

## **3-Ways to Profit**

In an attempt to actually help you make money with this presentation I want to outline 3-simple but very effective ways you can use this to make money from your marketing consulting business. Certainly, there are more than 3-ways but let's keep it simple to start.

### **1. Give it away to current and prospective clients**

You might be saying to yourself, "How can I make money if I give it away?" Valid question, but it's important to remember that you offer – or should be offering – many more marketing services than just this presentation.

With that in mind, you can find current clients or new ones that are NOT on any of the directories listed in this presentation. By giving them this presentation – or videos that you've created using this presentation – you will build trust and credibility.

In most cases, after a customer reviews this presentation they will NOT want to do it themselves and then you can offer a fee to do it for them.

### **2. Use it as an add-on to your current services**

If you're like me you have plenty of clients and prospects that are NOT using online directories. Or if they are, they are not using them properly. For example, they do not complete their profile in full, add images or videos, etc. This presentation is great product to use to add-on to other services you offer or a new way to start up a conversation with them about the benefits of Online Reputation Management for example.

### **3. Sell it outright as a stand-alone service offering**

You can simply do a webinar or a live lunch-and-learn seminar where you teach clients this actual presentation.

Simply charge a fee and add a few bonuses like the printed version of the presentation and you'll have a powerful offer filled with a ton of value.

This presentation will provide a lot of value to your clients. It's up to you to bring it to them!