

Reto Stuber

How to generate new clients and revenue in only 7 days

Tried and tested: Blueprint for Online Service Providers



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About the authors

Reto Stuber is the founder of www.StuberMediaGroup.com. The Swiss native moved to New York City, where he started his business. The company consists of an online marketing agency, a publishing house and selected joint ventures & projects. He's also a passionate student and a teacher of marketing strategies. His book "Successful Social Media Marketing" became a bestseller in the German market.

Sam Hänni is the CEO and co-founder of www.SwissMadeMarketing.com. What began as a "one man show" with no startup capital has grown into a company with 14 employees in over 4 countries. He has a great passion for online marketing. Before founding SwissMadeMarketing, Sam was a Web Developer for almost 10 years. The flagship product - SEcockpit - was built upon a Web Content Management Framework - inCMS - where he had been a member of the core development team.

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Introduction

Hello,

Online Marketing has been our passion for over a decade. Are you an online service provider for local businesses already, or would you like to establish a lucrative business in this field? If so, this report is for you! We are going to show you the exact blueprint on how you can offer high value services to local businesses.

We want to inspire you and show you step by step how you can generate new customers and create a sustainable long-term relationship with them. It's much easier than you might think! All you need to do is to apply the following strategies. There is only one word standing between you and your long-term success: ACTION!

The digital age created a revolution in terms of customer interaction. We'll show you proven concepts and introduce you to valuable online resources that explain how you can create a sustainable long-term and recurring income. Don't allow your competitors to have the full cake, make sure to get your slice!

And let's be clear: You need to put work into this! But with the proven strategies that you'll learn here, you have all the tools you need at hand. We'll show you some of our best tricks on how to generate maximal profit with minimal effort.

So let's get started!

To your success,



Reto Stuber

Founder & CEO
Stuber Media Group



Sam Hänni

Founder & CEO
SwissMadeMarketing

Traffic, offer & conversion: The core components on the web

Any business needs to be present where the customers are – and that is clearly on the internet these days! Some businesses have a web presence, some use social media – but almost 95% of all local businesses are far away from having an optimized and strategic integration of online marketing in their business processes.

But online marketing channels offer so many advantages compared to “old school marketing”:

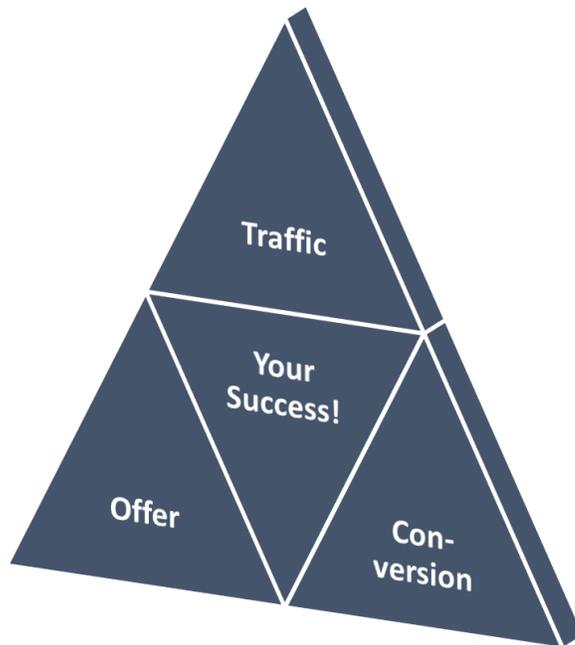
- Broad reach, global marketing, accessible 7x24h
- Cost efficient
- Everything can be measured and tracked
- Demographic targeting
- Personalization
- Opportunities for interaction and sharing
- Immediate results
- Follow up can be automated
- Use of text/multimedia/video
- High flexibility, changes can be made on the fly

However, the most beautiful web presence can't sell anything or spread its word without visitors! Visitors are the essential factor for every single interaction that happens online – no matter if we are talking about a Facebook page, an online shop, a blog, a forum or a website. The offer on the other hand should match the visitor's expectations. If the visitors leave the page without doing what you want them to do, the conversion didn't happen. If you can trade their email against a piece of information, or if they buy what you have to offer, then the conversion was successful. – if that is not the case, then there won't be a conversion. Therefore it is very important to have a thorough understanding of the target group and their problems and provide a suitable solution.

