

BUYERS LIST BLUEPRINT

The Report

How I Build A List Of 30k Buyers!



GAURAB BORAH

Buyers List Blueprint

**“How I Build A List Of 30k Buyers
And 5-fig/m Business Selling Sim-
ple Info Products!”**

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Hi, **Gaurab Borah** here from adsnexus.com & gaurabborah.com



Thank you for investing in “**Buyers List Blueprint**” I know you are excited about this report and can’t wait to read it.

But before we move ahead, I want to introduce myself to you, what I do, my story, my struggles and how I overcame them and how creating and selling digital products changed my life.

[Read all about me here and feel free to share your story with me as well :\)](#)

Now that you know me, let me tell you one thing. I am able to achieve what I am today not because I am an exceptional guy or a born genius, I am an average guy like everyone else. But I never stopped taking actions after a failure, I never stopped investing in myself, I never stopped believing in myself and I never listened to anyone who said I can’t make it.

So if you keep going through the same emotions that building an online business is hard, then don’t worry everyone who succeed had similar feelings at some point in their journey, but the ones who overcame them, remained consistent with their actions and always believed in themselves succeeded.

With that in mind, let’s get started...

1. How Did It All Start



In the middle of 2012 when i was still in the 4th year of my college, I was making good money creating low competition Clickbank review sites. I had 4 of them and was easily doing \$1000-\$2000 per month. And I never cared about creating more or to go and find other ways to make money online. I became lazy as I was enjoying the little money and freedom.

Things were smooth, by the end of 2012 and early 2013, there were few Google updates such as Panda and Penguin. And one morning 3 of my sites lost their rankings, I lost 80% of my income overnight. I tried hard to get my rankings back, but it never happened. I was devastated. Now I had just 1 review site making me \$400-\$500/m, I also started building my list, but never really enjoyed working in that niche so I left it.

Near the end of 2012, somehow I stumbled upon warriorforum.com. It's one of the biggest online forum for internet marketers.

There was a section called Warrior Special Offers and people used to sell their information and digital products: <http://www.warriorforum.com/warrior-special-offers/>

Just have a look at some of the recent offers there, some of them are already being viewed for over 10k views. Even if he converts at **5% for a \$9.95**, then he has already made over **15,225 X 0.05 = 750 sales** and around **\$7,462.5 (excluding the upsells) in revenue**.

WARRIOR
FORUM

Search...

Feed

Forum






Marketplace

3

GaurabBorah

Create Offer

1 2 3 NEXT ▶

PRODUCT	LAST POST	REPLIES	VIEWS
<div></div> <div>[EARLY BIRD List] Generate 100's of CHEAP, TARGETED BUYER Leads Everyday In Any Niche! - VERY EASY</div> <div>by GaurabBorah</div>	<div>Claim Your \$100 Sticky</div>		
<div></div> <div>Complete Update - Super-Charged Amazon Holiday Strategy for 2016 - Templates, Images, and More!</div> <div>by Sojourn</div>	2 years ago by Sojourn	76	12,116
<div></div> <div>SUPER HOT!!! CPA Done For You Campaigns!!! CPA + FREE Traffic!!! HURRY!</div> <div>by ydsimple</div>	1 hour ago by decenthasoo	269	15,225
<div></div> <div>For Serious CPA Marketers Only - Done for you Bonus</div> <div>by Samfakroon</div>	1 week ago by OptionsMan	48	3,531
<div></div> <div>(TO YOUR SUCCESS!) #1 AFFILIATE TRAINING...It's not what you know, it's how you APPLY what you know!</div> <div>by shaunybb</div>	4 hours ago by rickbosshacker	36	1,782

I decided to launch my very first WSO, so I put together one of my YouTube method in a pdf, created a sales page and put it on sale on Warriorforum.

You need to buy a new thread to post a offer on Warriorforum that used to cost about \$40 earlier then, not it's just \$20 per bump.

What's a bump?

Once you buy a thread, it will keep going down as new threads are bumped above you. You can only bump it again when your thread reaches the 3rd page. During this time you easily get 150-300 views. It's great for newbies who have no idea about how to get traffic for their offers.

Just create a good offer, put together a decent sales page, buy a WSO thread and put it on sale. If you convert at just 5% for a \$10 offer, you make an easy \$70-\$150 per bump. You still make a decent \$50-\$130 profits per bump.

My very first info product/WSO!

I had no idea about upsells or JVs when I was getting started so I did just what I told above and I got over 110 sales at an average price of \$10.

I bumped it like **8 times, spent \$320** (it was \$40 per bump in 2012) and after Paypal and Warriorplus fees, I still made **over \$700 in profits**.

Then I put together my 2nd WSO, I did 50 Front End sales and few Upsells and made another few hundred dollars in profits. Now I knew this thing work, I had a buyers list of just above 100 people and I had already made 20-30 sales mailing them.

So it was the time to scale it up!

So I made a plan and this plan took me from a guy making \$500-\$1000/m to generating \$160,000 in just 5 days with pindrill.com software launch in 2016. So what was that plan and how I implemented it!

2. The PLAN That Made All The Difference



Now I knew, the WSOs work and I could make a good amount of money from it. So I planned to launch 2-3 WSOs every month. But when I thought about it, I realised it would take tons of work to create, write copies, design, launch and take care of support for 2-3 WSO every month.

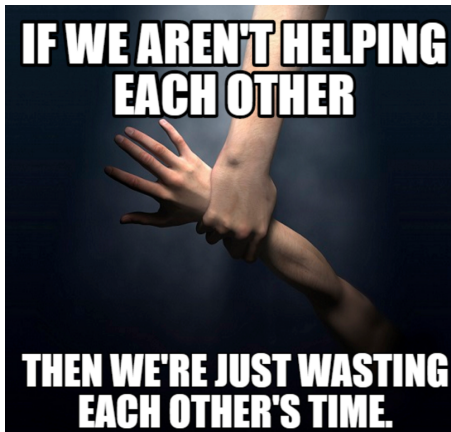
I wanted to get some work load off my chest, I started to look for people who already had a product that I could just partner up and launch. I would take care of marketing stuff such as writing copies, creating funnels, payments and my partner would just take care of product creation and support and we would split the profits 50-50.

I launched around 6-8 WSOs during a period of just 3 months. I was just feeding of the Warriorforum traffic and some JVs that would pick us from Warriorplus or JVZOO and promote us.

The Big Picture Behind These Quick Launches

If you have ever created a product and tried to recruit JVs as a newbie then it's hard to get their attention. Unless you already have at-least some kind of relationship with them, it's quite difficult to get them promote for you. And I was facing the same issue.

And it's the truth of life, if you want to get helped, first help others.



My idea was to **quickly grow my buyers list to 1000 people**, so I could send 20-25 sales for other JVs on their launches and build a relationship from there. So they consider promoting my launch.

And the faster I could get there, better for me. And it took me just 4 months to get to my first 1000 buyers list.

Did It Work?

Yes it did!

I started to look for product creators who were doing good, the ones who were getting WSO of the Day, JVZOO POTD awards, the ones who were hitting the leaderboards.

I would contact them and tell them that I have a buyers list from my previous product launches and I would love to promote their product to my list. I would easily get 15-25 sales for them, most importantly I was connecting with them, building a friendly and professional relationship with them. And I made few friends and good connections this way.

I Had To Join My Job And It Sucked All My Time!

Things were great, I was now making an easy \$800-\$1300/m with my new buyers list. I had some good connections. Everything was going according to the plan.

Then one day, I received my job letter along with my joining date in mail. (*I was placed in company called Cognizant during my final year*). My parents wanted me to join the company and settle down like any good parents would want.

So I joined the company. I wasn't getting a lot of time to work on my business. It was hectic. However, even after working 9 hours in office, mentally exhausted I would work for 2-3 hrs at night, write few emails and make some money of my email list which was double the money I was making in my job.

"I was glad I built a list, it was now paying me off and it was one of the best decision in my IM career. "

To be honest, job wasn't that bad - I met my beautiful girlfriend and now wife Rishika there and without her I wouldn't be what I am now.



I needed to leave my job, but I didn't want to leave it without a solid strategy. I had already worked hard, I had few good connections in the industry and I was confident that I would be able to get at-least a few good JVs if I launch a product again.

At the same time, I relaunched 2 of my old WSO that I had created myself as FREE WSO on Warriorforum, I added a related affiliate offer in the backend and it generated me over 3k fresh leads in just about a month that I could use during my launch.

