

# How To Make A Fortune Offering Your Ecommerce Expertise To Local Offline Customers

-- Willie Crawford Interviews David Preston

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# The Interview

WILLIE CRAWFORD: Next up we have Mr. David Preston and we'll be discussing local SEO.

A lot of us are quite expert at internet marketing and all things internet marketing, you know, search engine optimization, lead generation, auto responders, all that stuff, and yet most offline businesses don't understand that stuff and they're actually quite intimidated by it. I've gone to local networking meetings, the Glazier-Kennedy Insider Circle meetings, or the local chamber meetings, and people have asked me, "How do I set up a lead capture or a squeeze page?" And I look at them like, "Are you kidding me?" But that's intimidating to them, so David and I, we're going to focus on search engine optimization.

Before we get into that, to tell you a little about David, David is a best selling author, he's a speaker, he's a consultant, he's an internet joint venture broker, and a product launch specialist. His strategies and methods have landed him in the news, on live talk radio shows, and he's a much sought after speaker at many events worldwide. He's also been featured in hundreds of articles written by many of the marketing industry's giants.

David's passion is helping business owners harness the true power of the internet—that's my passion, too—he's taught workshops to business owners worldwide for many organizations including the Small Business Administration. Many of the workshops he teaches for free as a public service to local business communities. He's partnered or consulted with the largest internet marketing industry giants available, to include, me, Brad Fallon, Ross Goldberg, Michael Penland, Alan Bechtold, Brad Callen, Steven Pierce, Jim Stroh, Alan Says Carl Galletti, Elsom Eldridge, Jr., and too many others to list, I could go on for hours probably.

David receives an average of \$25,000 for a one hour speaking engagement at events and a lot of that is because of his, the people really want to know more about what he does and so it's very powerful.

But David, even though he's spoken at a lot of internet marketing events, he's sort of moving back to the niche that he knows and loves, which is offline marketing. So he's not speaking as much at internet marketing events as he used to. One of his goals is to help online marketers realize their potential in helping local business owners, which is a relatively untapped market.

You've got all these internet marketers who are focusing on selling to internet marketers when they should be probably focusing on selling to the offline market, so that's David's passion. He currently has many top selling products on the internet which are based on his marketing knowledge. He's most famous for his offline Gold series, which includes, *Diamonds In Your Back Yard*, and the *Cash Cow Workshop* product, and of course, his *Local SEO Profits System*, which continues to gather hundreds of new clients monthly.

David is a lifetime member of the Internet Marketing Inner Circle—as am I—he's a certified international joint venture broker, and was recently considered as one of the top 50 most influential marketers on the planet in a recent poll. He's the founder and director of Legendary Consultants, LLC, with several offices in several states, all striving to help business owners increase their profits, lower cost, and realize stronger ROI than traditional marketing.

And with all of that out of the way, David, it's a pleasure having you on the show and picking your brain.

DAVID PRESTON: So it's been a wild ride over the past year.

WILLIE CRAWFORD: So how are you doing?

DAVID PRESTON: I'm doing fantastic! How about you?

WILLIE CRAWFORD: Doing excellent, except that it's a little cool here for Florida.

DAVID PRESTON: We're the same way here in South Carolina. Not used to this stuff.

WILLIE CRAWFORD: No, it was in the 20's last night here.

DAVID PRESTON: Yeah, here, too.

WILLIE CRAWFORD: Yeah. And, you know, I'll tell folks that the first time I met you in person was when I held a gathering, I went over on the Warrior forum and posted that I'm going to hold a little gathering near my house in Florida on a beach, and I just went over to a restaurant and asked them if I could pull a bunch of people together and you emailed and said you were going to drop by, and that was the first time that I had met you. You showed me what you were doing in the offline world at that time. And shortly thereafter, I watched you over on the Warrior Forum starting a thread that got like 40,000 views, something ridiculous like that?

DAVID PRESTON: Yeah, I think before it was over, it was close to 130,000 views.

WILLIE CRAWFORD: Wow! And that shows how hot the topic of internet marketers selling their products and services, their knowledge, to local businesses, and so this is a very hot topic and we're going to get into that.

I know I've heard you say that January is always a great month to start consulting with local businesses, but I recently heard you say that right now, today, is the best time. Why do you say that?

DAVID PRESTON: There's a lot of reasons for that. Of course, getting into offline consulting is pretty simple to do and there's never really a bad time. But right now is a prime time. You know, if anybody has ever considered starting to help local

business owners, and a lot of that, you know, is of course because of the economy. Susan and I were commenting the other day, we drive down Main Street even here and we'll see, you know, closed, out of business, going out of business sales, it's not a good market.

You know, so, they know they need to do something, they just don't know what to do. So now is the time. While there's a lot of—

WILLIE CRAWFORD: Yeah, I see the same thing here. You know, you drive down Main Street and you just see for sale, you see for rent, you see closed signs, and like you say, now is the time because a lot of those businesses just need to shift where they're spending their money, basically.

DAVID PRESTON: Yeah, that's it. You know, they use the same methods over and over and over and, you know, expect different result.

WILLIE CRAWFORD: Which is the definition of insanity.

DAVID PRESTON: True.

WILLIE CRAWFORD: Yeah. Now, I know you do a lot of product sales online. Do you still think offline is better... is a better business model? And if so, why would you say that?

DAVID PRESTON: Yeah, that's a good question, and I get that a lot. But to me, online is great, you know, to keep yourself out there and, you know, to help as many people as you can, that type thing, through products or product sales or that type thing.

