

Questions? Just email: support@offlineadvance.com

No Resistance Route – 1ST Edition

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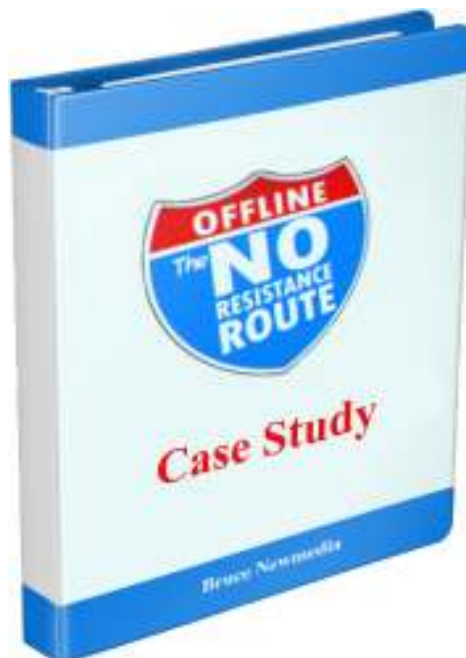
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Bruce
24 Years As An
Offline Consultant

Welcome!..and thanks for getting the “No Resistance Route” Insider Case Study..

I basically kept notes in this Case Study so you could see more clearly how this all comes together. It's actually a very simple concept: Give To Get.

I'm going to chronicle clients I got this past summer in Florida. This is particularly useful, because at the time I knew almost no business owners down here. So, I was starting from scratch, much like a new consultant would do.

This is contrasted to Chicago where I know many business owners, especially restaurants, and would be at more of an advantage to do this.

And here's an odd thing about this client-getting method;
It is a fast way to eliminate from further effort, prospects who you don't like!

If anyone refuses the free marketing package or is rude, would you want them as a client anyway? I wouldn't.

As I've said, I've made so much money following this simple concept, it was time to share it with others, like you.

As I go through the chain of events that led to landing these clients, I'm going to sidetrack a bit sometimes to point out certain techniques and little things I do... that help make this process easier.



As I writing this, I got an email from someone who's bought many of my offline instruction manuals. He asked me a question and I want to share it with you ...

He said, “What is it about restaurants, as clients, you like so much?”

I like the competitiveness they usually operate in. It means they have to come up with new ideas and promotions or their business suffers.

I like their independence. As long as you stay away from the big corporate-owned chains, you'll be fine. You'll see that the independents make their own decisions, and it's easier to reach those decision makers. (You're not dealing with some far off corporate headquarters, and a bunch of political players).

I like how plentiful they are. In every town I'll bet there are more restaurants, bars, lounges, country club restaurants etc, than any other type of business!

I like how quickly you can turn their business around. A few good promotions can move sales up, and they know and see it with their own two eyes. The product, the pricing, the specials, all can be changed *overnite* to cater to changing tastes or demand...you just cannot do that quickly in most other businesses.

Most owners are in the establishment regularly and know if things are slowing down or getting better...your efforts and results get noticed too.

I like "THE SECRET WEAPON". In no other business can you be a customer regularly (assuming you're local) and at the same time be prospecting for business. I can spend as little as \$5 or \$10 and have the attention of managers/asst managers and owners.

And while I can't pester them to death every time, I can get their attention, and usually their interest in my marketing offers and ideas, BECAUSE I AM A CUSTOMER....the opportunity presents itself over and over again.

How could I do that in another business? Could I stop by a tire store and keep buying a new set of tires? That could get pretty expensive!

I have to eat anyway, so I may as well favor those places that are already clients, or that I am trying to land as clients...make sense?

CAUTION: *I'm not saying to hang around a given restaurant or bar all day, thinking you'll derive marketing business that way. Nothing of the sort. That's overkill and would brand you as unsuccessful with nothing better to do.*

May 18, 2014.

