

WebFire Presents: Wednesday Marketing Webinars

Tips Learned from Famous Millionaires and Billionaires



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 tips learned from millionaires and billionaires...



I've read a handful of books on other very successful millionaires and billionaires, and I've put together a list of several tips that I've learned from them



Some of them we've personally used before I read about them and have gotten great success with, while others I thought were very clever and worth trying to implement



Since I got value out of them, I figured I'd sum up several of these tips from multiple books in one training for you. 😊



Overview for Today

- Tips
- Q&A
- Cash Giveaway!



Tips

- Often easier to have only a handful of higher value clients than tons of cheaper ones (Epic example)
- Figure out what your best clients have in common to help you target and reach out to more in the future
- Simplify your offerings and target those with higher margins (restaurant example)



Tips

- Use complaints of your own products and of competitors to better your own offerings
- Cut your losses early
- Only start a new business or make a new product / offer if you already know that there's a demand for it (how to test)



Tips

- In very competitive markets, target sub-niches (examples)
- Find the influencers in your market and reach out to them, give them freebies / review copies, and do everything you can to please them (examples including comedy show)
- View any challenge as an opportunity



Tips

- Use your small wins, case studies, or successes to get bigger and better clients (and continue building – examples)
- Give first before taking
- Praise others to get them to later praise you (why this works)



Tips

- Better to be really, really good at one thing than mediocre at several things
- Everyone will get a lot of no's, but keep on going if you know that your offer is good
- Know your numbers (expenses, income, lead / sale costs, etc.)



Tips

- Just ask for what you want or what you're looking for – be blunt
- Keep in touch with your best prospects, send updates or gifts, personalize your messages to them
- Become as efficient as possible (cut unnecessary expenses and processes)



Tips

- Learn from others who've already been successful at what you want to do without ignoring their lessons learned
- Go to your audience (similar to what we always preach of go to your leads instead of waiting for them to come to you)
- Always be adapting (Apple question and example)



Tips

- Take good ideas from others and adapt them to be your own
- Exploit your competition's weaknesses
- Network with higher value people



Tips

- Seek out those who can most benefit from your offerings (examples both for sales and partnerships)
- Offer additional products that complement your main offering (instant 30% increase example)
- Disrupt your marketplace vs. just competing with them



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



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