But offline business is just a totally different animal. They're much more loyal customers and you never, ever hear from these guys unless there's something new that they want to do or they've got a problem, which is rare. You know, plus they've already got the money and they're already spending it, you know? So it's not like they'd have to save up two or three weeks to buy a \$500 course.

**WILLIE CRAWFORD:** Right, right. Yeah, I guess a lot of us online marketers think, “Well, I can just put up an e-book and I can sell that and not have to really deal with anybody.” I think that’s one of the things that scares people away from what really is very easy because these business people are looking for somebody that can help them, so, you know, I think a lot of people need to get over the fear of dealing with people, and you have material that actually steps people through the process so that they don’t have to, you know, guess at what they’re doing and I think that, I know that’s very helpful because I deal with a lot of local business people and I talk to a lot of people who are thinking of dealing with them and I know that’s one of their fears, is, “I actually have to talk to somebody.”

**DAVID PRESTON:** Yeah, that’s a lot of it. You know, and a lot of people think that their skills may be inadequate or, you know, that type thing, and they’re not an expert in the field. But I’m telling you, if you talk to some of these business owners and you know how to install an autoresponder for them, you’re light years ahead of those guys. You know, you’ve just become the wizard of the meeting if you can explain to them how to install an opt-in box on their website.

**WILLIE CRAWFORD:** Right, right. I mean, I’ve seen that. You know, I’ve sat down with people after attending a local Glazer-Kennedy Insider Circle Meeting and they’ve said, “You know, I’ve got this idea for a website, how do I capture the information of the people visiting the website?” And I look at them like, “Are you kidding me?” But they honestly don’t know how to do that type of stuff. And so it’s not rocket science as far as what you offer these businesses. I mean, today we’re focusing on SEO and I know you have over a dozen years of experience working with local businesses, what is the hottest topic or trend with local business owners, or is there one?

**DAVID PRESTON:** Yeah, there are actually a couple of trends that are pretty hot. You know, of course, having the client base that I do, we do polls with those guys once in a while and two of the

hottest trends that's going right now, and it's all over the place, locally, is what they call SEM, search engine marketing.

WILLIE CRAWFORD: Okay.

DAVID PRESTON: And the pay-per-click campaigns and online advertising just as a whole, you know, is picking up, so it's starting to come to the forefront of their mind, a lot of them are starting to realize that the methods that they used yesterday, you know, are not working today.

WILLIE CRAWFORD: Okay. And, you know, they use a different terminology than we do, don't they?

DAVID PRESTON: Yeah, they do. You say SEO and it's kind of, I guess that's kind of a techno-geeky, you know, thing to them. Their understanding of SEO is very technical and optimization and they don't want to get into any of that stuff. But SEM, they totally understand. Search engine marketing, that's the phrase that they actually use in place of SEO.

WILLIE CRAWFORD: Okay. So if you're going to talk to a local business owner about helping them with getting a website higher in the search engines, well, yeah, they think in terms of just marketing in general, so search engine marketing, I guess, means just using the search engines to do your marketing, so that makes total sense.

DAVID PRESTON: Yeah, it's really funny, because you can say SEO to some of them, they get it, some of them they look at you like you have two heads. But if you say search engine marketing, they all get that instantly, they know what that is.

WILLIE CRAWFORD: Good, good. Now, SEM, actually has always been a hot topic for all of us marketers, we may have not necessarily called it that, but why has it turned into such a hot topic with local business owners?

DAVID PRESTON: That's a good question. I think a lot of it is the customer acquisition, you know, the ease of use, basically if they can get it set up right, you know, they're finally starting to use the internet and a lot of them really don't have any choice. Some of them are actually starting to track their numbers, which was one of the biggest fallacies with all the business owners, they'll throw 5 or 6 grand, 13 grand even, you know, in an ad budget every month and they have no idea if it's effective or not. I mean, they're not tracking it at all.

WILLIE CRAWFORD: Yeah.

DAVID PRESTON: Because they have to spend the money anyway...

WILLIE CRAWFORD: Yeah, Dan Kennedy calls that, what does he call it? He calls it big dumb advertising, I think. You know, he's saying if you don't track your results, you don't know what's working, you know? So you're just throwing money away?

DAVID PRESTON: Yeah, a grand a month for a Yellow Page ad and, you know, when was the last time somebody came in your store and asked you or said they got your name out of the Yellow Pages and they're like, "Umm, yeah, you're right."

WILLIE CRAWFORD: Yeah, and actually, I was in a meeting not too long ago and we actually talked about why internet advertising is better than Yellow Page advertising.

When you put that Yellow Page out there, they can't change it. I mean, it's there for a year. You know, they can't say, "Well, let me tweak it and change the headline." Yet, with a web page, you can change it ten times a day if you wanted to, if you're getting enough traffic and you wanted to just keep testing things. And so, that's one of the big selling points that I use with local businesses. You know, I point out, even if they're doing like TV commercials, on local cable or whatever, to go in and change something about that commercial because it's not working perfectly, costs a small fortune. And, yet, with the website or web-based

advertising, you can change it whenever you want to and it's just pulling up the web page and changing the text on it, that's what one of the things local businesses love about using the internet to generate business, they can change things without having to spend a fortune on it.

DAVID PRESTON: Yeah, you can do that even daily and track it, you know, which is, we've done that several times for clients and that's a really good point. You know, is the flexibility, you know, of online.

WILLIE CRAWFORD: It's a big selling point.

DAVID PRESTON: Um-hm. No, you can tweak it and test it, do a split run, you can load several different pages, you know, rotational, there's just tons and tons of things that you can do to really narrow down and laser target, you know, the audience that they're after.

