The WSO Bible:

How To Explode Your Business With WSOs

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Introduction

Hello there. Thank you for buying my report. By doing so, you have most likely taken a big step forward in the enhancement of your Internet Marketing knowledge. But whether you make any money from the ideas put forth in this report is entirely up to you. All I can guarantee is that the info is solid and this report is 100% unique (as in, I did not copy anything from another source without a quotation). Of course, yes, I have gotten most of my ideas from other people and products – but that's just life in general. I also copied this opening paragraph from my last book, which I hope some of you recognize. :)

Why WSO?

The purpose of this report is to show you how you can make a lot of money (and other nice side effects, making you even more money) by creating a product and marketing it in the "Warrior Special Offer" section of the Warrior Forum. I'm willing to bet that you are reading this book as a result of buying it off the Warrior Forum. So I probably don't need to tell you much about the Warrior Forum and how friggin' awesome it is, but I will anyways for those who don't know. If you got this from a website outside of the Warrior Forum and you are not a member, stop reading this manual now and go sign up! The Warrior Forum is a forum that is dedicated to the topic of Internet Marketing. There is discussion of everything related to IM, as well as boards for products, outsourcing, joint ventures, and pretty much anything you could ever need relating to IM. Click here to become a member of the Warrior

Forum for free. I also highly recommend becoming a "War Room" member. It's a one time $37 payment and you get access to the "private discussions" area (20 years membership). You better bet this is where the good stuff goes down. This is also a place where people give away free, *quality* content.

As of this writing, the WF has 173,000+ members. When I bother to check, it usually has around 4000 members online at a time, depending on what time of day it is. Usually, I find that about 20-25% of those members are peeking at the Warrior Special Offers section (to be known as WSO from now on). Think of the raw power of this section. Everybody who is looking at the section is an internet marketer or aspiring to be such, perhaps minus a few onlookers. They're clearly looking for products or services and a special offer. How often can you find this kind of target market just wading in the waters? And it's business-oriented buyers. Most people know they need to spend some money to make some. This is a serious crowd with buying intention.

WSOs also have many other built in advantages. First off, $20 (the listing price) and a killer headline gets you just as much traffic as any other marketer in the section. This is extremely important because as we all know, getting traffic to a sales page can be a challenge, to say the least. You also don't need a website. I'm going to show you how to sell a WSO without setting up a website. That means no domain, no hosting, no script, no nada. A couple of simple steps will get you up and running on a WSO. Don't get me wrong though, to be successful, it will not be EASY. Simple is different than easy. I will talk about this in a second. What else? Since sales pages on the WF are just the first post in a thread, you don't need high-end graphics or fancy html. Everything can be done with basic BBCode (forum coding, don't worry, it's easy and provided right there for you). This AGAIN puts you on a level playing field. This "level playing field" is really what is going to give you a fighting chance. We all need to start somewhere. I'm going to show you how WSO can be a great place to get your start. And if you're an experience marketer, it is also a great place to grow your business.

What's the GOAL of doing a WSO?

Obviously the end goal in doing any marketing activity is to make money. So to go beyond the obvious, putting up a WSO is going to accomplish these main goals:

- Instant money in your pocket from the profit off your product or service sales.
- An email list of "buyers" who are in love with *your* product, and not somebody else's.
- A reputation for putting out quality material.
- Possibly, depending on what your WSO is, an asset embedded with affiliate links or another marketing effort to pay you off in the long run.
- Possibly, something to leverage into many other streams of income.
- Relationships with other marketers who want to make money *with* you ("JVs").
- And more...

When you develop these assets above, your IM career can really take off. Your first success with a WSO can be parlayed into another. The money you make can be spent on different marketing efforts around the internet. I really believe in this method and how it can be starting point for a lot of people who have struggled. It can also just be another important asset in the arsenal of an experienced marketer. All I know is that I feel blessed to have found the power of the WSO and plan to leverage it as many times as possible.

My Experience With WSO And IM

Many of you have probably read my first WSO, "The Octopus Blog Method: How To Create Massive 6-Figure Blogs In 6 Months Or Less." I am very pleased to say that it was a huge success, at least in my mind. I was able to accomplish every goal that I listed above (in addition to sales and revenue goals). And since I made money with it and I like to write, that success was my inspiration for this WSO. Before WSOs, I just wanted to be in the background. I was perfectly content making money with PPC arbitrage and affiliate marketing using SEO and article marketing. But the fact of the matter is that I wasn't helping anybody else make money, except those product creators (who are sometimes multi-national corporations). There's nothing wrong with that, but I am a born writer and teacher (I think?), so writing the book for my first WSO came naturally to me. I literally pounded out a 90+ page manual in 4 intense writing days. Yes, there was a lot of editing and such that went down afterwards, but that's when the bulk of the material was written. And this eventually gave me a chance to interact with people and actively help them make money as well, which is fun and feels good.

Let's talk numbers. I launched the Octoblog WSO on January 18th, 2010. That first week I sold 20 copies and some "review copies" that I ended up giving refunds for when the reviews were left on the thread. But after that, it just skyrocketed. In my first month, I sold approximately 190 copies and pulled in a revenue of around $1800. My expenses were roughly $600, so my profit was $1200, just on front-end sales. I put over 250 people on my list and got my affiliate links out to all those readers. I got a slew of rave reviews and have built my customer base. My efforts were obviously parlayed into the writing of this book. And I think you'll see that can happen a lot if you want it to. You do something, it works, you write about it, it makes you money, you write about that, and it makes you more money, and so on. And I believe my profits from my first book are just starting. I'm planning to roll out new profit centers soon.

My Philosophy

A lot of people will tout WSOs and even my methods similar to what I put out in my first book as a way to make quick money. I suppose there is nothing wrong with making money fast, especially if you need it. But it is usually short lived and usually will not happen like that at all. Making money on the internet, just like any job or business will normally take time and effort to get going. I am writing this guide to give you a method to making money and building a business, and not as a get-rich-quick scheme or a quick cash method. If you take your time, set things up properly, and exercise patience, you will have a much higher chance of sustaining real success. What would you rather as a hypothetical scenario? Make $3000 in your first month and $1000 a month as a result of your actions in the first month or... make $1000 your first month and $3000 a month thereafter as a result? How is this possible, you might ask? Well, if you put out a product, hype its value and sell it for a higher price point, you might make money up front, but will you make more money on the back-end if people didn't think you delivered much of a value? What if your beginning email promotions tried to convince people to buy something instead of building a relationship with them by trying to help? You would make sales, but wouldn't more people leave your list as a result? These are things to consider when you're marketing a product. Do I want quick cash or do I want a real, sustainable business? For me, the answer is a no-brainer.

There are minimum requirements here, whether or not you want to build a real business from this. You're going to need a small amount of money, just for setup. Believe it or not though, *everything* can be done for $40. That is pretty amazing to me and one of the reasons I absolutely fell in love with this method. You'll also need some time. I did work furiously in the weeks before my first WSO launch in order to get my product ready (although, I will say that much of that time was dedicated to setting up an ordering script and a website that I will not be teaching as the first option here). Additionally, you will need the will to succeed and the maturity to follow the rules and act with integrity. This is a method that can be abused and clearly I am not teaching that.

Anybody can have success with this method, from a brand-newbie to a guru. Of course, just like my last book, it's probably geared towards a newbie-intermediate IMer who already knows some things but wants to do more and take advantage of this avenue. I suggest you read this book from cover to cover because you are never going to know where *your* golden nuggets lie. Try to absorb and implement everything I teach from the get-go because the lifespan of a WSO can be short and you want to make sure that you crush it off the bat. I'm going to be giving theory, actual step by steps, and resources to help you be as successful as possible. I'm going to try to keep it free of fluff and really deliver for you. So without further ado...

Creating A Product

WSO Rules And Guidelines

I thought Allen's (the admin for WF) rules for WSO is a good place to start. You can see the WSO rules on this page. Here are the important ones:

1. **Must be an original product** - This is a great rule and it's what makes WSO so special. Your product will almost immediately be considered unique (though the skepticism of borrowed content is certainly valid). Don't copy somebody else and put it as a WSO unless you want it to get shot down or have it trash your reputation.

2. **Must be a special offer** - It needs to be a special discount or a product only offered to Warriors. This is no problem for us.

3. **Don't scam people** - The one guy I've seen accused of scamming others has apparently been banned from the forum on 3 separate occasions. I was *on the verge* of buying his product until I read a post from an irate member who couldn't believe he would "show his face" on the forum again.

4. **No wild characters or ASCII art in Titles** - Thank you Allen for this rule. Now we can finally read the titles on this page.

5. **No products that violate the TOS of other sites** - This is an important one because you may be tempted to make a product describing a "black or gray hat" technique. I've definitely seen WSOs get through that violate TOS on some websites or do some kind of SPAM, even popular ones (and ones I really like and use). I think the line might be drawn at malicious. Either way, you're definitely safer creating something that is white hat. You will need to judge for yourself whether it can fly.

Quality, Quality, Quality

Did I say quality? When you're creating your product, in my opinion, there's no other factor you should focus on more than quality. There are a number of reasons for this. High quality makes your refunds low or non-existent, increasing your bottom line. It will also increase the number of positive reviews you get and decrease the possibility of somebody saying something negative about your product or service (I will talk about how important testimonials are). It will make people happy with their purchase and want to buy more products from you or products that you recommend, increasing your bottom line again. Basically, quality will be the linchpin in your entire operation.

Obviously, making a quality product is easier said than done. Even as I write this, I wonder to myself if this book will be well received. I wondered about my last effort. So I want to talk about how to create a quality product or service (as I try to do it right now). This is what I think it takes (some things will apply to information products and some to services, try to apply to both if applicable):

- First off, you need to believe in it. If you don't truly believe in the effectiveness and the value of your product, why would you put your name behind it or try to sell it to people? They will notice if it is bad and you will suffer the consequences.

- Next, put everything you've got into it. In other words, <u>deliver</u>. Don't hold back on information that you know can be helpful. Empty the coffers, if you will. In the same vein, don't accidentally leave stuff out either. Be comprehensive and don't leave people asking too many questions. If you don't know the answers at the time, don't release the book until you go out and research and then include them.

- Don't waste people's time. Get to the point, give pertinent information, and don't fill your book with things people are not going to care about.

- Be as unique and interesting as possible. Most topics are not truly unique (such as the one I am writing on now) but *your spin* can be (such as what I'm hoping this book will be). Your service does not have to be new, but you can offer a competitive advantage such as better prices, timely delivery, or increased effectiveness. Your product is your reputation. Do you want a reputation of rehashed information or delivering the same performance? The "business way" of saying this is: "What is your 'Unique Selling Proposition'?" What makes your product different from others and why do people need to have it?

- Package it well. I *know* I can't be the only one who is frustrated reading ebooks that are not checked for grammar and spelling! OK, if English is not your first language, don't tell me you can't get a friend to proofread it for you or pay somebody $20 to do it. This is about reputation and is just so damn easy. I'll admit, even mass-published books have some typos. But sometimes I read manuals where I can't understand sentences the way they are structured - so do your best to not let this happen. This goes for everything else as well. If you're delivering a service, make your service reports easy to read and understand. Don't be sloppy when a small extra effort will make the difference between a repeat customer and someone who puts a negative review on your thread.

- Give VALUE. The price of your product must be significantly less than what the customer perceives the information to be valued at. If the price is higher than the value of the product, you're going to have problems. We'll go through pricing later. The thing to keep in mind is that your product should somehow save or make the customer money or give them the information to do so. Seems obvious but needs to be said.

I'm sure there's more to making a quality product, but I think if you stick to the guidelines above, you should be in pretty good shape. When you're done, if you're not sure you've got something of quality, pass it out to a couple of friends and press them for as much CONSTRUCTIVE CRITICISM as you can. They will undoubtedly tell you what they like about it because they're your friends, but you're going to want to know where you need to fill in the holes.

Information Product Vs. Service Vs. Software

As I see it, you've got three options for a WSO. They each have pros and cons that I want to outline really quickly:

- Information Product (ebook): **Pros** - With an ebook, all you really have to do is write it, package it, and market it. There is very little customer service involved compared to the other 2 options. You can make the product a low price and it can still be worth it to sell. You can embed affiliate links inside which can pay you off in the long run. You will not need a staff to sell more copies, in other words, it's probably the most scalable option. This is the most popular option and the one you will probably end up going with. **Cons** - you can only sell your ebook to a customer once. The ticket price is generally lower than the other two. If you're not a great writer, it might be a struggle.

- Service: **Pros** - The best benefit of a service is that you can have repeat customers. This means that you can really make a killing in the long run if you continue to build a loyal customer base. You don't need to write anything or provide a novel concept. If you are providing a backlinking service for example, all you need to do is apply what you know for your customers. Once you get going, you can continue to add different services and expand your influence, reach, and profit centers. You can also usually charge more because a service is costing somebody, somewhere his time, which is not the case with an ebook or software. **Cons** - You need to physically deliver your service on a regular basis. This means a lot less freedom in my eyes. Call me crazy, but even if you get people to do the work for you, you still need to manage them and make sure they are doing the work to your satisfaction. If you're going to deliver a service, I suggest you do much more preparation than if you're going to write an ebook. I anticipate that it will be a much bigger business operation than selling an ebook, especially if you want to expand and make more money. It's a trade off you will need to consider. Additionally, establishing trust will probably take more time as people are putting their business in your hands. Make sure you help them else you will be in trouble.

- Software: **Pros** - If you've got a good product, it can be sold for a lot of money and you don't really need to compromise much. It's scalable in the sense that you can sell as many copies as you want without increasing your work too much (unless, the sale of too many units decreases effectiveness). You can also make money on future developments or complimentary items. And as seen with some products like SENuke, if they're good enough, you can charge a monthly fee (SENuke charges $127 a month! Whoa). **Cons** - You basically need a great idea and programming skill or somebody to make it for you. Even if you do have these things, it will probably take months to years to develop and test before it's ready for delivery. This can be extremely profitable, but at the same time it's probably the longest-term solution out of the 3 of these options. You will also probably need a service team of some sort, a website with tutorials on how to use the product, and some kind of trial period. These are all optional, of course, but the freedom is lessened yet again with these options.

