

Restaurant List Building Method

How To Make \$297 - \$497 Per A Restaurant
Anytime You Want



PARVIZ S.A.

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1. Introduction

Hey there!

Thank you for getting your copy of Restaurant List Building Method. First of all, I want to congratulate you on making a wise decision – using techniques showed in this guide you can easily build a stable online business or earn extra bucks anytime you want.

Several months ago I was busy with a project where I was creating a mobile website for a local BBQ restaurant. To show the owner value of his purchased mobile website I made a short report and indicated how many traffic their website was getting each month - from desktop and mobile devices. But during the review of stats I have noted something very important - they were getting approximately 1200 visits per months for free from Google and did not do anything to keep these visitors come back again. It meant the only thing the restaurant was getting from these free traffic were orders from a small percentage of 1200 visitors - that's it. I thought about this opportunity for two days and came up with a method that I proposed to my client. He accepted my offer and I have installed in his website a list building system that started generating him 250 – 300 subscribers in a month. Now he had an email list of potential clients to whom he could promote his food/events/discounts anytime he wants without any additional cost. Moreover, his email list was growing by 250-300 subscribers each month. Needless to say that he was very grateful me and referred several his friends.

In this guide, you are going to know everything about this method – starting from finding ideal clients till getting your final payment.

2. Opportunity

Before going into details I would like to quickly show you the opportunity behind this method. I have made my own research and analyzed hundreds of restaurant websites around the biggest cities of US and noticed that:

- a. Local restaurants on average are getting 500 to 15000 free traffic each month (mostly from Google local search);
- b. About 80% of the restaurants do not have a list building system in their websites.

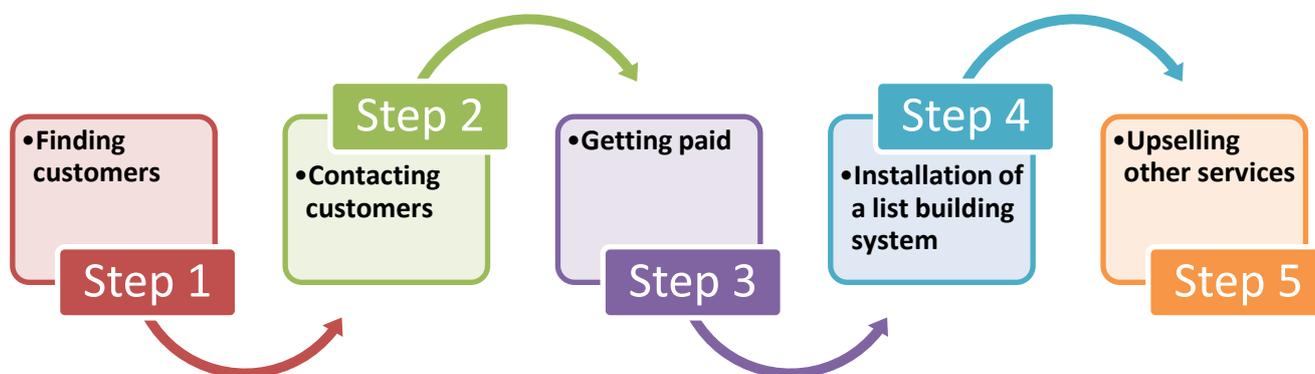
Now let's face it - if we help a local restaurant, which is getting approximately 1500 visits a month to their website, to convert at least 20% of their visitors to email list subscribers – after three months they are going to have an email list of 900 subscribers, after six months 1800 subscribers and after a year 3600 subscribers.

Taking into account an average value range of a subscriber for a restaurant, which is \$1-\$5 per month (depends on the correct use of an email list), a restaurant with an email list of 1000 subscribers will make about \$1000 - \$5000 additional sales from their list only.

Do you understand now why restaurant owners happily pay 297\$ - 497\$ for installation and 297\$ for monthly list management?

3. The Method

This method consists of five easy steps (of course there are also other methods and ways of finding clients and providing the service – however, in this guide, I am going to show you the method that I use):



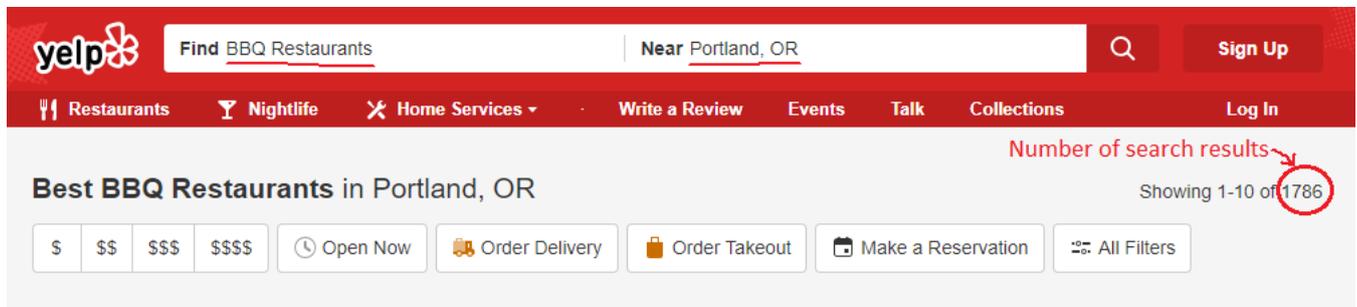
Each step is described in detail in below sections. So, let's start with Step 1 - finding clients.

4. STEP 1 – Finding Clients

4.1 Choosing a niche and a city

You can prospect any type of restaurant, but I suggest you choose one niche to start with. The same advice for choosing cities – work with one city and after you have contacted all restaurants and got clients from that city switch to another one.

I do it this way – go to Yelp.com and search for a restaurant (niche) in a city I want. If a total number of search results is higher than 250 – I go with that niche and city:



4.2 Your ideal clients

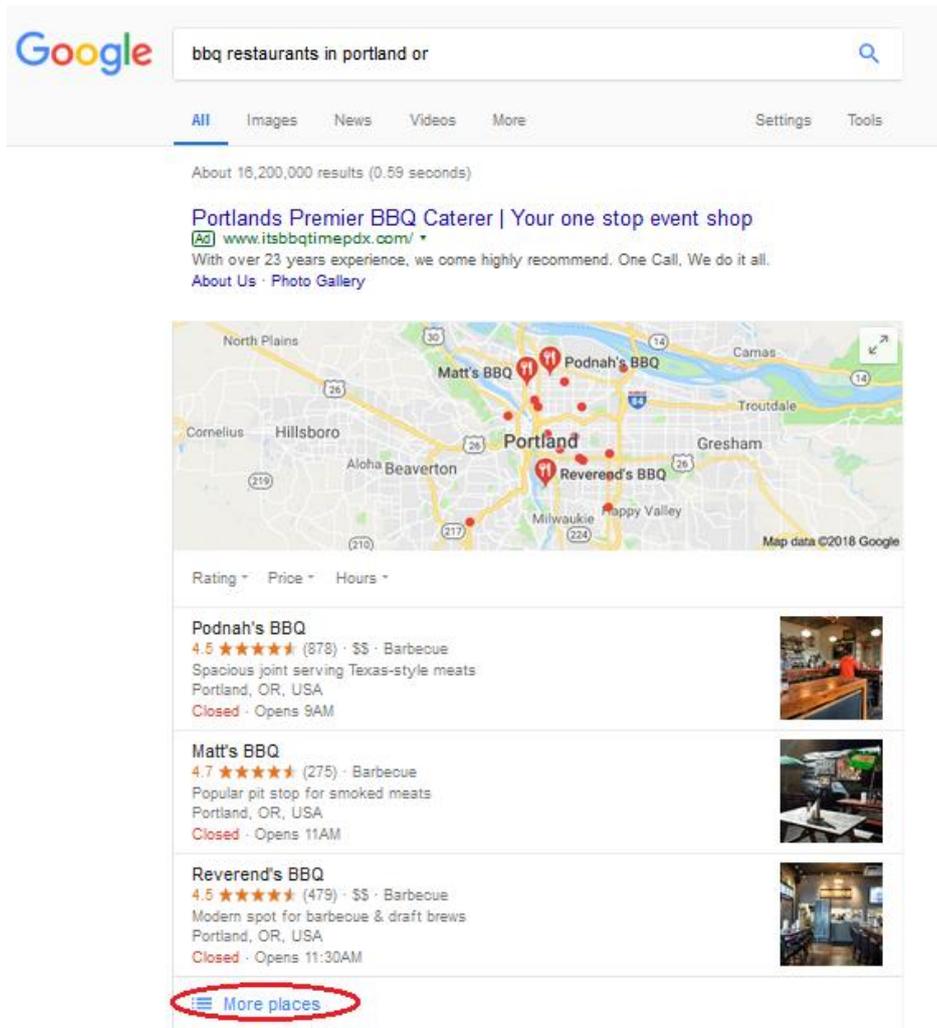
Now, when you have selected a niche and a city, it's time to find your ideal clients. Ideal clients for this method are **local restaurants** which websites:

