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# OfflineCashMethod

Your Step by Step Guide to Offline Profits!

OfflineCashMethod



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## **Introduction**

I'm sure you've tried many ways to make money online. After awhile you begin to find out that it is not as easy as you thought was because there's actually a lot you have to learn.

These days you can start your own business with just the knowledge you have now. Search engine optimization, web design, and search engine marketing overall is what a lot of businesses need these days.

There are thousands of businesses out there that want and need online exposure. You will be giving them the opportunity to leverage the internet to get more customers and clients through their door or on their website.

Now I'm sure you heard of off-line marketing and offering it to small businesses because there is a lot of buzz around getting into this type of work. The problem comes when these so-called gurus don't tell you how to bring in new business. Setting up your off-line marketing business and getting clients is two different things.

I'll be taking you by the hand and showing you exactly how to set up your business so that you look like a professional and you're able to command higher prices for your services. On top of that I'll show you how to get fresh new leads and clients to your business on autopilot.

I would venture to say that creating an offline business is more lucrative than starting an online business because the profits are almost immediate and the paychecks are a lot bigger.

This is a GREAT opportunity for anyone looking to create a supplemental income or create a full time business.

After reading the offline Cash method and taking action on the information that you've found you will have a thriving business that has the potential to make you upwards of six figures a year!

Alright, I'm sure you've heard enough sizzle, now let's get into the meat of this course!

## **The Offline Cash Method**

I think it's always important to have a strategy or a game plan so to speak. It's easier to follow a well thought out plan than trying to wing it. So below you will find **your blueprint to Offline success.**

This is the roadmap you will use to get your business setup and all the way to profit mode.

**NOTE:** This is only an outline, please do not skip ahead. I would hate for you guys and gals to miss out on information that would make you 10x more money than you normally would.

***The simple process goes like this!***

1. Setup Your Business
2. Market you services
3. Accept payments
4. Get the work done
5. Get paid!

***Below you will find a more elaborate explanation...***

**Part 1: Business Setup** – This where I will take you through setting up your business to accept payments, whether or not you need a website and the pro and cons of each. Looking professional is key to closing more clients and I'm going to show you how.

**Part 2: What Services to Sell** – This is pretty straightforward but there are many approaches you can use. I will go over a few business models that work really well in this market. Your business can be as simple or as complex as you like, but obviously we want our business to be as simple as possible.

**Part 3: Easy Marketing Tactics** – This is where most offline courses and eBooks drop the ball, they will show you what services to provide and how to perform the services but marketing your services is a different story. I believe marketing is the single most important thing in any business venture. The more eyeballs you have on your product or service, the better.

**Part 4: Getting the Work Done** – You can always do the work yourself, but there are plenty of places where you can find full time employees to work for you for less than \$3/hr and still have quality work. Remember, business is all about leverage, the more you leverage your time, the better!



**Part 5: Business Management Software** – Life is easy when you have system, so I developed a system in my business where I simply login and check on operations. So I could be on vacation and my business is still running smoothly. Make sure that you don't skip this chapter because once you start marketing your services you will be getting more business than you can handle.

## **Part 1: Business Setup**

If you're strapped for cash right now you can always start off small and get these business features added later.

It is not a requirement that you start off with this huge site with a bunch of 1-800#'s. You can build up to that once you have a few clients under your belt.

**Business Name** – Choosing your business name is obvious you can simply use your initials to create your business name, it really doesn't matter, get creative if you like.

Here are a few ideas to help you brainstorm your business name

- Use your initials, i.e. DL Marketing
- Use suggestive verbs, i.e. Quick Results Marketing
- Your City/State, i.e. Kansas City Premiere Marketing Group

**Business Type** – You have DBA's, Sole Proprietor and LLCs. You can also start a corporation but I consider it overkill for this type of business.

### ***DBA***

This is simply a name that you can use to operate your business under. Unlike an LLC, you are held liable for any problems that arise.

It's perfect for those that don't have much money but still want to get started.

