AN INTRODUCTION
TO OUR LOCAL
ABSENTEE OWNER
BUSINESS CO-OP
Before Implementing Any Marketing/Advertising Strategies,
Please Read The Following:

This publication, the USB drive, and website(s) that accompany this material are designed to provide accurate information in regard to the subject material covered. It is provided with the understanding that Excelleum, Debbie De Grote, Profit Hacking Solutions, LLC, and Pete Mitchell are not engaged in rendering legal, accounting or other professional services. If legal advice or other expert assistance is required, the services of a competent professional person should be sought.

Because marketing and advertising laws are different from state to state and on the local and national level, the examples provided in this material might be legal in one jurisdiction and not in another. It is your responsibility to get proper legal advice before implementing any marketing and or advertising strategy.
Imagine being a part of a group of local business owners— all non-competing— and being able to harness the Co-Op’s volume power to get more customers faster, easier, and cheaper than on your own.

Welcome to our local marketing co-op. We are a by-invitation-only membership group, with only one business owner per industry represented in our niche Co-Op. We’d like to formally invite you to be a part of our exclusive group of the area’s savviest business owners. No face-to-face meetings required. Just an open-mind and a willingness to help each other become more successful in growing each of our local businesses while supporting our local economy.

ABOUT THE LEADER OF THE CO-OP

With over 35 years and 3,500 closed transactions under my belt, there is no situation that I haven’t already had to deal with in the past. When it comes to selling homes, I am the Southern California specialist. If you or someone you know is looking to sell your property for top dollar, quickly, I’m the one you want to talk to. Please feel free to call or email me for a free consultation, market value inquiry, or any other real estate question. My service includes First Class Representation, which means, your best Interests are my top priority throughout every transaction!
WHY USE A LOCAL MARKETING CO-OP

What is this Local Co-Op all about anyway?

Let’s start with the basics. A business Co-Op allows a group of business owners to utilize the members volume so that they can acquire new business quickly, easily, and inexpensively. Members are all non-competing businesses that harness the power of shared advertising, joint ventures, strategic alliances, & other lucrative host-beneficiary relationships between one another.

This Co-Op is being formed to acquire clients that have local real estate, but they themselves live out of the area. This is a segment of the population that will have a second home or rental property that might need your services, but they don’t have a local contact like you to take of that service. Before spitting out more Co-Op-specific terms, let’s get on the same page with Co-Op terminology.

JOINT VENTURES: Teaming up with another business or group of persons for the purpose of expanding your business influence & creating a more powerful marketing presence.

Why spend all your time, effort, expense, and credibility-building activity to attract new customers from the outside market when there is a much easier and less expensive way to do it? You can get other people and businesses to get new customers for you, and they can do it faster, more efficiently, and for a fraction of the cost you’d spend doing it yourself.

STRATEGIC ALLIANCES:
Partnerships in which 2 or more businesses work together to achieve objectives that are mutually beneficial including cross-referrals. Cross-referrals are a great way to use free, word-of-mouth advertising between businesses.
serving like markets to trade their clients’ contact information to the other for marketing their own complimentary products or services.

**REVIEWS:** A review is a powerful form of endorsement. Endorsement is when another well-known and influential business refers their clients and customers to you or when a satisfied client tells the world just how great you are.

We will be harnessing the power of the Internet with our own directory of services website that is being designed by a professional web development team. Every month we will be mailing to 1,000 homeowners that have local real estate, but they themselves don’t live locally.

On this unique website you will have an exciting opportunity to entice your target market to use your services when their local property is in need of your type of service. (You will also be able to redirect them to your own website or give them a special offer).

Additionally, the site is being designed so that your customers and clients can leave a review of your business, but unlike review sites out there, we encourage you to entice your customers to leave a review.

**Do you see the power in this??** Nothing is better than a referral—except for an endorsement. These reviews will help you get more business!

Endorsements are very powerful. We will help grow your business through endorsements and as Jay Abraham so eloquently says: (self-made billionaire through joint ventures and endorsements)

“When you get an endorsement you eliminate all the steps of trust development that are necessary for a business in the marketplace. It is immediate and sufficient, and the cost of accessing clients is a fraction of what it would be in the outside market. But the yield is many times more than it would otherwise be.”
There are many benefits of our local marketing Co-Op to help gain you more customers, drive sales, and grow your business. Let’s start with our exclusive program that we’ve rolled out in our area that allows you to gain a competitive edge in the market and one-up your competitors. NO ONE else is doing this simply because it would be too expensive normally- but since I have a design and marketing team, we are able to do this for ridiculously cheap.

Our directory website stands out like our own personal YELP! site. Each member of our Co-Op gets to place an exciting offer on it each month and we will drive people to it each month by mailing 1,000 homeowners out of the area – the people most likely to do business with you by way of endorsement. Remember, we are all non-competing businesses so you’ll have absolutely ZERO competition on this directory site- giving you a distinct advantage in the marketplace.

