

Questions? Just email: [support@offlineadvance.com](mailto:support@offlineadvance.com)

No Resistance Route – 1<sup>ST</sup> Edition

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**Bruce**  
*24 Years As An  
Offline Consultant*

## **Welcome!..and thanks for investing in this new program.**

I wrote this course because I made so much money following this simple concept, it was time to share it with others, like you.

Many of you know I've been working with local and regional businesses as a marketing consultant for almost 25 years. Over the years, I've made major changes in most aspects of my business.

That's to be expected, as there have been major changes in business technology and advertising media. (When I started there was NO Internet (wow!) and faxing was the newest technology that I used).

Through all the evolution of technology, I always felt one thing remained constant in my dealings with local businesses...

They cared little about the "How" and only wanted RESULTS.

They had nothing invested in the Process, and only cared about RESULTS.

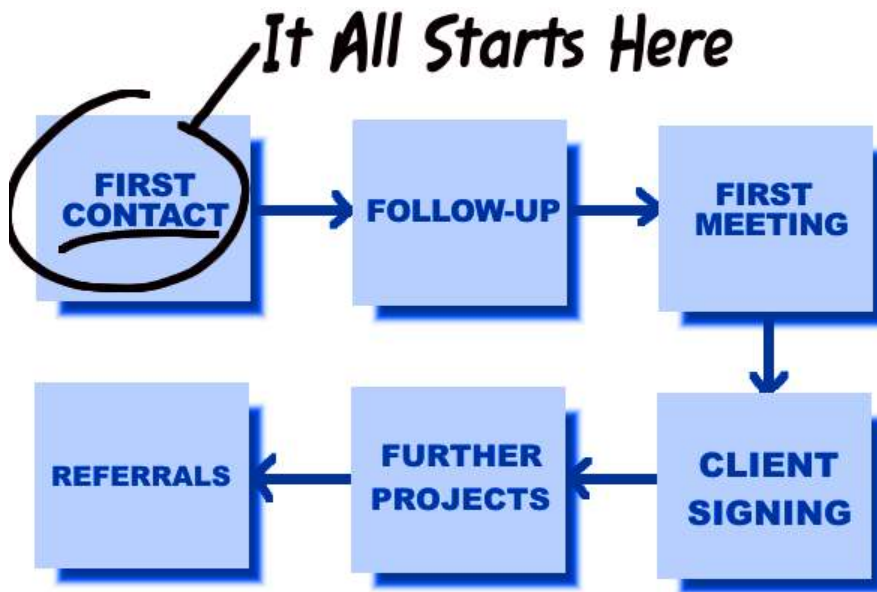
They were always filled with Skepticism, and even Cynicism.

They guarded their funds like a mother Lion guards her cubs.

So what was my biggest challenge?

## **Starting a relationship.**

That was 25 years ago and it hasn't changed at all.



Knowing what I know, I realized that nothing happens unless you initiate a relationship...and the more relationships you can begin, the more opportunities to help clients and receive fees.

*...and starting a relationship doesn't have to be hard at all.*

Then I looked at what had worked best to jumpstart relationships then, and now.

One thing stood out:

**“Providing some marketing help, with no strings attached.”**

..and while I can't guarantee that every time you follow this plan, you'll turn every relationship into business income, many, many will do just that.

**So, ask yourself a question:**

“Am I a reasonably likeable person?”

**If you are, then I can turn almost anyone like you into a successful consultant who has real clients that pay him or her real money. Fact.**

**Incidentally, this method is especially good if you're brand new at local marketing consulting.**

Despite what some marketing guru sellers seem to imply, it's not about tricky, expensive software or complex, time-consuming strategic plans....its about PEOPLE.

Can you build relationships with business people? If you use this approach and do the simple Follow-Up you'll have good clients...*its almost impossible not to.*

**And is it ever worth it? You bet!**

I have landed small clients, medium size restaurants, all the way up to a couple of big operations with multiple locations.

I have applied this same simple system on a recent trip to Florida and almost immediately landed bars and restaurants. One owner offered me \$500 a week just to do internet marketing for him...(that's \$2,250 a month, btw).

