



THE TEN MOST COMMON MISTAKES LOCAL MARKETING CONSULTANTS ARE MAKING



Introduction

Every single day, entrepreneurs are starting new offline consulting and local marketing agencies, offering SMS, Mobile Websites and other Internet-related services. My name is Jay Fairbrother and for the past year or so, I have been talking to hundreds of people who are starting, have started or want to start a local and/or mobile marketing business.

And I can tell you from personal experience, most of them are making huge mistakes trying to sell Mobile to small businesses- despite the huge potential for selling Mobile solutions to small businesses! Listen, I'm not going to insult your intelligence by listing tons of facts and figures on how mobile is the biggest thing since the early days of the Internet, or how the Internet has changed the landscape for the typical small business owner. If you just do some searches, you'll find plenty of evidence proving the demand for people to help small business navigate this new landscape . . . mobile, SEO, SMS, social media, location-based services, reputation management . . . ALL things the typical small business person didn't even have to think about, let alone master, just a few short years ago.

More people have mobile phones than Internet access, and many people check their text messages and voicemail much more often than they check their email. So the market is there, and growing, so why are so many Local Marketing Consultants struggling to successfully launch their businesses?

There are more than 10 mistakes that most Local Marketing Consultants and Mobile Marketing Agencies are making, but in my experience as President of a Mobile Marketing company and in coaching both the people struggling and the people succeeding, these are the most common mistakes. These are the biggest reasons why many Consultants are buying white labels, launching their businesses, and sitting there 3-6 months later wondering why the model isn't working, and even worse, giving up. I have seen some people "bridge this gap", from white label launch to white label success within a 60-90 day period, on their own. I have also been fortunate enough to coach many people to success, including some making these very same mistakes at the start. I hope learning these lessons early, before you waste another 30-60 days, will help you get over the hump and land your first 3-6 clients quickly, and securing your path toward making your Consulting practice lucrative and fulfilling.

The following advice is a combination of what I've learned over the past 20+ years as an offline entrepreneur, having founded, bought and sold many businesses (including restaurants). Most of my career I have been building sales organizations, teaching people how to sell and being the lead marketer in each of my businesses. I hope the blood I've shed and the scars I've earned will help you be one of the few who succeed.

TEN MOST COMMON MISTAKES

LOCAL MARKETING CONSULTANTS ARE MAKING

1. You Lack Confidence

The number one reason you're not getting the sale? A "buyer" can smell fear a mile away, and your lack of confidence shows! Sometimes, you can make a sale in spite of this, but most business owners will see right through your lack of experience, knowledge and/or success. Even with some knowledge and experience, if you are just getting your first clients, I swear, there's some hormone or pheromone totally giving you away to the person you're speaking with! They can "sense" you haven't been doing this long or that you don't have many clients.

And it's a classic chicken/egg scenario . . . how do you get the experience, how do you gain the confidence? So obviously, you just need to get a couple clients under your belt. Simple, right? I don't normally advocate free trials (it's not the technology you are selling- more on that later), but if you can't get someone to pay you when you're just starting out, it MAY be worth even doing your first client for a reduced price or even free for a short time period. You don't have to give it away, and there are plenty of ways to get good money even for your first sale, but this is the ONE time when it's okay to discount your services to help your long-term cause. There are plenty of ways to "craft" your pitch when getting your first few

clients, but ALWAYS, ALWAYS be honest, and upfront. If it's your first client, let them know . . . tell them you want to partner with them, to help you learn as well, and make it a win-win.

You don't need to know EVERY ANSWER and have every solution. I've seen plenty of resellers spend weeks, even months, researching, reading, talking (not to prospects but to other resellers and providers), and literally living in Forums, trying to learn every last thing they could possibly know about Mobile Marketing (or whatever their niche), and they've barely made a sales call! Remember the rule of thumb that Internet Marketing taught us all, you do not need to be an expert to market yourself as an expert! If you know 90% more than the typical prospect/consumer, you qualify! And then I have seen the other end of the spectrum, where someone buys a White Label, doesn't even bother to figure out how to log into it, and they are out selling! If you have to err on either side, get out and sell, but really, you need to find a happy medium, because most people can't FAKE that level of confidence to start making sales calls without at least a solid foundation of knowledge which gives them JUST ENOUGH confidence to get the sale.

