

# **How to Make A Fortune Offering Freelance Consulting To Local Offline Businesses**

**An interview of  
Rachel Rofe and  
Jaime Mintun**

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This ebook is a transcript of a recorded radio show hosted by Willie Crawford, founder of [The Internet Marketing Inner Circle](#).

During the call, Willie interviews Rachel Rofe and Jaime Mintun, authors of [Make \\$10k In A Weekend](#). Jaime and Rachel share many of their secrets of how to get paid handsomely by hosting local ecommerce workshop.

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## **Willie**

**Crawford:** Hello, everyone. This is Willie Crawford and I'd like to welcome you to another edition of Willie Crawford Teaches REAL Internet Marketing. Today we have a pretty interesting show for you. I think that most of you guys will enjoy this.

I am joined by Jaime Mintun and Rachel Rofe. I have never met Jaime in person, but I have chatted with Rachel a number of times at seminars and conferences. I have always been impressed with her on a lot of programs that she owned and things like that.

I became aware of some of the things they were doing in the world of freelance consulting to offline businesses, etcetera, when I was over on Twitter. I was talking about the fact that I spend too much time selling Internet marketing products when there is this whole world out there of local businesses that could really use my services, especially in a recession.

Donna Fox sent me a link and showed me Rachel and Jaime's product, [the Make \\$10K in a Weekend product](#). I looked at that, asked Rachel a couple of questions, eventually got a copy of it, fell in love with it, and I realized they had basically handed me a seminar in a box that I could run locally.

I wanted them on the show today to share with you some of what they teach, and enlighten you to the fact that there is a whole big world out there with a lot more money than just Internet marketing.

Jaime is actually out driving on the highway on her cell phone. She is not driving on her cell phone; she is driving her car, I hope, but she is on her cell phone, so if there are any problems with reception or whatever, we certainly understand. I have done shows from all over the place before.

Jaime and Rachel, welcome to the show today.

**Jaime Mintun:** Thank you so much.

**Rachel Rofe:** Thank you so much. We are really glad to be here.

**Willie:** Excellent. I guess we should open up just by letting you tell the folks maybe just a little about yourself. I know we are going to get into what you do anyway, but if you have anything else you wanted to share with people, now is a good time to do that.

**Jaime:** Rache, did you want to jump in?

**Rachel:** Yeah, pretty much I am an Internet marketer. I do a wide range of things. Actually I specialize in doing membership sites and copy writing, but I have done the offline stuff quite a bit now, and it is a lot of fun. That is pretty much what my main focuses are.

**Willie:** I have seen both your copy, and I have seen some programs that you have marketed, too.

**Rachel:** Awesome.

**Willie:** Jaime?

**Jaime:** Basically I got my start two years ago. I had been involved in Internet marketing for a while, but two years ago I came to California homeless and broke after a failed business opportunity. A way to make immediate income I found was consulting to offline businesses. It was faster than being an employee or starting a business on my own. That was my foray into working with offline businesses, and I never looked back. It was so much fun.

When other Internet marketers saw how well I was doing, they basically wanted me to teach them, so I got into developing and templating everything I had done into a duplicateable system and business, and also coaching, personal coaching.

**Willie:** Excellent. I have your course, and I guess I am one of your mentees. I love what you teach. What is it about offline businesses? Why is it such a good niche for Internet marketers to target?

**Jaime:** I think particularly right now offline businesses are a powerful market to target number one because if you target consumers, a lot

of times they are so inundated with marketing messages that they really don't pay attention so much any more. Marketing to other Internet marketers is obviously a very tight industry, very tough to make a name in and market yourself in.

With offline businesses, we are perfectly situated because with the recession they have had to lay off a lot of their in-house employees. The business model for most offline businesses both big and small now is to outsource some of their core competencies.

I mean, we see a lot of companies now that outsource their marketing, they outsource HR, they outsource technology, so it is very easy for us right now to be sort of the outsource talent that they go to because we as Internet marketers understand the Internet in a way that vendors and traditional businesses do not.

Even vendors that sell Internet marketing services usually don't know it as well as we do because our life and blood is on the line whereas they are usually hiring minimum wage programmers in a back room somewhere.

**Willie:** I have noticed that, too. In fact when I discuss locally, I am a member of the local Chamber of Commerce. I am a member of the new Kennedy-Glacier group that is forming in my area. When I start talking Internet to any of those people, it seems like I am talking a foreign language. Yet they know they need to tap into it.

In fact, we have local politicians even running for office who ask me how they should leverage the power of the Internet to further their campaign activities. I think a lot of us take for granted the knowledge level we have, you know?

**Jaime:** Definitely.

**Willie:** How did each of you get started working with offline businesses and consulting, and why did you move to seminars?

**Rachel:** I got started, actually I was just talking to a business owner back when I was doing affiliate, and I had just been talking to her, just giving her some random things that I knew about Internet marketing. For me it was like a nothing kind of conversation, you

know, a regular conversation that I would have with an Internet marketer.

The next day she actually insisted that I meet her. She had books and all of these chocolates and presents and everything for me. She said she was so ecstatic to have learned about what I told her. It just blew my mind because for me I didn't think that I had told her anything special.

Then she actually started e-mailing her friends and telling them things that I had told her. I actually had a similar situation in San Diego when I met somebody, and it just really, really showed me how much people need it and how in demand Internet marketing is.

They say that 66% of offline businesses are going to put their marketing online in the next three years. That kind of statistic plus the stories that I had heard from people, the conversations I had really pushed me into offline businesses for sure.