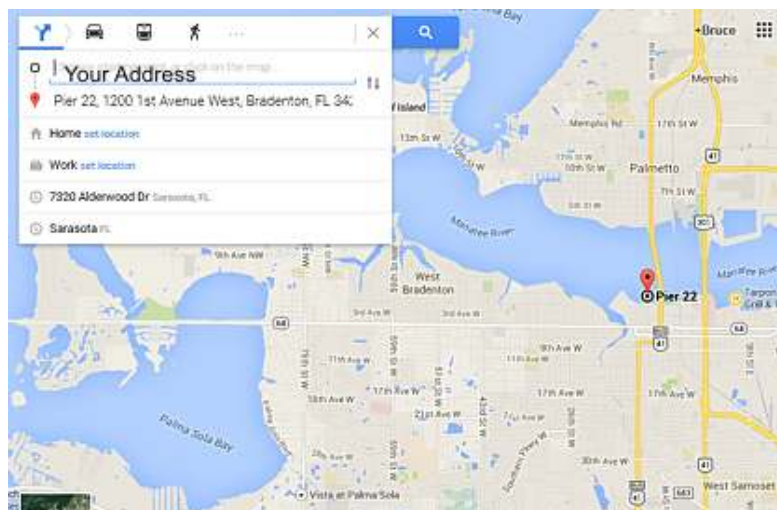
I compiled a list of 23 full-service restaurants in the Sarasota-Bradenton FL area. *For the record, there are many, many more just in this area, let alone up in Tampa/St Pete.*

These were all independent-owned, to the best of my knowledge, not big chains, or having more than 3 locations.

I say that because there are diner-type chains down here with 10+ locations and I don't feel I can do as much for them. They usually have very limited hours and no liquor licenses.

I also am going to access my resource of “Newly-Formed Businesses”, in the restaurant/bar/lounge/club category. Not immediately, but shortly.

None were more than 30 minutes driving time. Most were under 20 minutes driving time. I mapped these distances with Google Maps and used the “directions” function. Here's an example using the Pier 22 restaurant...



Remember, I was still new to this area, and actually needed the directions to help find these places. If you know your way around your area, it will probably be easier and faster.

After preparing a set of CD's and stuffing the envelopes, I was set to go.

Day 1. Visited 5 places and the managers/owners all accepted the CD.

Day 2. Visited 5 on the next day. Owners tend to be there mornings and evenings more often, at least that has been my experience.

Day 3. Went to 4 more restaurants, an owner asked me if I could get him Facebook traffic and what other social media 'worked' as he put it. We talked briefly and I promised to get back to him with some suggestions. I did do by phone. This is in negotiation.

I actually only delivered 3 CD's that day, since one restaurant was closed for some reason.

JUST A NOTE: My thinking has been this, since the beginning... If I'm going out to meet them in person, I will try to do so whenever possible. The "meeting in-person method" is designed to stamp in the owner –manager's memory who I am, and does help to do that.

Time-wise so far, it has taken me about 7 to 8 hours total, over 3 days to visit these restaurants.

On the start of **Day 4**, I started sending out emails. These are the follow-up emails in the 'Email Folder PDF' in the course.

When I left each place, I would take a quick snapshot with my camera phone. Later, I attached that pic to my email, and included in the email the line, "here's a pic of me in front of [name of restaurant] ...as a PS.

NOTE: So why would I do that, isn't it 'hokey'? Exactly and it's different! It sets my email and FUTURE ones apart from all the other stuff he routinely gets. How many other marketers/salespeople are going to send him a pic of his own place?

Two days passed before I could make more deliveries. On the start of the **Day 7**, I went to 3 more restaurants and ended up having a conversation with a general manager. He had just been promoted and I think wanted to make a good impression.

I said I was “late for an appointment” (refer to the manual to see why I always say that) and we could set something up in a few days to a week.

Day 8. I visited 4 more restaurants and was invited by one owner to run the CD on his office PC and show him some examples, which I did. He wanted to know if I could design some more specific flyers and table-top display cards. I said I’d call him with a price in a day or two...also asked what other kind of marketing I did.

NOTE: Here’s another reason I like this prospecting method. It sets you up to meet many possible clients and lets the more interested ones ‘raise their hand’ ...at the moment you’re there. Your timing, in these cases, couldn’t be better.

Day 9. I sent more emails. Was able to get back to the restaurant owner from Day 8 with a price to do a set of custom marketing flyers. I emailed him, and left a message on his phone that I had some numbers for him. He called back, and said “do it”. I will outsource what he wants for about \$75 - \$100 and charge him \$295.