But I had no product of my own and I really had no time to create one.

So I decided to apply my old strategy of finding someone with a product and launch it for 50-50 profit split.

I went back to Warriorforum and posted a free thread on their Warrior Joint Ventures category. And since I already had few launches to my name it was much easier to get someone with a good product to partner with me.

<http://www.warriorforum.com/warrior-joint-ventures/772867-only-serious-people-want-launch-your-next-wso-ill-help-you-free-open-now.html>

Dozens of people replied to me on my thread and sent me private messages, I was very excited - because I was sitting on a goldmine. I was amazed to see the response, the amount of people needing help.


30th Mar 2013, 04:06 PM

#1

GaurabBorah

Don't Think! Just DO IT!

War Room Member



Join Date: 2012

Posts: 222





Thanks: 149

Thanked 123 Times in 76 Posts

[ONLY SERIOUS PEOPLE] Want To Launch Your Next WSO? I'll Help You For FREE!!! -

OPEN NOW

Share on:

CLOSED!!!

Looking for completed products(Re-launches works too). Preferably in these niches.. Facebook, listbuilding, traffic, CPA, Youtube, Simple Money Making Methods

[Sign Up here for Updates!!](#)

Recent JVZOO POTD and WSO of The Day Awards

Commission Kaboom | \$100-\$500 per day Easily!

<http://tubejammerlive.com/specialoffer/>

<http://www.themotherofallemailprofits.com/salespage/>

<http://www.fblistsimplified.com/special/>

The Invisible Optin | Thank you for Optin in!

<http://www.warriorforum.com/warrior-...ial-proof.html>

<http://www.warriorforum.com/warrior-...mmissions.html>

I found a good product created by a great guy named A.J.Montoya. We created a Facebook course on how he was able to make affiliate sales with Facebook ads and we named it “**Simple Facebook Profits**”

We created a simple sales funnel with 2 One-Time-Offers, created a JV page and this was the time to make use of all the friends and connections I had made, to ask everyone whom I promoted and got sales for in the past to promote my product this time.

One very important thing I want to tell you is - you need to make sure that your product is top-notch, high quality, is based on real results and not just some theory or rehashed PLR, and you have proofs to back up your claims.

And we took care of all the aspects above. A.J.Montoya was actually implementing and getting results with his product and **having a genuine and working product that can help others to get results is half the battle won.**

The JV Recruitment And Our Shocking Results!

Remember I was still in job when I was gearing up for my 2nd beginning with product launches.

But this time I had experience and I had a better strategy. We had everything ready 3 weeks before the launch. We had the JV page ready, sales page ready, review copies ready, funnel ready.

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My main focus was to contact as many JVs I can with whom I already had a relationship with. This was my strategy.

I sent them the JV page 3 weeks before the launch and asked them to mark our launch date if they are available. Then I reminded them again a week later and send them the review copies to have a look at. Most of them loved it. And 1 week prior to the launch I sent them the sales page preview, launch details and keep reminding them and asked if they need anything on last 3 days.

During all this, I was also trying to recruit new affiliates and we also had few affiliates onboard seeing our JV page.

Not everyone I contacted committed to promote our product due to other commitments, or they were in different niche, or they had other plans. But I was able to recruit handful of JVs - around 15-20 who said they will be mailing for us on the launch day.

We did a 7 day launch and I was shocked at the results. We sold **569 Front End copies** and **833 funnel copies** and **generated \$10,377.85 in revenue**. We never expected these results.

I received my very first “**WSO of the Day**” on Warriorplus. Our hard work had

	Simple Facebook Profits Upgrade	15588 / 24948	855/987	569	4%	\$0.35	\$9.62	\$5,474.95
	Simple Facebook Profits OTO1 Upgrade	1046 / 1561	256/297	230	22%	\$3.81	\$17.33	\$3,984.90
	Simple Facebook Profits OTO2 Upgrade	348 / 565	33/38	34	10%	\$2.64	\$27.00	\$918.00







paid. I was more confident that I can leave my job now.

The Plan Now Was To Just Follow The Same Strategy, Replicate The Results For A Bigger & More Profitable Buyers List!

Finally I left my job and it was the 2nd best decision of my life, 1st one was to build a list. Now I was getting more time, I was getting things done faster and easier. And I felt great.

Now this was the time to scale things up. I wanted to do more launches and build my buyers list even bigger.

Me and A.J. Montoya launched our 2nd WSO together after 2 months, we got

 Simple Facebook ListBuilding Upgrade 	13069 / 22599	868/1023	619	5%	\$0.53	\$11.10	\$6,872.98
 Simple Facebook ListBuilding OTO1 Upgrade 	806 / 1944	193/221	175	22%	\$3.79	\$17.44	\$3,051.50
 Simple Facebook ListBuilding OTO2 Upgrade 	307 / 566	47/50	43	14%	\$3.64	\$26.00	\$1,118.00

even better results. Over **619 FE units, 837 funnel sales, \$10k+ in revenue.**

After that we went our own ways, and I was still getting lots of messages from the thread I posted on Warriorforum.

<http://www.warriorforum.com/warrior-joint-ventures/772867-only-serious-people-want-launch-your-next-wso-ill-help-you-free-open-now.html>

Other than that a lot of other guys started to contact me on Facebook to launch their products.



During this time I met my very good friend Tom Yevsikov, he was also a fellow product creator and used to launch his own products. We talked few times and I realised we shared the same goals and we complimented each other pretty well.

He loved writing copies and take care of conversions, I loved designing stuff. We would find a product from my WSO thread or Facebook, figure out the funnel together, talk to our respective JVs and connections and BOOM!

We started to see some huge results. Our info products were selling 1000+, 2000+, 3500+ copies and all using the same strategies that got me started.

One of our launch did over **\$160,000 in just 5 days.**

Also we won over **25+ WSO of the Day and JVZOO Product of The Day Awards.**

We were winning JV contests and leaderboards here and there sending 100s of sales and our buyers list was growing everyday. Plus we were getting attention from other big marketers who wanted to work with us.

We did tons of webinars with our fellow marketers where we would sell high ticket softwares and products at \$497- \$2997 price points. And we would do \$5-\$20k in a single day sometimes.

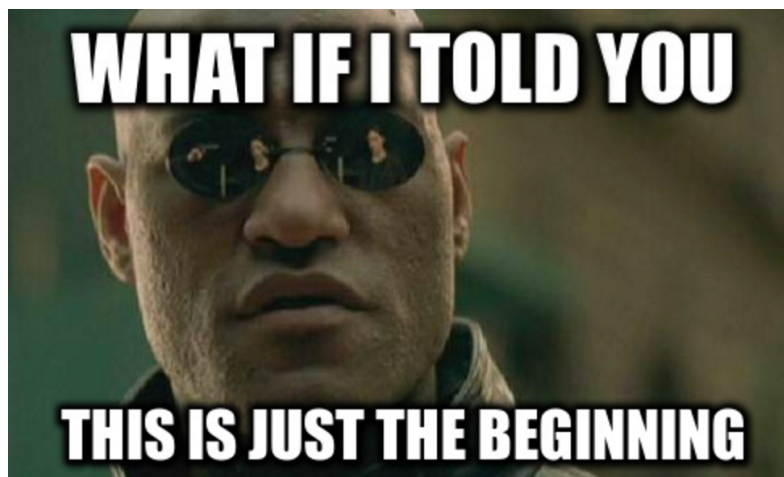
And we went on to generate over \$1M in revenue with our business that started with selling simple info products.

The Lesson

Everything starts with a small idea and vision. If you have an idea and vision then go and work on it. Never let it die. Sooner you start is better, even if you don't know anything doesn't matter. Just get started, you might fail initially but you'll learn many things on the way and you can always rectify them and improve the next time. That's what I did. The journey wasn't easy, but nothing got me down. I launched over 10 WSOs before my first one sold over 500+ units.

There are odds in any business be it online or offline. And in order to succeed you need to overcome those odds. I failed, I would say learned 10 times before I actually got some good success and then I just built upon that success.

What's Next? The is just the beginning...



Till now, you learned how I overcame the odds, build a plan, followed it and was able to build a successful and long term online business.

*So far it was all about what I did and how I did it, **In the next module I am going to show you how you can do the same...***

Whats working now, whats the tools you need, the strategies that works best today and how to get to your first 4-figure month in less than 30 days.

