

OFFLINE REVIEWS TSUNAMI



How To Get Clients 40+ Legitimate
Customer Reviews Overnight

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Client Disclaimer

There are some professions where providing incentives to receive testimonials may be illegal or even unethical. In particular this can apply to cosmetic surgeons and real estate agents. Your client will likely know the legal details of their industry better than you do but just in case, keep this in mind.

Introduction

The Importance of Getting Your Client Customer Reviews










If you've been in the Offline Marketing business for more than a month you know the importance of getting your client customer reviews. More people than ever check up on a business online before they deal with them directly.

They go to Yelp, Google Places or Super Pages and ... you guessed it ... look for customer reviews. The power of these reviews cannot be underestimated. Think about it, if 20+ people tell you they highly recommend someone's services you are bound to listen.

Second, you can imagine how happy your client will feel when they suddenly find a slew of shining reviews all over the net. This will make any client feel good and you can bet those good feelings will be associated with you. This means more appreciation for your work and more money into your bank account.

Finally, there are a variety of SEO benefits that come with getting customer reviews. When it comes to Local SEO customer reviews are one of the three criteria that factor into offsite SEO (the other two being backlinks and citations). The more reviews you get the higher you will rank for the keywords that matter.

Another benefit is the stars that appear next to a client's name when they receive a certain amount of reviews. For example, whenever one of your client's receives 5+ reviews on their Google Places listing these stars appear in the search engine results. Check out the example below:

-  [A W Schell Electrical Services Inc](#)  - Place page
 maps.google.com - 940 Market Street, Tacoma - (253) 383-6005
-  [Alltech Electric Inc - Commercial Electrician](#)  - ★★★★★ 5 reviews - Place page
 www.alltechelectricinc.com - 425 st helens, Tacoma - (253) 927-8324
-  [Narrows Electric Residential Electrician](#)  - ★★★★★ 6 reviews - Place page
 www.narrowselectric.net - 1215 Tacoma Ave S, Tacoma - (253) 851-7077

Customer Review Statistics

Of course, I can tell you how wonderful customer reviews are until the cows come home but if my assertions aren't backed up by hard data than it's impossible to know for sure. That's why I've compiled some of the most compelling statistics on the importance of customer reviews. Feel free to use this information when prospecting for new clients as well:

1. Traffic to the top 10 review sites **grew on average 158%** last year (Compete.com)
2. **97%** who made a purchase based on an online review found the review to be **accurate** (Comscore/The Kelsey Group, Oct. 2007)
3. **92%** have **more confidence** in info found online than they do in anything from a salesclerk or other source (Wall Street Journal, Jan 2009)
4. **90%** of online consumers **trust** recommendations from people they know; 70% trust unknown users, 27% trust experts, 14% trust advertising, **8% trust celebrities** (Econsultancy, July 2009, Erik Qualman, Socialnomics)
5. **75%** of people don't believe that companies **tell the truth** in advertisements (Yankelovich)
6. **70%** consult reviews or ratings **before purchasing** (BusinessWeek, Oct. 2008)
7. **7 in 10** who read reviews **share** them with friends, family & colleagues thus amplifying their impact (Deloitte & Touche, Sept. 2007)
8. **51%** of consumers use the Internet even before making a purchase **in shops** (Verdict Research, May 2009)
9. **45%** say they are **influenced** a fair amount or a great deal by reviews on social sites from people they follow (46% say reviews in newspaper or magazine influence them.) (Harris Poll, April 2010)
10. **34%** have turned to social media to air their **feelings** about a company. 26% to express dissatisfaction, 23% to share companies or products they like. (Harris Poll, April 2010)
11. *Why* do they share? **46%** feel they can be **brutally honest** on the Internet. 38% aim to influence others when they express their preferences online (Harris Poll, April 2010)
12. Reviews on a site can **boost conversion +20%** (Bazaarvoice.com/resources/stats 'Conversion Results')

The Challenge of Getting Customer Reviews

Although the importance of getting these reviews is obvious, for many Offline Marketers it is not easy. Many people have tried implementing a Voice Of The Customer system with their client's but have had poor results.

Worst still are people paying people on Fiverr to leave reviews on their client's account. Almost overnight a client has dozens of reviews from Bangalore to Manila.

Do you really think Google is that stupid? This may work in the short term but ultimately you could lose a client or worse get your clients listing suspended. I strongly discourage people from any practice that doesn't involve getting legitimate reviews from actual customers of the business.

The fact that people would take such a huge chance with their client's Google Places page just exemplifies the difficulty in getting reviews. Frankly, you simply cannot take this unethical risk and with the purchase of this PRODUCT you never even have to consider it.

