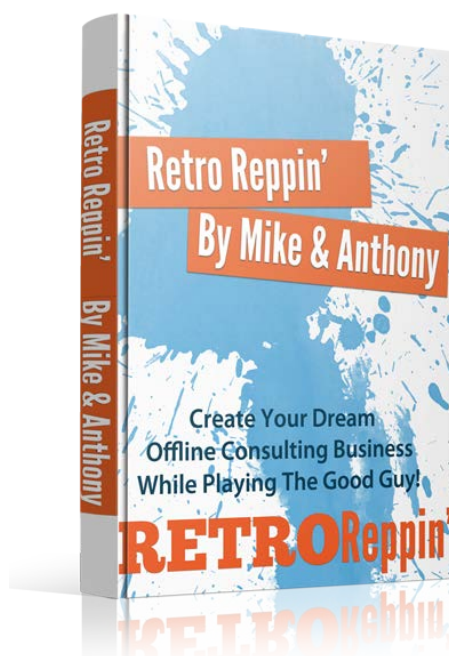


## HOW TO RUN A REPUTATION MANAGEMENT BUSINESS



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### **WHY THE UPDATED VERSION?**

I have learned a lot since releasing the first version of this product. I have heard from many of you in getting the responses and feedback that are so crucial to creating products that people can actually use.

This second version of the original online reputation management product that I created has taken into account everything that you have asked me about and/or wanted to know about running a successful reputation management business.

I have even added additional resources, such as articles, autoresponder series, more graphics and others to make this a comprehensive package for those who purchase it.

I have put my heart and soul into this product, and I know that Anthony has tried his very best to get it into the hands of as many people as possible. I truly believe that if you follow the tips and tricks in this product you can and will achieve your goals. If you want to be financially independent, and make a full-time living selling online reputation management services to businesses, then you can do it. I know you can do it because I have.

I wish you the best success possible and hope to see you around the forum. Let's help each other out and together we can help each other reach new heights.

Thanks,

Mike

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### WHY YOU NEED TO BE SELLING ONLINE REPUTATION MANAGEMENT SERVICES

This is the new age of the internet. If you listen to guys like [Gary Vaynerchuk](#) or [Clay Shirky](#) describe the future of the internet, the way they talk about it will help explain a lot of what I will be trying to get across in this WSO. I recommend that you take a moment to watch both of the videos that I have linked to.

Why should we care about offering online reputation management services to clients? More importantly, why on earth should potential clients consider giving up their hard earned cash to hire someone to sit behind a computer and make sure that their "reputation" is being taken care of?

To understand the importance of online reputation management is to understand the fundamental shift in the way that Internet Marketing is heading. I certainly recommend that you watch the videos that I have provided but I think I can sum it all up pretty quickly if you don't have the time. The Internet is becoming more and more social NOT less and less social.

This simple and fundamental fact alone should have you jumping out of your chair and running to every business that you know to offer them online reputation management services. Why? Consider the following:

You don't have to be a rocket scientist or an expert search engine optimization specialist to realize the potential and importance of social proof. Just think about Amazon for a second. They have built an entire dynasty out of simply offering the most social proof per product that any web site has ever offered before.

Not only will social proof propel businesses, it is also becoming more and more important to the algorithms used in search engines like Google. It is no secret that those pages that have more social interaction, whether it is in the form of Facebook likes or in the form of posting reviews, will end up being ranked much higher than those pages with little to no social proof.

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Online reputation management is no longer about simply getting rid of unwanted reviews. Online reputation management now includes actively building a positive, socially active base of consumers and customers that your clients can benefit from, both in terms of social proof and search engine rankings.

Think about that for a second. As the search engines move closer and closer to a more socially driven web it will be the online reputation management specialists who will be able to produce the search engine results that clients are looking for.

“It has often been said that your online reputation IS your reputation. Online reputation management services are about offering a complete package to build an accurate representation of the business and its brand that we represent.”

I am certainly not saying that backlinks are dead or that SEO is dead. I would never make any claim on the algorithm changes that Google will unleash in the future. I am saying however, that the businesses that want to get an edge and get ahead are the ones that will be taking into serious consideration their own online reputation as it relates to the social web.

One of the difficulties in being a business owner and selling online services to offline clients is the actual selling process. I will cover more of this later in this WSO as well as cover a bunch more of it in the podcasts that I have provided, but think about this for a moment. It is nearly impossible to sell something that you do not believe in.

If you are going to make the plunge into the offline world selling reputation management services, which I highly recommend and you will see why a little bit later (the cash value of these services is amazing), then you need to believe in the power of the service you are providing. You need to honestly in your heart of hearts believe that the service you are providing is indeed going to help the client.

If you fail at implementing this system to make you money I can guarantee that it will be because you do not believe that you are offering a service that will actually help clients you are working with. It really is as simple as that.

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To illustrate just how important online reputation management is in a way that both you and your future clients can understand consider the following:

There is a fantastic book called Wild West 2.0 by Michael Fertik & David Thompson (I highly recommend that you read it) and in this book they talk a lot about how to protect and restore your online reputation in what they call "the untamed social frontier". One of the most poignant points they make is this: the law is NOT on the side of business owners when it comes to people telling lies, falsely accusing them of criminal acts and fraud, or any other devious or slanderous behavior aimed at the business if perpetrated online.

If you want to blow your future clients minds and have them writing you checks faster than you can cash them tell them the following information: "Today, the law of the Internet is controlled by two major Federal statutes: the Communications Decency Act (CDA) and the Digital Millennium Copyright Act(DMCA). These laws were enacted in 1996 and 1998, respectively, and they have not been updated, even though the Internet today would be unrecognizable to politicians of 1996. The legal loophole in the communications decency act makes it impossible to force a website to remove anonymous attacks, no matter how false and damaging they may be. The result of the CDA and the DMCA are perverse and bewildering: Viacom can send one letter to Youtube and force it to remove 50,000 videos for copyright violations, but if an anonymous attacker were to upload a lie-filled video about your kid sister to the same site, she would have no power to force the site to take the undoubtedly illegal video down." (pg 6 Fertik & Thompson)

I don't think that I have to explain to you the implications of that single point on the livelihoods of every single business owner that takes their business online. You and I, as experienced Internet marketers, know how powerful the Internet can be. We are always telling businesses that they need to be online without offering any type of protection to them. With online reputation management we can.

