



Questions? Just email: support@offlineadvance.com

ONLINE REPUTATION REPAIR – SUPPLEMENT
Copyright 2015 Bruce Ruby, BRUCE NEWMEDIA
All Rights Reserved.

By reading this E-book you have agreed to the following terms and conditions.

Under no circumstances should this E-book be sold, copied or reproduced in any way.

If you got this E-book for free then please send me an email.

“ONLINE REPUTATION REPAIR” and all of its contents are protected by copyright law. Copyright information contained in this product may not be reproduced, distributed or copied publicly in any way, including Internet, e-mail, newsgroups, or reprinting. Any violator will be subject to the maximum fine and penalty imposed by law. Purchasers of this product are granted a license to use the information contained herein for their own personal use only. Any violators will be pursued and punished to the fullest extent of the law.

All earnings described in this product and shown on our website are accurate to the best of our knowledge, and should not be considered “typical”. As with any business, your results may vary, and will be based on your background, dedication, desire and motivation. We make no guarantees regarding the level of success you may experience. Any testimonials and examples used are exceptional results, which do not apply to the average purchaser, and are not intended to represent or guarantee that anyone will achieve the same or similar results. You may also experience unknown or unforeseeable risks which can reduce results. We are not responsible for your actions.

The author and publisher of ONLINE REPUTATION REPAIR and the accompanying materials have used their best efforts in preparing ONLINE REPUTATION REPAIR. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of ONLINE REPUTATION REPAIR. The information contained in ONLINE REPUTATION REPAIR is strictly for educational purposes. If you wish to apply ideas contained in herein you agree you are taking full responsibility for your actions.

The material contained in this book is STRICTLY CONFIDENTIAL.

There are NO Resell rights for ONLINE REPUTATION REPAIR.

There are NO Private label rights for ONLINE REPUTATION REPAIR.

You may NOT distribute this report in any way (paid or free). Distribute ONLINE REPUTATION REPAIR illegally and you WILL be subject to the maximum fine/penalty imposed by law.

Disclaimer: These techniques need to be preceded by all manner of integrity. I'm not advocating any marketer, SEO expert, or consultant employ these methods to hide legitimate information about truly 'bad companies'. Doing so will only backfire, on you and the offline client. I came to use these methods, out of



ONLINE REPUTATION REPAIR & MANAGEMENT

COPYRIGHT 2015 Bruce Newmedia

NEW COURSE SUPPLEMENT



Hi again, and welcome to the Online Reputation Repair Course Supplement!...*what you're about to read is very powerful, and will make you money if you apply it and are persistent.*

This will hopefully answer many of the questions I've received and shed some more light on the type of prospects that we should be targeting.

Of course you can still email me at support@offlineadvance.com for specifics – I'll do my best to help.

Chapters:

1. Introduction/Update

2. Pricing

3. Understanding Mailings

4. The New Letter & Envelope

5. Manipulation Isn't A Sin

6. The 3 Ingredients of Scripts

7. Big Overall Strategy

1. Introduction/Update



When I started in April of 2011 with a single Reputation Repair client, I knew nothing. Absolutely 'zero' about what to do and how long it would take to get a good result, if any.

My first client I charged nothing (no fee) and actually spent a small amount out-of-pocket. He did later reimburse me, but what I learned was priceless anyway.

The history is, I worked this client for over a year, and he came to me about some bad reviews he suddenly was getting online. I didn't know about the bad reviews of course, since I had no alerts set up for his company name (as I teach now).

I checked them out and was surprised, since he is a good guy and runs a very good business. He was angry and appalled people could write such things, he actually said at one point, "how can the internet allow such things?" ...and I tried to explain that anybody can say anything online. He seemed surprised!

What I set about learning was how to fix his problem, and that's what my original manuscript for "*Knock Down the Negative*" was about.

Later in May and through the rest of that year I started applying what I know about direct response mail and local business marketing to this service.

My observations include a couple of things. This service, presented to the right prospects (big key), is less competitive than many online services...at least for now.

SEO, has become the most competitive, in my opinion, yet the irony is, Reputation Repair/Management mostly uses of certain seo!

