a chance your potential client has been pitched SEO before, then don't say it.

Give yourself a unique title.

I always identify myself as a "Search Engine Consultant" or "Digital/Online Growth Consultant". If you must have SEO in your title, then add something else along the lines of "SEO and Digital Marketing Consultant".

You'll be surprised how many more business owners talk to you when you are not just another guy selling "SEO Services".

Another reason not to identify yourself as an SEO freelancer is...

Business Owners DO NOT CARE About SEO

No. They care about getting new customers in their business. This is just another reason to stop selling business owners on buying "SEO Services". Instead sell them on "getting new customers from the ever growing Internet".

Consider the following. Which statement is more appealing?

1. "We provide SEO Services."
2. "We help small business owners find, connect and get new paying customers from the Web."

No contest there.

Positioning plays A HUGE part when selling anything. Period.

Preparation

Ok. There are just a couple of things that you need before you get this method up and running.

1. A reputed SEO/Web designer etc that can deliver for your clients.

We want to sell SEO and possibly other online related services to Offline clients. First step is to find a reputable re-seller. I use:

<http://www.warriorforum.com/warriors-hire/>

or

<http://blackhatworld.com>

You want to find someone with a lot of positive reviews and someone who's been around for a long time. I HIGHLY recommend you go for a seller that sells High PR Private Blog Network (PBN) links. Why? Because they work in getting ranked.

You want to get results for your clients to keep them happy so they can send more referrals your way.

Don't use this method to sell crappy, cheap SEO and other services as it will only tarnish your reputation and hurt your business in the long run. Not to mention it's very unethical.

Contact the seller and let them know you are interested in reselling their service. Ask them for some proof that the service works and some samples etc. In most cases you won't need this, but some clients will ask you for previous work and you can show them this proof.

2. A Simple 4 Page Website With A Free Wordpress Theme

Simple enough for most. Get a domain with wordpress installed and install a business oriented theme. I like **Tatva Lite**, but any theme will do.

I am not going to fill this report with fluff by going through the details of installing a wordpress blog. There are virtually thousands of free tutorials online to help you do that. If you don't know how to setup a simple wordpress site, go to youtube and you'll find plenty of easy to follow, newbie friendly tutorials.

This website needs 4 main pages. Home, About Us, Services and Free Quote. Since you are going to be reselling, you can take hints from the reseller's website on what to place on those pages. DON'T COPY.

If you want to take it a step further, just put a few articles or content on it.

Don't fuss too much about the site. It's not that important. It's just to show to the clients.

On the Free Quote Page, use a simple Contact Form plugin to collect information.

This shouldn't take more than a couple of hours to set up.

Step 1: How To Choose Clients

Ok. Our main aim here is to get 3-4 high paying clients so you can have a full time monthly income as soon as possible.

Ask yourself. What kind of clients can afford to pay upwards of 1k, 2k or even 5k on SEO and other digital services?

Answer: Business owners .

For example, a new customer to a dentist equals to \$1000 - \$5000 or upwards in revenue. That's just from ONE customer. On the other hand a new customer to a restaurant owner means less than \$100 in business.

See the difference? The dentist can afford to spend a couple of thousand dollars on SEO because they know their average customer value is high.

I am going to include a list of high end businesses at the end of this guide.

Nevertheless, this guide can be used to sell any type of business really. Just don't expect low customer value businesses to shell out \$2k or more easily.

How To Reach Them

I primarily use Facebook Ads.

I know what you are thinking. “Wait...I have to spend money?”

Listen if you are completely strapped for cash, you’ll have to get creative and get traffic from other sources or cold call. And don’t listen to anyone who says cold calling doesn’t work, it’s tedious but it works. I know because I build my business ground up from cold calling. If you are completely strapped for cash, pick up the phone and start dialing.

Otherwise Facebook traffic is seriously dirt cheap. I’ve paid less than 10 cents a click on several occasions. It’s easy and there is virtually traffic on demand.