3. The CHEAPEST And The FASTEST Way To Build A Buyers List!



If you came so far reading this, then you might have guessed what I am talking about. The cheapest and the fastest way to build a buyers list is - **to do a JV launch!** *(where you recruit affiliates/JVs to promote your product during a launch week, you see them everyday on JVZOO and W+)*

And you'll get to know why just in a minute...

Lets say you generated 10,000 leads giving away a free offer with Facebook ads or Solo ads, and then your One-Time-Offer was converting at 10%, so you built a buyers list of 1,000 people.

Facebook ads costs your around \$1-\$2 to generate high quality US, UK, CA, AUS leads. So all in all, you need to spend **\$10,000 - \$20,000 to generate a high quality buyers list of 1,000 people.**

Plus you need to spend a huge amount of time if your daily budget is not in 100s.

Where as with a JV launch, you can create a simple info product, off course that actually work with results to back it up. Set a launch date and launch period (5-7 days). Start recruiting 3-4 weeks before, have everything in place for JVs to see.

Say you are able to recruit just 30 JVs for your launch and if on average they send just 33 sales, you will easily hit the 1000 sales mark.

It doesn't mean every JV will get your 33 sales each. There might be 2-3 JVs or affiliates who get 100+ sales, 3-4 gets you 50+ sales and others get you 10-30 sales and most others get less than 10 sales.

Every single sale adds up to a huge number, honestly it's not very hard to sell 1000 Front End units if you follow my method for newbies below. That's 1000 new buyer leads for your business and I will show you how you can set everything up for less than \$300.

How To Find The Heavy Hitters In Your Niche For Your First Product Launch?

Build a list of Top product creators who are getting WSO of the Day & Product of the Day, opt-in to their JV list and spy on Facebook, see who are winning their JV contests. Try to connect with them on Facebook or Skype.

Find the products that were in the same niche as yours and were launched just 1-3 months back. Good chances are these product creators have a good list in that niche and they have a hot buyers list fresh off from a launch.

Where to find these top product creators and JVs/affiliates?

If you are on Warriorplus, go to the link below:

Warrior+Plus 99+ 99+ 99+ 10 gaurabborah

Marketplace Vendors Affiliates Deal of the Day Support

Deal of the Day | today's deal archives

DEAL OF THE DAY **Are IM Shortcuts Keeping You Poor?**
"...quality stuff... these reports are ideas generators, with thoughts and brutal truth on what works..."

Deal of the Day
Only The Best Deals, Every Day

Deal of the Day Archives Results: 1-10 of 2270 << >>

Are IM Shortcuts Keeping You Poor?
Imagine having your next income stream in 48 hours or less...
...not one based on some 'trick' or 'loophole' that will dry up in days, weeks, or months...
...not one requiring you...
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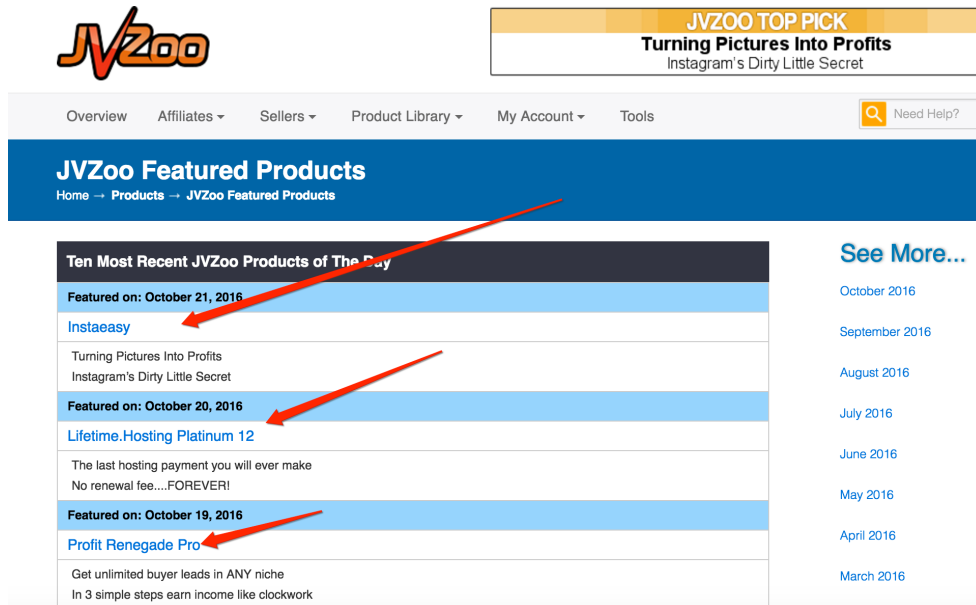
New: No-Sale Method to 3 Figures/Day...
Can you imagine pulling in 3 figures/day...

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- Keys to Proven, Profitable Membership Sites...** OCT 18 2016
- New Traffic Tactic Gets...** OCT

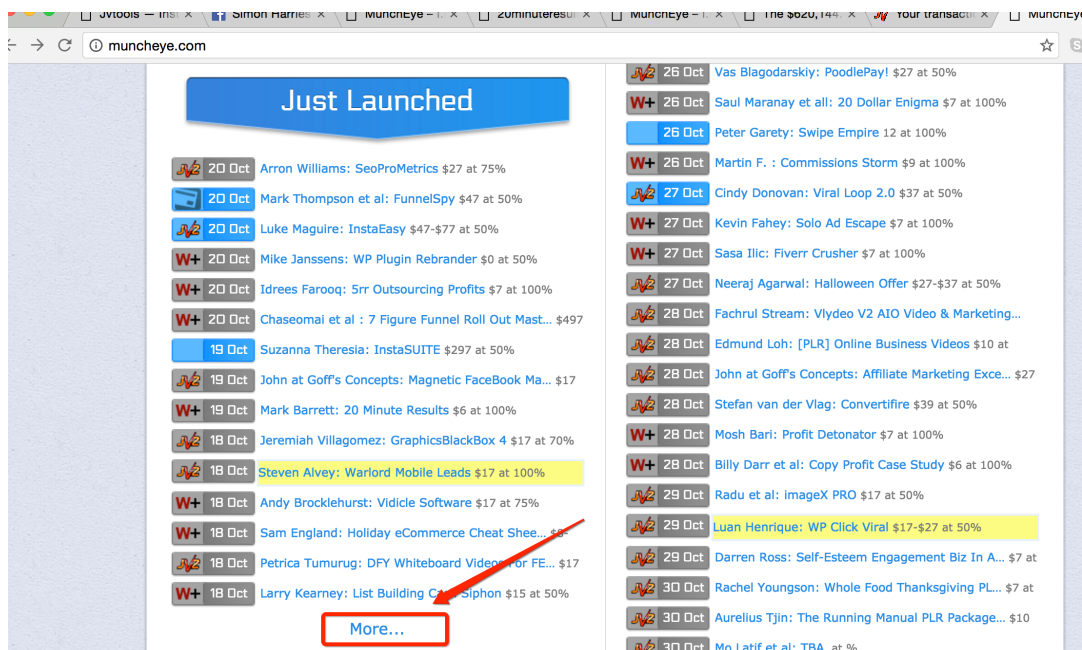
<https://warriorplus.com/wso-of-the-day/history>

If you are on JVZOO, go to the link below:



<https://www.jvzoo.com/products/featured>

Open up each and every WSO of the day & Product of the Day product for



the last 3 months on W+ and JVZOO, go to their sales page, see the name of the product creators. Find them on Facebook.

Or else, a better idea is to make a list of all the product names that got WSO of the Day in the last 90 days. Go to muncheye.com, scroll down click on the "More..." link as shown below and you'll see the previous products launched sorted in descending order.

Find the products that's in your list, open their JV page and find the contact details of the people involved with the launch and send them a friend request on Facebook and Skype. Don't worry most of them will accept easily.

***KEY LIST* Build an Excel Spreadsheet or Numbers (mac)**

What I am going to tell you, if you do this it will save you tons of time and headache later.

Create a spreadsheet on Excel, with columns - **Vendor name, Product, Category, Salespage, OTO pages (optional), Contact details.**

You can have different spreadsheets for Info products and Software products and that's what I would recommend. It will help you create your sales pages and funnel later.