Note: try not to mention SEO in conversations with prospects. Refrain from using it your sales materials. If its still in any of mine and you have samples of them , please remove these references.

SEO is sold now by phone rooms and has a terrible reputation (if you'll pardon the pun) amongst many local businesses. Results don't happen for most clients in those cases, and they start to think all SEO companies and consultants are scammers.



Instead of SEO, say, “ I and my company, create an online infrastructure that helps remove and **outrank** existing negative reviews... and guards against new attacks as well.”

As you'll see, language matters. If this seems to the prospect like a clever way to sell SEO, they can resist. I know, because I've experienced that.

If they say, Is this anything like search optimization?

You should answer, *“Only in that we work online, but just getting ranked would not be enough to keep your online image from abuse.”*

Going forward to 2015, I have had over 71 clients, which has represented a limited effort to prospect this service. I did offer it to some of my long term clients, when appropriate for them.

I expect in 2015 to continue at this pace, and to pick up more clients , because of what I'm going to show you in a minute.

When I started to prospect, I thought any business with bad reviews was a 'natural' for this...and I was wrong.

In fact, I thought the more bad reviews – the better! ...and I saw so many with lots of negative reviews, complaints, threatening comments from former clients and customers, I assumed these were the 'primo' prospects. But that has not proven to be the case.

Go back 35+ years with me for a moment...

I was finishing college, actually majored in drinking, lol, and got a sales job selling Basement Waterproofing Services. It was one of the biggest companies at the time. (I don't know if they're even in business today, though.)



They put the representatives through a training program.

I had naturally assumed that the best prospects for basement waterproofing were people whose house basements were always leaking, and flooded at most heavy rains. Makes sense, right?

I especially assumed that older cracked, shifting, concrete block basements, would be 'primo' prospects.....BUT, sitting in the classroom one day, this is what the sales manager said....

“Over the years, we have found the best prospects for our service have newer homes, and have only recently had any water problems”

Then he added: “It seems that those who have lived with the problem a long time, have come to accept it, and since the whole damn house has not floated away, they don’t see it as a serious problem”.

I admit, I was dumbfounded...

The sales manager was right then, and he would be right today, when it comes to Online Reputation Repair.

What I see now is that, if the prospective business has tons of negatives (and many do) and these negatives have been in place for a long while (usually a year+), they just don’t seem to be very motivated to anything about it.

They seem to have become ‘immune’ to it, often telling me, “Well, we’ve had these for a long time, and it doesn’t seem to have hurt business, so it’s not worth spending on – sorry”

So, how does this affect targeting and prospecting?

First, I no longer look for the ones with lots of negatives, and if they have been there a long time, I skip them as well. Note, I do not even mail to them or make any initial call. Of course it’s always a personal judgment of the consultant, but that’s what I think works better.

I see some online posters saying Rep Repair as a service is hard to sell.

My response: Who are you trying to sell to?

In addition, there are some industries that seem to care more about ANY negatives than other industries. I have not tested every market, of course, but I do notice some patterns.

Certain lawyer specialties seem not to care about feedback and expect everyone to be angry at them. Criminal lawyers for example. BK lawyers who have large volume practices, are at least more interested in maintaining a good image...Family practice lawyers want a better approachable image, as well.

Professional practices, who receive most of their client/patient load as referrals from other specialists, seem less concerned about it, though they should be....but I have no interest or time to change their mind.

However, NEWER less established practices are much more sensitive to their image. They are like the man who has a newer house and the basement is leaking!



Many small ticket vendors expect to have lots of complainers and are less receptive to the service.

BIG TICKET vendors care more about reputation
(because there's more at stake):

Jewelry – usually good

Furniture- Usually good

Dentistry, because it's gotten more competitive

certain contractor specialties,

local banks, local credit unions

mid to upper level retail

mid to upper level restaurants*

Hotels/Motels – upper level primarily

Apartment Communities – ones under new mgmt/ownership

Auto Dealers –case by case basis

Private Schools – untapped market

Auto Repair- case by case

Landscapers- in affluent areas

Funeral Services – dying for your help (sorry!)

