SuperHumans

HOW TO MAKE MONEY ONLINE WITH

Google Maps

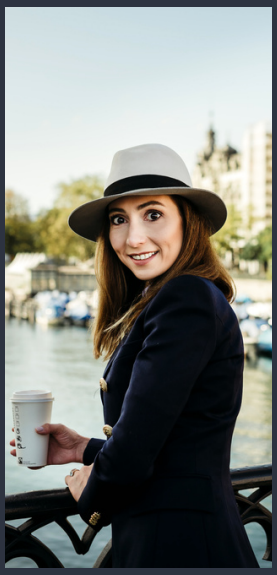
NICE TO MEET YOU!

Hi! I'm Laura

I have been a business strategist, working with start ups, seven figure entrepreneurs, but also multi-billion dollar businesses for over 12 years. I wrote this e-book to help my clients in their journey to make money online as easy as possible.

Most people major in minor things. Knowing how to monetize your skills is a major in my opinion. If you are looking for faster results and get personalized guidance consider joining one of my programs to get support from me and my team.

- WRITE AN IRRESISTIBLE FREELANCE PROFILE: That gets you more clients than you can handle: https://bit.ly/3GUyddy
- FREELANCER FREEDOM BLUEPRINT: a 7 weeks immersive experience that gives you all you need to create financial stability and make as much money as you need every month without worrying about paying your bills, and in a way that is totally personalized to your own situation (your family, your time & circumstances): https://bit.ly/3s5fZzJ
- 99 WORK FROM HOME JOBS PLATFORMS: https://bit.ly/3AKKvmp



GET TONS OF VALUE FOR FREE:

- YouTube CHANNEL: 100+ videos focused on online jobs, remote jobs, work from home jobs, make money online and busine and busin https://www.youtube.com/c/SuperHumansLife
- FREE MASTERCLASS: 1h of free training on how to become a successful freelancer: https://bit.ly/3rDfw7Q

– Laura

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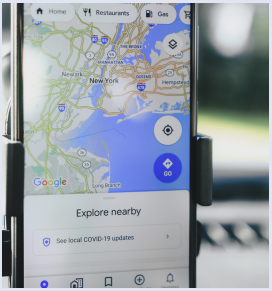
Make Money Online with Google Maps

Are you ready to tap into an exciting money-making opportunity right at your fingertips? Look no further than Google Maps—a powerful tool that goes beyond navigation and directions. Welcome to our free guide, where we unveil the secrets of making money online using Google Maps.

In today's digital age, opportunities for generating income are abundant, and Google Maps is no exception. With millions of users worldwide relying on this popular platform every day, it has evolved into more than just a map application. It holds the key to a world of untapped potential and lucrative possibilities.

Why should you give Google Maps a shot? The answer lies in its wide-reaching influence and versatility. As someone seeking financial freedom, you have the unique advantage of leveraging this powerful tool to unlock a steady stream of income. Whether you're a seasoned entrepreneur or a newcomer to the online business realm, Google Maps offers a level playing field for all.

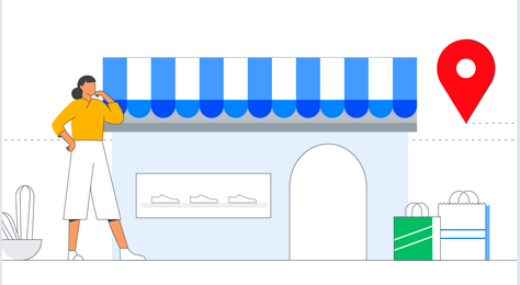


Imagine the thrill of earning money from the comfort of your own home or while exploring new places. With Google Maps, you can tap into various income streams such as local business promotion, digital marketing, affiliate partnerships, and more. The possibilities are limitless.

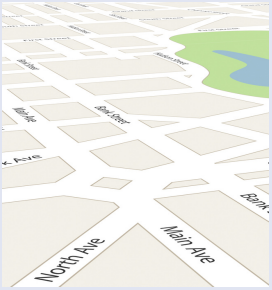
In this comprehensive guide, we will equip you with the knowledge, strategies, and insider tips needed to harness the full potential of Google Maps and embark on your journey to online financial success. Get ready to discover the untapped potential awaiting you in the world of Google Maps Money Mastery.
Don't let this opportunity slip away. Your path to online profits starts here!