It's probable that I did not see every angle here, so think closely about your decision before you venture into it. Making your product is not like being an affiliate. You are generally more committed and there are more consequences to your actions. On the flip side, the profit can be worth all the hassle and risk.

I also want to mention, that there are more options than the 3 most popular I wrote about above. For example, you could create audio downloads, a video series, membership sites, and many more options. You be as creative as you want to be.

Where To Get An Idea

From now on, I'm going to be focusing my verbiage mostly on ebooks because I'm assuming that's how most people will put this information to work. The information will still be applicable to services and software, however.

If you already know what you want to write about, you will probably not need this next section. But if you don't, you're probably wondering at this point, "I don't really have an idea or any expertise." There are two wonderful ways of handling this. Obviously, having an original idea is the best, but there are plenty of people who make a lot of money with what I suggest below. Before I get into it, I need to talk about market research.

You need to figure out what the hot topics are before you go out and spend all your time, energy, and money into making a product. You can look over the WSO section and see which products are getting the most "replies" to their post or have the file icon on the left "on fire" (this means they're selling a lot of copies). You can go to [Warrior Plus](#) (get acquainted because we will be using this website A LOT), and look under the "[WSO Alerts](#)" section and

you will see what topics people are interested in because these people want an alert when a new WSO is released on this topic. As of this writing, the most popular topics are in this graphic.

As you can see, if you write a book on PLR (the next section) or offer PLR, an alert will be emailed out to 181 people!

Wow, free email marketing to people who are waiting specifically for information on that topic. And imagine if you created Free Wordpress Software, how many people would flock to that? How about PLR specifically created for Wordpress sites? It's not necessary to combine like this, but there is certainly power in it, don't you think? This is by no means the definitive list though. For example, I believe that the product I am making right now will be popular but it's not on the list. Also, SEO and backlinking are not on the list but I know for a fact that these topics are hot. Try to find topics that are trending up. If they're trending down or already dead, then make sure you have a super-awesome spin to it that will revive the topic. Check out the main discussions area of the forum as well to see what problems most people are having.

While you're looking for ideas, you might as well check out your competition and make sure you're not copying or offering the exact same product. This will actually go hand in hand with what I mention in the second of the two product creation methods I'm about to talk about. Warrior Plus/Alerts does it again. When you go to the page you check out this section:

As you can see, WarriorPlus is putting out a good product, one that you will buy if you do this method. I recommend checking out the other guys and seeing what they're doing right. Many of them have multiple WSOs up right now. Jack Duncan has more than 10 and Big Mike has a ton of awesome software products. Think about how powerful it could be to make this list. That's a ton of free exposure and clout. But more important, use it for your research and see what's hot and what you're up against. I frequently find myself comparing WSOs on similar topics to see which one I will buy. How will you stand apart?

OK, you've done your research; you know what your possibilities are. Now it's time to make a product.

Private Label Rights (PLR)

If you've been in IM for any time at all, you've heard of PLR. It seems to be the hot topic of the day. And there's certainly a reason for that, it can be super-useful and save you a lot of time. PLR gives you the opportunity to buy somebody else's product, rebrand it, re-write it, and put your name as the author (if you want to sell a product in the IM niche). It also gives you the rights to sell that material as PLR as well (for niches outside IM). So one option is to buy a whole bunch of PLR on a topic from different sources and then bundle them into a huge topic-specific PLR package. Better yet, you can take material from the different sources and combine your favorite parts, making a superior product to the ones you took the information from. Now you've got something unique or semi-unique. But make sure it's actually good material if you're not just going to sell it as a PLR bundle and you're going to make it your own product. Don't just take some crappy free PLR off a website, re-write a couple of words and offer it as a unique WSO. I think I have set the stage better than that. Make your spin into something quality. Ultimately, I think the best way to sell PLR, is to say that it is PLR.

Where can you get PLR? It's really all over the place. One of the best places is to have a content writer do it for you. If you go this route, don't expect to be getting gems of knowledge. This is a better option if you're going to offer a PLR article package. For example, hire a Philippine writer (better language skills than Indian and definitely a lot cheaper than American writers) to create a series of 20, 500 word articles on a keyword researched (by you) hot micro-niche (TIP: you can even explain some of the keyword benefits in your sales letter). You can find people to do this on Elance, GetAFreelancer, and of course, on Warriors For Hire or in a WSO (perhaps the best place). You can even have somebody write an entire ebook for you. Yes, all of these options cost money but that's the price of not doing the work yourself. And if you consider your time to be valuable, it should be worth the money.

A lot of IM gurus sell their older ebooks that don't sell as well anymore as PLR. Some even offer them on their new ones. You can take those ebooks and rewrite them and add some of your own content. You can buy PLR off the Warrior Forum but there certainly isn't a point to that if you don't change it drastically and add your own USP. Or you can just do some Google shopping. Type in "PLR" or "private label rights" and look around. The possibilities are literally endless.

PLR really is the best option for somebody who doesn't like to write much, doesn't have an IM idea, and/or doesn't want to spend the time and effort to create a unique product. I have personally not gone this route but I know many who have and also think that if you get creative enough, you can make a bunch of money selling a WSO with this idea.

Just one word on the related, but not the same, Resale Rights and Master Resale Rights: Unless you're offering RR or MRR on a unique product you've just created, you can't sell a product you've bought with these rights in a WSO because RR and MRR don't give you the ability to alter the content or put your name as the author - and one of the rules of WSO is it must be unique content.

The Merge Method

If you're like me, then you like to write. That's really the best reason to make an info product in the first place. Making money is one thing, but enjoying the work is what makes it worth doing. And I can't even describe the satisfaction that comes from people giving you positive feedback on your hard work. It's truly rewarding. And I like to use "The Merge Method" because it works.

As you can see, I love branding (which I will talk about soon), even for small little tactics like this one. I call this the Merge Method because you are going to merge nuggets from several authoritative manuals **AND** your own experience to build a comprehensive manual. If you just merge information from other manuals, you won't be able to talk as an authority on the subject, which is important.

First thing you should do is find an IM strategy that you are interested in pursuing. There are literally hundreds of ways to make money on the internet - so you won't be short on choices. Go ahead and obtain at least a couple of authoritative reports or info products on the strategy. Study them closely and evaluate the tactics for what you think is "best practice" and the most business-savvy. Get on the WF and discuss these tactics with others.

Read related posts by others and see what opinions are. Try to decipher who is an expert and who is just blowing hot air. For example, after doing a year of solid research on SEO, I still see people strongly advocating strategies that I say NOT to do in my book. This is why a massive amount of research is so important.

When you are ready (perhaps after reading the first book you get or after doing all this research - when YOU are ready), implement the strategy. If you want to make money faster, both on your strategy and your WSO, choose a strategy that seems somewhat quick to implement. I know what you're thinking, "Do I really need to be an experienced expert on something in order to write a book about it?" I say no. All you need is SOME SUCCESS, that if applied on a greater scale, would make it a highly successful method. As long as your research is good and other people who are super-successful can corroborate that your information is solid and will make money, then you will have enough clout to make sales. It is possible to sell books without income proof. In fact, there are certain situations where providing proof is something I would not do. For my last book, I had plenty of proof but I decided to ignore the topic all together for a number of reasons I won't get into. I'd rather just keep that stuff to myself. Also, since my book is based largely on the *theory* of SEO, which as we all know, can certainly be hit or miss even with "best practices" followed to the "T", I made the focus all about information dissemination (backed up by learning resources) and not about my personal experience. If you read my first WSO, you know it was about hard work and not just promises of quick income. In a way, I think by going this route, I set myself apart from a lot of gurus who show you their account and have you assume that you can just easily duplicate their success. I don't see what's wrong with being honest to a bunch of business-minded people anyways. It doesn't matter what the product is, or how much income proof you show, MOST people will never make a dime with 90%+ of info products sold, including the one you're about to put together. This is just the nature of business. Additionally, I think it's difficult to know exactly what the new FTC rules are, even if you really study them. I'm not saying case studies and testimonials are dead, but if you're looking for an upside to not being able to provide proof of income, staying clear of the FTC is a nice benefit.

There are of course, many ways to look at this scenario. It can be powerful to show your proof of success, if that's what you want to do. And if you can do it without compromising your security, then I'd say go for it. Get Camtasia Studio or Jing and do a video showing your accounts. I just want you to know that you can be successful *without* showing income proof, as long as you do it correctly. And if you're new to your strategy and have only made some money, rather than massive amounts of it, you're not going to be able to show income proof. But your success, along with solid research will give you enough belief to write about it and have enough conviction to sell the strategy.

So after you've had at least a little bit of experience (I will leave it up to you to determine how much is enough) and you've read all the top manuals from the most respected authorities on the subject, you're ready to write your comprehensive compilation piece. Take the best information around and connect it together, creating a top to bottom strategy. I will tell you that this is exactly how I came up with The Octopus Blog Method. Once I got interested in blogging and SEO, I went out and learned everything I could from the highest experts on the subject. When I did that, a fusion of ideas spontaneously came to me. I put that fusion to the test and it worked. Once I had success, I wrote the book, included all of my resources and tools and I had a winning product. I am using the same “Merge Method” for this book, in almost the same order. And to save some time, write your book while you are testing your strategy. This not only gives you more motivation and commitment to make your methods work, but it also puts you in a great position once you’ve succeeded. Then, as you work through the method, you will learn and go edit your book appropriately.

The added benefit here is that you will profit in at least 2 ways. One will be from your success in that area and the other from the WSO you will write as a result of that success. The key is to *specialize*. Find something you are interested in, you think is going to be the next big trend, or something that seems like awesome business and specialize in it. The added benefit is you will become an expert in that field. In case your own business goes south for some reason (it happens to the best of us), you can more easily pick up a job in that field or do some freelancing for somebody who needs it. Not only that, you can start a coaching program, conduct webinars, or coordinate seminars. Can you see why I love the Merge Method so much?

Specific Tips On How To Write An Ebook

Here are some specific details I think you should consider when you’re writing your ebook:

- **Length:** Always double space. It’s easier to read and it increases perceived value. Most advice I’ve heard is that 30-40 pages is the best length for an ebook costing up to $30. The Octoblog was 92+ pages and I didn’t hear any complaints that it was too long. So instead of somebody getting a couple tips and reading the report in 30-45 minutes (30 pages), it takes them 2-3 hours and perhaps they read it twice (90 pages). If you just spent $27 on a book, how long would you want it to be? Would you want it to be comprehensive and content packed or would you want it to be a quick read? I don't think there's an easy answer here. Many people say that if you have a 90-page report, that you should split it up into 2-3 reports because people don't want to read long reports and you'll make more money that way. I got that advice when I was writing Octoblog. But you know what, I decided to err on the side of over-delivering and being comprehensive. I supplied an entire course for a starting price of $7. Do you think people will appreciate that and open my emails or will they flee because they think I am too long-winded? I think the key to it was that I didn't fill it with any fluff. It was real discussion and real "do this-do that." I'm trying to do the same thing right now. I'm trying to get your brain working and have you consider things. But I'm also telling you my opinion. Here's what I think is the kicker: If you've got a *really original or KILLER* idea, I don't think it matters how long it is. If it makes people money in 10 pages and it's something they've never heard before, it won't matter. But if it's a worn topic and you are doing the Merge Method, I think you should go longer. People will not end their reading session feeling cheated. Instead they'll feel full and satisfied. This is just my point of view so I think you need to make you own call on this one, and I think it will really depend on what your subject matter is and how much there is to say on the topic.

- **Make all your links clickable in the pdf:** I work on a Mac and when I was writing my first book, man did I get frustrated trying to figure out a way to make the links clickable when they were converted to a pdf. If you use MS Word, it's just NOT POSSIBLE. I heard there's a way to use Word on a PC and make it possible, but quite honestly, I can't tell you how to do it. Search the internet and figure it out, it shouldn't be that hard. But if you're on a Mac, here is a piece of gold for you. There is only ONE WAY to get clickable links in a pdf that will work in Adobe Reader and Preview - You need to use "Pages" (part of iWork) and then use the print function, "save to pfd." It's a free trial download and then not that expensive. I just saved you a ton of time figuring this out if you work on a Mac. (Just one note on Pages: It's a significantly less advanced than Word, especially with spelling and grammar checking - so I suggest creating your document in Word and then copying it over and formatting it.) Regardless of what platform you're using, DO NOT compromise on this important issue. This will come into play more when I talk about affiliate links.

- **Organize it well:** Figure out how to use headings and a clickable Table of Contents. Again, "click-ability" is coming into play. It will be much easier for your readers to navigate to specific portions of your book if they can just click on a heading in the TOC. If you don't know how to insert a TOC, it is very easy. Use the help section on your word processing program. It follows that your sections should also be well organized into appropriate topics. I also find it helpful to write out a mock TOC before I begin, to give an outline of what I'd like the book to look like. Obviously, I modify it as I go along.
- **Include a disclaimer and license rights:** You can copy mine if you want to. I wrote it myself though and can't be responsible for any consequences of allowing you to copy it (you will have to type it out - you can't copy any part of this document, it won't let you). I am in no way giving out legal advice but this is common sense, protect yourself and your rights.
- **Lock the copy function:** Following from the above, when you're saving the file to a pdf, you'll have some "advanced options" where you can block people from doing things with

the .pdf document. It's up to you but I think you should allow them to print it. I don't allow people to copy any part of it though. This makes it at least a little bit harder to plagiarize.