To file a DBA simply search Google for: **"your city" DBA registration**

### ***Sole Proprietor***

This is a type of business entity which is owned and run by one individual and where there is no legal distinction between the owner and the business. All profits and all losses accrue to the owner (subject to taxation). \*\*

The main advantages of a sole proprietorship are that they are easy to start up, they are subject to fewer regulations relative to other types of businesses, the owner has full autonomy with regard to business decisions, and they are easy to discontinue. \*\*

To setup a sole proprietor you just need to simply file paperwork at your county clerk's office. You can always upgrade to a more protected business entity later.

If you have no idea where that's at in your city or county, you can start with good ole Google.

***file sole proprietorship "your city or state"***

## ***Limited Liability Company - LLC***

An LLC will make you look more professional and businesses that are serious about spending money on marketing will be more willing to do business with you.

You must file your paper through your state, which in most cases can be online. For example, I live in country ole Kansas and they have a system where you can setup your LLC and be in business that day!

<https://www.accesskansas.org/businesscenter>

Simply do a Google search for your state.

### ***"your city" LLC registration***

After you file you can get your Tax ID number from the IRS so you can operate under your business name and setup a separate business account.

Simply visit [www.irs.gov](http://www.irs.gov) and look for Tax ID or EIN application.

Here is a direct link:

<https://sa2.www4.irs.gov/modiein/individual/index.jsp>

## **Business Phone Numbers**

I feel it's important to keep your business and personal life separate so that you can get more done by narrowing your focus. You don't want to answer your cell phone while the kids are running around the house. You possibly lose sales that way.

You can get a 1-800 number or local number for cheap these days

### **1-800**

I personally have an account at [www.RingCentral.com](http://www.RingCentral.com) at \$19.95/mo it's pretty cheap. You can also receive and send faxes through your 1-800#.

On top of that you can forward all your calls to your cell phone or home phone. You set the times and all that.

### **Local Number**

I use [www.Skype.com](http://www.Skype.com) because there only \$4/mo and they give you a number with an area code within your city/county. This separates your business from everything else.

## **Different Business Models**

There are many different business models that you can use in order to start a successful offline marketing business. I cover the three most common business models and the types of services that you will provide.

Each model is listing according to how easy they are to implement based on your experience level.

### **Business Model #1**

Provide One Service at low price – This allows you to focus on one thing so that you will better over time. By providing one service allows you to make quick cash so that you can bootstrap your business.

After you're making decent income providing this one service you can add on more services or increase your prices to expand your business.

These services could include:

- SEO Site Optimization
- Article Writing
- Link Building
- Site Design (using templates)

## **Business Model #2**

Sell Marketing Packages – You want to charge a higher price for your marketing packages. I will be going over what types of marketing packages to offer and what price range you should stay in to make it worth your while.

You can easily outsource and make this a hands free business.

## **Business Model #3**

Recurring billing – you make monthly money, guaranteed income for a period of time, upfront work with monthly maintenance, 3 month, 6 month, 12 month, 24 month, can easily be outsourced.

These can be additions to your marketing packages. Say for instance you charge \$600 for your SEO package, which is for a period of 30 days. You can bill every 30 days to keep their services going.

If you're like me when I started you will want to start doing all three business models at once so you can make the highest amount of money possible. The key is to start somewhere you want to get comfortable so you will eventually know what you're doing. Don't chase too many things at once; get good at one business model and

then upgrade. There is always room for expansion once you know what you're doing.

## **Accepting Payments**

You want to make your transactions comfortable so that your client is satisfied without putting yourself through a loop to get paid. The following payment methods work best.

**Checks/Money Orders** – You can have your client mail in a check or money order and once it clears you can send them your proposal which will be covered in part 4.

This generally takes longer for you to get paid but still worth the effort.

**Credit Cards** – If you have a merchant account then this is going to be your best bet when accepting payments. If you don't have a merchant account, it is highly suggested that you get one. The monthly fees and charges vary, so be sure to do your research.

1ShoppingCart – [www.1shoppingcart.com](http://www.1shoppingcart.com)





If you're going to be accepting credit cards and your in this business for the long haul I suggest using 1ShoppingCart as your merchant and credit card processor.

They have easy integration so it's easy for you to add payment links to your sites.

