

FROM THE TOP



How I Would Start From Scratch...
With No Money, List, or Reputation!

Lee Murray

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Alright, “the author” has had enough of this ridiculous, redundant nonsense. How about you? If you seriously just read all this stuff, you are a special breed, my friend.

But that's neither here nor there. Just don't be a jerk biscuit... mind your P's and Q's. Try your best. But don't blame me if you don't get it right the first time. ;)

Legal page... check.

Let us get crackin' now, yes?

Introduction:

What do you get when you cross a dirty needle with a hooker's neck?

I have no idea. Why, did she say something?

Alright, fun's over.

Time to work.

I've written this report for folks starting at the very bottom... or even re-starting after an agonizing spell of frustration, confusion, or worst of all, self-doubt.

I've been there more times than I care to recount. Feeling like everything I had done up to a certain point had all been for nothing. I had nothing to show for all of my countless hours, hard work, optimism, and never-say-die attitude.

Seriously, nothing.

I, as an Internet marketer, have found myself in situations where I had no money, no influence, and no hope... hell, I even had *no home* at one point!

But I clawed my way to the upper levels of this great business.

And now I'm in a position to help others find the traction they so desperately crave. I'm not even talking about success yet... just the confidence in knowing that YOU CAN succeed... and that you're taking THE RIGHT STEPS to do so!

That's a huge distinction.

I know that a lot of people jump from one thing to another to another, simply because they never fully believed in themselves. Every action they took was first riddled with optimism and excitement...

But within a few days' time, doubt set in and had them running for the hills.

If you can relate with this, I think you're gonna find "From the Top" to be a mighty refreshing read. Heck, this could be the guide that finally takes you from where you are now... to where you truly want to be.

In this meaty, power-packed resource, I'm simply gonna share with you the specific steps that I would personally take, knowing everything that I know now, to go from absolute zero... to earning real money online within the shortest span of time possible. Not just peanuts, but money that a mofo can live on!

And not only that, but I want you earning this money in a way that you're fully confident you can repeat again and again for the rest of your life... and ALWAYS get favorable results. In other words, you're gonna have true self-confidence!

The process I'm about to share with you just plain works.

As an active contributor to various mentoring groups, I see NEW people making this stuff work to their advantage every single day! And by that, I mean... well, they make freakin' money! Real dollars pouring into their real Paypal accounts.

Please know that you're in extremely good hands right now...

Some of the best hands you can be in when it comes to this business, truth be told. Sorry if that comes across as over-confidence. But it's 100% accurate.

My name is Lee Murray.

It's a pleasure to assist you.

Now let's begin...

1. I'd Set a Goal, Define My Niche, and Master It!

The very first thing I'd do is set myself a goal, just for the sake of motivation.

I'd set a goal to be earning \$50 per day (\$1500 per month) beginning one month from today. As of this writing, the date is November 24, 2014... So by Christmas Eve. Well, let's just say that starting on January 1, I'll be bringing in \$50 a day.

The very next thing I'd do would be to *very clearly* define my niche.

Defining Your Niche

So, knowing what I know now, I would definitely operate within the internet marketing space. It's far and away the fastest and easiest niche to succeed in. There's just such an immense and active community of people helping people.

You don't have nearly as many advantages in any other market.

I realize that some people have ethical hang-ups regarding this market, but let me tell you something, possibly at the risk of over-sharing...

When I was living in a homeless shelter surrounded by 100 men who had absolutely given up on themselves in every sense... and I was taking the city bus to the public library in an effort to hop online and change my reality...

And my little baby boy was in another state and I missed him with the entirety of my being. And I wept myself to sleep each night... and I stood in front of the Spokane River entertaining the idea of throwing myself in and saying goodbye...

Those ethical hang-ups could go fuck themselves.

Just keepin' it real with you.

So again, knowing what I know today... I'd pick IM. All day.

Besides, there's nothing unethical about helping people out of situations they hate.

For all intents and purposes... we're creating jobs here! But even better. We're changing lives in ways that a job never could.

Internet marketing would be my market... but not my niche.

A niche needs to be more specific. It's pretty difficult to be an internet marketing expert. That means you'd have to be a master at SEO, list building, Amazon, PPC, Clickbank, Facebook, web design, Fiverr, copywriting, Adsense, PLR, and on and on.

Nobody is an expert at all of these things, and therefore, there is no such thing as an IM expert... which essentially means that it's not a niche.

So what I would do is pick one (or maybe 2-3) of the niches from the paragraph before last, and I'd commit to it. Hear what I said? I would absolutely COMMIT myself to it. Flexibility is a gem, sure. But in this case, you need to get stubborn.

I know from experience that list building, email marketing, and product creation are the right niches for me. This is my current skill set. So I should teach them.

But wait. If I weren't already proficient in these disciplines (after all, I AM starting over, right?), then what I'd do is go to WarriorPlus.com and do the following...

1. I'd check the listings along the right side of the page (today's top sellers).

The screenshot shows the Warrior+Plus website interface. On the right side, there is a list of products and vendors. Blue boxes with arrows point to specific products, categorizing them by niche:

- List Building/Email Marketing** (points to product 1: Make \$107.68 Every-Time You Hit "GO"...? TomGlover)
- List Building/Email Marketing** (points to product 2: Goofball's Guide ReLoaded - Email Marketing for the Bad A\$\$ Mark Tandan)
- Kindle** (points to product 3: Perfect 10 Kindle Cozy Mystery Plots Stevie Drive)
- Copywriting** (points to product 4: WSOTD How to Write Salesletters That SELL! Reed Floren)
- Offline** (points to product 5: Local Lead Control InterSign)
- SEO** (points to product 6: SEO HOLY GRAIL - 1ST Page Ranking With Zero Backlinks! MYDCOM)
- Software** (points to product 7: Lead Octopus Ariel Sanders)
- Affiliate Marketing** (points to product 8: Evergreen Wealth Formula xxxjamesxxx)
- SEO** (points to product 9: Bullet Proof PBn Chris Jenkins)

And as I've just done, I'd take a look at each of the product offers and see what specific niches they were covering.

Then, I'd click the "Deal of the Day" button and do the same thing with each "WSO of the Day" winner for each day of the week...

The screenshot shows the Warrior+Plus website interface. The top navigation bar includes links for Marketplace, Vendors, Affiliates, Deal of the Day, and Support. The 'Deal of the Day' section is active, displaying a list of offers. Annotations in blue boxes with arrows point to specific offers:

- Product Creation** points to 'Discover How This Best Selling Vendor Creates Sales On Demand' (NOV 22 2014).
- Product Creation** points to 'Copy, Paste, Profit: Amazing 6-figure Product Templates' (NOV 21 2014).
- Search Traffic** points to 'Pure Search Engine Domination... Without SEO? Crazy...' (NOV 20 2014).
- Special Interest** points to '[Authors] Get \$9,470 In Crowdfunding Money In 30 Days' (NOV 19 2014).
- Coaching/Memberships** points to 'Your Own \$297/month Mastermind? Easier Than You Think...' (NOV 18 2014).
- Amazon** points to 'Help People 'Rip Off' Amazon and Earn BIG Commissions?' (NOV 17 2014).
- List Building** points to 'A Better List Building Strategy -- 1000s of Buyers for Free? (newbie friendly)' (NOV 15 2014).

The list also includes other offers like 'He Makes \$107.68 Every Time He Clicks "Go"...' (NOV 24 2014) and '5 Figures In 10 Days... Over and Over Again' (NOV 14 2014).