One of my consultant buddies in Chicago landed a large restaurant and Banquet facility. He's been working with offline businesses for quite awhile, yet had never had a restaurant-type client.

I named this the “*No Resistance Route*” simply because it offers up almost no resistance, and very smoothly helps you build a marketing relationship. It's not hard to do, and requires only a small amount of time and very little expense.

***And, for many the best part is, there's virtually No Rejection. Even if the owner/manager isn't interested in the offer, they'll usually accept the information, and thank you...it's still a friendly experience.***

While this system can work in other industries and business niches, I think its particularly effective with restaurants, bars, lounges, etc. What I'm calling the Hospitality Business also includes, country clubs, private clubs, diners, and more. It's a several billion dollar industry that's growing fast and has plenty of turnover. Just look at the stats for US restaurants alone...

"....According to the National Restaurant Association, there are over **870,000 restaurants** in the United States with **sales for 2013 topping \$659 billion**. Despite being dominated in the advertising media by the mega fast-food chains, like McDonald's, most restaurants are small operations. **More than 70 percent are independent, single unit businesses** with fewer than 20 employees, and one out of every three are owned by a sole proprietor or a small partnership...."

## Outline Of Steps To Follow



1. Identify/Select Businesses
2. Prepare Marketing Portfolios
3. Distribute First Portfolio (see scripts)
4. Distribute 2<sup>nd</sup> Portfolio(optional)
5. Follow-Up With Businesses

I'm going to go through details for each step. I want you to know, I've tried different ways of contacting the businesses, and found that hand delivering the AD TEMPLATES has been the most effective.

The reason for that, I suppose is obvious. If I'm trying to quickly start a relationship, it's more likely to take hold if they've met me in person, right?

**Even if I make all subsequent contact by phone or email, they are still more likely to remember me and connect a 'face' to my name and company name.**

However, I've also developed a Letter Format, that can be postal mailed and/or emailed. You're getting Letter/Email Templates included with the course. But I think your results will be better if you have a brief personal contact....and want to encourage you to at least try that, as well.

So, let's look at how to select good business prospects...

## **1. SELECTING THE BUSINESSES**

Since all your marketing portfolio is targeted to hospitality businesses, of course we'll focus on those. And rest assured, there is no shortage of businesses in this category, in just about every town everywhere.

**More new restaurants will be started in the next 12 months than perhaps any business category!** Restaurant competition is stiff everywhere, and restaurants/bars/lounges etc, are always experimenting with new promotions and marketing efforts.

Again, here's a brief list, just to remind you of who can use what we're offering.

**\*\*\*RESTAURANTS**

**\*\*\*BARS**

**\*\*\*LOUNGES**

**\*\*\*COUNTRY CLUBS**  
**\*\*\*HOTEL/Motel/ Resort RESTAURANTS**  
**\*\*\*CAFES**  
**\*\*\*NIGHTCLUBS**  
**\*\*\*PUBS**  
**\*\*\*DINERS**

So within this list, who is best? Frankly, all of them can be good candidates, with the exception of the well-known national chain fast food outlets. I'd add that national chain restaurants (like Chilis or Applebees) are not good choices...

But even a national 'name' restaurant that is *locally owned* can be a good client for a marketing consultant. So, don't automatically exclude franchises.

**The best possibilities are locally owned and operated restaurants and bars.** *Especially good, are newer outlets that opened recently or in the last 12 months.*

Remember, newer businesses are working hard to establish themselves and know they must "Promote or Perish".

If you don't already have it, go to <http://offlineadvance.com> and follow the link to my "*Target New Businesses*" course.

Its very inexpensive and shows you how to focus on new start-up businesses in all the good categories, including restaurants & bars.

**Our goal in the Selection Step is to get as many as we can. The more the better...allowing for the factors mentioned above.**

In most moderates-sized metropolitan areas you'll have hundreds. In the bigger areas, thousands. If you're in a smaller town, you'll benefit by expanding to adjacent towns, too.

This method is most effective when you depend on two factors: personal delivery of the initial portfolios, and sufficient numbers distributed to work in your favor.

