

**ONE NEW CLIENT
EVERY WEEK!**

**HOW TO EASILY BUILD
THE OFFLINE BUSINESS
OF YOUR DREAMS**



Welcome!

Who Am I?



Lee Cole

We've got a lot to cover, so let's get rolling!

You're here because you've read one of the emails I sent you over the past couple of days. In those emails, I made some wild promises and some radical observations.

Radical Observation:

Just buying another info product, or another piece of software isn't going ever be the key that unlocks offline marketing for you.

I'm not against info products, and I'm surely not against software. I run a separate business creating some of the best of both that are available on the market today.

Learning how the Internet works, and having the tools is critical.

But you need more!

The Missing Piece:

What you need is a structure, a blueprint, if you will, to pour all this stuff into.

Question: who here, besides me, has ever bought a “how to sell whatever” product, opened it up, actually tried what the vendor said, and had either zero or limited results?

Yeah, I thought so!

You’re not a failure, by the way!

You just lack one big thing, that blueprint I was talking about.

If you were a brick layer and you wanted to build a beautiful wall, you’d need some sort of blueprint.



If you didn’t have a blueprint, your wall’s not going to look too good. It will fall over, be too short or too long, not be high enough. Basically, it won’t be pleasing and do the job it’s intended to!



Same's true of building any business!

The software, the info products you buy aren't the blueprint. They're the bricks! They're what you actually build your business with.

But they're not HOW you build that business. They're not the STRUCTURE of that business!

And, truth be told, if you're struggling, it's really because no one ever told you this!

You see, here's the truth about offline marketing and "hot niches"

85% of the stuff that's offered to you through folks like me is gold, pure gold! I do this stuff professionally. I create software first for my own business, then I offer it to you.

Same's true of the other offline vendors—the Steve Rosenbaum's, the Mike Paul's, the Jim Mack's, etc, of the world. These guys are pros! I know these guys. I've known these guys for years now.

The stuff they sell is gold, pure gold!

So, if you're having trouble making the leap from where you are to a killer business, it's not the info products and software you're buying.

It's got to be something else!

Here's what it is!

You don't have the blueprint.

You've got the bricks and mortar. You've got the trowel and level and all the other stuff you need to build a beautiful wall.

You've got the instructions on how to lay brick.

You just don't know where to put them!

How long is the wall? How high? How thick? Where does it need pillars? Where does it turn corners? Where does it need reinforcement?

You don't have that and that, my friend, is why you're struggling!

Get this fixed, and you'll find that building one of these offline agencies just isn't that hard!

There are millions of businesses out there. Millions of small businesses in the US alone. Millions in the UK. Millions in Mexico!

Unless you live in a third world country, you're surrounded by businesses who desperately need your help! (And, if you do live in a third world country, guess what, you can just focus on selling to the millions of businesses in the US, UK, and elsewhere!)

I was talking to a guy the other day. He runs a medical clinic here in Atlanta. He was having problems with marketing and advertising. He was specifically interested in simple video marketing. When I told him what I do, he said, and I quote: "God, I need that!"

You are literally surrounded by people who desperately need whatever service you're selling, yet you can't manage to connect the two dots and make a sale.

Worse still, if you are making sales, your business is running by fits and starts. It's one client this month, then woopie, then none for the next two months, because you're screwing around with your one client!

And you're kinda getting your business going, but not really!

How would you like to quit this sh\$t and get your business to where it

A: runs smoothly

B: has a consistent, predictable recurring income per month

C: isn't stressful to build or run?

How would you like to have a six figure business that most days only took an hour or so a day to manage?

How would you like to do that THIS YEAR! 2019! (Well, this year in just a few days! LOL!)

It's the Einstein thing again:

Doing the same thing and expecting different results is the definition of insanity!

If you keep doing what you've been doing, you're going to keep getting what you've always got, and for most of you on this call, that's not what you want, right?

So, let's take a different approach!

Take a look at this:

Product Funnel

Easy Prospecting that Actually Works

Easy sales presentation that's low stress, non-threatening, just quickly shows them what you're selling, hits on what it's going to do for them, and how much it costs.

Fulfillment

Proper Time and resource management

Follow Up

These aren't in the right order of importance, but let's go over them anyway.

Just as in any blueprint or any instructions for building anything, you have to know what the components are. In a wall, it's mortar, bricks, rebar, and a few other bells and whistles.

In an offline business it's this stuff!

Let me just talk about each of these in turn.

So, let me help you structure your business.



Would you agree that if you're not aiming at the right target, you're probably not going to hit it?

So, what is the right target?

Very simply put, it's the recurring income sale.

Why?

You can often automate these

You can at least outsource these

You get paid over and over (1 to 2 years or more) for that one sale

You can predict your income

This cuts way, way down on the prospecting and selling time required each month

You can actually build an income over a period of months without having to start over every month

You're never, ever going to build a real, six-figure business with what I call one-off sales. It just won't happen in this marketplace.

In Stephen Covey's groundbreaking book, *The 7 Habits of Highly Effective People*, habit #2 was: "Begin with the end in mind"!

If you begin with the idea of "Well, I'd just like to start making some sales" and you're looking at one-off sales, well, it's better than nothing, but you'll never build that business you want to build. It's just mathematically not possible!

So, you must begin with the end in mind. The end being that recurring income sale.

THAT'S THE SALE YOU WANT TO MAKE!

And, here's the great news.

You only have to make one to two of those sales per month for a year to have a \$200,000 business!

One of these recurring income sales every two months, would yield you \$72,000 per year just from the recurring income. Not counting what you made on the one-offs!

