

WebFire Wednesday Webinars:

New Tool Announcement, How to Reply to Leads, and How to Sell 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!



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)



But first, I'd like to ask you a couple quick questions based on some requests that we've been receiving...



Questions!



We've been asked if we do advanced consulting or masterminds. We've done a handful with awesome results (people crediting us with huge increases of business from six to seven figures), but...



We wanted to see if you'd be interested in any of these options (type the relevant number in the chat box if so):



- 1 – A small multi day mastermind in an exotic location with a good mix of high end masterminding, networking, and fun with a price around \$5k to \$8k
- 2 – An online mastermind with monthly group calls and access to myself and Shawn for around \$1k to \$2k / month
- 3 – A full day with just you and one or both of us working on just your business for \$25k
- 4 – None of the above



Last question ... we've had a lot of people asking us for advice on how to sell high end products and services (\$1k+ or even \$1k+ / month)...



If we put together a 6 week, intensive webinar series on just that for \$5k (with guarantee), would you be interested?

Yes or No (in chat box)



Thanks!



Now let's move onto the training for the day, followed by our Q&A where you can ask anything you want.



What You'll Learn Today:

1. The Big Reveal of the New Tool Added
2. How to Respond to Leads
3. Selling Web Services
4. Our Q&A!



First up, our big reveal...



We have several tools and features being worked on which will be free for WebFire members, and we just added a new one!



Would you be excited if we told you that our new tool taps into over half a billion active users talking all the time?



And by all the time, I mean over 500 million posts a day on average!



(For you math geeks, that's 15 billion posts
a month)



If you haven't figured it out yet, we're talking about Twitter, and our new addition to WebFire, Tweet Lead Finder!



Tweet Lead Finder lets you automatically search for what people are talking about, alert you to new leads (even geo targeting!), direct message or reply to them, etc.



You can use this to help sell your own products / services, be an affiliate, or through middleman marketing!



Examples:

Find people complaining about back pain...

And then...

Mention your own site / offer, an affiliate product, or send the lead to a local chiropractor!



Examples:

Someone complains about getting a #%\$#! speeding ticket

And then...

Mention your blog post or video on how to get out of one, point out an affiliate product that is guaranteed to help drop the ticket, or send the lead to a local lawyer who handles that!



Examples:

Someone complains about losing their job or not being happy at it...

And then...

Mention some ways that they can work for themselves (which can lead into your own offers or affiliate offers)



Demo



Next Up: How to Reply to Leads on Any of
Our Lead Tools



One of the big mistakes we see are people replying to leads in a spammy way that won't get them the results that they want.



The key in creating business deals, good relationships, obtaining happy customers, etc. is to provide value first and foremost...



So again, HELP THEM first!



Most people I see answering questions don't really provide any value ... and instead save maybe 20 seconds by just spamming a link and not much else (and then wonder why people don't like them).



Or they wonder why others turn them down
from affiliate / jv / business deals so often ...
or why they don't buy their stuff...



If you're trying to make a sale, don't just be about "the sale" – try to answer their question first, provide value, and then gently guide them in the right direction.



Here's what most people do...



Bad Example Not to Follow Followed by Good Example:

Someone posts up how their site won't rank at all...



Bad Response: You'll definitely want to get this course – SomeRandomSEOService.com, as you can easily rank super fast.



A Good Response: It looks like you're not really targeting the keyword you're trying to rank for on your site or in your title tags, which is why you're probably not ranking all that well. I use a couple tools to help me do all that stuff, which you can read about here – MyRandomBlogSite.com.

Or if you're selling a service, you can change the last line to say:

I do SEO work for a living, and I'd be happy to give you some additional tips and see if we can quickly help you. Just e-mail me at [e-mail] or check us out here [website].



Another example: Someone posts about how they just lost their job...



Bad Response: You can earn \$10k or more a month through this program –
SomeRandomMLM.com – check it out!



