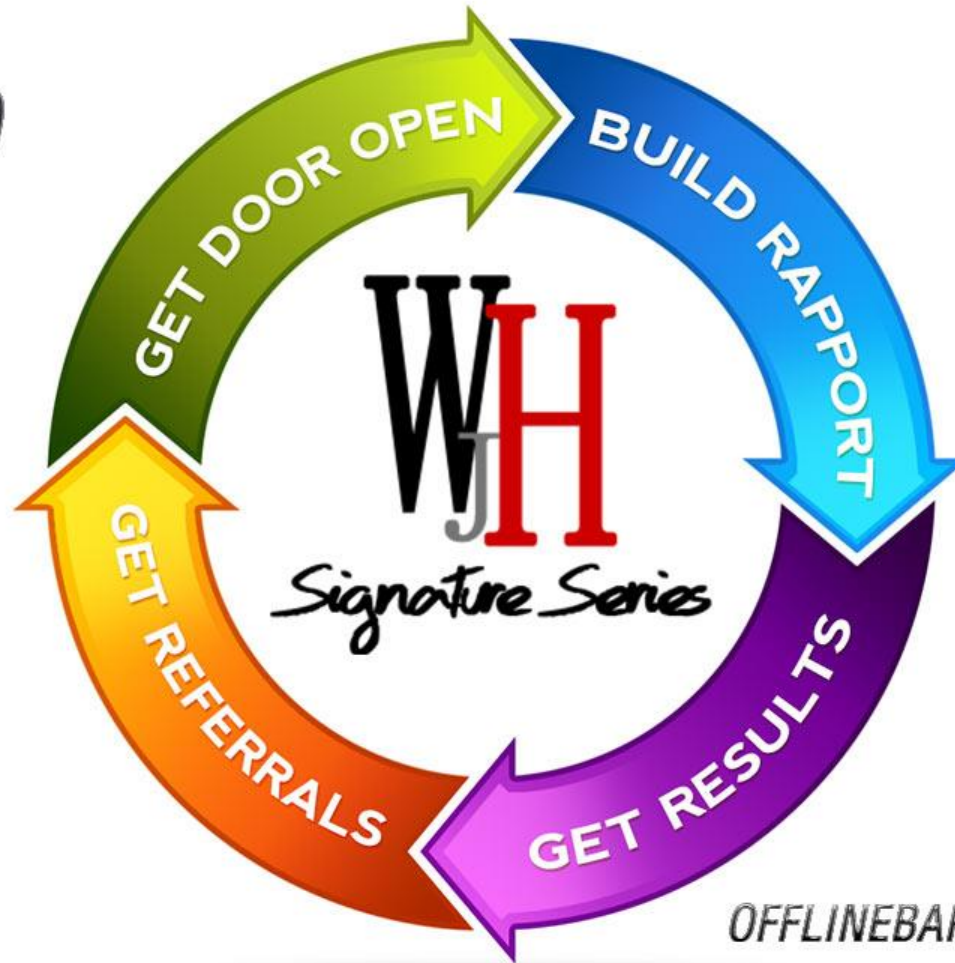


“Action Trumps Knowledge”

OBB 2.0



OFFLINEBARRIERBREAKERS.COM

<http://OfflineBarrierBreakers.com>

Grab a pen and paper

Perceptions In Marketing

What 'They' Think is Important
...Listen to Them First...

BUT What You Know
is **More Important**
To Their Success!

How Do We Communicate This
so that they know we understand?

Get The Door Open First

Testimonials Work

Google Rule Changes (perfect segue)

Identify Pain Points In Niche
Make a Video...

Eye Candy...

...The better you look
the more you can charge...

Use Props To Help Support
Their Position...
And Show Them What You
Know to be Important too

The Dentist

I Listened First

Then I showed him
his footprint...



To keep your listing live on Google, please review your information, make any necessary changes and click Submit at the bottom of the page.

Google Changes The Rules Again Don't Let This Happen To You

Hello,

Due to changes in Google Maps, we'd like to inform you that unless you review and confirm the information in your Google Places account, we will no longer be able to keep and show it to Google users after February 21, 2014.

If you wish to keep your listing active, follow these three easy steps:

1. Log in to your Google Places account
2. Review and update your information
3. Click the "Submit" button

Sincerely,
The Google Places Team

This is a copy of the Official Email sent by Google

Google Business Forum: Get VERIFICATION of this from Google

<https://productforums.google.com/forum/#!topic/business/l-PEgrlGCgE/discussion>



or scan for forum link



Jade W.

Mar 5

If you recently received an email from Google that begins:

"We'd like to inform you that Google Places no longer accommodates more than one authorized owner per business location. Your account contains one or more listings that have been identified as duplicates of other listings and as a result, some of the information you provide will not be shown to Google users anymore..."

We have upgraded your account to the new Places dashboard, but we ran into one of the following complications:

In one scenario, your account and another account that you don't control became verified for the same business using the old Places dashboard:

Additional unknown verified account(s) from the old Places dashboard

Google Places no longer supports multiple verified business owner accounts for the same business location, so we are letting you know that your account has a listing that's a duplicate of a listing in another account. By logging into your Google Places for Business dashboard, you can view the duplicate listing, which will show a banner reading, "You cannot update this listing because it has been marked as a duplicate of another." If you no longer want to manage this listing, you can [remove this listing from your dashboard](#). Alternatively, you can request administrative access from the current owner of the listing using the link to [Learn more](#) in your dashboard.

