

WebFire Presents: Wednesday Marketing Webinars

How to Make Money by Asking Questions



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.



Want to win \$100 today?

WebFire Facebook Group at
www.getwebfire.com/fbgroup



Now let's move onto our training for this week on how to make money by asking questions...



A lot of business owners tend to drive traffic to a set offer



This is great if you are able to really
pinpoint your prospects well



However, often times even if you target your prospects well, you don't know **WHAT** it is that they want / need.



For instance, if you know someone is interested in tools, you might advertise a new saw to them ... but what if they're really just looking for a hammer?



You can have the best saw in the world,
but it won't matter if what they want right
now is a hammer.



Or if you have the best weight loss guide in the world, if you advertise to someone who really is just focused on gaining muscle, you won't make that sale.



Or even more specifically, if someone is interested in losing a double chin, your perfect weight loss guide (which might actually help them) still will be a tough sale because they don't know for sure if it'll solve their problem!



Remember, people with specific issues or wants look for specific solutions / products



And even if know almost EXACTLY what they're looking for, you STILL might have a tough time selling them...



Robot Vacuums as an Affiliate Example...



That's why I wanted to make today's topic on how to solve these issues by asking questions as a way for you to make money (regardless if you're an affiliate, product owner, service seller, etc.)



Overview for Today

- Why Asking Questions Works (and how to do it)
- Survey Examples
- Brief Look at How You Can Easily Do It Yourself
- Q&A
- Cash Giveaway!



So How Do You Ask Questions and Make
Money Off of Doing So?



By Pinpointing Solutions Based Upon Their Responses...



How to Ask Questions

- Ask a question where you know you can help at least most of the responses.
- Then be sure to individually respond to each of the answers that you know you can help, and give them custom solutions or offers to help.
- Examples (diamonds, weight loss, businesses, etc.)



How to Ask Questions

- There are multiple ways and places to do this...
 - Facebook
 - Blogs / Articles / Videos
 - Forums and Q&A Sites (examples)
 - Surveys (my favorite)
- Each have some pros and cons to them, so we'll go through some one by one...



Facebook

- You can ask a question either on your own profile, a group or fan page, or through a paid ad.
- An example could be post that says, “What’s your biggest issue with growing your business?” or an ad that has an article about three common business mistakes and how to overcome them ... followed by you asking, “Do you have any different issues with your business? Post below in the comments and we’ll see if we can help!”
- Added bonus – for FB ads, encouraging people to comment can get you cheaper ads and more exposure.



Blogs / Articles / Videos

- You can also ask similar questions at the end of blog posts, articles, or videos that you have on a particular topic.
- For instance, if you have a post or video on how to lose 10 pounds in 2 weeks, at the end of it, you could ask, “What diets or exercises have you tried that haven’t worked for you? How much are you looking to lose? Comment below.”
- Extra tip – at the end of your articles or videos, on top of encouraging them to post comments or answer questions, you should also encourage them to opt-into your mailing list or subscribe to your video channel for more tips.



Forums and Q&A Sites

- You can actually use this strategy in two different ways here – by asking questions AND by answering other people’s questions.
- You can find several popular forums in your niche and ask questions where you then follow up with individual responses (that others will almost certainly find useful).
- Example: If you’re an affiliate for diamonds, you could ask, “What is most important to you as a consumer / diamond ring buyer – size or quality / clarity?”
- Then when they give an answer, you can follow it up with more specific advice for how to get the best deals on their specific preference ... or how to tell that they have a good deal (followed by an offer to help – like my diamond service example).
- Another example: If you’re in the weight loss niche, you could ask a question like, “What body part are you most interested in losing weight or shaping up more on?”



Forums and Q&A Sites

- But the reverse also works well here too, as you can search for people already asking questions and then answer them!
- Using the same examples as before, you might find someone asking a question on the difference between an SI2 and an VS1 diamond (example of your response to make this technique work...)...
- Or for weight loss, you might find a person asking what the best way to lose a double chin or belly fat would be (example responses).
- The awesome part here is that your responses will not only be seen by the person asking or answering the question, but also by potentially hundreds to even thousands of people in the future as more happen across your post!



Surveys

- All of the past methods are a great way to get answers and help send customized offers, but by far the easiest way to do so and get even more detailed responses usually is through surveys.
- The key with a survey is to do one of two things: Either make it a super interesting viral survey (like “How long would you survive a catastrophe?”) or one that is crystal clear that it’ll help them find a specific solution (like “Find out how your business can make more money” or “Find the best robot vacuum solution for your house”).
- But in either case, you’ll want to make sure that the survey gives specific responses to their specific needs with your solutions (your products, services, or affiliate offers mixed in as much as possible).
- Examples with survival and businesses...



Surveys

- You can then advertise your surveys, mail your lists, post them on Facebook, mention them in articles or videos, mention them on forums, etc.
- They come off far less spam-like and sales-like than a traditional sales page would, and they can be super useful and fun for people too!
- And you can ask MULTIPLE questions to really pinpoint their needs (examples)



Surveys

- The only downside compared to the other methods is that even though surveys are often better, they are often not that easy to make ... and even harder to give really good custom responses to.
- You can create a basic one with generic responses where you assume what their answers are, but that's far less targeted.
- Solutions like Survey Monkey can work to some extent, but they're more geared towards academics and standard surveys and not as much towards marketers (you can't have custom responses in the same way ... plus it can cost \$1,188 / year for the plans that do some of this stuff).
- We created a couple survey tools ourselves that we've been using for a while that we were going to roll out eventually (since no point in not if others can benefit).
- Examples and quick demo.



Any other questions???

(cash giveaway
right after)



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