So it's a mixed bag, but there are a few top-sellers which reside within the same niche. It may just come down to me picking something that I already have an interest in. And here's a hint:

For anyone reading this right now who may feel like IM is not a great choice because it's kinda icky... as in "I don't want to make money by teaching other people how to make money by teaching other people how to make money..."

Then Amazon might be a really, really good option for you.

Now listen, I'm not talking about you yourself necessarily becoming an Amazon affiliate. I'm talking about teaching other people how to become successful Amazon affiliates. That said, if you're gonna teach it, you prolly should do it, too!

In any case, I'm not trying to talk you into the Amazon niche by any stretch. I'm simply letting you know that you've got options that may seem a little less “unethical” or whatever.

Personally, I'd choose product creation... and by default, email marketing to the resulting buyers lists.

I'd do this for one major reason...

Speed.

This is the type of thing that you can apply as you're learning it. In other words, you can learn how to do this stuff... and apply what you've learned by teaching it. You know, the whole teach others to teach others to teach others thing!

Sure, it can be viewed as an “empty calorie” of sorts. No real end user. But dude... so what? It's fast, it works, and it legitimately helps people, oftentimes in truly life-changing ways! And it'll help YOU in the process.

If I want to branch out into other disciplines later, cool.

But for now, if my main concern is changing my life fast, I choose product creation and email marketing. Period. Besides, it's not like there aren't plenty of nuances and ways to learn. This is a REAL niche with a REAL need for REAL education. So let's fill that need, I say!

Final Answer: I Choose the Product Creation and Email Marketing Niche

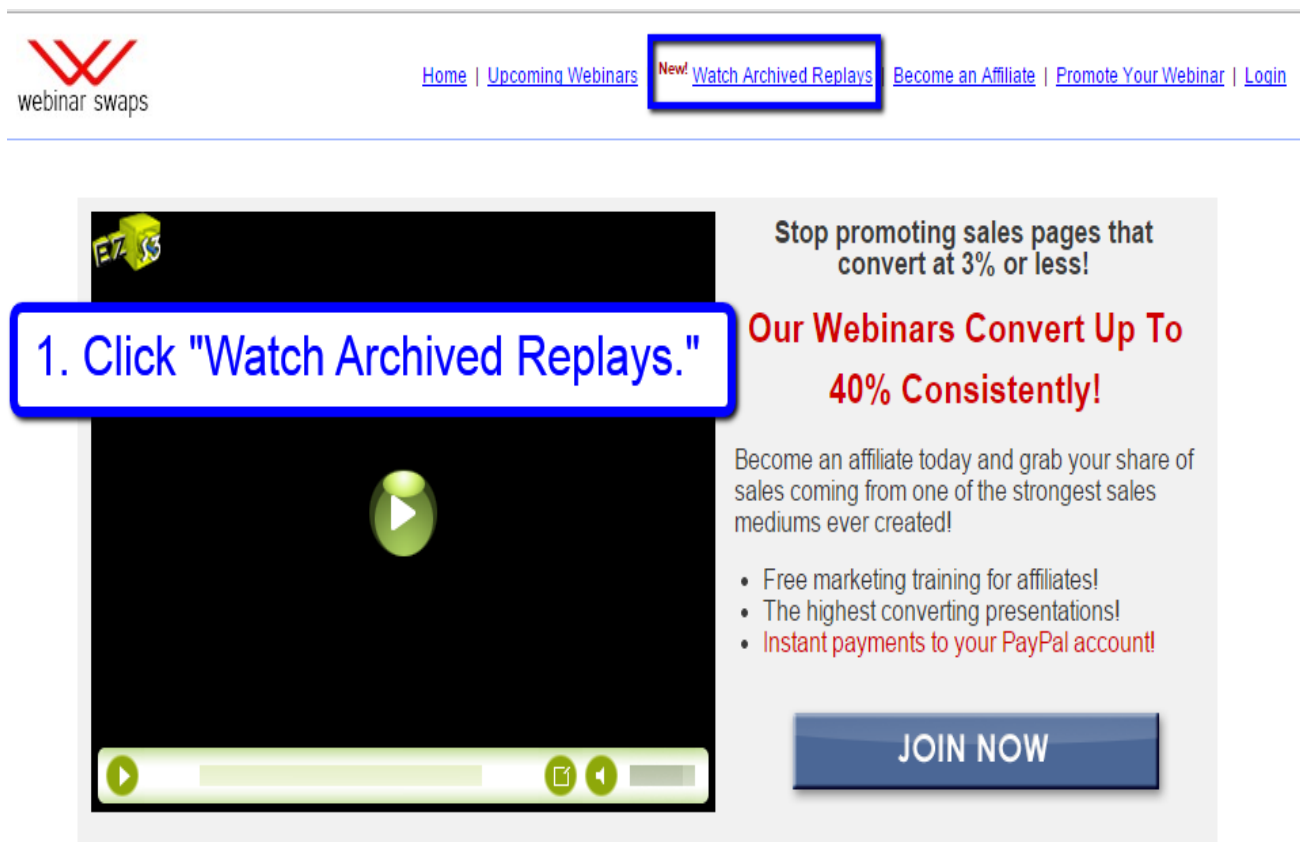
So now that I've chosen a niche that I KNOW will be crazy profitable, I'm going to move onto the next step, which is to become an absolute expert in the niche.

And just like becoming an expert in anything, this step starts by hittin' the books.

The very first place I would go to develop an expertise in my chosen field is <http://WebinarSwaps.com>, which is a free Webinar directory. It's chock full of absolute internet marketing GOLD that you can access for no cost whatsoever.

Sure, they'll pitch some shit at the end. That's the nature of most webinars. But the free information they share before the pitch begins is what you're after.

So here's what I'd do...



The screenshot shows the WebinarSwaps.com website. The navigation bar includes links for Home, Upcoming Webinars, **Watch Archived Replays** (highlighted with a blue box), Become an Affiliate, Promote Your Webinar, and Login. Below the navigation bar, there is a video player with a large play button. A blue box with the text "1. Click 'Watch Archived Replays.'" points to the video player. To the right of the video player, there is a promotional message: "Stop promoting sales pages that convert at 3% or less! Our Webinars Convert Up To 40% Consistently! Become an affiliate today and grab your share of sales coming from one of the strongest sales mediums ever created!" followed by a list of benefits: "Free marketing training for affiliates!", "The highest converting presentations!", and "Instant payments to your PayPal account!". A "JOIN NOW" button is located at the bottom right of the promotional area.

webinar swaps

[Home](#) | [Upcoming Webinars](#) | **[Watch Archived Replays](#)** | [Become an Affiliate](#) | [Promote Your Webinar](#) | [Login](#)

1. Click "Watch Archived Replays."

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Become an affiliate today and grab your share of sales coming from one of the strongest sales mediums ever created!