Trailer & Storage rental – somewhat

Pest Control – they sell contracts \$\$

****Most NEWER BUSINESSES

****BUSINESSES DETERMINED TO GET HIGHER PRICES

******BUSINESSES UNDER NEW OWNERSHIP (don't want old owner's reputation put attributed to them)**

EXISTING CLIENTS OF YOURS for other services

(above is not a complete list at all, but is designed to give you ideas and help you look for better prospects)



PRICING: (little secrets that work)

(I'm sure you know there are all kinds of laws (federal & state) that prohibit me from telling you what to price your rep repair services at.

So, all dollar figures cited are merely for example purposes.)

The first case, as I mentioned above, I did at no charge, that was a few years ago.. I wanted to see what was working, and get more experience.

Since then, I've charged anywhere from \$850 to \$2900, and usually these agreements are running 3 to 4 months, (mostly 4 months) after which we reassess how much maintenance is needed to keep the bad comments and reviews buried far enough down. The best agreements will include a monthly retainer, even if its only \$100 or \$200 to monitor the whole online reputation issue.

This works with a motivated prime prospect/client.

Despite what some "Reputation Courses" may say, other businesses will not see it as important enough to warrant investing in professional help. (*see above explanations*) My pricing mistake in the beginning was thinking I needed to price to appeal to lightly interested businesses. I don't do that now.

I thought if I made it low enough, more businesses would be interested, but that proved false.

So, the figures I'm quoting are predicated on that. You could price much lower, say \$500, to push down a single bad review, for instance, but it may not leave much room for profit unless you do it all yourself.

The more I do this, the more I expect to charge....it also takes time, so quoting a short term fix at a low price is not practical, imo.

"The Prove Up"

I don't share all the details of specifically what I do, with my prospect/client. He's not interested in that anyway. But, he/she does need to feel I'm trustworthy, and know what I'm talking about.

For most prospects, this will be easy to show, as they haven't a clue how to refute, remove or do online damage control with these bad comments/reviews. They can actually make it worse!

We start by identifying the biggest problem(s)...I always emphasize to the business owner this is a **CUSTOM** service, not 'cookie cutter'.

I ask him/her,

"If we could get BLANK comments off the first page, and back on the 2nd page,"

"AND that resulted in fewer remarks, and uncomfortable questions for your staff.

...with an expectation for improved revenues, since we know these kind of online negatives can't help your business, and we re-established the good image you deserve online,

...If we accomplished all that, it's likely worth thousands of dollars to you, right?"

If the prospective business says, "yes" you have someone you can probably work with. Makes sense, right?

Because, if it's not likely worth thousands of dollars in lost business, they're not going to pay much, if anything for your service...that's what I've learned. *(please re-read the above two paragraphs- they're important)*

I provide a 30 day update, every 30 days, in writing, by email, of what progress has been made. I provide a general report on what steps I'm taking.

But, continued payments will mostly rest on 'results'. If client sees new positive posts and other citations, Facebook posts appearing on Page 1 and ranking high along with other social media, he will feel and see obvious EFFORT...

Over the next 60- 120 days, effort should translate into results.

I've done well with only a handful of clients not being satisfied. I did not expect 100% satisfaction, since much of this is outside my control.

If I were to take on someone whose reputation is so screwed up, I might work for a month on it, and simply decline further billing, explaining to client, it does not look 'repairable'...*(I have had this happen a few times)*

Billing-wise, I quote \$2,900 or higher for a 120 day commitment. **My commitment and HIS commitment as well.**

I require \$750 upfront, and the balance due each 30 days, so 3 - \$750 payments. Approximately 10% have not finished the whole payment schedule, but I'm satisfied with what I did receive. I could have chased them more, but to me it just wasn't worth it.

..and as I mentioned earlier, the ongoing monthly maintenance fee should be at least \$100, but more typically \$250 to \$450.

Basically you need to set a reasonable and obtainable goal of what early results WILL LOOK LIKE. Meeting that, along with the

risk of 'backsliding', will ensure future payments.

Can you quote for larger amounts up front, rather than the approach I've laid out here?

Absolutely, I just found what I think is a reasonable middle ground. The right business, approached at the right time, and you dealing with the right decision-maker, could very well agree to much more.

