



Offline Marketing Profits

How to earn a superb recurring monthly income
by offering simple services to local businesses



About The Author

Chris Towland



Chris is a local marketing expert who has worked (both directly and indirectly) with hundreds of small businesses across the UK to help them improve their marketing and boost their profits.

Entrepreneur Training Courses

Chris is also the author of a number of popular online courses that allow entrepreneurs to look over his shoulder and learn how to create their own profitable business by offering marketing services to local companies.

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Why Offline Marketing?

If you are new to Internet Marketing (IM) you may believe that you do not know that much. But compared to most business owners you are an expert! Once you have grasped the fundamentals of IM you will be able to advise business owners on how they can take advantage of the Internet and bring in more business.

In order to be a well paid offline marketer or Internet Marketing consultant you need to have knowledge of the subject and how it can benefit your clients. This does not mean that you have to be an expert in all aspects of IM.

You certainly need to know more than your customer does, but in most cases this is not difficult at all. Being confident with your clients is more important.

Did you know that most businesses are prepared to spend over 20% of their marketing budget on online marketing? Well they are and this figure will rise in the future.

They know how important Internet Marketing is as more and more of their potential customers are looking for what they offer online. What they don't know is how to go about this in the best way which is where you come in.

Successful offline marketers are very well paid for what they do. Once you have mastered how to attract clients and provide the services that they need it is not unrealistic to earn six figures a year. Some consultants are earning six figures a month! If that doesn't whet your appetite for offline marketing then nothing will!

When you become an offline marketer you can set your own schedule. It is not all about working 12 hours a day plus to earn good money.

Smart offline marketers will outsource most or all of the work to competent freelancers and add their whack on top. And most of the time it is a substantial whack!

You can set yourself up to earn recurring income from clients for doing very little. A lot of services such as search engine optimization (SEO) and social media marketing require consistent effort to be effective. Once the customer is signed up to these services you pay a small proportion of your income to experts in these fields, and then focus on finding more clients who need these in demand services.

It is a fact that a lot of companies know how to deliver excellent products and services but few know how to market them properly.

As an offline marketer, your job is to show them how to get the maximum benefit from Internet Marketing and develop the necessary buzz around their products and services to increase their sales.

You need to be plugged into the best ways to attract new visitors to your client's offers. There is a ton of information online about this including case studies which show what worked and what didn't.

All you have to do is read and learn. There are so many ways online to increase traffic to a client's website and these are the best services to offer.

There are numerous advantages to being an offline marketing consultant. The income that you can generate can be substantial and once you start delivering results to clients more work will come your way through recommendations.

One of the best things about being an offline marketing consultant is...

No Experience Necessary

People that fail at offline marketing are those with specific skills that they try and sell. This is not as stupid as it sounds! Let's say that you are an expert in SEO or social media marketing. You know how to rank websites high in Google and keep them there, or you can create a real buzz on social media and drive traffic that way.

The problem here is that these activities are very time consuming. If you get a new client and you have to spend 60% of your time delivering the services that you offer then this doesn't leave you much time to acquire new clients. Unless a single client is paying you a fortune then you will always want to find more.

If you are an expert in a service area then you need to find other people that can do this work for you.

This is not difficult to do in most cases. The most successful offline marketers have a Rolodex of experts that they can call upon to deliver virtually any service.

They work with these people on a continuous basis and they know that they always deliver.

What you need to concentrate on is the benefits of the services you are offering. Have a good overview of SEO and know that it is all about keyword research, on page and off page optimization. This is not difficult to understand but it is often difficult (and certainly time consuming) to do. The same thing applies with social media. Learn the best way to create a buzz through Facebook and Twitter and then get somebody else to do it.

This is what is known as “services arbitrage”. There are many talented freelancers who are experts in SEO, social media marketing, website design, graphic design, content writing and other in demand services but are not very good at marketing themselves.

They will be happy to work hard for you if you bring them business. And they will carry out this work at a fraction of what you can charge your client for it.

It is easy to get overwhelmed with Internet Marketing as there are so many facets to it. You can’t do everything so don’t even try.

Later on, we will discuss how to find good freelancers to do this work for you. You are an offline marketer so your most important skills are client acquisition and organizing the delivery of services.

You want to be the “go to guy or gal” for everything online. This will take time to develop, but if you provide a good service to your customer then they will forgive you if you are not the world’s number one expert in another area of Internet Marketing.

The important thing is that you will know somebody that does have the right expertise, and you can hire them to carry out the work on your behalf.

Successful offline consultants are always getting repeat business from satisfied clients. If you are able to deliver what the client wants then they will be eager to put more business your way.

Developing the right relationship with your client is far more important than being an expert in Internet Marketing.

It is best to start offering a limited range of services so that you can really focus on these and easily explain the benefits to a client.

You can become a successful offline marketing consultant very quickly without any experience. We will develop this concept more as we progress through this course.

The next thing to consider is...

What Services to Offer

There are many services that an offline marketing consultant can offer to business owners. The best advice is to start with one or two services and deliver them really well. If you do this then other work will come your way and you'll find that businesses will even ask you about other services they require

There are two main types of service that you can offer. These are...

1. Traffic Services
2. Design Services

Traffic Services are those which directly help the business to attract new customers or clients to their website, shop, restaurant etc.

Design Services are those that help the business to look good and can include logo design, flyer design, website design etc.

My recommendation would be that you start by offering traffic services to clients because not only can they provide rapid results for the client, but also the business will pay you month after month for providing the service for them.

Let's take a look at some of the specific Traffic Services you could offer...

Traffic Services

Email Marketing

I'm going to begin with Email Marketing because it is the main service that I offer to my own clients.

It is not only a service that can achieve very good results for the client, but also one that they will very happily continue paying me for, month after month and year after year.

An email list is an amazing asset for any business that they can profit from for years!

Consider a business who have a website and 100 people, who are potential customers, visit that website. On average, 98 of those people will leave without making a purchase, and once they're gone, they're gone - the business has no way of getting them back.

As a comparison, consider a business that has built an email list of 100 people who are potential customers. They can send an email to all 100 people with an offer, details of a special event, details of new products etc. And they can send another email to them next month, then the month after, then the month after. I'm sure you can see that with an email list, the conversion rates will be far, far higher.

Of course, the more the business grow their list - to 500, 1000, 5000 or more, the more profitable it becomes for them.

Most businesses though, don't know how to grow an email list of their customers and potential customers - and this is where you come in!

You will need to explain the power of email marketing to a potential client and show them the difference it can make to their sales and their profits.

