



BUSINESS BUILDING BLUEPRINT



A Proven Online Plan For Locating,
Attracting, And Selling Prime Businesses

Finding Local Businesses

Although finding local businesses in need of video marketing services can seem frustrating, there are actually quite a few resources online that can make your job much easier. Here are but a few:

Professional resources

There are a great many professional reference sites. Most serious business owners who list their businesses online are either already actively participating in digital marketing, or looking to do so. Below are several resources to help you get in contact with these important potential customers.

- **Yelp:** One of the most popular business platforms. Beyond Yelp.com, there are local Yelp sites such as <http://yelp.ca>, <http://yelp.co.uk>. You can also do a Google search for "Yelp+country" for additional sites.
- **Yellowpages:** Similar to Yelp, there are local Yellowpages. You'll find Yellowpages for practically all business niches.
- **Foursquare for Business:** According to Foursquare, "More than 50 million individuals utilize Foursquare to locate popular businesses and share what they love about them with others. You can join Foursquare's 2 million+ business members and become part of their discussions to ultimately help them grow their business."
- **Manta.com:** Manta.com is a well-known US professional reference page. It's fairly new compared to other sites, yet it's HUGE.

There are more, but this should give you a good start. You now have 12 specialty niches to target, and most-likely several cities within your reach. This is a big opportunity to start and grow your business!

Scan any of the 12 specialty niches that are featured in our video templates, pick out the businesses you'd like to target, set up an Excel spread sheet, then get ready to start building your potential customer list.

Google Search

This should be relatively simple. You do a search for "niche+city" and pick reasonable organizations.

Google search results for "data recovery new jersey".

Search bar: data recovery new jersey

Results:

- Hard Drive Data Recovery - Fields-Data-Recovery.com**
Ad www.fields-data-recovery.com/HardDrive
Get Online HDD Recovery Costs Here. Over 100,000 Satisfied Customers!
Quick Recovery Times - Free Diagnosis - Free Return Shipping
Fields Data Recovery US has 3,926 followers on Google+
- NJ Low Cost Data Recovery - CanaanData.com**
Ad canaandata.com/LowCostDataRecovery
Free Diagnostic, *No Data No Charge FAST, Tape, Raid, Flash, SD, Camera
- Data Recovery Services - Media Type Or Format**
Ad www.flashbackdata.com/
Same Day Service. Recover Your lost Files.
Contact - Free Quote - Services - About Us
- Data Recovery NJ - Lowest Price Hard Drive Recovery**
datarecoverynj.com/
Data recovery NJ offers low cost professional hard drive data recovery service. Free evaluation and high success rate. No data no charge. Lowest prices ...

Map for data recovery new jersey

Map showing locations of data recovery services in New Jersey and surrounding areas. Markers A and B are highlighted.

Marker A: 12 New Providence Road, Watchung, NJ, United States, +1 888-548-9399

Marker B: 2 Highland Avenue, Belmont Hills, PA, United States, +1 800-798-0727

Map results for data recovery new jersey

However, here's a tip on picking the correct organizations to target:

"Try not to go for large organizations in the initial search." They're too obvious, and most likely get many offers every day. In spite of the fact that our videos look great, it's still difficult to get a reaction, or a reply from a well established business.

Instead, scroll down to the bottom, or go to page 2, 3, 4... to discover smaller, single-owner organizations. You can check the *About Us* section of their sites to determine which businesses are ideal candidates for your offer. When you find a business that meets your criteria, add it to your Excel spread sheet.