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Now that you are completely bored out of your mind with all of the touchy feely deep down stuff that I have been cramming down your throat for the past couple pages of this WSO – let's get on to the meat. Let's talk about the money.

### **IS THERE MONEY IN ONLINE REPUTATION MANAGEMENT?**

First thing that you have to ask yourself before you start getting down to dollars and cents is can online reputation management be sold? The answer is yes and there is currently more demand for this type of services then there are Internet marketers willing to fill the need.

Why does online reputation management sell? Because of the following statistic:

“The New York Times reported a survey by the Opinion Research Corporation, in which 84 percent of Americans say online reviews influence their purchasing decisions.”

When 84 percent of consumers are engaging in any given practice, you better believe that businesses are DYING to get their hands into that!

When it comes to the broad range of online services that Internet marketers can offer to the offline world, online reputation management represents most closely the type of marketing that typical offline clients are used to. In other words, reputation management looks an awful lot like much of the stuff that clients are already spending money on.

I have found that offline clients understand the idea of positive reviews. I have also found that many businesses like restaurants, dentists, entertainment companies etc are already used to living and dying by their feedback they receive from their own customers or clients. This is an easy sell.

Not only do online reputation management services look a lot like services that offline clients are currently using, but it is one of the few things in an online marketer's arsenal that so deeply and immediately affects both the emotional and financial well being of a business owner.

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Allow me to rephrase: When a small business owner gets their first bad review or receives their first negative feedback it is almost guaranteed that they will either always remember that feedback for the rest of their careers OR they will think that the world is falling in around them and their business is going to fail. Either way, these business owners are ready to solve the problem. Later on we will talk a lot more about solving problems as a means to making sales.

[So how much can you charge for services like this?](#)

This is, without a doubt, the essential question when it comes to actually running a successful business versus an expensive hobby.

While I cannot tell you exactly how much you need to be charging per month I can tell you how to figure out how much you should be charging both for your setup fee and for your monthly service fee. I can also tell you how much other people are charging then you can use that as a standard in which to measure your own services.

The pricing breakdown essentially consists of two parts. You have the initial setup fee, which you will find out what you're setting up later on in this guide, which should be about \$400 to \$1000 for that initial fee. But here's the thing, the difference between \$400 and \$1000 is huge. So how do you determine how much to charge for the initial setup fee?

For me, and the way that I run my business, I use the setup fee to use the selling principle called contrasting. Essentially, contrasting is what many sales professionals do in order to make secondary spending of the consumer seem smaller. In other words, if you are to purchase a car, the car salesman will use the contrasting principle when he or she is selling you stuff like warranties and small upgrades. This principle works because after you have spent \$10,000 on the car, another \$1000 doesn't seem like that much money for a warranty. If however, you were to walk in cold and he would've said I would like you to spend \$1000 on this warranty, you don't really have a frame of reference to judge that \$1000

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value and so it seems a lot more expensive than the \$1000 as compared to \$10,000.

Let me give you an example:

Let's say that I am prospecting and I have an initial meeting with a brand-new prospect. Let's say this prospect is a certified plumber. I know that most plumbers don't spend a whole lot of money on marketing so I know I'm not can start off the negotiation for a set fee right at \$1000.

You really have to look at the type of business that you're approaching when you're trying to make these decisions in remain flexible to set a fee.

Okay, so instead of charging \$1000 for the setup fee I might tell the prospect that I charge \$600 for the setup fee and \$300 per month for the actual maintenance and work that needs to be done for the reputation management.

Now I still have \$200 worth of room in my negotiation with the contractor. I can use this \$200 to speed up the process if he is dragging his feet. For example, I could say that I will give him \$100 off of the setup fee if he closes the deal and signs the contract within a week.

Do you see how having a more flexible setup fee will allow you to get your foot in the door? We cannot take this setup fee of \$600 and start selling him on the month-to-month payment.

Using the contrasting principle, we could charge as much as \$300 a month and a plumbing contractor would feel that the \$300 a month is a deal in a lot of ways when compared to the \$600 a month. I am not saying he is going to jump up and down saying that you're the greatest thing ever simply because you charge \$300 a month a set of \$600 a month, but when you are working in a sensitive negotiation situation the contrasting principle can make talking about money a lot less stressful.

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### Deepen Your Sales Funnel

Along with talking about the contrasting principle, we need to talk about deepening your sales funnel. So many off-line marketers that I hear about and talk to sell one thing and one thing only.

For example, they may sell mobile websites for \$200 a pop, and that is all they sell. Here's the problem with our business model. While it is simple, straightforward and completely doable, if you only sell a \$200 item that is a one off tight project, meaning that once you complete the \$200 item he never talked to that customer again, you are leaving thousands upon thousands of dollars on the table and making your life way more difficult.

People, especially those people who do business, like buying from less people not more people. But only mean by this? Why do you think stores like Wal-Mart and target do so well? Big-box chain stores do so well because people can buy everything they need from one single source.

If you adopt this model in your off-line consulting, particularly with online reputation management where I believe there is more room to do cross-selling than any other off-line platform, you will be able to dramatically increase the money that you make without increasing your work.

Here is an example:

let's go back to that certified plumbing contractor. Okay, we have been doing his online reputation management for two or three months and we're collecting a good monthly check from him and he is really pleased with our service.

While working with him, we noticed that his website could really use an update. Perhaps his website needs some serious search engine optimization done, or maybe he doesn't even have a Google plus local page yet.