CHAPTER ONE

Get Trained for Free By Google



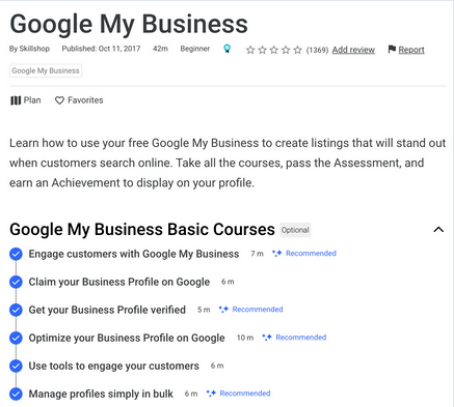
In today's digital landscape, harnessing the power of Google is essential for any aspiring entrepreneur or online business owner. And now, Google is offering everyone a golden opportunity to enhance their skills and maximize their success through their free training program: Google's Skillshop. The Course in the Skillshop curriculum that you want to take is "Google My Business."



This course empowers you to create compelling business listings that will capture the attention of customers when they search online. With a duration of 42 minutes and a beginner-friendly difficulty level, this course is designed to equip you with the essential knowledge and skills needed to leverage the full potential of Google My Business.

https://skillshop.exceedlms.com/student/path/3382-google-my-business

Course Details



Google My Business

By Skillshop Published: Oct 11, 2017 42m Beginner (1369) Add review Report

Google My Business

Plan Favorites

Learn how to use your free Google My Business to create listings that will stand out when customers search online. Take all the courses, pass the Assessment, and earn an Achievement to display on your profile.

Google My Business Basic Courses Optional

- Engage customers with Google My Business 7 m Recommended
- Claim your Business Profile on Google 6 m
- Get your Business Profile verified 5 m Recommended
- Optimize your Business Profile on Google 10 m Recommended
- Use tools to engage your customers 6 m
- Manage profiles simply in bulk 6 m Recommended

Step 1: Enroll in the Course

To get started, visit the Skillshop website and sign up for an account. Once you've created your account, navigate to the "Google My Business" course and click on the enrollment button.

Step 2: Learn the Basics

The course is divided into several modules that cover different aspects of Google My Business. Begin by completing the recommended basic courses, which include "Engage customers with Google My Business," "Claim your Business Profile on Google," "Get your Business Profile verified," "Optimize your Business Profile on Google," and "Use tools to engage your customers." These modules will provide you with a solid foundation for creating and managing your business profile effectively.

Step 3: Dive Deeper

After mastering the basics, explore the optional modules that delve into more advanced topics. These modules will help you manage profiles in bulk and utilize advanced features to enhance your online presence and engage customers more effectively.

Step 4: Pass the Assessment and Earn Your Achievement

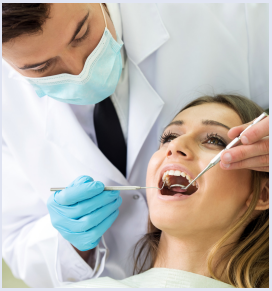
Once you've completed all the courses, it's time to put your knowledge to the test. Take the Google My Business Basics Assessment, a 6-minute evaluation that will assess your understanding of the material covered in the course. Upon passing the assessment, you'll earn an Achievement, which you can proudly display on your profile to showcase your expertise.

CONGRATULATIONS!

CHAPTER TWO

Search for Companies you can help

In this chapter, we will dive into the exciting realm of finding businesses that are in need of assistance with their Google Maps profiles. By identifying these opportunities, you can position yourself as a valuable resource and forge mutually beneficial partnerships. Let's explore over 30 types of businesses that you can target, along with effective strategies for locating them.



