

My strategy

My plan was to approach the 3 biggest businesses in my local town in sweden (it's tiny)

Within the pizzeria market, as we only have 4 big pizzerias here

I prospected all of them and this was what problem all my prospects had, that i was going to use as my proposal after my warm outreach

1. Viking pizzeria

They had a really bad and ugly website only showcasing their menu and their phone number

Like an early 2000's website

And they were not good at gaining attention on their socials

So my plan was to approach them with telling them in my offer that not having a good looking website in a competitive market that they are in right now

Will drain their credibility online

As many other businesses within their market has expanded online as well etc

Then planned to upsell them with social media management services

2. Team pizzeria

Their location is literally perfection

They are in the middle of the city, which is perfect if they can market themselves correctly

I identified that they only market themselves through facebook with barely any posts

And they don't have any credibility online

They are literally ghosts

So my offer would be to create a website for them, with correct marketing strategies

Simple

3. Pizzeria Casa bianca

This business is across town, but located in a place where there is a lot of traffic

I identified that they also do not have a website to leverage their credibility in a professional way

They do have a lot of reviews

And a website would be important to them

My game plan for every business was basically to either create a better website for them

Or a new website from scratch with modeling form their top competitors

I created a brainstorming planning session before i put on my jacket, and went straight to the car with my father to approach these businesses

My experience

I took my dad along for one big reason:

He's been in the pizza business for over 40 years, even though he's retired now. I shared all my plans with him, and he gave me a crucial tip.

Since he knows the pizza market inside out, he suggested coming with me to make my pitches seem more legit.

He'd start conversations about pizza stuff to warm them up, then I'd jump in with my offer.

So we headed out to the first pizzeria...

So off we went to the first pizza joint.

At first, I was super nervous, even with my dad there.

It wasn't talking to people that scared me; I just didn't want to embarrass myself in front of folks in my own town.

But that didn't stop me.

We marched into the pizzeria confidently and said hi to the owner. We found out they're from Kurdistan, just like us, which I figured would make them trust me more.

After chatting for a bit, I took the lead and told them about my services.

Then i told them that because i live in this town, i would rather see a fellow kurd benefit from my services instead

He was indeed very interested

He said, alright what can you do for me

I told him that his website lacks credibility and the structure compared to the top competitors is very bad

They were interested, especially when I pointed out the flaws in their website.

They admitted they wanted a new one but didn't have the time.

My offer was like a weight off their shoulders, and we sorted out the details happily.

Walking out, I felt proud to have snagged my first local client and all my nervousness vanished.

Prospect 2 - Team pizzeria

With that boost, I went on to my next target,

Team Pizzeria.

We chatted, and I mentioned I do work for their rival, Viking Pizzeria, which got their attention. After assuring them I wasn't there to grab cash right away,

I let them know that i was going to do a website for them, to start competing with the best local businesses in the town

So that he can get more customers etc

He were on board with my offer

We exchanged contact info

And he became my second client of the day.

This was one of the best feelings i have ever had

Each successful meeting brought me closer to my goals, filling me with excitement and determination as I moved on to my next potential client.

Prospect 3 - Casa bianca

Feeling even more confident, I headed to Casa Bianca, my third prospect.

I skipped the small talk and went straight to the point, mentioning my ties to the local community and offering to help with their website.

Even though they already had a friend working on it.

Instead of accepting the defeat, i reframed my offer into saying

I actually work with viking pizzeria (top competitor in my town)

And if you search up pizzeria in your local town, they will appear on the top

Then he asked why that is.

I told him that some good businesses uses SEO optimized content, making them appear higher up in the search results

Then i said

Whenever your friend has finished your website, If your website does not appear at the top

Take my number, let me know

And i will go through your website and see if you have any weaknesses

And maybe create a plan for you to use better marketing strategies so that you can shine in the search results

He thought that was a good idea

So literally rushes into the back

Brought a pen and paper

And told me to write my number down so that he can call me up when it is finished

BAM, a potential client secured

Another successful prospect

My thoughts

By one simple decision and some actions

I literally went from ZERO clients

To 2 clients and one potential client

This experience made me realize how much easier it is to do an in person outreach

Rather than mailing 100's of businesses every week, maybe getting one interested reply

This really made me realize that the fear i had i the beginning

Was total bullshit

And now with this experience

It feels like i can go into any store and propose them my marketing services with no hesitation

This was really a eye opening experience

And i am grateful for doing the plan and work needed

That led into this outcome

Thank you Andrew for driving me into this wonderful opportunity.