First Data – [www.firstdata.com](http://www.firstdata.com)



I have a First Data account, they are good for taking orders over the phone because once you login in they have the order form there for you. Integrating First Data is a tougher process.

PayPal Payments PRO – [www.paypal.com](http://www.paypal.com)



PayPal PRO is different from a regular PayPal because it is setup to where you clients/customers can enter their credit card information without having a PayPal account.

## **PayPal Standard**

**MY TOP RECOMMENDATION** is PayPal because it is fairly simple to use and you can still have business owners pay you using their credit cards. Sign up for PayPal and once you login, look for the merchant tab to create your order links.

You are instantly approved for a PayPal as long as you can verify your information.

On top of that you can receive a PayPal debit card 60 days after having your account so that you can use your card anywhere. This means you don't have to wait on money to transfer you can go right up to an ATM to pull money out or use it make purchases.

## **Final Words**

Ensure that your clients know when and how much their payments are so that there is no confusion. Nothing is worse than bad communication.

## **Part 2: Simple Services to Provide**

Here is a list of services that you can provide to your potential clients.

It's best to stick to 3 to 4 services and not be a jack of all trades because when you focus your clients lose focus and that means no close.

You can sell these services individually, as a package or come up with a continuity program where your client is charged monthly.

### **SEO**

Performing search engine optimization is going to be your bread and butter because that's what most businesses are looking for these days.

**NOTE:** Your job as an online marketer is to increase your clients online exposure.

The thing you want to keep in mind is that you want your clients to show up on page one for their local market. Meaning "their city, their industry" this is the easiest way for them to see results.

Remember, you don't have to do none of the work yourself, you can find people that will do the work for you, for a fraction of what your charging.

Below I will list actions that are associated with SEO that you can sell individually or package them together as a package. The choice is up to you. I don't like to give new entrepreneurs a dead set way of doing something. This takes the fun out of becoming an entrepreneur and running the business of your dreams.

- Keyword Research
- Search Engine Report each month
- On Page SEO
  - META Tag Descriptions
  - Title Tags
  - H1 & H2 Tags
- Link building
  - Article Writing
  - Directory Submission
  - Content Submission

Unfortunately I can't give you a course on SEO, this would take another course to explain everything and how it works.

Here are some good resources to start learning.

[www.seobook.com](http://www.seobook.com)

<http://www.seroundtable.com/>

## **Social Media**

Social media or social marketing is the new buzz word these days and business owners have no clue on how to tap into the market and generate exposure.

To anyone that has been online for any period of time these should be very easy tasks to complete.

### ***List of Social Marketing services***

- Account setup on popular web 2.0 sites
  - Twitter
  - Facebook
  - MySpace
  - YouTube
  - Popular social bookmarking sites i.e. Digg.com
- Install Wordpress Blog
  - Wordpress Theme Upload
- Schedule their Autoresponders
- Create a Facebook group
- Manage their Tweets on Twitter

## **Video Infomercials**

You're probably thinking of very elaborate, well thought out TV commercials. In this case, we will not be doing this. Here you simply want to create a video that gives a brief overview of their business.

You can use services such as:

Animoto – [www.animoto.com](http://www.animoto.com)



This is simple software tools where you upload photos and enter the text you want and it will create a very cool video for you, all hands free!

If you're looking for something different you can go to popular freelancing sites and get someone there to do it for you.

I suggest visiting [www.elance.com](http://www.elance.com) they have the most quality video producers there. I spend no more than \$150 for a video infomercial and sell them for \$500 to my clients.

I have no problem getting this price because in the offline business world \$500 is pennies for what we are offering.

## **Web Design/Development**

This can easily be done with web templates or outsourced to someone for a fraction of the price that you will be charging your client. I got questions all the time asking if it is right to sell for such a high price when you're getting the services for cheap. My answer is, YES!

Business is business; you don't walk into your computer store and expect to pay what the store paid for a particular computer do you?

So there is no reason to feel bad about it, I just wanted to clear that up for those of you that were thinking it.