Does this plumbing contractor really need these services? Yes, he really does need more marketing services so that he can make more money and support his family and live the life that he wants to live being a plumber. So he has two options, he

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can either purchase the services from somebody he trusts, like us like us because we have been doing so well with his online reputation stuff, or you can take a risk and purchase from somebody he hasn't done business with before.

What do you think he is can it do? What would you do? Just think about the WSOs that you purchase. Chances are you purchase products from the same marketers over and over again even though there are awesome products from other marketers that you just simply don't trust because you don't know them. You can utilize this principle to keep in your sales funnel and offer other services.

By using simple service arbitrage, finding high quality inexpensive subcontractors and charging a premium on those services to your clients, you can actually make money without doing any extra work at all except for making sure that the subcontractors deliver those services that you are trying to sell.

Here are some of the services that you could potentially arbitrage has up sells and cross sells to your current clients:

article writing

search engine optimization

Web design

off-line marketing

graphic design

telemarketing

mobile marketing

and so much more

not only does this make things easier for your client, the fact that they are able to purchase from someone they trust, and not only will it make you more money simply by using arbitrage on services to deepen your sales funnel and put more money in your pocket, but it actually increases at your sales effectiveness.

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If you were to measure all the sales that you made, including the sales from doing arbitrage like I have outlined here, your sales ratios which are manically increase simply because it's easier to sell to somebody who knows and trusts you.

Let's take a look at an example:

let's say that you wake up one day ready to work. You have two choices. You can try and sell search engine optimization to the plumbing contractor who really likes the work that you've done in the past or you can hit the phones and try to cold call until you find somebody interested in reputation management services. Which do you think is going to be easier? Which do you think is going to be more effective?

I am certainly not against cold calling, I think it is an important part of doing business, but what I care about more is not wasting my time and trying to give my clients the best that I possibly can. You can accomplish both of these things by doing a little bit of arbitrage and deepening your sales funnel.

### **QUICK NOTE ABOUT ETHICS**

I am not your mom, I am not your schoolteacher and I am certainly not your priest but I do believe in what online reputation management can do for businesses and so I do think it is necessary to take a second to mention a few of the things that you need to keep in mind when getting yourself into this business.

It is possible to simply raid the review process and post fake reviews on behalf of your clients. It does not take that much effort or really that much trickery to accomplish. I will never condone or encourage this type of behavior. The type of clients that are willing to pay the higher end monthly checks also do not allow you to engage in this type of behavior. To be totally honest, if they found out you were scamming reviews you probably would have a lawsuit on your hands.

As an online reputation management specialist it is not your job to find 500 5 star reviews. It is simply your job to paint a realistic and accurate picture of the

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business or service that you are working for. My experience has been that if a business is going to be hiring a reputation management specialist it is because they have been wrongfully accused or are under serious attack from a single or a very small group of people.

Businesses that are willing to invest in themselves by hiring reputation management specialists are usually very good businesses. Think about it. Really your job is not hard at all and there is no reason why you should ever engage in unethical behavior such as lying or fraud simply to collect a check from a perfectly upstanding business.

OK. I am done with my soapbox rant.

Now on to actually making this process work!

## **THE PROCESS OF MANAGING A REPUTATION**

Here is where we get into the meat of making a living as a reputation manager. If you are uncomfortable with social media or web 2.0 sites this may be a difficult section of the PDF for you. I am not going to outline how to set up the Twitter account or what Yelp is. I will assume that you are an experienced Internet marketer.

Try not to over complicate this process. We want to build a business that allows us to collect a hefty paycheck every month from clients by providing a powerful service but without having to kill ourselves trying to fulfill everything we need to do. We want this to be sustainable and we want to be able to handle as many clients as possible to maximize profits and revenue. We also want to build a business that will be as hands off as possible for the client that we are serving.

If you had to sum up the job of an online reputation manager, or online reputation consultant, into a few words it would be this:

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*Online reputation manager's simply paint a realistic and positive online picture of the business that they work with. By doing this a increase customer loyalty, conversion and ultimately online sales.*

Keep this little mantra in mind as you build your own reputation management business. You aren't a yelp consultant, you aren't a Yellow Pages consultant, you are a complete online reputation manager. You are part branding agent, part public relations manager, part Internet marketer, in part customer relations manager.

## SETTING UP A FEEDBACK FUNNEL SYSTEM

Feedback is how we make the money in online reputation management. For those of you who enjoy working with your clients setting up a feedback funnel system can be a highlight of your interaction with your client.

The main issue that you will face in trying to collect feedback from your clients customers will be twofold: First, it is likely that your client will think that the only feedback worth asking for is feedback from the “good” customers. The other problem that you will run into is actually setting up a funnel system that is hands free and allows for both you and your client to get the reviews easily and quickly.

For the first roadblock - the client only seeking feedback from good customers - that is simply something you will have to work with your client on. I have found a quick and easy solution that I have liked to use in the past.

### Easy Solution #1

This is where you start to really work with your client. First thing that you want to do is take a look at all of the graphics that I've supplied in this product. There are some Facebook affects there are some banner ads, there are some postcards, there is some flyers etc.

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Work with your client to determine which of those you want to use to draw traffic to this simple web based system than going to show you in the video. You will use the graphics to draw people to this website where they can leave a review in such a way that it allows them to flood the review sites with positive reviews and sends the negative reviews directly to the client and not to the review sites.

Here is a quick video on that system [VIDEO](#)

Hopefully you got an idea of how you could use the graphics to direct people to the traffic. You could use the banner ads on the client's Facebook fan page to draw people to the review site, you could use a flyer to hand out to people in which there is a call for feedback somewhere within the flyer, you could eat hand out business cards to customers, there are really so many ways that you can drive people to that review portal. The important thing is that you get people to the review portal so that they can weed themselves out between the good reviews and the bad reviews.

If you do start offering incentives, I highly recommend that you check out the plug-in that we've created as a bonus offer. The plug-in actually create the content blocker which can only be unlocked when somebody leaves a review or likes them on Facebook or shares them on Google plus or treats about them. This is a fantastic plug-in because it allows you to lock the incentive and it also allows you to approach reputation management from a more broad scale.

