

PROFITABLE CONSULTANCY SECRETS

LOCAL MONEY - LEVERS -



**HOW TO GET PAID MORE
(WHILE WORKING LESS)
AS A LOCAL WEB CONSULTANT**

Profitable Consultancy Secrets

Local Money Levers

How To Get Paid More (While Working Less) As A Local Business Consultant

Local Money Levers

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The Lucrative Power of Leverage

Leverage is a powerful and profitable tool.

It can be used to help you save time. It can be used to help you increase your connections and awareness for your business. It can be used to make money.

You're Probably Already Using the Power of Leverage

Every day you use the power of leverage to your advantage.

- *You leverage technology to save time.* For example, if you commute you probably leverage that time with your phone or mobile device to catch up on the day's news, check your email, make appointments and capitalize on the drive time.
- *You leverage people to make the most of their strengths and skills.* For example, you probably don't cut your own hair, right? You visit a stylist or a barber to do it for you. Why? Because they specialize in that skill, so visiting them is a better use of your time and money. If you outsource any task for your business then you're using the strength of leverage to your advantage.
- *You leverage your money.* You probably also leverage your money without really thinking too much about it.

Do you invest in stocks or bonds, or do you have a savings account? If so, you're leveraging your money. You're using the concept of leverage to make more money.

It's human nature to use leverage to your advantage. After all, why make life harder?

But what exactly is "Leverage?"

Leverage is defined as:

lev·er·age *n.*

1.

a. The action of a lever.

b. The mechanical advantage of a lever.

2. **Positional advantage; power to act effectively:** "started his . . . career with far more social leverage than his father had enjoyed" (Doris Kearns Goodwin).

3. The use of credit or borrowed funds to improve one's speculative capacity and increase the rate of return from an investment, as in buying securities on margin.

In our case, we're talking about "Positional advantage."

As an Internet marketer you have positional advantage. You have tools, resources, skills and knowledge that give you a positional advantage, aka "leverage." And you can use this advantage to make great money as an offline consultant as well.

Your Personal Positional Advantage

Leverage is one of the most incredible tools at your disposal to help you develop true wealth and financial independence. And you're probably already accustomed to leveraging common things like:

- The skills of others
- Your money
- Time
- Technology

But what about leveraging your own resources?

You can build a financial empire leveraging your skills, knowledge and resources in new and creative ways. Many people don't fully leverage their assets.

If you're an online business owner then you have much more knowledge and resources than you realize.

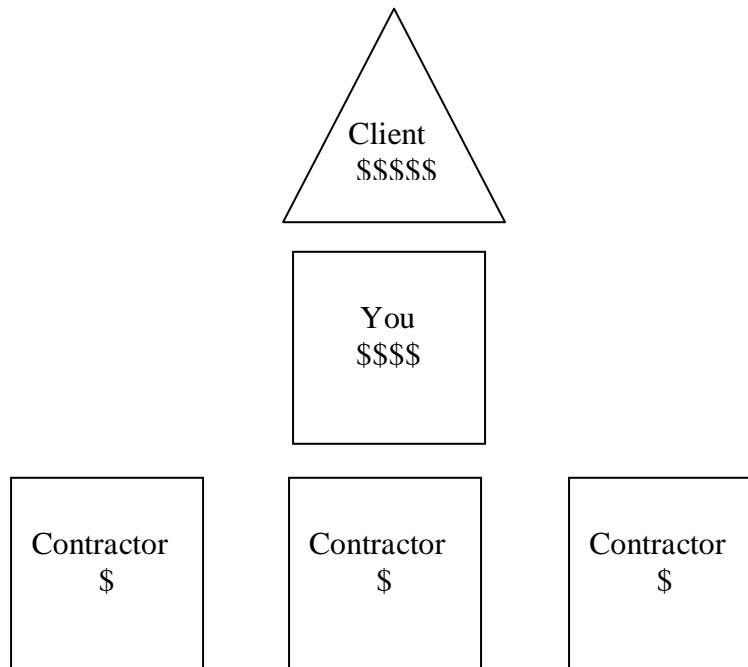
You already know how to:

- Build a website or blog
- Drive traffic to your site
- Create a content plan
- Create content
- Optimize your site for the search engines
- Write sales pages
- Use social networking to build a brand
- And much more.

Now, you may not perform all of those online business building tasks yourself. You may outsource them to experts – that's perfectly fine. In fact, that's ideal. The optimal offline consulting business is almost fully outsourced. You still have a positional advantage. You see you don't have to be the expert in everything to make it big as an offline consultant.

You just need to know how to get the job done and focus on a few key services.

The Offline Consulting Equation



Clients pay you.

You outsource to contractors at a lesser cost and pocket the profits.

How I'll Take You to a Six Figure Offline Consulting Business

The goal of this report is to show you how you can leverage your existing knowledge, resources and connections to build a six figure offline consulting business. You already have everything you need to get started.

- What Offline Consulting Is And Why It Is In Such High Demand.
- The Offline Consulting Equation That Takes You To Six Figures In 30 Days.
- How To Target Offline Business Needs And Leverage Your Way To Unbelievable Profits.
- 5 Surprising Benefits Of Offline Consulting.
- How To Create Offline Consulting Revenue Streams – Consistent Cash Flow That Will Blow Your Mind.

- How To Find Clients Without Picking Up The Phone Or Sending An Email.
- The Surprising 3 Step Process To Launching A Profitable Offline Consulting Business.
- 3 Secrets To Offline Consulting Success.
- 8 Questions To Ask Yourself Before Starting Your Offline Consulting Business.
- 6 Essentials Of Offline Consulting Success.
- Why Your Website And Image Land You An Overwhelming Number Of High Paying Clients.
- The Secret To Creating A Streamlined Business That Requires You To Work Less Than An Hour A Day.
- How To Build A 5 Star Team That Makes You Look Amazing.
- 3 Ways To Establish Systems That Anyone Can Use - This Practically Guarantees That You'll Never Experience Mistakes Or Failure.
- How To Find Clients Without Lifting A Finger.
- 5 Easy Ways To Find Your First Handful Of Clients.
- How To Build Your Business Beyond The First 6-Figure Milestone.

And much more!

How to Use This Book

Offline consulting is, in a nutshell, providing online marketing services to brick and mortar businesses. In offline consulting you get to decide what services you offer and how you frame your business.

This report is designed to show you the possibilities and help you leverage your existing skills, knowledge and resources to build a profitable consulting business in no time flat.

Additionally, if the idea of working less and making more sounds appealing then keep reading.

Throughout this book you'll see two real world examples of online business owners who leveraged their expertise and build a profitable offline consulting business. You'll learn the stories of Joe the copywriter and Mary the affiliate marketer.