So now, let's take this list I showed you and restructure it so that we are aimed at the target.

Here's the original list:

Product Funnel

Easy Prospecting that Actually Works

Easy sales presentation that's low stress, non-threatening, just quickly shows them what you're selling hits on what it's going to do for them, and how much it costs.

Fulfillment

Proper Time and resource management

Follow Up

Here's the improved list:

Easy prospecting, that leads to a

No-brainer one off sale, that leads to a

Recurring income sale!

That's our prospecting/product funnel right there!

So, here's what you need to do right off the bat.

You need to create your recurring income product!

Doesn't matter what niche, you're in. There's always something, or some things, you can do for business owners that's on a monthly basis.

Video marketing: monthly Video SEO, monthly video's uploaded to their channel, monthly video ad management.

Social media marketing: monthly content on various sites, LinkedIn, Facebook, Twitter, Instagram, etc.

Email marketing management: monthly emails that go out to their customers

Google My Business: monthly citation building and social media posting

All of this stuff, if it's worth doing, has a monthly component.

Heck, even if you build websites for businesses (highly recommended, btw), that website needs monthly content, and social media posting.

So, when you build an offline business, your first task is to create this monthly product.

Who's going to do it?

How much is that going to cost you?

What are you going to sell it for?

What are the details of what you do and how you do it? Features and benefits!

What's the sales presentation for this look like?

You'll need an email sequence to sell this

You'll need content of your own to sell this

Now, when you get that monthly product all figured out, the next thing you do is you create a no-brainer, "I just can't help myself from buying it" type front end product.

This must be not only related to the monthly recurring product, but it must be a no-brainer leap for someone to go from thinking, yeah I want that product Lee's selling to absolutely, I want that monthly service Lee's selling.

Video marketing: one whiteboard video at cost

Email marketing: One professionally written email or press release at cost, or only slightly above cost

Google My Business: Claiming and pimping out a listing, at or near cost

You basically want to create a front end product that is...

A logical next step from the front end product to the recurring income product

That you can sell at a "can't pass up" price

That delivers awesome value

Because, what you're doing here is two things.

You're proving yourself, your value, your worth, your trustworthiness

And, you're setting yourself up for a sales presentation for that recurring income product.

Done right, you'll sell 25% to 33% of those front end buyers a recurring income product.

So, let's do some math.

If you want just twelve businesses paying you \$1k per month for a recurring service, and you're closing 33% of your front ends clients that means you only need to make three sales per month!

So, if you made one sale a week (entirely possible, btw), you'd more than meet your quota!

So, your next step, after you create your recurring income product is to create that no-brainer front end product and an easy, no-brainer, low stress sales presentation with which to sell it.

Oh, and you must go ahead and figure out how you're going to fulfill this front end product. Ditto the recurring income product.

You must know what information and assets you need from the buyer.

You must know who's going to actually do the work. (It sure as hell better not be you!)

Your next task is to find those front end buyers.

To do that, you're going to need to prospect for buyers.

There are tons of ways of prospecting, LinkedIn, direct mail, cold email, post cards, cold calling, walk ins, network meetings, etc.

It really doesn't matter which one you choose, although I'd not choose cold email.

Here's the deal, though.

Here's what's really different about how I do things.

You want to structure your working day (or partial day) so that...please hear this...you spend a whopping 80% of your time prospecting!

Most of you spend maybe 5% of your time prospecting (I'm being generous), and your results are what they are, right?

I guess the rest of time, you're trying to find your derriere with both hands, I don't know what the hell you're doing.

But here's the deal, for the rest of your business's life, you must spend 80% of your working time prospecting for new business! 80%, not 50, not 70, not 60...80%!

So, let's summarize to this point,

You've got to spend 80% of your time prospecting...(one method only!)

You've got to sell your prospects a no-brainer, impossible not to buy, front end product

Either at the time of that sale (not recommended for newbies) or a week later, when you call your customer back and ask them how things went, you must get them on an appointment for the recurring income sale.

THE ONLY THING THAT MATTERS IN THIS WHOLE PROCESS IS THAT FREAKIN' RECURRING INCOME SALES PRESENTATION.

YOUR WHOLE BUSINESS, YOUR FINANCIAL FUTURE, HINGES ON YOUR ABILITY TO GET FOLKS ON THAT RECURRING INCOME SALES PRESENTATION.

THE ONLY REASON YOU SELL THE FRONT END PRODUCT IS TO A: SEPARATE THE TIRE KICKERS FROM THE LOOKIE LOOS AND B: TO PROVE YOURSELF TO THE BUYER SO THAT THEY'LL READILY AGREE TO AT LEAST HEAR YOU OUT ON THE RECURRING INCOME PRODUCT!

IF YOU CAN DO THIS, YOU'RE GOLDEN.

IF YOU CAN'T...YOU'RE NEVER GOING TO REALLY GET THIS BUSINESS SOLIDLY OFF THE GROUND, AND YOU'RE SURE AS HELL NEVER GOING TO HAVE MONEY **AND** FREEDOM!

Let's look at our original list of stuff that this business is composed of.

Product Funnel

Easy Prospecting that Actually Works

Easy sales presentation that's low stress, non-threatening, just quickly shows them what you're selling hits on what it's going to do for them, and how much it costs.

Fulfillment

Proper Time and resource management

Follow Up

One more thing:

Follow up.

Let an autoresponder do your follow up! Write an email sequence that does your follow up for you. Every now and then you'll want to follow up by phone, but you need to severely limit that! Not doing so will kill your business.

Now, I've got something really cool for you!

Let's go out into the Internet and I'll show you something.