

WebFire Wednesday Webinars:

How to Sell High End Web Services



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

- What to Sell for Premium Prices
- Increasing the Value of Anything You Sell
- How to Sell High End Web Services
- Getting Started...
- Q&A and Cash Giveaway!





Jacqui Wells

October 26 at 1:15pm

Hi,

Yes, he bought schema and he also wants the website analysis and I shall be recommending the best keywords.

You will be perhaps annoyed that I sold the schematic too cheap at £247. However, I'm going to be doing email comms ,blog and Fbook posts 4 times a week, to start with. As he starts to see results he will do more. So this was a good part of selling him the idea of using me as his content marketing company. Thanks for all your help. I bought webfire at the Andrew Reynolds Brighton conference.



Important Things to Note on Jacqui's Sale...

- She took immediate action
- She landed a decent sale right off the bat
- She got her foot in the door to sell other services
- Her client now is interested in hiring her for even more services potentially worth WAY more to her (and ongoing)
- That's all from just ONE SALE!



What to Sell for Premium Prices

- Web services are a HUGE market
- Here's a list of services that you can sell just using WebFire...
 - SEO
 - Schemas
 - Lead Services
 - PR Services
 - Social Media Management
 - Content Creation and Distribution Services
- Do the work yourself vs. outsourcing (key things to keep in mind)



Increasing the Value of Anything You Sell

- Most people underprice themselves
- Most target the wrong kind of prospects
- Most don't understand the relationship between value and price vs. just the amount of work and the price you charge



How to Charge 10x to 100x More than Your Competitors with a Fraction of the Traffic...

- A lot of people seem to think that the way to compete is to offer a cheaper price than your competitors – that couldn't be further from the truth...
- Why do Pepsi, Nike, Rolex, Gucci, etc. sell virtually the same thing as much cheaper competitors, yet they rake in the dough? –Perceived value and positioning!
- Online Marketing is no different, and in many cases even easier
- The key is about the perceived value you're giving to your prospects



How to Charge More

- It's not about how long your ebook is, how great your videos are, how great your service is, etc. – it's about the value that the prospects think they can get out of it.
- “How to” guides have a much lower perceived value (\$5 to \$50 tops)
- Done For You Services have a MUCH higher perceived value (\$100 to thousands of dollars)



How to Charge More

However, there's a little trick where you can increase the price of ANY service / product that you sell...



How to Charge More

Ebooks can jump from \$7 to \$100 to \$300

Services can jump from \$100 to \$300 to \$2,000 or more
(sometimes even per month)



So what is this little trick?



The Answer is...

Providing More Value (Perceived and Real) to Make
Everything More Hands Free



When you provide more real and perceived value
(especially more hands free for your customers),
your prospects are willing to pay A LOT more



How to Increase Value and Profits



How to Increase Value and Profits

Article Writing Example



Article Writing

Basic

- High Competition
- Low Cost
- Can be low profit
- Minimal work



Article Writing

Basic

- **High Competition**
- **Low Cost**
- **Can be low profit**
- **Minimal work**

Article Writing + SEO

Basic +

- **Medium to Low Competition**
- **Low Cost**
- **Can be okay profit**
- **Minimal work**

Article Writing

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Article Writing + SEO

Basic +

- **Medium to Low Competition**
- **Low Cost**
- **Can be okay profit**
- **Minimal work**

Article Writing + SEO + Submission

Premium

- **Not Much Competition**
- **Low Cost**
- **Lots of Profit**
- **Minimal Work**

Article
Writing

Article
Writing +
SEO

Article
Writing +
SEO +
Submission

Article
Writing +
SEO +
Submission +
Blog/Site

Basic

- High Competition
- Low Cost
- Can be low profit
- Minimal work

Basic +

- Medium to Low Competition
- Low Cost
- Can be okay profit
- Minimal work

Premium

- Not Much Competition
- Low Cost
- Lots of Profit
- Minimal Work

Elite

- Extremely Little Competition
- Low Cost
- Tons of Profit
- Minimal Work

So with a few simple tweaks, you can go from \$5 to hundreds of dollars (or even thousands) very easily!

Let's brainstorm some more examples...



What's cool is that marketing an elite package is MUCH easier than a basic package because they're more excited about getting everything done for them (DFY Sells Best!), and don't need to rely on guessing if your ebook is easy enough or good enough for them to follow



How Much Can You Make?

- What's great about targeting elite services is that it's much easier to make a lot of money faster.
- If you get just one \$1,000 / month client a month, it'd look like this:
 - 1 month = \$1,000/month
 - 6 months = \$6,000/month
 - 1 year = \$12,000/month



How Much Can You Make?

- If you decided to up your game and get one new \$1,000 / month client each week, it'd look like this:
 - 1 month = \$4,000/month
 - 6 months = \$26,000/month
 - 1 year = \$52,000/month



How Much Can You Make?

- Granted, some clients might leave, but you'll also be able to upsell other clients into a lot more stuff too.
- This is just focused on just ONE service instead of the several services you could be selling (and at higher package prices).



The Hidden (VERY Valuable) Benefit

The Hidden (VERY Valuable) Benefit of providing products and services to these businesses is that...

They always have more money to spend when they are getting results from their marketing activities!