So if you want to be successful in online marketing, it all comes down to three main components:

- Offer (information, product, service)
- Traffic (visitors)
- Conversion (achievement of the desired action)

Let's dive a little deeper here...



An “offer” can be:

- A physical product in an online shop
- A digital product on a landing page
- A service that can be booked online
- A free piece of content that can be downloaded after signing up with an e-mail address or sharing it on social media etc.
- ...

As you can see, there's not always a need for an “offer” that costs money. In some cases, it is much more about the “offer” providing value to the prospect to gain trust, and the sale happens later down the road. A conversion in such a case would be that the prospect signed up to your e-mail list. After that, you can start building trust with an automated follow up sequence, where you offer more value and then later provide a paid offer to the prospect.

Now, let's talk about how we can get the offer in front of the relevant visitor ("traffic").

Online Marketing offers many possibilities to get traffic to your website.

Here are some of the most common ways:

- Paid traffic (e.g. Google AdWords, Facebook Ads, ...)
- Free traffic (e.g. visitors coming from organic search results on Google)
- Incentivized traffic (e.g. an e-mail newsletter from a joint-venture partner who receives a commission if a sale happens)

There is a third essential component besides traffic and offer – and you guessed it right, that is the "conversion". You need to have a clear idea about what the visitor at your website should do. If the visitor executes the desired action, we call this a conversion.

A conversion can be:

- The customer buys a product.
- The prospect signs up for the e-mail newsletter.
- The visitor becomes a Facebook fan.

And keep in mind: If you have a website that consists of multiple web pages, then each of these pages can have a different conversion goal. It is just important to notice that each page on your website should have a clear purpose.

In order to reach the desired conversion goal, it's important that the offer is congruent with the prospect's expectations. Technical aspects can be important as well, e.g. the website needs to load fast, have the ability to display properly in all browsers, shall be accessible from mobile devices and trigger the user to read / consume the content.

In a nutshell, the elements of traffic, offer and conversion we just talked about are the things you should focus on, on your website!

The customer lifecycle

The next thing I'd like to do is to take a look at the customer lifecycle. If we understand and actually follow this process, we can achieve outstanding performance and maximize customer revenue and retention!

You can apply this process to your own business to better understand how you can generate new clients, and you can also consult other businesses and help them get it right. It's important to understand that with this model we don't just strive for one-time sales, rather we are looking to satisfy customers long-term so they buy over and over again!

If you have your sales funnel under control, you will be the winner in the long run!

The perfect customer lifecycle consists of the following seven elements:

- 1. Attract traffic:** It all starts with bringing visitors to your own website or to your clients website. The goal can be to establish the website as a 24x7 sales channel, or to generate new leads for the sales funnel through various marketing tactics (e.g. paid traffic, free traffic, incentivized traffic, offline ...).
- 2. Capture leads:** In order to turn visitors into customers, the visitors need to be converted to leads by collecting relevant data (e.g. email address, phone number ...). These leads are a crucial asset for your business, as these people show a clear interest about your topic or your offer. The main goal is to gather these prospects into a contact list, e.g. a database, an e-mail list, as a fan on Facebook etc. If you offer a valuable free resource in exchange for their contact data, the prospect will think: “If the free information is that valuable already, then the paid offer must be awesome!”
- 3. Nurture prospects:** Now you need to build a relationship with these leads in your contact list. It is essential that the prospects can relate to you and that you build trust with them. Often times, an automated follow up email series (auto responder) can be used to build the relationship.
- 4. Convert sales:** Clearly, a business doesn’t survive by just offering free content. At the end of the day, sales need to be made. But keep in mind: It is not only about selling a product or service – it’s about winning a customer that stays with you long-term and buys again and again.
- 5. Deliver & satisfy:** Therefore you should always deliver more than expected and work a little harder in order to truly make the customer happy. A happy customer will tell 3 people about it, an unhappy customer 8-16! You can use automated processes to figure out if your customer is happy, e.g. send them to a survey. If the customer participates and is happy, you can forward them to a website where they can write a testimonial or leave a review of the product. On the other hand, if the customer is unhappy, have customer support call them personally to solve possible problems – or even sell them an additional service or product that would solve their problems!
- 6. Upsell customers:** As mentioned before, it’s not only about one sale. It’s much more about winning a happy customer that continuously purchases your offerings. Additional offers (“upsells” and “cross sells”) are a good way to maximize the revenue of a customer – ideally right after the first purchase happened. You need to have a sales funnel in place that offers more than just one product, because some people will ALWAYS buy the best or most expensive offer you have. If you can’t provide that, then find suitable partners or affiliate products you can add into the funnel.

