

10 Ways to Make More Money & Boost Your Local Consulting Business in 2018

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INTRODUCTION

There are many things we as local marketers can do in order to enhance our business and increase our profits. If we aren't doing everything we possibly can to make the most out of our businesses, then we are leaving money on the table, right? It's not rocket science and it certainly isn't difficult to understand.

This report is going to discuss 10 important, and possible crucial concepts that if implemented, will increase your business as well as your profits.

Here they are:

1. PRIORITIZE

The first tip for enhancing your business and increasing your profits that I would like to share with you, is that you must 'prioritize' when you are working or conducting your business. This can be done in a lot of ways and in a lot of different aspects.

For instance, which is a bigger priority: hanging out on Facebook, OR writing an email or article (or two or three!) to promote your website, product or services?

Obviously the latter should be a higher priority, but which one do you often choose to do instead? An email or article can be written in anywhere from 15 minutes, to an hour.

Even I find myself spending anywhere from 10 minutes to several hours on social media when I could be doing much more for my business.

This is just one example of something you can do to prioritize your TIME better. You can also prioritize other things just as strategically. You can prioritize which projects or tasks you will work on first and in order of importance.

One problem that many marketers face, is checking their stats or email much more often than needed, which takes them away from important tasks that should be getting done.

2. ADD A NEW MARKETING TECHNIQUE TO YOUR ROUTINE

This tip is an extremely effective one. Let's say you have 4 main marketing methods that you use to promote your business. Just as an example, let's say those 4 methods were:

1. Pay-Per-Click Advertising (PPC)
2. Classified Ads (Craigslist, etc.)
3. Social Network Marketing
4. Mobile Marketing

This is an excellent group of advertising methods to combine and implement. But, what if you were to add another marketing method in there, such as email marketing for example. That would make it 5 methods instead of 4, making your new email marketing' method encompass a whopping 20% of your advertising!

That means you can add a lot of business and increase your profits by a significant amount by adding new marketing methods to your existing campaign.

You can add more than one method for even better results. There are many marketing techniques that are great to add to your repertoire, like:

- **SEO**
- **Link Building**
- **Article Writing**
- **Facebook Ads**
- **Blogging**
- **Social Network Marketing (Facebook, Twitter, LinkedIn) - New Social Media (SnapChat, Periscope, FB Live, etc)**
- **Classified Ad Marketing**
- **Offline Marketing (Business Cards, Flyers, Car Magnet, etc.)**
- **Offline Newspaper Classified Ads**
- **Video Marketing (YouTube Marketing, etc.)**
- **Building a List**
- **Landing a JV**
- **Email Marketing**

- **Solo Ads**
- **Forum Marketing (Other than IM Niche)**
- **Outsourcing**
- **Mobile Marketing**
- **Etc.**

There are more, but I am sure there are at least ONE of the above things that you are not doing at all, or not doing enough of.

If you add one or more of the above marketing methods to your existing marketing efforts, I guarantee you will increase your profits and enhance your business over this next upcoming year.

3. START OUTSOURCING

The majority of highly successful people and/or corporations are involved in outsourcing of some sort. Usually, this is the very key that allows them to achieve the level of success that they do. If the owner of the Ford Motor Company had to make all the cars himself, do you think the company would be where they are today? The fact that they can outsource their work to enough people, who know what they are doing makes them able to reach the success level that they desire.

You've heard the term, "Two heads are better than one." This rings true in a lot of aspects of life. It's kind of like that will outsourcing. If you can accomplish 5 items a day, that is great. However, if you can do 5 a day, and outsource another 5 per day, then that makes it 10 items daily, instead of 5.

That just **DOUBLED** your marketing efforts right there, so as I said in the title of this report... You will increase your profits and enhance your business if you implement these tips.

If you **DOUBLE** your output, you will have **DOUBLE** the results. Imagine if you outsourced a lot more often, or on a broader scale.

Also, outsourcing will allow you to use the millionaire mindset of knowing that there are people out there who can do a better job than you can when it comes to certain tasks or skills.

