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**Need \$1000 bucks this week?**

Hey guys,

Here is one method that really kicks some butt... :)

I started selling local business listings to companies in my area. When I tried to sell people on one call it was difficult and not working for me so I tried a little twist. I called businesses and offered them a FREE listing first with google. I choose accountants to work with. So, I called the owners of the business and let them know I would have them on the first page of google within 30 hours. **\*\*side note\*\*** I did a quick search on google for accountants and just went to the 3 page of google. Then started contacting all businesses on the 3rd, 4th, 5th pages and so on. Here's my little pitch...

Hello

\_\_\_\_\_ please

Hello \_\_\_\_\_ my name is Jay Sabree and I'm a local e-commerce business consultant and seo expert. I understand you're a busy person. Here's the bottom line.

I'm here to help you:

To get more exposure

And ultimately, to get you more business and sales

Here's a couple facts for you

Just over 80% of Canadians go to the internet first and look for your services there. Once they've found your services on the net then they contact you or they go into your business/office after they've found you on the internet.

Now here's the down side to that, if you're not on the first page of Google then it's likely that your website is not being seen at all. Google has put together statistics showing that 98% of the business that they generate is as a result of being on their first page.

Going forward, it is essential that you have your business on the first page of Google.

What I'm going to do for you isn't going to cost you anything right now.

I'll put you on the first page of Google for one of the highest volume keyword terms within the next 30 hours.

Here are the details.

When people go to google they type in specific words to find your business or the services that your industry offers. I have the list of the highest volume search words in your specific industry. This information has come directly from Google itself.

Of those search words here are two of the highest volume keywords for you to choose from

According to Google's data bank the keyword \_\_\_\_\_ receives \_\_\_\_\_ searches per month

And the keyword \_\_\_\_\_ receives \_\_\_\_\_ searches per month

Which one would you like me to put you on the first page of Google for?

Great!

Then I'm going to call you on Friday ... To talk about putting you on Google's first page for 3 high volume keywords, as well as I'll set you up on Yahoo and MSN which are the largest search engines and account for the lion share of the internet search traffic.

On Friday when I call you back I'm going to let you know about keywords that are receiving 1.2 million searches per month + + + that the rest of your industry is not taking advantage of.

Is Friday at 2:00p.m. good for you?  
Can you be in front of a computer for that time?

Great

The key here is I went to [Google Keyword Tool Box](#) and found all the high volume keywords first. Then I went over the google and made share NO OTHERS COMPANIES were using google maps for that keyword term. I gathered 15 high volume keywords (75 thousands searches per month, plus plus). To refine the process I also looked at the commercial value for each keyword in my geographic area. I used the adwords keyword estimator. <https://adwords.google.com/select/Tr...timatorSandbox>. I choose the best terms to offer each company. I used a two step approach to sealing the deal. Only one keyword was setup for each company to show them what I could do for them. Then i called them back in two days (after making sure they were on the first page of google in the number one position) Again, I made sure there was no google maps competition for the keyword term first. When the follow up call was made I got them in front of their computer and had them type the keyword term in. Once, they saw them self in the number one position with no other competition then it was like taking candy from a baby... lol I offered them 3 keywords terms in google and one keyword term in yahoo and msn for \$497.00. I also made it a one time payment for life and a bonus one on one internet marketing consultation (value of \$297). Of course, the local business listing was my shoe in and the rest was smooth sailing :)...

If you're not sure how to put together a google maps listing watch this quick video...

<http://www.youtube.com/watch?v=lviDz8fUMTE>

**This addition/amendment is being made for all those that would like other ideas aside from the phone! – (June 27th)**

Here's an idea of what you could do:

Take the script and turn it into a flier/e-mail

50 fliers to businesses per day

50 e-mails to businesses per day

50 phone calls to businesses per day

Setup a barter system with some companies (you can setup a local listing for them) in return they hand out your fliers to their customers

example: Dry cleaners

Do this over 10 business days and see what happens!

Cheers

Jay

JaySabree

06-17-2009 11:18 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **CurtisN** (Post 889545)

*Hello Jay,*

*Thanks for the easy to follow plan. I'll remember not to contact any accountants in Toronto :D*

*Curtis*

---

i'll cheerfully split the accountants with you... ;)

JaySabree

06-17-2009 11:43 PM

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**Re: Need \$1000 bucks this week?**

I started this method a few weeks back... First I was not giving anything away for free... (BIG MISTAKE) I couldn't close anything... So, with my tail between my legs i went back to the drawing board and thought 'Hey i could setup a local listing in 6 minutes'. No real skin off my back. So, I switched the pitch and targeted my audience to suit the new sales pitch. No I did not close everyone. If you expect to close everyone then sales is going to give you a cold shower. Sales has been and always will be a numbers game. However, after looking at the number of companies that I called and how many I closed with the new pitch the ratio was 1 in 15. More specifically, I closed 1 in every 15 companies that accepted the FREE offer. \*\*not everyone wanted the FREE listing\*\* It is important that you go into everything with the right expectations and mind set.

JaySabree

06-17-2009 11:54 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Jeremy Kelsall** (Post 889660)

*Hello,*

*With something like this, you really don't need to be a great sales person. Actually, not sounding like a sales robot would probably be to your benefit.*

---

I agree with that. Sometimes simplicity is the best route. I was trying to make things too salesy in the beginning of marketing the local listings. Keep it simple and you'll do fine... NO SALES experience needed. Just play the numbers game and you'll make a couple sales by this time next week. This method works GREAT!!!:D

JaySabree

06-18-2009 01:04 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **humph63** (Post 889730)

*Awesome post. Thanks for the info, I'm pretty new to the whole making money online thing, but this is great!*

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I'll bet if you start using this simple method by tomorrow you'll have one or two clients by next week...;)

JaySabree

06-18-2009 07:58 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Matt Gannon** (Post 890463)

*paypal*

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So far it's been all paypal... And yes, this could have been my first \$7 WSO... I have another great method for generating sales that maybe I'll share in a month or so... :D

JaySabree

06-18-2009 08:03 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **ideasuniversity** (Post 889946)

*This is awesome. I will work on this and share my testimonial with you soon*

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Hey, that would be great! Once you've had some success post in here :) and let us know

JaySabree

06-18-2009 08:46 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **cyberchick** (Post 890716)

*Forgive me for asking this question, but how can you guarantee a first place position on Google with these maps? Are they automatically going to rank on position one for any keyword, or am I missing something here? And how do you circumnavigate the phone activation process for these company listings?*

*If you could elaborate on this please it would make the whole picture a little easier to comprehend.*

*Thanks*

*Monika*

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Great questions and these are all things that I have had to deal with and overcome... First of all, you need to be pretty organized and it would help if you have a couple phone numbers to boot.

1. You need to research your market. Take dentists for example. If you type in - dentists new york - you'll find a large number of competition in google maps. So, why make things so difficult on yourself? Go to <https://adwords.google.com/select/KeywordToolExternal> and find other high volume keywords that have NO local businesses promoting themselves on that keyword. Such as, tooth extraction. There has no other google maps competition on that keyword and the google keyword tool shows over 100,000 searches just last month. That's a keyword many dentists would love to dominate.

