

Let's get started right away.

A lot of people keep emailing me and tell me that they are tired of selling SEO and other commonly sold services to business owners.

So this guide is meant to reveal to you a known but proven service you could sell to offline business owners. This service is not only unique but also very valuable for your clients so not many business owners would be able to resist it.

So what is this service?

Well, offline businesses are lacking in the ability to stay up to date with clients and businesses. So many of them are losing out on clients because they just can't seem to know what to do to get clients coming back.

Here's the problem:

Businesses have clients coming in all the time on a Friday, Saturday, and Sunday. Usually they don't even need to market for those days because people just walk into their restaurant, store, or whatever the business is.

However, what about a local coffee shop on Tuesday mornings? How do they get marketing? They're stuck there with little customers and just waiting until the weekend hits for more people to come in.

Oftentimes, business owners find themselves stuck because they know there is a certain hour.....certain day.....and a certain part of the day that just doesn't get any customers.

This is how this service comes into play.

You'll be helping these businesses to achieve more clients during their most dull and most empty nights and hours, not getting customers.

Do you ever notice it when companies have what they call a "Happy Hour"?

Well, they are doing that to get customers and business during those hours. This is when they lower their prices by 10% or a few dollars to bring customers in and the company doesn't have to be bored on those times of the day or week.

Every business experiences this type of fluctuating in business, but let's try and make money off of this.

So this service is SMS Marketing....

I know. You might be confused!

Well, SMS marketing can be done in all kinds of ways....

But in this guide, I am going to show you The BEST way to do this service, and the most perfect way to sell it effectively.

So how do I deliver this service effectively?

Well, you'll be using sites like:

1. <https://simpletexting.com/>
2. <https://www.textmarks.com/>
3. <https://www.eztexting.com/>

These sites are EXTREMELY reliable. And you don't need to be a white label provider in order for you to do this service for your clients.

These sites allow you to create a widget type of feature to put on your client's website, and it allows for people to input their numbers and receive the first discount.

Almost every carrier is available with these services, so your clients can get all the customers that they want.

So when your offline client wants to have more customers fly into their business on a tough day, all they have to do is ask you to send out a short email text message blast to all of their subscribers saying something like "Chan's Chinese Restaurant! 40% Off Selected Cuisines! Today only! 1-4pm! Show text to avail discount!"

And once that text message is sent out, usually 20 people out of 60-100 people on that list will visit the business during that time to grab that discount. You can do these email blasts whenever you want to, or whenever the business wants to.

So.....this is how this business works. And this is a pretty good service because businesses can always know and find it worth it when they have this since they can get customers heading down to their business whenever they choose.

So now that you have a basic idea on how this works, I'll show you what to do now to get yourself on the right path.

## 1) Finding A Business

Finding a business is not difficult. But you first need to choose a niche you want to target.

- Choosing a niche

I would recommend getting into the food and retail niche. Restaurants, coffee shops, and any place that people will go to in order to eat often is a good place to be. Any place that others will go to often are perfect for targeting because they rely specifically on CONSISTENT and RECURRING clients.

You can find the business by going online to sites like Yelp.

I like to use Yelp all the time because almost every business out there has a Yelp page and has claimed their site on Yelp.

From Yelp, grab their email address or visit their sites and submit them a message using contact us form.

Then send them the email template below:

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"Hi (business name),

My name is (name), and I am an Internet marketing consultant.

I know that at the moment you are extremely busy, so I'll be quick with you! I know you want more customers and clients, and I am here to say that I could help you with that.

Your website right now has the ability to help you get more clients, but as of right now, it's just a place for people to learn about your restaurant.

What if I told you I could get those people on your website to be FORCED into heading to your restaurant whenever you want them to?

Or....

How great would it be if every one of your current customers would come back whenever you choose?

I have a marketing system in place that makes this happen, and if you ever want to know how it works, let's have a chat.

(Email address)

(Skype ID)

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Now, you need to understand that this conversation can go a million different ways, you'll get a disinterested reply, an interested reply, and everything in between.

In one of your next emails, you need to make sure you explain how the site works. So here is just an outline of what your next email or so could be. You don't have to use this word for word. Instead, use it as a guideline.

"I have a system I work with online that allows you to do SMS marketing. SMS marketing involves posting up a signup form onto your site that let's people put in their phone numbers. And now everybody who is on the list can receive weekly text messages from your business. If you ever want to get more customers heading to your door on a Monday morning, just send out a text on a Sunday advertising that Monday has a special discount, just let me know and I'll send them a text."

You'll be doing almost all the work.

You could outsource this stuff, but you don't really have to.

You do however have to make them pay a monthly fee.

Pricing

I price this at \$497 upfront and \$47 per month.

Sometimes, I lower the front side down to \$397 and just make the monthly fee \$77 a month or something.

You could also give them a one year fee if you'd like, which I have sold before. So instead of \$497 upfront and 47 a month, you could make it a smaller fee of \$997 and then lower it down to \$897 if they won't budge just yet.

Just know that you will be doing ongoing work with clients. I'll get to that in a second.

How does payment work?

You make this a monthly payment, but of course, you could go with a one time yearly fee.

If they want to continue it the next year, it is another \$997. You have to pay the website \$178 per year, or \$18 a month, so you should consider investing in the per year system so you could already keep the cash.

Convincing them to buy like this:

I found that sometimes, business owners just want to know that the money is going in the right place, so don't be afraid to go ahead and offer them a deal like this.

They only have to pay \$199 upfront for the first two weeks, and if they don't like it, they can end it and they get back their \$99. (If you're going to do this, make sure you invest in like one month free trial, or use the lowest plan) if they want to continue it after the first two weeks, make sure they pay the remaining slants of the upfront cost.

Yes, it could be confusing, but once that first two or three clients are in, you shouldn't have a problem.

So this is it basically. SMS marketing is beyond powerful, and it can change your life and your client's life.

This method can definitely work BIG time if you work at it. Don't send out mass emails using a bot. Put in the time to email the right business owners. You could land a client using this within 48 hours. You need to know that money from this is VERY possible even if you have little experience.

That's it. Now go ahead, take massive action and make some CASH! :)