Day 10. Received a phone call. One of the restaurants from the first days visits. It was the Bar Manager asking if I had anything to promote an upcoming event they were having. I remember he said, “*I understand you were talking to the Owner, and he wanted me to ask about...*”

NOTE: These kind of follow-ups and calls from prospects are fairly predictable. The more I go out and meet these businesses and use the CDs as a ‘Door Opener’, the more SEEDS I PLANT. The businesses get to know me, and trust that I will do what I say.



The best analogy for what we are doing is ...**PLANTING SEEDS**. This proven concept is almost completely ignored by most Offline Marketers and Offline Trainers.

Many businesses we meet or talk to, in this case restaurants are not ready for what we have, but many more will be at some point. Our established relationship will give us an edge and make further contacts and deals much easier.

Finally, also on Day 10, I visited 2 more of the original 23 restaurants. So, I have completed the First Stage of this marketing campaign. Also note I did this on my schedule, when I had time and at a pace I liked.

As I drove to a lot of these restaurants, I spotted many more that looked the type I would also want to visit ... and drop off the CD. So I have at least 25 or *more* prospect restaurants ready to go see or email or otherwise contact later.

Anyway, I wanted to personalize the emails more, so I decided to devote a little time to that. On Day 10 and Day 11, I sent out emails following the examples in the "Emails" Folder Word doc.

Day 16, I got an email from one owner and a phone call from another. I love it when that happens. The first owner asked if I could quote him on a new website, a very business-like email. I called him for some more details, and promised an email the next morning.

The phone call was interesting. He had just bought an existing restaurant and clearly wanted to 'pick my brain', so to speak.

If you have any business experience, you've gotten potential clients like this before. I always feel it's a little like 'walking a tightrope'. I value my time and want to maintain the right posture, but also not just blow someone off.

Day 18, got an email about helping remove some online reviews and preventing them in the future... Owner was angry as he thinks a competitor is putting people up to posting trash about his place. He said he hates trying to deal with Google+Local and Yelp and Trip Advisor. Appointment made.

Day 19, reply to one of the emails I sent, can I resend the Marketing Portfolio, as he can't find it in his office...ha!

What I'm starting to see is Momentum from this campaign...



The difference between now and a few weeks ago, is **Momentum**...and it's still early. So often it's easy to get discouraged when you start something like this, wondering when you'll begin seeing results...ANY results at all.

Once this momentum moves us forward, it's easier to be optimistic. The more "Massive Action" you employ, the more Momentum.

Day 21. 2 emails, one asking me to call his place, another asking if I can stop by in the next few days. I called the first one, played phone tag and got his wife finally. She wants to know if building a list for emailing customers is worth it. Funny. She had a ton of questions, so I scheduled a phone meeting next day, where I can speak to husband too. This I'll predict will be a good client. They have big plans to grow and very positive about the restaurant business.

Day 22, Phone meeting with above prospect. Strong rapport. I faxed my basic contract over to them for signing and will wait for a deposit (\$950).

Day 23. Owner with bad online reviews, (see above) agrees to \$950 initial fee and \$650 per month for 4 months. What's interesting is he

had already paid \$295 to an online service to remove the bad reviews, and they apparently did nothing.

Day 26. Email from an owner...I called back and we spoke briefly. He is price-shopping me and advertisers on Craigslist for cheap SEO work. Wants to be ranked for most difficult keywords. Not realistic at all. *This is the kind of client who will be taken advantage of, all in his desperate attempt to save some money.*

Day 29. Email from a restaurant...they like the flyers but want something for 4th of July and for National Grilling Month and National Hot Dog Month, all in July....who knew? They want to build a promotion around these events. They are also looking for someone to book bands and entertainment.

FIRST 37 DAYS RESULTS

CLIENT CATEGORY	INITIAL FEE	MONTHLY FEE
Restaurant	\$600	\$400
Restaurant	\$950	\$49
Lounge	\$250	\$250
Restaurant*	\$950	\$650*
Restaurant	\$295	N/A
Total	\$3045	\$1349
*This monthly fee runs 4 months then drops to \$295		

It doesn't take an Einstein to see how encouraging all this in just 30 or so days....in an area I'm not even familiar with!

And I was not breaking a sweat (*well, maybe I was, as it was in the 90's outside!*) but not work-wise or effort-wise. I actually spent plenty of my time at the beach.

