TABLE OF CONTENTS

PART 1 INTRODUCTION

PART 2: GETTING STARTED

YOUR PURPOSE & IDENTITY **4**
PRICING YOUR SERVICES **11**
CHOOSING THE PROPER BUSINESS ENTITY 15
PROCESSING YOUR PAYMENTS 22

PART 3: CLIENT ACQUSITION – THE 1, 2 COMBO

YOUR WEBSITE MATTERS 3
HOSTING WEBSITES FOR CLIENTS & YOURSELF 8
COLD CALLING FOR LEADS 11
CHOOSING A CRM 13
CREATING A LIST 14
CREATING A SCRIPT 17
FOLLOW UP STRATEGY 22
COLD CALLING EXPECTATIONS 24
ANSWERING OBJECTIONS 26
EMAIL MARKETING 28
CREATE AN EMAIL LIST 33
WHICH PLATFORM TO USE 39
LIST SEGMENTING 47
SPLIT TESTING YOUR EMAILS 51
AVOID THE TRAPS 57

PART 4: CLIENT ACQUSITION – MORE MARKETING

GETTING CLIENTS THROUGH LINKEDIN 2
SOCIAL MEDIA MARKETING FOR YOUR BUSINESS 12
DIRECT MAIL FOR LEAD GENERATION 24
NETWORKING YOUR WAY TO A SALE 33
PAY PER CLICK CAMPAIGNS 40
PRINT ADVERTISEMENTS 43

PART 5: YOU GOTTA FULFILL YOUR ORDERS!

FULFILLMENT OF SERVICES 2
OUTSOURCING 12
BOOKKEEPING & ACCOUNTING 15
REFUND POLICY & UNHAPPY CUSTOMERS 16
RESOURCES 19