



Offline Proximity Paydays

Local Proximity Paydays - The intro	3
1 FREE High Converting Leads through the Secretary of State	8
1.1 Search New Business Owner Leads with The Secretary Of State	10
2 Finding leads with D7 Lead Finder	19
3 How to “Call” these leads without actually calling them	21
4 Proximity Marketing with Beacon technology and Google Nearby	23
4.1 Where to turn to get this technology into your hands	28
4.2 Radbeacons	29
https://radiusnetworks.zendesk.com/hc/en-us/requests/new	31
4.3 Setting Up Your Beacons	31
4.4 (Optional) Managing Your Beacon continued...	42
7 Getting Paid	43
7.1 A Simple Plan to Get Multiple Clients in one month	45
7.2 Collecting recurring payments with Paypal	46
8 Foot-In-The-Door with Manta	51
9 Niche ideas for using Proximity Marketing	58

Offline Proximity Paydays

NO GUARANTEE OF EARNINGS, PROMISES, OR REPRESENTATIONS:

You consent and understand that we claim no warranties, implications, promises, suggestions, projections, representations or guarantees whatsoever to you regarding your future prospects or earnings, or that you will even earn any certain amount of income, profit, sales or money, with respect to any purchase of this or any other product from us, and that we have not authorized any such projection, promise, or representation by others.

All included earning examples if any, statements, earning statements or any other content regarding your projected earnings are not concrete but rather ideas - examples of what we think you can possibly earn. There is no assurance you will do as well as shown in any of this material including testimonials. If you lean or rely upon any figures provided, you must accept all of the risk of not doing as well as the content provided. This would include whether the earnings or income examples are monetary or any other gain of monetary value.

There are no guarantees or promises that any previous successes or previous results as to earnings of any sort (whether monetary or value of any sort that can be converted to money) will apply to you, nor can any prior successes be used, as an indication of your future success or results from any of the information, content, or strategies. Any and all claims or representations as to income or earnings (whether monetary or advertising credits, whether convertible to cash or not) are not to be considered as average earnings.

Local Proximity Paydays - The intro

Let me share a story with you. Jim has been driving downtown everyday for the last 7 years to go work for a national bank as a business banker. He's a man of routine in that he travels the same path day in, day out before sitting down at his desk.

After barreling through morning traffic, he gets his briefcase out of the trunk exits the Wilmington Street parking deck, walks down S. Wilmington St. and takes left on E. Davie St. He walks for another couple of minutes... passes a travel agency which gets him dreaming about that vacation he's been promising his family for the last 3 years. He passes a bail bonds agency and a highrise building occupied by a large software company before taking a step into a local coffee shop to get his usual Latte Macchiato with a double shot of espresso.

This seems like just another ordinary day for Jim as he waits 4 deep in line with what seems to be a lawyer, a retired couple, and a vagabond type of drifter.

But today is not any ordinary day for Jim because as Jim stands in line staring at his cell phone, he notices something different.

A notification, yes, but not the usual ding of a notification that goes off all day from the usual incoming spam email or the latest office joke text from Harry in the next cubicle. It's a little diamond shaped icon at the top of his phone... curious and bored he swipes down to take a peek...

He notices a memo type of text that reads 'Hop aboard your 25% off cruise of a lifetime'...

Offline Proximity Paydays

Jim clicks... Jim reads... and Jim hears, “ Can I help you?”

It's his turn to get his cup of Juan Valdez's Best.

Jim prides himself in being in the moment when it comes to work. His concentration and awareness of what he does as he works can be described as laser precise. But, again, today is no ordinary day for Jim because, like a pestering gnat that won't go away, the thought of that diamond shaped notification stays top of mind as he tries not to lose too much focus while on the 3 o'clock conference call.

5 O'clock is now here for Jim. He takes a left out of his office front door... begins to walk down E. Davie St... slows down... and takes a step into that travel agency he's passed by for the last 7 years...

What really happened in this story? Well, Jim was the subject of a new technology that uses Google Nearby and bluetooth automation that stealthily put a note right on his cell phone. And who's guilty of doing such a thing??... *that same **travel agency** he passes everyday.* Did the notification get lost in the multitude of other messages like emails or telemarketing calls? Or... does the sly notification stick out like a sore thumb? Do you follow me so far?

But there is more to this story... Yes this is new and those who jump on the bandwagon **now** will reap the benefits of a ground floor event like none other.

You see, Jim was not the only one in line. Remember, he was accompanied by a lawyer, a retired couple, and a vagabond who only recently decided to seek steady employment. It's no surprise they did NOT get a notification because the technology that will set Jim up for the cruise of a lifetime has only been quietly stirred in the business world.

Offline Proximity Paydays

Fast Forward to 5 years from now and the story can be quite different with the **lawyer herself** sending notifications to everyone within 300 meters of her which, by the way, is across the street from the courthouse (could it be an ideal location for flocks of potential attorney clients...) The **retired couple** gets a notification from an adjacent *retirement planner*... and a local *employment firm* has a unique proposition that seems to be pulled... like a magnet... to the phone of the **vagabond** who finally hopes for steady work!

Listen to this...

We've all been through it. We've all passed on an opportunity because the sea of "opportunities" seems like a mirage that is never to be reached. But we all have also heard the stories of a certain friend or distant relative who invested in Microsoft or Uber at the right time or jumped on what seemed like an unpromising partyline of over-hyped promises that turned out to simply deliver big to those who took the chance.

Well, I am not going to tell you that this is one of those opportunities because it is not! If you've caught on to the concept of this jewel of an idea, you know that most folks will **not** have to be "convinced" to take part in this unexplored secret weapon. The concept just makes sense. Moreover, it just makes sense to employ this method to the best of one's ability!

Thank you for picking up this most exceptional business strategy that you can have up and running in a matter of days. In fact, as long as you can read and follow simple step by step over shoulder instructions.. You can do this.

Offline Proximity Paydays

Who am I? I am Mike Paul and I've spent over 7 years helping business owners maximize their net profits with unique tools and strategies. In order to give you a clear picture of how these ideas came into being, it is

necessary to fill you in on how these concepts began and how this can apply to almost any small business niche.

It all started in 2001.. I was 23 years old and thrown into the real estate business within an exhausting market. In fact, the average agent at that time only made \$15,000 a year and I quickly found out why.

The agents I brushed shoulders with everyday were in fact business owners. They were 1099 subcontractors so they ran their own show and were responsible for just about everything that included marketing, prospecting, advertising, and operations of their business. Couple all of that with the downturn of the market caused by the events of 9/11/01 and you can quickly understand the dire need for change in that industry.

Leads were not coming in from the traditional methods that they used like open houses, door knocking, and mass mailing. Because of this, many agents were failing miserably including me. The thought that I was approaching a crossroad of fight or flight not even a year into the business had a daunting effect on the morale of this 23 year old kid at the time. My business managed to stay afloat for another year before I met a mentor from Fayetteville NC who introduced me to E-marketing in the rapidly growing internet age.

With these new techniques, I began to see results... and not just a few results here and there. The results were consistent and extraordinary. In fact, I was able to command an almost 40% higher average fee for my services. Life was never the same.

Offline Proximity Paydays

The short story above should give you a bird's eye view of how these techniques began to evolve and flow over into the small business world. The thought that the new methods used were working in real estate planted a seed in my mind that these same methods could help other business owners who were good people and were not afraid of work to solve their most pressing challenges.

And so began this incredible journey of small business consulting.

In this powerful, yet simple system you will find 3 FREE and accurate sources of gold mine data for just about any small business owner. The collection of data you are about to get your hands on will include Business Owner Names, Phone numbers, Addresses, and more. The great advantage you will have with one source is that the information provided will help you not only save money but also bypass a major hurdle... the gatekeeper.

The gatekeeper can be the secretary, executive assistant, phone operator, or any of the other titles this key member of most businesses use to conceal the major role they play for the small business owner which is to screen all contacts.

This may seem like a insignificant detail to B2B marketing, but follow me for a moment. Imagine running a race with double the stride of your competitors. **How much sooner would you finish? How much more business could you close with less effort? Would you finish ahead of the game?**

So selling your services to other small business owners is your forte? Well what if you have no experience? You'll quickly discover how there is no reason to fret because you don't have to "sell" small business services... What if all you had to do was lay out the facts and work some easy numbers?

And if your desire is to help business owners by providing a knockout service, I provide one seemingly high tech services that is far from “high tech” and makes you seem like a technical guru.

Then we’ll round it all up with a technology that puts you, the consultant, on a level that stands out... and that IS what you want, isn’t it?... A service that is the hottest trend in B2B marketing today!

In summary, you’ll find that this is a simple 3 part puzzle consisting of **1.** Your unique source of FREE leads... **2.** A brain dead, foot-in-the door hook to gain the trust of your prospect and... **3.** A new and sexy method... a marketing magnet if you will... that will not only get more eyes on your client’s business, but create a way for you to have that secret sauce to make you stand out from your competition!

Read on to find out how this essential package can easily fit into anyone’s arsenal.

1 FREE High Converting Leads through the Secretary of State

In this section we will uncover your secret weapon... a dominant process for accessing laser targeted leads for NEW business owners. My first experience with this method was about 2 years ago when I was marketing to restaurant owners.

I quickly found out that they were hit with my offering by multiple others in the same day! Bad news for me, but it forced me to find out a way to

Offline Proximity Paydays

bypass all the competition and only speak with the ones who were not approached yet. Actually, I cannot take the credit for this because, at the time, I had a partner in business who shared the idea with me.

Let me explain. The concept is quite simple in that you are, once again, using public data that no-one seems to know about. The secretary of state website for your local area has enormous amounts of data for small business owners. Just like the Library method previously, this data includes many forms of information on the business owner that can also be sorted.

The drawbacks are the lack of ability to download large list files, and a greater time involvement to gather the data. Drawback? Maybe this isn't the case...

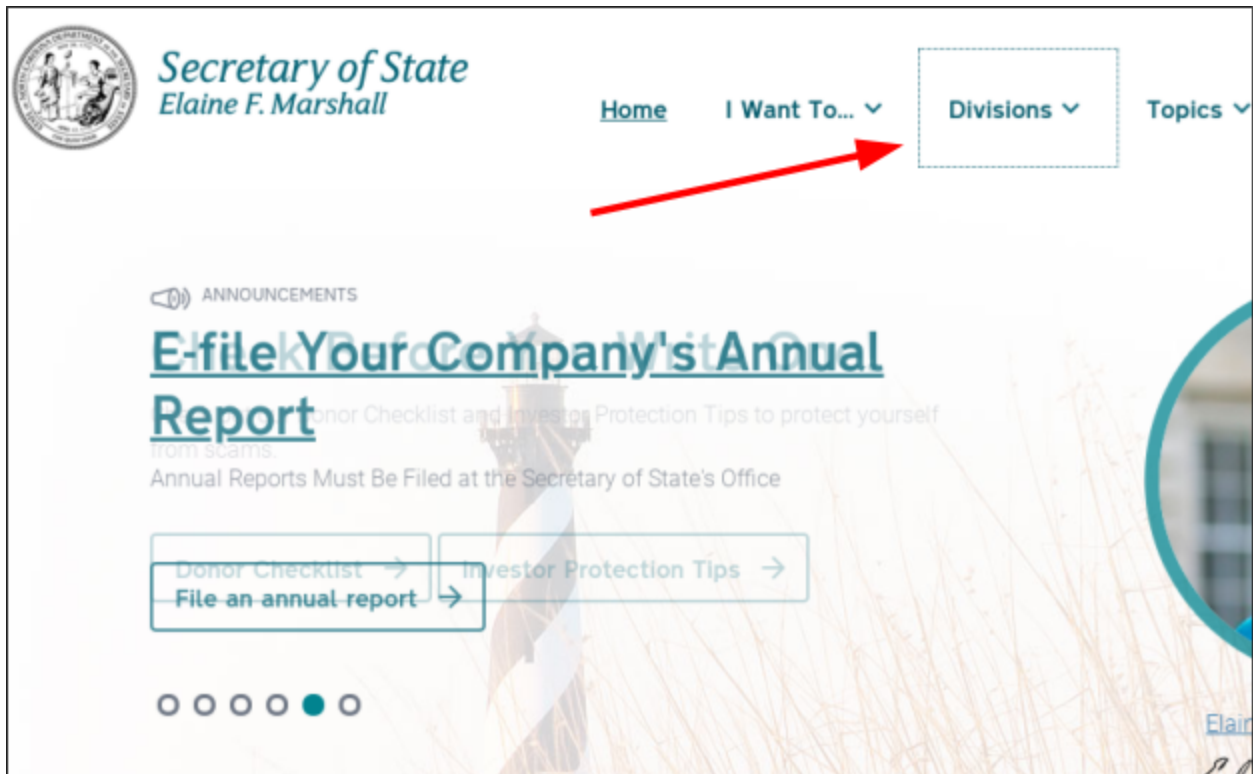
What we found is that because of the "drawbacks" our competition either did not know about this source or they just did not want to go through the trouble. Also, since we utilized a way to only targeting NEW business owners... *those who literally set up a business yesterday...* those who need all kinds of services NOW. And let me add, the conversion rate for these leads were insanely HIGH!

In other words, we didn't care if it took us an extra 20-30 minutes to gather a high converting list *which actually meant we were doing less work and making more sales than our competition.* Incidentally, you can outsource this to a very inexpensive assistant on Fiverr or Upwork.

1.1 Search New Business Owner Leads with The Secretary Of State

Since this resource is specific to each state, instructions on how to navigate your state's website will differ, but the concept will be the same. For this example we will walk through the Secretary of State website for North Carolina.

1 - Find your state's Sec of State website by googling "YOUR STATE secretary of state". Once you are on the site look for a *services, divisions, or departments* tab. Click on the appropriate tab. Then click on *search for a business*.



