

# The Fastest Easiest Way To Make Life Changing Revenue

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## Get Money Coming In Today...

Sometimes you can be so heavily focused on building an online business that you fail to see the huge opportunities often sitting right there in front of you.

In the past I've talked about how effective online press releases can be at ranking high on Google.

Online press releases are an incredibly powerful online tool because:

- They're very easy to do (much easier than you'd think...especially if you use PressCable's fill in the blanks templates). You can also have them done for you with the PressCable press release writing service.
- You can get rapid, long lasting rankings for low competition to mid-competition keyword phrases.
- They're incredibly fast, getting you rankings on Google less than 24 hours after submission. And these rankings can be for search terms that it might take months or years of hard expensive SEO work to rank for.
- An online press release is likely to be many times cheaper than what the equivalent SEO work would cost to rank a site for the same search term.
- An online press release creates a lot of safe, white hat authority site backlinks Google loves to your site when you link the press release to your site. That will help your site rank higher in the search engines too and solidify your rankings.
- Your website and your press release can both rank for the same search term...in other words if you're already ranking well in Google it gives you an EXTRA ranking.
- If you put a YouTube video inside your press release and a link back to your website you could end up with your YouTube video, your website and the press release all ranking for the same search term.
- Your press release pushes competitors down in the rankings.
- Online press releases are a proven Google friendly white hat method that have been around for well over a decade.
- You can target exactly what you want to say in the press release and what you want prospects who read the press release to do.

- You can use an online press release as a form of reputation management...targeting search terms where reviews will come up.
- Your online press release can generate a lot of positive "word of mouth" very quickly.
- If you have a physical location your business name, address and contact details appearing on over 200 sites act as "citations" helping your business rank higher on Google Maps.



### Here's The Goldmine You've Overlooked...

When you spend a lot of time online that's usually where your focus is...looking for online niches, searching for opportunities online.

But the biggest niche of all is not online...it's right in your local cities and towns.

Even with the proliferation of the internet and internet shopping over the last decade the majority of business in the world is being done through brick and mortar businesses...



What the proliferation of the internet has done though has made it essential for those brick and mortar businesses to have an effective online presence.

And you can charge a business \$250 to \$1,000+ for each press release you write for

them. You can also get paid ongoing fees by providing press releases submitted for them monthly twice a month or weekly.

### You Get Paid In Advance...

Here's probably the most exciting thing about working with brick and mortar businesses.

It's standard practice to charge in advance for your services...usually half your fee in advance and half on completion of the service or a full monthly fee in advance if you're delivering a monthly service.

So if you charge \$500 for a press release that ranks them on the first page of Google you can charge \$250 upfront before you ever write and submit a press release for them.

That means you can get paid today and you have no risk.



The money you take in advance will pay for the submission of the press release and for PressCable's press release writing service\* if you choose to use it. And you'll have some money left over.

Then you get paid again after you've submitted the press release and it's ranking on Google.

\* For a very reasonable fee you can have a press release written by one of

*PressCable's highly skilled professional press release writers.*

*This means you can deliver a press release service to a client without ever having to write a press release yourself.*

*Another option which is free for PressCable subscribers is using the PressCable press release templates.*

*You answer a series of simple questions and the PressCable software writes a press release for you.*

*Both methods make getting a professional press release simple even if you have little to no writing skill.*

### An Extra Income Or A Serious Business...

You can sell this service to business owners you already know or business owners you meet in your day to day activities and make yourself a good extra income.

Or you can build a very serious business with a substantial income.

If you charge each client \$250 to \$1,000 a month for an ongoing press release service you can be making:

- \$1,000 to \$4,000 a month with just 4 clients. \$450 to \$3,000 a month net profit (*the lower figure is with a client paying you for one monthly press release at just \$250 and you never write a press release yourself*).
- \$2,000 to \$8,000 a month with just 8 clients. \$900 to \$6,000 a month net profit.
- \$5,000 to \$20,000 a month with just 20 clients. \$2,250 to \$18,000 a month net profit.

## 13 Reasons Businesses Will Pay You

When you're selling a service to a business owner it's best to think about what's in it for them.

What are the advantages for them of paying you to deliver an online press release service?

Let's run through those advantages of online press releases we looked at earlier in this report and see how they help you when you're selling them as a service to brick and mortar businesses...

### #1 – An Online Press Release Has “Mystique”...

*They're very easy to do (much easier than you'd think...especially if you use PressCable's fill in the blanks templates).*

Online press releases have a mystique to them. They seem difficult like they would require complex skills (even though they're actually easy to do).

That makes it easier to charge a business owner for this service.

It's not like Facebook marketing where everyone and their kids thinks they know how to do it. Online press releases look complicated and hard...like they require a specialist with serious skills.

That's a huge advantage to you when you're selling the service because a business owner will assume you have serious, complex skills.

