

# **Offline/SEO Consultant's Quick Start Guide**

**AN "OFFLINE CONSULTANT SERIES" REPORT**

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## The Ultimate Turn-Key Offline Consulting Resource



## The Offline Consulting Field Is HOT!

As small local business owners begin to feel the ever increasing pressures of a poorly performing economy; they are seeking ways to compensate.

On the flip-side, consumers are responding to the bad economy by stretching dollars and searching online for better deals and better value for their money. They are using the Internet search engines to research products and services online. Then using this research information to do their shopping offline in their local communities.

This scenario translates into **a lucrative opportunity for you!** This guide will provide you with a brief overview of just how easy it is to start earning an excellent income by offering online marketing services to brick and mortar businesses.

## **Boot Strap Option**

This method will allow you to start at a relatively quick pace and with a very modest investment. It is by no means comprehensive, but many marketing consultants have launched successful consulting businesses with far less information.

You on the other hand have the benefit of the complete GuerillaGold Offline Consultant's Profit Arsenal to help you your business setup.

### **Task #1: FOCUS!**

Any serious business startup effort requires focus. If you jump around from one project to the next, you will generally accomplish very little with any of the projects you start!

Commit yourself now, for at least one solid month. Devote this time exclusively to learning the basics of the Offline Consulting business. Perform the necessary tasks detailed in this guide and you will be surprised at your end results. These services are definitely needed – you just need to let small local business owners know that they are available.

### **Task #2: Create Your Business Presence**

You will need a few things to establish your marketing consulting business, while you can initially get started with no business license, no business cards, etc., I strongly suggest that you do. While things can be started without a business license, doing so will have a

positive effect on your subconscious. It shows that you are serious about pursuing this endeavor and you will likely take it more seriously.

## **Business Journal**

First, let's look at the definition of a journal based on the context of how you will be using it.

*"a daily record of events or business; a private journal is usually referred to as a diary."*

This is basically your business diary. Every idea, every plan, every transaction, etc. should first be noted here. This way, you don't miss important stuff.

Click on the image below to see an example of a Journal.



This is only one business journal style. There are many other styles to choose from. Select a style you are comfortable with and put it to good use. Where you go, it goes. Record ideas, transactions, and any other pertinent information that you may need at a later date.

## Your Business Plan

Create a formal or informal business plan. This is an important step if you are seriously considering doing this as a business mid to long-term. In addition to influencing your mind set, it gives you a goal to reach and increases your chance of success.

It doesn't have to be anything fancy or drawn out. A simple informal business plan can be something as simple as creating an outline of where you want your business to be in the next year, 3 years, 10 years, etc.

Use the information below as a guide.

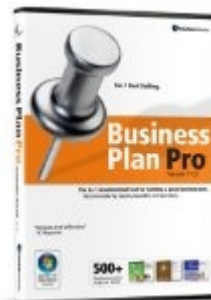
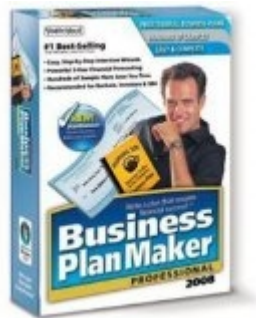
- Business Principles - Brief bio about you, your partner(s) and anyone else who will help you run the business.
- Clients - Your clients are small to medium size business owners who need marketing services (online and onffline) that will help them grow their businesses.
- Services - Your services will primarily be business growth consulting and online/offline marketing services.
- Benefits - What are the benefits to customers of these services? Your clients will benefit by acheiving more customers or clients and greater profit.
- Market place - What is the demand for these services? What are the sales trends? Due to effects of the recession, the need for these type services is very high.

- Competitors - Who are your competitors? Why are you able to deliver better results than they can? You will be using techniques and material specifically focused on delivering proven online and offline marketing services. The majority of your competitors are web design companies with little knowledge of advanced online techniques.

Use Google, Yahoo and MSN to search out your competition. See what they're offering and charging for their services.

- Pricing - What are your prices? Your pricing will generally be set on a project by project basis. The earlier task of looking at what your competitors are charging should be your guide in your initial price setting.

If you desire a quick way to create a more professional business plan, you could also create one using a software application similar the ones below.



## Business Name Selection

The business name you choose should reflect the nature of your business. So what is the nature of the business?

Here are some catch phrases that pertain to providing marketing services to brick and mortar businesses.

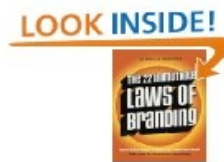
- Boosting small business profits.
- Business growth
- Online/offline marketing solutions.
- Attracting new customers.

Don't paint yourself solely into the online marketing corner. Use a more general marketing name so that if and when you expand more into offline marketing, the business name will still be applicable.

Keep your business journal with you at all times. When a business name idea comes to you, write it down! Spend some quality brainstorming time on your business name.

Remember also, that at some point you may be looking to start branding the business name you have selected. Catchy business names will yield greater benefit when it comes to branding.

Click the image below to view a sample chapter about branding.