Believe me, if there's one lesson I've learned in 20 years of running business, building sales organizations and owning restaurants . . . SUCCESS BREEDS SUCCESS. I used to run a promotion in my restaurant geared toward teachers from nearby schools. Why? Because they get out of work

at 3pm and get Happy Hour started early! When my parking lot was full at 3pm (rather than 4:30-5pm when rush hour hit), my Happy Hour sales almost doubled, every time. People love a winner, and for a restaurant, nothing spells winner like a nearly full parking lot! Same with sales, the best time to go on a sales call is IMMEDIATELY AFTER you just made a sale. That genuine success is contagious and will quickly cure any confidence issues.

Of course you can always read some Dale Carnegie and practice your positive affirmations too . . . but manufacturing some real success, by getting your first client and making them some money, THAT WILL TURBO CHARGE YOUR SUCCESS.

2. You Don't Know Who You Are and You're Selling the Wrong Solution

Most often, Local Marketers haven't figured out who they are, and usually, they're selling the WRONG SOLUTION. I teach an exercise designed to help you determine what you are selling . . . is it a commodity, a service? Are you a consultant? How many different solutions can you provide? SO MANY local marketers walk into a merchant and lay out a smorgasbord of all the different services and technologies they can sell. And that's the problem!

First, you can't focus on what you are selling! No one cares . . . except you. You need to focus on the business owner! What do they need? What do

they want? Where is their pain? Way too many salespeople just assume that the business owner wants what they are selling. Mobile Marketing is a great example of this. Most salespeople, having equipped themselves with some basic level of research/knowledge, will spew out some exciting facts about how many people open text messages or how 8000% more people will be buying things on mobile phones, blah, blah blah And based on these dazzling statistics, they assume the business owner will naturally want to jump on this bandwagon and start writing checks! They never bothered to figure out what the business owner wants! They never asked what the business owner thinks or needs. Maybe the owner's number one concern right now is all the bad reviews he's getting online, but you never found out because you're too busy trying to wow him with how crappy his current website looks on a mobile phone! You may only have one service or solution to offer, or you may have many, but if you're selling a solution that doesn't solve one of the merchant's top pains, then you're wasting everyone's time!

And this leads back to, what are you selling, and WHO ARE YOU? Are you just pitching a service (SMS Messaging at X price)? Are you presenting yourself as a Mobile Marketing expert? Are you also a Local Marketing expert (to include areas outside Mobile like SEO, Social Media, Rep Management, etc)? Or do you have the experience and credentials to position yourself as a full-fledged Small Business Marketing consultant? Figuring this out, and making all of your materials and sales pitches align

with this (creating your brand) is critical. Obviously, this plays a huge factor in how much you can charge! If you're selling a commodity (text messages) you're going to get pounded on price, and there will always be someone on your heels selling for cheaper. . . or god forbid, offering FREE TRIALS!!! Far too often, I see mismatches between what you present yourself as, what your material and sales letters say, and what prices you are charging. Align you're pricing, pitch and presentation to maximize your strengths and maximize your profits!

3. You Think You Are Selling a Technology

A typical small business owner REALLY DOESN'T CARE how your service works! I see so many people finally get that coveted appointment, only to completely blow it by spending 30 minutes talking about how the technology works! I've had Mobile White Label clients send me their PowerPoint presentation they prepared for client meetings, and the presentation is a whopping 25-35 slides! Basically it looks like they did a brain dump of everything they know about Mobile Marketing, and somehow, they think a small business owner wants to know all of this information! Business owners don't want technology, they want customers.

You need to focus all of your efforts on solving a problem for the business owner, typically, that's bringing in new customers, increasing the

frequency or amount spent from existing customers, or reducing their other costs. Any and all of these are only to achieve ONE GOAL, helping the business owner make more money! You may think you're a hero if you can "fill" a restaurant at 3pm on a Monday, but if the business owner lost money doing it (because she had to give away too much to get the customers), then who is benefitting from this relationship? ONLY YOU, because you sold something! Granted, even people who don't know who to sell can find the low-hanging fruit, but you can't build your new White Label business by relying on fruit!

The technology is only the means to an end, and frankly, most business owners have little time and no interest in learning how to get to the end – they want you to deliver it, and if you can, they WILL PAY YOU.

