

# ez Little Business

*Blueprint #7*

**How to Make Money  
Selling to Local Businesses!**

**A product of Mr. B.O.L.D**

To help you build your own ez Little Business Empire

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# How to Make Money Selling to Local Businesses

There's a gold mine of opportunity just waiting to be tapped into...

And it's sitting in your own backyard!

You see, you have online marketing skills that business owners in your neighborhood desperately want and need.

Some of the things that you consider ridiculously easy – like setting up a blog – completely befuddles these offline business owners. They want a web presence, and they want to generate leads online, but they have no idea where to start.

That's where YOU come in.

You know a bit about setting up websites, optimizing them for the search engines and generating leads using content marketing. And even if there are certain tasks you can't do yourself (like designing a site), you certainly know how to outsource them.

Point is, offline business owners are willing and able to pay top dollar for you to use your skills and/or outsourced talent to get their sites up and running.

Let's get to it...

Forget about big companies, franchises and chain stores. They typically don't need your services because they already have a well-established web presence.

Instead, **what you're looking for are small businesses in your area.**

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Many of these businesses don't have websites at all. Others might have websites, but these are more "brochure" sites that aren't optimized, they're not generating leads, they're not collecting leads – in general, they just exist, but they don't pull in a profit.

These businesses may have advertising budgets of around \$50,000 per year. A lot of their ad budgets go towards things like Yellow Page ads, newspaper ads, TV and radio spots, etc. Some may even use untargeted ad spots like billboard or bus stop advertising.

One reason they don't have a website is because they don't really see how it benefits them. They may even think of a website primarily as a communication device – like a phone or a fax – but they haven't yet seen how the Internet can generate local leads for them.

### **Here's an example of some of these small businesses in your area:**

Dry cleaners

Laundromats

Car washes and car detailing

Car mechanics

Car paint, glass and auto body workers

Used car dealers

Accountants

Doctors (private practice)

Dentists (private practice)

Chiropractors (private practice)

Massage therapists

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Farm supply

Greenhouses / nurseries / gardening supply

Florists

Gift shops

Locally owned jewelry shops

Bridal stores

Carpet cleaners

Pet supply stores

Pet boarding (kennels)

Bed and breakfasts

Campgrounds

Other locally owned (small) lodging establishments

Locally owned restaurants

Bakeries

Coffee shops

Beauty salons

Spas

Construction companies

Landscapers

Gyms / health clubs

Health food stores

Grocery stores (small, locally owned)

Antique/consignment stores

Plumbers

Pest Control

Heating and air conditioning sales and service

Tourist-based stores and services (e.g., tour operators)

...and other retail stores and service businesses

The above isn't an exhaustive list, not by a long shot. But the point is that there are dozens of businesses right in your neighborhood that need your online marketing services.

## **Here's your next step:**

Get out your Yellow Pages and browse the business listings. Look in your newspaper for ads from local businesses. Drive around town and identify potential customers.

Then get online and see if any of these businesses even have a website. Next, create a list. At the top of your list of potential clients put those who don't have a website (yet would clearly benefit greatly from it). At the bottom of your list, write down those prospects who have websites (but those sites aren't optimized or clearly not very useful).

This is a list of the folks you'll start contacting about your services. Start at the top of your list, as these folks need the most help... and thus will be most profitable to you.

If you are still wondering what kind of services you can offer to these local businesses, here are 5 simple services that you can start offering immediately:

### **1. Setting up a Website**

This is where you sit down with your client to help draft (and then later create) a website that suits their needs. The site may be as simple as a "brochure" type site, or it may be a full e-commerce site.

If you don't have any design or programming skills, this is an easy task for you to outsource. You can even work with local web designers and programmers if you choose.

Bonus: Because your clients will need to purchase a domain and web hosting, this is an opportunity for you to use an affiliate link to put extra profits in your pocket.

## **2. Putting an Email Capture System in Place**

This is where you set up an autoresponder on behalf of your client and put the subscription form on the client's website so that he or she can begin collecting leads.

Be sure to:

- Create a call to action next to each subscription form to increase the response rate. You may even create a page on the client's site just for the purpose of collecting leads (sometimes known as a "squeeze page" or landing page).
- Talk to your client about having an autoresponder series of 7-12 email messages in place. This serves to help your client build relationships with prospects and close the sale.

Here are a couple examples:

- Your client is a dentist. You may suggest creating a series about how to brighten and keep teeth white.
- Your client is a chiropractor whose clients mainly come in for lower back problems. You may suggest creating an email series about ways to reduce lower back pain.

## **3. Managing a Weekly Newsletter**

You've set up your client's email-capture page so that he or she can collect leads. And maybe you've created an initial autoresponder series. But for best results, your client needs to send out regular newsletters to keep in touch with customers, build relationships with prospects and close sales.



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That's where you come in. You can discuss what types of items to include in a weekly newsletter. You can then create the newsletter (or hire a reliable ghostwriter) and send it out.

Here are a few ideas of what to include in a regular newsletter...

- Printable coupons for local customers.
- Invitations to read a blog, join a Facebook fan page or join the client's Twitter network.
- Useful content such as niche related tips and articles.
- Announcements about upcoming sales, specials, open houses, etc.