[YouTube - How to use google keyword tool](#)

2. You need to create a different gmail address for each company... Do not use your own gmail address.

3. I have two computers in my home. That helps but not needed...

4. I've hired two commission sales people to go after the market. Once they get a bite I setup the listing with their phone number. Google gives them the code and they relay it back to me. (I know you like that one) :D

This way I have many phone numbers to work with. If that's not an options then use a

relative/friend. Anyone, with a landline phone.

You can get on the first page in 24hrs or less sometimes with your local business listing through google. yahoo and msn use snail mail to verify the listing and they send it to the physical address which could take 2 weeks plus.

Hope that helps a little...

Cheers

Jay

JaySabree

06-18-2009 09:24 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Alex Sol** (Post 889935)

*Hi!*

*I had a question for you.*

*The last time I added a business to google maps local listing, I was asked to activate it by phone... How do you do that? You always provide your own phone number?*

*Thanks,*

*Alex*

---

Hey there

I missed your question before... You can use your phone number to verify 2 sometimes 3 listings after that use family/friends/work at home commission employees for more numbers. Once they accept or decline your offer then you either change the phone to their number or you delete the listing.

cheers

Jay

aySabree

06-18-2009 08:27 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **joshiril** (Post 892625)

*I am not saying this method doesn't work, but you pointed out that 1 in 15 businesses that take the free offer convert. Assuming use of one phone number per listings,*

*theoretically, one could end up needing 15 unique phone numbers to land a sale.  
Am I missing something?*

---

I've used 1 number to setup three listings... The pitch has been reworked and targeted to the audience a bit better... The ratio that I gave was from the beginning of using this method till now. What that means is the sales script has been changed until the right mixture was met to achieve a conversion. Now, the conversions are turning around faster because the process is being improved.

This item is a lost leader for me. The real benefit comes from the face to face meeting. All, the walls are taken down after the local listing is done for the customer. They listen and are eager to take the next recommendation that I give them. The meeting is setup and I go in with other services such as e-mail marketing and video marketing etc. etc. So, really this is just the beginning of my sales funnel...

JaySabree

06-19-2009 07:19 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **MarkR** (Post 893367)

*Jay,*

*Great stuff! Couple questions.*

*Where in the sign-up process do you use the keyword you want to rank for? Is it in the business description or business category or where?*

*Also, if you use your own phone or your salesman's, can you change it back to the customer's phone number later if they buy from you, or are they stuck with your number?*

*Mark*

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**[Hello Warriors... The below post has come under fire based on Google's rules and guidelines. Please read the rules and guidelines for using google maps which is posted at the bottom of this page. ] This is an amendment that was made after reviewing Google's new rules of engagement. - Jay**

Hey Mark...

Great questions!

The keyword goes into two spots... When you're filling out the companies information in google's local business center they ask you for country, company name, street address etc. etc. Google decides where to place the business based on:

1. COMPANY NAME
2. DESCRIPTION

This is where you place the 'keyword'. :eek: In the area for company name and in the description. Do not use the real name of the company in the company name slot only the keyword.

You have FULL control on the listing and you're able to change anything in there. Once you change the phone number Google will require that you verify the listing again. So, the customer will receive a call from google with the new code. Have the customer write down the code and give it to you. Then complete the process for them.

Cheers

Jay

JaySabree

06-19-2009 07:32 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **David B.** (Post 894016)

*Great Idea. Very doable except I'm a total newbie so don't know how to make a website let alone put it in the first page of Google.*

*Cane someone help or just read the post in the forums?*

---

Hey David...

Welcome to the forum :)

You'll find everything you need to make great money in here...

As for this money making strategy YOU DO NOT NEED A WEBSITE! Neither does the customer that you're setting up the google maps listing for. So, take a breath of fresh air. Google will still place the company on the keyword without a website. As long as you have a phone number and the address of the company then you're all set. It's that easy. Just take your time and reread this entire thread. Then jump over to google and start making some money.

Here are a couple local businesses that you could go after

1. Dentist
2. Accountants
3. Hair Dressers
4. Tanning Salons
5. Any Type Of Doctor

That should get you started

Cheers

Jay

JaySabree

06-19-2009 07:37 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Ed Stas** (Post 893360)

*This is brilliant stuff. Here's my "value-add" and it is for all you phone-aphobics. You don't need to call. Not initially anyway. Take the email calling script content (which is a tad too long) and edit it for email. Then look up BOTH the website "contact us" info AND the whois info and send each contact form and or email the pitch. Make them email or call you.!!! Candy. Baby. Taken!*

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Thanks Ed :rolleyes:

That's very humbling... You're suggestions are great and I've taken note of them and will test and see the outcomes.

Cheers

Jay

aySabree

06-19-2009 08:12 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **cyberchick** (Post 893431)

*Hi Jay,*

*What you explained now makes perfect sense to me. Yes, I did like your suggestion about getting those phone numbers because I hate cold calling people. Like you I also intend to hire some sales people to do the leg-work for me for a nice commission.*

*I already have my first domain (had it for a few weeks now) and it is setup and ready to roll. All I need are sales people, which is my next project.*

*Thanks for the tips. They are certainly very much appreciated.*

*Monika*

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Hey Monika

Glad I could help...;)

I find all my commission sales guys from craigslist.org and kijiji.com

I love the internet!!!:D Anyways, here is the exact listing that I used to find my guys...

\*\*\* Post this listing inside the sales area \*\*\*

Title -

\*\*\*\*\* **TOP TELESALERS PRO'S \$\$\$** \*\*\*\*\*

Ad -

OPENING FOR TELESales PEOPLE - EARN \$500 TO \$1000 A WEEK.

THIS IS NOT A COMPLICATED SALE  
YOU WILL NEED A HOME OFFICE - COMPUTER, INTERNET, PHONE (A MUST!)  
WE MARKET WEB APPLICATIONS

YOU NEED TO HAVE:  
MUST BE CONFIDENT !!!  
STRONG SALES ABILITY  
HIGH ENERGY  
DAY TIME HOURS - (9a.m. - 5p.m)  
THIS IS BUSINESS TO BUSINESS SALES  
ABLE TO DEAL WITH BUSINESS OWNERS

THIS WILL RESULT IN  
GREAT PAY OFF  
1 TO 2+ SALES PER DAY  
MINIMUM \$100 PER SALE

REPLY WITH RESUME TO THIS POSTING - OR  
CALL 416 \*\*\* \*\*\*\* - DIRECT LINE TO OWNER  
PLEASE DO NOT CALL AFTER 7 P.M. EASTERN STANDARD TIME

Cheers

Jay

JaySabree

06-19-2009 08:19 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **ragstworiches** (Post 894379)

*Hey Jay,*

*Great idea, its been a while since I read anything useful on this forum. I'm sure many people will love this one. You should definately turn this thread into a step by step WSO, screenshots etc.*

*You deserve to make some money for your idea.*

*Phil*

---

Hey thanks Phil...