The screenshot shows the website for the Secretary of State, Elaine F. Marshall. The header includes the state seal, the title 'Secretary of State Elaine F. Marshall', and navigation links for 'Home', 'I Want To...' (with a dropdown arrow), and 'Division'. The main content area is organized into three columns of links:

- BUSINESS REGISTRATION**
 - [Search For A Business](#) (indicated by a red arrow)
 - [File Annual Reports Online](#)
 - [Start A Business](#)
 - [Online Business Services](#)
- NOTARY**
 - [Renew Notary Commission](#)
 - [Become A Notary](#)
 - [Find A Notary](#)
 - [Enforcement & Complaints](#)
- LOBBYING**
 - [Look Up A Lobbyist](#)
 - [Register Online](#)
 - [Forms](#)
 - [File Online Ex](#)
- CHARITIES**
 - [Search Our Registry](#)
 - [Apply For A License Online](#)
 - [Download Forms](#)
 - [Annual Reports](#)
- SECURITIES**
 - [For Investors](#)
 - [For Securities Professionals](#)
 - [For Small Business](#)
 - [File A Complaint](#)
- INVESTOR PR**
 - [Search Broch](#)
 - [Administrative](#)
 - [Newsletter &](#)
 - [Contact Us O](#)

2 - Next you will be brought to a search function. Be sure to look for an advanced search option as opposed to just searching for a specific business. In this case it is called *other searches*. In the search field leave business registration as it is and choose changes as the type of files you are searching.

Secretary of State
Elaine F. Marshall

Home I Want To... Divisions

Search For:

Search →

Other Searches

Within the Department: Business Registration

About: All Entities

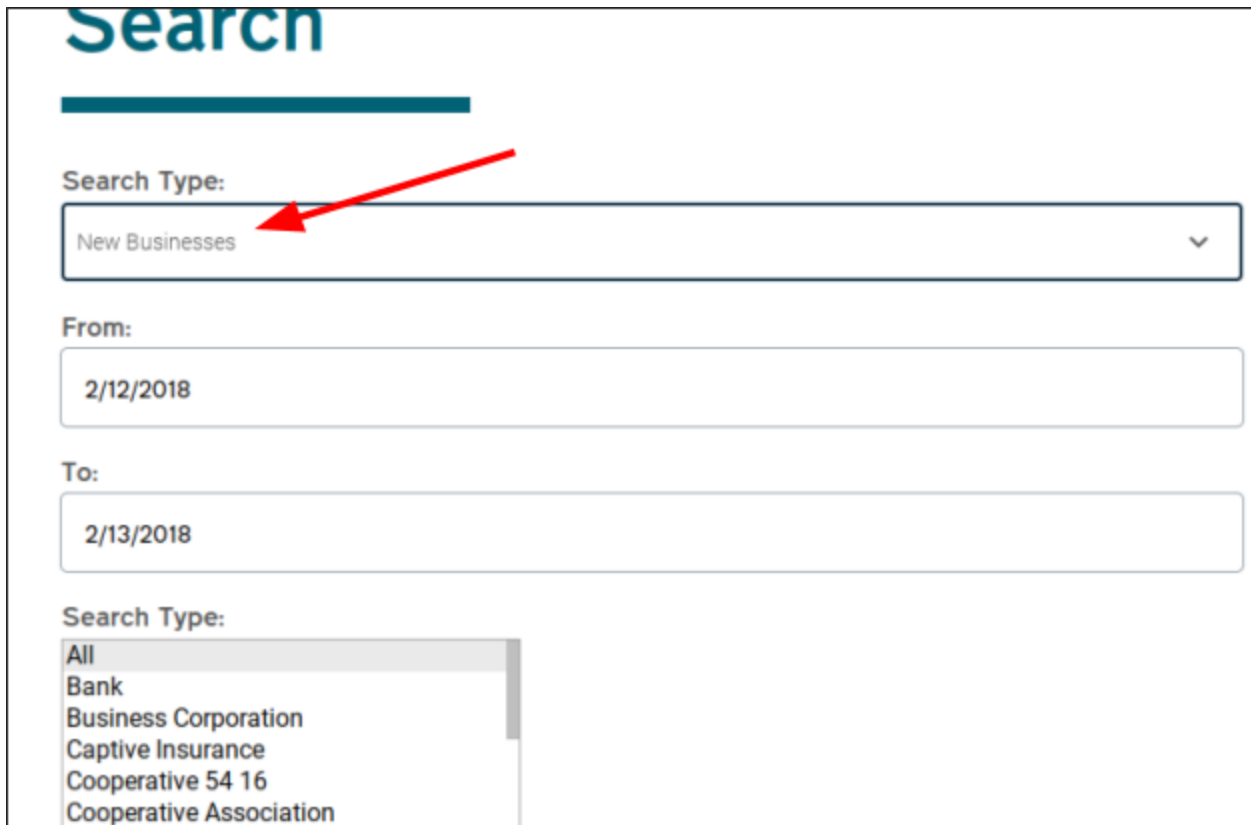
Other Searches

Within the Department: Business Registration

About:

- All Entities
- All Entities
- Changes
- Document Verification

3 - Make sure the search type is *New Businesses*. Next, just choose the county you are marketing to. Then click *search*.



The screenshot shows a search interface with the following elements:

- Search Type:** A dropdown menu with "New Businesses" selected. A red arrow points to this dropdown.
- From:** A text input field containing "2/12/2018".
- To:** A text input field containing "2/13/2018".
- Search Type:** A list of search types: "All", "Bank", "Business Corporation", "Captive Insurance", "Cooperative 54 16", and "Cooperative Association".

Offline Proximity Paydays

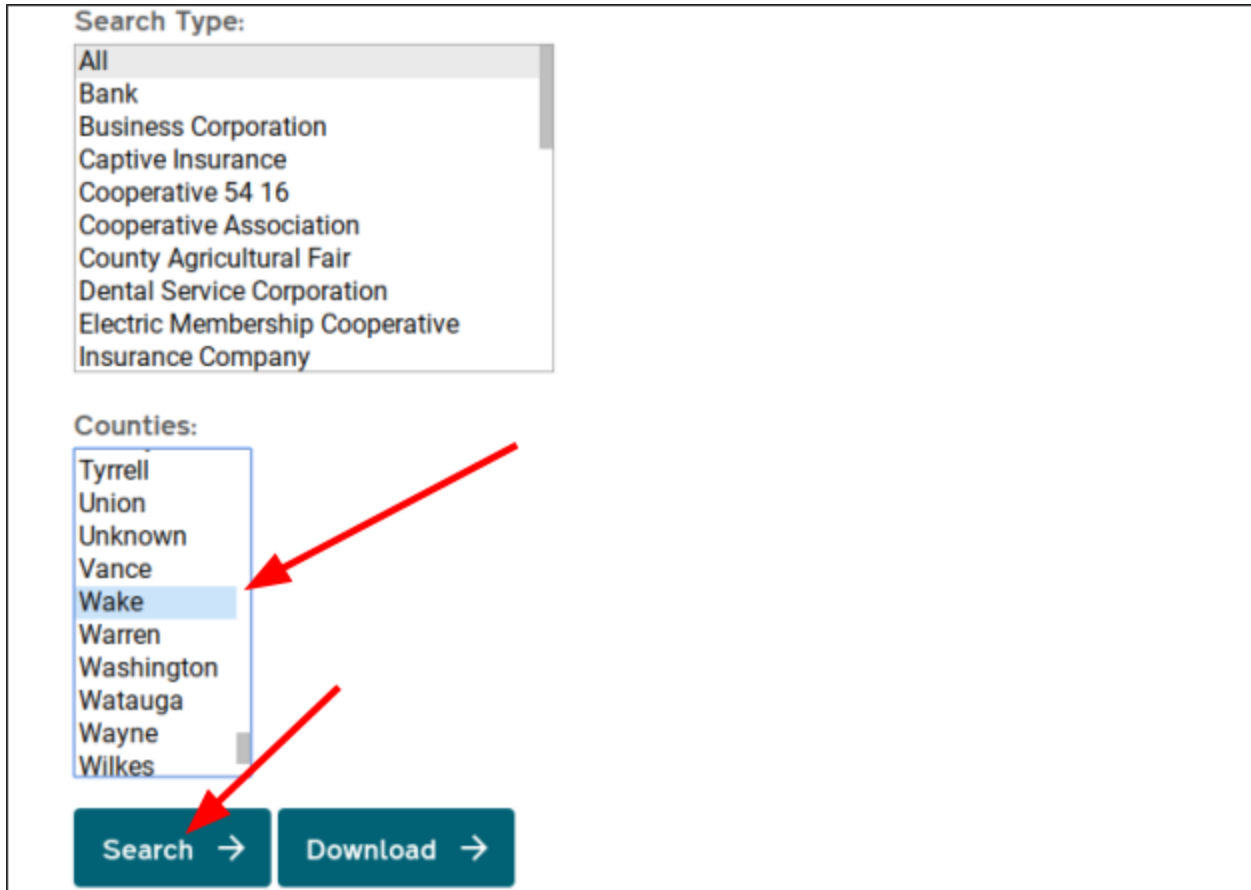
Search Type:

- All
- Bank
- Business Corporation
- Captive Insurance
- Cooperative 54 16
- Cooperative Association
- County Agricultural Fair
- Dental Service Corporation
- Electric Membership Cooperative
- Insurance Company

Counties:

- Tyrrell
- Union
- Unknown
- Vance
- Wake
- Warren
- Washington
- Watauga
- Wayne
- Wilkes

Search → Download →

A screenshot of a web application interface. At the top, there is a 'Search Type:' dropdown menu with a scrollable list of options: 'All', 'Bank', 'Business Corporation', 'Captive Insurance', 'Cooperative 54 16', 'Cooperative Association', 'County Agricultural Fair', 'Dental Service Corporation', 'Electric Membership Cooperative', and 'Insurance Company'. Below this is a 'Counties:' dropdown menu with a scrollable list of options: 'Tyrrell', 'Union', 'Unknown', 'Vance', 'Wake', 'Warren', 'Washington', 'Watauga', 'Wayne', and 'Wilkes'. The 'Wake' option is highlighted in blue. At the bottom of the interface are two buttons: 'Search →' and 'Download →'. Two red arrows are overlaid on the image: one points from the top right towards the 'Wake' option in the 'Counties:' list, and the other points from the bottom right towards the 'Search' button.

4 - The next page will display your results for “changes” in business registration. Which is a NEW Business search. Then Click on any business on the list to see the business’s details.

Offline Proximity Paydays

SOS ID: 1664577

TYPE: LLC

STATUS: CURRENT-ACTIVE

DATE FORMED: 2/12/2018

Affordable Fencing LLC



SOS ID: 1665340

TYPE: LLC

STATUS: CURRENT-ACTIVE

DATE FORMED: 2/13/2018

AJJK, INC.

SOS ID: 1665302

TYPE: BUS

STATUS: CURRENT-ACTIVE

Limited Liability Company

Legal Name

Affordable Fencing LLC

Information

SosId: 1665340

Status: Current-Active

Annual Report Status: Current

Citizenship: Domestic

Date Formed: 2/13/2018

Registered Agent: [Guerra, Jose R](#)

Addresses

5 - On this screen scroll to the top and click on *view filings*(or look for some sort of download link). You will the be directed to click on a download link.

[Secretary of State](#) » [Business Registration](#) » [Search](#) » [Results](#) » Limited Liability Company

- [Upload a PDF Filing](#) • [Order a Document Online](#) • [Add Entity to My Email Notification List](#) • [View Filings](#)
- [File an Annual Report/Amend an Annual Report](#) • [Print an Amended a Annual Report form](#)
- [Print a Pre-Populated Annual Report form](#)


Limited Liability Company

Legal Name
Affordable Fencing LLC

Information

SosId: 1665340
Status: Current-Active
Annual Report Status: Current
Citizenship: Domestic

Business
Basics
Forms
File an
Frequ
Online
Alerts



Filings

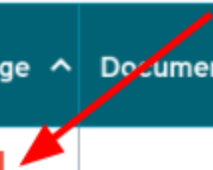
Affordable Fencing LLC

Show entries

Image ^	Document Id ^	Filing Date ^	Filing Type ^	Document Type
	C201803800061	2018-02-13	Creation Filing	Articles of Organization Limited Liability




Showing 1 to 1 of 1 entries

Previous Next



Offline Proximity Paydays

6 - Next you will see the actually filing document for their new business. Take a look at some of the information that is on the doc. Also, remember, most of the phone numbers are for the actual business owners. A lot of times it is their cell number! So no more endless calling to get around the secretary! **This is a huge advantage over most and maybe ALL of your competition!**

<p>State of North Carolina Department of the Secretary of State ARTICLES OF INCORPORATION</p>	<p>SOSID: 1665642 Date Filed: 2/13/2018 2:47:00 PM Elaine F. Marshall North Carolina Secretary of State C2018 039 01197</p>
<p>Pursuant to §55-2-02 of the General Statutes of North Carolina, the undersigned does hereby submit these Articles of Incorporation for the purpose of forming a business corporation.</p>	
1. The name of the corporation is:	<u>6 HAIRY LEGS INC</u> 
2. The number of shares the corporation is authorized to issue is:	<u>100,000</u>
3. These shares shall be: <i>(check either a or b)</i>	
a. <input checked="" type="checkbox"/>	All of one class, designated as common stock; or
b. <input type="checkbox"/>	Divided into classes or series within a class as provided in the attached schedule, with the information required by N.C.G.S. Section 55-6-01.
4. The name of the initial registered agent is:	<u>SUZANNE C KALAFIAN</u> 
5. The North Carolina street address and county of the initial registered office of the corporation is:	
Number and Street	<u>1302 GOLDSPOT CT</u> 
City	<u>APEX</u>
State	<u>NC</u>
Zip Code	<u>27502</u>
County	<u>WAKE</u>

Offline Proximity Paydays


Divided into classes or series within a class as provided in the attached schedule, with the information required by N.C.G.S. Section 55-6-01.