Now to be sure there are many other online business models. You might sell products, make money from advertising revenue, or profit from information marketing. You don't have to be an Internet Marketing expert to achieve six figure success as an offline consultant. You just need to know how to leverage the skills and knowledge you already possess.

They have moderate knowledge and yet were able to build powerful offline consulting businesses. As you read through this book you may wish to stop and take action.

The end of each chapter poses questions designed to help you start your offline consulting business right away. We'll show you how Joe and Mary made it happen and then we'll show you how to make it happen for yourself.

Let's take a look at their stories:

Joe's Story...

Joe is a copywriter. He specializes in the health and fitness industry and has built a good business for himself.

Like many copywriters, Joe started his business while still holding down a full time job. It took him three months to find his first client and when he did he earned \$500. It didn't cover the cost of his website, but Joe was on the right track.

After signing his first client and getting positive feedback, he published that client's testimonial on his website and started learning more about marketing and driving traffic to his site. Joe embraced the opt-in list concept and began to build and market to his email list.

Within six months Joe had an email list of 1100 prospects. Each prospect received a free report about DIY copywriting when they signed up for his list.

With his list Joe went from one happy client to an average of 3 clients a month and he quadrupled his rates. He also quit his job and focused his attention on his copywriting business.

However, after several years of consistently providing the health and fitness industry with exceptional copy (and raising his rates two more times) Joe began to experience burnout. You probably know what burnout feels like.

Joe just didn't want to talk to another client or write another word. He took some time off, three months, to regain his inspiration and guess what...? When he returned, Joe still felt apathetic about copywriting.

He stuck with it and began looking at broadening his services. During his research phase he noticed something, all the local health and fitness experts were missing a critical component to their marketing strategy – email marketing.

An offline consulting business was born.

Mary's Story...

Mary is an affiliate marketer. As a stay at home mom, Mary was looking for something to bring in a little extra money. She also had a lot of single friends.

Being a happily married woman, she wanted the same for her single friends. Mary began blogging about how to find your ideal mate.

She built an affiliate business by linking to dating sites, relationship coaches and self help books.

Mary capitalized on what many consider to be the peak of affiliate marketing and was quickly earning several thousand dollars a month. (Those dating sites really paid off!)

Eventually, as her children became older, Mary outsourced the content creation. She essentially operated a business where she just cashed the checks.

She reached a point where her children were more independent and Mary began to feel a longing. She wanted a purpose. She wanted to give back to her community.

Mary dabbled with a few workshops at her community center. She showed other people how they could build their own affiliate business but there just wasn't enough local need to keep her motivated.

So she changed her approach. At several networking events Mary learned that most offline business owners had no idea what SEO was and many didn't even have a website.

An offline consulting business was born!

What is Offline Consulting?

So before we get started talking about how, and why, to create an offline consulting business it's important to understand exactly what an offline consulting business is. I mean, you want to make sure it's something you're really interested in before you start putting energy into reading this book and taking the necessary steps, right?

Right. Your time is valuable. So on that note...

Offline consulting is the process of providing services to a brick and mortar business that helps them establish an online presence.

It's that simple. Brick and mortar businesses around the world, and in your back yard, need your help. They're struggling to survive and thrive. By helping them create, grow and manage their online presence you're helping local businesses stay in business.

We'll talk about the perks of being an offline consultant in just a bit, but from a purely economic and philanthropic point of view if you help the businesses in your community stay competitive and profitable, it helps your community thrive, right?

The better businesses do, the more jobs there are and the more money people have to spend. They spend money and pay sales tax which directly benefits your community. You get better schools, roads and infrastructure.

By offering your offline consulting services to local business owners you're benefiting the community as a whole.

Okay, I'll jump off my economic soapbox and get back to what offline consulting is....

Consider What It Takes To Build An Internet Presence:

What did you do when you first started building your online business? You probably...

1. Created a blog or website
2. Registered a domain name and found hosting services
3. Maintained and managed your site
4. Researched and identified your target audience
5. Created an advertising strategy
6. Performed competitive research/analysis
7. Performed keyword analysis
8. Researched local SEO keywords
9. Created content
10. Planned your content
11. Created and facilitated an email marketing strategy
12. Focused on branding
13. Embraced social networking
14. Wrote website content
15. Created your own sales copy
16. Built an affiliate/referral program
17. Launched online promotions and products
18. Created press and publicity online
19. Assessed your website analytics
20. Created traffic generation strategies

You probably engaged in all of these activities at one point or another. (If you didn't do them yourself, then you likely hired someone to do them for you.)

Now imagine you're a brick and mortar business, maybe you own a pizza parlor or a car detailing service. You look at that list of twenty online tasks and your eyes probably roll back into your head. Not only do you not know where to begin but you don't even know what half of those things are.

And maybe you, as the smart owner of a car detailing service, already have a web page. Chances are, if you're not performing these tasks then that web page isn't doing you as much good as you hoped.

Now, you're still in the shoes of the local brick and mortar business owner here, imagine you're a go getter and you buy into the fact that you do have to build a strong online presence to build your business. Now you start looking at how much it is going to cost you in terms of time and money. And again, your eyes roll back into your head. It can cost thousands of dollars on a monthly basis, even if you're doing everything yourself, right?

Let's break it down a bit to show you what your brick and mortar business owner is facing:

- Hosting and URL - \$100 annually
- Website design - \$500 to \$5000
- Sales copy - \$1000 +
- Content planning and creation - \$250 monthly minimum
- Social media expert - \$1000 a month
- Traffic generation - \$100 a month
- SEO - \$1000 + a month
- Email marketing - \$250+ a month

At a minimum that adds up to \$4150!

And that's just the out of pocket expense. Now add in the time it takes to manage this yourself and you can see why so many brick and mortar business owners don't have websites and the ones that do have sites, well, those sites usually suck. (Sorry, but they do.)

So now that go-getter business owner just throws up their hands because while they may have the budget to make it happen, they don't have time to do all of this. I mean, it takes a lot of time to plan your content, create it, write your sales copy, write your newsletter, and generate traffic to your site.

But you can do it because you already know how. As an Internet marketer, even if you have limited online experience, you've put in the sweat equity and gained a positional advantage.

You probably already have experience in some or all of these areas. You've probably created systems to integrate many of these tasks into your daily, weekly, and monthly planning and activities. You may even outsource some or all of that. **Your experience and systems are going to be the key to your offline consulting success.**

Before we dive into the how, let's take a look at the why. Why become an offline consultant?

Do Offline Businesses Really Need Help?

The short answer to that question is a resounding YES!

Just take a look at the websites (if they exist) for your local businesses and you can see that the brick and mortar industry is struggling online.