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JOIN NOW

Webinar Replays

Title	Host	Watch
Build an eCommerce Business In 30 To 60 Days	Rich Wilens	Watch Now
How to find a product, how to brand it your own, how to post it, promote it, and build your list...	Rich Wilens	Watch Now
Mitch Carson and Peter Drew Present: SkyRocket your Rankings in Google And YouTube with Hangout Millionaire	Rich Wilens	Watch Now
Aaron Englert presents: ONE system to rule them ALL. How to build lists without spending a dime	Rich Wilens	Watch Now
Dr Dan Ardebili and Ben Littlefield present: \$50K in 30-Days with Digital Assets!	Ben Littlefield	Watch Now
Email Marketing Revealed: How To Set Up A Fully Automated, Residual Income With Email!	Mike Cowles	Watch Now
"ENCORE WEBINAR: Easy Six Figure Formula	Rich Wilens	Watch Now
H Y	am Bakker	Watch Now
L	Rich Wilens	Watch Now
D	Rich Wilens	Watch Now
(R	Rich Wilens	Watch Now
How to find a product and start making money NOW	Rich Wilens	Watch Now
Rickv Mataka's: Discover The Secrets of Passive Income Real World Case Studies	JV Webinars	Watch Now
ENCORE PRESENTATION: CASE STUDY: How To Earn 6-Figures Selling Products in the FB Newsfeed with Dark Post Ads!	JV Webinars	Watch Now
No BS ecommerce. Real Money from a real business that will stand the test of time. Build a Google friendly website with our help!	Sam England	Watch Now
CASE STUDY: How To Earn 6-Figures Selling Products in the FB Newsfeed with Dark Post Ads!	JV Webinars	Watch Now
My Secret Formula For How I Generated \$97,627 in ONE Month... Using the Power of Webinars!	Mark Thompson	Watch Now

2. Find webinars that have something to do with your niche. I'd look for anything that sounded product creationy or email markety. ;)

Then, I'd just watch these videos... up to the point where the product pitches began. I'd take notes. Lots and lots of notes. I'd jump straight from one webinar to the next, taking really good notes the whole way.

If I had any questions along the way, I'd jot 'em down on a separate sheet of paper or word document. So one document for notes, another document for questions. This is extremely important.

If I did happen to have a few bucks I could invest, I would buy a few good courses (cheap WSO's are fine) within my niche and take notes (and jot down questions) on these, too.

I would literally spend every waking hour doing this until I knew my niche backwards and forward. You'd be surprised how badass you can become in a matter of a few short days doing this.

Seriously, when I actually DID this for list building, I promise you that I knew more about my craft-to-be than at least 80% of everyone else in the niche knew. This is no exaggeration. In fact, it was probably closer to 90%!

But I digress...

Next, after I had gone through all the relevant webinars, products, and even YouTube videos I could find in my niche, I would read through all of my notes to reinforce everything that I had just learned. Repetition is the mother of skill!

I would also search for any discrepancies in advice. For example, if one source had recommended that you email your list every single day with a hard promotion... while another resource recommended that you only send out a promotional email once or twice a week. I'd ask "what up wit dat shit, yo?"

Except I'd make it sound all gangsta. ;)

So these discrepancies would be added to my list of questions.

I'd then take these questions over to the Warrior Forum (if you don't have an account, stop reading this book right now and [go get one](#)) and see if other people have asked the same questions. I'd dig in, with a genuine and powerful sense of curiosity. I'd see how folks are answering these questions.

If I still wasn't satisfied, then I'd start a new thread and ask the questions myself. I wouldn't just accept answers at face value. I'd dig deeper. I'd find out why people feel the way they do. I'd present a counterpoint and see if their current position still holds up under scrutiny. I'd get to the damn bottom of the matter! ;)

Why would I go through all this trouble?

Because facts don't sell. Well-informed opinions sell.

Let me give you an example:

Fact-based content

You can load up your autoresponder to send out emails daily, every other day, or however frequently you'd like for your messages to go out. They will be sent out

automatically, based upon when your lead was added to the autoresponder.

The emails you send can be promotional, educational, or a combination of the two. One common type of marketing done using email is affiliate marketing. This means that you promote somebody else's product in exchange for commissions.

You can also try CPA (cost per action) marketing, where you get paid whenever somebody clicks a link or enters their zip code or enters their email address, etc.

Opinion-based content

While the frequency with which you load up your autoresponder is ultimately up to you, let me make one thing crystal clear right here and now. In the IM space, people are being bombarded with marketing emails on a daily basis. If you're not getting in front of your audience, you can rest assured that someone else is!

Now this isn't to say that you need to hit them with a hard sell every day of the week. In fact, I most assuredly advise against it. But a nice hybrid wherein you share something of value and then link them to a relevant resource using your affiliate link will serve the purposes of both relationship building and profit! ;)

Affiliate marketing is probably the quickest, easiest, and most profitable way to get started with email marketing. CPA is cool, but it can be a drag trying to get approved to those networks. You can go grab an affiliate link right now!

Hopefully I don't need to tell you which of these two pieces of content is more effective at establishing user engagement. So knowing what I know now...

I would tell you that your primary job when becoming an expert in your niche is to form lots and lots and lots of opinions on the subject. And be prepared to express these opinions with passion, authority, and confidence.

That's what I'd do, anyway! :D

So yeah, I'd watch dozens of webinars and Youtube videos. I'd grab a few courses

(free or paid). I'd take tons of notes. I'd craft tons of questions. I'd ask these questions in the Warrior Forum. And I'd form tons of opinions as a result.

One final step if you want to establish even greater mastery...

If your niche is list building and email marketing, start signing up for as many IM lists as you can. Hundreds. Use a separate email account. Each day, check your inbox. See which subject lines make you wanna open, and which emails make you want to click through. Take notes, especially on your thoughts and feelings.

Did something disgust you? Did something excite you? Did something strike you as incredibly cheesy or “off?” Why have you had this reaction? What would you do differently? What would you do the same? What would you do freakin' better?

List building is just one example, obviously. If your niche is blogging, then start seeking out blogs in your niche and really examine your likes and dislikes with them. If product creation is your thing, then buy or otherwise acquire e-books and video courses from which to form quality opinions. And so on.

I hope you can see how powerful going through this process is.

I'd do this all day every day for 3-5 days. Longer is fine, but don't go too long. Limit it to 10 days or less. You still have shit to do. Expertise is not a difficult, time-consuming thing to acquire in internet marketing. It's really not.

Just follow the steps I outlined above. That's what I'd do if I were starting over.

And I'd become an overnight EXPERT in my niche. No question.

Alright, on to the next thing I'd do...

2. I'd Write a Damn Book... And Some Sales Copy!

I would immediately start writing an e-book after going through the mastery process. This is when the information is freshest, your opinions are strongest, and your writing process is already fully engaged.

I'd waste absolutely no time working on my e-book.

That said, there are 3 very quick things I'd do before I actually dove in head-first.

1. I'd commit to a price point of \$5. This is particularly important if nobody really knows who you are yet. That would obviously be the case for me if I were starting anew. 5 bucks is a low barrier to entry.

Also, I think it'd help me to relax knowing that the book's gonna sell for cheap. I wouldn't feel quite so pressured to create the ultimate masterpiece of the freakin' century. Know what I mean?

2. I'd choose a main, specific problem to solve for my readers. You don't need to write the definitive guide to SEO, or whatever. Just a book about .edu links... or internal site navigation... or keyword density... or blog networks...

For my chosen niche of product creation, buyers list building, and email marketing, I'd probably write a book about how to create and sell a \$5 e-book in 48 hours or less. Just like I'm about to show ya! ;)

At the end of the day, I would use the results of my mastery research to guide me. If I found that I had a particularly strong set of opinions regarding JV "back-scratching," for example, then I might roll with that.

3. I'd name the e-book before I ever wrote a word. And I'd have a cover image made up. For the example I just mentioned, I might name my book "JV Backscratch." Then I'd come up with a sub-headline. This would simply be what I plan to deliver in the book.

Maybe it'd be "Together, We Get Richer!" I dunno.

I'd then go to Fiverr and have a cover image created.