4. The name of the initial registered agent is: SUZANNE C KALAFIAN

5. The North Carolina street address and county of the initial registered office of the corporation is:
Number and Street 1302 GOLDSPOUT CT
City APEX State NC Zip Code 27502 County WAKE

6. The mailing address, *if different from the street address*, of the initial registered office is:
Number and Street _____
City _____ State NC Zip Code _____ County _____

7. Principal office information: (*must select either a or b.*)

a. The corporation has a principal office.
The principal office telephone number: 919-387-6519 

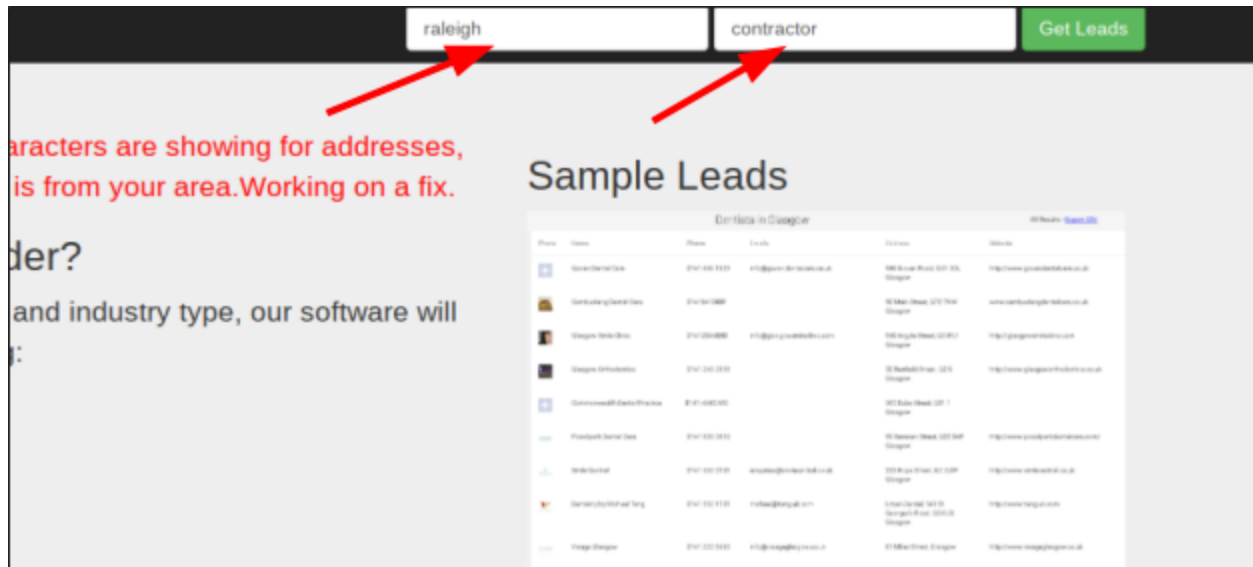
Now you can do this yourself or even outsource this to a virtual assistant on fiverr. *The main points here are 2 fold. First, these are newly registered business owners. They need STUFF. And statistics show that over 60% of new business owners will work with the FIRST person who contacts them! Second, the information is usually specific to the owner him/herself. Also, about 5-7 out of 10 will have a direct phone number. This is nuts! I know.*

2 Finding leads with D7 Lead Finder

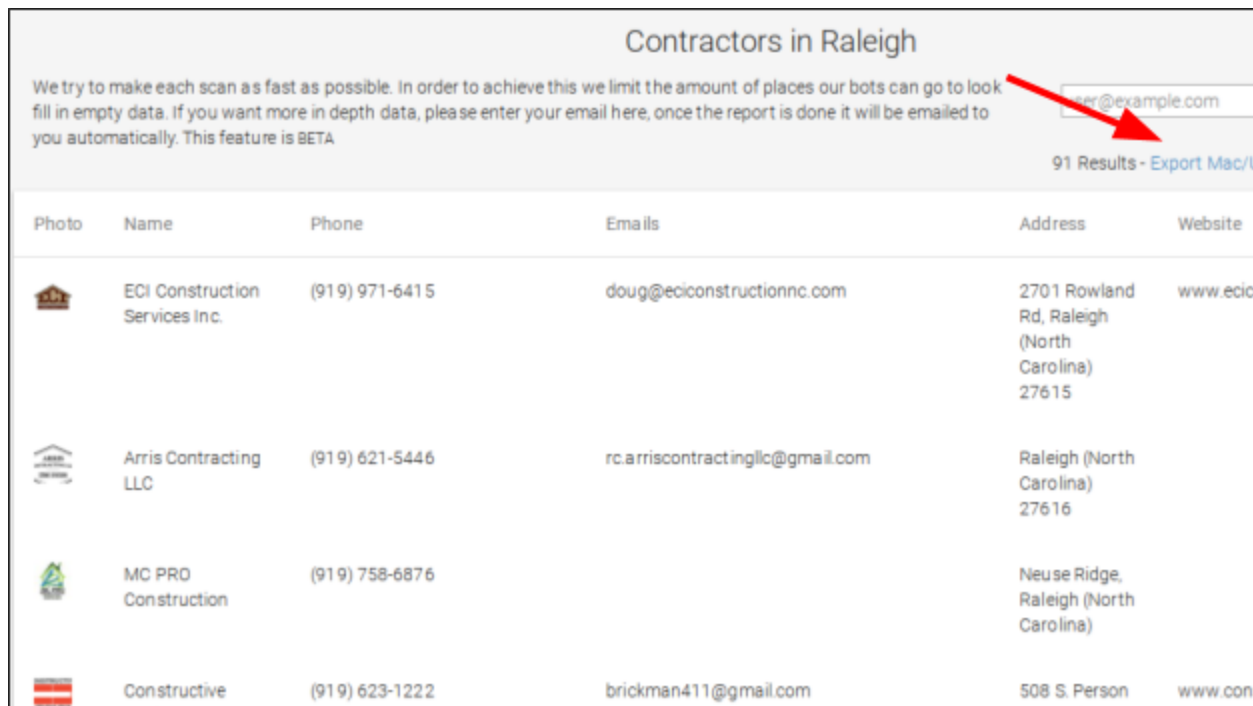
This next source of data is a website that contains massive lists of business owners that can be searched by location and business type. This is a source to collect existing business owner data. Options for narrowing criteria are limited but it's FREE and accurate for the most part.

Offline Proximity Paydays

1 - Start by going to <https://d7leadfinder.com/> and enter a location and business type in the top right search fields. For this example we will use “Raleigh Contractors.” Then click Get Leads.



2 - Wait! There's no step 2? Nope. That's all there is to it. Take a look at the results.



An option is provided to export the results. See top right of the screen.

3 How to “Call” these leads without actually calling them

With the Secretary of State - New Business leads, you will be surprised at the results you will get by just picking up your phone and calling them. Because they are *new* they are looking for guidance. In addition, no-one is calling them! No one is calling because everyone else is going after established businesses... Why? Because they either don't know where to find new business owners or they don't want to go through the trouble. So just a friendly call to introduce yourself will go far.

For those who would rather not make the first step with a cold call, we have a method of accomplishing almost the same thing without “cold calling” your potential client.

It's called Ringless Voicemail, it's FREE, and it's effective. It works like this. You simply dial an 800 number(Slydial) and follow the prompts. It will ask you to enter the number of the business owner. Then it will prompt you to record your message for the business owner. You then press send and the message *skips* the ring and deposits itself right into the voicemail box of your prospect!

Use a voicemail message like this:

Hi, this is _____ with _____. We help small business owners get eyes on their business FAST. Since you are a new business, I would like to do this for you for **FREE**. Now I have called other

Offline Proximity Paydays

business owners in the area and will only do this for **one business per area** as this is a limited time promotion. **In exchange I need your help.** I would like a testimonial from you. Give me a call when you can at _____.

As simple as this message seems there are 3 main interest points that will get them calling you back; FREE, One business per..., and I need your help. Most folks want to help and since JUST free seems like there is a catch, you simply satisfy their natural tendency to analyze and give them what the catch is... a testimonial. Now their guard is down and they feel more comfortable calling you.

Naturally, when you say “more than one business per area”, you mean one business type per area.

Now since you have the voicemail message that your potential business clients will get when you drop the “voicedrops” onto their phone, it’s now time to show you exactly how to easily send this powerful message to businesses the FREE way.

We will utilize a free service called SlyDial. Follow the simple step process below.

1. Simply dial 267-slydial.
2. Ignore the ad that plays and then enter the agent’s cellular phone number when prompted.
3. Next you will be asked to leave a message. Use the one outlined above.
4. Follow the prompts to deploy the voicedrop.
5. Rinse and repeat

Now imagine just sending 10 of these to 10 businesses owners who are craving your services. What if you spent about an hour or so and called 20

instead? What if you only this this 3-4 days a week? With consistency you will start receiving the quality prospects for your business.

Once you get business owners calling you back, it's pretty simple. Just Explain the service with the Script below:

The FREE "hook" that you offer is a directory business claim service. This can be done with any major directory site like *Bing Places, Yahoo Small Business, and a plethora of others can be your hook to get your business owner's guard down. You will see this in section 8 further on in this book.*

But for now, let's get into the hottest trend in mobile marketing today; proximity beacon marketing.

4 Proximity Marketing with Beacon technology and Google Nearby

To affirm the significance of the impact this simple technology can have on the everyday traveler, customer, client, business owner, professional, and you... I am including the short story from the beginning of this ebook one more.

Let me share a story with you. Jim has been driving downtown everyday for the last 7 years to go work for a national bank as a business banker. He's a man of routine in that he travels the same path day in, day out before sitting down at his desk.

After barreling through morning traffic, he gets his briefcase out of the trunk exits the Wilmington Street parking deck, walks down S. Wilmington St.

Offline Proximity Paydays

and takes left on E. Davie St. He walks for another couple of minutes... passes a travel agency which gets him dreaming about that vacation he's been promising his family for the last 3 years. He passes a bail bonds agency and a highrise building occupied by a large software company before taking a step into a local coffee shop to get his usual Latte Macchiato with a double shot of espresso.

This Seems like just another ordinary day for Jim as he waits 4 deep in line with what seems to be a lawyer, a retired couple, and a vagabond type of drifter.

But today is not any ordinary day for Jim because as Jim stands in line staring at his cell phone, he notices something different.

A notification, yes, but not the usual ding of a notification that goes off all day from the usual incoming spam email or the latest office joke text from Harry in the next cubicle. It's a little diamond shaped icon at the top of his phone... curious and bored he swipes down to take a peek...

He notices a memo type of text that reads 'Hop aboard your 25% off cruise of a lifetime'...

Jim clicks... Jim reads... and Jim hears, " Can I help you?"

It's his turn to get his cup of Juan Valdez's Best.

Jim prides himself in being in the moment when it comes to work. His concentration and awareness of what he does as he works can be described as laser precise. But, again, today is no ordinary day for Jim because, like a pestering gnat that won't go away, the thought of that diamond shaped notification stays top of mind as he tries not to lose too much focus while on the 3 o'clock conference call.

Offline Proximity Paydays

5 O'clock is now here for Jim. He takes a left out of his office front door... begins to walk down E. Davie St... slows down... and takes a step into that travel agency he's passed by for the last 7 years...

*What really happened in this story? Well, Jim was the subject of a new technology that uses Google Nearby and bluetooth automation that stealthily put a message right on his cell phone. And who's guilty of doing such a thing??... that same **travel agency** he passes everyday. Did the notification get lost in the multitude of other messages like emails or telemarketing calls? Or... does the sly notification stick out like a sore thumb? Do you follow me so far?*

*But there is more to this story... Yes this is new and those who jump on the bandwagon **now** will reap the benefits of a ground floor event like none other.*

You see, Jim was not the only one in line. Remember, he was accompanied by a lawyer, a retired couple, and a vagabond who only recently decided to seek steady employment. It's no surprise they did NOT get a notification because the technology that will set Jim up for the cruise of a lifetime has only been quietly stirred in the business world.

*Fast Forward to 5 years from now and the story can be quite different with the **lawyer** herself sending notifications to everyone within 400 meters of him which, by the way, is across the street from the courthouse (could it be an ideal location for flocks of potential attorney clients...) The **retired couple** gets a notification from an adjacent retirement planner... and a local employment firm has a unique proposition that seems to be pulled... like a magnet... to the phone of the **vagabond** who finally hopes for steady work!*

Listen to this...

Offline Proximity Paydays

We've all been through it. We've all passed on an opportunity because the sea of "opportunities" seems like a mirage that is never to be reached. But we all have also heard the stories of a certain friend or distant relative who invested in Microsoft or Uber at the right time or jumped on what seemed like an unpromising partyline of over-hyped promises that turned out to simply deliver big to those who took that chance.

Well, I am not going to tell you that this is one of those opportunities because it is not! If you've caught on to the concept of this jewel of an idea, you know that most folks will **not** have to be "convinced" to take part in this new secret weapon. The concept just makes sense. Moreover, it just makes sense to employ this method to the best of one's ability!

In summary here's what happens:

A consultant like you may have anywhere from 3-100 beacon gadgets on hand. These "gadgets" can be placed in a business office, carried around with the business owner, or placed strategically in special locations around town. The gadget sends out a signal to android users (apple concept is in beta stage). Those within a 400 meter +/- range will draw a message notification directly to the top of their phone's notification bar! (100 meters is more consistent depending on the nature of the location - whether the signal has to go through steel, concrete, etc.)

Think *niche* and *location* for a moment. Those are the only 2 parts of the equation.

Here's what I mean... **Niche** = Realtor, **location** = open house (*those driving within 400 meters will get a notification of an open house right around the corner which can increase that real estate agent's traffic for the open house*).

Offline Proximity Paydays

Here's another one... **Niche** = Hair salon, **location** = mall (*they can send a message with a 20% off coupon for haircuts today!*)

And another... **Niche** = Contractor, **location** = Home Depot (*the contractor knows he will be spending at least an hour at the local Home Depot so he decides to carry one with him... sends his message out to hundreds of homeowners who are currently undergoing home improvement projects!*)

In summary, here's how it works...