It's possible that someone else in your organization, or a third party whom you once worked with, verified the business in another account. If you don't believe anyone else could possibly be active in managing this business information, other than yourself, you can always [contact support directly](#) to help restore your account's access to the listing.

Or, you may have verified the page multiple times using accounts you control:

Multiple known verified accounts from old Places dashboard

You may [remove the duplicate listing from the dashboard](#) in the account we emailed, which won't affect the information on Maps. Then, please simply use the other account to manage the listing.

Verified same business in both Google Places and in Google+, same account

You had a listing that you created on Google Places as well as a local page that you created in Google+, using the same account. You PIN verified the local page in Google+. The system now has identified that the listing you have in Google Places and the page you have in Google+ as duplicates. We have marked the listing from Places as duplicate. If you log in to Google Places, and you should see your local page (from Google+) as well as the duplicate listing, which will show a banner reading, "You cannot manage this listing because it has been marked as a duplicate of another." You can [remove this listing from your dashboard](#), and continue to manage the business using the account with the listing which is connected to Maps.

Verified same business in both Google Places and in Google+, different accounts

You or someone in your organization used different accounts to verify the Google Places listing and the local page in Google+. If this is the case, please use the latter account to manage this page. You should be able to do so via Google+ or Google Places. You can [remove the duplicate listing from the account](#) we emailed in Google Places, which won't affect the information on Maps.

In any of the above 3 scenarios, you can keep the duplicate listing instead of the active one if you really want. First, [remove the active listing from that account](#). Then, you should [contact our support team](#), who can help make the duplicate listing active again.

If you have questions or concerns, please [contact our support team](#).

What To Say... 30 second
opener to a

**2 min presentation = 3 new
clients**

I could talk about me but
this is about you – you need
to know this...



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I held up the card and told them they need to take care of this immediately...

3 people handed me their
cards and said – I need your
help.

Today, 8 am Phone Rings

Wes, I checked you out.
Looked at your site and I
want to know if you have
time for coffee...

**The Take Away – when
someone looks you up,
what do they see?**

Today, 1 pm – Phone Rings

Wes, Can you handle taking
care of my three locations?
I'm tired of the hassle...

Shortcuts to success

Eyecandy is important

**Get a good looking site up
about you - asap**

When they tell you to schedule something for the second Friday of the third week of the next millennium – you tell them – This Friday at three. “We have to start this process asap.”

**Let them know that you
like them and that we are
going to do this.**

Interviews Work – ask for
them!

I'm Stubborn,

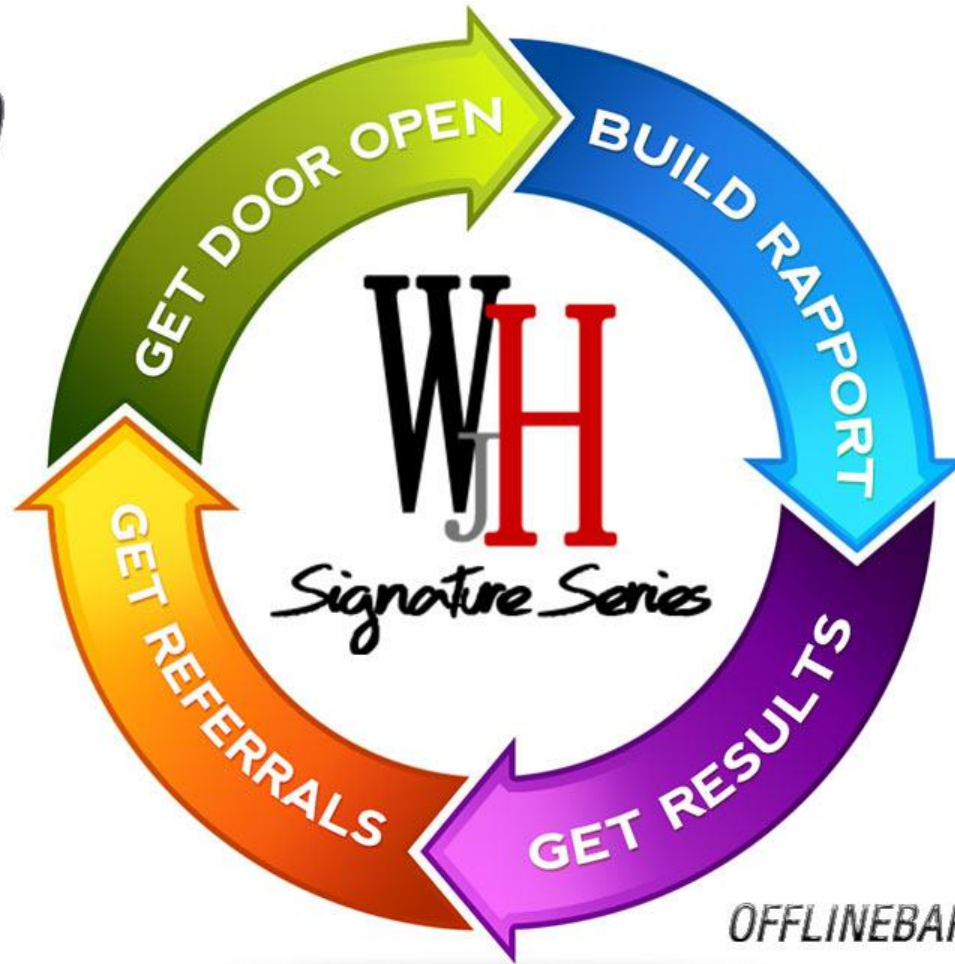
I understand the resistance

GET A MENTOR!

EliteCoaching-WesHarrison.com

“Action Trumps Knowledge”

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