Again, I am trying to keep this report short and to the point. There is really no mystery in using Facebook ads, it’s so simple a child could do it. I’ll give you a few pointers on how to write the ad.

The ad needs to be targeted to them specifically. For Example:

Headline: Attention Contractors

Body: Free 15 Minutes Google Strategy Session Could Double Your Income This Year. [Click Here](#)

I’ll explain what the Ad leads to in a minute.

Just keep it simple, keep your target audience in mind and the fact that what you have to offer could really help them.

If you are really struggling for cash and have no money for advertising at all, then you will have to cold call. I explain my 48 hour method at the end of this book.

Alternatively if you want to pick out manually and cold call only highly pre-qualified prospects then do the following.

Type in “location” + “profession” in google.

So for example, “Seattle dentists” or “saint louis landscaping”.

Go through pages 2-5 and collect phone numbers and email of potential clients and start dialing.

Oh and don’t listen to anyone who says cold calling doesn’t work. It works, it’s just tedious.

Step 2: Prepare Bait

By now you are probably wondering where to send the traffic.

Good question.

We are going to send the traffic to a squeeze page that offers them a “Free 15 Minute Strategy Session” to double their business.

Sounds like a pretty big promise, doesn’t it?

This strategy session is nothing complicated, anyone can do this.

Basically a few minutes before you get on the call with them, go to the Google keyword tool, type in “location” + “profession” and pick out a couple of moderate competition keywords which if the client ranked for, could potentially increase his business. Don’t pick something that’s too difficult, remember you have to be able to deliver.

The Strategy session is nothing more than a quick keyword research through the free Google tool. Again, tons and tons of free content out there on keyword research.

Piece of cake, right? Remember most business owners are not savvy enough to use the Google keyword tool so don’t worry if it sounds too simple.

The keywords are new news to most business owners.

I use Aweber to set up my squeeze pages, you can use any auto responder you like.

Again, I want to keep this report short and to the point. Tons of tutorials available online for how to build your squeeze pages.

Step 3: How To Get Clients To Buy From You Over The Phone

The following script was the result of over 50 hours of research. I went out and bought a bunch of best sales training material, went through tons of scripts and picked out the best stuff and the result is what you are going to see below.

Just to name a few, there are techniques in his from Frank Kern, Jordan Belfort, John Carlton, Thor Saleswarlord and a few others.

If all this sounds hard, don't worry. I have laid out the exact script in front of you so that this will all be a breeze for you.

If you are one of those who feels uncomfortable talking to clients on the phone, let me assure you that I was the same way. Once you practice it a few times, it will come naturally and you'll start signing up high paying clients in no time. 😊

State of mind

I don't need to tell you this but we, as humans, are VERY quick to judge someone. Yes, even on the phone. Within seconds of getting on the call, your prospect has already made judgments about you based on the tone of your voice and how you sound.

You need to use this knowledge to your advantage and paint the right picture in your prospects mind.

I don't need to say the obvious, but you have to appear confident and position yourself as an expert on the phone with the potential client.

Just read the script out aloud a few times till it sounds natural and flows nicely.

THIS WILL NOT WORK if it seems like you are reading from a script. It is a big turnoff and the client will most likely call you out on it or hang up on you. Use the

script I provide below only after you've practiced it a few times. Make sure you sound natural.

There are two main things that need to happen before clients will buy anything from you.

Here they are:

1. Clients need to see the value of what you are selling and how it will benefit their business.
2. They need to trust you.

Before the sale can take place, you need to make sure those two things are established. I'll show you how to establish both of those things in this guide.

Secret Script – Your Powerful Weapon

You: Hi, is this [first name]?

Potential Client: Yes.

You: [first name and last name]? (Enthusiastically)

Potential Client: YES!

[You are trying to get him/her to agree with you right off the bat. It's an NLP technique called a "yes ladder". It doesn't matter if it's a trivial thing such as their name.]