Here are 10 big benefits of being a part of the OCPROPERTYAUTHORITY.COM site:

1. **Cost-effective:** Let’s start with the issue that is often one of biggest concern to business leaders, cost. Across the board of other advertising efforts, direct mail is extremely cost effective (not to mention the proven return on investment, since cost always should be evaluated in terms of associated business development, sales and customer acquisition). And because our members share the cost of the postcards we are mailing each month, we can each harness the power of
direct mail for 90% LESS than if we did a campaign on our own & allows us to really maximize our ROI.

2 **Targeted around your business:** Most people do business with those they know, like, and trust. When people are out of the area, they don’t know who they should trust. Since we are reaching out to them every month, and since you will have the ability to have positive reviews on the website, you will directly benefit. These are the people that are most likely to do business with you and these are the people that we target with our marketing. This also gives you great exposure in your target market.

3 **Proven track record:** Direct mail has a proven track record. Because this technique had been so widely used for a long time, much proof exists to demonstrate its effectiveness. Shared direct mail campaigns offer reliable returns with negligible costs. Tie into that direct mail with the website and we’ve got a powerful one-two punch.

4 **Highly measurable:** Website offers are easily trackable and the results can be measured by simply adding a redemption code, leading the prospect to an opt-in form, or even having the customer text a keyword to get the coupon on their mobile phone. When you can measure your results of your marketing than you can easily see your ROI and know that it’s working.

5 **Easy way to gain new customers quickly:** Irresistible offers attract new customers including new residents to try out your business and tell others about your offer. And great offers will entice customers who have been shopping with your competitors. It’s a proven fact that consumers will break routine shopping patterns to take advantage of a great offer. We help you craft an irresistible offer that has been tested, tried, and proven in your market giving you an unfair advantage.

6 **Expand or increase your market area:** Reach customers you may have never had the chance to when your offer is placed in their hands at a complimentary business.

7 **Drive sales immediately:** With so many home owners receiving your exciting offer when they visit the website- you can drive sales immediately in your business. No more
waiting for your SEO efforts to pay off, or hoping that your phone will ring.

87% of all shoppers use coupons: As stated in the Wall Street Journal, “As the economy slides, coupon use rises.” Another independent study says 95% of consumers like coupons. This is why savvy marketers use great offers to pull customers to them quickly, a system to capture their information so you can market to them later, a system in place to upsell & cross-sell to increase the transaction, and to increase referrals. Our Co-Op helps you put these systems in place so that you become a well-oiled customer-getting machine.

We've eliminated the hardest part of Internet marketing: getting the right people to your website. The biggest challenge of Internet marketing is simply getting your website in front of the right people. With most out-of-the-area homeowners not knowing where to go for services on their local property, we are providing them a way to find a trusted source. Just having your offer seen will immediately boost response in any campaign.

Digital coupons are more effective than print offers to homeowners that are out of the area: Coupons delivered through the Internet are more effective when it comes to retaining business and reaching potential customers than coupons delivered through any other medium.

Coupons and great offers have proven themselves to be highly effective sales tools for every conceivable size and type of business. Because they literally “pull in the business” they have gained massive popularity with smart business owners because they are widely accepted by consumers and are an excellent way to gain more exposure, more traffic, and more profits for your local business.

Our Co-Op website - OCPROPERTYAUTHORITY.COM features our members’ hottest offers on the site to illicit a massive response for each business. The website is promoted via a postcard mailing every month as the best way to stay top-of-mind.

To get something out to this many people, plus designing the website, & printing the postcard
would cost thousands. But as a member of our Co-Op you get the powerful advantage of Internet and direct mail for your business at a fraction of the cost.

**JOINT VENTURES:** Joint Ventures allow you to stay focused on your own core business while expanding, exploiting and harnessing your joint venture. Entrepreneurism is about leveraging combined efforts. It’s about helping other people get what they want so that they will give and get you everything that you want. - Jay Abraham

What if you could eliminate a lot of the expense, time and inefficiency of prospecting for new customers and spend more of your time with customers who were “ready to buy” and even recoup some of your investment from past prospects who didn’t buy or become loyal customers? With our exclusive group of non-competing and many being complimentary businesses, we have the advantage of working with one another to turn big profits in our businesses. This strategy alone has been responsible for making many people thousands and even millions of dollars. Our Co-Op will work together to form these joint ventures between us where it is mutually beneficial for all.

**STRATEGIC ALLIANCES:** With our local marketing Co-Op you will be able to form strategic partnerships with members to build cross-referrals between each business. This is very powerful and as a group we cross-promote different ways with one way being simple endorsements utilizing a complimentary business’ list of customers. Usually done between 2 businesses, a two-way cross-promotion is notification to each other’s customers about your products and services. This then becomes the single-most powerful referral program available.

All of these benefits are exclusive to our Local Marketing Co-Op group. Sure you could try to put it together yourself, but it would take both time and training on how to do it correctly for maximum success. With our Co-Op you have access to someone already with the industry-know-how (me) to help connect the dots. And since we also have direct access to low-cost printing and graphic design our costs go down even more for our shared mailings. It’s a win-win.
Facts

Can you show me some proof that endorsement & joint venture marketing works?