### ***How to get web design done for cheap?***

Using Web Templates

It's easier to use a template that you can customize to match a business that you are working with. This saves tons of time and it will look REALLY professional.

I suggest visiting popular template sites such as:

Template Monster – [www.templatemonster.com](http://www.templatemonster.com)



Here you can search templates by industry or style. There are thousands upon thousands of templates to choose from.

You can customize these templates yourself if you know a little bit about HTML/Web Design. I normally outsource using [www.scriptlance.com](http://www.scriptlance.com) because my time is better leveraged in other areas.

Scriptlance – [www.scriptlance.com](http://www.scriptlance.com)



In my honest opinion, this is the best place to find outsourcers. I can get an entire site built from scratch for less than \$100.

It's worth a look, if you want to save time and energy trying to everything yourself.



Charge no less than \$500 for web design, this leaves room for surprise costs that might incur.

### **Article Writing**

A very simple service to provide and you don't have to settle for \$5 per article like most ebooks will tell you to do. If your articles are on point and provide solid information you can charge upwards of \$15 each article.

This leaves room for you to outsource the work and still make a profit. There's no need to go into much detail about this, writing articles for small businesses is pretty straight forward.

## **Part 3: Easy Marketing Tactics**

Now we're at the good stuff, which is marketing your services and business to attract a boatload of clients!

You need to approach marketing like a guerilla, there are a lot of companies competing for the same services so you must simply "out hustle" them. If you want to be wildly successful you must cultivate this mindset.

### **Free Advertising**

If you're just starting out and you don't have much money to invest in your new business. You can still make good money using free advertising methods.

Matter of fact, I recommend it because it gets you in the groove of doing business and marketing yourself and services. Here are a few marketing techniques I used when I first got started.

### **SEO**

Since you will be performing online marketing services for other businesses, it would be a good idea to do it for your own site if you have one setup.

The quickest way to get results is optimize your site so that you get local clients first. For example if you live in Dallas, Texas you can use keywords such as Dallas SEO services.

This can get you a ton of traffic if you know SEO!

Also, you can show for local search in the three major search engines by submitting your business to their prospective directories.

Google, Yahoo and Bing (MSN) all have local business directories.

Simply search Google local for example and an option should come up for you to submit your business.

Do this on all three search engines! Here is an example of what it would look like in Google.



dallas seo services

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10

**Affordable SEO Services**

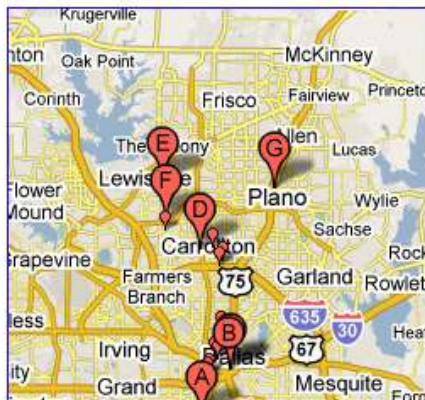
Sponsored

[www.levelfield.com](http://www.levelfield.com) Affordable prices. Starting At Only \$299/Month! SEO Services Austin Tx

**SEO Still Rules**

[www.lshirlnc.com/SEO-Agency-Dallas](http://www.lshirlnc.com/SEO-Agency-Dallas) Search Engine Optimization Gives Better ROI. Get Free Site Analysis.

**Local business results for seo services near Dallas, TX**



- A** [Absolute Placement Today, Inc.](#)  
[www.absoluteplacementtoday.com](http://www.absoluteplacementtoday.com) - (972) 382-3241 - [More](#)
- B** [Red Spot Design - Dallas SEO Company](#)  
[www.dallasseocompany.com](http://www.dallasseocompany.com) - (214) 432-1608 - [14 reviews](#)
- C** [Dallas SEO Search Engine Optimization & PPC Services - Intern](#)  
[www.seodogs.com](http://www.seodogs.com) - (214) 760-8914 - [5 reviews](#)
- D** [Dallas Web Site Design / SEO -1VIZABILITY](#)  
[www.itwebwerks.com](http://www.itwebwerks.com) - (214) 675-1016 - [More](#)
- E** [Vertical Ranking - Dallas SEO Web Ranking Services](#)  
[www.marquel.com](http://www.marquel.com) - (972) 939-1582 - [More](#)
- F** [Carrollton Local SEO Services | Optigroove LLC](#)  
[www.optigroove.com](http://www.optigroove.com) - (469) 546-6514 - [More](#)

You want your site to show up in the "local business results".