Tell them that they will be able to send out emails at any time about new products and services, special discounts and other promotions to a captive audience who is interested in what they have to offer.

Then you can discuss the benefits of using an autoresponder and setting up an automatic email sequence which is despatched to every new person who signs up for their newsletter or special report.

You can assist in the creation of the initial incentive report and the email follow up series.

You can also charge for setting up the autoresponder account and loading the email series and for helping them to actually build their email list.

Another alternative is to do the same as I do in my business and offer a full solution where I...

- Build a large email list of the business's customers and potential customers by using viral prize draws. (I have clients who started with no email list at all but now have over 7000 subscribers!)
- Manage the email list for the client.
- Send out an email newsletter (that is written by the client) to the list on a monthly basis to get them more sales, customers, diners etc.
- And of course, the business pays me monthly in advance for carrying out this service for them.

If you'd like to see exactly how I run my Viral Email Marketing business so that you can do the same, you may be interested in my video course on Udemy.

It lets you watch over my shoulder and see absolutely everything I do in the business so that you can quickly copy me and set up your own profitable email marketing business.

The course sells for \$195 and already has over 5000 students, but for readers of this ebook, I'm offering the course at the special price of just \$15.

To see more details of 'Start and Run a Viral Email Marketing Service from Home', including four free preview videos, just **[Click This Link which also includes your special \\$15 offer coupon.](#)**

Whether or not you decide to check out my course, I would fully recommend offering an email marketing service to your clients. Not only is it a service that can be very beneficial for the client, it can also be very profitable, month after month, for you.

Social Media Marketing

Social Media Marketing is another area where we can offer a very valuable service to small businesses.

Most small businesses don't get the results they deserve from social media because they just don't know how to use sites like Facebook and Twitter properly to promote their business - and this is where you come in!

Here are a few of the services that you could offer...

Firstly, if your customer does not have a Facebook page and/or a Twitter profile, then you can set these up for them.

These two well-known social media platforms can produce very good results for businesses if they are used properly.

Secondly, if a business does not have professional looking header images for their social media profiles, then again you could provide these. You could use a website such as [Stencil](#) to create superb images very quickly.

The main social media services I'd suggest you offer to businesses though, are those that involve posting their updates for them and finding new followers.

These are great because the business needs updates to be posted month after month and so they pay you month after month for the service.

I'm sure you can see by now, that the services I love to provide my clients are not one offs, but services that they'll pay me for every month.

Of course, the downside of offering a service to post social media updates is that it can be quite time consuming, but you have a number of options...

1. Firstly, you can just charge an hourly rate for the work you do. So your client could pay you for say, 1 hour per week or 2 hours per week, and you spend that time working on their social media. With this option though, the number of clients you can manage will be dictated by the time you have available to work on your business.
2. The second option is to outsource the work. If you don't have lots of spare time, or you want to take on lots of clients, then this could be an option for you. Because social media is all online, you could actually have someone in another part of the world doing the work for you. Later in this book I'll share some options for outsourcing jobs such as this.
3. The third option, and the one that I offer to my clients, is one where I automate all of the regular posting with software. This means that once I do the setup for a client, the software will post daily for them, all on autopilot. With this option I can take on lots of clients without it eating all of my time. And all of my clients pay me month after month to run the service for them.

If you are interested in exploring this third option, then my Udemy course called 'Run an Social Media Online Business' will be worth considering.

Just as with my Viral Email Marketing course, it let's you watch over my shoulder and see absolutely everything I do, from getting the business set up in 48 hours or less, and finding clients, through to setting everything up to run on autopilot.

The course sells for \$195 and already has over 2900 students, but again, for readers of this ebook, I'm offering the course at the special price of just \$15.

To see more details of the course, including four free preview videos, just [Click This Link which also includes your special \\$15 offer coupon](#)

As well as Facebook and Twitter, there are of course, other social media sites for which you could offer services too.

The other two major social networks are Pinterest and LinkedIn. Pinterest is hugely popular and based on images. If your client is in retail then this can be a good platform to use.

For business to business companies LinkedIn offers a lot of possibilities, and you can set up a profile and post important content and target groups to find new prospects.

In my experience though, I've been able to get the best results for my clients by using Facebook and Twitter, and because results means the client continues paying me, then these are the platforms I'd suggest you concentrate on too.

Content Marketing

“Content is king” is a well used phrase on the internet and there are a number of different types of content that you could create for your clients and get paid for the work you do.

The importance of content marketing may need to be explained to your client though. In particular, you may need to explain the benefits of adding regular posts to their website or issuing press releases about new products and services.

Here are three of the content services you could offer...

Client Blog Posts

Most businesses will put up a website with a few pages and leave it at that - the content does not change and it is totally sales driven.

What you can do here is to offer to set up a blog for your client where important information can be added on a regular basis which will draw visitors in and then lead them to contact the business.

Blog posts could be about anything that relates to the clients business or their products.

Taking the dentist example earlier there could be stories about how effective cosmetic dentistry has been for clients.

There could be a special series on taking care of your teeth and what products the dentist recommends to maintain a healthy smile. This needs some thought but it is well worth the time and effort.

Also, the search engines will appreciate that regular content is being added to your client's website. Over time the authority of your client's site will increase and this is very important for SEO (search engine optimization).

Press Releases

Online press releases are an underused resource by most businesses. They can bring traffic to your client's website and there are SEO benefits from creating and distributing a press release because of the links back to your client's website.

A well crafted press release can be really effective. There are good freelancers around that can create a good news story about any business that will get attention and visitors.

Press releases about new product and service launches are a good idea too. Press releases can help to build your client's status as an "expert" in their field.

Copywriting

Copywriting is a service that is always in demand. This can apply to sales pages on your client's website, to printed materials for the client, such as flyers, brochures and adverts, and to video scripts.

Copywriting is a real skill and fortunately there are some really good freelancers in this area.

You can make a really good mark up on providing this service and if the job is done well your client will be delighted with the additional business that this brings in.

Video Marketing

Online video is massive. If your client is not using the power of video, then this is something that you can definitely assist with.

In the main, website visitors would sooner watch a short video than scroll through hundreds of words of text but few businesses are using video marketing effectively.

From an SEO perspective it is often easier to rank a YouTube video on the first page of Google than it is a website. You can achieve some very quick results with this.

There are also plenty of freelancers that can effectively rank YouTube videos for you.

YouTube itself is also a very large search engine and these days more and more people are starting with YouTube to find what they want rather than Google and the other search engines.

