WebFire Wednesday Webinars:

How to 10x Your Sales the Easy Way…

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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

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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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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 specific training on many things already covered (how to rank, how to reply to leads, etc.)

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

- E-mail Alerts Now Done for Leads!

- Tweet Lead Finder Exporting of Leads Done!

- Social Poster in the Middle of Getting New Features Shortly…

- Outsourcing offer being put together this month!

- Big data analysis in the works. ☺

- Free e-book for the next day or two – GetWebFire.com/freebook

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Announcements – Masterminds!

- We have two masterminds coming up…

- What will be covered…

- Vegas Mastermind – finalizing dates today, but most likely June 23rd.

- London, UK Mastermind – July 10th.

Details...

If interested, type 1 for Vegas or 2 for London.

To apply before we make the page public, e-mail brian@webfire.com and tell me a bit about your business / skills, what your biggest challenges are, and what your best successes or accomplishments are.

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. How to 10x Your Sales the Easy Way

2. Our Q&A!

How to 10x Your Sales the Easy Way

A lot of businesses and people looking to make more money, whether online or offline, typically are stuck when it comes to growing their business

In the vast majority of these cases, it's usually because they're placing unnecessary hurdles in front of them or overcomplicating relatively easy things…

The truth is that anyone can drastically increase their business simply by fixing one or more of the following things…

Things to Fix

- Price Point / Value

- Traffic

- Lead Conversions

- Sales Conversions

- Backend Conversions

99.99% of businesses seem to have an issue with at least a few of these...

However, almost all of them just think that they have a "traffic problem" ... while a few might think that they have a "sales problem"

The reality is that most businesses have no clue and don't care to track their numbers (or even have the faintest idea…)

Let's look at a business making $500 a month with "okay" numbers…

$500 a Month Business

- Price Point -- $50

- Traffic – 100 visitors a day (3,000 a month)

- Lead Conversion – 10% (300 leads a month)

- Sales Conversion – 2% (6 sales for $300 a month)

- Backend Conversion – 16% (1 sale for $200)

- That's a total of $500 a month with "okay" numbers...

But what happens when we start to fix just
a few things…

$500 a Month Business

- Price Point – Change $50 to $100 by adding more value

- Traffic – Proactively post more, rank better, and look for more free exposure just to double traffic to 200 a day (6,000 hits a month)

- Lead Conversion – Tweak your lead offer by offering a much better incentive to sign-up and double it to a 20% opt-in rate (1,200 leads a month with new traffic, 600 leads a month with old traffic if you do nothing there)

- Sales Conversion – Target your leads better, work on your sales pitch, offer, social proof, and demo (if relevant) and double that to 4% of the leads (48 sales for $4,800 a month)

- Backend Conversion – Double that to about 33% of the buyers (16 sales at $200 for $3,200 a month)

- Go a step further and increase the long term value of the buyers via follow-ups, additional offers, etc. to an extra $50 a buyer ($1,200 extra)

- That's a total of $8,000 / month PLUS $1,200 in extra value over time (which keeps adding up and increasing the monthly numbers) instead of $500 / month WITHOUT any drastic changes

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Don't think that you have to change EVERYTHING or double everything...

Even just tweaking one or two things can double, triple, or quadruple your earnings...

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Start with the easiest things, know your numbers, test, and tweak

It can't always happen overnight, but often times the difference between $500 a month and $8,000 a month ... or $10,000 a month and $100,000 a month ... is just a handful of relatively simple tweaks!

But what are some of the common issues I see with this?

Common Issues…

- Most people don't know their numbers and focus only on traffic without knowing conversions, quality of traffic, grabbing leads, etc..

- Most have a poor lead capture offer (or none at all).

- Most have little to no backend offers (why that's important – infomercial example).

- Most never test price points (some interesting findings…)

- Many don't believe that it's as easy as it seems (it's not super easy, but it's also not that tough…)

- Many can't think from the perspective of their potential customer.

So start thinking about what you can improve today, know your numbers, and get to it!

Q&A (and cash giveaway right after)

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

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