You must do this. Trust me this will be your ***KEY LIST*** that will almost guar-

	Vendors	Product	Sales Page	Category	Contact	
1	Gaurab Borah	Pindrill	pindrill.com	Social media, pinterest,	head, astor...	
2	Jai Sharma	Autoviral	autoviral.com	Viral,	jai sharma	
3						
4						
5						
6						
7						
8						
9						

antee your success.

But Gaurab, I don't even have a product ready yet. Why do you want me to do it?

For 2 main reasons, 1st - after going through so many products you get a fair idea about what kind of products are being launched in the market place, what niches are hot and who are the big JVs or affiliates you would like to build a relationship in the future.

The 2nd reason is - once have those people in your Facebook and Skype, you get to see their posts on regular basis, you get to see what they are doing to make their launches a success, how they are interacting with their JVs, what are they saying. How they are designing their pages, sales funnel, how they announce their launch to the world.

Also, start interacting on those posts more and more, you don't need to be an expert, just share your views, get more and more people to see you. So when you contact them later they have at least seen you somewhere and it becomes easy to break the ice. Make sense, right?

But the best thing is - many times you'll find people with similar interests, sometimes you just make instant connection with someone who share the same goal and you can always team up with them for your project.

But Gaurab, how do I contact them?

That's for another module, once we have our product and everything ready, I will show you how to exactly do that. For now I just wanted to show you how you can build a buyers list fast and spending as low as possible.

4. How To Put Your Name On High Quality Products Without Even Creating Them!



Before getting started, I would like to say that if it's your first launch. **it's best to create your own products, it's really not though.**

If you followed the steps in the previous module, then you must have known by now what's selling in the market right now. Try to build a list of niches, or product types.

Just see what has worked for you in the past, find the right hook or angle that's selling and create a Case Study type product.

When you create your own products, people see you as an authority in that niche. And people see you as an expert, they listen to you and they buy from your recommendations. You create a brand and following for yourself.

Even JVs/ affiliates respect you more as they see you as someone who is sharing his knowledge and looking to help others instead of just managing a launch.

However if you're just looking to build a buyers list quickly and then build a relationship with your new list then you can just follow what I am going to tell you now.

Where to find potential product owner and how to convince them to partner with you?

This is what I used to do and it worked for me every single time. The idea is to find product creators who had already launched their product on W+ or

JVZOO but they weren't able to get a lot of sales, the ones with less than 100 sales or just 100+ sales.

Go through their sales pages and see if their product fits your criteria of niche and if you think you can sell more with a better selling angle.

Usually the products will have low sales due to these following reasons...

1. They weren't able to recruit decent no. of affiliates/JVs as they had very less or nil connections.
2. Their sales copy and sales funnel wasn't strong enough, it did not had the important aspects such as right angle that would make people buy, low quality sales copy, weak and unrelated upsells
3. They worked their ass off on creating their product, absolutely fell in love with it that they never cared about getting the word out to JVs or affiliates.
4. They had no idea what they are doing, they just launched to see if they can get few sales.



And that's where you chip in, you message them saying that you're a marketing expert and you went through their product on W+ or JVZOO and you think you can help them get hundreds of sales with some tweaking. You can take care of all the marketing such as sales copy and design, funnel creation, conversions, JV recruitment and they just need to provide the product and handle support. And you guys split 50-50, that's most fair I think.

Message everyone whom you think is a good fit, and wait for their reply. I am sure if you contact 10-15 people, at least 3-4 of them will get back.

Once they get back to you, just ask them to send a review copy so you can go through it and see if they could be a good fit.

Partner up with the one that you find the best, you can also schedule more launches if you like more than one product.

This might look like a lot of work, but trust me this works and **I have launched over 30 products that were not even mine.**

This is where you can find products that were launched recently and were unable to get a lot of sales on JVZOO

<https://www.jvzoo.com/marketplace>

<https://www.jvzoo.com/affiliates/findproducts>

Here is where you will find low selling products on Warriorplus.



<https://warriorplus.com/wsopro/affiliate/get-offers.php?o=7>

****Just one important thing to remember,*** make sure you the check out their W+ and JVZOO profile to figure out if they are newbies or not. Just click on their name and you can see their profile history. You can figure easily figure out if they are a newbie or not by seeing the no. of launches they did and amount of sales they made with those launches.

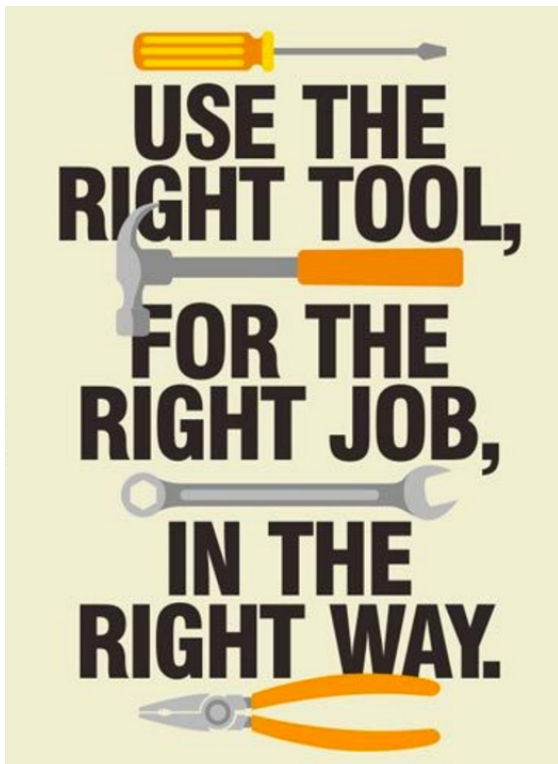
*You don't want to contact a much experienced marketer and make a fool out of yourself. **The idea is to find someone who needs your help to get more sales and who can help you too with their product.***

But Gaurab, I have no idea how to write a good sales copy, create a high converting funnel, get the design done, I don't even know how to talk to the JV's?

Blah Blah Blah! Yeah yeah...I knew you would say that, but don't worry that's why I am here and you're going to be an expert on all the above things by the time you finish reading this report.

In the next module, I will show you all the tools you must have and how I use them to build my launch funnels...

5. All The Tools & Machines You Need To Copy My Success And Build A 6 or 7 Fig Business



Few questions I get asked a lot:

- how can I build beautiful pages for free?
- I want to collect leads and send them emails regularly, is there any free tool to do it?
- what's the best and cheapest way to get buyers traffic?

Let me get this straight, you are looking to build a business you need to have these tools in your arsenal. These tools are like air and water to Internet marketing.

Don't worry, you don't need 10-15 tools, but you just need these 3 to get started you'll need them anyway if you want to run a long-term online business.

1. Tools to create your info product

If you prefer to create your own product that I recommend, you can just use Microsoft Word in windows, write your ebook in Word and then save it as PDF. If you have Mac, write your ebook in Pages and Export it as PDF. Simple.

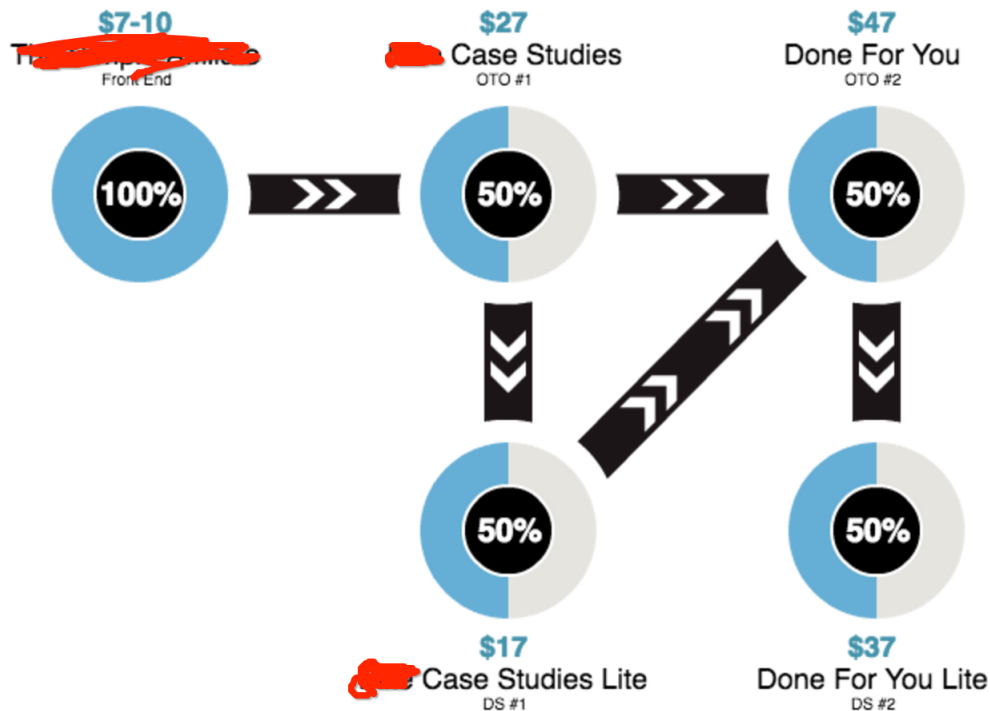
If you're more of a video guy, you can use Microsoft powerpoint (windows) or Keynote (mac) to create slides for your videos, then just play your slideshow while recording your voice using Screencast-o-matic (it's FREE) here: <http://screencast-o-matic.com/home>

