

**WebFire Wednesday Webinars:**

# **Five More Strategies to Make Money and Increase Sales**



# 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



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.



## Quick Question!

Who is attending a WebFire training call for the first time today?



WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



Now let's move onto our training for this week on five more ways to make money



One of our past calls focused on five easy ways to make \$1,000 or more (as well as our USB training), but this one will focus on some additional ways as well!



# 5 More Ways to Make \$\$\$

- Micro Niche Products
- Creating a DFY Service
- Comparison Affiliate Marketing
- Launch Hijacking
- High End Targeting





# Micro Niche Products

- Although big niches are good in that there's always lots of buyers, you don't want to be too generalized
- People with specific problems look for specific solutions
- Lose weight vs. Lose arm flab example



# Micro Niche Products

- Killer strategy for creating a micro niche product:
  - Create the product (or hire out – an e-book, video, etc.)
  - Look for good keywords
  - Look for available exact match domain names
  - Target the keyword in the domain AND the title tag AND the content



# Micro Niche Products

- How to market it:
  - The above SEO will get some passive sales...
  - But you can also use the lead tools to find prospects out there asking for the specific solution to their specific problem, and then drive them to your tips and offer (in a non-spammy way)



## Creating a DFY Service

- Services allow you to charge a premium AND make it more “done for you” (or DFY) for your clients
- The more hands free you make a service, the more you can charge
- Examples of DFY services in a variety of markets (SEO, videos, real estate, etc.)
- You don’t even have to be the one doing the service!
- Check relevant forums, fiverr.com, classified sites, etc. for underpriced and undermarketed services
- Easy trick to sell these: After you increase the value by making it more DFY, look for larger providers that aren’t directly competing with you who might be interested in doing a white label with you or reselling your services
- Find prospects most in need of your services, post ads for it, etc.



## Comparison Affiliate Marketing

- Affiliate marketing as a whole can be great
- One of the easiest ways to do affiliate marketing is through reviews, which we've covered before a couple of times (easy keyword trick example...)
- One extra trick is to focus on comparison reviews
- This is where you look at a general product area like hosting, autoresponders, SEO tools, TV's, beauty products, etc., and then take some of the top competitors there and compare them to one another
- Create a list of pros and cons, what you like about one vs. the other, and explain why one might be a better fit for a specific prospect
- Have a clear call to action
- Target keywords like "Product 1 vs. Product 2" or even "Product 1 vs. Product 2 vs. Product 3" or "Product 1 vs. Product 2 Review" – both for blog posts and videos that you submit to YouTube



## Launch Hijacking

- An under-utilized method for making even more affiliate sales (but usually over a shorter period of time) is through what I call launch hijacking
- Marketplaces like Clickbank.com, JVZoo.com, WarriorPlus.com, etc. have people launching new digital products all the time (the same concept works for physical products on Amazon and the like – it's just sometimes easier to find digital ones that are new and under-reviewed)
- Some of these are brand new launches or upcoming ones where A LOT of traffic is driven to them over a short period of time (usually a week or two)
- If you write a review of any of these, target good review terms (like “product 1 review – the good and the bad”), and have a good call to action with your affiliate link, you can make a burst of sales
- You can even get exact match domains like “Product1Review.com” to increase your chances (or even do some advertising on Adwords)
- And if you're ambitious, you can offer a bonus if they buy through your link as well



# High End Targeting

- This is a strategy that works great if you have a high end product or service (and if you don't, you can easily make one – question for next week)
- Instead of just e-mailing prospects that you find that would be a great fit, you can create a list of their names / e-mails, search Facebook for them, and add them as friends...
- Then instead of just messaging them immediately, start doing posts in your timeline where you're giving tips and such away **RELEVANT** to the service that would help them...



# High End Targeting

- For instance, if you sell an SEO service for dentists, start friending dentists and doing a few posts a week giving away SEO tips for dentists
- You'll spark their curiosity, and many might reach out to you FIRST before you going to them even! 😊
- You can even put your tips and social media marketing on autopilot with a tool like Social Poster Fire inside of WebFire (or you can test it manually for a week or two as well)
- This isn't to say that you shouldn't reach out to leads that might be awesome fits (if you have a great offer), but this can be a method to warm them up and get some high end prospects over, who are sometimes harder to sell (for like \$1k / month or even a lot more)





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



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