- 1** - *You pick a beacon technology provider (we have 2 reputable suggestions later on in this ebook)*
- 2**- *Order your Beacons (\$14 for 1) and choose if you want the technology gadgets to test for yourself (we recommend you do testing for yourself in order to really know and believe in what you are selling)*
- 3**- *Follow the instructions and video tutorials given by the carrier to test them out for yourself. (we also provide videos below)*
- 4**- *Get your lead list using the secretary of state method (or any of the other methods above.)*
- 5**- *Either call them directly or use the SlyDial method to drop potent messages with a purpose into the business owner's voicemail inbox.*
- 6**- *Offer your FREE foot-in-the-door google my business service.*
- 7**- *Go over the results with your client and drop your Beacon Technology bomb of an offering.*

4.1 Where to turn to get this technology into your hands

In an effort to not over steer you in any certain direction, I want to first state that there are several Beacon Technology vendors online and you can feel

Offline Proximity Paydays

free to do your own research and shopping. Prices range from \$10 per beacon to over \$200/mo for full support, training, back office, and beacons.

My recommendation is to choose a vendor with support. Low priced beacons from overseas may appear to be cost effective, but those who choose these types of vendors may find themselves pulling their hair out before ever deploying a campaign.

Now, to be clear, this is not a 'pie in the sky', "fix all" solution to yours every challenge in business... but with a great work ethic and consistency, you can create a residual income to help you reach your business and financial goals!

With just 8-10 clients under your belt, the average family can put a huge dent in the debt they mourn over every month. If traveling is your thing, you can have that extra income to put a portion of it away for a vacation that will create memories that will follow your kids for a lifetime.

And if you really want to scale this thing, there are possibilities of creating a virtual agency. Think about leverage for a moment... what if you had 5-10 other sales agents promoting this easy-to-sell solution in order to get just one business owner every week involved with your program... and you keep a portion of the profits? Could you kiss you 9-5 goodbye?

This ebook is not here to sell you again on the possibilities, but it is very important to understand that it IS possible. It's not a guarantee and it's not the holy grail of b2b consulting. But it IS a Vehicle. A vehicle that can help you grow your business the right way; gradually and consistently month after month.

4.2 Radbeacons

The first and best solution based on hours of research and testing is a company called *Radius Networks*. They offer the *RadBeacon* at \$14 each. Here's the direct link to the product.

<https://store.radiusnetworks.com/collections/all/products/radbeacon-dot>

You can use 1 device for each client you procure or some clients may want more than 1.

Let me explain how this works. Let's look at a used auto dealer who wants to market to people within 100 meters of the lot because there are 5 other dealers on either side of the location. In addition, there are rows of dealerships across the street as well. With one beacon placed in her office which stands right in the middle of her lot, she can broadcast a special offer of "\$200 down on all trucks for today only!"

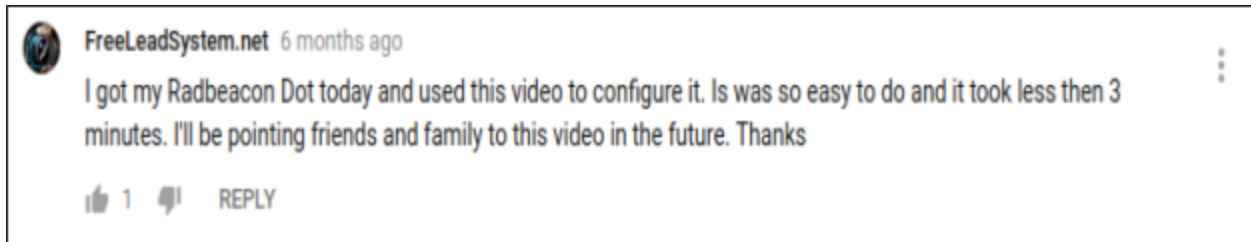
Here's what happens. You would think how in the world can car dealers compete with all of the other dealers on the same road! Well this particular dealer has an edge because while customers are shopping across the street, they get a message on their Android device that informs them that the down payment requirements are less at the 'other' dealership!

This auto lot owner is so thrilled she now wants to get **3 more beacons** to place in cars on all four corners of her lot. Months later she calls to order **another beacon** because she wants to take one with her to the auctions she attends every month... I hope this is sinking in.

Ok, back to RadBeacons. There is no minimum order like most companies but you will need at least 1 to test for yourself and a couple of others on hand for when you have that ready client. They offer Email support plus there are many tutorial videos online as well as a pdf guide seen below.

Offline Proximity Paydays

The video tutorials will help you set up your beacons easy and fast. I've included their video tutorial here.



<https://youtu.be/wf8awbUG2M0>

I personally like the video, but if you'd rather read we provide a condensed step by step guide below on getting started once your beacons arrive courtesy of AJ JAIYEOLA Director, E-Commerce Radius Networks.

<https://radiusnetworks.zendesk.com/hc/en-us/requests/new>

Try not to make it too complicated. All that is involved is:

- 1 - Order your beacons
- 2 - Configure your beacons
- 3 - Place the beacon at your client's business location
- 4 - Set up a message to go out to potential nearby prospects with a link to your client's website.

And, again, there is support and tutorials online if you need help.

<https://radiusnetworks.zendesk.com/hc/en-us/requests/new>

4.3 Setting Up Your Beacons

After testing and researching various proximity beacon providers, we narrowed the best choice to the Radbeacon Dot. Thanks to the reliability and patience of AJ JAIYEOLA at Radius Networks, we are giving to you what he provided us as a guide to setting up your beacon devices.

These instructions come in three parts complete with easy to understand steps and screenshots. So get excited because you are almost there. This powerful piece of technology can not only solve the business owner's marketing challenges, but it can be your vehicle for reaching your own business goals.

The Radius Networks beacon hardware supports [Google Nearby Notifications](#). As a courtesy to our customers, we have developed documentation explaining how to create these notifications using our hardware in conjunction with Google's Beacon Dashboard. Please follow the steps listed below carefully to get started.

There are three main steps in this process:

- 1.) Beacon configuration using Radius Networks' [RadBeacon Config app](#).
- 2.) Beacon Registration using Google's Beacon Tools app.
- 3.) Message Attachment using Google's Beacon Dashboard.

Beacon Configuration

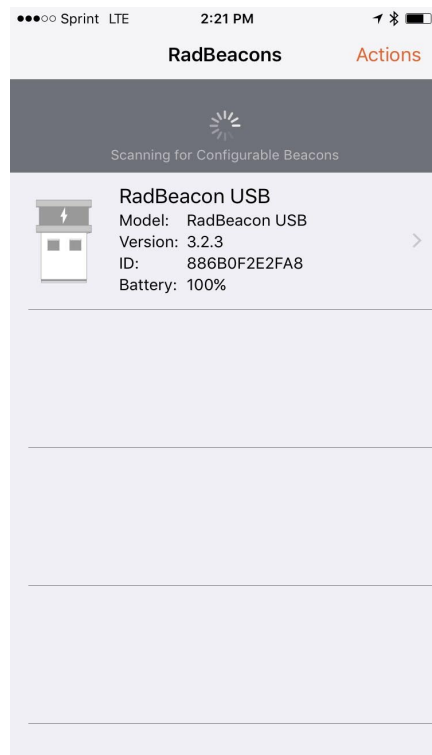
The goal of the beacon configuration step is to give your beacon a unique ID. When you receive your beacon, it comes with a default configuration. However, in order for you to register the beacon for Google Nearby, you need to ensure that you have generated a unique Namespace ID for your

Offline Proximity Paydays

beacon. Below is the step for generating a unique namespace ID. ***(If you have more than one beacon, it is okay to re-use the same Namespace ID for them, as long as you increment the Instance ID).***

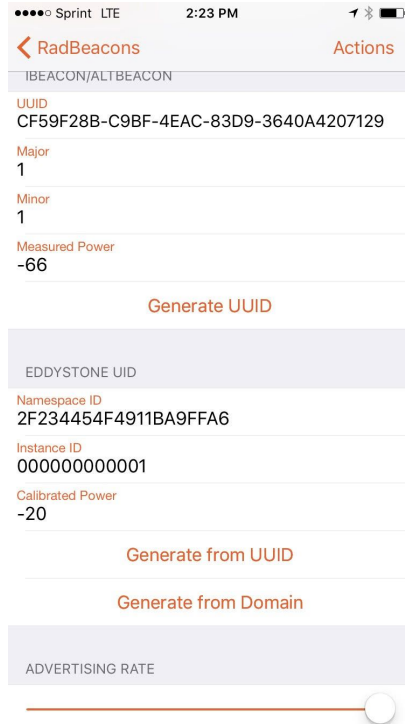
Note: I am using the RadBeacon USB to create this guide. If you are using a RadBeacon Dot, the steps are largely the same. You however will need to understand how the Dot buttons function and how to get your Dot into configurable mode. Please visit [this page](#) if you do not know how to get your RadBeacon Dot into configurable mode.

- 1.) Download the [RadBeacon Config app](#).
- 2.) Scan for your beacon as described [here](#). You should see it pop-up as shown in screenshot below after a few seconds.



- 3.) When you find your beacon, click on it. You should see a screen similar to the screenshot below.

Offline Proximity Paydays



4.) In the config page, ensure that iBeacon and Eddystone UID are selected.

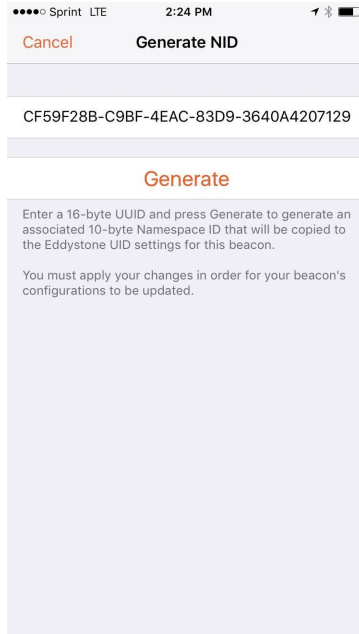


5.) Click "Generate UUID".

6.) Click "Generate from UUID".

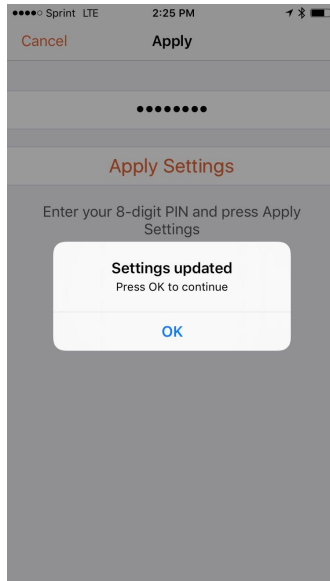
7.) Click "Generate".

Offline Proximity Paydays



8.) Turn “iBeacon” off.

9.) Click “Actions”; Select “Apply”; enter your pin (Default pin: 00000000); Apply settings.



Beacon Registration

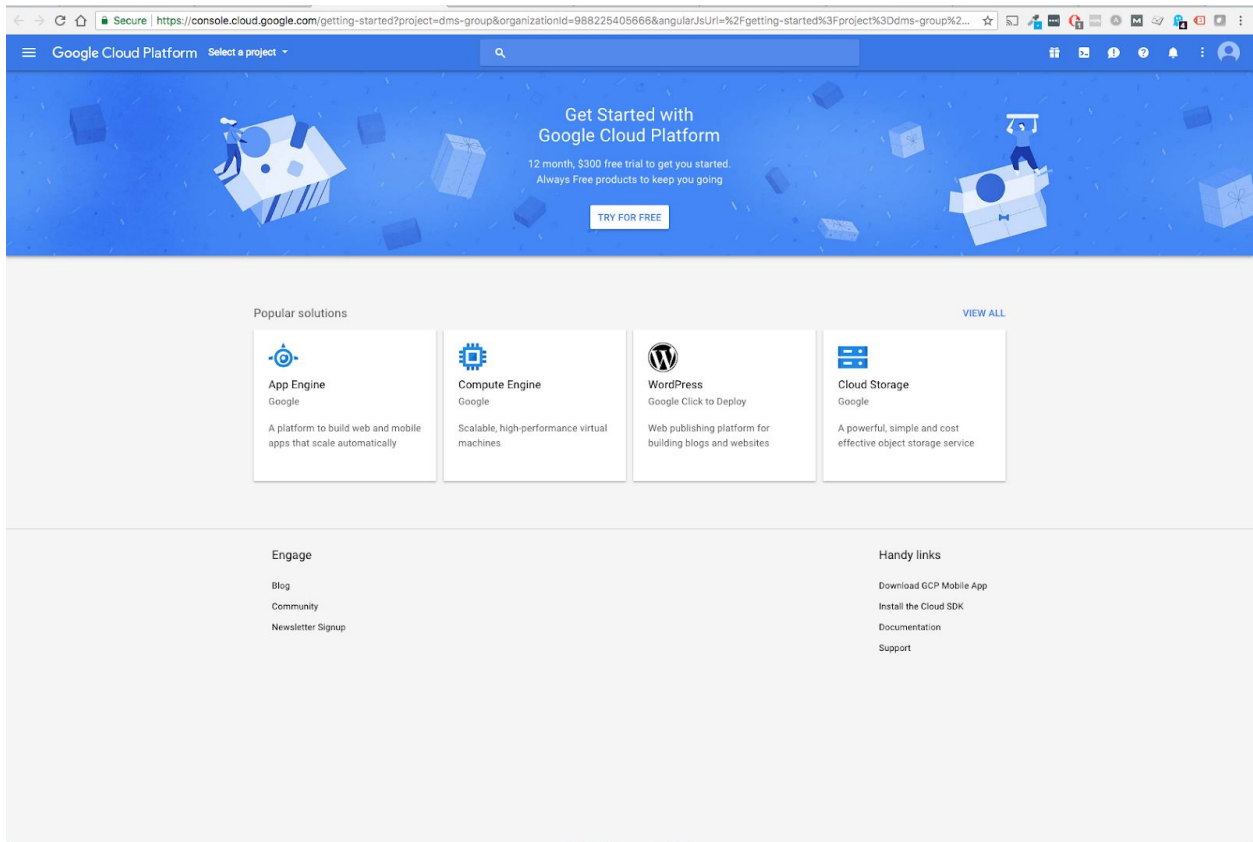
If this is your first time setting up a beacon for Google Nearby Notifications, you likely do not have a Google Project setup yet. If you already have a Google Project that you will like to register your beacons with, skip to step 1 under “**Beacon Tools**” below.