## **Article Marketing**

Article marketing can kill two birds with one stone. By writing quality articles you can establish yourself as an expert and get traffic to your site.

This creates a lot of buzz if done correctly. Keep in mind that 2 or 3 articles ain't gonna cut it! You must write articles guerilla style, meaning you must write a lot of them for it to be effective.

I won't lie and say its super easy and you'll get client knocking on your door by tomorrow, you actually have to work!!

Like with most things, there are two ways of doing.

1. Schedule time to crank out a bunch of articles pertaining to the services you provide such as SEO.

Submit your articles to [www.Ezinearticles.com](http://www.Ezinearticles.com) first!

Once approved at EzineArticles.com you can submit them to the other top 10 article directories listed below:

[www.ArticlesBase.com](http://www.ArticlesBase.com)

[www.Buzzle.com](http://www.Buzzle.com)

[www.SearchWrap.com](http://www.SearchWrap.com)

[www.ArticleAlley.com](http://www.ArticleAlley.com)

[www.GoArticles.com](http://www.GoArticles.com)

[www.Web-Source.net](http://www.Web-Source.net)

[www.ArticleSet.com](http://www.ArticleSet.com)

[www.WebProNews.com](http://www.WebProNews.com)

[www.Amazines.com](http://www.Amazines.com)

2. Your other option of course is to outsource your article writing, which will save you a lot of time when you're starting out.

You can find cheap article writers on certain freelancing sites but the writing quality is usually very bad.

I suggest getting articles done by one of the following services:

[www.Articlez.com](http://www.Articlez.com)

[www.Need-An-Article.com](http://www.Need-An-Article.com)

The turnaround time is great and you can rest assure that they are quality articles.

## **Meetup.com**



This is a place where different events are posted in your local area.

Simply find out where and when his business events are going on.

You will be networking with other business owners to get more clientele, simply tell them you are "an online marketer that specializes in increasing your exposure and revenue online".

## **Cold Calling**



Contact advertisers in yellow pages that are already spending big bucks for ads in the yellow pages.

Let them know that you can slash their advertising cost in half and provide them with more online exposure.

Most business owners will want to listen to you once you tell them that.

If you haven't noticed, ads in the yellow pages are really expensive. I called to get a quote one day, for one of my businesses. He stated it would be close to six figures for a pretty decent sized ad.

That's ridiculous in my opinion, because you have no way of really knowing how well your advertising is doing.

Yeah, I know cold calling sucks but if your looking to get your first few clients through the door, this will be your safest bet.

***Conquer fears and success will be yours! -Unknown***



## **Paid Advertising**

By spending money on advertising you can see instant results a lot faster than you would with free methods because it gets your business/service in front of thousands of people!

***Always remember, time is money and money is time!***

Here are a few paid advertising techniques you can use to generate new clients and leads!

## **PPC**

Using PPC to bring in the customers and leads is the most proven way I know of to make sales fast!

If you're not familiar with PPC at all, here is a good post that will get you started in the right direction.

<http://sitefling.com/blog/ppc-training-wheels-so-you-dont-lose-your-shirt>

If you're on a tight budget, I suggest not doing any pay per click advertising, at least not for now because it requires a vast amount of knowledge for it to work for you.

## Direct Mail

Direct mail, or should I say sending out postcards is another to get your phone ringing off the hook. The key here is try different campaigns to see what people respond to.

This is cheaper than you think. I just mailed out a direct mail campaign that consisted of 500 postcards for less than \$300.

So here's how you do it!

