

The Little Black Book of Secrets

The Local Business **Goldmine** For Internet Marketers

by Andy R Kelly

A simple step-by-step system on how to
build a 6 figure internet Business in 90 Days
or Less without a Website, Email List or Product



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Before we get into it, my Legal team told me I had to put this is... so here it is.

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The “Secrets” To Building a Wildly Successful Business... Marketing Local Business Online!

The report you’re holding in your hands is the result of over Seven years of blood, sweat and tears, working with multiple online business models and local businesses.

For a long time I’ve kept this information largely to myself, guarding it closely, and when I’ve shared it, it’s only been with close marketing friends or colleagues.



Having witnessed so many Internet marketers struggle to make any real money online and fall by the wayside, I feel compelled to reveal this simple and easy to implement business system that has saved so many failing marketers including *yours truly*.

Out of every online business system and model that I’ve worked with; selling your Internet marketing skills to Offline Business is without a doubt... the MOST TANGIBLE and closely related business to what most people (like you and me) are used to in their day jobs.

DON’T dismiss this point lightly!

A MAJOR downfall for people who go from a day job to trying to create a business online is having NO SYSTEM!

At work there are systems in place and people to answer to. With internet marketing this stops, and in most cases you’re not accountable to anyone other than yourself.

When you market online for local business, everything changes because now you have someone to be accountable to and it makes a massive difference... believe me, I’ve seen it time and time again.

If you follow my advice and TAKE ACTION to implement this system there truly is NO LIMIT to the size and success of the business you can build for yourself.

But... as with anything in this world YOU have to take action and implement the ideas and systems that are laid out in this report. I CAN guide you... but I can’t do it for you!

In fact, this is one business that you certainly NEVER stop learning about and the more you learn and apply the more MONEY YOU MAKE plain and simple.

What this Reports About and What it's NOT!

Before we go any further, it's critical I tell you what this reports about and what it's not.

I've designed this report in a very specific manner, so you can get a REAL insight into the massive opportunity that's available RIGHT NOW marketing to off-line businesses using your Internet marketing skills.

You'll see firsthand how I started where most Internet marketers do, and turned a failing online business into a stunning success and how this system can do exactly the same for just about anyone... and yes that includes you!

I'll show you in excruciating detail how this business model works, so you'll get an idea if it's a good fit for you or not.

I'm pretty confident you'll say, "Yep, this is just what I've been looking for."

What you'll notice straight away is I've tried to keep this report as concise as possible and at the same time give you reasons why 'things are as they are' and MOST importantly, the mindset and thinking behind the system.

Here's another important point. This report isn't simply a 'jump straight into it seven-point plan' to attack your first customer without proper understanding and knowledge.

This is a serious business with serious business owners at the other end... REAL PEOPLE who very often, have their heart and soul poured into their business.

There are no black hat techniques here or spam campaigns or anything like that, if you're thinking about doing any of that please close this report and stay away from this business.

So Who's This Andrew Kelly Person Anyway?

Good question, and so you should ask to!

Just who the hell is this Andrew Guy and why should I listen to him?

Without going into my life story; I'm a regular guy whose sold multiple millions of dollars in many different fields, built a multi-million dollar investment property portfolio mostly with none of my own money and have been very successful at many other business endeavours.



No... it's NOT because I'm so smart or happen to have a high end job. I built my Real Estate portfolio working an average 9 to 5 job; the difference is the SYSTEM I used, and it doesn't matter whether it's Real Estate or Internet Marketing, the system is the key to SUCCESS!

I feel it's crucial to tell you exactly how I got to where I am and be totally honest about both success and failure. Most people tell you about their successes but never really talk about the pain and hard work they had to go through to get there.

Here's what so many Internet marketers, people just like you I'm sure can relate to...

I actually helped get my first local business online way back in 1995! They were a specialty clothing store and I helped set up an online catalogue for them which turned out to be very successful even though not that many people were searching online back then.

Since there wasn't much online traffic I got them to mail their customers with promos and specials directing them to the website, (this proved amazingly invaluable to them and to me as a strategy)!

To cut a long story short we continued to get local business online for the next 2 years and believe me it was tough at times convincing business owners back then that the internet was the way to go.

Fast forward to 2004 after working in very high end Medical and Dental sales it was time to get out of the rat race and work from home.... You know the easy internet lifestyle you hear about!

