

# Offline Marketing Secret for Instant \$500 Clients

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*By Jason Fladlien*

# Little Offline Marketing Secret

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## Intro

The offline brick 'n mortar small businesses are clueless to online advertising. This presents a huge opportunity for you as an online marketer - even if you haven't made your first penny online.

That's because the stuff you know about is so far ahead of what these small businesses know - that you are a bona-fide expert.

You just have to get them to hire you to work your magic for them. There are several ways to do this, but I'm going to show you one of the easiest to make a quick \$500 upfront, and put yourself in a position to make a lot more on the backend per client.

## Dramatic Demonstration

The easiest way to sell anything is to dramatically demonstrate the results in advance. Then you can be the worst sales person in the world, and still sell a ton of stuff.

Here's how it works.

The first thing you do is find a great "local term" to optimize for.

We recommend you go after businesses that have "large transaction values". For example a patient to someone who does Lasik Eye Surgery is worth a lot - thousands of dollars.

So if you just got them ONE MORE patient, it'd more than pay for you service. Dentists, lawyers, plumbers, and basically any category that has a full page ad in the yellow pages is worth gold to you.

That's your starting point.

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Find one category. Let's say for example, you lived in or near Boise, Idaho. boise laser eye surgery could be a term that you go for. Here's what you do. First, you get the domain boiselasereyesurgery.com.

This will help you score major rankings as the domain keywords alone are great for almost immediate rankings.

Then you install a WordPress blog on that site. You can find hundreds of free themes to choose from just by doing a Google search for "free wordpress blog". And if you don't know how to set up and use WordPress, then you can google "how to install wordpress". It's really easy.

What you're going to do is set up the blog and NAME the blog "Boise Laser Eye Surgery" as the title.

You'll get more search engine love that way. Then just create a few simple posts that talk about different options for people looking for boise laser eye surgery and other good information related to eye surgery.

Bonus points if you install the "all in one seo plugin" to get even better love from Google.

### **Spy Genius**

Also, to get more ideas on keyword terms to optimize for in the blog is to search for "boise laser eye surgery" and find the top rankings.

Then, go to those pages, right click and "view page source" and see what keywords they are putting in their meta tags.

You should make a blog post with each of those keywords as a title. That's pretty much the extent of what you have to do with these blogs.

The next thing is to get it ranked high in the search engine.

The first thing you want to do is check your WordPress settings and make sure that it's indexable in the search engines. That's under settings -> privacy in the WordPress admin panel. Just make sure to make your blog visible to everyone.

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### #1 Spot?

Now you get backlinks. If you currently have any sites indexed in the search engine already, put a link from those sites to your new blog that you just set up.

Also, you can create a twitter account called "boiselasereyesurgery" and post a few tweets with links to your blog.

What else? Create a Squidoo lens (squidoo.com). Write a few very short articles there and then put one link back to the blog you created. Finally, post in a few forums with a link back to your site.

Just google "forums with do follow" to find a list of forums you can use. That's it.

Believe it or not, that's often enough to get page 1 rankings... since there is so little competition.

### Getting Paid

Once you get a respectable ranking on the first page of google, your pitch becomes easy. For our example, what we would do is google "boise laser eye surgery" and click on "more results near Boise, ID" in the Google Maps.

There are 129 results.

Go to the first 20 sites or so and send them an email. The email basically lets them know you are a local business just like them (so do these with keywords in the local market) and that you have a site you'd be happy to give them. It's already ranked high and you set it up, and you can transfer it over to them for a fee of \$500.

That's it.

Even better, you explain why you're doing this - because you help businesses get tons of results with free online advertising and this is the best way you know to work with clients... to get them results first.

Get it?

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Then just repeat the process a few times until you get several clients and have a nice portfolio. Then you can rely on word of mouth marketing.

There are other tweaks you can do to this model as well. Even better is to build the "authority site" yourself, and sell advertisements on it to local businesses.

Since you have the number 1 ranking, you can approach them and sell banner ad space on your site. \$100 for two weeks. Every two weeks you sell a new banner to a business or extend one to someone who already bought one.

Then, you can outright sell the site if you wish. Get it?

Or you can do this - collect leads yourself. Get people who visit a site to fill out a form with their contact information. Then you sell that contact information to local businesses for \$20 a lead and you sell it to five businesses at a time.

Cha-ching.

### **The Backend**

There are other monetization streams as well.

For example, you can - once you sell them the site - offer to update it three times a month for them. All they have to do is send you over three new items each month and you will put them on the page as new posts. Charge \$100 a month for this service. You're basically getting paid to submit blog posts.

You also should charge them hosting each month and a "maintenance fee" for the website.

In addition, you can do other things like help them build and maintain an email list - again for a fee.

The sky is the limit. The strategy is key. Your dramatic demonstration of already having a high ranking for that term allows you to make money any number of different ways. It's up to you!

## Products By Jason Fladlien

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

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<http://48hourreport.com/48hour>

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[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

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**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

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

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing "PLR Repurposing" Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

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**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

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**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

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