



HIMA Workshops

**How To Generate Massive Profits From
Local Business Owners**

Training Module Three:

Workshop Content

Training Module # 3

Workshop Content

This section is a basic bulleted list of the content for the workshops. You can use this section to create your own slide presentation and you can also elaborate on the bulleted points found here for a full-blown presentation.

A. Introduction

The introduction is basically where you tell the attendees a little about you and your background if you want to include that. The introduction is really set up to let the business owners know that this is an educational workshop. This is not a sales pitch for a \$20,000 product that's going to slap them in the face at the end of it. You are there to teach them...end of story.

This will bring their defenses down and they also won't be afraid to call you if they need help immediately after the workshop.

B. The Setup

This is really important to kick off the workshop on the right foot. You can dissect this and reword it to fit your own personality, but it's very important that you understand the setup. I start every workshop this way and it works fantastic!

Here's what you say: I appreciate the fact that you chose to spend part of today with me. I promise you it will be the most valuable time you have spent in a long, long time. We will be covering a lot of ground today in a short amount of time, so if you can write down any questions you have I would give you the opportunity to ask them once we're finish. Also, I have an entire box of business cards on the back table so feel free go grab one on your way out and give me a call if you get stuck or need personalized attention and I'll be happy to help you.

C. Auto Responder/Database Setup

I personally use AWeber for all of my auto responder needs. Of course the database is already set up in the auto responders but business owners don't know any of that. I spend 15 to 20 minutes on auto responders and database setup.

I explain it to the business owners as a 24/7 hands free virtual salesperson. Which of course is exactly what it is. Once you can get them to understand this, you're home free.

The best way for you personally to learn about auto responders is to open your own Aweber account. They have tons of videos and how-to information right in their back office. It's virtually dummy proof.

D. List Building Fast and Easy

There are several different ways for a business owner to build their list. I don't spend a lot of time on SEO here because that can be a totally separate workshop. I do cover in this section how offline advertising can work to build their list and also how they can change their receipt to build a list of buyers only.

To build a list of buyers only, simply change the header information on their cash register receipt and their credit card terminal and put their new website on the receipt. It should say something like this: "For preferred customer discounts and coupons go to their website.com." Just about everybody looks at their receipt. Everybody also wants to be a preferred customer or get discounts, so a large percentage will sign up on their site. Here's a hint, since they have a receipt they bought something!

E. How to Cut Your Ad Budget in Half and Raise Profits Simultaneously

This is of course an easy section. You can spend some time here but once they grasp this concept, it's instant. If they can cut their advertising budget in half simply by using emails to advertise to their buyers list instead of spending 3 to 4000 for a full page ad. You can actually cut down on much of your advertising other than low cost or free methods on the Internet.

F. How to Add an Auto Responder Form to an Existing Site

If they have an existing web site and no lead capture mechanism they can add one to their current site. There are two ways to do this. The first way is a static in line form. The second method is a light box form that does not interfere with the layout of their current site. This is really simple to do. Refer to Aweber tutorials for a 1 minute video to learn how to do this.

G. Starting Your Site From Scratch

If you don't have an existing site, you absolutely need to get one.

Approximately 12,000 people a day are joining the Internet for the first time! Internet spending increases by over 300% every single year. If you're not on the Internet, it's costing you thousands. If you currently don't have a website, take one of my cards and I will help you as much as I can.

H. That Difference Between Direct Response and a Billboard

Over 90% of small business owners currently have a billboard in cyberspace instead of a direct marketing site. What this means is that there is no lead capture mechanism in place to take advantage of any traffic that is driven to the site. Most businesses have an informational website only. Which means that it's not making any money no matter how much traffic you drive to it.

I. Explaining Re-direct for Lead Capture

This one is actually very simple. If they currently have a site and don't want to put a light box form on it, they can simply redirect after they capture the prospect's information. You will have to build a separate site for lead capture and redirect it to their existing page after the prospect fills out the form.

Aweber also has an automated re-direct built into their thank you page. As soon as the prospect fills out the form, they are instantly re-directed to the page of choice.

J. E-mail Campaigns and Content

A good auto responder system will allow you to set up all of your sales campaigns as far in advance as you wish. If you know what sales you're going to have quarterly, you can load them all and let them go out automatically timed by you! For content I usually touch on the fact that their customers need to know them, like them, and trust them before they will buy. In other words, keep your content slightly personal.

K. Outsourcing for More Profits

Here is where I explain that according to the small business administration the average small business owner is worth \$350 an hour. If it would take them more money in hours than it would to pay someone, they are better off outsourcing the work. Most business owners are hands-on type people. They don't realize they are losing a lot of money by not outsourcing. This section is for you to drive that point home.

L. How to Monetize Your List

There are several different ways a business owner can monetize their list. They can make them separate offers from other business owners and split the profit or offer them a product like a digital download that they, themselves, have created. This section is where I try to get them to understand how powerful a list really is. You can think of other ways to monetize their list if you give it some thought.

M. Joint Ventures Between Business Owners

Believe it or not this is where I go around the room and tried to find business owners that can work together and generate money. There are usually quite a few of them that can work together but they've just never thought of it. Here's an example: A pharmacist who sends out a Christmas card list can actually enclose an offer from a fellow business owner and they can split the profits.

I know this sounds simple, because it is. They just don't think the way we do. This strategy also puts you on their list as a bonafide consultant.