Because the positive 'vibes' are quite high with this, you'll be likely to expand your numbers and give out more portfolios.

Each time you do so, you're improving your odds of success.

Each time you do so, you're meeting new business prospects.

Each time you do so, you're getting more comfortable meeting owners/managers.

Each time you do so, you're learning how to control and overcome any anxieties you still have about meeting people.

The beauty of this is, you'll deliver more portfolios whenever you can.

You'll carry a stack with you, so if you're traveling and come upon a new location you hadn't seen before, it's easy to stop in, use the scripted dialogue and be on your way. Its quick, painless and produces results.

**A consultant I showed the Marketing Portfolio to recently, said it was like giving a prospect the biggest most effective 'business card' ever...something they would remember and very likely use.**





**ORGANIZATION TIP: I put every restaurant name, address, and phone number and owner/manager name in a simple Excel spreadsheet. You'll find an Excel spreadsheet in your course.**

You can adjust your spreadsheet according to what additional data you may need. I've really come to a point where I just try to make things fairly uncomplicated for myself. Another words, just enough data to get the job done.

I make notations in my laptop on the Excel Spreadsheet as to anything I deem important. Manager/Owner's name, call back notes, etc.

To start, you'll collect enough business names and data to get rolling. As you go forward, your database will grow. If you follow this method, that database will become very valuable since you'll have more new relationships and be getting more opportunities to profit from it. You'll find the Spreadsheet in the Forms Section of your Course.



Imagine it this way: If you had unlimited resources and could afford to give every restaurant owner a \$100 bill, just for chatting with you for a few minutes...do you think you could do that?...c'mon, does that sound hard?

Well, what you're giving them is worth way more than \$100, because it can bring them tens of thousands of dollars in additional customer revenue.

Crazier? I have actually attached a \$5 bill and at least once a \$10 bill to the Portfolio, in the case where I really wanted to speak to the general manager of a couple large restaurants...I figured it was worth it.

Not saying you should do that, but if you know who you need to reach, and the payoff could be big enough, sometimes you may want to try something they would never expect. In a way it's just a variation of the famous "Gary Halbert Dollar Bill Letter".



## 2. PREPARING THE MARKETING PORTFOLIOS

This step is easy and isn't even necessary for you to do yourself. I have an assistant that does this, but if you have kids they can do it too. *I'm breaking this down into very small parts, but once you read it, you'll see how simple it is.*

Basically, we need to assemble these simple portfolios, so we're ready to deliver them. I should say here, these are not big, involved packages either.

I remember one wso put out by another marketer a few years ago that required putting together a mammoth package of printouts, research, photos and binding it all together! One marketer I know bought all the materials needed to do it and it was taking....EIGHT hours to assemble ONE for each prospect! (I'm not kidding). Not something I'd do, for sure.

**The *No Resistance Route* preparation is NOTHING like that all, I promise.**

**You're basically collecting 4 things:**

- 1. A burned CD of the Marketing Templates.**
- 2. A printed Contact Page and Simple Instructions.  
(Important – Must be included)**
- 3. Your Business card if you have them.**
- 4. An Envelope to hold everything.**

That's it!

The Burned CD step of course requires you have a PC or MAC with a CD burner.

If you don't have one, I'd advise just buying an external burner, as they're very cheap now. It will attach by a USB port and Windows or Mac OS should automatically detect the device.

Sorry, but if you don't have a CD Burner or any USB ports....you need a new computer! (I'm cheap, but c'mon now).

Cost of blank CDS will vary, but if you shop a little you can get them very cheap.

Below is are a couple example sources, both offline and online. Don't invest a fortune in this, and buy 500, or something like that! Start off and just get 50 quantity.

#### **Blank CD-R or DVD-R Value Bundle**

The @.com CD-R 25-pack is an excellent storage disc that has a capacity of 700MB to hold digital images, music, files and more. The @.com DVD-R 25-pack provides the high storage capacity needed for data backups, digital images, videos, music and more. The write-once format protects important files from overwrites. The smooth surface of disc enables quicker disc labeling. [More about this bundle...](#)

Items in this bundle may be sold separately in stores. See item details for availability.

