

WebFire Wednesday Webinars:

How to Profit Off of Backlinks in More Ways than One ... and Q&A



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)



One quick question first...



Please respond in the chat box with the number next to what best describes your current business:

- 1 – Just starting out
- 2 – Made a little money online but not much
- 3 – Make \$1k to \$5k a month
- 4 – Make \$5k to \$10k or so a month
- 5 – Make between \$10k and \$25k a month
- 6 – Make over \$25k a month



Thanks!



Special Announcement! New Tool in Beta
(with more features on the way)!



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. Old School Uses of Backlinks
2. New School Uses of Backlinks and How They Can Do More than Just Help Your Rankings
3. Our Q&A!



Old School Uses for Backlinks



First of all, what are backlinks?



Backlinks are essentially links from other sites
to your own site



Backlinks from relevant sites can help increase your own rankings, authority, and help bring in traffic.



Traditionally, years ago you could get a ton of backlinks and usually increase your rankings ... which is why you see so many \$5 Fiverr gigs offering backlinking services like that...



However, that by itself doesn't really work all that well any more (and can even do more harm than good).



A few highly relevant backlinks will beat out hundreds to thousands of backlinks any day.



Even just a couple backlinks from highly relevant sites can help boost your rankings.



That's why tools like our lead tools, our Guest Blog Finder Tool, etc. can all help you get relevant links back to your site.

(Examples of how)



If you go about getting these backlinks the correct way, they can have great results in your rankings.



But there's even bigger benefits you can get by thinking of backlinks in a different way...



And this will help you make more money regardless if you're looking to use backlinks for your own sites or to sell it as a service (when it'd normally be hard to compete with \$5 crappy services for hundreds of backlinks when most prospects don't know any better)



New School Backlink Tactics



Instead of just getting backlinks for the sake of rankings, which is how most people view backlinks...



You can use them to forge **RELATIONSHIPS**
with other related but not competing sites /
businesses



These relationships can make you A LOT of money with just ONE deal!



And it can work both locally as well as globally...



Here's what you can do...



Instead of just trying to get a backlink out there, try to establish relationships with other businesses where you both can make each other money through either mutually beneficial referrals, or by referral fees / incentives.



For instance, if you have a product how to pick out a diamond, why not reach out to sites and product owners that deal with things like marriage proposal ideas, weddings, holiday gifts, etc.



Or another example, if you have a product on weight loss, why not reach out to sites and product owners that deal with things like back pain, energy levels, etc.



You don't directly compete with them, but you often share a lot of the same crowd...



Here's a few things you can then do:



#1 – Offer to write an article specifically for their top prospects in exchange for a backlink

- This helps your “partners” gain extra chances to rank for content
- Gives them more info to pass onto their clients / prospects without competing with themselves
- And, if you offer a referral fee or affiliate link, gives them a chance to make more money on top of that!



#2 – Offer to refer each other relevant clients either for free, or more than likely, a referral fee

- A wedding planner could definitely have an easy relationship with a wedding photographer
- A website graphic designer would be a great fit for an SEO specialist
- An ebook on how to get out of a speeding or some other kind of ticket might be a great thing for a lawyer who doesn't want to take on smaller clients (or the ebook seller who has bigger, more serious clients)



#3 – Offer to either integrate your products / offers with their own or let them white label your stuff

- Any business owner wants to make more money, and if they can offer more services that they're paid on without doing more work, it's a win / win.
- The more hands free you make it for them (and the more you pay), the more likely they'll make a deal with you.
- The more you “lay it out for them” and talk about how it could integrate with their current stuff, the better.
- You can even provide extra content, e-mails, or pitches for them to offer their prospects / clients



In all of these cases, you've taken something simple like "just getting a backlink" from them into more of a "how to make money together with them" thing



It's virtually the same amount of effort and work as it would be just asking them if they'd be interested in a guest blog post.



And the cool part here is that you not only can use this for your own business / website, but you can sell this as a service to others without having to compete with the many crappy \$5 Fiverr type offers.



For instance, what sounds better:

1. Getting 1,000 random, potentially harmful backlinks for \$5. Or...
2. Getting a service that automatically tries to set these deals up to not only get you a few highly targeted backlinks, but also to try to forge business relationships with them where one deal could result in thousands to even tens of thousands of dollars or more a year (in some cases A LOT more) ... even if you charge hundreds of dollars a month or more?



To most prospects, especially serious business owners, the second option sounds more appealing, especially when just one deal can result in a lot of money (and even just getting the highly relevant backlink can help increase their rankings as an added bonus at the same time).



And you can stand out from the crowd
while charging A LOT more.

In fact, \$300 to \$1k / month might sound
cheap all of a sudden to the right prospect



Despite how the work is almost the exact same (if not even easier).



So here's what you do in either case:

- Use the Guest Blog Post Tool or the Competition Backlink Tool
- E-mail out to the relevant sites you want to hit up
- Send an e-mail where you're trying to establish either a mutually beneficial relation or figure out a way where it greatly benefits them
- Try not to be too spammy (follow the tricks from last week in replying), and then sit back and watch for replies to respond to and start working out those deals!



Examples of what you can say:

- SEO and web design service
- Wedding planner and wedding photographer
- Weight loss and back pain product sellers



Remember, just one of these deals can make a fortune for you or your clients!



And on that note, who here would be interested in learning more next week on how you can work directly with us on creating and selling high end services to others through a unique offer we have?



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)



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at www.facebook.com/webfiresoftware



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