So instead of competing against these people, hire them!

Think about it, if you outsource a sales letter to a TOP sales copywriter, chances are that your product offer will convert A LOT more than it would if you wrote your own sales copy, or looked for a really low bargain.

With excellent copywriting, an offer will tend to convert much better and sell many more copies -- which again, enhances your business as well as increases your profits.

Outsourcing is the one thing that millionaires and successful people across the board -- doesn't matter what industry -- have in common.

Don't ignore the power of outsourcing.

4. GET INVOLVED WITH YOUTUBE VIDEO MARKETING!

If you have not yet gotten into video marketing yet, this is SERIOUSLY the time to do so. Again, this is something else that can also be outsourced or done quite easily by yourself, at home.

YouTube.com is owned by Google and everybody knows how soon your video gets indexed by Google for a specific keyword(s), and the traffic that a single video can generate.

If you are thinking that there is NO way that you can get involved in video marketing, because you just don't have the skills, equipment, or money – Baloney!

If you've ever filmed a friend or family member with a digital video camera or one of those camcorders from the 1980s, you can be a video marketer.

Basically, you can use a simple digital camera that has video capabilities, or you can borrow one from a friend (I am sure someone you know has one!). You can even ask them to help film you and get them in on it.

Most smartphones these days are actually excellent video cameras.

Most laptop computers come with webcams too, these days.

All you have to do is talk for a few minutes about whatever niche market you are in. You can give away tips, advice, or give a product review for a product that you are promoting. It can be either a product or service that you created, or one that you are promoting as an affiliate of course.

Putting the KEYWORD that you are targeting in the TITLE of the video is the best way to get your video listed on the search engines (Google) the fastest and highest ranking. There are also keyword tags that you can input in the 'tags' section of your video.

It is very easy to get a FREE account with YouTube.com and it is also very easy and FREE to post as many videos as you like!

This is a very powerful marketing tool right at your fingertips, and it's free.

Additionally, once you post a video to YouTube, not only will you receive traffic to your video from YouTube surfers, but also from Google searchers... But you will also be able to place the video in your website.

They give you the embedded HTML code for you to simply 'copy and paste' into your website and/or blog. This gives your website the power of video -- without costing you a dime! You are surely leaving money on the table if you do not get involved with video marketing over this next year.

Don't forget about the new video marketing platforms, such as Periscope, SnapChat, Facebook Live, etc.

This tip has served as yet another way to Enhance your Business and Increase Your Profits in the coming year(s).

5. TAKE YOUR ONLINE BUSINESS, OFFLINE

If you have even the slightest knowledge of online marketing - you might be a “hero” in the offline/local world. What do I mean by that?

Most business owners don't have a clue about online marketing.

But they know they NEED it desperately. So they are willing to pay you handsomely to help them with their online marketing.

To you, an opt-in page to collect leads might seem like the most basic idea for newbies...

However, it could be worth **\$500 - \$2,500+** to a local business owner!

You could choose to charge a business owner to setup a lead capture page for them - OR - you could offer to do it for free to get your ‘foot in the door’.

Then, you can upsell them on more services, such as mobile website optimization, Google My Business setup, SEO, etc. (and you can outsource all the work so that you simply sit back and collect the profits).

Heck, even writing a simple email could be worth hundreds to a local business - whose owner doesn't have the skills or the time to do it.

You would be surprised at how your knowledge of Internet marketing -- even if it's limited -- could be GOLD for a local business owner.

Anything from writing emails (you don't have to be a master - you just need to write emails better than the biz owner - which is a LOT easier than you

think) to setting up simple lead pages, claiming a free Google My Business listing, setting up a Yelp listing, and much more...

Go out there - let the world know about your Internet marketing knowledge (even if it's limited) and start getting clients coming to YOU!

6. ADD A NEW INCOME STREAM TO YOUR BUSINESS (NEW NICHE)

There is more than likely a niche that you have not yet gotten into or have been wanting to get into for a while, but are procrastinating out of fear of failure, or any reason for that matter.

