

**WebFire Presents: Wednesday Marketing Webinars**

**Shortcuts to Success:**

**Simple Tricks to Grow Any  
Business with Ease**



# 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.



Want to win \$100 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 our Shortcuts to Success...



Over the years we've learned a lot of tricks or methods that helped our businesses a ton with minimal effort, and we've also witnessed tons of others do similar things with success as well...



So if you're looking to grow or start your business, you'll want to pay attention to these methods...



# Overview for Today

- Tips to Grow Your Business
- Q&A
- Cash Giveaway!





## Tip #1 – Become Great at One Thing

- Most people in business try to be mediocre at almost everything.
- The issue is that doing so won't really get you far or make you stand out, whether you're selling a service (especially that) or selling any kind of product.
- It's far better to be great at one thing than mediocre at several things.
- The stuff that you're not good at, you can either outsource to those who are or get by with them being mediocre for the time being.
- Examples (great services with crappy sales pages)



## Tip #2 – Better than Going After Prospects...

- Lots of business owners will try to chase down any and all prospects.
- There's two issues with that:
  - 1. Most prospects aren't 100% targeted to your offer.
  - 2. Most prospects don't know anything about you.
- Instead, try to find prospects online that are already asking questions and seeking help with what you could quickly help them with to build that trust (examples – online questions)
- Better yet, make deals with people / businesses that already have access to lots of your best prospects to refer them to you (examples – lawyer, printer, etc.)



## Tip #3 – How to Make Deals with Almost Anyone

- When you're seeking out business deals with others, it's super easy to make them as long as you provide them with a great benefit (usually lots of money).
- Most people think only about themselves, but in reality, no one really cares about you – they care about themselves!
- Example: If you're doing a white label deal for your product or service, offer to pay a huge cut (minimum of at least 50% -- the more the better), do all the support for it, offer up a pre-existing sales page, and offer to edit up anything on the sales page or change the offer or whatever they want.
- The more hands free you make it for the other business, the more likely they are to do it as long as it's targeted to their business.



## Tip #4 – Use Deadlines and Special Offers

- Hardly anyone takes action if you allow them to think on it for as long as they want.
- For any offer you have, either offer deadlines or special deals that end at a certain time (you can repeat them later if you wish).
- We find that three day countdowns work the best for us.
- Our 1, 2, 3 e-mail method...



## Tip #5 – It's All About the Leads

- If you're not growing a list, your business is dying.
- In the majority of cases, one of your top priorities should be growing a list.
- You can use that list to sell anything you want even in slower business times.
- And once you build a list, MAIL IT! (you'd be shocked at how many don't)



## Tip #6 – Go for Higher Price Points

- In a lot of cases, selling a \$1,000 service or product isn't that much harder than selling a \$7 service or product.
- Most people try to focus on being the cheapest price instead, which is a mistake in 99% of the cases.
- When you focus on those willing to pay more for more value, it's often far easier to target them both by seeking them out online (lead tools) or through SEO (examples...).



## Tip #7 – Make Your Offerings More DFY

- The more “Done For You” your service / offer is, the more likely you’ll be able to sell it.
- The more work you ask your prospects to do, the more likely that they’ll buy elsewhere or pass up on your offer.
- Examples of good DFY offers...



# Tip #8 – Examine Your Competition

- Find other sellers in your market that appear to be doing well...
- Look at their sales pages, their offers, their upsells, where they seem to be advertising, what others are saying about them, etc..
- What can you mimic or do better than them? Do it!





## Tip #9 – Have a Great Lead Grab

- Give prospects a major incentive to check your offer out.
- This can be a free report, tool, tidbit, or service.
- The better the offer, the more likely you're going to get that prospect (most people seem to think that their crappy offer is good enough).



## Tip #10 – Have Great, Targeted Content

- If you're trying to capture and sell your prospects, having great, targeted content can make a world of difference.
- Having a short article or video targeting an issue or question that your prospects have can gain a lot of traffic and credibility.
- Or having webinars that target their issues and solve them with solutions (and later sell your offer) can be a great way to sell higher ticket offers.
- Examples...



# Reminder on past free tools

- [www.bizfire.com/survey](http://www.bizfire.com/survey)
- [www.bizfire.com/members](http://www.bizfire.com/members) (after you take the survey)



Any other questions???

(and cash  
giveaway right after)



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