



WEEKLY ACTIONABLE CONTENT SERIES
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Offline Gold Blueprint

Quick Intro

Another strategy from “My 100k Blueprints.” I thought some of the strategies inside were fantastic. I’d like to share this one with you now:

Offline Gold Blueprint

Premise & Summary

This is something I’ve personally done many times, and coached friends & relatives who were looking to start their own business. It is an ideal

'entry-level startup' business model that can legitimately be built into a 6- or 7-figure business.

The "Offline Gold Blueprint" revolves around a very low-pressure, high-value sale positioned as a 'freebie' that is almost too good to pass up. The initial 'sale' then becomes the entry point for follow-up to significant additional products & services.

This Blueprint is truly "easy money" since the initial offer is so attractive that few qualified businesses will refuse it, and nets \$100 profit even without any additional selling or follow-up.

The "Offline Gold Blueprint" offers a "free" website for local small businesses. In fact what you will be doing is simply getting businesses to sign up for an \$8/month hosting account, while you install and set up their business website – a quick & easy Wordpress blog - 'for free'.

The hosting contract goes through your hosting affiliate account, netting you \$100 or more right away, just for that \$8/month sign-up.

You will then assemble some of their business materials, install & set up Wordpress on their hosting account, and use their materials as the basis for the site's content.

Once they are up & running, having received an excellent, high-value service for you already at essentially no cost, you will easily be able to add on additional products and services such as ongoing updating & maintenance of the website, customer marketing via auto-responder, etc.

The reality is that there are so many local businesses and professionals that don't yet have a web presence, and the prospect of the free website is so attractive, that you can earn substantial revenues simply presenting that pitch with no further selling, follow-up, etc. That said, the additional 'add on'

sales are equally easy and incredibly lucrative.

From the initial sale, you can then offer a series of high-value, high-margin 'upsells', providing real and practical value to businesses, while generating significant profits – and building a long-term, sustainable business at the same time!

There is an entire range of products, offers, and services that you can piggyback on top of this, to build a business of virtually any size.

In fact, not only have we done just that, we've built an entire product offer, a "Business-in-a-Box", based around this type of offer:

Though I've said this about some other blueprints and it held true there, I can tell you with complete sincerity that if I were in a position to have to start out again from scratch, lacking resources, this would very possibly be the business model I would pursue.

It's that easy, and that lucrative.



The Blueprint

Step 1 – Preliminary

In order to "sell" hosting, you'll need an affiliate account with a hosting provider. There are dozens and dozens of hosting providers, some with their own affiliate program. For this Blueprint (and other hosting affiliate sales), I have had great success with Hostgator through Commission Junction. Host gator is a well-known, strong hosting provider; Commission Junction handles their affiliate program. This means you will have to sign up for a Commission Junction account if you don't already have one. Once you're signed up with Commission Junction, you must "apply" for entry into host gator's affiliate program, however it is auto- approved instantly.

Commission Junction/Hostgator currently pays \$100 commission on a basic \$7.99 hosting account. They also have a number of special deals that you can "pass through" to your clients, giving them even more value, and a greater appreciation and willingness to do business with you. For example, there is currently a "one penny for hosting" that gives them the first month for one cent, while still paying you your \$100 commission.

Since you will be dealing with clients that don't yet have a web presence, they may not have the means to get online. This can make it difficult for them to actually click on your affiliate link to sign up! One way around this is to set up a one-page website for yourself, that has your hosting affiliate link on it, and take a laptop to the "close" meeting with the client.

Alternately, you can simply print out host gator's agreement, take it to the client meeting, and get their information and credit card number. Then you will set up a free e-mail account for them, such as Gmail or Hotmail, click your own host gator affiliate link, and sign up for an account with their information.

You'll also want to create a few "dummy" pages that will illustrate the free website you are offering; these can be printed out for when you meet a client, or shown on the laptop.

To create these "demonstration" sites, you will set up a WordPress blog for a few different types of businesses. Since you only need to show the homepage, you won't need a lot of content. You can pick from thousands of Wordpress themes that are available for free, and either 'standardize' on one, or choose to use a different one for each "demo" to show variety.

Step 2 – Prospect List

The next step is to develop a prospect list, companies and or professionals to pitch.

There are a number of good ways to develop a prospect list. The Yellow Pages is an excellent place to start. Any ads that don't have a website address are ideal prospects. When you find those, make note of the other listings that do have websites, as it provides excellent social proof marketing when you show a prospect that their competitors have a website and they don't.

Along those lines, you could do local searches on Google. You'll see loads of listings for businesses that don't have their own website - listed via local online Yellow Pages and directories and the like.

Simply walking down the local business district if you have one, and jotting down the names of businesses, which gives you the added benefit of being able to make some notes through observation.

It is even possible to develop your prospect list without any cold calling or

cold visits - and have potential prospects call you!

You do this by creating ads and/or flyers. Ads can be posted online, on craigslist for instance, the local town or newspaper website classifieds, etc.

