

# **Rapid Offline Profits**

***"A complete guide to one of the easiest ways to secure \$200-1,000 offline clients FAST."***



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# First Things First

I'm going to keep this report as no-fluff as possible. Not going to waste your time with "my story" or anything else like that. Let's get right to it...

Simply put, there is no easier way to get into offline marketing than what I'm about to teach you. Honestly, it's pretty ridiculous. You don't have to make anything, you need ZERO technical skills, and don't NEED to call people or talk at all.

"If this is so easy, won't it become saturated?"

As soon as the world runs out of business owners, this method will become saturated (in other words, never).

To keep it simple, if you can answer an email, you can make money with this method. For those of you who have bought multiple products from me, you know that I only release

actionable material that provides results when put into action. I've done it, my clients do it, it works. Period.

So, what are you going to need to make this work? I will recommend that you have a Facebook account and landing page (optional but recommended).

Facebook and a landing page IS optional IF you feel comfortable calling around to local businesses or mass emailing. You will be using this Facebook ads+ landing page combo to filter leads (business owners who are interested in your service).

You do not need to have a budget to make this work at all (as you can call around or email businesses in your area for free), but I recommend that you spend about \$20 to get up and running. Any small \$5-50 budget will drastically speed the process.

What are we going to be doing? We are going to be providing a VERY easy and simple, yet powerful Facebook ads service to small business owners. **If the business has**

**a customer list that collects cell phone numbers or email addresses, you can sell this service to them.**

This is one of the most powerful functions of Facebook advertising and works in any offline business niche that has a sales department.

However, for easy sales, I will recommend a few specific businesses that you will want to target.

The first thing you are going to want do after setting up a Facebook account and landing page (if you don't have them) is become familiar with Facebook Custom Audiences.

What does Custom Audiences allow you to do?...

It allows you to hyper-target your Facebook ads strictly to certain cell phone numbers or email addresses. This is arguably the most powerful, targeted, and affordable way of getting more sales to business owners.

Facebook will scan its database to see if any of the email addresses or cell phone numbers in your customer list match with Facebook accounts. If so, it displays your ads **DIRECTLY** to those individuals via their Facebook Timeline. Many businesses will not have customers' email addresses, but **WILL** have cell phone numbers.

**\*\*PROTIP:** You can even use this with an internet marketing email list to sell more stuff to your subscribers (affiliate offers, your own products, etc.). Make sure that you include your name in the title so that you continue to build your brand.

Cool story, right?

"But Phil, I don't have any phone numbers or email addresses to market to..."

Right. We aren't using yours. That's the service we are providing to small businesses. We will be **DRASTICALLY** boosting their business by using **THEIR** customer list with Facebook Custom Audiences.

**\*\*NOTE:** Custom Audiences requires you to use a list of at least 100 people in order to start a campaign.

We will be guiding this Custom Audience traffic to the Facebook Ads "Claim Offer" feature, which will drive a massive amount of sales to these business owners. The "Claim Offer" function allows Facebook users to claim a specific and exclusive discount. This works because it drives their previous customers and buyers straight to their NEW offers.

Here is a photo of what a Facebook Offer looks like...



When the customer clicks "Get Offer," it will take them to the sales page of the product, where they will receive their discount (thus, business owners make sales).

"Do I have to pay anything upfront for the service I am offering?"

Absolutely not. In fact, you will only spend \$30-50 of the money that you make for each order. You do not have to spend this before the order, but only to complete the order.

Now that you have a basic understanding of how the method works, let's start talking about how to get your first leads and sales.



# Rapid Offline Profits

Before we do anything, we need to drive traffic to our service/landing page. This comes naturally if you use the right sources.

You have couple of options here...

## **Method #1 (Budget Required):**

The first of which is what I truly recommend that you do - collect your leads through Facebook ads.

You will need a high-quality landing page (a simple YouTube video can be used as an alternative).

I always recommend that you take them to a video landing page, but a standard landing page will work just fine.

**\*\*PROTIP:** If you are scared of making your own landing page or don't know how, don't worry. Try visiting the Warrior Forum "Warriors For Hire" section (<http://www.warriorforum.com/warriors-hire/>) to find extremely inexpensive done-for-you custom landing page services.

If you choose to make a video (you are welcome to show your face, use a simple text transcript, or even a whiteboard video - however, make sure it is professional), be sure to thoroughly explain what you will be doing for them. The following script is a great starting point...

