

**WebFire Presents: Wednesday Marketing Webinars**

# **Five Things Holding Your Business Back (and How to Solve Them)**



# 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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[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



Now let's move onto our training for this week on five things holding your business back ... and how to solve them...



Most people who are having issues (or who just want to grow) with their business, whether they're brand new or highly experienced, tend to have at least one or more of these five issues...



In the vast majority of the cases, they're overthinking it or not taking some easy, basic action to help solve their issue, which is why this call was made to help with that...



# Overview for Today

- Five Things Holding You Back (and How to Solve Them)
- Q&A
- Show Small WebFire Update
- Cash Giveaway!





# Five Things Holding Your Business Back

- Lack of a good offer(s)
- Lack of a good website or landing page
- Lack of good traffic / exposure
- Lack of a good hook or sales copy
- Lack of time



# Lack of a Good Offer(s)

- If you have no offer or a crappy one, doing the rest of the work is almost pointless.
- Most people don't use common sense, do proper research ahead of time, or see what people already like and are buying in their market.
- Or they have a single offer and nothing else to sell, which leaves a ton of money on the table.



## Lack of a Good Offer(s)

- Here are a few ways to fix that:
  - See what else is currently selling (Amazon, Clickbank, forums, ads on social media, etc.).
  - Search places like Fiverr.com, relevant forums, or freelance sites to see what other products or services others are offering that you could easily make deals with (some tips...).
  - Pay an expert in the field not really selling their own product online yet to create a product for you (or even an interview).
  - Have a minimum of at least three different offers of different price points to maximize your earning potential.



## Lack of a Good Website or Landing Page

- If you have a crappy website or landing page, you're throwing out a lot of dough.
- Or if you don't collect e-mail leads at some point, you're being stupid and leaving a ton of dough on the table.
- Don't save pennies to lose dollars (examples).



# Lack of a Good Website or Landing Page

- Here are a few ways to fix that:
  - Look at other websites of products that are selling well and how they're selling it.
  - Mimic landing pages of relevant ads you see to popular products (Facebook ad trick to see how popular it is...).
  - If you hire a web designer, make sure to give them examples of exactly what you want.
  - Don't be confusing – be clear, concise, and have a simple call to action.



# Lack of Good Traffic or Exposure

- Lots of people seem to think that they have a lack of traffic, but that's one of the easiest things to solve (and often not their main issue).
- It's often times a lack of TARGETED traffic rather than the total amount of traffic.
- Most don't put the time in to get the quality traffic that they should.



## Lack of Good Traffic or Exposure

- Here are a few ways to fix that:
  - Make sure to do your keyword research and SEO like we've taught before (tips).
  - Get several pieces of content from multiple sources out there targeting buyer questions / keywords (blog posts, videos, guest blogging, reaching out to reporters, etc.).
  - Reach out to your prospects already out there asking questions and respond to them there (WebFire's lead tools can help there).
  - Try paid advertising.
  - Search for high end partners that you can piggyback off of (tips).



# Lack of a Good Hook or Sales Copy

- A lot of businesses have either horrible sales copy or don't really have any sort of a hook at all.
- If you can't explain the benefits and the reasons for buying in under 15 seconds, you're doing a bad job at it and probably overcomplicating it.
- You need to have the "no brainer" reason why someone should sign-up.





# Lack of a Good Hook or Sales Copy

- Here are a few ways to fix that:
  - Have a no brainer free lead offer or reason to reach out to you (examples...).
  - Check out the sales copy of the competitors for both their landing pages and their sales pages and try to mimic the good parts.
  - Create an elevator pitch that explains the VALUE and the BENEFITS of your offer in under 15 seconds or so.
  - Offer a confident guarantee.



# Lack of Time

- We often hear that a lack of time is a huge problem for business owners, and although this can sometimes be the case, often times it's really not and just them overthinking.
- If something is taking you a really long time to do, you're probably either not doing it right, not researching it well enough, or not being smart enough to just outsource it.
- And if you really think you have zero time in the day, think of all the wasted time you currently spend on Facebook, watching videos, reading tons of news, watching TV, etc. and really put that all into perspective.



# Lack of Time

- Here are a few ways to fix that:
  - Set a certain amount of time aside each day or week where you have one or two specific tasks that you have to get done in that time (no procrastinating).
  - Identify the things that you really suck at (and be honest with yourself) and outsource those things (within reason – examples).
  - Find partners to help with the things that you're bad at so you can focus on your strengths to create a win-win.
  - Identify what part of your work is the 80-20 rule (examples).



# Reminder on past free tools

- [www.bizfire.com/survey](http://www.bizfire.com/survey)



Any other questions???

(and WebFire new small update and cash giveaway right after)



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