Facebook

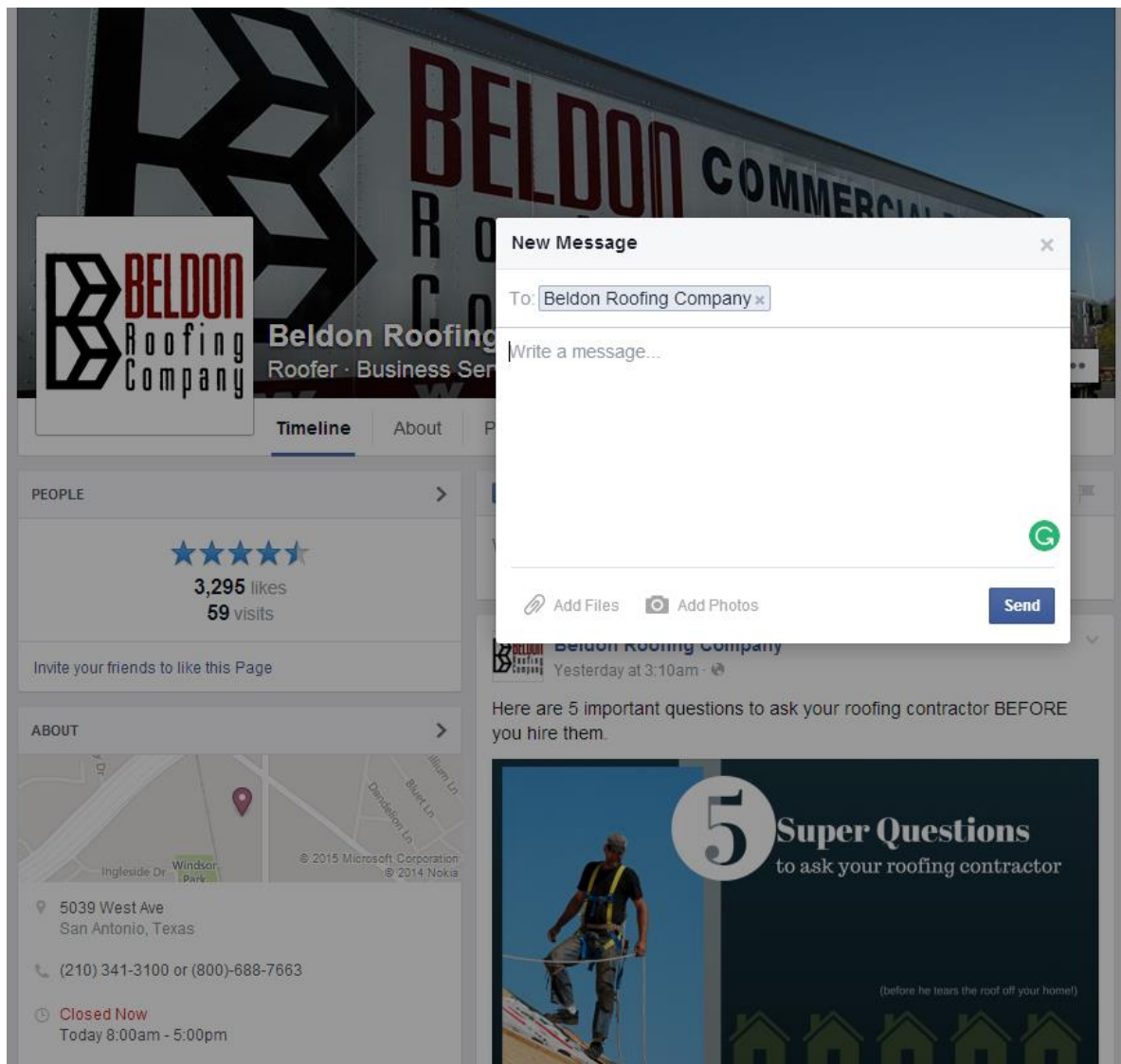
Facebook is a great resource to find neighborhood organizations. Here are two methods to use Facebook to find potential customers.

1. Facebook Search

The screenshot shows a Facebook search interface with the search term 'roofing company' in the top bar. The left sidebar displays the user's profile 'Vũ Bình Minh' and a list of navigation options including News Feed, Messages, Events, Photos, and various groups. The main content area is filtered to show 'Pages' and lists several roofing companies with their logos, names, ratings, and like counts. Each entry includes a 'Like' button.

