

**WebFire Wednesday Webinars:**

# **Five Easy Ways to Make Money with WebFire**



# 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: Lots of you have been asking for “traffic plans” or “how to rank.”

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)



A few quick announcements...





## Announcements

- Many of our tools have recently added the “PDF export” feature, and we’re about to add one more to that – Tweet Lead Finder, so you can export those leads shortly
- The Site Analysis tool report that you can export can now be either branded to you or not show the WebFire logo
- The desktop app has been getting a few updates to better help with heavy searches
- And...



## Announcements

- We'll be putting on a couple events and masterminds...
- In mid to late June, I was contemplating doing a one day, high end mastermind in Vegas for those with an existing business or skill.
  - What it will cover...
- In mid July, we'll be doing another mastermind in London, UK.
  - What each will cover...
- If you're interested in either of the masterminds, type 1 in the chat box along with the location you'd be interested in (Vegas or London) and e-mail [brian@webfire.com](mailto:brian@webfire.com) to receive an application to see if we'd be a good fit for you.



# Announcements

- Outsourcing question...



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. Five Specific Ways of Making Money with WebFire
2. Our Q&A!



# Five Specific Ways of Making Money with WebFire



Note that these are SPECIFIC examples that aren't all meant to be copied exactly as is – you should adapt them to other niches, interests, etc..



## #1 – Lead Service for Chiropractors

- Use Tweet Lead Finder to search for people complaining about back pain (back hurts, hurt my back, etc.).
- Set the location to within 20 to 30 miles or so (less is more targeted, but more will get more leads).
- Contact local chiropractors (even with Lead Power Machine or manually) and offer them a handful of leads for free as an example while explaining the benefit.
- Then offer one of three options:
  - A weekly export of the leads
  - A service where you reply to the leads for them (costs more)
  - An agreed upon per lead cost (I don't prefer this)





Remember, you can turn around and do this for ANYTHING (dentists, real estate agents / investors, massage therapists, plastic surgeons, eye care specialists, weight loss clinics / gyms, etc.)



## #2 – Site Analysis and SEO for Dentists

- Use the Site Analysis tool, Main Keyword tool, and SEO Configuration tool to start an SEO service for dentists.
- Create a screen recording of you showing off the results for a keyword like “dentist [location]” and stating that they’re not in the top few spots (you can target this generically as most won’t be in the top three obviously), and also stating that you noticed they don’t rank for a bunch of other related terms.
- State a few reasons in the video why some of the sites rank and others don’t (like the ones that rank tend to target the keyword in their title tag, on their site, etc. and they might have more relevant backlinks too).
- Then either send them a free site analysis report from WebFire, or ask them to contact you for a free report via e-mail (no obligations to even talk to you).
- When you send the report, state that all of the problems you can easily fix for them, and that you’ll guarantee them ranking results or you’ll continue working until they get them, as you can get the results by targeting the proper keywords that the Main Keyword tool indicates and making the fixes yourself, via outsourcers, or via the SEO Configuration tool.
- You can sell this as a one time fee or a monthly fee (one time would be \$1k to \$5k typically, while monthly could be \$297 to \$1k / month depending on the type of client).



### #3 – Reputation Management Service for Lawyers' Clients

- This is almost an exact clone of #2, but with an interesting twist...
- Instead of doing basic “SEO,” you’d be doing SEO in an attempt to get more good information out there for particular clients suffering from reputation issues.
- This would not only involve SEO’ing their site, but also creating articles, blogs, videos, etc. all targeting their company name and related terms (all things that WebFire can do).
- A trick to really explode at this is to contact a handful of lawyers (can be anywhere in the world) who might deal with clients contacting them on potentially “suing” troublemakers ruining their reputation, and then you’d simply say that you’re an online reputation company that specializes in outranking negative stuff so there’s positive stuff out there for clients.
- Offer a cut to the lawyer(s) if they refer any clients over to you.
- Why does this work? Because lawyers constantly get people like this with reputation issues who don’t want to spend \$50k+ fighting it in court vs. \$5k fixing it all, and instead of losing the client, they can still make some money off of you. 😊



#### #4 – A PR Service for Book Authors

- This technique involves using tools like the Guest Blog tool to find places where you or your clients can get guest blog posts done (which you can e-mail all with a couple clicks of a button), as well as reaching out to places where competitors to the client get their traffic from as well (using the Competition Backlink tool).
- You can search for authors of books anywhere, including on Amazon, and then attempt to find their contact info (newer authors can especially be good here) to e-mail them either a short e-mail with some useful tips for them to get more exposure, or a short video with the same tips.
- Then state that you have a free PR service where you guarantee exposure on extra sites / blogs for their book, and state how this can not only help gain exposure for their book, but also for them as experts.
- Sell as either a higher one time fee (\$1k+) or a lower monthly fee for ongoing work.
- Offer a substantial cut if they can refer any other authors as well, and state that you'd love to use them as a case study.
- Remember, this again can be applied to ANY kind of business (not just authors – that's just a specific example).



## #5 – Write Reviews for Top Commissions

- This technique involves writing affiliate reviews for products / services that pay you higher commissions (or recurring).
- Start by writing a quick review on a blog where you have a keyword rich title like “[product name] review – the good and the bad” (use the Main Keyword tool to find the best review terms that are the easiest to rank for).
- Have a super short “overview / about the product” paragraph, a list of pros and cons (ideally in bullet points), a summary of what you think, and a call to action / conclusion (like “Click here to get yada yada ya, which we feel is the best bet if you’re looking for yada yada ya”).
- Make sure the webpage / blog post is optimized for the keyword using the Site Analysis tool.
- Use the Site Submitter to alert the search engines to your new content.
- Turn around and turn that article into a video to optimize it for YouTube using Video Firestorm inside of WebFire to double your chances of picking up traffic and sales.
- Then if you’re even more ambitious, use the Real Time Lead Finder, Ranked Lead Finder, Q&A Lead Finder, and Social Lead Finder to find people talking about that product, related / competing products, or asking for reviews, and give them valuable content while trying to drive them to your full review (examples of what to say...).



Remember, all of these ideas aren't meant to be copied step by step for the exact same niche – use them as a way to get your idea juices flowing and come up with your own unique ideas and niches based on them.



Because all of these different money making methods can be used or tweaked in different ways to work with THOUSANDS of different niches and ideas.



Have you used WebFire for other ideas that you'd like to share? Or have any interesting things you've tried yourself? Feel free to share!





Q&A (and cash giveaway right after)



New WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



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