# Offline Expert

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# Offline Expert Introduction

When it comes to building an online business, entrepreneurs often struggle to compete in many of the different industries that they are involved in.

With search engine optimization services, web development and design, and even by offering marketing and advertising services, there seems to always be an ever growing abundance of online competition that is willing to undercut your prices and push you out of the market.

But what if there were an easy method of driving in an unlimited supply of fresh business from people who will consider you the 'go to' source for whatever services you decide to offer?

What if you were able to build your business and further your brand by becoming a recognized source and

authority with any online service that you ever decide to offer?

From SEO to web design, you can instantly build an ever-growing customer base with limited competition and effort.

In fact, by following the strategies featured within Offline Expert, you can easily create an incredibly profitable business in less time and with less effort than any other online business model.

It's referred to as "offline gold', and it's an exceptionally simple, yet shockingly lucrative method of making money with offline businesses.

All you need to do is determine the service packages you intend to offer and then take your business offline by offering it directly to potential customers who have yet to build an online presence.

Believe it or not, there are thousands of businesses struggling to build awareness of their business.

By offering them with the unique opportunity to exploit the Internet as a way of refreshing their business with new customers, you can not only profit from the initial services you offer, but you can build an unstoppable flood of back end profits from these same businesses coming to you for additional help, time and time again!

It's an amazing opportunity to cash in on a proven strategy for building your online wealth with offline business.

So without further delay, let's get right to it!

## Setting Up Shop

When it comes to building your offline gold empire, you need to first identify the types of services that you intend to offer.

- ✓ Are you interested in offering design services?
- ✓ Marketing services?
- ✓ Search engine optimization?
- ✓ Web Development?

You need to create a service page on a professionally designed website that clearly outlines the different service packages you are offering, along with an estimated price structure, or even better, giving visitors the opportunity to fill in a form in order to request a custom quote.

This is a critical step of the process, even if you intend on advertising your services entirely offline,

because once you've snagged a few new customers, they might want to verify that you, yourself have an online presence and know exactly what you're talking about.

If you are intending on offering design services, consider creating a sample portfolio that showcases designs that you have completed for past clients, or if you intend on offering online marketing campaigns, you should outline exactly what is included with each package as well as any available case studies you have at your disposal, showcasing exactly what you can do.

If you are relatively new in offering these types of services, don't stress!

You don't have to provide tons of samples, but you should consider either spending time developing your own sites to use as examples, or offering online business start-ups' with a lower cost package as a way of generating testimonials and being able to build your portfolio.

Ultimately, one of the most common services to offer offline businesses is in developing an online presence for them, including a web design or template, customizing the design to include their company information, mission statement, services and perhaps even a logo, and optimizing it for the search engines.

This is a basic package that works exceptionally well with offline businesses, because many of them are simply interested in developing an online presence, and don't quite understand all of the extra extended options that you might offer.

From personal experience, I recommend offering offline businesses with a completely designed website package, and then once they are familiar with you and your services, you could offer them an add-on package that involves marketing their business and helping them develop back links, optimize their site for the search

engines, and even directory submissions or other tactics to increase exposure.

Just keep it simple. You have to see things from their perspective.

Many of these offline businesses aren't familiar with the terminology that many of us consider normal, including "SEO", or "Back Links".

You need to develop a user-friendly approach that will minimize any confusion when contacting potential offline businesses.

In other words, speak clearly, keep it simple and make sure they understand exactly how their offline business would benefit from having online exposure.

When it comes to deciding on your price structure, there is no set guideline in place.

Depending on what you are planning to offer, as well as your personal experience in web development, you will have to set a price structure based on your individual skills and overall experience.

And get this: **It doesn't matter if you are able to do ANY of this yourself!**

You can easily set up an offline business system that attracts customers and offers them service-based packages that you then outsource to experienced professionals!

You earn money by simply being the middleman and best of all, your offline contacts never have to know that you aren't the one in full charge of creating these packages for them.