Well, first I'd go into Google Images and find a photo (or illustration) of maybe a back being scratched... or a back with scratch marks on it. Something either sexy or funny. Hmm, I like this one...



Then, I'd save this image to my computer, go over to Fiverr, and tell either [Nisha](#) or [Rdezines](#) that I want this to be a soft (paperback) e-cover. Title: JV Backscratch. Subtitle: Together, We Get Richer! Author: Lee Murray

If I didn't have the five dollars to pay with, I'd go donate plasma... or write articles in a freelance capacity... or ask a family member... or panhandle with a sign that read "Trying to Fund My Online Business. Please Help." Whatever. The point is, I'd be resourceful. I encourage you to be resourceful, too.

Oh, and I'd also be sure to ask the designer to give me the flat 2D image (in addition to the 3D softcover) to use as my title page. Just scroll to the top of this book to see what I'm talkin' 'bout, Willis.

Finally, I'd get my butt to writing my e-book while the cover image was being created for me. Post freakin' haste, baby! Let's hop to it right now...

To write an e-book that your audience is gonna absolutely LOVE, it needs to be real (achievable), specific, easy to comprehend, and fun to read. It should also be warm and personal. In other words, don't just spew out a bunch of facts.

Again, facts don't sell. Opinions sell. Emotion sells. Entertainment sells.

I'd probably start my book off with a joke, like the absolute abomination I kicked this sombitch off with! ;) Or with a warm, heartfelt welcome. Who knows?

To date, I have over a dozen e-books in circulation. Five of them have been awarded WSO of the Day. And each of them has its own unique flow. I never followed a formula. No templates or any of that crap. I had no interest in making my stuff look and sound like everyone else's. I encourage you to act in kind.

That said, if you really need a formula to adhere to, then I'll just tell you how I'd write a book like "JV Backscratch." And you can use the same general process as your template... if you insist. :)

1. Title page – this will be the flat 2D image returned to you from Fiverr.
2. Table of contents – self-explanatory.
3. Legal page – you can basically copy the one from this e-book.
4. Introduction – I would thank my readers, start with a joke, offer a sincere thank-you, and let them know they're in good hands. I would share my qualifications, which at the very beginning stages, would be that I've watched all the masters "like a hawk."

I've done my due diligence and never took anyone's word at face value. I'd basically brag about what I had done to become an expert. "I watched over 100 hours of product creation videos, found discrepancies in popular opinion... and went out and hunted down the actual truth," and so forth.

I'd then tell them how what I'm about to share with them will help them. "When you partner up with other marketers, even if you're all beginners, incredible things can start to happen. Ideas flow. You help to get each other traffic. You make sales for each other. You build each other's lists." Etc.

To close the introduction, I'd encourage my readers not only to read the e-book, but also to take action. I'd then tell them to roll up their sleeves, because we're ready to get to work right now...

5. The first chapter would cover where to find JV partners. I'd talk about the Warrior Forum, LinkedIn, and Facebook mainly. And whatever else I'd learned in my extensive research. ;)
6. The second chapter would cover how to treat JV partners. How to become their actual friends, take a genuine interest in their lives, and perhaps even talk a little trash with each other... like real friends do. I'd tell 'em that JV partners are like an extended family of like-minded peeps.
7. The third chapter would be about pooling resources. That is, first getting a group put together in Facebook... and then having each member of the group go out and recruit new members to the group, so that your social circle grows organically and virally.
8. The fourth chapter would be about everyone working together to acquire bonus spots on their homies' download pages. (I'll actually be talking about much of this stuff right here in "From the Top," so stay tuned.)
9. The fifth chapter would be about scheduling product launches in a way where all members can support each other without competing against each other. I'd cover how helping your fellow group members serves the whole group by getting outside traffic entering the overall funnel, etc.

I would then include a conclusion chapter, followed by recommended resources where I'd add some affiliate links. These resources could be additional training, software, tools, or anything else that'd help my readers enhance their results.

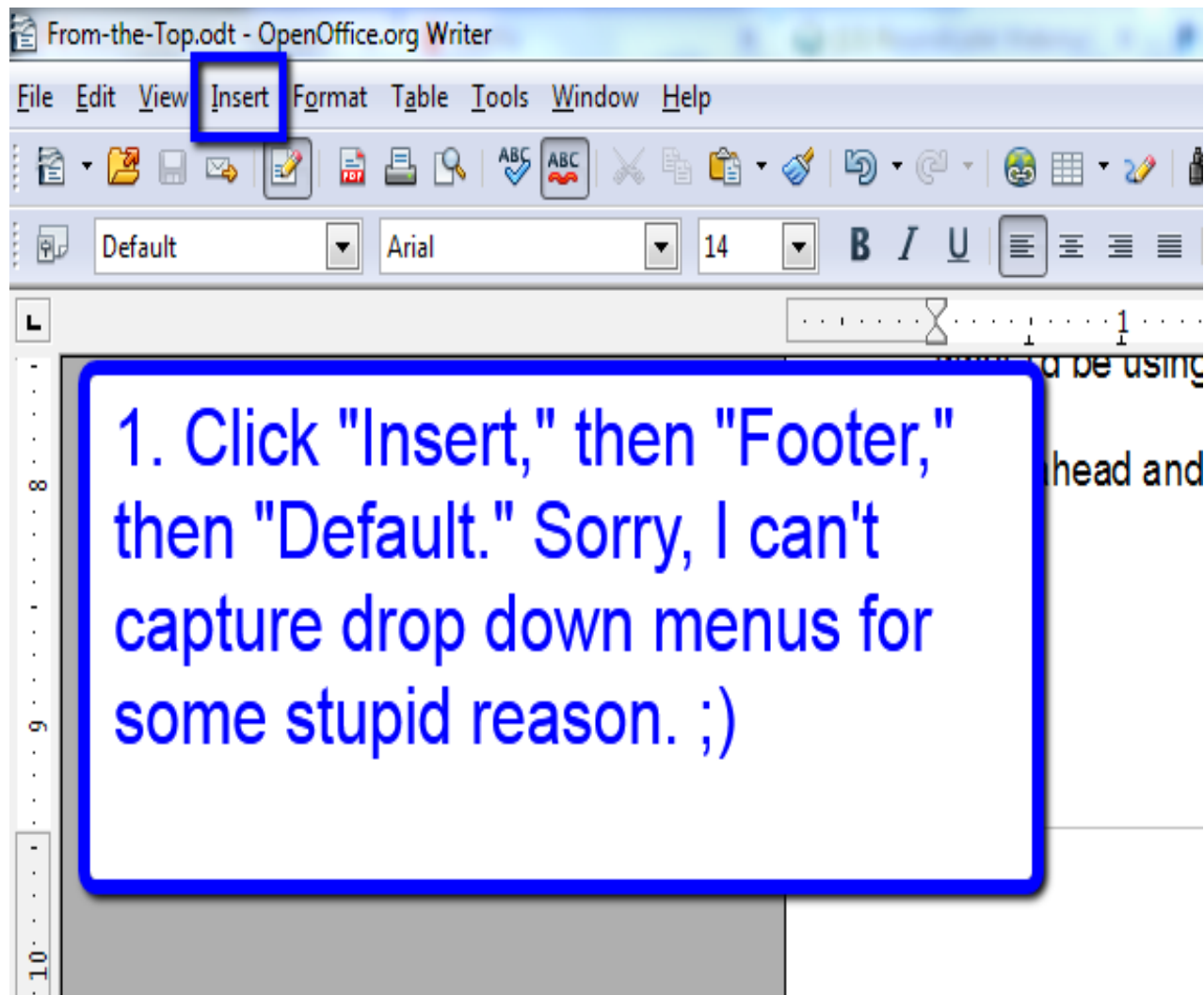
The conclusion chapter will generally just consist of summarizing all the steps they

