

Offline Marketing Report - My Experience with the \$5 WSO by Maria Gudelis - Kevin Francis

I was one of the first to purchase Maria Gudelis' \$5 WSO and immediately saw the power of what she was offering. I have been doing various forms of Internet Marketing over the last ten years from AdSense, Popups, rebranding software, banner ads, affiliate marketing, product creation, ebay and pretty much anything you could think of. But when I came across the idea of offline marketing, I knew this would be a winner. If you are on the Warrior Forum, you already know more than 90% of business owners out there. But the thing is that you must believe it. You must have confidence. It actually is easy since you have so many resources at your fingertips that you can tell any business owner that you will get them the answer and cost. You do not have to know everything at once. I have been a web designer for 15 years and I do not know all about everything such as Twitter, Squidoo and other social media. But I know I can get the job done with a little bit of effort.

I emailed Maria after my first sale and the interesting twist I came across. I had built a site for my wife's cousin which is in a local niche for kids entertainment. It was pretty easy to rank well as the competition had a bunch of very basic sites with no SEO. The cousin was very happy and his business doubled already with job bookings just from a 8 page website. AWESOME!

But then another person got wind of this and is in a much tougher, money driven niche of travel. They have no office and work each from their own homes. So right there was a major challenge. Most travel firms in my area have a walk-in brick and mortar office which makes the customer feel at ease especially when they are spending big money to book a trip. They want that 'warm & fuzzy' that someone will be there. In addition most of these firms are well known, long established. This will be a challenge in itself I thought... but little did I know!

I met with the three owners and presented to them ideas of an autoresponder with a free ebook/report. This was my main focus as they needed to grab every fresh lead they could and hit them with special emails of travel bargains. The name of the game is timing in this business with each company sending out frequent deals up to 5 times a week. They had a large list already but were not properly using it with emails going out last minute at 5 PM Friday. I immediately alerted them that most people were packing or already packed up in la-la-land by that time. I suggested to sign up to 10 of the biggest travel places and see when they sent them. Why recreate the wheel. They must have done research on times to send.. . so why not copy them? (HINT: You can use this too for any business!!)

This initial meeting was to be only an hour, but I was excited and the more I talked..the more they got excited. I thought that I was in for a big score here... maybe even a \$5000 check like Maria got! The travel niche must have money available to spend to attract customers. I know Adwords for some terms cost dollars....boy I got my first big check wrapped up.

The meeting ended on a positive and I said the next step (if they wanted) was to have me put together a proposal. They were asking for it on the spot along with pricing but I wanted to put it all together and PDF it for their review. I sat for almost a day thinking of what they needed and came up with a proposal. Total website redesign first. Their site was a mess... so without that everything else was pointless. I am a web designer so I knew of many sources for good templates and decided on one to go with (that I later trashed in favor of a Template Monster one that I paid for on my dime) to make their web presence stand out. I also included in the proposal many things people forget or never consider like hosting, 24x7 monitoring, and website backups. (HINT: These are easy things for IM people but really can shock biz owners. Ask any client what they would do if the site was hacked, deleted, host out of business, etc. and you can add this to the bill.)

I put the entire proposal together on a nice little template for my company so it looked professional. I bulleted out everything they would get upfront and then the hook for the monthly fee which I so focused on this is the key for me..steady, guaranteed income. I took my time pricing this and came up with a fair price for my time, effort and skills. The price was... \$1900 for the website and \$199 for maintenance per month. I even threw in some autoresponder messages, a 30 minute consultation per month, 1x a week basic fixes/updates and basic SEO.

I PDF'ed the document and sent it over. I was excited. It wasn't \$5000 but I knew it was a great price and also had an idea I could get my name out there through them and get some referrals.

I waited... and waited...and got a response some hours later.

WHAT???

This company..with no office on the street...only an Internet presence and basically not found on any search engine or anywhere on the web...offered me....

\$500

They said they had no more funds as they spent a ton on a huge marketing campaign (not tracked of course) and could only scrape that together.

ARE YOU KIDDING ME?

We know as IM people that \$500 for a 10 page redesign, SEO, Marketing and more is paltry. I could not believe what I read. How could they be serious about their business if they only had \$500. Take out a loan, sell your car, anything!!!! Here I was a confident, knowledgeable Internet Marketer willing to give them all my knowledge and they could only offer \$500?

I was offended.

I was shocked.

How could they be serious?

So now I was in a dilemma. Should I take the \$500? I have a wife, 2 year old baby... house...cars. I sure could use this money. I still work a day job and \$500 would help a lot!

I sat and thought...

How can I get what I need at the same time helping this company as well?

Then it came to me!

I wrote back the next morning and was a bit stern. I told them I could not accept \$500 as that was not a serious offer to establish a complete presence for their company. I needed to know they were real and committed to this business ...as much as I would be. I told them that since I was doing this through my own company I had complete control over the terms. I explained that they needed a total website makeover to even begin to compete with the big boys. They needed techniques like press releases, SEO, Video, Web 2.0 and article marketing to hit areas where others were not. This costs money and they would have to be serious and commit to this.

I understand for businesses these days with the economy hurting terribly that \$1900 upfront is a major issue. I came up with a much better solution. And I saved the deal, helped their company and met my goal of steady monthly income.

I revised my proposal to \$299 a month (up from \$199) for one year and then back down to \$199 for the next year. Yes, I did cut the price from \$1900 to \$1200. I was not happy about that but with this I made part of the deal that they would refer me a minimum of three clients whom I could meet with. Again, I am looking to get my name out there... and up that monthly income. With this deal, I bent the original proposal but in the end it was beneficial to all of us.

The site was done..put up.. and they were thrilled. I started getting my \$299 payments and feel just a little less pressure each month now due to securing this deal.

Besides being able to be flexible with terms, this whole experience made me stumble onto a new idea - renting out websites. Imagine if I made the travel site and I rented it to them for \$99 a month? Maybe \$199 a month. My next project is to build some basic sites in Wordpress or a basic web layout..rank them high for some search terms.. and then offer them to be rented. The whole site could be rented or even individual pages!

More later on that subject. Thanks for listening.

Kevin Francis

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