Well, I guarantee that you are not involved in every single profitable niche. So, the question arises, "Why not add another profit stream to your business if you can?"

I personally can't think of a reason why **not** to, can you?

Let's say you are in the Dental niche and Lawyer niche. Or for you strictly "online" marketers reading this: the IM niche and the Weight Loss niche.

You may be leaving money on the table by not getting into another hot niche right now, such as a completely new niche that will be a permanent income stream, like Plumbers and Restaurants (or Acne or Fitness).

Breaking into a new niche can be easy, or it can be difficult depending on how YOU make it.

To do it - all you need is to take action. Contact a dentist, plumber, etc. instead of your normal niche.

Any business that accepts money is a potential client for you.

This tip will also surely enhance your business and increase your profits in the coming year(s), provided you take action and implement it fully.

So what if you fail? That is what business and being successful is all about, trial and error. Successes and failures, there is no such thing as a perfect world. And most of the time, if you pick a good niche, follow your goals and stay focused, you **will** succeed.

7. PROSPECT

If you're not getting the results you want - it's because you're not "prospecting" correctly.

You cannot achieve more success, earn more money, or anything of the sort if you don't seek out the opportunities and then grab them!

Specifically -- the RIGHT opportunities.

There is a ton of prospecting for you to do from now and until you retire.

Prospecting can come in many forms, you can do it small scale and seek out clients locally and on places such as online forums or social media groups, who need services or products that you can offer them.

Or, it can be done on a larger scale where you look to land some JV's (Joint Ventures) or invest in a business, find new niches, etc.

Prospecting can land you one extra deal this year, or it can land you 1,000 extra deals! How's that for increasing your profits?

Even if you successfully obtain ONE client or make only one sale as a direct result of your extra 'prospecting' you will enhance your business and increase your profits.

Go out there and see what's hot -- and what people **want**. It's very easy to stick with what you already know and are routinely doing on a daily or weekly basis.

But, if you take the time to prospect a little bit, and pretend like it is the beginning of your online career again and you are super enthusiastic about all the fresh opportunities and money making ideas that are surrounding you.

You will surely find a thing (or two) that will lead to a long term income and profit stream.

Remember, we're beefing up your business here, I am not saying to do these types of things all the time. But once every year or couple years is a good time to update, upgrade and take your business to the next level, no matter how small or large your business is. Prospect for new clientele, prospect for new business ideas -- Prospect.

8. THE 'DOUBLE' EFFECT

This is something I like to call the 'Double Effect' and it is a theory/technique/strategy that I use to enhance my business and increase my profits every year.

The Double Effect can be applied to many different circumstances, for instance, let's talk about it on a smaller scale for a moment:

If you write blog posts to promote your website and it is working very well for you, what could you do to double that success?

Simple.

Outsource the exact number of posts that you write, so if you write 5 posts; outsource 5 additional posts and now you'll have 10.

This will mean that your efforts, as well as your traffic, as well as your PROFITS, will double.

Okay, so even if they don't **double** per se, what if they improved by 150%?

That would still be MORE profit in your pocket at the end of the day. You don't even have to outsource or pay money to get double the work done sometimes.

You can write the whole 10 yourself instead of just writing 5, or you can have a friend, family member or significant other help write for you as well, provided you give them a little bit of training.

What else could you do in your business that will DOUBLE your profits?

Can you come out with two videos instead of just one?

Can you market to 2 niches instead of one?

Can you charge double for one of your products or services instead of possibly selling yourself short?

Can you possibly (with the help of some outsourcing) pull off two launches instead of one this year?

Can you put up a website AND a blog instead of just one or the other?

Could you possibly double your PPC Advertising budget, or raise it by any %?

Any of the above tactics would either double your profits or increase them significantly, so there is no reason to ignore the magical potential of the 'Double Effect.'

I personally have my wife help me write blog posts.

If I were to write only 5 or 10 a day myself, I would be at a certain level. But since she also writes that many each day, my efforts are doubled, my traffic is doubled, my response is doubled and therefore my **PROFIT is doubled.**

Again, it isn't rocket science, but it works and it is a perspective that you should try to embrace.