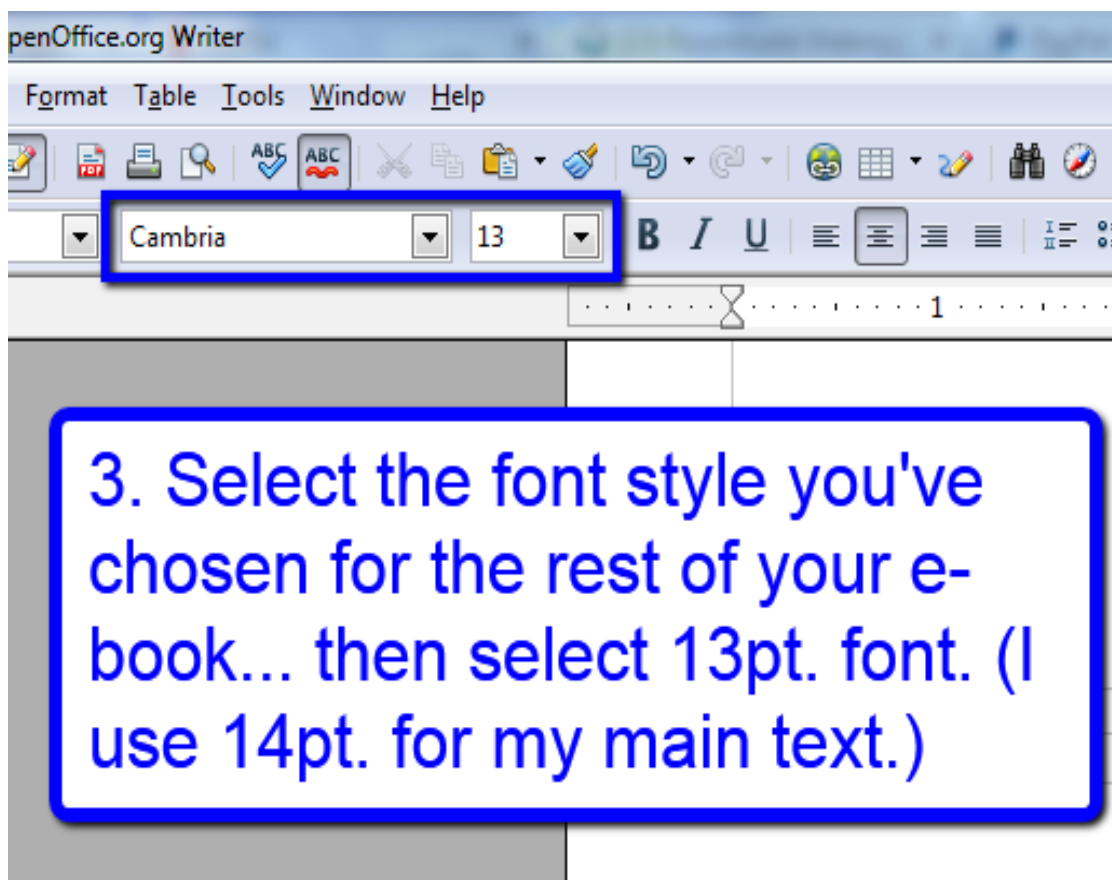
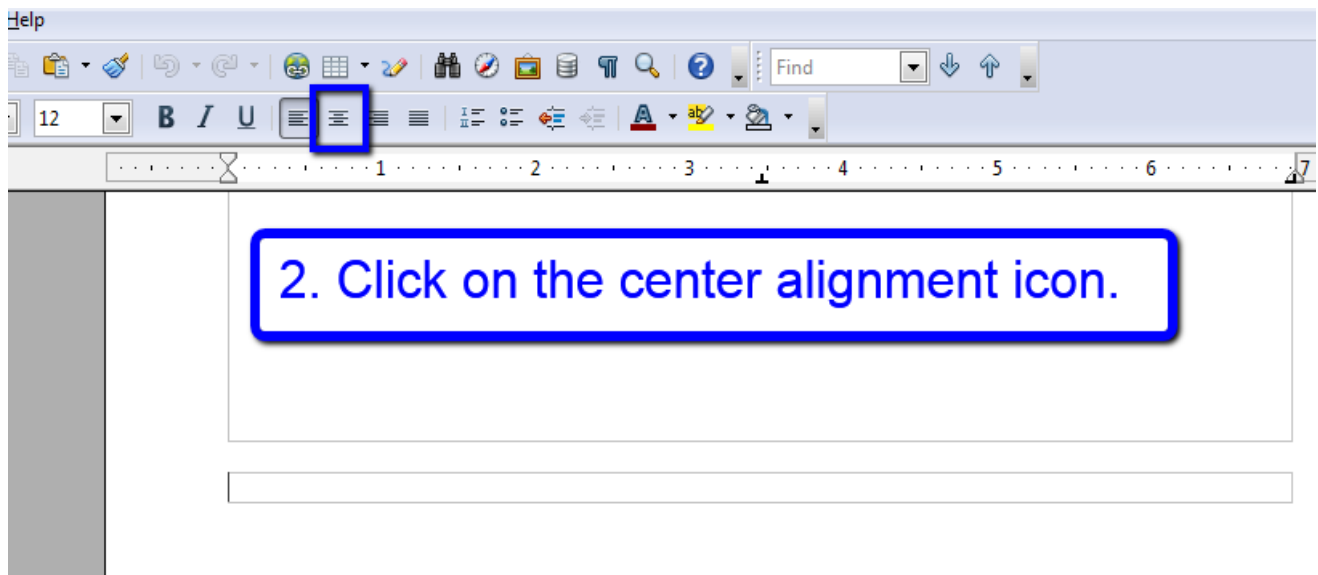
need to take, re-iterating why they need to take the steps, and urging them to actually get their butts out there and do this stuff, rather than just reading.