### **BASIC VIDEO/LANDING PAGE SCRIPT:**

"Hi. Are you looking to drastically boost sales in your business or practice? Chances are, you're not taking advantage of proper marketing techniques. You have probably already looked into hiring a designated marketing specialist for your business, but quickly realized that it costs a ton, and often merits little in return. Luckily, for you, you stumbled across this page. For the low price of [INSERT PRICE(S) HERE], we

guarantee that you will receive a drastic boost in sales and business using our extremely powerful social media marketing strategy. All you need is a list of customer cell phone numbers or email addresses to get started. Reserve your slot below right now or email us at [YOUR EMAIL ADDRESS HERE] for a free consultation."

Once you have everything set up, you will need to set up your service in Facebook Ads so that you can start driving traffic to your new landing page and generate sales...

- 1) Login to your Facebook account
  
- 2) Click the small down arrow in the upper-right corner of your Facebook dashboard
  
- 3) Select "Create Ad" (it may also be labeled "My Ads")
  
- 4) Make sure that you choose "Website Clicks" as your advertising option
  
- 5) Choose your target audience

Facebook allows you to directly target "small business owners" in the "Behaviors" field. I really recommend that you do this. The best 4 areas to target are: doctors, take-out restaurants, optometrists, and computer repair.

Why? Because these targets tend to have a massive customer list compiled, making it easy for them to see great results with your service.



6) Send your visitors to your landing page that professionally and thoroughly explains what you are going to be doing for them (see script above).

If you choose to simply host a video on YouTube instead of using a landing page, that is fine. However, keep a strong call-to-action at the end. I always recommend a strong video landing page. Provide your contact information in your clear call-to-action. Showing your face is not required, but is always a strong plus and leads to guaranteed more sales.

**\*\*PROTIP:** I recommend that you use pictures of smiling women in your Facebook ads as much as possible. This is a secret trick that I learned about a year ago and it converts at a much higher rate. Also, remember that your headline is important. This headline is a good start: "Business slow lately? We can fix that."

## **Method #2 (Free):**

Your next option is completely free. However, it does require you to either call or email local businesses in your area personally.

You can call around to local businesses and offer to do this service for free (approximately \$30-50 out of your pocket). Explain that you are a local marketer and your

are building a case study for a new social media marketing method.

Clearly explain the benefits of this method to them and that there are ZERO strings attached. You simply want to make sure this works before taking it into the big picture.

"Phil, if I do this for free... how do I make money?"

Stop right there. Let me explain something to you. The offline world is overflowing with referrals and connections. It's happening every single second of every single day, even as you're reading this.

So, what we're going to do is to start you out by providing this service to local businesses for free, in exchange for them referring you to their friends and related businesses, which will make you a TON of money.

I have found that approximately every 1 out of 3 businesses will request more information or be

interested. Many will be skeptical as they don't understand that you are offering a legitimate service.

You will need to get a hold of the business owner's name before calling. You can do this by searching for the business in "Manta." Many businesses will have the owner listed as well as the email address. Ask to speak with them directly. As nerve-racking as it can be, try to become as relaxed as possible. Remember that you're just talking to another person. I always try to get myself into the "talking to a friend" mindset before I call. It takes practice. Don't expect immediate perfection.

To recap on this...

Step 1: Search "Manta" to find the business owner's name.

Step 2: Call the business. I recommend that you make a basic script, as that will allow you to sound more professional and clear with your message. With cold calling, you have approximately 10 seconds to secure their attention.

Step 3: Ask to speak directly to the owner or ask when a convenient time would be to speak with them. If they ask why you are calling, say that you have a couple questions for them.

Step 4: Explain the service that you are offering clearly and concisely. Tell them that you will do this for them for free if they will refer you to their friends (after they've had results). Expect some of them to say "no" immediately. Don't let that get a rise out of you.

### **Method #3 (Budget Required):**

Buying business email lists is great for this method because you can DIRECTLY target the 4 niches that I suggest above. However, you need to make sure that you only purchase lists that were obtained through legal and anti-SPAM-compliant methods.

