

Business 1 – For Men Only (Barber Shop)

I researched this barber shop before going to see what I should offer them. Their website was not good. I decided that they could use a complete website redo. They also sold products so I was going to propose a lead funnel as well. When I arrived, I spotted the owner, she was giving a haircut and was already 30 minutes OT even though she didn't close for another 2 hours. I was nervous because I hadn't approached anybody in this way before. I asked her if she was the owner and she said yes. Then I asked if I could talk to her after her haircut about her website, she told me about being on OT and was leaving. I started to fumble because I didn't expect her to be leaving OR working (an unpredicted unknown). She asked if I knew anything about SEO and I said that that is what I came to talk about actually. She said that I should email her and she'd get back to me. I took her email (which I already had from researching) and left.

My email read

Hi Tracy,

This is James, I came into your shop earlier today around 5:30

There are 4 key items to consider if you want to boost SEO.

Using customer keywords and including their reviews are 2 good ways to start.

If you're interested in having me help you improve your SEO ranking we can set up a call to talk more whenever you have time.

All the best,

James

She has not responded to me as I'm writing this. I think it's because she either thought I wasn't capable from our in person interaction or that she already knew about customer key language and testimonials. In hindsight, I should've offered to do it FOR her instead of helping and also provided higher value info instead of something you can google and find out. She was also working and wanting to leave so I approached at a bad time. She wanted to leave and I was interrupting the end of her shift which could be bothersome.

Business 2 – This one's a little complicated (Pistachio Business)

I went axe throwing about 2 months ago. This place has pretty good websites and marketing. But that's not what I was going there for. When I went, there was an employee named Mason who sells smoked pistachios. I was hoping to find him there and speak to him about making him a website as he was a highschooler only selling on facebook with a low following. He wasn't there. I spoke to another boy working and asked if he knew Mason, he said yes and I told him that I wanted to build Mason a website for his pistachio business. I asked for an email or phone number so I could speak to him directly but they said he has multiple he uses. They offered to take mine and tell Mason about my offer so I gave them my number and left. I am going to do more digging to find his contact info and reach out to him directly.

Knowing when a person will be present is important so I can actually talk to them. I also was more comfortable talking to people about what I was doing and offering after the first

business. I need to cement what I am offering better so I can talk about it to them on the fly and also be prepared to bring up other points that I could improve.

Business 3 - Cups and Cakes (coffee shop/bakery)

I found this business after looking over Dylan Madden's local business list and seeing bakeries. I had not heard nor seen this business before so I was intrigued. Their website sucked, I was going to offer to change it. I got off an exit and started driving down a no outlet street that was home to several old industrial buildings that weren't being used from what I could tell. I reached the end of this half mile road and GPS told me that I reached the destination, but I was next to a giant brick building that looked abandoned, but there were cars in this lot, contrast to the others. I drove around for a little longer until I spotted the business logo on a door. I walked in and it was a big open restaurant that showed no sign of the business I was looking for. While I was looking around confused, a waitress asked if I needed anything and I mentioned who I thought to be the owner. She said that this person didn't own it anymore but pointed me to a woman behind a pastry stand and said that she could answer my questions. I asked this woman about their website and how I could improve it. She said that they're letting it die because they're doing a merger with the coffee shop and the restaurant, so they don't want it anymore (another unpredicted unknown). We talked for a couple minutes and she said that she made a deal with a family friend who is an advertiser, that they would feed this person for free to let him do their advertising. I was beat, but kept talking to make a good impression. I bid her a good day and left.

I was very comfortable this time talking to these people about my plans but wasn't really taken seriously because of their premade deals. This made me slightly disappointed but I understood their situation and can't do anything about it. I learned that everyone I speak to are just people and that it's really not that scary, it's only a conversation.

Business 4 - My Rental Company

Their website sucks so I thought this is a good place to offer my services. One thing I noticed is that her hours are not posted ANYWHERE. This has proven to be inconvenient before but I thought why not go and see if she's open. The doors were locked. I am going to go back another time and try again.