**About Your Bundle**

Online  
**From \$7.00**  
List Price: ~~\$10.98~~  
**You Save: \$3.98 (36%)**  
Final price and shipping options depends on options you choose.  
Base price subject to availability  
**In Stock**

**This Blank CD-R or DVD-R Value Bundle includes your choice of:**

- 1 Blank Media

And then you can add recommended accessories!

**Walmart**

Electronics → Search

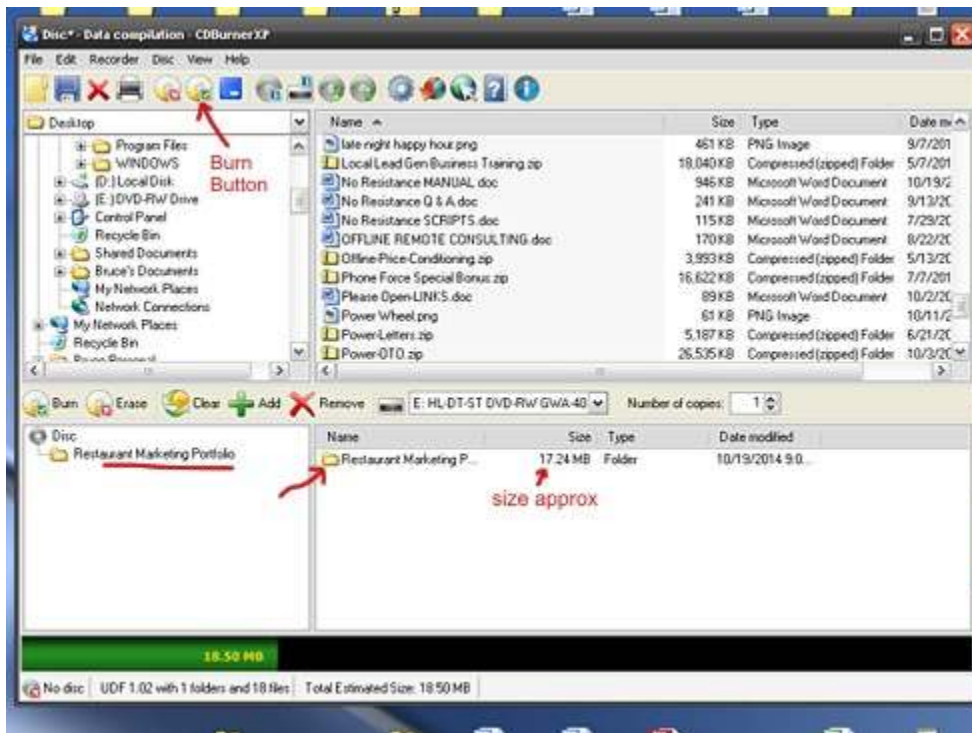


As you can see above, the cost can be reduced down to 16 cents a piece and even less. So, for 50 initial Marketing Portfolios, it should run \$8 to \$16 at the high end.

I use a free downloadable CD maker program called: **“CD Burner Express”** (see opening application screen below) There are many different free Burner tools like NERO, Power ISO, and others. It’s just a matter of which you like best. I have found some burner software can be unreliable on certain machines and OS’s. So, you may need to test a few free ones to learn which works best on your system...**Just Google “free burner software” for options.**

*My only caution on Blank CD purchases is for every 10 that you burn, test one to make sure it is readable by the computer. Some very cheap CD’s are inferior and produce errors. If you have two PC’s, test it on the one not used for burning.*





The mechanics of burning a file to a CD are pretty well explained in the Free CD software you can download online. You're basically taking the file containing the advertising templates (labeled "Restaurant Marketing Portfolio") and dragging it onto the open CD window. It will show that its ready to be copied to the CD. Then you'll just start the burn process and wait for it to be completed. Since this is a MSWORD file, it will be very fast.

As I mentioned above it s a good idea to test a few after you've made the copy just to see if the file appears on the CD and when you open it, the contents are there.

### **The other component is a copy of the Contact Page & Instructions.**

You can just print that out on your home printer, or have it done at a copy shop.