Home &gt; U.S. Business Search &gt; Type of Business

Type of Business
Size of Business
Other Selections
Geography
Review Criteria

**What businesses are you trying to reach?** ◀ Back ▶ Continue

▼ **Search for an Industry Type or Business Name**  
 Type in key terms or a company name

optometrists

**Industry Type** **Business Name**

Enter 1 or 2 words that describe the type of business you want to reach (restaurant or tire dealers)

Display SIC codes  Display NAICS codes

**Search Results**  Select All [Need more industry Types?](#)

- Optometrists Od 8042-01
- Optometrists Od-childrens Vision 8042-03
- Optometrists Od-geriatric Optometry 8042-04
- Optometrists Od-therapy Visual Training 8042-05
- Optometrists Referral & Info Service 8099-32
- Optometrists Od Developmental Vision 8042-07

**You may also be interested in:**

- Contact Lenses 5995-03
- Opticians 5995-04

[Show related results](#)

**You currently have:**

**33,667 Leads**

**Selected Criteria:**

**Business Type**

**Marketing Type**  
Mailing

**SIC Codes and Ranges**  
Optometrists OD 8042-01 ✕

**Business Size**

**Geography**

**Optional**

My favorite website for doing this is InfoUSA. They have a great database of extremely targeted business emails that are compliant with mailing regulations.

I recommend that you target the 4 niches that I list above (doctors, optometrists, take-out restaurants, and computer repair). These convert very well, especially if your email copy is good.

Step #1: Go to <http://leads.infousa.com/Business/TypeOfBusiness.aspx> and register for an account.

Step #2: Select your niche while searching for email lists to purchase. Do this by clicking on the "Search for an Industry Type or Business Name" button. Choose your target niche.

Step #3: Purchase your list and import it into your email marketing client. I recommend that you use MailChimp, as they don't require double opt-in imports.

Step #4: Send them an email titled "RE: [NAME OF THEIR BUSINESS HERE]."

This is a great basis for an email...

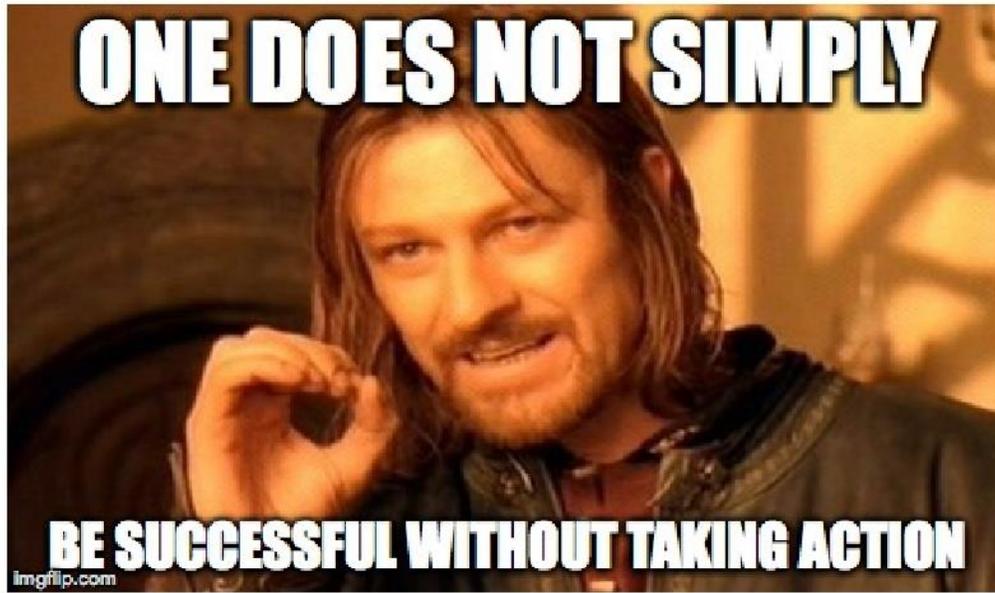
### **BASIC EMAIL SCRIPT:**

"Hello,

My name is [YOUR NAME HERE] and I am a social media marketer offering a new revolutionary service. I firmly believe that this will benefit your business and would love to hear from you.

>> [Click Here For More Information](#) (put the link to your landing page/YouTube video here)

Cordially,  
[YOUR NAME]  
[YOUR WEBSITE + COMPANY NAME]"



When you get a few emails or phone calls back from interested prospects, you will begin the process of closing your first deal.

