

WebFire Wednesday Webinars:

How to Sell Covertly with WebFire, Service Examples, and Site / Biz Analysis with WebFire



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. 😊



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



And as a reminder, there's not only a support helpdesk inside of WebFire (in case of any e-mail issues), but we also have a support e-mail at support@webfire.com



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...



What We'll Cover

- How to Covertly Sell Using WebFire
- Service Examples
- Site / Business Analysis with WebFire
- Q&A
- Cash Giveaway!



How to Covertly Sell Using WebFire

- Lots of different ways to use WebFire, but here's an easy strategy that ANYONE can use
- It works especially well for service providers
- Don't worry if you don't have a service already, as you can either apply it to almost any product or offer out there as well, or you can sell your own service using several that WebFire can do for you



How to Covertly Sell Using WebFire

- People typically don't like being sold to
- Their guards are up all the time, and they don't like you "making money off of them"
- So this method works great to essentially sell to people without selling them



How to Covertly Sell Using WebFire

- If you're selling a service or a high end product, one way to respond to potential prospects using the lead tools inside of WebFire is to write an article or post ahead of time that's more of a "case study"
- Examples:
 - How a Dentist in Atlanta Doubled His Prospects with a 15 Minute Tweak
 - How a Chiropractor was able to Get 27 New Leads in One Week
 - How We Got a Site Ranked with Three Simple Tweaks in Under a Day
 - How [whatever type of massage chair] Helped Fix My Back Issue with This One Simple Feature
 - How I Found a \$10k Lead Online in 5 Minutes



How to Covertly Sell Using WebFire

- Then write up an example of how that was done (don't hold back)
- Note that all of you right now can write ones like “How I found x leads looking to spend \$x,xxx in 5 minutes” or “How I was able to get x guest blog posts within a week to get x results”



How to Covertly Sell Using WebFire

- The more specific, the better
- Then at the end of the blog post or article (or even just a forum or Facebook post), you can say something like “If you’re interested in seeing how I could help you get similar results, reach out to me by [e-mail or whatever you want]”
- It’s a super “light” pitch that people will view as useful content instead of a sales pitch, and the content gets them excited to where they’ll be LOVING your “covert” sales pitch. 😊



How to Covertly Sell Using WebFire

- Then you simply go out there and find leads using tools inside of WebFire like the Real Time Lead Finder, Ranked Lead Finder, Q&A Lead Finder, Tweet Lead Finder, etc.
- And then answer them by replying with the useful examples of what they might be interested in.
- For example, if they're asking how to rank, you could say something like, "Here's a useful blog post on how one guy got ranked with three quick changes on his site"



How to Covertly Sell Using WebFire

- Or you can also use tools like the Guest Blog Finder or the Video or Content tools to make and distribute content that talks about your case studies or examples.
- This can give you a ton of extra exposure, and it'll make you look like an expert on it.
- And more importantly, people will LOVE your content and WANT to buy from you instead of just feel like they're being sold to.



Services or Products to Sell?

- This works on nearly anything, especially services and especially higher end prices (it's more worthwhile then).
- Using WebFire alone, you can do the following services:
 - SEO
 - PR
 - Social Media Management
 - Lead Finding
 - Content / Video Making / Distribution
 - Schemas
 - JV / Affiliate Management
 - Etc.
- But you can also do similar techniques with products too:
 - Massage chairs
 - Computers / Electronics
 - Diamonds
 - Gadgets
 - Etc.



On a Similar Note...

- Many of you tend to have either existing services or skills that can help others.
- However, we find that a lot of people tend to underprice themselves
- Using a setup like this allows your service to look like a premium one where you can focus on the RESULTS instead of the service itself



On a Similar Note...

- And keep in mind, the more “done for you” type a service is, the more you can typically charge
- And the better targeting you do where you target prospects that you can ideally help better (instead of scrounging from the bottom of the barrel), the better you’ll do and the more you can charge make (and the more results you’ll get)
- Brainstorm some skills that you either have or have access to within WebFire, and see how much “done for you” you can make them and who could benefit the most from it



Site / Business Analysis and Game Plan with WebFire



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



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