It's important that you use the Form (Contact Page Instructions) I'm providing.

At some point you may want to tweak or modify this, but I would not do so initially. The short copy in the Contact Letter has been tested and is designed to do Five things:

1. **Introduce the Marketing Portfolio**
2. **Convey the value the restaurant is getting.**
3. **Explain how to open the files**
4. **Make it easy to contact you for help.**
5. **Not look like a 'hyped-up' advertisement.**

You'll find the Contact Letter in the Forms Section of your Course.

### **Packing The Portfolio CD & Letter**

The best way to pack the CD and Letter is in a 6 X 9 Manila Envelope.

I use an unpadded type usually, but if you want to spend a little more (both versions are cheap) you can use a padded type of the same size.

You can buy these online, or even locally at places like Dollar Stores. I can get

8 unpadded for a \$1 (*12 and half cents a piece*)...or 6 of the "peel and stick" type for \$1. Padded will run about 40 to 50 cents a piece.



### **Padded type**





### **Peel & Stick 6 X 9 Envelopes, Folded Letter & Burned CD**

This combination of labeling seems to work best. Don't leave any out and don't add anything either.



*(use a medium point marker and write in large letters)*

*CD should have:*

Name of Business /"Promotion Templates"/Contact: Your Name & Phone

*Outside of envelope should say the following:*

To: Restaurant Name, Owner

Restaurant Promotions  
Templates Inside.

Software Enclosed –  
Handle With Care.

### **Distribution Of First Portfolio**



Now, with our list of businesses and locations ready, and our Portfolios prepared, we can deliver them. Let me tell you, this is NOT difficult and you'll learn a lot just by doing this.

**(Please see the SCRIPTS Folder)**

- 1. Have the Envelope UNSEALED, with the folded letter slightly sticking out. If the Owner/Manager is not there, SEAL IT and give to a responsible person.**
- 2. If the Owner is there, hand to him/her OPEN, show the person what's inside and return contents to envelope – DO NOT SEAL.**

Why the difference? I want the owner/manager to see what's in it and have immediate access. In the case of anyone else, I don't want the contents to get lost, separated or damaged.

**The presentation here does matter.** You should treat it like its very valuable and you are not just tossing these around to everyone all day. I know, it's a small thing but it can make a difference.

**(Please see the SCRIPTS Folder)**

## **ALTERNATE DISTRIBUTION METHODS**

While the In-Person Method detailed above is best, you can still accomplish much with these Alternate Methods.

Years ago I would have told you that the only way to use this giveaway concept would be with a face-to-face meeting. At that time, it was true. But what I'm finding now is that this "rule" is changing as you read this.

I'm constantly testing new prospecting methods and I'm finding that a combination of mail, email, phone calls plus even a delivery service



can be effective for me in building a new positive prospect relationship, but you'll probably need to contact greater numbers.

## Distribution Methods



### **Method 1**

Personal delivery of CD – please above instructions.

### **Method 2**

This method is based on Email and the using the phone. Since you will be delivering the Marketing Package by Email attachment or by supplying the business person with a download link, you will not need to copy the file to a CD, and use an envelope, etc.

You will need to build a simple list of targeted business email addresses and use the email template provided in this training. The first email invites the business owner to receive the Restaurant Marketing Portfolio for free, and instructs them to reply with a “Yes” to get the file or receive a link to download it. (see Emails Folder)

The follow-up calls are the same for all delivery methods.

### **Method 3**

This method is based on a postal letter being sent and using the phone. Since you will be delivering the Marketing Package by email attachment or by supplying the business person with a download link, you will not need to copy the file to a CD, and use an envelope, etc.

You will need to build a simple list of targeted business street addresses and use the letter template provided in this training. The first letter invites the business owner to receive the Restaurant Marketing Portfolio for free, and instructs them to call a number to get the file or receive a link to download it.

You can however, send out letters and when restaurants respond, offer to drop the Portfolio by in person, if it's convenient for you (recommended)  
...and yes, you'll want to have hard CD copy made in that case.

The follow-up calls are the same for all delivery methods.