Also, these are definitely lower fees than I charge up north. I wanted to have very little resistance, and am still testing where the price resistance is. The chart above totals \$3,045 up front and residuals of \$1349 every month .

What if we find more restaurants and do similarly for just 60 days more?

We could see a recurring monthly income of up to of almost \$4,000 a month, plus all the initial fess.

Does everything always fall into place like butter? Of course not.

I actually was close to signing another restaurant, but they felt like I was promoting one near them and would not be loyal to them and their needs...they wanted a kind of 'exclusivity' but were not willing to pay for it. In hindsight it was my fault for how I presented everything.

You might notice some of the calls and email replies are just asking for small things, advice, suggestions, a couple flyer designs, etc...and you might think, why bother?

This is what I know: The more no-pressure friendly contact I have with people in a position to pay me for online and offline marketing, the better for me.

In Chicago, I've had a client who runs big ads in the Yellow pages for years. He's had me do lots of internet marketing and videos for him. He usually sends me the rough layout of his new Yellow Pages ad to get my opinion.

Why? Because he trusts me. He knows I'm not making any money from Yellow Pages, so he feels I'll be honest...and I am. It takes me 10 or 15 minutes to look at it and fax him back.

Oh, and he has recommended me to more businesses than I can count over the years. You cannot put a price on that.

Which reminds me of another great technique:
You can be referred to other good potential clients by existing clients AND by those prospects who say, “I’m not interested”.

Just say, “I understand, this isn’t a good time for you right now...what business you know could benefit from online marketing like this?”

I have gotten more leads than I could count by adding that simple question to my brief conversations.

In one case a man was closing his restaurant in Chicago, so referred me to his brother’s restaurant in the suburbs. The brother proved to be an excellent client, and I still work with him.

Now, with regard to the early sales numbers chart a few pages above, someone will say, “But Bruce, couldn’t you have just signed on one \$2,000 a month client and had better monthly income?”

Here’s the answer to that: YES. But I cannot predict when that will happen, so I like to get paid often, even if it’s a smaller amount.

In fact, I was offered \$500 a WEEK (approx \$2,250 a month) to do all the promotions internet and offline for one restaurant. I declined at the time as I would have too much time commitment to one place.

However, the restaurant owner and I have become friends and I am a regular customer...and you never know, the situation could change and I might accept such a gig...

The important thing is I HAVE A RELATIONSHIP WITH THE OWNER and would be well-positioned if that were to open up.

Would you like to know how to never run out of promotion ideas for your restaurant clients and prospects?

<http://www.brownielocks.com/july.html>

Check out all the different holidays listed for each month of the year. Do know what that gives you?

Another reason to design specific promotions that can be offered to local restaurant and bar owners. That's how you get a reputation as a local marketer who's always coming up with new ideas.

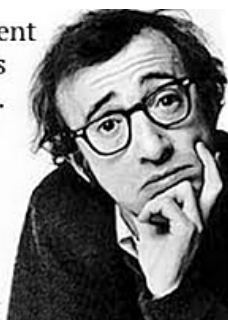
So, I hope this chronology of my early experience marketing offline services, in a new location, helps you.

It's not perfect, and there are half a dozen things I would have done differently.

But, the concept of 'Just Showing Up' comes into play here, also.

Eighty percent
of success is
showing up.

Woody Allen



I've learned that many successes happened mainly because the person just got up and went to work everyday. They decided to make an honest effort, everyday. They showed up and did what they knew they needed to do...and one day they realized they had succeeded.

In self-employed consulting, the people who fail, often only work at it when they feel like it. The ones failing are easily distracted and are quick to feel defeated when anything goes wrong or against them.

I am one of those who never had things go easy in the beginning.

For whatever reason, I've had to fight through more initial problems and negative forces than many others....but, I'm grateful.

Why? Because it toughened (and wizened) me up.

I actually feel sorry for someone who starts in business and has early and immediate success. I think it can work against them when they hit the inevitable downturn....they're just not ready for overcoming problems then.

So, if you are having to overcome big obstacles to get traction in this business or any business, if you're being doubted by your family, if you feel stretched financially, take heart!...

It only means you're being prepared and strengthened for the long haul. It means you're a winner. Thanks for investing in this No Resistance Case Study and all good wishes for success!



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