**\*\*PROTIP:** Although you aren't required to, I always recommend that you schedule a time with a business owner to speak on the phone. It builds their trust with you and makes it MUCH easier to close deals. If you do not wish to do this, consider setting up an autoresponder that replies to them with your template 15 minutes after they email you.

Keep in mind that whatever business you are promoting **MUST** have at least 50 Facebook Likes to use the "Claim Offer" feature. Make sure that you understand this before closing any deals.

If you wish (and if the business owner is fine with it), you can run a small Facebook Likes campaign to get them over 50 Likes. I recommend that you only sell this service to people with over 100+ Likes, as they tend to have much better results. This is because Facebook prioritizes the page and views it as having more authority (thus more offer visibility).

If they truly do not want to have more Facebook likes, you CAN run a standard Facebook ad that simply targets their respective audience. However, I highly suggest you use Custom Audiences and their customer list due to how powerful it is and how much easier it is to have results with.

You will want to walk your prospect through this checklist to make sure that they have this (I recommend that you explain these things in your landing page video to save time)...

## **Be sure to tell them that they will need...**

- A Facebook Page with at least 50 Likes
- A list of either customer cell phone numbers or email addresses (at least 100 of whichever you choose). Explain that they will need to put this information in a blank text document with one phone number/email address per line (you can do it yourself for a higher price). You can also refer them to [fiverr.com](https://www.fiverr.com) to search for a ".csv data mining" gig.
- An offer to provide for their Facebook ad

As for price points, you are welcome to set your own price points for your service, as it is your business, but I have found that the following work best for me...

## **Best Prices:**

**Custom Audience promotion:** \$249-499 (depending on customer list size)

**Custom Audience training:** \$999

## How To Complete Orders: \_\_\_\_\_

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In order to complete their order, you will take the customer list (it has to be either a .txt file or .csv and have one cell phone number or email per line) and upload it to Facebook Custom Audiences.

When you create a Facebook ad (<https://www.facebook.com/ads/create>), you will have the option to "Create a Custom Audience," as seen above.

You will want to upload their customer list directly to Custom Audiences by clicking the Upload File button. Once you do this, you will have the ability to select this as a target audience for your ads, which, in this case, is our Facebook "Claim Offer" ad.

After you deliver their work, you have two options. As I said a minute ago, you are welcome to sell them my Custom Audiences training video and then teach them how to do it themselves. However, I only recommend that you this after they have solid results.

My preferred method is to charge for each promotion, as it makes me far more money over time than my Custom Audience training.

Either way, you are now set up with one of the best and most powerful money-grabbing offline systems out there. **Don't make excuses. Go do it. It works - period. I want to hear some amazing success stories with this**

## **To recap on everything in this report...**

### **How to get clients with this method:**

- Method #1 - Use a Facebook squeeze page to collect small business owners leads. Take them to a landing page (preferably video) with a strong call-to-action and your contact details.
- Method #2 - Call local businesses in your area. Speak with manager and clearly explain what you offer. If they do not want to pay, tell them that you can do it for free if they will refer you to others once they see results.
- Method #3 - Purchase a targeted business email list from InfoUSA. Mass email businesses with a link to your video landing page.

### **How to close and deliver for your clients:**

- Try to include as much information in your video or landing page for what they will need. This way, you have to explain what you will need and be doing much less.

- Respond to their email or phone call by answering any questions that they may have as well as offering it for free if they will guarantee a referral after results.
- Charge what you like, but \$249-499 for the service works well and you can teach them how to do it themselves for \$999.
- Ask for their customer list as well as password to their Facebook business account. You must have their Facebook password in order to make this work, as you can only send ads to a certain page if you are the owner of that account. If they feel uncomfortable **and** you have produced results already, try to sell them the training directly.
- Ask them for a coupon or discount that they would feel comfortable running in their store.
- Upload your Facebook "Claim Offer" and attach it to your Custom Audience account.
- Follow up on as many referrals as possible.

- **\*Optional\*** Set up a recurring payment system with each business and perform this service on a regular basis for each

You now know one of the most powerful and simply ways to secure tons of offline clients in your sleep...

What do you do now? **Go take action.**

These are the exact same steps that myself and many others have used to make thousands of dollars each month without having to invest a lot of time or money...

There are ZERO reasons for you not to go out and take action here and be successful with this. It works - plain and simple.

I wish you the very best in your money-making and marketing efforts.

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