There are many reasons why brick and mortar businesses are avoiding creating an online presence:

- They just don't see the need
- They're fearful
- They don't have the budget
- They don't have the time
- They don't realize their competition is already online

(These are key reasons to remember later when you're planning how to contact, and convince, your offline clients.)

You know, however, that offline businesses cannot afford to ignore the Internet. According to a CBS Moneywatch article, *"a recent study from the Kellogg School of Management at Northwestern University, analyzed clickstream data for a \$10 million U.S.-based manufacturer that sells customized industrial products. The findings: The more often a customer visited the site and the longer she lingered on the page correlated with the likelihood that she would place an order offline."*

Offline sales are increased by online activity!

Of course you don't need to be convinced of this but your customer may need an education. That's where you, the offline consultant, can play such an integral role in a brick and mortar's business success.

Why Is Offline Consulting A Growing Trend? Is There Really A Market For This Type Of Service?

As you begin to set up your offline consulting business there are many things to consider and we'll cover them all in the remaining pages of this book. First, it's important to understand that offline consulting is a growing trend. You can embrace, and leverage, the trend and profit, or you can stand back and watch it pass you by.

Why is it such a growing trend?

Well....

- **The economy is tough** and business owners are looking for ways to increase their sales. According to Harris Interactive, the average growth of e-commerce is around 25 % per year and 81% of small businesses that have an online presence during last year's holiday season reached new customers, leading to an increase in sales and profitability. The Internet results in an increase in sales, branding and awareness.
- Business owners are looking for any **competitive edge**. Gartner research reports that 30% of small businesses with a web presence, and less than 20 employees, generate 25% of their revenue online. Imagine realizing that you could generate more revenue with an online marketing plan.
- They're realizing the value of connecting online and off. Social networking has proven that **interaction builds brand and business**. But you have to be online to make it work.

Wrapping It Up

Offline consulting is a viable way to make huge profits by offering a simple service. It's a business model that is in demand and the demand is growing as more and more offline businesses realize how important the Internet can be to their success.

There's a lot of money to be made and starting your own offline consulting business isn't difficult. With a plan and a little bit of action you can leverage your online marketing skills to build a six figure offline consulting business.

What's Next?

If you're not convinced that there's a market for offline consulting or that you have "positional advantage," then spend some time online searching for the websites of your local brick and mortar business owners.

Take a look at their sites, if there are any, and make notes on what they're doing well and where they need help. Also explore if they have social networking profiles, email marketing campaigns and so on. As you're exploring also begin to make a mental list of your skills and resources. How might you be able to help your local businesses improve their sales and online presence?

In the next chapter we're going to take a quick look at the perks of owning your own offline consulting business, just to make sure you're really excited and motivated, and then we'll start walking you through the steps to get started.

Why Should I Start An Offline Consulting Business?

Hopefully, you now understand the concept of offline consulting and you see the tremendous potential for profit. However, potential and need don't necessarily mean that the opportunity is perfect for you, right?

I mean the world needs lots of things and there's money to be made, but if the opportunity isn't a good fit for YOU then it's not the right path.

Speaking of path, let's take a quick look at Joe's offline consulting business...

Joe's Story...

Joe made his living as a copywriter. He wrote sales copy for the health and wellness market. If you've ever written sales copy then you know that it's a tough job.

The copy has to convert and it can take an abundance of time to get a sales page just right. Joe spent much of his time researching the target market online. During his research he discovered that most personal trainers and fitness coaches needed help maintaining their websites and blogs.

He saw a need and began approaching local trainers to offer his help. Now, here's the kicker – and it's one of the key benefits to offline consulting. Joe didn't offer his copywriting services. He offered email marketing services to them because the key to a full client schedule is a relationship with each client.

What better way to build a relationship than by sending clients, and past clients, regular email messages that provide value, inspiration and motivation?

But it gets even more interesting. Joe didn't write the emails nor did he manage his clients' email marketing campaigns. He outsourced it all. Joe knew a few good writers and had them write regular articles on health and fitness, informative type articles that offered value to the reader. He also knew a great virtual assistant who could upload and schedule his clients' email marketing messages.

Now Joe did work to create one monthly promotion for each client so their email drove traffic to their website and motivated sales. But he is a copywriter, so it took him about 15 minutes per client to write these quick calls to action and promotions.

How Joe made buckets of money...

Joe outsourced 99% of the work and charged his clients a markup – anywhere from 50% to 75%. He did about 15 minutes of work for each client each month and made thousands.

That is how you leverage your skills, knowledge, and resources!

So....What Are the Benefits of Offline Consulting?

- **Willingness to Pay** – As demonstrated by Joe's business model you can charge a lot more money to offline businesses for Internet marketing services. Offline businesses are willing to pay for online marketing results.
- **Outsource and Profit** – Like Joe, you can gain leverage by outsourcing the tasks and building a substantial income.
- **Commissions and Revenue Stream** – Depending on the services you provide to local businesses you can earn commissions from sales you generate. For example, Joe could have made an agreement with his clients that he earns a percentage of every sale generated from the email messages and calls to action he creates.
- **Monthly Cash Flow** – One of the perks to being an offline consultant is that many of your clients will be monthly clients. Again, this depends on the services you provide for them but it can be a fantastic way to create predictable cash flow – something that many Internet marketers yearn for.
- **Promote Your Online Business** – As you promote your offline business you may be subsequently promoting your online business too. For example, many of Joe's offline clients learned about his copywriting business and hired him for those tasks once they were established online.

And of course there are the enviable aspects that being your own boss always offer, including:

- Flexible hours
- Work from home
- You get to chose who you work with
- You work on your terms
- you can work from anywhere in the world. As long as there is an Internet connection, you're golden!

What Is Involved In Starting An Offline Consulting Business?

The bad news is that setting up a new business is work. It takes time, energy and planning. The good news is that if you've already set up an online business, regardless of the business model, then you know how it's done. You already know what you need to do because you've "been there, done that."

But let's walk through the steps quickly...

Step 1: Researching and Planning Your Offline Consulting Business

There are a few questions to be answered including:

- What will you offer?
- What is your niche?
- Who is your ideal customer?
- What are your monthly income needs?
- How do you want to grow your business?
- How will you get new clients?
- Who is your competition?
- What is your USP? How will you differentiate yourself from your competition?

Step 2: Taking Action

In this step you'll begin putting your plans into action. You'll create your offline consulting blog or website. You'll build your team of contractors and start establishing your systems.

You'll begin marketing your services and you'll test and track your efforts. We talk in depth in Chapter Five about how to attract clients.

The important thing to remember here and to focus on is creating a quality site. You want to put forth a good impression by looking professional, credible and authoritative.