**Willie:** Excellent.

**Jaime:** I – What was that?

**Willie:** I was just going to call on you.

**Jaime:** I was just going to chime in about our move to seminars. One of the challenges we face or anyone faces as a consultant, even though you are sort of writing your own paychecks, what we want as Internet marketers is incomes that are not dollars per hour, right?

Seminars were a way for us to scale our business and scale our income within an offline business niche. In giving a seminar we could basically work with a hundred companies at once instead of with one. Sell the seat for the event, and then at the end most of them are wanting us – even though we are teaching them how to do it themselves, and how to conduct basic Internet marketing themselves.

The real worth to them is when they know enough about it so that they can intelligently manage somebody else doing the Internet

marketing for them.

Number two, once they realize how much is involved, you are selling yourself because they are like, “Wow! Great! I understand it now. I understand the value. Can you just do it for me?” It is an easy way to market your services without looking like you are selling. The marketing venue that you are using, they have paid you to be there.

**Willie:** I like that.

**Jaime:** Yeah, and we didn’t know that going in. We just thought, “Hey this will be a great way to increase our offerings and additional income stream, and it ended up being a double booking.

If you don’t want to do the Internet marketing services yourself, you just outsource them to somebody. I have a whole team that anyone can outsource their projects to or [www.eLance.com](http://www.eLance.com) or [www.Craigslist.org](http://www.Craigslist.org). It is pretty easy to conduct a seminar and then make a bunch of money on the back end giving those projects to somebody else.

**Willie:** That is a very beautiful model where you actually explain to someone exactly how to do something. They understand what you are saying, but still somehow it seems intimidating. They turn and say, “Will you do it for me?” I know a lot of people like Dan Kennedy call it the “Do it for Me Model.”

People happily pay you to do things that they understand how to do, but they don’t want to learn new skills. They want to understand what you are doing and know that they are getting their money’s worth. It is a beautiful model.

The listeners who are listening to us: we are talking about basically hosting seminars where we bring local businesses in and explain to them how to use the Internet or leverage the power of the Internet. Then on the back end they want us to do the things that we have taught them. The whole idea of doing seminars, and I have done three now, but they sound to the average person like a huge undertaking. How can someone pull this off?

**Jaime:** Rache, do you want to start?

**Rachel:** Actually you can because my phone is breaking in and out a little bit so I didn't hear all of it.

**Jaime:** Okay.

**Willie:** I was asking about putting together a seminar. How do you handle such a large undertaking?

**Rachel:** I was going to say as far as handling it, a lot of this you don't really need to do unless you actually want to do a lot of it. Pretty much like Jaime had mentioned Craigslist, her team, and eLance and things like that, you can actually go through and get clients, get people to come to the intensive training. You can get people to actually speak for you. It is really just a matter of posting some ads and deciding what you want to talk about.

I know for Make \$10K, what we do is we actually have exact scripts of everything you would need to speak about, so pretty much it is getting the people in place who are comfortable with speaking and talking about exactly what is given to them.

**Jaime:** To build on top of that, you look at any business or any type of undertaking, and it is very difficult to do because you don't know what you are doing, but you are having to figure out the system, figure out the processes, figure out the right type of human resources to bring in and how to find them. There are so many unknowns that you are exploring and experimenting.

If you can get a template of a process, no matter how difficult it is, having textbooks that template a process or form of knowledge, once you are able to take that in, it takes a lot of the unknown and a lot of the guesswork out of it.

Seminars can be difficult, but what Rachel and I stumbled on, and not exactly stumbled on, but we are both fans of automated income, we are fans of traveling the country, and we both love to have fun. We wanted to build a model that was easy to implement

and didn't take a lot of time for us, let alone for anybody else who wanted to do it, too.

The process is designed, and the reason it is not difficult is because we say step by step, "Okay, post this out on Craigslist. Here is the ad copy, or try to post it on Craigslist.

Step two: decide whether you are going to speak and handle it yourself, or find somebody to conduct the seminar for you. We give you the complete seminar script and the PowerPoint slides and everything else so you can make an informed decision about whether you want to tackle it.

We give you advice on how to find other people who will conduct the seminar for you for free. It is not hard to do. You can find Internet marketers, you can find public speakers who will do it for free in return for being able to take a kind of profit or to market their own stuff on the back end and receive that profit in return.

**Willie:**

For a lot of marketers, just speaking at seminars and conferences is another credential they can add to their resume. People love speaking, so it really isn't that hard. When I first looked at the package and we were talking about the Make \$10K in a Weekend package, there is actually a link I put in the chat room that is [www.TeachingEcommercetoLocalBusinesses.com](http://www.TeachingEcommercetoLocalBusinesses.com). That will send them over to your site.

When I looked at that because I was wondering, "How do I do this?" especially because I am drifting into a whole new arena, I hadn't really done a lot with local businesses prior even though I was a member of the Chamber and stuff like that. I spent more time speaking at Internet marketing conferences where I didn't have to put everything together.

When I looked at your package and you had not only the slides and the script but even suggested breaks and schedules and things like that plus the ads that someone would run on places like Craigslist to get others to even sell the seminar seats for you, I thought, "Wow! You actually had planned it all out!"

You said you guys had stumbled upon this, but it looked to me like you worked out a very, very thorough system.