You: That's great! You are exactly the person I am looking for! You've opted to know more about how you can use the Google to send a ton of customers your way. I am very excited to share this some of this information with you today.

[Introduce yourself here, who you are etc and let him do the same.]

You: Today's call is to find out exactly what your goals are, how you can get to them and to see if there is any common ground where we can work together, if not, that's okay too. I don't want to hassle you, but I would love to know a little more about your business to see if I can help. Sound fair?

[We don't want your prospect to think this is going to be a pushy sales call, so we add "if not, it's okay" too. This is to take the pressure off and let the person open up to us. Always end with a "sound fair?" or "sound ok? With a disarming tone – also, questions help keep their attention.]

Potential Client: Yes, that sounds good.

You: Great. I am going to ask you just a few quick questions so I can help you better.

[You and the potential client go back and forth here for a couple of minutes. Your task is to find out the 3 following things:

1. *Where they are right now, and more importantly where they want to be.*
2. *What current measures and plans are they taking to get to their goal?*
3. *How much time/money do they currently spend on their online marketing? (some business owners are sometimes uncomfortable to share this, so soften it by using language such as “just a ballpark” or “approximately”)*

Other Sample Questions:

- *How long have you been thinking about increasing your web presence to get more customers in your business?*
- *What would you change or improve about your current situation?*
- *What is your ultimate objective/end goal?*

Don't just fire the questions to them like it's an interrogation. Weave them into the conversation.

This section is very important, you are gathering important knowledge about your prospect that you will use later to literally force him into becoming your client.

Using the information he/she provided you can now make a fair guess as to whether this person is a good fit for you. For instance, in 2. Above you want to find out if there is someone currently doing any SEO or digital advertising for them.]

You: So just to make sure I got everything right, you want [quickly mention what their goals were]. Right?

Potential Client: [Agrees]

You: Great! Let me ask you this. According to you, what do you think an average person searches for online when they want to find [mention his industry here (dentists, chiropractors etc)] in [name of his location]?

Potential Client: [He'll give you some answer, it doesn't matter what it is – the purpose of this question is to get him thinking about keywords]

You: What do you think about *[mention obvious keyword 1 here]*?

[This is the part where you discuss some of the keywords that you researched. The purpose is to make it seem like it's his idea. Always get the clients agreement before moving on with statement like – “does that work for you?”, “sound good?”]

Potential Client: *Agrees.*

You: [name] according to my research there are [number of searches] people a month looking for [dentist in Denver, etc]. [name of client], would you agree your business would greatly improve/double in size if you just got a fraction of those [number of searches] customers?

Potential Client: Yes.

You: Normally our ideal clients are in a position where they are:

1. Really motivated to have a web presence that gets them a constant flood of customers.
2. They are looking for a long term solution that will help them on an ongoing basis.
3. They don't want to have to deal with a lot of complicated tech, software and guides and just want results.

Which one is true for you?

Potential Client: *[At this point, they will agree with all three points as they hold true for virtually all business owners.]*

You: All three? Great! Well [name of client] based on everything you've just told me, this is a perfect fit for you. And let me ask you this [name of client], if you had a way to get spread your brand online, where you know you'll have a constant flow of new leads and customers that you can rely on to grow your business exponentially, and you finally [repeat this goals, in his words], what would that mean for you? How would that impact your business and your life? Are you interested in learning what I have to offer which can help you get those things we talked about?

[This is where you are leading in for the pitch. So far we've given him the free keyword session that we offered, found out what his goals are (very important), got him to logically and emotionally admit that his life and business would be better if he reached his goals that your consulting/seo service will deliver. The next step is simply tie in his goals with the service that we are going to give them!]

You: Great! [name] Let's talk hypothetically for a moment, if you were get on the first page in front of [number of searches] potential customers. What do you think would be a fair number of customers you might get out of the [number of searches]?