There are tons of things you can do with Screencast-o-matic like adding an overlay image, edit the timeline, remove the sections you don't like, add blur to your video, use both screen recorder and camera at the same time (ones

with your face at the bottom of the screen recorded video) etc etc. Really easy to use and handy while creating screen recorded videos.

2. Craft a high-converting funnel that sells like crazy

In case you don't know what OTO's or Upsells are, they are offers that you see once you have bought the Front End product.



In graphical representation, they look like below:

If a person, buy the main product they will be pitched with OTO1 - Case Studies in the above case, If they buy OTO1 they will be pitched with OTO2 - Done For You. If they don't buy they are taken to a Lite version of OTO1 called Downsell1.

e.g. If you are giving away 5 case studies as OTO1 for \$27, you can give away just 3 Case Studies as Downsell 1 for just \$17. Works the same way with OTO2 and Downsell2.

What kind of funnel works the best?

The funnel in the above image works the best anytime. Upsells are not different products but they are just the means to make the Front End or Main product work **Faster, Easier or Automate** them. So make sure your Upsells

are satisfy any one, two or all three of the important things. Mean **they help the Front End product to get results Faster, Easier or Automate it.**

With proven case studies, you make it easier and faster for people to succeed by seeing what already worked for you.

With DONE-FOR-YOU you make it faster for people to get results since they need not figure out or create a brand new campaign for themselves.

Make sense?

3. Copy My Proven And High Converting Sales Copy Templates For Front End And Upsells

Outsourcing a sales copy can cost you anywhere from \$300-\$5000 depending upon who is doing it. However you don't want that now, you can create a high converting sales copy just by following my proven method below.

Now if you have built a **KEY LIST** as I told you in Module 3, then this will be very very easy for you.

Just go back to your **KEY LIST**, use the Ctrl + F function to find products that were launched in your category, check their sales pages. Make notes of the headings, benefits, features they have mentioned. Read their sales pages. You'll get tons of idea from them for you sales page.

Other ways

Writing a copy is really really easy. Just go to warriorplus.com, jvzoo.com and search for similar products in the same niche that were already launched.

Use their search feature to find products that were launched in the same niche, check the products with good front end conversions, read their sales pages, and make note of all the important things that you liked and might want to include in your sales page as well.

To find offers use these links:

W+ <https://warriorplus.com/wsopro/affiliate/get-offers.php>

JVZOO <https://www.jvzoo.com/affiliates/findproducts>

E.g. you have created an info product on CPA and want to create your sales page, here is how to do it

Go to W+ <https://warriorplus.com/wsopro/affiliate/get-offers.php>

Use their search features, enter your main keyword, in this case it's "cpa", hit enter, you will find a lots of products that were launched earlier in the same niche. Have a look at their conversions. Save the ones with above 7% to study them later.

***Important** - If a product has been sold for over 1000+ then make sure to save their sales page link because the conversions goes down usually after the launch and if they sold so many units, it could only do so because their

Offer Title / Keyword

Vendor Name

Sort by

Filter

cpa

Pulse Score

Reset

Search

All Offers

Results: 1-100 of 424

<<

>>

Product / Vendor

Launch Date

Sales

Conv. Rate

Visitor Value

Avg. Sale

Comm. Rate

Refund Rate

♥?

Want more exposure for your affiliate offer? [Advertise here >>](#)

CPA Cash Cannon WSOTD

AffPro

\$\$\$

2

2016-09-12

1000+

8%

\$1.15

\$14.36

6%

13.16

Request

\$500 CPA Every Day

gkmarketing

\$\$\$\$

11

2016-01-21

3000+

5%

\$0.75

\$14.92

9%

6.78

Request

\$125 A Day With CPA

Tyler Pratt

\$\$

9

2016-10-14

25+

7%

\$0.47

\$6.68

4%

4.23

Request

CPA Profit Formula

Tyler Pratt

\$\$

9

2016-09-29

50+

7%

\$0.77

\$11.03

2%

3.92

Request

Web Traffic On Demand

Derek Allen

\$

19

2016-09-21

100+

15%

\$1.51

\$10.09

2%

3.55

Request

copy converted. So don't forget to save their sales pages as well.

Use the same technique to research on JVZOO+

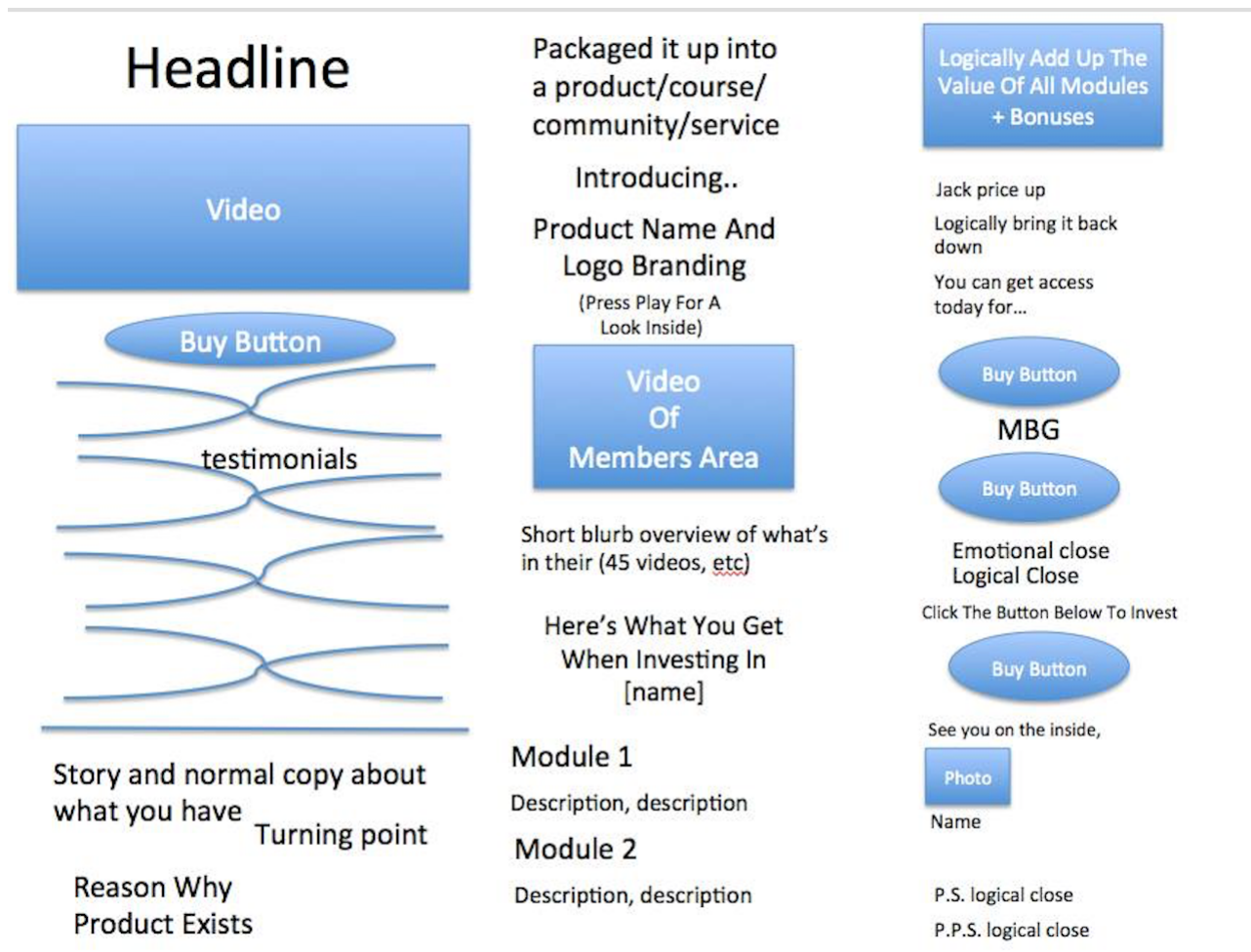
You can just find 4-5 products that are close to your niche, that converted well and it's enough to get started.