This system is really quite easy especially for the people inside this forum.  
I've started making some great pay days once joining this forum. So, why not let everyone

join in on the fun. There's just so many businesses out there that if everyone in this forum used this method we would still have plenty of companies to go after.

cheers

Jay

JaySabree

06-19-2009 08:29 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Imran Naseem** (Post 894456)  
*Jay is there any future WSO you are going to launch on this? If so I would be the first to buy.*  
*Thanks*

---

Hey Imran...

I've learned a ton from you so again that's very humbling to read.  
I'm working on a few wso ideas right now but my offline stuff is gaining great momentum. Some of which I can directly blame you for!!! lol I hate when people share inspiring information with me!!! :(

cheers

Jay

JaySabree

06-19-2009 09:34 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **jps2261** (Post 894608)  
*Hi Jay, great pitch one thing though I have 10 yrs of telemarketing and have all ways mention to the staff that never use questions where there is an out i.e yes/no answer found that out the hard way:) I am sure you could get the ratio down to 1/8 Though I am curious how long did it take you to come up with the sales pitch!*

---

Hey I appreciate your input...

Once I got to the point in the pitch of asking the potential customer which keyword they would like me to get them on google's first page for I am yet to have anyone back out from that point on. All business owners realize the value of Google to their company.

Remember \*\*\* I targeted businesses that already had a website - the website was just not on the first page of Google.\*\*\* The goal of any strong sales pitch is to know and deal with the objections before the potential customer even thinks of them... This of course, is still a work in progress and I will continue to test and improve the pitch... This is what I've learned from internet marketing. Even once you have a process that is generating sales for you best practices is to split test and improve the process so you can make more sales - more money\$\$\$ - and retire rich :D... lol

The pitch was and still is in rough form. However, the draft above took about two weeks to mold and is quite effective.

Cheers

Jay

JaySabree

06-19-2009 09:44 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **sarafina** (Post 894695)

*This is the greatest offline related free idea I have heard of. I would have never thought of this but great way to make money and more importantly, get yourself in front of a potential offline client. Looking forward to any WSO you may offer.*

*Also, hope you don` t mind sharing the accountants with me as i` m in Toronto too!*

---

Oh no, the Torontians are just coming out of the wood works :mad:... OK, erase this thread!!! Please someone get this stuff taken off the forum!!! lol :)

Ok, all kidding aside... Any GTA people out there that would like to partner up with me or need help getting off the ground feel free to PM me...

Looking forward to chatting...

Cheers

Jay

JaySabree

06-19-2009 12:47 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **joshril** (Post 895158)  
*Isn't this against Google's editorial guidelines?*  
*Keywords in the description should be fine, but not in the title... unless it's the businesses name.*

---

Hey Josh,

This is why the warrior forum is such a great place to go over your ideas because you get a solid response on all sides of the coin. The only way that I know of to rank for other keywords is to place them in the company name area. I'll continue to test different methods and see what the outcome is.

cheers

Jay

aySabree

06-19-2009 01:09 PM

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**Re: Need \$1000 bucks this week?**

Hey Josh...

Great Points...

I haven't been doing SEO for that long but I'm not aware of any other method that is almost guaranteed to get your company on the first page of Google in 24 hours or less... Every single time!!!

This is still pretty new and very few people are taking full advantage of this method. You're also able to track the amount of impressions and click thoughts... This is a value add for the company that you can provide to let them know how well the placement is doing

regards,

Jay

JaySabree

06-19-2009 01:34 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **rapidscc** (Post 895384)

Hi Jay!

Nice post. A new business model I can try. Actually I have an offline client meeting next month and I will propose this with them.

I haven't tried registering local business to google maps before so I would like to ask some questions.

1. With your process, If I register a business, will I be sure they'll be no. 1?
2. When google calls for verification, what do they usually ask clients? I don't want to use dummy people confirming google's call. Somehow I feel this is a form of fraud if the ones confirming a local business registration is not really the business owners.

This information will help..Hope you can reply.

oMar

---

Hey Omar...

The best thing for you to do is setup a listing for yourself, family business or a friend. Go through all the steps outlined in the thread and you'll see time and time again how effective the system is...

Cheers

Jay

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JaySabree

06-19-2009 01:37 PM

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**Re: Need \$1000 bucks this week?**

@Mollysbrother and @[OSContent](#)

Thanks for the kudos... More to come but just looking to see if this very simple method can help out a few of my peers...

Cheers

Jay

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JaySabree

06-19-2009 02:13 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Topgunb** (Post 895517)

*This stuff is worth its weight in gold!*

*Take my hat off to you.  
Well Done!  
Brian  
p.s sent you a pm*

---

Hey Brian,

Well since it's all digital than I guess there's no real weight... Maybe, it's worth the weight of my lab top lol ... Thats an ok starter :)

I'll go read your PM and anyone that has questions or needs help can PM me and I'll get back to you ASAP...

Cheers

Jay

JaySabree

06-19-2009 03:05 PM

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**Re: Need \$1000 bucks this week?**

Hey guys,

I'm a big believer in having the right mindset. Personal development is key to all entrepreneurs success.

You need to take one niche and **make** it work. I started out with very little knowledge of offline marketing and have been working on many different tactics to be successful in the offline arena. I've failed time and time again but that hasn't stopped me. In my humble opinion, the difference between an opportunity seeker and an entrepreneur is mindset.

An opportunity seeker: I believe this is someone that is looking to win the lottery. They're not willing to work for their dreams and goals. They want everything to be handed to them on a silver platter. If something does not work the first time or right away then they feel frustrated and many times give up.

The entrepreneur: I believe an entrepreneur is someone that stops blaming other people, situations or objects for the outcome of each huddle or setback they find. This is someone that takes **complete** responsibility for everything. There's little to no complaining just problem solving and actions. They close all their back doors and have total focus. The only option is success.

So, which one are you?

If you're new to the forum please read this thread...

<http://www.warriorforum.com/main-int...-warriors.html>

JaySabree

06-19-2009 05:10 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **selcor** (Post 895700)

*do you offer to do any social marketing or web 2.0 marketing for them at all to get them ranking pages with that too?*

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Hey there...

When I sit down with the client I've always planned out 3 different strategies that they can use to improve their online reach and penetrate their industry deeper. Yes, social media and web 2.0 are part of my overall recommendations

JaySabree

06-19-2009 05:37 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Joel O** (Post 895903)

*- I would "assume" Google wouldn't allow business map listing to be posted with keywords as the company name. Aren't they moderated?*

*Also... since you didn't use the companies name/info, do the companies trust you to edit it with their info, do some thing it's a scam or something? (or am I just not understanding correctly how this all happens?)*

*- You mentioned the keyword "tooth extraction new york".. when I checked, I see it only showing 170 for May. I see 130,000 for "tooth extraction", but that isn't a local search.*

---

Hey Joel,

Again, the best thing for you to do and setup a listing yourself for your business, family business or a friend. This way you'll find out how everything works. Google is way ahead of the curve with their local business listing. It is not moderated in the fashion that you think or assume. This is a FREE service by google. Your adwords campaigns are moderated by people but this is not the same for all the free services that google offers.

When the business listings is setup remember we contacted them straight from their website. The only information in the listing that has been incorrect is the phone number and business name. When there is only one business on the keyword then you'll see the company address phone number etc. etc. As for scam? Not sure what you mean by that? This is no different then SEO, video marketing, e-mail marketing and any other services that the online community offers the brick and mortar companies. Businesses will hand off the internet services to people like us that know how to implement them.

