

Sales Generation Accelerator Guide

How To Get 5 Clients In 10 Days Spending
Only 2 Hours A Day



PARVIZ S.A.

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1. Introduction

Hey there!

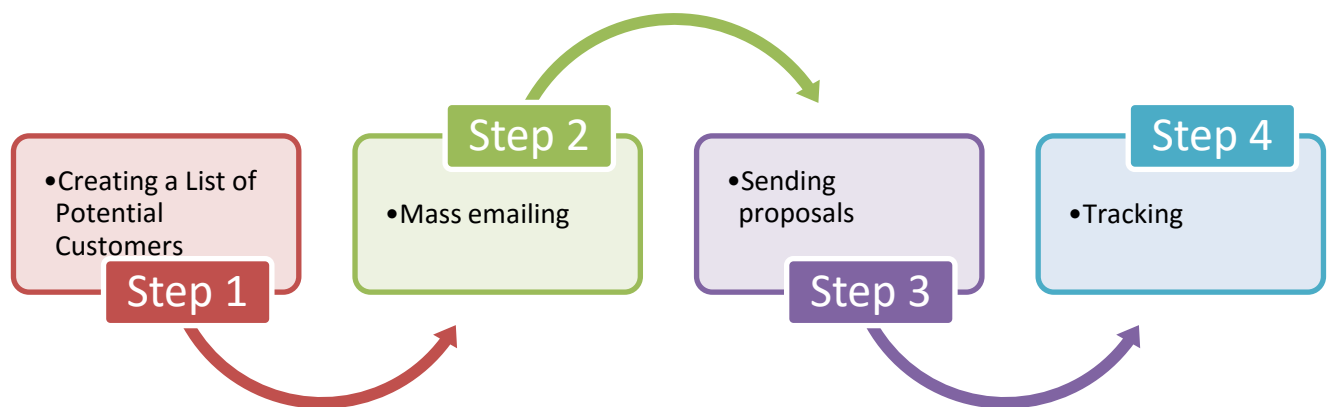
Thank you for getting your copy of Sales Generation Accelerator Guide. In this guide, I am going to show you a method that I use to get clients 3 times faster with spending only 2 hours a day. I'll show you all free online tools which I use, provide you with my tracking tools and also share with you with my high converting sales proposal template.

If you want to get maximum from this guide, I would strongly advise you to read "Restaurant List Building Method" before you read the current guide.

2. The Method

The method is about sending 50 emails and follow-ups (to previously sent emails) to your ideal clients each day using free online tools – without spending more than 2 hours for it. And once received a positive reply from a potential client – sending them the sales proposal I have provided. This is a very powerful method – imagine, if you do it for 10 days you will be able to reach 500 of your ideal clients and if only 1% will convert, you'll have 5 paying clients. If each client will pay you at an average \$297 you'll make \$1485 in 10 days – not bad for spending 2 hours a day. Also using this method you can scale your business as much as you want by outsourcing it to Fiverr.com virtual assistants.

The method consists of four easy steps:



3. Step 1 – Creating a List of Potential Clients

Once you chose a niche and a city you want to target – it's time to find your ideal clients and creating a list.

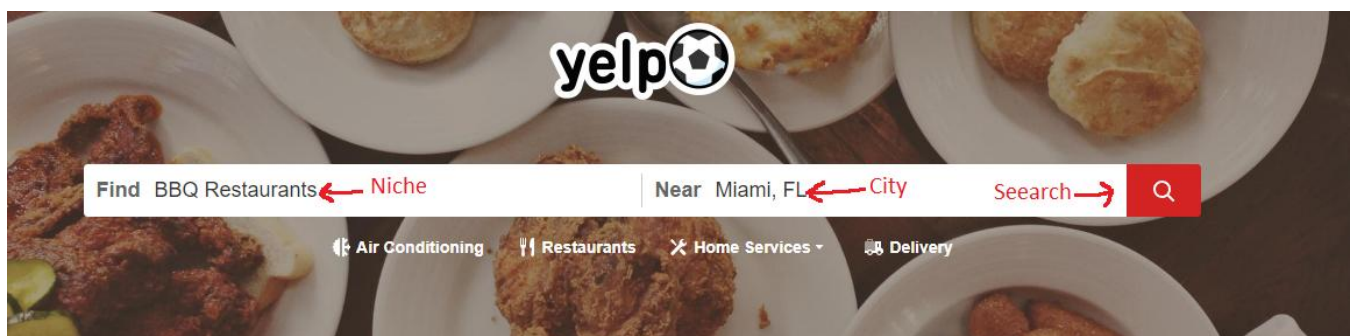
3.1 Finding your ideal clients

There are two main ways I use to find my ideal clients:

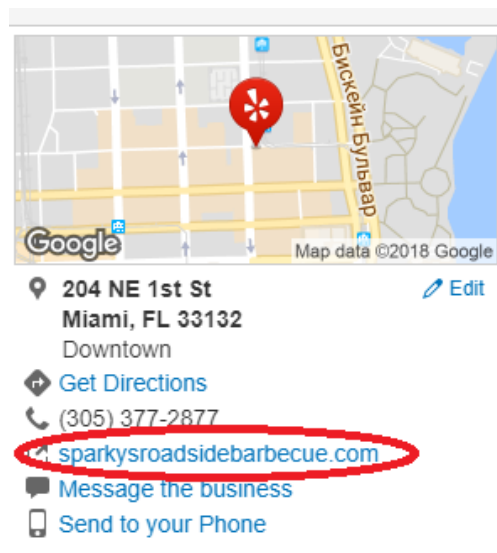
- a. **Local search in Google, Bing and Yahoo!.** Details are described in “Restaurant List Building Method”.
- b. **Online directory search.** The fact that a restaurant creates a listing in an online directory tells us that a restaurant needs more business, clients and sales – and they are interested in our service. There are a lot of online directories where you can find restaurants that need our service. However, in this guide we'll focus on using biggest and most effective ones that worked best for me:
 - a. Yelp.com
 - b. YellowPages.com
 - c. AllMenus.com

3.2 Collecting required information

Go to [Yelp.com](https://www.yelp.com), enter your niche and city and click on search icon:



After, open each page in the search results and search for a website address of a restaurant:

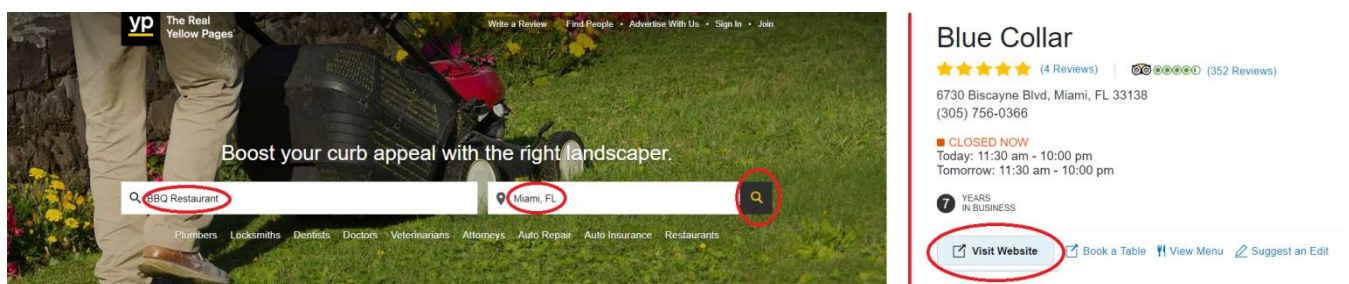


Using filtering techniques showed in “Restaurant List Building Method” find websites that:

