

GETTING STARTED

Once we mutually complete and sign our Independent Marketing Rep (IMR) Agreement, document 5504, you are ready to get started earning your monthly unlimited recurring commissions.

To start, you first need to decide what kind of businesses you are going to market our DALACA Magic 9 product to.

We are confident that our DALACA Power Marketing Magic 9 marketing systems and sales tools can be marketed successfully to most every kind of different service contractor or brick and mortar/store front business, in the USA.

This is especially true, of course, if you already have some customers in these different business industries who are already buying other marketing products, from you. In this scenario, then our DALACA Magic 9 Product should be a very easy upsell.

To give you some ideas of the many, many different kinds of businesses we believe could be hugely profitable customer prospects at the end of this document we have included a sample listing of some of the many different types of businesses.

But however, aside from marketing our DALACA Magic 9 product to your present business customers, to start your marketing, since my son is in the plumbing business and our test proven profitable marketing systems, including most of our presentation's content relates to the plumbing industry, we strongly recommend you focus nearly all of your early marketing efforts only to plumbing contractors.

Moving on, once you decide on the kind of businesses you want to market to, next you need get the name, phone number and email address of the businesses you intend to contact.

The best way to conduct your search for this information is online.

To start your search you want to use the name of the industry and the name of a city for your searches keywords.

For example, if you want to market to plumbing contractors in Tampa, then you would use the keywords “Plumbers Tampa” or Plumbing Contractors Tampa”, to conduct your search.

By the way, your best qualified business customer prospects are almost always the companies that pay to advertise their business.

To find the companies that advertise their business and your best qualified business customer prospects, we suggest you use the search engines, Google, Yahoo and Bing, in addition to www.YellowPages.com

For Google, Yahoo and Bing, for each city you search, you want to only click onto the company ads that appear on the first 2 pages.

For www.YellowPages.com, you should only click onto the business listings that have a small display ad, on the right side of their listings. With the Yellow Pages, these are the companies that are paid advertisers.

Once you click onto any of the ads, you then want to find the businesses phone number and email address and make note of it.

Almost all businesses that don't show a phone number or email address, in their ads, will then usually always have a “Contact us” page, on their website which should include all the contact information you are seeking.

Additionally, most “Contact us” pages usually also provide a space you can use, where you can copy, paste and send our teaser email letter 5503.

Important note: When using the business's website and their “Contact us” page to email our letter 5503, make sure to include your correct email address.

To the best of our knowledge, you should be able to find the phone number, email address or “Contact us” page, for almost every business, in the USA, utilizing the above mentioned methods. If however you can't, following is some additional detailed information and options...

- (1) Go to www.yellowpages.com – I believe Yellow Pages gives you all the tools you should need to contact all their advertisers by

phone or email. First, click onto the business's link that reads "More Info". Next, you should see a link titled "Email Business". When you click onto that link, you are usually then provided with an email contact form that allows you to copy and paste our teaser email letter 5503 into their form and then send your email to the business.

- (2) Joe Geddes, our fantastic webmaster partner, says he has had lots of success in obtaining phone numbers and email addresses, by doing a www.linkedin.com search, searching under the company's name.

Once you have accumulated all the contact information you need, it's a good idea to start your marketing, first with a phone call to your business prospect.

During your initial phone conversation, with your customer prospect, do your best to get the name of the person who makes all their marketing decisions or who manages their marketing. (For a sample phone script you can use for this call, return to our "Home Page" and link number 5502).

The purpose of this initial phone call is to identify the best person to send our Teaser Email message to.

The Teaser Email message which we provide you with, to send your customer prospects, gives your prospects additional information on our huge profit making DALACA Magic 9 product, while also using a teaser message to attract your prospects, to either one of our 2 different sales websites. Each of these sales websites are both specifically designed to do all the selling for you.

For a sample of the teaser email message, you are required to use, in order to be in compliance with the FTC CAN-SPAM Act, return to our "Home Page" link number 5503.

If you are marketing to plumbing contractors, the teaser email you use should direct your business customer prospects to our www.DaveCassOne.com website.

If you are marketing to all other kinds of businesses, except for plumbing contractors, then your teaser email should direct all your customer prospects to our www.DaveCass2.com website.

It's reported by many marketing experts in the direct sales industry that about 80% of all sales are made from and after the 5th contact.

For this reason, we suggest you send each customer prospect you contact, 4 once weekly follow-up email messages.

Keep in mind however, you need to make sure that all your email marketing is in compliance with the FTC-CAN-SPAM Act.

Sales success is not a mystery it's a numbers game - The more contacts you make, the more sales and money you will make.

Thank you for joining with us as an Independent Marketing Rep (IMR).

We look forward to our mutual and rewarding success.

**Dave Cass
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Shown below is a sampling of some of the many, many different kinds of businesses, that we are confident could make great customer prospects

**Accounting Services
Air Conditioning & Heating
Auto Rental Services
Auto Repairs
Auto Sales
Auto Services
Book Keeping Services
Burglar & Fire Alarm Services
Computer Tech Services
Courier Services
Delivery Services
Dry Cleaning & Laundry Services
Electricians
Eye Care Centers**

**Hair Salons
Handyman Services
Health Clubs
House & Office Cleaning Services
Lawn Care & Landscaping
Locksmith Services
Messenger Services
Painting Services - Home & Office
Pest Control
Plaster & Drywall
Plumbing
Pool & Spa Services
Pressure Washing
Roofing Services**

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