WebFire Wednesday Webinar:

Open Q&A Session

WEBFIRE 3.0

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WEBFIRE 3.0

How To Double
(Or Even 10X) Your
Business In 2019!

WEBFIRE 3.0

How A Business Makes Money

- Promotion and Advertising drives…
- Traffic to website, or store, or makes the phone ring which gets…
- Leads (prospects) who convert into…
- Customers…
- Who buy additional products and services

The Money Production Line

- How did Henry Ford revolutionize car building?
- The assembly line.
- Raw parts start at one end.
- Cars come out the other end.

The Money Production Line

- In a good marketing plan, traffic and leads start at one end.

- Customers, sales, and profits come out the other end.

The Money Production Line

- If you put more raw material (traffic and leads) in the front end, more customers, sales, and profits come out the other end.

- If you improve production processes, even more customers, sales, and profits are produced.

How Do We Grow A Business?

- First – you must know your existing numbers so you have a starting point.

- Then, determine your goals so you can figure out how to hit them.

Find Your Starting Point

- Let's set up an example.

- Traffic – 10,000 visitors/month

- Conv. Rate to Leads – 10% = 1,000 Leads

- Conv. Rate to Sales – 5% = 50 Buyers

- Avg. Sale - $200 x 50 Buyers = $10,000

- Backend Sales - $100 x 50 Buyers = $5,000

- Total Sales - $15,000/month

Growing Your Business

- If you want to double your sales, what do you have to do?

- Double any number or combination of numbers.

Growing Your Business

- **Traffic – 20,000 visitors/month**
- Conv. Rate to Leads – 10% = 2,000 Leads
- Conv. Rate to Sales – 5% = 100 Buyers
- Avg. Sale - $200 x 100 Buyers = $20,000
- Backend Sales - $100 x 100 Buyers = $10,000
- **Total Sales - $30,000/month**

Growing Your Business

- Doubling traffic increases sales from $15,000 to $30,000/month.

- What happens if you double 2 of these numbers?

Growing Your Business

- **Traffic – 20,000 visitors/month**
- **Conv. Rate to Leads – 20% = 4,000 Leads**
- Conv. Rate to Sales – 5% = 200 Buyers
- Avg. Sale - $200 x 200 Buyers = $40,000
- Backend Sales - $100 x 200 Buyers = $20,000
- **Total Sales - $60,000/month**

Growing Your Business

- Double 2 numbers and you increase sales by 4X from $15,000 to $60,000/month.

- What happens if you double 3 numbers?

Growing Your Business

- **Traffic – 20,000 visitors/month**
- **Conv. Rate to Leads – 20% = 4,000 Leads**
- **Conv. Rate to Sales – 10% = 400 Buyers**
- Avg. Sale - $200 x 400 Buyers = $80,000
- Backend Sales - $100 x 400 Buyers = $40,000
- **Total Sales - $120,000/month**

Growing Your Business

- Double 3 numbers and you increase sales by 8X from $15,000 to $120,000/month.

- What happens if you double 4 numbers?

Growing Your Business

- **Traffic – 20,000 visitors/month**
- **Conv. Rate to Leads – 20% = 4,000 Leads**
- **Conv. Rate to Sales – 10% = 400 Buyers**
- **Avg. Sale - $400 x 400 Buyers = $160,000**
- Backend Sales - $100 x 400 Buyers = $40,000
- **Total Sales - $200,000/month**

Growing Your Business

- Double 4 numbers and you increase sales by 13.3X from $15,000 to $200,000/month.

- What happens if you double 5 numbers?

Growing Your Business

- Traffic – 20,000 visitors/month
- Conv. Rate to Leads – 20% = 4,000 Leads
- Conv. Rate to Sales – 10% = 400 Buyers
- Avg. Sale - $400 x 400 Buyers = $160,000
- Backend Sales - $200 x 400 Buyers = $80,000
- **Total Sales - $240,000/month**

Growing Your Business

- Double 5 numbers and you increase sales by 16X from $15,000 to $240,000/month.

Growing Your Business

- What are the increased sales goals for your business in 2019?

Growing Your Business

- Now that you have determined your goals, just go make it happen.

Growing Your Business

- Okay – we admit it's not quite that easy.

- But creating huge increases in traffic, conversion, leads, customers, and sales IS much easier than you think.

How To Get Our Help

- In 2019, you could get our (Brian Koz and Shawn Casey) personal consulting and coaching for you and your business.

- If you're interested, email Brian@WebFire.com with some basic info about your business and your goals like the business name, market, website, main products, current sales, and target sales.

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