

The Service Sellers Masters Course

Attract new clients from around the world...
Or from around the block

Introduction

Welcome to **The Service Sellers Masters Course**, a comprehensive, **do-able** program that follows the proven **CONTENT** ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE** process.

This process based upon the **fundamental reality** of how people use the Net. People search for information and solutions so your online business success begins with quality, relevant **content**. Start at the same point where your visitors start and then everything else falls into place. The money comes only after you've taken care of the content, traffic and PREselling.

C ➡ **T** ➡ **P** ➡ **M** boils down to these essential steps...

STEP 1) Consider your service business from your client's point of view. What niche do you occupy? What problems do you solve? Develop the best **Site Concept/Theme** that is right for you.

STEP 2) Brainstorm profitable topics that are related to your theme.

STEP 3) Build your **Theme-Based Content Site** -- fill it by publishing high-value content and information that potential clients want. **C** ➡

STEP 4) The theme-based content **attracts** targeted visitors (i.e., potential clients) because you have written it to rank highly at the engines, in a "no-tricks way" that the Search Engines love... an ethical, effective way to attract targeted clients to your site. Motivated, interested traffic builds. **T** ➡

STEP 5) Your high-value, original content PREsells your targeted visitors, winning confidence and trust by providing the information they seek, by establishing yourself in this niche. It **credentializes** you in the eyes of your potential new clients. And your e-zine (electronic newsletter) that you publish regularly deepens the relationship, building more and more **trust**. **P** ➡

Trust is critical. Think about it... before **you** hire someone to perform a service, whether it's to cut your grass for the summer or file your next tax return, you need a certain comfort level (trust, confidence, competence, etc.). Your visitors are no different. A prospective client will have to feel very confident before she hires your services, especially if you are half-way across the globe!

STEP 6) All your good efforts are rewarded... new clients! And you develop increased loyalty from existing ones! And, if you like, your business generates

additional income streams through other monetization models appropriate to your business. **Diversification** is the key to online business stability. ➡ **M**

The Service Sellers Masters Course will get you off and running in the right direction. You will emerge from this 10-DAY program with a radically stronger information base and skill set -- well on your way towards building a substantial service business, either totally from scratch or by increasing your current client list.

Each of the 10 DAYS has a specific **“Goal-of-the-DAY,”** a clear target. Complete this goal before moving ahead to the next DAY. By the time you finish DAY 10’s **Goal-of-the-DAY,** you will have a Theme-Based Content Site up and running and generating traffic and income.

Each DAY also sets an “Ongoing Goal.” Why? Because a Web site is never “finished.” The Ongoing Goal is what you should be achieving on a regular basis. The Ongoing Goals provide the pathway for building **maximal income** through content over the following weeks and months.

What’s the bottom line? Upon completion of this course, you will have the power of **C ➡ T ➡ P ➡ M** working for you, helping you to build a flourishing, profitable and stable online business.

With the right process, you get the right results!

SIDEBAR

The Service Sellers Masters Course is a **“work-at-your-own-pace”** course. Some of you will be able to devote large blocks of time to it. So you’ll complete a “DAY” in one (or even fewer) of your days.

Others may only have 15-30 minutes per day to spend on it. So it could take you a week or more to complete a “DAY” of the course.

Either way, it does **not** matter how long it takes you to complete the course -- remember the story of the tortoise and the hare. Set aside a certain amount of time per day to attend this course and to do your homework. You’ll find it was time well, no **best,** spent.

The Service Sellers Masters Course is designed and written for **all** service sellers, including those who are...

- new to the Net -- you may already have an established offline service business and now want to complement this base with an online presence. Or you may be just starting a new service and want to use the Net's powerful reach and quick access to your best advantage.
- experienced -- you want to build a second theme-based site that will reinforce your credibility and attract more targeted traffic to your main Web site.
- in the “just-thinking-about-starting-a-business” stage of development -- you have this idea about a possible service business and you are looking for the information and tools to bring it to fruition in an uncomplicated but effective way.

It doesn't matter who you are or what you do...

Everyone shares the same goal... **to maximize profits.**



Be forewarned about the Course, though...

The material that we will be covering will be extensive in scope. It will require **effort and commitment** on your part, as does anything important that yields rewards.