Offline Proximity Paydays

Please follow the steps below to setup a Google project.

1.) Go to console.cloud.google.com/start.

2.) On the top left corner, click on “Select a Project”.

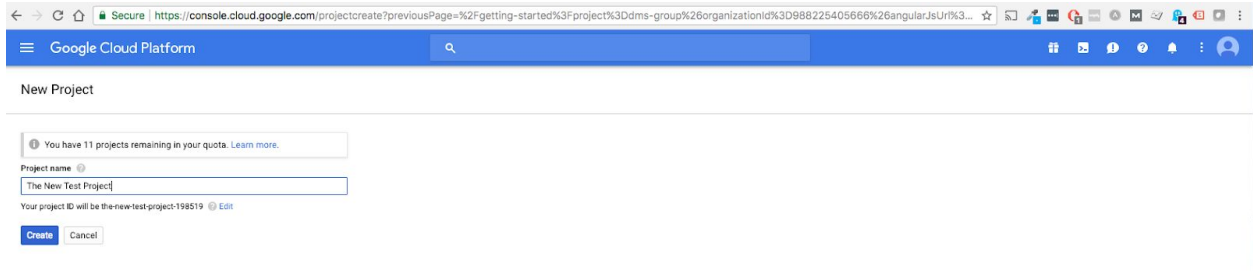


3.) On the next page, click the “+” sign on the right to create a new project.



4.) Name the project and save it

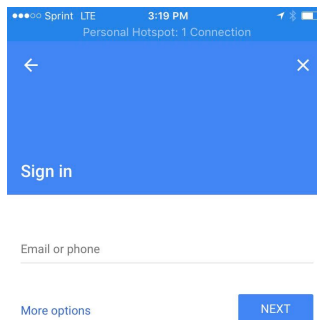
Offline Proximity Paydays



Beacon Tools

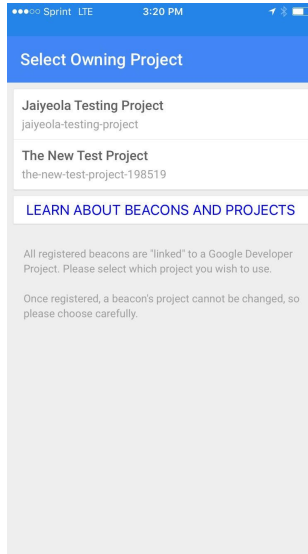
Once you have created a Google Project, it is time to register your beacon using Google's "Beacon Tools" mobile application. Please follow the steps below:

- 1.) After downloading the Beacon Tools app, login using the same account you used to setup your Google Project.

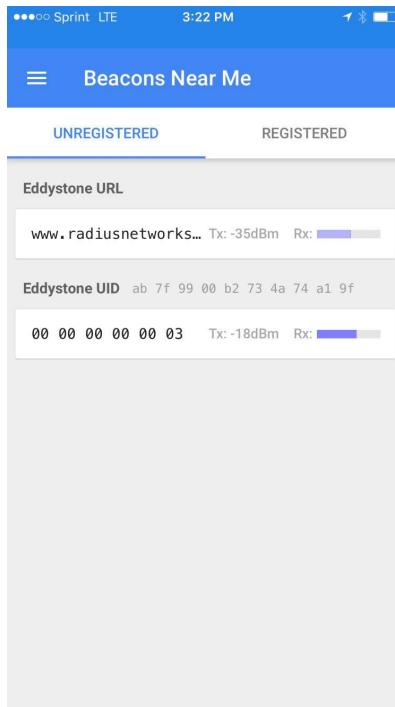


- 2.) On the "Select Owing project" page, select the project that you created.

Offline Proximity Paydays



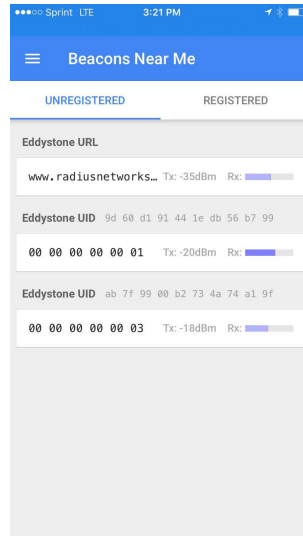
3.) On the “Beacons Near Me” page, you should see two tabs “Unregistered” and “Registered” (Note: you should not see anything else on this screen unless you have beacons turned on. In my case, there are two items on the screen because there are two beacons turned on around me. However, the particular beacon I am registering is not yet on.)



4.) Turn on the beacon you will like to register.

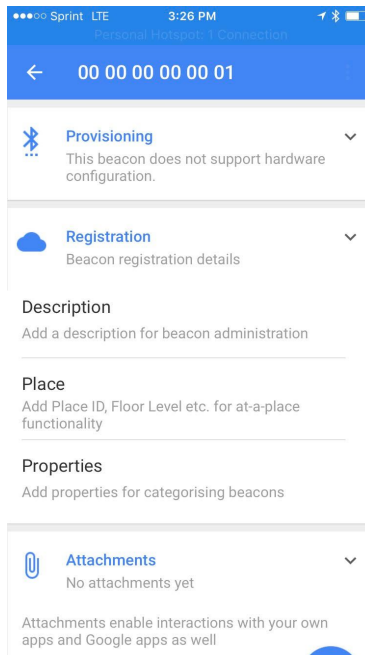
Offline Proximity Paydays

5.) When the beacon is on, you should see a new “Eddystone UID” and other info populate under “Unregistered” (see the third UID beacon in screenshot).



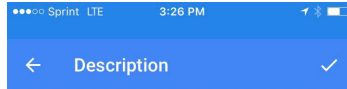
6.) Click on the beacon in order to register it.

7.) On the screen that shows up, you can ignore everything you see except “Description”.



8.) Click on Description and give your beacon a unique name.

Offline Proximity Paydays



9.) Click on the check mark to save the registration.

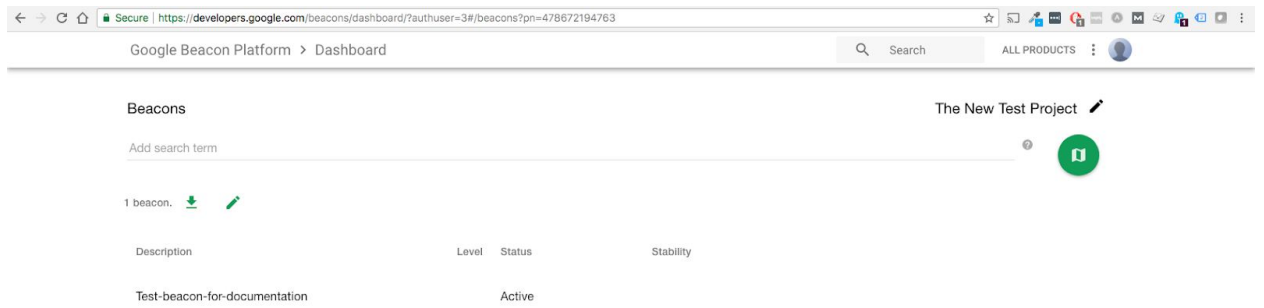
10.) You should no longer see the beacon under “unregistered” but if you click on “registered”, you should see your beacon listed there.

Adding Nearby Notification

After you have successfully registered your beacon with Google, the next step is to add your URL and 40 character message to the beacon.

- 1.) Go to <https://developers.google.com/beacons/dashboard/>
- 2.) Ensure that you are logged in using the same email address you used for the beacon registration.
- 3.) Ensure that you are in the correct project i.e the project you used for the registration. (Please see the top right corner for project name. If you are not in the correct project, click on the pencil icon. In the screenshot below, you can see that I am in my “The New Test

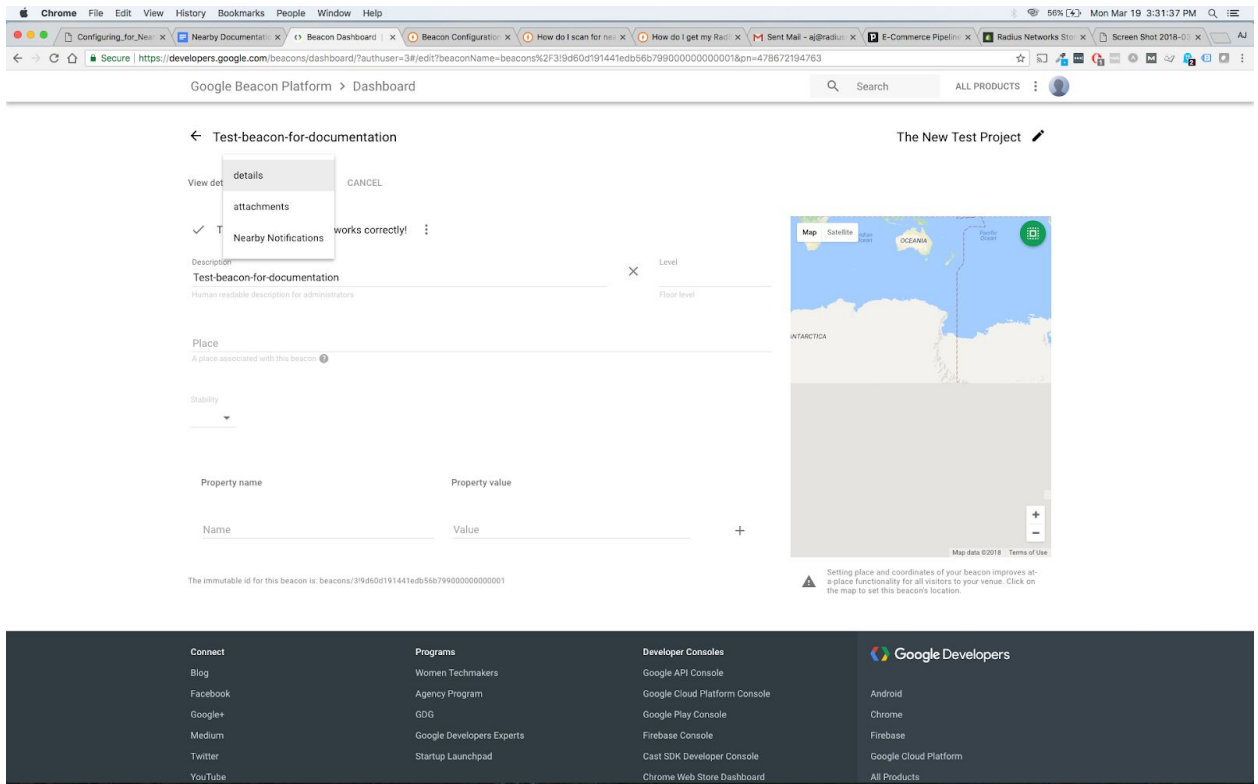
Project” project that I created in the Beacon Registration step).



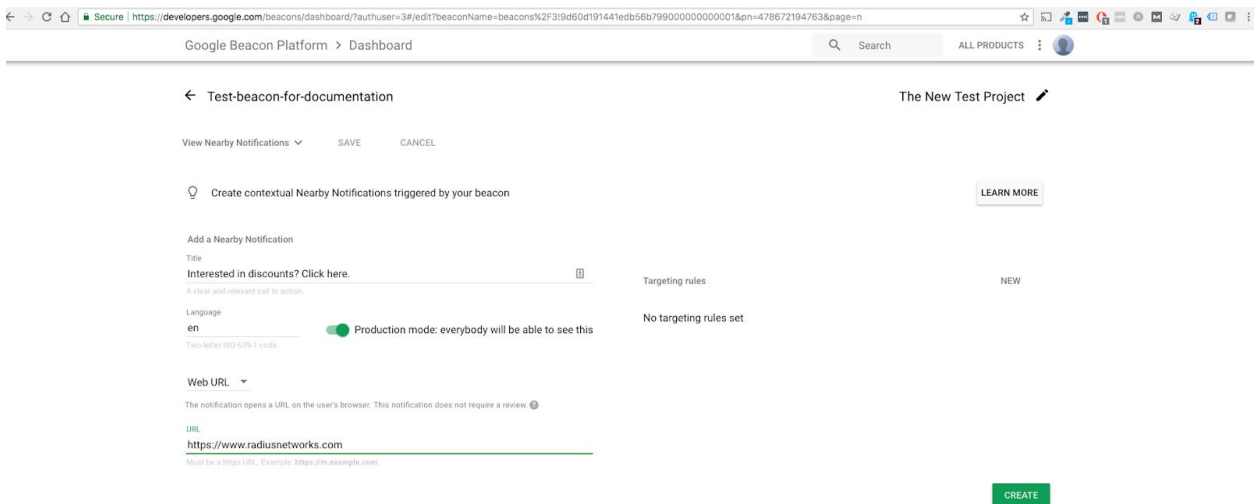
-
- 4.) If you are in the correct project, you should see the beacon that you had just registered (in my case, the beacon I registered was named “Test-beacon-for-documentation” as you can see in the image above).
 - 5.) Click on that beacon name.

Offline Proximity Paydays

6.) Select “View details” and click “Nearby Notifications”.

