

***THE PERFECT***

# Digital Marketing Consultation Cheatsheet

The step-by-step guide to running a stress free consult that gets clients asking to buy.

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# A Prelude From Dave

***“ Don’t sell them the service - sell what the service will get them... ”***



**Hi, I’m Dave Rogenmoser**

Do you feel like you’re spinning your wheels in your digital marketing business but not getting any traction?

I can totally relate with you - 4 years ago I was feeling the same way.

I had just graduated college, was working full time as a campus minister at the University of Missouri, and was searching for advice to start my first business.

After failing on my own for over a year, I was about ready to throw in the towel on this “entrepreneurship thing”.

It felt like I was at one of those watering wells pumping up and down - putting tons of work in - but after all my work I looked in my bucket...bone dry.

I could have given up right then and there. **Luckily, I didn’t.**

Instead, I decided to grow my skills by investing into my education and surround myself with smart entrepreneurs in mastermind groups.

As I continued pumping at my watering well, pressure began to build.

One droplet...Three droplets...I started getting a few small wins!

## A Prelude From Dave

***“ My partners and I are just normal guys who didn't give up and focused on getting a little bit better every day. ”***

Getting your first few dollars online is an amazing feeling...if you've ever made money on the internet you know what I mean.

It almost feels like magic - **But it's not.**

Getting clients and building a business takes calculated risk, tons of work, constant testing and optimizing, and most of all **persistence.**

I wish I knew this going into online marketing...

Anyone who has told you they made millions over night is either trying to sell you on something or is down right lying to you.

I want you to know **I will never lie to you.** I'm just not that kinda guy.

My partners and I are normal guys who didn't give up and focused on getting a little bit better every day.



## A Prelude From Dave

***“ I was able to keep my head up and sell, allowing me to work ON my business rather than in it... ”***

After being in this industry for over 4 years now, I can proudly say I've made over \$1,000,000 in revenue (not profits) from online businesses.

The business model that I found my first taste of success was being a **digital marketing consultant**. I sold Google Adwords Management, Facebook Ads Management, and Search Engine Optimization (SEO).

**My process was simple:** I would make the sales calls, give the client a strategy for success, collect the cash, and then hand off the work to contractors.

**Finding good contractors was our competitive edge to scaling.**

I could keep my head up and sell, allowing me to work **on** my business rather than **in** it.

Within a year, I had over \$30,000 on retainer every single month with a team of specialists doing all the “techy stuff”.

Over the course of those twelve months, I had figured out exactly what works, **and what doesn't**.

That's why I created this **Digital Marketing Consultation Cheatsheet** for you.

By following leveraging my successes and failures, you will be able to cut the learning curve dramatically and hopefully save yourself some time & money.

# A Prelude From Dave

***“ The number of consultations you have set up this week is the most important metric in your business. ”***

Use this cheatsheet during each consultation to make sure you stay on track and you get all the information you need to run a successful digital marketing campaign.

Just keep in mind that sometimes they say **no**, and sometimes they say **yes**. What's important is to keep doing more consultation.

**The number of consultations you have set up this week is the most important metric in your business.**

Now go out there and start landing clients, scale your income, and start to actually enjoy being in business!

Cheers to your success,



*Dave Rogemore*

**Co-Founder of The Entrepreneur Alliance**

**P.S.** At the end of this PDF I have a really sweet offer to help you **systemize** and **scale** your digital marketing agency. Be sure to check it out!

You're going to go wild over this thing :)

## *The keys to executing a successful consultation*



### **HIGH ENERGY!**

Get pumped before the consultation, especially if its a phone call.



### **DRESS TO IMPRESS**

This is important for presentation and to get you in the right mindset (even its a phone call).



### **HELPING MINDSET - NOT SELLING**

You're in this consult to help and add value, not sell.



### **ASK SPECIFIC QUESTIONS...**

About their business, their ideal client and past marketing campaigns.



### **FIND THEIR TRUE PAIN**

Get to the root of what their real problem is and help solve that issue.



### **SIDE / EMPATHIZE WITH THEM**

Be clear with the prospect that you fully understand their situation and are here to help solve a real pain point.



CONTINUED...



## *The keys to executing a successful consultation*



### **RE-EMPHASIZE THEIR PAIN POINT...**

So it is fresh in their mind



### **PROVIDE A SIMPLE SOLUTION**

Based on what would truly be best for their business.