## **Method 4**

This distribution method is based on hiring a college marketing student and the phone. In this method you will post a notice on a local college/university 'Job Board'. The Job Notice can read something like this:

***“WANTED, Reliable, student with clean appearance to deliver CDS in envelopes to local businesses. Pay per delivery or per hour. Flexible Hours –No Selling-short term work. Contact Bruce: Company Name 630-000-0000***

BY the way, I have done exactly this to get certain information in business owners hands over the years. It actually works pretty well.

When I was doing large graphic boards and designs for local businesses years ago, I usually paid young guys or women to deliver

the advertising proofs and get the clients to sign off on them. Saved me time and *actually enhanced my positioning*.

Another alternative along these lines is to use a service like USPS or private carrier to deliver them. This can be a USPS envelope like Priority Mail for \$5.75 or in the UK, Royal Mail Special delivery for 6 pounds, 40 pence. *Please check their respective websites for specific details.*

## **Distribution Of Additional Portfolios**

If you follow up using the approach described in this manual you probably won't need to distribute additional portfolios to the same restaurants. You should shortly have some good clients and be focused on new businesses to prospect.

However, I had had restaurants that I really wanted to break into (figuratively speaking) and knew that they advertised and promoted a lot. So, I would suggest in these cases you consider dropping off some more advertising portfolios.

The reason I guess is obvious: It's another excuse to meet the owner/manager and get a little more 'face time'.

I really think this approach, of stopping by, saying 'hello', and leaving something of value, is being missed by most Offline Consultants.

It may surprise you to know, that is exactly how most advertising salespeople and suppliers break into new accounts. ...they call on them a number of times.

They treat it like a '**route**', so they plan to stop by all the restaurants in their territory and see them regularly. The owners/managers come to recognize them and begin to trust that they won't disappear after they place an order.

## What to Do On Follow-Up Meetings

I learned years ago one of the easiest ways to land a client (in almost any niche) was to offer to TEACH them how to do something.

I remember Dan Kennedy talking about this on an old recording at least 15 years ago.

This approach initially appeals to almost every budget conscious business owner. They think, *“Oh good, show me how, it’s probably not that hard, and I’ll do it myself and save money...”*



I was reminded of this ‘cheap’ attitude of business owner’s many years ago...

*I was stopping by a business I had called on before. The owner and I were chatting outside, when a man approached him. He asked to wash his windows, and said it would only be \$5. By the way he had a lot of windows. The owner said ‘no thanks’ and the man left.*

*Not 5 minutes later, one of the owner’s employees arrived and the owner sent him to buy a bucket, squeegee, sponges, and cleaning solution.*

*I thought to myself, “he would rather invest in all that, and pay his staff an hourly wage, than have a man do it for \$5”...*

So, the initial reaction is almost always to SAVE MONEY....

BUT, once they see how much actual work is involved, they usually look for someone else to do it.

Even the business owner in the story above is just as likely in the future to pay someone to do the window cleaning, once he saw how long it took his employee, and likely what a poor job he did.

So, that's what I recommend you do, as part of your follow-up.

First, offer to show them HOW TO modify and use the advertising templates...THEN also offer to do it FOR THEM.

**The key is to offer to 'teach' them FIRST.**

It further reinforces that you're first, interested in helping them, *then* second, interested in making money.

Do you see the difference it makes? ...and it all relies on the "reciprocity factor"...and it works!

This 'teaching' by the way, is usually nothing more than answering a few questions, and if they have a PC handy you can show them on that.

## **How To Transition**



# How To Transition to Selling Your Services

Once you have established a rapport and familiarity with the restaurant owner, it's just a matter of suggesting some marketing solutions to issues they're dealing with....and believe me, every restaurant is dealing with marketing issues.

Even when business is good, it could always be better, and when it's bad, they are always complaining about it. Listening to their problems is where you'll find opportunity.