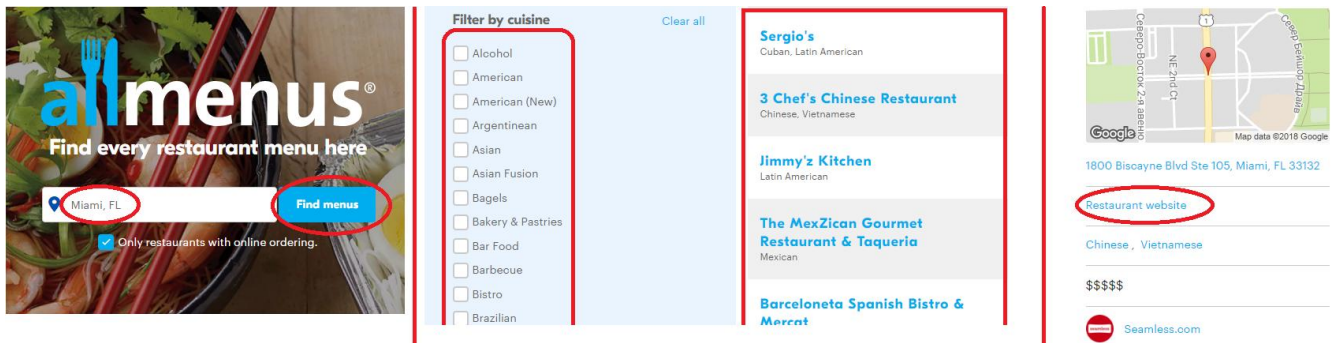
- a. are created with WordPress;
- b. do not have a list building system;
- c. have at least 500 visits in a month.

Also, avoid big chains and restaurants that have more than three locations – as reaching of such restaurants’ owners is very hard and time consuming.

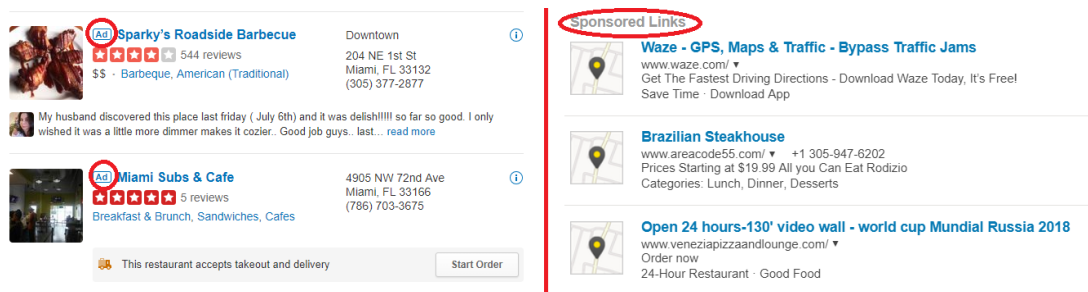
Using the same system find restaurants’ websites in YellowPages.com:



In AllMenus.com searching differs from the above ones. First, you need to enter your city and in the opened page filter results by cuisine (or you can just leave it as it is to see all restaurants). Second, click on a restaurant’s name and in the opened page search for website address:



While searching Yelp.com and YellowPages.com pay attention to restaurants that have advertised listings on these directories – as these restaurants are already paying for marketing and understand the value of our service (and it'll be much easier for us to convert them to our client):



After finding your ideal clients' websites, start filling out the following columns of "Potential Clients' List" template:

- Name of a Restaurant;
- Website Address;
- City;
- Name of an Owner (optional).

No	Name of a Restaurant	Website Address	Email Address	City	Name of an Owner (optional)
1	Sparky's Roadside Barbecue	https://sparkysroadsidebarbecue.com		Miami, FL	Kevin Kehoe
2					
3					
4					

Using techniques described in "Restaurant List Building Method", find email addresses of your list and enter them to "Potential Clients' List" template:

No	Name of a Restaurant	Website Address	Email Address	City	Name of an Owner (optional)
1	Sparky's Roadside Barbecue	https://sparkysroadsidebarbecue.com	sparkybbq@gmail.com	Miami, FL	Kevin Kehoe
2					
3					
4					

Using techniques described above collect 50 leads and start the Step 2 – Mass Emailing.

4. Step 2 – Mass Emailing

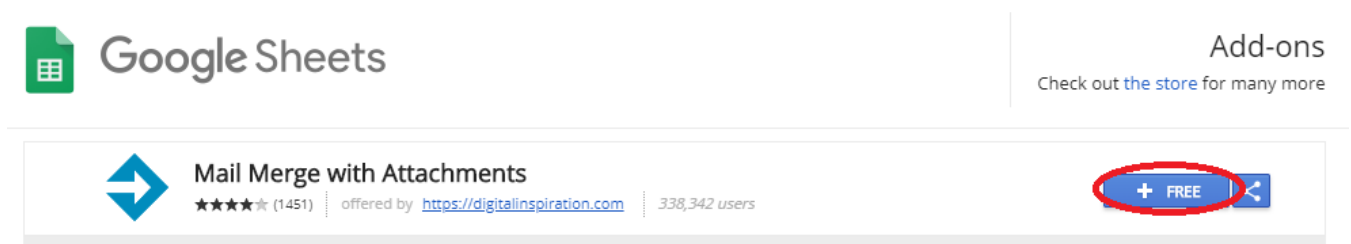
There are two great tools, that you can use for free, to send up to 50 emails a day and below I'll show you how to use them.

4.1 Mail Merge with Attachments

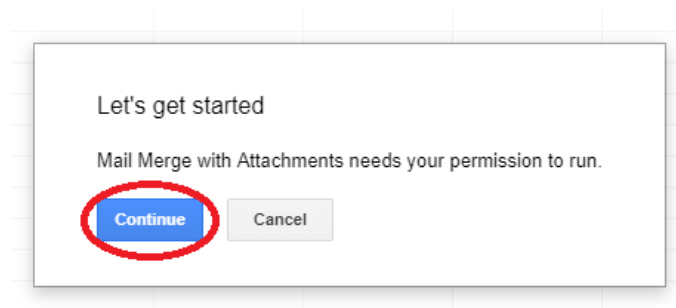
With free [Mail Merge with Attachments](#) account you can send up to 50 emails at once using your Gmail account. For the purpose of this method I advise you to create a new Gmail account to use with “Mail Merge with Attachments”. If you want to send more emails, create additional Gmail accounts.

