

WebFire Wednesday Webinars:

3 Easy Things to Do This Week to Get Massive 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 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: Make sure to check out our prior WebFire Wednesday Webinars and our WebFire trainings, as there's tons of info already there that a lot of you are asking for more training on. 😊



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)



Now let's move onto our training with 3
easy things you can do this week to get
massive results



3 Easy Things to Do for Massive Results

- The Exposure Trick
- The Question Spree Method
- The Helpful Affiliate Discount Trick



The Exposure Trick

- Lots of blog owners, media outlets, etc. are always looking for new stories, articles, etc..
- And almost EVERYONE by default wants to take the easy / lazy way out of things.
- This trick allows you to use that to your advantage...



The Exposure Trick

- Write an article or guest blog post ahead of time... (optionally use the spinner to create tons of different versions)
- Use the Guest Blog Finder tool to locate any relevant blogs that you can guest blog post on...
- And optionally grab contact info for your favorite magazines, news sites, media, etc. that you think would be relevant to your niche



The Exposure Trick

- Then write them all along with giving them a free article / post to use as they see fit (and allow them to edit it) if they're interested.
- Because these people are always looking for new content, even if they don't use it immediately, if the article is good, there's a good chance that they'll eventually use it (even big publications).
- This takes a little work, but it can pay off big time!
- Bonus Tip -- Optionally you can take this one step further and join a site like HelpAReporter.com and label yourself as an expert in your niche where reporters can REACH OUT TO YOU with questions to feature YOU in their articles too!



The Question Spree Method

- Traditional keywords can sometimes have a lot of competition, but despite how people often times search Google with questions, very few places spend time to target “question” type keywords.
- Brainstorm all the questions that someone might have in your niche or about your product (even if just an affiliate).
 - Examples for mopeds or massage chairs
- Then write the questions AND answers and put them all on your site.
- If the answer is super long, it can be worth making one blog post per question and answer.
- If they’re shorter, you can put all the questions in one post or webpage, but make sure that all the questions appear as sub-headlines / titles then to stand out more and get picked up by the search engines better.



The Question Spree Method

- By doing this, you'll have a great chance of ranking!
- You can also optionally create videos using the Video Firestorm tool where you target the question(s) in your video title and properly answer them there.
- This can maximize the organic traffic that you can get from both search engines and YouTube over time.
- It won't necessarily bring in hordes of traffic overnight, but over time it can add up to be a TON of traffic!



The Helpful Affiliate Discount Trick

- People are ALWAYS looking for the cheapest price possible on physical products especially.
- If you're buying a particular product and you know the model name and all that, you'll probably search Google to try to find the best deal possible.
- Sometimes you'll just search for the product name and go through the results one by one, whereas other times you'll search for a question like "best price on [***product***]" ... or "[***product***] coupon / promo code"
- This trick allows you to take advantage of people in that situation.



The Helpful Affiliate Discount Trick

- There's a few things you can do here as an affiliate:
 - Do some searching ahead of time to legitimately find the cheapest price possible, sign-up as an affiliate, and then target keywords like "[***product name***] coupon" or "best price on [***product name***]"
 - If it's a general product type instead of a specific product / model, you can target keywords like "best prices for [***product type***]" and mention, through your affiliate link, what the best deals you found are.
 - Some affiliate programs will have coupon links / deals, so you can sign-up for these and target terms like "[***store name***] coupon code" (or add the year to make it sound more relevant / new)
 - If no coupon is available or if all the prices seem similar, in some cases you can still target a coupon keyword like above, but you can offer a REBATE or BONUS through you if they purchase through your link (examples of how that can be done)



The Helpful Affiliate Discount Trick

- You can turn around and not only make blog posts for these, but also videos.
- The great part about these is that even though they don't necessarily generate a ton of traffic in a lot of cases, the quality of the traffic is SUPER HIGH because they're all buyers looking to buy now!
- Bonus Tip – to step it up a notch, you can use the lead tools inside of WebFire to proactively find leads searching for or talking about said products, jump into the conversation, and mention the best deals that you found (through your links – even just mentioning your blog post with the deals mentioned).



All of these are things that you can accomplish within anywhere from an hour to a few hours, so there's no reason why not to jump into one of them this week!



Any other questions?? (and cash
giveaway right after)



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



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