- **Include a "Resources" Section with all your recommended links:** You're going to want to put affiliate links to in your reports. If you have an aversion towards this when I say it, let me dispel that right now. If you're outlining a strategy, you are more likely than not, going to be providing resources. If the people reading the book have never heard of a resource and they go and use it, are they going to pay more just because you used an affiliate link to point towards it? No, of course not. If you tell them it's an affiliate link, are you tricking them into anything? No, of course not. I love affiliate links because they are completely symbiotic. You are giving good value by providing the <u>best</u> resource you know of, and when somebody buys, you're getting paid from it. (Don't compromise your integrity by providing an affiliate link when you know of a better resource that doesn't have an affiliate program or a way for the reader to get a better price - at least this is my recommendation and personal policy.) There is absolutely no problem with this in my mind and you may have noticed that there are affiliate links included in this report. By the way, it's entirely up to you whether or not you want to click on them and use them. But as a matter of business, when you're making your book, just think of the raw power. If you're giving quality advice and people trust you and your method, they're going to click on your links and you're going to make a lot of commissions. It's just plain smart. And you're going to want to compile all of those links in a user-friendly section at the end of your book so they can open the document and go straight to the resource if need be. What I do is make a clickable link in the text the first time I mention *any* website. If I mention that site again, I don't make a hyperlink. I then take the link and categorize it at the end of the book. Use this book as an example. In Octoblog, my resources section is over 4 pages long, single-spaced, and I've only gotten great feedback about how useful it is. Additionally, I would "cloak" your affiliate links for an increased CTR. You can buy software or use a shortener but I like to do redirects through my domain. I'll hold off on this topic until I get to that at the end of the book, since it is not mandatory for our method. It's not really necessary to cloak the links, it's just better.

- **Include an "action checklist" if appropriate:** I've gotten a ton of feedback about how useful the action checklist was in Octoblog. After reading a lot of information and wanting to go through the steps, people were a little overwhelmed about what to do and in what order. So I laid it out nice and easy for them and they appreciated it greatly. It adds tremendous value to your book, believe me. You can do a "process map" instead if you want but that seems harder to make and not necessarily more effective or easier to deal with. If you're method is not linear in nature, then a process map may be more appropriate, however.

- **Make videos (or include screens shots):** This can add tremendous value to your WSO and make you stick out from the crowd. The only slightly negative comment I got on my first WSO was from a guy who was new and wanted a bit of handholding. He probably just wanted to see what the things I was talking about looked like. Even though they seemed obvious to me, it would have served me to remember that many people are not at the same level of experience that I am. As of this writing, I am seriously considering adding videos to my product for added value, especially as I consider raising the price. At the very least, add screen shots or photos if you're directing people to do things, especially if your method is technically complicated. I will mention that if you want to offer videos, the delivery of the videos will make your operation a bit more convoluted. I'll get into your options soon.

- **Ask for a review at the end of the book:** This is a perfect time to do this because if they liked it and they're the review-leaving type, they will do it. Don't forget to include a link to your thread.

Branding

From a marketing and business perspective, I can't overstate how important branding your product is. First and foremost, your most important brand is your name. Decide what name you are going to use for this book and future books and stick with it. It can be your real name (mine is real), a pen name, or a nickname. It doesn't really matter. All that matters is that you stick with it, sign it to everything you write, and don't try to hide it. And just like the title of your book, the easier to remember, the better. I think "Big Mike" did a brilliant thing when he decided to use that name. Now the name Big Mike is known all over the WF and IM world. If you can think of an interesting way to brand your name, do it. I flirted with a couple ideas, but in the end, I just went with my classic given name, like most do.

The branding for your book is VERY important, in my opinion. OK, I have a confession to make: I absolutely love branding. It is my favorite part of marketing. It is just plain fun! I can spend hours brainstorming titles and slogans. These seemingly unimportant factors can make or break a business, plain and simple. And when you hit the nail on the head, it's such a good feeling. A good brand can make you stick out from the crowd, make it easier for people to remember your product, and make your product go viral. People can remember your product for years to come if you employ clever branding. There are a number of ways to pick a good title for your product. Something "telling" works the best. Anybody know the products, "Keyword Elite" and "Stomping The Search Engines"? You also can liken your product to a real world scenario. I enjoy "Market Samurai" and the whole "Noble Samurai" theme as well as "Roboform" and "Google Sniper". They are simple but say a lot. You can be wild with it, if you can somehow make it work... can anybody say "Google" or "GoDaddy"? These examples may be inappropriate for what we're doing but it's not unheard of. You can also go with something that just makes people curious, which was the appeal of "The Octopus Blog Method" to me. I thought it could be a head turner. What I don't like are very wordy titles like, "Your 10 Day Email Marketing Success Formula" or bland and ordinary titles like, "Email Marketing Uncovered." Many have succeeded with titles like this, but I say it's better to stick out and get people to take notice. When I was thinking of the titles for my first two WSOs, I thought long and hard about these questions: What is my *value proposition (or USP)*? What is my *competitive advantage*? What can my product be *likened to* in the real world? What is the main goal of my product? How can I get people to *take notice*? I was very happy when I came up with "The Mustache Method" for this report (because this method is sitting right under your nose!) but I didn't settle on it right away because once you pick it, that it's, you can't change it. And with more thought, I ended up going with something more "telling." So come up with some fresh and original ideas and then choose wisely. You may also want to see what domains are available when you choose. It can be even better if you can find an exact match domain that's getting searches, because this may get you some free traffic with a little backlinking, although I find this scenario highly unlikely. If it does happen, consider yourself very lucky.

I like to have a main title and then a subtitle. I like my main title to be the catchy "eye-grabber" and the subtitle to be the explanation of that title or the main point of the book. It can also be the "dream" that you are selling, instead of just the nuts and bolts of your method. Make the subtitle one sentence, with some strong words like, explode, annihilate, storm, and the like (of course, there are many more, these are just 3 to illustrate) to hit on the emotional and get the reader excited about the content. I find this strategy to be a good use of the Title "real estate" and not too much that it's overwhelming or wordy. Since you'll be using just the first part of the title in some promotions and the full title in other promotions, you want to be able to utilize that real estate to the max.

Listing Your WSO

The thing I love about this method is how easy the technical stuff is. Of all the methods I've used in Internet Marketing, this is the easiest. If somehow you feel overwhelmed by the technical stuff in here, don't be. If you can set up accounts on websites and use a word processor, then you can do this.

Get A Paypal Merchant Account

If you bought this book, you probably have a paypal account. Go ahead and upgrade that to a premier or business account, whichever is appropriate for you, if you haven't done so already. The only difference between the two is a premier account uses your name and a business account uses your business name. If you don't have a paypal account yet, go through all the necessary steps to get your address and phone number confirmed and all that.

The important thing you need to know to do with Paypal is to alert them that you will be having a product launch and sales will be coming in, so they don't tag your account for suspicious activity. I emailed them at first but they just told me to call. So skip the email part and just call them. Staying on Paypal's good side is VERY important and a bit of a fragile situation. If you don't do things according to their terms of service, you could see your account assets frozen for 6 months - ouch! But if you stick to what I tell you to do in this manual, you should be fine. If you want to know more, I would read this free ebook called "Seller Beware," which outlines exactly what some of the no-nos are according to Paypal.

Set Up An Auto-Responder Service

This is obviously critical and I would choose wisely, because once you've chosen one, it's not always easy to move your contacts over to another service. So I would choose a service whom you think is in it for the long haul. And trying to save money is easier said then done. The two services that I found that don't charge as your list grows had some serious issues. I tried Imnica Mail but they are very new and had too many growing pains. I had been using Oprius, but they don't have near the functionality and delivery rate I needed. Besides, neither of these services will work with WSO Pro (the next section). Here are you options with WSO Pro:

- I decided to bite the bullet on the cost and go with AWeber. They are probably the most popular and for good reason. They used to be known for requiring double opt-in but now you can actually use single opt-in as well. (I'm still experimenting with single and double opt-in and the jury is still out on which one to use. AWeber says the delivery rates are higher and the SPAM complaints are lower with double opt-in. I'm not sure if I believe them about the deliverability rates or if I'm really going to get a lot of SPAM complaints from my own buyers. Use your own judgment.) They also have tons of tools, offer tracking statistics, their website is super easy to use, and they have an established track record (so I don't think they're going anywhere). The only thing I don't like is that their prices go way up as you add contacts. But I figure, if I can't make $29/month by having up to 2500 contacts on my email list, then I shouldn't have an auto-responder in the first place.

- You can also go with GetResponse. They are $1 cheaper per month than AWeber and I've heard good things about them. Have never used them but they offer a good alternative if you don't want to use AWeber.

- Then there's Infusionsoft, which is serious stuff. It's email+CRM+e-commerce. If you're just getting started with IM, you don't need this. The smallest plan goes for $199/month.

- The last option is ProFollow. I have no idea why this is the fourth and last option with this service. Perhaps the Mike of WSO Pro has some reason he likes this service, I'm not sure.

A quick perusal of the site shows that it clearly has less features and is not as polished of a website as the above 3. However, the price is fixed until you hit 10,000 subscribers. This option might be good if you want to offer a "free WSO" and build a large list of opt-ins, rather than a smaller list of buyers. I say this because typically, a list of people who have opted-in for a freebie is not nearly as valuable as a list of proven buyers, especially buyers for your product.

If you currently have a list and it's not on any of these then you still have some options, though you may not view them as *ideal*. You can get an account on one of these 4, and split your lists up into 2 accounts (might cost you a little bit more money in the long run). You can try to move your list (AWeber will allow you to do this if your existing list is double opt-in). You can PM Mike Lantz, the creator of Warrior Plus, and see if he will add your auto-responder. Or you can decide to not use WSO Pro, which is not the end of the world, but certainly not what I'm recommending, especially for people who want to avoid a lot of the technical stuff.

Once you've chosen your auto-responder, set up a list. This is easy and shouldn't take you much time at all. First you'll need to set up a confirmation email. When you use WSO Pro, your buyers will immediately be added to your list but they will still need to opt-in. One thing that helps increase opt-in rate is to put the name of the list in the "Response Required" line. So perhaps consider the title of your list when you're choosing one. Another KEY element to getting people to opt-in is to state inside the confirmation email and even your sales letter that they need to subscribe to your list in order to have access to future updates or versions (don't use the word "free", it might reduce your delivery rate). I found that this line really helps. Regardless of what you write though, I think it is impossible to get an 100% confirm rate with double opt-in, that is just the nature of the beast.

The next step is to set up a mailing sequence for those who buy your product. You can choose whatever content you want. In my opinion, I think the most important thing is for the prospect to see your name in their inbox 2-3 times in the first week and at least 6-7 times in the first month. I don't think it's a good idea to promote any products in this time frame. The exception would be a broadcast email that is not in your sequence, has some kind of urgency associated (because it might sell out), has a very high quality offer, and is specifically related to the product you sell them or a new product you are personally offering. I think the idea is to establish a relationship with your new subscriber, first and foremost. The first email I write is a "Thank You For Purchasing" email and a reminder to read the book ASAP. I sincerely want people to read my product and not just buy it. I believe many people download books and then never touch them, or don't touch them for weeks. I think it's important to get people to read while the excitement of the purchase is still fresh. The second email is a couple days later - it's a reminder to read the book if they haven't already and I ask them to leave me a review if they have (I include a link to my thread). In the next email a few days later, I encourage them to revisit the WF thread to leave a comment or a question. Next, I send out an email which is just offering help - I let people know that they can email me if they have questions. Overall, I try to make my emails geared towards getting them involved with my product and my WSO thread and prime them to trust me in the long term. I believe this is only going to increase my WSO sales and develop my relationship with my new customers. And once I've sufficiently developed my relationship with a month or two of purely non-commercial mailing, then I may send out a helpful affiliate link now and then, or a notification of a new product I have coming out.

Set Up WSO Pro

I've obviously mentioned Warrior Plus and WSO Pro quite a bit so far. I can't say enough about not only the quality of this simple service, but also how easy it is to use. This service ultimately makes selling an IM product 1000x easier than it has ever been before. If you think I am exaggerating, set up a website and a buying script (which I will mention later for those who want to do that) and then set up your WSO with WSO Pro. You will see that I am not embellishing. Where as setting up a script means getting hosting, configuring templates and scripts, creating opt-in widgets, and testing a multi-faceted system... WSO Pro means filling out a one-page form that, if you've done what I've told you to do so far, can have you set up in roughly 3 minutes. I've made a "Tech Walkthrough" video for people who need extra help. You can find that at http://wsobible.com/techwalkthrough.html.

WSO Pro will give you a number of advantages: It will automatically hook you up to paypal and your auto-responder list. It will show you statistics on visitors, hits, button clicks, $ per visitor, conversion rates, and revenue - and you can easily filter it by date. It will automatically and reliably deliver your product to the customer (with dynamic download links so it's harder to download your book for free and unique software keys if you're selling software). There are some advanced options that will allow you to redirect to a one-time-offer (which will require a separate webpage) and determine which button your clicks are coming from on your WSO thread. Probably the most important factor though, is that you will have opportunities to gain massive exposure by being chosen as "WP Deal Of The Day", or by being chosen to do a JV with the Warrior Forum and/or Warrior Plus. I will talk about this more later, but if you get chosen for this, the JV payouts are handled automatically and it is basically impossible not to make more money than you would without these opportunities. And to add to all of this, guess what, the current price is only $19 per WSO. Long story short, use WSO Pro if you're wanting valuable JVs or you want the simplest method for getting your WSO up and running.

Create A Sales Letter

Besides creating a quality product, this is probably the most critical part of your process and if you're going to do it on your own, it may be one of the most challenging parts as well. The one thing that you should consider is that your sales letter is never finished. You should constantly be considering improvements and tweaks to increase your sales percentage. I am not a copywriting expert and I'll be the first to admit that I have a ton to learn. But I will say that my sales letter for the Octoblog had a conversion rate that I was quite pleased with. If the statistics in WSO Pro are correct, my page converted roughly 19% of visitors when it was at the first price level ($7). Take that number as you will. I do want to talk about some sales letter factors that I think help and that I've seen as a general trend on the forum. But you should test them all for yourself. For sales letter formatting help, see my video at http://wsobible.com/techwalkthrough.html

- **Interest-piquing headline**: If there were a choice between grabbing your visitor's attention and not grabbing your visitor's attention, which would you choose? I see many

WSOs (and I don't know if their letters are effective or not) that do not use a big, catchy, headline. But don't you want to tell your visitors what your WSO is about and perhaps hook them to read the rest of the letter? To get their attention, use words such as simple, exposed, now, massive, how to, uncovered, mind blowing, etc. But try to draw the line between getting interest and hyping it too hard. Also, capitalize the first letter of each word of your title. Below is one headline that worked well for me. From what I've learned, what you want to do is identify your target market, call to them specifically, and then compel them to read about your offer. I literally copied the template of the headline from an expert copywriter I saw on a webinar. I don't know if copywriters would look at it and rip on me, but if it works, it works. The first part calls to my target market and identifies their problem. The second part uses emotional language to help them "discover" the solution to their problem and present them the benefit of my solution.