Even though I'd been very successful in many different business ventures after my first 18 months of marketing online I had virtually nothing to show for it!

In my eyes I'd failed at Internet marketing to that point!

It wasn't for lack of working hard, having plenty of good information or motivation and putting in the time.

Without going into all the details, sufficed to say I tried just about every Internet marketing business model from my own Info products and launches to AdSense sites, Affiliate marketing, CPA offers... you name it, and yes I did have moderate success in some areas but nothing like what I'd expected or anticipated.

Many people often ask me "Why didn't you go back to doing offline consulting"? My answer was simply "I wanted a break from dealing with clients with the intense medical sales roll".

Looking back now it was crazy not to do what I knew, but things happen for a reason and I wouldn't have the big pool of online strategies and knowledge otherwise.

I don't know about you or what your circumstances are but I do know this; if you follow a PROVEN SYSTEM and commit to taking *action* in a step-by-step manner, and you work in harmony with your personality type and strengths, I guarantee you'll achieve success.

My Time Was Up

To cut a long and sometimes painful story short, that was it, time was up!

Yes I was lucky that my property portfolio brought in cash flow that allowed me to keep going, but it was time to start making real money or go back to sales full-time (Zoinks)!

Being the super stubborn person that I am, and one to never give in, I had to find a way to build an Internet marketing business that was super profitable and FUN to do... it's what we all want right!

The Day Your Life Turns Around

I always say, if you focus on what you want and believe in it, then things will come your way!

Of all people to initiate my amazing turnaround and skyrocket my success was my mortgage broker... go figure!

He had a friend with a little craft store who wanted some help with their website, "Sure no problem I said let me help them out"

... the rest is as they say - history.

Back to the Future With Offline Consulting

What transpired from that meeting and working with that first local business since the early days literally blew me away; **this person had spent \$5000 on a website** that was basically a small shopping cart!

No articles, no blog, no Adwords, no real SEO... nothing!

I couldn't believe it, and the scary part is this happens every day to local businesses in your area. There are literally tens of thousands of businesses out there crying out for someone like you to help them market online and the best part is it's unbelievably simple to do even for beginners.



This is a great real-life example of exactly how everything unfolded with my first offline client in since being back in the game, and a great lesson on how to approach this whole business and how YOU can get started too.

I met with the owner and showed her some of my ideas to help them get more sales and leads; I set up a blog which I hosted (more about that later), I created an email campaign and opt-in page, had some articles written and some bookmarking done.

That was it!

I walked out of there with \$1,500... how cool is this I thought, and I've never looked back since.

It's important to point out that the results I got for them were excellent; we had page one Google results within a few days without even breaking a sweat.

But here's where it gets incredible, that \$1500 cheque turned into \$3000, \$5000 and \$7000 cheques over the next few months with my new clients.

As I became more confident and began to expand the services that I offered to video marketing and more comprehensive social media marketing, I had absolutely no problem asking and getting these much higher fees.

I know for a fact that what I was doing for these local businesses ***I can teach YOU to do!***

So Why Am I Revealing My Closest Secrets?

That's a fair question and often the first that I ask, if this is so good why is this guy giving his secrets away?

The bottom line is, this market and opportunity is so humongous and virtually competition free, that I **couldn't even touch 1%** of the local businesses who are crying out for direct response Web marketing with 100 outsourcers working for me full-time.



It's a fact more than 90% of would-be Internet marketers never make any real money online or create a successful business online.

I felt the pain and frustration of that for 18 months, and I always vowed once I created a repeatable working model to teach others how to get out of the rut and enjoy real success... not some latest get rich quick BS or fang dangle traffic trick or gimmick... they die as fast as they pop up!

Most of 'us' internet marketers know only too well how much rehashed garbage is unleashed day after day.

I'm living proof!

I have a hard drive full of the junk, too many strategies with no real big-picture systems to build a solid long term business.

If that sounds achingly familiar, then mark this day down as the day you finally **TURN THINGS AROUND!**

Stop chasing shadows and start planning a real business that you can focus on and grow to any size you want.

BTW... if you're like so many online marketers who struggle to choose a Niche or can't decide which market to go after, guess what?

When you market to off-line businesses you don't have to worry about that any more. When you're working with a dentist on his or her website that's all you have to do, no more jumping from one niche to another.