The keyword on top was a quick example. Find one that you feel comfortable marketing.

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JaySabree

06-19-2009 05:39 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **MavisAA** (Post 896058)

*Thanks Jay - This is all very new to me but it looks good. I'm not 100% clear on how you achieve the No 1 listing for your selected keyword. I will follow the steps set out in your posts throughout the thread using my own business and come back with any questions I'm not sure about. I hope that's okay?!*

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Please do... Watch the video at the bottom of my primary post and you'll do fine:)

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JaySabree

06-19-2009 05:46 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **joshril** (Post 895920)

*As I pointed out, I'm not sure about moderation. Blatant keyword spamming in the title would obviously raise some red flags, although the more I dig, the more I see this going on. I would doubt that Google is manually approving these listings, but if someone is more knowledgeable on this, please correct me.*

---

I have used the keyword in the title and the description as I mentioned before. I have setup countless business listings and had no problems doing this. However, I will

be testing other methods.

This is clearly a very fresh topic that few others have tested and figured out.

JaySabree

06-20-2009 08:26 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **AmyKay** (Post 897534)

*I want to try this for my hubby's company, which is based in lansing, but sells stuff around the country. But this is a LOCAL listing, right? So the company will only show up if they enter "Lansing MI" along with the keywords. Am I understanding this correctly? Thanks!*

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Yes Amy,

You're absolutely right :)

This is for your local geographic area. Don't forget that you can also setup Yahoo and MSN local business listings.

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JaySabree

06-20-2009 12:49 PM

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**Re: Need \$1000 bucks this week?**

Hey guys,

This thread has taken on a complete life of it's own... lol  
Mark, thank you for keeping an eye on this thread and answering many of the questions.

@Jay Rhome - You're right on the mark with everything.  
This is a simple yet powerful method to get businesses out in front of their target audiences. For those that are new to IM understanding the significance of keywords is essential. Here is the bottom line... **\*\*Remember\*\*** those people that are looking to buy are specific in their keyword research. Meaning, buyers of products tend to use three or more keywords in their search to find exactly what they're looking for. For example, someone that just did a search for the keyword 'golf' is far too vague. There are too many subtopics under golf to know what that person is truly looking for. However, someone that types in - '6 volt golf cart batteries' is very specific and more likely to

purchase that item. When someone searches for the product and the location then this is someone that is thinking about making a purchase.

Hence, tanning salon new york, book keeping boston etc.

@[codepoint786](#) Maybe, the immediate area that you're living in has limited businesses to approach? However, I'm in a metropolitan area that has numerous businesses that need our services. The opportunity is more than all those IM's living in my geographic area will ever be able to take complete advantage of. Offline marketing is not for everyone but we all can make great livings doing it.

@Dana and @Zoobie - thanks and the video is all sorted out

@topgunb: After you setup the company name, address etc. on the next page you'll have categories to choose from. Go ahead and add a few categories.

JaySabree

06-20-2009 01:07 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Robert Boduch** (Post 897742)

*I'm talking about using simple things like classified ads and direct mail.*

*Robert*

---

Hey Robert,

I fully agree that there are many ways to approach the offline arena. I use a wide array of methods. My business model uses phone, direct mail, classified ads etc. etc. Here is a thread post that I highly recommend by David Preston...

**Here's A Stupidly Simple Way To Generate "Emergency" Cash NOW!**

This is very easy to do and can generate at least \$1,000-\$1,500 within the next few days!

First, you need to find some local business owners who need what you're about to offer them here. No, you won't be pounding the pavement or cold calling anyone....they will be calling YOU.

You can use a couple of methods to find these clients.

1. You can simply go to the phone book and look up businesses in your local area. Write

down any business that you want. You will use that list to check the internet in a minute or two, so keep it handy.

2. OR you get an in depth "drill down" listing from GoLeads which will give you tons of information on all businesses in ANY geographic area. Cost is about \$15 for unlimited access. :-)

Once you have your list, about 20-25 is all you need to start. Look them up on the internet to see if they have a website. For this particular deal you want them to have a website. (If they don't have a site yet, we can deal with that later.)

Once you have a few of the websites, visit them. Here's what you're looking for: Any business site that does not have a capture mechanism installed on their FRONT page.

In other words, they need to have an autoresponder opt in form on their front page. If they don't....you're in for some quick cash.

When you have about 10-15 "prospects" send them this letter:

\*\*\*\*\* \*

Mr./Ms. \_\_\_\_\_

My name is \_\_\_\_\_ and I am a local e-commerce business consultant.

I know your time is valuable, as is mine so I'll get right to the point. If I could show you an unused asset that you ALREADY have that could make you thousands of dollars, would you be willing to speak with me for 15 minutes?

This free consultation can save you as much as 50% off your entire monthly advertising budget AND bring you brand new customers at the same time! The best part is that you already have it, so the cost to implement this marketing weapon is minimal.

Please call me at 416 \*\*\* \*\*\*\* at your earliest convenience to schedule a free "no strings" consultation. I promise you, it will be worth your time.

To Your Success,  
Jay Sabree

Internet Marketing Expert

416 \*\*\* \*\*\*\*

\*\*\*\*\* \*\*

That's it! Believe me when I say that your phone will ring off the hook. DO NOT mass mail that letter! You really only need to mail 25-30 per week and you'll be busy.

Now that you have the clients calling you, the next step is to set a consultation appointment and meet them. The unused asset they have is of course their website which has no list building capabilities.

The "money is in the list" applies to ALL businesses, not just online marketers. By building a proper list they can cut their advertising dollars at least in half. Just send a customer blast about an upcoming sale instead of paying \$4,000 for a half page ad.

You follow me here? All you have to do is set up an autoresponder opt in form on their existing site! That's it.

I have coaching students who are making \$250-\$500 a deal with just this method. It's very easy to generate 4, 5 or even 6 deals per week this way. Heck, it only takes about 20-30 minutes to put the form on their site and that's if you're slow!

I usually visit their site, right click and select "view source" and save it in notepad. Then I open the notepad in an html editor and install the form. (I use Trellian pagebuilder, which is free and allows me to preview the finished site.) Once I'm done I save it as, "theirsitename.html" send it to their programmer and they can swap it. (I charge \$50 if I have to load it.)

You can use your autoresponder account or let them get an aweber account with your affiliate link of course. If you use your account then you control their list. In either case this usually leads to "who is going to write the emails" which is another monetization chapter for later....

Just so you know, almost half of all the sites I look at fall into the category of no capture system. It may be more or less where you live, but it's a rampant problem.... everywhere. Why? Because they simply don't understand e-commerce.

By the way, GoLeads will also give you the name of the business owner, number of employees, etc. Do your first one the hard way if you have to, but it's worth the \$15 to be able to put their name on the letter.

Response rates will triple if you use their name and this little trick.

Stamp "CONFIDENTIAL" in red block letters on the front of the envelope. This will make them put your letter in the "open later" pile instead of straight into the trash. It's a simple but effective strategy especially if you use their name. You can get a confidential stamp at Staples for \$5. I've used the same one for years.