## **Business License**

Go to your county or parish clerk's office and request information about business licenses. Depending on where you live, you may be able to get this information online. The cost? Again, this will depend on where you live, it could be anywhere from \$5 to \$75 or more.

You should also consider starting with the simplest business structure, which is “*Sole Proprietorship*”. If you have the knowledge and means, you may also consider starting up as a “*Limited Liability Corporation*” (LLC).

## **Commercial Bank Account**

If you currently have a good relationship with your personal bank, ask them about the very best deal they can offer you on a commercial account.

If you don't have any particular relationship with your current bank, you may want to take some time to shop around to get an idea of the variances in rates and fees.

## **Website Hosting**

You will need reliable web hosting services. Free hosting simply will not work. The hosting you acquire will be used by yourself as well as any clients who may decide to have you handle their web hosting services.

If you don't have a web hosting account, or feel you have one that is unreliable, my recommendations at this time are listed below.

## **HostGator**

You will find that they are one of the leaders in the industry with hosting plans starting at \$4.95 per month. However, you should look at getting a reseller account that will allow you to host an unlimited number of websites. Pricing as of this writing is \$24.95 per month.

<http://offlineconsultant.com/a/hostgator.html>

## **HostNine**

This is another very reliable hosting provider. Their plans start at \$6.95 per month. Their reseller plans start at \$19.95.

<http://offlineconsultant.com/a/hostnine.html>

Do you due diligence and read up on these service providers. Of course if you already have a hosting service that you are pleased with, stick with them.

## **Business Cards**

You will need business cards. However, because business cards have become so common, many people store them and forget them as a matter of habit.

You can do one of two things to make sure your business card is noticed and remembered.

1. Create a regular size business card with a bright background color (yellow or red for example). Then use a large type call to action blurb, like (“WANT MORE CUSTOMERS – CALL FOR A FREE CONSULTATION), or something similar.
2. Create an attractive, over-sized card (4.25”x5.6”). This is a postcard size business card. Include a nice image, headline and information about you and the benefits your services offer.

This will make a huge difference in visibility as you begin handing out more and more business cards. Even if it results in one new client for every 200 to 400 cards handed out, it represents an excellent return on investment. This is based on a minimum \$300 service fee from one new client, as opposed to the \$15 or \$20 cost of the 200 to 400 business cards.

### **Business Phone Line or 1-800 Phone Service**

This allows you to add a more professional image to your consulting business. You can opt for a second local line or use an 800 service.

It's been proven that people are more willing to call a 1-800 number over a local number even when they know the business is local. I doubt it will make a huge difference, especially when you use the hint below, so go with your preference.

Do a search using the phrase “*800 phone services*” to locate an affordable 1-800 number. Be sure to include the quotes.

Some inexpensive methods for a second local phone include [“The Magic Jack”](#) and [Vonage](#).

**HINT:** If you add some text on your business cards and marketing material stating that the caller can simply leave a message that includes their contact information, you will generally get more calls. Reason being...busy business owners know that they will not run into the possibility of getting tied up speaking to a sales person when they call.

## **Basic Office Supplies**

Appointment calendars, notepads, pens, paper clips, stapler, ink cartridges for your printer, etc. These are just standard supplies needed to run any business.

## **Forms and Documents**

Next, you will need to edit the “Service Agreement” and other forms to suit your needs. These forms are in the **Forms Module**.

While researching what others are doing, I came across consultants who claim that they do not use any type written service agreements. I would advise against this. It's simple enough to do and it just makes good business sense.

At your earliest convenience, you should allow an attorney or legal authority review the forms. This is to ensure that they are applicable for your state and/or country.

At this point, you have the great majority of your business structure in place. This is the foundation you will build on once you begin collecting consulting and service fees. In the very near future, we will be adding information related to growing and nurturing your business for greater success.

### **Task #3: Create a Professional Consulting Website**

Now it's time to begin letting people know that you have established your business and the benefits of the services you have to offer.

The first step in this process will be setting up your website. This in itself will be a training experience. The Wordpress website you set up for your own business will give you an idea of what you will be doing for clients who need websites.

You will find the instructions and files for installing your website in the **Consultants Site Module**.

During installation and configuration, pay careful attention and make notes in your journal describing areas where you may have run into some difficulties and the solutions that got you through those difficulties.

You may have seen offline consulting related offers that claim you can operate a successful marketing consulting business without a website. **Huh?** Don't even think about it! If you are offering online marketing and website services to local business owners and don't have a website yourself, you will cause many **red flags** to go up and

business owners will question your integrity and ability.

Can you imagine your prospect asking to take a look at your website and you responding that you don't have one? Kind of like going to a dentist who's smile reveals a row of cavity-ridden teeth!

After your site is installed and configured, you will want to begin getting it ranked in the search engines. This will be another training session. The same steps and processes you use to rank your own website are the same steps you will be using to get your clients' sites ranked.

All the information you need to begin this process is in the **Service Delivery Module of the GuerillaGold Offline Consultant Profit Arsenal**.