Since it is rare to be successful in e-mailing Yelp or Google and asking them to remove certain reviews we need to flood the negative reviews with positive ones.

### Shady Alternative

There is another alternative which is a little bit on the shady side but I still think it works. Basically you can print out a postcard or some traditional flyer that will allow your client to hand deliver or mail/e-mail to his or her customers as a request for feedback. (You may have seen similar flyers in restaurants).

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The response you receive from these will of course either be a telephone call or a handwritten or typed letter in which you can then turn around and post the reviews either yourself using different IP addresses (again very questionable, or you can hire somebody on Fiverr to simply post the review that you have supplied them.

There is also an interesting robot that you can use, and if you are into automation this is a really good deal for you, it is called Local Business Listing Robot and it will actually drip feed the reviews that you put into it to all of the major sites like Yelp etc. I have never personally used this robot but it seems interesting.

## **OUTRANKING BAD REVIEWS**

There are many different ways that you can approach trying to outrank bad reviews and how you charge your client. There are some online reputation specialists who simply offer services in which they will outrank a bad review with a good review and that is the extent of service that they are willing to sell.

In my opinion the bigger money and the real answer to the problem that we are trying to solve is in knocking the bad review off of the first page completely. This can be done many ways and I am certainly not offering a complete step by step system here on how to outrank or knock off a competitor from the first page of Google. If you are looking for a complete step by step system to out ranking your opponents are getting them knocked off the front page I recommend that you check out some of the amazing WSOs that have already been written on search engine optimization.

What I do and talk about is how to outrank sites like ripoffreport.com. I actually had an e-mail from one of the purchasers of the original version of this product and he said that he had a friend who used trying to help who had been wrongly accused of poor business practices on a site like this. He was trying to figure out how to outrank these rip off reports and so I want to lay out a few simple tips and tricks that you can use to actually outrank sites like this.

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The very first thing that you need to realize when operating as a reputation management consultant is the power of numbers. So many products about reputation management are concerned with knocking the bad reviews off the front page of Google completely. I don't necessarily agree with this.

I have found that you can dramatically increase the business that your client receives by simply outnumbering the bad reviews on the front page in a ratio of 1 to 5. What do I mean by this?

If there are two negative reviews on the front page of Google, then you need to somehow flood that entire front page with a 8, 9 or 10 positive review results.

So how can you do this?

I suggest using more than one medium for flooding the front page. I recommend setting up a WordPress blog, a WordPress.com blog not a WordPress.org blog, I recommend setting up a blogger blog, and I recommend flooding the front page with images and videos for YouTube.

Not every search engine result has to necessarily be a blog post or a website that you own per se. You can flood the results page with photos, YouTube videos and some of these Web 2.0 sites. You can even flood the front page with PDFs.

One of the most effective, in terms of time to from page, are actually Squidoo lenses. I have found that Squidoo lenses do really well particularly for some of the smaller search terms related to businesses.

Let me run you through an example of how I would approach flooding the front page of Google and destroying the rip off report.

### [The Keywords](#)

I don't really do too much in terms of keywords with the small businesses in trying to compete with the rip off report. Again, we are necessarily trying to knock off the rip off report, we just want to have more positive results than negative results.

But what I do like to do is this:

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### [Keyword Video](#)

#### Creating The Content

Like I said before, I don't really want to get too much into SEO, I think there are plenty of better SEO WSOs out there, but I do want to show you a few quick and easy ways to get positive vibes going on the front page of Google for the search terms that you found.

#### Squidoo

I really like squidoo. They rank easily for many of these smaller local keywords that are associated with these businesses, they look really professional and they give that "third-party" vibe and they offer something very unique.

Squidoo lenses, when they begin to rank will give you a HUGE list of long tail keyword that you may not have been able to find from using Google analytics and your low own low PR site. Because of the massive size of Squidoo, you can jump on their PR and they have really nice tracking software in their dashboard that will give you a long list of keywords.

You can then take these longer tail keywords and use them to further flood those search terms with positive reviews and insights.

#### Video

I really, really like using video for flooding the front page. I think video is more powerful than written word in a lot of ways, particularly with many buyers, and video is really easy to rank, and it can be mind blowingly fast to rank them

To create videos I like to either set up an iPhone camera or an iPad camera at the place of business for my client and just have them record their customers giving feedback. Then you can take that video, quickly upload it to YouTube and BAM!

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you already have one video done to flood the front page. Again, I like my time, so I usually just leave one of my Ipads at the place of business (and you can set it up to be fun for the client or the customers) and just have them speak their mind about the business.

You could ALSO (if you don't have access to a simple camera like this) or if your client isn't interested in doing what I outlined, you can simple collect written reviews (you should prob ask for permission) then go over to fiverr.com and have one of these guys read off a testimonial from an actual client:

<http://fiverr.com/banjoman15/give-a-real-looking-testimonial>

<http://fiverr.com/screamingfinger/give-you-a-video-testimonial-wwithout-business-suit>

<http://fiverr.com/jaimbalaya/create-a-testimonial-for-your-website-product-or-business>

<http://fiverr.com/cheekymm/record-in-my-australian-accent-a-45-sec-product-or-business-testimonial>

<http://fiverr.com/kristaconwayca/creat-a-video-testimonial-on-anything-you-need>

There are really so many different styles, accents etc out there on fiverr. You can go for the more professional styles, or you can even do some of the goofier ones, it really depends on the need of your client (if they are a candy and ice cream shop, you probably don't want to be using a suit a tie guy).

The point that I want to make in this section is simply that if you do plan on knocking the bad review off of the front page entirely it will take a lot of work. You will probably have to set up several blogs and work them tirelessly until you are able to cram the bad review onto the second page.