Putting Local Business Internet Marketing into Perspective

Before we dive into the mechanics of this business, let's take a look at the 'A typical' Internet marketing for local business scenario.

In a sense these are two different worlds; direct response marketing online as we Internet marketers do it, compared to off-line business who usually end up with a static brochure for a website that sits in cyberspace.

In many cases these local business owners spend anywhere from \$3000 to \$10-\$20,000 for a professional sexy looking website that in most cases doesn't make any sales or

capture any leads. People searching for local businesses via the search engines have **officially overtaken the Yellow Pages™** in the last survey; this is a major turning point and a huge selling point for your prospective clients.



Fancy Web Design But NO Sales



Most Web design services provide a nice looking website that sparkles with flash and other funky features and many of these designers promote doing SEO as part of the service.

Here's the problem, most designers don't have a clue about serious SEO and the well-meaning Web design company only does basic things like meta tags and titles etc; I know, because I've worked with many Web design companies.

You know the sites that I mean, they're great looking and most of the money goes on graphic design, flash and overpriced coding.

What these businesses really need is a direct response website that gets customers to call direct, buy something or give their details in a lead or opt-in.

Don't worry about having to be a world-famous copywriter to sell their products or services online, all you have to do is give the customer a solution, keep in mind the customer has landed on the page from a "buy phrase" or search term, they're ready to solve their problem right now.

.... More on this later!

What Makes This Such a Phenomenal Business and Why Isn't Everyone Else Doing It Too?

Here are some key points why using your Internet marketing skills to help local businesses is such an incredible business opportunity right now.

- ♦ There are literally tens of thousands of businesses out there right now who need the service today.
- ♦ **The competition is unbelievably low.**
- ♦ Local search terms are extremely easy to dominate in the search engines.
- ♦ **It's astonishingly easy for virtually anyone to be up and running in no time with this business.**
- ♦ You don't have to be a sales professional to get clients (I'll show you the easy way).
- ♦ **All you need are basic Internet marketing skills to slay the competition.**
- ♦ You can quickly and easily outsource nearly all the work giving you as much free time as you want.
- ♦ **You can grow this business from a small easy to run single man operation to a wildly successful 6 to 7 figure business and beyond.**
- ♦ *The worse the economy gets* the more valuable our service is, the return on advertising investment dollars is streets ahead of off-line media marketing.

Why isn't everyone doing this?

The main reasons in my opinion is; most people who market on the Internet don't even think about it and most don't realise how much money there is to be made out there.

Another reason is dealing with real people and falsely believing that you have to go out there and become a cold calling salesperson pounding the pavement.

One thing I can guarantee, over the next 1 to 2 years there is going to be a veritable flood of Internet marketers heading off-line to make truckloads of money helping local business.

Why IS This System Different Than The Others and Why Is It BETTER?

This is NOT new; there are a small number of people teaching marketers on how to help local business get online. In fact I helped my first local business **get on line back in 1995**.

But... the scale of this business is extraordinary; you can start by putting up a simple website for a customer or do a simple e-mail campaign and earn \$500 to \$1000 for doing just that. You don't need a lot of skill and you don't need a lot of time to do it and the pay isn't too shabby either.

From there you go all the way up to major campaigns depending on your skill, where you can charge the really big bucks!

There are plenty of medium-sized businesses that will happily shell out \$10,000-\$20,000 for a productive campaign and website.

This is where your level of skill and the quality of the training you get is in direct relation to how fat the cheques are you put in your back pocket!

What I'm going to teach you will be THE most comprehensive all encompassing Offline to Online marketing system you'll find anywhere. You'll know exactly what I mean when you see the material.

The Difference Between a 5 Figure Business and a 7 Figure \$\$CASH\$\$ Machine

There are basically two key areas that will mean the difference between you earning five figures a year all the way up to a seven figure a year business and beyond.

If you want serious big fat paycheques and to build a wildly successful 6 to 7 figure business, then you need to get good at these key areas.

1. *The more effectively you can sell your service, the more money you make, plain and simple.*
2. *The better the results i.e. rankings, leads and customers you get for your clients, the more you can charge... and the more clients you'll get.*



For example: Recently I had a client who's a financial institution; they wanted a full SEO makeover and content plan. My ability to sell the benefits of working with me meant I walked out with a \$6,000 cheque for 2 days work plus some outsource time.