4.1.1 Adding Mail Merge with Attachments to your Gmail

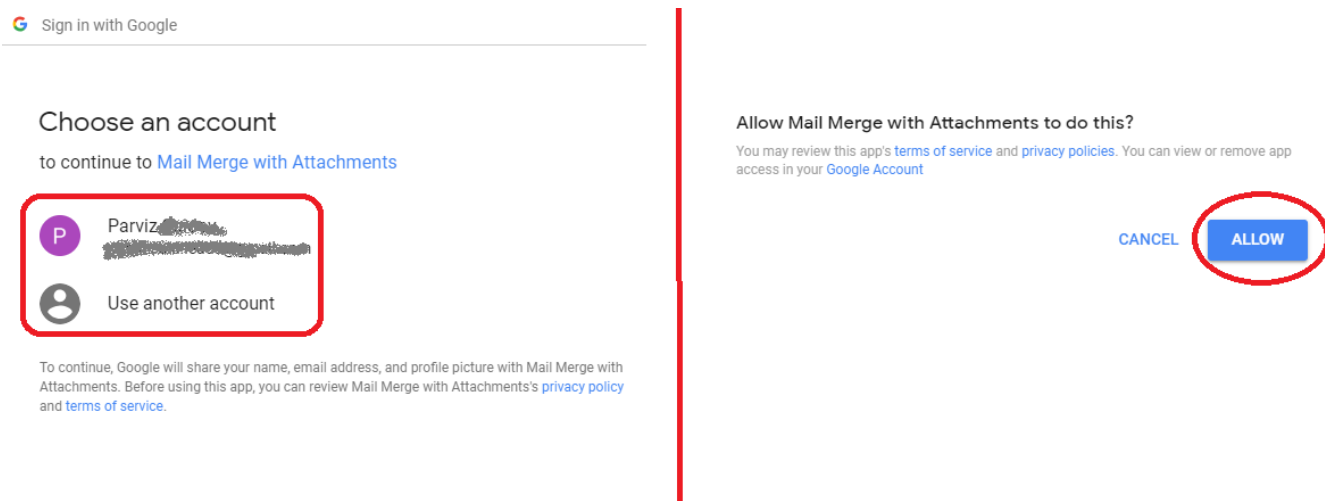
Log out from all your Gmail accounts and log in to a Gmail account you want to use with “Mail Merge with Attachments”. After, go to [Mail Merge with Attachments](#) and in the opened page click on “+ FREE” button:



In the opened page, wait for a few seconds (while a pop-up window appears) and click on “Continue” button:



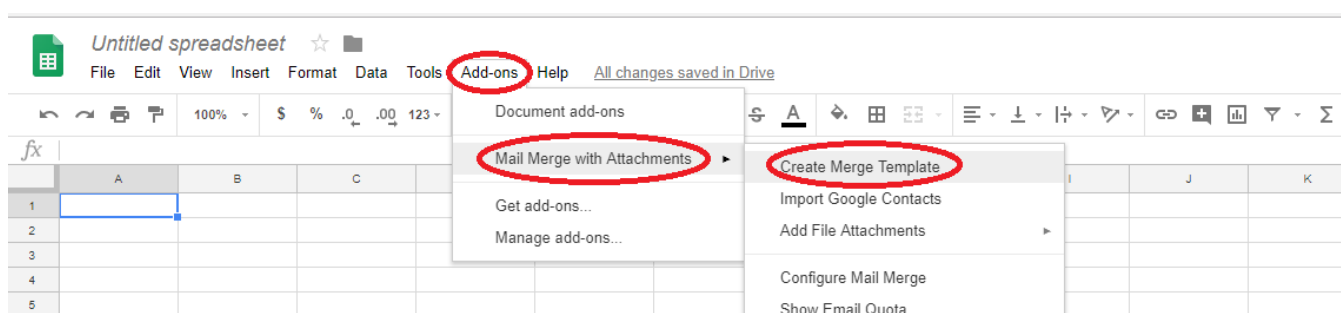
Choose a Gmail account from the list and click on “ALLOW” button located below in the page:



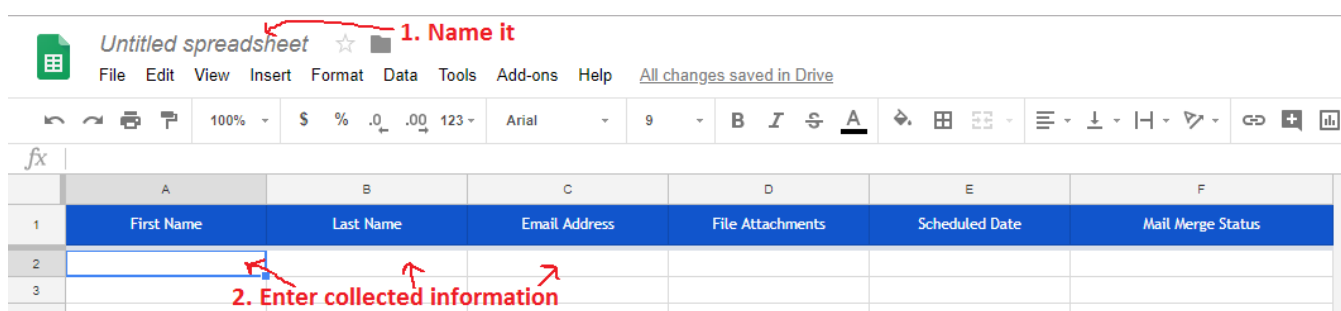
Great! “Mail Merge with Attachments” is installed in your account.

4.1.2 Preparation of a list

In the opened page click on “Add-ons” => “Mail Merge with Attachments” => “Create Merge Template”:



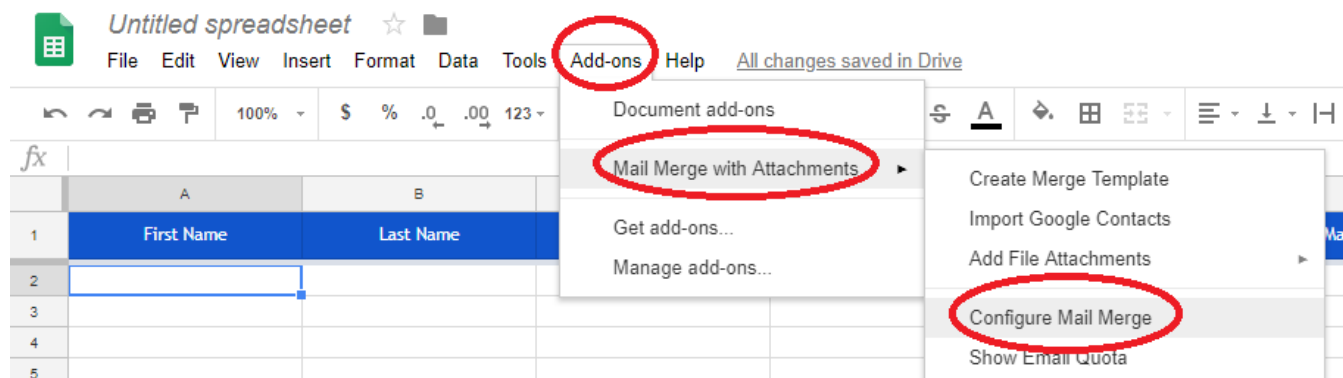
When a table is created, name it and enter collected information (First Name, Last Name and Email Address):



Except for “Email Address” - other columns are optional.