### **PREFACE THE PITCH WITH A QUESTION...**

Ask: “Does that all make sense?”



### **ASK FOR THE SALE!**

Don't leave it open ended. You are in control and need to guide the entire consultation to this point.



## *How to price and negotiate your services*

There are two main models for pricing:



VS



**Pay for Performance**

**Monthly Retainer**

### THE GOOD

It's a much easier sell and is more aligned with the clients goals

It's a predictable monthly fee structure that you can scale as you deliver results.

### THE BAD

It can be very complex and confusing to structure this type of deal and difficult to predict your profits

It's a more difficult sell and you must tie your monthly price into a future ROI.







## ***Background Information***

***“How did you hear about us?”***

***“What was it that motivated you to invest the time to hop on a call with me today?”***

***“What kinds of marketing have you tried in the past? How did that go?”***

***“How do you currently bring in new business?”***

***“Do you think it could be done better?”***

***“Do you have any competitors who are doing online marketing well?”***



## **Customer Avatar**

### **Demographics**

*Age Range:*

*Location:*

*Income Range:*

*Marital Status:*

*Nationality:*

*Gender:*

### **Interests**

*Profession:*

*Favorite Books:*

*Favorite Magazines:*

*Top Heroes & Influencers:*

*Common Hobbies:*

*Pages They May Like on Facebook*



## ***Marketing Stats***

*“How much revenue does a new customer bring in?”*

*“What is the lifetime value of a customer?”*

*“How common is it to have repeat customers?”*

*“Do you know how much it cost to acquire a new customer?”*

*“Do you have a process in place to get new customers at will?”*

*“How much money did your business bring in last month?”*

*“What is your monthly marketing budget?”*



## ***The Prescription***

***“Based off what you have told me, I think \_\_\_\_\_  
(Recommended Service)  
would your best play here.”***

***“You said you have a budget of \$ \_\_\_\_\_ /mo and a new  
(Their Budget)  
customer is worth \$ \_\_\_\_\_ . If you implemented a  
(Revenue / Customer)  
Facebook Ad campaign targeting \_\_\_\_\_ and then ran  
(Customer Avatar)  
a retargeting campaign at all your current customers to encourage  
repeat business, you would easily hit your goal of  
\_\_\_\_\_ customers needed to break even. From there, it’s all  
(# of Customers)  
profit.”***



## **The Close**

***“Can you see how effective this could be?”***

***“Great, I think so too. So there are two ways you can use this free plan.***

***First, you can build the system yourself or hire someone else to do it. If that’s your decision I’m happy we could help and I’ll wish you the best of luck.***

***You other choice is to have us build it for you.***

***If that’s your decision, we’ll create all the campaigns and web pages I mentioned before, continuously run split tests to optimize your results, track the leads that we acquire all for just \$ \_\_\_\_\_.***  
***You won’t have to worry about doing all this yourself.*** (Your Price)

***Would you like us to implement this plan moving forward?”***



## ***The Deal***

***We will be providing \_\_\_\_\_ for the amount of***  
(Your Service)

***\_\_\_\_\_ /mo for a minimum of \_\_\_\_\_ months. After***  
(Monthly Retainer) (Minimum Contract)

***this period, we will go month-to-month and renew on the \_\_\_\_\_***  
(Day)

***day of the month. To get this started, we need to collect a***

***one-time setup fee of \_\_\_\_\_ today.***  
(\$ of Setup)

## ***Collecting Payment***

***Today's one-time setup fee can be collected here with a credit card via PayFunnels™ or by check. How would you like to pay?***

***We'll also need a card on file for the Ad Spend and our Monthly Management. Which card would you like to put on file?***



## Wrapping Up

*“Ok I’ll email you our onboarding checklist which will explain how to give us access to your accounts so we can set up and run everything.*

*Also, we need to set up a time for your on boarding. I’d like to have a discover call in the next day or two & go over everything and iron it up from the beginning. Please have the on boarding checklist done by our call.*

*\*On boarding Call is scheduled for \_\_\_\_\_  
(Weekday & Date)  
at \_\_\_\_\_ .  
(Time)*

*Typically, it takes about 2 weeks to get everything setup, but past that everything will run really smoothly and seamlessly.*