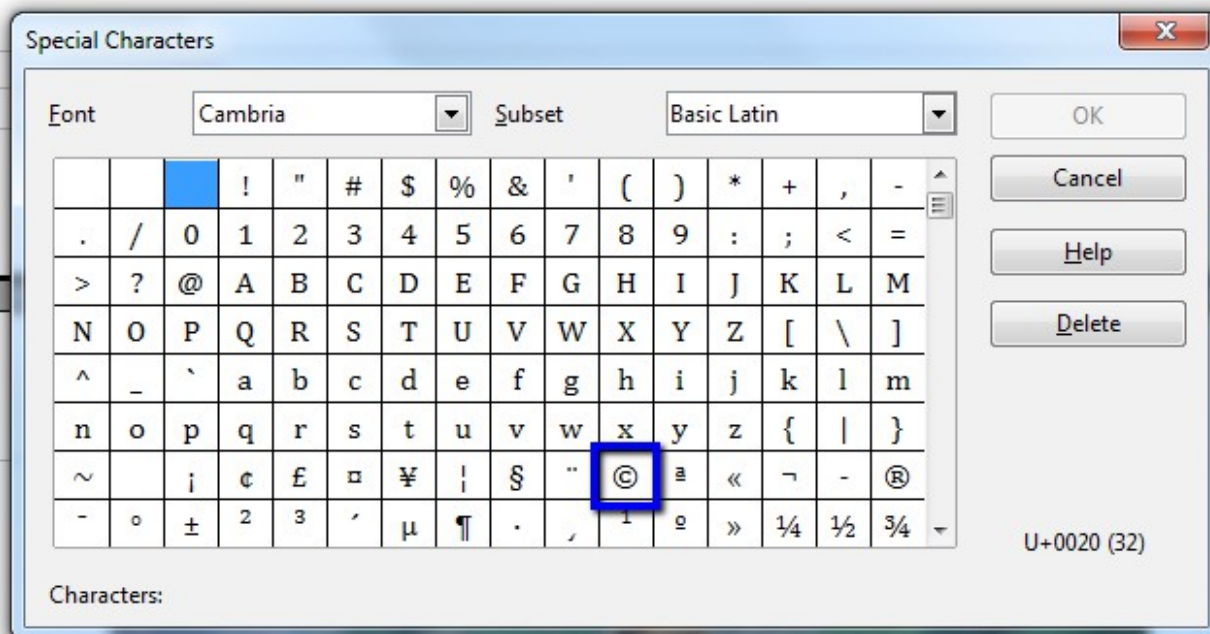
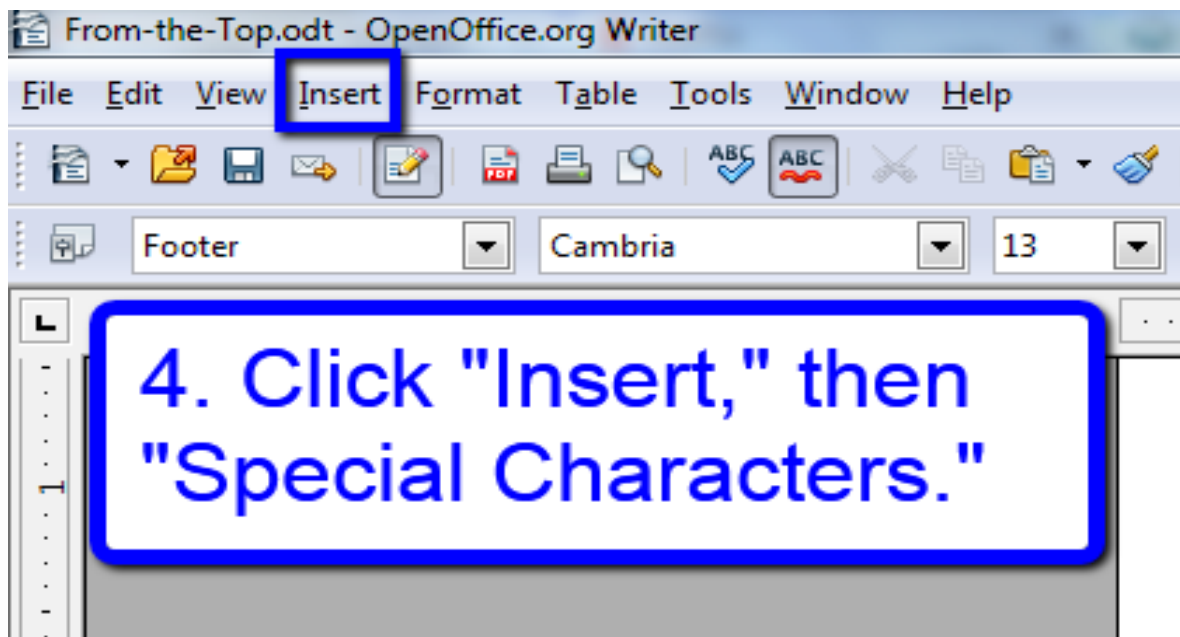
If I were honestly just getting started online, and didn't yet have a website, then I'd probably just not bother including a branded footer. But just in case you do have a website, and want to know how to brand your e-book, I'm gonna go ahead and do that with "From the Top" and share the screen shots with you.

Oh, and by the way, I personally use [OpenOffice](#) to create all my e-books. That's what I'd be using if I were starting from scratch. It's 100% free!

So here's the process for creating a branded footer...

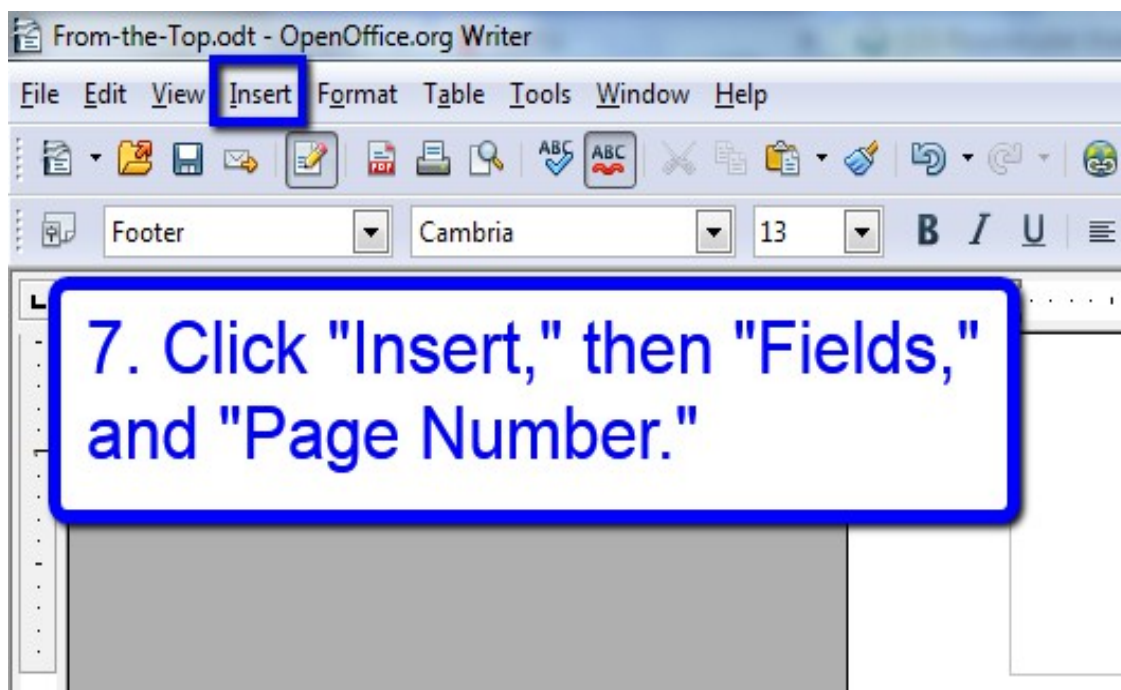






5. Click on the copyright symbol. It's the "c" with a circle around it, as shown above.

6. Directly after the copyright symbol, type in the year, followed by your website address.



8. Finally, place your cursor in between your web address and the page number... then, start using your space bar to separate the two.

Count how many times you hit the space bar. Start with 20. Then, place your cursor in front of the copyright symbol and hit the space bar an equal number of times.

Keep doing this until your page number is close to the end (save room for double and possibly triple digit page numbers) and everything is perfectly centered. Mine took 51 clicks on each side of my copyrighted address.

As far as formatting your e-book is concerned, I'll leave that up to you. You have eyeballs. You know what looks good. Personally, I use Cambria font set to 14pt. But options abound, kimosabe! This is YOUR book, make it look the way YOU want it to.