Company Name	Rating	Category	Like Count
Beldon Roofing Company	4.6 (22 reviews)	Roofer · Business Services	3,295
Scro's Roofing Company	5.0 (15 reviews)	Roofer	433
The Roofing & Remodeling Company	5.0 (1,120 reviews)	Kitchen Construction · Carpenter	1,120
Pelican Roofing Company	5.0 (10 reviews)	Roofer	544
Miller Roofing Company	4.9 (42 reviews)	Home Improvement	554
American Roofing Company	5.0 (508 reviews)	Home Improvement	508

You don't even have to enter a city name to begin your search. Simply type in the specialty, pick Page Search and choose the ones you like.



You can message potential customers right away, or make a list to send later.

Give your online business more credibility by creating a fan page like this:



Add a personal avatar and a screen capture from one your videos that's been branded with your business name and logo.

Next, upload the video to your fan page then make a post similar to this:

*"Could you use a video like this?
Get in touch with our professional whiteboard
video service today to discover what we can do
for your business!"*

2. Facebook Ads

You can also create a Facebook ad to boost your page post.

The screenshot shows the 'Advertise on Facebook' interface, specifically the 'STEP 1: CREATE YOUR CAMPAIGN' section. The main heading is 'Choose the objective for your campaign', with a link to 'Help: Choosing an Objective'. A list of objectives is provided, including 'Send people to your website', 'Increase conversions on your website', 'Boost your posts', 'Promote your Page', 'Get installs of your app', 'Increase engagement in your app', 'Raise attendance at your event', 'Get people to claim your offer', and 'Get video views'. The 'Boost your posts' option is highlighted. A callout box on the right states: 'Use the Page post engagement objective to boost your post.'

The screenshot shows the 'Who do you want your ads to reach?' section of the Facebook Ads campaign creation process. It includes a 'Custom Audiences' section with a 'Choose a Custom Audience' dropdown and a 'Browse' button. Below this is a 'Create New Custom Audience...' link. The 'Locations' section lists 'Australia', 'All Australia', 'Canada', 'All Canada', 'United States', and 'All United States', with an option to 'Add a country, state/province, city or ZIP'. The 'Age' section shows a range from '25' to '65+'. The 'Gender' section has buttons for 'All', 'Men', and 'Women'. The 'Languages' section has a text input field 'Enter a language...'. The 'Fields of Study' section lists 'Construction', 'Construction management', and 'Construction/Building', with an option to 'Add a field of study...' and a 'More Demographics' dropdown. The 'Interests' section has a 'Search interests' input field and 'Suggestions' and 'Browse' buttons. The 'Behaviors' section has a 'Search behaviors' input field and a 'Browse' button. On the right, the 'Audience Definition' section shows a gauge indicating the audience is defined, with 'Specific' and 'Broad' markers. Below this, 'Audience Details' lists: 'Location: Australia, Canada, United States', 'Field of study: Construction, Construction management or Construction/Building', and 'Age: 25 - 65+'. The 'Potential Reach' is listed as '26,000 people'.

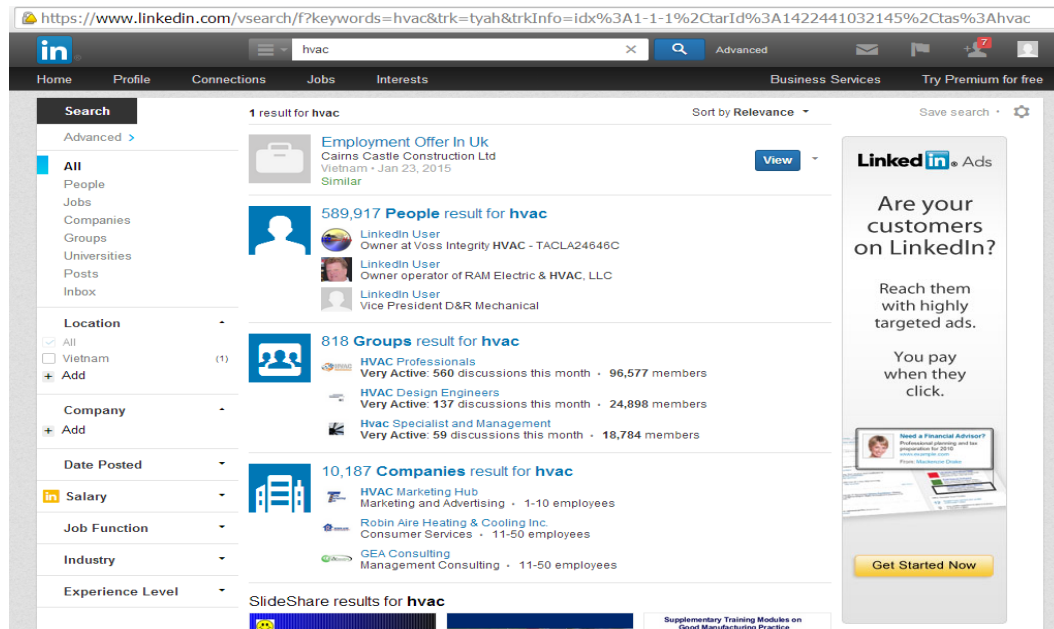
Here's an example targeting Construction businesses. There are numerous approaches you could use to target this niche. But it's best to pick one you feel most comfortable implementing (i.e. send out an email, pick up the phone, or visit their establishment).

