

WebFire Wednesday Webinars:

How To Best Use WebFire For...



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 (Shawn Casey), Brian Koz, 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: Lots of you have been asking for specific training on many things already covered (how to rank, how to reply to leads, etc.)

All of this has been covered on our prior WebFire Wednesday Webinars and our WebFire trainings (and we constantly reiterate several key concepts), so make sure to check those out.



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)



Be sure to join our Facebook Group:

www.getwebfire.com/fbgroup

Because that's where we give away money!



Question – How do I do X, Y, Z, and several other things related to using schema?



Jacqui says...

**Thanks to Webfire I sold a schema today and have a new client!
Thanks Webfire!**

The client is a bookkeeping and payroll service. Could I also sell him a leads service, even though we are in the UK and a lot of his business is local?



We'll do more training on schema within the next 2 weeks in addition to the training that is already on the member site that answers most of the questions.

Specific Training – Schema Tutorial and the webinars on “New Important SEO Trend” and “Q&A New Tools”



#1 Question – How do I use WebFire for affiliate marketing?



Affiliate Marketing

- 1 – Pick a niche.
- 2 – Pick a product or 2 in that niche. Eventually, you can promote lots of products, but FOCUS to start with.
- 3 – Decide if you can sell this directly to people or you need a pre-sell (review) page.



Affiliate Marketing

- Even if not initially, you will want to set up a site or blog you can use to get keyword targeted traffic related to the product or service you're promoting.
- ALL promotion comes down these 2 concepts:
 - People find you
 - You find people



Affiliate Marketing

- For people to find you, you must have a site or blog with keyword targeted pages they can find in the search engines.
- To find people, you need to go where they are and you can find them easily based on words they use:
 - Forums
 - Blogs
 - Q&A sites
 - Twitter



Affiliate Marketing

- To find people, you'll want to make a broad list of the terms they would use when discussing this topic, specific products, brand names, competitor names, problems that your product or service would help with, etc.
- This will be a big list to start with, but after you try out different terms, you'll be able to narrow it down to the terms that get you the best results.



Affiliate Marketing

- You can see how to build a mini-site or blog in this training in the member trainings – look for “Create Mini-Sites”.



**Question – how do I promote
my products on Amazon? (books,
pet products, and jewelry)**



Promoting Amazon Products

- Amazon provides a unique challenge:
 - Amazon partially sets your product ranking based on your conversion rate of visitors to buyers. That means you don't want to send random traffic that doesn't convert.
 - The more you sell on Amazon... the more Amazon will send traffic to your product to try and sell more. A big focus is to raise your BSR – especially in a short time period.
 - You also need a decent review rating.



Promoting Amazon Products

- While you'll want a long term plan to promote consistently, you can often achieve faster results in raising the BSR for a specific product with a concentrated burst of promotion.
- What's best for promoting on Amazon will partially depend on your product and if a direct referral would be likely to immediately purchase without being pre-sold.



Promoting Amazon Products

- Find interested people – or people who have problems you can solve – on forums, blogs, and Q&A sites. Respond to the thread and tell people to search Amazon to find your specific product to buy it.
- If it doesn't make sense to send them direct to the product, then invite them to get free content – article or video – that will pre-sell the product.



Promoting Amazon Products

- Set up a separate site/blog with related content so you can both get pages ranked AND have pages with articles that pre-sell your products.
- Your content should be both keyword targeted for how people search AND explain how to solve common problems for which your product is the perfect solution. Consider giving them a discount coupon to go direct to Amazon and buy now.



Promoting Amazon Products

- You should also build an email list from the site visitors so you can follow up with them. You could offer them a free report or free video or a discount coupon for joining your list.



Question – What's the best way to drive customers to our subscription service for website management and support?



1 – look for people who are posting about this topic on blogs, forums, and Q&A sites. Look for related kw's, hosting company names, and competitor names (especially complaints about them).

2 – create keyword targeted pages on your site/blog to get ranked in the SE's.



Question – How do I attract visitors and leads for Stress Management?



1 – create keyword targeted pages on your site/blog to get ranked in the SE's.

2 – look for people who have problems related to stress that you can help. These are more likely to be people complaining than someone looking for Stress Management.



**Question – How do I promote my
art website (I am the artist)?**



Assuming that no one is searching for your name (yet), you need to focus on getting in front of people who love – and buy – similar art. You'll find them in forums, Facebook groups, Instagram, and Pinterest.



**Question – I want to start a ministry
to developmentally challenged people
so what's the best way to promote
this service?**



First, you'll need a site with info about the service so you have a place to refer people to. Then, you can find people in forums, blogs, and Q&A sites who are seeking help. You can also add keyword targeted pages to your site to get them ranked so people can find you in the SE's.



Like everything else, this comes down to (a) going to where interested people are already hanging out and discussing these types of products and (b) letting people find you by getting the product pages and images indexed and ranked, as well as creating a blog/site with keyword targeted pages so you can get more SE rankings and free traffic.



Question – How can I promote my training for teaching English to speakers of other languages? Specifically by using WebFire to search social media?



If people discuss wanting to learn English in social media like Twitter, then you can find leads there. You can also find leads on Q&A sites, forums, etc. You can get a site/blog with info on the best ways to learn English.



Question – How to choose low competition niches?



There are no low competition niches that have a big volume of sales available. Instead, you want to focus on promoting a high converting product by starting with (a) keywords you have a good chance to rank for and (b) finding leads of people interested in that or similar products.



Question – How deep into WebFire do I have to be before asking clients to access their sites to improve their rankings?



Not deep – you just need to know how to use the specific tools related to the service (or outsource it) and follow the recommendations.



**Question – How to make money from my
gardening site?**



First – build an email list.

**Second – offer products as an affiliate,
including ebooks, videos, seeds, plants,
and tools.**



**Question – How do I promote
a free game (as an affiliate) that
I want people to download?**



If people are searching for games in this niche, then you can set up a site or blog that you can get ranked.

If people are in forums and on blogs talking about games in this niche, you can reach them there.



**Question – How can I make
\$4,000 in the next 6 weeks (without
selling to local businesses)?**



**Any way you want. Pick a niche and then
pick a product in that niche to promote.
You can use the affiliate marketing
concepts we discussed earlier.**



Question – How do I set up a new blog from scratch, pick products to promote as an affiliate, optimize the site, and get incoming links?



We covered some of this earlier today. But all of this is covered in detail in prior training webinars that are on the member site.



Q & A Time – What other questions do you have?



And the winner is...

Someone who responds to today's post in
the WebFire Facebook Group
www.getwebfire.com/fbgroup



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