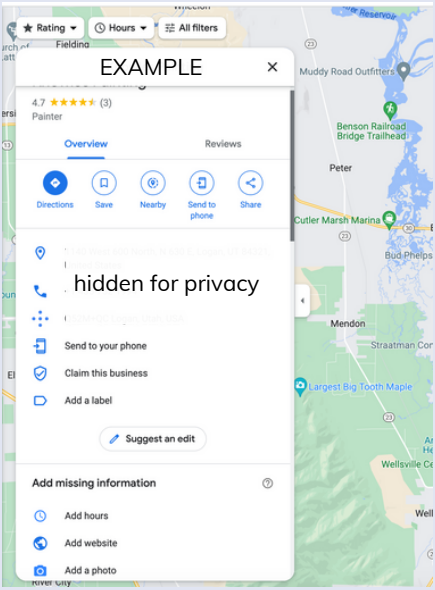
1. Restaurants and Cafes
2. Hotels and Resorts
3. Spas and Wellness Centers
4. Salons and Barbershops
5. Fitness Studios and Gyms
6. Retail Stores and Boutiques
7. Real Estate Agencies
8. Home Repair and Maintenance Services
9. Event Planning and Catering Companies
10. Professional Services (Lawyers, Accountants, Consultants)
11. Healthcare Facilities (Clinics, Dentists, Chiropractors)
12. Pet Services (Veterinarians, Pet Grooming, Dog Walking)
13. Educational Institutions (Schools, Tutoring Centers)
14. Automotive Services (Car Dealerships, Auto Repair)
15. Travel Agencies and Tour Operators
16. Financial Institutions (Banks, Credit Unions)
17. Technology Companies (IT Services, Software Development)
18. Creative Agencies (Marketing, Advertising, Design)
19. Nonprofit Organizations
20. E-commerce Businesses
21. Construction and Contracting Services
22. Home Decor and Interior Design
23. Wedding Planners and Photographers
24. Entertainment Venues (Theaters, Concert Halls)
25. Childcare Centers and Daycares
26. Sporting Goods Stores
27. Farm-to-Table and Organic Food Providers
28. Food Trucks and Mobile Vendors
29. Art Galleries and Museums
30. Co-working Spaces

Now, let's discuss how you can effectively search for businesses that require assistance with their Google Maps profiles.

First and foremost, you should remember that you can look for companies in your own area, but it works just as well if you search for companies in other geographic areas, where what you can charge might be higher. Most important thing is that you speak the local language of that area. Not every small business owner can be expected to speak English if they are not in an English speaking location.

Then, you want to search for companies that have a business account that is as incomplete as possible. Here you can look for:

- [ ] missing website
- [ ] missing phone number
- [ ] missing or low quality pictures
- [ ] few or no reviews
- [ ] low rating
- [ ] showing up low in search
- [ ] have not claimed their business account



Once you found 20-30 companies, you are ready to start reaching out.

WORD OF ADVICE:
If you want to be successful, you need to keep persisting and have a high level of consistency. This might be enough to make a few sales, or, at the beginning, you might need more leads. Just keep trying and do not give up too easily.

Once you found 20-30 companies, you are ready to start reaching out.

RECOMMENDATION:
Create a simple table like the one below in any table editor of your choice (Google Sheets, Microsoft Excel) or even on paper, to keep track of your leads:

Lead / Business Name	Contact name	Contact email / number	Date Contacted	Status	Comments

CHAPTER THREE

Reach Out To Your Prospects

This can be the most important part of the process and literally what can make or break your success. Take your time to master this step because it is that important. And if you have not done cold outreach or sales before, then it might not be an immediate success and it might require a bit more practice. But I can assure you it is doable.

Here you have 2 options of outreach:

1. via email: less intrusive but also you have less control. Open rates tend to be small for emails and often times they land in the spam folder, but still a good idea if you want to automate
2. via phone: I prefer this one because it gives more control over the conversation and you can manage any objections directly, on the spot. But it requires practice and confidence on the phone.

Regardless of the approach you choose, your main goal here is to:

1. get in touch with the decision maker - usually the business owner. if you don't, you are wasting time trying to convince the wrong person
2. hook their attention immediately - they are busy, just like you and everyone else. you want to show them something that will be of great interest very quickly
3. get to the point and talk about results - what can you do for them. Remember, this is about them, not about you.

My script during the challenge:

This was my script during the challenge. I did not have a lot of time to perfect it, but it worked. Feel free to adapt it to your situation and improve it as you go.

"Hi there! My name is [Your Name], and I'm calling from [Your Digital Marketing Agency]. I am Google trained and specialize in helping small and medium brick and mortar businesses maximize their online presence, particularly on Google.

I'm sure you know that nowadays, when people are searching for local businesses, Google is by far the go-to resource. That's why it's crucial to have an up-to-date and optimized Google Business profile. It's like having a virtual storefront that attracts potential customers, even before they step foot through your door.

With my expertise and proven strategies, I can help you make the most out of your Google Business profile. By optimizing it with accurate and compelling information, professional photos, and positive customer reviews, but also help you get backlinks and citations so your business shows up high in Google Search. This way, you'll be able to stand out from the competition and drive more qualified leads to your business.

Imagine your business appearing at the top of search results, capturing the attention of nearby customers who are actively looking for the products or services you offer. It's like having a 24/7 marketing tool that works for you.