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

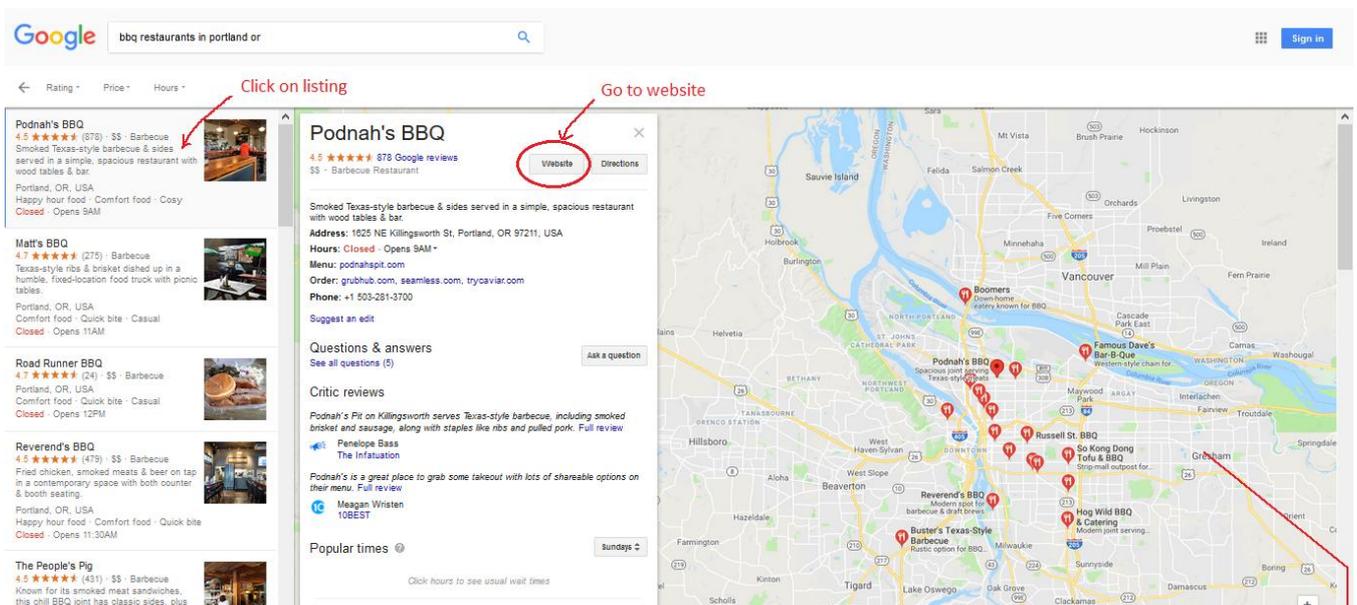
4.3 Finding and filtering websites

Now, when you know who your ideal clients are – let's find them.

Go to Google and search for "your niche in your city" (for example: BBQ restaurants in Portland OR) and under 3-pack local search results click on "More places":



In the opened page click on each listing and go to restaurant's websites as shown below:



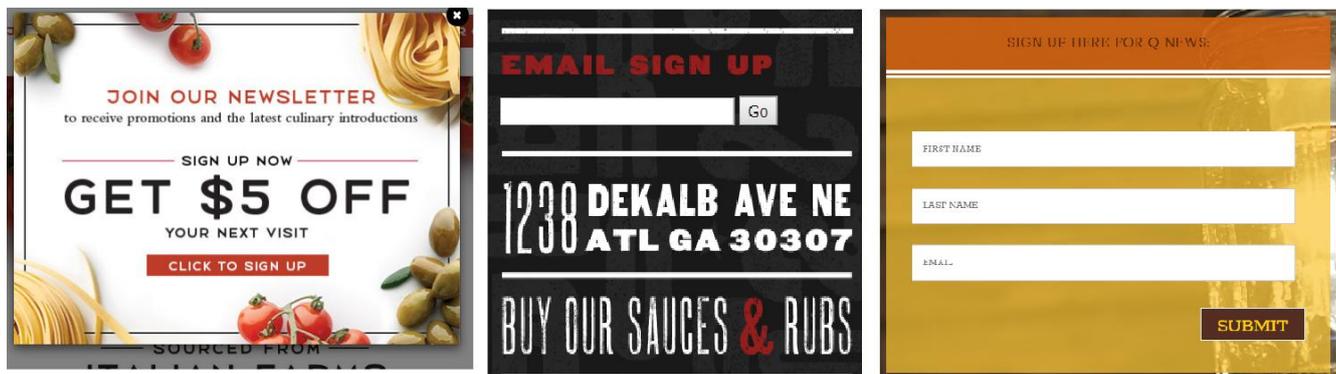
Copy website address and check it with <https://whatcms.org/> to see if a website is using WordPress:

The screenshot shows the 'What CMS?' website interface. At the top, there is a navigation bar with links: 'What CMS?', 'CMS Statistics', 'Systems We Detect', 'API & Batch Detections', and 'Who Hosts This Site?'. Below the navigation bar, the main heading is 'What CMS Is This Site Using?' followed by the text 'Currently Detecting 378 Content Management Systems'. A search bar contains the URL 'https://www.russellstreetbbq.com/' with a red arrow pointing to it labeled '1 - Paste website address here'. To the right of the search bar is a green button labeled 'Detect CMS' with a red arrow pointing to it labeled '2 - Click the button'. Below the search bar, a green banner with a white checkmark and the word 'Success' is displayed. Underneath, the text reads 'https://www.russellstreetbbq.com/ uses WordPress' with a red arrow pointing to 'WordPress' labeled '3 - check if the website is using WordPress'. At the bottom right of the success message, there is a small link that says 'Help Us Improve These Results'.

If a website is using WordPress then you can move to the next step. If not, check other websites to find ones that use WordPress.

Next, check if a website has a list building tools/system. It is easy to do – just go through a website and see if it has options for email subscriptions.

Examples:



From my experience, majority of restaurants do not have subscription options in their websites – so, it shouldn't take much of your time to check it.

Once you have identified that a website does not have a list building system – it's time to check an estimated monthly traffic of a website. There are various tools on the internet that you can use to find an estimated monthly

traffic of a website. But what I personally use and recommend is <https://www.semrush.com>.

Go and create a free account in Semrush. After logging in to your account, past website address (without http/https/www), choose “Domain Overview” and click “Search” button to see estimated monthly traffic of a website:

The screenshot displays the Semrush interface for the domain 'russellstreetbbq.com'. The search bar contains the domain name, and the search button is highlighted with a red arrow and the annotation '3 - Click "Search"'. The dropdown menu is set to 'Domain Overview', with a red arrow and annotation '2 - Choose "Domain Overview"'. The search bar also has a red arrow and annotation '1 - Paste website address without http/https/www'. The main content area shows the 'Domain Overview' for 'russellstreetbbq.com' with categories 'Food & Drink' and 'Arts & Entertainment'. The traffic data is as follows:

Category	Traffic	Change
ORGANIC SEARCH	1.8K	0%
PAID SEARCH	0	0%
BACKLINKS	811	TOTAL BACKLINKS
DISPLAY ADVERTISING	0	TOTAL ADS

Additional data for Organic Search:

Metric	Value	Change
SEMrush Rank	478K	
Keywords	199	-1%
Traffic Cost	\$6.6K	0%

Additional data for Backlinks:

Metric	Value
Referring Domains	108
Referring IPs	138

Additional data for Display Advertising:

Metric	Value
Publishers	0
Advertisers	0

If a website is getting at a minimum 500 visits (traffic) in a month – great, we have an ideal client to present our irrefutable offer.

Besides of Google, using the same way, you can search Bing and Yahoo!.

I would suggest you to find at a minimum 50 websites before you start the next step.

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.

5. STEP 2 – Contacting Clients

Now, when you have a list of your ideal clients – it's time to contact them and offer our service. In this guide, I'll show you how to do it by cold emailing. However, if you are good in cold calling – it works equally well with cold calling.