If you're thinking, "Yeah that's easy for you to say because you're a sales consultant and all"... then think again.

Getting this \$6,000 cheque was easier than MOST of my medical equipment sales I made and not by a bit, but by a country mile!

It took me 5 minutes to point out 10 things that weren't good, or missing from their website SEO.

You wouldn't believe how easy it is to impress even larger businesses like this with even average Internet marketing skills.

But I have to warn you...

One thing you must be very careful of; is not to insult or put down anything about their current website design or anything like that, I want to make that absolutely clear. I was very careful in that meeting not to knock anything, you never know if the guy who designed it is sitting in the room with you.

You simply make suggestions and give 'reasons why' it would improve the performance of their website.

Okay, So Where Do You Start?

The following questions and answers will hopefully put this all into perspective for you...

The number 1 Question I always get is "How Do I Get Clients"?

Now while this might seem like a pretty obvious question to ask anyone who hasn't already worked with off-line businesses, it's the most important to get started.



NOTE: This report assumes that you're new to providing Internet marketing services for off-line business or looking at pursuing this business and do have at least a basic understanding of Internet marketing.

The simplest and easiest way to get started is by opening your mouth and talking to anyone and everyone about what you do; how you present that is absolutely critical.

Key principle number one in selling, or buying something for that matter is, we buy or sell a solution and the experience, and it's never the thing.

What I mean by that is we're offering a solution to the local business owner to do one thing, and that is... **MAKING MORE MONEY!**

They don't really want a website, what they want is more customers to buy more stuff from them, and that's where you must focus because, **that's what you do.**

KEY POINT: You don't build websites; you bring them more customers and more sales.

We don't need to go too in-depth into the selling process just yet; you simply don't need advanced selling skills right now... unless you're dealing with larger businesses and offering more advanced, much higher-priced services (we'll cover 'advanced selling' later).

Write It Down!

The very first thing I'd do is write down some ideas of things you're going to say when you speak to people about what you do... NEVER just wing it.

For example when people ask me what I do, my answer is "I help local businesses get more customers and make more money online". This is of course depending on who I'm talking to and what level of business it is. If I'm talking to the local bike shop for example, that's what I tell them.

This is by no means the ultimate response to a prospective client but what it does is get straight to the point of "what's in it for me"?

This is really all your local business owner cares about.

Never get technical with them, the more you tell them about what you do as far as marketing tactics or techniques the more you will confuse people and the more people will procrastinate and have to think about it.

If and when the business owner asks you how will you do this; i.e. get more customers, leads and sales for them, keep your answers as simple and easy to understand as possible, remember most business owners know absolutely nothing about Internet marketing.



Questions to Ask the Business Owner

Here are some questions to ask your prospective local business owner to help establish rapport and credibility.

The first question is “do you currently have a website”?

That's a painfully obvious question of course but nonetheless one that I have to mention here.

If they do have a website then the most important thing to find out is do they get customers and do they make sales from their website?



If they don't have a website then you need to find out where they're at as far as understanding the value of potential customers from the Internet.

If they're extremely negative on the idea of a website then I wouldn't waste my time, there are hundreds of other 'local business fishes' in the sea that will be over the moon to talk to you about a website.

The last thing you want is trying to convince someone of how valuable it is to get customers and sales online, you only have so much time so you must focus on people who know they need to get online.

The next thing you need to find out about is their business and customer profile. You want to find out who their ideal customer is and their buying habits.

You can also ask them about mailing lists and customer lists and find out if and when they keep in contact with their customers. This is a great opportunity to introduce the idea of an e-mail subscriber list.

Find out about any promotions and other advertising activity that they currently do, this will give you a great insight into how the business owner thinks and how much emphasis they put on advertising.

There are a lot more questions of course that you need to ask in order to find out everything you need to, so rather than try to fit in here I'll leave that for an extended section of the selling solution.

What if I Don't Like Selling?

First of all let me clarify what I mean... I'm not suggesting you go out there all 'gun ho' and put the hard sell on anyone, it doesn't work long-term and it's the number one reason, (because of the rejection that comes with it) that most people don't like selling and actually fall flat on their faces.

This is definitely one of the biggest reasons why a huge amount of online marketers avoid doing this type of business, at least those who know about it.

It's true if you're the type of marketer who only wants to sit in the Home Office or basement and never deal with any real people, then this business might not be right for you.