Keep this in mind. People sort their mail while standing over the trash can. You do it, so you know it's true. You have to have something that stands out and says, "This might be important, I'll look at it later."

**\*NOTE\***

Change their cash register and credit card terminal receipt to read, "For Preferred Customer Discounts Sign Up At: (their website) There is a toll free number on the side of every register and terminal for support. Just call them and they will walk you through changing it. It only takes about 10 minutes.

This strategy is awesome because it does two major jobs when it comes to marketing.

1. It captures all their current customers because everybody reads their receipt, and everybody wants to be a preferred customer to get discounts. It also captures all walk in traffic that actually BUY something. Which leads us to:

2. A list of nothing but BUYERS of their product. No tirekickers or browsers, buyers only! You may need to clarify to them exactly why that's so powerful. Now you've made a client for life and there are tons of other methods to help them, and generate a great living for you as well.

I've just shared a tested, proven method to generate some serious emergency money FAST! Just copy and paste the direct mail letter and get to work.

You can do this.

I told you it was stupidly simple, and it works because it really is helping them, and that's what it's all about.

Make it a great marketing day,

David Preston

JaySabree

06-20-2009 01:15 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Ron**. (Post 897935)

Jay,

*I am brand spanking new to IM. My background is Finance. Is this possible for me to do? I just need to learn how to find the keywords.*

---

Hey Ron,

Welcome to the world of IM :)

Watch the below video on keyword research. Also on the first page of this thread I posted many tools for you to use

[YouTube - Using Market Samurai For Keyword...](#)

JaySabree

06-20-2009 03:44 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **I2ascal** (Post 898532)

*Thanks for the sales pitch and marketing idea. I was thinking of doing this and some door to door work as well.*

---

Hey there,

Great stuff... Now it's time to take some action steps...

I'm a huge believer in mindset and personal development...

Start with the below video, add a few ideas from this forum and run with it

[YouTube - The Course in Mastery Day 2](#)

JaySabree

06-20-2009 06:08 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Jay Rhome** (Post 898676)

*Anyway good thread! This is "offline" gold.*

---

Hey Jay,

Glad I could help. I learned a ton from this forum. I spent entire nights reading threads like this one. Then jumping out there and trying things out. Now I'm really enjoying everything that's happening around me. Hopefully, you make each system your own, close all your back doors, stop making excuses, start taking consistent actions and never look back!!!:)

JaySabree

06-23-2009 06:37 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Amanti Code** (Post 906086)  
*I'd be wary of doing this over, could be seen as an undesirable trick*

---

This is where you and I defer. There is no way that I would give up something that is fruitful because of a little negative press. This method works and very well for those that use it. I've been an affiliate marketer for sometime driving traffic through PPC. I learned a lot of how to generate income through trial and error. Whenever I didn't play by Google's rules then my bank account felt that cold reality. So, whenever my traffic was cut off or Google decided to hike up my minimum bid 'The Google Slap', I simply contacted the powers that be and found out what the issue was. Then I sourced out a solution, took action and never made the same mistake twice. The difference between the highly successful and the mediocre is speed of implementation.

BTW: For anyone that is having issues with adwords PPC here is their phone number - 866 246 6453

This was and still is a fantastic brainstorming session for the forum.

JaySabree

06-23-2009 06:41 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Jovi** (Post 906025)  
*Thank you for sharing*

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Quote:

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Originally Posted by **msmonline** (Post 906169)  
*Thanks Jay  
Gary*

---

Hey guys,

Glad you were able to take something away from this thread:)

JaySabree

06-23-2009 06:38 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **gungnugroho** (Post 906858)  
*it's sound like very easy and quick method*

---

Hey there,

This is easy :) but you need to try it to find out

Quote:

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Originally Posted by **TinkerAndPo** (Post 907013)  
*ETA: UM, WOW. There I am in 7th position on the first page of Google*

---

Great! Thx for trying this out. Now see if this can make you some money!

Quote:

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Originally Posted by **Flavours** (Post 907140)  
*Thats a great sales pitch!!*

---

Glad you like it. Here's a little tip - I brought on a new telesales lady this week. Every morning for one hour 8:30a.m. to 9:30a.m. I do training with her. First we go over the pitch together and then at 9:00 we call a few businesses. I pitch the first company then talk about what happened with her next she pitches the second company and of course we chat about what happened.

If you want to keep your 100% commission sales guys working hard for you then I suggest doing training like this for 5 to 10 business days. That means **YOU** need to become the expert, FIRST! That's only going to happen if you pitch a few businesses and close a couple sales.

JaySabree

06-24-2009 11:10 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **David Squires** (Post 911080)

Jay,

*I decided to try this for my dad's insurance agency before trying to get paid clients.*

---

Hey David,

Good work on trying things out...

A couple things that I need to correct here.

The organic listing where a page of a website is optimized towards a keyword is different than the local business listings. Guys, it is possible for web sites to out rank the Google Maps listings within the organic rankings. Insurance is a very competitive industry! Play with the categories to see if you can find a couple placements that is not so tough. Also, type in (Your Father's Business Name + your locations) and see what comes up. If you used the company's name then you should be on the first page for that keyword.

Quote:

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Originally Posted by **David Squires** (Post 911348)

*I knew going into this that my dad's in a pretty competitive industry, but I figured if I could get him on the first page that would be great. No such luck, but in researching, I see the next town over has no one listed in just about any of the few categories I checked. I think I'll just target another town and see what happens.*

---

David,

Again, it is Very possible to outrank the Google Maps! Setup a wordpress blog with a few good articles and start a back linking campaign with Angela Edwards back links and you can outrank the Map in no time.

The only way to target a different city is by having an address in that city. Remember this is a 'Local Business Listing'. Hence, if your address is not in that city then you need to get an address in the city that you plan to post the listing for.

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JaySabree

06-24-2009 11:56 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **appr** (Post 911387)  
*I have several questions.*

---

Hello Joan,

I got your PM. If you have questions that you would rather I answer though Pm then just let me know, ok?

1. Restaurants would not be my first industry to enter. In fact, I would recommend that you try a different industry for the Google Maps money making strategy.
2. Yes I would but it's a little bit of a difficult sale. To get yourself off the ground I would offer them the map for \$97
3. The pin is 4 to 5 digits long. You need to leave a land line directly to you or your customer. You can also use your cell for text message. The third method is snail mail which does take sometime.
4. I would charge \$297 to \$647 to setup the optin form on the website. It's really easy to do. If you're not sure how to do it then I can help you out. Just PM me. Yes, you definitely could package the two services together. Charge \$797 to \$997 to set everything up and a monthly charge for e-mails and management of their marketing system.
5. You would place the opt-in box (above the fold) on the upper left hand side. Google has done extensive research on the eye movement once someone is on a web page. Those Studies show that our eye commonly go to the top left hand side of the web page first. This is where you need to place the form.

Now let me take a minute and explain list building a little more.

We 'human's' physiological makeup has never changed.

It's taken millions and even billions of dollars to sort us out. Our spending habits have shown that there is organization to all this chaos.

Here are the three keys to your customer's golden egg.