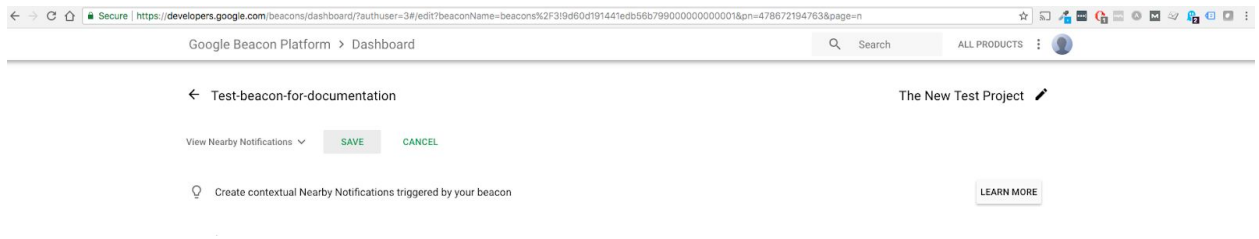


7.) Fill out the fields for your notification, as in the attachment below.



8.) Click Create.

9.) Click “Save”



You are done. In order to test your notification, please follow the steps described [here](#). It is also vital that you read through Google’s [policies](#) and Google’s [FAQ](#) in detail, to fully understand the intricacies of Nearby.

4.4 (Optional) Managing Your Beacon continued...

If the steps above are sufficient for what you want to accomplish you may skip this section. If you are one who is willing to pay for an all-in-one platform that enables you to plug in data within easy to understand fields for a shorter learning curve, here is our recommendation for this solution.

At any time if you ever want to add this to your proximity marketing portfolio, go to [Proximitypagebuilder.com](https://proximitypagebuilder.com) which offers landing pages, beacon tracking, funnel creation, and contact management in an all-in-one platform which works seamlessly with your RadBeacons. Here is the link:

<https://proximitypagebuilder.com/>

Here are the tutorial videos courtesy of Xavier Garcia, owner and creator:

<https://youtu.be/L7mA0Be5Hek>

https://youtu.be/sG_lqsb46xg

<https://youtu.be/0cZsJa-XFpo>

<https://youtu.be/9RMzWD90i-l>

This solution is easier to employ, but it looks like you are doing much more for the client because of the landing pages that are involved. Because of this you can request a one-time setup fee of \$99. This will make up for the 2 week discount if you choose to use that hook we mentioned earlier.

(Quick reminder: You do not need this platform to deliver the service. If you would rather use a free options with google nearby platform - see section 4.3)

7 Getting Paid

The money is the easiest to explain because it is more simple than anything you may be used to with typical lead gen and advertising services.

In other words, a restaurant may pay \$2000/mo on the low end to have an effective pay per click campaign. Real estate agents can pay anywhere from \$500-\$3000/mo on Facebook ads which are also typically charged on a per-click or per-impression basis. So add up all the click or impressions and you come to an end of month total based on the amount of activity you have for that specific campaign.

Billboards are easier right? Yes, they are simple because you typically rent the sign which is priced on the density of traffic for certain areas - one price

Offline Proximity Paydays

regardless of the traffic. But this can cost \$1200/mo in smaller cities and \$10,000+/mo in major metro areas.

With proximity marketing technology, the above two areas of concern are simplified. 1) there is NO cost per click - the number of clicks allowed is unlimited! 2) The fixed cost is nowhere near that of a billboard advertisement!

As a business owner you can set your own cost, but we will now discuss a simple pricing recommendation that seems to be quite effective.

> 1 Beacon = \$150/mo

> Ea. additional Beacon = \$100/mo

That's it! Simple right?

The pricing above coupled with the value added compared to ppc or billboards should be an easy sell you may be thinking... You're right.

Although this technology has been in place since 2010 ish, most devices were used only by big box retailers like Target. And the customer had to have the retailer's app in order to receive messages.

For \$150 your business owner client can do the same thing without the need for potential customers to download any app because the notifications are sent via Google Chrome. So as long as the prospect has the Chrome browser, they will get the message. No opting into an app needed.

And with the Android platform comprising more than 60% of cell phone users, this is a huge pool to market to. And, still, iPhones with the Chrome browser installed can still get these notifications.

Now when your client grasps the power behind this method with just one beacon, they will often come to YOU for additional beacons... in essence, your customer will decide to GIVE you a \$100 raise.

7.1 A Simple Plan to Get Multiple Clients in one month

The following outline is written from the standpoint of a brand new consultant who has no selling experience. As experience comes, the numbers will improve. If you have experience selling anything in the past, obviously the results may be greater than what I am suggesting. But in an effort to under-promise and over-deliver, here is a guide on what to expect.(Let me emphasize that it is a GUIDE and can be adjusted.)

For this example, we will use the *Slydial* method and the *new business owner list from the secretary of state*. This is your secret sauce for getting consistent prospects for your proximity marketing business.

10 Slydial Calls = 1 callback

5 Callbacks = 3 presentations

3 Presentations = 1 paid client

You can either send the voicemail drops yourself or you can outsource it to a telemarketer on [fiverr.com](https://www.fiverr.com) or [upwork.com](https://www.upwork.com). Either way, **50 VM drops** should give you **5 callbacks(minimum)** which will bring you **3 presentations** that will turn into **1 client**. Do this every week and you now have **4 clients for the month!**

1 Client = \$150/mo

4 Clients = \$600/mo

Do this 10 times (take off 2 months of the year) and you've just created a \$72,000/year income with just this one service... with only one beacon per client.

Can you do this every month? It's really not complicated at all. 50 calls a week and you are not even calling them directly. One of my first jobs as a kid was in telemarketing. We were required to call 200 people a DAY! 50 Calls per week is nothing.

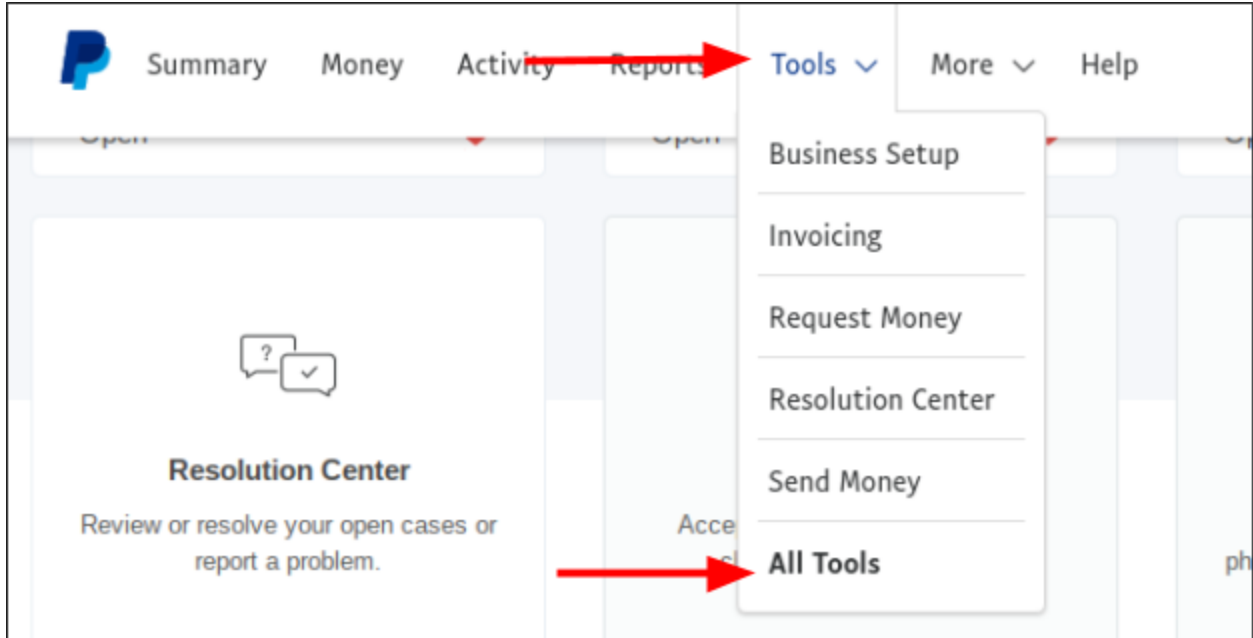
Remember, the secretary of state leads are very targeted. And new business owners need to get their name out for a fair price. You have what they need.

7.2 Collecting recurring payments with Paypal

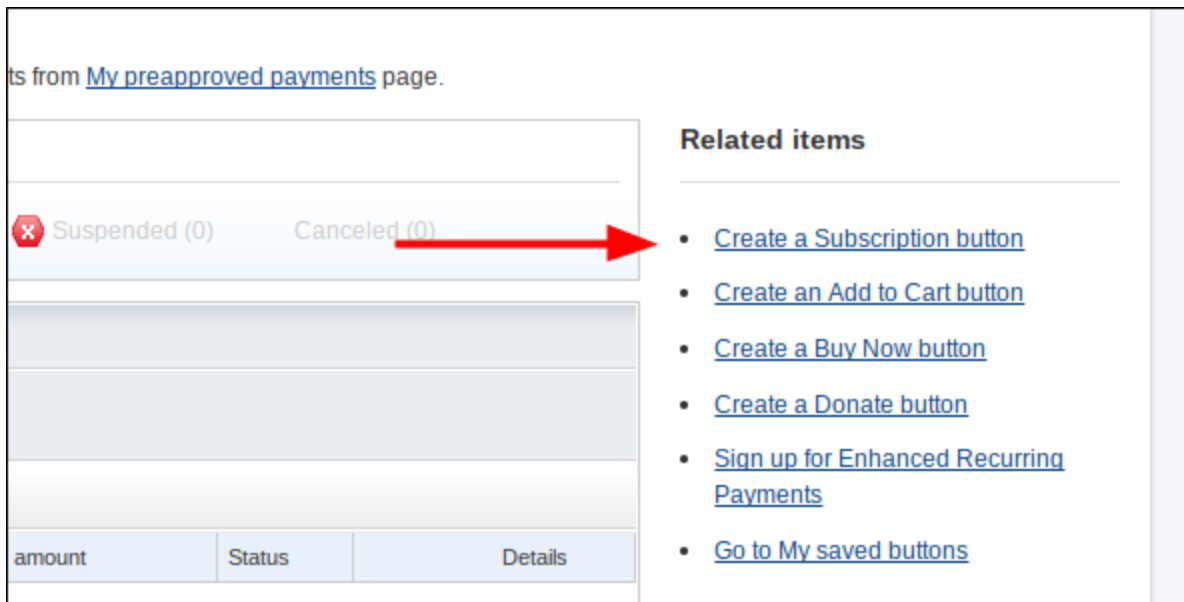
Once you have a clients ready to pay you'll need a way to get paid on a monthly basis. Paypal is recommended because of the ease of use and the fact that getting recurring payments is a free service right now. Below are a few steps to show you how it works.

1. Make sure you have a Paypal business account. Once logged in, go to the top and click on "tools", then "all tools." Scroll down and click on "recurring payments."

Offline Proximity Paydays



2. On the next screen click on “create a subscription button.”



3. Fill out the fields as outlined below.

Offline Proximity Paydays

Step 1: Choose a button type and enter your payment details

Choose a button type
Subscriptions ▼

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

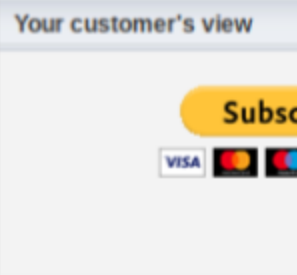
Item name Subscription ID (optional) [What's this?](#)

Currency
USD ▼

Customize button

- Add a dropdown menu with prices and options [Example](#)
- Add a dropdown menu [Example](#)
- Add text field [Example](#)
- [▶ Customize text or appearance](#) (optional)

Your customer's view



Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required.](#)
Auto Return is not compatible with this feature.

Offline Proximity Paydays

Add text field [Example](#)

▶ [Customize text or appearance](#) (optional)

Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required.](#)
Auto Return is not compatible with this feature.

Billing amount each cycle
 USD

Billing cycle

After how many cycles should billing stop?

I want to offer a trial period

Merchant account IDs [Learn more](#)

Use my secure merchant account ID

Use my primary email address michaelsensing@gmail.com.

▶ Step 2: Track inventory, profit & loss (optional)

▶ Step 3: Customize advanced features (optional)

Insert the amount to be billed.

Choose the longest option - 30 months.

Offline Proximity Paydays

I want to offer a trial period

Merchant account IDs [Learn more](#)

Use my secure merchant account ID

Use my primary email address michaelensing@gmail.com.

▶ Step 2: Track inventory, profit & loss (optional)

▶ Step 3: Customize advanced features (optional)

[Create Button](#) ← Click "create button"

4. Next paypal will generate a link that you can insert into any email. Once you copy this code, just send an email to your client with the code in the body of the email. Your client will do the rest and will be signed up for recurring payments.

4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.