1. Gather a list of leads from either one of the following places. Be sure these are not HUGE businesses like Best Buy or Hardees. You want to target mom and pop businesses.
  - Your local chamber of commerce
  - YellowPages.com
2. Put them in an excel format so that they are easy to upload to your mailer.
3. Visit [www.Click2Mail.com](http://www.Click2Mail.com)



This is the company I use to mail out all my postcards, completely hands free, I don't even touch the postcards. They handle all of that for me, for real cheap.

- You want to find a postcard design or create your own. I gave example below. I have tested that one yet, I found it online a few months back but haven't tested to see if it converts well.
4. Once everything is uploaded you simply upload your excel list and it will take care of the rest. They usually charge about .35 per postcard depending on the size.

Writing the your postcards is must like writing a salesletter, you have to express benefits and why they would need your service.

Here is an example.

*FREE Eye-Opening Report*

## **Why Some Business Owners Make A Fortune While Others Struggle Just To Get By**

**How To Increase Your Business Income By As Much As 300%**

CINCINNATI - Highly Successful business owners know how to use certain amazing marketing secrets. "Why didn't I think of that before?" is the reaction most people have when they learn these effective business secrets from master marketer Don Schenk.

For example, do you stand behind your product or service and "make things right" when your customer has a problem? If so, just wait until you hear how you can use this to capture up to 80% of the business.

And Don says any business can have an immediate increase in money by using one simple tactic. This one tactic alone can add an additional 10%, 20% or even more to your income every day without requiring any extra work on your part.

Don Schenk also shows you how to increase your business income by up to 300% - and he guarantees it!

He gives you dozens of effective strategies to help your business gain remarkable profits in the shortest possible time. He will tell you about a college student who found a way to make over \$2,00,000.00 a year and he will show you what the owner of a new small business did to take his income from zero to over \$60,000.00 in four weeks. Learn to use these secrets in your business too.

"The information has been priceless." and "Thank you. I did not know there were that many ways to sell my product." are some of the comments business people write to Ayche Publications, the publisher of Don Schenk's books and reports.

**Discover these amazing strategies. Write to us today or mail this card. FREE Report "Why Some Business Owners Make A Fortune" (Report rushed to you by first-class mail, while supplies last.)**

**Simply put your name and address on this card and send it to Ayche Publications (Pronounced "H - E")**

## **Classified Ads**

Both online and offline classified ads can be very effective with a good headline and a call-to-action message. Some free classified ad services are online free classified ads like craigslist and US Free Ads. Many small local newspapers, penny savers and flyers, offer classified ad space free on their web-sites.

The most effective way to use this tactic is to deliver a powerful and engaging headline, then use a call to action to have them visit a web-site, call a pre-recorded information line, or call you personally for an appointment.

I would use a combination of all three and track which ad gives the best results. Then I would heavily promote that method. If advertising in a paid for newspaper or local publication of some sort, you can use the same exact tactics.

## **Part 4: Getting the Work Done**

Where almost home! Once you've setup your business and decided what type of business model you would like to execute. Then after marketing your services you should have your first client and ready to complete the work!

**NOTE:** Your clients are looking for results as soon as possible, so you want to impress them with results! Get the traffic going or the social marketing accounts setup!

Here are my famous ways of doing things!

### **Doing it yourself**

I started off doing all the work myself, basically because I wanted to keep all the profits. I didn't believe in outsourcing when I started this business because I felt that they could never do as good a job as I do!

So if your plan is to bootstrap this business by reinvesting your profits then this is the safest route.

If you're doing the work yourself you will need to create a system or a way of keeping up with what needs to be done. In part 5 I explain the two services or pieces of software that I use to keep me and my team organized.

## **Outsourcing**

Now if you're doing this part time but still want to get started outsourcing is good route. You will be giving away some of your profits but you can be in profit mode with virtually no work on your part.

Now you have your normal freelancing sites such as:

Eance – [www.eance.com](http://www.eance.com)

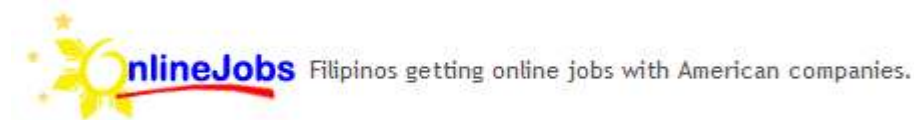
Scriptlance – [www.scriptlance.com](http://www.scriptlance.com)

I usually use sites like these to find people to complete small projects because there usually not consistent. You want to find people that will work with you over the long haul and will give you great pricing.

