



## **Webinar 3**

**Our Session Will Begin Shortly**

# New Items Available

- Contract samples
- Paypal invoicing
- Placing VideoPal on websites

# Our Training...

- ☑ “Quick Start” method
- ☑ Perfecting your sales funnel

# Quick Start

- ☑ Getting started is the hardest part
- ☑ Once you get a sale, you are energized!

# Creating a Presence Online

- ☑ Create a page about your business on Facebook
- ☑ Repost marketing statistics and marketing advice
- ☑ Let family/friends know what you are doing

# Connections To Business Owners

- ☑ We all know business owners
- ☑ Offer services at discount, or even trade
- ☑ Getting referrals is HUGE

# You Have Something Incredibly Valuable

- ☑ Think about how much businesses spend on advertising
- ☑ Imagine what a 10% increase would mean
- ☑ Look at how much you could help

# Creating a Targeted Offer

- ☑ Offer a significant discount in exchange for referrals/visibility to a targeted audience



# Incentivizing Referrals

- ☑ Send 1 paying referral, get 1 free year of maintenance (\$600 value)
- ☑ Send 3 paying referrals, get a custom spokesperson (\$2,000 value)

# Quick Start

- Pick your market
- Get your website up and running
- Establish lead generation
- Follow-up & nurture leads
- Close sales
- Upsell, acquire referrals, & expand

# Creating a Strong Funnel

- ☑ Acquire leads
  - ☑ gather yourself
  - ☑ outsource
  - ☑ use an automation program

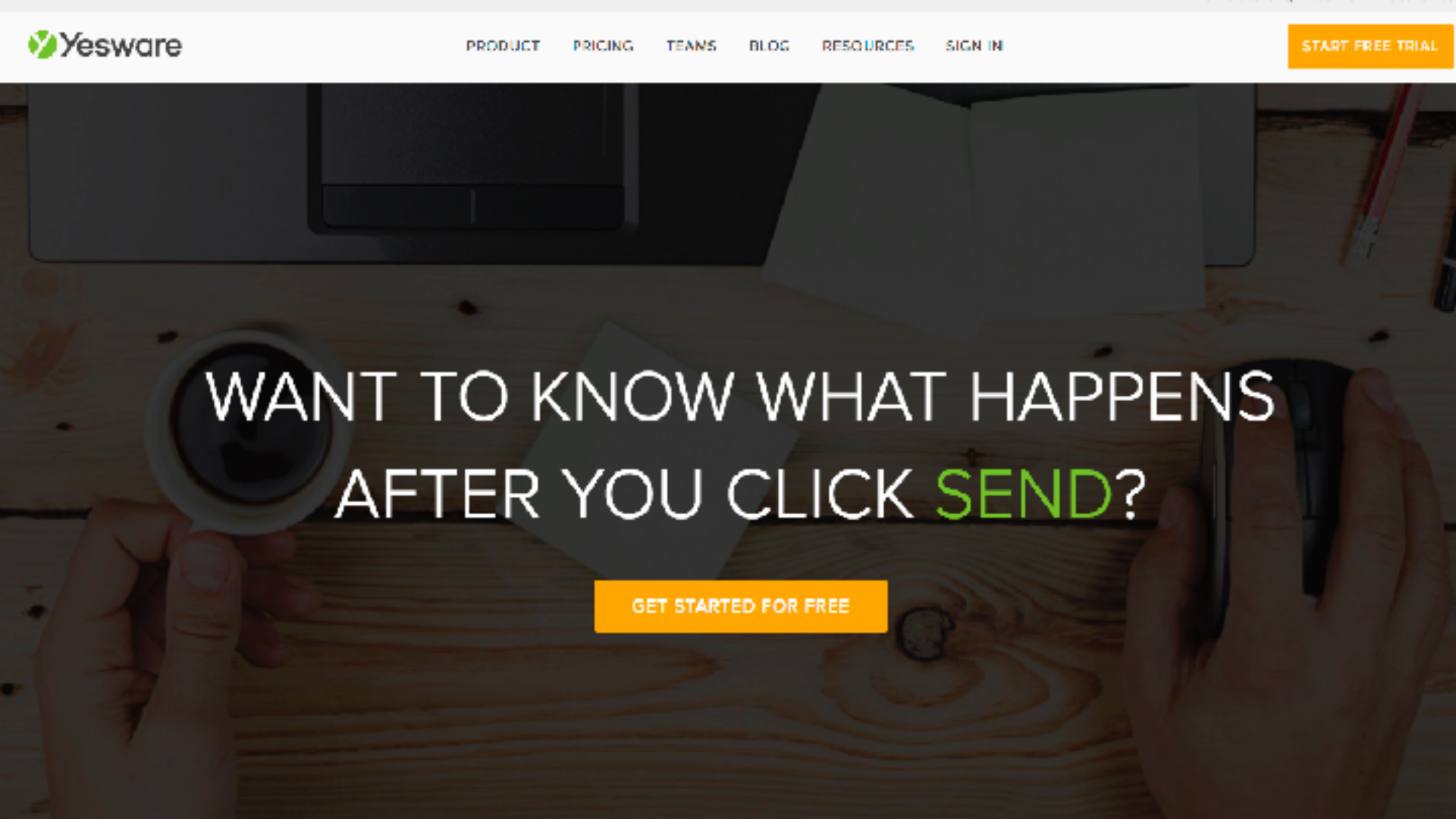
# Upwork Posting

## Work Description

Candidate will visit a list of websites that I provide, extract information that is to be put into a spreadsheet. This information will be contact information for businesses. Candidate will then send an email to these people, using our email interface, and following a template that we specify. This job is starting as 10 hours per week, but the goal is for it to become full-time.

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A top-down view of a wooden desk with a laptop, a mouse, a coffee cup, and some papers. The image is dimmed to serve as a background for the text.

WANT TO KNOW WHAT HAPPENS  
AFTER YOU CLICK **SEND**?

[GET STARTED FOR FREE](#)

Grow Your Business & Explode Your Sales  
With Our Proven & Effective Commercials



**Schedule Your  
Appointment  
Now**

Pick a date and time  
(Duration: 30 min)

Verify your time zone:

United States

Eastern time (GMT-4:00) [DST]

**OK**

## Video Marketing is an Amazing Way to Enhance your Business...

Did you know that one minute of video is worth 1.8 million words? Customers trust websites that have videos and are far more likely to become your customer. Our video marketing services will get you started quickly in harnessing the power of online video. We will create a customized professional motion graphic video that will advertise your business.



## Preview Your Website Below

[Click Here To Schedule Your Appointment Today](#)

Or Call Directly At



**24 HOUR**  
Locksmith Dallas

Reach us by phone

 **972-891-9351**

HOME PAGE

CAR LOCKOUT

SERVICE LOCATIONS

BLOG



### 24 Hour Locksmith Dallas

- > Licensed & Insured
- > Affordable & Professional
- > Emergency Lockout Service

Reach us by phone **972-891-9351**





# Tracking Your Efforts

- Percentage opens your emails
- Percentage clicks the links
- Followup with these people through the phone
- Re-email everyone

# Encouraging The Action

- Best if you can answer the phone
- Use a scheduler to book appointments

# Track Prospects

- ☑ Do more “footwork” once someone is interested
- ☑ Keep good records and follow-up, don't be put off if it takes multiple conversations to grab a sale

# **Our Goal**

**1 Client at \$1,000/month acquired  
per week**

# What's Next

- ☑ Ability to preview spokespersons on prospects websites from within your website
- ☑ Facebook training (two weeks)
- ☑ Additional outsourcing & selling of other services

# Questions & Answers