

**WebFire Wednesday Webinars:**

**Part 2: **How to Market** the 5  
Services You Can Do With  
WebFire for \$500 to \$1,000+  
Each**



# 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)



# London, UK Workshop!

- Free while seating lasts
- [www.GetWebFire.com/london](http://www.GetWebFire.com/london)





Now let's move onto our training for this week on how to market the 5 services you can sell for \$500 to \$1,000+ with WebFire



# How to Market the Services

- Review of the 5 (plus 1) services from last week
- How to market them
- Q&A



## 5 Services for \$\$\$

1. General SEO (usually \$1,000 to \$5,000 one time or \$500 to \$1,000+ a month)
2. Video Creation, Optimization, and Distribution (\$500 to \$1,000+ a pop)
3. Done for You Blog Creation and Ranking (\$2,000 to \$5,000+)
4. PR Service (\$500 to \$3,000+)
5. Lead Selling Service (\$300 to \$1,000+ / month)
6. Bonus – Deal Maker (often commission based, but can be a lot)



# How to Market

- Last week we covered some specific tips for each one that can help market them (examples), so be sure to check out last week's call
- These next tips will help market some of those even more, as well as will often apply outside of those six methods...



# How to Market

- First, Properly Target Your Ideal Prospect
  - Reach out to those most in need of your help who you can also easily help and get fast results (crucial point often overlooked).
  - Target only those that HAVE THE MONEY (examples) where one or two sales can make them a quick profit
- Then Create an Unbeatable Hook (ideally free) Followed by a Great Offer with a Great Guarantee
  - Offer something for free to get them to respond (or get the lead – examples)
  - Follow up with your paid offer, but have a great guarantee on that (examples)
  - Have social proof or examples of the results for them to see (tips)



## How to Market

- For offers like SEO services, do a video showing a Google search in their market and explaining why some sites rank while others don't (keywords in title and on the page, using Schemas, etc.)
  - Then tell them exactly what they need to do to fix that (they won't do it).
  - Then present your offer with your guarantee.
  - Reach out to them via e-mail, contact forms on their sites, or using our lead tools to find prospects asking questions on such topics.
- For all of the services, our lead tools can help find prospects asking questions that you can take a minute to answer to establish yourself as an expert and lead them either to your site, e-mail, video, etc. to try to get a sale made.
- Instead of waiting for a SEO, video, or blog client, you can just go ahead and make and rank sites or videos ahead of time.
  - Worse comes to worse, you can use this as social proof, but...
  - In a lot of cases, you can just sell these to prospects who won't need the social proof because they're buying a pre-ranked site or video at a premium price.



# How to Market

- Go the extra mile and list your services up on classified sites like Craigslist, GumTree, etc. under the “services – computer” category (or similar).
- Similarly, lots of web marketing forums (like the WarriorForum.com) have sections where you can list services for sale as well.
- You can also find lots of prospects on sites like Upwork.com where you can bid on prospects that are often telling you how much they want to spend.
- The Fiverr Hook Trick...



# How to Market

- The Question SEO Blog Post or Video Method (how and why it works to create questions that you answer and rank for)
- What to say to prospects / how to best reply (tips)
- Pro Tip – the more Done for You your offer is, the more you can charge and the more easily you'll land sales (don't make it a hassle)
- The difference between a \$5 service and a \$1,000 service often times isn't that much more work or cost to you (examples)





# Why Some Fail

- They don't think through their offer.
- They sound like everyone else.
- Their offer sounds like a lot of work to the prospects.
- They don't target their ideal prospects whom they can get the best results for and great results and ROI.
- They don't have a good reply / post or a good hook.
- Tips to avoid all that...



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



New WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)

London Event – [www.GetWebFire.com/london](http://www.GetWebFire.com/london)



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