I can tell you right here and now that I've had many Internet marketers who voiced this objection first and foremost, yet once they get out there and got their first client and started pocketing those cheques, everything changed.

Don't worry about the selling process if you're at all concerned about it because I have some awesome material to share with you on relationship selling that throws traditional selling out the window.

My motto is "stop selling and help a friend find a solution".



Which Are The Best Businesses To Start With?

There's really no hard and fast rule to this at all, just about any business you can think of from plumbers to dentists to bike shop owners are all equally good prospective clients, however there is an obvious difference in the value of the business... or I should say... the value of the customer to the business.

Getting more patients for a dentist is going to have a much higher value than leads you get for a plumber for example.

My advice is it's often better to start with a business you feel you can get the results and perhaps not hitting the high end businesses like a dentist or cosmetic surgeon first up. That's not to say you shouldn't pursue marketing for your local dentist, because they definitely have the advertising dollars.

A Real-Life Example is The Ultimate Selling Tool

Without a doubt having a real-life example of a marketing campaign or rankings that you can show a prospective client is worth its weight in gold, like anything else the first one is the hardest but it's a hell of a lot easier if you can show some examples.

Okay so what if I don't have any examples to show?

Good question, but truth be told, there just isn't enough room in this report to go into details of how to quickly and easily set up a test campaign to use as an example;

But don't worry, because I've got great news... I'm going to show you EXACTLY how to do this with a detailed video series... more on this later.

The bottom line is this... it's quick and easy to do and gives you serious credibility plus it makes getting that first client oh so much easier!



Starting Without a Live Example

Here's an example of how one of my students secured his first local business client.

The business was a restaurant that did okay but it could certainly do with more customers particularly during the week.

The next time he was at the restaurant having lunch and a coffee, he had his laptop with him and decided to look up the restaurant in Google to see if he could find them listed anywhere and to see what competition was showing up.

Once he'd finished eating he asked the waitress if the boss was around so he could ask him about finding his restaurant in the search engines particularly on Google.

Peter who owns the restaurant sat down and they discussed the search results and why his restaurant didn't show up in any of the search results... POWERFUL STUFF!

This is a really clever and subtle way to do it and to demonstrate the real-life example of what's happening when someone in the area searches for a restaurant. I can tell you it doesn't take an awful lot of convincing once someone sees a gaping hole like that.

This is just one example of how you can get out there and start the ball rolling regardless of whether you have a site or test site with some example rankings to show people, if you can demonstrate why it's good for their business, the majority of times I've found most business owners will agree to talk further.

Putting Your Money Where Your Mouth Is!

Its true most business owners right now are cautious about spending money, everyone's aware of the financial situation worldwide and very few businesses are immune to it.

You'll find many local business owners don't want to hand over large cheques without feeling confident they'll get a good return on their investment, and of course that's fair enough.

One of the best ways to ease this concern and demonstrate value is to offer to reduce your fee by as much as 50% in exchange for referrals and a testimonial (preferably a video testimonial).

This way the risk for the local business owner is dramatically reduced and rather than missing out on the client... you get to produce the goods, still make good money and more importantly get referrals and a great testimonial.

Once you have this first client on the go everything else will start to fall into place from there, it's really an amazing snowball effect, keep in mind these guys go to business meetings and local business functions and they talk!

So do a ripping job on the first one and make sure you get great results and put in extra work if you have to make sure that happens.



How Much Do I Charge?

This is one of the biggest questions I get in the first stages and one that I pondered over many times; I guess there's really no ultimate answer to this it just comes down to what your time is worth, what your skills are worth and the type of client you're dealing with.

Remember web design companies charge anywhere from \$3000-\$5000 all the way up to \$20,000 and beyond for larger more complex sites.

It depends whether you're building them a website from scratch or revamping an existing website and also what type of promotional activities you're going to do for them.

Most of my clients right now have existing websites and I'm simply optimising the SEO, doing web 2.0 strategies and video marketing for them. This easily warrants \$5000-\$7000 per client; plus up to \$1000 per month in recurring fees for ongoing promotion... and you just gotta love that!



Never go in too cheap; people instantly devalue you and what you can do for them if your price is too cheap.

Decide on the benchmark price range and what you offer for that price range, there's literally pages and pages I can write about on this subject and it's something that we will get in to far more detail at www.theOfflineGoldmine.com for now I'd simply work on a figure of around \$2500 if you are building a simple website and doing promotion.