5.1 Finding email addresses

Below you'll find the most effective methods that I usually use to find email addresses of local restaurants:

- a. Looking in contact page of a website. Most local restaurants indicate their email addresses in their contact pages (or in footers of their websites):

DROP IN OR SEND US A MESSAGE.

View Larger Map

BO LEGS B.B.Q.
250 NE 167th St Miami, FL 33162
3053032134
bolebsbbq@yahoo.com

Submit

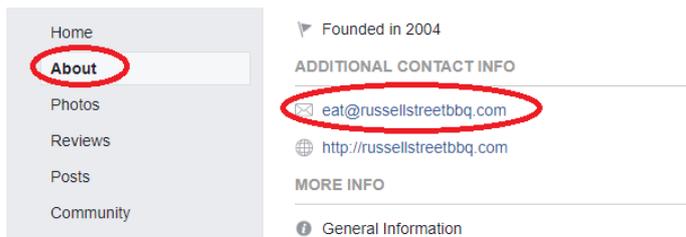
- b. If you can't find an email address in a website, search for a Facebook icon to go to their Facebook page:

SOUTHERN COUNTER CONTACT
4246 SE Belmont St., Unit 2
Portland, OR 97215
View on google maps >
503.206.8518

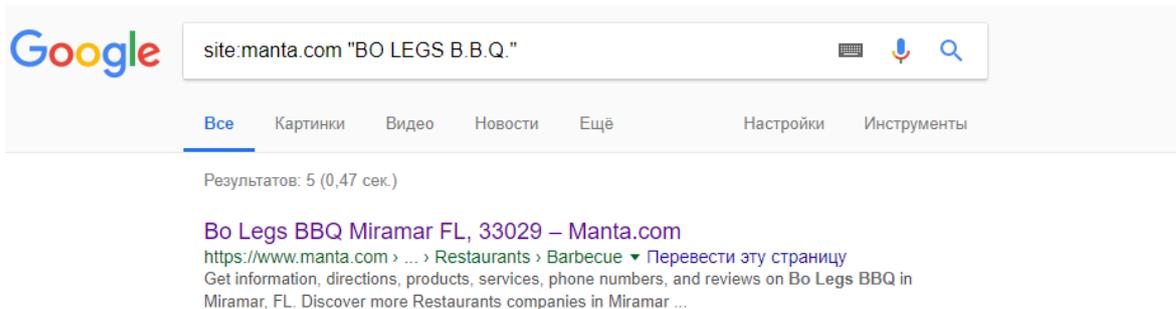
SOUTHERN KITCHEN CONTACT
325 NE Russell St.
Portland, OR 97212
View on google maps >
503.528.8224

FOLLOW US
Twitter Instagram Facebook

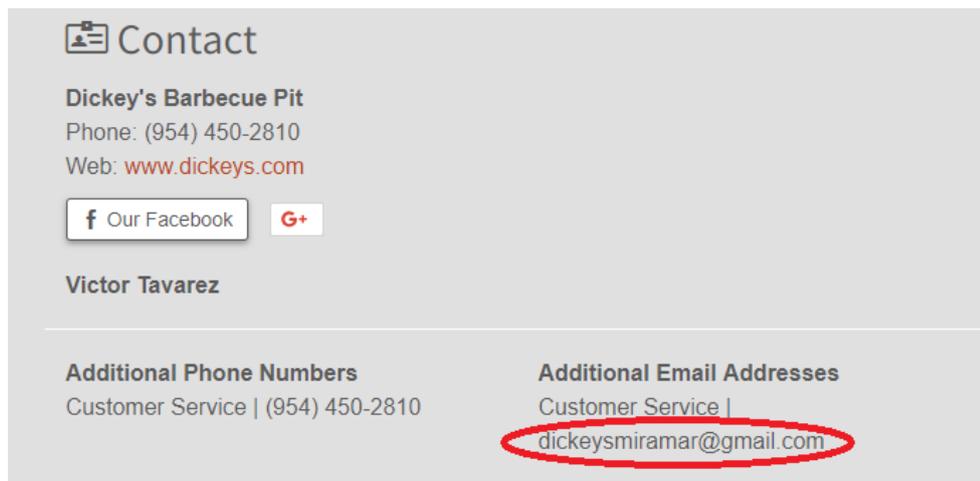
In a Facebook page click on “About” section and here you can find email address of a restaurant:



- c. Search Manta.com. You can do it very quickly by searching site:manta.com “restaurant name” in Google (for example, site:manta.com "BO LEGS B.B.Q."):



Open restaurant’s page in Manta.com and in “Contact” section check if email address is indicated:



Using the above mentioned methods find email addresses of your ideal clients from your list for further contacting.

5.2 Your first contact

When you have a list of your ideal clients with their email addresses – it’s time to contact them. Below I have provided an email message and subject title of a first email that worked best for me – but I would strongly suggest you not to just copy and paste it. Modify it by adding your own twist.

Subject: Quick question...

Email text:

Hey (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 an increase of new clients and sales for your restaurant. Your client base will grow each month without additional investments in advertisement.

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

Kind regards,

Your Name

Send your first email to all restaurants on your list and wait for responses. You can receive positive as well negative response like “yes, give me more info” and “no, I’m not interested”. But please do not let negative responses to influence your enthusiasm. It is part of the game – just accept it and don’t let it stop you. Moreover, in the next section, I’ll show you what to answer to negative replies.

5.3 Responses to replies

As I have already mentioned, you can receive positive as well negative replies to your first email. Now, in your replies, your task is to bring to your potential clients information on **what they are going to get** if they use your service and **what they are going to lose** if they will not use your service.

Below you can find an example of responses you could send to each type of a response:

a. Positive:

Hi (Name),

Thank you for finding time to respond to my email. I believe reading the information I provide here will bring your business significant benefits.

My name is (Your Name) and I'm an online marketing consultant. My job is to grow client base and sales of BBQ restaurants (like yours) with minimum costs to restaurants' owners.

Recently I was searching for BBQ restaurants in Miami FL on Google and found your website. After a quick review and analysis, I have noticed that your website is getting approximately 1500 visits each month, but does not have a system to make visitors come back. If from 1500 visitors, only 100 will buy something from your restaurant – the remained 1400 will leave your website without coming back again. In other words, you are giving away your potential clients to your competitors each day.

But don't be upset – there is a way to stop losing clients and to make them come back again anytime you want. Using the latest technology tools I can create a list building system in your website that will build an email list of your clients – so, you can contact them any time you want informing about your deals, events or a new menu.

If we'll install our list building system on your website and at least 20% of your website visitors will subscribe to your email list you'll have:

- a. 300 subscribers in a month;*
- b. 900 subscribers in three months;*
- c. 1800 subscribers in six months;*
- d. 3600 subscribers in a year.*

Set up cost is \$597.00, but now I am making a promotion to increase my client base and offer you installation of a list building system for only \$267.00.

Please let me know what you think - I would love to help you to get started.

Kind regards,

Your Name

b. Negative:

Hi (Name),

Thank you for finding time to respond to my email.

I have recently stumbled upon your website and noticed that you are losing about 1400 visitors (potential clients) each month (majority of which are going to your competitors) and thought you may find it important for your business.

Let me know if you want to know the details – I would love to help you.

Kind regards,

Your Name

Further, they may ask you questions – try to answer all their questions in a good manner, but in the process of communication always keep in mind that THEY NEED YOUR SERVICE.

5.4 Follow Ups

Following up is very important in cold emailing. Without following up you'll lose tones of opportunities. However, following up should be done in a correct way.

I suggest you send at least seven follow up emails to each message that you have sent (first email, proposal email). Keep your follow up emails simple and short and do not forget to include unsubscribing option - something like "If you are not interested please kindly let me know".

I usually stop following up only after sending seven follow up emails or getting a negative response.

Do not send your follow up emails each day. The schedule I suggest you to use for follow up emails is as follow:

- a. First follow up – one day after the main email sent;
- b. Second follow up – three days after the main email sent;
- c. Third follow up – one week after the main email sent;
- d. Fourth to seventh follow ups – one week after the last follow up.

If you want to see faster results, get a copy of our [Sales Generation Accelerator Guide](#) where you'll learn how to get your first 5 clients in 10 days working only 2 hours per day.

6. Step 3 – Getting Paid

6.1 Price of the service

There is no exact price that you should sell this service at. Depending on a value your client gets from your service you can price your installation service from \$97 to \$497 and maybe more.