That means a solid professional and informative online presence.

Step 3: Assessing and Growing

In this step you'll assess how you're doing. Are you meeting your expectations? Are your clients happy? You'll also start looking at expanding. How can you provide more value, and make more money?

Now let's go back to the very first step here and take some time to assess your niche. It may be tempting to offer a rainbow of services to offline businesses. After all, many of them need a lot of help.

However, as you probably already know, the key to profits is to specialize. Choose one, or two, key services to offer and focus on those.

Let's take a look at Mary's story...

Mary is an affiliate marketer. She built a nice income by discussing and promoting dating services. She got into the affiliate business a long time ago and has built a substantial business that anyone can be proud of. But Mary got tired of the affiliate business. She wanted to give back to the community and help others build their dream business too.

So Mary began offering SEO services to brick and mortar businesses. As an affiliate marketer she knew all of the ins and outs of SEO. She already had an abundance of keyword research tools, so her investment was minimal. She simply started talking to other business owners in her community and began offering her services.

Mary could have also offered website building services, content creation services and traffic generation services because she was a pro in all of those areas. However, she chose to focus on one service – optimizing websites for the search engines. And that is how she built her second six figure business.

Leveraging You – How Can YOU Make Money as an Offline Consultant?

Okay, so you know how Mary and Joe built their business, but what about you? What do you want to offer your clients? Remember, you only want to focus on one or two services.

Later, once you've built a six figure business you can offer more services. For now, consider the following services that offline businesses can benefit from:

- Keyword research
- Search Engine Optimization (SEO)
- Article marketing
- Press releases
- Autoresponder Setup and maintenance
- Setting Up A Facebook Fan page
- Website/Blog Setup
- Email marketing
- Content planning/creation
- Social Media management
- Website development
- List building
- Newsletter marketing
- Social media marketing
- Video marketing
- Traffic generation
- Local search

Do any of them look appealing to you?

Remember, you don't have to do the underlying work. You can outsource it. What do you feel most confident in? Where do you have the most skills, resources and knowledge? What needs can you identify in your community? Where do you have the most that you can leverage?

Speaking of leverage...

Are There Any Secrets To Offline Consulting Success?

1. **Leverage Skills** – The first thing you have to do is narrow down what your business model will be and the 1-2 things you'll be offering initially.
2. **Leverage Knowledge** – Start with the people you know. Spin your rolodex and write down every single offline business owner you know.

Contact and leverage them to build your business. Also embrace your ability to build teams, create systems and connect people.

3. **Leverage Resources** – What resources do you have right now? We're talking about tools and people. For example, if you already have a team of content creators and administrative assistants you can offer email marketing or article marketing services to offline business owners.

Wrapping It Up!

Offline consulting is a very real and profitable business model. Once you identify your community's needs, it's as easy as leveraging your skills, resources and online marketing knowledge to build a sustainable and incredibly lucrative business.

What's Next?

Start listing your resources, skills and knowledge. What do you already possess that you can leverage?

In the next chapter we take a look at the very first steps you need to do to start your offline consulting business. The great thing about this business is that once you have it up and running it literally runs by itself. This leaves you time to focus your attention and energy on growing the business and enjoying your life.

Your First Steps to Getting Started as An Offline Consultant

If you've taken action along the way then you may already have a solid idea about what services you want to market to your offline clients. If not, then continue to think about it as we walk through the first steps of starting your business.

Remember in the last chapter where we talked about the steps to starting your consulting business? The first step, if you recall, was "Researching and Planning Your Offline Consulting Business."

It's where you ask and answer important questions like:

- What will you offer?
- What is your niche?
- Who is your ideal customer?
- What are your monthly income needs?
- How do you want to grow your business?
- How will you get new clients?
- Who is your competition?
- What is your USP? How will you differentiate yourself from your competition?

As you work through the rest of the book keep those questions in mind. In fact, consider writing them down in a notebook so you can jot down your thoughts as they come to you.

Now let's take a look at what is required to build a successful six figure offline consulting business.

What Do You Need To Be a Successful Offline Consultant?

Some Business Building/Entrepreneurial Skills

To be sure, you want to be able to build and launch a business from the ground up. You want to have an entrepreneurial mindset. What is an entrepreneurial mindset? It's a winning attitude that is willing to risk, try, fail or make mistakes, and try again. Entrepreneurs see opportunity. They assess the risks, and then they take inspired action.

Now the underlying theme and message of this book is that you already have 99% of what it takes to succeed as an offline business consultant – the key is leveraging it. If you've launched a blog or website then you have that entrepreneurial and business building skill you need as an offline consultant. Just leverage it!

An Ability to Build a Team

The key to big bucks and an ideal lifestyle is to build systems that support your success, and those systems start with a good team. In Joe's example we stressed how Joe used administrative assistants and ghostwriters to create the ezines and email messages that his clients needed. Joe did very little work, yet he made thousands. Why? Because he outsourced almost everything.

Now that approach won't work if you have an ineffective team. If your writers do crappy work or if your virtual assistant cannot be found and disappears for long periods of time then your business, and your bottom line, will suffer.

You need to have a great team and you need a backup team too.

Again, you probably already have connections and resources to make this happen. You may already know a handful of reliable and quality writers. You may already work with top-notch virtual assistants. You may have memberships with some of the best keyword research tools and analytics

services. You probably already have most of what you need to succeed and build a great team.

A Top Quality Website

Some offline consulting experts will tell you that you don't need a website to create a successful offline business. But think about this, would you want to do business with an "online marketing expert" who doesn't have a good website? I wouldn't. It's like getting a haircut from someone with awful hair or hiring a nutritionist who eats candy bars and drinks soda for breakfast.

I think that a stellar website is essential.

Now, you and I both know that it doesn't take much to create a stellar website. In fact, there are quick website building resources that can have your professional website ready to go in a few short hours.

For example, <http://www.memberspeed.com/> offers affordable website building solutions for business owners. They also offer unlimited site licenses at a great price. If you're interested in building websites for offline businesses.

Again, leverage your resources, skills and knowledge here. Don't waste time. Leverage quality PLR to add credibility and value to your site. (Check out [SureFireWealth](#) & [MarketingEbooksClub](#) for a library of exceptional Private Label Rights content.)

Brand/Persona/Niche

Of those three words the most important one is "Niche" – what are you selling and who are you selling it to? Joe has the perfect niche. He sold email marketing services to local personal trainers and fitness coaches. That's a tight niche. You don't have to get that specific, though.

You might instead sell email marketing services. Or, like Mary, you might sell SEO services.

But what about that brand and persona?