4. You Don't Know How to Sell

There are so many sales mistakes that are commonly made, I can't possibly address them all here, but I can tell you what I see most often. And that is that most salespeople are too focused on what they want out of the deal, than on helping the business owner. Here's a perfect example: the typical "pitch" in SMS marketing, say to a restaurant, is to paint a picture of the merchant having some big list, and you brilliantly describe how they are going to send a text out at 4pm and their restaurant will be full at 6pm! What could be simpler, right? What restaurant owner wouldn't want that, and wouldn't be willing to pay me handsomely for it?

Maybe you even go as far as to disclose that the owner would have to give away 25-50% off his product in order to have all those customers come in, on a moments' notice . . . in the middle of the afternoon. But then you show him an example on paper, of how much additional revenue a year he gets when YOU bring him 30 more customers every week. Still sounds good right? Well, here's the problem: you haven't put yourself in the SHOES OF THE BUSINESS OWNER!

Just the SINGLE FACT that you have not factored in the cost of the discount he's giving, to get that flood of customers at 3pm (a popular SMS myth propagated by people only interested in selling something), immediately clues the biz owner that you really don't care if he makes any money, you're just trying to sell your service. I hope you get this point! It seems minor, but I can tell you it's a critical distinction, and this ONE POINT may make the difference in whether you end up in the 90% failure category. THIS is the difference between being a consultant/partner, being rewarded for your time and expertise, versus being a salesperson scraping for every dollar and competing on price!

Often, no expectations are established when the meeting is set (15 mins, 30 mins, 1 hour, etc), and the salesperson launches into their presentation (god forbid its 25-30 slides!), and next thing you know, the business owner has to run, and attend to something important, like ringing the cash register, before you've even had a chance to get to the main point and ask

for the sale! Or worse, you spend 30 minutes listening to yourself talk, a more respectful biz owner says, I really only have 5 more minutes, so you rush through the ONLY important part of the sales call, WHAT VALUE YOU WILL BRING AND HOW YOU WILL MAKE MORE MONEY FOR THEM.

Lastly, another huge mistake in Mobile SMS sales is from what I call the "Short Code Mentality": that a business only needs one Keyword and can use SMS marketing in a strictly one-to-all fashion. Are all customers the same? Should every one of your customers get every SMS message sent out? Do you think male clients of a hair salon want to get text messages on their phones with discounts on manicures and hair color? It's just not very smart! This short-term mentality doesn't work in such a personal, permission-based channel; if your SMS messages aren't hyper-relevant, your SMS marketing will be short-lived. And most importantly, this approach demonstrates again, that you are more interested in selling your service than helping the business.

Blowing the sales process is an area I could write and speak about for hours (and I do), so I can't even scratch the surface on this topic here, but suffice it say, you can have best ideas and the best technology on the planet, but if you don't know how to sell it, you're spinning wheels . . . as in hamsters!

5. You're Targeting the Wrong People in the Wrong Way

With Mobile Marketing, restaurants are probably everyone's number one target when they start out, which means you also face the most competition from other Mobile providers in this vertical. But as a restaurant owner, I can tell you why this isn't always the best idea. Even in a good economy (which this isn't) a MAJORITY of restaurants are not making money, and if they're lucky, they're breaking even. One of the things most Local Marketers never even consider is, *"Can this business even afford to pay me?"* And here's where so many are making mistakes, by wasting time and energy calling on businesses that can barely pay their rent! Now, philosophically you could think to yourself, *"Well that makes them a perfect prospect, and what better way for me to be the hero, to help turn them around and fill up their restaurant with a single SMS blast!"* Again, see Reason #4, you are thinking about yourself, not thinking about the business owner. You're not in business to save your customers from failure (unless you have a calling). You are in business to make money, and doing something of value that you can be proud of. You're reading this document, because you don't want to fail like most, so STOP Wasting time chasing after businesses who aren't successful!

You also need to identify your strengths and play to them. Are you a good writer? Do you hate talking on the phone but can light up the room in person? What technical skills do you have for creating landing pages, building mobile websites, creating table tents, signs and brochures? If you

suck at writing, then maybe email isn't your best prospecting tool (or you need some training and templates on email). If you're only charging \$100/month to start (no matter what you're providing for the \$100), you can't afford to be walking into merchants off the street – the math doesn't work . . . your time is valuable. Match your sales channels to your strengths, align the channel (email, phone, Internet, in-person) to your pricing model, and maximize your chances for success. There is no one formula that works for everyone, although you can follow a blueprint which allows for some customization for your skills and strengths!