4.1.3 Sending emails

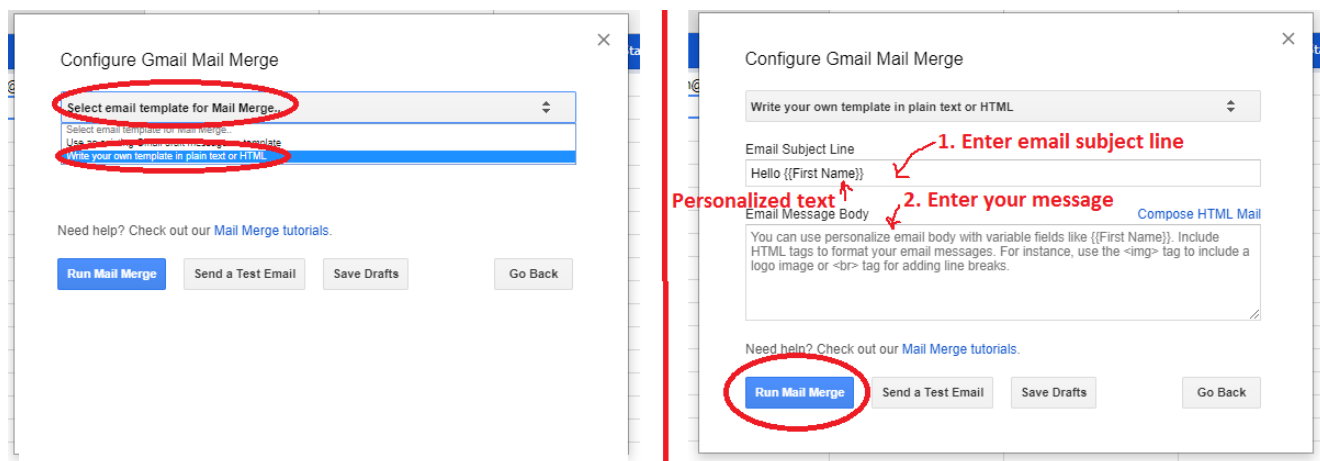
Once you have entered required information under column(s) (enter maximum emails), click on “Add-ons” => “Mail Merge with Attachments” => “Configure Mail Merge”:



In the opened page enter your full name and click on “Continue”:

A screenshot of the 'Configure Gmail Mail Merge' dialog box. It contains fields for 'Sender's Email Address', 'Sender's Full Name', 'CC Address', 'BCC Address', 'Reply-to Address', and 'Campaign Name'. A red arrow points to the 'Sender's Full Name' field with the text 'Enter your full name'. The 'Continue' button is circled in red. There are also checkboxes for 'Track Email Opens', 'Track Link Clicks', and 'Unsubscribe Link'.

After, click on “Select email template for Mail Merge..”, choose “Write your own template in plain text or HTML” and write your subject line and email message. If you have entered first names under “First Name” column (or any other information under respective columns), you can personalize your messages by adding these information. To do this, just put {{column name}} in a body of your message or in a subject line (for example, {{First Name}}). Once you have finished your writing your message, click on “Run Mail Merge” button:



Now wait till “Mail Merge with Attachments” will send your message to all email addresses in your list.

4.1.4 Follow up emails

The same way, you can send your follow up emails. Just make sure to track your sent emails and before sending a follow up, remove from your list those emails which have responded to you or have unsubscribed.

As was mentioned above, if you want to send more emails and follow ups – create additional Gmail accounts.

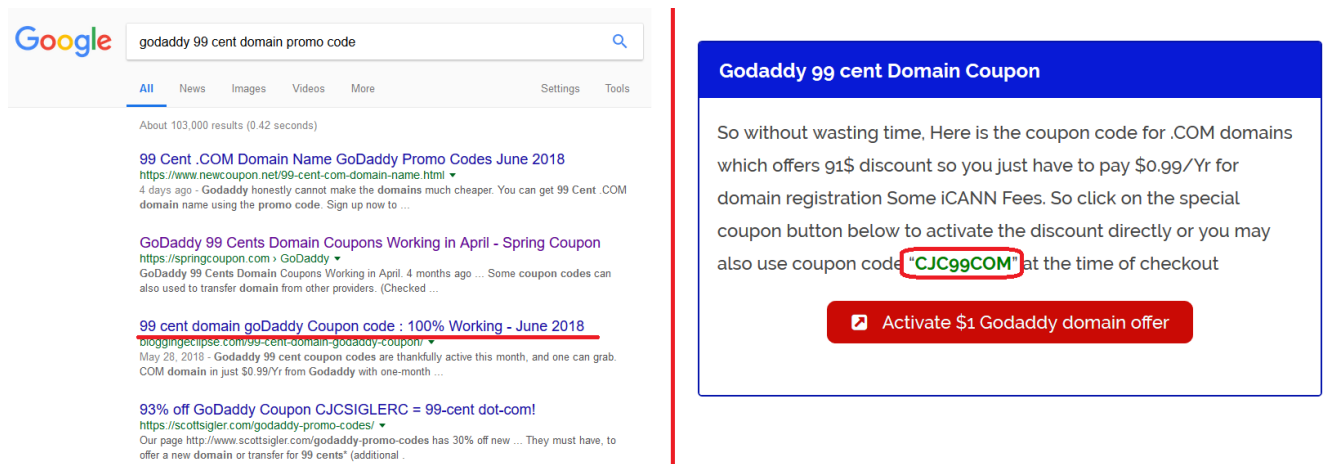
4.2 MinuteMailer.com

Another great tool is [MinuteMailer.com](https://www.minutemailer.com). MinuteMailer has an option to create a free account where you can send up to 2000 emails in a month – this is more than enough for the purpose of our method. The only drawback of MinuteMailer is that it requires a custom/personal domain based email address to register (you cannot register with gmail.com, yahoo.com etc.). If you have a custom domain email address – great! If no, don’t worry, I’ll show you have to get one at less than \$5.

4.2.1 Getting custom domain email address

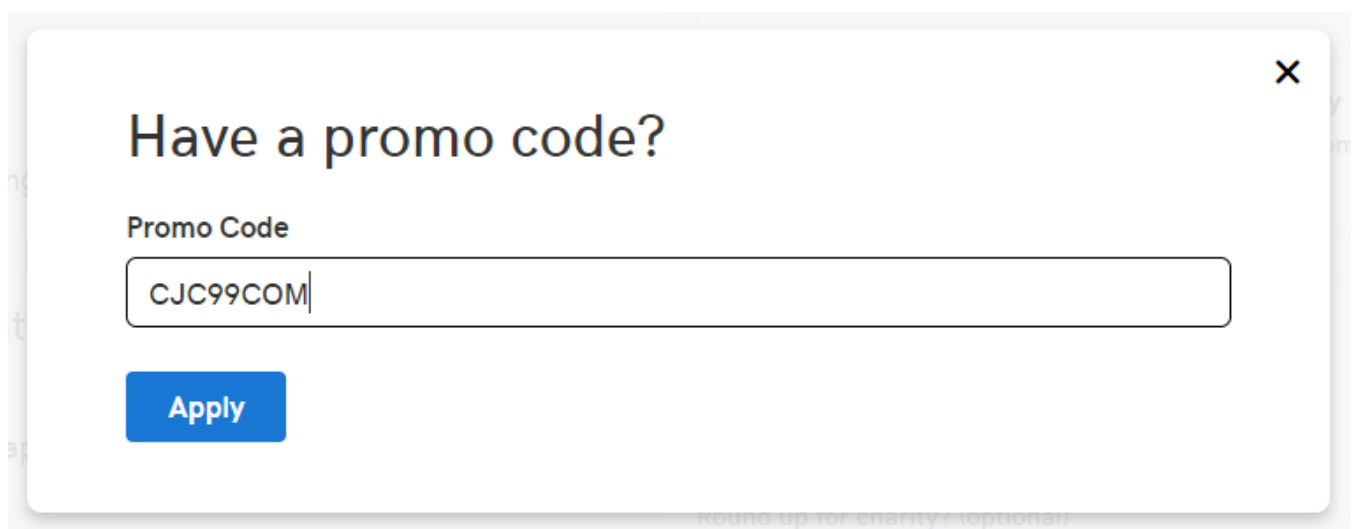
[Godaddy.com](https://www.godaddy.com) offers to all its new clients \$0.99 domains with .com extension. To get one, you need to find a promo code for 99 cents domain. Just search

in Google “godaddy 99 cent domain promo code”, open websites that provide promo code and copy a promo code (related to 99 cents first domain):