I've actually gone ahead and run a quick free of charge assessment of your current Google My Business profile and have put together some personalized recommendations for you to boost your visibility and drive more leads. Would you be against me sending that to you completely for free? What would be a good email address I can get this sent to you right away? (wait for them - be ready to send)

Excellent, I'd love to discuss with you how we can help improve your Google Business profile and attract more local customers. Would you rather we continue our conversation right now, or would you prefer we schedule some time for us to speak tomorrow? I'm confident we can make a significant impact on your business's online success.

Yes, if you'd like to place an order, here is my Fiverr profile. I will then send you a document that summarizes the next steps we need to take, so I can have access to your account and help you optimize it.

If you somehow decide you don't want to prioritize this right now, then you can cancel your Fiverr order within 48 hrs, so there is really no risk here for you if you decide to take this step."

Remember that this is a phone script.

If you choose to reach out via email, feel free to adjust this script and also make sure to already include the assessment of their account.

CHAPTER FOUR

Deliver the Work

There are many ways you can use your newly developed skills to make money online and serve small businesses.

Below are 3 of these ideas that I'd considered.

- **Assessment of Current Google Business Profile**: As a consultant specializing in Google Business profile optimization, you can provide a comprehensive assessment of a company's current profile. This assessment can serve as a valuable tool to identify areas for improvement and showcase the potential of your online presence. You can offer this assessment for free, as a lead magnet, allowing the business owner to gain insights into the strengths and weaknesses of their profile. Alternatively, if they prefer a more detailed analysis and actionable recommendations, you can offer the option to purchase the assessment at a very low price. Either way, the point here is to give them a detailed report highlighting areas where their Google Business profile can be optimized for better visibility, engagement, and lead generation.

- **Personalized Recommendations for Self-Optimization**: Based on the assessment of their Google Business profile, you can provide personalised recommendations that empower the business owner to optimize it themselves. These recommendations are tailored to their business, target audience, and industry. They include actionable steps to improve the accuracy and completeness of your profile, enhance your business descriptions, leverage compelling visuals, and encourage customer reviews. By following these recommendations, they should be able to effectively enhance their online presence and attract more local customers. Make sure you provide clear and practical guidance, ensuring that they have the tools and knowledge to implement the changes on their own, enabling them to take control of their Google Business profile and its success.

- **Done-for-You Optimization Service**: If your customer prefers a hands-off approach or simply lacks the time and resources to optimize their Google Business profile yourself, you can offer a comprehensive done-for-you service. With this service, you can take care of all the necessary optimizations on their behalf. This includes updating and refining their business information, creating compelling descriptions, selecting and uploading high-quality visuals, managing customer reviews, and implementing advanced strategies for improved local search visibility. By utilizing your expertise and experience, they can trust that their Google Business profile will be optimized to its full potential, saving them time and ensuring that their online presence reflects the professionalism and quality of their business.

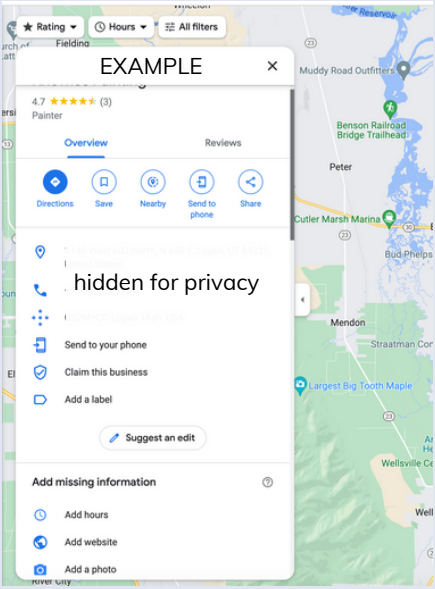
Example of FREE Google Business Profile Assessment (DO NOT COPY)

Dear owner of <business name>,

Below is a high level FREE assessment of your current Google Business Profile and an overview of the opportunities you have to capture significantly more leads for your business from Google Search and Google Maps.

Currently, when searching for <business type> in <location>, your business shows up number … This means that your competitors are capturing majority of the leads (people in the neighbourhood looking for services like yours) simply because your business does not show up high enough and does not provide the right information to attract possible buyers.

So I went ahead and put together some recommendations for you, absolutely for free, and with no obligation from your side.



✅ Profile Information Completion

Having a complete and well-optimized Google Business profile is crucial for small business owners looking to maximize their online presence and attract local customers. With accurate and comprehensive information, potential customers can easily find and learn about your business when they search on Google.
It acts as a virtual storefront, providing essential details such as your address, contact information, business hours, and website, making it convenient for customers to reach out or visit your establishment.
Moreover, a complete profile enhances credibility and trust, showcasing positive customer reviews, professional photos, and even special offers. By ensuring your Google Business profile is complete, you create a strong online presence, increase your chances of appearing in relevant searches, and ultimately drive more foot traffic and sales to your business.

