

No Resistance Route – 1ST Edition
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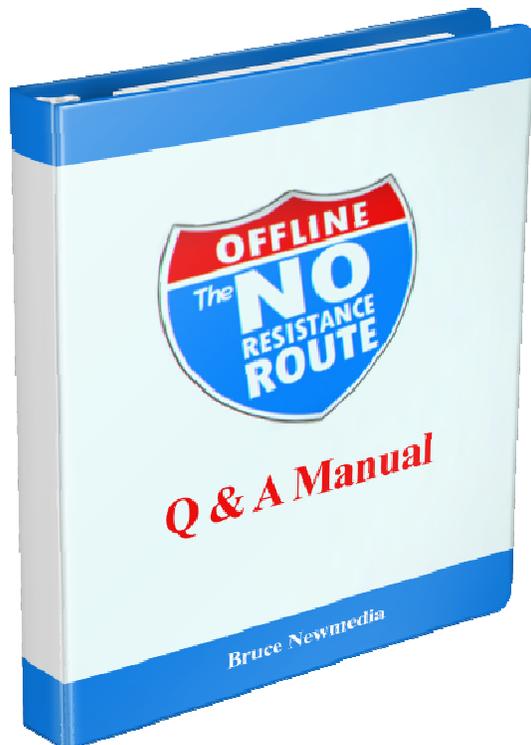
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Here's a list of questions you may be asking and my answers. If you need more help, just contact me or Kerry R at: support@offlineadvance.com

Q: Why would a restaurant accept these marketing portfolios?...don't they have marketing help and advisors already?

A: They usually accept it because it sounds like something that might help them, and it's free. That's really all it takes. Once they see what these marketing templates look like and how flexible they are, and how many new ideas they give them, it's basically a 'no-brainer'.

Also, most restaurants do not have a 'Marketing Dept' or even a person qualified to provide marketing assistance on staff. They rely on vendors and advertising salespeople to bring them most of their promotions, media placement and ideas.

Q: Are there enough restaurants around to make this work?

A: Absolutely. Unless you live in a tiny little town there's more than enough to capture some good clients. There are more restaurant start-ups than almost any other type of business.

Q: Will the restaurant owners/managers know what to do with these templates?

A: Some will, but many won't ...and that's fine. They will call you for advice and how-to. That's part of what builds a RELATIONSHIP. The more they get comfortable talking to you, the more they will listen and heed your other marketing recommendations.

Q: What if they don't have the right software to use them?

A: MSWord is the most common word processor software in the world...however, if they don't have copy of Word, they can use Open Office (which is a free download) to modify the templates and print out marketing pieces. You'll have another opportunity to tell them about this and help them, if they desire.

Q: What if the only computer they have is a Mac?

A: They will need to install Parallels or something similar that will run MSWord. Its possible their mac using "Word for Mac" may open these files and modify them just fine.

Q: Isn't making the CD's expensive? ...and time consuming?

A: No, to both questions. I show links in the *No Resistance Manual* where you can get Blank CDs for 16 cents a piece...and the files we are burning are less than 20mgs total, so it burns fast. This is a job your kids can do for their allowance.

Q: Would the results be the same if I just emailed the restaurant owner a link to a download of the files?

A: Not likely. You can still get results, *I'm not saying you won't*...but it's the personal contact that separates what you're doing from others who contact them. ...Plus, there's much evidence that people value TANGIBLE goods (the CD and Paper) more than digital downloads.

I'll add that at least one of the marketers who tested this program did email offers for the Marketing Portfolio CDs to restaurants and did land at least one client, that I know of.

Q: Is it worth it to visit them again and bring another CD of Marketing Templates, as the optional method suggests?

A: It can be, I understand some consultants will only make one visit. The real purpose of multiple deliveries is to give you an 'excuse' to be there again. We are always focused on what we can do to build a relationship and repeat visits can help do that.

Q: How long before we should hear back from the restaurants?

A: Some will be soon, as little as a week...or even a few days. Others could take much longer. I have had calls months after from a business owner who dug out the CD and wanted help.

Q: Some of the templates would not apply to all restaurants. Is that a problem when they see them?

A: No. Of course we are covering a lot of bases with these Templates. By definition that means we include ones that simply don't apply to all types of restaurants and bars.

The beauty of it is this:

I've had owners tell me that a specific flyer template, while not right for their place, triggered an idea that WOULD work for them...and the template was easy to edit and change to what they wanted.

Q: How much 'selling' will I have to do initially?

A: None. You will actually hurt your chances by pushing at all. What you're leaving with them is a valuable marketing tool, that works on the principle of "Give To Get". There's NO RESISTANCE because there's no pressure.

Q: Would it be better if these marketing templates were in PhotoShop format? (PSD file extension)

A: No, as very few of the restaurants will have Photoshop and even fewer will have anyone who knows how to really use it. Any of these templates can be saved as a PDF and any printer can print off that format.

