

How to Sell High End Web Services to Desperate Buyers Even Without Having to Do the Work!

By Brian Koz and Shawn Casey

A little background first...

If you had access to a million people who might pay you \$1,000/mo... and you didn't have to do the work to deliver...

Would you let them pay you?

Better yet... what if you could get them hooked on what you're selling like a junkie is hooked on crack, then...

Would you let them pay you
month after month?

Are you ready to
get started now?

Before you get too excited about those
1,000,000 prospects, I have to warn you
that...

I lied about that.

There aren't just 1,000,000 prospective customers...

There are actually 100,000,000 prospective customers who spend many billions of dollars annually on products and services like what you could easily be selling starting today.

These 100,000,000 prospects are the businesses all over the world who want more traffic, leads, and customers.

That's exactly what you can help them get as
a Internet Promotion Adviser.

How much do these businesses spend on
Internet Promotions?

Global business sales total over
\$50,000,000,000,000.

Yes, that's
50 Trillion Dollars.

According to Gartner, Inc. research, those businesses spend 2.5% of their sales revenue for Internet Marketing activities.

2.5% doesn't sound
like much until you
do the math.

That's 1.25 Trillion Dollars spent for digital marketing activities.

And... that number grows by 5-10% year
after year after year.

Would you like to get some of that 1.25
Trillion Dollars for yourself?

What Will You Discover?

- How to get a decent cut of that 1.25 Trillion Dollar market.
- What products and services you can sell with high profit margins.
- How to get all the work of production and delivery done for you.
- How to make consistent sales of these products and services even without ever personally selling.
- How to automate your marketing and take advantage of my expertise to make you a lot of money!

What do we know about selling high priced products and services?

Just one high end product doing over \$2.9 million in 8 months

Gross Sales	Shipping	Taxes	Net Sales
\$169908.32	\$10.35	\$0.00	\$169897.97
\$143414.77	\$10.35	\$0.00	\$143404.42
\$715531.02			\$715520.67
\$296205.97			\$296199.07
\$556209.53			\$556202.63
\$549999.63			\$549992.73
\$270345.70			\$270342.25
\$117873.00	\$0.00	\$0.00	\$117873.00
\$87649.85	\$64.35	\$0.00	\$87585.50
\$2907137.79	\$119.55	\$0.00	\$2907018.24

Over \$2,900,000 in Sales Processed in 8 Months!



\$2907018.24

And a white label of that went on to do about another \$1 million in sales in another niche.

Big Paydays with Almost NO Cost

Electronic & Misc		
Date	Amount	
02/02	11,989.00	WIRE TRANSFER DEPOSIT
1 Item	\$11,989.00	

Electronic & Misc		
Date	Amount	
03/16	6,416.00	WIRE TRANSFER DEPOSIT
03/19	2,318.76	WIRE TRANSFER DEPOSIT
2 Items	\$8,734.76	

Electronic & Misc		
Date	Amount	
01/29	2,000.00	WIRE TRANSFER DEPOSIT
1 Item	\$2,000.00	

Four “Identical” Businesses Selling Mid to High End Monthly Web Services...

Admin Dashboard	
Total Members:	99
Total Sales:	20291.00
Comm. Owing	640.25

Admin Dashboard	
Total Members:	380
Total Sales:	152487.00
Comm. Owing	394.75

Admin Dashboard	
Total Members:	80
Total Sales:	19512.00
Comm. Owing	0.00

Admin Dashboard	
Total Members:	128
Total Sales:	38476.00
Comm. Owing	172.75

What do all of these screenshots and earnings have in common?

They were for services or products with very little overhead, huge value to customers, and huge profit margins!

And I'll let you know exactly how we made sales like that today...

The Basic Principles of Charging More and Working Less...

- You have two options when it comes to selling your own product or service:
 - 1. Doing all the work yourself (or via automation like WebFire)
 - 2. Outsourcing all the work to others (or a combo of the two)
- If you do the work yourself, you can use tools like WebFire to automate services that normally take a ton of time.
 - SEO and Website Analyses – instead of tons of manual work. WebFire can do these almost instantly for you.
 - Keyword Research – do in minutes what normally takes hours.
 - Lead Finding and Generation – instantly get leads vs. having to wait weeks or months
 - PR Services – reach out to other websites or blogs to get instant exposure using these tools instead of manually writing one by one.
 - Content / Video Generation and Distribution – create and distribute content in minutes instead of hours or even days.