✅ Google Account References

Having your Google Business profile referred through citations and backlinks can significantly benefit your small business. Citations and backlinks from reputable sources serve as endorsements and signals of trust to search engines, enhancing the credibility and authority of your business.

When other websites mention and link back to your Google Business profile, it helps improve your search engine rankings, making it easier for potential customers to discover your business. These referrals also increase the visibility of your profile across different online platforms, expanding your reach to a wider audience. By actively seeking citations and backlinks, you establish a strong online presence, build valuable connections within your industry, and ultimately drive more targeted traffic and leads to your business.
I'd love the opportunity to discuss with you how I can help you take advantage of these opportunities to get more leads into your business and get your business ranking high in search and getting the respect and authority it deserves.

Best regards,

CHAPTER FIVE

Get Paid

If you're eager to get paid for your Google profile optimization services, it's essential to establish a strong online presence through a professional profile.

A well-crafted profile serves as a digital resume that showcases your skills, expertise, and credibility to potential clients.

By having a profile on platforms like Fiverr and Upwork, you gain access to a vast pool of businesses actively seeking digital marketing assistance, including Google profile optimization. These platforms provide a reliable and trusted marketplace where freelancers like you can connect with clients, negotiate rates, and secure paid projects. Creating a profile on Fiverr and Upwork not only increases your visibility to potential clients but also adds a layer of professionalism and trust, increasing your chances of landing lucrative opportunities.

When it comes to selecting the right platforms for your Google profile optimization services, I highly recommend Fiverr and Upwork. These platforms have built a solid reputation in the freelance marketplace and attract businesses from various industries worldwide.

Fiverr offers a user-friendly interface, allowing you to showcase your skills, set your own rates, and receive payments securely.

Upwork, on the other hand, provides a robust platform for freelancers to connect with clients, submit proposals, and manage projects seamlessly.

By having a presence on Fiverr and Upwork, you tap into a thriving ecosystem of potential clients actively seeking Google profile optimization services. It's a fantastic opportunity to expand your client base, establish your expertise, and ultimately get paid for your valuable skills.

And if you want me to hold your hand though this process, I'd be happy to. As an experienced freelancer coach with a track record of helping hundreds of people like you create unbeatable profiles over the past 5 years, I've honed my expertise in crafting profiles that attract clients and generate consistent income.

I'm thrilled to introduce you to my Create an Irresistible Freelance Profile course.

What you get

This is an invaluable resource consisting of 8 comprehensive videos that will guide you step by step in creating an unbeatable freelancer profile.

This course is designed to equip you with the knowledge and strategies you need to stand out from the crowd, impress clients, and secure high-paying projects.

If you need more help, there is an option to book a personalized review of your profile with me or someone on my team. We will give you tailored feedback on how to make your profile stand out from the crowd and get you gigs on autopilot.

Investment:

The Course is currently priced at $97, but I am so excited for you to take it and maximize your revenue from Google Maps consulting or any other type of service you'd like to offer as a freelancer, that I am giving it away for a **52% discount** and now only charging $47. The discount is only valid for a short amount of time, so do go ahead and register now.

Why Should You Invest in this Course?

The answer is simple: a well-crafted profile is the key to unlocking a steady stream of income as a freelancer. It's not just about showcasing your skills; it's about effectively communicating your value and positioning yourself as the go-to expert in your field. With my course, you'll learn the WHY behind each element of a winning profile, gaining a deep understanding of how to captivate clients and compel them to choose you over the competition.

How

Through the 8 videos in this course, I'll take you on a step-by-step journey, sharing proven strategies and insider tips that will transform your profile into a powerful client magnet. You'll learn how to craft attention-grabbing headlines, write compelling descriptions, showcase your portfolio effectively, and leverage client testimonials to build trust and credibility. By the end of the course, you'll have a profile that positions you as an undeniable expert and attracts high-paying clients consistently.

Remember, your profile is your digital business card, your opportunity to make a lasting impression and secure the projects you desire. Don't miss out on this chance to elevate your freelancing career and increase your earning potential.

Take action now and enroll in my **$47 Create an Irresistible Freelance Profile**. It's time to unlock the secrets to creating an unbeatable freelancer profile that will skyrocket your success. Get ready to attract your dream clients and enjoy the income and lifestyle you've always desired.

SECURE MY SEAT FOR $47 NOW

Excited for your success,
Laura