Your prospect must know you, like you and trust you to do business with you. That is pretty easy to understand, right? Then why is it that so many marketers are constantly missing the boat? So, lets expand on those

three keys and later on we'll uncover the real issue.

1. People like routine events. In general, prospects feel comfort with familiarity. There is always a bit of tension when going to a place for the first time. We feel nervous and uneasy when we don't know what to expect.

Whether shopping in a store for the first time or going out on a blind date, that uneasiness will keep your guard up and it's more difficult to make a transaction the first time you meet. A lot of marketers miss this. They spend a lot of time and effort getting the prospect into their store or on their web site but if the customer does not make a purchase (which is most likely) then when that prospect walks out the door they are gone for good. All that money spent on advertising and building a site/store is wasted.

2. People want to be around others like them. We all gravitate to others that are like us. Others that have the same interests, views, struggles, likes and dislikes. We all want to be around others that understand what we're going through. This is why you need to spend time understanding your prospects and understanding the pains that they're going through. You need to make it all about your prospects. Find out what they ardently desire and then match a series of products to their needs then you may have found more than one golden egg.

3. People MUST trust you to do business with you. The question in your prospects mind is 'will this product work for me'? How do they gauge that? Through PROOF of your product working for others that are just like them. (Testimonials)

Here Is The Formula To Your Success

(Prospect Must) Know You + Like You + Trust You = Your Success

The SINGLE greatest and easiest method to develop rapport is constructing a list. The most costly mistake that a marketer could make is not developing a list. Just think about it. How much time and/or money did it take to get that prospect to your website? If that customer does not buy anything then when they leave they're gone for good. In the world of internet marketing, if you have a conversion rate of 1% to 3% that is considered a successful campaign. So, what happens to all the rest? In some cases, an oversight like this could be the breaker in your business venture. List building is the greatest way to nurture your prospects. By building a list you're focusing on the long term value of your customers. Whether you want to make \$10,000 dollars a month or \$10,000 dollars per day building a list of

potential customers is one of the best methods to achieve that goal.

Fact: The industry average for e-mail marketing is 1\$ spent to every \$45 earned. NO OTHER FORM OF MARKETING COMES ANYWHERE CLOSE TO THAT RETURN ON INVESTMENT (R.O.I)

source: <http://cio.co.nz/cio.nsf/news/CD2133...2575CC000415B4>

JaySabree

06-25-2009 12:10 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **David Squires** (Post 911080)  
*I decided to try this for my dad's insurance agency before trying to get paid clients. Now, my Dad's industry has a lot of Google Local Listings, but they don't seem to be optimized for the keyword I'm targeting.*

---

Hey David,

Send me a quick pm with your business name and categories.

JaySabree

06-25-2009 12:47 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Joe118** (Post 912945)  
*Jay it would be better to use the actual business phone number to verify the listing. But I guess you can't.*

*Some more questions regarding phone numbers:*

*\* I'm guessing here, but you probably need a phone number at least in the same area code as the business?*

*\* Can you change the listing's number after the fact?*

---

Hey Joe,

It is better to use the business number so please do that if you can. You don't need to be in the same area code. I work out of a couple different area codes. I'm not

experiencing any problems. You can change the listing at anytime you want. You have complete control over the listing and all the different categories.

JaySabree

06-26-2009 08:52 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **niurkad** (Post 912998)

Jay,

*This is my first post and really one of the first threads that i have read.*

---

Glad that I helped get you involved.:)

Quote:

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Originally Posted by **David Squires** (Post 913297)

*I can set appointments from my home and drive there once a week to meet face-to-face with prospects.*

---

With this method you don't have to go out to the client until they've paid you first! Once they've proven that they're serious about their business then you go out and expand on their online business model. Remember - there is a lot of people out there that just want to waste your time and get as much out of you as they can. This method shows you quickly who is worth spending your valued time with.

JaySabree

06-26-2009 09:03 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Oje** (Post 913368)

*Is this achievable for a complete IM newbie as well?*

---

They here :),

This is something that you can definitely go after. I know this thread is a novel but I suggest reading the entire thing. I've

provided everything you need to make money though this method. Of course there is still more but if you take the basic info in here then you should have no issues generating income. How soon depends on how quickly you start trying things out.

Quote:

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Originally Posted by **safehold** (Post 913673)  
*Continue to inspire.*  
Terry

---

:) Thx Terry

I really appreciate that.

JaySabree

06-26-2009 09:16 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Bennette** (Post 915959)  
*I was trying to get my husband's business on google maps 1st page. It's already signed up but I'm having a problem finding the right keywords to target.*

---

I suggest reading the first page of this thread again and following the steps I've outlined.

'vinyl siding' maybe a good start?

Quote:

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Originally Posted by **JNFerree** (Post 916188)  
*PS: I take back all my vulgar insults to you Canooks for the Year's you stole the Stanley Cup*

---

lol ... All the best players still come from up north!

JaySabree

06-27-2009 01:24 PM

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**Re: Need \$1000 bucks this week?**

## Quote:

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Originally Posted by **appr** (Post 915099)

*What links do you use to add a business to Yahoo and MSN search engines?*

---

### Yahoo listings

#### Options

- Free listing – Many limitations
- Enhanced \$9.95/month – photos, more categories and coupons
- And \$25/month – 5 page website
- 3 – 5 days to review
- 2 to 3 weeks to confirm through snail mail
- **listings.local.yahoo.com**

### Bing's Listing

#### Options

- Bing about 10% of the search traffic
- Free!
- 2 to 3 weeks – snail mail for confirmation
- <https://ssl.bing.com/listings/ListingCenter.aspx>
- Need e-mail but don't need a website

JaySabree

06-27-2009 01:44 PM

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**Re: Need \$1000 bucks this week?**

## Quote:

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Originally Posted by **rstanley** (Post 920970)

*I tried this too. The phone thing doesn't seem to work.*

---

If you're using your cell phone to verify then you need have the text message sent to your cell  
The first option is for land lines only!

Hey guys,

I have developed a stronger script that seems to be converting better. I'm also sending out 500 fliers over the next two weeks and if it works out well then I'll share the results.

Here's an idea of what you could do:

Take the script and turn it into a flier/e-mail

50 fliers to businesses per day

50 e-mails to businesses per day

50 phone calls to businesses per day

Do a joint venture with some company (you can setup a local listing for them) in return they hand out your fliers to their customers

example: Dry cleaners

For those of you sitting on the fence, develop your own methods and run with them. This is by no means the only way to generate offline income. Again, this is only a loss leader for me. The real benefit is in the follow up meetings. You could sell this for \$97 to whatever the market can bear. You could charge monthly fees or just do it as a free service to get your name out there. This is only a very basic beginning. I just wanted to get a few ideas rollings so that almost everyone on this forum could benefit.

Hopefully that was achieved :)

Final note for now, the closer you stick to Google's guidelines the better. That has already been addressed!