How to be a Middleman

- But even if you want to outsource work to others to make it completely hands free, it's super easy to find TONS of available workers and services that you can tweak their offer or market it better to charge huge premiums.
- Most of these guys sell “basic” offerings at cheap prices, whereas we'll show you in a bit how you can turn these into elite offerings at premium prices (with huge profit margins)!
- You can find outsource workers on sites like Fiverr.com, Craigslist, GumTree, freelance sites, marketing forums (Warrior Forum, Digital Point, etc.), etc..
- Web services are ideal for this like...
 - SEO, Traffic, Social Media Management, PR services, Web Design, Writing, Sales Copy, Videos, Forum Posting, Blog Commenting, Site creation, Blogging, Etc.

How to Charge 10x to 100x More than Your Competitors with a Fraction of the Traffic...

- A lot of people seem to think that the way to compete is to offer a cheaper price than your competitors – that couldn't be further from the truth...
- Why do Pepsi, Nike, Rolex, Gucci, etc. sell virtually the same thing as much cheaper competitors, yet they rake in the dough? –Perceived value and positioning!
- Online Marketing is no different, and in many cases even easier
- The key is about the perceived value you're giving to your prospects

How to Charge More

- It's not about how long your ebook is, how great your videos are, how great your service is, etc. – it's about the value that the prospects think they can get out of it.
- “How to” guides have a much lower perceived value (\$5 to \$50 tops)
- Done For You Services have a MUCH higher perceived value (\$100 to thousands of dollars)

How to Charge More

- However, there's a little trick where you can increase the price of ANY service / product that you sell...

How to Charge More

- Ebooks can jump from \$7 to \$100 to \$300
- Services can jump from \$100 to \$300 to \$2,000 or more (sometimes even per month)

So what is this little trick?

What is it that made the screenshots showing you
thousands to even millions made?

The Answer is...

Providing More Value (Perceived and Real) to Make
Everything More Hands Free

When you provide more real and perceived value
(especially more hands free for your customers),
your prospects are willing to pay A LOT more

How to Increase Value and Profits

How to Increase Value and Profits

Article Writing Example

Article Writing

Basic

- High Competition
- Low Cost
- Can be low profit
- Minimal work

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Article Writing + SEO

Basic +

- Medium to Low Competition
- Low Cost
- Can be okay profit
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Basic +

- **Medium to Low Competition**
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- **Minimal work**

Article Writing + SEO + Submission

Premium

- **Not Much Competition**
- **Low Cost**
- **Lots of Profit**
- **Minimal Work**

Article Writing

Article Writing + SEO

Article Writing + SEO + Submission

Article Writing + SEO + Submission + Blog/Site

Basic

- High Competition
- Low Cost
- Can be low profit
- Minimal work

Basic +

- Medium to Low Competition
- Low Cost
- Can be okay profit
- Minimal work

Premium

- Not Much Competition
- Low Cost
- Lots of Profit
- Minimal Work

Elite

- Extremely Little Competition
- Low Cost
- Tons of Profit
- Minimal Work

So with a few simple tweaks, you can go from \$5 to hundreds of dollars (or even thousands) very easily!

Let's see a couple more examples:

More Examples:

- Selling SEO Services
 - Basic Package – selling an ebook on how to get ranked (\$7 to \$37)
 - Basic+ - getting paid to optimize someone's site to rank better (hundreds)
 - Premium – getting paid to not only optimize their site, but also do article marketing, video marketing, PR, backlinking, commenting, forum posting, etc. all done for them (hundreds a month to potentially a thousand or more)
 - Elite – Either create sites in their niche on your own that are already ranked (with backlinks and all) and sell them those sites or rent to them ... or add that on top of the premium service (multiple thousands of dollars easily)

What's cool is that marketing an elite package is MUCH easier than a basic package because they're more excited about getting everything done for them, and don't need to rely on guessing if your ebook is easy enough or good enough for them to follow

Products/Services You Can Sell

- Let's take a look at the products and services you can sell – even if you don't know how to do all the work.
- I'll also tell you the estimated time or outsource cost to deliver each product or service so you'll know your potential profit on each one.