WILLIE CRAWFORD: Yeah, and they love that, because again, they know that they stick that Yellow Page ad out there and if it's not working, they just blew all that money. And I've seen people in major cities spend as much as like \$70,000 for a Yellow Page ad, a spread. Which is, you know, mind boggling to me, especially if you don't know if it's working.

DAVID PRESTON: Yeah, that's pretty crazy.

WILLIE CRAWFORD: Yeah, it is.

DAVID PRESTON: And that's probably the biggest flack that I get from brand new clients... is when I tell them, "Look, you need to cancel that." A lot of those guys are, you know, "I've been using that for a decade", you know, "I've always had a Yellow Page ad, how are people going to find me?" And I'm like, "Look, if you golf or fish, you know, if you want a new driver, where do you go? You know, do you hop on Google and look it up or do you go to the Yellow Pages?" And most of the time, they'll just look at me and say,

“Yeah, you’re right, you’re right.” And I say, “Well, what are your customers doing? I guarantee you, they’re not going to the Yellow Pages.”

WILLIE CRAWFORD: The other thing is, local businesses use direct mail and that is expensive, or can be expensive, and so it’s even slightly intimidating because they don’t know how well it’s working and yet they sell out direct mail campaign after direct mail campaign, when we can show them that...  
“Look, you just capture your visitor’s email addresses and instead of spending thousands of dollars to do a mail blast, you send an email out and it cost you nothing.” You know?

DAVID PRESTON: Yeah, pretty much.

WILLIE CRAWFORD: Yeah.

DAVID PRESTON: You can even pay a copywriter, and you know, we’ve had a system in place for ages that’s like \$150 a month maintenance.

WILLIE CRAWFORD: Right.

DAVID PRESTON: For database and list management, which we’re really not doing a whole lot for that, but it’s just putting the opt-in box on there and building their customer list and then we charge them \$100 per broadcast if they want us to build an email and send it out per sale or that type thing, and we’ll send a couple of them out for that.

But it’s much cheaper for them, I always tell everybody if you really explain it to them this way, this part they understand totally, is if you say, “Look, if you’re going to run a full-page newspaper ad like you almost always do for this sale coming up, how much does that cost you?” And it’s expensive, it’s between 3 and 4 grand, you know, on the average.

WILLIE CRAWFORD: Yeah.

DAVID PRESTON: And you say, “Well, if you’re making \$30 or \$40 profit per sale,” and that’s up there, so if they’re making \$30, 40 profit per sale, I mean, they’ve got make about 100 sales just to break even. But if you say, “Look, if you want to pay a copywriter or if you give me 100 bucks, I’ll write the ad copy, I’ll make a coupon and I’ll send it out to your list for you, blast it, they call it an email blast.”

WILLIE CRAWFORD: Yeah,

DAVID PRESTON: “Oh, blast, yeah, you’ll blast it for me.” And I say, “Yeah, I’ll blast it for you.”

WILLIE CRAWFORD: And when I hear the phrase blast, I think of, you know, spammers blasting everyone.

DAVID PRESTON: Oh, yeah.

WILLIE CRAWFORD: Buying a list of email addresses and just blasting it out to, you know, people. But that is the phraseology that the local businesses use with me, too.

DAVID PRESTON: It is funny, they’ll say, “Oh, so you’ll blast the list for 100 bucks and you’ll write all the content?” And I say, “Yeah, I’ll write everything and get it out there for you.” And if they’re not doing advertising elsewhere that’s pretty ineffective, and you can show that to them, so they’re not doing it, you can actually make that a preferred customer unadvertised special. You know, which makes it pull a lot heavier because it makes them feel special, you know.

WILLIE CRAWFORD: Yeah, they do.

DAVID PRESTON: You can say, “Hey, you won’t see this advertised anywhere else, it’s only for the customers, loyal customers on my list.”

WILLIE CRAWFORD: I remember the first time I heard Corey Rudl, the late Corey Rudl, from IMC, talk about using email for offline businesses and he talked about, you know, a barbershop or

a beauty parlor collecting the email addresses of their customers and then they notice which day of the week business is slow and so the night before or day before, they send out an email saying, “Come in and get your hair done on Thursday and we’ll give you 10% off,” and all of a sudden that beauty parlor that was normally empty on Thursdays is full and you can do stuff like that for your customers and that’s like almost magic, you know? That you can just reach out and grab those customers and pull them in.

DAVID PRESTON: Yeah, it is. It is to them. And a lot of times it works without them really recognizing how well it does work. You know, so I’ve had some clients that weren’t sure, you know, “Hey, I’m not positive this is working for me, I probably should’ve ran the newspaper ad,” and for those guys, I’ve got an answer. You know, I’ll just tell everybody on the email list that you must print this coupon out and bring it with you.

WILLIE CRAWFORD: That was what I was thinking, yeah.

DAVID PRESTON: And that works really well.

WILLIE CRAWFORD: So you mentioned the system that you have, I actually have a link to that, if I can find it. We’re talking offline, so it’s <http://timic.org/offline> and that’ll let people actually go and check out the training, the system that you let people tap into that you developed.

Now, we’re talking about some of the things that offline businesses are familiar with from our world and as I go to the local chamber of commerce meetings and I go to networking meetings, a lot of them are somewhat familiar with pay per click. Are you finding that more local business owners are doing pay per click now?

DAVID PRESTON: Yeah, and that actually kind of surprised me. When we started really launching the SEO, the local SEO product, we started hearing a lot of that. There were some of the

smaller businesses that are doing \$40,000, 50,000 a month, you know, in total sales, which is not a whole lot, pretty small mom and pop shop.

WILLIE CRAWFORD: Right.

DAVID PRESTON: You know, that were spending a couple of grand a month on pay per click. And that kind of shocked me.