7. Get referrals: If you or your clients are not using recommendations as a marketing tool, you are missing out. Happy customers can be your ambassadors who spread the word about you and your business. Recommendation marketing has been here for ages, but it's especially easy to integrate it into online processes. This can start with a simple question after a purchase to share it on Facebook, or by offering any kind of incentive to the customer if he or she is willing to promote your offer. Another way is to automatically create a specific referral link for each customer that can be shared – and if someone buys or signs up through that link, the customer gets a commission or some other benefit related to the product.

Who is my target audience and what should I offer them? At this point you might be asking yourself: “This sounds all great, but I haven’t started my own online marketing business yet. If I want to provide online marketing services to local businesses – what should I offer them?”

Ideally, you create a compelling offer and present it to a specific target audience (e.g. restaurants, lawyers, pharmacists, real estate agents, dentists ...), rather than trying to sell “everything to everybody” without a clear concept. If you have a specific target audience, you will get a much better understanding of what your potential customers actually need and what problems they are facing.

Pay attention to the following aspects when you are defining your target group:

- How much do I know about this industry/niche/topic?
- Do I have the ability to connect with prospects in that industry/niche/topic?
- How easy can I get their attention?
- Do I understand their needs and do I speak the language of my prospects?
- What value does my offer bring to my prospects?
- Why should they buy from or work with me, in comparison to my competition?
- Are they willing (or even desperate) to pay for what I have to offer?

Not all prospects are created equal!

Keep in mind that not all prospects/industries are created equal! For instance, if a lead has a high revenue potential for you or your customer, then you can also invest more during the acquisition process. Let’s take a look at an example here: If you are offering lead generation services for your clients, then a new prospect for a lawyer or dentist is going to be worth way more compared to leads where the transaction value or the lifetime value is going to be low (e.g. the sale of a cheap product with a slim margin, or an out of town customer who buys a burger with fries in a fast food restaurant)!

So by now, you might find yourself wondering what kind of services you should actually offer. Before we go into that, ask yourself this question:

“Do I want to do it all by myself, or do I want to work with outsourcing partners?”

Let me be clear: If you want to do everything by yourself, you obviously need all the skills required or obtain the ones that you are missing. It’s all about you and your performance at the end of the day. This is not necessarily a bad thing, especially when you are starting out it can make sense to get your hands dirty and understand everything at a micro level.

However, if you are willing and able to work with outsourcing partners, you can practically offer any service and primarily act as a project manager. This way, your radius of influence is much bigger, and you will be able to scale your business faster! We’ll have a closer look on how to do this in a minute.

Here’s a small overview of potential online marketing services that you could provide to local businesses. You don’t have to go into all the specifics, there’s no need for the client to understand in detail how search engine optimization works etc. It is better to bundle services into easy understandable packages which leave the customer with a guarantee that the search term “X” will be in the top 10 Google search results in your local area or such. This is much more promising than you telling them that you’ll first have to do on-page optimization and then build backlinks etc.

So without further ado, here is a list of services you could offer – obviously, many of these services are overlapping in one way or the other and should be bundled in a package that suits the client’s needs. Just take a look on how other service providers structure their offers and get inspired by it:

Consulting

- (Online) Marketing Consulting – personally or by phone, an introductory consultation free of charge is recommended
- Assessment of website, customer lifecycle process (see above) ...