There's never any guarantee that one particular strategy will work. That's why persistence is key. The more businesses you approach, the better chances you'll have of landing a customer and, hopefully, a long-term client.

Keep promoting your service, and before long you'll begin to get some responses. And when they attempt to get back in touch with you, you have a 90% possibility of bringing the deal to a close!

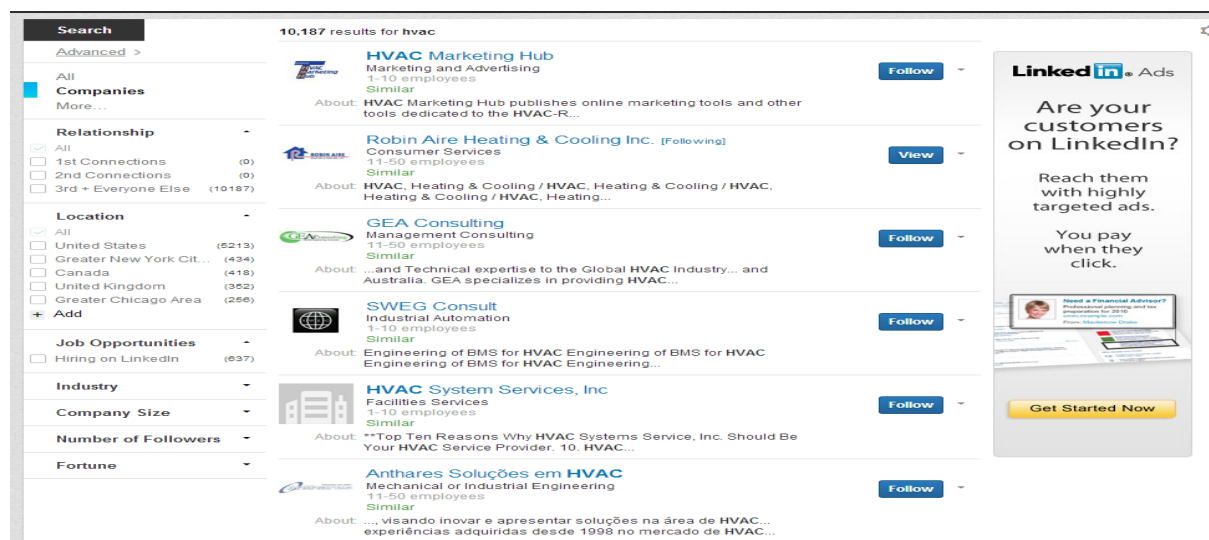
LinkedIn

LinkedIn is where professionals connect to each other. It's absolutely a business and professional environment. Which is why there's a huge potential here!



LinkedIn doesn't allow you to contact individuals directly, or join private groups to post your services. However, here's a way.

1. Browse for companies



2. Go to the page of a company

The screenshot shows the LinkedIn profile of HVAC Marketing Hub. The header includes the company logo, name, and 179 followers. The main banner features five professionals holding a large logo. Below the banner is a description of the company's services. The 'Recent Updates' section shows a post about a new website and a link to HVAC Deals and Plumbing Deals. The right sidebar contains a LinkedIn 'Help recruiters find you' message, a 'Featured Groups' section with 'HVAC, Refrigeration...', and a 'People Also Viewed' section with logos for Robin Aire, GEA, HVAC Jobs, and a large 'T' logo.

