

WebFire Wednesday Webinars:

Five Tricks to Grow Your Business



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)



Quick Question:

- How many of you use WordPress?
- Type 1 for YES
- Type 2 for NO
- Type 3 for “I don’t know what WordPress is!”



Now let's move onto our training for this week on how to grow your business...



Five Ways to Grow Your Business

- Growing Narrowly vs. Broadly
- Become the Best You Can with at Least One Thing
- Look for Shortcuts
- Price Based on Results while Seeking Those Who Can Benefit the Most
- Look for the Irresistible Freebie Offer



Grow Narrowly vs. Broadly

- Most people want to have their fingers in EVERYTHING when it comes to business (growing broadly)
 - Selling SEO, mopeds, cosmetics, web design, etc.
- Despite a couple pros to that, there's a lot more cons:
 - Super hard to focus
 - Completely different markets
 - Different prospects (so have to re-market yourself)
 - Etc.
- It's not recommended for most people...



Grow Narrowly vs. Broadly

- Growing Narrowly is MUCH easier
- This means adding similar products or services that you can sell in the same niche to the same users.
 - Selling SEO services, SEO software, plugins, courses, lead software, etc.
 - Selling how to potty train your husky puppy, how to stop them from running, selling toys for them, selling electric fences, etc..
- There are way more pros here:
 - Easier to focus
 - Selling to the same prospects (no need to start over from scratch and spend even more money)
 - Making a lot more money from the SAME prospects, so your average lifetime value per buyer goes way up (so you can spend more time or money on acquiring them).
- You can add a wide range of products / services from low-end to high-end much more easily this way and profit more...



Become the Best You Can with at Least One Thing

- Similar to that, most people try to dabble in a bit of everything.
- Bruce Lee quote: “I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times.”
- Especially if you’re selling a service, if you suck or are only mediocre at all of them, it’s hard to charge premium prices, get referrals, etc..
- But if you are exceptional at one, it’s easier to charge more and get referrals, etc..
- This does NOT mean that you shouldn’t look into expanding narrowly later...
- Example: Sell an SEO service to help others rank, sell a video SEO service, make pre-made sites that rank to sell, make pre-made videos that rank to sell, etc.



Look for Shortcuts

- Don't waste time when it comes to building or growing your business.
 - Example: Lady spends months trying to install a plugin vs. spending \$5 to pay someone to do it for her.
 - Example: Trying to do graphic design when you have no freaking idea what you're doing.
- When it comes to sales and marketing, look for the big fish instead of fighting over all the little fish.
 - Don't just look for premium prospects, but look for strategic "partners" that can help drive a lot of sales in a mutually beneficial way (like white labeling)
- Analyze your work day and try to focus on the 20% of stuff you do that brings 80% of the results (the 80 / 20 rule).



Price Based on Results

- NEVER price your products or services based on the time it takes you.
- Price it based on the results that you can get for others.
- BUT ... then seek out those who you can benefit the most, as that's the only way that you can charge premium prices.
- SEO service example:
 - Bad – selling a \$97 / month service to a small town shoe repair shop
 - Good – selling a \$997 / month service to a cosmetic surgeon in a decent sized town or city
- The cheaper customers are often the most painful to deal with, as they expect way more usually.



Look for the Irresistible Freebie

- If you're trying to get leads to pay attention in a crowded market, one strategy is to give something out for free to grab them as a lead.
- Realize that EVERYONE else is often trying this too, so you need your offer to truly be irresistible.
- Free e-books or "join my mailing list for tips" usually won't cut it.
- Freebies that they'd expect to pay for often will give them the most shock and sense of urgency to jump on your offer.
- Examples: free mobile design, free x number of leads, free software to do x, free cheat sheet of notes to do x, free service to do x with no obligation, etc..
- Try to then get them hooked into wanting more (examples)



Any other questions?? (and cash
giveaway right after)



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



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