WebFire Presents: Wednesday Marketing Webinars

Business Action Plans for the New Year

Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for 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.

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Now let's move onto our training for this week on business action plans for the New Year…

Overview for Today

- Business Action Plans

- Q&A

- Cash Giveaway!

It's important to develop and stick to an action plan(s) for your business

So we put together several different potential action plans for a few different kinds of products and services that you could do in order to give you something to start with…

Don't feel like these are the only action plans out there, as you can do other ones, modify these, etc.

But it's important in any business to at least have an idea of what to do and then take action to follow through on the plans

Action Plans

- Affiliate Marketing

- Selling Web Services

- E-Commerce

- Selling Digital Products

Affiliate Marketing Action Plan

- Research the best affiliate opportunities out there (tips for that)

- Do keyword research (ideally using WebFire's keyword tool) to identify good and easy keywords to target (reviews, question terms, etc. are great)

- Take an hour a week for the research bits and another hour for writing at least one blog post, review, etc. on them (tips – target keywords in title, use sub-titles, etc.)

- On weeks where you feel ambitious, turn the blog post into video while targeting the main keyword in your title and having an easy call to action ... and post it to YouTube.

- On posts or videos that get ranked within a week on their own, great ... but if not, use the lead tools to find opportunities to answer others' questions with a link back to your post / video to get extra backlinks, more traffic, and more sales.

Selling Web Services

- Come up with either a service that you can easily do (using WebFire, Automated Ads, or other software can be a great and easy way), or research other services on sites like Fiverr.com where you think you could market it better and sell it for a lot more (tips...)

- Create an simple sales pitch in a webinar type format where you give information on why the service is important, what the benefits are, etc., then back it up with social proof, and then preview it with a rundown of your service and any case studies you can show ... then have a simple call to action with a great guarantee (tips...)

- Then market it!
    - If you have a list, mail it!
    - Find other sites to list your service on (forums, classified sites, etc.)
    - Test paid ads like Facebook
    - Use the lead tools inside of WebFire to find people who could use your help and answer them.
    - If selling to local businesses, create a short video for each business type that you target (like dentists, chiropractors, lawyers, etc.) with specific examples and case studies for them ... and reach out to a new group or area each week.

- Pro Tip – look for potential partners who could sell the service as their own for a decent cut. Find a few a week and reach out to them via e-mail with a personalized message talking about their business, what your offer is, why you think it'd be great, and seeing if there's an interest.

E-Commerce

- Research sites like Amazon, Aliexpress, Facebook (to see what ads or fan pages are out there) and see what the popular products are … and then research the competitors for those products (tips…)

- Ideally find products that not only have a decent profit margin (50% or more), but also pay special attention to ones that are impulse buys (like $20 or less).

- Create a store and list a handful of these products with a separate page for each product. You'll want to target the product names / types in the titles / title tags and so forth, as well as add a sense of urgency (like a countdown – TimerMagic.com – or some message about a special deal or limited quantity).

- Make sure that your images have good image alt tags (use WebFire) too!

- Make sure that you have a good upsell path / funnel (examples)

- Then market it!
    - Test free plus shipping on the front-end
    - Test Facebook ads with one ad for each product
    - Test Adwords ads for each specific product
    - Look into listing it on other sites like Amazon, Etsy, etc.
    - Use WebFire's lead tools to find people talking about the products or things related to them and answer them

Selling Digital Products

- Research niches that you're interested in and see what products are being sold, and then create a digital product yourself.

  - For info products, you can easily outsource these or even turn simple interviews into a product (tips).

  - For software products, you can either look to outsource your idea (make it simple and easy to demo) or reach out to other programmers that either have things similar to your idea or just ask if they have any existing tools that they haven't marketed that they'd be willing to sell or partner on (tips…)

- Create an simple sales pitch in a video or webinar type format where you give information on why they should pay attention to you and why the topic is important, what the issues are and what can be done about it, etc., then back it up with social proof, and then preview it with a rundown of your info product or software and any case studies you can show … then have a simple call to action with a great guarantee (tips…)

- Consider a higher price point or have a great funnel (examples).

- Then market it!
  - Test paid ads
  - Reach out to those asking questions on related things via the lead tools in WebFire
  - Mail your list if you have one.

- Pro Tip – similar to when selling services, look for potential partners who could sell your product as their own for a decent cut. Find a few a week and reach out to them via e-mail with a personalized message talking about their business, what your offer is, why you think it'd be great, and seeing if there's an interest.

Your Weekly Action Plan…

- Regardless of which of the above you want to do (or anything else), you'll want to stick to a weekly action plan as much as possible.

- Obviously the more time you spend on it, the better, but at a minimum I would recommend the following for each week:

  - At least an hour for researching.

  - At least an hour for content creation or lead finding / answering questions.

  - At least an hour for actively marketing it or finding potential partners to (use the 80/20 rule here to not waste time – examples).

  - Don't overthink the creation part of it all (lots of existing products / services are already out there that you can easily modify), and don't spend unnecessary time on little things that don't matter (examples…) – you can have a new product or service up and ready within a day easily.

- Pro Tip – although shortcuts are great, don't kid yourself into thinking that you can shortcut the entire thing by not taking any action or doing any work (you'd be shocked at how many people think this way) – make a plan and stick to it!

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

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