

WebFire Presents: Wednesday Marketing Webinars

How to Position Your Offers to Make More



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 position your offers to make more...



Whether you have an existing offer, are an affiliate, or are brand new and looking to make one, you need to make sure that you position your offers as best you can to give you the best chance of making a lot of sales.



Most people have horrible to “average” positioning on their offers, and their sales will suffer as a result (or never get off the ground).



There are four main ways to position your offer better: As the elite / best offer, the easiest to use offer, the most done for you offer, or the best priced offer.



Each can have their pros and cons ... and each can be intermixed a bit with one another, but if you aren't doing at least one of those well, you're almost guaranteed to fail.



That's why we want to focus on tips for all four of those on this call...



Overview for Today

- Four Ways to Position Your Offers
- Tips for Each One
- Q&A
- Cash Giveaway!



The 4 Ways of Positioning Your Offer...



#1 – The Elite Offer

- If you want to go all out and have the “best of the best” product out there at a much higher price, this would make your offer an elite offer.
- It’s best where your target market doesn’t care as much about price, but they just want the best of the best.
- Examples (cars, computers, tv’s)



#1 – The Elite Offer

- Pros:
 - Easier to charge more to the right market if you truly are a leader.
 - You can focus on making your product / service the best of the best and less on cutting corners.
 - You're typically marketing to a much more narrow crowd (easier to target often).
 - Negative comments by non-targeted people can often have a positive effect for you (they don't hurt as much – examples).



#1 – The Elite Offer

- Cons:
 - You absolutely have to either have the best of the best or be exceptionally good at branding.
 - You're leaving out 99%+ of the market, and cheaper competition can kill you if they end up doing a better job at offering a similar product for less (tv example).
- Tip: You have to come from a position of authority AND have massive social proof that you are the best of the best here for this to work.



#2 – The Easiest to Use Offer

- Sometimes elite offers aren't as appealing because of their price AND because by their nature they're not always the easiest (tv example).
- But since you don't always want to be on the opposite end (the cheapest), you could be in the middle but position yourself as the "easiest" solution.
- Examples (Apple, Netflix, plug-n-play stuff, etc.)



#2 – The Easiest to Use Offer

- Pros:
 - You can still charge a decent price.
 - You're appealing to a much larger audience (not the hardcore tech savvy ones).
 - Customers are more likely to remain happy and loyal (Apple – it just works!)



#2 – The Easiest to Use Offer

- Cons:
 - People will sometimes look at your shortcomings compared to the elite offers (not always bad – example).
 - It can take a lot of work to make something super easy.
- Tip: You can compete with elite offers even with your own high price points as long as yours is just easier to use ... even if it offers less ... as long as you emphasize the ease of use (Apple vs. other phones and computers).



#3 – The Most Done For You Offer

- A good cross between an elite offer and the easiest to use offer, especially for services, is what we call the “Most Done For You Offer.”
- This is where your offer makes it as hands free for the customer as possible where they don’t even have to really use the product or service – you do it all for them.
- The more done for you the offer is, the more you can typically charge (article writing vs. done for you website example).
- Example of turning any offer into a more DFY – (live)



#3 – The Most Done For You Offer

- Pros:
 - You can charge premium prices with huge profit margins as long as it's hands free for the buyers.
 - Even though prospects who can't afford you might not like your prices, the prospects who value time will seek out offers like yours and will be happy to pay more as long as they get what they want.
 - Super easy to create these kinds of offers (more examples – Fiverr example)



#3 – The Most Done For You Offer

- Cons:
 - Involves a bit more work or oversight on your end (how you can get around that...).
 - You have to target your prospects better (mom and pop shop vs. bigger business).
- Tip: Even if you can't make an offer fully done for you, spend some time to think about how you can make your offer at least somewhat more DFY – and then communicate that to your prospects and watch your sales increase.



#4 – The Best Priced Offer

- People often times think that this is the only way to have a “better” offer – by being the cheapest offer of its kind.
- But being the cheapest offer is not the same as being the best priced offer (tv example)
- You can appeal to a larger market, directly attack higher priced competitors, and not focus as much on being the best of the best.
- Examples (The Dollar Store, Walmart, etc.)



#4 – The Best Priced Offer

- Pros:
 - Super easy to target the biggest market.
 - Super easy to aggressively “attack” the more expensive competition.
 - Don’t have to be the best marketer, copywriter, etc. in a lot of cases.



#4 – The Best Priced Offer

- Cons:
 - It can often times mean that your margins are less.
 - It can often times also mean that you have a lot less money to advertise with and to acquire buyers (trick to piggyback off of competitors...).
 - You don't want to get into a never-ending battle of being the lowest priced place (examples of why that can suck and how you can lose...)
- Tip: One way to not be the cheapest guy out there but still benefit from the easier sales is to have a super cheap entry level offer or a free level or free trial. This can take customers away from even your super cheap competitors while still being able to market the better, more expensive options to them now that you have more time to promote and explain why they should buy more from you.



Don't Have to be Just One

- Think of how you can be in multiple categories at the same time (free offer with upsells into easier or DFY offers).
- Look at your biggest competitors now and see what people are saying about them – which of the four offer types are they losing the most on (what are comments saying – complaints about price, ease of use, etc.)...
- Then go after on the attack by making an offer that specializes in the areas that they suck at.



Any other questions???

(cash giveaway
right after)



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