Based on my own experience and research, here are THREE BIG MARKETING SERVICES Perfect for restaurants/bars/clubs, etc:

## 1. Restaurants Usually Have 'Slow Times' Issues.

1. Most Restaurants have what they call the "Slow Time"....sometimes this is in the afternoon, and some have slow dinner hours.
2. You can show the owner how having a list of customers and staying in touch with them can allow them to 'spike' their sales Up, almost at will.
3. By sending out a special dinner promotion on a slow afternoon, they can improve business and keep staff happy as well.
4. So, they are open to ways to improve those time periods. One of the easiest things to suggest is building an email list or a list using SMS Mobile Texting Services.
5. You can show them how to build the list using simple offers at the front of the restaurant and on the dining tables and at the bar.

6. Simple standup display cards asking for their email and offering a free desert or discount voucher for future visits both work well.
7. You can charge the restaurant for helping build, market and manage the growing customer list. Do this for 4 or five restaurants and you have a substantial, monthly, repeating income.
8. You can also advise the restaurant on more uses for the list.

## **2. Restaurants Usually Have Reputation or Image Issues.**

1. The longer a restaurant/bar is in existence, the more likely they are to accumulate bad reviews...even the best places have them.
2. You can show the owner how removing or diminishing the impact of poor or unfair reviews will help the business. One unfortunate result of a few bad reviews is, others who read the negative reviews tend to 'pile on' and only add to the problem.
3. By employing a campaign to encourage good reviews and fighting to minimize or remove bad reviews, we can improve business and keep staff happy as well.
4. This campaign can include simple standup display cards asking for feedback and offering a free desert or discount voucher for future visits, both work well.
5. You can charge the restaurant for helping build a review website to counter other sites, actively working to drive bad reviews down in Google's rankings and continually adding good reviews to popular review sites. Do this for 4 or five

restaurants and you have a substantial, monthly, repeating income.

6. *Note: If you have not already done so, take look at the OTO offer for my new updated **Reputation Repair Course for 2015**. It's a perfect service to provide to restaurants and can bring you a steady monthly income.*

### 3. Restaurants Usually Have Promotions/Competition Issues.

The smartest, most savvy restaurant/bar/club owners know that good food is not enough! Event Marketing can turn a slow restaurant around.

You can show the owner how to plan and execute promotions that pull in diners and catch the attention of local media.

Since most restaurants have a website, it pays to go over it closely. Look for improvements that you can offer. Anything that will attract more diners and improve their overall image.

I've found a simple question will often trigger the kind of comment and thinking from the owner/manager that I'm looking for. I'll ask, "Honestly, are you satisfied with how your website looks...and the traffic you're getting?"

*(please see the "Scripts" PDF for more information on what to say)*

The follow-up to this should be to check for a MOBILE WEBSITE. If they don't have one, suggest it.

Once you enjoy a little rapport and trust with the owner, it gets much easier to suggest marketing plans and ask questions about the existing business.



I often ask, “So what kind of promotions do you have coming up?” Remember, any restaurant/bar owner with experience knows the business is too competitive to sit by while the competitor gets the public’s attention.

I tell owners, do you believe in the saying, “Out Of Sight, Out Of Mind?”...and I can’t think of one that disagrees.



HERE’S THE BIG KEY: **Reposition the discussion** from one of, “Should I do promotions?” to “WHICH Promotions should I employ”...what best fits my restaurant?”

When the dialogue is centered on that question, you cannot lose!



## Earning Potential

This simple Restaurant System is a step-by-step moneymaker.

If you basically do what I'm showing you here, do the email follow-up and stick with it, you're going to quickly have local restaurant business relationships....

AND a percentage of those relationships will advance to business clients – some quickly, others taking longer.

As I mentioned earlier in this training manual, part of the 'magic' is to visit as many restaurants, bars, clubs etc as you can. The numbers definitely work in your favor when using this method.

**BUT, there's more to it than just those numbers.**

*Most Online Make Money Systems depend on you making tons of small ebook sales, often hundreds or thousands to earn any real money.*

Unlike a typical Online Money-Making System, with these new Offline clients, *the realistic earnings are much greater...off the charts, really.*

For instance, say you give out just 25 Marketing Portfolios in the first 30 days. This is hardly much work, and can easily be accomplished part-time (you could do it in a few days if you applied yourself).

...remember you are just offering them a free set of customized restaurant/bar advertising materials and marketing ideas.