WILLIE CRAWFORD: Yeah, but if you spend a couple grand a month and if you make 50 grand from that, if you're generating most of that from pay per click, that's a pretty good ROI.

DAVID PRESTON: Oh, yeah.

WILLIE CRAWFORD: Internet marketers are spoiled. And what they also do is they're looking at the fact that it's a steady, reliable source of traffic, you know? As long as they spend the same amount every month and the advertising is done in the same way, they sort of see it as, "Well, I can count on getting x-number of people through the door." And so I think that's part of why they focus on the pay per click.

DAVID PRESTON: Yeah, that's a big part of it. And I think another bigger part of it is they really have absolutely no understanding of SEO as an animal itself. And the fear of loss on that, because they don't understand it, is pay per click is their only answer. You know, and for a lot—

WILLIE CRAWFORD: Yeah, I think you're right.

DAVID PRESTON: They just go to PPC because they really don't know what else to do.

WILLIE CRAWFORD: Yeah, I mean, to them, getting on the front page of Google seems almost impossible and yet I can put up a website today and within three days I can be on the front page of Google.

DAVID PRESTON: Yeah, it's not—

WILLIE CRAWFORD: Or a brand new website.

DAVID PRESTON: And it's especially easy for offline businesses because there's very little competition.

WILLIE CRAWFORD: You're talking targeting the long tail keywords, or local keywords and stuff like that.

DAVID PRESTON: Um-hmm. Yeah, you could put plumbers and your city or zip code, you know, and that could show up in one of the top three spots in Google in a couple of days.

WILLIE CRAWFORD: And another thing that I find very powerful is Google maps. You know, you can actually list your customer with the address and all that stuff and then show them, you know, a couple days later that look, you pull up your keyword, you know, city plus plumber and there's a map and if their search engine expert doesn't understand some of this stuff, some of the stuff that you teach, then maybe they're the only plumber in the map section, which is like better than pay per click, because there's an ad off to the right of the main listings and it shows a map to this person's business. And they're like, "Wow, how did you do that?"

DAVID PRESTON: Yeah, it is, and in our system, we've actually got kind of a back door that our guys tap the guys and fill everything out for them, for the business listings and maps and stuff. But it's pretty cool because Google and Yahoo and MSN actually call, you know, our SEO clients and let them, you know, just verify information with them.

WILLIE CRAWFORD: Right, right.

DAVID PRESTON: And it just blows their mind. I can't tell you how many business owners have called and said, you know, "I paid a guy 2 grand not long ago to get me on the front page and I'm still on page 4 and you guys go to work for me and 2 or 3 days later, Google's actually calling me?"

**WILLIE CRAWFORD:** Yeah, it boggles their mind because they can see the results we're giving them. That's, you know, we're somewhat talking about us internet marketers helping local small businesses to get more business to the door, businesses that are struggling and many of them failing and so we are doing a real needed service.

We're also doing something that they can see the results of. When they look at Google and see that, "Wow, there's a map to my store on Google," you know, and "I'm listed in the top three, when I type in my city plus plumber or my city plus," I don't know, pool repair or whatever, dog groomer. That is huge because they know that the money they're spending with you is bringing results. So they happily keep spending that money with you. You mentioned earlier that business owners, they sort of understand, "If I don't spend money, I won't make any." You know, they've got to be advertising. And so they're looking for where can I spend my money that's going to get me better results than I'm getting now, basically. And when you step in the door and say, "Look, you know, risk free, I can get you better results. I can show you that you can track the results." That is so powerful that again, they will happily spend money with you month after month after month because they don't want to lose that first page listing on Google, you know?

**DAVID PRESTON:** Right. And then a lot of them also, kind of look at PPC as a loss leader. One of the guys I talked to that was spending almost \$2,500 a month, just told me point blank that he was looking at it as a loss leader, it was costing him on the front end to bring new customers in with PPC, but the lifetime customer value, was worth it. So a lot of stores will do that.

**WILLIE CRAWFORD:** And it makes sense. I mean, we internet marketers are taught, you know, if you got to spend \$5 to acquire a customer and lose money on that first sale, but, you know, over the next year or two you're going to make a couple

thousand off of that customer, then, yeah, lose a couple dollars on the front end.

DAVID PRESTON: Oh, yeah, and it's the same thing. It's just probably on a little bigger scale than most folks are used to.

WILLIE CRAWFORD: Yeah, yeah.

DAVID PRESTON: Another thing, too, is they don't understand PPC and it's normally managed by an ad company, you know, an advertising firm or something, that really doesn't understand PPC either.

WILLIE CRAWFORD: Right.

DAVID PRESTON: So the ones that we've converted from PPC to SEA, we looked at their keywords that they had set up in PPC and it was just horrible, some of this stuff. You looked in there and said, "Holy cow, who set this up?" And for the most part, it's the programmer, you know, that built the website and, you know, it's the webmaster for the company, and they're not marketers. So when you look at some of the keywords in their PPC campaigns, you're like Jiminy Christmas, boy, you're spending like, you know, twice as much as you should be.

WILLIE CRAWFORD: Yeah, I got a lot of people who's nephew, you know, that studied web design in college, did the website and managed everything for them.

DAVID PRESTON: Oh, yeah.

WILLIE CRAWFORD: And you know, they're quite proud of that nephew who studied web design, but who doesn't necessarily understand marketing or SEO?

DAVID PRESTON: No, go ahead, that's fine.

WILLIE CRAWFORD: I was going to suggest we get back to SEM. If they're using PPC, why would they need an SEM specialist?