Web design and website development

- Redesign existing website
- Setup a new website
- Migrate a website
- Maintain a website
- Host a website

Search engine optimization

- SEO Assessment / Analysis
- Keyword research
- Competitor analysis
- Opportunity analysis and reporting
- Search engine optimization (optimize rankings through on-page and off-page activities)

Texting and copywriting

- Revise website content
- Create sales or squeeze pages
- Compose e-mail marketing sequences (auto-responder)
- Press releases
- Content marketing

Paid advertising

- Design and copywriting of creatives
- Setup pay-per-click campaigns
- Manage pay-per-click campaigns (Google Adwords, Facebook Ads)
- Banner Ad placement
- Media buys

Social Media

- Setup social media presences
- Write social media content
- Community management

Mobile Marketing

- Optimize websites for mobile-devices
- Develop Mobile Marketing campaigns

Design and print media

- Corporate identity kit
- Logo design
- Ad banner design
- Business card design
- Flyer and brochures
- Post cards

...and many, many more! Quick tip: go to www.fiverr.com and see what kind of gigs other people are offering. You'll find hundreds of ideas that you could resell to local businesses.

How do I generate leads and customers?

So now we have a service portfolio that you can offer to your clients. The next question is: "How can I make my target audience aware of my offer in order to generate new leads and customers?"

There are literally hundreds of books written about this topic, so I just want to pick out a few examples that served me well. These ideas will allow you to reach your audience with little effort and use the leverage effect to do so.

Google search

A Google search is often the perfect start to approach relevant local businesses or companies. Go to <http://www.google.com/local> and type in the industry you want to approach. You will quickly find businesses that don't have a website yet or are in desperate need of an update.

Social Media

Business networks like <http://www.linkedin.com> can be a gold mine for finding a specific target group! And of course, there are plenty of businesses not yet on <http://www.facebook.com>. They need someone who is able to explain them the benefits of social media and helps them setting up a fan page – or if they have one already, then you might be able to help them connect better with their audience by managing their Facebook ad campaigns.

Associations and chambers of commerce

Organizations of particular industries are often the perfect platform for you to reach out to potential new customers. But make sure that you actually provide value to them! It's not only about featuring your products and services, rather it is about solving a problem for them and positioning yourself as the expert who can help them even more. Build trust and provide immense value for their business, then people will choose you as their service provider.

This is how I approach it: find a suitable organization in your industry, think about what kind of problems the members are facing (e.g. no website or not mobile responsive, decreasing customer base, no online lead generation in place, no up-sell/cross-sell offers ...) and show them WHY they need to solve these problems. Once they get the WHY, you sell them the HOW.

Politics

An affiliation with a political party can also lead to new business, so think about if it makes sense for you to engage as a member.

Joint ventures

Joint venture partnerships can be one of the most valuable options to find new customers. You use the contact lists, platforms etc. of a partner in order to feature your services, and make sure that both parties are benefiting from this partnership. See if you can offer a service or product that is not part of your partners portfolio, and then offer a certain revenue share or a commission.

Utilize the “leverage effect” and pick up many customers at once!

“How can I do this?” you might ask. Well, this tactic builds on the ideas we just discussed. First of all, you need to precisely think about what the main problem of your target audience is, and then offer a contact person from your target group to give a presentation. The idea is that you don't need to sell yourself to each customer individually, but instead gather many of your potential customers in one place and pitch to them – online, as well offline.

The following platforms are suitable:

- **Webinars:** If you want to present to a bunch of people in different locations, host a webinar to get your message across. Platforms like www.google.com/hangouts, www.anymeeting.com or www.meetingburner.com are easy and free ways to do so; all you need to do is to gather your people online at your desired moment of time. Invite them through e-mail, no matter if through your own e-mail list, a partner list or lead generation activities (e.g. a landing page that is promoted via paid traffic like Google AdWords or Facebook ads through which the prospect can sign up). If you want to take it to the next level, you can even use automated webinars.
- **E-mail Marketing:** You may as well present your offer directly through e-mail and arrange a follow-up meeting in case of interest. In doing so, you have the advantage that you can send a series of personalized e-mails with little effort. (For “nerds”: an easy script for Gmail can do this, check out <http://www.labnol.org/internet/personalized-mail-merge-in-gmail/20981>).
- **Events:** Events are a great opportunity to position yourself as an expert in front of an audience. You can alternatively hand out flyers (e.g. on chairs or at the entrance – always in agreement with the event organizer). You can also act as a sponsor to, e.g., give a small presentation or to gather contact details of visitors so you can contact them after.
- **Fairs:** Exhibition fairs are a special form of events where the industry meets. Consider if your own booth is worth the money (often it’s not) and how you can leave an impression.

