WebFire Presents: Wednesday Marketing Webinars

Five Common Business Issues (and How to Overcome Them)

WEBFIRE 3.0

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 five common business issues … and how to overcome them…

We've seen quite a few people repeatedly have various issues with their business…

In the majority of cases, they fall into one of only a few issues, which luckily are usually quite easy to fix...

Overview for Today

- Five Common Issues Businesses Have (and How to Overcome Them)

- Q&A

- Cash Giveaway!

Five Common Business Issues

- Lack of an offer (or lack of a good one)

- Can't rank well

- Crappy EPC's

- Can't get affiliates

- Can't get traffic

Lack of a Good Offer(s)

- If you have no idea what to sell, you have a few options:

  - Be an affiliate

  - Create a product or service yourself

  - Have someone else create a product or outsource a service for you

- There's some key things to look for in any of those cases first before diving into them…

Lack of a Good Offer(s)

- For affiliate marketing:

    - Only be an affiliate for products that pay a good commission AND are in demand / get sales (how to check).

    - Simply targeting product related and review related keywords / terms in your title tags, video titles, blog post titles, etc. can land you great results, especially if you do a little research ahead of time (tips / examples)

    - You can multiply your chances by creating blog posts, video(s), and replying on forums and blogs that talk about the product (tips).

Lack of a Good Offer(s)

- For creating your own product or service:

  - Research what similar products or services are selling now (tips).

  - Mimic what they do, and perhaps try to even make it better, especially the ads or landing / sales pages.

  - Don't spend ages making a product or service.

  - Try to make it as "done for you" as possible to maximize your value and what you can sell it for.

Lack of a Good Offer(s)

- For outsourcing your product or service:

  - For services, look at sites like Fiverr.com or relevant forums in your niche (or outsource sites) for providers that already offer similar services that you could perhaps spruce up (example of turning $5 into $500).

  - For physical products, search for real experts and offer to pay them $50 for an interview that you turn into a product.

  - Or search similar sites to the above to find product creators, programmers, or writers to outsource to. If it's your first project, you don't want to usually spend a fortune, so look to get SOMETHING out rather than a huge, super expensive untested offer first.

Can't Rank Well

- If you can't rank well, typically people are way overthinking this...

- Although WebFire has lots of advanced training on this topic, typically just fixing the common issues will get you easy rankings.

- Don't worry about the advanced stuff until you at least have the basics down.

Can't Rank Well

- Basics:

  - Have an easy to rank for keyword term (that gets traffic) somewhere in your title tag that is catchy (examples).

  - Use the keyword at least once or twice on the page's content as well.

  - Target multiple easy keywords on different pages to maximize your potential of ranking for at least some.

- Advanced stuff (not even really that advanced):

  - Have a handful of relevant, targeted backlinks to your site (or other content out there that you link to your site from).

  - Have highly relevant content that people enjoy and stay on vs. leave (why that's important).

  - Use schemas and a sitemap on your site (what they are).

Crappy EPC's

- Quite a few people tend to have bad EPC's (earnings per click), which makes it hard for not only them to make much money, but almost impossible to do paid ads or get affiliates.

- Luckily, fixing this issue is relatively easy in most cases by doing one or more of the following…

Crappy EPC's

- Things to try to do / fix:

  - Check your front-end conversions and the quality of the traffic that you're driving (and look at other offers / sales pages to compare / research or even drive affiliate traffic to them).

  - Play around with your price point (if $10 and $20 convert the same, you double your money … if $20 converts 25% less, you still make more!).

  - Add a variety of upsells (at least two to three) of various price points (cheap, recurring, and high end) – even consider lowering your front-end price to get more sales in if you have a stronger upsell path.

  - Add more value to your offers / make them more "done for you."

  - Make sure you have a backend that you take advantage of with mailings and such (examples), as well as other offers that you mail them on (why that matters).

Can't Get Affiliates

- You don't always have to do a launch with affiliates, but it definitely can be appealing and some good money when it works right.

- Often times if you're brand new, it's hard to get affiliates onboard.

- But there are a few key things that you can do to still make money if you're in this situations.

Can't Get Affiliates

- Make sure that your EPC's are good and that you have proof of that to show them.

- Research others in the market, especially ones that you aren't necessarily competing directly with with the exact same offer, and reach out to them (and offer to either mail for them or have their product in your backend if you don't have a good list).

- Consider teaming up with a well known affiliate / jv partner to use their relationships to get your product out there (yes, you'll give up a big chunk of the profits, but 50% of something is better than 100% of nothing).

- Instead of worrying about affiliates, consider searching for white label partners in a similar way (how that works and why it's appealing).

- Or even consider just looking into paid ads (more evergreen quite often).

Lack of Good Traffic or Exposure

- Lots of people seem to think that they have a lack of traffic, but that's one of the easiest things to solve (and often not their main issue).

- It's often times a lack of TARGETED traffic rather than the total amount of traffic.

- Most don't put the time in to get the quality traffic that they should.

Lack of Good Traffic or Exposure

- Here are a few ways to fix that:

  - Make sure to do your keyword research and SEO like we've taught before (tips).

  - Get several pieces of content from multiple sources out there targeting buyer questions / keywords (blog posts, videos, guest blogging, reaching out to reporters, etc.) … and have a plan to do one or two new pieces of content a week.

  - Reach out to your prospects already out there asking questions and respond to them there (WebFire's lead tools can help there).

  - Try paid advertising.

  - Search for high end partners that you can piggyback off of like we mentioned in the previous slide.

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

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