A lot of marketers and small business owners have no clue that site even exist!

Here it is:

[www.onlinejobs.ph](http://www.onlinejobs.ph)



You can get a full time or part time worker for less than \$5/hour. They can handle pretty much any task. Some even have college degrees.

This place is a gold mine for finding quality outsourcers. Once you figure out what work you need done you can use the project management software I will be talking about in the next chapter to manage everything with ease.

## **Part 5: Business Management Software**

It's very important to keep everything organized, just to keep your sanity in some cases. I used to use a legal pad to keep up with everything but it just became a headache when I tried to send my clients reports or get my outsourcers involved in a project.

**Base Camp HQ - [www.basecampHQ.com](http://www.basecampHQ.com)**



This is a great project management software application. Everything is done and recorded online so anyone with access to your account can login and view your business.

Add to-do list, the whole nine! This is worth a look if you plan on staying organized and hiring outsourcers.

### **Microsoft Outlook**

I basically use Microsoft Outlook for its calendar feature. I can quickly add a to-do item and it will remind me soon as its due date comes around. This is the only desktop calendar program that actually creates alarms to remind you of upcoming events without the program being open in a separate window.



## **Part 6: Work Proposal**

Since you will be operating a professional business it is important to have some contracts ready for your clients.

These contracts are basically work proposals that let the business owner your working with now what services you will be providing. This puts there mind at ease and gives you clear objectives as to what you are doing for them.

Microsoft Office has great templates for this. You can download for free here:

<http://office.microsoft.com/en-us/templates/TC012197971033.aspx>

[Company Name]

YOUR LOGO  
HERE

## Flexible Work Arrangement Proposal

Date:
Name:
Position:
Length of time with company:
Phone:
E-mail:
<b>Proposal</b>
[Type your proposal.]
[Write a simple sentence, as in "I propose to begin working from home two days each week." It is best for your new work arrangement to be a "pilot," or experiment, in order to give everyone a sense that the arrangement is measurable and relatively risk free. If your work arrangement will be a pilot, include that fact here.]
<b>Duration of pilot (if applicable)</b>
[If you are proposing a pilot, suggest a duration for it.]
[Pilot usually last anywhere from three to six months.]
<b>Schedule</b>
[Outline the schedule you're proposing for your work arrangement.]
[Be clear and concise about which days you'll be working where. Most telecommuters plan to spend at least one day in the office, even if they consider themselves full-time teleworkers.]
<b>Allocation of tasks</b>
[List tasks and where you'll perform them.]
[Include all the tasks that make up your job. Which tasks could be done on a reduced schedule? Which could be done from home? Which demand face-to-face time with colleagues or customers? Which would have to be reassigned to someone else or redesigned?]
<b>Benefits to company</b>
[List benefits to the company.]
[Will your new work arrangement help to accomplish the organization's goals? Will you save commute time? Work more effectively? Be better able to concentrate? Could you actually be more accessible (as opposed to being out for meetings or coffee breaks)? Can you foresee any increase in your ability to serve customers? Will your new work arrangement affect coverage and make more hours available for customers? Do you expect to produce more or better work?]
<b>Business goals and objectives</b>
[List measurable goals for this work arrangement.]
[Take what you've said about positive effects and turn each sentence into a real and measurable business goal. To make sure the goal is measurable, ask yourself, "How will we know when this happens?"]
<b>Effect on other employees</b>

You edit it however you like. Use these whenever you and your new client reach an agreement.

## **Conclusion**

Alright now that you have a blueprint to create a very profitable business go out and actually DO IT!!

Nothing happens if you simply sit on this information. There are a ton of businesses out there that will gladly pay you to perform certain online marketing services because they know nothing about the internet besides checking email.

465,000 people start a new business each and every month! This kind of business is wide open!

Read this ebook again and so that you can create a plan of action to go out there and start closing clients!