

WebFire Wednesday Webinars:

**Why Many People Fail at
Making a Significant Amount of
Money in Their Business ... and
How to Fix That!**



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



These trainings will either feature myself (Brian Koz), Shawn Casey, both of us at once, or occasionally a featured special guest if we think their expertise would be of value to 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.



Use these calls as an opportunity to get even more training, ask strategy type questions, get feedback, or make suggestions on what else you'd like to see!



Special Note: Make sure to check out our prior WebFire Wednesday Webinars and our WebFire trainings, as there's tons of info already there that a lot of you are asking for more training on. 😊



WebFire Member Rules to Success:

1. Follow the steps and trainings we have.
2. Don't give up (seek help when needed but don't get too dependent)
3. No whining or negative attitudes (quickest way to fail)



Quick Question:

- How did you first hear about WebFire?
- Type 1 for you don't know / recall
- Type 2 for through an ad on another site or Facebook
- Type 3 for through a mailing or webinar from another e-mail list owner
- Type 4 for through a mailing or webinar on one of our lists because you were already on it
- Type 5 for through an offline event / conference that we spoke at
- Type 6 for through word of mouth or seeing it mentioned on a site or forum (not an ad)



Now let's move onto our training for this week on why many people could be making a lot more...



Four Reasons Why People Fail

- The “Make a Million off \$5 E-book” Mistake
- Going After the Wrong Target Market
- Employee Mindset on Prices
- Looking for an Excuse to Quit



The \$5 E-book Mistake

- Top question I often get: How do I make \$xx,xxx / month selling my \$5 e-book???
- Hardly anyone can get rich selling only a \$5 e-book.
- Not worth the time or money to market it (that means that you have to spend less than \$5 in money or time to get a buyer...).
- Most book sellers do it to get publicity or leads to lead them into more offers and higher price points ... also known as having a funnel!



The \$5 E-book Mistake

- Example of a funnel:
 - → Free or cheap book
 - → Cheap offer (\$7 to \$47)
 - → Higher end offer (\$97 to \$297+)
 - → Recurring Offer (\$47 to \$97 / month)
 - → Downsell into trial recurring offer (\$1 for 14 days and then \$47 to \$97 / month)
 - → Multiple backend offers after the initial sale the same day to weeks / months later ranging in price from low to high (\$997+).
- Now you'll have waaaaay more to either budget to get a buyer ... or make it more worth your while to spend time doing so.



Going After the Wrong Target Market

- A lot of people spend tons of time going after “cheap” prospects (where they’ll have a tough time of convincing them of their value) vs. “high end” prospects (where their services / offers are easier to get the value out of).
 - Example: Shoe Repair Shop vs. Plastic Surgeon
 - Example: \$7 e-book vs. \$997 / month service vs. \$2,997 course
- Research your market and look at the differences between the cheap sellers and the high end sellers, and then look at the differences in their prospects (talking in forums and such).
- Make sure that you target prospects that you can provide the most value to in order to make your sale not only easier, but to be able to charge more too.



Employee Mindset Prices

- This is another huge problem I often see...
- People charge a lot less than they could because they're afraid of it not being worth it to the buyers.
- They think "gee, it only takes me 30 minutes to provide this service" or "gee, my course is only two hours long..." therefore I can't really charge more than \$50...
- Vs. "Even though my service or course doesn't take much time or isn't terribly long, it could help these prospects make \$xxxxx more fairly easily..." therefore \$1,000 is a steal and huge value!
- I call this the employee mindset vs. having a true value mindset.



Looking for an Excuse to Quit

- A lot of people, especially ones new to having a business, look for excuses to quit (mostly to cover up their insecurities or doubts).
- Some of these excuses: I'm not smart enough. I'm not a techie. I don't have any time! I started late in the game vs. early on. I tried two times (for ten minutes...) and failed at landing a \$5,000 sale. I tried to rank (despite not following all the instructions or best practices) and didn't get ranked after a few days ... or I tried only for one keyword and didn't get that keyword so now I'm done...
- That's what I call bullshit excuses... 😊
- If you're looking for a reason to give up or fail, you will. And that's what most people are comfortable with, so you need to step out of your comfort zone and get some confidence in yourself.
- The people who accomplished the most in business or throughout history have one thing in common – as a whole, they also failed the most at first. 😊



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



New WebFire Facebook Group at
www.getwebfire.com/fbgroup



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