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### [Darn Near Automate The Entire Thing](#)

To say that I am lazy, would probably not be totally accurate, but I will tell you what I am, and that is impatient. I don't really want to spend all that time doing keyword research and then writing the article for the client.

I have outsourced content (and I will show you some of my favorite places to do that further in this guide) but sometimes I do get sick of letting other people (writers) take my money. I mean, I am the one who got the client in the first place, so I want the money that they are paying me for.

I actually came up with a really awesome plugin that a developer friend of mine made for me. I convinced him to let me share it with you guys and even got him to offer developers rights so that you can use the plugin on ALL of your client's sites.

[Check Out The Plugin Here](#)

The nice thing about the plugin is that it allows me to cut down a tremendous amount of time when I am creating the content for my clients sites for taking down the big dog bad review sites.

As you may have read in the copy of this WSO, I am not wanting to teach you guys how to become Yelp consultants. While one of the prospecting methods that I do teach will use Yelp as the example, the big money is in working with these businesses that are being attacked online by third party blogs or other scam type sites.

Honestly, if a business has bad reviews on Yelp, it is probably because it is a bad business. Those types of clients are harder to work with, they probably aren't going to have a big budget to spend on marketing.

Businesses who are getting attacked by RipOffReport or a third party blog or news site, are probably getting those bad reviews BECAUSE they have competition. And

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most businesses, I have found, that are getting attacked like this are MORE likely to have the wherewithall to invest in marketing aka rep management. These are just my personal experiences, and it may be a Northwest thing, but that is what I have found to be the case.

That is why I think it is so important that you have that keyword plugin tool. There was a rep management plugin going around the forum for a while, but I never got it because it was only for Yelp, and I will show you how to collect reviews for Yelp really easily (while making the client do the hard work) but I use the keyword plugin all the time to flood the front page with content.

## **ENAGAGE IN SOCIAL MEDIA**

Reputation management is about more than being always on the defensive. The best defense is a good offense! If you are not actively using Twitter/Facebook/Linkedin etc. to push out a positive vibe and re-establish the good name of the company that you are working for than this will never work.

Good businesses rely on a positive ROI, not just internet marketers. If you can not only reduce losses but actually increase gains you will end up getting paid more, getting paid more often and getting TONS of referrals.

I have found that the best place to engage with others as a representative of the company that you work for is by going onto Linkedin and spending time interacting there. If you need more information on how I go about doing that stuff, please watch some of the Linkedin videos in the bonus website that I have given you.

The point is that you need to be proactively engaged in social media on behalf of your client. It will help their SEO, it will help with sales and it will help you earn MORE money and the ability to land HUGE clients.

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### **HOW TO SELL REPUTATION MANAGEMENT SERVICES - PUSH METHOD**

I have added a worksheet (THE LANDING YOUR DREAM CLIENT worksheet) that you can fill out as you work through this portion of the PDF. By the end of the worksheet you should have a good idea of who you are going to target (specific business names), how you are going to approach them and what your goals will be both financially and as a business.

#### **SELECTING THE RIGHT NICHE**

When first starting any business we tend to want to be a universal "jack-of-all-trades" type (not to be confused with having up sells or cross sells). We want to be everything to everybody simply because it seems like if we do that, we can make more money. The reality is that the more we stretch ourselves thin, the more muddled our brand and mission become and the less clear our prospective clients are about what we do.

Selecting a niche to go after can be a very difficult process. I have included a list of some of the best businesses to approach if you are trying to sell online reputation management services, but you may find more following the criteria that I will lay out here.

The businesses that we are trying to approach are businesses that would be greatly affected by one or two negative reviews. You may think that every business would be negatively affected by one or two bad reviews but the truth is the only businesses that actually lose money when negative reviews are so few in number are those businesses that are either brand new or require few clients to operate.

To give you an example of what I am trying to say consider a lawyer. Perhaps this lawyer only works with 10 clients at any given time. Let's assume that she is currently in equilibrium in terms of supply and demand. She isn't turning anyone away for business but she also doesn't have to really go out and look for business. Perhaps she has a website that brings in enough traffic for her to get enough clients to have 10 clients at a time.

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Now let's say that she gets a negative review on a scam site and it somehow draws more traffic than her own website. Even if the negative review reduces her overall client base from 10 clients at a time to 7 clients at a time we are talking about 30% reduction in work from a single negative review.

These numbers are more than typical I would even say that for small businesses like the case of this lawyer and negative review could drop overall revenue by 50% or more. Don't believe me? Spend some time in the restaurant biz and you will soon see how much one or two negative reviews will affect those small businesses.

Here is a list of types of businesses that could use your reputation management service (just off the top of my head):

Lawyers:

Tax attorney (These guys get negative reviews ALL the time)

Divorce attorney (So do these guys)

Bankruptcy lawyer

Malpractice attorney

Criminal attorney

Repair/Construction/Home Businesses of ANY Type:

Plumbers

Roofers

HVAC

Carpenters

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### Handyman Services

Electricians

Contractors

Painters

Interior Decorators

Food:

Restaurants

Catering

Private Chefs

Personal:

Tattoo/Piercing Parlors

Tanning Salons

Hair Stylist/Salon

Massage Therapists

Nail Salons

Day Spas

Gyms

Yoga Studio

Transportation:

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Limousine Service

Mobile Ambulance

Airport Shuttle

Private Cab Companies

Funeral Car Drivers

Private Car Rentals

Wedding (These businesses live and DIE by reviews - big money here):

Wedding Planners

Wedding Catering

Wedding Venues

Wedding Photographers

Wedding Suppliers

Wedding Dress Shops/Makers

Wedding Ring Stores

Animals:

Veterinarians

Horse Stables

Pest Control

Animal Trainers

Animal Day Cares

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Animal Grooming Salons

Pet Stores

Medical:

Private Care Physicians

Dentists

Orthodontist (These guys are great. Lots of cash, deal with kids which means they deal with parents and parents are HEAVY on reading and leaving reviews)

Cosmetic Dentist

Elderly Care

Care Centers for the Mentally Handicapped (Believe it or not but most of these are FOR profit. I used to work for one. They made HUGE money.)