***VERY VERY IMPORTANT** - By any means I don't want you to go and copy their sales page word by word, it comes under copyright infringement and they can sue you.

What I mean is take inspiration from them to write your own copies.

However, you still need a good template to create your sales copy, you need to make sure to have all the elements of a good sales copy in order to make it convert great.

I have used the same techniques I told you above and used the same sales page template I am going to tell you below and I have seen conversion rates of as high as 30% on my launches. So this thing work.



Here's the sales page template that converts great for me...

Now the template for upsell is really easy, use the same for all...

1. Congratulate and thanks for buying your Front End product
2. Main heading - How this upsell can help you get faster, easier or Automated results (whatever applies)
3. Video (includes all the features and benefits)
4. Buy button (make buy button appear after 30-60 sec)
5. Written version of the sales video (optional)

Check out these upsell pages below for one of our product Viral Source to have a good idea of what I am taking about.

FE - viralsourcelive.com

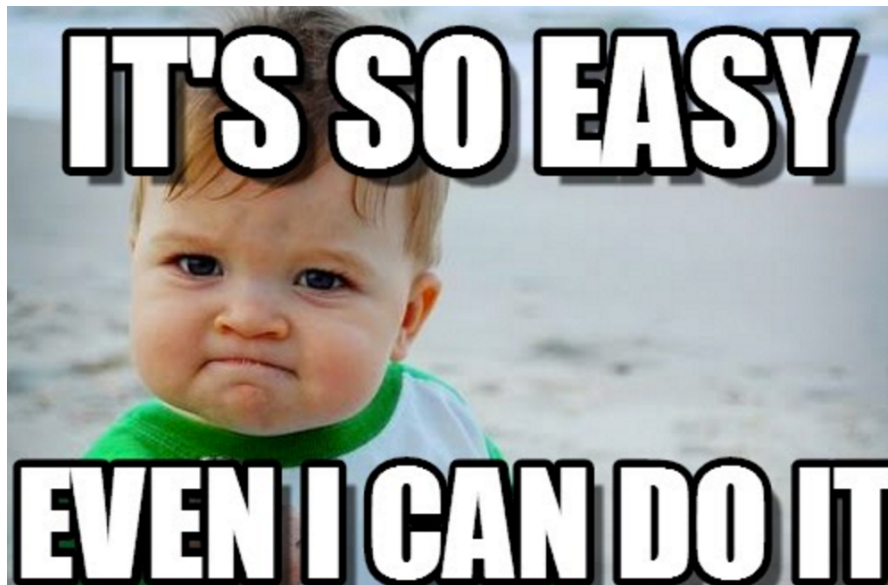
OTO1 - viral-source.com/upgrade1/

OTO2 - viral-source.com/upgrade2/

OTO3 - viral-source.com/upgrade3/

4. How To Design All Your Sales Pages In Just 2-4 hours, Sometimes Even Less (What Big Players Are Using)

This part is easier than you think and the kind of tools available right now



makes it easy for anyone to create some good looking sales page.

Instabuilder - This is one of my favourite and if you're just getting started I would recommend you Instabuilder. It's super NEWBIE FRIENDLY, smooth and easiest tool I have ever used.

Their Drag-n-drop feature makes it super easy to create beautiful landing pages, squeeze pages, thank you pages, upsell pages, download pages any kind of page you need.

Plus, they have timers, exit re-direct, split-testing, notification bars that helps you boost your conversions even more. It's the best in my opinion. Plus its available at a one-time fee of just \$77 and \$197 for unlimited websites.

Here are links to few sales pages I created with Instabuilder:

Copyright © Gaurab Borah. All Rights Reserved!

<http://gaurabborah.com/flashingfiverrprofits>

<http://ebookcovermakerx.com/>

You can also consider getting **Optimizepress 2**, but it has slight learning curve and not as easy and fast as Instabuilder, however the pages comes out much more professional with it. However it's a bit costly and you might need to spend some time getting used to it.

Here are few pages I created with Optimizepress 2:

<http://getsmartsocial.com/>

<http://newcommercesuite.com/>

One other tool a lot of people use to create pages and funnels is Clickfunnels, personally I have never used it, but they charge you monthly and might be a bit costly if you are just starting out.

But if you got some money to spend and need a great and reliable tool to create your pages and funnel, this is the one you should get.

[Create a Free account and check it out here](#)

5. How To Collect Your Buyers List And Send Them Automated Mails For Automated Profits

Personally, I use Aweber. They are one of the best in terms of delivery and ease of use. Plus they integrate with tons of other third-party softwares and makes it easier to profit with them.

Aweber integrates seamlessly with both W+ and JVZOO, therefore as soon as some one buy your product, they are added to your list and instantly receive a welcome email that you had set.

You can write and load as many follow up emails you want, use these emails to build a good relationship with your new buyers so you can recommend and sell them again and again in future. A list of 1000 hot buyers can easily make

you \$1000-\$10,000 or more in the very month if you know what you are do-



ing. Make sure you are building your buyers list for long term profits.

****The Only Problem Solved*** - I hear it from a lot of people that Aweber don't allow its API to collect leads on Single Optin, means it sends an confirmation email before they are added to your list. Therefor you lose like 30-40% buyers when using it with W+ or JVZOO.

A simple solution to that is just contact their live/email support and tell them that you want your buyers to be added to your Aweber list directly from your shopping cart so they can receive important information regarding their purchase. And they usually change it to single opt-in within 24 hrs (much faster)

Aweber offers a FREE monthly trail, you can sign up here now

Many people also prefer Getresponse, they offer a FREE trial too, [click here to check it out now](#)

That is all you need to get started. Lets move on the next chapter where I will show you how to plan your launch to get to that 1000 Front sales easily.

6. The Perfect Recipe To Do An Award Winning Info Product Launch In Less Than 2 Weeks

You got the product and funnel ready, you got all the sales pages ready, but if you have no JVs promoting your launch and you don't have an email list already then you are not going to make a lot of sales.

Therefore it's very important that you start recruiting affiliates/JVs as early as possible. If it's just your first launch. Give at least 2-3 weeks for affiliate recruitment.

There are 2 ways you can ensure that you get good sales for your info launch.

First - the easy way, Get A JV Manager

A JV manager is someone who goes out and talk to affiliates and take care of all the affiliate recruitment for you. These are usually guys with good connections and network in the marketplace already.


How and where to find them?

14 hrs · 🌐

Okay Here's a super quick update ...

Everything you need for the close is right here

Now here are the key points to push today on the day you can literally double what you have done so far... [See More](#)



Instaeasy

12 hour Warning

Will be paying OVER 1/2 Million in commission to you the amazing Affiliates in the next 12 months

Position	Name
#1	Travis Stephenson
#2	Andrew Fox & Chris Fox
#3	John Gibb And Mo Mah
#4	Precious Ngeu
#5	Tom Y & Gaurab
#6	Justin Cener
#7	Andrew Darius - Explandio LLC

365 Day Forecast:

\$1,216,568.04

October 13 at 7:21pm · 🌐 and 16 others.

Elementio Day One Update

What a Day... Less than 24 hours after launching people are LOVING our software. \$45k+ Sales , \$7.50+Epc's and 900+ funnel sales & it's ALL thanks to you guys and girls

Here is the Up to Dat Overall Leader Board so Far --

#1 -[Sam Bakker](#)... Legend of leader boards , your conversions are amazing on this one .

#2 -[Viddyoze\(Jamie Garside\)](#) ... theses boys are in for the Win for Sure !

#3 - [Abhi Dwivedi](#) & [Cyril Maithily Gupta](#) ... Only starting to Crank things up you guys .