If these platforms aren’t accessible for you, you can always:

- Write a guest article in a publication
- Write an article in a newsletter
- Be mentioned on the website in an article, banner,...
(this is how you get a valuable “backlink” for your own website which can support search engine optimization).

Important in any case: Always try to get a hold of a decision maker, no matter if by e-mail or phone —several times if necessary. Always! Sometimes, people just get too busy and you are doing them a disservice if you don’t follow up to remind them about the potential they can reach by utilizing your services.

How do I present my offer to make sales?

By now we talked about what kind of services you could offer to local businesses, how the customer life cycle should look like and how you can approach your target audience. After you have found the target audience that shows an interest in your offer, it comes down to turning these prospects into customers. Especially with the “leverage effect” we just discussed. You can address many potential customers at the same time, either by presenting to them directly “from stage” or by using webinars. This is a very powerful way to get the word out to more than one person at the time, which will increase your bottom line.

But before you can close the deal, you actually need to sell them on your offer. A successful sales pitch follows a specific sequence, which I will show you next.

Introduction and connection with the target audience

Have yourself announced and introduced by one of the established members of the target audience. Give this person a quick briefing, so they can introduce you by telling some remarkable achievements and stories. This will establish trust immediately, since the person who delivers the message is trusted by the target audience. Then it is your turn! Quickly get your point across, why your topic in particular will be of great help to the audience.

You also need to engage with the audience and have a conversation with them. Inspire and activate their imagination (e.g. „What if I showed you, how to generate 10 new leads within 30 minutes?) Would that be of any help to you?“).

Aim for the “Yes”-state

If your target audience consistently says “Yes“ to what you have to say, you are getting closer to a sale. These small confirmations lead to larger commitments. Therefore make it easy for the people to say “Yes“ to you. Ask questions and have the audience affirm these evidently, (“Would you like to find out how this works?“ – pause – “Shall I continue, yes?“). The most important thing to being able to sell anything is that your audience agrees with what you have to say!

Set a frame of reference for promises and “open loops“

“Framing“ is a powerful NLP-technique (neuro-linguistic programming). The “frame“ stands for a statement, an action or an event. To give you an example, use statements such as “What if you didn’t have to worry about where your customers come from? What if you looked into your mailbox in the morning and have new leads waiting for you, hungry to learn about what you have to offer?“

Always make sure to have a relevant frame of reference, which is relevant to the audience and not just an abstract concept. In addition to that, make strong promises about the thing you are going to tell them about! You can use “open loops” for that, like this one: “...and then I discovered this method that allowed me to reduce our process costs by 75%! Would you like to know how I did it?” (here comes the “Yes”-state again :-)) “I’ll give you the details in a minute, but let’s have a look first at...”

Now is the right time and you are the right expert

Now it’s also time, to present yourself as the expert.

Here are some ideas what you could talk about:

- What are your previous success stories?
- What have you achieved so far?
- With whom have you worked?
- What differentiates you from others?
- How have you become a person of authority?
- Have you had appearances on TV, books, media partnerships, etc.?

It is also very important to assure the target audience that now is the right moment to take action and make use of what you have to offer. A “full service” or “done for you”-package or a system that covers all the essentials works best here.

Your story – from rags to riches

Now it's the time to give the audience some more background information about yourself. Reveal how you started out, how you failed and how you finally succeeded. Every great story has a setback. So show them why you’ve failed and what this crucial experience did for you. Failure is an important part, it makes you more human and people can relate to you. But after this crash, you’ve pulled yourself together and continued. What has changed for you? Show that you, the “average Joe”, has succeeded, and that your target audience can too. Especially important: Tell stories - “facts tell, stories sell!”.

Address the issue of the target audience – and give them a solution

Let’s make sure to address the needs of your target audience. Rub some salt into the wound and demonstrate in detail what your audience is lacking and what that is causing for them. Is it a lack of money, a lack of time or is there just no strategy? Or do they not even know where to start?

No problem, because your offer will solve their issues. Show a visual graphic of your offer - simple solutions sell best. Talk about the advantages that the product delivers, and illustrate how you differentiate yourself from the others. And most important: How does the customer benefit from this?

Customers buy the expected advantages and results, not the features of a product. Ignite the imagination of the customer, let them see what the product can do and how this will improve their life. Your most important benefits have to match with the customer's expectations!