Potential Client: *[Four possible answers here:*

- 1. He gives you a fair number.*
- 2. His number is too high.*
- 3. His number is too low*
- 4. "I don't know, you tell me"]*

You: If the answer is:

- 1. You are correct! We've been able to consistently get x number of new customers for businesses like yours.*
- 2. I appreciate that you think I can deliver such amazing results but in my experience for a business like yours, we can steadily get x number of new customers. Can we agree on x?*
- 3. X is a fair number. Maybe too fair. In my experience, we've gotten at least y number of new customers. Can we agree on y, or do you want to stick with x?*
- 4. Ask him one more time, if he still insists on you telling him use say "With a business like yours, we've been consistently able get x new customers a month. Does that sound like a fair number?"*

Notice how we always get the person on the phone to agree with this. This is crucial. We have to make it look like the idea was his all along.

Follow up with this: [name] if you aren't too uncomfortable to share this, would you share what an average new customer is worth to you?

Potential Client: *[They either tell you the amount – which is 90% of the time or they aren't comfortable sharing this information– then just ask them to keep the number in their head]*

You: Ok [name] Now I want you to multiply these two numbers together. The amount of new customers you can expect times the average value of the customer. What does it come to?

For a dentist it might go like this:

15 new customers a month x \$1000 (average new customer value).

That's an extra monthly income of \$15,000.

Potential Client: *[Eyes wide, amazed and now is running the numbers in his head] \$15,000!*

You: Remember this was a fair number. It could easily be higher. Let's calculate this for a year. Times that by twelve, and what do you get?

Client: \$150,000!

You: Exactly! I want to get that result for you. [name] based on what you have heard so far and keeping the \$150,000/year in mind. What would you think is a fair investment for a result like this?

Potential Client: *[Three possible responses.*

- 1. He gives you a fair number that's close to your price*
- 2. Number too high*
- 3. Number too low]*

You: “[name] I want to get you started in our grow your business from the web/seo for dentist's/increase your web presence program right way and get you that \$150,000 result. Getting started is simple, it's just a matter of getting some of your basic information and your card details. The price is only [your price] and if I do even half as well for you as I have with my other clients, you are going to be very very impressed. Sound fair enough?

So would you like to use Visa or Mastercard Today?”

[Try to match your price around the client’s estimate – never exact. If the estimate is too high then it means more money for you!

However if the estimate is too low, make a comparison with the yearly new potential income and ask them to re-think their figure. Then go for the close]

How To Handle Objections

There is a good chance that on the first time you pitch them and ask for the order, they are going to throw an objection your way. Some clients have multiple objections before they buy.

Don’t freak out, this is normal.

Most buyers have objections before they finally make the purchase.

This next section I am going to show you how you can deflect those objections, show them that your service will help them get to their goals and get them to buy.

Objection: “Let me think about it.../I am not sure..” or anything along those lines

First of all when trying to close people on the phone, you have to remember that people don’t buy from you because they don’t know and trust you.

Think about this for a second...

Imagine you had a friend, whom you knew for a long time, and you would trust this person with your life. Imagine this person called you up one day and said that he has just come across this amazing business program that changed his life and could potentially change yours.

Given that he’s a good friend, you’ll probably give it a shot.

Why? Because you like and trust this person.

Whenever you get an objection like “Let me think about it...” or “I am not sure...”, 90% of the time it’s because you haven’t established enough trust. Here is how I handle this objection.

“I hear what you are saying but let me say ask you this. Does the idea make sense to you? Do you like the idea of having a constant stream of new customers in your business?”

[YES]

Exactly. You see the true beauty of this program is that in addition to the _____ we talked about. You’ll get a lot more customers through our social media campaigns, because that’s just one of the other strategies we implement for you.

I am sure you are aware that social media sites like Facebook are pretty popular, right?

[Yes! Very rarely you’ll get a No or “I don’t know” here – just briefly explain in 1-2 sentences the benefits of social media]

Exactly! Your customers are hanging out there as we speak!