**Jaime:** Yeah.

**Willie:** I looked at the breaks, and I am like “Wow! They even plugged in the breaks there.”

**Jaime:** Rachel and I joke about this because she is like, “Wow, sometimes it shocks me with how thorough we can get with this product.” For me, I have a very open mind and I like to look at a lot of different theories and concepts, and most people who think that way have no trouble understanding big concepts.

For me, even though I can access big concepts, I need it all broken down into every little step possible. I have a horrible sense of direction, so if people tell me how to get somewhere, it has to be so specific. We just kind of brought that into the product where I have a deep appreciation for taking big concepts and breaking them very, very minutely down so nobody can screw up.

**Willie:** You guys did a wonderful job. I have approached a number of different local businesses about co-sponsoring a seminar, and they said, “What will you teach?” I basically show them the slides I got from you guys, and I say, “This is what we will cover.” They are like, “Great!”

**Jaime:** Nice!

**Willie:** You guys have made my job so easy. Most people that are on the call and most people that will be listening to the recordings later probably are Internet marketers; they teach to the how-to-make-money crowd.

They basically are having to transition from Internet marketer to Internet marketing consultant to local businesses. I actually like the sound of Internet marketing consultant better than Internet marketer, but how does one transition? What skills are needed to make that transition?

**Rachel:** I think the biggest thing is to have a holistic knowledge of Internet marketing. You don't have to have any kind of specific, like you don't necessarily have to be amazing at HTML or amazing at copy. If you can kind of holistically look at a Web site and see, "This is something that is going to need help; this is something we are going to need to work on," and be able to speak to that, I know that you can come across as you know what you are talking about. You have enough to give the offline businesses.

I think a lot of Internet marketers shortchange exactly how much they know. Even the most basic I have, offline businesses are actually stunned. If you do tell people that they need help on HTML or copy or things like that, as long as they have the resources to tell people where to go, then that is really all they need to do. Basically, just holistic knowledge is the most important thing.

**Willie:** I agree with you 100 percent. I was talking with a friend yesterday about doing this same thing. She is like, "How do I help a local business?" I said, "If you drive down the street and look at any 20 businesses, probably half of those businesses are struggling right now with the recession. Just showing them that there are little things wrong with their Web site that move them up 20 positions in the search engines in a day will amaze them. They are shocked. These are little things that we take for granted that are so very powerful.

**Rachel:** Exactly.

**Jaime:** Right.

**Willie:** The other thing is very few people actually that they come in contact with every day appreciate the struggle that small businesses are going through, so when you can tell them about their problems as opposed to most of their vendors, most of their employees, or most of their customers, most business owners feel that it is them against the world.

No one understands them. No one is trying to help them. The vendors are maybe trying to steal from them or cheat them. The employees, they think, are trying to steal from them. The customers, they think, are going to sue them or whatever.

To have a consultant come in and say, “Let me help you,” I know is extremely welcome by most small, local businesses.

**Jaime:** Yes, and I want to add to that that a lot of Internet marketers that I talk to that want to make the transition to consultant, they are afraid. “How can I stand up against the major vendor? How can I compete when I am just one person or a small team?”

I said, “You are actually in a more powerful position,” because like you said, Willie, business owners feel like they are against the world. A large vendor or a sales guy that calls in to land a deal, these people can’t relate to them because they don’t have the same challenges.

We as Internet marketers and marketing consultants, we are trying to run a small business as well, so we know exactly where they are coming from. We know what their challenges are, and we can sit on the same side of the table with them so that they feel like it is collaboration and not a competition.

**Willie:** Absolutely. As we are looking at sitting on the same side of the table with them, we are looking at putting seminars and conferences on and teaching them things.

What would you teach a business in a seminar? How long would you make it? How much would you charge them? I have friends that when I mention this to them they ask, “Can I make any money doing this?”

How would you answer these questions: what would you teach, how much would you charge, and can you make money doing it?

**Rachel:** Yes, absolutely. You can really teach any kind of class on Internet marketing that you want. You can super in-depth if you want to do copy writing all day. You can do super in-depth on SEO, but what we prefer to do for our intensive training is kind of a broad overview of lots of different things like a basic education on SEO.

People get the different things that you could be focusing on, and

then from there one of the reasons we want to specialize in giving people a basic education is from there we like to do up sells and tell people we can help them with specific things for their business specifically.

As far as can you make money from it, absolutely. We charge \$997 to come for a one-day seminar, and from there we have up sells on top of that. We can do individual consulting, or a lot of times we really like to outsource to other people and then charge a premium and collect the profits pretty much.

**Willie:** Excellent. That way you are not building up a lot of work for yourself. You are finding the work and you are actually helping out a lot of graphic artists and designers and SEO types by finding work for them to do and handing it off to them. They love you, too, don't they?

**Jaime:** Yes, to add to that, you can go with a lot of different models, and like Rachel: said, you can do them on different topics. The way we have set it up is we provide enough content for about a 12-hour seminar or break it up into a two-day seminar. We recommend around eight hours so that way you have enough content so that you can pick and choose what you want to cover or you can break it up into two days. It gives you more freedom.

Then another thing, which we didn't put in the product but we will probably do this in an update because this is something we have been exploring and seems to be working out very well, is that there are seminar companies out there that will work with you.

They will handle landing the attendees. They will handle getting paid sponsors to sponsor your seminar and pay for everything. They handle the hotel, they handle food, and everything is really nice. The attendees get special grab bags and gift bags for the end of the seminar. It works pretty great.

I am sorry. I have got a semi that is trying to get over, and I don't want to get hit by anybody. I am watching this guy going.

