

WebFire Wednesday Webinars:

Your Business Action Plans and Goals for the New Year



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for WebFire Members



These trainings will either feature myself (Brian Koz), Shawn Casey, both of us at once, or occasionally a featured special guest if we think their expertise would be of value to our members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Use these calls as an opportunity to get even more training, ask strategy type questions, get feedback, or make suggestions on what else you'd like to see!



Special Note: Make sure to check out our prior WebFire Wednesday Webinars and our WebFire trainings, as there's tons of info already there that a lot of you are asking for more training on. 😊



WebFire Member Rules to Success:

1. Follow the steps and trainings we have.
2. Don't give up (seek help when needed but don't get too dependent)
3. No whining or negative attitudes (quickest way to fail)



Now let's move onto our training with your
business action plans for the New Year



Action Plans for the Following Business Types

- Affiliate Marketing
- Big Ticket Products
- E-Commerce Site
- Local Business
- Selling Web Services to Others
- Info Products



Affiliate Marketing Action Plan

- If you don't already have a product in mind, use the Keyword Tool and Real Time Lead Finder to "judge" how lucrative a particular product / niche might be.
- After deciding on a product, create a site or blog for a review of it, while targeting the easier, lucrative keywords based on the Keyword Tool and following our SEO tips.
- Turn that review into a video with the Video Firestorm Tool and submit that to give you additional traffic and potential rankings.
- Use all of the lead tools to find people talking about that product or competitors so you can not only chime in to attract potential buyers, but you can build backlinks and such at the same time to increase your review rankings.
- For new reviews on different products, pick one new one a week and repeat the process (shouldn't take more than a couple to a few hours for the entire thing ... much fast once you get more experienced).



Big Ticket Products Action Plan

- If you're selling big ticket products, it's worth your time to reach out to individual prospects more so than wait for them to come to you.
- You can still create a website, use the keyword and SEO tools, etc. to help you just like with the prior example, though.
- Use the lead tools to find prospects that are talking about things either directly or indirectly related to your big ticket product and engage them in a conversation on the spot to attract the prospects to you.
- Create videos and blog posts giving useful content that naturally would lead into your big ticket item.
- Use the Social Poster Fire tool to put your social media on autopilot to engage with prospects over social media, but be sure to individually follow up with those who comment and the like (make sure that your posts are highly relevant to your item, especially examples of useful tips where you show off social proof – examples).
- Use the Guest Blog Post Finder to find opportunities for you to get your name and brand exposed.
- Engaging with prospects and doing social media for an hour or two a week can have a big effect.



E-Commerce Site Action Plan

- If you're selling physical items or anything on a traditional e-commerce or Shopify type site, it's super important that you use the Keyword Tool and the Website Analysis Tool to analyze your site for keywords to optimize for.
- One HUGE thing is to use relevant keywords in your image alt tags for your products on the site, as Google and the like can rank images themselves very high to attract more customers to you.
- Another huge thing is to create a schema with the Schema Maker inside of WebFire to help with your rankings as well.
- Make sure that each individual webpage for each product is highly optimized for just that product to give each product a chance of ranking.
- Get additional backlinks through creating videos, doing some blog posts, etc., which can also drive more traffic to you as well.
- This typically requires more upfront work and less ongoing work, but you'll need to repeat the process for new products that you add.



Local Business Action Plan

- Make sure to use the Keyword Tool and the Website Analysis Tool to make sure that your site is optimized for the best keywords possible.
- Use the Schema Maker as well with your local business details.
- Make sure that each individual webpage has a product or feature that has keywords optimized for what you want to rank locally for.
- Target multiple local keywords on multiple different webpages to give you the best chance of ranking for some keywords.
- Optionally create videos using the Video Firestorm Tool for extra rankings.
- Use the Competition Backlink Tool to discover where your competitors are getting their traffic from, and try to get links, ads, or guest blog posts on those sites.
- This usually requires more work upfront but far less work later.



Selling Web Services to Others Action Plan

- Do everything in the prior example for your own clients.
- But on top of that, create videos explaining why some local sites rank and others don't.
- Send the relevant video out to the relevant prospects your targeting (like a video on why some dentists do or don't rank to your dentist prospects).
- Use the website analysis tool to send your prospects a free website analysis, and then mention that you can fix all of those issues for them to improve their rankings easily.
- If you target one group each week, you can whip this process out in under a couple hours once you're good at it.



Info Products Action Plan

- Use the Keyword Tool and Real Time Lead Finder to see what the interest in the market is before creating a new info product.
- Once you decide on one (or if you already have one), it's typically much harder to rank for a "traditional" squeeze page or info product sales page, so although you can use the traditional SEO tips to help here, you'll also want to look elsewhere for getting lots of traffic.
- Create lots of short videos and content / blog posts that give tidbits relevant to your info product to lure prospects into your funnels and gain additional rankings.
- Use the Competition Backlink Tool to see where your competitors are getting their traffic from, and then reach out to those sources to try to strike either joint ventures, ad deals, guest blog posts, etc., as just one of these can be a huge source of traffic / money.
- Use the lead tools to find leads that might be interested in your products, and ideally usually send them to a free offer or a blog post with free, useful content to start your funnel (in some rare cases you can send straight to a sales page). (Speeding ticket example)
- Make sure that your products are either in lucrative funnels or are priced well enough to make it worth your while.



In all of the cases, it's important to take action, even if it's imperfect action!



Don't find something to get stuck on or an excuse to quit – keep going and do what you can!



Set some time aside each week where all you do is work on your business even if only for an hour or two.



Any other questions???

(and cash
giveaway right after)



New WebFire Facebook Group at
www.getwebfire.com/fbgroup



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