HVAC Marketing Hub 179 followers [Follow](#)

[Home](#)

Help recruiters find you
Members with a position get 3 times more profile views.
[Update your profile](#)

Recent Updates

HVAC Marketing Hub New website! [HVACPlumbingDeals.com](#) provides b2b and b2c deals, coupons promotions and discounts to the HVAC, Refrigeration and Plumbing industry. Publish your on deals online to attract new customers. Deals and specials on products and services ... more

HVAC Deals and Plumbing Deals
[hvacplumbingdeals.com](#) • Deals, coupons and promotions from the best suppliers of HVAC and plumbing products and services. Find local and online deals for businesses and consumers.

Like (1) • Comment • Share • 1 month ago

[SATHURAGIRI JEEVANANDAM](#)
Add a comment...

Featured Groups

[HVAC Connect](#) HVAC, Refrigeration...
91 members
[Join](#)

People Also Viewed

[ROBIN AIRE](#) [GEA](#) [HVAC JOBS](#) [T](#)

There you can include a gracious remark about how you can assist them with arriving at the progressively possible client by video promoting, with your contact data. In the event that they're intrigued, they'll connect with you.

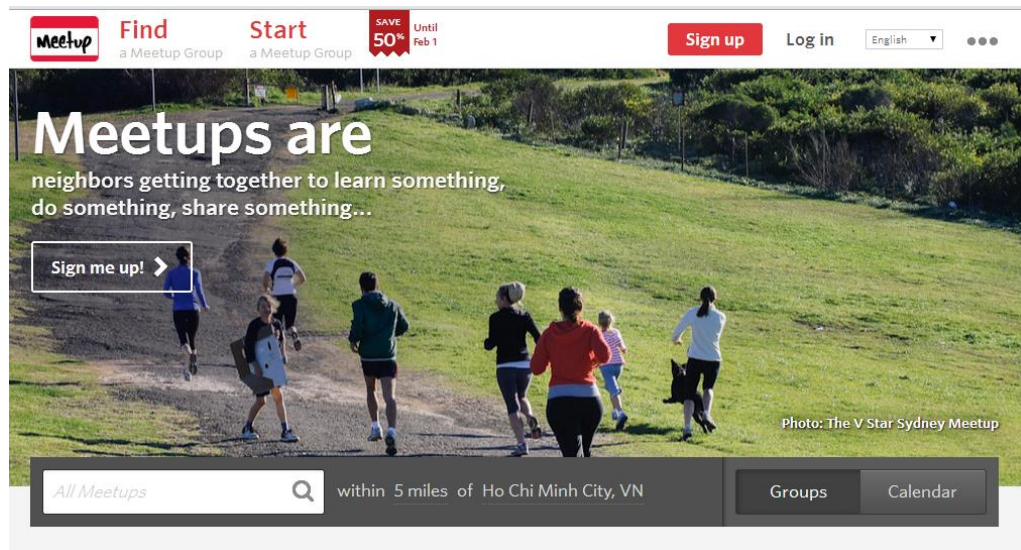
There's another method for targeting business in LinkedIn — LinkedIn Ads

Who's the audience for this campaign?

Location	<input type="text" value="Please specify at least one location"/>	Audience 9,473 LinkedIn Members Job Title: HVAC Engineer Audience Expansion BETA : Enabled
Companies	<p><input checked="" type="radio"/> All</p> <p><input type="radio"/> By name</p> <p><input type="radio"/> By category (industry, company size)</p> <p>Enter the companies you'd like to exclude</p>	
Job Title	<p><input type="radio"/> All</p> <p><input checked="" type="radio"/> By title</p> <div>HVAC Engineer</div> <p>Consider adding: Senior Mechanical Engineer Building Services Engineer Mechanical Engineer</p>	

LinkedIn advertisement can actually be better than Facebook in some particular specialties. Their pricing is comparable to other platforms. Which is why it something you should investigate. Considering the profit you can make marketing your customized video templates, the minimal cost could be well worth it!