"For Internet Marketers Who Have Been Searching Far And Wide For A Proven, LASTING Income Stream -- But Haven't Quite Found It Yet:"

Discover Why This Unusual Blog Strategy Will Give You An <u>Enormous Advantage</u> Over Your Competition -- And Why Dominating Google With

Unprecedented Ease Will Hand You Cash For Years To Come.

- **Keep it relatively short**: Don't make your sales letter like you've seen for every Clickbank product. It's not really appropriate for the forum because you're dealing with more experienced marketers who don't have time to wade through the BS. So skip wordy intros and promises of riches and stick to mostly the meat of what you're offering.

- **Write a story**: This is a super-powerful sales technique. It makes the reader engage by adding color to your page and makes them come over into your corner when you start to tell them about your experience. In their head they're thinking, "Well, I'm in the same situation as this guy was. And if he was successful using this, I can be too!"

- **Know your audience:** Your audience is Warriors, so address the letter to them. Remember whom you are speaking to. This is a different audience than speaking to the public at large. This is an internet marketing community and they are way more savvy and experienced than the average Joe when it comes to buying these types of products.

- **Don't forget the necessities**: Do you know Frank Kern? He's one of those super successful and famous IM gurus and copywriters. I once heard him in a video say (I'll paraphrase), "There's only 3 things you need to provide a customer in order for them to make a decision: 1) What you've got, 2) What it will do for them, and 3) What you want them to do next. I love this simple strategy and use it a lot. I was looking through WSOs and I found one that was talking about the topic of this book and he literally used these 3 headings for his sales letter, and that's basically it. I happen to know that this particular marketer has been quite successful with WSOs. So my point is, you don't need much more than the above but don't neglect to include them.

- **Consider using a 3-color scheme**: What I think is best is this: For your normal text, use black, either size 2 or 3 (I use 3, easier to read). Then use 2 other colors, for headlines and other points of emphasis. More color than this can get kind of annoying and hard to coordinate. Less than this is not a good use of emphasis, in my opinion. I use blue and red as my other colors. I've also admired dark red and green (like Christmas colors). Choose whatever strikes your fancy.

- **Consider making a sales video**: The new rage lately has been these video sales pages. That is not really what I'm suggesting you do because I've heard that they are extremely complicated and expensive to produce, but I presume they are powerful and effective for a reason. The reason I think they are so effective is because it adds another element of sight and sound to hook the visitor emotionally. So this is what I did, and I think it worked pretty well: I simply talked into my iSight on my computer and recorded a personal video. I thought hard about what I wanted to say, rehearsed a bit, and then just rapped into the camera about my product and my history. This is also a great place to tell "your story" I was talking about above. Here was my logic with this: I determined that my biggest weakness was my *reputation* on the forum and in the IM world - nobody knew me. So by having the courage to put my face and my voice on a video and deliver a personal message about my product, I *think* I greatly enhanced my credibility and gained more trust with my prospects. You can check out my WSO and see if you agree. I also got a trial to Camtasia Studio (which I fell in love with) and edited the video a little bit to have some stuff pop up on the screen as I talked. All I was originally going to do was put a message at the end that said, “Click buy now below to get your copy today,” but I was having so much fun that I added more stuff. I think it turned out well. The only thing I don’t like about it is that it’s not high quality, sound and video wise (so some might think it looks a bit cheap). If you have the capabilities, I’d say to make as high quality of a video as you can without spending any (or only a little) extra money.

- **Enlarge and highlight the most important text**: A lot of people do not read entire sales letters and they just skim through the page. So what I would do is “center justify,” enlarge to size 5, and color the crux of your offering and the most poignant points in your sales text. You should probably do this 6-8 times including your headline. On that note, I also want to mention that regular, explanatory text should be “left justified” because reading a whole letter that is center justified is just annoying, in my opinion. Also consider enlarging and coloring your section headers for easy navigation by your prospects.

- **Your whole thread is your sales letter**: Before I made my first WSO, I asked myself, what is *my* process for opening a thread and deciding to buy? Since I’m typically interested in all topics related to IM and will try many different strategies, I look for the threads with the *most replies* (the most action, if you will). Because when you look at these threads, many of the posts are reviews. Some are filled with questions but a thread with 100 replies has to have some reviews. And if you’re like me, you’re not going to spring for many products that don’t have reviews. When you get reviews, they are usually left as posts on the thread. This will increase your thread's reply count, which is one element that will increase your thread's views. Additionally, your thread is now, in essence, a large sales letter. In the same vein, be careful what you say or how you reply to peoples' comments because it may affect your sales, as your comments are now part of the sales letter. I would reply to each post with a new post on the thread, whether it be a review, comment, or question, at least until you've got a couple pages on your thread. You might as well get your replies count up as much as possible because that's just going to increase your thread's standing.

- **Include Reviews GALORE**: Reviews are what is going to make your product fly, end of story. If you have no reviews, it will be tough. If you have bad reviews, it's going to be death. If you have great reviews, success awaits you. That is one of the reasons I emphasized quality so much at the beginning. The WF is a savvy audience and they're looking for the *goods*, not to be convinced or hoodwinked. So step 1 is to get great reviews on your thread. Step 2 is to take those reviews and include them in your sales letter, beneath the first buy button (use the "quotes" BBCode in the advanced editor to get this to look right). Once your prospective customer has been introduced to the offer, they are then going to look for social proof and justification to buy and that's where reviews come in. I think 8-10 glowing reviews is a good amount to make it into your sales letter but I honestly think it will depend on how long they are. The ones I got at first for the Octoblog were long, so I couldn't include too many without the letter being too wordy. I trimmed some down, which I think is fine as long as you don't alter the content too much. Then I think it's a good idea to "bold" one sentence that you like the most in each of the reviews. I also would take the 3 best lines from all of the reviews and put them on the top of the page, beneath the headline. You can also choose to put full reviews under the headline if you want, but I wouldn't put too many, or not fantastic ones - just the ones that will get people interested in reading more. [I'm going to talk more about how to get reviews later]

- **Include many purchase buttons:** After you've done your intro, explained what your offer is and how it will benefit the customer, talk about the value of your product briefly, including the "usual price" or "retail price" and then put a buy button. Directly after that button, put your reviews section. Then after that section, put *another* buy button. [The BBCode for the button will be available in an obvious area once you've gone through your WSO Pro setup] If you get a ton of reviews, you may also consider putting more of them after your "p.s." section and then put another buy button afterwards. **Do not forget a "call to action" next to your buy buttons. Remember Frank Kern? Tell them what to do next! As your thread grows, you may also want to put more buy buttons in some of your replies. Make sure you draw the line between effective and obnoxious. But put *at least* three buttons per thread "page." Perhaps position them equidistantly. If you've been replying to all of posts, you should have claimed plenty of thread "real estate."
- **Claim the first post**: I find the first post (reply) is valuable real estate that you're going to want for yourself. So what I would do is write a reply to your thread right after it's accepted. Eventually, I think this may also be a good place to put the rest (or some more) of your reviews. Then, after you put those reviews, consider putting another buy button. Before you get these reviews however, you can use the first post for offering review copies, offering your support for any questions, or making any announcements you may have. I had a technical issue one time where I potentially lost 6-8 sales (ouch, I know), and

in an effort to recover them, I made an announcement in that first post. And I have always had a line that says, "if you have any questions at all, please leave it on this thread or PM me." This encourages people to reply to the thread (which increases the reply count) and also shows that I am available to help. Something else that you can put in this post is a request for reviews of your product.

- **Consider an FAQ section**: If you keep getting the same questions about your product, include the question and answer in your sales letter. I think that a good place to put it is beneath either one of your buy buttons. Also consider working the context of the question into your normal sales text. For example, if the most frequently asked question is, "Are your backlinks IP diverse?" then your sales letter should be modified to explain the answer, perhaps with highlighted text, since it's clearly an important topic. With this tactic, you are essentially handling their objections before they can even have them.
- **Update your sales letter according to feedback**: If people keep telling you how a specific element of your product was particularly valuable, then highlight it in your sales letter. At the very least, include it prominently or "bold" one of the review lines about it. If you mention a specific benefit of your product but then somebody comes and tells you a benefit on top of that benefit, alter your sales letter. For example, if your letter says, "Find out how to make $1,000 next week" and a customer says, "I made $1000 last week with only 2 hours of work," you may want to consider updating your letter to say, "Find out how to make $1000 next week with only 2 hours of work." See the power in that?
- **Include your refund policy**: I find a good place to put this is in the "p.s." section. Whether or not you offer refunds is up to you. I once heard somebody ask, "don't the

products with the longest refund periods generally have the least refunds?" So I just decided to take that and run! At first, I offered an 100-year refund period (and made a little joke out of it too, because I enjoy humor, even in the business world)! I later changed it because I wanted to appear a little more serious and also for testing reasons. I find it a bit obnoxious when somebody doesn't offer refunds, but it often does not stop me from buying. Once I read the information, I often feel bad asking for a refund anyways, as long as they deliver what's in their sales letter. One time I bought a product that was a total sham and did not deliver even 1% of what was in the letter, so I asked for a refund immediately. If that person did not have a refund policy, I probably would have opened a dispute with Paypal. So I think there's two lessons here: 1) Deliver what you promise in your sales letter to avoid refund requests and 2) offering a refund policy will probably keep anybody from going to Paypal and messing up your best merchant account option. A 30 or 60 policy is usually standard and this will keep people from coming back to you in 6 months or even a couple of years and asking for a refund (if you were to use the 100 years or "lifetime refund" option). You can have a "no questions asked" or "give me a reason" policy. Don't you think you'll have less hassle if you just do "no questions asked"? If you want to know the reason, I bet they will tell you anyway, either with or without solicitation from you. And when you put "no questions asked" in your sales copy, I think you show confidence in your product and put the buyer at ease, which increases sales. When you don't offer refunds or do it on a conditional basis, I think it's sending a message that you want to avoid refunds because you're anticipating people asking for them. I choose to send the opposite message and increase sales - if refunds happen, oh well, that's business. Just to illustrate, if I increase sales 10% by offering a great refund policy and it creates 5% refunds, do I win or lose in that transaction?

- **Ask people to leave reviews on your thread**: I am one of those people who is honestly interested in what people have to say about my product. I also want to build my thread and increase my sales, but that is secondary. I always want to make improvements for future readers and show people that I may offer an update to the book in the future (thus keeping people on my mailing list and offering continued value to my subscribers). And yes, I do admit that this *could* come off as annoying and that I may push for it a bit much. But I am of the school of thought that if you want something, you need to ask for it. So not only do I put it right there as a "p.p.s" or in that first reply post, but I also include it in my auto-responder series and at the end of my book, as I've told you. 3 times is enough. If they don't do it after that, they probably never will. The other tactic I have tried is saying something like, "All updates to and future versions of this report are free, so make sure you are signed up for my email list." This should drastically improve your email confirmation rate if you're using double opt-in. Perhaps try to integrate both of these things into 1 p.p.s so as to not seem too annoying.

- **Be interesting and compelling**: I didn't want to leave out the obvious. Remember, you need to solve somebody's problem by offering an exciting solution. So use appropriate language for the task and don't forget to hit the *major* and *unique* points. If you want your prospects to feel emotion (which is what sells products), be emotional! Show your passion for your product and make it come out on the page.

- **Consider a virtual ebook cover**: I cannot say whether this makes a difference on the WF or not because I see that most people do NOT use one. I used one in my first effort because I already made it for my website's sales letter (they have been proven to make quite a difference on those types of sales letters). So in that sense, I don't really find it necessary to pay to have one made specifically for the WSO. If you have photoshop, you can make one quite easily (I made one without EVER using photoshop before). All you have to do is find and utilize an ebook cover "action", put your title, some colors, and your name on it. Experiment to see if it increases or decreases sales. It has not made a difference for me, as far as I can tell.

- **3 tips from a copywriting professional:** When I was having a bad week of sales, I panicked a bit and went around the forum trying to find somebody who would review my sales letter. Strangely, I spoke to a couple of my friends on the forum afterwards this incident who were also running WSOs, and they all said they had a slow week as well (which I found to be very strange). Regardless, I ran into a copywriter who was generous enough to look at my letter and give me a couple tips for free. I'm paraphrasing: **Orient the copy towards your reader.** Basically, instead of saying, "I'll show you this and that," say, "You'll discover this and that." Make them envision themselves doing what you're explaining. **Use "active language" instead of "passive language."** So instead of "the results will be", write something like "You will get these results." It's the "you" that really makes the difference here. **Share benefits along with features.** If you say, "you'll learn how to drive massive traffic," don't just leave it at that. Say what the benefit to that feature will be and tack on something like, "and turn that traffic into buyers." Always take the benefit all the way down the line until you hit the ultimate goal (which is usually the wallet, right?). So you might tack on more saying, “which only means more money in your pocket.” Or something along those lines, integrating the two previous tips as well. Remember, she was critiquing my page so I don’t know what other gold she left out, but I think the above 3 were a great gift to me. Now I pass them onto you to use as a baseline of quality when writing your sales copy. If you want to learn more elements about how to write good copy, you should definitely visit this Copywriting Checklist Sticky Thread.

- **Consider outsourcing it**: Yep, after all this, I’m saying it. If you just don’t want to take the chance or you don’t have the time, skills, or balls to accomplish this challenging task, then outsource it. Copywriters are not cheap, but they shouldn’t be nearly as expensive as getting somebody to write a normal, full-length one. Check out the prices in the Warriors for Hire section or with the other outsourcers I mentioned. Shop well and get somebody with a proven track record. You don’t want some shmo with no references determining your sales percentage.