After a lot of research I have found that the primary problem with implementing a Voice Of The Customer system is two-fold. These two problems are:

- 1) Getting your client's customers to take action and actually leave a review.
- 2) Making the Voice Of The Customer system as simple as possible so that your client and their customers don't have to do very much work to leave the review.

This second problem is especially important. Essentially you want to create a seamless system that funnels honest customer reviews to your client's account while eliminating any missteps by clients and customers. Of course this is easier said than done ... until now.

The Push Button Voice Of The Customer system

This product will make it incredibly easy for you to get dozens of reviews for your client practically overnight. This is not an exaggeration.

One of my clients, a dentist, went from 6 reviews on Google to 47 in less than 48 hours.

Here is an overview of what comes with this package:

The Voice Of The Customer system Flyer –You can use it in direct mail campaigns, emailing while prospecting or simply hand it to your client during your initial meetings. It provides a simple to understand overview of why this service is crucial. You will be able to brand this flyer with your logo and contact information.

“Voice of the Customer” Cards – These are what make this system so powerful! Within this package you will find three templates that your client will give out to customer’s each time they visit.

These are business cards that offer a Starbucks card or a discount off their next visit once they have left a review and emailed the live link to the business owner. One of the Voice Of The Customer cards are even integrated with your next appointment for specific business (medical professionals, hair designers etc...). Not only do these look really professional, they provide an incredibly effective way to get more reviews.

Generic Cards



***Each Layout Option is available in Red, Green, Blue, Yellow or Black**

Starbucks Coffee Cards



*Each Layout Option is Available in either Green, Black, Blue, Purple or Red.

Appointment Cards



*Each Layout Option is available in Red, Green, Blue, Yellow or Black

HERE IS THE KICKER: Everything has already been DONE FOR YOU. I am hooking you up with my printer who I have used for over 7 years and have probably printed over a MILLION pieces with him. We have set up a complete back end ordering system for you. This is all done online in the membership area in 6 easy steps.

1. Choose a Quantity:

- Quantity Pricing: *
- 500 Cards . . . \$29.00 + \$10.00 Shipping & Handling
 - 1000 Cards . . . \$39.00 + 12.00 Shipping & Handling

2. Choose a Layout, Color & Offer:

- Select a Layout: (see examples above) *
- Layout 1
 - Layout 2
 - Layout 3
 - I will upload my artwork that is already prepared

Select A Color: *

- Select an Offer: *
- Get \$10 Off
 - Other Custom Offer

Other Custom Offer: (if not using \$10 Off)

3. Upload Logo for Your Cards:

UPLOAD YOUR LOGO:
(jpg format only)

Optional Upload: (If supplying your own artwork)

UPLOAD YOUR DESIGN FRONT: (PDF or JPG format)

UPLOAD YOUR DESIGN BACK: (PDF or JPG format)

4. Custom Information for Your Cards:

Business Name: *

Your Full Name: (ie. Dr. Harvey Smith, DDS) *

Website Address: *

Your Business Address: *

5. Contact Info & Deliver Address:

Name: *

E-mail: *

Phone Number * -
Area Code Phone Number

Delivery Address *
Street Address

Street Address Line 2

City State / Province

Postal / Zip Code Country

6. Credit Card Information:


Full Name on Card *
First Name Last Name

Card Type: *

Credit Card Number: *

Expiration Date: *

Billing Zip Code: *

Enter the message as it's shown
 

Your cards will arrive in 5-7 business days. You'll receive 500 business cards for just \$29. This means you can implement this Voice Of The Customer system for next to nothing!

Email Template – This is the template you will have your client send out to their email list. It has been tested for conversions and yes, it really works. If they don't have an email list, take advantage of the opportunity to upsell an opt-in form. I highly recommend integrating [PopUp Domination](#) with your client's sites.

Of course, this Voice Of The Customer system works even though they don't have an email list. Rather than send emails send snail mail out using the email template as the letter.

Why Is This System So Effective?

Remember when I mentioned the two biggest challenges with implementing a Voice Of The Customer system is getting client's to take action and making it as seamless as possible? Well, this product takes care of both of them.

Problem 1 Solved

Client's now have a very good incentive to take action. They receive a free cup of coffee or a discount on services just for taking a minute out of their day to leave a good review. If the client's customer has had an overall positive experience with their service anyway then this little incentive makes it all the more likely that they will leave a glowing review.