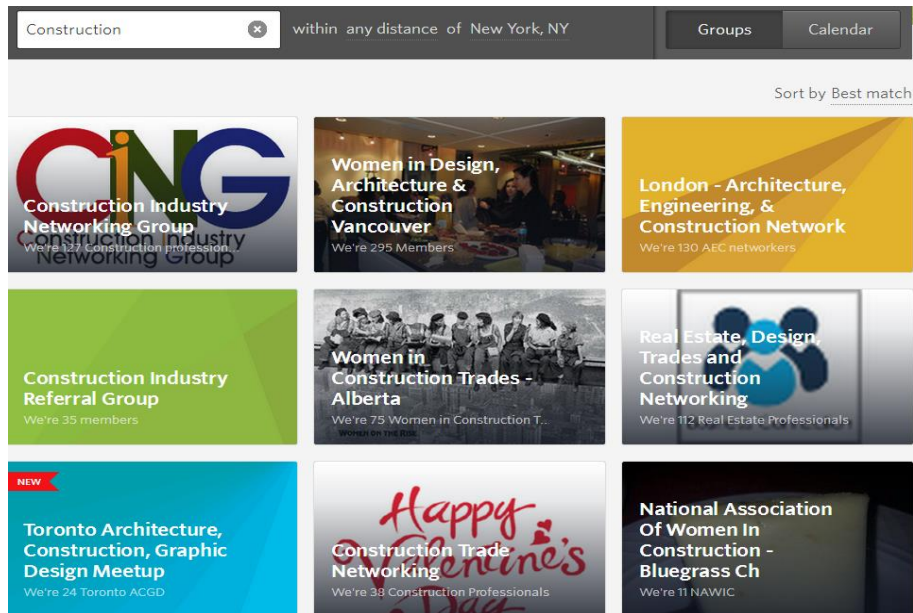
MeetUp



MeetUp is where individuals with similar interests go to socialize and network.

To tap into this potential resource, all you need to do is register an account in MeetUp, develop your profile, then find Meetups in your area with the niche keywords you choose. You can present yourself as a digital video marketing expert who can help them with their marketing needs.

MeetUp is a great platform to help you build a reputation as well as develop business relationships. Best of all you can establish these relationships more quickly, and easier, as opposed to joining a temporary community gathering.



How To Approach Local Businesses

There are many different ways approach potential new business customers. In any case, always remember to *Present Yourself As A Professional*.

Direct Email/Message

Sending an email or Facebook message is probably the simplest way of introducing yourself to a targeted business. It can be the quickest method of getting a response if done properly.

Here are a few important things to keep in mind in order to send out an effective email/message:

- Create a YouTube channel under your businesses' name and upload the videos you have to offer. After introducing potential customers to your business via email, include a link to send them your YouTube channel to view your portfolio. Setting up a business website is an even greater tool for gaining customer confidence and attracting more sales.

- Invest a little of your time by simply creating a custom video with your potential customer's logo and information added channel (remember to always add a watermark before sending your customized videos). You'll be surprised how often this leads to an instant sale once your targeted customer sees his or her businesses' name and logo prominently placed within the customized video.
- When sending out a customized video, always let the potential customer know there are no obligations. If they don't like the video, they don't lose anything. They'll be more likely to check out the video knowing they've got nothing to lose.
- Compare your video with others. Let them know there are companies that charge thousands of dollars per minute while your videos are priced hundreds of dollars less for videos that are just as good or even better quality.

Surveys

Here's a unique yet powerful strategy.

Once you've identified potential clients, send them an email/message introducing yourself as a marketing specialist trying to collect information from businesses in his or her particular niche. Let them know they can help you by answering a few simple questions. And for helping you out with your survey, they'll receive a free gift.

There already exist online survey providers you can access for free including Google forms and Survey Monkey.