The Hidden (VERY Valuable) Benefit

- For example, Mary's company hires you to create a schema for her website.
- You charge her \$997 for something that you can do in under half an hour with WebFire (in 10 minutes if you're really fast).
- **That's \$997 in easy profits. But that's just the beginning...**



The Hidden (VERY Valuable) Benefit

- Because your team delivers great results, her website rankings shoot up, she gets more calls / sales, and you're a rock star in Mary's eyes.
- You contact Mary to share the good news of the measurable results you achieved.
- (Note: You get to take credit for this even though the work itself was super easy)



The Hidden (VERY Valuable) Benefit

- Mary realizes she's getting more traffic, leads, and sales because of what you've done for her company.
- Since you've delivered results, Mary will be excited to hire you for continued SEO services, PR services, and more.



The Hidden (VERY Valuable) Benefit

- Once you have your foot in the door at any company, you have the opportunity to sell them everything you have available.
- **Which means, of course, that you should have a full range of products and services to cover all their potential online marketing needs.**



Do you see how these businesses are already spending this type of money for the online marketing products and services they absolutely must have?



How To Sell These Products/Services

- You can find lots of ways to sell these products and services
- Here's just a few:
 - Webinars (why they're great – live or replays)
 - Having “how to” content where you then offer the service
 - Off of social media like Facebook (killer strategy – post results from clients and market those posts to your target audience and watch the results come in ... even if you don't have results now, you can use other examples where you can get easy results -- examples)
 - Finding leads already asking for such services and e-mailing them
 - Finding leads who need your services but haven't asked yet and e-mail them
 - Hint – several tools inside of WebFire can even help you find these prospects instantly!
- When you have an elite, premium offer, you stand out and these prospects WANT exactly what you have.



Getting Started...

- Brainstorm a couple elite services you could be offering
- Think of how you can make them more “done for you” and offer more of what the prospects ultimately want (hands free results)
- Come up with a price that makes YOU happy (then probably 2x to 5x that price...)
- Then seek out those you can help and start making offers (tricks to do this...)



Need Extra Help?

- All of you now have a way to start selling high end services
- However, we know that some of you want to jumpstart this and get personal one-on-one help with us, so we put something special together for those who are very serious about going to the next level fast



Some Warnings...

- This is NOT a good fit for you if:
 - You don't expect to do any work
 - You're not an action taker
 - You don't want to take advantage of our years of knowledge and resources
- So what is this offer exactly?



Details

- In the past, we had a \$25,000 package where we personally help people create and market their own high end web service
- We put them through a six week course plus one on one time after the course was complete to fine tune their offers and start marketing them



Details

- But we realize that \$25,000 is out of reach for most people, even if they're already successful at what they do now
- And we realize that most people want to get started ASAP instead of going through a six week course (that way they get the quickest return possible)



Details

- So we came up with a hybrid plan that we think will be the best of both worlds...
- You can get access to the six week course entirely from day 1 (you can go through the entire thing and do the “homework” in under a day if you’re really ambitious).
- After that, Shawn and I will both be available to help “tweak” your offer and your marketing to get you the best results to make you the fastest money possible.



Details

- We spend a lot of time helping each person here, and you'll get personal access to us...
- But it also saves us a little time compared to the last time we sold this, as you'll get access to the six week course on day one without having to wait, so that saves us some time as well.
- But in either case, you'll be walking away with your own offer, social proof, webinar pitch, webinar replay, marketing materials / plan, and resources to make the quickest money possible



The Two Sides and the “Catch”

- There's two sides to an offer like this...
- First, from our side, our personal time is very valuable and we know what we can bring to the table to get you fast results.
- But from your side, you want fast results and reassurance that you can get all that...



The Two Sides and the “Catch”

- So here’s the deal...
- We’re dropping the initiation fee from \$25,000 upfront to either \$9,997 upfront or four installments of \$3,000
- And we’ll give you a 30 day money back guarantee so you can get the entire six week course ahead of time from day 1, can take action on it, and start getting help from us to see results so you know your investment is safe



What You Get

- Our High End Training to Create Your Own High End Offers (six week course that you get entire access to from day 1) – **Has sold for \$25,000 before**
 - Covers how to create the services yourself or outsource dirt cheap
 - How to get social proof in minutes
 - How to create a high end offer (tons of examples)
 - How to create a webinar or video presentation easily (with templates)
 - Where and how to find prospects and sell them (with templates)
 - And more!
- Personal one-on-one access to Shawn and I after you're through the course for any help or suggestions you need (fine tuning a presentation, tweaking an offer, advice on how to market or find prospects, even jv opportunities) – **Normally \$2k / hour each (included for free as much as you need)**
- Guaranteed to walk away with your own high end offers even if you have nothing to start with now. Plus all backed by a 30 day money back guarantee! – **Priceless!**



What You Get

- So you'll be walking away with your own \$1,000+ / month offer(s) that you can turn into a six figure a year business
- You'll have everything needed to start promoting, including a marketing action plan
- And you'll have personal access to us if you need help on how to up your game even more
- Literally this is worth well over \$100k just the first year to the right people



The Deal...

- We know this deal isn't for everyone
- And we only want to use our time and resources on ones that we know we can help who are the right fit
- That's why you can't buy right now – you need to apply (how that'll work...)



To Apply...

- If there's any interest at all, apply by doing the following:
- Go to: → www.myownsurvey.com/koz/apply ←
- Answer the questions, and then we'll get back to you within 24 hours with either follow up questions or our answer if you're a fit or not.



Questions???

- If you have questions on either the offer or the training, feel free to ask now!



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

Application Link:

www.myownsurvey.com/koz/apply