### #2 – Google Rankings Bring In Paying Customers...

*You can get rapid, long lasting rankings for low competition to mid-competition keyword phrases.*

This is incredibly valuable for a brick and mortar business. Each keyword phrase their business ranks for in an online press release can mean real paying customers buying from them.

That makes it easy to justify paying you. If you bring in more profits from customers than they're likely to pay you then hiring you is a no-brainer.



### #3 – Fast Rankings Impress Business Owners...

*They're incredibly fast, getting you rankings on Google less than 24 hours after submission.*

This makes it very easy to justify the value of your work and to get hired to deliver an ongoing service to a brick and mortar business.

In many cases a client will hire you to do one press release to see how it goes.

When you go back to them a day or two later and show them that they're press release is already ranking on Google it's going to be a whole lot easier to sell the benefits of an ongoing press release service.



### #4 – It's A Fraction Of The Price For The Equivalent SEO Service...

*An online press release is likely to be many times cheaper than what the equivalent SEO work would cost to rank a site for the same search term.*

Many businesses are already paying SEO firms to help them with their rankings or they're considering paying someone those high fees. And often their results aren't great.

You come along and show them how they can get results by tomorrow at a fraction of the price. That's REALLY appealing to a business owner.



### #5 – The Backlinks Help The Business Site Rank Higher Too...

*An online press release creates a lot of safe, white hat authority site backlinks Google loves to your site when you link the press release to your site. That will help your site rank higher in the search engines too and solidify your rankings.*

This is a huge side benefit of doing press releases for a brick and mortar business.

Often the business site will start ranking high for all kinds of competitive search terms because of all the authority site backlinks that are linking to the business site.

This makes it much easier to charge a business for an ongoing press release service. The key is to explain to the business owner how doing press releases repeatedly linking to the business site can have a huge impact on its Google rankings.



## #6 – Multiple Rankings For The Same Search Term...

*Your website and your press release can both rank for the same search term...in other words if you're already ranking well in Google it gives you an EXTRA ranking.*

Business owners love this.

The idea of dominating Google with multiple rankings for their press releases and their site is very appealing to them. I'll explain why this is directly below...



## #7 – Pushing Competitors Down The Rankings...

*Your press release pushes competitors down in the rankings.*

Most business owners are obsessed with their competition and anything you can do that gives them an edge over their competition is a huge hot button.



## #8 – Ranking A YouTube Video Too...

*If you put a YouTube video inside your press release and a link back to your website you could end up with your YouTube video, your website and the press release all ranking for the same search term.*

Again dominating Google rankings and getting the edge over their competitors which business owners love.



## #9 – It's Google Safe...

*Online press releases are a proven Google friendly white hat method that have been around for well over a decade.*

Many business owners have been burned in the past with SEO “experts” using grey hat or black hat methods that got them sand boxed by Google.

Having a fast Google safe method is very appealing to them.

 #10 – A Press Release Can Do The Pre-Selling...

*You can target exactly what you want to say in the press release and what you want prospects who read the press release to do.*

This is a huge advantage of a press release (as opposed to article marketing and other content marketing).

It's okay to actually pitch a product and tell prospects what to do to buy it in a press release. That makes a press release a full on selling too if that's what you want.

 #11 – Fast Reputation Management...

*You can use an online press release as a form of reputation management...targeting search terms where reviews will come up.*

Many businesses are hurting badly due to negative online reviews.

With online press releases in under 24 hours you can have a business ranking for search terms like “Jim's Mowing Austin Reviews” and push down any negative reviews online with a positive press release.

 #12 – Positive Word Of Mouth...

*Your online press release can generate a lot of positive “word of mouth” very quickly.*

Potential customers finding online press releases about a business online increases its credibility because those press releases are on authority sites that people trust and have the air of authority about them.

This can help enormously in converting prospects to paying customers.

 #13 – Improve The Business's Rank On Google Maps...

*If you have a physical location your business name, address and contact details appearing on over 200 sites act as “citations” helping your business rank higher on Google Maps.*

For businesses struggling to rank on Google Maps this may be one of the biggest benefits of all.

Online press releases can help enormously to increase the rankings of a business on

Google Maps and they can do it quickly.

Normally it can take months, even years to get a business ranked higher on Google Maps.

You can start getting improvements in those rankings in less than a week.

The screenshot shows a Google search results page for the query "austin restaurant". A red arrow points from a callout box to the search bar. Another red arrow points from the callout box to the listing for "Uchiko".

**For many businesses ranking on Google Maps can make a huge difference to the customers who come to their business...**

**Uchiko**  
4.7 ★★★★★ (295) · \$\$\$ · Japanese  
Creative Japanese fare & modern decor  
4200 N Lamar Blvd  
Opens at 5:00 PM

**Salty Sow**  
4.5 ★★★★★ (143) · \$\$ · American  
Snout-to-tail American dining  
1917 Manor Rd  
Opens at 4:30 PM

A map showing the locations of these restaurants is visible above the search results.