#4 -- Andrew Darius - Explandio LLC --- Fantastic Heat from Andrew and the team . Look out above

#5 -- [Rohan & Harshal Jadhav](#) -- Amazing work Guys just out side the top 3 by a few sales

#6 - [Venkata Ramana](#) & [Mark Bishop](#)-- These 2 superstars and true friends. Always there to support us.. Means so much.

More to come from you I hear too 😊

#7-- [Ben Murray](#)- Right in the hunt, thanks so much Ben. One more mail takes you up those top spots

#8 - [Madhav Dutt](#) - Thanks so much for the support. Nice to see you crushing

Facebook. These will be the guys who will be posting leaderboard updates, launch updates on their Facebook timelines.

You'll find lots of similar posts, if you added all the people to your Facebook from the **KEY LIST** in previous modules.

But before you contact them, make sure you have high quality product, funnel figured out, proofs to back up your claims, testimonials, everything ready to do launch. These are guys with reputation and they won't put their reputation on stake launching a low quality product.

Contact as many of the potential JV managers, not everyone will get back to you, but you just need 1 of them.

Tell them you have a ready to launch product, you got funnel ready, proofs, testimonials and they might be interested in JV managing your launch for 50-50% profit split. I would give them 70% in case it was my first launch so I can get a fresh buyers list.

If you're going this route, create your own product because they might not want to put their name on a product with 2 partners already, also they might not want to work for a lesser percentage.

Benefits - you skip all the hard work and stress involved in JV/affiliate recruitment, let the JV manager handle all the recruitment while you collect your share of profits and a fresh buyers list.

Disadvantage - you might not get enough opportunities to talk and build a stronger relationship with your affiliates, they are going to be your backbone if you are looking to build a huge business out of this.

Second - Build An Affiliate Recruitment Strategy For Yourself

This is going to be some work, but this will help you in the long term.

First thing first, you will need a "JV Invite page" to get started. This is page where you'll add all the details about your launch such as -

- **Launch Date (select a date when not a big JVs is launching and within the same niche to avoid competition)**
- Product & OTO Details
- Main Benefits & Features

- **JV Contest Details (make sure you have this)**
- JV Tools (Swipes, Bonuses)
- Sales Page Preview
- Why They Should Promote You? (optional)

Just check some of the other JV pages and you'll know what to include in those sections.

You can just use a similar JV template I use here:

<http://viral-source.com/jv>

Also, make sure you have a good JV contest. Affiliates love to win them since it gives them the BRAGGING RIGHTS and additional motivation to promote your product.

The Strategy

This is going to be easy if you have followed everything I told you in Module 3. So you already have friends on your Facebook who are potential affiliates and you're already interacting with them on their Facebook posts and pictures. They have at least seen you somewhere and you are not a complete stranger to them.

1. First, announce the launch on your Facebook news feed

Be genuine, tell them the story behind your product, and that you'll really appreciate any support, leave a link to your JV page for all details.

Here's is an old example below:

<https://www.facebook.com/photo.php?fbid=414043498774944&set=t.100005078918987&type=3&theater>

2. Use The List Of Affiliates and Product Creators That You Built In Module 3.

3 weeks before

A very simple strategy I used is 3 weeks before launch, contact every potential affiliates that you were able to build an relationship with so far. Maybe you have exchanged few messages, you have interacted on their Facebook posts and images. Or maybe you have become good friends so far.



Just ping them and say, you are going to launch a product 3 weeks later on this date and you need a small help (or whatever), if they can quickly skim through the product and JV page and if they want to give any suggestions and if they really like it, maybe they can even promote it to their followers if they have a free opening.

Don't push them too hard, if they don't promote you now doesn't mean they will never promote you. Don't piss them off if they say they can't promote due to some commitment or it doesn't fit their list. Respect their decision.

Big affiliates schedule their promos 2 weeks 3 weeks even 1 month in advance and it's really important that you reach them out soon as possible before they commit to someone else.

In case they are not available request them to introduce to one affiliate who might be interested. This is a great strategy because now you have been introduced by a friend to this new affiliate and they will be more open towards you.

What about affiliates you never interacted with?

If you start 3 weeks before you got like 21 days with. Contact 10 potential affiliates each day and you'll be able to contact 210 affiliates by the time you launch.

But before you contact them, make sure to scan through their Facebook profile, maybe previous product launches they were a part of or any recent JV contest they did well.

Your first message - This is where many people go wrong. Don't leave a 400 words message with all your past, history and future plans and everything.

Send them a short, crisp message that don't take more than one glance to read.

e.g

"Hey name, my name is Gaurab. I am fan and I have been following your products and launches for past few months. I really appreciate the value you bring to the community.

I'm heading towards my first product launch. It's based on real results, and I have been able to build a list of 30k buyers using this strategy. In case you got some time I would love to send you a review copy.

Let me know."

Now if they contact you back, great. Take it forward from there. If they don't, follow up with them 3-4 days later. They are busy people and might miss your message.

e.g. "Hey, I sent you a message few days back, just wanted to make sure you read it. Thanks"

Even then if they don't reply you back. Move on.

Not everyone will be onboard, but if you can get just 10-15% of them to promote for you, it means you have done a great job.

2 weeks before

Send out sales page preview to everyone, tell them let you know if they have any suggestions again. If you think they make a good point, make changes.

This gives you an opportunity to contact them again with the changes.

1 week before

Post on your FB profile about the launch.

Contact JVs, send them all the tools they need like email swipes, bonuses they can use to give it to their buyers, final sales page preview.

3 days before

Remind them that you're launching in 3 days, in case they need anything you are there to help them out.

Post on your FB profile and tag everyone who committed to promote. What happens is their friends see that they are promoting this certain offer and many times they jump in too.

1 day before

[https://www.facebook.com/photo.php?fbid=470535553125738&set=t.](https://www.facebook.com/photo.php?fbid=470535553125738&set=t.100005078918987&type=3&theater)



[100005078918987&type=3&theater](https://www.facebook.com/photo.php?fbid=470535553125738&set=t.100005078918987&type=3&theater)

Remind them again that you're launching in less than 24 hours, and if they need anything you are there to help them out.

Launch day

Post on Facebook that you're LIVE, always use an image whenever you post anything on Facebook - it attracts more eyeballs. Tag everyone who were committed to promote.

Check your stats after 4-5 hours to see if everyone who committed promoted or now, follow up with the ones who didn't promoted.

Just leave them a simple message saying:

"Hey name, we just went LIVE. Just wanted to make sure if you already mailed or you need any help."

Day 2 to Last Launch Day (I prefer 5 or 7 day launch)

Post Leaderboard updates every 24 hours for affiliates to see where they stand. Personally contact the affiliates and inform them where they stand.

e.g. tell them they are just 3 sales away to get into Top 10,

#4 is just 5 sales away, the #2 needs just 4 sales to overtake you. How you can help them get more sales for your product.

These small things goes a long way and keep affiliates motivated to promote you. Make sure you do it everyday till end of the launch.

If you have been following your Facebook friends and other JVs, then you must have a fair idea of how to do it. Just replicate what they were doing and you will be fine. Success always leaves footprints :)

If you follow what I taught you just above, you will easily sell over 1000 Front End units. I have done it numerous times. And once you have few launches under your belt and you have made some good connections things get much much easier and your launches get much much bigger.

But for anything to happen you need to start.

7. How To Maximise Profits With High Ticket Backend Webinars

I have seen so many newbies not monetising their launches with high-ticket backend webinars. These are most profitable when done correctly.

You can always find someone with a high converting webinar and be an affiliate for it.

- **You don't need to have your own webinar**
- **You don't need to have your own high ticket product**
- **You don't even need to talk on the webinar**

Yes, I am not kidding and these webinars have been responsible for generating few of my biggest paydays.

The idea of the webinar is to provide them some free training, then tell about a secret strategy that's getting great results and sell a high ticket software or product (\$297-\$4997 or even higher) that they are using to get such results.

Webinars usually convert at as high as 10-20%. Imagine you sold 1,000 copies of your product. 1000 people registered for the webinar.

And if you follow my strategy, you will easily get 300-400 to attend your LIVE webinar.

e.g . If you're selling a good product worth \$497 and it converts at 10% (usually much higher) you make 30-40 sales that's \$15k- \$20k from a single webinar and then you can even push the replay with a 3 day scarcity to almost double it. If you make \$15k on a live webinar you can easily make \$8-\$12k or even another \$15k with webinar replay and follow up emails.