The image shows a Google search result for "godaddy 99 cent domain promo code". The search results list several links, including "99 Cent .COM Domain Name GoDaddy Promo Codes June 2018" and "GoDaddy 99 Cents Domain Coupons Working in April - Spring Coupon". To the right, there is a blue box titled "Godaddy 99 cent Domain Coupon". Inside the box, it says: "So without wasting time, Here is the coupon code for .COM domains which offers 91\$ discount so you just have to pay \$0.99/Yr for domain registration Some iCANN Fees. So click on the special coupon button below to activate the discount directly or you may also use coupon code 'CJC99COM' at the time of checkout". Below this text is a red button that says "Activate \$1 Godaddy domain offer".

After, go to [Godaddy.com](https://www.godaddy.com), search for an available domain name with .com extension (make sure to choose a domain that has restaurant and/or marketing words) and during checking out enter the promo code that you got and click on “Apply” button:

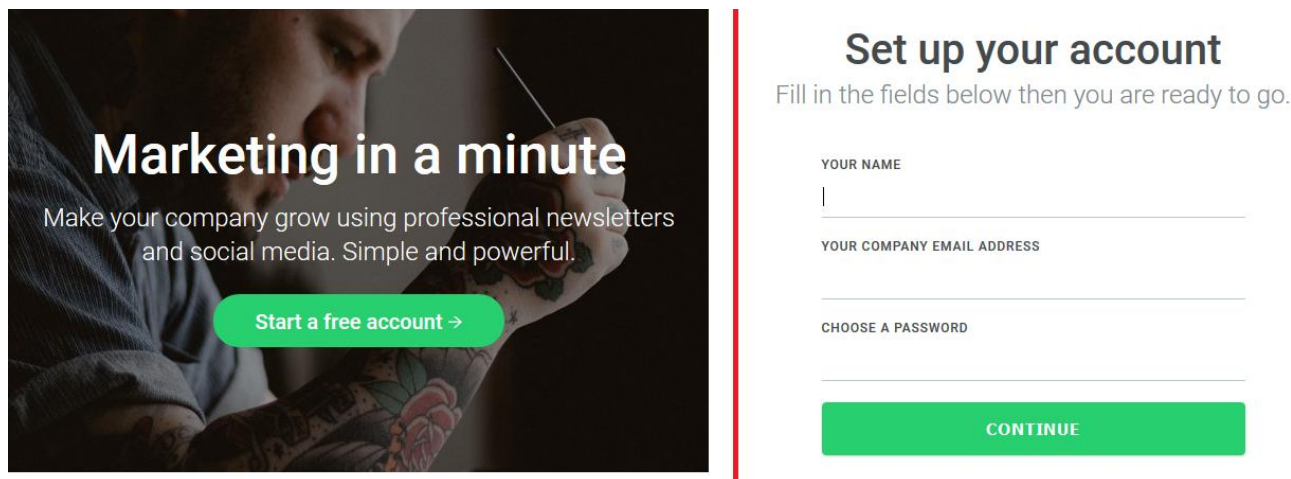


The image shows a Godaddy checkout page with a modal window titled "Have a promo code?". Inside the modal, there is a "Promo Code" label and a text input field containing the code "CJC99COM". Below the input field is a blue button labeled "Apply".

Using your domain name you have to create an email address. To do this we'll use [Zoho Mail](https://zoho.com)'s free service. In order to not fill out this report with too technical content I would advise you to search on Google “zoho free mail setup for a domain” where you can find many step by step videos that we'll show you have to create your custom email address using your domain name or you can watch [this video](#).

4.2.2 Creating MinuteMailer.com Account

Go to [MinuteMailer.com](https://minutemailer.com) and register a free account using your custom domain email address:



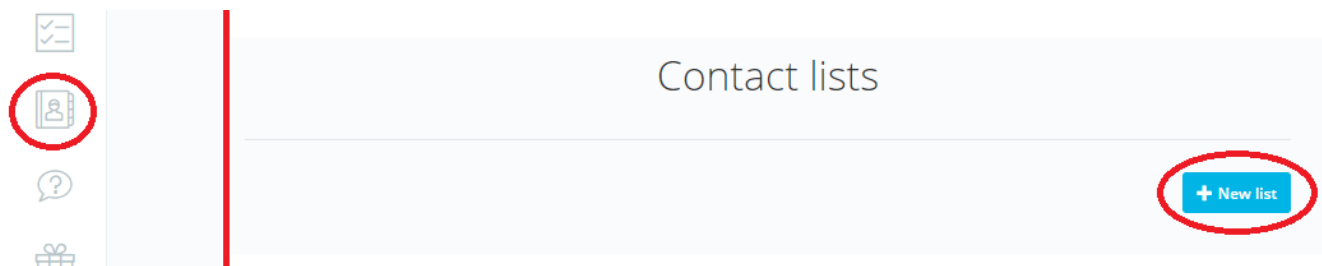
The image shows the MinuteMailer.com account creation interface. On the left is a hero image with the text "Marketing in a minute" and a green button "Start a free account →". On the right is a form titled "Set up your account" with the instruction "Fill in the fields below then you are ready to go." The form contains three input fields: "YOUR NAME", "YOUR COMPANY EMAIL ADDRESS", and "CHOOSE A PASSWORD". A green "CONTINUE" button is at the bottom.

Once created an account, open your email and click on confirmation link in the confirmation email sent by MinuteMailer.com.

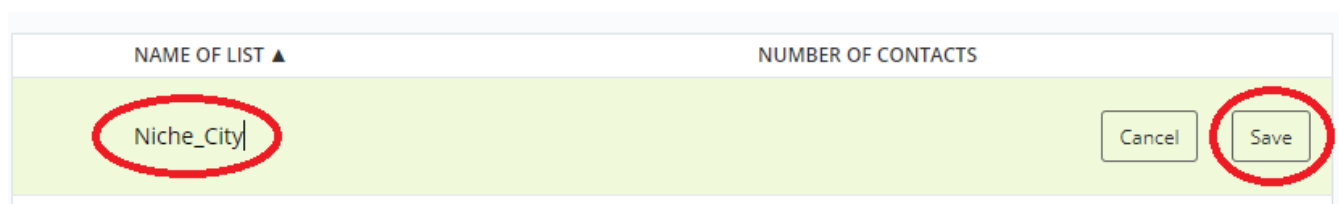
Now, go to [login page](#) and login to your account.

