

WebFire Presents: Wednesday Marketing Webinars

Why Your Business Sucks and How to Fix It



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.



Question:

Which of the following best describes you?

- 1 – No product / service / offer / site yet.
- 2 – Have something but haven't done much to promote it yet.
- 3 – Have something (product, service, offer, site, etc.) making at least some money online.
- 4 – Make a full-time or better living off of your business.



Free Facebook Group:

GetWebFire.com/fbgroup



Now let's move onto our training for this week on why your business sucks and how to fix it...



Overview for Today

- Why Your Business Sucks and How to Fix It
- Any other questions
- Cash Giveaway!



Reasons Why Your Business Might Suck



#1 – Your Offer Sucks or Isn't Relevant

- Do you have an offer, have done some marketing, but have gotten zero results so far?
- If so, there's a good chance that your offer just might suck (and that's okay).
- Have you done research to see if others are selling similar things to you? (Tips for what to do there...)
- Are you making your offer way too complex and not dumbing it down? (examples)
- Are you not offering any social proof and expect people to just magically buy?
- Is your offer not relevant to your target market? (The chin fat e-book example...)
- Remember, even if you don't have an offer now, you can easily make one or work with existing service or offer providers (examples), so there's no excuse. (extra tips...)



#2 – You Don't Have a Good Front-end, Tripwire, or Opt-in Offer

- Every business needs a good front-end or tripwire offer, as well as a good opt-in offer.
- These are offers to get people into your business funnel, or to at least express an interest in it.
- If you want buyers, try a no brainer “cheap” deal with a ton of value to get your foot in the door (examples...)
- For an opt-in page for free leads, have the offer be clear, quick to understand, and short and sweet – it's a free offer – don't complicate it! (examples...)
- Ask yourself what's something that you can give out for free or dirt cheap that people would go crazy over, yet would be relevant to other things you could sell them? Then research to see what others are doing as well...



#3 – Your Funnel Sucks ... Or You Don't Even Have One...

- Do you sell any products / offers behind your main offer?
- If not (and often even if so) you should really examine how you can add additional upsells or backend offers to make more money from day one and beyond.
- You'll want a mix of low-end, high-end, and recurring opportunities in an ideal funnel (examples of some).
- Super easy to create new offers: Extra courses / info products, training webinar(s), interviews with experts, done for you services (even ones you can easily outsource – examples), software, etc.
- Having the right funnel can drastically increase your sales and turn an okay or even bad business model into a great one!
- Often times the difference between a successful business and a failing one is entirely based on their funnel, yet most businesses seem to neglect this. (Infomercial example)
- Free Tool: Go to bizfire.com/survey and take the business survey there. Then at the end of it, you'll see a free sign-up for a free funnel maker tool that lets you play around with potential funnels to see how much you could make with a few easy tweaks!



#4 – Your SEO / Rankings Suck

- Do you rank for some / most of the keywords that you think you should rank for?
- If not, most likely you need to look at your title tags and content to make sure that they contain the keywords that you're trying to rank for (what those are and examples) (Extra tip – make the title tags keywords rich AND interesting – examples)
 - Use the SEO Inferno or Tag Makers inside of WebFire to help.
 - Check your Image Alt Tags too if you use images or are an e-commerce site (Tag Maker or SEO Inferno can help – what these are and why they're important)
 - Add Schemas to Your Sites
- Do some additional keyword research (by using WebFire's main Keyword Tool) to find easy opportunities to rank for more keywords or create new content to rank for.
- Brainstorm questions or additional keywords prospects might be searching for, create content or videos for them that are optimized to rank for them, and make sure that you answer all of those common questions / searches to create a giant spider web to grab prospects. (Examples)
- Get even better results by replicating the above but on social media as well (distributing your content in multiple places – blogs, videos, social media, etc.).



#5 – Actively Market Your Offer and Look for Sources to Get New Traffic, Leads, and Sales!

- Lots of people do all the work to get a site or offer ready, but then they don't do anything to market it ... almost as though they magically expect people just to show up.
- Just because you build it, it doesn't mean that they'll come all by themselves!
- Proactively go out there and find where your prospects are and start interacting with them.
- Start getting good, quality content out there.
- Start reaching out to potential partners or places where you can advertise or do white label deals with (examples).
- Some of WebFire's Tools like the Backlink Tool can help identify competitors and their traffic sources for you to instantly reach out to in order to make your proposals!
- And at least try paid ads at some point too!



Any other questions??? Live Q&A...



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