

**WebFire Presents: WebFire Marketing Webinars**

# **5 Specific Jumpstart Techniques to Make Easy Money Online with WebFire**



Welcome to WebFire's Training Webinars!

Signup for Future Calls and Check Out Past  
Calls inside of WebFire



If you're here or registered for the series, you'll get a reminder before each webinar 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.



These calls are typically focused more on marketing and techniques with WebFire tools instead of “how to use x tool” as we already have tutorials in the members area for each tool.



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## Heads Up on the Next Two Calls!

The next two calls will each feature FREE software (normally \$297+ each) that can be used to help with your businesses and WebFire as well...

Next two Wednesdays at 2 pm EST.



Now let's move onto our training for this week where we'll reveal 5 specific ways to make money online with WebFire...



# Overview for Today

- 5 Specific Jumpstart Techniques to Make Money Online with WebFire
- Examples
- Q&A
- Cash Giveaway





# Technique #1 – Create and Rent Sites/Videos

- One of the biggest issues with selling web services or doing SEO for others is “but I have to get a client first!” and “I also don’t have any social proof!”
- Although one of our later techniques addresses those issues, there’s another thing you can do that is a win-win either way...
- And that’s creating sites (usually localized but don’t have to be) that you then rank and later try to rent or sell (but in the meantime can still monetize them with affiliate links, ads, gain leads, etc.).



## Technique #1 – Create and Rent Sites/Videos

- Examples of what you can create and rank easily:
  - Any local business site or video (high end examples).
  - A general “submit your query to the top three recommendations for a quote.”
  - **Videos, blog posts, or articles that are semi-localized that address specific problems that can lead to local business solutions** (examples – how to get rid of bats in your house in Wisconsin, make a rental agreement in Georgia, best painters in [City]).
- Ranking them is easy (see any prior SEO training ... but really just targeting the keywords in the titles / title tags should rank most very easily without much work).
- It's easy to sell existing assets where you don't need additional social proof (why...).
- Even if you don't sell it, they are still assets and can earn money (examples).



## Technique #2 – Run a PR Service

- Every business wants more publicity and exposure.
- One of the easiest things you can do which have a massive potential for them is to help get them extra exposure.
- A great way of doing this is to reach out to blogs that accept guest blog posts and try to get an article of theirs featured there. (The Guest Blog Finder tool inside of WebFire can easily do this).
- You can step it up a notch by also reaching out to relevant news outlets and such too (WebFire's Backlink Tool or lead tools can help find both additional places and prospects).
- Target price -- \$497 to \$4,997 depending on the business. (Had a client do a million dollar deal here before)



## Technique #3 – Profits from Questions

- When people are about to buy ANYTHING online, especially higher priced stuff, they typically do a lot of research...
- Part of that research often includes looking for answers to questions they might have about a specific product or type of product.
- Although some questions can lead directly to easy affiliate / sales link placement like “where’s a good place to buy X online,” most questions typically are more like “what’s the difference between an LED and an OLED TV?” (sometimes they’re not even questions – example)



# Technique #3 – Profits from Questions

- Other examples:
  - How much larger does a 1 carat diamond look from a 0.9 carat oval (or whatever style) diamond? (Or even “size comparisons for oval (or whatever style) diamonds”)
  - Difference between 50 cc and 150 cc moped engine?
  - Difference between natural gut, synthetic gut, poly, and nylon tennis strings?
- These are great examples where you can do a quick article or a quick video on (tips on how to do this...)



# Technique #3 – Profits from Questions

- On top of simply answering the questions in a short, clear way, you can also give extra tips that could lead to your affiliate or sales link...
- The key is to not be spammy and to come off as super helpful.
- If it's a blog post, you can write this directly in the post, but if it's a video, you can mention that you have a link in the description to direct them to.
- Here are some examples...



## Technique #3 – Profits from Questions

- Examples of how to give extra tips:
- Diamond Example: Here's what a 0.9 carat oval diamond looks like compared to a 1.0 carat oval diamond. There's not much of a difference between the two, but offline retailers might charge \$7,000 for a 1 carat compared to \$5,500 for a 0.9 carat. However, if you go online, you can get better deals like from a site I highly recommend that I put a link in the description below. At that site, the same 1.0 carat diamond would go for \$4,800 instead of \$7,000, while the 0.9 carat would go for \$3,900 instead of \$5,500.
- Tennis Example: Natural gut strings tend to be more powerful, easier on the elbows, and they can hold their tension the longest. However, they're very susceptible to rain / water (you can't get them wet), and they can be a bit less durable for hard hitters compared to poly strings, which tend to lose tension faster, play far less powerful, grip the ball a bit better for better spin, and are harder on the elbows. Natural gut can be far more costly, though – usually 3x or more the price of a poly. A sports store might charge you \$60 just for the natural gut strings and \$25 for the poly strings. However, you can get them at a decent discount from a tennis site that I put the link to in the description. You can get natural gut there for more like \$30 to \$40 instead of \$60, while poly strings you can get for \$10 to \$17 instead of \$25.