JaySabree

06-28-2009 10:11 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Instructor** (Post 919888)

1. *Can skype numbers be used?*

2. *How exactly are you collecting payments via paypal i.e. paypal pro, email link, pp invoice? The reason why I ask is that without paypal pro wouldn't the business owner have to have or set-up a paypal account to pay you?*

3. *If you set it up with the business owners name and phone number, what's to stop the business owner from just claiming the listing and not paying you?*

4. *When you say searches with 75k + you must be referring to broad and not exact, correct?*

---

Hey there :),

1. I don't use skype so I'm not able to address that question.

2. You don't need paypal pro! Send a pp invoice and the customer will have two options. If they have a paypal account then they will just need to put in their paypal e-mail address. If they don't have an account then paypal will take them to a secure area to fill out their cc information. I've also put a mini sales letter together and testing sending the customer to that after the call. But the best way is to have the customer on the phone send the invoice and have them go

through the options with you sitting on the other end holding their hand through the process.

3. Since, you setup the e-mail address then you have full control on the account. If the customer is aware of Google Maps then they could and likely will try to do it themselves. Example (Real Estate Agents) Many of them know about google maps and how to set one up.

4. Yes you're correct! However, I do make sure there is a high volume of commercial local traffic going through the keywords by using the adwords keyword estimator tool. This will ensure the top placements receive solid traffic! Just remember - these google tools are not always perfect/correct.

JaySabree

06-28-2009 10:25 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **warbar** (Post 920867)

*So, would this be a term I could go after? Does this happen a lot - listings appearing in Google Maps from businesses outside of the local community (some listings were 60+ miles away!) searched on?*

---

Yes, this does happen often! Normally, I attack keywords that have little to no Maps listings. There are many keyword terms out there. Find ones that have high traffic and NO competition. Throw the 5 best keywords into the Categories area! **As per Google new guidelines.** The search engine still does all the work and rocket you up to the #1 position for those terms! (As long as there was NO competition in the Maps)

JaySabree

06-28-2009 10:32 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **warbar** (Post 921112)

*Any idea where this stat comes from?*

---

That stat was from early last year. Here is the most recent stat from this year that I could source out.

[CIO > CheetahMail enters NZ market](#)

JaySabree

06-28-2009 10:53 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **JNFerree** (Post 921124)

*I haven't tested this yet, but I am wondering what will happen (will the page #1 rank go poof) once we replace the KW in the company name field with the legit name of the company (and if this happens) then won't the buyer be upset that we only delivered a temp page #1 rank and not a long term marketing value solution? (or) am I missing a key concept here?*

---

The objective of this is to create an instant trust factor. This is about building a long term business relationship! This is not about being near sited and not seeing the whole picture.

There are no guarantees on SEO! Who would ever guarantee SEO? There are to many factors involved. Google could change it's algorithm at any time. There goes your rank! You need to have strong onsite optimizing. For example title tags, meta description, KW in url etc. etc. This needs to be combined with strong off site linking campaigns. Of course, everything changes when tough competition enters the market! Your ranking could "go proof" at anytime. The Maps can be outflanked with a strong SEO campaign. Again, no guarantees that you will keep that position.

Ok, so lets deal with you concern. Google provides categories to place the KW's in. Use the categories and you'll be fine. Test everything out on your own business first. Know what is going to happen so that you can relay this onto your client.

JaySabree

06-28-2009 07:12 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **EmmaJames** (Post 924170)

*I'm shocked at all this free information...thanks so much...it's a great starting place...*

---

Hey Emma :)

lol ... Glad you liked it...

JaySabree

06-28-2009 07:16 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Frankie D** (Post 924766)

*Wow my first post!! I just tried this technique, and it went pretty well. Got on the first page of google, but it was on the Maps page not the actual search. I guess my question would be... Will it eventually end up in the actual search on google?*

---

Hey Frank,

In short, the answer is no...  
However, this is one of the more powerful small business tools that you can find. Take advantage of this while it's still fresh and relatively new.

@[osas1234](#)

:) When you make a dollar or two off this let me know.

JaySabree

06-28-2009 11:47 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Frankie D** (Post 924953)

*Will do! Thanks for the wonderful free info. "Really helped me out on a business I'm starting up"*

---

Glad i could help :)

Quote:

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Originally Posted by **mistermint** (Post 924975)

*I was planning something similar but more simple for local restaurants.*

---

I'm here if you would like to bounce a few ideas off me or brainstorm and come up with a couple more angles to approach your target audience. PM me if you prefer...

JaySabree

06-30-2009 11:20 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Yogini** (Post 930265)

*When you then do the additional keywords, do you change description or categories in order to get them in?*

---

Hey Debbie,

Ok, I give them 1 keyword to start. Once they show me that they're serious and become a customer then I expand their reach on the business listings. Many times I just fill 'all' the categories with different keywords in their niche. I only use the main ranking keyword in the description all the rest go in the categories. Think of it like keyword density when you're writing your articles.

JaySabree

06-30-2009 08:29 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **DinhTa** (Post 931828)

*Would this work for a job agency?*

---

Hey there

I need a few more details before I can respond?

Quote:

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Originally Posted by **cbulen** (Post 931675)

*What could an individual agent do?*

---

The association could out rank the maps quite easily. This is more of a strategic positioning question. When you're going after a niche many times the main keyword that you would like to rank for has a high degree of competition. This is why your web site should also target long tail keywords in your niche. Many times the long tail keyword has less competition and naturally is

easier to rank for and get more immediate traffic flowing to your web site through other pages. A linking campaign that evenly spreads out the links firing to each of the pages in your web site will achieve faster traffic coming from the search engines for your long tail keywords and as a bonus will also push your rankings up for your main keyword.

This is the strategy that you could use for your niche. Look at long tail keywords that may have less competition but will get you ranked faster and have more immediate traffic flowing in.

**\*\*side note\*\***

long tail keywords tend to convert better. The more specific someone is in their search and closer they are to making a buying decision.

JaySabree

06-30-2009 10:19 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Star Riley** (Post 932289)  
*my credit card number is 4954 8223 6929 9999 exp 00/00*

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lol ... Too funny

JaySabree

07-01-2009 12:27 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Gclunis** (Post 932591)  
*If they already have a listing how can they claim the second listing? - Doesn't that mean that those keywords are tapped out?*

---

Hello there,

I both welcome and invite your questions.

I'm not overly concerned with saturation. Within a 45 minute drive I have many cities and industries to choose from. And I'm also getting referrals into businesses as well. This is a loss leader. Meaning, I don't mind doing this service for FREE if need be to get my eager foot in the door. :)

Ok, now to answer your questions.

I do not look in the business listings for potential customers. I look in the search engines SERPs for my target audience. Many times those companies don't have a Map setup. Once they see what you can do then asking for the order is less difficult. Use reciprocity to benefit your company.

Secondly, there are so many keywords to choose from and industries to look into. Think outside the box and try doing things that you don't see others doing at this time.

The benefit is NOT in the Maps... The benefit is in the long term value of that customer.

I'm only showing a very basic method of getting into the company. Then from there you work towards taking over 'all' the company's marketing efforts.

JaySabree

07-03-2009 12:56 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Jay Rhome** (Post 939377)

*BTW I've done this for a few companies, and they do come out on top, but only when a city is put afterwards the keyword in the Google search. It'd be nice as hell if the Google Map showings would pop up just for a "regular" keyword search.*

---

Hey Jay,

That's great!:) I knew you would likely be one of the warriors to run with this idea and make it work.