- **Only make changes to your letter when necessary**: Learn from my mistake on this one. Only make “improvements” if your page is really not converting. If you’re profiting from every bump but you want to get better, then try to identify the weakest part of your letter and split test that ONE aspect over the course of 3-5 bumps. If you change more than one thing at a time, you won’t be able to see what’s making the change. From my experience, the only things that are really going to make a huge difference in conversions are price changes, headlines, thread titles, increased testimonials, and massive overhauls of your letter. And don’t do the latter if it’s already working. I hate to say it, but the lifespan of a WSO is not long enough to do much testing for improved sales, especially if your price is rapidly increasing, so do whatever you can to get it right the first time around and try to be happy with any conversion rate over 10%.

Creating A Thread Title

We've worked on product creation and conversions, so now it's time to work on traffic. Lots of traffic + high conversions = success. The thread title is VITAL to generating traffic. Along with thread views and replies, it is the major component for driving traffic in the WSO section. So when you are making a title, you need to consider these main points:

- **It's got to be compelling/eye-catching:** Use strong language and grab the attention of Warriors. I try to use at least one emotional word like, "electrifying," "unbelievable," and the like. It may be a good tactic to capitalize one or two of those emotion words for emphasis - don't go overboard and remember to be tasteful. You can also use characters like asterisks and brackets to emphasize certain phrases. Use an exclamation point if appropriate (ONE maximum in my opinion). Remember, you can't use ASCII art anymore.
- **Use major keywords of interest:** Remember when we were going over the WSO Alerts section? That's what people are looking for, so if your product is relative to one of those words, use them if you can. Use these keyword cleverly to capture as large of a target audience as possible. I love to use the word "niche." Who isn't working on a niche in IM?
- **Pre-sell your visitors:** Don't just get them to look for the sake of looking - that's stupid. Get your target audience. Your thread title is like a headline before your sales letter headline. It should be true and relevant for your offering.

- **Brag a little**: If you have an accolade that you're proud of, put it in there. For example, you can say, "[500 copies sold!]" or my personal favorite, "[See RAVE Reviews]". Do I need to say it? Ok, I'll say it. Don't use these unless they're true... duh!
- **Use numbers:** If you like to talk about how much money you made in how much time (or something like that), consider finding an interesting and tactful way of working it into your title. I have to admit that my eyes go to these titles, even though these numbers are usually irrelevant in the long run!

Here are some titles that I've had success with, just so you can see examples:

"Utterly DOMINATE Google And ANNIHILATE Your Competition! Use The Strategy They WISH They Had..."

"Electrifying Wordpress Strategy Is Becoming A *Game Changer*! Don't Miss This One [See Rave Reviews]"

"Crack The Toughest Niches With This DOMINANT SEO Strategy! Don't Miss This One [See Rave Reviews]"

"Crash Your Server With Traffic! Shocking Blog Strategy Dominates Google With Ease! [See Rave Reviews]"

Launching Your WSO / Basic Marketing

Once you're done with everything I've told you to do so far, you're ready to launch your WSO! And I just want to say, whatever happens, don't get stressed. If you're new to posting WSOs, it may take some time for you to gain a reputation, for people to trust your product, and for you to get the ball rolling with sales. Just be patient and have faith. If you've created a good product and done what I've told you to do so far, you are on the track to success. Also, sales and traffic fluctuate from week to week, day to day, and from hour to hour. Sometimes you think you're going to see a logical pattern but it just doesn't happen like that. So stay cool and don't fret. While I'm on the topic of keeping faith, I want to quickly tell a personal story.

My cousin and I were talking once and he told me this story. Years ago he was happily married to a great woman and they were trying to start a family. But they had the awful luck of her giving birth to TWO stillborn babies. Not miscarriages, which are devastating in their own right. And not once but twice, a baby was delivered without a heartbeat. Can you imagine the pain and despair that they went through? It ended up putting such a strain on their relationship, not only could they not bear to try again, but they got divorced. My cousin went through tough times, not only with relationships but also in his career. But, he kept going after his dreams and soon he landed the job of his dreams (and believe me, this is a job many people want) and is now married to wonderful woman and has two amazing daughters. And after telling me this story, he said something that will always stick with me, "When things are going great, stay humble. And when things are tough, stay positive and keep the faith, it will turn around."

So I guess why I'm telling you this is... for me, especially at first, I watch stats incessantly and ride the "emotional sales roller-coaster." When I don't make sales, I sometimes sit there wondering what I've changed that could be making the difference. And when I make crazy sales, I sometimes relax too much or get cocky. But then I remember my cousin's words and remember to stay humble and positive. You need to look long term, take the good days with the bad, and keep your peddle to the medal! OK, now that I'm done with my pep talk, let's get into some specifics:

Increase Your Forum Rep

Your stats underneath your user name say a lot about you. So what I recommend doing before the launch is to get your post count up, perhaps over 100, if it is not already. First off, your WSO will not be accepted if your post count is too low. And if it looks like you haven't contributed, people may be suspicious of you or may think you do not have any experience, even if you do. When you post, don't just post garbage to get your count up. Post information that is helpful, that way people will "thank" you. This statistic says, "I'm helpful and I know what I'm talking about."

Definitely put a picture of yourself as your avatar. Don't underestimate the power of a good smile! People want to buy from other real people, not just a name. This also significantly decreases suspicion that you are a scammer.

Also consider becoming a War Room member. It's only $37, it's a lifetime membership, and it says you are serious about IM and the WF. Your membership status will show up under your username. Personally, it's something I look for.

If you have social networking sites related to your business, put them in your profile because people may actually look. I wouldn't recommend putting your personal Facebook or Twitter account that has you acting all silly (like mine does :). But if you have these set to represent yourself nicely, then why not include them so people can get an idea of who you are? Also consider filling out your WF profile and letting people know what you're all about. Hey, you never know when a prospect is going to look. Perhaps, if you want to, add some people as friends on your account if you have been talking with them. All this just takes a little effort and could potentially prevent you from losing sales.

Pricing

I could have included this in many different sections, but I thought I'd just talk about it here. First off, you should understand that many WF members are shopping for WSOs because they want a bargain. Once the price of your product goes over $10, $20, or even $30, you are reaching thresholds that will make it increasingly difficult for you to sell copies. For example, I changed the price of my book from $7 to $12, thinking my conversion rate would only go down slightly... let's just say that I was wrong about that. When it's under $10, most people do not think twice about buying. Let me give you a literal illustration of this sentence. In WSO Pro, there's a statistic that shows you how many people actually clicked the buy buttons on your thread and a % of people who buy from these clicks. My click-to-buy % went down by at least 30% when I changed my price from $7 to $12. My only conclusion from this is that people must be "thinking twice" once they get to the Paypal page, as opposed to when they were so eager to get it for the price, they wouldn't even think about going away from the Paypal page.

With this in mind, I think you should base your decision about how to price your product on a couple of different factors:

1) **Is it your first WSO or first product?** People will pay more for information from people that they already trust. If this is your first product, then you'll also want to build as big of a list of people as you possibly can, to put yourself in a better position for future products. If you sell a high-quality, over-delivering product for $5 or $7 and it sells like hot cakes and everybody loves you for it, you will add a huge list of buyers who have your book in their hands (with your other marketing efforts built-in) and build an extremely valuable reputation. If you price your product at $27 off the bat (for the same product), you will get less sales, which means less people will be on your list and perhaps you won't be known for over-delivering quite as much.

2) **How unique and in demand is your product?** Obviously if you've got something that people are ridiculously hungry for, then you can price it a little bit higher. But if it's material that has already been released, then the best competitive advantage you can offer is a low price.

3) **Are you selling an ebook, a service, or software?** I just wanted to mention that when I speak of these pricing models I am clearly talking about how they apply to an ebook. For a service, you need to cover your man-hours and expenses and give room for profit. And for software, obviously you need to determine how valuable it is. If it's unique, you obviously should not sell it for $5! :)

No matter which pricing model you adapt, I recommend starting low. This will having you making sales fast and getting a ton of good reviews because you're delivering a high value, which will help snowball your thread. And I'd like to show some numbers to illustrate the value of selling a low-priced product. Most gurus say that putting a buyer like this on your mailing list, especially one that you've delivered great value to, is worth $1/month. Lets say you sell 600 copies at $7 and 150 copies at $27, with the same costs. With your price at $7, you make $4200. With your price at $27, you make $4050. Ok, you might be saying, "will I really sell 4 times as many copies at $7 over $27?" I think yes (approximately), though the numbers will obviously vary in each situation. The point is, you're not making more revenue with the high cost and you're putting 450 less people on your list. That's $450/month you just traded for up-front *potential*. Also, you will get far fewer refunds with your price at $7. Even if they really don't like your book for some reason, it's almost not worth people's time to ask for a refund if it's only $7 - believe me, they will be almost non-existent. The only negative here that is difficult to swallow, is that a lower price will mean you're giving a higher % of profits to Paypal. At $27, you'll give 4%; at $7, you'll give 7%; at $5, you'll give 9%; and at $1, you'll give a whopping 33%. Not to mention, if they buy from overseas, you'll give an extra 1%.

If you have set up your offer with WSO Pro, you'll have the option to do "tiered" pricing, which can have you kick in new pricing levels automatically. If you don't do it with WSO Pro, you can still do tiered pricing, it just won't happen automatically (which is no big deal). This is a great way to get sales going fast and give urgency so that people are motivated to buy at each price level.

Here are some pricing models for an ebook you may want to consider:

- **$5, $7, $9** - This is a good option if your book is on slightly worn territory or you're first starting out. At $5, it can be commonplace to sell 15 copies on a $20 investment, resulting in a $55 profit (minus PP fees). Believe it or not, $2 is enough to create urgency (although, I keep the next level of the price increase a secret).

- **$7, $12, $17, $22, $27** - This is good if your book has a higher value than above. If you advertise that your price increase is going to be $5, you'll motivate people to buy quickly. If your book is not special enough however, you won't even reach the upper levels of this pricing structure.

- **$7, $10, $13, $16, $19** - This option is for books of value in between the first and section option above. Still great sales with $7 and $10, and $3 creates enough urgency.

- **$1, $5, $9** - If you're delivering great value, you should still see sales at $9 and you should sell out almost immediately with the $1 sales. I would only recommend doing this if you want a list quickly or you are unsure what the quality of your material is.

- **Free (and maybe increased)** - I don't recommend this unless you're pre-selling for your actual WSO (I explain more later). Buyers on your list are significantly more valuable than freebie-seekers, even if it's only for $1.

Something else to consider is how many copies you want to sell at each tier. Some people do 25 copies, but I thought, why not do 100? Why do I need to rush to the highest level? The WSO will have plenty of time to stay there and I might as well add as many people as possible to my list while I'm increasing the price. I'm sure there is a proper balance to strike here. I can't say that I know what it is. I also think it will be different for each product or each person. With WSO Pro, you will also have access to "scarcity in a box," which is a little box that you can put below your buy button which will show how many copies you have left at a certain price. I think this is obviously more effective when you have say, less than 10 copies available at a certain price. When you have 76 copies available, I don't know how much urgency that will create. So if I'm doing 100 copies at each level, I don't use the box (until I get down to around 10 left) and I just include this line over my second buy button: "The price is set to increase automatically so I suggest you act now." It's true AND people don't know how many copies are left so I think it increases urgency even more. Then, after you've sold one tier, I'd write something like, "First 100 Copies: $7 (SOLD OUT)" I think this says, "hey, I've had success selling these and I'm serious about raising prices (I'm not just blowing smoke), so act now." Some people even write what the next pricing tier will be and how many total all are available at the current level. I prefer to leave these things to the imagination! Ultimately, I'm just giving ideas and you should spice up this part of your sales letter to your taste. One last thing though... if you say you're going to increase your price, make sure you actually do it!

Launch Anticipation

If you have an existing list or some IM friends with lists, subscribers should hear about your upcoming WSO launch at least twice in the week before the launch date. Urge them get to the thread quickly to get the best pricing. Also, you may want to consider giving them some free content from the report or perhaps a free video. This is a powerful pre-sell strategy that many “gurus” use. If you don’t have a list, you may consider building one before the launch. A great way to do this is to make a short report and give it away for free or sell it for $1. You can easily get 100-200 people to be eagerly awaiting your next output if you deliver them great value for free or almost free. See my section below for more details on creating and marketing free ebooks (or $1 ebooks).

You can also offer review copies to people. Like I said previously, this is something you *may want* to put in that first reply section and solicit strangers to give you reviews. If you do this on your thread, I would do it like this: First off, make them PM you first so you can approve their buying of a review copy. Next, make them buy the book and then PM you after, notifying you of a review. This way, you’re not just handing out free copies and hoping for a review. I’ve actually had people buy “review copies” and then not leave the review. At least I got a sale out of it instead of giving away a free copy. Then, when they PM you, thank them for their review and issue them a refund, which is quick and easy with Paypal. Also, I wouldn’t just give out review copies to *anybody*. I would make sure they have a minimum amount of posts (maybe 50-100), have been a member for a minimum amount of time (perhaps 3 months), and have a minimum number of “thanks” (they at least give *some value* to the forum). This way, the reviews you do get have more weight because they come from people with a minimum amount of reputation. How much is a review worth from a guy who has 1 post and just signed up? People may even suspect that it’s just you posting from a different account. You may even be giving your book to a guy who’s going to go post it on a black hat forum. Another place to get reviews by posting in the “Product Reviews” section or the “Make Money Online” section. There are lots of freebie seekers in both of these sections and it shouldn't be a problem to find some people with decent clout to give you a review.