Where To Find These High Ticket Webinars To Promote To Your List?

There are two ways to find these webinars.

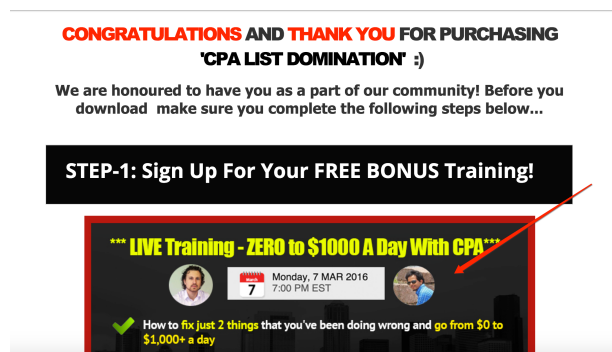
1. Just contact the vendors in your niche that you already have a relationship with and ask them if they know a high converting in your niche or that will

suit your product. And maybe if they can introduce you to them. This is the only method that helped me to find many high converting webinars.

2. Go and check the sales pages of the launches that happened in your niche and see if they mention anything about a bonus webinar in their sales page. Now just go to vendor and ask if they introduce you to him as you are looking to promote a related webinar for your launch.

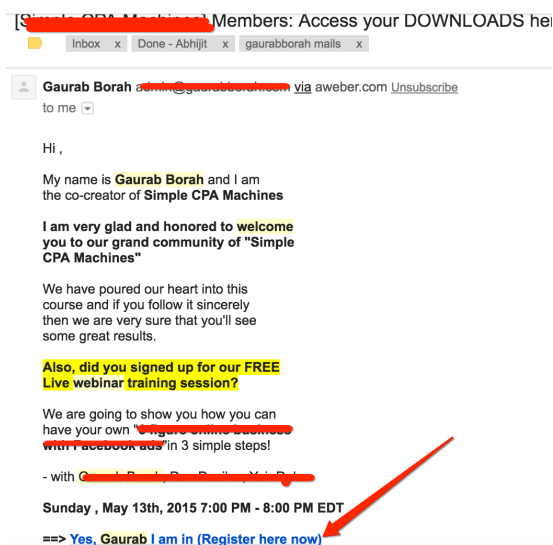
Few things to keep in mind

- Ask them the commission % you'll be getting
- Ask them how it's converting on the live webinar (% of people bought who attended the webinar)
- When you'll be getting paid. Usually they pay a % of the commission after



your webinar campaign is ended (including webinar replay and follow up emails) and rest of the % is paid after refund period is over

How To Increase Your Attendee Rate On The Webinars!

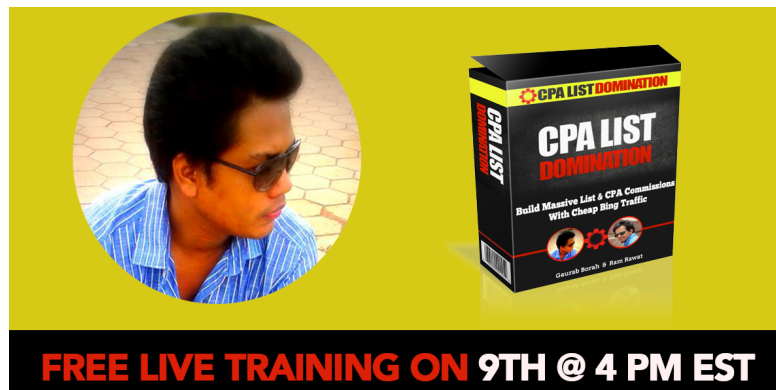


Remind them about the webinar in your members welcome email

Tell them about the webinar on your members Thank You Page

Always make sure to build a retargeting audience for your visitors and buyers. And keep running retargeting ads to them till your webinar campaign ends. The ads could be as simple as below:

Include the product cover, your image, date and time of the webinar. Keep it on a \$10/day budget, run both newsfeed and right side ads till the webinar. Once the webinar is over, you can just change the text, create a new ad saying “Webinar replay ENDS on xx date” or something similar.



Start mailing them at least 3 days before the webinar:

3 days before - Tell them about the webinar, why the webinar exists, how you get in touch with the vendor and what problem do you think it will solve.

2 days before - Tell them about the things they will be learning inside the webinar and their benefits

1 day before - Remind them about the webinar that is going to happen tomorrow, re focus on the benefits

8-12 hours before - Remind them about the webinar again. And tell them seats are filling up and you’ve just few seats left

1 hour before - A short punchy email that the webinar is going live in 1 hr and be ready, short list of benefits

10 min before - A very short 4-5 line email that webinar is LIVE. Seats filling up fast. Join us LIVE now before we are maxed out.

Once the webinar is over, you can mail them about the replay depending upon for how many days you have decided to keep it open

Usually you can make 60-80% more sales once the LIVE webinar is over, as you can really push the urgency and tell them the webinar will be closed after 3 days.

How to mail for closing?

This is pretty easy, here is how it works

3 days before closing - send them 1 email - tell them what you guys learned during the live webinar, replay is up but it will be taken down in 3 days.

2 days before closing - send them 2 emails, remind them that, it's LAST 48 hours and then webinar replay will be taken down. Remind them of the benefits they will be getting

Mail 24 hrs before - tell them what other people are saying about the webinar, if possible share testimonials.

Last day before closing - send them 3 emails

Last 12 hours - tell them they are going to lose out big time and they won't find such a high discounted offer again, benefits, reviews.

Last 6 hours - remind them that's it's their last chance, tell what benefits they will be losing out on, what discount they will be losing out if they don't buy.

Last 2 hours - Just tell him it's their FINAL CALL and they will never see it again if they miss it this time. Add the link to replay or buy page. Make it a short 3-4 line email.

Does It Really Work?

Using just these strategies I have been able to get 30-35% people to attend our webinars. The average attendee to registration % is around 10-20%. So these strategies work.

We generated over \$11k in revenue for a launch we did with just 300 buyers. Also we were able to generate over \$22k in revenue for webinar campaign implementing the same strategies I just told you above.

8. Long Term Profit Strategy

Build a Huge Buyers List - Just Rinse and Repeat it every month or two. Not each one of your launch will be blockbuster. Some will sell 500 units, some might do 2000, but you'll be building a very valuable asset for the years to come. Make money of your launch, make big commissions from the webinar.

Promote Affiliate Offers - You can pick up offers from W+ and JVZOO that suit your list and promote them regularly. Make sure you only promote related offers. Many people burn off their list promoting them anything and eventually their list stop buying from them. I learned it the hard way and I am guilty of burning my list, but I have changed the way I do business now and results have been great. I promote less offers, less headache and still make more money of what I was making before.

Offer Coaching Programs - If you think you can provide coaching on the topic of your niche, it's a great income source. You can offer group coaching where you teach a group of 10-20 people at once through webinars and membership videos. I have seen people charging upto \$500 for it.

Or you can even give one-on-coaching and charge anything between \$1000-\$5000 or anything your are comfortable with.

Recurring Commissions - This is one of my favourite. If you want a create a passive that pays you for the months to come, then you need to include recurring model in your business.

It could be your own recurring membership site or a software product or a mastermind group. Or else you can promote offers that are recurring in nature and everyone needs them to run an online business, such as:

Autoresponders - Aweber, Getresponse etc.

Hosting services - Hostgator, Bluehost etc.

Tracking services - Clickmagick etc.

Page & Funnel Builders - Clickfunnels, Leadpages etc.

How to promote them?

Just tell them how you are using them your business, write a review on your website, show them your results and how they are helping you. These are

essential marketing tools that everyone needs and they pay you handsomely every month for every person you refer.

It's very important to create Multiple Streams of Income in your business and this way you'll be getting paid on recurring basis from various companies.

FINAL CONCLUSION

These are few of my best kept secrets that has really changed my life.

You can read tons of ebooks, watch tons of marketing material, but it comes down to one thing if you want to see results - **TAKING ACTION!**

And that's what I want you to do now. No excuses, No blaming others - Just Take Action, Take Imperfect Action. Take responsibility for your own results and you'll succeed.

In case you need any help, mail us at: admin@gaurabborah.com



Thank You & Regards

Gaurab Borah

Co-founder, Director adsnexus.com