Did you do the Maps as a FREE service or have you gained a couple dollars in your pocket using the Local Business Listings/Google Maps, yahoo, bing etc. etc?

JaySabree

07-05-2009 05:29 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Gclunis** (Post 946837)

*If you don't mind pming me your email address I can email you the questions.*

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I just sent you a pm...

JaySabree

07-06-2009 02:02 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **pearlydean** (Post 948917)

*Just wanted to let you know that I have found two clients over the past week both in the Beauty Salon business that I have successfully listed a keyword each for them and got the first spot on google for them both!*

---

Hey there,

Congrats - that's great to hear. If I was able to help just one person that's reward enough to do another thread like this one.

Quote:

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Originally Posted by **Gclunis** (Post 949597)

*So I tried this for the first time today*

---

Hey there,

Good work on trying this method out. One thing that you need to understand is we're all very unpredictable. When you call the business you may catch that person having a bad day in the office / personal issues etc. etc. It's very little to do with you or the service that you're offering. Someone that says no to you today could say yes to you next week. Sales is a numbers game and as you realize these business owners need to have a reason to stick on the phone with you/ read your e-mail/ read your mail out. Give them a good reason quickly and then show them the value you have to offer their business.

And remember \*\*\* The money is in the follow up \*\*\*

JaySabree

07-06-2009 11:23 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Jay Rhome** (Post 952028)

*the part that will always bug me is not the "NOs", but the "MAYBEs", or the call me in 2 weeks, or the owner will be back next month*

---

:) That made me laugh and brought back a couple memories...

Ok, I'm going to let out another tip for those guys following this thread...

STOP!!! - Trying to do everything yourself! I've tried it and this doesn't work out... Leverage other people's skills so that you can get more done...

What do I mean?

First - prove the system works

Second - find other people to do the entire system for you

Third - learn another system

Forth - find someone else to do that system for you

Fifth - you get the point, right?

Quick example: You find great success in selling your service face to face. (proven system)

Place an ad in the paper for experienced sales people (**currently employed**). Have them recommend your online services to their book of customers. Any sales that come as a result you give a commission. (Leverage people and their relationships)

I heard something similar on a conference call a couple months back and I tried it and loved it! Maybe you could do something similar?

JaySabree

07-08-2009 02:15 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **eshera** (Post 955521)  
*How are you guys **phrasing** that point*

---

Building trust is always better through giving first before asking. \*\*\* **Keep that in mind** \*\*\*

Tell the potential customer what is going to happen before hand. Once you call the prospect back ask them to go get a pen and some paper to write some details down. Once, they have a pen and paper '**Give**' the potential customer your website/phone#/first and last name. Then ask the customer for the PIN number.

Employ the 'Give to Get' mentality...

Quote:

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Originally Posted by **deezine** (Post 955588)

*This is what I am doing, I have a meeting with a salesperson tomorrow to set up something similar.*

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Great stuff... Make sure to find a hand full of them and you may never have to prospect again...;)

JaySabree

07-08-2009 06:56 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **jimcal** (Post 959197)

*Hi,*

*I put up flyers in WaWa convenience stores in my area and got some accounts.*

*Thanks,*

*Jim*

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Nice! - Keep up the good work :D

JaySabree

07-17-2009 12:30 AM

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**Re: Need \$1000 bucks this week?**

Hey guys,

Hope all is well and you guys are starting to make some money.

Here's a great video that I watched awhile ago and thought I would

share it with you... This is a good one :)

[How Can You Get to Your Most Profitable Customers?](#)

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JaySabree

07-17-2009 09:58 AM

**Re: Need \$1000 bucks this week?**

Hey there,

Someone just PM'd me a great question about improvements on the script. If you've had limited success with the script then its truly based on two things. Your confidence and using the A.I.D.A formula.

Improve your confidence by talking to more people

The A.I.D.A formula

Attention  
Interest  
Desire  
Action

Figure out how to get the attention of your prospect 'FAST'. (FREE service)  
Peek their interest (80% of Canadians go to the internet FIRST to find their services)  
Desire - I'm going to give you a high volume keyword that the rest of the industry is not taking advantage of.  
Action - Which keyword do you WANT?

JaySabree

07-17-2009 11:59 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **Lucid** (Post 992006)  
> *By the way, what is a WaWa store?*

---

You know I was just going with the flow on the WaWa stuff. I don't know anything about that chain either. It's nice to see how this method can apply to numerous industries.:)

JaySabree

07-18-2009 12:02 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **eshera** (Post 991827)  
**"First Page BullsEye"**

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Hey that sounds like a great flier title. That might get the attention of a few business owners.

JaySabree

07-26-2009 02:43 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **dv8** (Post 1016969)  
*Doesn't seem like the right thing to do.*

---

Yes, it does seem like the right thing to do :)... Hopefully, you've read the many, many times that I've cautioned the readers to stay as close as they can to google's current rules. Bare in mind that these same rules can and likely will change at anytime!

Two weeks ago I sent out 45 of David's Letters. I received '1' response. In our face to face meeting I talked about relationship marketing through e-mail and video marketing. We then jumped on the net and he already had a gmail account so I showed him how to claim his local listing. After that he asked me if we start the project mid next week how long until he starts to see results? I'm calling on monday to find out his decision. There is a great payday waiting for me if I do.

BTW: 45 of David's letter sent. 1 called - followed up with 20 others from that mailing. 3 other appointments attended. Hence, so far 4 total appointments from that mailing but no cheques yet!

However, **'THE MONEY IS IN THE FOLLOW UP'**!

JaySabree

07-26-2009 03:32 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **IMBT** (Post 1019407)  
*So, how would you list multiple keywords? Thanks for the post.....*

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Technically you can get your clients ranked from 5 keywords from that one listing... Setup your own listing and you'll find 5 categories with many keywords to choose from...

JaySabree

07-28-2009 03:14 AM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **bar2k** (Post 1021523)  
*Big Local does this starting at \$99/month*

---

This is a great suggestion and one that others have PM'd me about. If you're comfortable with charging monthly to take care of their listing than by all means go for it.

Quote:

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Originally Posted by **CarolineD** (Post 1022253)  
*On my Google Local Business Center acct it says my listing is 70% complete. Not sure what that means since I have completed the phone verification,*

---

I need more details on what you have and have not completed in the local business center before I can give you any direction.

[Maps Help](#)

Quote:

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Originally Posted by **cplayers** (Post 1020276)  
*Do you have any more info, on this piece.*

---

You will have to pm me to discuss that type of information.

JaySabree

07-30-2009 01:18 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **clickbump** (Post 1030183)  
*I'm really glad I found this thread. Thanks a ton Jay! If anyone wants a print friendly PDF*

*of this thread thus far, it's in my sig under Sabree-Offline-Method.pdf*

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No prob!

128 page PDF file ... :) Nice!  
Thx for compiling this thread

JaySabree

07-30-2009 01:21 PM

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**Re: Need \$1000 bucks this week?**

Quote:

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Originally Posted by **jamespatterson** (Post 1032152)  
*First off, I have to say that this is an incredible idea!*

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Thanks James,

Go ahead and read the primarily post again. The entire first page of this thread explains the process...

Good luck