

WebFire Presents: Wednesday Marketing Webinars

3 Powerful Ways to Disrupt Your Market and Get Traffic, Leads, and Sales



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



Overview for Today

- 3 Ways to Disrupt Your Market
- Examples for Each
- Q&A



3 Ways to Disrupt Your Market

- Way #1 – Give away (or be dirt cheap) what others charge a premium for.
- Way #2 – Be the easiest but not necessarily most advanced offer / tool.
- Way #3 – Be everywhere your prospects are looking.



Way #1 – Give Away (or Cheap) What Others Charge a Premium for

- One way to stand out is to give away (or sell dirt cheap) what others are charging premiums for.
- This only works if you have a way to monetize the backend (usually through more upsells and backend offers – examples).
- Also only works if the premium offers you're competing with are popular and in demand with a large amount of prospects.
- You can piggyback off of others' advertising dollars and popularity for virtually nothing (examples)
- Examples (wedding / proposal niche, credit card scores, etc.)



Way #2 – Be the Easiest Option

- A lot of people try to focus on being the most advanced offer out there with the most features, longest book length, most whatever, etc.
- That's usually not the way to win.
- Instead, you want to be the easiest to use option out there to appeal to the masses instead of just the most advanced users (very hard to always appeal to the most advanced users ... and often not a big enough market).
- This can mean that your product is super easy to use ... or your service is the most “done for you” out there (note that often times the more “done for you” an offer is, the more you can charge ... while the more “easy” a product is, the more appealing it will be to the masses).
- Examples (real estate software, Apple / Amazon tech, DFY offerings, etc.)



Way #3 – Be Everywhere

- You can have the best offering in the world, but if no one knows about you, it doesn't really matter.
- Traditional ways of getting traffic – through normal rankings, paid ads, etc. – can be time consuming and/or expensive.
- Instead, you can mimic what a prospect would do or where they'd look (examples) and try to make sure that you have a presence there.
- WebFire has a handful of tools to help with that (examples of PR including PR trick, forum posting, Ranked Lead Finder examples, etc.).
- Look to partner with market leaders that already have huge chunks of the market (easy tricks to reach out...)
- Examples (t-shirt selling examples, Clickbank originally, Amazon, etc.)



Any other questions???

(cash giveaway
right after) (Extended Q&A)



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