The most important thing to remember as a consultant is that people pay for credibility and success. Instead of trying to find your shtick – for example, “The SEO Siren” – you’ll likely find better results by focusing on producing stellar results and letting your extremely happy clients build your business.

Let your results speak for your business. That being said, if you love branding and persona marketing go ahead and create a strong message.

Business Plan

Please sit down and create a business plan. It needs to answer these three questions in detail:

1. What is your business about?
2. What do you want to accomplish?
3. How are you going to accomplish it?

Within each of those three questions there will be smaller questions. For example, in the “how are you going to accomplish it?” question you might include: “How will I drive traffic to my website?” or “How will I sell my services?”

Plan how you’re going to create and build your business. Write it down in as much detail as you can muster and then use your business plan to help guide you as your business grows and changes. Because that’s what a business plan is; it’s a roadmap and a guide – it’s not set in stone!

Systems

Systems are so important to your success that we’re going to spend the entire next chapter devoted to them. Systems are the repeatable steps that you’ll take with each client. They make sure you earn the most money possible with the least effort and time.

Here's an example of one of Mary's systems.

When Mary gets a new client she does three things. She:

1. Sends them a **questionnaire** via email about their business. It asks things like who is their target audience, what community do they sell to and so on. This email is a template that she cuts and pastes into each new client message.
2. She sends the information to her assistant, who then **establishes a billing account** with the client and sends an invoice.
3. Sends the questionnaire to her researcher, who then spends two hours **researching keywords for that client**.

Notice that all Mary is doing is sending emails, three of them in fact, and that she has forms and templates. It takes her less than 30 seconds for each email. That's a minute and a half for each new client. Her team does the rest.

Now you probably have systems that you use already. This is yet another tool that you can leverage. Use your ability and knowledge of creating systems to establish them for your offline consulting business.

Why Are Systems So Important?

Systems literally leverage your time and efforts to make every new client and new project run seamlessly.

They save you time, improve your results, and maximize your profits. You could "wing it" with each new client and contractor, but why would you choose to do that? Systems are an offline consultant's secret to success.

Wrapping It Up

If you've built an online business, even a small one, then you have the skills and knowledge to build an offline consulting business. You've already gone through the steps. You've accumulated resources and you know how to build a top quality business.

One thing to remember here; your image is important. Spend some time identifying a need in your community. What do local business owners need to succeed online? Then look at your resources and knowledge. What can you leverage to fulfill that need?

It really is that easy. Once you get your team and your systems in place, the rest is pocket money.

The Next Step

Start listing your existing systems, and if you're already working on brainstorming and planning your offline consulting business then begin creating a list of systems you'll need to make your business efficient and effective. Now, let's look at how to create those sensational systems.

In the next chapter we take a close look at what systems are and how to create them. We also take a look at how to build your team because they are part of your systems.

Remember, the secret to a six figure offline consulting business is leverage and that means leveraging people and technology – two components of an effective system.

How Do I Create My Systems?

Can you build and sustain a successful offline consulting business without systems?

Sure.

But why would you? I mean, systems **make your life easier**.

Think about this simple system that you probably do every single day without realizing it.

Every day you get the mail, right?

What do you do with the mail? Do you dump it into an increasingly growing pile that you'll look at 'someday?' Or do you quickly sort the mail into garbage, look at now, and look at later piles?

If you're like most people you do a quick sort. Why? Because it's more efficient and effective that way. If you dump everything into a pile that you look at one week or one month later then you've missed important offers, bills and information. You've made life harder for yourself.

But if you create a simple mail sorting system then you immediately know what offers and information are at your immediate disposal and what bills are due. And if you get checks in the mail then you know how much additional money you have to work with.

The systems that you create for your offline consulting business will be just as important to your productivity and profits. And when they're created effectively they give you full control over your business, your money and your time. You then get to decide how and where you spend your time.

Systems help you maximize time, money, and effort so you can focus your attention on growing your business.

So What Goes Into a System?

Once you know the components of a system then you can create them for your own consulting business. The components include:

People

You may be the only person involved in your system or, like our example with Mary, you may utilize others to complete a system. In Mary's example she used a virtual assistant to manage the account creation and invoicing, and she used a researcher to complete the initial keyword research. So your contractors may very likely be part of your system.

We'll talk about finding great contractors and building your team next.

Technology/Tools

Technology can also play a vital role in your systems. On a basic level you'll use email – we'll call that a tool. However, you may also use website building services, keyword research software, design software, autoresponders and so on.

Again, using Mary's example, she used email, Internet invoicing and payment technology, and her keyword researcher used keyword software like Google's External Adwords tool to locate the best local keywords for each client.

Templates

I love templates! Templates make business so much easier. Mary used a few templates in her initial contact system. She sent a questionnaire to each client and the email that she includes that questionnaire in is also a template. She literally cuts and pastes her response into each initial contact message. But let's look at those next two steps in her initial contact system:

Invoicing – Her virtual assistant has created an invoicing template. All her assistant has to do is add the new client information to the template and it's ready to go.

Keyword research – The keyword research is delivered to her and to her new client in a template form. That way the information is consistent from client to client and it is presented in a clean and easy to understand format.

A word about templates – you don't have to create them yourself. You can find many downloadable templates online that you can modify to fit your needs. Additionally, you can pay your contractor to create an effective template.

In Mary's example she paid her virtual assistant to create an invoice template and paid her keyword researcher to create a keyword results template. All Mary had to do was approve the templates and add her logo and business information.

Now you may be starting to notice a theme here – **outsourcing**. I've mentioned it a few times already in this report. It's important!

The Power Of Outsourcing

You may already know the amazing benefits that outsourcing provides. Outsourcing:

- Allows you to focus on your strengths
- Leverages the skills and strengths of others (yep, leverage!)
- Is often more cost effective, thus it saves you time and money

When you outsource you can pay your contractor their rate and then mark it up so you make money. For example, Mary pays her researcher \$35/hour for keyword research then she charges her client \$150 for the information. That's a \$115 profit.

As an offline consultant, you're essentially the middleman. You're harnessing, excuse me... you're leveraging, the skills and knowledge of others to help brick and mortar businesses succeed online.

Building Your Team

Chances are you may already have a rolodex full of top quality contractors.

Make a list of the folks who fit your consulting business model. If you haven't worked with them recently, consider reconnecting with them to make sure they're still in business.

You'll also want to begin adding to your team. You'll need to fill in the gaps and you'll want backups.

Filling In The Gaps

Let's use Joe's story as an example here. Joe didn't write the emails, nor did he manage his clients' email marketing campaigns. If you remember, he outsourced it all. Joe knew a few good writers and had them write regular articles on health and fitness, informative type articles that offered value to the reader. He also knew a great virtual assistant who could upload and schedule his clients' email marketing messages.