I personally identify price of the service for a client using the following formula:

Price = Estimated Monthly Visits * 20% Estimated Opt-in Rate - \$3

So, for example, if a client gets 1000 visits in a month the price will be \$197:

$\$197 = 1000 * 20\% - \3

6.2 Accepting payments

In my opinion the easiest to use and trusted payment processor is PayPal. If your PayPal account can receive payments – great, just use it to get paid.

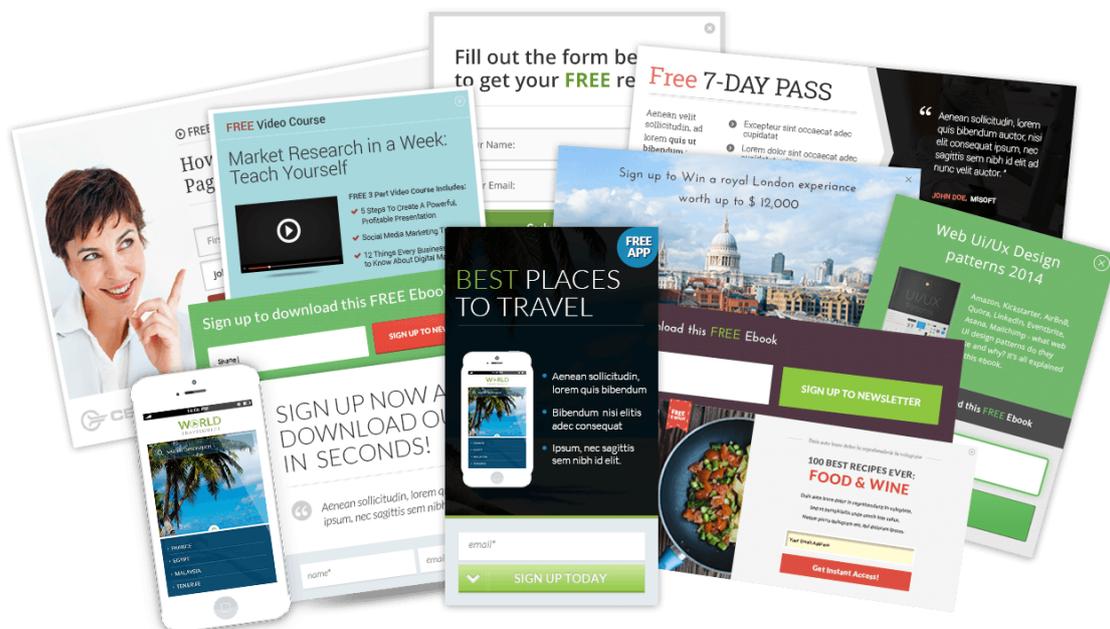
However, if you are not able to receive payments through PayPal I suggest you use the following payment processors/services:

- a. Escrow.com – offers secure payment services. This is a win to win option both for you and your clients. Just create a free account and you can start your transaction straight away;
- b. Payoneer.com – with Payoneer you can collect payments around the world and withdraw your funds from any ATM that accepts Maestro debit cards.

During request of payments be honest and always make your client feel secure. For example, if you want to use Payoneer to get paid but your client does not want to use this payment method – ask them what payment option they prefer and try to find a solution suitable for them and for you.

7. Step 4 - Installation of The List Building System

To maintain a list building system in websites of our clients we'll use a premium WordPress plugin called [Thrive Leads](#). This is one of the easiest, functional and effective WordPress plugins for list building which allows you to create any type of lead capture widgets in WordPress websites.



In this guide, we'll focus on the creation of two step ribbon + lightbox lead generation system with Thrive Leads that worked best for me. But it does not mean you cannot try other types of lead generation forms.

You can set up a list building system in clients' websites using two ways:

- a. **Doing it yourself.** Installation and setup is easy and steps in detail are indicated in below section – however, please note that you'll need upfront investments to purchase Thrive Leads plugin license;
- b. **Outsourcing it.** There is a service provider on Fiverr.com who'll install Thrive Leads plugin with license and setup everything for you at \$15.

Go through each method and choose a one you like more. But for the beginners, I'd suggest starting with outsourcing method and after getting some experience and earning some funds start doing it yourself – if you like to do so.

7.1 Doing It Yourself

First of all, you'll need to purchase Thrive Leads plugin – go to <https://thrivethemes.com/leads/pricing/> and pick a pricing option which suits your needs best. At the moment of writing this guide there are available the following pricing options:

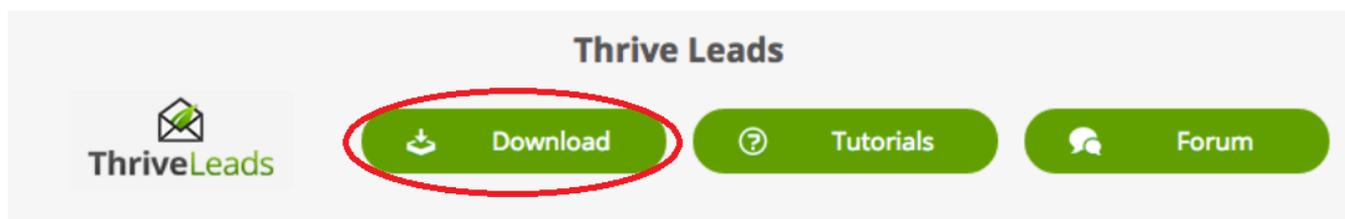
- a. 1 license at \$67 (price per license is \$67);
- b. 5 license at \$97 (price per license is \$19.40);
- c. 15 license at \$147 (price per license is \$9.80).

After, ask your client to provide you with their WordPress and autoresponder login details (logins and passwords). If your client does not have an autoresponder account then suggest them to create one. There are many email marketing software providers on the internet, but I prefer [GetResponse.com](https://getresponse.com) and advise you to suggest [GetReponse.com](https://getreponse.com) to your clients – as it is easy to use, safe and has one month free trial. You can also sign up with their [affiliate program](#) and send to your clients your affiliate link for registration of accounts.

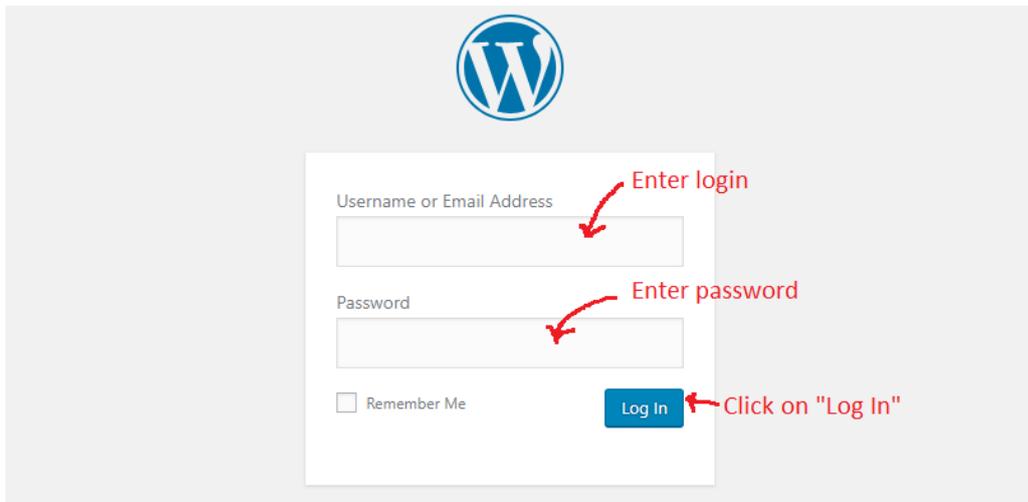
So, when you have Thrive Leads plugin, WordPress and autoresponder login details – it's time to install and set it up.