There are several different ways to create videos. In it's simplest form, a video could be made from a series of photos with some text about the company and products. Whilst not giving lots of information, this type of video can still be ranked in Google and on Youtube for keywords relevant to the client, and so get extra visitors to the clients website. [Animoto](#) is one of the websites that will help you to create this type of video.

Some companies may prefer a “live footage” approach where someone will visit the business premises and shoot footage of the business, the products and maybe an interview with the manager, or footage of the staff going about their daily business.

A less expensive way of doing this would be to take video on a mobile phone or video camera and then edit the footage to create a good looking video for the business.

Then there are animation videos which are becoming more and more popular. These could focus on a pain that the potential customer has (such as toothache!) and will introduce the solution being a simple phone call or click away.

Video marketing needs to be thought through carefully. It is all about benefits and it should not be too sales oriented. Whichever format the client prefers you can provide the team to create a professional video for them.

Then you will offer your services to rank the video high in YouTube and Google for traffic.

Video testimonials are also a good approach and these should be placed on the client’s website.

This will involve a video interview with a customer (or customers) of the business that is truly satisfied with the service that they have received.

SEO Services

The selling of SEO services is popular among offline marketers for a number of reasons. One of the main reasons is that the concept of SEO is easy for clients to understand. At the initial stages their website is not ranking well in Google or the other search engines for keyword terms related to their business and their town/city.

After your SEO services have been applied the website will appear on the first page where all of the traffic is.

A lot of people believe that SEO is too difficult these days because of the many changes that Google have made to their algorithm (the computer code that calculates the rankings). But if your client caters to a local market such as a hairdresser, restaurant or electrician that would service customers in their local town or city, then it is still relatively easy to rank their websites for relevant search terms.

Good SEO starts with extensive keyword research. If your client has a dentistry business in Chicago then you need to uncover keywords that people will use to search for a dentist in the city. Some obvious ones are “dentist Chicago”, “Chicago dentist” and “dentist in Chicago”.

All of these keywords are treated differently by the search engines and you will find different websites ranking on the first page for each term.

A less obvious keyword could be “cosmetic dentist Chicago”. You will need to tell the client that before any SEO work is undertaken, thorough keyword research needs to be conducted.

This will identify the terms that people are using and the estimated search volumes. A really top quality keyword research project will also identify the likely SEO competition for these terms.

Once the keywords have been identified the next phase of the project will be to analyze the customer's website to see if the pages are optimized for SEO.

This means that certain keywords should appear on the target pages and that the title of the page, the description and the main body of the page is optimized for these keywords. For some keywords that have little SEO competition it is possible to rank on the first page of Google without any external SEO being applied.

The final phase of SEO is the creation of external backlinks to the customer's website pages. A backlink is a link from an external site to your customer's site.

This needs to be done properly to ensure that the customer's site will not raise any red flags in Google. Spam backlinks need to be avoided at all costs.

The external SEO phase should be conducted on a regular basis and a monthly fee charged for this service. Even when the customer's site is on the first page regular SEO work should be carried out to keep it there and fend off the competition.

The concept of SEO is not difficult and can be mastered by most offline marketers so that they can confidently discuss the process with clients.

You do not have to be an expert but you do need to understand the principles. What you are selling here is a ranking service rather than SEO. The customer is not interested in SEO.

They just want their website on page one of the search engines for their chosen keyword terms.

There is a ton of information out there on the concepts and principles of SEO. So get acquainted with this if you are not already. There are also a ton of good outsourcers who can provide SEO services that work. We will discuss this more in the next section but in the meantime, you may like to take a look at [SEO Reseller](#).

SEO Reseller give you a superb, professional, white label dashboard that you can send potential clients to, to see your SEO services. The client thinks that you are doing all of the work, but in fact it is the SEO Reseller team.

You are given a fixed price for the different SEO options and you can then charge your client whatever you want to.

It's free to join SEO Reseller and you are also given free access to their SEO Audit system that allows you to create SEO reports on a potential client's website (with your logo/name etc) which you can send to them to prove how bad their current SEO is, and why they should use your services.

Search Engine Marketing

Search Engine Marketing (or SEM) is a term used for the ads that are displayed on Google and the other search engines when a term is searched for.

The three major search engines – Google, Bing and Yahoo all offer search engine marketing opportunities.

If your client is not interested in SEO or while they are waiting for the effects of your SEO work to “kick in” they can undertake SEM to get additional visitors to their website.

The leading program for search marketing is Google Adwords. It is also the toughest to be successful with as the competition is fierce for certain keyword terms. Before you offer search engine marketing services to your client it is best to do your homework with this.

The major search engines charge on a “per click” basis. For some industries such as the legal profession the cost per click is very high. In other industries, it is more reasonable.

You need to work the numbers through and convince the customer that it would be worth their while paying for the costs per click, as well as your search engine marketing management services.

Search engine marketing can be a very good way of testing new marketing campaigns. Let’s assume that your client is launching a new product or service and they want to test the effectiveness of their new product page.

You can drive traffic in minutes to their page by using Google Adwords or one of the other search engine marketing services.

As an alternative to search engine marketing you could set up and run a Facebook Ads campaign which in many cases is easier to set up and can be cheaper per click.

This works differently to search as the ads are presented in the timelines of targeted prospects. If your client has the budget then a combined search engine marketing and Facebook Ad campaign can be initiated to reveal the most effective strategy.

Design Services

Design services are always in demand but these are usually “one off” transactions. Don’t discount them though as they can be a great way to “get your foot in the door” and drum up more business for other, more profitable services.

Website design is something that a lot of businesses are looking for. Maybe your client has a website that looks tired and old and it needs a revamp.

You can find some very good quality website designers out there and then add your profit margin to their costs.

Alternatively, you could learn how to create websites yourself...

One great way to do this is with my Udemy course called **"Web Design - Your Own Website in Just 5 Hours - Even Beginners"**

As the name suggests, the course shows exactly how to build a professional Wordpress website from scratch in just 5 hours or less.

You can then create superb sites for yourself, or to sell to other businesses.

[Here is a link to the course which also includes a discount code for you at the special price of just \\$9.99.](#)

When you are discussing website design with clients you can also broach the subject of the type of website platform that should be used.

There are still thousands of business websites out there that were designed years ago, using static HTML code.

Talk to your client about the benefit of using a content management system such as WordPress.

WordPress offers several benefits over HTML based websites. One of the major benefits is the ease of adding content to the site. The customer can easily add posts and pages themselves without having to pay their web designer to add further pages to the site.

