



OFFLINE REVIEW TSUNAMI



The Prospecting Process

As you know by now, Offline Review Tsunami is more than just a powerful turn-key system to get your clients dozens of customer reviews overnight. It is also the simplest and most powerful foot in the door service out there.

After much testing and thought Jeff Herschy and I have honed in on and perfected a process to prospect, contact and close clients that continues to bring incredible results. In our first test run we emailed 77 business owners, received 4 replies and closed 1 client the very next day for \$197. The entire process took three hours and the only reason it took this long is because we sent out the emails ourselves rather than hiring a VA.

Remember, this isn't about getting a client to pay you \$197. It's about getting them commit. Once they pay you a little bit of money it becomes infinitely easier to upsell them on higher ticket items. For example, the client we closed is eager to begin work on web development and search engine optimization after the reviews came rolling in. Powerful stuff!

The key here is to find businesses with poor reviews or no reviews. Of course, those with poor reviews are best because they are more desperate for your service than anyone else. I've included a set of videos in the members area that goes over the process with you.

In addition to the videos I would like to provide you with a step-by-step checklist that will walk you through the entire process. And away we go...

- Open up your spreadsheet provided for you in the "Email Prospect & Jing" section of Offline Review Tsunami
- Two Primary Options For Finding Prospects
 - Search manually for businesses in your area via maps.google.com. (Not recommended because it will take a long time)
 - Hire a VA at ODesk and tell him you want to find small businesses in your area that have three stars or less on their Google Places page. The total cost for 100 businesses was \$45 for a total of 12 hours. Do yourself a favor and hire the VA! For this task you can hire a VA for \$3.00 an hour all day long.
- Once you have your list send each prospect the email template included in the "Email Prospect & Jing" section of Offline Review Tsunami. Remember to include a link or a Jing video of their places page so they can see what you are talking about.

I highly suggest you outsource the emailing too. You can setup a separate account and instruct an outsourcer how to properly send out the emails and how to include a link to their places page. This will likely set you back another \$12 but it will save you 2-3 hours so it is definitely worth it.

- You will begin to receive replies almost immediately of people interested in this system. Do your best to get them on the phone and you can close them on the spot.
- It's up to you whether you want to actually meet the client in person to pickup the check or simply setup a simple checkout process via Paypal.
- Once payment is received send client the email template that they will send out to all of their clients. Let them know that it's important for them to do this process themselves so that they can have an opportunity to reconnect with past customers.

For Starbucks cards you can show them to send them electronically at:

<https://www.starbucks.com/shop/card/egift>

- Go back to the Offline Reviews Tsunami membership and order the business cards for them.
- Watch the reviews as they come in! It's that easy.!
- You should have already been planting seeds of upselling throughout this process. Reputation management, web development and SEO should be a far easier sell at this point.

That's It. This system is that effective and that simple!