From there you can make those initial offers to take \$1000 off the price in exchange for referrals and testimonials etc.

Identifying What To Do For a Client

This is the next most important part, working out exactly what you're going to do for the client.

You're like the website doctor!

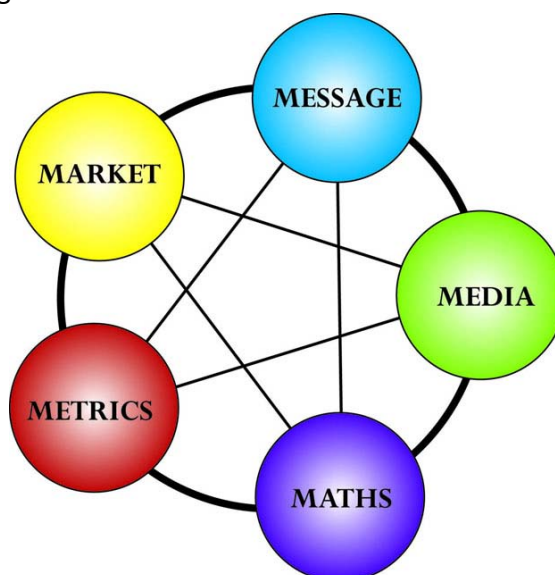
So you've got your first client interested and wanting to work with you. Now you need a plan to get more customers and make more sales for them and how you're going to achieve it.



Of course this has huge scope; this is the Internet marketing part that can be as simple or as complex as you want it to be, all the way from simple back links to advanced social media marketing, video marketing, PPC, you name it.

Offline to Online Marketing Matrix

Over the last 18 months I've developed a killer system that I call the Offline to Online Marketing Matrix™. It's a powerful marketing system that encapsulates the very best of web 2.0 and social media marketing combined with cutting-edge video marketing tactics along with highly optimised blogs and back linking campaigns.



I certainly haven't seen this marketing matrix in such completeness revealed or taught anywhere else, once you understand the components and know how to link the pieces together you'll have one of the most powerful traffic and ranking systems anywhere on the net!

Yes, I'm going to teach you how to do this, I don't profess to be a leader in any of the individual marketing systems above, but I don't have to be; the true power of this is in the combining and linking of the systems together.

Start With the Core SEO Basics

Depending on your level of expertise, I'd strongly suggest beginning with the easiest to implement and highest value SEO and back linking campaigns.

If the client doesn't have any website at all this can often be the easiest to do because you don't have the technical issues of a website that's already coded by a web design company, and depending on your level of expertise you may be very hesitant to touch anything to do with an existing website.



If the client does have an existing website I tend to suggest passing on ideas and optimisation tasks to the original web designers or webmaster should they still have one, if not then depending on your comfort level of dealing with the website, you can implement some small changes yourself.

Better still, outsource this to an experienced web designer, (I'm going to be teaching you some killer outsourcing tactics that'll make your head spin... plus make you a bunch of money in a new video series).

One of the latest clients I've been working with, already had a website with shopping cart attached. She desperately needed help, and if it didn't work out, she was on her way out of business.

Now I'm not a web designer and certainly wasn't going to play around with their website, so what I did in this case was set up a blog in a separate folder, send recommendations to their web master for on-site SEO, then implemented the external traffic matrix techniques.

The result was a big increase in traffic and rankings and with the implementation of a lead capture page they went from capturing no leads to around 10 new paying customers per day.

Bottom line... this meant an additional \$2,500 in revenue per day to her business... what's not to like!

To say she was happy is an understatement... not only did I save her business, now she won't stop throwing money at me! ;-)

Traffic Numbers DON'T Matter

Don't be fooled by the type of traffic and numbers you typically target for your online campaigns, these local business search terms won't get a lot of searches, but here's the really big point!

They're **"BUYING TERMS"**!

Let's quickly analyse the difference it can make to a local business when they increase customers particularly **'ready to buy now'** customers.

"I don't worry anymore about Traffic Volume, All I Care about are Buyers!"

We'll use the example of the local bike shop that I did some work for; he has a number of higher end road racing and mountain bikes that range up to the \$10,000 mark.

How many additional \$10,000 bicycles do you think he needs to sell in a month to make a huge difference to his bottom line? We sold three additional \$7000 giant road racing bikes in the first month that came directly from the lead capture.