Chiropractor

Physical Therapist

The possibilities really are endless. I just wanted to give you a quick list off the top of my head to show you how much potential there really is out there to be making a full-time living doing this online reputation management stuff.

What it really boils down to is who do you want to help the most? As I mentioned in the beginning of this PDF and will continue to mention throughout the rest of this PDF and any future PDFs or any other WSO that I ever create: if you are not approaching this with the mindset of helping others in solving their problem then you will fail as a business.

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### **FINDING IF THEY NEED ONLINE REPUTATION MANAGEMENT**

For those of you who have spent a lot of time online and have purchased other WSOs you probably already know how to do this part, but for those who may be unfamiliar I will go ahead and show you how to find those businesses that are in need of your services.

I have also included a fantastic bonus offer to this WSO. It will automatically scrape all of this information (what I am about to show you how to do manually) and it will give it to you automatically. You can save HUGE amounts of time with it and I highly recommend that you at least watch the video to see how it works. For just a couple of bucks you can be funnels 10 - 20 leads a day into your pipeline.

I have created a video for you to watch for this portion of the WSO. It will be better if you can watch over my shoulder as to how to do this:

#### [HOW TO FIND PROSPECTS VIDEO](#)

### **USING THE PROMOTIONAL MATERIALS FOR INITIAL CONTACT**

I have included an insane amount of promotional materials for you to use in this WSO.

In the push method we will be using mostly the emails, the short copy, the cold calling scripts and the give-away cards. You will receive a lot more training from the podcasts as to how to actually make this part successful but for now I will give you the basics.

Remember the old marketing adage “A customer has to see something 7 times before they buy it”? Keep that in mind and realize that we need to get in front of

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our prospective clients at LEAST that many times before we can be sure we have done everything we could to close the deal.

### Step 1: Initial Contact

There are many marketers out there that say sending an email first like this is a really bad idea. For them it might be. I make a healthy living doing it exactly this way and I like sending an email first. You know why? Because sometimes you might just get lucky and the only thing you have to do is send the email, why dismiss that possibility right off the bat? Sales is a numbers game and eventually your number will be up and you can cash in on it.

Plus, the bonus offer that I've included with this product helps you to gather a massive amount of e-mails in a very short amount of time. You will be able to easily have a long and large list of e-mails to be able to send to. I do recommend that you be sure to follow all spam laws, but you can send friendly e-mails to businesses without violating spam laws.

Go get the swipe emails folder from this WSO and make sure to download the emails to your computer. You will also need the Short Copy swipes for the email headlines. All you have to do at this point is select one of the OPENER emails and modify it to make sure that you are putting the right name in the proper places. Send that email with the short copy swipes as the title and you will be on your way!

Wait 24 Hours.

### Step 2: Send FOLLOW-UP Email & Call

I never recommend selling fear. It rarely works, but you can ALWAYS sell urgency. When it comes to reputation management urgency is the name of the game. We don't want to try and scare our clients but if we are always following up and putting a bit of pressure into solving this problem, that "vibe" of urgency will rub off on the prospect and we can make our close.

For this step all you have to do is select one of the FOLLOW UP emails and a headline from the short copy swipe file I provided and send the second email. YOU WILL ALSO BE CALLING TODAY. I know this sounds terrible and scary and

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horrible and like the worst thing ever – but I promise you it isn't. I give tons of cold calling tips in the sales podcasts I have provided and really think you should take a listen to them.

I also recommend that you check out Jason Kanigan's sales training WSO. If you want to explode your sales, then you really need to take a look at his product. This guide is a cold calling master any of several different products, the one that I recommend this is eliminating the fear of cold calling. He will help you to develop your own script as well as literally take the fear of cold calling out of the process.

[His Amazing Script Consultation](#)

[His Incredible Get Rid Of Cold Calling Fear WSO](#) (Some Of The Best Money I Have Ever Spent On The Warrior Forum).

The fact of the matter is, eventually you will have to make a cold call. There are ways to warm the call up, but if you're going to work in the off-line world, you do need to talk to these people. And a cold call doesn't necessarily mean picking up the phone book and just starting to dial numbers, but cold call can also be calling someone for the first time that you haven't spoken to before but maybe e-mailed.

For example, Anthony Devine and I had a cold call when we decided to launch this product, even though we had emailed a few times. If you want to make money in the offline world, you are simply going to have to communicate with people, there just isn't any way around it!

When you make these calls feel free to use the cold calling scripts that I have provided as well as listening to the cold calling methods that I have laid out in the podcast trainings. Remember this one VERY important thing about cold calling – YOU ARE NOT MAKING THE SALE ON THE PHONE. YOU JUST NEED AN APPOINTMENT.

Hopefully you got the appointment. If you did get the appointment then I absolutely recommend skipping step 3, and just go straight to the meeting and make that close!

Otherwise, continue on to step 3.

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### Step 3: Send Invitations to Free Stuff

I have included several versions of the giveaway card that will match with a business card that you can print out. I recommend that you send one of those giveaway cards inviting the prospect to either receive a free eBook or some other incentive you can think of. If you do not want to send (or even give it in person) the giveaway card then I recommend that you send an email with the invitation.

If you find that the prospect might have been a little bit interested but was either too busy or wasn't there, then I recommend sending them to your landing page with the eBook. While on your landing page they may want to look around and find out about your services while the DIY types really aren't interested.

Either way you will get their email addresses and hopefully you will follow my advice about the tutorial site later on.

### Step 4: The Meeting

The best sales advice I ever received was "Quit trying to be like a teenage boy when making sales. You need to court your client before you demand the goods." DO NOT show up to that meeting obsessed with the close. There may be some amazing sales people out there that can throw down a close in a single meeting, but it is more likely that you need to take a different approach.