[client name], if I had been your Digital Consultant for the past 6 months, consistently getting new customers in your business and increasing your overall revenue, you wouldn’t be saying “Let me think about it.../his objection here”, you would probably say “This program sounds wonderful [your name], sign me up for it!”. Am I right?”

[Yes!]

“[name] I get it, I don’t have the luxury of a track record with you. Let me tell you a little bit about myself. By now, you probably forgot my name. My name is [name], I work for [company name] and I pride myself in having long term relationships with my clients and getting the best possible results for them. I’ve been a Digital Consultant/SEO/Marketer/Web designer for x years now and I plan on being the top consultant/etc in my company this year and I won’t get there by not getting results for my clients. And as far as my company, we’ve worked with dentists/surgeons/etc all over the country and helped them get more business and

make more money. Our support team is available to answer any concerns so that our clients get the best experience.

Listen to me, DO THIS. You will not be sorry. ”

Objection: Money

“I hear what you are saying – it’s a lot of money. [name of client], first of all, thanks so much for being honest and open with me on how you feel about money.

This is one of the common concerns that most of my current clients had before they signed up. They now make a lot more money in their business from the new customers as a result of this investment, clients who at first thought [your price] was a lot of money.

Thank you again for telling me that price is an issue for you. I want you to see this from another perspective [name of client], what are you comparing [your price] to? What if you compared it to the [future pacing] you could potentially make if you were on the first page getting all the traffic instead of your competitors, would only [your price] still sound like a lot of money?

Which position do you want to be in a couple of months from now? Do you want to still be sitting back, freaking out and wondering where to start and thinking [your price] is a lot of money. OR... do you want to be making that extra 15k per month we talked about?

And let's face it, you got on the call because you said you were totally over one-on-one and that you'd love to be able to do talk about how what I do can double your business?

[name] give me one shot. If I even do half as well as I’ve done with my other clients, the only problem you’ll have is that I didn’t call you 6 months ago and get you started then. Sound fair?

Would you like to use Visa or Mastercard?”

Objection: Partner

“Ok, so you aren’t sure if your husband/wife/partner is going to be okay with it. I hear what you are saying and you know what? This is one of the most common things I’ve heard from my clients who now work for me and are really profiting from their new online presence – but initially weren’t sure if their partner would be okay with this decision.

Thank you for sharing this time. I can’t imagine how it would feel a little uncomfortable say that you need permission from your partner for something that you know is going to benefit both of you in the long run. And just to be clear, the reason you came on this call is because you’d love to get a flood of new customers/sales online and potentially double or triple your business. Am I right?

Let me tell you a story, I was once put in a position like that. I wasn’t 100% in charge of the finances when I had a small consulting business at the time and my wife thought it was a hobby. I felt insulted by this, quite honestly. I knew I just needed the right direction and a good program that would kick-start my business and take it to the next level. One day, a friend recommended a business coach. Once I got on the call with her, I found out she could help me in the areas I was lacking and I was really keen on signing up right away. Since this was a pretty big decision, I knew I had to talk it over with my partner and it wasn’t going to be an easy conversation because her program cost \$3000.

I decided I was going to sell it to my partner. I talked to him and told him how great this would be for the business.

I put the deposit down with her and ended up making 3x more money over the next few months.

You need to ask yourself, did your partner/husband/wife marry a woman/man who thinks for herself and is determined to get the success she wants, or one who is willing to put her dreams on hold and lose her real drive and desire?

Just so you know, I know you are not sure. And you know what, you probably won’t be, until you start seeing the new customers that you’ll get as result. But if

you don't invest in your business, you won't get the results we talked about because nothing would have changed.

And on a scale of 1-10 do you want to be the kind of person who lets their dreams slip away for fear of what someone else will think or say, or the kind of person who says to hell with what anyone thinks, not in a nasty way, but just in absolute certainty that this is my life and I need to live it on my terms?