Also, search engines often prefer WordPress sites as they are a lot more dynamic.

Today, more people are accessing websites using a mobile device than through the use of desktop computers and laptops.

A good service to offer, therefore, is a mobile website service. You can easily check to see if your client's website looks right on a smart phone or tablet device. If it doesn't then you have an opportunity to sell a service that is easily outsourced.

You can also offer graphic design services such as logos, flyers, menus, posters and business cards, as well as Facebook and Twitter image designs.

If you have the skills, then you could provide these services yourself, but if you're like me and are not at all artistic, then there are a lot of talented people out there that will do this work for little money and you can add a healthy mark up to this.

Other Services

Website Security and Troubleshooting

Website Security

The security of your client's website is paramount. There are online services that will check the security of their websites automatically or you can find an experienced outsourcer to do this.

The client is then provided with a detailed report that recommends the steps that they need to take to make their site secure.

You will of course offer to fix all of the problems for the appropriate fee.

Website Troubleshooting

There is nothing worse than landing on a website that is not functioning properly. If your client is using a CMS platform such as WordPress then problems can occur from time to time which prevent visitors accessing the site.

You will offer to fix the problems that their website has by using a talented outsourcer and charging a fee on top.

Web Hosting

If your client does not have a website or a blog you can offer to host this for them. This will cost you pennies a month and you can charge tens of dollars for this service.

You can also include backups and site checks and charge an even higher fee.

Now that you have some great ideas for services that you can offer the next step is...

Finding the Right Service Suppliers

As you've seen in this report, the main services that I offer my own clients are my Viral Email Marketing Service and my Twitter Marketing Service. For both of these I do everything myself as they're not too time consuming and much of the work is actually done by software.

For any other services though, I use service suppliers, (outsourcers) to do the work for me. This is because a/ they're not things that I know how to do well myself - for example, if I tried to design a flyer for a restaurant, it would be dreadful! :-) and b/ There is a limit to how many hours I can work per day (or want to work per day) but using outsourcers removes this restriction.

Using outsourcers is like having your own member of staff (or team of staff) but you only pay them when there's a specific job you want doing!

Effectively, it's like you're acting as the middle man...

For example, you have a client who wants a logo designing so you find an outsourcer who can design it for you. Your outsourcer charges you an amount for the work and you charge your client a higher amount which then gives you a profit. And of course you can repeat this over and over again with lots of clients.

Because you can use outsourcers anywhere in the world, you can very often get the work done very cheaply and charge a much higher price to your client. I have had logos designed for just \$5, for example, that my clients have happily paid me \$50 or \$100 for.

I'd suggest that before you venture out to find new clients for your offline business it is a good idea to find some competent suppliers that can deliver your services for you.

In this section, I'll show you some of the ways that I find great outsourcers...

Fiverr.com

The most popular outsourcing site is Fiverr which can be found at <https://www.fiverr.com> and it is an amazing site where you can find outsourcers that will work with you for as little as \$5.

Please bear in mind that not everybody on Fiverr is good and often it is better to pay a little more to get the quality that you need.

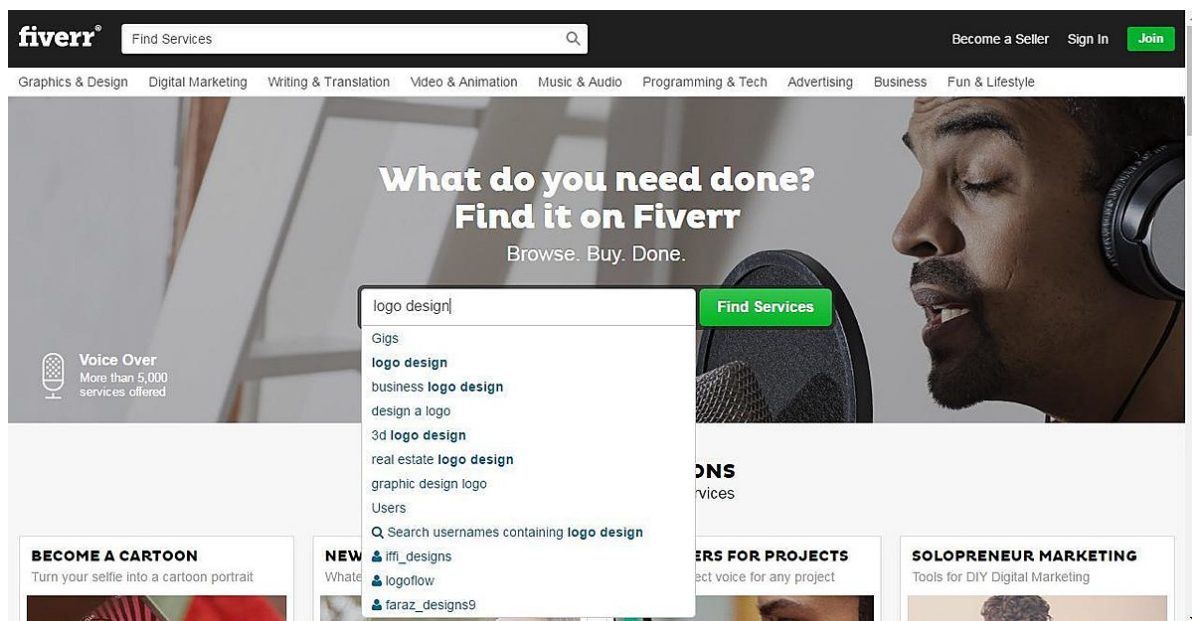
Fiverr is a great place to find graphic designers who will create logos and Facebook and Twitter profiles as well as hundreds of other services.

A note of caution though...

Do NOT use Fiverr to provide SEO services!

