

WebFire Wednesday Webinars:

Marketing Methods and Cool Resources



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 for this week on Marketing Methods and Cool Resources



Marketing Methods and Resources

- The Lead Siphoner Trick
- Great Image Maker Resource
- E-Commerce Resources and Tricks



Lead Siphoner Trick

- One way to siphon top quality leads in your niche is to do the following:
 1. Find the top products sold in that niche (info or software works best)
 2. Research forums and reviews to see why people bought the product (what info or feature did they most like)
 3. Create a basic info product or tool that does just the basics of the best feature and make it free for an opt-in.
 4. Use WebFire's lead tools to find people talking about the competitors and mention the free source.
- The leads are typically better than normal freebie leads, as they would've been searching for information on PAID solutions.
- Examples...



Image Tricks and Resources

- Images are a great way to spruce up your websites / blogs, as well as to gain extra rankings and SEO benefits.
- Google Images has filters to allow you to see royalty free images to use (as do any number of “free royalty free images” sites that you can Google) (example to follow)
- Canva.com is a great tool with lots of free options to make your own “fancy” images or edit up your current ones for your sites, social media posts, blogs, ads, etc..
- Just make sure that once they’re on your site, that you use WebFire’s SEO tools to edit the image alt tags to make sure they’re the most optimized they can be.
- Live Demos / Examples...



E-Commerce Tricks and Resources

- It's no secret that there can be a lot of money in selling physical products too instead of just digital ones.
- However, typically this is usually harder because it often involves prepaying for a lot of inventory, creating new products, spending tons of time searching for the best deals, etc..
- There's a couple tricks to never have to pay for inventory, have zero risk, and easily find lucrative deals that you can profit off of.
- Live demo of Aliexpress.com and comparing to Ebay and Amazon and such...



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



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



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