**Willie:** For those of you just joining us, Jaime is actually on her cell phone

driving out there. Don't do this at home.

**Jaime:** Just so people know, I am hands free with my Bluetooth. As I was saying, some of these companies will handle everything, and they do cost maybe \$10,000 per event, but they usually will land you enough sponsors to pay for most everything else. You can go in with a very, very professional look and feel, have a seminar company that does this for a living to handle all of the details, and is basically free to you.

Our product teaches you how to launch a seminar for virtually no upfront costs, but of course you could put down a lot of money, get a really nice venue, meals, and so on and so forth. If you did want to do something at that level, you can go with a seminar company that gets their fee handled by the sponsors and you get the profits on all attendee fees and up sells.

We are really excited. We are going to start our first seminar along those lines probably in December or January. We will definitely update anybody who works with us. We will send out an e-mail update as we work alongside with that. That is something that we have just looked into that looks pretty exciting as well.

**Willie:** Excellent, so it is evolving to where others are saying, "We'll set the seminar up for a percentage cut and shoulder the risk of putting it all together, too."

**Jaime:** Yes.

**Willie:** Excellent. We already address what you would teach and things like that, so let's look at how you would market the seminar to get enough participation. You just talked about handing it to somebody else which is what it is evolving to. For people who aren't at that point, how would they market it?

**Rachel:** Even still, we pretty much hand it out to other people. It is not in one complete package like we are going through now. As far as we actually go on Craigslist and we sometimes can get sales people that way to let people know. It depends. You can really do it for a 50% cut. If you get an attendee to come for \$997, a sales person

can maybe make \$500. Even if you only do 20%, that is kind of where we go.

It would be sales people who love to do sales. Unless someone out there loves to do sales, we like to do what we love to do, so we don't do it. We do have people get attendees on our behalf, get \$200, and we still net \$800 per attendee. They are obviously better at it than we are. We go about it that way.

**Willie:** One of the callers on the radio show typed in to the chat room, "What about the technical aspects of it?" I know that you have provided the slides in your course, and in the slides you also have footnotes, right? When I looked at that, it looked to me like I could actually hand it off to somebody who didn't understand a thing about Internet marketing that could read through the slides, read through the notes, and still be able to confidently teach these things.

**Rachel:** Yes, absolutely. There is enough in there that anybody could read verbatim and have a successful seminar.

**Willie:** Okay. I am jumping around. We are talking about marketing, and I like that in your product you guys gave some sample ads that could be run on Craigslist. There are lots of people out there looking for work right now, so paying somebody \$200 commission or more just to sell a seat to a local business person is I think huge.

I did wonder before I started doing this about what percentage of business people would be too busy running their business to take time off to go to a seminar or conference, but they see it as a normal part of doing business. They leave it to somebody else or they send one of their employees for the day-long seminars. Has this been what you have found to be the norm?

**Rachel:** Yes, absolutely. Definitely they can send people, and we also position it that we are telling people so many different things that they can do and what they can work. We position it as they can go and better manage their people to do these things versus having to do it themselves. That is the way that we position it.

We try to have it at times, and usually weekends are pretty good

depending on the type of company the small business has.

**Willie:** There are some people who are thinking, “When can I fit this in?” Again, you are teaching them how to better market their business. You are also teaching them how to know what to look for in their Web experts who are doing things for them, too. Good deal there.

For the callers just joining us, I am joined by Rachel Rofe and Jaime Mintun. We are talking about marketing or positioning yourself as a freelance consultant to local businesses and helping them to better grow their businesses using Internet-type stuff like SEO, driving traffic to the door, and things along that line.

If you want to check out their course, it is available at the link I have set up for you: [www.TeachingecommercetoLocalBusinesses.com](http://www.TeachingecommercetoLocalBusinesses.com). That is sort of what you are doing. You are teaching e-commerce to them and then on the back end they look at it, understand what you are teaching them, but many want you to do it for them.

At that point you can offer them your services, and as Rachel and Jaime point out, you don’t have to do the work yourself. Even if you are not technical, you hire someone who is and mark your price off enough to have a nice profit from that. You are helping those who don’t have work to find work, so it is a win-win-win situation all around in my opinion.

**Rachel:** Definitely.

**Willie:** I spend a lot of time just surfing around the Internet and looking at you guys’ Web sites with pictures of you guys in hiking gear and things like that, so I know that you are all over the place, too.

For listeners who are interested in following what you do, learning more about you and your expertise and thing like that, what would be a good way for them to visit you?

**Rachel:** For me my blog is [www.RachelRofe.com](http://www.RachelRofe.com), and I talk about the different things that I do there. Mostly my first love is traveling all over the place. Jaime and I are actually going to go to South

America together and make a blog, [www.JaimeAndRachel.com](http://www.JaimeAndRachel.com) which is going to come up soon.

Jaime, are you still on the line? [Silence] I didn't think so. She hasn't talked in a while.

**Willie:** She may be in a place with poor reception. When you are on the cell phone you have to be near a tower, typically. I know in my part of Florida that sometimes I am out on the freeway and have whole stretches of highway where I can't reach anyone.

**Rachel:** Yes, I just had that when I was driving from L.A. to Portland so I totally emphasize. Her blog is [www.JaimeMintun.com](http://www.JaimeMintun.com). That is her personal blog, and she also has her business blog; she has two separate ones on [www.WarWagonBlog.com](http://www.WarWagonBlog.com).