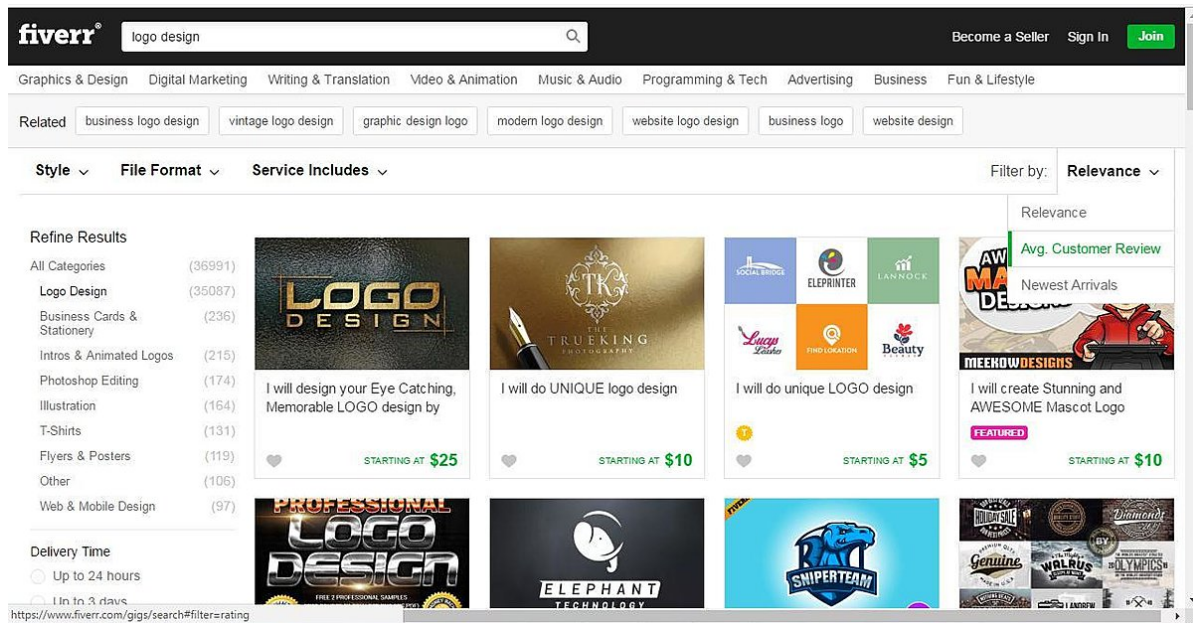
This can be very tempting as the services are cheap but they can do your client's website more harm than good – you have been warned!

Let's have a look now at how to use Fiverr...



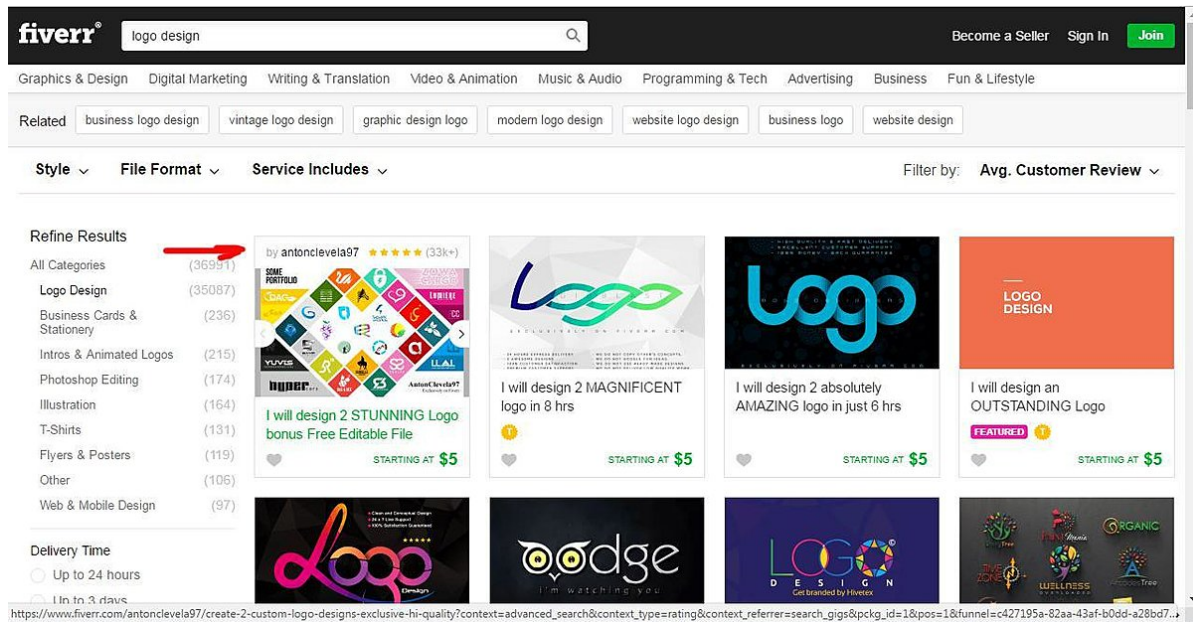
OK here we are searching for a logo design gig.

Once you get to the list of gigs (services offered) I'd recommend that you select Average Customer Review:



If you place your mouse over the image of the gig it will reveal the number of orders the seller has completed.

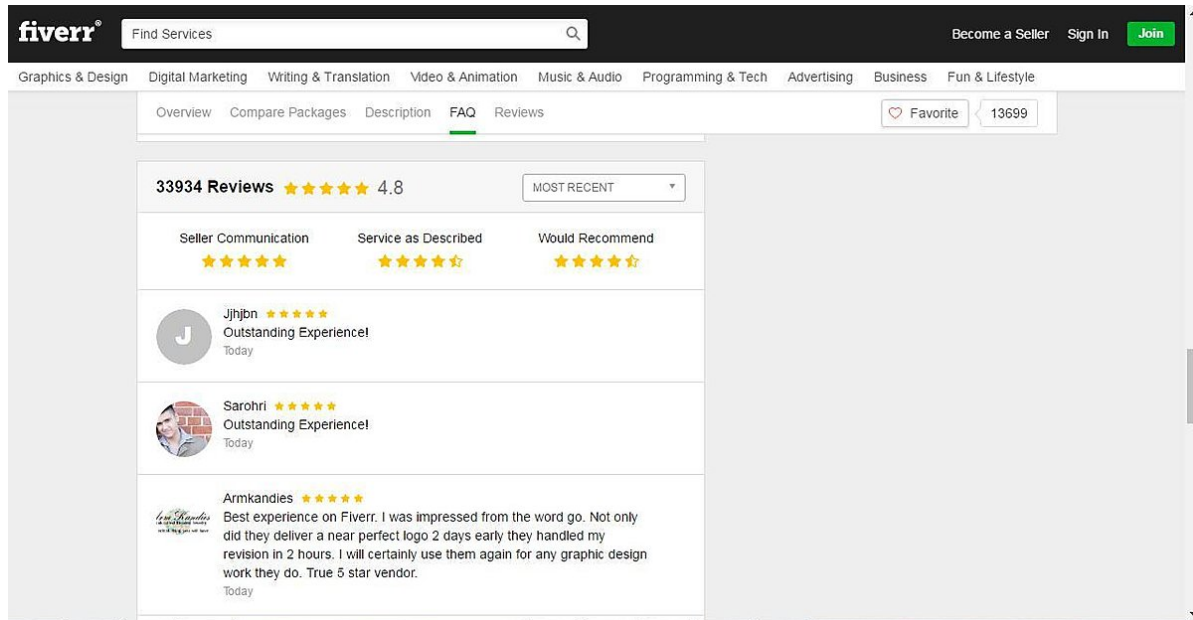
This is a good indicator of the quality of the service provided:



Over 33,000 orders fulfilled!