The average fees for complete website packages will range from $800 - $8,000 and up, depending on what you

are planning to offer as well as the quality of the

packages being presented.

If you are planning to outsource all of the work to

seasoned developers, you also have to take into account

how much each package will cost you, and then factor

that into the estimated prices that you offer your

offline contacts.

You will also want to create a smooth ordering process

that includes a payment system, such as Paypal or a

merchant account of your own, as well as a method of

offering discount codes.

By offering coupons to new businesses, you will be able

to motivate them into giving your business a chance and

better yet, you could offer larger discounts for those

that sign up for your services on a recurring basis, or

a longer time frame.

Make sure that your service page also features a

contact form, so that potential customers can contact

you directly, either through an online form of by phone

or email with any questions or concerns they may have.

## Developing Your Packages

One thing you will want to consider when creating your service packages is exactly how to offer recurring services, so that you can generate continuous income from each customer you sign with.

Some of the many recurring services you could offer include: online marketing, link building, search engine optimization and even hosting their websites or providing updates or maintenance each month.

You will want to spend time clearly outlining exactly what they will receive with their monthly packages however, so that both of you are on the same page, and there are no misunderstandings or expectations later on.

Once you are able to demonstrate the effectiveness of your packages with each client, you will have absolutely no difficultly retaining them as a monthly

customer, you just need to focus on being in consistent communication with them, and in fulfilling exactly what you originally offered.

If you are, for example, offering search engine optimization, you will want to outline when they can expect to see results, as well as what reasonable expectations are.

The last thing you want to do is mislead someone into believing they are going to be positioned in first place on Google for a competitive keyword.

Always be realistic with what you are offering. People will respect you more for honesty than for feeding them a pipe dream that never comes to fruition.

Besides, you don't need that pressure.

Your job is to help them enhance their business by offering them new channels for generating exposure, and

you want to be able to fulfill your promises easily, rather than stress about how you are going to live up to your end of a bargain that is short of impossible.

One other thing to keep in mind when creating your service packages is to allow flexibility and be open to additional requests.

Not every business is going to need every element included within your packages, and just the same, certain businesses may require more.

*Here are a few different services to consider offering:*

- ✓ Search Engine Optimization

- ✓ Online Marketing

- ✓ Autoresponder Integration and Maintenance

- ✓ Website Design

- ✓ Website Maintenance

- ✓ Graphic Design (brochures, etc)

- ✓ Writing (online reports, newsletters, etc)

- ✓ Video Creation

- ✓ Link Building

- ✓ Keyword Resarch

- ✓ Competition Analysis

The more you are open to ideas and suggestions, the easier it will be to create tailor made packages for each business, taking care of everything they need and ensuring that they keep coming to you for all of their marketing or development requirements.

Remember, you don't have to actually fulfill these service packages yourself. You can easily outsource ALL or as much of the work to seasoned freelancers as you want.

Just by taking orders and then building your team through online freelance marketplaces, you can be up and running in as little as 72 hours!

And here's a quick tip:  While there are hundreds of

freelance communities online, from personal experience, you only need two, in order to create your entire team of expert marketers and experienced developers that cover a wide range of services, giving you more flexibility in what you can offer your clients.

They are:

http://www.Guru.com

http://www.Scriptlance.com

With Scriptlance, you can find dozens of expert search engine marketers who will be able to optimize websites, program custom code for better rankings, provide tune-up's for websites and even create the entire website for your client, if you wish!

With Guru.com, you will be able to find seasoned writers who can create the content itself, power up external marketing campaigns as well as offer customer support services for your clients, if they need them.

Honestly, with just these two sources alone, you will find as many new partners and employees as you wish, and with freelancers, you only need to hire them individually, as you require their services, so that you aren't forced into paying weekly wages.

Just collect payment from your client, and then go to work building your team who can fulfill the entire service agreement on your behalf!