6. You Are Trying to Do Too Much

This is simple. KEEP IT SIMPLE.

There are two messages here. Again, your time is money. Remember Reason #1, analysis-paralysis? Stop spending hours a day in Forums and buying cheap products that you think will be magic bullets, and focus your time and activity on what is the least amount of time necessary to get the job done!

And remember the 25-35 slides for a sales appointment? If you're presenting too much material, you will kill your chances of a sale. Period. There is no bigger detriment to a sales call than delivering an ounce more information than is absolutely necessary to make the sale! No one wants

to hear you talk! Believe me; you're not as eloquent as you think. A confused prospect remains just that, a prospect. FOCUS your presentation. Find out what the business owner needs (solve a pain) and then present ONLY that solution. Show how you will bring value to solve that problem, and then ask for the sale! Sure, it's okay to imply, or quickly brush over all the other ways you can help grow his business and make more money in the future, but always focus on only 1-2 specific solutions you are going to provide.

K.I.S.S.

7. You're Doing Too Little

As alluded to in Reason #6, avoid analysis-paralysis and get busy! Because you are starting your own business, there are many things that need your attention. Likely, you are still learning the technology/platform(s) you are selling as you build out the rest of your business (website, marketing materials, lead generation, service agreements, merchant accounts, etc). This is where some pig-headed discipline will go a long way. I'm sure you've heard this before, but you need to organize your time, especially when it comes to sales. The best approach is to set goals, and don't give up until the goal is reached. But rather than set a goal of 15 cold-calls per day, set a goal of 2 appointments (from those cold-calls) per day. Because 15 cold calls with no appointments isn't helping! If it takes you one hour to make 15 calls, but you don't have an appointment after an hour, then you

need to spend another hour! Here's the thing, assuming you are learning as you go and tweaking your approach and testing new things, you're extra hour will pay dividends tomorrow!

Obviously, there's a balance to be achieved, and I'm not suggesting you spend 8 hours on the phone until you get an appointment that day, but you need to exercise some discipline and force yourself to spend a minimum of time per day in each of your areas (sales, product knowledge, general biz stuff, etc). Again, I could teach a course on Time Management, but be careful of the shiny-object disease (common among entrepreneurs) where you allow distractions every time you see a new "tool" or a new "guru" promising you're going to make \$2,000/week (based of course, on their own success after a few clients and extrapolating that out to what they COULD make if they just)

Anyone can find low-hanging fruit with enough contacts made, and even people who don't know what they're doing, can have some success, hang their shingle as gurus, and come out with an info product or course to show you, too, how to get 3-4 clients. Please be smarter than this! Figure out if there is substance and value (before purchasing) and go with people and programs who can lead you to success, not just help themselves by selling some advice. Find tools and teachers that can help you.

8. You're Giving it Away

Did I mention I hate free trials? Given the caveat in Reason #1, when in order to get your first client I might make the exception, I have rarely seen a business model succeed based upon free trials. There are some exceptions, especially in a commodity-based environment. But things like free trials and \$1 trials de-value your time and can end up wasting A LOT of your time. In my experience, the people who take advantage of trial offers are often the ones who ask the most questions, suffer from analysis paralysis and end up finding someone else's free trial to explore as well! Again, this is my personal experience, but I advise you stay away from this kind of model. In Mobile, I've yet to see anyone converting free-trial customers into well-paying, long-term customers.

You're not selling a commodity! Please, if you have prices on your website currently, take them off! Do you want to work with price-shoppers or clients who want your expertise and help? The ONLY time you should publish prices is if you will have NO INVOLVEMENT in delivering the service after the sale (which I advise against in Reason #9 below). Otherwise, you are leaving huge amounts of money on the table. You are selling you, not technology; you are selling your ability to solve problems for the client, to bring them more customers, more often and AT A PROFIT!

9. You Are Not in Control

As mentioned in Reason #4, you need to set expectations for the appointment (how long and what will be accomplished), and not allow time to run out before you get to the “meat”- the value you will bring, and asking for the sale. Staying in control of the sales process is an art in itself, (and an e-book in itself), but proper planning will go a long way.

