

Here's A Stupidly Simple Way To Generate "Emergency" Cash NOW!



This is very easy to do and can generate at least \$1,000-\$1,500 within the next few days!

First, you need to find some local business owners who need what you're about to offer them here. No, you won't be pounding the pavement or cold calling anyone....they will be calling YOU.

You can use a couple of methods to find these clients.

1. You can simply go to the phone book and look up businesses in your local area. Write down any business that you want. You will use that list to check the internet in a minute or two, so keep it handy.

2. OR you get an in depth "drill down" listing from [GoLeads](#) which will give you tons of information on all businesses in ANY geographic area. Cost is about \$15 for unlimited access. :-)

Once you have your list, about 20-25 is all you need to start. Look them up on the internet to see if they have a website. For this particular deal you want them to have a website. (If they don't have a site yet, we can deal with that later.)

Once you have a few of the websites, visit them. Here's what you're looking for: Any business site that does not have a capture

mechanism installed on their FRONT page.

In other words, they need to have an autoresponder opt in form on their front page. If they don't....you're in for some quick cash.

When you have about 10-15 "prospects" send them this letter:

Mr./Ms. _____

My name is _____ and I am a local e-commerce business consultant.

I know your time is valuable, as is mine so I'll get right to the point. If I could show you an unused asset that you ALREADY have that could make you thousands of dollars, would you be willing to speak with me for 15 minutes?

This free consultation can save you as much as 50% of your entire monthly advertising budget AND bring you brand new customers at the same time! The best part is that you already have it, so the cost to implement this marketing weapon is minimal.

Please call me at (your number) at your earliest convenience to schedule a free "no strings" consultation. I promise you, it will be worth your time.

Yours in business,

Your name

Contact info

That's it! Believe me when I say that your phone will ring off the hook. DO NOT mass mail that letter! You really only need to mail 25-30 per week and you'll be busy.

Now that you have the clients calling you, the next step is to set a consultation appointment and meet them. The unused asset they have is of course their website which has no list building capabilities.

The "money is in the list" applies to ALL businesses, not just online marketers. By building a proper list they can cut their advertising dollars at least in half. Just send a customer blast about an upcoming sale instead of paying \$4,000 for a half page ad.

You follow me here? All you have to do is set up an autoresponder opt in form on their **existing** site! That's it.

I have coaching students who are making \$250-\$500 a deal with just this method. It's very easy to generate 4, 5 or even 6 deals per week this way. Heck, it only takes about 20-30 minutes to put the form on their site and that's if you're slow!

I usually visit their site, right click and select "view source" and save it in notepad. Then I open the notepad in an html editor and install the form. (I use Trellian pagebuilder, which is free and allows me to preview the finished site.) Once I'm done I save it as, "theirsitename.html" send it to their programmer and they can swap it. (I charge \$50 if I have to load it.)

You can use your autoresponder account or let them get an aweber account with your affiliate link of course. If you use your account then you control their list. In either case this usually leads

to "who is going to write the emails" which is another monetization chapter for later....

Just so you know, almost half of all the sites I look at fall into the category of no capture system. It may be more or less where you live, but it's a rampant problem....everywhere. Why? Because they simply don't understand e-commerce.

By the way, [GoLeads](#) will also give you the name of the business owner, number of employees, etc. Do your first one the hard way if you have to, but it's worth the \$15 to be able to put their name on the letter.

Response rates will triple if you use their name and this little trick. Stamp "CONFIDENTIAL" in red block letters on the front of the envelope. This will make them put your letter in the "open later" pile instead of straight into the trash. It's a simple but effective strategy especially if you use their name. You can get a confidential stamp at Staples for \$5. I've used the same one for years.

Keep this in mind. People sort their mail while standing over the trash can. You do it, so you know it's true. You have to have something that stands out and says, "This might be important, I'll look at it later."

NOTE

Change their cash register and credit card terminal receipt to read, "For Preferred Customer Discounts Sign Up At: (their website) There is a toll free number on the side of every register and terminal for support. Just call them and they will walk you through changing it. It only takes about 10 minutes.

This strategy is awesome because it does two major jobs when it

comes to marketing.

1. It captures all their current customers because everybody reads their receipt, and everybody wants to be a preferred customer to get discounts. It also captures all walk in traffic that actually BUY something. Which leads us to:

2. A list of nothing but BUYERS of their product. No tirekickers or browsers, buyers only! You may need to clarify to them exactly why that's so powerful.

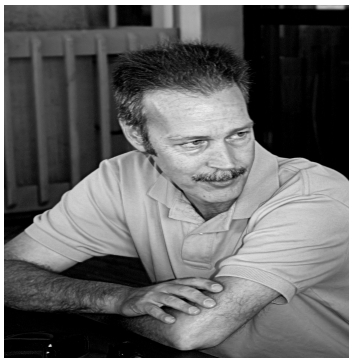
Now you've made a client for life and there are tons of other methods to help them, and generate a great living for you as well.

I've just shared a tested, proven method to generate some serious emergency money FAST! Just copy and paste the direct mail letter and get to work. You can do this.

I told you it was stupidly simple, and it works because it really is helping them, and that's what it's all about.

Make it a great marketing day,

David Preston



P.S. This is just the first method of "fast cash" that my "**Diamonds In Your Backyard**" coaching students learn. The next lesson they learn is how to generate \$3,250 per deal while doing NONE of the work. To apply visit: [DavidPrestonInc.](http://DavidPrestonInc.com)