However, Joe is experienced with freelance writers and he is motivated. He realized that he may need several writers on his staff. If he had twenty clients then he needed approximately ten writers on his team.

He realized that contractors take vacations. They have schedules that fill up. They raise their rates. They sometimes go out of business or change their focus. They also flake and disappear occasionally.

Even if Joe only needs five writers a month he keeps ten on his team to ensure that there are never any missteps.

Hiring New Contractors and Service Providers

So how do you build that great team of contractors? There are actually several avenues you can pursue:

Freelance Websites – Initially you may turn to freelance websites. For example, if you need writers or admin help you may turn to sites like Elance to find contractors. If you need tech help like website design or coding then you might turn to services like:

- DefiningVoice.com (for audio projects)
- Fiverr.com
- Odesk.com
- Elance.com (for administrative and technical projects)
- Freelanceswitch.com
- Directresponsejobs.com (for writing and/or copywriting contractors)

These websites have you post your project and let freelancers bid on the project and submit proposals. The entire project is usually managed on the freelance site.

Once you have a solid supply of reputable contractors you can skip the bidding process and simply contact your contractor to get the job done.

Advertising – Post an ad for your needs on freelance websites and directories like Craigslist. Make sure to outline your needs specifically. And always consider starting with a test project. The last thing you want to do is hand over a client's needs to an untested contractor.

Remember, a reputation for excellence is what will build your offline consulting business. Low quality contractors make it difficult to follow through on your promise for excellence.

Word of Mouth – Ask around. Ask friends and associates who they use. Visit industry forums and chat rooms and ask folks who they recommend. Also consider asking your existing contractors who they can recommend. Your virtual assistant, for example, may know a wonderful writer or vice versa.

Social networking is an excellent way to connect with potential contractors. You may have already connected with some on LinkedIn, Facebook or Twitter. Once you've created your job listing, which we'll do next, post it on your social networking site(s) of choice.

Writing Your Contractor Opportunity Listing

Writing a complete and attractive description of your opportunity will help you find the right contractor for the task. An accurate job posting will:

- Attract the best, most qualified, candidates – you want to hire contractors that make you look good. They represent you!
- Help you compare qualified candidates.
- Motivate potential providers to reach out to you.

When writing your job listing take great care to be specific about what you need, what you expect and any requirements that are essential for the job.

Sample Job Listing:

Web Content Writer/Ghostwriter needed to write ezine articles and newsletter content on a weekly basis.

I need someone who is very knowledgeable in email marketing and has three years experience working in the field. Native English speakers only, please.

You need to be experienced with:

- Online content formatting
- Web content creation
- Copywriting skills
- Keyword research
- Link building and SEO
- All related technologies and software, including email management software and autoresponders.

You need to be very organized, professional, timely, detail oriented. I'm looking for quick learners who are self starters and know how to take initiative.

Email me with your experience, skills and fees. Please send samples, or links to samples, of your work.

Organizing Your Team

It's not enough to hire top contractors and have them at the ready. You also want to make sure you and your clients, as well as your contractors, are well protected. You want everyone to be on the same page.

This is accomplished with five quick steps:

Ask for a Work for Hire Agreement

A work for hire agreement outlines the basic terms of the project or the business relationship. It isn't absolutely necessary to have a contractor sign one, but it can protect you from a few things and it outlines the

relationship. Consider, as part of your systems, finding a standard work for hire agreement that you can ask every new contractor to sign.

Ask for a Non-Disclosure Agreement

A non-disclosure agreement simply says that the contractor won't divulge information about your business, or your client's business, to others. Your clients may require a non-disclosure agreement from you (which your client will want to cover everyone who works for you), so it's important to also require one from your contractors. Again, include a standard non-disclosure agreement as part of your system.

Include a Description of Services

When you bring on another contractor, include a document that outlines the scope of the project or includes description of the project. This helps ensure everyone is on the same page. You may also include any necessary systems in this description. For example, if your contractor needs to sign into a content management system then include the steps for signing in as part of your documentation.

Outline the Expectations

You can include this in your work for hire agreement. Make sure you outline, in detail, the payment policies and procedures along with the delivery deadlines and expectations. For example, if you're hiring someone to write content for you and your clients the agreement might stipulate that they deliver five articles a week.

Establish Your System of Communication

Determine, in advance, how you want to communicate with your contractors. Creating this system will help you minimize time spent on project management and it'll help you stay organized and streamlined.

There are a few different systems to consider:

Email

Email may be the most common communication system for online service providers.

It is something that everyone has access to and with most systems it is easy to follow the email thread.

However, email isn't always reliable. Your messages may be accidentally deleted, end up in the junk mail box or simply never arrive.

Those are hiccups you must avoid. If you're using email then make sure you have built in safeguards.

****If you're using a freelance site like elance then you may be required to use their project management system.**

Most of these systems are functional and useful; however, unless all of your contractors are on the same site it can become confusing to manage everyone. The ideal is to find a single system that everyone can use.

Project Management Software

Project management software is exactly what it sounds like. It enables you to give project access to several contractors at once.

It makes it easy to track the projects, set milestones and even to communicate with your clients.

An example of a project management service is Basecamp. (www.basecamphq.com)

There are other project management services you can use too. Compare price, reliability and features to find the software or service that best fits your needs.

Ticket System

You might also consider looking at a ticket or customer service system to manage your projects. Like project management software you can assign users, track projects and messages and keep everyone in communication.

However, these systems don't often enable you to set milestones and they can be expensive. One example of a ticket based customer service system is Kayako.

If you'd like a powerful but low cost solution check out [VIP Help Desk](#)

Build Lasting Relationships and Stay Streamlined and Successful

It's to your advantage to have a streamlined team. You'll avoid late delivery, missing contractors, and other potential hiccups. One of the ways to accomplish this, besides having good systems, is to have good relationships with your contractors. The happier they are, the better they work and the more reliable they are.

There are a few things contractors love and look for in their customers they include:

- Clear communication system
- SOP – Systems/instructions (We talk about how to create these next.)
- Quick response from you
- Quick payment
- Ongoing and/or consistent work
- Constructive feedback
- Respect and professionalism

Once you build a great team, keep them happy and busy. This single concept will ultimately save you time, money and energy. You'll be able to sit back and focus on more important tasks like building your business.

Technology/Tools

In addition to building your team of people your systems will also include technology and tools. For example, if you're managing email campaigns for your clients then you'll want to use an email management system like AWeber or MailChimp.

There are basics that most businesses will need to operate, including tools to market your offline consulting business, and invoicing and bookkeeping technology. In addition to those basics you'll likely need some tools and technology to provide your services to your clients.