Most folks have to train or go to university for years to prepare to earn a substantial income stream. Your mini-university course will accomplish this by the end of this e-book.

And all of it is manageable. Take your time to digest the information properly before you start to work on the prescribed action steps towards your goals. Use the Goals-of-the-DAY and Ongoing Goals as your **guideposts**, your beacons of light. Understanding the concepts will boost your confidence level in applying them. Even as adults, we never lose our need to know “why” things work the way they do.

It's critical that you finish each DAY of this course before you begin the next. The DAYS build on each other. You are following a step-by-step process.



Now for some housekeeping details...

In order to use internal links, or to “hyperlink” to the Web, you need to set certain preferences first. For internal links, [please click to open this preference](#)

[window](#). Uncheck the box beside “**Open Cross-Documents Links in the Same Window.**”

For hyperlinking, [please click to open this preference window](#). Then...

- 1) Click **Browse** (for Win users) or **Select** (Mac users). In the window that pops up, find your browser, select it, and click **Open**.
- 2) See “**Connection type**”? “**Standard**” is fine if your browser is not offered as a choice. Just ignore other settings. The default selections are OK.
- 3) Click **OK**. You’re off and running!



And that brings us to my final piece of advice...

Use your printer to make a **hard copy** (your own textbook!). There is just too much information in this Masters Course to learn by reading off a monitor screen.

Underline the important parts. Add your own notes and ideas. I promise you... you’ll get lots and lots of great inspiration as you go along.

If you are at all serious about following this course to build a serious income stream, **please start right... print it.**

Here’s a super little printing utility that will allow you to print 2 or 4 pages to a single 8.5” x 11” piece of paper. It saves you paper, space, and money...

<http://www.fineprint.com/>



Ready to begin DAY 1 of the course?

Sound the bell. Class is in session...



1. DAY 1

Intro to Business Basics

Being a great service seller is NOT about selling. It's about **PREselling**.

Goal-of-the-DAY... This is the only DAY where you have nothing to do except read the material. Actually, that's wrong... Your Goal-of-the-DAY is to understand, understand deeply, the concepts outlined here, culminating with the concept of **PREselling to maximize Conversion Rates**. It's the foundation of *building income through content*.

With this goal in mind...

1.1 Business Basics...

The Pathway to Profit!

Do you know which is the single largest sector of the business world?

SERVICES!

Care to guess what the single most overlooked business opportunity on the Net happens to be?

SERVICES!

Selling your services online is a fantastic way to "leverage" your income-building potential -- all at a minimum cost.

By services, I don't necessarily mean Net-related services like programming or Web design (although they can and should be included here). You could be...

- a landscape designer
- a cartoon artist
- an import/export specialist for Germany
- an investment specialist in Brazilian bonds

- an expert in Japanese netsuke
- an accountant with special knowledge of tax havens
- a copywriter
- a trainer (of just about anything!)
- an editor for medical articles
- someone who creates indexes for books
- a pharmaceutical expert
- a translator (Do you know two languages?)
- etc., etc.,... the possibilities are endless

And your clients could be “local” or “global” in nature. The narrowness of your “niche” service will determine whether your target group lives in the neighborhood or much further away -- on another continent, even!

The diversity of this world and the people in it, is amazing. Just about everyone has an expertise in something that he could sell. Heck, odds are he is already selling it as his primary income source... but he’s never thought seriously about generating customers by using the Web’s full potential.

Dubious? Don’t think this happens? Well, consider this...

I found our current FileMaker Database programmer on the Web, but have never met him in person. He happens to live in Australia. Over the past few years, this Service Seller has made thousands of dollars through contract work with SiteSell.

Need another example? Read about Nadir’s financial site from Kazakhstan...

<http://www.sitesell.com/case-studies/services-nadir.html>

SIDEBAR

This brings up the concept of the high lifetime value of every new client... one of the reasons that the Web has such a high Return on Investment (ROI). But more on this a bit below, I’m getting ahead of myself!

Back to our FileMaker programmer...

How much of that income would he have earned if I hadn’t found him through the Internet?

That’s correct -- ZERO.

OK, now for a “local” example (in my own community of Hudson, Quebec)...