**Willie:** WarWagonBlog.com. Okay. For those people just joining us, I have Rachel Rofe and Jaime Mintun on the line, and we are talking about being a freelance consultant to local businesses. I keep pointing out that they have a course called Make \$10K in a Weekend.

**Rachel:** <http://teachingcommercetolocalbusinesses.com/> or the link that you had.

**Willie:** I have [www.TeachingcommercetoLocalBusinesses.com](http://www.TeachingcommercetoLocalBusinesses.com) which is just a redirect, so it is fine to give them your URL. I was just pointing out that you have everything they need to know and use to put on a full one or two-day workshop.

In the world of online marketing and direct sales, we all preach the back end and offer your customers more. What would someone teaching these seminars offer in the back of the room to use Internet marketing terminology? After you have done that seminar, you have people wanting more from you. What would you offer someone like that?

**Rachel:** Because we are teaching the basics of Internet marketing in the seminars, there is so much people could focus on. I mean there PPC, SEO, copy, and all of this stuff. I know everyone listening

probably does. We up sell those things. We up sell consulting, we up sell SEO work, and we up sell copy writing. Like we mentioned before, we don't actually do the work. We outsource it to other people, charge a premium, and collect the difference.

**Willie:** I know your material that comes with your course actually has extra guides that you can print out and offer those as a product, right?

**Rachel:** I think Jaime actually added that at the very last minute. To be honest, I hadn't noticed.

**Willie:** I noticed that.

**Rachel:** It is funny. We made the product and I thought it was great. Like Jaime was saying how she loves step by step stuff so much, she gets so excited that it is fascinating. For me, copy writing really gets me happy; it doesn't get her happy.

We used to live together before I started going to Portland, and she was doing a lot of the stuff for Make \$10K. When she was putting her stuff in, I would see her at the computer and she was rubbing her hands together getting so excited about it the stuff she was adding.

I actually haven't – I mean I looked at the product, but she just kept adding more and more and more. She was getting so excited about it.

**Willie:** As I went through, there were manuals and extra stuff that you could print out and put in a binder or whatever and sell in the back of the room to somebody you just talked SEO or talked pay per click or whatever. There is supplementary material in the course that they could literally print out and give to workshop attendees.

Also e-mail some of the stuff to them as bonuses. We talk about making a purchase sticky where a customer doesn't experience that buyer remorse after they have purchased something. They feel good because you keep giving them extra, unexpected things. There is stuff in your course that we can use to give to our customers afterwards. I like some of that stuff that is offered.

As an Internet marketer, I typically record my conferences and seminars and plan on marketing those. Do you teach people to record seminars and offer that as a for sale product?

**Rachel:** Yes, absolutely. That is one of the things that we talk about in the workbook. We are actually going to record one and have that available to the Make \$10K. We actually still have to do that.

Yes, definitely that is something because it is really good for people to be there, take notes, and be in the moment, but it is a lot of information. I know from talking to these small business owners that it is a lot of information.

You try to break it down as easy as possible to comprehend, but it is still so much for them to go back with. If they can actually have the manuals, have the tapes, they can go back and relearn.

**Willie:** Or even go back and hand it to the HR department in their small business and tell their employees or Web masters, “Here, watch this.” Give them the recordings, too.

I do see a big market for that. As I watch the Internet marketing space, I see a lot of people recording their seminars and conferences, but I don’t see a lot of people aggressively marketing those recordings. I can see in the offline business world this selling very, very well.

Even for those people who feel like, “I can’t take time off work for a conference,” I would think those would be ideal people to market to via direct mail even.

**Rachel:** Yes, absolutely. There are so many opportunities with that. You are right; it is fascinating how many people don’t aggressively market their seminars once they go to them.

I know Eben Pagan actually did a fantastic job with Get Altitude. I watched the recordings. I wasn’t able to get to L.A., but it is such a value-added thing. You are only doing the work once, so why not just keep profiting off of it?

**Willie:** As a direct response marketer, I would personally put together probably an e-mail campaign where I went to the local Chamber of Commerce and grabbed a list of every business in the area and sent them out a mailing telling about the live event but also afterwards telling them, “Since you couldn’t make it, here is what you missed.” You would make tens of thousands of dollars on the back end with that idea.

**Rachel:** Absolutely, and then if you do the up selling on top of that with the consultants and all of that stuff, yes, there are so many different ways you can go with this.

**Willie:** As I think about this, because I have for so long marketed to the people who want to start home-based businesses but don’t have a lot of disposable income, and that is a tough sell. The people listening to call, it is so much easier to sell to a business that has a budget, that has money set aside for advertising and growing their business, and people who know that if they don’t spend that money, their competitors are going to outspend them and grow faster than they are. This is an excellent business to get into.

Can people who teach your course, could they offer an on-going maintenance contract type of some type?

**Rachel:** Oh, sure. Like I said, there are so many different things that they can do. If they have updated seminars, they can absolutely do that. If they want to do monthly, they can do that. Weekly consulting: if they just want to do “Here is X amount of hours; call me when you need me,” they can sell packages like that. Really whatever that fits them the best, and there are so many different options that they can go in for sure.

**Willie:** I personally know offline businesses that have sunk literally tens of thousands of dollars into their Web sites, so they think nothing of paying \$250, \$500, or \$1000 or more per month for a maintenance contract for someone to help to keep their Web site ranked and help to keep it updated. Those are certainly things you could outsource because they are very inexpensive things to do in the first place.