Let's take a look at what this person is offering.

The first thing to do is to scroll down the page and see what their review rating is and to read some of the comments from purchasers:



This person has over 33,000 reviews and a 4.8 out of 5 star rating. This is very good. With this many orders it is very unlikely that you would ever find someone that has a 5 out of 5 star rating so don't be put off by this.

Read through some of the more sensible comments left by buyers to see what kind of service quality is offered.

If you are satisfied then read what is on offer and for what price.

Have a look at another 5 sellers at least before making a final decision.

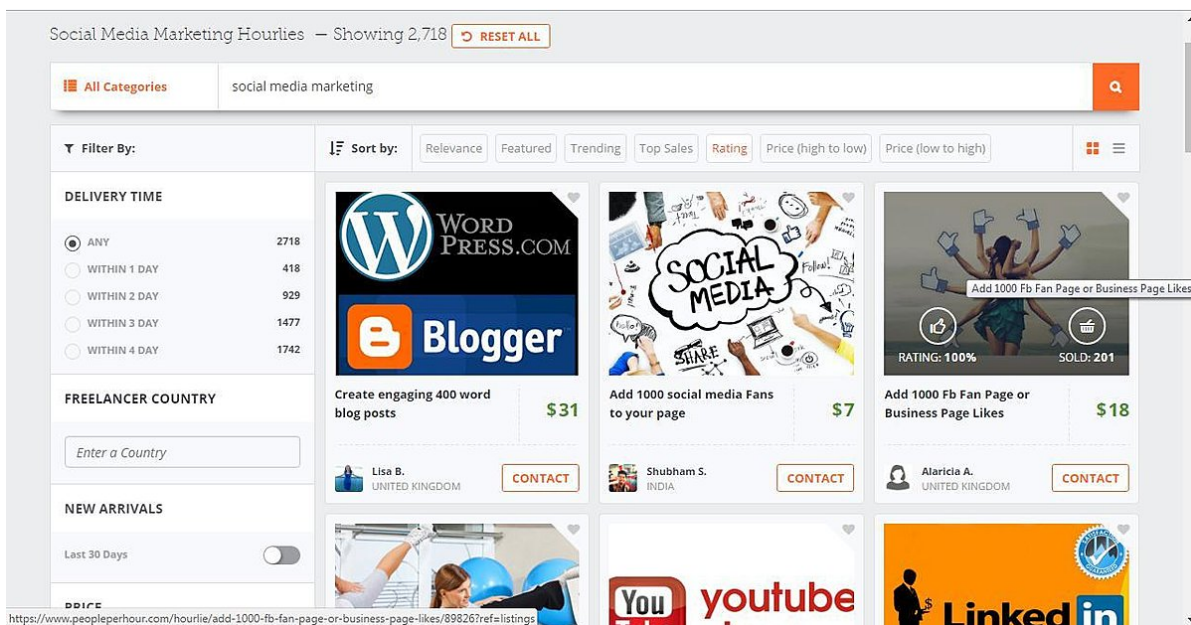
The beauty of Fiverr is that you can purchase services for a few bucks and test them out for yourself to see how good they really are.

If the service is not up to scratch you can easily find an alternative gig

People Per Hour

Another outsourcing site that is worth a mention is People Per Hour which you can find at <https://www.peopleperhour.com> and it is a good place to find higher quality outsourcers for tasks such as social media marketing and web design.

You can either post a job on the site or browse the “hourlies” which are individual gigs. Let’s have a look at some “hourlies”:



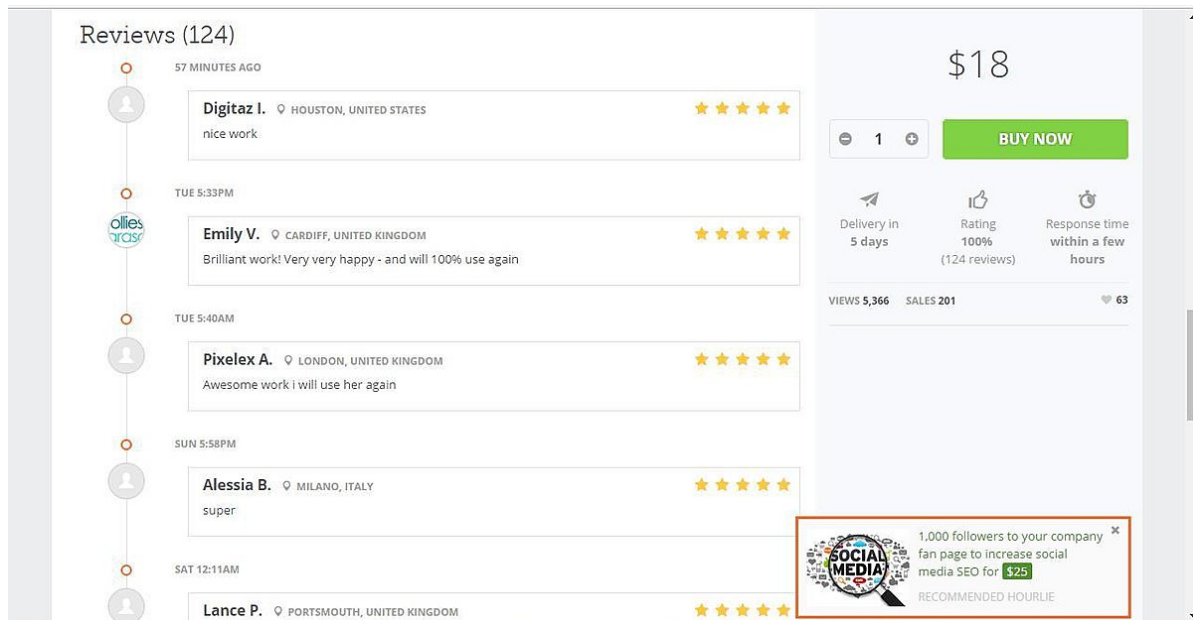
The screenshot displays the 'Social Media Marketing Hourlies' search results on the People Per Hour website. The search criteria are 'social media marketing' and sorted by 'Rating'. The results are presented in a grid of cards, each representing a different service offered by a freelancer. The cards include the service description, price, and the freelancer's name and location. A tooltip is visible over one of the cards, showing the overall rating and the number of items sold.