With these resources of freelancers eager to secure short-term work, there is absolutely nothing that you can't offer your customers.  From development, design, search engine optimization, writing, support desks, custom programming, you name it, you can find it, deliver it and get paid for it.

That being said, if there is a specific service that you just don't want to offer, or are unable to, rather than turning them down, consider monetizing on the

opportunity by contacting service providers who do

offer the requested service, and negotiating a finders

fee based on referred businesses that you send their

way.


With your connections online, there is nothing that you

can't offer, even by way of a paid referral.

## Building Your Customer Base

To find potential customers, you can simply begin with your local yellow pages.

Scout out companies that are relatively and verify that they don't already have a web presence.

Just by running their company name in the search engines will give you an idea as to whether or not they are already online. If so, move on to the next business.

One surefire tactics of generating a ton of business is by offering people with a finder's fee for each new business they refer to you, who hires you for your services.

You can price this amount at anything you wish, $100 per business, or a percentage amount based on the specific packages they purchase.

By creating an 'offline affiliate program', you can begin to generate buzz around your services quickly while motivating people to spread the word so that they can earn money for each business owner that contacts and hires you.

In order for this strategy to be successful however, you should incorporate a tracking system much like an online affiliate program, where people who are interested in helping you find new business can create a customized affiliate link.

You can use any online affiliate script to help you with this, just make sure that each person is given a unique ID and that their URL directs people to your main website.

The creatives and resources you provide your "offline affiliates" should be similar to ones that you'd offer regular, online affiliates.

Rather than banners and graphics however, consider flyer print out templates that showcase their affiliate ID and pass them out around the community.

You could also create business card templates for those who are interested in promoting you, where they can customize the card with their own affiliate link.

Believe it or not, the minute you give people an opportunity to make money by doing nothing more than promoting your services, you will be outright shocked at just how many will be interested in participating, especially if they aren't all that familiar with online affiliate programs and feel as if they are given a special opportunity to make some extra money.

When looking for potential affiliates, start with your immediate friends and family.

You might be surprised at just how many know of a potential client that they could send to you, and with

word of mouth offline alone, you can count on being

able to jump-start your business with relative ease.


You could also consider purchasing an advertisement in

your local newspaper or community bulletin.


This works remarkably well by simply including your

website's service URL within the ad, or better yet,

providing people with the opportunity to contact you

directly by phone.


If you want to give an even more professional

appearance, consider purchasing a toll free phone

number from online services such as [www.GotVMail.com](http://www.GotVMail.com)


With GotVMail, you can have the number instantly

forwarded to your home line (shielding your real number

from anyone looking to reach you) and allowing you to

set up after hour message greetings as well as being

able to completely shut down the service, sending

people directly to voice mail during times when you are

unavailable.

GotVmail.com is an affordable service that comes

bundled with extended features offering you the

opportunity to give a very professional, "larger than

life' appearance to potential customers.

You should also consider contacting your local Chamber

of Commerce and adding your business as a registered

member, for additional exposure and to further advocate

that you are a trusted provider.

## Making Initial Contact

Before creating your contact list, you need to make sure that you have a domain name, website showcasing your service plans and preferably, printed business cards that you can include with your package documentation that you will provide to each offline contact you are attempting to recruit as a new customer.

One thing to keep in mind when contacting offline business owners is that they are exceptionally busy people, and not everyone is going to want to spend a lot of time analyzing the different service plans and trying to figure out what is best for them.

It is YOUR job to clearly define what they need in order to increase their business and gain maximum exposure.

You also need to consider the fact that many offline businesses may have already attempted to develop an online presence, by hiring some local developer or designer who created a poor converting, drop dead ugly website.

You need to keep this in mind, because it's not always going to be the case where you were the first person to contact them with such an offer.

The difference is, you will come across as knowing exactly how to increase their business, identifying what may have gone wrong in their previous attempts, and in clearly demonstrating how you can take their business to a whole new level.