The whole process, as outlines above, I call "Performance Payments". Businesses are receptive to that phrase and what it means.

COSTS: I find my costs can be controlled to no more than 20% of the deal price. You can outsource some, do some yourself, and have the client do certain things as well. *See the Online Reputation Repair PDF Manual for more on this.*

Price Levels & Price Points

Quoting fees/prices is as much an art as a set practice. I've learned that my style accommodates price flexibility.

I also believe there needs to be some congruency between the price quoted and the service/results promised.

As much as people and businesses want a bargain, the wrong price, as in too low, can be a stumbling block to signing the deal as well.

Why?

Because serious, genuine buyers almost always equate price with value or worth....it's in their DNA!

It's also important to build in some room at whatever price point you initially quote. If your goal is to get \$2900 for a multi-month package you will want to quote even higher. It can be as simple as having a higher pre-printed price on your sales agreement.

Then, after a discussion with the prospect, you can if necessary, offer a 'special' or reduced fee, for his agreement to go forward with this today. You should always condition these 'preferred price arrangements' on them going ahead immediately. (or within 2 or 3 days, max).

Don't miss the point here. I'm not saying to massively inflate your stated and printed price, in hopes of landing a big fish. Just give your self some room to negotiate or at least consider a clients offer.

I never apologize for saying, "I negotiate"....I see different clients situations and try to be accommodating. But I always build in room to do so, and that way I never see a client's request for a price concession as a 'threat'....it's just part of how business is done, imo.



Mileage From Mailers (Dirty little secrets)

NOTE: this mailing tutorial below applies to all Offline prospecting, not just Reputation Repair Services.

I love this quote from Dan S. Kennedy about DIRECT MAIL and agree with every word of it: (used with permission of Glazer-Kennedy).

"Direct Mail has been very, very, very good to me! And to my best clients. From writing my very first, primitive, stumbling-all-over-themselves sales letters written out longhand on legal pads...and sitting on the couch in my dinky apartment, stuffing my own envelopes, assisted only by my Cat-Who-Licked-Stamps (left behind by ex-wife #1)... to life as a multi-millionaire unbowed by recessions (plural), with the ability to create desired income at will, building business after business, and supporting my chosen lifestyle - complete with considerable privacy, two homes, great vacations, a stable of racehorses and the time to drive professionally myself over 100 times a year - it's all been made possible by DIRECT MAIL."

"More American fortunes are based on DIRECT MAIL than on any other one thing, and mastering the profitable use of DIRECT MAIL is, in my experience, not an option; it is ESSENTIAL. This has been my #1 media of choice for more than 30 years, and I have made more money for myself and my clients with DIRECT MAIL than with many other media combined. EVERYONE can benefit RIGHT NOW from improved, more sophisticated use of DIRECT MAIL, whether the owner of a small, local business or an international empire, sales professional, internet marketer, or self-employed professional in private practice."

"Frankly, most people who use - or try to use and are disappointed with - DIRECT MAIL, to their own customers or to acquire customers, approach it in a horribly unsophisticated, primitive and clumsy manner...with all the focus on the copy, the offer, and gimmicks, **and far too little attention given to "THE WHO" the mail is trying to connect with. And that's what this is all about..**".

Whether to use Flyers vs Letters To Contact Prospects.

I do this different ways. ...certain client categories I've found tend to be more readers than other types...

Example: I have worked for years with contractors, setting up websites and seo'ing them, producing videos, etc...

They are definitely not readers...Flyers work better for them... Most copy-heavy material will bore them and they assume it's BS. I know, because they have told me so!

In contrast, lawyers are readers, they may skim too, but they readfor them a letter can work better...and appear more professional.

I think you can imagine how different occupations respond differently to letters vs. flyers.

BOTH should be tested...also, a list of primo prospects should really be contacted more than once, so a flyer could follow a letter....the flyer serving as a more of a 'reminder and reinforcement' about the first piece... I've done this with realtors, as an example.

FOLLOW-UP MAILINGS & APPROACHES

How the Real Money Is Made

Here's what a professional approach to mailings looks like...

You've heard of *TV's Extreme Home Makeover*, well this is about **"Extreme Targeting"**...it's about being NARROW, not WIDE. It's about understanding your prospect niche better than anybody.