Website **Email** ← Click "email"

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="U4PMBRC6WVDL8">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_subscribeCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay" />
</form>
```

[Select Code](#) [Go back to edit this button](#)

Buyer's View

[Subscri](#)

VISA

8 Foot-In-The-Door with Manta

Previously we went over a simple hook for offering a trial/discount period on the initial month's premium. For those who would rather not do this, we will now cover a free service that you can offer as a different enticement for the business owner to listen to your main Proximity Marketing offering.

In order to employ this method, there is only one difference from the above instructions:

When the business owner calls you back after receiving your slydail message, you simply tell them you want to claim or create their business listing on Manta.

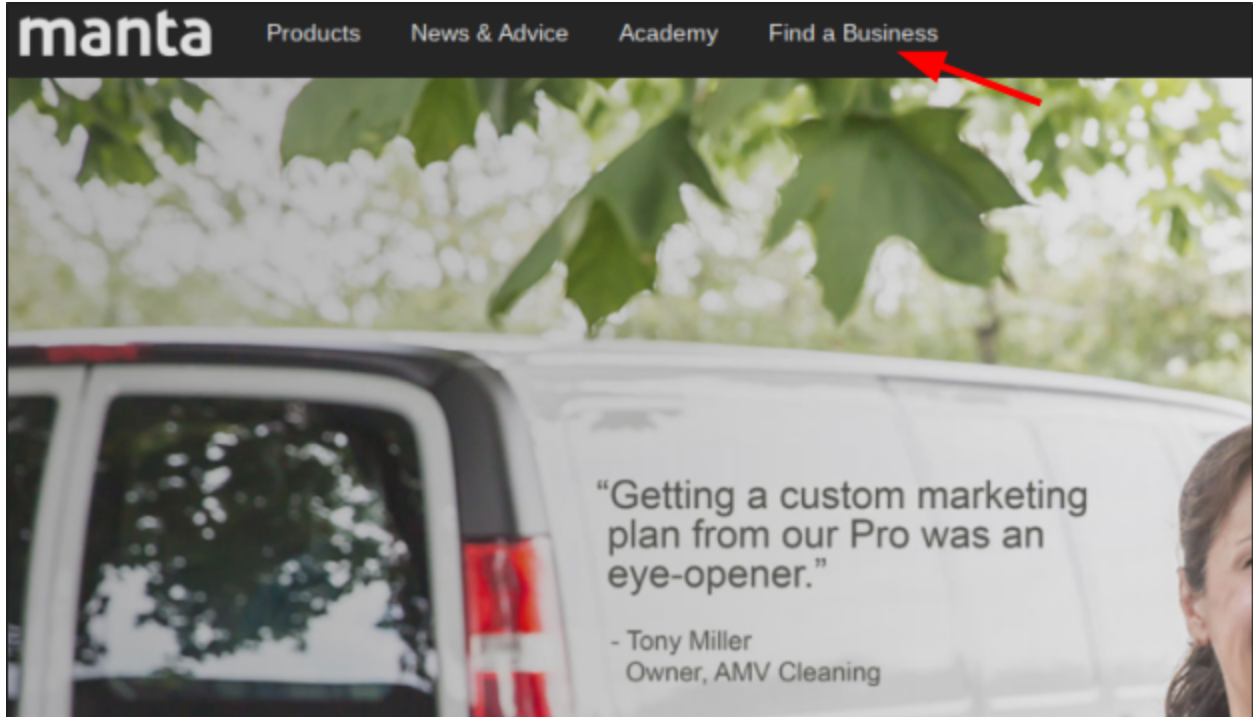
Note: *you can use almost any major directory site to do this. Sites like Bing Places, Yahoo Small Business, and a plethora of others can be your hook to get your business owner's guard down. For this example we are using manta.*

Claiming a Manta listing for your business owner client can not only improve the business's online visibility, but it also helps the owner to get found by the thousands of local patrons that look for that type of business every single day.

This is how it's done:

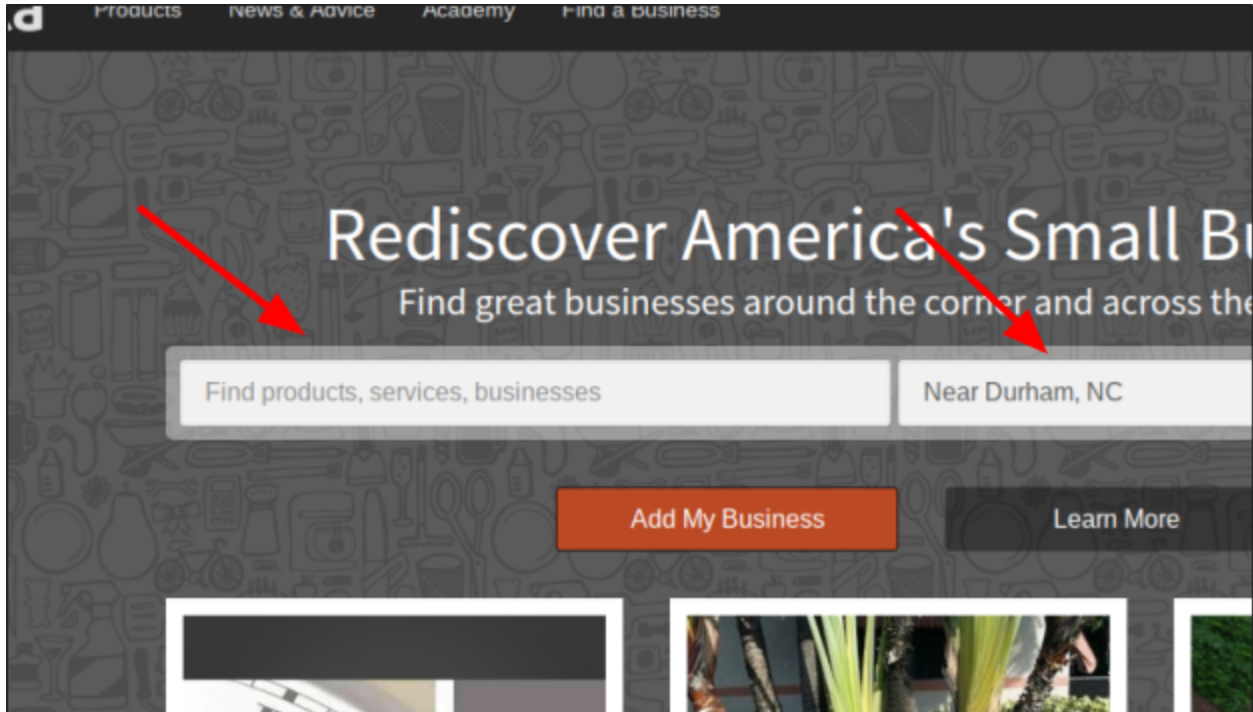
1 - Go to <https://www.manta.com/> and find the "Find a Business" tab.

Offline Proximity Paydays



2 - Once on the "find a business" page, type in the business's name and location. We are now making sure they are not already on manta as an unclaimed business.

Offline Proximity Paydays



3 - Next see if that business listing comes up. If there is not a green check mark next to the business it has not been claimed. Click on the button to the right that says "Do you own this business".

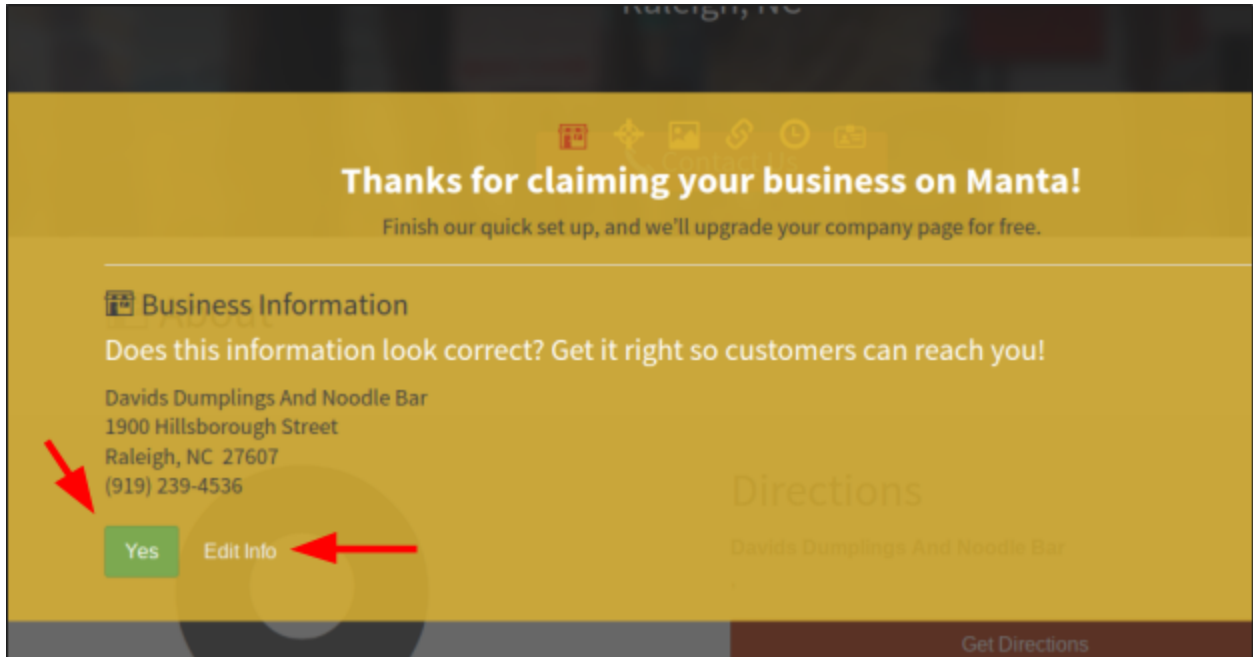
Offline Proximity Paydays

The screenshot displays a search results page with four business listings. Each listing includes a storefront icon, a business name, address, phone number, and service categories. A red arrow points to the word 'sponsored' next to the first listing.

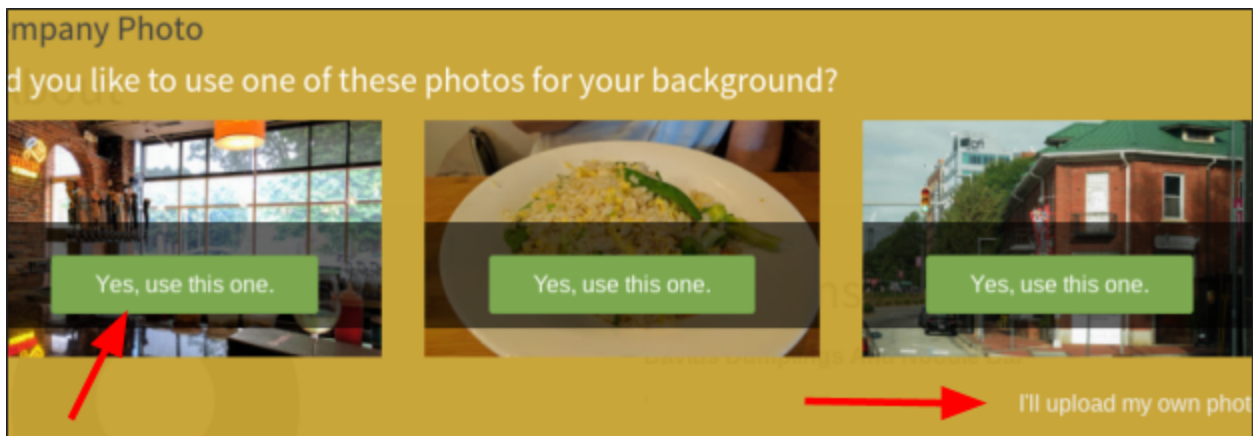
- Dumpling Recipes - Dumpling Recipes**
Find Dumpling Recipes. Search Now!
[www.guardengine.com/Dumpling Recipes/results](http://www.guardengine.com/Dumpling%20Recipes/results)
sponsored
- M R Inc**
15100 Weston Parkway 105
Cary, NC 27513
(919) 677-9555
Do you own this business?
Website
- HealthCore Resource**
Home Care
1001 Navaho Dr. Suite 101
Raleigh, NC 27609
(919) 872-1178
Website
personal care services • cap/da • cap-mr/dd
- Jareh Health Care**
2116 S.Miami Blvd.
Durham, NC 27703
Sitter/Companion • CAP MR/DD Services
Private Duty Nursing

4 - Next we'll claim the business. On the next page, make sure all the business information is correct. You can click 'edit info' to correct any mistakes or click 'yes' to proceed.

Offline Proximity Paydays

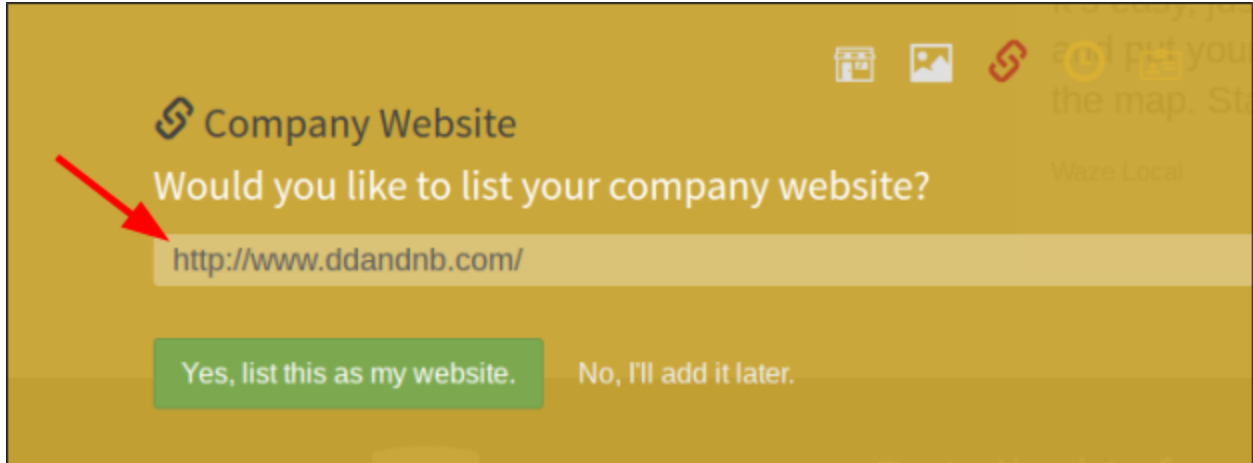


5 - You can now choose a main photo that manta picked up or upload one of the business owner's choice.

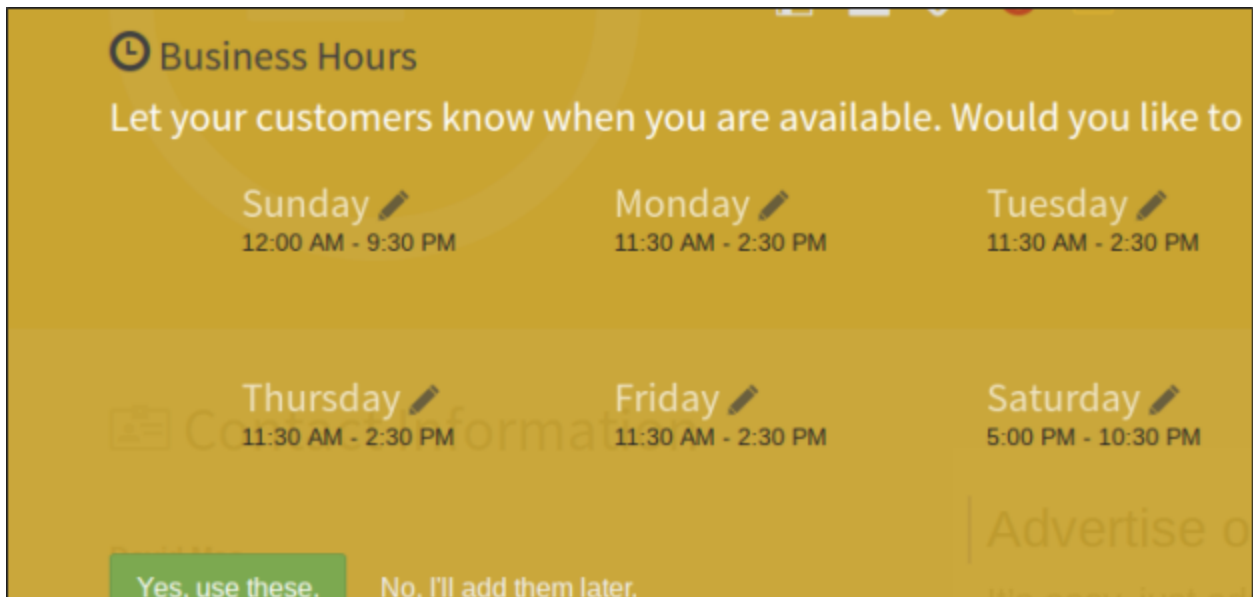


6 - Next input their website url or manta may already have it populated in the field.

Offline Proximity Paydays



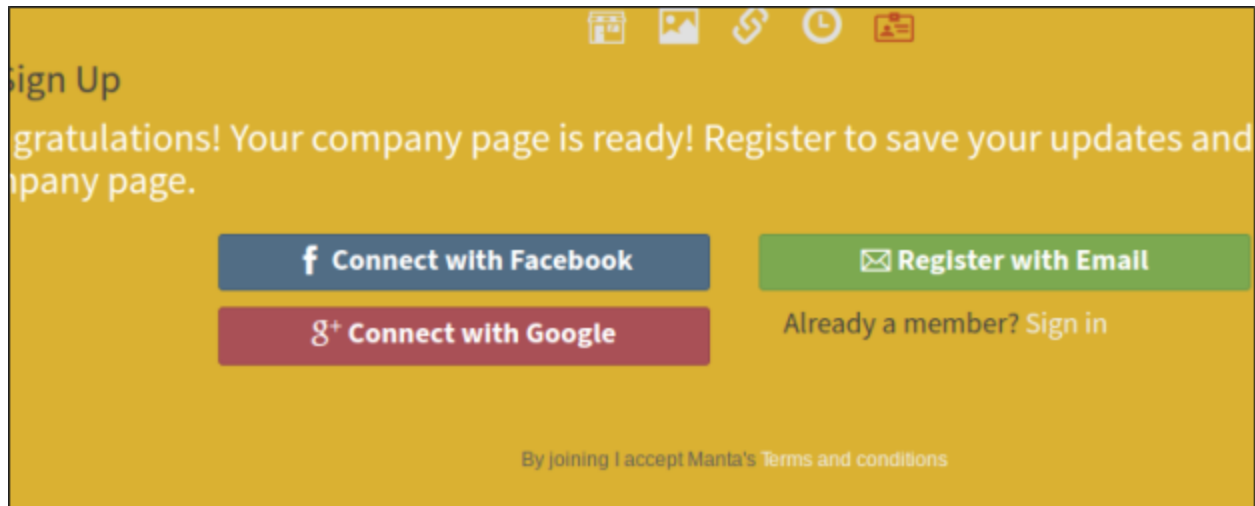
7 - Choose the business hours.



8 - Finally, register with your business owner prospect's email. It is ideal to do this with your prospect because in person visits always have a higher close ratio. You can have all these steps completed on your computer or smart phone ready to show him/her when you arrive - all they have to do is take your phone or computer and finish the registration. In addition, you can now present your beacon solution. There is much more you can do with this and yes they can do this themselves, but this is a FREE service, right? So don't take too much time, make this too complicated, or going

Offline Proximity Paydays

any further until you have secured them as a client.(You can create an email for them and register that way which can later be changed, but I still recommend face-to-face)



Note: If they are not listed, just click 'add a business' instead of 'find a business' on the top right of the home page and follow the same steps.

A good way to approach this is with this script(use for Slydail method above)

Hi Mr. Jones, My name is _____. I help new business owners like you get their name out to the community quick and easy. I noticed that you are a newly registered business owner in the local area. Congrats to you! Because you're new and local I want to do something for you for FREE. Yes, there's a catch. In return, if I do a good job, I would like to ask you for a testimonial. Give me a call back at _____.

Again, three power parts to this message. First, you compliment them. Second, you throw in the work FREE, third you satisfy their natural tendency to be analytical by saying there's a catch, then you tell them what

you want in return. This will make them much more open to you when they call you back because they already know what you want.

9 Niche ideas for using Proximity Marketing

I hope your brain is spinning with ideas by now as to how you can market this hottest trend in small business marketing today! We've compiled a small list of ideas that may help jog your thinking with what niches and strategies you can employ in your own business.

Auto Dealers: Dealers can carry a beacon with them to trade shows or auctions to broadcast their message to thousands of attendees.

Retailers: Clothing stores, furnitures stores, sporting goods, beauty supply... the list goes on. Retailers located in a mall or strip center can broadcast their message through discounts, coupons, and other special offerings to the mass foot traffic they and their competitors get every day.

Restaurants: Restaurants whether fast food or high end venues can send their message to potential patrons within a 400 meter radius of their establishment or even place the devices in strategic locations like food fairs, malls, or even place them at visitor centers within their city. They can even send a message to those IN the restaurant with a notification to click to see the menu.

Contractors: Roofers, home inspectors, home renovators, builders, etc can place these devices in the neighborhood they are currently working. They can even team up with real estate agent to place them at open houses.

Offline Proximity Paydays

Real Estate Agents: Agents can place these within open houses, carry them with them to showings, place them in their personal listings or even other agents listings. They can carry them with them to hardware stores or any other place that home buyers usually hang out like furniture stores, insurance offices, city visitor centers, state rest areas, military base visitor centers, etc.

Here's another. Agents who attend a networking event can have these devices on a keychain to broadcast their digital business card. When asked if they have a card, the agent can say "take a look at your phone". What a way to stand out!