7.1.1 Installation and activation of Thrive Leads plugin

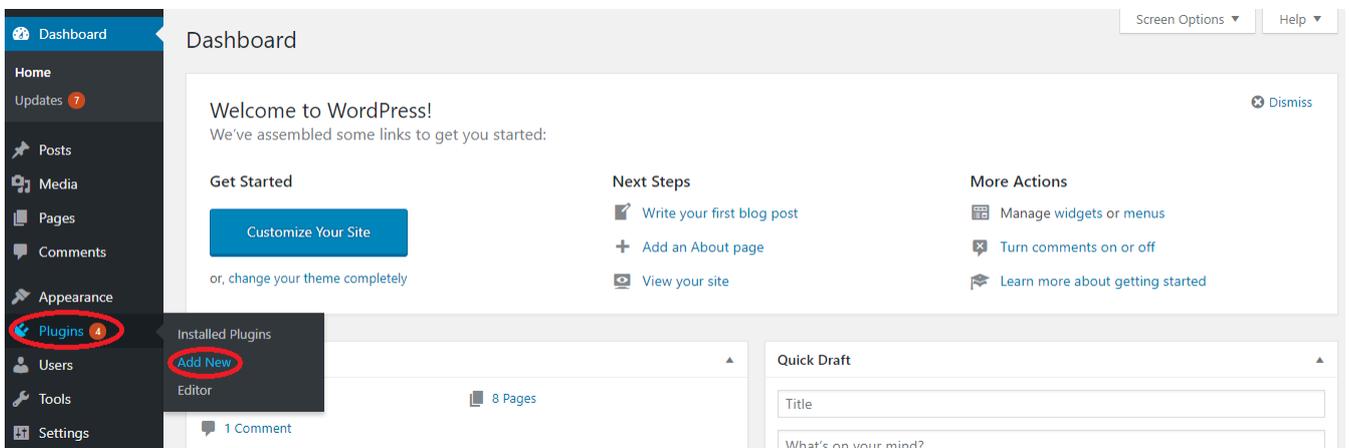
Go to your [Thrive Leads member's area](#) and download the plugin in a .zip format:



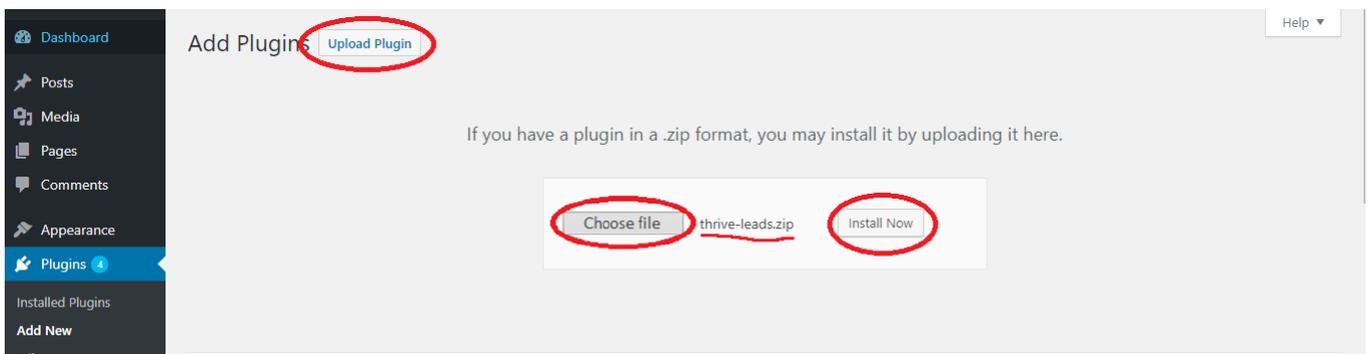
By adding “/wp-admin” to website address of your client, access login page (example: www.yourclientswebsite.com/wp-admin) and enter login details to enter to WordPress dashboard:



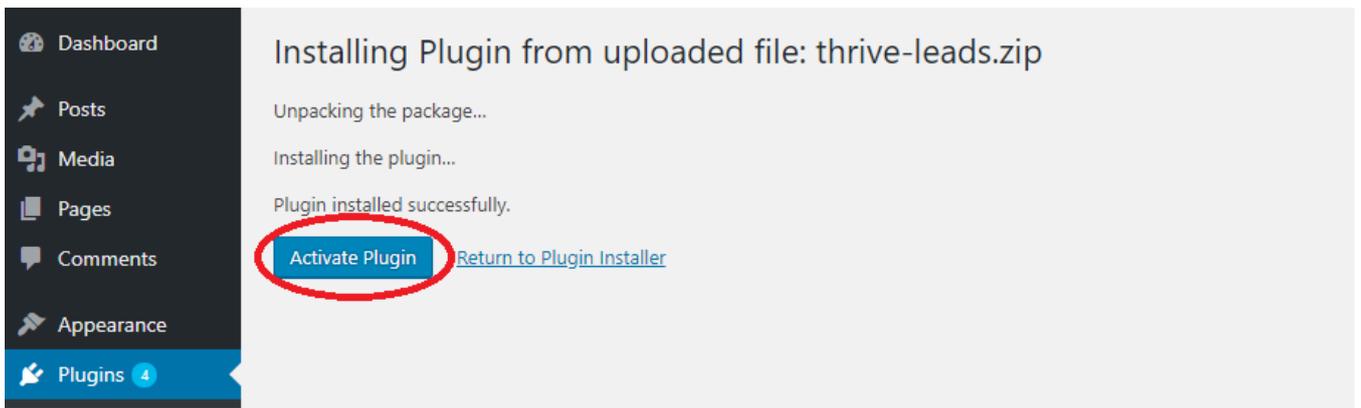
In the WordPress dashboard go to “Plugins” and click on “Add New”:



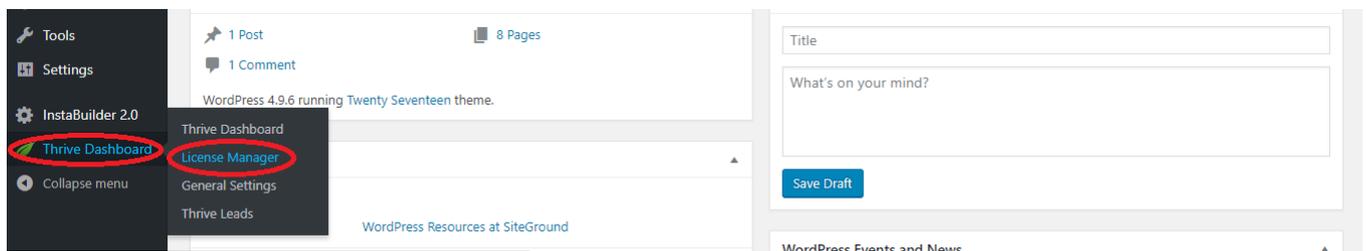
In the opened page click on “Upload Plugin” button, by clicking on “Choose file” select Thrive Leads plugin installation file from your computer (should be in a .zip format) and click on “Install Now” button:



After successful installation click on “Active Plugin” button:



Activate your license by going to “Thrive Dashboard” and choosing License Manager:



Copy your license key and email address from “Thrive Dashboard -> License Manager” and paste the required information in the opened page and click on “Activate License”:

Enter your license details:

Email address

License key

[ACTIVATE LICENSE](#)

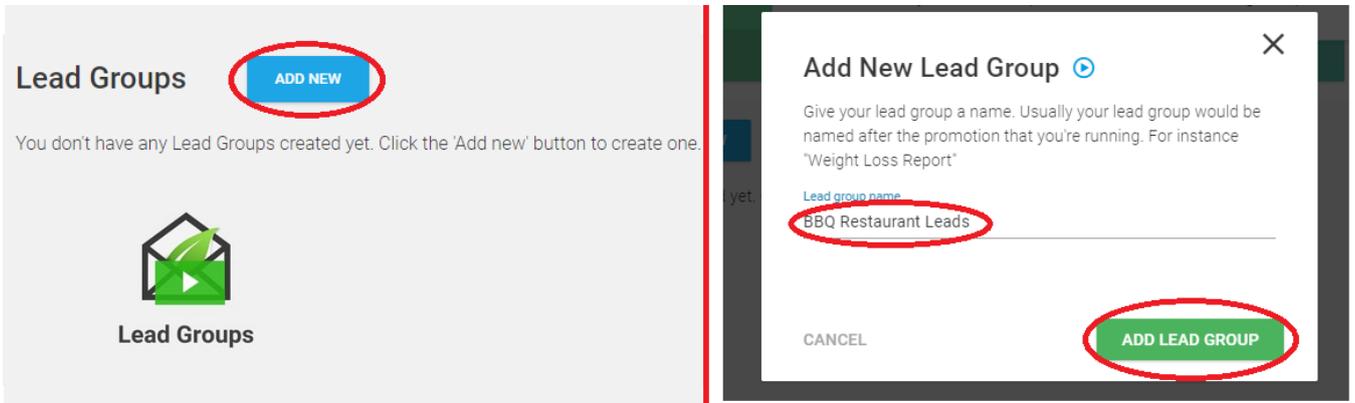
7.1.2 Creation of two step lead capture form

As was said above in this guide, I’m going to show you how to create two step lead capture form (ribbon + lightbox) that worked best for me. However, you are free to create any type of lead capture form you like.