Problem 2 Solved

Providing incentive to take action is not a new concept, however making the entire Voice Of The Customer system seamless for you is. That is what makes this PRODUCT so special. You are provided with an email template that guarantees more results. Especially awesome are the incentive business cards that you will have your client hand out every time someone visit.

By solving these two problems, this system will provide your client with dozens of reviews COMPLETELY SEAMLESSLY, WITH VERY LITTLE EFFORT and making you LOOK REALLY GOOD in the process.

A Few Brief Disclaimers

Although I had mentioned this at the start of the report I want to make sure I emphasize this further. There are certain industries where offering customers incentives to leave reviews is against their rules and regulations. For example real estate agents and mortgage professionals have to follow a law called [RESPA](#) (Real Estate Settlement Procedures Act). By offering a client an incentive to leave a review could be a violation of this law. Cosmetic surgeons have to follow certain ethics

and can't trade anything for services or products. When approaching businesses with this program be aware they may not be allowed to offer an incentive.

If for whatever reason you believe the incentive aspect of this system is not a fit for the client, then simply leave it out! It's not all that crucial. I have implemented this exact system with a cosmetic surgeon, removed the incentive and the system worked just as good.

The most impressive part of this method is that it is a total turnkey system that will make you look incredibly professional. Your clients will look like ROCK STARS to their clients/patients/customers.

Another aspect you want to keep in mind is [Google's advice to customers leaving reviews](#). It reads:

- ***Conflict of interest***
Reviews are only valuable when they are honest and unbiased. Even if well-intentioned, a conflict of interest can undermine the trust in a review. For instance, do not offer or accept money or product to write positive reviews about a business, or to write negative reviews about a competitor. Please also do not post reviews on behalf of others or misrepresent your identity or affiliation with the place you are reviewing.

The key here is that you are not incentivizing your client's customers to leave positive or negative reviews. You are simply incentivizing them to leave a review period. Thus you are totally following Google's quality guidelines.

How To Use This Service

Now that you know how this system works and why it is so effective how to use it is really up to you. I've found two approaches that work really well.

Local SEO

I include this Voice Of The Customer system as part of my Local SEO packages. One of the most effective methods to keep your clients onboard for monthly SEO is to shoot them good news when it comes. This can include an increase in traffic, rankings and especially reviews. I use Google Alerts to track the reviews, which I will discuss later.

Reviews are very powerful social proof. I often take a before and after shot of their places page while implementing this system. Shooting them a link to dozens of reviews makes them really happy and ensures that they will be my clients for a long time going forward.

Reputation Management

You can also sell this service separately as a reputation management service. This is the PERFECT LEAD IN. You can charge \$197 to implement your system and you can make it happen instantly.

It's easier than Facebook Fan Pages and Google Places Set-ups. After making this happen, upselling to recurring SEO services is a cinch.

I use software called [Localizer Lead Tool](#) to find businesses with poor reviews online and then shoot them a quick video on how I can help and improve their reputation in as little as 24 hours.

The Power of Google Alerts

One of the most powerful features for reputation management is [Google Alerts](#). This FREE little tool allows you to monitor what is being said about your client and where it is being said. This is useful because you are alerted instantly and can notify the business owner about the review or any other information whether it is positive or negative.

As an extra tactic you can also monitor your client's top competitor's and learn where they are getting their citations and who is mentioning them






Here is the beauty of this service. It is incredibly easy to setup and once you do, it will likely take you about an hour a month to do this job. You can easily charge a client \$97-\$197 / month simply to make sure that their reputation is handled well. This service is more than worthwhile for them after the stunning statistics I've shown you at the start of this report.

To setup your Google Alerts check out this link: [Google Alerts](#)


How To Prospect For Clients

While this PRODUCT is not meant to be a sales course, I would be remiss if I did not provide you with a sensible approach to find clients for this service.


The simplest method is to search through Google. Just type in a geo-targeted phrase and a profession to find your leads. For example, "Portland Dentists." The search results will look like this:

- A [Green Apple Dental-Downtown](#)  - ★★★★★ 25 reviews - Place page
[www.greenappledental.com](#) - 1320 SW 2nd Avenue, Portland - (503) 224-0133
- B [Pearl District Dental](#)  - ★★★★★ 12 reviews - Place page
[www.pearldistrictdental.com](#) - 1211 NW Glisan St # 201, Portland - (503) 977-3275
- C [Theresa Calcagno DMD PC](#)  - 2 reviews - Place page
[portlandcitydental.com](#) - 511 Southwest 10th Avenue #704, Portland - (503) 227-2883
- D [Downtown Dental Associates](#)  - 1 review - Place page
[ddaportland.com](#) - 1221 SW Yamhill Street, Suite 310, Portland - (503) 227-0958
- E [A Downtown Dental Care - Lance D. Bailey, DDS](#)  - 4 reviews - Place page
[www.downtowndentalcare.net](#) - 511 SW 10th Ave. Ste. 1114, Portland - (503) 228-4122