Lets say out of the 25 restaurants/bars/clubs initially only 3 become clients of yours. Usually more than that will end becoming a client, but lets be extremely conservative.

Even those 3 restaurants, will typically be worth a bare *minimum* of \$500, and frankly that is low. My average client is between \$1,200 and \$1,500 monthly and I usually won't accept \$500 clients anymore.

Continuing with the 3 restaurants at \$500 per month each, equals \$1,500 per month or \$18,000 per year.

Now think for a moment, doing this small amount of preparation, and distributing only 25 Marketing Portfolios, you could reasonably expect to tap into a **\$1,500 minimum monthly income**...pretty quickly.

Number Of Clients	\$500 Monthly Fee	Annual Fees
3	\$1500	\$18,000
5	\$2500	\$30,000
7	\$3500	\$42,000

Note: these client levels can be managed even if you currently have a full-time job.

Number Of Clients	\$1000 Monthly Fee	Annual Fees
3	\$3000	\$36,000
5	\$5000	\$60,000
7	\$7000	\$84,000

*Further notes: It's also fair to assume all these clients will not remain monthly clients indefinitely. That's just part of the ebb and flow of clients. And for that reason, a smart offline marketer is always looking to add a new client, in anticipation that an existing one may drop.*

It would be equally likely you could land 5 clients pretty quickly. The services performed to justify \$500 are not anything outlandish. For instance, monitoring and improving the restaurant's online reputation can command that and more.

Agree to advertise online a monthly Restaurant Promotion, and design and coordinate the building of a customer list...and you've added another \$500 a month (at least) to these clients.

This is not some pie-in-the-sky, it's real and even newer marketing consultants can do this....and what was the trigger that started the ball rolling?....

You gave away some free marketing materials to Break The Ice, Build Some Rapport, And To Initiate a Relationship.

And The More Relationships, The More Opportunities To Earn Marketing Fees.

No, it's not "caviar and diamonds" money... but it can help relieve income anxiety.

*As a review, here's a flowchart that illustrates the whole process.*



**"Follow A Plan Everyday"**

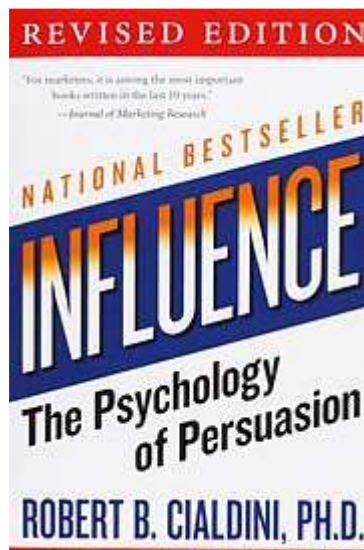
## RECOMMENDED RESOURCES:

I don't want to leave you without an important tip. There's an excellent softcover book I suggest you pickup. Its' called "INFLUENCE, The Psychology Of Persuasion" by Dr. Robert Cialdini. (available at Amazon and most book stores)

I think I've read everything Dr. Cialdini's written and it's paid me back 1,000 fold. In fact much of the psychological underpinnings for what I teach and what I do comes from his foundational instruction.

While he does come from the academic world, he's not discussing dry theory, but real-world tested truths about how to market and sell psychologically.

The application here specifically is about one of the SIX principles he teaches, RECIPROCITY. That's what the "No Resistance Route is based upon...and all I'll say is, it works.





*I never thought writing offline business manuals would give me as much satisfaction as it has.*

*Almost everyday I get nice private messages and emails from readers telling me how big an impact these materials make on their lives.*

*My first course in 2010, Power Dollars, has inspired many people to quit their jobs, or at least venture out to start a part-time local consulting business.*

*Their goal (and mine) is to live the good life, independent of some authoritative, disrespectful boss who values butt-smooching over results.*

*Today, my objective is getting these same business people to set bigger goals, help more of their local clients make money, and truly be happy with their lives.*

*To Your Success,*

*Bruce*

For support, email Bruce or Kerry at  
**[support@offlineadvance.com](mailto:support@offlineadvance.com)**