So here's an early action step:

1. Make a list of the tools and technology you already use/possess.
2. Make a list of the systems you'll need to create for your offline consulting business.
3. Fill in the gaps. Find tools and tech to help you streamline your systems and provide your clients with the best service possible.

Templates

I've already stated my position on templates. They're wonderful tools to help you stay productive, stay consistent and ensure that you appear professional and credible. You can find templates online and you can create your own (or have one of your contractors create them). Create a list of the templates you might need and who will create them. You can do this even before you line up your contractors.

Once you have your people, tools and tech, and your templates it's time to actually look at your systems.

In many cases you'll need to create new systems.

Here's how:

How to Create Your Systems

The first step is to make a list of the tasks that need to be accomplished. Once you know what needs to be done the next step is to turn it into a system. How do you do that?

Map it out.

Map out the entire process to accomplish a specific task. This map, or SOP (standard operating procedure), can then be sent to your contractor so they know exactly what they need to do. It also works well as a training tool.

Put together SOPs for each task that your team will responsible for.

You may want to create a binder to organize each and every "system." This makes it incredibly easy to keep each contractor, and new contractor, in the loop.

For example:

If Mary were creating a system for her virtual assistant to create a new account and send an invoice it might look something like this:

- Step One: Log into BillingBoss with username and password.
- Step Two: Click on "Add New Customer" button.
- Step Three: Fill out required fields, add any contact information then click "Save Customer."
- Step Four: Click on "Create New Invoice" and use appropriate invoice template for the project.
- Step Five: Choose new customer from list. Enter invoice details and click "Save Invoice."
- Step Six: Click "Send" and check boxes to create a recurring invoice if appropriate. Check box to send a PDF of the invoice and cc me on the email.

Now that "System" gets stored and sent to a few different places. It gets stored in your "Systems" folder so you can send it to any new assistant or contractor that is working with you. You also want to send the contractor you're working with right now so they know, step by step, what they need to do.

Create a system for each and every process including the processes that you perform yourself.

Wrapping it Up!

Systems are the foundation of a successful offline consulting business. Not only do they make your life infinitely easier they also make you look good. Imagine creating systems that virtually ensure you deliver top quality services on time every time.

As mentioned earlier, your image is important. A six figure consultant is professional, credible and authoritative. Systems will make it happen.

The Next Step

Start listing your existing systems and if you're already working on brainstorming and planning your offline consulting business begin creating a list of systems you'll need to make your business efficient and effective.

Now let's look at how to start getting clients so you can put those systems into practice.

How Do I Find Clients?

Okay, we've been talking a lot about creating systems and building a team. The reasons we've cited for this include being able to:

1. Work less
2. Make more money

However, you'll notice that there's something missing from the equation so far – getting clients.

Obviously getting clients is essential to your work less and make more money equation, right?

So this chapter is devoted to two things:

1. Helping You Get Your First Handful Of Clients
2. And Building Your Client Base

Let's start with #1 and explore many proven and effective ways to get your first clients.

Getting Your First Handful of Clients

#1 Spin Your Rolodex

There's a common theme in this ebook; leverage. Take a look at your list of contacts. We're talking about online and offline business owners that you know in your community as well as employees.

Leverage these contacts into new clients. Send them an email or pick up the phone and let them know what you're doing. Tell them about your services and ask for their help spreading the word. They may not become a client but they may talk to others and send you your first client.

Don't forget friends and family too! The people in your life can be a powerful support system and they can help you get the offline consulting ball rolling.

Now, you can take this one step and then sit back and see what happens or you can take several steps to attract clients and grow much more quickly. It all depends on your goals and direction.

#2 Cold Calling

Ugh. Gasp. I can hear you all shrieking and groaning now. Believe it or not, some people enjoy cold calling. And it is an effective way to build a business.

If you're comfortable on the phone and you enjoy talking to and connecting with local business owners then cold calling can be a wonderful way to build your business.

Now there are two things to remember with cold calling:

1. **Have a script and be comfortable working with it.** You may want to consider hiring someone to write the script. However, if you do hire someone to write your script, make sure you're comfortable with it and can feel 100% authentic when you're speaking from it.
2. **Make sure you're calling the correct person.** Ideally, you'll be calling on small to medium sized businesses that don't have an online marketing department. They may have a marketing manager but they don't have the personnel to invest in an online effort. They'd rather pay someone, aka you, to manage it all for them.

#3 Cold Email

Instead of cold calling you can send a cold email. There are many ways you can do this. The first is to buy a directory or lead list of local businesses. Simply scroll through the lead list and start sending emails.

Like cold calling, you'll want a script or a template to go by. However, take the time to personalize the email. Starting an email with "Dear sir or madam" doesn't cut it. Make sure you're sending your email to a specific person, hopefully the right person.

You can also simply start researching your local businesses. You can start by street or by industry. Send ten emails each day and track your success. Consider using the old test and track method of trying different subject lines and different calls to action, too.

And consider following up on the phone. Establishing relationships with your local business owners is always good marketing!

#4 Networking Meet-Ups

Most communities have business networking organizations and meetings. Join your local Chamber of Commerce or networking associations and start shaking hands. Meet your local business owners and get to know them. Learn what their problems are and share how you can help them.

#5 Joint Venture Partnerships

Consider contacting local offline marketing offices and letting them know about your services. You might partner with them to provide their clients with online marketing help. You can also refer any of your clients to them if they need offline marketing help like brochures.

So numbers 1-5 are definitely effective ways to build your business and grab your first new clients. That being said, there's one method that I recommend above and beyond all others. If you have control issues this may feel uncomfortable at first but it can be incredibly freeing too.

Ready?

Hire a Sales Person, Really!

Instead of spending your precious time pounding the pavement and getting discouraged with rejection after rejection why not hire a sales professional, or two, to do the legwork for you.

Why not hire someone who specializes in sales to sell your services?

One of the common themes of outsourcing is to hire out what you either don't want to do, what you don't have time to do, and what you don't specialize in.

If you don't specialize in sales, why not outsource it?

There are a number of payment arrangements you can make with a contractor. One of the most common is to pay them for each sale they make. You can also pay them for each positive lead.

This commission based arrangement ensures that:

- You only pay for real clients
- You still make money (even though you're paying for clients)
- You save time so you can focus on building and growing your business.

Here's how it works.

Let's say that Joe hired two sales people to find new clients for his offline consulting business. Joe had already focused on the fact that most of the local fitness professionals in the area lacked any email marketing efforts. So he directed his sales people to focus on that need.

Joe had created a killer website that highlighted his professional experience and knowledge. It boosted perception of his credibility and authority. Joe paid a 50% commission to his sales team.