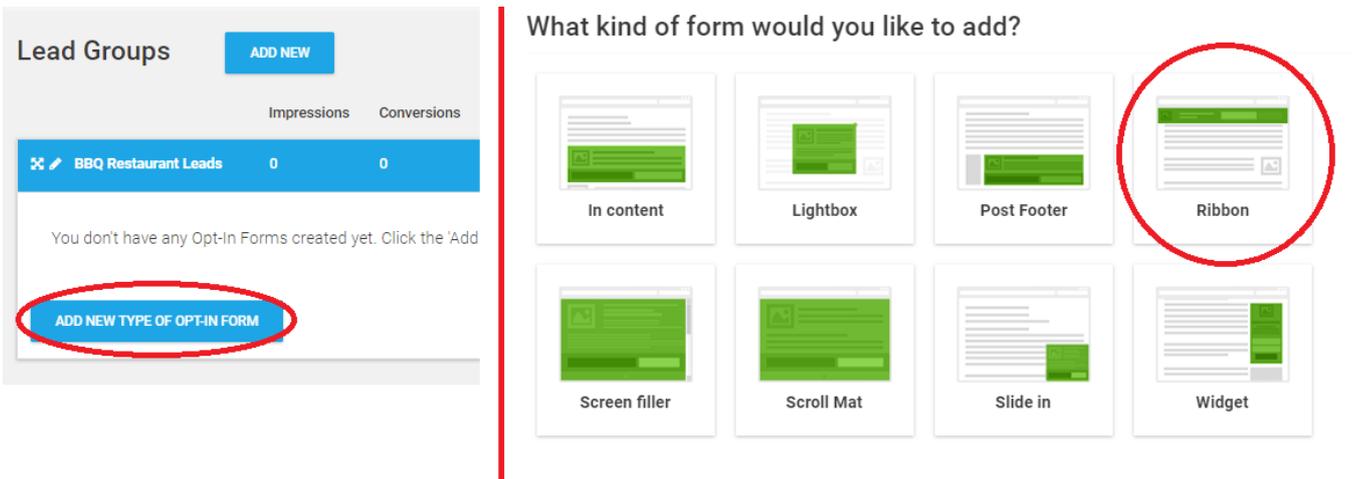
In the WordPress dashboard go to “Thrive Dashboard” and click on “Thrive Leads”:



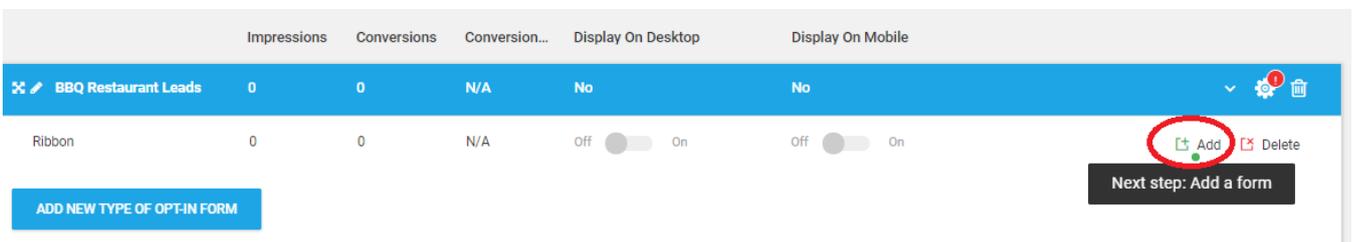
In the opened page click on “ADD NEW” button near “Lead Groups”, give it a name (for example, “BBQ Restaurant Leads”) and click on “ADD LEAD GROUP” button:



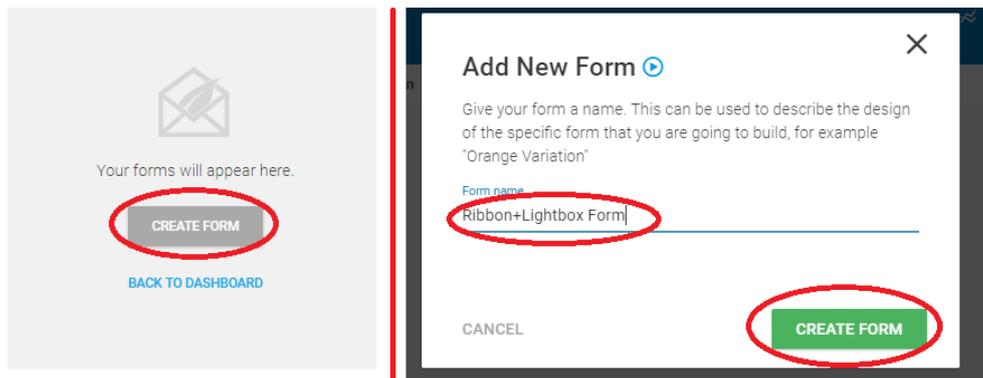
Now click on “ADD NEW TYPE OF OPT-IN FORM” and select “Ribbon” option:



Next click on “+Add” icon to add a form:



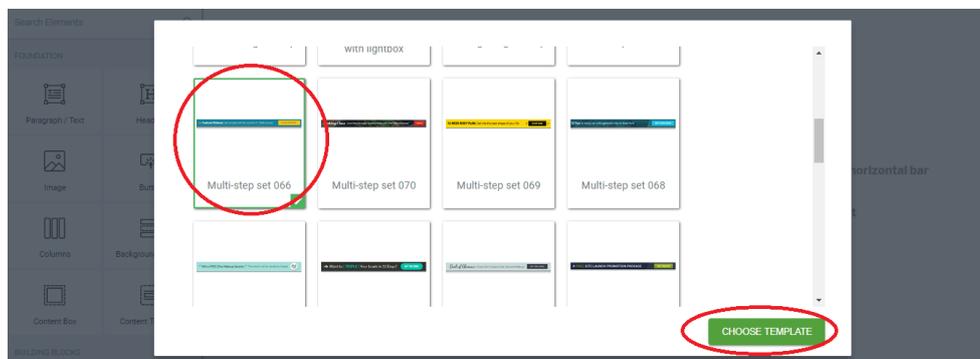
Click on “CREATE FORM” button, name it (example, “Ribbon+Lightbox Form”) and click on “CREATE FORM” button again:



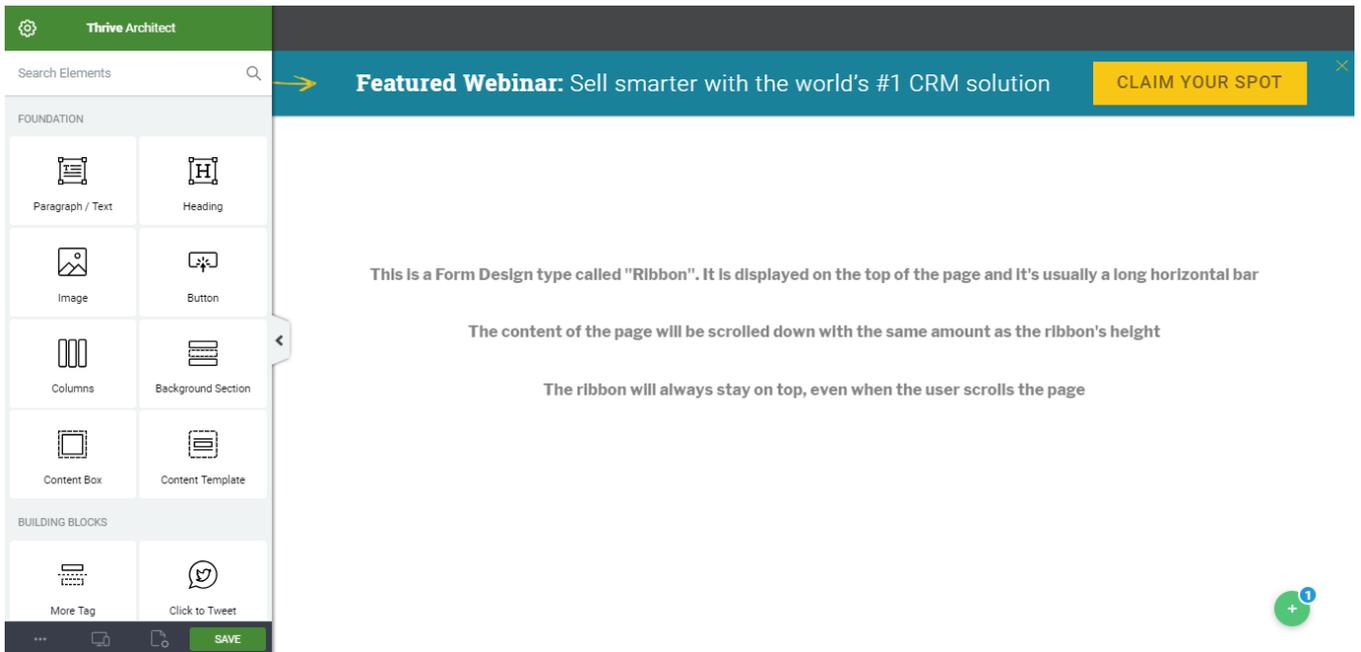
When our form is created it's time to design it. Click on "Edit Design" icon:

	Form Impressions	Conversions	Conversion Rate	Trigger	Display Frequency	Position	
Ribbon+Lightbox Form Form	0	0	N/A	Displays immediately on page load	All the time	Top	

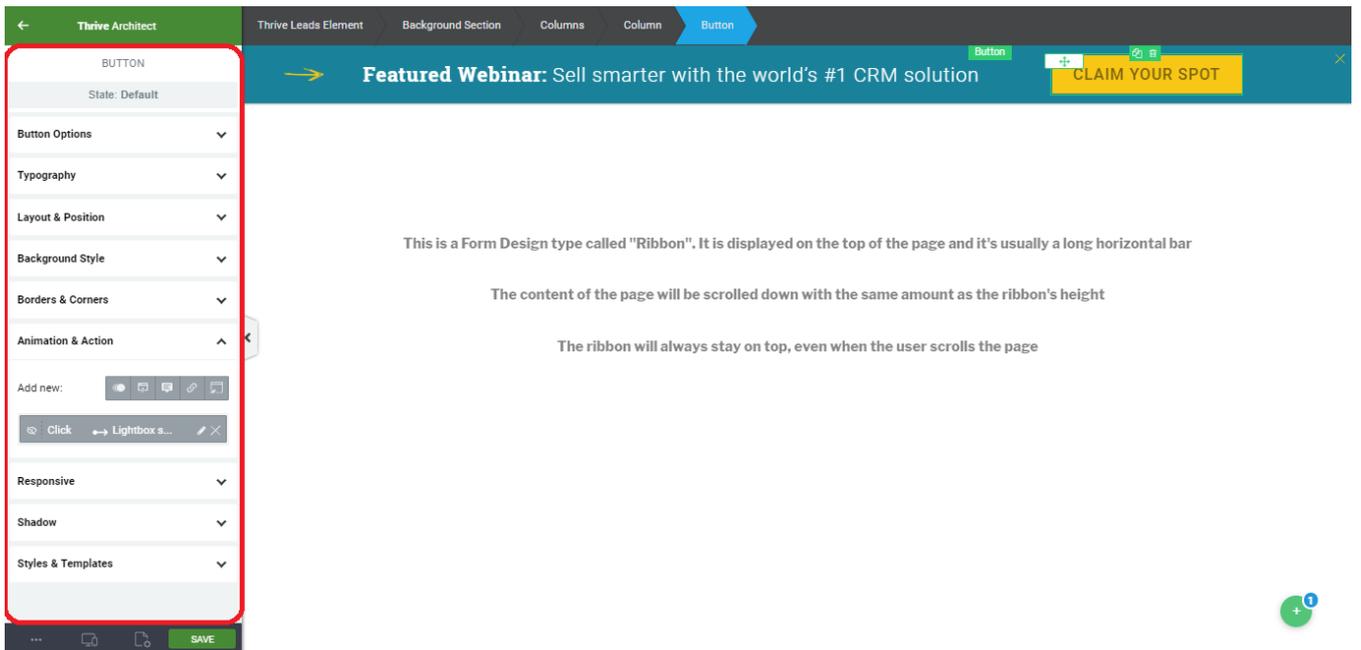
And will be opened a new page where you have an option to choose a template and edit design of your lead capture forms. You can choose any template you like, but ensure that it is multi-step (in other words, has ribbon and lightbox). I usually use template "Multi-step set 066". Once you clicked on a template you want to use – click on "CHOOSE TEMPLATE" button to continue:



Now you need to modify design of your lead capture forms in Thrive Architect page based on design and color schemes of your client's website. Don't be afraid – Thrive Architect is easy to use. On the left side there is a menu where you can modify elements of your lead capture form and on the right side it shows how it looks:

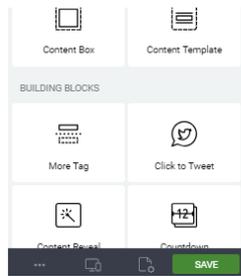


To modify any element you want, just click on it and on the left side will appear options for modifying. For example, if we click on button element the following options will be available on the left side menu:

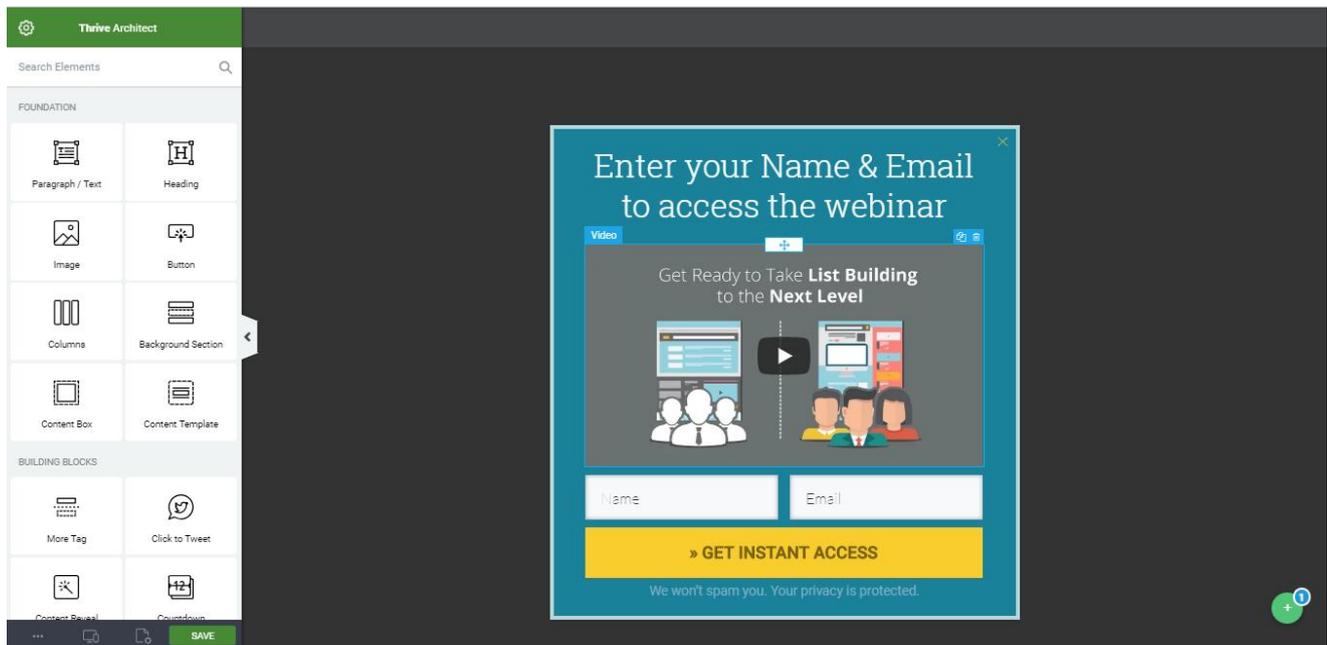


Click on any menu section you want to make adjustments to, make your adjustments and click on "SAVE" button below the menu section – that's it.

To open and edit lightbox section (2nd step of lead capture) click on "+" icon in the right bottom of the page and choose "LIGHTBOX 1":



And you will have access to lightbox page:



The same way you can return to ribbon page.

As was stated earlier, Thrive Leads has a lot of functions and if I will explain in this guide all of these functions, the guide will be too long and too technical. In this regard, I would advise you to watch [this video](#) (wherein in details are explained how to modify forms, how to add autoresponder API, how to A/B test etc.) and go through <https://thrivethemes.com/thrive-knowledge-base/thrive-leads/> to find information you need. If you did not find an answer to your question you can always contact them on <https://thrivethemes.com/contact/>.