### **4. Creating and Distributing Special Reports**

You can help your client generate new leads and build his mailing list using special reports, white papers, e-books or other content.

**For Example:** If your client is a carpet cleaner, you might create a special report about "How to get tough stains out of the carpet". Or if your client is a dog trainer, you can create a special report about "How to housetrain a dog".

Then your next task is to distribute these reports. As mentioned before, you can use them as lead generators. That is, you put these reports out as "bribes" to encourage your client's prospects to join his or her mailing list.

You can also offer these reports freely on social networks, forums, and e-book directories. You may even offer these reports to your client's JV (joint venture) partners to give away. (In exchange, your client can give away his or her JV partners' free reports – or they can form some other mutually beneficial agreement.)

## **5. Getting Your Client Listed in Local Directories**

When your client's prospects type in geo-targeted search terms into Google (like "Riverside CA dog trainers"), your client's business information should show up in the local business listings and Google Maps. You can provide this service for your client.

In addition, you can make sure the client's office hours and other business information is stated correctly in this listing. You'll also want to encourage current customers to write their reviews of this business.

Secondly, you'll also want to make sure your client's site is listed in other local directories. As such, you'll need to do your research to find out what directories are relevant to your client... and how to get into these directories.

And there you have it – a simple plan to help you make money by selling online marketing services to local business owners!

To Your Success

**Mr. BOLD**  
Chief, [ezlil.biz](http://ezlil.biz)

## Recommended Resources

**ez Blueprints** - Get a proven ez Little Business Blueprint every week & new business growth tips every day, to build your own online empire!!! Special Bonus - You also get free giveaway and redistribution rights for the new reports released every week. [Click here for details](#)

**ez Foundations** - 1000's of new people start an online business every single day and 95% of them FAIL. Every day there is a new product released with the claim of holding the secrets to your online success. Ironically, it's the 100s of choices / training available that's causing this failure. Think about how many different training programs you have tried and how much you have made. Now, what if I told you there are just 7 business models and every one of those 100s of products released so far and those that will be released in the future, fall into those 7 business models. [Click here for details](#)

**ez Mastery** - The internet changes at lightning speed. Build your own ez Little Business Empire and be on the cutting edge of the ever-changing internet marketing scene forever! By simply following my lead, you'll learn skills you can use for the rest of your life to earn an excellent living on the Internet. [Click here for details](#)

**ez Coaching** - Less than 5% ever make any money online. Are you in that successful 5%, or in the 95% who are failing? Want personal, TRUE "one-on-one" assistance from a top coach to build your ez Little Business Empire? I can help! [Click here for details](#)

The must-read book for anyone building an online business!

### 60 Minute CEO Your Guide to Building an Online Business Where the Money Keeps Rolling In For Days, Weeks, Months, Years...

...Even if you only worked for  
Just 60 minutes / week...

[Click here to find out](#)

## **Web Business Essentials**

Here is a list of resources that every internet marketer MUST have. In fact, I use these very same resources every single day, so have no second thoughts about recommending them. And even if the recession hits, these are the bare essential resources I would keep running my online business.

### **Domain Name & Hosting**

This is probably one of the most important parts, even though almost everyone simply goes the "cheap" route. I personally suggest that you purchase a robust hosting package, which isn't overly expensive, but provides you with the features you need to run a professional site.

- Register Your Domains with [Namecheap](#) - Have been using them since July 2006.
- Get Your Hosting @ [Hostgator](#) - Have been using them since July 2006.

### **Autoresponder**

In addition to a good domain and hosting, you will need a good auto responder system to follow up with your subscribers and customers. As the saying goes "MONEY is in the LIST", you need to use the right service to manage your list.

If you are on my list, you can see it live that I use [Aweber](#) for managing my mailing list and that is the same service I am recommending to you. Have been using them since 2007 and you can't go wrong with them.

[Go get your Aweber free trial now](#)

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### **Track Your Marketing Efforts**

One of the important aspects of running an online business is TESTING what works and what doesn't. You need to know where all your traffic is coming from and analyze the return on investment for each traffic source. And then focus your efforts on campaigns that make money and drop those that doesn't.

Here is a tool that can track everything from pay per click traffic, banner traffic, article traffic, forum traffic, email ads and more... This tool even comes with an inbuilt link cloaker that allows you to protect all your affiliate links from commission hijackers!

And it's the very same tool I am using to track my links right here :)

[Get it Here!](#)

### **Centralization**

If your goal is to build an online business that makes you money 24/7, 365 days a year, you must use a CENTRAL system through which you CONTROL and MONITOR EVERYTHING you do - especially your online sales.

So, what does CENTRALIZATION really mean?

- Offer ALL your products / services through ONE SYSTEM
- Accept ALL orders for your products / services through ONE SYSTEM
- Offer your affiliate program/s through ONE SYSTEM
- Deliver your product downloads securely through ONE SYSTEM
- Track all sales & credit the right affiliates, right on time through ONE SYSTEM
- Partner with the BIG GUYS and make them feel SAFE JVing with you through ONE SYSTEM

And much more... ALL of this is possible through ONE SYSTEM and is now available at an unbelievable price.

[Click here and take your online business to the NEXT LEVEL](#)