

WebFire Presents: Wednesday Marketing Webinars

3 Cool Techniques to Make Easy Money Online



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 where we'll reveal 3 cool techniques to make money online...



Overview for Today

- 3 Specific New Techniques to Make Money Online
- Examples
- Extended Q&A
- Cash Giveaway



Technique #1 – Profits from Questions

- When people are about to buy ANYTHING online, especially higher priced stuff, they typically do a lot of research...
- Part of that research often includes looking for answers to questions they might have about a specific product or type of product.
- Although some questions can lead directly to easy affiliate / sales link placement like “where’s a good place to buy X online,” most questions typically are more like “what’s the difference between an LED and an OLED TV?” (sometimes they’re not even questions – example)



Technique #1 – Profits from Questions

- Other examples:
 - How much larger does a 1 carat diamond look from a 0.9 carat oval (or whatever style) diamond? (Or even “size comparisons for oval (or whatever style) diamonds”)
 - Difference between 50 cc and 150 cc moped engine?
 - Difference between natural gut, synthetic gut, poly, and nylon tennis strings?
- These are great examples where you can do a quick article or a quick video on (tips on how to do this...)



Technique #1 – Profits from Questions

- On top of simply answering the questions in a short, clear way, you can also give extra tips that could lead to your affiliate or sales link...
- The key is to not be spammy and to come off as super helpful.
- If it's a blog post, you can write this directly in the post, but if it's a video, you can mention that you have a link in the description to direct them to.
- Here are some examples...



Technique #1 – Profits from Questions

- Examples of how to give extra tips:
- Diamond Example: Here's what a 0.9 carat oval diamond looks like compared to a 1.0 carat oval diamond. There's not much of a difference between the two, but offline retailers might charge \$7,000 for a 1 carat compared to \$5,500 for a 0.9 carat. However, if you go online, you can get better deals like from a site I highly recommend that I put a link in the description below. At that site, the same 1.0 carat diamond would go for \$4,800 instead of \$7,000, while the 0.9 carat would go for \$3,900 instead of \$5,500.
- Tennis Example: Natural gut strings tend to be more powerful, easier on the elbows, and they can hold their tension the longest. However, they're very susceptible to rain / water (you can't get them wet), and they can be a bit less durable for hard hitters compared to poly strings, which tend to lose tension faster, play far less powerful, grip the ball a bit better for better spin, and are harder on the elbows. Natural gut can be far more costly, though – usually 3x or more the price of a poly. A sports store might charge you \$60 just for the natural gut strings and \$25 for the poly strings. However, you can get them at a decent discount from a tennis site that I put the link to in the description. You can get natural gut there for more like \$30 to \$40 instead of \$60, while poly strings you can get for \$10 to \$17 instead of \$25.



Technique #1 – Profits from Questions

- Extra Tips:
- If you use affiliate links, don't make them look like affiliate links (use redirects or shortened links).
- Make sure to clearly give them a reason to go to the link (aka – it's cheaper by \$xx here than there).
- Make the link easy to see and stand out in the description.



Technique #2 – Review Summaries

- One of the easiest ways to make affiliate income is to write reviews.
- Typically a good review will have a short intro talking about the product, a pros and cons list, a short summary, and a conclusion with an obvious call to action (your affiliate link).
- It's best to target affiliate offers that either pay you higher commissions or recurring commissions ... and ones that are also popular and sought after (no point if no one searches or ever buys a specific product).
- However, the biggest obstacle that better, more expensive products can run into is that the affiliates don't necessarily have the product or the money to buy them all if they're doing a lot of reviews...



Technique #2 – Review Summaries

- To combat this, you don't have to even own the product yourself if you do this trick!
- In fact, not only will this work well and you won't have to buy anything, but you can even admit it and people will love you for it!
- How? By saying that you're writing (or creating a video on) a summary of ALL THE REVIEWS out there with all the general pros and cons followed by your own thoughts / conclusion with an obvious call to action.
- People love it when they have less work to do, and you summarizing up all the reviews in one area does just that!



Technique #2 – Review Summaries

- How do you summarize them all up?
- Simple – in the intro, just say that you're summarizing up all the common pros and cons out there, list those out, and then give your overall impression of it all and say what you see as the clear winner.
- This can work for product reviews, product comparison reviews (GetResponse vs. Aweber, iPhone Xr vs. iPhone Xs, etc.), etc.
- Pro Tip: Keyword research and proper titles and tags will make a major difference in your rankings here.
- Another Pro Tip: Make both a blog post and a video to double your chances of getting traffic and sales (and put redirect / shortened links in the description for videos).



Technique #3 – Level Up Existing Services / Offers

- Want to sell services / offers for top dollar without all the hard work?
- This trick can work great for you with only a minimal amount of work...
- If you're looking to sell a service like SEO, video making, logo design, webpage design, or virtually anything else, not only can you obviously do the work yourself or simplify it using automated tools like WebFire (where you'd have complete control), but you can also look for existing service providers that are selling cheap services without great pitches...
- The key is to find service providers that provide a good service, have lots of social proof or testimonials, but either don't have a good sales pitch of their own or just don't charge much...
- For instance, maybe they have an SEO service but instead of talking about how they increase rankings, they're talking about technical mumbo jumbo that 95% of their target market doesn't understand (examples...)



Technique #3 – Level Up Existing Services / Offers

- You can find such service providers on sites like Fiverr.com (lots of \$5 offers), marketing or web service related forums, outsourcing sites, classified site ads, etc.
- When you find one that has good social proof with happy customers, reach out to them and ask if you can use them to fulfill their service to your clients in a white label type deal (example).
- Then ask if you use them, if you could use their social proof and testimonials and such on your sales page.
- Then create a better sales page / pitch and start marketing it knowing you have a hands free service...



Technique #3 – Level Up Existing Services / Offers

- Pro Tip: The more hands free / done for you that you make the offer for your prospects, the more money you can charge.
- Another Pro Tip: A \$5 service can easily turn into a \$100 service, while a \$100 service can easily turn into a \$1,000 one if you follow the above rule (examples – 10x to 100x your value and profits...)
- Then rinse and repeat and you'll have lots of amazing offers all hands free!
- Examples...



Live Examples



Any other questions???

(cash giveaway
right after)



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