Service	Price	Freelancer	Location	Rating	Sold
Create engaging 400 word blog posts	\$31	Lisa B.	UNITED KINGDOM		
Add 1000 social media Fans to your page	\$7	Shubham S.	INDIA		
Add 1000 Fb Fan Page or Business Page Likes	\$18	Alarcia A.	UNITED KINGDOM	100%	201

OK we have searched for “social media marketing” and sorted the “hourlies” by customer rating. If you place your mouse over the image you will see the overall rating and the numbers sold.

People Per Hour does not get anything like the traffic that Fiverr does so you will not see order volumes in the thousands.

Let's take a look at this Facebook Likes offer. Scroll down to the reviews on the page first:



OK the reviews look good.

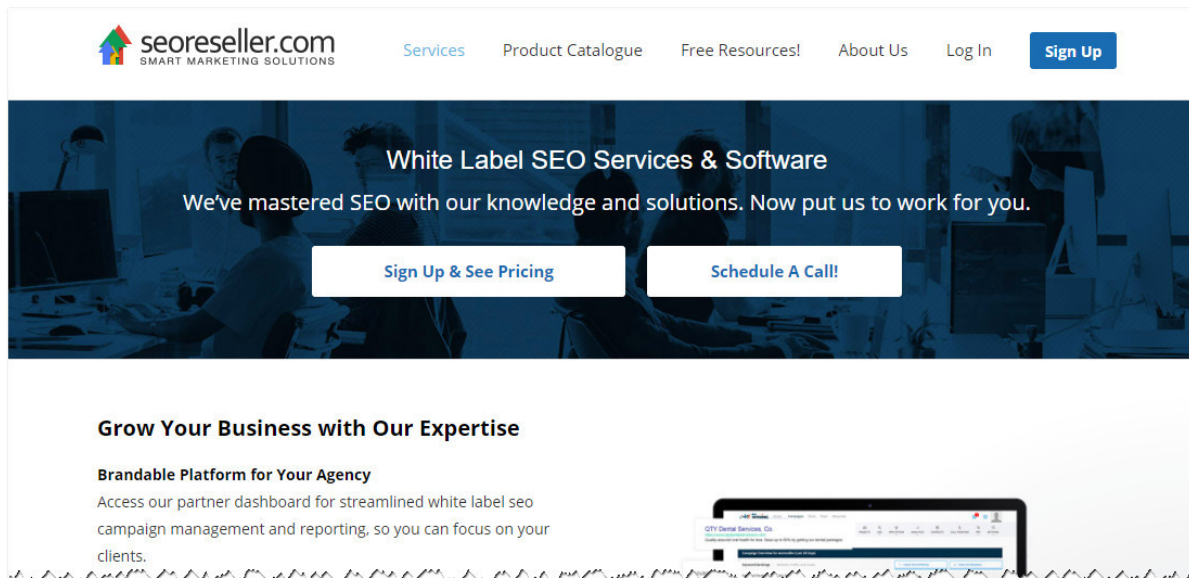
Now you can read the description of the services and see what will be supplied by when and for what price. Again it is a good idea to compare different suppliers of the same service and try them out first.

There are also other freelance sites that you can use to find good people for your offline marketing business.

Upworker.com, freelancer.com and guru.com spring to mind. With these sites you will need to post a specific job rather than be able to browse through specific gigs.

SEO Reseller

I mentioned [SEO Reseller](#) earlier in this book and I'm going to give a little more info here because it is a superb resource for SEO and much more.



The screenshot shows the homepage of seoreseller.com. At the top left is the logo with the text "seoreseller.com SMART MARKETING SOLUTIONS". To the right are navigation links: "Services", "Product Catalogue", "Free Resources!", "About Us", and "Log In". A blue "Sign Up" button is in the top right corner. Below the navigation is a dark blue banner with a background image of people working. The banner text reads "White Label SEO Services & Software" and "We've mastered SEO with our knowledge and solutions. Now put us to work for you." Below the banner are two white buttons: "Sign Up & See Pricing" and "Schedule A Call!". Below the banner is a white section with the heading "Grow Your Business with Our Expertise". Underneath is the sub-heading "Brandable Platform for Your Agency" and a paragraph: "Access our partner dashboard for streamlined white label seo campaign management and reporting, so you can focus on your clients." To the right of this text is a small image of a laptop displaying a dashboard interface.

The first thing to mention about the site is that you are given your own white-label dashboard completely free of charge.

That means that within their system, you can set up your own site offering search engine optimization (and other services) in just a few minutes. You can then straight away promote the site and sell the services at a price of your choosing.

Because it's white-label, the customer just thinks they're dealing with you, but the SEO Reseller team do all the work for you and charge just for the services they provide.

Just last night I watched a webinar where a similar white-label outsourcer website was being offered, and they were charging \$499 per year for the website! With SEO Reseller it's completely free.

You could actually base your entire business around this one website... simply set up your white-label site, add the products you want to promote and then go and promote them.

For many of the products (such as SEO), your client will pay month after month for the service, so you will be earning month after month - without doing any of the work yourself!

What Services Can You Offer Through SEO Reseller?

- SEO
- Local SEO
- Social Media Management including posting on Facebook and Twitter, Facebook ads etc
- Website Design
- Reputation Management
- Content Creation including articles and infographics
- Brand design including logos, business cards and newsletter design
- Pay Per Click Advertising on Google Adwords

There are also lots of tools to help you to sell the services to your potential clients including

1. Free SEO Audit
2. Free proposal builder
3. Web design mockup creator

To see more information about SEO Reseller and to sign up for your free white-label dashboard, [Click Here](#).

Now that you know how to find quality suppliers it is time for...

Getting Ready

Getting Ready

Before you start your exciting journey into offline marketing you need to get ready for it. You will need certain things in place before you are ready to approach your first client.

Here are the essentials:

A Professional Website

Although it is possible to start without your own website (and I do show the best ways to do this in my Udemmy course), your business will always look more professional with it's own website. And of course, a website is the easiest place to give all of the information about the services you are offering.