*From there, you can expect a brief check-in from me or my team every 2 weeks, and on the last day of each month you’ll receive a comprehensive report of our progress over the past month. If you need to get in touch, I’m best reached via \_\_\_\_\_ .  
(Your Best Contact)*

*I’m excited to work with you and I’m confident we can get great results for you!”*





## Getting Referrals

*“Hey before we get off, do you know anyone else who might be interested in a free online marketing consultation?”*

*“I’ll be sure to take care of them like how I have with you. So can you think of any \_\_\_\_\_.”*

(Name off the professions you would like as clients)

1) Name: \_\_\_\_\_

Number: \_\_\_\_\_

Business: \_\_\_\_\_

2) Name: \_\_\_\_\_

Number: \_\_\_\_\_

Business: \_\_\_\_\_

3) Name: \_\_\_\_\_

Number: \_\_\_\_\_

Business: \_\_\_\_\_

4) Name: \_\_\_\_\_

Number: \_\_\_\_\_

Business: \_\_\_\_\_

*“What would you like as your complementary gift if someone becomes a client?”*

Bottle of Wine

Spa Service

Dinner for 2

2 Sports Tickets





Live Recording of Dave  
Closing a Client.

Listen Here:

<http://d.pr/a/nC0Y>

# BOTTOM LINE

## Congrats! You just signed a new client :)

Remember, this is not the end but rather the beginning. On boarding, Reporting, Fulfillment, and Scaling are the next big steps to building a large, profitable agency. Keep in mind, the end goal is to work **ON** your business... not **IN** it.



### Hi, I'm Dave Rogenmoser

Like I said before, when I started my online marketing agency I had ***absolutely no idea what I was doing.***

I spent lots of money on courses, mentorship from the “online gurus”, but most valuable of all - I went out and failed a lot.

Over the years I learned exactly what works and what doesn't.

With all the experience I gained, I started helping other entrepreneurs shortcut their learning curve and save them a ton of time and money learning how to build a profitable agency...

That's when I created a course called **6K Success**. In this course, I teach how to build a lucrative digital marketing business and **grow to \$6,000/mo in recurring monthly income in 60 days.**

Back in the day, I used to sell **6K Success** for **\$997**. It's 100% worth that price - honestly, I probably underpriced it. Here's why I say that...

# BOTTOM LINE

Thousands of people bought the course and the success stories are incredible...

From college student's starting their first business to internet marketing veterans, this course fills in the gaps for so many people.

I really didn't realize what I had created until all these people were telling me how much money it's made them...

## ***Just a few 6K Success Stories...***



**Austin Distel**  
6k Success Member

“ 8 months ago I was making only \$1,200/mo working 50+ hours a week on my business. Now I'm making over \$8,000/mo only working 7 hours a week! Dave you rock!! ”

“ Another new client signed... 15k setup payment and 5k a month on continuity. Never thought in a hundred years I'd get to 30k in revenue month 1 of this program... thanks Dave for the best step-by-step system on the market. ”



**Phillip Caillavet**  
6k Success Member



**Dallas Crum**  
6k Success Member

“ Started the online course 3 days ago and landed my first Facebook client on retainer for \$1500/mo with a cold call! Pretty stoked...! ”

# BOTTOM LINE

I love seeing this - especially when entrepreneurs live out their dream and are wildly successful.

That's why me and a few buddies started ***The Entrepreneur Alliance***. It's the ultimate community for online entrepreneurs. You'll get access to weekly expert trainings on the latest marketing trends, an online mastermind, and even workshops, happy hours, & retreats all around the world!

So here's the deal - if you join ***The Entrepreneur Alliance today***, I'll give you my **6K Success Course** (normally sells for \$997) as a **FREE BONUS**.

Membership to *The Entrepreneur Alliance* is **just \$30/mo.**

**But today you can start your 7-day trial for just \$1.**

Cancel anytime - no funny business :)

So **Click Below** and I'll see you on the inside!



**Dave Rogenmoser**

Co-Founder of The Entrepreneur Alliance

**Join EA for just \$1 and get 6k  
Success as a FREE Bonus!**

**Click Here to Claim**

Or paste this into your browser: <https://jointhealliance.co/6k-success-bonus-checkout>