DAVID PRESTON: I get that a lot. I've had some of the guys from two different fronts of that. One guy said, "Well, I'm already on Google maps, why do I need you guys?" And I said, "Well, it's kind of like a four-lane highway," I said, "The information super highway." And I said, "Right now, you've got one lane open and I can open three more for you." And that seems to be the answer that they're looking for. You know, which is true. You know, you've got one method, let me show you how to funnel from tons and tons of different places.

WILLIE CRAWFORD: Right.

DAVID PRESTON: And another reason is because PPC, I always tell them, is great to get you out there instantly, I mean, 15 minutes you're live on the net. You know, that's the great thing about PPC.

WILLIE CRAWFORD: Right.

DAVID PRESTON: It's also the bad thing, as soon as you stop paying, you're totally gone from the net in 15 minutes.

WILLIE CRAWFORD: And if you don't have someone who knows what they're doing, you can rank for keywords that aren't buying keywords, that aren't bringing in customers, you know?

DAVID PRESTON: Yeah.

WILLIE CRAWFORD: So you can be number one for your keyword and get it dirt cheap, but if it's not bringing in customers who are spending money with you and it's not being measured, then you're wasting money.

DAVID PRESTON: Yeah, and basically overall, they just look at the overall hit.

WILLIE CRAWFORD: Yeah, they do.

DAVID PRESTON: They don't understand PPC, so they just look at the hits. And that's where they make their decision. And if you drill down into that, even very minimally, you're going to see a lot of stuff that they're getting hit for that they really even shouldn't be paying for.

WILLIE CRAWFORD: Yeah. I even know online experts who have fallen for that and I also know one guru who's been online for ten years who actually hired a SEO company to increase his website traffic. You know what they did? They went out and set up a PPC campaign, so he noticed an increase in hits, you know, within a month and basically they spent like half the money to buy PPC traffic and send it to him and they said, "Look, we've increased your traffic," you know, and it took him about four or five months to figure out what had happened. So you just have to watch what's going on and I like what you teach because we basically deliver measurable results to our customers, which is necessary, I think.

I mean, if they see that you're bringing in customers to them, like you said, they're going to stick around forever. And that's another thing I like about the system that you've shown me, which I gave them the link for earlier of <http://timic.org/offline> In that system, you actually teach how to get customers on a monthly maintenance contract so you're not stuck chasing after new customers every month because you've got business clients who pay you and just consider that a normal business expense. I'm sure they just write it into their budgets and say, "Okay, every month I've got this expense." And they don't give it any thought, unlike when you're selling to an internet marketer who is operating on a shoestring budget and if they don't make quite as many sales as they'd hoped for one month, they ask "Well, where can I cut expenses?" And the first thing they cut is you.

DAVID PRESTON: Right.

WILLIE CRAWFORD: That's why this is such a better market, in my opinion.

DAVID PRESTON: Yeah, the clientele is just totally different. You know, really, I don't want to step on toes or hurt anybody's feelings either, but these guys, small business owners, local business owners, are true entrepreneurs. They've got a huge, huge investment, you know, and they're a success. So they're very, very serious about anything that you can do to make their business better.

WILLIE CRAWFORD: Yeah, I mean, I hang around with these guys all the time and they're serial entrepreneurs who are in like the, you know, 1 percent of the population... because most people would rather work for somebody else and let the business owner assume the risk. They don't want to put it out there, because there is risk involved with putting together a business and so it's a rare breed of person.

But they know that they need to spend money to grow their business and they know if they don't spend money, that their competitors are going to capture market share and that they will eventually be out of business. In fact, in almost every business in the offline world, it's all about, really about churning inventory. I mean, if you run a furniture store, if you're not moving furniture out and then bringing new furniture in, you know, you're not making money. If you're running a clothing store, if you're not moving clothing out and bringing new clothing in, you're not making money. So it's about moving stuff and that involves spending money and making a profit over what you spend, but it's about creating movement of inventory.

And it's just a whole new thought process. I mean, I love sitting around with business owners who are multi-millionaires and some who've, you know, gone bankrupt, but started a dozen businesses over the years. It's just so fascinating to talk to them, but they do appreciate the fact that the internet is where a lot of customers come from and they want to pick your mind and they want to know, how do I tap into this traffic? This Internet traffic?

So if you position yourself where you... most of the people on the call, most people listening to this recording, know more about getting traffic from the internet than 99 percent of the population in the world. I mean, because most people don't, most people, you know, go online to play games or shop or whatever. They don't get into SEO and all that stuff, they don't understand how the internet works.

So, we are a rare breed of people and our skills, our knowledge is needed and it's appreciated and they happily pay for it. And that's why I'm happy to bring you on the line and share your knowledge with our listeners.

Now, looking at search engine marketing, again, which is what local businesses talk about more than SEO, what goes into a successful SEM campaign?

DAVID PRESTON: Well, you know, too, it's a lot of things for everybody on the line. I mean, you're already well aware, you know, of what it takes to mount a successful SEM campaign, but locally it's much easier because there's not a lot of competition.

WILLIE CRAWFORD: Right.

DAVID PRESTON: You know, like I said for the keywords and, you know, it takes a little keyword research to find out what people are actually hitting on, and then build that into articles and press releases.

And you know, then you've got videos and audios you can put those out there through submission services, article directories and video directories and podcasting, it just goes and on and on and on. But there's tons of different ways you can do that and I've had several students in the past that offered SEO and SEM to local markets, but their biggest problem was that they would cap their self. You know, even if they're charging a couple of grand a month, which some of them were, and they were getting that, you know, they'd cap their self with three or four clients per month

because they were doing all the work, and it's a lot of work.

WILLIE CRAWFORD: Right.