Sufficed to say he was over the moon!

Here's another great example:

How much is just one new patient worth to your local dentist?

Try around \$40,000 average lifetime value per patient! Do you think he or she would be happy to hand over \$5000-\$10,000 to get 5 to 10 new patients a week?



... **SLAM-DUNK!**

Of course when you start dealing with the higher end clients like dentists and cosmetic surgeons, you'll need to be able to produce the goods and that's where, armed with my off-line matrix system you'll not only have the advantage over anyone else, but you'll simply dominate your territory!

Build the Blog Right and They Will Come!

Without doubt one of the most consistent traffic machines over the past five years has been the humble blog!

Sure we've got web 2.0 and social media marketing whiz bang stuff that does work brilliantly when done correctly, but I know with absolute certainty that I can put up a fully optimised WordPress blog and get traffic flowing within no time at all.

Sometimes we forget the simple rock solid systems like a WordPress blog and get caught up in the latest fancy smancy traffic technique or tactic... but the bottom line is Google still loves blogs today and I use them on EVERY campaign I do, more often than not... more than just one.

Trusty Old WordPress

One of the latest clients that I've been working with sells fire shelters designed to be a refuge for people in bushfires (a massive problem in Australia). He had his entire site built simply, quickly and effectively on a WordPress blog platform.

Without any fancy tricks or any of the advanced promotional tactics that we do, I had that website listed number one on Google for the main search term within five days using only the power of the WordPress blog and the very specific plug-ins and optimisation that I do.



The beauty with this is just about anyone can build a reasonably feature rich website using the WordPress platform and get a graphic designer to do a nice header and footer and you're away.

Believe me, clients will be extremely impressed with the look and feel of your WordPress site and you know you'll be able to get traffic to it.

Most typical local business websites are static and rarely update their content and we all know what happens to those sites after a while... they become search engine cobwebs.

Article Marketing Still Rocks

Never underestimate the long term traffic and ranking power that some of these traditional promotional methods can achieve.

By far one of the most consistent traffic strategies over the last 3 to 4 years has been the much maligned article marketing.

True article marketing is not sexy anymore and hasn't been for a long time, but I can guarantee you that I've had more consistent traffic over the years with article marketing than anything else. I still see it every day where an ezinearticles.com article ranks in the top 10 on Google regardless of their algorithm changes.

It's all about how you optimise your article for keywords and related terms.

Start Small and Finish Big

As you get more clients you'll need to outsource to grow and give you the freedom you deserve and want. This is a major part in making it truly work and the secret to creating a massively successful 6 to 7 figure business for you.



Forget using the usual suspects like a elance.com or guru.com, I'm going to reveal to you the one of the most powerful secrets to outsourcing that will catapult your business as far as you want to go and give you as much time off as you need.

More on outsourcing later, but I can't stress enough how critical it is to your success in making those huge fat paycheques while you sit on your ass on the beach doing the four-hour workweek.

The scope of this business is phenomenal; you seriously can operate in whatever realm you want to... from a single man business doing simple marketing and online promotion activities for local business... all the way up to the level one of our colleagues is operating at. He charges \$10,000-\$20,000 per makeover; he works with small medium-sized businesses and of course produces great results for them.

Here's my point... he gets 1 to 2 new clients a week and 98% of all the work is outsourced, how would you like a *piece of that action*?

If you want to think really big, there's nothing stopping you creating a franchise type solution and licensing this business model out. Just imagine how big you could grow and how much money you'd make? That really is entrepreneurial thinking!

Running Smooth as Clockwork

For this business to operate at its most efficient and effective, you have to systematise the way you do everything. If you don't, you'll quickly run the risk of falling behind, not meeting deadlines and failing to deliver the results for your clients.

This is not like a simple affiliate marketing campaign where if you fall behind or get lazy on promoting the affiliate product the only thing that happens is you don't get the sales.

With this business you're dealing with real people and business owners at the other end who've paid for your results.



One of the most valuable activities I've found is to make sure you document everything you do. If you're just starting out marketing to local businesses, then make sure you write down everything that works and everything that doesn't work.

Look at ways to improve, from how to talk to business owners to organising your outsourcing team.

The more efficient and effective you are, the more money you make!