If you're on a budget, it's not enough to just select/target a niche, like say 'chiropractors', or 'roofing contractors', for instance. And what I'm talking about applies to not just Reputation Repair Consulting, but the sale of any online service to offline businesses.

Go Narrower. Only 'roofers newer in business'. Only 'Chiros in offices, not shopping centers'. One has to advertise more than the other. Go narrower when ever possible...and here's why:

When you go narrower, you can afford to go deep and make repeat contacts.

You can budget for better materials, more eye-catching envelopes, more enclosures, copywriter assistance, graphics help, phone follow-up etc.

I've been mailing for clients for 21 years, and for myself longer than that. I know it's a cliché, but I've made every mistake in the book. I initially blew my wad on a big mailing many years ago, to a broad list of targets, thinking this.... (*this is how naïve I was*)

“ If only 5% contact me, I will do lots of business and be very happy”

And what happened? You guessed it, I got almost nothing. *One man actually contacted me to tell me to take him off my list!*

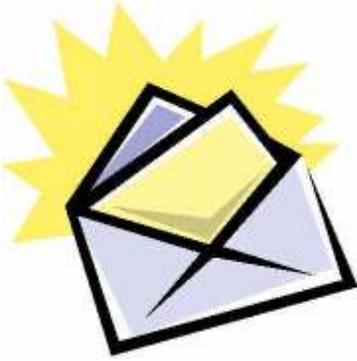
Emblazon this on your brain forever:

THERE IS NO STANDARD RETURN ON MAILINGS! – you are guaranteed nothing.

The top direct response men and women who mail, actually have flops, too. Famous marketer Dan Kennedy, reported in his 2011 newsletter, he had a pretty spectacular recent flop with a promotion that cost him.....\$55,000!

He is routinely paid \$30,000 to \$50,000 for a sales letter package. He has been doing this for 30+ years. I got on his mailing list in 1980. He knows his stuff like no one you will probably ever meet....and he still has failures. ...and so do I.

My strict adherence to smaller, more frequent mailings is the result of all my mistakes. I learned that when a big mailing bombs, it's not just the money that hurts, **its my self confidence.**



MAILING INSTRUCTIONS For New Letter

The new prospecting letter included in this supplement is a departure for me.

It's based on some of the large mailing houses pieces that attempt to replicate an "official" style of mail.

Before you assume its doesn't work, note that these giant mailers would not employ this type of letter if it wasn't working. They may be many things, but 'stupid' is not one of them.

Mortgage companies, credit counselors, and bigger ticket services use this approach successfully. ...and many more.

I've adapted it to our needs as Reputation Repair Consultants. I would be cautious about changing much on it. At least give it a few mailings before attempting to modify it.

It should be on WHITE paper only, not cream and not colored stock. 20 lb bond, though if you found a deal on cheap heavier weight paper, might want to get some. Just so you know, PAPER WEIGHT is a factor in how people/businesses perceive your offer. *Heavier is considered more substantial and reflects positively on you.*

When I initially prospect very high end client targets, I use paper so thick, it 'cracks' when you fold it.

Same goes for the envelope. Don't use the cheap, thin, 'bill-pay' types in Walmart or dollar stores. Those envelopes instantly send a

signal you are an amateur and not to be taken serious. People actually do recognize those cheap envelopes!

You can use a window envelope also, but I would split test a list of good prospects and see if one significantly out performs the other. I have not tested the difference, as I have only used regular white #10 envelopes.

Note how the return portion is designed. That's all I use. Also, follow the example on the face of the envelope where it is printed, "Open Immediately" etc.

Overall thinking here: IN THIS CASE, If the letter looks TOO PERSONAL, it doesn't look real, since this is a **NOTICE more than a PERSONAL LETTER.**

Also, note it does not contain a signature.

Start paying attention to the subtleties of mail you receive. An expression I use a lot is:

“BIG THINGS GET ATTENTION, LITTLE THINGS MAKE THE SALE”

(print that out in big letters and hang on wall over your desk like I do) 😊

Many mailers fail because they do not use a consistent 'voice'.