DAVID PRESTON: And they couldn't, you know, they couldn't take on more than three or four clients a month, and they had people lining up, and they just couldn't do anything about it.

WILLIE CRAWFORD: Yeah, and that's another thing, you got used to charging internet marketers a certain fee and it almost feels uncomfortable charging local businesses what they would happily pay for the same services.

DAVID PRESTON: Yeah, the cool thing about it is if, and people need to think about this, too, the really, really small business owner is going to spend 4 or 5 grand a month in advertising, guarantee. You know, every month. And if you can step in and show him how to reduce that by about 70% and increase their profit simultaneously, you just become part of their budget.

WILLIE CRAWFORD: Right, right. And I watch article writers online, for example, you know, go some place like the Warrior Forum and they put up a WSO saying, "I'll write you, you know, a dozen articles for \$5 each." I've talked to local business owners who would happily pay \$50 to \$100 to have an article that's the same quality, you know, it's just a different world.

DAVID PRESTON: Yeah, these guys are, like I said, true entrepreneurs, they've got the money, they're already spending money. You know, you just have to find a way to show them how to spend it more effectively and you've become their best friend.

WILLIE CRAWFORD: Yeah, and the beauty of us offering SEM and SEO services to offline businesses is, one, we are showing them something that's more effective at bringing business in and two, we're not asking them to spend money that's extra

money. All we're asking them to do is to take that money and reallocate it to something that works better.

DAVID PRESTON: Yeah, and we've used that close several times. You know, with clients that call us from the SEM marketing we do, you know, local clients and stuff contact us and I'll say, "Look, if you're spending anything on PPC," and I can look them up and see, you know, it's real simple, you just go to Google and look their keywords up locally.

WILLIE CRAWFORD: Right.

DAVID PRESTON: And if they're using SEM, they're right there on the right hand side. And you can tell them, "Look, I know you're on spending PPC. Why don't you just reduce your ad budget by what I'm charging and still use your ad campaign for the difference and in three or four months you won't even need pay per click any more."

WILLIE CRAWFORD: Right.

DAVID PRESTON: And that's pretty powerful.

WILLIE CRAWFORD: One of the things I've mentioned several times on the call is that your system, if you will, for working with local businesses. I mentioned that because when I have a **system**, it makes my job incredibly easy. One of the things most people struggle with when they look at doing SEO or offering any services to local businesses, they ask themselves, you know, "How much do I charge?" "How do I do the work?" You know, "What work should I offer?" You know, they have all these... they have a thousand different questions because it's a new world to them, and they don't know what local businesses want. They don't know what they're willing to pay for it. They don't know how to outsource the work... a lot of that stuff like that.

I understand that you already have the hands-free system that we—that's us marketers—can use for our own clients. How does that work?

DAVID PRESTON: Yeah, that one we did a lot of market research with our own current client database and we started hearing more and more and more about SEM becoming a really, really hot topic locally. So we naturally moved in that direction.

I put together a team over a period of months and did a lot of testing on our own client database on pricing and on, you know, content and what works and what doesn't. And what we wound up with was just about a totally hands-free system, it's about as close to that as you can get. We only charge \$797 a month right now for SEO services to local businesses and out of that, \$410 goes to the SEO team in New York, and it's my team, in my office in New York, so it's not coming from some foreign country, so that makes a difference.

WILLIE CRAWFORD: It does, especially when you're doing stuff like creating videos where people notice expressions that are different or even accents different and when they're writing articles, somebody in India uses the Queen's English, which I'm not putting down, but if it's an American customer, they're going to say, "I don't write like that, you know, that's not my voice." So it's important.

DAVID PRESTON: Yeah, the New York office takes care of all of that. They contact the business owner, you know, on your behalf. So the neat thing is you just drive the traffic to a page, the local business owners, they sign up, they get a free report that's anywhere from a 40-60 page report telling them everything, in depth, what their website is not doing.

WILLIE CRAWFORD: So an analysis of their website.

DAVID PRESTON: It's a very deep analysis of the website and they can get that for free and it tells them on there, "Hey, that's a \$250 value for free." Now, once a business owner fills that out and then requests a free report, then whoever the distributor is that sent them there is cookied of course, so they get a complete copy of the form that the business owner

requested, the free report, so that's a hot lead that he knows is going to get the free report within 48 hours. Right now it's running about 28 hours, so we're doing real well on that. So they get the report within a day or so, and you also get a copy of that report.

WILLIE CRAWFORD: Okay.

DAVID PRESTON: And you just call them back, because you've got all the contact info, and say, "Hey, Willie, this is David with the SEO team where you filled out a request for that free web analysis," and they go, "Oh, yeah, yeah, yeah." You say, "Well, I just got a copy of it and I wanted to make sure it didn't go into your spam mail or your junk mail and that's basically what I was calling about. Man, there's some shocking stuff in there. Your report is almost 50 pages long, guy, so I need to schedule a time, maybe 10 or 15 minutes of your time, you know, when we can sit down quietly and go over this. There's a lot of things in there that we really need to go over."

And that's it, that's the whole pitch. Once you get them back on the phone and go through the report with them, by the time you get to page 2 or 3 even, most of them are saying, "How much is this again?"

WILLIE CRAWFORD: Because they vaguely understand what you're explaining to them, and even if they understood it completely, they don't want to do it because if you're a small business owner, you're running your business, you're worried about employees stealing from you, or vendors stealing or cheating from you. You're worried about customers slipping on something and suing you and so you've got all these other worries and you don't want to take on another job.

DAVID PRESTON: No.