Social proof and testimonials

Always use video testimonials of existing customers, if possible. These testimonials should address objections that prospects have on their mind. Show proof of what you and your product or service are capable of. Tell your audience exactly **WHAT** they have to do and not **HOW** they have to do it. Keep it simple and create maximum value!

The "call to action" for the sale

Now it is time for another question that has to be answered with a "Yes" in order to present your product (e.g. „Would you be interested in learning how to get tons of hot leads every day? Yes? ... Then I have the perfect solution for you right here!“).

Trigger the prospects to say "Yes" to the original price. Repetitively use phrases such as "If you get all this, would it be worth the price?" Use scarcity wisely, and also offer special bonuses or a one-time discount that applies for everyone who makes a decision now. Make sure that the audience understands why you're having this special offer only today (for example because you want to help as many people as possible, because you want success stories to address a broader market, because you're looking for partners, ...). And something really important: Many people have been ripped off before. Hence, offer a 100% money-back and a satisfaction guarantee.

List each and every element from your offer separately. Break down what the customer receives from the complete offer and point out the incredible added value. You probably also have a vision that is supported by this offer. Tell the people what your "bigger reason" is all about.

In terms of the offer, always try to close a deal with an ongoing/recurring contract that provides you recurring revenue. If we are coming back to the online marketing services you might offer, this can be website maintenance fee, social media management, search engine optimization etc. Ideally, you should be able to execute these tasks with little effort.

If you want to sell additional offers to existing customers, ask them if they want to take advantage of a new product or service, that isn't available anywhere else or not open to the public yet. Make sure that they understand that this offer will only be available for a short time and for a limited amount of customers.

After you've found your customers, it comes down to keeping them long-term! You are already aware that it's much easier to keep an existing customer than winning a new one, and that it's also easier to sell new services to an existing and happy customer. Bear in mind that these relationships often start off small and then gradually expand. They don't want to work with just another company but with a real person that takes care of them. It is important that you treat them right and go the extra mile!

You can strengthen your relationships by doing the following:

1. Touch base regularly
2. Support your customer after the sale/order placement
3. Assure your customer that they have signed up for the best deal
4. Offer strong guarantees
5. Be open-minded and honest
6. Be personal and authentic

Also make sure that the customer knows all about your product, your services and the advantages.

Outsourcing: How do I deliver my services?

Initially, we briefly addressed the question if you should do everything yourself or if you should outsource work to other people. I am a believer in the concept that you should work **ON** your business and not necessarily **IN** your business. The customer often only cares about the end result you provide.

This means that you have the choice if you want to do everything yourself or if you want to act as a project manager – and have others work for you! This way you can save a lot of time (and therefore money) and focus on the acquisition of new customers.

If you wonder where to find your new colleagues, these are some of the platforms I recommend.

Any kind of freelance work

To outsource jobs internationally, these are some good pages:

- <http://www.fiverr.com>
- <http://www.guru.com>
- <http://www.elance.com>
- <http://www.odesk.com>
- <http://www.freelancer.com>

The luxury option: Get your personal virtual assistant

Should you be interested in a long-term partnership and a close collaboration with a virtual assistant, you should check out the following providers.

- <http://www.123employee.com>
- <http://www.getfriday.com>
- <http://www.asksunday.com>
- <http://www.bpovia.com>
- <http://www.taskseveryday.com>

Appealing designs are created here

- <http://www.99designs.com>
- <http://www.crowdspring.com>
- <http://www.12designer.com>

Need some other (personal) stuff done, because you would rather work and focus on your business?

- <http://www.taskrabbit.com>
- <http://www.angieslist.com>
- <http://www.craigslist.org>
- <http://www.agentanything.com>

What are you going to now?

Now you have everything you need to start a successful business! Everything is up to you now. You can either do what you did so far and get the same results you got so far. Or you can make a conscious decision right now, this second, to go outside, talk to businesses and turn your “planning” into actual “doing”. You are the only person responsible for your life and your destiny. We wish you all the best and great success on your journey!

To your success,



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Founder & CEO
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[Learn More](#)

P.S.: Print the following guiding principle and put it on your wall – we hope it serves you well!

*„What I do today is important,
because I am exchanging
a day of my life for it!“*

Focus. Passion. Action. Persistence.

Work hard. Work smart.
It is not about perfection.
Keep going.