Our Royal Canadian Legion Curling Club hosted a huge bonspiel for the top Legion teams (men's) from across Canada. They wanted a bag-piper for the opening ceremony but none of the members knew anyone who played the instrument. So someone tried looking on the Net.

Bingo!

But here's the best part. This bag-piper lived in the neighboring community -- just 10 miles (15 km) down the road! This is a perfect example of a local service seller using the reach of the Web to generate more income. As you'll see, it's every bit as easy, perhaps easier, for potential new clients to find and hire **you** through the Web than for global-type services such as copywriters, programmers, etc.

Global or local, here's a certainty...

Building a Theme-based Content Site that is related to your service is a smart and timely business move, especially now that more and more people are using the Net as their preferred source of information. And that is exactly what this Course will help you build...

... a site that your **visitors** will love due to its valuable info.

AND...

... a site that **Search Engines** will love to spider, list and rank!

What do most service sellers do **online** to add new clients to their roster and build a successful online business?

Either they...

- do the minimum by constructing a one-page resume-style Web site that simply outlines their credentials ("I'm here... call me if you are interested" passive approach that does nothing to answer the important "what's-in-it-for-me" question for visitors)

Or...

- put up a “circa 1997” brochure site that no one visits (no submission of properly optimized Web pages to the Search Engines + no attention to off-page Search Engine ranking criteria = no presence on Web searchers’ radar screens)

Or...

- post their services on any number of online spots, such as Guru.com (a faceless name lost in a crowd of competitors).

These strategies simply do **not** get the job done effectively.



Instead, follow this pathway to profit...

Start by thinking about how a prospective client goes about hiring a **new** service seller. It’s critical to get inside her mindset so that you can set up your strategies accordingly...

#1) She has to FIND you.

Use effective marketing efforts online and offline to raise your profile. Achieve a good ranking in Search Engine search results (i.e., try to obtain a top 20 position on a search results page). This makes it easy for people to find and visit your site. By what you write, say, and do, encourage word-of-mouth referral -- create a buzz!

SIDEBAR

Don’t worry about the details right now. We’re talking “big picture” and business basics today. We’ll get into the nitty-gritty, the exact how-to, in the coming **DAYS**.

#2) She needs get to know you and TRUST you.

Build credibility by providing high-value content on your Web site. Show prospects that you have **their** best interests at heart and that you can adapt or customize your service to meet their individual needs. Foster an ongoing relationship through a free e-zine/newsletter that steadily increases their trust levels and cements a view that you are an “authority” in your field.

Yes, you will also start your own theme-related e-zine. Delivering great content to subscribers is so important, especially if you want to **sell** your services online...

- It builds trust.
- It credentializes you.
- It develops a sense of “owing” in your subscribers.

#3) She sees that YOU and YOUR SERVICE fulfill a wish or fix a problem.

Show your potential clients through the content on your Web site and in your e-zine that you can provide the solution that they are seeking. **Your service** will solve their problems, answer a dream, enrich their lives, and/or improve their businesses. **You** are the dependable expert that they want and need!

SIDEBAR

Women now represent over 50% of all surfers. And they control approximately 80% of all shopping dollars. To reinforce this in your mind, we'll use the feminine pronoun to talk about visitors/clients. To keep things simple and even, we'll use the masculine pronoun when referring to service sellers.

Once you achieve this essential foundation of **trust**, the remainder of the pathway is open and positive... your prospect picks up the phone to call you or contacts you via a form on your Web site. After a satisfactory exchange where you “**close the deal**,” she hires you over other competitors.

CONTENT ➡ TRAFFIC ➡ PRESELL ➡ MONETIZE

The content on your Web site has helped to **convert** her from being a prospect to being a **client** by developing the **trust** she needed to contact you! A profitable WIN-WIN situation for both of you!

From there, the key to long-term success is a simple matter of **OVERdelivering** your services. Do not just “please” your client -- absolutely “delight” her. Turn her into a raving fan and a **valuable lifetime customer**. A solid base of repeat clients means a solid base of recurring income and no acquisition costs -- the ideal business outcome!

SIDEBAR

Each new customer has a potential worth hundreds or even thousands of dollars over the lifetime of a business relationship with you, depending upon the nature of your service (even tens of thousands, as you saw earlier with our FileMaker programmer).

Thank You for previewing this eBook

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