You need to position yourself as being interested in genuinely helping them, and in ensuring that the services they pay you for will work in their best interest.

These people will want to see results, and they will want to feel as though your services directly influenced any increased exposure or business they receive.

If you come across as a seasoned professional who knows exactly how to help them improve their business, and you are able to generate real results from the services you are offering, you will be able to build a loyal customer base that will consistently come to you for further help, maintenance, upgrades and advice.

Think long term with this business plan.  You aren't only after the initial sale.

Many of these businesses will need someone to update and host their websites, while others will need extensive maintenance.

By adding in these service packages, you can create recurring income from every website you create.

Imagine the potential if you are earning $200, $400, even $500 or more a month for every website you host and maintain.

Once you have established yourself as a quality service provider, you will have absolutely no difficulty recruiting even more business from your existing contacts who are likely to refer other offline businesses to you.

When it comes to approaching offline businesses, you want to present yourself and your business as exceptionally professional.

You want to brand yourself as a direct response web developer, an expert, an authority, and someone they feel comfortable doing business with.

If you encounter an offline business owner that is skeptical about what you can offer them, potentially

due to past failures in working with other "expert developers", it's your job to reassure them that what you are offering is nothing like they've ever seen before.

You need to clearly outline HOW you intend to take their business to the next level, and you can do this simply by preparing your pre-sell message prior to contacting them.

Write down the benefits of using your services, as well as any case studies you have available.
Include a list of service plans that will help any business, regardless of size.

Practice your pre-sell speech before contacting anyone. You want to come across as both confident and experienced.

If you aren't comfortable directly selling your services via face-to-face meetings, you should brush up

on your skills by reading books and guides focusing on building confidence.

One in particular that has been extremely helpful is titled "How to Win Friends and Influence People" by Dale Carnegie.

It's an incredible resource for helping you prepare your presentation prior to making that initial contact.

The more confident you are in describing what you have to offer, the easier it will be to convince people to take a chance on you, and for the most part, selling to offline business owners is much easier than marketing to online businesses who already know just how many resources and alternative providers are out there.

You want to build rapport with these people, by being friendly, personable and in making sure that they understand exactly what you are offering.

If you encounter someone who is really not at all interested in your services, thank them for their time and move on.

There are literally hundreds of other offline businesses that are there for the taking, and if you dedicate the time and effort into gaining as much exposure as possible offline, you will have absolutely no problem filling up your schedule with custom projects.

By far, from my personal experience targeting offline businesses, the 'mom and pop' shop owners have always been the easiest to convince into giving my services a chance.

These are small start up businesses who probably have never been given the opportunity to develop an online presence, but in today's society, even the most non-savvy Internet user knows the potential of going online.

They only need reassurance from someone who is capable of making it happen for them.

Just remember that even if you are relatively new to online development, if you have the resources in place by being able to connect with seasoned freelancers, you have everything you need to make a successful of this business model.

You just need to be confident with your abilities and understand that odds are, you will always know more (far more) than those you are contacting.

Better yet, there is likely far less (if any) competition targeting these same businesses, so to many of them, you will be nothing short of an online marketing genius, so inject a shot of confidence into your presentation and get to work recruiting new customers!

## Successful Mindset

When it comes to building your client list, and growing your online business by contacting offline businesses, you need to adapt a very different mindset than you might be familiar with in online business.

**You are not going to sell anything.**

Instead, your job is to help business owners understand how their business will improve through your services.

All you are going to do is talk to potential customers, get their feedback as to what is important to them and then explain to them exactly how an online presence will benefit their overall business.

You want to thoroughly evaluate their existing business, determine what they are already doing to market their business offline and simply show them how much more exposure they will gain, by taking their

business online.

When you switch your mindset so that you are merely discussing, responding and helping people improve their business, you will find it a heck of a lot easier to recruit clients.

In fact, the more you focus on tuning into what they have already been trying to do to generate more business, as well as what has and has not worked for them, you will be able to clearly explain just how you can help them solve their problems.