Instead of focusing on closing the deal and collecting your check, focus on how you can help them. If you want to put your prospect at ease almost immediately, then walk into your prospects place of business, shake hands, sit down and say, "I just want to see if there is anything I can do to help you make more money." This works for me almost every time! I don't always close, but I ALWAYS get the prospect to lower their guard and the meetings always go smoothly after that.

More important than simply saying "I am here to help" is actually being ready to help. I recommend that you find some local Web Designers, SEOs, Programmers etc. to work with. You don't have to partner with them, you don't have to JV with them, all you have to do is agree to refer work to each other and carry each other's business cards around.

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You want to know who my #1 saleswoman is? A programmer from a city two states away! She is ALWAYS sending me referrals and I am always sending her referrals. Anyways, back to the meeting!

I have found that many times, small business owners in particular, will assume that you are a full service web person. You may very well be, but for our purposes we are only going to be talking about ORM. So how can you leverage a situation where you walk into a business meeting with a prospect where the following happens:

You: "Hello. Nice to finally meet you. I just want to stop by today to see if there is anything I can do to help you make more money."

Prospect: "There sure is! We need a website redesign. I don't like how it looks. Do you do that?"

How can we turn this into a money making situation? By utilizing our partner network that I mentioned earlier and will be talking a lot about in the sales podcasts. When you pull out another contractor's business card and make a recommendation you AUTOMATICALLY gain authority status in the eyes of the prospect. I cannot tell you how many clients I have been able to upsell service after service to because I recommended someone from my referral partnership network.

It may sound counter-productive to be attending meetings and getting other people's business cards but that is the entire purpose behind these meetings. You want to be viewed by the potential client or prospect in such a way that allows you to not only have authority status but to become a trusted adviser in their eyes. If you have never owned a small business before then you cannot imagine how grateful small business owners are when they come into contact with somebody that is so willing to help them.

Whether or not you collect a check the first meeting it is more important that you both walk away feeling like it was a good meeting. Some clients take one meeting to close and others take 10 meetings to close. I once had an offline clients who

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took eight months to close the boy was I glad when he finally paid that check because it was worth it.

### **Step 5: The Close**

Most Internet marketers are really good at steps one through four. Internet marketers have spent a lot of time selling products online and are amazing at creating funnels to get eyeballs on products, but closing a sale in person is very different than closing online. That is what separates us offliners from the online world. It is entirely up to us to close the sale.

So how do we close a sale? I think that different people close differently. Very few people like to bring up the topic of money in a good relationship whether it is business or not and that is what makes closing a sale so difficult.

Before we go any further you must have a plan for each individual client, or at least an idea, as to how long you will work with them before moving on. I gave an example earlier where I spent nearly eight months working with a single client to get him to close. Some of you might look at eight months and say that there is no way that you will ever work with a single person for that long. I will spare you the boring details but I was determined to take as long as it took to close this sale because the amount that I was charging meant that I would be set up financially for at least the next six months on that SINGLE client.

How did I eventually close the sale after eight months of working back and forth? I simply offered him a discount to rush the signing of the contract.

In most instances if you approach sales as being somebody who simply wants to help then eventually the client will do the closing for you. There are certainly some warriors on this forum who would scoff at waiting for the client to close the deal but I am not interested in one off projects. I look to establish lifelong relationships with the clients that I develop. Acting like a teenage boy and asking for the goods before proper courting is not my style.

I have supplied a contract for you to use. Contracts are crucial. The nicest people in the world turn into monsters when you start accepting their money. Make sure

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that you have them sign a copy, return a copy with their signature to you and that you have done the same for them.

For more tips on how to close a sale I recommend that you listen to my sales podcasts on how to close a sale.

## **HOW TO SELL REPUTATION MANAGEMENT SERVICES - PULL METHOD**

I certainly think that you can do really well with the push method of selling reputation management services but personally I am all about the pull method. The pull method is not anything new. It is your basic Internet Marketing sales funnel but I have given you all the tools that you will need to make this work. To get a better idea about how this works, please refer to the Pull Method Mind Map.

If you are like me, you want to automate a large portion of your business so that you can get more done and do it in less time, therefore freeing yourself up for having a life of some sort.

I developed a tool that automated the lead generation portion of this Pull Method. You certainly can DO the pull method without it, but I HIGHLY recommend that you check it out. I was able to get a minimum of one smoking hot lead per day when I combined the tool and method described in the bonus offer here:

### [Bonus Offer](#)

And the pull method that I am about to describe. You must remember that keeping your sales funnel full of prospects is key, but if you are a one man or woman show, you can't be spending your entire day prospecting, because you have to actually provide the services that people are paying you for! If all you do is prospect and close sales, well then you are just a sales person, but a business owner needs to run both ends. That is why I developed the bonus offer. I use it in my own personal business all the time (everyday in fact) and I recommend that you at least take a good look at it to see if it might be something that you could be interested in.

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This part of the sales method does require that you set up the top secret bonus website that I included with this WSO.

### Step 1: Setting Up The Website And Making Invitations

I created the tutorial website because I saw a huge need to capitalize on all the DIY and low budget clients that I have run across in my offline work. I cannot tell you how many times people have told me in the past that they don't need my services because they do their own web stuff. You and I both know that the web stuff that they are doing is probably terrible and making their business much worse but we can't simply say that to their face so I built this tutorial website so that we can remain in contact with them. We can also remain in front of these perspective clients until they realize that they need help. And trust me, eventually they will realize that they need help and you need to be the one that is there when that happens.

I also built it because I saw a huge need for online marketers working in the offline world to be able to give something of immense value to use as leverage to not only get their foot in the door but to also establish themselves as high quality authorities. It is a fantastic way to let your prospects know how smart you are :-)

But how do we get these prospects to actually sign up to the tutorial website built around online reputation management? Here are a few ideas:

#### CRAIGSLIST

Have you been Craigslist lately? I keep seeing Craigslist coming back on top as a form of traffic for a lot of online marketers and it is making a triumphant return because there really is that much traffic on Craigslist! There are a few different ways you can use this site to get people to sign up to your tutorial site that I have included.