Ultimately, it's better to offer these review copies to friends, in private. People may get the wrong idea if you're offering copies in return for reviews so avoid it if possible. One of the ways I got reviews when I had very few friends on the forum was by contacting all of product creators that I mentioned in my book and notifying them that I had given an endorsement of their product. This way, if they gave me a review, they would stand to benefit. Well, only some of them responded and only 1 has given me a review so far. But that one review ended up being the best review I've gotten to date, and it comes from somebody who has an *excellent reputation* on the forum. So my efforts to contact these product creators paid off big time because once I got his review, my thread really took off. And you never know, these people are very busy and they just may not have gotten back to me yet. I also somehow made friends with another person listing a WSO, who called himself an SEO expert, and since his policy is just to help as many people as he can (a wonderful thing to live by), he offered to read my book. He ended up loving it and promising to be the first person to review on the thread! So long story short, make friends with people on the forum, ask questions, offer to help, offer free copies to the right people, and reviews will come your way. If they aren't immediate, don't panic, they will come if your product is good. (And by the way, I did make sales without ANY reviews on my thread, it does happen) Other great people to email for reviews are other WSO sellers. Yes, in a way they are your competition but if it's a different niche, then they'll probably be happy to help. Most likely, they will have a good reputation, and this can really help you get some sales. Again, if they don't respond, don't take it personally.

Try your best to get people to commit to leaving reviews on your thread *before* the launch. This way, your thread will not be active too long without some reviews. Another option is to gather the reviews beforehand so you have something to stick in the sales copy. This is probably the preferred method because you will most likely get feedback to your book so you can make changes before it has launched. So what I would do is get the review and feedback before the launch and then, once the thread is live, ask them to go there and post their review. This way you get the benefit of having their review beforehand AND also get your reply count up and the reviews you have are way more believable since a person actually posted them. Provide the link and thank them kindly. If they don't do it within 4-7 days of you notifying them, I recommend contacting them, perhaps about an unrelated subject. What I would do is quote them offering you a review in your reply (so it looks natural and like you're not asking again) and then ask them something about *their* product or life, if applicable. They will give you an answer and then probably apologize for not doing what they promised you yet. Sometimes PMs and emails get lost in the shuffle of hard work. A review only takes a minute or two and most Warriors love to help out other Warriors, but sometimes they just forget.

Best Times To Launch And Bump

When you've finished your product and sales copy, set up WSO Pro and pricing, and done your launch anticipation, it's time to submit your thread. Go to the WSO section of the WF, put in your sales copy, format it (since you'll need to do that in the thread with BBCode, don't bother doing any formatting in a word processor or web editor, unless you can simulate it with BBCode), add buy buttons, and then submit your thread. Once it's approved, (which should be pretty fast, but it depends), then you need to pay $20 to get it to the top of the section. Once you've done that, you've officially launched. From this point on, your tasks will focused on improving your product, tweaking your sales page, getting reviews, and driving more traffic.

The best way to continually drive traffic to your thread is to "bump" it. Each person with a WSO that pays $20, can have his thread moved to the top of the WSO section. This *significantly* increases the number of visitors to your thread. Then, as more people launch and bump, your thread will slowly slide from the top spot to page 2, then page 3 and on. You can bump your thread every time it falls off page 2. You'll see that you get by far, the most views when it's at the top of page 1 and then it will decline as you move down page 2. When it's on page 3, you can expect to hardly get any views. So continually bumping your thread to the first page will be vital to your success. And yes, that means that it is critical to make *at least* $20 back every time you bump your thread. If you sell 3 $7 copies, you'll make $19.50 or so (including Paypal fees). This should be your goal at first. If you can achieve this when your thread is brand new, than you have a success in my mind. Because a break-even at the beginning is really a triumph since you'll be adding people to your list, getting your product out there, and building your reputation. Thankfully, I have always at least broken even on each bump I've made. Overall, the return on investment for bumping can be astronomical, if you're maximizing everything (perhaps upwards of 1000%). It is really the best deal in IMer-targeted traffic out there, bar none.

I'd say that the best time to launch is as soon as you're ready. Historically, the best time for sales for me is Friday afternoon. But really, any day is a fine day to launch because you'll just be getting the ball rolling anyways and won't be making that many sales (unless you've primed your list, in which case this matters a little bit more). If you're really concerned about this for some reason, I would say to stay away from Sunday-Monday. They just aren't the best for traffic and conversions.

The absolute best time to bump your thread is... wait for it... the gold you've been waiting for... as soon as your thread falls off page 2 (which happens every 12 to 30 hours, approximately). Well, at least this is the truth when your thread is in the first month and rocking hard. If you're making money on each bump, it won't matter what day and time it is. I just don't think the highest traffic times automatically equal the best times to bump because those OBVIOUS times are also when the most marketers are bumping. So yes, you will have more people looking but your thread will also be pushed off the top spots the fastest. I think it's equally as valuable to be in the top 10 for 3 hours during a slow traffic time as it is to be there for 20 minutes of a high traffic time. So that's why I say to bump immediately after you fall off page 2. Why would you wait for a specific time only to have an equal benefit? Keep your thread on the first 2 pages as much as possible to receive the maximum exposure.

But when your sales start to slow down, 9-10PM EST is the best time, in my opinion. Ironically, when you bump at 10PM, not many other marketers are bumping. Maybe it's because most WSO sellers are full-time IMers, so they work during the day. But don't you think most WSO *buyers* are not full-time and probably have a look at this stuff at night, after they're done with their day job? And remember, 10PM EST is 9PM CST, 8PM MST, and 7PM PST, which I think is a bigger market than if you bumped at 7PM EST - because it's still 4PM on the west coast. Additionally, I think there are some nice moments during the week that many marketers do not consider and you *may* get more bang for your buck. I think Friday afternoon is totally awesome and is usually my best day for sales. I suppose people are getting paychecks so they have more disposable income and also they may be fed up with their less-than-desirable paychecks so they're looking for solutions. I also think Saturday and Sunday *mornings* are decent but Sat. and Sun. *afternoons and evenings* can be slow. But I would still bump at those times if I could. I'll bump even if it's at 3AM. About 40% of my sales come from outside the US. Of those, I'm sure some come from Canada and Mexico but how many do you think come from the UK, Australia/New Zealand, India, Philippines, Russia, etc.? Plus, who's to say when people shop? I probably personally buy 90% of my online purchases when it's passed midnight. And even if I bump before a high traffic period begins, who's to say that my thread still won't be seen if it's in the 30th spot (there are 60 spots per page)? If it's on the 3rd page, it will hardly be seen at all.

So long story short, if your thread is new, my opinion is to bump when you can because any amount of time spent on the 3rd page cannot be made up by any kind of "strategic timing" bumps. Oh yea, and yet another benefit to WSO Pro is that it alerts you once your thread has made it to page 3... amazing service. Go ahead and get Paypal mobile on your phone and bump it when you're away from your computer! And if you're really gung-ho, set an alarm, put the computer on your nightstand, and wake up to bump a thread if you know it's going to move onto the 3rd page in the middle of your sleep. Oh Lord, did I just recommend that??

Changing Your Thread Title

I still have a lot of study to do on this subject, but I want to give you some things to think about. It is impossible to say but based on the numbers I see in WSO Pro, the people who are looking and clicking on your title in the WSO section are constantly being rotated. Out of the 173K+ members, I don't think it's constantly the same 4500 members who are hanging around and responsible for most of the views. I say this because even if I *don't* change my thread title, I still get roughly the same percentage of unique viewers. I think there are positives and negatives to changing your thread title, let me discuss them.

Potential positives: If you change your thread title, you have the opportunity to attract different audiences. Take the 4 examples I gave you before. One of them was targeted towards people who wanted to use a unique strategy to annihilate their competition. The next was for people who wanted a killer Wordpress strategy. The third was for people who wanted an SEO niche domination strategy. The fourth was for people who wanted massive traffic. I could go further to hit the PPC, PLR, list builder, etc. markets by saying something like this... "Maximize PLR Profits with this strategy..." I can keep changing, continually attracting a new demographic. Another potential positive is that a fresh spin to your title may attract members who wouldn't have clicked on your previous one because let's say, it just wasn't that interesting. So switching things up gives you an opportunity to do some testing to see if you can gain a pure *increase* in your visitors. The same applies to conversion %. Remember, your title is pre-selling your visitors and attracting a certain target market. This is going to effect your conversion ratio. Changing titles may give you the opportunity to test and optimize this area. One last thing that can be seen as a positive is you may "trick" somebody into to checking out your page twice because they think it's a different product. The worst that can happen from this is they click away from your page and your conversion rate goes down (whoops, this should be in the negatives section - because this may play with your mind a bit and cause you to think it's a function of your new title's conversion ability, rather than a function of getting the same uninterested parties back to your thread). The upside is that they may see something they didn't see before (like a review that they relate with) and end up buying.

Potential Negatives: There may be a definite possibility that the more times a prospective customer sees your title, the more likely he or she is to click on it. So perhaps you use the same title for 3 weeks that certain prospects have been neglecting to click on because the reply count wasn't high enough or they just couldn't be bothered. But now they might click on it because they keep seeing it over and over, assuming it is having some success by virtue of its mere recurring appearances. This happens all the time in everyday marketing and I don't see why it couldn't be the case here as well. So if you are constantly changing the title, you may be limiting your ability to show your brand (your title) over and over again. Not only that, I think a lot of people do not buy the first time they visit a thread. Or the second or third for that matter. Many people may simply visit your thread a number of times because they are contemplating the purchase. I know I've done it, haven't you? Maybe your thread has 10 reviews but that person wants to see 20. Maybe they already spent money on one WSO they haven't read yet and they want to get through that before they invest more time and money. Who knows what the reason is? The point is, if people continually see your thread, keep clicking on it, they are more likely to buy after visiting many times. The other thing to consider is that if you change your thread title, you may need to change your headline as well so they match your target audience, which is not always a walk in the park. For me, changing my thread title and my headline is a half-hour affair, at least.

The best of both worlds?: Perhaps a solution to this is not to change your title every 2-4 bumps, like I've heard suggested. Perhaps you let the same title run for 1-2 weeks, then switch to gain the benefit, switch to a 3rd after that, and then ultimately switch back to your original title (assuming these are "successful" titles). At first, I had some titles that were really crappy, so I wouldn't throw them back into rotation. But there was one in particular that was very good to me, so I saved it, and I plan to use it again. I'm sure new cycles of users will come in to see it for the first time, as well as old viewers who recognize it and click it out of curiosity for its new reputation. You will also see that some titles make sales and some bring in more traffic. Obviously you should judge the success of a headline on how many sales it makes and not the amount of traffic it brings in. Remember, your headline is pre-selling your visitor so you don't just want *any* traffic, you want targeted traffic.

At some time, I may gain a definite stance on this issue - how long to keep it up, how many to rotate, etc. But if you couldn't tell already, when it comes to this stuff, I hate saying, "I have the answers!" I don't know anything! I present the arguments and my experience; you discuss with yourself and act accordingly. Don't do ANYTHING just because I told you to do it. OK, I'll keep that rant short.

Change Your Signature

A great way to gain free and easy exposure is by putting a link to your WSO in your signature. Make the text compelling so people actually click on it spontaneously. I would make the anchor text mention that it goes to a WSO. People on the WF are generally more interested in buying products off the WSO section than off your random website. Plus, they aren't "leaving the WF" by clicking on your link.

Also keep in mind that every time you make a post somewhere, there's your advertisement. And if you are helpful in your post, people will be more inclined to click on your link, especially if the text has something to do with the topic of the thread. So if you want to be helpful and market your WSO, go to the section that is related to your WSO and start participating in random threads. ONLY IF APPROPRIATE, should you point out that your WSO may help. Don't be obvious in your solicitation and don't put the link in the post. Just point out that they may want to check out the link in your sig, nothing else.

PM Members Who Have Problems

If you see people who are posting threads and they have a specific problem that your WSO solves, point them in the right direction. Yes, you can participate in the discussion AND PM them... why not? It does take effort but I've made sales like this and connected with some people on a personal level. I highly recommend this tactic if you're having trouble breaking even with the bump cost because you will NEED to do more marketing and this is a good way. Again, just point to the link in your sig and offer to answer any questions they may have. Not everybody will respond but many will. (UPDATE note to original writing: This method MAY be against forum rules. I am honestly not sure but I did have one customer who had an issue with this. She was unable to get to the real root of the problem for me, so I'm really unsure about what truly happened. Also, it sounded more like she ran across a member who was having a bad day or something. However, I thought I would mention it. Most importantly, this is a good lesson - read the rules first! Do not take anybody's word for anything, even somebody claiming to be an expert on a subject. Be responsible for your own actions.)

Start A Thread About Your Success

A good way to get some free publicity on a different section of the forum is by creating a thread, outlining the process that you use in your book. You can use a title like, "How I made my first grand online" or whatever your experience was (make it true!). A lot of people on the forum are looking to make money for the first time and are enthralled by "regular Joes" like us who have actually had some success. Come from a place of wanting to share your excitement with other Warriors, and not to brag. Then share some tidbits of how you did it and point people in the right direction to get more information. Make the thread as interesting and exciting as possible so people respond, it gets bumped a lot, and stays at the top for a while. If people are impressed by what you've done, they will visit the signature in your WSO and hopefully you will make sales from it.

WSO JV Opportunities

I mentioned that you can get joint venture opportunities through WSO Pro. They are both extremely profitable opportunities and I suggest you check the box for both of them on the WSO Pro signup form. The opportunities are “WP Deal Of The Day” (formerly “WSO of the Day”) and “JV With Warrior Forum”.