From Forbes:

“Even companies that may consider themselves competitors have created JVs because they understand that some aspects of their business could be stronger if they work together. A recent example is the video streaming site Hulu. A joint venture of News Corp. (which owns Fox), Disney (which owns ABC) and Comcast ...(which owns NBC) has been incredibly successful. The companies, which compete with one another on the TV airwaves, recognized that combining their programs for an online video service would be more powerful than if they each launched individual products. It’s been a good bet and just this month potential suitors to purchase Hulu have lined up with bids that approach $1 billion.”

From China Car Times.com

“Western companies moving into China usually did so through equity joint ventures, which were the predominant entry mode at least until China’s entry into the WTO in 2001...”

From Christianfea.com

Sony and Ericsson’s Joint Venture

Japanese electronics giant, Sony, has been a leading manufacturer of consumer electronics, including audio, video, and communications, for decades. Along with their established
manufacturing pervasiveness, Sony has had a global marketing dominance in all their products, including motion pictures and music recordings. With all their marketing expertise, they still needed an innovative technology expert to develop a marketing relationship.

Enter the Swedish technology expert, Ericsson. Ericsson specialized in developing innovative telecommunications equipment for mobile networks. In 2001, Sony and Ericsson teamed up in a 50-50 joint venture now known worldwide as Sony Ericsson to develop and establish their innovative brand as the most attractive and dominant in the mobile handset industry. Their **successful joint venture** has resulted in the development, production, and marketing of some of the best handheld mobile phones available today.

**Verizon and Vodafone’s JV Endeavors**

And continuing with the mobile communications industry, who hasn’t seen the nice guy asking, “can you hear me now?” for Verizon Wireless? Verizon Communications was a leading deliverer of broadband and other wireless communications products. In 2000, they wanted to jump into the mobile wireless network provider industry and found a partner with European wireless behemoth, Vodafone.

Vodafone was the world’s leading international mobile communications group, providing wireless service to hundreds of millions of customers. They were able to tap into the North American market with a strategic joint venture with Verizon Communications. By combining Verizon’s cellular, PCS, and paging assets with Vodafone’s wireless communications technology and marketing, they have now become the nation’s “most reliable” and largest wireless network.
Yet another reason why survival today is challenging is there’s so much fear, apprehension and uncertainty in the market that it’s easier and more frequent for people to equivocate, to procrastinate, to contemplate, to not be decisive ... wouldn’t you agree? At the same time, the market has very few trusted advisors that they can turn to.

If you can get access to people they trust... if you yourself can be seen and positioned as a trusted advisor... if you can get that access in a way that nobody else can... if you can get someone else to champion you, and to roll out a red carpet for you ahead of everybody else in the minds -- the trust and the hearts of all the people you want to reach are in your hand.

Doesn’t that make a lot more sense than spending all your time trying to go to the outside market where nobody knows you from scratch, and struggling to build a slow, arduous, protracted and sequential type of a relationship? Instead, you can go instantly to the objective you’re after through joint ventures...

-Jay Abraham
And here’s another statistic:

“More than 20% of the revenue generated from the top 2,000 U.S. and European companies now come from strategic alliances.”

And here’s a good example:

If I added Susie’s Dog Grooming services to a local animal hospital I would start making money immediately because the distribution channel is already in place.

All the local animal hospital has to do is hand a customer a coupon or voucher for Susie’s Dog Grooming Business. This is business that Susie would not have had otherwise with no acquisition cost at all. Now Susie is going to do the same for your business giving the same direct benefit.

What about my offer?

We will work with you to ensure your offer is compelling enough to illicit a good response and many times have proven offers that we can use as a basis to set your offer and reach your goals.
How to Get Started Quickly and Start Increasing Your Business

As mentioned previously, membership to our local Co-Op is by invitation-only. And since you are receiving this membership guide you have been hand-selected to participate in our Exclusive Local OCPropertyAuthority.com Business Co-Op and use all of our resources to help grow your business by leaps and bounds in 2015. We hope that you join us in this exciting movement at a local level as one of about 10 non-competing members.

Please keep in mind there are NO contracts or commitments in our group. You have built-in exclusivity- there will be NO competitors allowed.

There’s NOTHING else out there that will help you grow your business by leaps and bounds so inexpensively.

Please call: TODAY TO LOCK IN YOUR MEMBERSHIP.
Or email me:
CONCLUSION

DON’T LET YOUR CO-OP LEARNING STOP HERE

Now that you’ve finished reading this guide, don’t stop here! This is just the beginning of the opportunities our Local Marketing Co-Op offers as a group. Now, it’s time to test out the best practices we’ve covered and iterate on them with your own creative ideas to find out how you can start bringing in new business.

What are you waiting for? This is a rare opportunity that won’t be back around anytime soon. As far as we know we are the only group of our type in our area that is doing anything as beneficial to our businesses as this.

We’d love to talk with you, answer any questions you may have, and help you become a part of our group today. We appreciate you taking the time to read this guide and we look forward to a rewarding, mutually-beneficial relationship with you soon!