First, I would recommend setting up a post under the "community" section preferably in the "group" section. If you spend a couple of minutes on that section you will see a lot of network groups post on their pretty regularly.

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Secondly, I would recommend posting a few links within the discussion forums. There isn't a particular section devoted to business but if you follow a thread or two you should be able to figure out where you can put a link to the tutorial website.

If you are really aggressive then I simply recommend going through the "services" section and e-mailing one by one as many businesses as you feel appropriate and ethical to e-mail with an invitation to come to your tutorial website. Please to be sure to follow all spam e-mail laws when cold emailing anybody but you should be OK with emailing a handful every single day.

### **INPERSON**

In one of the sales podcasts that I've included with this WSO I talk a lot about the power of in person networking. I will even include a few networks that I know about that are incredibly powerful and actually effective networking opportunities in the podcast but for now I just want talk about a few of the ways that you can invite people to the tutorial website in person.

If you do attend networking events then I recommend that you print off the give-away cards that I have supplied in this WSO and simply strike up conversations like you would at any other networking event and kindly and gently invite people to come to your free tutorial website. It is free after all! You should not be ashamed of inviting people to something that is so amazing AND FREE!

One of the most powerful ways that you can get people to sign up for stuff - paid or free - is to hold a seminar. If you hold a free seminar teaching small businesses how to run their online reputation management AND you give them an invitation to a free tutorial website they are going to think that you are the greatest thing since sliced bread.

It is not as difficult to hold seminars as you may have previously thought. All you need to do is find a place to hold a seminar, like a church or community center (these are a lot easier to reserve than you think) and simply put together maybe a 45 minute seminar on a few of the things a small business can do to improve their online reputation. To advertise, all you need to do is post a couple times in

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Craigslist or on the community board of whatever community center you will be using. Or even get in touch with your local business bureau and let them know about the free seminar or let your networking groups know about the free seminar and you can kill two birds with one stone. Be sure to bring your business cards and giveaway cards to hand out at the seminars.

### **FLYERS**

Since I live in Portland I am not a huge fan of using flyers. Either they don't last a single day in the rain or someone tears them down or someone puts a new flyer right on top of them. I am sure that in some areas of the world flyers can be effective. I did not include any flyer graphics within this WSO simply because I do not think they are a good investment of time or money for attracting the clients we are trying to attract.

That being said, if it is something that you like to do and you have found an effective way to use flyers to gain offline attention then of course you can use flyers to promote your tutorial website. As a matter of fact you could probably just use the graphics from one of our giveaway cards and print it out really big and it would probably do better than a traditional flyer anyways.

### **Step 2: Follow Up Emails**

When the people do sign up for the tutorial website or if they do end up downloading the free eBook from your own landing page you will be collecting their email via an auto responder. I have a video talking about the auto responder in the tutorial website training videos.

For these follow up emails I like to use the emails from the swipe file that I provided labeled FOLLOW UP emails. These emails are basically just meant to try and establish some sort of relationship with a business owner so that they can feel like they trust you and feel like you are providing them all of this great value without wanting to take advantage of them.

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### Step 3: Finding Out Phone Call

This is probably the easiest cold call that you will ever have to make. I recommend that you approach this cold call simply as a follow-up call trying to figure out whether or not they are enjoying their use of the free tutorial website.

The conversation could go something like this:

You: Hello Mr. Small Businessmen, how are you doing today? I was just calling to find out if you were able to log into the membership site and how you were enjoying that.

Mr. Small Businessmen: Oh, hello there. I did login to the site last night and started looking at some of the tutorials. There is so much information! I had no idea that there was so much to do to keep my reputation safe.

You: Yes, there is a lot more to Internet Marketing than most people realize. Well, I just wanted to call and say hello and if you have any questions about the site or any of the things that you are learning please let me know.

Mr. Small Businessman: Actually I do have a question. Do you know of anyone who could set up all these accounts for me. I was looking through some of the videos and I see that this is going to take a long time!

You: Of course! I actually provide this service for many of my other clients...

That is just a silly example but it is an accurate one and something that does and can happen if you use the tutorial website.

### Step 4: Close

The close for this is much, much easier than the close for the push method. In the pull method clients usually contact us to be able to set up a deal once they realize how much work it will take. There is even an advance strategy when using the tutorial website in which you do not even have to be involved at all to close the deal.

If you understand the technicalities of setting up Wordpress themes then I highly recommend that you simply set up a paypal button or several paypal buttons

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within the tutorial website so that your clients can order services from you on demand.

Imagine when they start feeling frustrated and begin realizing how much work it is actually going to take, the small businessman or woman sees that beautiful paypal button, the answer to all of their problems! All they have to do is click to purchase your services and the problem will be fixed. I will be showing you how to do this in the training videos when we talk about setting up your site.

### **GO FORTH AND BE RICH**

If you made it! You made it through this entire PDF and you are still alive. I'm so proud of you :-) There is still a little bit more training that needs to happen before you can have your tutorial website set up with a complete funnel and be able to use those amazing graphics that my wife has made for you but now that you have read through this entire PDF consider yourself an online reputation sales master!

I recommend that you listen to the sales podcasts that I have included with this WSO and I also recommend that you watch the video tutorials on how to set up the tutorial website.

Online reputation management is in high demand and you now have the system to be able to meet that demand and collect the paychecks.

If you have any questions about anything you have read here or anything else within this the WSO please e-mail me @ [mike@mikeshreeve.com](mailto:mike@mikeshreeve.com)

Thanks!

Mike

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### Other Stuff

Don't forget to check out the two bonus offers that are EXCLUSIVE to purchasers of this WSO. These products are HOT and will help to automate your life as an online reputation management consultant.

They are offered ONLY to you as a purchaser of this product. Translation: You get the competitive edge.

Check them out below:

[Keyword Plugin Tool](#)

[1 Prospect Per Day Method](#)