Here are some examples of what types of questions your quiz might ask:

- Do you care about online marketing (yes/no)
- Do you have a Facebook page (yes/no)
- Have you used any online marketing service? (yes/no)
- If yes, how much have you spent for online marketing
(provide ranges i.e \$0—\$500, \$500—\$1,500, \$1,500 —
\$5,000, etc.)
- Do you know about, or considered, video marketing?
(yes/no)

In most cases, 5 out of 10 business owners who take the survey will ask you what you can do to help them.

Free gifts

This method requires a little preparation. Take some time to create a short report on how video marketing helps local businesses. There's a ton of information you can easily find online. So all you really have to do is gather the information then paraphrase it into a short report (usually around a 1000 words). And at the end of your report, position yourself as the expert in video marketing and include your business' information to encourage them to contact you for more information.

When you have the report ready, email targeted business owners letting them know you'll send them the report for absolutely FREE, and with NO obligation to buy anything.

If you take the time provide valuable, current video marketing information, you'll soon enjoy business owners contacting you back to ask how you can help them.

Relationship First

We all want to make serious money, right? But it takes a long-term relationship to build a successful online video marketing business. If you want to go from just selling pre-made videos to owning an actual online marketing company, building relationships with business owners is essential.

In order to build relationships with business owners, you must first BELIEVE IN YOURSELF. In actuality you may not possess the special skills or knowledge of an experienced video editor, but you have at your disposal professionally produced templates that you can customize into videos that business owners will love!

Here are a couple of ways to start building relationships with business owners:

- Invite them to a private Facebook group where you will periodically give out valuable information, tips and consultation on how to do online marketing the right way. It may sound difficult, but don't worry, just do a Google search and, again, you'll find a ton of information to help you come up with a wide range of new topics to discuss. And as you gather this information, you'll soon discover you're actually becoming a true marketing expert as you learn new ideas and techniques to pass on to your customers.
- Build an email list of local businesses who have responded to your free reports. Then continue sending them useful information regularly.

Remember, if you have good relationships with business owners, you'll soon discover, in addition to videos, you can sell them other marketing services.

Maximizing Your Profits

Sales Strategies

Here are some good ideas to help you close more sales:

- Give business owners demo watermarked videos, and if they're interested, let them know that they can have these exact videos with their own brandings.
- You can give your clients the option to choose regular or square formatted video. Offering them a choice makes closing the sale much easier.

What to Upsell

- **Adding a custom voiceover:** You can easily charge an additional \$100 or more for a video with custom voiceover that mentions the business' name. Just go to Fiverr, find an affordable voiceover artist and choose a 'video sync' extra and let them sync the voiceover to your exported video.
- **Uploading videos directly to YouTube and providing video SEO:** This is a great add-on service. By offering to add an SEO title, description and proper tags to your customized videos, you can charge upwards of \$100 or more above your regular price. It could even be higher if you offer backlink building for better ranking.
- Currently there is video SEO software on the market that delivers fantastic SEO results for videos. You can use it to provide SEO services for your customers to bring in additional income.

Building Long-term Business Relationships

Once you've made a good number of sales, you can start thinking of adding additional services to your online marketing business.

Here are few services you might consider:

- Video creation and YouTube channel management. Charge \$1,000 for 2 videos created each month in their niche, plus video SEO and channel management.
- Local SEO can be outsourced. But if you can do it yourself it's a great way to add extra income.
- Social Media Management
- Email Marketing Management
- Website Design/Redesign
- Paid Traffic Management
- Content Building
- Responsive Design

If you don't want to do it all by yourself, team up with someone who possesses some of the skill described above. This way, you can deal with the clients while they do the technical work.

In Conclusion...

Video Marketing is rapidly becoming one of the fastest ways to earn a living in the digital marketing world. There are tens of thousands of individuals making quite a nice living selling video services. But it isn't an instantaneous, sure-fire method to get rich quick. It will take a lot of preparation, perseverance, and patience. But if you've truly set your mind for success, you have a very good chance of achieving your goal as a video marketing entrepreneur.

So practice customizing the 12 ADIMATES Video Templates you've just purchased to hone your editing skills. Then apply the advice offered in this transcript as you set up your online business. You'll soon discover landing new business customers can be a challenge. But it can also be a lot of fun.

Here's To Your Success!