**You are looking to evaluate:**

What they are currently doing to promote their business.

What they are looking to achieve, what their ideas are, what they are interested in. (some may need a lot more guidance in understanding the options available when

promoting online)

How you can take existing information that THEY provide you with to pre-sell your services to them.

**This is important.** If you listen closely to the information they give you regarding their existing offline marketing campaigns and overall goals, often times you will be able to tap into a sure-fire method of guaranteeing a sale.

Understanding what they want and explaining that you can give them exactly what they need.

This is where 99% of offline marketers go wrong. Rather than approaching a business with the objective of listening to their wants and needs, as well as what they are lacking, missing or doing incorrectly that can be fixed, they instead, pre-create a business plan for them without really knowing what their overall objectives are.

It's not your place to tell a business what they need, it's your job to listen to what THEY tell you they need and show them exactly how you can follow through and make it happen for them.

It's really difficult for offline business owners to find someone that is willing to listen to what they are really looking for, and then break it down for them so that they truly understand how lucrative creating an online presence really can be.

Most businesses know that a website is a critical element in any successful marketing campaign because they've heard success stories of other businesses who took it to that level, however you will find that a very limited number will actually understand the process.

Having someone there who is willing to evaluate their existing business, what has been working for them

offline and simply explaining how that exact strategy could be maximized online will make it easier than you ever thought possible to recruit as many customers as you can handle.

Besides, the better you understand each business that you are going to work with, the higher the chances are that you will be able to create a package that is tailor made to each business owner.

The last thing you want to do is attempt to sell a package that is so confusing or out of reach that you lose any chance of securing a deal.  While some businesses will be more knowledgeable in regards to online marketing and its importance, you need to keep an open mind when communicating with potential clients and truly listen to what they have to say.

You want to position yourself as a trusted provider, an advisor, someone that they can turn to with their questions and most importantly, their business needs.

If you bust into the office attempting to hard sell a package, you'll quickly find yourself being shown the door.

Tread carefully, communicate clearly and really show them that you are there to serve their best interests, rather than your own.

If you do your job of communicating, rather than selling, it's likely that a large majority of business owners will ask you how to get started and what your prices are, rather than ever having to sell yourself to them.

## The Negotiation Process

When you sit down to discuss a potential service package with a client, you need to know as much about their business as possible.

It's always best to write down a series of questions that you intend to ask, ensuring that you cover all of the important bases.

For starters, you need to know how long they have been in business, as well as what they have been doing to promote their business offline.

Building a relationship with each client is exceptionally important and the greater a rapport you create with them, the easier it will be to build a loyal customer base.

Show a genuine interest in their business, after all, it will be your job to help them improve it in some

way, and so you should take a personal interest in
every element of their business that will directly help
you craft out a business plan that specifically caters
to their needs.

You also want to make sure to ask them whether they
have an existing mailing list, so that you could
possibly use this information in launching the website
you intend to create for them.

If they do run a mailing list, you will want to clearly
explain just how valuable this asset is when taking
their business online, as well as how they can continue
to generate leads from an online based newsletter.

Don't assume that every business knows this, in fact,
if they have never developed an online presence before,
it's likely that they have absolutely no idea just how
simple, yet powerful this can be in building a client
base.

*Try to cover all bases.*

While it may take a few consecutive visits to obtain all of the information you need, the more you understand about their business, the easier it will be for you to tackle a solid business plan that is designed to help them achieve their goals.

In other words, you can never have too much information.

When providing a business with information focusing on what you can achieve, such as the amount of business that could be generated from online marketing, the increased exposure a website would provide, or the number of subscribers they could potentially capture from a simple autoresponder set up, you want to be very conservative in the numbers you give out.

It's always best to do better than they anticipate rather than falling short of their expectations.

Don't let yourself get so excited about the possibility of signing up a new client that you lose all reason.