More effective than online ads, you can print up flyers to distribute. These can be as simple, to the point, and strong as the following:

**LOCAL INTERNET CONSULTANT WILL PUT YOUR BUSINESS ONLINE...
...FOR FREE!**

Don't Lose Any More Business – Grow Your Business Instead!



Local business consultant looking to develop new relationships will design, install, and set up your business website – for free!

You'll get a professional internet presence, no strings attached!

I can only do this for a limited number of businesses, on a first-come, first-serve basis, so don't hesitate!!

Call me today at: 555-1212 and we'll get your business online right away!

There are a few types of business that are relatively easy to target and close with this offer. These include:

Local professionals.

Insurance agents - these are often individuals or small businesses that are essentially 'affiliates' for many insurance underwriters. They understand the need for, and often spend the lions share of their business budgets, on marketing and acquiring new leads & customers.

Accountants, lawyers, tax preparers – similar to insurance agents, these local professionals are always looking for ways to bring in new leads & customers. These professionals are particularly cost-conscious, making them very willing to jump on anything 'free' that they feel will be professionally handled.

Clubs, organizations, local non-profits – these groups will often have a web presence that a group member volunteered to do, and are often very amenable to having a 'professional' take over or re-do it, and are especially open to this 'free' offer.

Trades / technical / crafts people.

This group includes everything from the local re-upholstery shop, to locksmiths, crafts producers such as individuals with their own business making & selling virtually anything, as well as the local plumber, handyman, electrician, etc. Because the initial perceived cost is zero, they will all be willing to hear what you have to say. And the 'easy close' is to convey the fact that more and more people are searching online when they need their

services rather than using the Yellow Pages or local paper.

Restaurants & caterers.

Again, an easy sell when you get across the 'zero cost' of the offer. Providing a simple website listing their menu, being able to list specials, and create a mailing list by offering coupons and thereby marketing to diners that they have never been able to do before is very compelling.

One easy and effective way to generate your prospect list is to go through local Yellow Pages and local papers, see who is advertising, and check to see if they have a website. Any advertiser who doesn't have a website is an ideal prospect; those with 'bad' websites are equally good prospects.

Another good opportunity is to join the local Chamber of Commerce. This gives you access to the local business people who are proactive about promoting their business, and provides excellent networking opportunities.

And speaking of networking, every time you close one of these deals, simply ask the business owner, who knows many other local business owners, "Is there anyone you think would benefit from having this, and would you like me to contact them?" It works like a charm because a) they know who to refer you to, b) they get the benefit of bringing something of value to someone in their local business network, and c) personal referrals have sky-high closing conversion rates.

[Step 3 – Marketing](#)

Marketing consists solely of getting your offer in front of your prospects. You can do this a number of ways. The easiest method is to visit the business and talk to the business owner; if you cannot get to the business owner, you simply leave your flyer. Make sure you keep notes listing where you visited, who if anyone you spoke with, and when. This lets you follow up with a phone call or subsequent visit.

Another option is to post your flyer. Local libraries will usually have a place to post local announcements, etc. Most supermarkets also have a 'community bulletin board' and will let you put your flyer up there.

Step 4 – Implementation

Creating the site is simply a matter of installing WordPress, and appropriate free theme, and importing or transcribing the business is existing materials as content.

Once a business signs up, you'll ask for their hosting account information. Hostgator uses cPanel and Fantastico, making WordPress installation a breeze.

Depending on the business, you can almost certainly find a business specific free theme, or simply use an appropriate and professional looking general theme.

The site you are creating is what's referred to as a billboard site: its purpose is to list the business, some pertinent points and or marketing such as services offered in the case of a professional business or a menu in the case of a restaurant, and contact information such as phone number and address.

You can browse through some excellent free themes here:

<http://wordpress.org/extend/themes/>

<http://wordpress.org/extend/themes/browse/popular/>

<http://wordpress.org/extend/themes/commercial/>

Step 5 – Upsells

Once someone has agreed to your offer and you have them 'on the hook', you can propose additional appropriate services. One of the easiest to sell is an auto-responder service.

Most of these local businesses either already try to communicate with their customers via flyers and mailings, etc., or wish they had some way to. Suggest that they can regularly communicate with their customers by using an email service to collect email addresses and an auto-responder to send out information, updates, offers, discounts, etc. You'll also find many of these businesses don't have any sort of customer list, and never really considered it because they have no idea how to go about it. Telling a restaurant owner that they can send out coupons or special offers to bring in diners during slow days enhances your standing as a professional able to help them build or improve their business, and will legitimately improve their bottom line. As such, it is a very easy sell.

You can provide email / autoresponder services in two ways: charge a fee to create and set up an opt-in on their 'free' website while having them sign up directly with an email service such as Aweber or GetResponse, or preferably offer to do the set up for 'free', create or use your own email service account, and simply mark up the monthly cost.