Once your cover gig on Fiverr has been completed, go ahead and use the flat 2D image as your title page. Just click "Insert," then "Picture" and "From File." Upload the image that you downloaded from Fiverr. Easy peasy!

So let's take a look at the top 10 e-book "best practices" that I've come to learn over

the course of my almost 7 years as a professional internet marketer..

10. Maintain a logical sequence. We're walking them through an A to Z process. So start at A. Then go to B. You may need to check a chart to see which letter comes next. I suck at math.
9. Always encourage action. This isn't only the right thing to do, but it really shows that you care about your readers' success. And, as a positive side effect, it demonstrates a level of authority. You'll be looked upon as a coach.
8. Use the best grammar you can. If you don't know how to spell a word, look it up. If you're not sure how to word a particular phrase - or which punctuation to use - look it up. It's hard to take the message seriously when it's wrapped in poor English. Not trying to be a dick... just keepin' it real.
7. Use lots of headlines, sub-headlines, and images.
6. Use short paragraphs. Never overwhelm your reader with giant blocks of text. Use this book as an example. I never let a paragraph go longer than 4 lines. And often, I'll use just one or two lines... to break it up and make things a whole lot more digestable for my readers.
5. Don't go over their heads. If you're a smarty-pants, it's not imperative that you show such things off. In fact, it could be detrimental. Try to write at about a 7th or 8th grade level. Use lots of plain talk and relatable concepts.
4. As an extension of #5, it's perfectly cool to use slang. Kinda, rather than kind of. Lemme, rather than let me. Gonna, rather than going to. Please don't overdo it, obviously. But there is nothing wrong with showing your "regular person" side in your writing. Your readers will find it hella refreshing. ;)
3. Be as accurate and current as possible. If you did the type of mastery research that I illustrated above, you should have no problem with this. But if I catch you trying to re-write some crappy, heartless old PLR, I'm gonna reach through your computer screen and take that crack pipe outta your mouth!
2. Be playful and/or expressive. Please don't become a boring-ass "fact-ory."

Your job is not to spew facts into your readers' brains. Your job is to compel them to take good action and get good results. Seriously. That's your job.

1. DO NOT STRIVE FOR PERFECTION! This is easily the most important piece of advice I can offer you. A good product in the hands of 10,000 people is FAR more powerful than a masterpiece in the hands of ZERO. Never forget that.

One final piece of advice that you can take or leave...

I really don't recommend that you become such an opportunist that you're only looking for ways to "squeeze the most money out of your customers as possible." I personally hate that shit.

In other words, don't load your book up with affiliate links. One or two throughout the content, maximum. You can also include a "Recommended Resources" chapter at the very end, where you promote maybe 2 or 3 affiliate products.

For one thing, going berzerk with the affiliate links looks cheesy. You'll immediately be perceived as a spammer and all that good branding and authority you were trying to establish will go right out the damn window. Much of it will, anyway.

I want you looking at the bigger picture here, okay?

You want to establish a reputation for being a rock-solid marketer... a good person.

If you put out excellence (again, not perfection) today, then you can expect your next book release to be a hit. And if THAT product kicks ass, then your NEXT book release will likely be a MAJOR hit. And next thing you know, the whole world will open up to you. Way more powerful than squeezing in a few affiliate commissions!

Dude, why don't you stop me when I go off on these rants?

That's on you, playa. :)

Alright, you wanna talk copy? Well I do, and it's my book, so...

Writing Jaw-Dropping, Insanely-Converting Sales Copy

Ah, my favorite.

Not that I'm trying to condone chemical dependency or anything, but I always drink red wine when I write my sales copy. It's a robust, emotional buzz for me.

Did you see the key word there?

Emotional.

If your sales copy doesn't hit your prospects on an emotional level, you can expect 3-5% sales conversions. This percentage will rise in direct proportion to how much of your prospects' deepest emotions you're able to tap into.

As with the actual e-book itself, I don't bother with templates when writing copy.

There are, however, certain key elements that you should include, which only a fool would dare to ignore. Here's the basic flow of a winning sales letter...

1. Pre-headline
2. Headline
3. Post-headline
4. Shocker
5. Situational pain
6. Personal introduction
7. Personal pain/story
8. Potential for relief
9. Product introduction
10. Benefits-focused description
11. What's inside
12. Included bonuses
13. Price teaser
14. But first, the dream
15. Slow-burning price reveal
16. Reminder of benefits
17. Money-back guarantee

18. Squashing objections via mock Q&A
19. Strong call to action
20. Sign off
21. Two post-scripts with calls to action

Hot damn... I didn't think I had a template. ;)

What one discovers about oneself when teaching one's process...

Wow!

So there ya go.

Need a bit more detail?

Yeah, I thought you might.

But in the spirit of keeping this cheap report concise and manageable, rather than elaborating on each of those 21 points individually, I'm just going to link you to three of my WSO of the Day winning products.

These are products that each converted at over 15% (27% for Health Market Gold, I believe) during their respective launches. These percentages have gone down since, as the prices have all been dramatically increased from where they were at launch.

Know what I mean?

I want you to study these sales pages. Notice the emotion... and the structure.

You are absolutely welcome to emulate my copy in your own sales letter construction. That said, don't even *think* about trying to adopt my personal style. It is for your own benefit that you remain true to who you are. Be yourself, dammit! :)

Be a leader. An innovator. A badass.

Okay, so here are those sales pages. I hope you get a lot out of them...

Health Market Gold

21 And Done

Email Slick

If you'd like additional, fully-detailed guidance on writing top-shelf sales copy from me, please let me know, won't you? If enough people ask for this training, I will most assuredly create an entire copywriting course. Just go to my website (see footer) and use my Contact form to let me know. I appreciate it.

Okay, so that's what I'd do.

I considered writing a mock sales letter for this “JV Backscratch” concept, but dude. I get reeeeeeally into this stuff. I'd end up spending two days and 25 pages crafting this sales letter... and that's time I just don't have to spend on it.

So please just use the examples I linked to above.

They'll help you immensely!

Okay, so before I move on to the NEXT thing I'd do, I want to spend a little time answering some questions that I just KNOW a lot of my readers have at this point.

I'll also recap what we've covered thus far... and give YOU an assignment if you feel like actually taking action on this stuff and making a profound change in your life.

Sound good?

Cool, less dew it dien...

Quick Break: Your Questions Answered, Part 1

What do you get when you cross a dirty needle with a hoo...

Oh yeah.

I forgot. Sorry.

Alright, so let's answer some questions that you may have up to this point...

Q: What should my goal be?

A: Something that puts a smile on your face when you think about reaching it... and something that gets you almost maniacally excited because its attainment seems so realistic to you. I obviously can't give you a specific. But it must be both exciting and achievable. Also, be sure to set a specific timeline. "I'll make \$25/day starting 3/1"

Q: Do I have to be in the IM space?

A: If you want to do what I would do (which is the basic concept of this book), then yeah. It's the fastest, most reliable, and easily scalable market on the web.

Q: How much time should I dedicate to mastery research?

A: How long does it take a college freshman to become a medical doctor? I really don't want to hear anyone getting impatient about becoming a master in the IM field. By way of comparison to most professions, it's no time at all. Try 50 hours.

Q: Do I have to write a book, or can I make a video (or software) product?

A: Again, I'm showing you what I would do if I started from nothing. When I was working from the public library, I couldn't very well create a video course, could I?

That said, you're perfectly welcome to embrace your own desires and skills. Go ahead and create a video course or software program, if that's whatcha wanna do.