WILLIE CRAWFORD: The beauty of it is that we bring to the small business owner an understanding of what their life is like. You

know, I mentioned I was at a GKIC meeting a couple nights ago and it was funny to listen to these small business owners talking about dealing with employees and vendors—the reason they go to those networking meetings, is they can't talk to anyone else about their business problems, but we understand them. They said, "If I tell my employees that business is good, they ask for a raise. If I tell them that business is bad, they quietly go looking for another job. If they find another job, they leave. And if I tell vendors that business is good, they raise their prices. If I tell vendors that business is bad, they don't give me credit any more."

We can approach local business owners, and we can sit down with them and explain that we understand their struggles, and that we can help them to get more business through the door for less money, and we can make it measurable.

DAVID PRESTON: Yeah, and a big difference with it, too, is that you're local. And that is huge in their head. You know, they don't have to call an 800 number, they can pick up the phone and call you, you know, locally, any time they want. And it's just a mindset with them.

WILLIE CRAWFORD: I've seen that a lot of places. I'm on the seminar circuit and I've spoken in Indonesia, in Malaysia, in Singapore, and I didn't, you know, when I give my presentation, at the end of my presentation I offer something. I was offering coaching. Well, the biggest problem was, people in Singapore are saying, "Well, you're in America, you know? We want somebody local."

DAVID PRESTON: Yeah.

WILLIE CRAWFORD: You know, so I understand that completely, they want somebody they can reach out and touch. They want to be able to pick up the phone and say, you know, can you come explain this to me, or whatever. You know, they want to

feel like they have control and I go through the same thing, actually.

DAVID PRESTON: Oh, sure, and I get calls from current clients that'll say, "Hey, when you going to be in the neighborhood?" And I'll say, "When do you need me to be?" You know, so that's not a big deal. You know, but to them, they love that kind of stuff because they know they can make an appointment with you, you'll shoot over there any time during the week, not a big deal.

WILLIE CRAWFORD: So your system basically is... people who are interested in getting into this business can actually go over and sign up for your system and what they get is a website where they drive customers to and the customer fills out a form and after the form's filled out, your team generates a web analysis of their business, pointing out problems and ways the business needs to be improved. The person offering local SEO using your system, they get a copy of the report, too, they call the business owner and say, "Let me schedule an appointment with you basically and go over the report."

DAVID PRESTON: Yeah, and that's pretty much it.

WILLIE CRAWFORD: And the report sells them on the services. And then, I understand, your team performs the services, too, you want to go into that?

DAVID PRESTON: Yeah, it's actually, after you get them signed on to the system, and that's very, very inexpensive, for a local business owner, \$800 a month, you know, is nothing for them for SEO.

WILLIE CRAWFORD: Right. I know people that are spending thousands of dollars a month.

DAVID PRESTON: It's a really, really hot price point. We had one of the guys, business owners, that actually took this to his programmer, the web analysis report, it was 48 pages long, I think, and called us back two days later and said, "You guys are about

half as much as my own programmer wants to charge me, so how do I get signed up in this?"

**WILLIE CRAWFORD:** Yeah, yeah. I mean, I've dealt with so many businesses that were spending \$3,000-5,000 a month on a website maintenance contract and they had no idea what was being done to their website, it's just that they knew that they needed for website maintenance to be there.

**DAVID PRESTON:** Um-hm, that's pretty much it. But it's, you know, even at \$800 a month as a distributor, what happens is, once you go over the free report with them and they ask you how much it is and you get them signed up, you're pretty much out of the picture totally. Within two hours, if it's before 3:00 p.m. Eastern, within two hours of the payment being received, one of the staff in the New York office actually contacts your client for you and that's their assigned SEO expert with, you know, a New York number and an extension, they can pick it up and call our office in New York any time during normal working hours, and they take care of everything. They also take care of, you know, a three-page questionnaire they go over with them, figuring out the best way to hammer their business. They take care of the optimization, they work with that company's programmer to get everything optimized and the keywords installed the way they need to be, so you're pretty much out of it totally after that.

**WILLIE CRAWFORD:** Except for collecting the money.

**DAVID PRESTON:** That's it. And they're also responsible for the subscriptions and the retention rate, which we monitor very closely for all of the clients that come on board. So once you get them to the page, basically your commission is \$390 a month for residuals on every business that signs up and goes through that system through you. And that's pretty powerful.

**WILLIE CRAWFORD:** That is. Are you monitoring the results though?

**DAVID PRESTON:** Oh, yeah, absolutely.

WILLIE CRAWFORD: Yeah, you want to know your customers will be taken care of.

DAVID PRESTON: Oh, absolutely. And then once a month, there's a special report generated for each client on the books that tells them where they were last month, where they are now, and the trends that they're heading toward.

WILLIE CRAWFORD: Good, good.

DAVID PRESTON: So what I do is I'll actually print those and mail them out, because it means a lot more to the small business owners when they get a package in the mail.

WILLIE CRAWFORD: Right.

DAVID PRESTON: You know, in a big manila envelope from the SEO guys that says, "Hey, here's what we're doing."

WILLIE CRAWFORD: Yeah, I agree. We like email and we use it a lot, but that doesn't compare to something that's printed out and is nice and official, you know, because these businesses are going to end up printing it out anyway and so why not give it to them preprinted.

DAVID PRESTON: Yeah, and I've actually dropped a couple of them off just personally, because I was over in that area anyway and I just put it in a big, you know, 9 x 11 envelope, and dropped it off.

WILLIE CRAWFORD: And when I think about it, these are my customers, I want to connect with them, I want to make sure they're happy, I want to hear their concerns and so, you know, especially if I'm making approximately \$300 dollars a month for work that's essentially outsourced, I can drop by periodically and talk with them for a few minutes for that.