One of the reasons it might be good to raise your price up to $27 or something like that is because if you are going to participate in WP Deal of the Day, you need to provide at least a 20% discount and then split that price 50/50 with WarriorPlus (Mike actually wants to reduce it by 45-55%). So if your price is $27, then reducing it to $14 or even $12 might make it much more attractive and people will jump on the opportunity because of the high perceived value. And if you set your product up like I told you to, people will see it as a steal (hopefully). And even if it’s $12, you’ll still make $6 per copy, which is pretty good considering you are not going to pay one red cent for marketing. If you get chosen for WP Deal of the Day, a mailing will go out to everybody on the WP Deal of the Day alerts list and it will also be listed at the top of the Warrior Plus website. Can you imagine what kind of exposure this is for your product? If you sold just an extra 50 copies at $7, that’s $350 in your pocket (minus Paypal fees). That’s not too shabby, but it’s obviously the low end. Mike is no doubt looking to make as much as he possibly can from this program. And as such, he is looking for the highest quality products. WSOs are chosen for this program on the basis of two factors - how well your WSO is doing (conversions wise) and how good the reviews are. Here’s yet another reason to create an excellent product, maximize conversions, and solicit reviews. All the same applies for the other JV opportunities. If I were you, I’d make it one of my goals to get into these programs. Otherwise you are just wasting their time and possibly shooting yourself in the foot. Here is the mass email that Mike sent out a little while back:

"***If you are interested in having an offer selected for the Deal of the Day***, simply send me an email (not PM). In your email, be sure to include a link to your WSO so I can take a look at it. For the most part, to have your offer selected requires good testimonials, a very low refund rate, and a good conversion rate (10% or more is preferred - but, if your conversion is a little lower, I may still consider it.). Also, at least 20 or so sales is required in order for me to get an accurate idea of how your offer is performing.

In addition to the above info, please include 5-6 testimonials and your top 5-6 bullets in your email.

Email the above information to: dealoftheday@warriorplus.com

For the most part, I like to get a price point of 45%-55% off of the current WSO selling price. I am open to larger or smaller discounts, though, on a case-by-case basis. Just let me know what you are thinking and why."

Oh No, Your WSO Got Stolen!

Don't fret. This is the internet. Just because some guy posted your ebook on a free site, doesn't mean you're losing a ton of sales. The people who are reading it for free probably won't be buyers anyways. The first time I heard about my book being hosted for free on a website, it was from a customer. So I went to the website, filled out a simple form and it was gone. But, it might not even be worth doing that because your time is much more valuable. But if it's bothering you, you can make it come down most of the time with relative ease. If it's a pain in the butt to get down, then forget about! You have bigger fish to fry. The internet moves so fast, you won't be able to keep up each time your book is stolen and hosted somewhere. If you are going to try to get the file down, don't go to the forum website or the place where somebody is recommending the link. Go directly to the website that is hosting the file. They will almost always have an entire department devoted to this issue. I found my book on 2 sites and after I wrote 2 different "DMCA" letters that took me 3 minutes to write, the files were taken down in a couple of days. Either way, I never made it my focus or source of anguish.

Advanced Options

So once you've done the marketing methods above, you may want to think about ways to crank up your sales, add more people to your list, and increase your bottom line. There are a million and one ways you can market your product. I just want to cover some of the main ones and maybe some obscure ones to give you some ideas. Ultimately, the WF is only going to give you so much traffic and if you really have something special and want to see it take off, you'll need to expand to some of these methods.

Make a free ebook

There are two major benefits to making a free ebook. One is you can convert freebie seekers into buyers by pre-selling them on your idea. The other is that you can easily add people to your email list. These people may not be as valuable as your buyers, but you can get more of them at a faster rate, so it can make up for it. You can also imbed affiliate links into this book as well if you want, perhaps giving you a chance for more revenue.

What I suggest is giving some kind of introductory information to your material, while still giving some good nuggets of information. I think you should “leak” some of your strongest material from your book and work it into your free ebook. If you made your book long enough, this shouldn’t be a problem. Just make sure that your freebie is providing good value. These people didn’t sign up on your list to be on your list, they signed up to learn what you had to say in your ebook. They will only stay on your list and certainly will only buy if the quality of the material you present is high. Then, inside I would include 2-3 calls to action with links to your WSO so people will go check out your sales page. If you pre-sold them nicely, these should convert. You can also offer a special discount to those who got your free ebook - but then you will need to direct them to somewhere else besides your WSO.

The best option for delivering your freebie is to set up a squeeze page on your domain and insert a widget from your auto-responder. This way, you can send people from WF and any other traffic source. It will also make it the easiest to deliver your book. What I do is simply say, “confirm your request for information and your ebook will automatically be mailed to you” and I attach the book to the first response letter, very easy. If you’re curious how to make a good squeeze page, check out the copywriting forum, get a professional to do it for you, or just wing it. Here are some main points to keep in mind when making a squeeze page:

- Make sure all of your text and especially your opt-in form is “above the fold”. Apparently, only 10-15% of people who come to a squeeze page actually “scroll” down at all. So make sure everything on the page is viewable without scrolling.
- Use an attention-grabbing headline. Make sure you tell the prospect what’s in it for them!
- Include very specific, benefit-rich bullet points of what you’re going to reveal. Make sure you’re targeting your main audience.
- Make a strong call to action to enter their email address. Use some arrows to point to your opt-in box and make it obvious.
- Perhaps include a picture of what you’re going to offer them (like a virtual cover if you’re giving them an ebook).

I think it is also important to pre-sell them within your traffic method. If you already have them wanting your book before they get to the squeeze page, then your opt-in rate will be much higher. Once you’ve set up your squeeze page and designated a list in your auto-responder for this page, don’t forget to set up a mailing sequence so you can build a relationship with the people you just put on your list. Again, do not try to sell them anything in your relationship-building phase. Just keep providing them good content so they begin to trust you. Down the line, you will benefit from this approach.

After you’ve done the above, now you have to drive traffic to your squeeze page. One great way to do this is to create a “free WSO”. You will get a lot of traffic and hopefully a lot of signups. Since it’s $20 to bump it each time you will have to determine how many opt-ins is worth it. If each buyer is worth $1/month, what would these emails be worth? 25-50 cents each month? Based on that number, judge how many is worth it... 30, 40? I don't know because it will depend on a multitude of factors, like how well you convert these people to buyers, how many unsubscribe, what your price point is, etc. If you find a way to make this profitable, you can theoretically create a "free WSO" offering for each product you make and that just gives you more profitable threads to bump.

Another method that has gotten me a bunch of opt-ins is posting a free ebook in the "Make Money Online" section of the forum where these postings are encouraged. Each time I post in here, I usually get about 10 opt-ins that day and then some more trickle in for the next couple of days. A great part about this is that people respond to your offering with posts, which continually bumps your thread, unlike the WSOs section where you need to pay to have it bumped. And if people give good reviews, then your conversion rate will go up for that. This is a perfect place to pre-sell your visitors with the exact same copy they will see on your squeeze page. I mean, if they see your offer on your thread and then click on the link, are they not going to opt-in when they see the exact same copy on your squeeze page? The only reason I can see them not opting in is if you don't disclose that you will be asking for a email address in your pre-sell and they back out because they see your opt-in form. But by now, I think most people know they need to give up an email address to get something for free.

Yet another method that pre-sells well and has gotten me a number of opt-ins is to do some article marketing. Write a nice article and post it to a major article directory like EzineArticles or ArticleBase (EZA has the most traffic but ArticleBase is owned by Google and WPRobot pulls from it - both are great though). An easy way to write your article is to swipe a section from your free ebook, just like you swiped a section from your main book for your freebie. It won't matter if the prospect reads the same 500 words 3 times because each time you will providing them with even more value. You can reword it if you want so it looks unique - use your judgment. Normally, your article may not get a lot of exposure, so what I do is use a 3-pronged approach. First, post <u>different</u> articles in multiple categories, so you increase your chances. Notice I underlined different so you don't get pegged for duplicate content. Before you post or write them, do some basic keyword research so you may have a shot at getting on the first page for a decent keyword (don't spend too much time on this, unless you are planning to backlink to that article and are hell bent on it ranking #1). Then, what I do for even more exposure is use the tips in Mario Brown's Underground Article Marketing WSO to get my articles listed at the top of EZA's "most viewed" and "most published" sections in my respective categories. This has gotten me quite a few clicks and opt-ins and it definitely worth doing since it's so cheap and easy - especially since you're already going to be doing article marketing, might as well get to the top of the categories.

You can also try to submit your freebie to free ebook sites but I don't recommend it. To me, it seems time consuming and your book will just be swimming in a sea of ebooks on websites that people hardly look at.

You can get more creative with this method, these are just a couple suggestions. If you've got a free traffic method like Twitter, you should take advantage of it and drive traffic to your squeeze page. I'm always thinking, what if it takes me 20 seconds to tweet something and I end up getting a sale from it? Wasn't that worth it? Maybe I'll even get a couple lifetime customers, who knows?

Write More WSOs And Bundle

If you're having success with your first WSO, it may be time to start thinking of writing another one, as long as you can deliver a repeat performance. What this will allow you to do is bundle your WSOs into a package and sell them at a discount, allowing you to have another legitimate WSO thread. For example, if you have 3 WSOs selling for $27 each, you may want to sell them all together for $47 and maybe even throw in a bonus or two. So you could potentially have your 3 original WSOs selling for $27, 3 free WSOs that are building your list and selling your 3 originals, and then another thread selling a bundle package. If you've found a way to keep all of these profitable, there may be a great potential here to make a lot of money with 7 threads.

You can use the same concept to do a "holiday sale" WSO and yet another thread. You can bundle a combination of your WSOs with some bonuses and sell them for a cheap price. These are just ideas to get your brain churning a bit. Clearly there are number of ways you can combine these ideas and take advantage of the WSO section. Just remember two things when you do this: 1) Follow forum rules and 2) Leverage your existing reputation to make maximum sales by notifying your list and referring to your successful WSOs.

Offering Extended Rights

Selling extended rights to your ebook is a great way to sell your ebook for more money, especially as a WSO. Many people on the WF are looking for this, as evidenced by PLR being the hottest topic for WSO Alerts. I discussed PLR before and that is one of the options you can offer on your ebook, but if I were you, I'd consider the "Resale Rights" and "Master Resale Rights". Just to be clear, this is not about buying these rights on other products and selling these reports as WSOs... this is about offering these rights to buyers on a product you just created.

First of all, if you have any plans to take this off of a WSO to Clickbank or something else (which I talk about soon), then you may not want to use this method because there will be other people out there selling your material and they will become direct competition with you. Also, I would think long and hard about offering Private Label Rights, where somebody can literally remove you as the author and put himself. Then if people end up reading the book, they might not even know that you wrote it! I don't know about you, but I'd rather build my reputation.

Just for clarification, Resale Rights is when you give permission for somebody to resell your product and Master Resale Rights is when you give them permission to sell RR or MRR with that product, in turn giving their customers the ability to sell the report as well.

Although PLR is most popular and thus demands the highest ticket price of the 3, you can still garner a lot of attention for RR and MRR. And in a lot of ways, I think this is the ideal option for us for a number of reasons. First, our name stays on the report. And second, if you placed affiliate links in the book, they will stay intact - as opposed to offering PLR and having the purchaser replace the links with his own. MRR might be a very attractive option for a good ebook with a lot of affiliate links inside. Because while you may only be able to sell a couple hundreds copies, if people keep selling it, offering it as bonuses, and everything down the line, your links could be in front of thousands of people, which seems quite powerful to me.

I don't think you should offer these options right away. The best thing to do is get some reviews, show people that your book is something that can be sold for a profit, and then as your WSO begins to slow down, offer it as an option and change your thread title to indicate such. This way you'll attract everybody who's looking for these rights and they'll dole out extra cash for a great product that has some resale rights. Apparently, the market value for RR is +$10 on top of your product price, MRR is +$20, and PLR is +$30. Many people just send a text or pdf file along with the product stating what their rights are. Here are some of the rights you can think about and alter to your specifications:

[**YES**][NO] Can be sold
[YES][**NO**] Can be given away
[**YES**][NO] Includes sales letter
[**YES**][NO] Sales letter can be edited
[**YES**][NO] Includes graphics
[**YES**][NO] Can be bundled
[**YES**][NO] Can be offered as a bonus to a paid product
[**YES**][NO] Can be added to a paid membership site
[YES][**NO**] Can be added to a free membership site
[**YES**][NO] Can be offered through auction sites
[**YES**][NO] Can sell resale rights
[**YES**][NO] Can sell master resale rights

[YES][**NO**] Can transfer master resale rights

[YES][**NO**] Can sell private label rights

[YES][**NO**] Can transfer master private label rights

[YES][**NO**] Can Be Edited Completely and Your Name Put on it

[YES][**NO**] Can be used as web content

I highlighted what I personally think would use based on the recommendations I've given you in this book but use your best judgment as to what is appropriate for your product.

Offer A Back-End Product

I knew before I launched my first WSO that this is where the big money is. Let me just ask you a simple question... when was the last time your bought a product from a "IM guru" and there wasn't a back-end offering? I can't remember. That's because they work. Your buyer already has their credit card out and is already enthralled with you enough that they got one item from you. Apparently, this is the *prime time* to offer them another product.

When I originally set up my WSO, I had a very difficult time thinking of something to sell. I didn't own the rights to any other products and I didn't know what would go nicely with my book. So eventually I settled on offering some coaching, which is something I really didn't want to do in the first place. Don't get me wrong, if somebody approaches me for coaching (and they have, after having written the book), I may accept an offer. But offering a whole coaching program where I have many people to keep up with is a whole different story. It didn't matter though, nobody knew who I was and my sales page was crappy so I didn't make any sales.

Here's what I suggest you do on your first product. You don't necessarily NEED to offer an up-sell, but if you want to, buy the Resale Rights to a good product that has a proven sales page that you can use. I won't recommend any products because I think the best thing for you to do is to match it as a complimentary product to what you just sold the customer. Convince them that this product will *enhance* the one they just got. And I also recommend to not make it a big price discrepancy from your front-end product. Yes, it can be more expensive, but I wouldn't go overboard. WSO buyers are bargain hunters and savvy buyers. They've seen this a million times and if you go from $7 to $97, it could come off as fishy. If you sell your front-end for $7 and your back-end for $17 or $27, then you'll make a lot more money, assuming you have a converting sales page.