What if you took it even further and made a 'TRIPLE EFFECT'?

That would take a little bit more outsourcing, or tripling the amount of hours you work to accomplish, but triple the income doesn't sound bad to me.

Most people don't DO that much work online, so doubling their efforts or even tripling their efforts wouldn't really be that difficult to do.

For a more advanced marketer, maybe doubling a few things here and there such as the amount of posts submitted per month or doubling the price of a product -- while adding a bonus to compensate of course. ;)

9. GET WITH THE TIMES!

It's 2018. We were supposed to have flying cars by now, but instead we have iPads and eBooks.

Well, it's pretty advanced compared to even 15-20 years ago, heck even 10 years ago!

A lot of internet marketers stick to what has made them money 'in the past' or they follow a business model that worked for somebody else, 'in the past.'

What matters is right now. If a new product comes out tomorrow that sweeps the nation and everybody MUST have one -- your job as a marketer is to go out there and market it!

Why would you stay back and market beepers or pagers, when iPhones and Androids are the latest and greatest?

Even the greats have to 'Get with the times' every now and then. Listen to great music artists like Paul McCartney. His hits always fit in with the style

of the current time. In the 60's he was writing "She Loves You, Yeah, Yeah, Yeah!" and in the 80's he was writing "Silly Love Songs" and "Ebony and Ivory" which are very much 80's style music.

Getting with the times is an essential part of your business -- online or off -- and it will most certainly result in your business enhancing and your profits increasing. Here are some things you can do to **'Get With the Times'** as far as your internet business is concerned:

- **Get into video marketing**
- **Use Web 2.0 and 3.0 techniques and mobile friendly marketing**
- **Make your site look modern (shiny or flat, sleek, simple)!**
- **Be involved in social networking (facebook, twitter, pinterest, LinkedIn, SnapChat, Periscope, etc.)**
- **Have video on your site, as well as new looking Web 2.0 graphics**
- **Sell products and services that are popular NOW, in the current time**
- **Follow the latest rule changes so you can keep up with effective SEO techniques (A lot of people use very outdated SEO tactics that don't work anymore)**
- **Build a list of opt-in subscribers using a squeeze page**
- **And anything else that is new, groundbreaking, effective, creative and profitable!**

10. MAKE SURE YOU CAN GET PAID EASILY

Sounds basic, right?

This might be the most important tip of all:

If you can't easily collect payment when a client is ready to fork it over - you've got major problems.

I cannot stress enough how important it is to get the payment from your client when they are ready to pay.

Firstly, it looks very unprofessional if your client want to pay you and you're scrambling around to get an invoice to them...

...and especially if once you have the invoice, you then have issues taking the actual payment!

Nobody wants to send checks in the mail or waste time meeting in person or performing a wire transfer or manual bank deposit, etc.

This tip should almost be a part of the "get with the times" one, simply because in 2018 - you should have a way to easily get paid.

Lucky for you - I created a way for you to get paid easier and faster than ever before. All you have to do is enter how much you want to get paid and for what and it will instantly create an invoice for your client...

...not only that. It will also allow you to create a simple web link that you can send to your client online and they can pay you safely from the computer!

It ALSO allows you to put buy now links on your website, so that your web traffic prospects can easily sign up (and PAY) for your services, **even while you're sleeping!**

If you want to get paid easily and fast...

[Check out Easy Invoicing Pro Now >>](#)

CONCLUSION

It is clear that we can all enhance our business and increase our profits in one way or another, no matter how successful or unsuccessful we have been in the past.

The past is over and done with.

What matters is the present, which is what shapes the future.

The future is important because it determines where we will be in a year, two years, five and ten years down the road.

Will you be happy? Healthy? Wealthy? It's up to you in a lot of ways.

This report explains clearly, how you can enhance your business and increase your profits over the next year(s) and if you implement even ONE of the tips in this report, you will increase your profits.

Taking action is always the most important factor in the end, no matter how great of an idea or plan you have in mind.

I wish you all the best of success!

- Jack Hopman

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