

‘The Money Tree’

**Sow some seeds and harvest your
first \$1,500 within one month**

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The Money Tree

Everyone knows that money does not grow on trees, but experience has shown that you really do “reap what you sow”. The **Money Tree** is not a “get rich quick” scheme, but it will generate a reasonable income quite quickly, if you work (not too hard) at it.

The aim of this **Money Tree** report is to help you achieve a good return (at least \$1,500 or £1,000) within one month. If you work harder, you could make much more and even develop the idea into a proper ongoing business.

The secret of the Money Tree

The **Money Tree** will generate real sales and real profits using a method that a business owner can understand easily. Moreover, it does so at a cost that is insignificant compared to conventional advertising.

Using the **Money Tree** involves implementing online and offline marketing methods to make much better use of business websites.

The **Money Tree** makes money for **YOU** because most small business owners concentrate on their particular products or services. They hate, and hence neglect, administration, finance and marketing!

Marketing, in particular, is a problem – business owners know that they should do it, but they don't really know what to do. So, they spend a small fortune on newspaper, magazine and radio advertising, much of which is wasted money.

It may surprise you to learn, however, that most “bricks and mortar” businesses have more than enough prospects. They walk in and out every day, but businesses do not attempt to capture their contact details, even though such people are likely to be highly interested in what the businesses have to offer.

With some simple **Money Tree** changes, a business can build a contact list of customers and prospects. The contact list can then be used for highly targeted “smart” marketing.

The potential of the **Money Tree** is **HUGE**.

And the payment **YOU** can get in return is **SUBSTANTIAL**.

But, the secret to the Money Tree is that it is simple both to understand and to put into action at low cost.

Getting started

First, you need to find your potential customers.

Go through a local telephone book or online directory and write down the names, addresses, telephone numbers and, if available, the website addresses and names of the owners of 60 local businesses.

For those businesses that you do not have a website address for, carry out a Google search to determine whether they have a website. If they do, add the website address to your list, otherwise discard them.

Visit the website for each business still on your list. You are looking for every business that does NOT have a facility to sign up for information or a newsletter on the FRONT page of the website. In general, over 80% of the smaller business websites that I look at do not have any sign up facility. Why not? They simply do not understand the power of Internet Marketing and e-business.

Don't worry if the websites you find are not very good – about half the small business websites that I look at are, at best, mediocre. And, don't worry if the websites clearly have little traffic or are out of date. However, you should note down any observations that may help you sell further services later on.

From time to time you will find a good website that is designed and optimized with internet marketing in mind. When you find such a site, take the opportunity to learn what you can from it, even though it is unlikely to be a potential customer for you this time.

When you have about 50 potential customers send them each a letter along the following lines:

Dear Mr [insert name if known],

My name is [name] and I am a local marketing and e-business consultant.

I know that your time is valuable so I will get right to the point. If I could show you an under-used asset that you already have that could be used to make you thousands of [local currency], would you be willing to speak with me for 15 minutes?

This free consultation could save you as much as 50% of your monthly advertising budget, increase your sales to existing customers and bring you brand new customers as well!

The best part is that you already have the facility in place, so the cost of implementing this marketing weapon is small.

Please telephone me on [telephone number] at your earliest convenience to arrange a free no obligation consultation. I promise you, it will be worth your time.

Yours sincerely,

[Your name]

You must produce a letter that stands out. Remember, the only purpose of the letter is to get the business owner to call you, preferably quite soon.

DO NOT SEND THE LETTER BY EMAIL

If you are a little unsure about the idea, why not start by talking to or mailing business owners you know already. This will gain you experience so you will be better prepared when approaching other business owners later on.

Dealing with responses

The **Money Tree** letter will get you responses.

When you have a potential customer call you, set up a consultation appointment. Do not explain the system over the 'phone; stick to the messages in the letter:

- ❖ the consultation is free, without any obligation whatsoever and really could take just 15 minutes;
- ❖ the business has an under-used asset that with your expertise could make the business thousands of dollars;
- ❖ the cost of implementing the system is small;
- ❖ the consultation could save as much as 50% of the business's advertising budget while, at the same time, increasing sales to existing customers and bringing in brand new customers!

Having called you, a business owner is unlikely to turn down the opportunity to meet you to find out more.

Improving your response rate

Your response rate will depend on a variety of factors, but if you produce professional looking letters addressed to the business owner by name, you may achieve a response rate in excess of 30%.

If your response rate is lower than this, you may improve it by:

- ❖ taking the trouble to find out business owners' names and using those names to address the letters personally;
- ❖ stamping "CONFIDENTIAL" in red capital letters on the front of the envelope (helps to ensure that the letter is opened by the business owner rather than treated as "junk" mail);
- ❖ including a testimonial letter from a prestigious satisfied customer (a testimonial is very powerful marketing tool);
- ❖ varying the wording of your letter;

- ❖ targeting your letters to the type / size of business that has responded well before;
- ❖ building a basic but nice website describing your services; and
- ❖ telephoning non-responders.

Once you have an idea of the response rate that you are achieving, you will know how many letters to send out in subsequent weeks – you will be able to choose how hard you wish to work at this!

You should find it very easy to get 4 or 5 consultations every week.

The consultation

The consultation is not nearly as tough as many people think. Remember, in most cases, the business owner called YOU, not the other way around. Having agreed to invest their time, they will be interested in what you have to say. Be honest, be yourself and always think about what you can do to help your customer.

When you meet your new customer (and after the pleasantries are over) ask them:

“Would you like to have a contact management system that provides a growing list of prospects, interested in your products or services, that you can advertise to for free?”

