



Quickstart Guide

The Process Explained

This has been working amazingly for us for years, but even more so since the pandemic hit. Everything is going online even more, and there are more leads than ever.

We start by using lead sources like Bark.com that deliver leads to us, ready to buy. Our strategy ensures that we only bid on the projects that are most likely to become paying clients, and then we use our bidding process to close at a much higher than usual rate

The only cost is for actually bidding on a project, and in some cases, that can even be refunded if the lead doesn't review our proposal.

In the United States, we use the first two of these. We have found similar services in countries around the world. Our strategy will work with these sites, though certain details may be different.

- [Bark.com](#) is available for providers almost anywhere in the world, serving buyers in several countries. This is what is working best right now.
- [Thumbtack.com](#) is available for providers with a US address, providing services to buyers in the US. They have changed their process, and it doesn't work as well as it used to, but we have gotten \$4000+ clients on it in the past few months, so it does still work.
- [Star Of Service](#) - France
- [Zaask](#) - Portugal
- [Cronoshare](#) - Spain
- [ServiceFinder](#) - Sweden
- [YouDo](#) - Russia

For those in the US, Bark and Thumbtack can both be great options, but Bark has been by far the easiest to get clients from, and our favorite to use in the past year..

How Bark.com Works

Potential clients find Bark when they search online for a service. They fill out a very short form with some information about what they need.

Providers (that's us) that meet the criteria for that potential client are notified that a new project is available. We can bid on the project by using credits. Projects typically cost anywhere from \$10-\$50 to bid on.

Only a few providers typically bid on a given project, and we can see exactly how many have done so. This gives us the information we need to stand out. Our strategy closes at least 40% of the projects we bid on, giving us a massive rate of return.

Because the number of people who bid on a project is limited, and we can see how many competitors we have, we are only competing against a small pool of people.

We have a specific system we use to make sure we close a large number of these projects, and easily stand out among the few competitors

Then - we follow up relentlessly.

Though there are costs involved, it is easy to turn \$100 into \$2000 over and over!

We typically bid on a variety of digital marketing projects, web design is our favorite, and usually the most effective. It's extremely profitable! (\$1k-5k per client, easily), it's easy to find talented people to help us, and it is the perfect lead-in to upselling a ton of other recurring services.

Getting Constant Leads

To attract the attention of as many buyers as possible:

- Include as many examples of your work as possible in your profile
- Note that you are willing to work remotely or locally.
- Get past clients to submit a testimonial
- Select as many categories as possible that are at all related to your business. You can always remove some later, as you see what type of projects come through in each category.
- Start by keeping all preferences broad.

Saving Money

Bark.com is credit-based, so the less you spend per credit, the less each bid will cost. As such, buying more credits at once is a good way to save on cost-per-credit.

I almost never pay full price for credits though, because they frequently have 50% off sales, where all credits are 50% off the normal standard rate no matter how many you buy. This is cheaper than even the highest bulk rate.

I only buy credits when they have these sales, and I load up on 500 or more of them at once.

The cost per bid varies widely from project to project. It seems to be based on the user's budget, how serious they are, and also on their location. I look for low-cost projects that meet the criteria. Those tend to be cheaper, and often have less competition.

The earlier you respond after the project is posted, the more likely you are to close the deal. Save money by only responding to projects that were just posted, or have no more than 2 competitors.

Choosing Which Leads To Contact

Here is what to look for before you consider bidding:

- A stated budget, high enough to warrant a reply
- No indicators that they don't know what they want
- Indication that they are ready to hire someone soon or now.
- Not a "personal" project
- Local to your area (converts better, but not necessary)
- We bid on projects locally and nationally, but local businesses are even more likely to respond and hire.
- No more than 2-3 competitors

Making Contact and Standing Out

As soon as you bid on a project, make contact immediately. Don't wait until later (unless it is late at night) - your chances of being hired will decrease.

- Contact them right away, via email, SMS, and phone.
- Be friendly, and stress that you want to learn more about their project.
- Address their stated goals, and make sure they know that you can work within your clients' budgets.
- If you are local, make this very clear to them
- If after hours, ask when would be a good time for a phone call. Suggest times that are as soon as possible.
- Show examples of past work and happy clients
- Think of any way you can be different, or stick out in the prospect's mind.
- Do you have a connection to their location?
- Have you worked with businesses similar to theirs?
- Can you show them something that will always make them think of you first?

Your profile is one of the first things your potential clients will see, and they will base their judgement of you on it. Make sure to:

- Include as many examples of your best work as possible.
- Get at least one testimonial, and 2-3, if possible. Connect your GMB account, or anywhere else you have good reviews.
- Fill out as many of the profile sections as you can.
- Mention if you belong to a local Chamber, or a professional association - anything to legitimize you as much as possible.

Robert Dickson

Follow Up Relentlessly

- You will close more than twice as many clients if you follow up repeatedly, and consistently.
- At first, follow up at least once per day, via multiple channels.
- After that, respond every few days, and at least once per week.
- If they are local, keep stressing this, even if you won't actually meet in person.
- Suggest certain times when you are available for a phone call.
- If you know their website, create an item of value for them, like a demo video or website, or a custom marketing plan.
- Don't stop getting in touch with them unless they change their mind and tell you no!
- Some people won't respond for weeks or more, but when they do, there is a good chance you will close the sale.

Close The Deal

- Find out everything they need
- Explain similar successes you've had
- Demonstrate your expertise
- Explain that you need to do research
- Send over a proposal
- Send instructions for getting started.

Why To Use Our Low-Pressure Close:

- Low-risk contracts set you apart from shady businesses.
- People hate being put under pressure - especially business owners.
- It demonstrates that you care about helping them more than taking their money.
- It positions you for the long-term

Scaling Up and Exponential Growth

- Look for ways to improve their project specs.
- Discuss their goals for the project, and do some research.
- What other things can you do to help them meet their goals?
- Do you offer larger packages or add-ons that would be beneficial to them?
- The biggest thing that will get you more business is delivering a great service the first time! Be responsive and helpful.
- Once the initial service is delivered, mention that you can help them in other areas as well.
- Draw up a proposal, and schedule a time to go over it.
- Ask them if they know of anyone else who could benefit. Be as specific as possible.
- Offer a discount on ongoing marketing services for any closed referrals they send to you.