Internet marketers are forever chasing after customers, trying to get new customers, and I see this model as being so beautiful because to get a local business, you actually help them to get more customers through the door. You help them improve their Web marketing. I would think that many of them would want an ongoing contract and would stay with you for a very long time.

It is a very real business you would be building at that point instead of something where you are constantly chasing after new customers. Wouldn't you agree?

**Rachel:**

Absolutely. It blows my mind sometimes to hear when I talk to small businesses that they are giving people \$5000 a month to maintain search engine rankings and things like that. The fascinating part to me is a lot of the time they don't know what they are paying, so they are paying and thinking they are doing the right thing.

Once we get in and talk a little bit more, they realize that they don't even have any idea of what to look for. I think especially if you charge even \$2000 a month, which is a real number for a maintenance contract, business owners would be ecstatic to pay for it.

I think that another really awesome way that you can kind of market yourself that way, as I say especially for Internet marketers who are already in the trenches and already doing all of these things as free lancers and not salaried vendors. This is our livelihood as well.

We have to make it work. We have to do the things that are right versus companies that are going to get paid the same either way. Do you know what I mean?

**Willie:**

Right. That is actually the beauty of what we do. I am a big fan and student of Jay Abraham. He talks about risk reversal. I like to go to a business and tell them, "I can give you measurable results," whereas most of them aren't measuring the results they are getting from newspaper and yellow paper advertising. On the Internet it is so easy to show them that their increase in business came from what we did for them.

It is almost unheard of for the vendors they deal with offline to tell them, “I know I can get you results, and I guarantee it,” basically. That is almost a foreign idea to them. That is what makes it so easy to me.

One of the people in the chat room was asking if we have video clips of us teaching this material because there are different types of learning. There are some who learn best by watching it. That is sort of what you and Jaime said that you would offer at some point, right? A recording of the workshop?

**Rachel:** Yes, we are working on getting that together. Right now we are both traveling the country. We are going around just traveling the world. We haven't done seminars in a little bit now.

We are going to do another one. Like Jaime said, we are working with a seminar company to get them to package everything together. I think our next one is going to be either December or January. That one we are definitely going to get recorded so that we can offer that to our customers. I know definitely it would be nice to see it.

**Willie:** It is easy to listen to someone describe what to do, but when you see it, that is what to a lot of people proves to them, “Yes, I can do that, too.” That probably would be helpful for some.

**Rachel:** That is for sure, yes.

**Willie:** Did Jaime join us again? I thought I heard her come in. [Silence] No, I guess she is still driving along and maybe even laughing at us struggling without her. No, I doubt that.

We also touched upon the fact that a lot of this can be outsourced. Which parts of this would we typically outsource?

**Rachel:** Anything really that you don't want to do. All of it can be outsourced. As we had touched on before, it can be easy to just give people the template of “This is what you should speak about. If you don't want to do the marketing, don't do the marketing.”

For me and Jaime, we actually both love speaking. I loved getting into it because it was a big out-of-comfort-zone push for me. I enjoy doing it, but it can absolutely be outsourced. You don't need to do any of it.

I guess the only thing you would have to do is act in a project management capacity to get people in place and get people doing the things you need to get done. It is really beyond that being as involved as you want to be.

**Willie:**

Okay. One of the people on the chat room was asking because I have suggested telling the business owner that they would see measurable results. How soon do you tell them you would see measurable results?

My answer to that is I tell them within a month or so that they would see their Web site ranking higher. If they did certain things where they actually had customers printing out coupons or bringing things in that showed that they were there as a direct result of what you did, they would see instant results almost.

To answer the person in the chat room, it depends what you are offering them as a service. I can get my client listed higher in the search engines in a day or so. It just depends on what you promise to offer them. The whole point of this training is that there are so many businesses out there on Main Street that are dying. Because we totally surround ourselves with marketing, we totally understand the power of the Internet, and we understand it better than 99% of the world out there.

When we start talking about Internet marketing, search engine optimization, keywords, and all of that type of stuff, it is stuff that a lot of us take for granted. We have studied it enough to where we are copy writers like Rachel, but the average person is totally intimidated by what words they should use and in what order, what color, and what size. You really are offering a very valuable service.

We talked about the price of the maintenance packages. I have friends from up in Canada who are dealing primarily with realtors

and/or stock brokers. We were talking about this once, and they are charging a substantial amount for maintenance packages that they outsource. For them \$5000 to \$10,000 a month is not a big deal if it is the right type of company with the right product.

If you are dealing with for example realtors where especially in a market like today's market, they really do need to be at the top of the search engines, and they need to be positioned better. You are doing a tremendous service for them. I highly recommend that anybody on this call who is trying to figure out where they want to position themselves in the Internet marketing landscape, I recommend considering being a local consultant for businesses and teaching them using the package that Rachel: and Jaime have.

There are people who say, "Aren't you afraid that you are creating too much competition for yourself by telling other people to go out and do this?"

**Rachel:**

No, there are so many small businesses out there, and there are so many different ways that you can go with it. Jaime and I just have the philosophy that there is so much abundance out there that we are not afraid to tell people everything.

There are so many small businesses out there and so many different areas of the world. You don't have to limit it to just the USA. Really if you want to go to other countries, we have people in our forum now that are all over the place traveling to other countries.

I can't articulate enough how many different ways there are to go on this.

**Willie:**

I am like you in that I believe in abundance. I believe that I can't serve every business in my hometown if I focused on them and taught them the things they needed to do to be competitive and to bring customers in from the outlying areas and things like that.

