WebFire Presents: Wednesday Marketing Webinars

How to Get the Maximum Results from the Minimum Effort:

What Factors in Your Business are the Most Important to Focus On

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.

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Now let's move onto our training for this week on how to get the maximum results with the minimum effort...

A lot of business owners or people looking to start a business tend to focus on the WRONG stuff and waste 90% of their time on issues that tend not to really be all that important.

So on this call we're going to focus on where your primary attention should be, how not to fall into the trap of overthinking and overworking, as well as how to prosper as a business.

Overview for Today

- The Four Business Traps

- The Three Things to Focus On First and How to Do It

- Q&A

- Cash Giveaway!

Let's start with the four business traps…

Business Trap #1

- Being a Perfectionist

- Nothing has to be 100% perfect.

- You don't need to wait days, weeks, months, or years to pick the color of your website or edit every word of an e-book.

- It's far better to launch a product that isn't perfect than to either never launch one or launch one after it's too late.

- Pro Tip: I see this a lot with upsells – people wait because they don't think they have a perfect upsell. Just make something – ANYTHING!

Business Trap #2

- Thinking You're Smart so Therefore You're Capable of Doing it All

- No one is an expert at everything.

- Even the top business experts out there are incompetent at SOME aspects of a business, and that's why they have to recognize that and outsource what they don't want to waste time on.

- Examples: WordPress Plugin Customer and Browser Attendee

- Pro Tip: Think of what makes you the most money that you enjoy – what's your hourly value? Anything that you can outsource for far less than that you should then (whether it be business or house work – examples).

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Business Trap #3

- Thinking, Planning, Building, and Working Way Too Far Ahead

- It's great to have a basic plan of action and a bigger game picture...

- But it's a bad idea to focus all your time on building out an idea before there's any indication that it'll be profitable for you.

- Examples: Building out a huge funnel before testing the front-end, worried about legal contracts before landing your first gig, etc.

- Pro Tip: If you have a new idea, test a simple opt-in page with a simple relevant offer either to your list or to a small amount of paid traffic (why that's a good idea).

Business Trap #4

- Going for the Immediate Sale while Neglecting the Backend Potential

- Lots of businesses focus only on the immediate sale while ignoring the backend … that's why most businesses fail.

- Infomercial example, Xbox / Playstation example, printer example

- You need to not only be eventually expanding your backend offers after a successful frontend offer, but you absolutely need to be building a list (why…).

- Pro Tip: A GREAT converting frontend offer, even if it doesn't necessarily make you much upfront, is often far better being paired with a mediocre upsell than a great upsell being paired with a crappy converting frontend offer. Once you have the frontend offer doing great, you can always expand the backend and improve it (the businesses who can pay the most to obtain a customer are almost always the winners).

Now let's talk about the three things to focus on first and foremost…

Focus #1

- **Focus Most of Your Time on Sales**

- The most important thing for any business is to focus on how to more easily get sales.

- If you're not hustling for sales or doing much of anything to get them (whether directly or indirectly – examples), you're almost certainly doomed to fail.

- Reach out to prospects yourself, put offers together, mail your list (and build one), get content out there with a sales offer, etc..

- Pro Tip: It's often much easier to focus on the bigger fish for the maximum profits, as you'll find your efforts can payoff much better and faster (examples).

Focus #2

- **Getting Proof of Concept and Creating Similar Offers**

- Whether you're selling your own products or services … or if you're just an affiliate … you'll first want to focus on getting proof of concept to see if what you have will actually sell.

- Then you'll want to focus on creating more offers (even if just affiliate offers – examples).

- Research and see what others are selling, what the feedback looks like, get a best guess if it's selling or not (examples of how), etc..

- Pro Tip: Check other ads, check their upsell funnels, look at comments on Facebook ads / posts, and test simple frontend offers yourself first before diving into all the upsells (example).

Focus #3

- **Build a List and Other Evergreen Assets**

- If you're not building your list and other assets (Facebook groups / pages, YouTube, social media, blogs, etc.), you're just one bad month or two away from your business failing.

- You don't need to have ALL of these assets, nor do you have to be perfect at it (a list I'd say should be the top priority of these assets), but having them will give you an easy way to print money on demand whenever it's needed, give you an easy way to test new offers, etc..

- Look into how you can do this most effectively (paid ads, newsletter offers on guest blog posts, etc.), as well as how you can have a killer lead grab offer.

- Pro Tip: Give a short, catchy, precise, and valuable reason for someone to signup to your mailing list (examples), as this is often missed among marketers.

Reminder on past free tools

- www.bizfire.com/survey

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

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