Good Response: That sucks! But I bet there's a ton of places that you could send your resume to. And in the meantime, you can always start up a little side business yourself. I did that when that same thing happened to me, and it ended up making me a lot more down the road (never imagined that). I actually wrote a bit about it all on my blog here if you're interested –
MyRandomBlogSite.com



Now let's move onto selling web services! 😊



Selling Web Services



Using WebFire, there are several web services that you can sell even without doing much work at all



List of Web Services You Can Sell

- SEO / Ranking Services
 - Paid or Free SEO Reports
 - Fix their SEO Issues or Monthly Ongoing SEO
- Social Media Management
 - Facebook Management
 - Twitter Management
- PR Services
 - Find Guest Blogging Opportunities
 - Reach out to Top Influencers on Their Behalf



List of Web Services You Can Sell

- Content or Video Services
 - Create Content or Videos
 - Distribute Said Content or Videos
- Competition Analyses
 - Analyze the Competition's Sites
 - Analyze Where they Get Their Traffic or Do Their Ads
- Lead Finding or Traffic Services
 - Find Hot Leads and Alert Them to Them (or Post for Them)
 - Help Combine Several Services to Drive Traffic



Regardless of what you pick, the key is to provide value and talk about the **BENEFITS** and **END RESULTS** and not the actual work involved (it's a mindset thing).



Try to make it as Done For You (DFY) as you can, as the more DFY you make it, the more you can charge...



Example: Differences between writing an article, writing and optimizing an article, writing and optimizing and distributing an article and turning it into a video, and creating a new site with content and videos already on it and optimized...

Work wise or Raw cost wise – Not much difference

Profit Wise -- \$3 to \$1,000+



If you need workers for anything (writing, design, etc.), you can find tons on Craigslist (under computer-services, resumes, or by posting on computer-gigs), Fiverr.com, the WarriorForum.com (classified or warriors for hire sections), or any number of Freelance sites



Three Tricks to Selling Web Services



#1 – The Personalized Video Technique



Target an entire local group (like dentists in Atlanta), do a recording (Camtasia or CamStudio or whatever) of you doing a Google search and showing off a couple sites ranked high and several ranked on page 2 or 3...



Mention a few reasons why some rank and some don't (typically it's that they either do or don't target the keyword in their title tag, content, etc.), and mention how they can fix that (change their title tag, mention the keyword, etc.)



Then say that that alone will give them an awesome start, but if they don't have time or want even more of a chance of ranking high, to reach out to you (offer a freebie if you can)



Then send a personalized e-mail to all the dentists that aren't ranked at the very top of Google, especially targeting those that might be paying for Adwords but who aren't ranked themselves.



#2 – Offer something that others charge
for for free.



This sounds simple, but a lot of people mess this one up. Free reports or free analyses are done by A LOT of people and are often EXPECTED to be free.



If you offer something of value for free, it can be a great way to get your foot in the door.



Here are a few things of value that you can offer for free that they probably have never been offered before...



1. Offer to fix their title tags for them for free (and then upsell them into more SEO options or more web services).



2. Make them a free simple video (do it yourself or hire someone on Fiverr.com for \$5) just for checking out your offerings.



3. Make them a free logo or video logo (Fiverr.com) just for writing you back and considering your offer.



4. Give them their first few leads free just so they can see the quality of your lead service, for instance



5. Give them their first month of SEO for free, but say you're only doing this as an act of good faith and that if you get them some results to start with in that month, they'll agree to continue using you (and paying) to get more results the next month.



6. Make them a mobile friendly site and talk about how they're losing mobile traffic on top of having poor rankings (use Fiverr.com if you want) – you can even pre-make several mobile sites for your clients.



The key is to stand out from the crowd and
get your foot in the door.



#3 – If you can't beat them, join them. 😊



This is a killer trick with selling web services,
where one deal can result in TONS of ongoing
deals. 😊



Instead of selling straight to consumers, target other SEO or web services and ask if they'd be interested in either outsourcing some work to you or selling a related but not competing service that you offer.



For instance, an SEO service provider might not have a PR service, and you could use tools like the Guest Blog Finder to contact dozens and dozens of places where they could potentially get guest blog posts done (that's worth a fortune to the right places).



Or you could do the same for lead services, videos, finding / contacting potential partners / jv's / affiliates, etc.



Even if they're not interested in outsourcing their normal work to you, lots can be interested in selling MORE to their customers to make even more with your additional services that they either don't know how to offer or don't have the time / tools to do so (which you have the tools to do).



The key here is to come up with services that focus on the value and not just the work done. For instance, instead of just saying you'll get a guest blog post or two, say you'll reach out to dozens to hundreds of potential sites as part of your PR service and get only targeted PR opportunities for them to get free exposure.



Or that you'll research and identify where their competition is getting their traffic from and reach out to all those places to ask about potential deals, ads, partnerships, etc. for them (one deal could be worth a fortune here, so the value increases).



Q&A (and cash giveaway right after)



For those that got on this call and somehow don't have WebFire yet...

www.GetWebFire.com/today



Q&A (and cash giveaway right after)



Like the training? Share, like, or comment
at www.facebook.com/webfiresoftware



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