And do you think that in working with me you're going to actually create life and business on your terms, where you make that extra \$15,000? And feel amazing to know that you can trust in yourself and have faith in your ability to live life your way?

So do you prefer Visa or Mastercard?"

Objection Handling Formula

1. Acknowledge their objection – whatever it might be.
“I hear what you are saying and...”
2. Thank them for their honesty
3. Let them know they aren't the only one...
4. Tell them a similar story of someone who had that objection and later it was dissolved when they saw the results
5. Remind them of what will happen if they don't act NOW, less customers etc.
Hit the pain points
- 6. ASK FOR THE ORDER.**

On Closing

There is a lot of talk around forums and these new self-proclaimed gurus that you can “sell without selling”.

You know what I say? Utter bulls*it.

Yes, you may be able to get a few closes here and there but with years of sales experience under my belt, I can tell you this – you need to ask for the sale. A call to action. Be unapologetic. Don't sell from your heels.

Big mistake rookies make. The fail because they just don't ask for the order.

The solution to this is simple. It's what I call having a "doctor" mentality.

When you are sick and you go the doctor, she is not going to say "*I think you should really try this medication...*"

No, she is going to hand you a prescription and tell you to "*You need this, go over to the pharmacy and buy it*".

Think about this next time you hesitate to ask for the order. You should have the same mentality.

You are an expert, an authority. Do not hesitate when asking for the order.

If They Still Don't Buy...

Not everyone is a buyer. You can't close every person you get on the phone with. That's unrealistic and anyone who claims to do this is flat out lying.

But you can increase your odds.

A portion of the clients won't buy because they simply don't believe it will work.

Here is how to deal with those clients:

Offer them a \$30 "trial" where you rank them for a super easy term like their business name and their zip code, for example "tony's pizza 12903". Or a long tail keyword with little to no competition.

Buy a couple of Fiverr gigs that offer High PR links. Since the keyword is very easy you don't need that many links.

Once they are on the first page, call them back with the results and pitch the full service again.

Additional Techniques

Success Stories

Use these to counter objections. Tell a story about how a previous client said/felt/thought the exact same thing but his opinion changed after trying out your service.

Future Pacing

Statements like;

“After you start getting more traffic...”

“After your website is on the first page...”

“As soon as you start getting more leads...”

Our goal is to paint positive scenarios of the future that will come as a result of buying what we have to offer.

Possible Upsells

- Mobile Site
- Reputation Management
- E-mail/Web copy
- Newsletter
- Paid Advertising/PPC
- App Creation
- Website Redesign

48 Hour Client Method

This method is for those who are completely strapped for cash and have no money for advertising.

This method includes cold calling but it's very profitable for someone just starting. You just need to make a couple of quick changes in the opening section of the script. Say that you are calling business owners and offering Free sessions on how to get more customers from the web.

When cold calling you'll have to learn how to get past the gate keeper. Be patient and ask for the owner/person in charge of customer acquisition.

1. Scrape leads off Yelp/Google Maps

Go to:

<http://localscraper.com/>

I am not affiliated with them in any way. You can request a free trial and that should be enough. Pick a niche from the list of high paying client niches and scrape leads from multiple cities.

2. Get a Phone Burner Account

Go to:

<https://www.phoneburner.com/>

They have a 7 day free trial as well.

3. Load the leads in phone burner and start dialing.

Final Words

Do not get discouraged when someone says “I am not interested” and hangs up on you. Cold calling is a numbers game. Every “no” is just one step closer to a yes. With phone burner you can easily dial about 50 calls an hour.

How often you get a sale will depend on how good you are with the script but typically it takes a newcomer about 350-400 dials to make sale. That can be easily done with phone burner in 2 days. Heck, it can be done in a day if you really wanted to.

You made it this far! Congratulations!

Remember, reading this alone won't make you rich. Go out there and use these methods to get clients!