Another huge mistake, especially in SMS marketing, is to assume your client knows what to promote (designing web landing pages, text campaigns, offers, wording, etc) and worse, leaving the technology in their hands! I absolutely recommend a Done-For-You service, at least to start, when bringing mobile marketing to a client. I have rarely seen a small business owner, given an SMS platform and some video training, "get it" or figure it out for themselves. If you don't stay in control, and manage the process for the first 60-90 days, your clients' chances of success are dismal. I have seen way too many cases, where a Consultant is successfully signing up clients, but leaves the clients to manage their own text marketing, and the client never gets it right, and gives up after a few months.

Never assume your clients know much about marketing (maybe they do but . . . did you that found out BEFORE you started your sales "pitch"?). Most small business owners are not marketing experts, and more

importantly, don't have time to learn your technology or learn how to engage customers with Mobile, and even when they do, most don't have time to then implement effectively.

10. You Don't Earn Trust

Mistakes #1-9 really all lead here. By making any of the mistakes above, you will lose trust in the potential new relationship with your client. Every time you open your mouth, or stroke the pen/keyboard you risk hurting the trust quotient with your audience. And guess what, most people don't trust a person trying to sell them something! Again, a common rookie mistake is to assume there is a trust level to start and not do anything to earn that trust, right from the start of the relationship! For instance, I'm trying to earn your trust right now, because, of course I'd like to sell something. Would you believe me if I told you that I want to help you succeed more than I want to sell you something?

The truth is, it's not an either/or (at least in my case). There are some gurus who just want to sell things. In my model, however, it does me no good to sell you something once; I want to earn your trust, and convince you that I, along with my partners, can help you build a successful White Label business and be in the top 10% who succeed. If I assume you trust me from the start, I'm making a huge mistake! So for instance, you will NOT SEE grossly exaggerated claims of how much money you can make, nor will I ever pretend to have all the answers. My job here is to convince

you that my 20 years experience as a small business owner, coupled with my coaching and conversations with hundreds of people in EXACTLY YOUR SHOES (those contemplating or just starting a Local Mobile Marketing Business), give me enough knowledge to help you. And that I've identified some other really smart, people who can help lead and coach you to success.

I hope I have earned that trust, or started to, by providing this advice for free. And I hope you'll give me the chance to show you that I can help you build your business.

Now to start finding out WHAT TO DO . . .

How We Can Help

I have joined forces with a few of my friends; these are people just like you, who were struggling in their Local Marketing business. And with my help, they are now thriving. They followed my advice, not only the what-not-to-do, which is our focus in this document, but most importantly, the WHAT TO DO. And we have created a blueprint, and a coaching program, to help you.

To Participate in this Program, Contact Lime Cellular TODAY!

Frankly, I have seen way too many people launch their white label business, only to find themselves after 2-3 months with only 1-2 clients. And in every case, I can pinpoint it to them making many of the exact mistakes I'm addressing here. So we, at The Local Coach, have created a solution, called the . . .

WHITE LABEL MOBILE MASTERMIND

90 DAYS TO WHITE LABEL SUCCESS WITH SMS AND MOBILE

WHITE LABEL MOBILE MASTERMIND

90 DAYS TO SUCCESS WITH SMS AND MOBILE

In this program, our ONLY goal is to help you get 3-6 new clients, all paying you a fair value for what you provide. That's it! No B.S. promises of solving all your problems or making you rich. I have TONS of knowledge and ideas you WON'T be getting in this coaching program. Not 'cause I don't want to share, but because we will ONLY have one task at hand... helping you bridge the gap . . . helping you get over the proverbial hump and establish a threshold of 3-6 clients (believe me, many will get way more than that) in the next 60-90 days.

Every time I've seen White Labelers get beyond their first 3-4 clients, quickly, it's like the clouds part and they're off and running. Unfortunately, many never get to that point, and for some, they get there, but not soon enough to turn their dream into a sustainable living.

As Friend of Lime Cellular, YOU MAY QUALIFY for a **SPECIAL DEAL** on this Program! **Call your Lime representative TODAY!**

START YOUR PATH TO SUCCESS TODAY!

Conclusion

Thank you for your attention, I know a few of you will be able to understand these Mistakes and immediately assimilate them and take action. If you'd like help doing that, please reach out . . . visit us at The Local Coach website, ask questions, leave feedback.

Thank you again for your time . . . and trust.

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