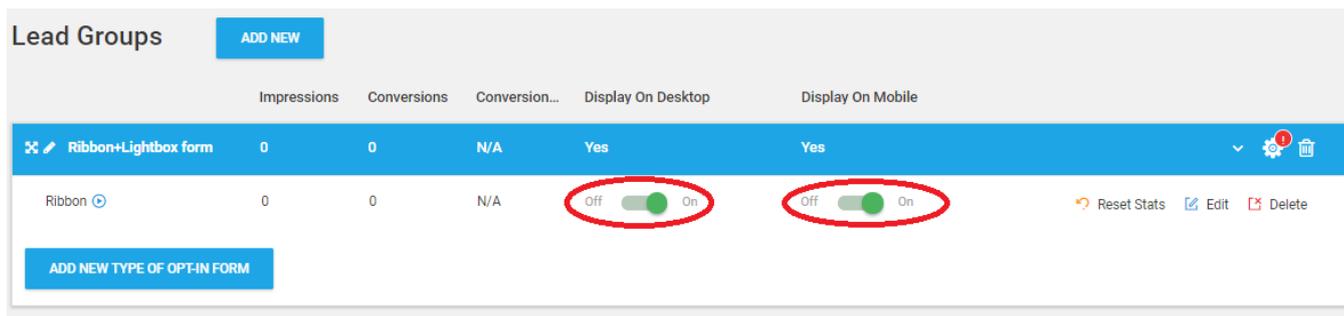
For the text of lead capture forms, I would suggest you ask your client if they have any deal or discounts and use it to invite clients to subscribe. For example:

GET 20% OFF: Join our newsletter and get 20% off your next visit!

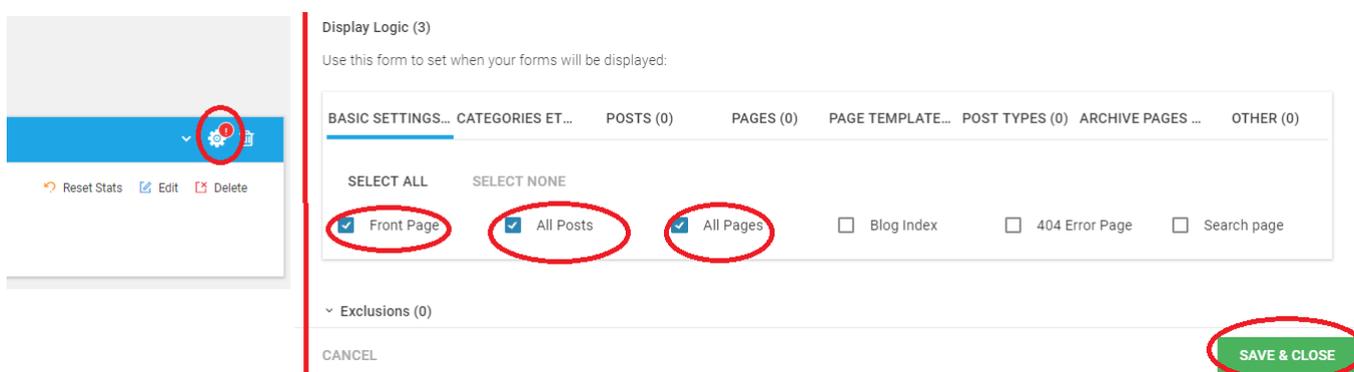
If your client does not have any deal or discounts you can just invite clients to subscribe to receive information on deals, discounts, events etc.:

Join Our Newsletter To Receive Our Latest Deals, Discounts and Promotions!

Once your design and text copy is ready, go to Thrive Leads page in Thrive Dashboard and turn on “Display on Desktop” and “Display on Mobile” options:



After click on “Setup” icon, in the opened window choose “Front Page”, “All Posts” and “All Pages” options and click on “SAVE & CLOSE” button:



That’s it! Now go and open any page of your client and you should see you lead capture forms.

7.2 Outsourcing method

Ask your client to provide you with their WordPress and autoresponder login details. If they do not have an autoresponder account ask them to create one.

Once you have received required information from your client, go to <https://www.fiverr.com/wordpressdesign/use-thrive-leads-and-design-converting-optin-forms> and purchase the Premium package for \$15:

Compare Packages			
	\$15 Premium	\$10 Standard	\$5 Basic
Description	PREMIUM Standard+ Design a beautiful optin form	Standard BASIC+ Connect with autoresponders	Starter install activate Thrive Leads
Content Upload	✓	–	–
Responsive Design	✓	–	–
Design Customization	✓	–	–
Plugins/Extensions Installation	1	1	1
Revisions	1	0	0
Delivery time	3 days	1 day	1 day
	Select \$15	Select \$10	Select \$5

Provide the seller with login details (WordPress and autoresponder) and lead generation form type and design you want to have. Example of your message could be as follows:

Hi,

Please find below WordPress and autoresponder login details:

a. WordPress:

- *Login: admin*
- *Password: 2018year*

b. Getresponse (autoresponder):

- *Login: admin*
- *Password: 2018year*

Please create a ribbon + lightbox form (based on template “Multi-step set 066) using the following information:

Ribbon:

I. Color:

a. Background – orange;

b. Text – Red;

c. Button – burgundy.

II. Text: GET 20% OFF: Join our newsletter and get 20% off your next visit!

III. Button Text: Join Now!

IV. Image – attached.

Lightbox:

V. Color:

d. Background – orange;

e. Text – Red;

f. Button – burgundy.

VI. Text: Enter your best email to join our newsletter and get 20% off your next visit!

VII. Button Text: Join Now!

VIII. Image – attached.

Add as much detailed information as you can in order to get lead generation forms you want. If you saw any lead generation form in other websites that you liked and want to have the same – just provide to the seller the website address and tell that you want this type of a lead generation form.

Now wait for 3 days and a list building system will be installed on your client's website. During these 3 days the seller may ask you questions – so, always check your Fiverr.com inbox. Once the work is done – check how it works.

Quick note: I would advise you, after the work is accomplished, to suggest to your client to change their WordPress and autoresponder accounts' passwords in order to avoid any misunderstandings and issues in future.

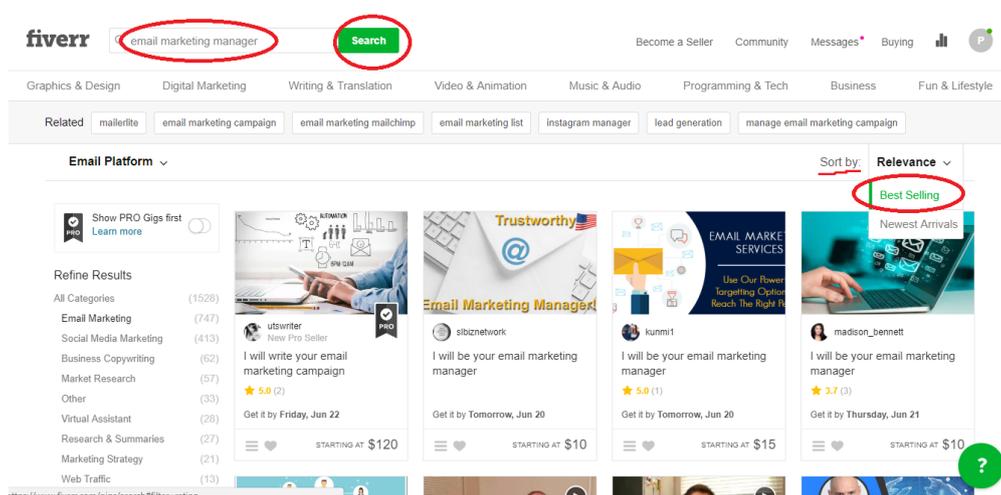
8. Step 5 – Upselling Other Services

Most clients that had a positive experience with a seller will easily purchase other products/services from the same seller rather than from others. So, this is a great opportunity for you to use. When you have successfully installed a lead generation system in a client's website, you can upsell different services to your client, like:

- a. Email marketing management;
- b. List building with paid traffic;
- c. Social media management;
- d. Responsive website;
- e. Etc. (hint: ask them what they need).

You can price your services from \$97 to 1497\$ (including recurring fees) depending on a value your clients get from your services and outsource these services easily to service providers on Fiverr.com.

To find a service provider on Fiverr.com go and log in to your Fiverr.com account, search a service you want, sort it by “Best Selling”:



Now, open and browse each gig you like and if a gig provides a service that you need, has at least 4.5 rates and the price is suitable for you – go with it.

Note: Before any purchase from Fiverr.com I would strongly advise you to contact sellers and explain your project needs in order to avoid misunderstanding and issues.

9. 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 action. 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 a 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 for purchasing this guide.