The Sausage Machine Principle

The sausage machine principle is a great way to look at any business system. You simply assemble the components together to form the machine. In our case these are your individual business components.

Effectively the sausage machine principle allows you to build this system and once everything is working in harmony as a machine, you simply put the ingredients in one end and out come sausages or in your case nice fat paycheques and website promotions that perform to make your clients happy and make more money.

I've used this principle for years in my property investing business and it was taught to me by my real estate investing mentor. This meant we could reliably and consistently produce great results over and over again.



Your Fast Start Action Guide

Here's a simple plan to get you going with this fast start action guide.

1. Nothing replaces action so get out there, get off your bum and get your hands dirty, as my property investing mentor would say. Pick a business type that feels right for you then jump onto Google and type in some typical local search phrases.

Have a look at the Google Adwords on the right-hand side and see who's advertising, this can be a good place to start because these people already understand the value of advertising online.



2. Brainstorm some questions and answers and write down as many as you can so that when you're out talking to local business you're confident in your approach and can answer questions.
3. When you're talking to these local business owners remember you're not selling, you're simply on a fact-finding mission, if they sound like they're ready to do something, by all means offer your service but never be caught selling.
4. Be prepared if someone does want to go ahead and do business with you, if that's the case tell them you want to go back and do a bit of research, then you'll come back to them with a plan.

This gives you time to put together a proposal and get up to speed on more search terms and ideas to present at the next meeting.

5. If you're not comfortable with just rocking up and talking to different local businesses, then consider putting together a flyer and get some of the local kids to go around and handout to local businesses. I've always found this to work extremely well.
6. Once you have your first client, make sure you put together as many visual elements as you can because you'll find it much easier to explain and demonstrate your ideas with images and things like mind maps and diagrams.
7. The last thing you must do once the wheels are in motion is set out your contract with terms and conditions etc, you may want to consult your legal representative, however I simply have a straight forward agreement which keeps things simple.

So What's Next and Where Do You Get THE Answers to Your Questions

First of all congratulations!

If you've gotten this far, you've taken more action than 98% of people. Yeehaaa!!

Make sure you read this report at least 3 times, and then go out and give it a go. Sure you might fall over your feet a few times, but trust me you'll thank me later for doing it.

Now, if you're anything like me you'll want to get as much inside information as you can, so you can build a massively successful business, marketing to off-line customers.

Of course there's only so much that I can fit into this report and each critical area could easily warrant having its own dedicated report because the more you know and the better you get at the important areas of this business the more big paydays for you.

The only way to teach you properly and give you all the insider secrets you need to dominate the local business marketplace is through a series of videos.

Here's the good news...

I'm going to be giving them to you for free!

Because you're already on my list you don't have to do anything else except wait for my next email.

If someone just happened to pass you this report, and you're not on my list, [click here](#) and sign up.

DON'T WAIT, because this is the only way you can get access to this goldmine of information.

Before I go... there are a couple of things I want you to do for me...

1. If you have any questions whatsoever, just leave me a comment on my blog. I can't guarantee I'll answer you personally, but what I'll do is group the questions and answer them either making a video, or if I get enough questions, I'll do a teleseminar for you... how's that!

You can leave your questions or comments here: www.theOfflineGoldmine.com

2. I hope you'll agree it was worth the read – and that you got great value out of it. If so, you can help me and I'd really appreciate it.

One of the big reasons I take the time to write documents like this is to provide what I like to call 'Social Currency' ... something you can tell others that will make you a trusted resource for your friends and acquaintances.

The simple fact is, every time I write a document like this, readers just like you introduce me to thousands of new friends by telling others about it.

So, if you like what you read, I have one request for you (which I would really appreciate from you...)

I have a really easy way for you to help your friends, and to help me spread the word – please go there right now.

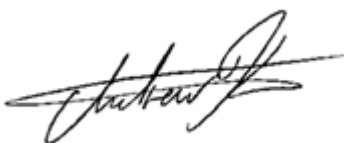
[Tell your friends about this Little Black Book of Secrets](#)

Would you do that for me right now? Thanks!

“Be someone who makes things happen, not someone who wonders what happened!”

And be sure to keep your eyes peeled for any communication from me over the next few weeks because the tips, techniques and tricks I'll share will be some of the MOST IMPORTANT info you'll ever get your hands on, so you can build your very own Offline Marketing Cash Cow!

Stay steady...



Andrew Kelly