Q: How important is it that I see the manager/owner? What if they are out, can I leave it with someone?

A: Yes, I have done that...BUT, you need to use the script as written to emphasize the Portfolio is important. I also advise lightly sealing the envelope in that case as you hand it to the staff person.

Q: Would it be better and more secure to pack the CD in a Plastic CD case first and then in the envelope?

A: Not really. It just adds to the cost and creates another step to do. If the CD gets damaged (unlikely) you can always supply them with another one. Again, I'm always looking to make the 'process' as simple as possible.

Q: Would it be better to have labels printed for attachment to the CDs and Envelopes, rather than Handwriting?

A: I'd prefer you do it Hand Written. We don't want this to look like some big corporate firm mass delivering CDs, if possible.

Q: What Percentage of the restaurants will I sign as clients?..and what would be an average fee?

A: Impossible to say, but I'll just estimate you could get anywhere from 15% to 30%+ to be a client over time... (you could also do better or worse).

Fee-wise it's hard to estimate as well. But, even a mobile site should bring at least \$300, and most of my initial projects exceed \$1,000.

Remember, the goal here is to open the door to a LONG-TERM relationship. *I went 6 years with one client and my fees exceeded \$270,000!*

Q: Why don't all the restaurants accept the CDs and why don't all sign up to be clients?

A: Its just not realistic to expect everyone to respond to a specific offer. (I've cited the study they did in New Your City where a man held up a sign that said, "*Free \$20, Just Ask Me*"...Way less than 50% approached him and asked for the money.

In the case of the marketing portfolios, I think some may never open the CD file, so they don't really know what they got.

Q: Why don't you have a portfolio that has ad templates for all business types?

A: I started with restaurants because they are in abundance in every market, and usually are easy to reach...also, just this restaurant version took quite a while to produce. I may do more in the future.

Q: How long should I wait before delivering an optional second Portfolio of more Templates?

A: About one week works fine.

Q: Do I need to personally deliver the Portfolios, or could I pay an assistant/outsourcer to do so?

A: I think you'll benefit more by doing it yourself, especially in the beginning. There is something about the experience of going in, asking for the manager/owner and delivering the dialogue yourself.

However, you may want to experiment with having someone else do the deliveries, as outlined in the Training Manual. However, if you do, that person should be a good representative for you. Dressed well and well spoken (for obvious reasons).

One advantage of having someone else do it, is it may position you better in the prospect's eyes.

***Also, I would code the ones delivered by the outsourcer and track their results, as compared to your own results.*

Q: Should I attempt to call ahead first and make an appointment to see the 'Key Person' before my visit?

You can, I've tried it both ways. If the restaurant(s) is a long distance, go ahead and see if it works better. There's a Script included in the SCRIPTS report to help you. In my experience restaurant managers

are very busy and can tell you they'll be there and get called away. But it's worth a try in some cases.

Q: Should my goal be quantity or quality when it comes to identifying businesses and making deliveries?

A: Both. As I explain in the manual, you should strive to have good potential restaurants on your list and as many as possible. That way, the "Law Of Large Numbers" and the more personal nature of this method will BOTH be working in your favor.

Q. These templates are good enough to sell...why not just charge for them?

A: You probably could, but it would not generate the number of relationships with new clients. Selling them is what restaurant owners expect- *we want to do what they don't expect.*

Q. Can I give these templates to my existing restaurant clients?

A: Sure, no problem, though you will want to change the introductory letter into something more appropriate, since you already have a relationship with them... in any case, they'll be happy to receive it.

Q. How do I know this is going to work for me?

A: You can never know for sure, but you have to admit this is designed to get you out meeting local businesses... with very little rejection or resistance...and the follow call will help too.

Usually, you can't "see" your whole business ahead of time.

You have to have a little faith. You will make new discoveries along the way that will force you to backtrack and make adjustments to your previous steps.

Those who succeed in Offline Marketing Consulting (and life) understand this principle, so they don't become frustrated when they find they have to make corrections in their plan.

One of the comments I get in emails from new offline consultants and others just considering starting a business like this is, "Don't the big guys have all this sewed up by know...how can a little guy or gal even get a foothold?"

That EXACT QUESTION is a reason why I developed this 'No Resistance' Method. I wanted to give you an edge, a 'way in', a tool that helped you 'break the ice' and 'break through'.

A simple version of this Method is how I got started. At the time I didn't know how important it was going to be in my career. And whenever I lost my way, or got lazy, it is what I turned to get some action going with new clients.

As I said in the No Resistance Manual, Everything starts with a RELATIONSHIP. *If you have no relationships, you have no business!*

Want some business?....
Build some relationships.

And yes, you can compete with the 'Big Dogs'...and win.



(I'm rooting for the little guy) Bruce