

Online Income Partners

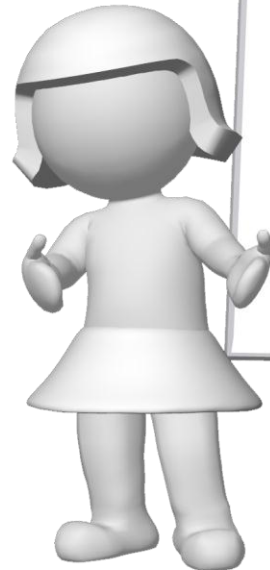
Work just 4 Hours
a Week for Only 8
Weeks Total to...



Earn an Income that
Keeps Coming In
Month after Month!

Lesson #8

**Off-line
Marketing**



Review

on Joint Ventures

- Blogging on your own
- Blog commenting on other sites
- Finding blogs
- Joint ventures
- The big boys
- Cross-promoting
- Partners
- Affiliate programs

What we're going to do this week?

Offline advertising

- Word of Mouth
- Personal Advertising
- Gift Giving
- Circle of Influence
- Press Releases
- Paid Advertising
- Television Bulletin Boards
- Signage
- Speaking & Meetings
- Novelties

Word of Mouth

The Key to the Kingdom

- You are your best advertisement.
- First impressions – what's yours?
- Present yourself as you want to be seen.
- Would you buy from you?
- Elevator Speech.

Personal Advertising

Give, Give, Give

- Business cards
- Brochures
- Gift Packets
- Go where your clients are.
- Introduce yourself to everyone.

Look at the chart and say the **COLOR** not the word

YELLOW	BLUE	ORANGE
BLACK	RED	GREEN
PURPLE	YELLOW	RED
ORANGE	GREEN	BLACK
BLUE	RED	PURPLE
GREEN	BLUE	ORANGE

Left - Right Conflict

Your right brain tries to say the color but your left brain insists on reading the word

What can you do to make people curious about you?
Lapel pin or T-shirt saying “Ask me about...”?

Gift Giving

Be a gift giving maniac

- Create a packet including:
 - A brief letter telling about your product, why the need, your unique solution and free offer.
 - A business card
 - A coupon or gift certificate for your free video or product leading to your capture form.
 - Be sure it states the value of your freebie somewhere.
 - » A \$45.00 value
- All contained in an envelope



Circle of Influence

An exercise to jog your mind

- Imagine if you were known for giving out money...
- The 200 people principle.
- Make a list of everyone you can think of under each of the categories in the upcoming list.
- Don't discount anyone even if you don't know their name. "The funny haircut guy".
- Once you have the list completed, give each one of them a Gift Packet.
- If they can't use it they'll give it to someone who can. They each know 200 people too.
- Act as if you're giving away cash... Create the illusion!

Circle of Influence

The Categories

Family & extended family: Uncles, aunts, nieces, nephews, grandparents, siblings etc...

(Make lines below each section like these and fill them out)

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Friends: From school, clubs, associations, sports...

Associates/work related: Co-workers, managers, Vendors, suppliers, customers

Acquaintances / people you run into on a daily basis:
Butcher, baker, deli guy, postal carrier, teacher, pastor, officer who pulled you over, etc...

Press Releases

The world wants to know

- If you truly feel you have a great product then you'll want to tell "everyone" about it!
- If not, then you should re-work your product until you do!
- Send a press release to every newspaper and radio station within a 50 – 60 mile radius of you telling them about what you've created and the benefits of it. Be sure to mention your free giveaway.
- Some may run it, most will not but some may want to run a "feature article" on you.

Paid Advertising

Newspapers & trade magazines

- **Newspaper:** Place a block advertisement about your freebie. Use a picture if possible with the word FREE somewhere in bold print.
- **Trade papers or magazines:** Place advertisements for your free giveaway in any papers or magazines related to the industry your product is in.

Television Bulletin Boards

Community bulletin boards

- What are they?
- How do they work?
- Where do I find them?
- Which ones work best?
- What kind of ad should I run?

Signage

Broadcast your Product

- Wording on vehicle:
- Vehicle card pockets:



Speaking & Meetings

Promote product & give freebie

- Chamber meetings:
 - Chamber after hours
- Service Clubs:
 - Elks, Lions, Rotary, Moose
- Trade Shows - Home Shows
- Job Fairs
- College Campuses



Novelties

Put your message on “stuff”

- Mugs, T-shirts, bumper stickers, hats, buttons
Frisbees etc.

People love free “stuff” Give them something with your message on it. Make it something worthy of wearing or owning and not just an advertisement.

Here’s a company you can use to help you create a professional image for you novelty:

<http://99designs.com> – outsource for your logo or novelty design. People will compete for it and you only pay for the one you want.

Summary

- To summarize this entire lesson; get out there and start speaking to people. Word of mouth is the best and quickest way to see immediate results.
- Not every technique here may work for your product so find the ones that do and get them going.

“The more you advertise the more money you make!”

Assignments

- Get out there and start giving away gifts to everyone you meet on a daily basis.
- Be sure you have a powerful elevator speech that clearly shows your benefits to the consumer.
- Deliver that speech until you dream about it!

The difference between mediocrity and success is ACTION. Take action and get started today!

“Thank you for joining us in this course and I wish you the very best of success with your membership site.”

Rene Bastarache, author

Q & A