DAVID PRESTON: Oh, yeah, absolutely. And, you know, at \$390 a month, that's really, that's a heavy residual. It would not take a whole lot of those to make a very good month.

WILLIE CRAWFORD: No, it wouldn't. And speaking of that, the residuals and the amounts, I remember you told me privately that you were after maybe 8 figures this year?

DAVID PRESTON: Yeah.

WILLIE CRAWFORD: Can that all be done with this system?

DAVID PRESTON: It's unlikely, but it's possible. There's... we've got a forum attached to this, it's a private forum, where ongoing training goes on in there by some of the biggest guys on the net and very, very good offline marketers, online marketers, and we're using a lot of their materials and knowledge to help all of the members. So it's kind of like a lifetime coaching deal once you get in there.

WILLIE CRAWFORD: Okay.

DAVID PRESTON: It works really, really well. But once somebody joins the system, they can have access to the member section, there's a private member section where they can download the training materials and they have access to the forum where they can go in there 24/7 and post whatever they want, somebody gets back to them fairly quickly and we've got a lot of activity in there already, which kind of floored me. A lot of stuff going on in there.

WILLIE CRAWFORD: Which is really good.

DAVID PRESTON: Yeah, already a lot of big names in there, too.

WILLIE CRAWFORD: You're not alone, you know, it's not like you just hand them a package and say, "Okay, read it and go do it." They can go in and they can discuss with others who are doing the same thing, you know, little things that they've tried, little tweaks, or whatever and that's significant. And I've

been a part of a lot of communities like that where everybody's doing the same thing and they're not really, you don't fear the other person. You have no fear of telling them what you're doing, because typically you're geographically separated, you know. You work your city and they work their city, so you don't mind sharing what's working with you knowing they're going to do the same thing back because they're not your competitors.

DAVID PRESTON: Yeah, and there's a lot of fun in there, a lot of camaraderie and, you know, a few jokes and stuff, but it's mostly, you know, everybody working together. As an example, yesterday, we had one guy that said, "Hey, I developed another direct mail letter that I think will work very well," and we said, "Well, post it in the forum, and we'll critique it." So he did, he posted it in the forum and two of the best copywriters in the offline world... period... were in there and went over it, two different versions and we came out with a different letter at the end of that thread that's just killer. I mean, this kind of stuff works.

WILLIE CRAWFORD: And I just noticed we're two minutes to go so I wanted to, make sure that the people on the call know that to check out your system, they just go to <http://timic.org/offline>, t-i-m-i-c.org/offline and that will show them your system, which is actually quite inexpensive and it's comprehensive, it's end to end. So that's <http://timic.org/offline> With two minutes to go, why don't we wrap up by you giving your closing thoughts, if you don't mind.

DAVID PRESTON: Okay, and that's fair. To me, if you're going after 8 figures, of course, I've got four or five different things going on that's going to produce a lot of money each. But as a regular distributor, with this system, you could honestly generate a million a year in residual income. And one way to do that, if you're doing it all yourself, is you're making about \$4,600 a year from every client, you know, so it would basically take 214 clients, or 18 clients a month and you would be at a million a year in residual income.

WILLIE CRAWFORD: So your job is to go out and find new clients, through networking, through whatever method. Then all of the work is passed off to the outsource team.

DAVID PRESTON: Yeah, and the cool thing about the forum, is we had, somebody posted a letter in there, they're using, along with a copy of the lead capture page, they're also using that has worked tremendously, and what they're doing is finding other local business owners that own their target market, and they're going after them and splitting the profits. So they're doing all of the work and they're doing all of the marketing and you're riding on their credibility and you get half the money. They don't really have to do anything.

WILLIE CRAWFORD: It's a joint venture where somebody else goes out and finds the customer and then you fulfill the order, except that you're outsourcing it, so it's, that's a beautiful system actually.

DAVID PRESTON: It is. There's a lead capture page available in there that everybody needs to copy it for their self or get somebody to do it in the forum to do it for them, there's guys already doing that, and it's really cool because it just says, "Hey, you know, if I could show you how to make tens of thousands of dollars a month and it wouldn't cost you a penny, would you want to talk to me?"

WILLIE CRAWFORD: What I want to do is I want to encourage people to go over and check out David's system, which again is at <http://timic.org/offline> t-i-m-i-c.org/offline, that's o-f-f-l-i-n-e, and that's all lower case. He has an end-to-end system with scripts and lead capture pages and everything you need to have to find local businesses that are happily willing and actually looking for you to help them to spend their money in ways that are more effective in growing their businesses.

You are honestly doing these businesses a favor because right now a lot of them are wasting money on ads that aren't working. Or they can't measure them, you know, the

Yellow Page ad that they can't change once they put it out there and it's not working for them.

DAVID PRESTON: Yeah, that's it. And, you know, by providing that service at an affordable price, you know, they stick with you pretty much forever and then from that point forward, you know, you can make a retirement level income very quickly.

WILLIE CRAWFORD: And so with that, I want to thank you again, David, for joining us on the show. I encourage our listeners to—

DAVID PRESTON: Thanks for having me.

WILLIE CRAWFORD: I encourage their listeners to actually tell their friends about the recording and let them come over and listen to the show, and I'll even make the transcripts available for them. But I do encourage you not to hesitate and go ahead and get signed up for David's product, his program, because you want to do it before somebody else in your city does.

DAVID PRESTON: That's true.

WILLIE CRAWFORD: Yeah, thank you, David.

DAVID PRESTON: Thank you, Willie, have a great day.

WILLIE CRAWFORD: You too, bye.

NOTE: Get David's System Now At: <http://timic.org/offline>