4.2.3 Adding contacts

In the MinuteMailer.com dashboard click on “Contacts” icon and in the opened page click on “+ New list”:

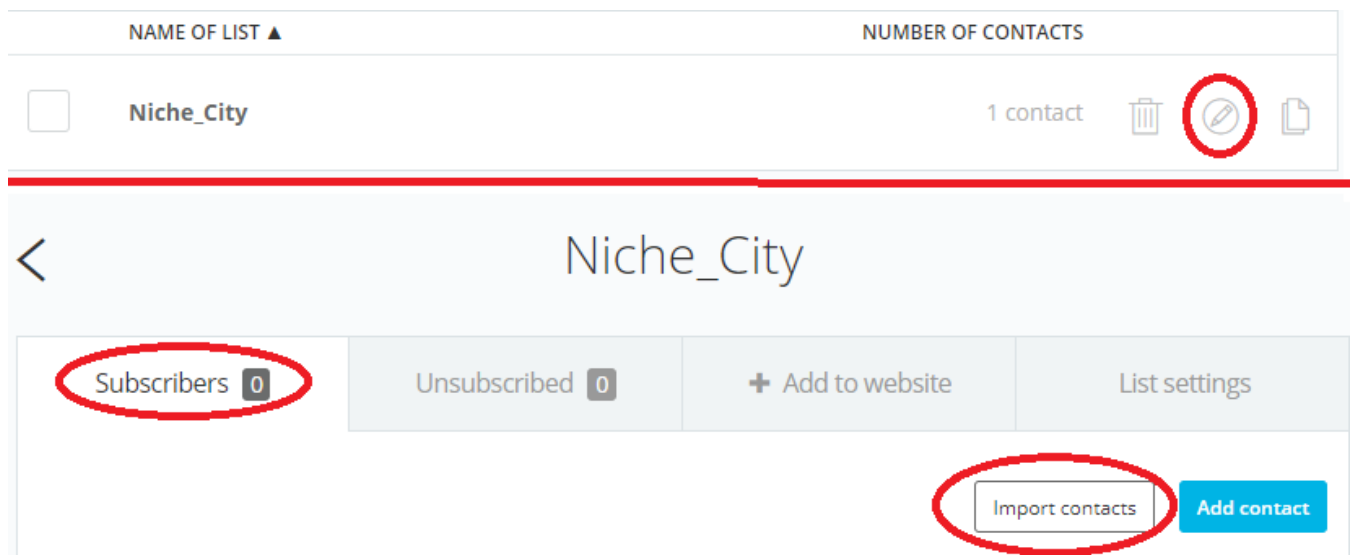


Name it “Niche_City” (for example, “BBQ_Miami FL”) and click “Save”:

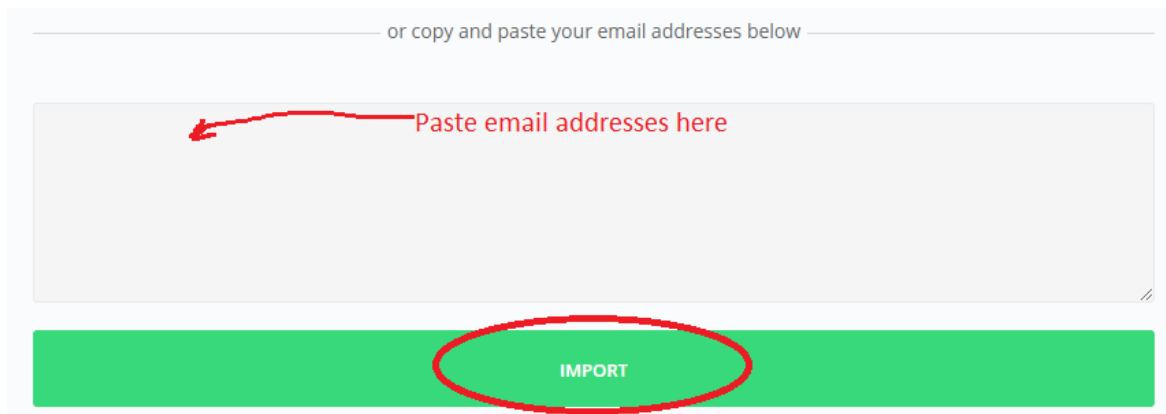


The image shows the "New list" form in the MinuteMailer.com dashboard. It has a table with two columns: "NAME OF LIST ▲" and "NUMBER OF CONTACTS". The first row has "Niche_City" in the first column (circled in red) and is empty in the second. To the right of the table are "Cancel" and "Save" buttons, with the "Save" button circled in red.

After, click on “LIST SETTINGS” icon, in the opened page click “Subscribers” menu item and click on “Import contacts” button:



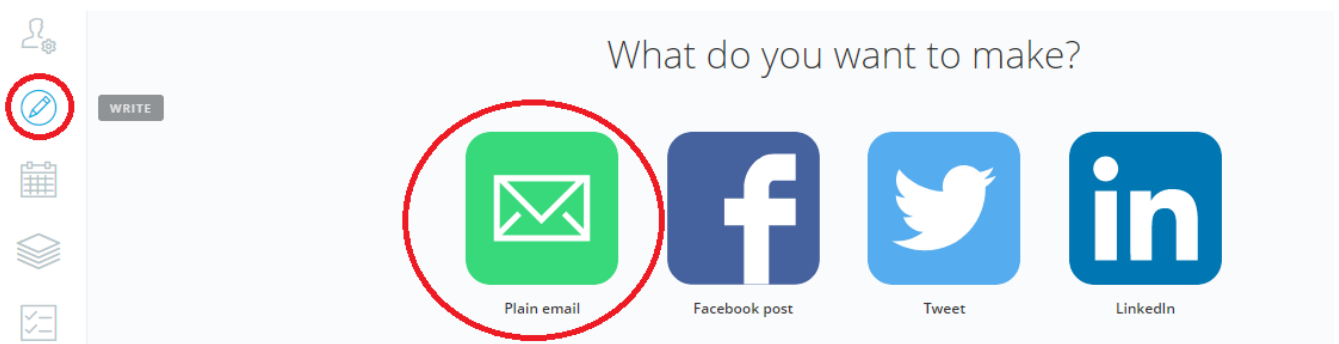
Copy and paste email address from your “Potential Clients’ List” file and click on “IMPORT” button:



Your contact list is ready!

4.2.4 Sending emails

In the MinuteMailer.com dashboard click on “Write” icon and after on “Plain email” button:



In the opened page click on “Choose a contact list” link, choose your contacts (“Niche_City”) and click on “Save”:

Save & close Delete WRITE EMAIL Changes saved

From: Parviz (admin@no1weddingphotographer.online) [edit]

To: Choose a contact list [edit]

When: Publish immediately [edit]

Subject: [edit]

Choose recipients

☒ Niche_City All contacts 4

You have selected 4 contacts

Cancel Edit & add Save

Next, write your subject line and email message:

Save & close Delete WRITE EMAIL Changes saved Send

From: Parviz (admin@no1weddingphotographer.online) [edit]

To: All contacts in Niche_City [edit] Sending to 4 contacts

When: Publish immediately [edit] Send now or schedule it

Subject: Quick question... [edit] Keep it short and cheerful Suggest subject

Hey ,

I know you probably get a TON of emails each day, so I'll keep this really short. I think you might find it interesting.