For someone to do exactly what I do in a neighboring city would not be a threat to me again because I know we can make the pie bigger; therefore we are not worried about getting a smaller piece. When we help a local business to thrive, that business has more

money and in a lot of areas you help the whole town grow. You turn around some of the urban decay that you see when you help those businesses that are struggling to do better.

Often it is the little stuff. I have one friend who glanced at the HTML behind a Web page yesterday and noticed that the home page had “title” or something like that in the title tag. No one ever would find that page on the search engines because there was nothing to help the page to rank high.

If you show something that simple to a local business and show them what they are doing wrong, they are amazed at your understanding of how it all works. That is not very technical and yet it is the type of stuff that you can teach.

For the listeners, I keep emphasizing that the package you and Jaime put together is an all-in-one package. It has everything from ads you run on like Craigslist, to scripts you would give somebody who wanted to get on the phone and call local businesses and invite them, to slides you use for presentations, to handouts, to a complete schedule for an event, to supplemental materials, to if you don't understand what the slides are about, explanations of what is on the slides.

It really is like you could be almost a complete beginner. You read through the slides; you read through the notes. You still need to be a little comfortable speaking. When you said that you liked being on stage, that surprised me a little. When I first met you, you struck me as kind of shy.

**Rachel:** You know actually I just started Toastmasters. When I began Toastmasters I had tears in my eyes. I was freaking out; I was so scared. Now I love to do it because it is such a push out of my comfort zone. You definitely don't need to do it, but for me it just helped prove stuff to myself so I loved it.

**Willie:** One of the people in the chat room asked if there was a way to find out if there is more than one of “us” in a specific area. There may be more than one person who wants to do this. I personally, as I look at other people in my area, there are a lot of Internet marketers

whom I actually coach, and some of them ask me, “Can I do what you are doing?”

I am perfectly happy partnering with them. I am perfectly happy giving them most of the project and letting them do the work like we just talked about and splitting the money. I will be the one who plans it and the one who orchestrates it, but I have no problem with letting someone else do the work and splitting the money.

Having someone else in your area doing the same thing is not a problem. At times I am a little upset about people who worry too much about competition because there is no competition. You do things that make you distinctive in the marketplace and you don't worry so much about the competition.

Actually, the whole secret to being a success in a business like this and most businesses is caring about your customers. If you really care about that struggling exterminator or beauty parlor owner or plumber or restaurant owner, and you really want to help them get more business through the door, with all of those things you already know plus the information in this course, you instantly see 100 ways to use that to help them. It is so easy.

We also got the question, “If they are looking for other business people in the area who are in similar businesses, how do you find them?” Do you use [www.MeetUp.com](http://www.MeetUp.com), Rachel?

**Rachel:**

I have been on MeetUp.com. I have used it. You could certainly find people. We actually have a forum within Make \$10K, and people actually do go on there and they post, “Are there people in my area? Would you be interested in partnering up?”

Also especially because Make \$10K does have everything in there, you could easily partner with friends. You can partner with anyone that you know and teach them exactly what they should be saying because it is all there. It is not you necessarily need anybody with knowledge before any of this and kind of go that route.

Yes, MeetUp.com would work well; Craigslist would work well, and even [www.Linkedin.com](http://www.Linkedin.com) maybe.

**Willie:** It is not hard to find somebody who is likeminded to partner up with. I re-entered in the chat room the URL which is [www.TeachingecommercetoLocalBusinesses.com](http://www.TeachingecommercetoLocalBusinesses.com). What that is is a redirect link that points you to the material that Rachel and Jaime put together.

We've got about eight minutes left in the show. Maybe Jaime will make it back. If she doesn't, it was a pleasure actually having both of you on the call. I look forward to meeting her in person someday. I look forward to seeing you again at seminars and conferences. I don't suppose you will be making Philadelphia this weekend?

**Rachel:** You know what? I am not going to be, but that is actually not even two minutes from where my house is. I can't believe it. My business partner is going to be there. I am telling him, "If you go to that mall, that is where I used to go all the time. If you see a yellow Spitfire, that is my brother." I actually got to relax in Portland for three weeks. I am kind of road-tripping around the USA before I head out to Spain.

**Willie:** I won't either. I had something come up last minute. On top of that I am looking at the storm approaching. I wouldn't want the storm to roll through and have others have to decide whether or not to pack up everything in the house that is irreplaceable and move without me being there. A lot of little things are coming up to keep me away from it. It does sound like a fantastic event though.

I actually see that us putting these seminars on for local businesses as being something that people start talking about, too, that locals start talking about. Do you encourage people to maybe plan one that is quarterly or every so often to get local business people, going back to the same ones over and over again to refresh their understanding, their knowledge, and stuff like that?

**Rachel:** Yes, that is certainly one of the directions that we tell people they can go. If they don't want to do the seminars all of the time, we say have a big seminar and then from there you can do the up selling to the different packages, do the SEO copy. Continue collecting the

premiums. You could continue just having the monthly maintenance. It really just depends how hard you want to work.

Some people are fine making a certain amount of money and then going on with their life. I guess your mileage may vary according to how much you want to put into it.

**Willie:**

I can see that. I can see putting on a couple of local area seminars and from that even building a mailing list of attendees, and actually a mailing list as I pointed out earlier is very easy for your local area. You just go to the local Chamber of Commerce and say, “Can I get a list of all of your members?”