So if a new client signed up for a \$1000 package, Joe paid his sales person \$500. That's fine because Joe is paying his writer \$100 and his administrative assistant \$100. He's still earning \$300 and all he did was pull together a top notch team.

That's The Key To Making Six Figures With Your Offline Consulting Business!

Now imagine that Joe's client is a monthly client. Joe then makes \$800 each month (he only pays the contractor a commission on the first month). Multiply that \$800 by 10 monthly clients and that's \$8000 a month or \$96,000 annually. And chances are you'll be charging more than \$1000 a month and paying smaller commissions for new clients.

Let's quickly review the steps thus far...

Step #1 Define Your Niche

Identify a local brick and mortar business need. Identify your related strengths, skills, knowledge and resources. What can you leverage?

Step #2 Create Your Business

Write out your business plan. Build your website, team, and systems. What are your expenses? How much will you charge? What will your monthly profits be and what steps do you need to take to reach that profit goal?

Step #3 Market Your Business

Take steps to begin generating new clients. Outsource the job to a few sales professionals and leverage your connections and resources.

Once you have those three steps in place, it's time to grow your business.

Building Your Client Base

Building your client base simply takes a look at the basics of building any online marketing business.

Here are a few of the tried and true strategies and tactics:

Create a Referral and/or Affiliate Program

Begin rewarding people for sending you new clients. You can pay them outright, like an affiliate program might do. Or you can give them credit for your services. For example, if an existing client sends you a new consulting client then they might receive 10% off their next month's invoice.

Online Marketing Tactics

These include but are not limited to:

- Local search
- Advertising
- Social networking
- Email marketing
- Content marketing

****Note:** If you want a refresher course on any internet marketing techniques or you want to learn more check out these five star resources

[Blog Traffic Avalanche](#)

[Social Media Maxed](#)

[Email Marketing Tycoon](#)

[Content Cash Code System](#)

Create a Portfolio

Embrace your successes by publishing your client work in an online portfolio (with client permission of course). Also ask for testimonials and add them to your website or blog. Testimonials and your portfolio enhance your credibility.

You might also ask a few clients if they'd be willing to be a case study. You can use their success online to demonstrate to other potential clients the benefits of your services and establishing an online presence.

Keep a Sales Pro on Staff

You can also continue to utilize the services of a sales contractor. If they've proven to be successful, why not continue to build your business this way? It saves you time and energy.

Offline Networking

Because offline relationships are built offline, don't forget to be social and connect with people in your community. The more small to middle sized business owners you meet, the more potential prospects you have.

Offer More Services

Finally, once you have built a solid foundation for your offline consulting business, consider adding services to your catalog. More services mean easier one stop shopping for your existing clients (with whom you've built a fantastic and profitable relationship). It also means more cash in your pocket on a monthly basis.

Before you offer more services go back through the three step process:

1. Identify a need and leverage your skills, knowledge and resources
2. Build your business, team, and systems.
3. Market your new services.

Wrapping it Up!

Building a six figure offline consulting business is all about leverage. It's about putting your online marketing skills to work and leveraging them to profit. Build your team of contractors, including a sales professional or two, and start earning the money you've always wanted. The demand is there. You have the knowledge. Now leverage it into a substantial offline consulting business.

What's Next?

What skills and knowledge do you possess that others could benefit from? Start pulling together your list of contacts/services/business plan. Who do you know right now that can become part of your team?

Begin building your offline consulting business. Use the checklist on the next page to help make sure you don't miss any steps along the way.

Building Your Offline Consulting Business - Checklist

This handy checklist will ensure that you don't skip any important steps when building your offline consulting business.

☐ **Think About the Type of Client You Want to Work With**

- ☐ Look for small to middle sized brick and mortar businesses that lack an online marketing department.
- ☐ Identify needs they have. For example, do they have a website? Do they have an email marketing program? Are they optimizing their site for the search engines?
- ☐ Consider how you can leverage your knowledge, skills, and resources to provide a single service to local offline businesses.

☐ **You Understand Your Leverage and Positional Advantage**

- ☐ What Internet Marketing experience do you have?
- ☐ What IM knowledge do you have?
- ☐ What IM skills do you have?
- ☐ What resources do you currently use that you can leverage?
- ☐ What else can you leverage_____?

☐ **You've Created Effective and Efficient Systems**

- ☐ You've made a list of the systems you'll need to run your business.
- ☐ You've mapped out every single system and created an SOP – standard operating procedure.
- ☐ You've integrated:
 - ☐ Technology
 - ☐ Templates
 - ☐ People
 - ☐ Other _____
- ☐ You've organized your systems in a folder so that they're easy to distribute to your contractors.

☐ **You've Built Your Team**

- ☐ You made contact with your current contractors
- ☐ You've made a list of contractors you need to fill in the gaps
- ☐ You've begun your search for contractors using:
 - ☐ Freelance sites
 - ☐ Word of mouth
 - ☐ Classified ad sites
 - ☐ Networking
 - ☐ Other _____
- ☐ You've protected yourself, and your client legally with:
 - ☐ Work for hire agreement
 - ☐ Non-disclosure
 - ☐ Description of services
 - ☐ Outline of expectations

- ☐ You've established a system of communication using: (check all that apply)
 - ☐ Email
 - ☐ Project management system
 - ☐ Ticket/customer service system
 - ☐ Other_____
 - ☐ You know what it takes to establish a long lasting and positive relationship you're your contractors.
-
- ☐ **You've Begun To Build Your Client Base. You've (Check All That Apply):**
 - ☐ Leveraged your existing contacts.
 - ☐ Cold called
 - ☐ You've written a script
 - ☐ You've had a script written for you and you're comfortable using it
 - ☐ Cold emailed.
 - ☐ Joined offline networking groups and attended meetings.
 - ☐ Established joint venture partnerships with local businesses
 - ☐ Hired a sales person.
 - ☐ Other_____

☐ You've Planned For Future Growth. You've Looked At Creating: (Check All That Apply):

- ☐ A referral program
- ☐ An affiliate program
- ☐ Online marketing tactics which include but are not limited to:
 - ☐ Local search
 - ☐ Advertising
 - ☐ Social networking
 - ☐ Email marketing
 - ☐ Content marketing
- ☐ A portfolio
- ☐ Keep a sales pro on staff offline networking
- ☐ Offline networking
- ☐ Offer more services

Highly Recommended Further Training...

"How to Create **Hot Selling** Cash Generating 'Product Machines' That Cater to Lucrative Offline Business Niches...*Starting Today!*"

BEWARE! *This IS NOT another local marketing service, everyone is talking about on the 'net!*



[For More Information About Local Product Machines Click Here](#)