# Technique #3 – Profits from Questions

- Extra Tips:
- If you use affiliate links, don't make them look like affiliate links (use redirects or shortened links).
- Make sure to clearly give them a reason to go to the link (aka – it's cheaper by \$xx here than there).
- Make the link easy to see and stand out in the description.





## Technique #3 – Profits from Questions

- Plan of Action – There are two options:
- Option #1: Brainstorm some questions (and see what others are asking on forums, sites, reviews, etc.) and write a blog post, article, or create a video on it with putting the question in the title (good for SEO) ... and have your suggestions, call of action, or affiliate link as a recommendation.
- Option #2: Use WebFire's lead tools like Real Time Lead Finder, Ranked Lead Finder, Tweet Lead Finder, and the Q&A Lead Tool to find leads of people asking similar questions and then answer them directly in a similar way. Set a search up and do this once a week with virtually the same answer!



## Technique #4 – Review Summaries

- One of the easiest ways to make affiliate income is to write reviews.
- Typically a good review will have a short intro talking about the product, a pros and cons list, a short summary, and a conclusion with an obvious call to action (your affiliate link).
- It's best to target affiliate offers that either pay you higher commissions or recurring commissions ... and ones that are also popular and sought after (no point if no one searches or ever buys a specific product).
- However, the biggest obstacle that better, more expensive products can run into is that the affiliates don't necessarily have the product or the money to buy them all if they're doing a lot of reviews...



## Technique #4 – Review Summaries

- To combat this, you don't have to even own the product yourself if you do this trick!
- In fact, not only will this work well and you won't have to buy anything, but you can even admit it and people will love you for it!
- How? By saying that you're writing (or creating a video on) a summary of ALL THE REVIEWS out there with all the general pros and cons followed by your own thoughts / conclusion with an obvious call to action.
- People love it when they have less work to do, and you summarizing up all the reviews in one area does just that!



## Technique #4 – Review Summaries

- How do you summarize them all up?
- Simple – in the intro, just say that you’re summarizing up all the common pros and cons out there, list those out, and then give your overall impression of it all and say what you see as the clear winner.
- This can work for product reviews, product comparison reviews (GetResponse vs. Aweber, iPhone Xr vs. iPhone Xs, etc.), etc.
- Pro Tip: Keyword research and proper titles and tags will make a major difference in your rankings here.
- Another Pro Tip: Make both a blog post and a video to double your chances of getting traffic and sales (and put redirect / shortened links in the description for videos).



# Technique #5 – Sell a Schema and Backend it with SEO and Social Media Management

- Want to have a killer offer that can backend into a nice recurring revenue? Do this!
- Create an offer where you sell a schema making service (what that is and examples to follow...)
- The pitch is easy (do you want to look like this guy here at the bottom of page one or two, or like this nice looking one here... -- example)
- That by itself is an easy offer for \$500 to \$1,000+, but it doesn't have to stop there...



## Technique #5 – Sell a Schema and Backend it with SEO and Social Media Management

- You can have a backend offer where you have two options for them... They can either pay \$1,000 (or whatever you decide – just an example) for just the schema, or they can sign-up for your monthly service for \$500 / month (or whatever you decide that is significantly less) where they not only get the schema, but they also get ongoing SEO and social media management!
- It's a no brainer offer to go for the monthly, which seems super cheap for even just the schema offer, but they get a ton more for it.
- They'll then get hooked as social media management, for instance, alone can cost more than that ... and getting SEO and everything else included makes it a no brainer to stay as well. So you just went from \$500 to \$1,000 one time to \$6,000 or more per year per client for something fairly easy to do with WebFire!



# Technique #5 – Sell a Schema and Backend it with SEO and Soocial Media Management

- Doing and fulfilling this with WebFire is super easy...
- Step #1 – Create the pitch (video pitch example)
- Step #2 – Run the Analysis Tool and give them the report when you make the combined offer (example)
- Step #3 – Use the Schema Maker to create the schemas, use the Analysis Tool to identify and fix the SEO issues (along with other SEO tools like the Keyword Finder), and use Social Poster Fire to create and automate their social media posts.
- Then sit back as almost all the work is in the first month (very minimal after). 😊



# Live Examples





For the next two trainings, we'll also be giving out some extra **FREE SOFTWARE** on the calls and using them in our trainings as well to help you out.



Any other questions???

(cash giveaway  
right after)



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