

WebFire Wednesday Webinars:

How to Start the New Year by Skyrocketing Your Business Results!



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 where we'll talk about how to crush it for the New Year...



Overview for Today

- How to Crush it for the New Year
- Q&A
- Cash Giveaway



Starting or growing a business doesn't have to be hard, but too many people either way overthink it or don't pay attention to what makes a business successful vs. not...



So we put together an action plan that **ANYONE** can easily implement this year with a checklist of things to do to get results and grow your business!



We'll cover things for both those just starting out as well as those who have an existing business that they want to expand...



If Starting a New Business

- If you have a general niche idea, research online forums, social media / Facebook groups, search volume and competition (using the Keyword Tool in WebFire), etc. and see what you're truly up against or if there's even much of a market.
- Research what products and services your competitors are selling, what price points, what their funnels are like, where they're advertising, etc. (Tricks to doing that...)
- For physical products, check Aliexpress.com. (What to look for)
- For services, check well known providers on social media and cheaper alternatives on Fiverr.com – see what the differences are, and then try to turn a \$5 service into one much, MUCH bigger. (Some tricks...)
- For digital products, check Clickbank.com, forums, and Google to see what others are selling, and see who the leaders are.



If Starting a New Business

- For digital products, you can easily interview experts to turn the interviews into a product, research the topic yourself, hire a ghostwriter, etc. – there's no excuse!
- Even for services, there's really no excuse when you can easily be a middleman to start (or use WebFire to do the services for you).
- It's very important to TEST an offer out first before spending tons of time on it and hoping that it works... (Tricks to doing that: paid ads, popularity of competitors' ads, etc.)
- Make sure that the numbers MAKE SENSE and you factor in your true cost and time (BizFire.com/survey can help, especially with the funnel maker)



To Grow an Existing Business

- To grow an existing business, it all comes down to traffic, leads, funnels, conversions, and partnerships.
- Minor tweaks in any of these can have drastic results that can turn a crappy business into a great one!
- So we put together some tips for each of these...



Traffic

- SEO – Make sure that you target keywords that are easier to rank for, still get traffic, and are more likely to be buyers (examples), and target these in your title tags, description tags, and within your content.
- Have a weekly plan to distribute content across your site, blog, videos, etc., and reuse content when you can to save time (for instance, a blog post and a video can cover the same keyword with minimal additional effort).
- Your approach should include SEO, normal webpages / blogs as well as videos, paid ads, and taking advantage of all your leads to generate as much traffic as possible.



Leads

- If you're not collecting leads, you're being dumb.
- If you're not mailing your leads often, you're being almost just as dumb (if not dumber).
- Have a simple, no brainer front-end offer to get leads into your funnel.
- Take advantage of special offers, countdown timers for discount deals, etc. when mailing to your list (the 3 day 1, 2, and 3 rule...)
- Sell LOTS of different things to your leads (the mistakes we see...).



Funnels

- If you're only focused on a single offer, you're likely missing out on 3x more sales for almost no extra work or marketing.
- You want your focus to be on building a good funnel with a great front-end offer, followed by multiple upsells ranging from low to high priced offers, as well as ideally a recurring offer as well.
- Don't overthink this part!
- Having SOMETHING is better than NOTHING! You can always change it later.
- Spy on what your competition is doing in their funnel, and see what you can mimic or even improve or add to.
- Super Awesome Trick – Spy on a competitor that is paying for Facebook ads or Google ads and getting A LOT of traffic, comments, views, etc., and then see what their funnel is. If they don't have much of one, that means that you could likely make EVEN MORE than them and do EVEN BETTER! Let them do the hard work of testing a new offer for you!



Conversions

- Always be testing!
- Something as simple as a headline can have drastic results on opt-in rates and sales conversions. (Conversion number examples...)
- For higher ticket stuff, consider doing a webinar model.
- Test video vs. text sales letters (but for opt-in pages, make it all super simple for best results).
- Test different front-ends, upsells, etc. constantly.
- Even adding a simple bonus can make a huge difference.
- And using countdowns and special offers can have a MAJOR impact on your conversions too. The key is to not give people too much time to remain undecided.
- Extra Tip: Convert even more by turning your expenses (like support) into profit makers (like by using your support to identify good customers to upsell or reach out to with specific offers).



Partnerships

- Sometimes the quickest way to success is to tap into existing success.
- Search for potential partners or places that could help market your product for you, or even white label it with them (they're often far more likely to promote their own white label than to just help you for a normal commission).
- Make your proposal to them as “done for you” as possible and give them a cut that makes it stupid to try to do all the work without using you. (Examples...)
- Seek out top people / businesses in the industry and do proper research on them (the Backlink Tool in WebFire can help), but don't just spam a bunch of people a generic proposal and assume they'll jump on it...
- One deal can make a business explode overnight!



In all of the cases, it's important to take action, even if it's imperfect action!



Set time aside each week to take specific action, even if it's just an hour or two of solid, focused work.



Don't find something to get stuck on or an excuse to quit – keep going and do what you can!



Any other questions???

(and cash
giveaway right after)



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