

2025 DIRECTORY DOMINATION

Best Practices

As with every product you buy – especially ones that come with PLR – you need to follow a few best practices so you can get the most out of your investment. Pick and choose from the suggestions below and you will add a tremendous amount of value to your clients.

- 1. Study the Presentation:** Before you use this presentation with a client it's important to know its contents. That doesn't mean you have to create a directory listing yourself. However, it's always best to be familiar with the content that you're discussing with a client. Take 30-45 minutes and review the presentation and visit the sites to get a feel for how everything works.
- 2. Customize the Presentation:** It's always a good practice to customize the presentation to fit your personality and style. A lot of times the difference between you and the competition is just that... You! Don't be afraid to add in your own personality where it fits.
- 3. Turn the Presentation into Video Tutorials:** A very easy way to create either free or sellable products is to use this presentation to create video tutorials. You can post them on your YouTube Channel, your blog or put them on a DVD.
- 4. Create a Webinar (automated or live):** You can drive customers and prospects to a webinar using [postcard marketing](#) or simply use paid ads via Facebook, YouTube, etc. The cool thing is it's usually best to offer an [automated webinar](#) when targeting offline clients. That way you create the webinar once but promote it over and over again!
- 5. Live Lunch-and-Learns:** One of the best ways to generate new clients is by giving lunch-and-learn presentations. You can easily do this virtually via Zoom. This is explained in detail at [Client Getting Plan](#). In short, banks and business associations are ALWAYS looking for ways to add value to their customers. They are very open to having consultants come in and give valuable, content-based presentations on topics that will benefit their customers. The best thing is that they will do all your marketing for you. Get a free audio download of the **"Client Getting P.L.A.N."** by [clicking here](#).
- 6. Create a Printed Version:** A great way to add value is by giving your clients the presentation in printed form. A great site to do that at is: [48hrbooks.com](#).
- 7. Give it Away for Free – Then Sell Your Services on the Backend:** Hopefully this is self-explanatory, but one of the best ways to make money with this product is by giving the presentation away for free. What typically happens is the client is very excited to learn about online directories but they simply don't have the time to do it themselves. That's when you offer to do it for them... for a fee of course.