If you want to learn how to create your own website, then my [Udemmy Course will show you how to build your own professional website in 5 hours or less](#). Alternatively, if you didn't want to create your own site then you could find a good supplier on People Per Hour or SEO Reseller who will design you a professional site.

You can't go offering web design services to clients if your website looks like a five year old created it in a couple of hours.

You need to have good content on the site and as time progresses you want to add testimonials from clients that you have obtained.

In the beginning, you will not have these, and if a potential client asks about this you can tell them that you have just started with offline marketing and you will offer them a substantial discount to be your first client.

Your website needs to have all the necessary pages such as About Us, Contact Us, Privacy Policy and so on. It needs to have your photograph on it and your commitment to service quality. A video with you in it is also a good idea.

Business Cards and Letterhead

You will be meeting a number of prospective clients so you will need to have business cards ready to hand out to them. Go for a unique design that will stand out amongst the hordes of cards that they will have collected.

Get a professional logo created that will appear on your business cards and letterhead.

Get professional letterheads printed as you will probably have to send the odd letter out – these are good for direct mail campaigns too.

How Will You Accept Payment?

You will need a business bank account established to be able to accept payment from your clients. It is highly recommended that you also create a PayPal account for your business.

You will be able to accept payments through credit cards for this and it is an important tool for paying your service providers.

Be sure to link your bank account to your PayPal account so that you can use the funds in your bank account to make PayPal payments.

If you're like me and offer services that a client will pay monthly for, you'll need a service that will allow your client to pay you on a recurring basis. Paypal allows this type of payment but here in the UK, most of my clients pay me by Direct Debit through a system called [GoCardless](#) which is very cheap and I've been very impressed with it.

What Prices Will You Charge

This is very important. You need to go into a meeting with a potential client knowing what prices you will charge for each service and what the minimum price is for each. Don't go below this minimum.

If you are selling something complex such as web design then tell the client you will get back to them soon with a quotation once you know what their requirements are. This is perfectly acceptable.

Now that you are ready, you need to know...

How to Find Clients

How to Find Clients

This is just an overview of some of the various methods that you can use to find clients. There are much more in depth publications about this which you should take advantage of. Some of the methods below are free and others will cost you money:

Telemarketing

This is a tried and tested method to get appointments but it is not for the faint of heart. If you are going to do this yourself then be prepared for a lot of rejection!

Personally, I hate the idea of cold calling businesses to sell services and so I just don't do it, but if it is something you feel you could do, it can be a superb way to get new clients.

You need to have a disciplined approach to telemarketing and be prepared to put a few hours in on a regular basis to get results.

If you are doing it yourself then make the calls in the morning and the appointments in the afternoon.

Telemarketing is a numbers game. If you make 50 calls then you might get one or two appointments. It can be worse than that or sometimes better. It is best to devise a good telephone script and stick to it as much as you can.

If you don't want to do this yourself then you can outsource this on People Per Hour and other outsourcing sites. You will need to provide a list of clients that you want to target and their contact details. Outsourcing is also a good way to test the effectiveness of a telemarketing script

Get Out There!

Another approach is to get out and about and visit your target clients. Have a professional brochure printed that you can leave with potential clients and a business card. Most will just accept the information but a few may actually invite you in for a chat. Confidence is everything with this approach. Again it is a numbers game.

Chamber Of Commerce And Networking Events

Join your local chamber of commerce. It will be worth the fees. They are always looking for people to make presentations so put your hand up to explain the benefits of digital marketing. If you are good you will have people interested in working with you.

Get involved in as many business networking events in your area (and beyond) as you can.

Online Advertising

Here you can use search marketing or Facebook Ads to promote your business. Facebook Ads are good because they can be highly targeted. With search marketing it is best to go for a specific set of keywords such as “SEO services Chicago” or “social media marketing Chicago”.

Some people advertise their services on free sites such as craigslist.org and backpage.com.

There is certainly no harm in doing this but don't expect your phone to be ringing off the hook with this strategy!

Other possibilities include...

Posting in business networking Facebook groups

Create a LinkedIn profile and create a network with business owners who are potential clients for you.

Content Marketing

Write some good content about the advantages of online marketing for business. Distribute your content everywhere that you can.

Create a press release about your new business and create a video that you can upload on YouTube and rank to the top for your keywords.

OK now it is time for action...

Step by Step Action Plan

Step by Step Action Plan

Follow this step by step plan to get your business up and running as soon as possible...

Decide That You Really Want to Be an Offline Marketer and Set Goals

There is some serious money to be made in offline marketing but you really need to be committed to it to build a successful business.

Create some business and financial goals for your business and print them out and display them so that you will see them each day. This is a real business so you need to treat it as such.

Decide on The Services to Offer and Understand the Benefits

You do not want to get in front of potential clients and reel off a list of services as long as your arm. Decide to specialize in one or two areas. Traffic services are a good place to start, they are easily understood by clients and they create a recurring income for you.

Find out as much as you can about the services you will offer so that you can talk with confidence about them.

If you are going to offer SEO services then understand how it all works. The same goes for social media marketing, content marketing and search engine marketing

Find the Right Suppliers for Your Services

Take a bit of time on this one. If you have the requisite skills then you can start by providing the services yourself but plan to outsource this as soon as possible.

Remember that you want to focus on building your client base and you can't do that if you spend most of your time delivering services.

Get Everything Ready

Don't go at this like an amateur as you will be shown the door faster than you can believe! Get your professional website set up and have good quality business cards and letterheads printed.

Have the right payment options in place and create a presentation to sell your services. Make sure that you know what to charge and the minimums that you will accept.

Find Those Clients!

Get out there and find those clients. Use as many different techniques as you can to get in front of potential clients and test each method for its effectiveness.

Do more of what works best for you!

Clients are everything, so put the maximum time and effort into this step.

Just Go For It!

The methods in this guide will work for you if you take action.

As you know, I've been (and continue to be) successful by offering these exact same services. You can be too - but you have to take action!

Good luck with your offline marketing business!

Best regards,

Chris Towland

Resources

Here are links to all of the resources mentioned throughout the book...

[My Viral Email Marketing Course on Udemy](#)

[Stencil for creating graphics](#)

[My Social Media Marketing Service Course on Udemy](#)

[Animoto for creating videos from photos](#)

[My Build Your Own Website in Just 5 Hours \(Even Beginners\) Course on Udemy](#)

[SEO Reseller for white-label SEO and more](#)

[Fiverr.com for \\$5 outsourcers](#)

[People Per Hour for outsourcers](#)

[Visit my Home Based Entrepreneur Facebook page](#)