They start out looking like a personal letter and then turn into the equivalent of an advertising flyer...or they appear to be important and somewhat "official" and then get too personal.. I study these differences and hope you will start doing the same.

SCRIPTS: The Dirty Little Secrets



I suppose of all the things I enjoy developing, sales scripts are at the top of the list. . It's the most important tool for one-on-one selling and negotiating.

I feel a natural affinity for crafting the right language that elicits information, and helps prospects make a good decision.

So, lets clear up something about Manipulation.

A few months ago, I had a refund request for my “SuperScripts Offline” program. Since I’ve sold almost 600 and had only 3 refunds,

I paid attention to what this woman from the UK said:

Her comment was, “..This is pure manipulation!...makes me very

uncomfortable”...If this is necessary, then it’s not for me.. please refund!”

Wow! I was taken aback. ...but I realized something. She saw selling as manipulation, and more importantly, was holding ‘selling’ to a higher standard, than all other forms of communication.

ALL COMMUNICATION IS LACED WITH MANIPULATION.

It’s unavoidable. Most of us do it without even thinking....all the time.

Kids manipulate parents everyday.

Husbands manipulate wives.

Wives manipulate husbands.

Employees manipulate bosses.

Customers manipulate businesses.

Clergy, yes clergy, manipulate worshipers.

What bothered her, I think, was I codified it and structured it in a manner that made it obvious what I was teaching.

It’s essential to understand that our purpose is to provide value with integrity in our presentation and to have such total belief that we are actually comfortable employing our sales persuasion skills.

As one old-timer said, “If all you do is ‘tell’ and never ‘sell’ you’ll eat TV dinners and watch basic channels for a long time!”

Onward. Scripts will never work with unqualified prospects. They weren’t meant to. So, what’s a qualified prospect? Re-read the earlier sections, and note what we are looking for.

Here's a contrast that may help: Selling a website design or re-model is different than selling Rep Repair...and if anyone says they're the same, I question they've ever done either!

One, is about a decision to do something partly because EVERYONE has one. (a website) or EVERYONE can see our site looks old and out-of-date.

But, with Rep Repair an EVENT has already occurred. Sort of like the difference between getting an annual physical and making a trip to the emergency room. The motivations are different, right?



THE KEY TO MAKING SCRIPTS WORK

Through experience, I've learned that words can only take you so far.

The key that unlocks the vault is...TPP

tone, PACING & PAUSES.

I've talked about this in posts on WF and know just how true it is.

A script is only as good as the DELIVERY.

This one unassailable fact explains why two consultants can get such totally different results from the exact same script!

It's not the just the words...

it's the way you say them!

This short course doesn't allow time to truly explore this important factor, but I want to embed in your mind the importance of learning this.

Your delivery, in general should be faster, without pauses, practiced

Let's see how this works. I first referred to the script below earlier in this manual...rather than having you try to memorize an entire script, you'll find this approach works better.

Get familiar with these 'chunks' of dialogue. If you begin associating these dialogue fragments with questions and objections raised, you'll start to trigger these in your mind automatically...that's how I learned them.

INITIALLY: We start by identifying the biggest problem(s)...I always emphasize to the business owner this is a CUSTOM service, not 'cookie-cutter-generic-work'.

I ask the prospect (in person usually), though can also be used in scheduled phone meeting too:

"If we could get BLANK comments off the first page, and back on the 2nd page,"

"AND that resulted in fewer remarks, and uncomfortable questions for your staff.

...with an expectation for improved revenues, since we know these kind of online negatives can't help your business, right, (pause) and we re-established the good image you deserve online,

...If we accomplished all that, it's likely worth thousands of dollars to you, isn't it?"

If the prospective business says, "yes" you have someone you can probably work with.

More Reputation Repair Scripts:

NO PAUSES!

*Calling to Businesses (in lieu of mailing first)
you've already identified as good targets:*

“ Hello, this Angela Right here in [town], calling for Jason Palmer it concerns a review about his business I just found on the internet I should *really* speak to him about this.”

Pause only once in this script. Use a 'concerned' voice.

Can I tell him what this about? ...answer:

“It’s about a review he received on the internet as I mentioned I would like to ask him about it?”