Products/Services You Can Sell

- **Article Writing + SEO + Submission + Blog/Site** – includes 10 articles, optimized blog plus graphics, submission service, and off page SEO.
- Retail Price – \$997
- Outsource Cost – \$97
- Estimated Time if Not Outsourced – 5 Hours
- **Net Profit - \$900**

Products/Services You Can Sell

- **Website Analysis and Corrections/Updates** – includes keyword research, on page SEO analysis and fixes, and report summary.
- Retail Price – \$997
- Outsource Cost – \$47
- Estimated Time if Not Outsourced – 2 Hours
- **Net Profit - \$950**

Products/Services You Can Sell

- **Traffic / SEO Services** – includes ranking services, forum posting, blog posting / commenting, Q&A answering, editing on page and off page SEO, and more.
- Retail Price – \$997 to \$2,997 / month
- Outsource Cost – \$97 to \$297 / month
- Estimated Time if Not Outsourced – 5 to 10 Hours a Month
- **Net Profit - \$900 to \$2,700 / month**

Products/Services You Can Sell

- **Reputation Management** – includes forum posting, Q&A posting, researching competitors, social media posting, article marketing, blog marketing, and more.
- Retail Price – \$997 to \$12,997 / month
- Outsource Cost – \$97 to \$497 / month
- Estimated Time if Not Outsourced – 5 to 10 Hours a Month
- **Net Profit - \$900 to \$12,500 / month**

Products/Services You Can Sell

- **Social Media Management** – includes posting on Facebook and Twitter, getting more likes, getting more followers, posting in relevant groups, and more.
- Retail Price – \$497 to \$1,997 / month
- Outsource Cost – \$47 to \$297 / month
- Estimated Time if Not Outsourced – 2 to 5 Hours a Month
- **Net Profit - \$450 to \$1,700 / month**

Products/Services You Can Sell

- **PR Service / Reaching Out to Influencers** – includes contacting places to guest blog post, contacting large traffic sites or potential partners that share a market but don't compete, etc.
- Retail Price – \$997 / month
- Outsource Cost – \$20 / month
- Estimated Time if Not Outsourced – 1 Hour
- **Net Profit - \$970 / month**

How Much Can You Make?

- If you could add just one \$1,000/month customer each week, you'll be at \$4,000/month after your first month.
- If you maintain this basic pace, your business would grow to...
 - 2 months = \$8,000/month
 - 3 months = \$12,000/month
 - 4 months = \$16,000/month

The Hidden (VERY Valuable) Benefit

- The Hidden (VERY Valuable) Benefit of providing products and services to these businesses is that...
- **They always have more money to spend when they are getting results from their marketing activities!**

The Hidden (VERY Valuable) Benefit

- For example, Mary's company hires you to perform a website analysis, and to update and improve her website.
- You charge her \$997 and pay the 3rd party contractor \$47 to do all the work.
- **\$997 minus \$47 = \$950 profit. But that's just the beginning...**

The Hidden (VERY Valuable) Benefit

- Because your team delivers great results, the website shoots up onto page 1 of the search engine rankings for multiple keywords.
- You contact Mary to share the good news of the measurable results you achieved.
- (Note: You get to take credit for this even though you don't actually do the work!)

The Hidden (VERY Valuable) Benefit

- Mary realizes she's getting more traffic, leads, and sales because of what you've done for her company.
- Since you've delivered results, Mary will be excited to hire you for continued SEO services, PR services, and more.

The Hidden (VERY Valuable) Benefit

- Once you have your foot in the door at any company, you have the opportunity to sell them everything you have available.
- **Which means, of course, that you should have a full range of products and services to cover all their potential online marketing needs.**

Do you see how these businesses are already spending this type of money for the online marketing products and services they absolutely must have?

How To Sell These Products/Services

- You can find lots of ways to sell these products and services
- Here's just a few:
 - Webinars (why they're great – live or replays)
 - Having “how to” content where you then offer the service
 - Off of social media like Facebook (killer strategy – post results from clients and market those posts to your target audience and watch the results come in ... even if you don't have results now, you can use other examples where you can get easy results -- examples)
 - Finding leads already asking for such services and e-mailing them
 - Finding leads who need your services but haven't asked yet and e-mail them
 - Hint – several tools inside of WebFire can even help you find these prospects instantly!
- When you have an elite, premium offer, you stand out and these prospects WANT exactly what you have.

You've seen the 1.25 Trillion Dollar market
and how simple it could be to sell and
deliver high profit margin products and
services.

Do you see how you could be selling several different products that each have a profit margin of \$900 (or more) each month?

Do you understand that businesses buy these products because they desperately need more traffic, leads, and customers?

If you were a business owner that just wanted more traffic, leads, and customers to grow your business, how much would spend if every marketing dollar invested yielded \$4 or \$5 in sales?