For setup/installation where you have them sign up for the service directly, \$99 will get you nearly 100% sales. Alternately, \$199 will still garner a very high percentage, and of course put more money in your pocket.

In the case of 'marking up' the service and handling it yourself, you can comfortably propose \$25 to \$49 per month.

Site updating & maintenance is an easy upsell, particularly for businesses that have time-sensitive pricing, or products & services. A good example is restaurants. By including their menu on their initial website, you can offer weekly updating to accommodate changes in the menu, pricing, specials, etc.

Pricing for this upsell should be based on the time you anticipate spending. Depending on whether you are going to do updates weekly or monthly, a good price point is \$99 per week or month, depending. These updates shouldn't take more than an hour or two.

Depending on the business, you can offer SEO/ranking services very easily. Since these are local businesses, they can benefit tremendously from getting ranked for their business offering or type. Regardless of the type, you can almost always get them ranked easily for "business type" plus "location" keywords, which is how local people would be searching. Examples would be variations of keyword phrases like "San Antonio Dentist" / "Dentists in San Antonio", "San Antonio Plumber" / "Plumber in San Antonio", "DUI Lawyer in San Antonio" / "San Antonio DUI Laywer", etc.

You can generally achieve Page 1 rankings for these types of keyword phrases with a simple campaign of Social Bookmarking, RSS submission, and article marketing.

In addition, you can get the business listed through Google Places, which also 'shows' really well – bring them a screenshot showing their business listing or bring it up on screen, and you'll have a happy, impressed client!

By 'bundling' the Google Places listing with your SEO/ranking services, you'll be able to show them tangible results (the Google Places listing) very quickly, giving them a sense of value for their expenditure.

Extending This Blueprint

Local events offer excellent opportunities to distribute your flyer.

Joining the local Chamber of Commerce gives you access to many local business people and organizations. Attending Chamber functions provides a way to meet and network with these business people, and offers an ideal opportunity to talk about your offer and what you do. In fact, this can often lead to much more business.

Online classifieds such as Craigslist can generate prospects. Many local newspapers also have their own classifieds online.

Postcards can be an inexpensive way to get the offer out; since they aren't in an envelope, they're immediately visible. Take advantage of this and put your 'value proposition' - "Free, Professional Website!" in large, bold type so that it jumps out and gets seen.

You can 'hire' local high school or college students, offering them a percentage - \$20-\$25 works very well – for every sign-up they bring to you. This can be one of your most effective marketing methods.

Finally, recommendations are by far your best source of new business. Don't be shy; ask! You don't even have to have completed - or even sold anyone – to get referrals. Simply ask the business owners you talk to – they are bound to know other local business owners, and can probably give you prospects right off the top of their head. And nothing beats approaching a new prospect with “Joe Smith gave me your name and suggested I talk to you”!

Variations We Have Tried

Postcards or mailed flyers work well provided you understand that direct mail response rates are always 'low' when compared to conversion numbers you may be thinking of online. Most of these end up getting tossed as junk mail before being seen. But when you consider the cost for bulk-mail, this can be a very effective way of building or boosting your business.

The key to direct mail for this model is to quickly & clearly get across your value proposition: a free, professional, quality web presence. Make sure you use either a very bold image to get your heading read, or very large, bold lettering.

Hiring college kids to canvas local small businesses, asking for the business owner and dropping off your flyer can be extremely effective. You'll need to be careful hiring – make sure the people you hire can and do dress well, present well, etc. They shouldn't be used as sales people, but also shouldn't create an unfavorable impression.

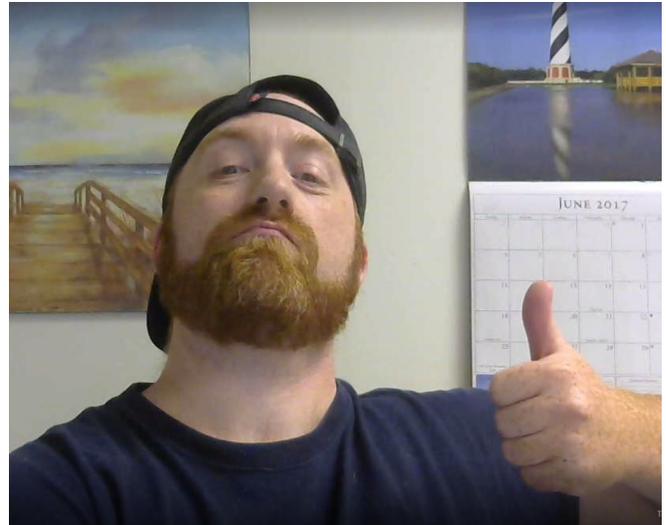
“Tear-offs” – those ubiquitous flyers you see in supermarkets, train & bus stations, etc., usually advertising baby sitting or yard sales, with a name/phone # printed vertically along the bottom and cut for easy tear-off.

END.

As always, if you have any questions about this strategy, feel free to reach out to me at:

kamjenningspro@gmail.com

Good luck out there guys!



-KAM