I have identified an opportunity that could result in increase of new customers and sales for your restaurant. Your customer base will grow each month without additional investments to advertisement.

Do you mind if I send you details to see if this would be a good fit for your restaurants?

Kind regards,
Your Name

[Unsubscribe from this list](#)

Sent using Minutemailer [Signup now](#)

In your messages, you can also include recipient’s full names and first names. To do this (during writing your message) click on “INSERT” button and choose an option you want:

Save & close Delete WRITE EMAIL Changes saved Send

From: Parviz (admin@no1weddingphotograph)

To: All contacts in Niche_City

When: Publish immediately

Subject: Quick question...

Recipients FULL-NAME

Recipients FIRST-NAME

Recipients CONTACT-EMAIL

Email SENT-DATE

B i u S #333333 Insert

Hey FULL-NAME,

I know you probably get a TON of emails each day, so I'll keep this really short. I think you might find it interesting.

I have identified an opportunity that could result in increase of new customers and sales for your restaurant. Your customer base will grow each month without additional investments to advertisement.

Do you mind if I send you details to see if this would be a good fit for your restaurants?

Kind regards,
Your Name

[Unsubscribe from this list](#)

Sent using Minutemailer [Signup now](#)

It'll automatically find names of recipients and put in the email message. However, need to mention that it does not work for all email accounts that receive emails, but in most it does.

Once done, click on “Send” button:

Save & close Delete WRITE EMAIL Changes saved Send

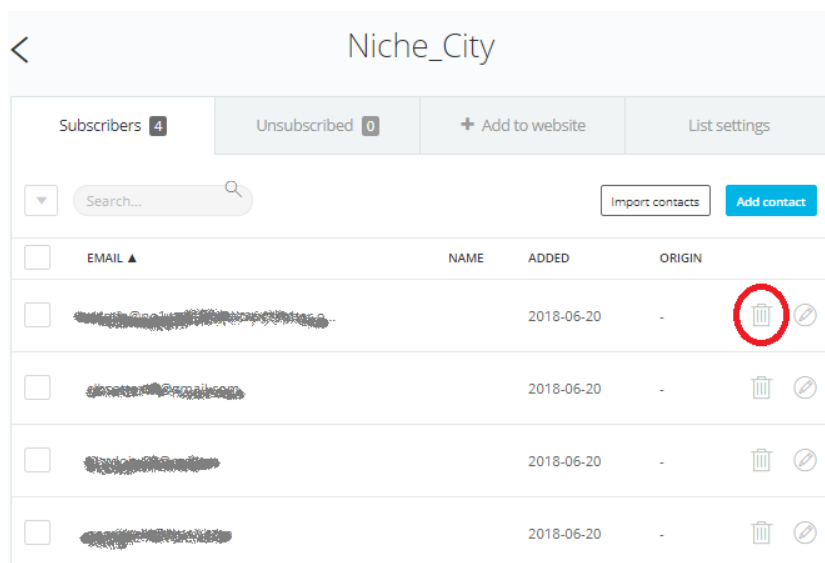
Note: if you did not confirm your account yet, after clicking “Send” button you may receive a message asking you to confirm your account. Just open your email and confirm account and you can continue your work.

That's it – your emails are sent.

4.2.5 Follow up emails

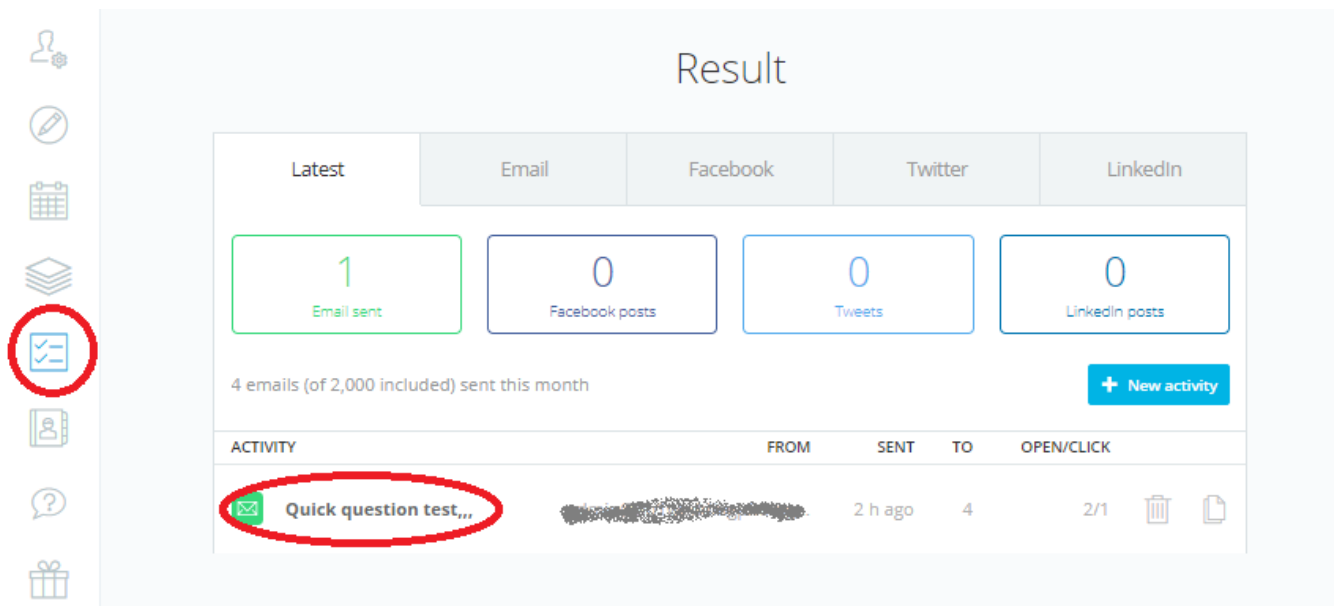
You can send follow up emails to recipients who did not reply to your emails using the techniques described above (suggested sequences of follow up emails are indicated in “Restaurant List Building Method”). Just don't forget to delete email addresses of those who replied you from a contact list.

