

**WebFire Presents: Wednesday Marketing Webinars**

**Part 2: Tricks to Market the 5  
(plus 2) Services from Last Week  
to Make Top Dollar**



# 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)



## QUESTION #1:

How often do you attend these Wednesday training webinars?

1 – Almost every week

2 – At least once a month

3 – Less than once a month



## QUESTION #2:

Would you prefer it if we did shorter, weekly videos with specific tips each week as well as weekly Facebook group posts with tips instead of the webinars (while still doing the occasional free training webinar – perhaps monthly instead)?

4 – YES, I prefer the shorter weekly videos and posts

5 – NO, I like things the way they are

6 – Something else (what?)



Now let's move onto our training for this week with more tips on how to market the seven services from last week (or almost anything)...



# Overview for Today

- Review of the 7 services from last week
- More tips on how to market them
- Q&A





## 7 Services for \$\$\$

1. General SEO (usually \$1,000 to \$5,000 one time or \$500 to \$1,000+ a month)
1. Video Creation, Optimization, and Distribution (\$500 to \$1,000+ a pop)
2. Done for You Blog Creation and Ranking (\$2,000 to \$5,000+)
3. PR Service (\$500 to \$3,000+)
4. Lead Selling Service (\$300 to \$1,000+ / month)
5. Bonus – Deal Maker (often commission based, but can be a lot)
6. Bonus – Social Media Manager or Ad Manager



# How to Market

- Last week we covered some specific tips for each one that can help market them (examples), so be sure to check out last week's call
- These next tips will help market some of those even more, as well as will often apply outside of those seven methods...



# How to Market

- First, Properly Target Your Ideal Prospect
  - Reach out to those most in need of your help who you can also easily help and get fast results (crucial point often overlooked).
  - Target only those that HAVE THE MONEY (examples) where one or two sales can make them a quick profit
- Then Create an Unbeatable Hook (ideally free) Followed by a Great Offer with a Great Guarantee
  - Offer something for free to get them to respond (or get the lead – examples)
  - Follow up with your paid offer, but have a great guarantee on that (examples)
  - Have social proof or examples of the results for them to see (tips)



## How to Market

- For offers like SEO services, do a video showing a Google search in their market and explaining why some sites rank while others don't (keywords in title and on the page, using Schemas, etc.)
  - Then tell them exactly what they need to do to fix that (they won't do it).
  - Then present your offer with your guarantee.
  - Reach out to them via e-mail, contact forms on their sites, or using our lead tools to find prospects asking questions on such topics.
- For all of the services, our lead tools can help find prospects asking questions that you can take a minute to answer to establish yourself as an expert and lead them either to your site, e-mail, video, etc. to try to get a sale made.
- Instead of waiting for a SEO, video, or blog client, you can just go ahead and make and rank sites or videos ahead of time.
  - Worse comes to worse, you can use this as social proof, but...
  - In a lot of cases, you can just sell these to prospects who won't need the social proof because they're buying a pre-ranked site or video at a premium price.



# How to Market

- Go the extra mile and list your services up on classified sites like Craigslist, GumTree, etc. under the “services – computer” category (or similar).
- Similarly, lots of web marketing forums (like the WarriorForum.com) have sections where you can list services for sale as well.
- You can also find lots of prospects on sites like Upwork.com where you can bid on prospects that are often telling you how much they want to spend.
- The Fiverr Hook Trick...



# How to Market

- The Question SEO Blog Post or Video Method (how and why it works to create questions that you answer and rank for)
- What to say to prospects / how to best reply (tips)
- Pro Tip – the more Done for You your offer is, the more you can charge and the more easily you'll land sales (don't make it a hassle)
- The difference between a \$5 service and a \$1,000 service often times isn't that much more work or cost to you (examples)



## How to Market

- If you're doing paid ads (like Facebook), it's especially important that your ad stands out and gives them a reason to check it out...
- Examples of what to do on ads themselves (clear message on ad, something enticing, etc.)
- In most cases for paid ads, you'll want to be sure to capture the leads first, especially for higher end prices where most clicks won't turn into buyers
- Examples of good paid ad hooks
  - The case study
  - The free plus s&h
  - The contest / giveaway
  - The story
  - The shocking news / blog post
  - The cool trick / hack to get xxxxx



# Why Some Fail

- They don't think through their offer.
- They sound like everyone else.
- Their offer sounds like a lot of work to the prospects.
- They don't target their ideal prospects whom they can get the best results for and great results and ROI.
- They don't have a good reply / post or a good hook.
- Tips to avoid all that...





Any other questions???

(cash giveaway  
right after)



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



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