On your second product, a good way to leverage your reputation is to do some cross-selling between your WSOs, including in your back-end offerings. You can offer your first product as a back-end product for your second product. If you make a 3rd, you can offer both of your previous WSOs as back-end products, either as a bundle, or separately. Don't forget to place advertisements and links to each of your WSOs somewhere inside each book and inside the respective sales letters. You can offer special discounts to previous buyers inside the book as well. Some other ideas... you can offer a membership site with all of your ebooks and videos once you make a lot of products. You can offer old WSOs as bonuses when selling new WSOs - just make sure the product you're offering as a bonus is sufficiently dead and not selling copies anymore. The possibilities are literally endless when you make multiple products. The best thing you can do once you create an asset is continually find ways to milk it for everything it's worth.

Set Up Guru Interviews

Here's a strategy that instantly catapult you to IM success if you can pull it off correctly. Basically, what you want to do is reach out to one or a few gurus who are known for being experts in your niche and try to convince them to conduct an interview with you. You must appeal to helping them with their business by giving them free exposure and it helps if you already have some sales under your belt or a list to promote to. You can offer the interview as a freebie to your list, as a free WSO, as a bonus, or anything else - it's just another asset in your collection.

Setting up a video will probably be the hardest method. But you may be able to organize a webinar or a tele-seminar if you have appropriate material. If you go into these ventures, make sure you plan it out correctly first and you poise yourself for the best return on investment. A cheaper and easier way to do this is to record a phone or Skype conversation. Then you can just market and distribute the audio file. An even cheaper and easier way to do this is to type up 15-20 hot, relevant questions about the niche and conduct the interview on your own, taking diligent notes. Or you can just email him the questions and have him answer. You can then edit it and turn it into a short ebook. Just talk to him and come to an agreement about the best way to do this. Then at the a couple of points in the video, audio, or ebook, put in plugs for the guru's product and your product. Also talk up how he is a guru and knows his stuff. Win-win situation. Not to mention, if you churn out something valuable, he may even promote it to his list, which is super-valuable.

To get the questions for the interview, go onto the forum and simply start some threads and pick people's brains. Here's a thread title - "Hey Warriors! What are you dying to know about _____?!" I'm sure with enough discussion, you will find the hot topics. Make sure you are prepared as possible for the interview with awesome, relevant questions. Be as professional as possible and be sure to follow through on every one of your promises when dealing with other peoples' businesses.

List Swaps

After you've built up a list of 500 or even 200, you can do something called a "list swap." Apparently, this is how most of the gurus get their list to be a massive size, besides offering freebies and good products. There are at least a dozen effective ways to do this and you can get very creative. One word of caution though: Don't just promote anything blindly. You don't want to be promoting cheesy landing pages or crappy products because then you could lose subscribers and/or harm your reputation. In these list swaps, you can promote your WSO. Or you can promote another landing page, such as a website with the price to the "public at large," a special discount site, or your freebie squeeze page (which might be best, depending on the circumstances or your goals).

A basic list swap would be you promoting somebody else's offer to your list and them promoting yours to their list. If they have double the amount of subscribers, you may send their offer twice or they might send it to half their list. Go to the Joint Venture section of the

WF and you will see that the section is filled with 75% or more list swap offers. You can also do an “endorsed offer” where the owner of the list endorses your product and perhaps you offer a discount to his subscribers only for a 24 or 48 period.

You can also do an “auto-responder” swap. If you find a product that really compliments the one you just sold and you want to promote it to everybody who joins your list, you can actually add somebody’s offer somewhere in your auto-responder series. Make it the 5th-7th email you send out and not one of the first ones though. Then they will do the same for you and you’ll get free publicity.

This is just the tip of the iceberg when it comes to JV and list swap ideas. Again, I’m just getting your brain churning and trying to get you to see all the possibilities, especially if you’re willing to work with other marketers. One of the main things I’ve learned recently by becoming an active member in the WF is that this game is a lot easier when you have other people helping you. And I find that there is so much to go around on the Internet and so many different ways to make money, that very few people are trying to hoard everything for themselves. There are people ready and willing to help you get your business going, especially if there’s a benefit for them to do business with you.

Taking It Outside Of WSO

If you really want to make the big bucks from a single product, I don't think it's going to happen just from WSO sales. Yes, you can make thousands of dollars and put a throng of great leads on your mailing list, but I don't know how much potential there is to do $10K in profits in a short amount of time, for example, simply because the market on the WF is limited. To make more sales, you'll need to tap into a larger market. This is an advanced topic, one that I am just broaching myself, so I am not expert by any means. I'm just going to give you some ideas that you can mull over, just for the purpose of seeing what is possible after profiting from a WSO.

From what I know, there are two main ways to sell your product off a website. One is to install a delivery/charging script on your website and get your own affiliates. The other is to use an affiliate network such as Clickbank or PayDotCom. There are benefits and drawbacks to each method that I will discuss but either way you will need to get your own hosting. I got a little ahead of myself in the free ebook section when I said, "host your squeeze page." Well, if you don't already have hosting, kill two birds with one stone and host both on the same domain. I recommend either Bluehost or HostGator. Bluehost is a tad cheaper but it seems that HostGator is a bit more popular. The thing I like about Bluehost (can't say whether or not HostGator lets you do this) is that you can do redirects to cloak your affiliate links in your ebook (I talked about this earlier). It is free and easy to do through the domain name of your site. Both will give you a free domain name with their hosting packages. Make sure you choose your domain name wisely so it matches your product and is easy to remember. When you're doing your redirects, make it something like http://www.example.com/recommends/affiliateproduct or

http://www.example.com/go/affiliateproduct

and then obviously redirect that link to your affiliate link - very simple. This should increase your click-through-rate on your affiliate links inside your book.

The advantage of using your own script is that you may have a bit more flexibility on certain things such as affiliate commissions, types of products, refund policy, and more. The major disadvantage is your product will most likely not get the same exposure to affiliates and buyers if you're not on an affiliate network. Additionally, your affiliates will have to sign up for your product individually, which is not nearly as easy as just getting a link to CB product. The best programs that I know of are, [$7 Scripts]() (dirt cheap, limited options, one time cost), [Rapid Action Profits]() (much more expensive, advanced options), and [E-Junkie]() (small monthly cost, lots of options). Quite honestly, if you're serious enough to move this off WSO, I wouldn't go with $7 Scripts. Your options are too severely limited and you end up needing to pay more than $7 for the functionality of the others. E-Junkie is a really cool website that provides you many good features for payment processing and getting affiliates. I would say that your best bet is to decide exactly what you want to happen at every phase of the sale and then go with the program that suits your needs best. For example, RAP is really awesome, but it's $197 as opposed to $5/month on E-Junkie. They have way different functionality though, so keep that in mind. You can also go with a much larger shopping cart company but I don't see how that's necessary unless you have many products to sell. In that case, maybe check out Infusionsoft. E-Junkie will allow you to do a lot of the things I mentioned previously, like offer different deals for different buyers, deliver videos, offer back-end products, and more. The price is also unbeatable.

Either way, if you're going to move your product off of the WSO section and try to sell it to the rest of the IM community, you're going to need to put together many other parts of the puzzle that you wouldn't otherwise need to do. You will need to consider graphics, a professionally written sales letter, back-end sale(s), and affiliate tools, among other things. And I also said before that you won't need "proof" for your WSO product, and that is true, but it is <u>not the same</u> for the rest of the IM world - you will need proof. So really all you have to do is make your idea work and document the results - more motivation to succeed and crank up your current method.

In my opinion, the absolute most important part of bringing your product to the rest of the IM world will be how well it converts. This will have to do with a multitude of factors such as the timeliness, originality, price-point, and usefulness of your product. But if you've done your research and taken care of those, it will come down to your sales letter. So I recommend focusing HARD on that area. I did say I don't have much experience making my own product, but I have plenty of experience as an affiliate and I can say that the #1 most important factor towards whether or not I promote a product is whether or not the sales page converts (also taking refunds into account). The conversion is so important because not only are you going to want to drive paid traffic to your site, but so are your JV partners and affiliates. I think the *minimum* you want to spend is $1000 on a proven copywriter for your sales page. You'll probably spend at least $200-300 on a graphics guy, which should include your affiliate tools (banners). But if you're smart, you'll also spend money to get your copywriter to write your email marketing campaigns that go out to your existing list, the list you gain, and potential JVs. Everybody's spending decisions will be different for these things, but my suggestion is, if you make $3000 on your WSO, don't spend it all right away unless you have to. Your product may be good enough for mass distribution and an investment into bringing it off the WF could go a long way if you do it correctly.

You can also go another route which I don't think is quite as valuable but you can try it. That route is to set up your own low-cost sales page with some simple graphics, a decent letter, and a low price point and then drive free traffic to it. I wouldn't bother spending money on traffic unless you've tested your page with free traffic first and it has a good conversion rate. The best free traffic in my experience is through video, primarily youtube. There are a number of courses, including Sean Donahoe's Video Assassin 2 WSO. You can get other super-quick, free traffic from Twitter. But from my experience, Twitter traffic is almost as bad quality as run-of-network traffic (I don't know, maybe I do it wrong). But if you can convert Twitter traffic, then I say you can convert pretty much *any* kind of traffic. I don't think doing it this way has the potential to make you as much money as doing it like I explained above and packaging a professional product/sales page but it is certainly an avenue to explore, particularly if you have a low budget.

One thing I will say is that if you're going to do the "professional" route and invest big bucks, do it with the firm intention of getting an army of JV partners and affiliates. Then give 50-75% commission on your product, and I think the higher, the better. Remember, every person who buys is now on your list, which is worth around $1/month. If you give a higher % commission, you will get more people promoting your product, make more sales, get more people on your list, get more publicity of your product, and so on. If people start to make money off your product and it's on an affiliate network like Clickbank, you can gain massive exposure and literally get hundreds of affiliates promoting your product. There is a $21 million dollar Clickbank account! Granted it's been there for like 7 years, but that's not too shabby. Imagine if you make something timeless like that product, promote it well, and make even a fraction of that... What do you think? Do you have what it takes?

Conclusion

Again, I'm looking at this book and saying to myself, did I give everything I have? With this one, maybe not because I could probably talk for another 200 pages on driving traffic, marketing in general, and how you could blow this up and take it offline. But I have to draw the line somewhere. I at least gave you everything I knew about WSOs. I originally planned for the manual to be around 50 pages and it turned out to be much longer, as you can tell. I hope you didn't find it too long-winded! I tried my best to give you the best information on the subject and all the tricks I have learned along the way. For you newbies, I hope you found something you feel you can run with. For you experienced marketers, I hope you found the one nugget that is going to pay you truckloads more than what you laid down for this report. If you have more questions, there's always the WF. Also, please feel free to PM me or email me with any questions or leave a comment/question on my thread.

I would like to thank all the Internet Marketers who contributed to the information I have disseminated here. I have compiled information from over half a dozen identifiable sources and years of IM study and I definitely couldn't have done it alone - so I thank all of you. Also, I'd like to give a shout out to Allen for creating one of the greatest business communities on Earth and allowing us to have this awesome sales and marketing medium! Without that, this book would not even exist today.

My last word is, if you want to do the thing, then do the thing. Brainstorm, plan, commit, and follow through. Don't drop out because of adversity. Stay positive. What's the saying? If you think you can or you think you can't, you're right either way.

To your success,

David S. Eisner

*If you enjoyed the report, please let others know what you think by leaving a review on my WSO Bible WF thread. Thanks a lot!

Also, be sure to check out the rave reviews for my other report, The Octopus Blog Method. I teach you how to create an authority site with blogs and get a massive amount of targeted visitors to your offer through search engine optimization. I'm now offering it with Master Resale Rights as well.

And if you're interested in SEO, I'd highly recommend checking out my interview with Terry Kyle and Tom Goodwin, two excellent authorities on the subject of backlinks. It's totally free and you can grab it here without an opt-in: Backlinks Round Table

If you're a serious internet marketer and you haven't begun to build your email list, I highly recommend getting started ASAP. I have a no-nonsense report that goes over the basics AND some advanced topics to building your list fast and producing a profit from it. I'm very proud of it and it's getting great reviews. Grab it for free right here.

Resources List

http://wsobible.com/techwalkthrough.html (video)

Click here to become a member of the Warrior Forum for free

The Octopus Blog Method

WSO rules on this page

Warrior Plus

WSO Alerts

Elance

GetAFreelancer

Camtasia Studio

Jing

Seller Beware

AWeber

GetResponse

Infusionsoft

ProFollow

Copywriting Checklist Sticky Thread

EzineArticles

ArticleBase

Mario Brown's Underground Article Marketing WSO

Bluehost

HostGator

$7 Scripts

Rapid Action Profits

E-Junkie

Video Assassin 2 WSO

Action Checklist

Mandatory Steps

- [x] Read The WSO Bible
- [ ] Conduct market research and brainstorm profitable product ideas.
- [ ] Decide on and create your product.
- [ ] Set up your Paypal account and remember to alert them of your incoming sales.
- [ ] Get an auto-responder account, set up a new list, and make an auto-email series.
- [ ] Set up WSO Pro (or your payment processor).
- [ ] Create a sales letter.
- [ ] Create a thread title.
- [ ] Decide on a pricing module.
- [ ] Make sure your forum reputation and profile is up to par.
- [ ] Notify your list of your upcoming WSO, if you have one.
- [ ] Get at least 5-10 reviews and try to get constructive criticism for improvement.
- [ ] Launch and pay for your thread when everything is in place.
- [ ] Put the link to your WSO in your signature.

Optional Steps

- [ ] Contact members personally to present your WSO as a solution.
- [ ] Create a thread, chronicling your success.
- [ ] Try to get “WP Deal Of The Day” and other JV opportunities.
- [ ] Make a free ebook, a squeeze page, and market them.
- [ ] Make separate WSOs for your free ebook.
- [ ] Make more WSOs and bundle them in discount packages.
- [ ] Offer holiday specials on your WSOs.
- [ ] Do cross-selling between your WSOs.
- [ ] Offer RR, MRR, or PLR to increase your USP.
- [ ] Offer a back-end product, or two.
- [ ] Set up “guru” interviews to market your products and give value to your customers.
- [ ] Do “list swaps” to build your list and market your product.
- [ ] Get creative, try the new rage, surf the forums, ask the experts... just do it! And have fun! :)