90% of off-line businesses would like such a system. Businesses that fall within the other 10% are unlikely to have called you.

If your new customer is still interested in what you have to say, you are half way to the sale.

You can then explain that the under-used asset that they have is their website – it is under-used because it has no list building capabilities.

Once their website has such capabilities it can be used to provide the business with a growing customer / potential customer mailing list which will provide the business with the facility for much “smarter” targeted marketing.

You will then go on to explain some techniques to persuade people to sign up – not just website users but everyone who walks into the business. The feedback that you receive at this point during the consultation is important as it will form the basis of some of your recommendations should you get the work.

You should make it clear to the business owner that your knowledge and what you do are VERY different to a web designer – you’re an internet marketing and e-business consultant not a web designer.

But, if the business owner says “What a great idea. I will get my website guy to do that straightaway” you will need to explain that there is much more to it than that and if the website guy was an expert why had he not done it already!

Usually, selling the benefits of the “list” is easy – sending an email to 1,000 people who you know are interested in your products (cost very small) is clearly much more effective than spending \$1,000 on haphazard advertising in a local newspaper.

The potential benefit for a business in capturing contact details, including email addresses, from both online and offline business visitors is HUGE.

Of course, the business owner is probably going to ask: “who is going to write the emails?” If you are serious about turning the **Money Tree** into a business, you should offer to do this too – get another ongoing income from the system!

The **Money Tree** system tends to sell itself. But, whether you are hired or not will depend on a variety of factors, the key one of which will be how well you get on with the business owner!

What you have to do

Once you have made the sale, all you have to do is:

- ❖ set up an auto-responder opt in form on the FRONT PAGE of their existing website; and
- ❖ advise them how to encourage customers and prospects to sign up.

That's all. It will take you less than an hour once you get the hang of it!

To set up the auto-responder, follow the instructions provided by your favorite auto-responder provider, for example:

Aweber (www.aweber.com/?308976); or

GetResponse (www.getresponse.com/index/cp),

Remember to use your affiliate link when signing up your new customer.

You can either make the changes to the website yourself – if you do charge an extra \$50 – or get the business's website manager to do it.

Make sure that the sign up area on the web page includes a small sales pitch to encourage people who have not seen the offline material to sign up.

Finally, based on your discussions with the business owner during the consultation, produce a short personalized report setting out your recommendations on how to get people to sign up to the mailing list – see the next section of this report for some ideas.

Whatever else you do, keep the whole process simple.

Ideas to get people to sign up

The key to the success of a **Money Tree** implementation is getting a business's customers and prospects to sign up for the mailing list. Every business is different and what works for one may not work for another. During the consultation, you will have discussed with the business owner what is possible and what is likely to work. You may need to follow up that discussion to develop any business specific ideas more fully.

The best idea to sign up people who have already bought something is a "Preferred Customer Discount" scheme. Everybody loves to feel special, to save money (especially these days!) or to get valuable information free. So advertise the scheme on cash register and credit card terminal receipts and / or flyers given out at the point of sale. Give customers the opportunity to sign up in store while they remember.

The "Preferred Customer Discount" scheme is best for the business concerned because it captures the vast majority of current customers, i.e., people who have already actually bought something. This is marketing gold dust!

What the business actually provides under the scheme is up to the business owner. An example that works very well for restaurants is "Buy one get one free" or "Free dessert with any meal" on production of a printed email. Similar offers work well for other businesses. Straight discounts also seem to work well for nearly all businesses.

Some ideas to sign up people who may not have already bought something include:

- ❖ a discount scheme similar to the "Preferred Customer Discount" scheme referred to above – advertise it in store and elsewhere;
- ❖ a free gift or entry into a prize draw – advertise it in store and elsewhere;
- ❖ offer an email newsletter containing useful information; and
- ❖ advertise the business website on everything you can, for example: signs, vehicles, stationery, cups, napkins, etc.

Whatever ideas you come up with, remember the aim is simply to get people to sign up for the mailing list. The mailing list will then generate sales.

Your key ideas should not depend on existing website traffic, because most small business websites do not have sufficient traffic to make the system work – the key for a “bricks and mortar” business is to capture offline “traffic”.

How much should you charge?

The real answer to this question is that you should charge what the market will bear. However, if you are starting out, I offer the following guidance.

At the consultation, you should propose a fee of between \$250 and \$500 for your advice on setting up the sign up form on the business website and for providing written advice on how to get people to sign up.

If you are looking for a long-term business relationship, you should offer to manage the mailing list for between \$50 and \$200 per month.

Assuming that your copywriting skills are up to the mark, you should also offer to write the regular marketing emails to the business’s contacts. For this, you are looking at anything up to \$2,000, or even more, per mail shot, depending upon how good you are.

You may wish to consider working on a performance basis. This means that you receive a low upfront payment but if you deliver the desired results on time you get a further payment or payments.

Remember, most business owners are busy people who love hands-off solutions that make money. They don't want to have to deal with “high tech” stuff and will be willing to pay you a premium to do everything for them.

Other opportunities

You will find that the **Money Tree** is just a door opener. Once you have a satisfied customer, there will be many other opportunities for you to “branch out”, including:

- ❖ sophisticated email follow up;
- ❖ online marketing campaigns;
- ❖ creating lead generating reports;
- ❖ website improvements;
- ❖ search engine optimization;
- ❖ marketing strategies; and
- ❖ monetizing the mailing list, perhaps splitting the profits 50/50.

You plant a few “seeds” and you grow an ongoing business – a **Money Tree** – and generate a great living for yourself!

Remember, the secret to the Money Tree is that it is simple both to understand and to put into action at low cost.

YOU can do this. **YOU** just need to get started.

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