He comes on line:

“ Hello, Jason, this Angela Palmer I’m in [town] and I was looking up *(do not say, “searching”)* your business it brought up 2 negative reviews have you *seen* them?

Pause, wait for answer, usually says ‘no’ or ‘where are they’?

“If you want, I can send you what I printed out. I helped my friend’s business remove some like this. I’ll throw my card in with the printouts. Ok to send to [blank address]? Fine, I’ll let you go.” *Hang up.*

Always get off the phone at that point. Too much said here will only end in prospect declining. Speak faster than you might normally, as if you are busy with something else, and just thought of this at the last minute.

Like any script you see printed on a page, this one just ‘lays there’. But it’s given life when delivered with the right tone,(concern) pacing (hurried) and pauses (after, “have you seen them?”)...

Practice this way of speaking and you can lead your mailings and follow-up your mailings...and get better results!

BIG OVERALL STRATEGY: for consultant business growth in all specialties, not just Reputation Repair.

“As soon as you can, get a client who will ‘teach’ you what the other prospects/clients in her/his niche are thinking.”

Interview her/him and ‘get in their head’, so to speak. Why did they pick you?

Use that client ethically to access referrals to similar clients in his/her niche.

Offer related and complimentary services to these clients to increase your **PCR** (per Client Revenue).

“Advertising and selling at it’s core is about **Differentiated Value....**”

“If clients/prospects think what you offer is the SAME as everybody else, then you are limited to the average of those fees.”



Think about the last time you bought some sugar. I'll bet you just grabbed the cheapest bag, since sugar companies make no effort to differentiate value. So the lowest price becomes the most common price.



Now think about aspirin. Still a 'commodity' product, but Bayer has differentiated their value so well, they get a premium price, for what is chemically EXACTLY the same product as all the other aspirins!

There is a lesson here for every offline consultant and applies to every service we offer, reputation repair and all the rest.

As much as I try to provide a system here, it still takes 'tweaking' and practice to realize the most financial gain from it.

You must always differentiate your product/service and yourself....always.



A Guaranteed Recipe For Success:

Here's what I've found that will shorten your journey to financial and career success. I hope you'll carefully consider this approach.

I started selling on commission at 16 years old. It seemed a good fit at the time. Even in college that's how I made my money. I didn't start out skilled at all. I was afraid of phones, afraid of calling people, afraid of asking for money, afraid to follow up, afraid to appear 'pushy'

...you name it, it was an 'issue' for me. But, But, **BUT**,

I kept going. ..because, I think, I loved the freedom. I loved the independence. ...and once I got good, I loved the income.

I'm in my late 50's and have only been 'employed' for 4 years of my entire adult life (assuming you consider me an adult) lol...

Being self-employed requires, no, it demands you learn how to sell.

Along the road, all the 'trying-to-get-started' consultants I met either learned to sell, or just quit. I cannot think of any exceptions.

Many of the offline wso's I see, and I see plenty, try to 'skirt' this issue. But it cannot be avoided.

They make it sound like the prospect will go to your website because they got an email, they will watch a YouTube video, and PayPal you \$497 or \$1000 or whatever.

Just like that, 'they' say. *If that is happening in any significant numbers, I am unaware of it.*

Even if that worked for most, it would not last, as it would be quickly saturated with others copying the same 'easy' no-skilled approach.

Want to know the secret that's being kept from you in offline sales? **You have to learn how to sell.**

You don't have to be a 'superstar' salesperson in Offline to make a good living. Maybe in real estate or

insurance or automobiles you do, but not in Offline Consulting.

You just have to be slightly better than the average offline consultant – **that's my secret and it can be your secret too!**

Do you know this story?



Its about two hikers in the woods. After coming across a bear, they started running away. One of the hikers stopped, pulled out a pair of running shoes and put them on instead of hiking boots. "You can't outrun the bear in any kind of shoes," said the other hiker. "You're right, I can't", the second hiker replied, "but I don't have to outrun the bear, I just have to outrun you."



Well, that's it for now.

I sincerely hope this helps you land reputation repair/ management clients. This supplement will be available on the Warrior Forum as a stand-alone WSO product shortly....

THANKS WARRIORS!