

WebFire Wednesday Webinars:

5 Ways to Convert More of Your Traffic



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 5 ways to convert more of your traffic



WebFire obviously can help you get more traffic, rankings, leads, etc., but a major problem we see is a lot of traffic often times being wasted, so we want this training to help prevent that!



5 Ways to Convert More Traffic

- Special Deals / Countdowns
- Price Checking with Affiliate Links
- Bonuses
- Guarantees
- Being clear on what to do and why



Special Deals / Countdowns

- One of the best ways to convert traffic or leads is to offer a special, limited time deal.
- If you let people wait, they'll wait.
- Discounts work best, but bonuses can work too.



Special Deals / Countdowns

- Here's the exact setup we often use for best results when mailing our list on a countdown (if you don't have a list, you can build one and build this into your autoresponder):
 - Have a three day countdown...
 - Send 1 e-mail on day 1.
 - Send 2 e-mails on day 2.
 - Send 3 e-mails on day 3 with headlines like "Final Chance for 50% Off" or "Hours Until Deal Ends" or "Last Chance!" or "Final Reminder!"
 - You won't necessarily get a ton of sales on day 1 or 2, but the final day will get a lot of sales typically, especially in the final hours of the deadline.
 - Using countdown timers can help too. TimerMagic.com is a great one for less than \$10.



Price Checking with Affiliate Links

- If you're just looking to be an affiliate for something, especially a physical product, and you're writing a review, talking about the product, or whatever, you want to put yourself in the mindset of the prospects...
- If a prospect is looking into buying a particular product or checking reviews, they want to know two things:
 1. Is the product good.
 2. Is this the cheapest price I can get it for?
- So make absolutely sure that when you post your affiliate link or talk about the product, that you also mention if it's the best price around (or who it is cheaper than).
- If there's a cheaper price from another store for the same product, try to be an affiliate for that store.
- If there's a comparable product that is cheaper that you don't think is as good of a fit, be very clear on why this one is more bang for their buck.



Offer Bonuses

- Whether it's for your own product or that of an affiliate offer, bonuses can help a ton.
 - They can not only push people over who are on the fence, but it can make you stand out from other affiliates selling the exact same thing.
 - Bonuses can range from discounts and refunds to extra products or services (ebooks to Facebook groups to some easy service or offer).
 - Affiliate Siphoning Trick – Find other people talking about the product or reviewing it and mention the bonus that you have.
- Along with the above trick, you can also create videos to submit to YouTube and the like and target keywords like best deal for [product], best bonus for [product], cheapest price for [product], and so on and so forth (there are dozens of such terms).



Offer Guarantees

- This is especially powerful if you're selling your own product or service (like selling web services using WebFire to others)...
- Prospects will feel far more at ease if they feel confident that you can get them the results that they need, and guarantees can help with that.
- Money back guarantees are one way of doing that.
- Another way is to offer additional help, services, edits, revisions, etc. until they're happy (examples for web services)



Being Clear on What to Do and Why

- Many people often times don't have a good call to action.
- A call to action is where you tell your visitors what to do right now and why.
- The more clear and precise you are, and the easier you make it to understand, the more sales you'll typically get.
- For instance, if you're writing an affiliate review, at the very end of it, write a line in bold that says something like "To grab the best price on [product], which we've found to be the best [whatever], **CLICK HERE NOW!**" or "**Click Here to Get Your 50% Off Deal for [Product]!**"
- Make your affiliate links, buy now buttons / links, etc. big, bold, and obvious.
- If you have a long sales page or a long affiliate review, you should also have a short summary or bullet point list that sums up all the reasons why they should buy now.
- Bonus Trick – think of all the questions (researching tips) a prospect might have, and have all of them answered right then and there for them too in a summary or FAQ (another trick – rank for these questions to get even more traffic).
- The easier you make it for them to buy, the more likely they'll buy.



Special Announcement for Next Week:

For next week's training, we'll be **PAYING YOU** to do some simple tasks that'll help your business (why we're doing it)



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



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



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