

WebFire Presents: Wednesday Marketing Webinars

How to Find and Reply to Leads (in a variety of ways in different instances)



Welcome to WebFire's Wednesday Webinars!

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



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WebFire Facebook Group at
www.getwebfire.com/fbgroup



Now let's move onto our training for this week where we'll be talking about how to find and reply to leads (in a variety of cases and ways)...



Overview for Today

- How to Find to Leads
- How to Reply
- Q&A



How to Find Leads



Places and Tools to Find Leads

- Forums and Blogs
 - Ranked Lead Finder
 - Real Time Lead Finder
- Social Media
 - Tweet Lead Finder
 - Just joining relevant groups and waiting for people to ask questions
 - (You can also pro-actively post case studies or useful findings to attract new leads that aren't posting themselves too – same with forums).
- Classified Sites (Craigslist, GumTree, etc.)
- Q&A Sites
 - Q&A Lead Tool
- You can also proactively attract new leads by posting useful content on blogs (including guest blog posts using the Guest Blog Post Finder), social media (Social Poster Fire tool), and just reaching out to leads!



You also don't have to wait for leads to make themselves known.

You can proactively seek out people and places that you know could most benefit from what you have or know.



For instance, if you have an SEO service, you can reach out to sites that appear to have money but have easy issues you can fix, and then create a personalized video response that you e-mail them on
(examples)



Or if you have a product or service that would be an awesome upsell to some other product, reach out to that owner (you can even use tools like the Competition Backlink tool to get contact info of relevant places).



Live Demo / Examples



How to Reply to Leads on Any of Our Lead Tools



One of the big mistakes we see are people replying to leads in a spammy way that won't get them the results that they want.



The key in creating business deals, good relationships, obtaining happy customers, etc. is to provide value first and foremost...



So again, HELP THEM first!



Most people I see answering questions don't really provide any value ... and instead save maybe 20 seconds by just spamming a link and not much else (and then wonder why people don't like them).



Or they wonder why others turn them down
from affiliate / jv / business deals so often ...
or why they don't buy their stuff...



If you're trying to make a sale, don't just be about "the sale" – try to answer their question first, provide value, and then gently guide them in the right direction.



Here's what most people do...



Bad Example Not to Follow Followed by Good Example:

Someone posts up how their site won't rank at all...



Bad Response: You'll definitely want to get this course – SomeRandomSEOService.com, as you can easily rank super fast.



A Good Response: It looks like you're not really targeting the keyword you're trying to rank for on your site or in your title tags, which is why you're probably not ranking all that well. I use a couple tools to help me do all that stuff, which you can read about here – MyRandomBlogSite.com.

Or if you're selling a service, you can change the last line to say:

I do SEO work for a living, and I'd be happy to give you some additional tips and see if we can quickly help you. Just e-mail me at [e-mail] or check us out here [website].



Another example: Someone posts about how they just lost their job...



Bad Response: You can earn \$10k or more a month through this program –
SomeRandomMLM.com – check it out!



Good Response: That sucks! But I bet there's a ton of places that you could send your resume to. And in the meantime, you can always start up a little side business yourself. I did that when that same thing happened to me, and it ended up making me a lot more down the road (never imagined that). I actually wrote a bit about it all on my blog here if you're interested – MyRandomBlogSite.com



Another example: Someone posts about how they just got a speeding ticket...



Bad Response: Check out my guide at www.MySpeedingTicketGuide.com to get out of any speeding ticket!



Good Response: That sucks! I've actually gotten out of a few speeding tickets myself after researching it a ton. You might find this post useful that I wrote up on how to do it: www.MyBlogPostLink.com [***then in the post, after giving several tips, mention the link to the paid course***]



So although the big thing here is offering value first and foremost, you also want to make sure that certain leads are worth your time to reply to...



One of the big things is that you'll want to make sure that YOUR product or offer has a good enough profit in it where a potential sale is worth your time!



Going through all that work for a POSSIBLE \$7 sale isn't worth it ... UNLESS the type of lead is one that MANY others might potentially see (like a Q&A site that has a good chance of ranking, a big forum, etc.).



And if a lead looks like it might be lucrative (as in they're indicating that they're looking to buy something that isn't cheap), you can offer something of value to grab their attention and stand out (fix their title tags if an SEO service, offer a free sample of something, free consultation, etc.).



And keep in mind that there are more types of leads and opportunities than just leads that can lead to direct sales...

You can target ones that might lead to them making a deal to resell yours (examples)



Replying to Leads of Potential Resellers / White Label Deals

- For example, if there's a lead asking if there are any good wholesalers of X or any good services that can do Y for their customers, don't just write back, "I can!"
- Instead, respond back with WHY your offer is good, the type of money in it for them, how you'll handle the work and support, etc.
- Then follow it up with an example or sample as well as any case studies or testimonials.
- Don't get greedy and be unrealistic! We've seen way too many people lose out on deals because they want all the money without doing any of the work without bringing much to the table...



Regardless of what you do, the key is to provide value first and foremost ... and to really give a no brainer way for them to want to take action right now!



The more value you offer and the less work someone else has to do to become a client of yours, the better.



The key is to stand out from the crowd and get your foot in the door in all these cases.



Any other questions???

(cash giveaway
right after)



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