You want to be as honest and straightforward as possible, after all, many of these businesses may have already tried a similar service only to be very disappointed in the outcome, so be sure that you can substantiate your claims.

When you begin negotiating, certain business owners may undercut your price structure, simply because they fail to understand the value in what you are offering.

This is where you need to be firm, and do your job at explaining exactly how their business will benefit, giving hard numbers.

For example, "*With a new direct response based website, you could easily add an extra $500 a week in new business, equalling over $6,000 in extra profit every*

*single week"*.

Giving possible examples of increased profits will quickly demonstrate exactly how valuable your service is, as well as what a bargain your price structure really is.

Unless someone really understands what to expect from your service, they'll always feel that it's a risk, and will try to barter down your numbers.

You need to give them a clear picture of what is achievable, and how great of a deal you truly are offering them.

If you use costly tools, resources or software, explain this to them:

"It costs $500 for the designer to create a solid, response driven website, and another $800 for a professional copy writer..".

You sometimes need to play hardball and clearly explain that there are costs outside of your own fees to putting a solid project together.

The more in-depth you are with giving them a better understanding as to how extensive the process is (and how much workload is involved that you will be taking care of for them), the easier it will be to convince them that your prices are not only reasonable, but extremely competitive.

Always balance out explaining your costs with pushing out their benefits (how all of these combined resources in building a top notch website will help them make more money).

While you should always leave room for negotiation, with your price structure, you never want to walk away feeling as if you under-cut yourself.

## Client Agreement

With every client that you take on, you will want to create an agreement that clearly explains your obligations as well as any monetary obligations associated with the deal.

If you can, hire a lawyer who can create a basic agreement for you that you can re-purpose and use with each client.

You want to get, in writing, all of the important aspects of the project so that you can protect yourself later on, if a client fails to pay after you have completed your end of the deal.

You also want to be taken seriously, and since you're dealing with business owners, it's not only professional to offer them documentation that outlines the agreement, deadlines and costs, but it is also a

responsible thing to do.

With a contract that identifies the responsibilities or obligations of both parties, you will be in the position to seek compensation in the event that your client fails to complete payment.

The last thing you want to do is spend a lot of time developing a website for someone, who seizes control of the site and domain only to leave you at a loss.

You need to make sure that you protect your time and your work, especially if you are fronting the costs for any outsourced development.

You will want to agree on important terms prior to creating the agreement, including payment.

Are you comfortable with being paid a deposit upfront with the remainder payable upon completion of your work, or would you rather require 100% payment upfront?

If you are new service provider, you might find it difficult to convince businesses to pay the entire bill without seeing results, however as you build your client portfolio, you will be in the position to require a larger upfront deposit or the entire amount.

## Final Words: Conclusion

You now have a blueprint to building your online wealth with offline business.  It's never been easier to build a loyal customer base of offline businesses that will gladly pay you for your help in developing an online presence.

With thousands of new and established businesses lacking an online presence, your market is wide open, and the possibilities of securing as many clients as you can handle is right at your fingertips.

Start by browsing your local yellow pages for businesses that could use your help, or search online for existing businesses in your area that have a website that needs revamping.

Then, write out your proposal and shoot them off an email, or better yet, give them a personal call to help

build rapport and get your foot in the door.

For businesses that need an overhaul of an existing website, consider creating a report that clearly explains how you can help improve their website, as well as what they are lacking.

Just be careful not to insult their design or come across in a negative way. You never know who created the website for them and the last thing you want to do is insult a family member or friend who tried to help them get online.

You want to come across as professional, someone who is experienced and capable of helping their business grow.

Everyone wants to know what is in it for them, the same rules online apply to the offline world, so you will need to do your job in clearly explaining why your services are so important to their business, and how you can help them maximize their profits with your

customized service packages.

Stay persistent with your offline ventures, and always follow up with clients who show interest in what you have to offer.

The offline world is for the taking. Use your online experience to connect those that need it the most, and build your own empire in the process!