To do this, open your “Subscribers” menu (as showed above in section 4.3), search for emails you want to delete and click on “Delete” icon near it:

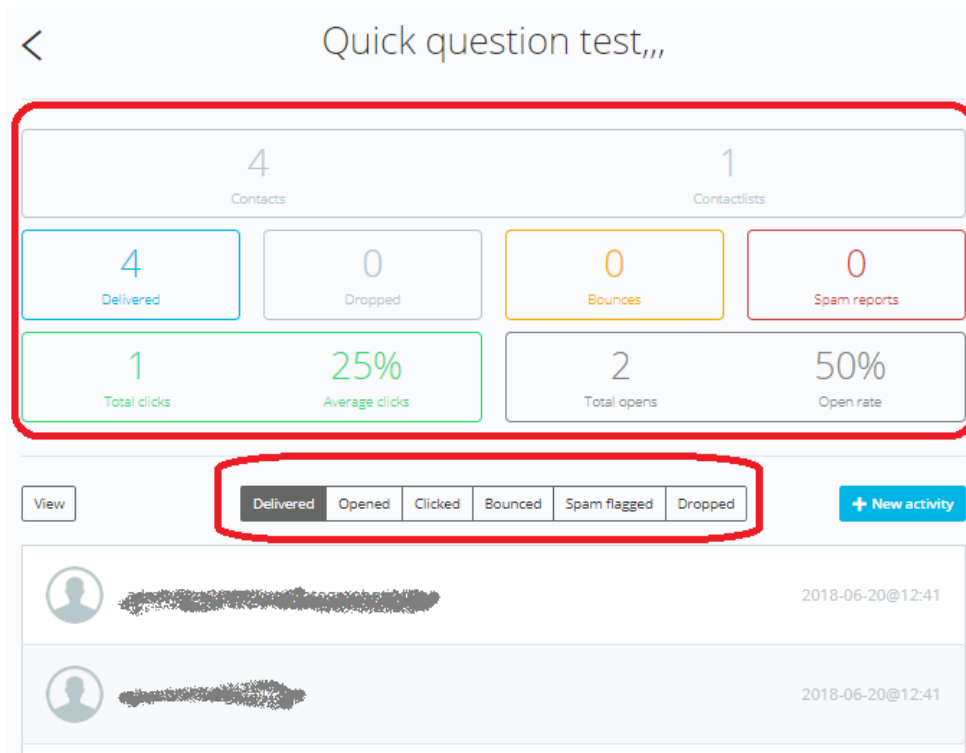


4.2.6 Reports

You can track results of your sent emails by clicking on “Sent” icon and clicking on email campaign you have sent:



In the opened page you can see delivery, open rate, bounces and also email address that opened, clicked, spam flagged and dropped your email:



4.3 Other tools

For your easy reference, below I'll show to more tools you can use to send mass emails:

- [Yet Another Mail Merge](#) – has an option to create a free account and send up to 50 emails per day for free. To learn how to use it [click here](#).
- [Gmass Mail Merge](#) – is a Gmail extension and very powerful tool to send first and follow up emails. But “Gmass Mail Merge” does not have a free version – however, at \$12.95/month you can get a premium account.

5. Step 3 – Sending Proposals

Once you have received a positive reply – it's time to prepare your sales proposal and send to a potential client. To do this, open the "Sales Proposal Template" and replace brackets ([]) with the required information. Most of the required text to be entered is self explanatory and easy to find – however, there are some that may require an explanation:

- a. Screenshot of traffic from www.semrush.com. Detailed steps on how to find a website's estimated traffic in www.semrush.com are described in "Restaurant List Building Method";
- b. [amount of lost visitors] – use the following formula to calculate this amount: $\text{Amount of lost visitors} = \text{Estimated Monthly Traffic} * 90\%$;
- c. To calculate the estimated number of subscriber use the following formulas:
 - [number of subscribers per month] = $\text{Estimated Monthly Traffic} * 20\%$;
 - [number of subscribers per three months] = $\text{Estimated Monthly Traffic} * 20\% * 3$;
 - [number of subscribers per six months] = $\text{Estimated Monthly Traffic} * 20\% * 6$;
 - [number of subscribers per year] = $\text{Estimated Monthly Traffic} * 20\% * 12$.

I would suggest you to covert the presentation file to PDF and after that send to a potential client. You can convert presentation file to PDF using the following free online tool [https://www.ilovepdf.com/powerpoint to pdf](https://www.ilovepdf.com/powerpoint_to_pdf).

6. Step 4 – Tracking

While using this method, without proper tracking, you can mess things up and never know whom to follow up or reply or delete from your list. In this regard, I'm sharing with you my tracking tool (in excel format) that you can use to track your campaigns and in this section, I'll show you how to use it.

“Tracking Tool” contains three tables/sheets which will help you to track and manage your email campaigns:

6.1 Contact lists follow ups

This table is created to help you to monitor your sent emails and follow ups to your lists.

No	List	Date of ...							
		First Email	1st Follow Up	2nd Follow Up	3rd Follow Up	4th Follow Up	5th Follow Up	6th Follow Up	7th Follow Up
1	BBQ_Miami FL	1 August 2018	3 August 2018	7 August 2018	14 August 2018				
2	BBQ_Portland OR	2 August 2018	4 August 2018	8 August 2018	15 August 2018				
3	BBQ_Rochester NY	18 August 2018							

Once you have sent a first email to a list, enter list name under “List” and date of sent email under “First Email” columns. Using suggested follow up sequences (described in “Restaurant List Building Method”) send your follow up emails and enter dates in the table under respective follow up columns (for example, if you sent 1st follow up email on 3 August 2018 enter 3 August 2018 under “1st Follow Up” column). This way you'll always be aware of what you have sent and what you should send to a list.

6.2 Sales proposals follow ups

This table is created to help you to monitor follow ups after you have sent a sales proposal.

No	Name of Restaurant	Email Address	Date of ...								Status
			Sent Proposal	1st Follow Up	2nd Follow Up	3rd Follow Up	4th Follow Up	5th Follow Up	6th Follow Up	7th Follow Up	
1	Mike's BBQ Bar	mikebbq@yahoo.com	1 August 2018	3 August 2018	7 August 2018						Replied
2	BBQ & Grill 24/7	office@bbqandgrill247.com	2 August 2018	4 August 2018	8 August 2018	15 August 2018					
3											

Once you have sent a sales proposal to a potential client, enter client information (under “Name of Restaurant” and “Email Address” columns) and sent date under “Sent Proposal” column. Using suggested follow up

sequences (described in “Restaurant List Building Method”) send your follow up emails and enter dates in the table under respective follow up columns. When you have received a response to your sales proposal enter Replied under “Status” column. This way you’ll always be aware of whom to follow up.

6.3 Emails addresses to delete

Time to time you’ll have to clean your lists, deleting emails you don’t want to send email to, before sending follow up emails. Emails you would delete from follow up lists could be those who responded negative or purchased your service. This table is created to help you to monitor emails you want to delete.

No	List	Email Address	Description (optional)	Status
1	BBQ_Miami FL	mikebbq@yahoo.com	Closing business	Deleted
2	BBQ_Miami FL	office@bbqandgrill247.com	Purchase service	
3				

Once you have made a deal with a client or somebody responded that is not interested in your service – enter this information on the table. When you have deleted an email, enter Deleted under “Status” column. This way you’ll always be aware of which emails you should delete before sending follow up emails.

P.S.: If you want to find clients that don’t have a list building system but paying thousands of dollars each month to get traffic to their websites - get a copy of our [Mega Client Guide](#). These types of clients are easy to covert and you can charge them much higher prices.

7. Conclusion

Now you have all the information you need to start your venture. Please note that knowing how to make money does not always make you money - you should take actions. In any type of a business, there are difficulties and if you want to succeed you have to pass obstacles.

Once you get your first taste of success, with your first sale, you'll begin to understand it more deeply, get a feel for it and get better at it. It'll be a lot easier for you to get more clients and sales and grow your business.

If you enjoyed this guide and took actions, please let me know. I would love to hear from you. Feel free to contact me at parviz@restaurantlistbuildingmethod.com. Please understand that I get upwards of hundreds emails a day, but I try to check it every day and respond when I can.

Thank you again for your support and purchasing this guide.