## 10 Different Ways To Get Paying Clients...

Here's the bottom line.

To a brick and mortar business \$250 to \$500...even \$1,000 or \$1,500 is not a huge amount of money.

For many business owners not ranking on Google or on Google Maps can be a huge pain point for them and they'll happily pay you upfront to help you get ranked.

All you need to do is show them examples of online press releases ranking on Google for various local search terms and help them make the connection between those rankings and the extra business they could be getting if it was their press release ranking on Google.

You don't even have to show your own press releases. You can show them any press release that is ranking well as an example.

That means you can get paid today before you do any actual work just for talking to some business owners and showing them how you can help them with your online press release ranking service.

Here are some different ways to make that initial contact.



### Make Initial Contact By...

- Talking to the business owners you already know.
- Talking to the owners of businesses when you're out buying something from the business. This is very effective because the business owner sees you as a customer instead of as a salesperson.
- Asking friends and family members to introduce you to the business owners they know.
- Asking everyone you meet and all the business owners you talk to if they'd introduce you to the business owners they know.
- Going to business networking meetings in your local area.
- Helping out with charities like Rotary and Lions that have a high percentage of business owners. This puts you in a whole different light with the business

owners and members there and many will be happy to hire you or more likely recommend you to the business owners they know.

- Phone business owners. It helps enormously if you focus on telling them you can show them something that should help them bring in more customers to their business then set up a time to see them in person.
- Email business owners (you can find their contact details on their websites). As above focus on the angle of helping them bring in more customers. If they have poor reviews online you could also tell them you have a fast way to help with that problem.
- Walk into businesses and speak to the owner. This can work especially well with business types that have fewer sales people calling on them like industrial businesses.
- Offer sporting groups, charities or businesses with access to large numbers of business owners who trust them a referral fee for every paying client they send to you.



Most sporting groups and charities are looking for ways to raise funds which makes this an easy decision for them.

Businesses who also might be open to a deal like this include accountants, web designers, business brokers, commercial real estate agents commercial insurance agents and others.



### If You Want A Reliable Income Charge Up Front...

The easiest way to make sure you get paid and to have a steady income is to charge a monthly fee in advance.

That helps you build an income every time you pick up a new client.

10 clients at just \$500 a month add up to \$5,000 a month in revenue. Even if you use the PressCable press release writing service and after paying for the PressCable syndication cost you should be making \$3,000 a month net profit.

You make a lot more if you write the press releases yourself which is easy to do using the PressCable templates.

At 20 clients on a monthly \$500 fee you make \$10,000 in revenue and \$6,000 a month in net profit even if you never write a press release yourself.

Charging upfront also eliminates your risk. You don't want to be chasing clients to pay you.

So if you're doing one online press release for a client every month you charge them the full fee in advance each month (\$250 to \$1,000 a month).

Some clients will want to test out your services first before committing to an ongoing monthly service.

In that case ideally you'd charge the full fee for the first online press release before doing it and make an agreement that if it works they'll commit to a monthly service.

It's also common to charge 50% in advance and 50% when the press release is ranking on Google.

 **The Most Important Number...**

What I haven't mentioned so far is the importance of press release syndication services.

To get a press release to rank high on Google you need to use a premium press release service.

A premium service will get your press release onto the high authority news sites and it's the placement on these sites that:

- Gets your press release ranked in under 24 hours on Google.
- Gets you high quality, Google safe authority site backlinks.
- Gets a business ranking higher on Google Maps by listing the address and contact details of the business on every syndicated press release on every authority news site.

Without premium syndication your press release won't really be worth anything.

In the past syndication of online press releases was expensive with the market leader PRWeb.com charging \$369 for premium press release syndication.

With PressCable you get syndication to the same authority news sites as PRWeb.com PLUS some extra sites that PRWeb doesn't supply.

And when you buy in using the link below you can get syndication at a fraction of the price you'd pay for PRWeb...as little as **under \$30 for each press release**.

This gives you a huge edge in the market place because you're able to provide a higher quality service at a much lower price and still make a higher profit than someone using the PRWeb service.

Go to the link below now for a limited time deal on press release syndication...

**<http://letsgolook.at/PressCableSpecial>**

## Take Action Now...

This is an amazing opportunity with:

- No risk.
- An income you can build to any level you want.
- An income that can start coming in as soon as today.
- A steady ongoing income.
- An extremely valuable service to the business owners you help.

But it can only start working for you if you take action.

It really is as simple as making contact with some business owners right now.

Email them, call them on the phone, talk to them in person, ask friends and family to introduce you to business owners they know...just take action right now and get things rolling.

Also make sure you lock in this special price on press release syndication so you can make maximum profit with the business clients you bring in...

**<http://letsgolook.at/PressCableSpecial>**