P&C Insurance agents: Agents can place these within real estate agent open houses or carry them with them to trade shows. They can carry them with them to hardware stores or any other place that home buyers usually hang out like furniture stores, city visitor centers, state rest areas, military base visitor centers, etc (for homeowners insurance). If they are targeting car insurance they can place these with auto dealers and colleges (to target new drivers).

Financial Advisors or Estate Planners: They can carry the devices with them on appointments while in an assisted living facility or retirement community. They can easily place them in these establishments as well.

Attorneys: Lawyers can take these with them to the courthouse and broadcast their message to hundreds of potential clients every day.

Dentists: Since there are many types of practitioners in dentistry, they can team up and place these within partnering dentist offices. For example, an orthodontist can place their beacons in the office of a prosthodontist and conversely, the prosthodontist can place her device in the office of the orthodontist. In essence, different niche dentists can share their

customers. Different **Lawyers** specializing in their own specific area can do the same.(This is huge!)

I think you get the picture by now but here are a few other niches and marketing ideas...

Coffee Shops

Ice Cream Shops

Hair and Tanning Salons

ATV/UTV/BOAT/RV Dealerships

Service Based Businesses

Bookstores

Boutique Clothing Stores

Consignment Shops

Gym, Yoga & Fitness Centers

Festivals & Trade Shows

Farmers Market Vendors

ANY Retail Outlet

Funeral Homes

As mentioned in the story of Jim, the beacon device allows for android based cell phones to draw a message/notification to the top notification base of their phone. The notification will contain a message tailored to that niche's ideal customer. Here are a few ideas for creating effective short messages.

Business Specific Notification Ideas

Restaurants/food service providers of all types: Have a visible ad or text that stands out on the menu with "Check your Android Phone for daily specials !" or "15% OFF coupon by just checking your Android notification." They are then directed to a clickable link that sends them to a webpage with instructions on how to present the coupon to their waiter/waitress.

Restaurants: Notifications with new menu items, desserts and gift cards offers are the norm.

“Happy Hour Discount - Get IT Now” - YOUR WEBSITE LINK

“Gift Certificates On Hand - Just ASK” - YOUR WEBSITE LINK

“10 Percent Off All Appetizers - Ask Our Wait Staff” - YOUR WEBSITE LINK

“10% + off Coupons - Join Our List” - YOUR WEBSITE LINK

Coffee or Ice Cream Shops: Like restaurants, these notifications can present offerings like new flavors, new menu items or gift cards.

“Try Our New Flavors Yet? YOUR WEBSITE LINK

“Need a cup to go? - YOUR WEBSITE LINK

“Gift Cards Available Right Up Front” - YOUR WEBSITE LINK

Hair & Tanning Salons: I can think of only a few better ways to generate more sales from repeat clientele by sending a Bluetooth notification to salon and tanning patrons.

“15% Off A Follow Up APPT. - Order Now” - YOUR WEBSITE LINK

“TODAY ONLY! - 5% All Colors - YOUR WEBSITE LINK

“Tanning Members Save \$20!” - YOUR WEBSITE LINK

Vehicle Dealerships: Most car dealers are open until 9:00 PM but the lot’s foot traffic doesn’t end just because the doors close for the day. I can recall driving by dealerships on the way to a dinner out just to see would be car buyers browsing lots without having to worry about talking to a salesman.

Simply put the device in a automobile with a message like:

“See one You Want? Tell Us!” - YOUR WEBSITE LINK

“Why not test drive it...” - YOUR WEBSITE LINK

“Have questions about that car!?” - YOUR WEBSITE LINK

“Get Lease Specials? Click Below NOW!” - YOUR WEBSITE LINK

Offline Proximity Paydays

“Cash Back on all Sedans!” - YOUR WEBSITE LINK

Here are a few more thoughts on how to pull off this technology to build brand awareness for contractor.

“We’re the Roofers at your neighbors” - YOUR WEBSITE LINK

“10% off Servicing your HVAC” - YOUR WEBSITE LINK

“Full Septic Tank... how long?” - YOUR WEBSITE LINK

“New Hardwoods Installed \$1.50 Sq. Ft.!” - YOUR WEBSITE LINK

“Imagine No Yardwork? Click Here!” - YOUR WEBSITE LINK

Gym, Yoga & Fitness Centers: When I think of gyms with memberships what comes to mind is promos on renewing their contract for a longer time at a lower price.

“Summer Fitness PROMOTION - CLICK HERE!” - YOUR WEBSITE LINK

“Need a Hand... Personal Trainer? - YOUR WEBSITE LINK

“Discount for New Signups!” - YOUR WEBSITE LINK

“Get Fit for the BEACH!” - YOUR WEBSITE LINK

Festivals & Trade Shows: Nothing attracts hordes of people like a crowd. Launch a giveaway with a bluetooth notice in exchange for the festival goer’s email.

“GET \$ By coming to our Tent!” - YOUR WEBSITE LINK

“You Walked By our Booth?” - YOUR WEBSITE LINK

“ENTER our BOOTH To WIN [your product] ” - YOUR WEBSITE LINK

“[Your product] 10% OFF TODAY ONLY!” - YOUR WEBSITE LINK

Funeral Homes: Come on, Mike! I knowww.. It seems strange to include funeral homes, but let me be straight with you. Who ever really ponders planning for this inevitable moment for themselves?

Offline Proximity Paydays

You definitely have an audience when thinking about their passing when at a funeral or recently signing a lease at a retirement community, but this is where I would put a halt on the aggressiveness of your ad in my opinion. I'll do you a favor and not even begin to write subject line for this subject but funeral homes ARE having success while helping those who have not planned yet. So use your imagination on this one.

Financial Planners & Accountants: Thousands of folks are retiring daily and need your assistance so get in front of them your proximity marketing technology.

"Retiring in the Next Year? Schedule a call here ==>" - YOUR WEBSITE LINK

"401K FEES have you worried?" - YOUR WEBSITE LINK

"The Market Index is UP... are you _____?" - YOUR WEBSITE LINK

"The Market Index is DOWN... Can you _____?" - YOUR WEBSITE LINK

"April 15th coming? Taxes here..." - YOUR WEBSITE LINK

"Done your taxes yet?" - YOUR WEBSITE LINK

Attorneys: I'm not a proponent of divorce but I am indeed a marketer so I want to see all succeed. Here are a few more Subject Lines... Yes, they are edgy...

"Is your spouse a CHEAT? Call 123-4567" - YOUR WEBSITE LINK

"Where's My Child Support? Call 123-4567" - YOUR WEBSITE LINK

"Need Legal Advise for \$150?" - YOUR WEBSITE LINK

Dentists:

"White Teeth at a Discount!" - YOUR WEBSITE LINK

"Straightens your Kid's Teeth!" - YOUR WEBSITE LINK

"Perfect your smile with VENEERS \$ _____" - YOUR WEBSITE LINK

Offline Proximity Paydays

Clearly there are hundreds of ways to broadcast your message with this Easy to use Market Magnet... So I will present you with one more...

We come to the finish of these exciting and practical methods... or can it be JUST THE BEGINNING for YOU?