Then I simply look through their places pages until I find some negative reviews or someone with very few reviews. I make my way down and get to Letter E: "Downtown Dental Care" and see the following:

 Katie - Mar 8, 2011
★★★★★ **Dr. Bailey was so friendly....** as with the rest of the staff. I had a teeth cleaning. I totally recommend this office. :)


Was this review helpful? Yes - No - Flag as inappropriate

 megan - Feb 1, 2011
★★★★★ **I hadn't been to the dentist in about** a year and was a little nervous. The place is up in an office building and I was a little weirded out until I walked in the door! The living social /groupon I used made it affordable, but I realized that the folks who work there aren't trying to sell me a bunch of extras, either. They're reasonable, cheerful, and my appointment was a breeze! My friend said they tried to sell him a treatment - but I think he needed it and they were being very upfront about - and when he said no they dropped the issue. I will definately go back for a cleaning if I can find a steal of a deal again. - I had fun!

Was this review helpful? Yes - No - Flag as inappropriate

 Nov 2, 2010
★★★★★ **Did not have a good experience here.** Unfortunately, I did NOT share the same experience at all with any of these people. This office is extremely expensive and I am happy that I got out of there when I did. The staff was lukewarm as was the office. Dr. Bailey was not this cheerful welcoming dentist that is written about over and over again. I choose to come here to get the promotion but now I know why, it's a ploy to get you into the door. Thank goodness I was not in pain, my tooth does need a filling but I can wait and find another place.

2 out of 2 people found this review helpful. Was this review helpful? Yes - No - Flag as inappropriate

 Grant - Nov 2, 2010
★★★★★ **Nope** I had a root canal, (crown put on later) and two fillings. one of the fillings fell out later and the crown popped of a week later. On top of all that when I said the anesthetic was wearing off and I was starting to feel pain (on the root canal), he didnt stop. Lots of dental offices in **Portland**, I would think twice about this one.

2 out of 2 people found this review helpful. Was this review helpful? Yes - No - Flag as inappropriate

As you can clearly tell this is someone in desperate need of your help. He only has four reviews and two of them are extremely negative. Worst of all they haven't been addressed and it has been nearly a year.

This particular patient has claimed their Places listing and has a really nice website. You know they have a budget for online marketing and they are just waiting for you to help them. You can call them or email them to let them know the situation and how you can help.

[Jing](#) It Good

OK ... I know that there are hundreds of PRODUCTS out there to help you get clients. Some of them are so simple and obvious that you can't believe they were sold as a PRODUCT. Others are so complex and multi-faceted that you can't imagine ever implementing the system.

Well, I am going to let you in on a little system that is extremely simple to implement and has resulted in thousands of dollars of sales for me over and over again. This is primarily due to the power of [Jing](#).

[Jing](#) is a great screen capture tool. I use it to make a brief video for each prospect on how I can improve their Internet marketing and then send them an email. Sticking with our Downtown Dental Care example, I would actually record a 60 second video that shows him his negative reviews and what I can do to help.

This is extremely personalized and impressive to someone unfamiliar with Internet marketing like many offline clients. The fact that you made an instructional video just for them puts you head and shoulder above your competitors. Then I simply send out a brief email to the prospect with the video attached. You will be shocked to find how well this works.

Generally I like to keep the emails I write as short as possible with the primary goal of getting them to click my link to the video. The less they have to read, the faster they click and usually the better they will convert.

Jing has two versions a free version and a paid version. I personally use the paid version [Jing Pro](#). The pro version allows you to use your webcam, record in MPEG-4 and customize the video sharing page with your logo and information.

Localizer Lead Tool

Localizer Lead Tools is a powerful tool that can give you access to **data of a Google Local listing within seconds**. This data can give you an insight into how well a listing is optimized and “**at a glance**” average ratings that indicate how well their reputation is in their market place.

Using Localizer Lead Tools you can find your potential clients extremely quickly; I landed a \$2,500 a month client by using Herschy’s software. Once I have my targeted client list from Localizer Lead Tools I go back to Jing and start recording videos. I have got to the point where I can get 10 video’s out in under two hours.

Conclusion

There you have it ladies and gentleman. The ultimate review strategy on the market is now at your fingertips. You officially have one less thing to worry about with your offline business. Now you can focus more on getting new clients and not fret over keeping current ones happy.