My Chamber would just hand it to me on sticky labels and/or a disc. My Chamber would give me e-mail addresses as well. At that point, I have a list I can market to. I could do one seminar in the area, record it, and then every month or every so often send a mailing saying what I can do for them, a very simple mailing.

I could spend all my time sitting on the beach not working very hard at all and living off the residual income from having put on just a couple of seminars and conferences and pointing out to those people at the same time that if they get the recordings how to contact us to have us do the maintenance contracts or the work in the first place.

It is a very powerful concept that you and Jaime have stumbled upon, as you put it. You are so thorough that it wasn't really stumbling. It was just realizing you had something and then filling in all of the holes. You have done a masterful job at that.

We've got about five minutes to go. I don't see a lot of questions coming into our chat room. Any thoughts that you would want to share with people who are thinking about this, but I can sense that some are thinking, “Yeah, it sounds like she can do but I can't. For whatever reason I don't feel comfortable speaking in front of a crowd. I don't feel like I know enough to do this.” I know that people think that.

If you are online and you have your own Web site, you know more

than a majority of people out there, believe it or not.

**Rachel:** Absolutely. I mean you talked before about how your friend saw a Web site and just adjusted the title tag within his title, and just a little tip like that will revolutionize someone's world. It is crazy how much we know that we don't realize.

You see it all the time. When people are trying to create products, they kind of hinder themselves. They say, "I am not an expert in this. I don't know; I don't know."

Besides the fact that everything is given there so you don't need to know anything, just the basic knowledge that anybody has. Even knowing what PPC stands for is already ahead of a lot of people. I know it sounds hard to believe because we are so immersed in Internet marketing every day. There are so many people that this is not part of their world at all.

**Willie:** There are consultants to local businesses whose only business is using pay per click traffic to drive visitors to local businesses' Web sites. They charge them a premium price for that. A car dealer, a realtor, an insurance agent: most people all need a steady flow of traffic through their door. You being a pay per click expert can explain that to a car dealer in a day-long seminar where they pay you \$1000 to do it.

That dealership owner will say, "I don't want to do that. Can I hire you for \$5000 a month to manage a pay per click campaign for me?" That is a legitimate business that I know people are doing, and I know that people are doing extremely well doing that. They target long tail keywords for example. Somebody looking to buy a Chevy whatever in my home town would type in "Chevy Nova" plus my hometown.

The stuff that we know is so very powerful. All you've got to do is just use it. I want to again encourage people to go to [www.TeachingecommercetoLocalBusinesses.com](http://www.TeachingecommercetoLocalBusinesses.com) and check out Jaime and Rachel's course. Get the course.

It is very, very in-depth with slides and complete text explaining

everything with supplemental materials and all of the ads and everything you would need to put on your own local workshop and to act as a consultant to local businesses, up selling those businesses by offering your services to do what you have taught them at the workshop on the back end.

It is so very powerful. It is such an easy model that frankly I don't see why a lot of people would spend time trying to sell Internet marketing products when there are so many customers out there who really, really already know what they need to an extent and you have it.

It is almost like you have a talent, a skill, some knowledge that they want and need and you are not giving it to them. That is the way I feel about it.

**Rachel:** Absolutely. I completely agree.

**Willie:** We are down to less than a minute to go, so I want to do is thank you and Jaime for joining us on the show.

I want to ask the listeners to the show also to mark the show as a favorite. Over on the right hand menu bar there is a button you click that says, "Mark as a favorite," or whatever. What that does is that helps the show to rank higher in the ratings, and then when people go to visit the [Blog Talk Radio.com](http://BlogTalkRadio.com) site, my show up at the top is one of the most popular shows.

If you would mark the show as a favorite, I would appreciate that. I don't have another show scheduled for this week. I do have a teleseminar scheduled for tomorrow night that you can read about in the blog on the site. I will make sure that is there.

I want to thank Rachel and Jaime for joining us. I want to thank all of the listeners for joining us. I want to ask the listeners to tell all your friends about the show. Tell them they can come over to the site, and if they missed a show live, the recording of the show, the MP3 is available on the site. They can just click a button. They can stream it; they can even download it and burn it to a CD and listen to it later to get this knowledge, this very valuable knowledge that

Jaime and Rachel took time out of their busy day to share with us. They can get that. It is available.

We do it because we enjoy sharing the knowledge. I also hope that you will check out Jaime and Rachel's package.

Rachel, thank you for joining us.

**Rachel:** Thank you very much. It was fun.

**Willie:** Yes, it is fun.  
Jaime, when you listen to the recording, thank you for joining us, too.

This is Willie Crawford, and I will post on the site when the next show is scheduled. Everybody have a wonderful day. Thank you!

**Rachel:** Thank you.

## Additional Resources

Audio recording of this call:

<http://BlogTalkRadio.com/WillieCrawford/>

While on that site, please bookmark the show as “a favorite.” It really helps our ratings.

Communicate With Willie In Real-time On Twitter

<http://Twitter.com/WillieCrawford>

Easy Pushbutton Traffic - Use to automatically submit your videos to over 30 video sharing site. You'll find Easy Pushbutton Traffic at:

<http://EasyPushbuttonTraffic.info>

Viral Document Toolkit - Used to create this PDF and to make it rebrandable.

You'll find VDT at: <http://ViralDocumentToolkits.com>

The Internet Marketing Inner Circle

<http://TheInternetMarketingInnerCircle.com>

Make \$10K In A Weekend

<http://TeachingEcommerceToLocalBusinesses.com>