Q: Lee, are you really as devilishly handsome in real life as your pictures would suggest that you are? I mean, damn son!

A: No, I'm just drunk. That clouds your judgment and lowers your standards. ;)

Q: How long should my book be?

A: Don't worry about it. I have absolutely no clue how long "From the Top" is gonna be when I'm finished writing the sucker. Just write, baby. Go to effin' town!

Q: What about taking payments, getting testimonials, and all that?

A: We're covering that in the next chapter.

Q: What should my Warrior Forum username be?

A: Excellent question! I'm glad you asked. You want it to be whatever name you're branding yourself with. If that's your real name, then it should be your real name. Remember, branding is everything. Don't try to be cute or clever. My Warrior Forum username is Lee Murray. I suggest that you use your real name, as well.

Your Assignment:

1. Set a goal.
2. Pick a niche.
3. Gain expertise by watching vids & reading books. Ask questions. Form opinions.
4. Write a book.
5. Write your sales copy. Use my sales letters as guides.

Next thing I'd do...

3. I'd Launch My Book As a WSO!

A Warrior Special Offer (WSO) is a very leveraged way to release a new digital IM product (in our case, an e-book). Let me tell you why...

1. You don't need your own website... just use the forum thread!
2. You don't need to recruit affiliates... affiliates are built right in!
3. You don't need to promote your book... traffic is automatic!
4. You don't need to host your product... that functionality is included.
5. You don't need to get testimonials... that happens organically!
6. Saves you massive tech. time and frustration integrating your autoresponder!
7. You don't need to create payment buttons... the system does it all for you!

In other words, all you need to do is plug in your product and sales copy, click a few buttons to integrate your autoresponder (covered in just a moment), and perform a little bit of ongoing maintenance (answering thread questions, incorporating your best reviews into your sales copy, handling customer support... easy stuff).

I'll show you how I'd do all of this right now...

First, I'd get a paid Warrior Forum account. So I'd upgrade my free account to paid. Now, the Warrior Forum has changed ownership fairly recently, and I have no idea what it takes to be able to run a WSO these days.

I just Googled it, but couldn't find a satisfactory answer quickly enough, and I'm impatient. So if you're already able to run WSO's, then great. If not, then just follow the steps I'm about to cover and – if it turns out that you need to upgrade your account – then just do what the forum says to do.

I can't imagine it costing any more than 20-40 bucks. Don't have the money? Sell your ass on the streets! Run a yard sale. Do some temporary labor. Get the money, upgrade your account, and prepare for a massive positive change in your life!

Once you've got the green light to post WSO's...

The very first thing you'll want to do is bypass the actual forum's "Warrior Special Offers" section, as this will force you to use the forum's own "Warrior Payments" program as your payment gateway and affiliate management system.

We're going old school. :)

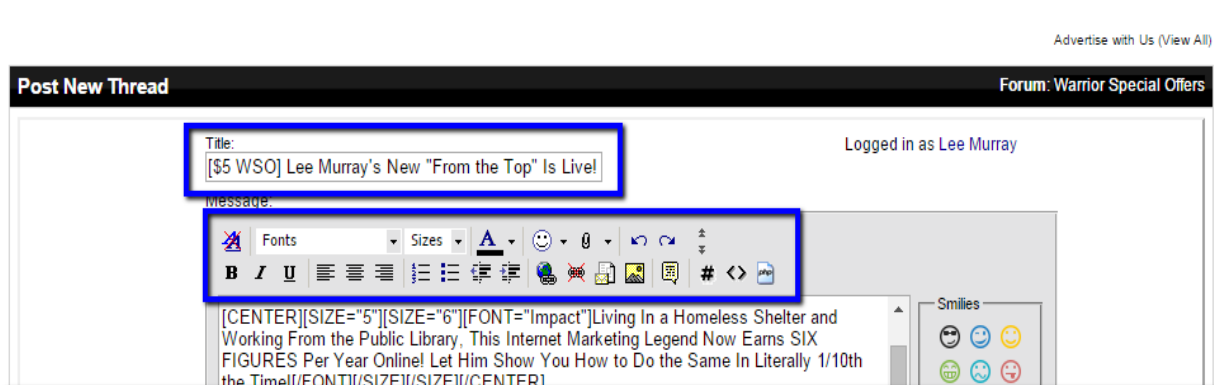
We'll be using WarriorPlus. I'll have you sign up for a WarriorPlus account very soon. But first, let's just get your thread approved by the forum mods, okay?

I'm about to hit you with some screen shots. But the VERY FIRST thing you MUST do is click this link:

<http://www.warriorforum.com/newthread.php?do=newthread&f=17>

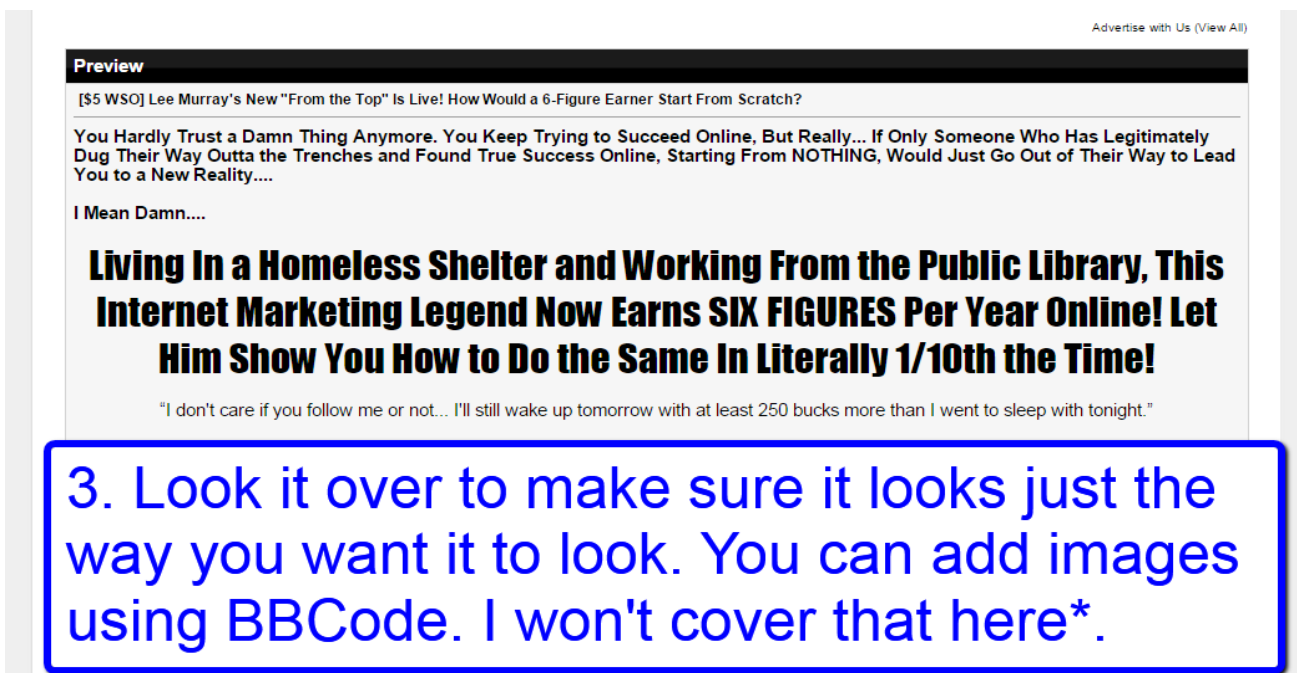
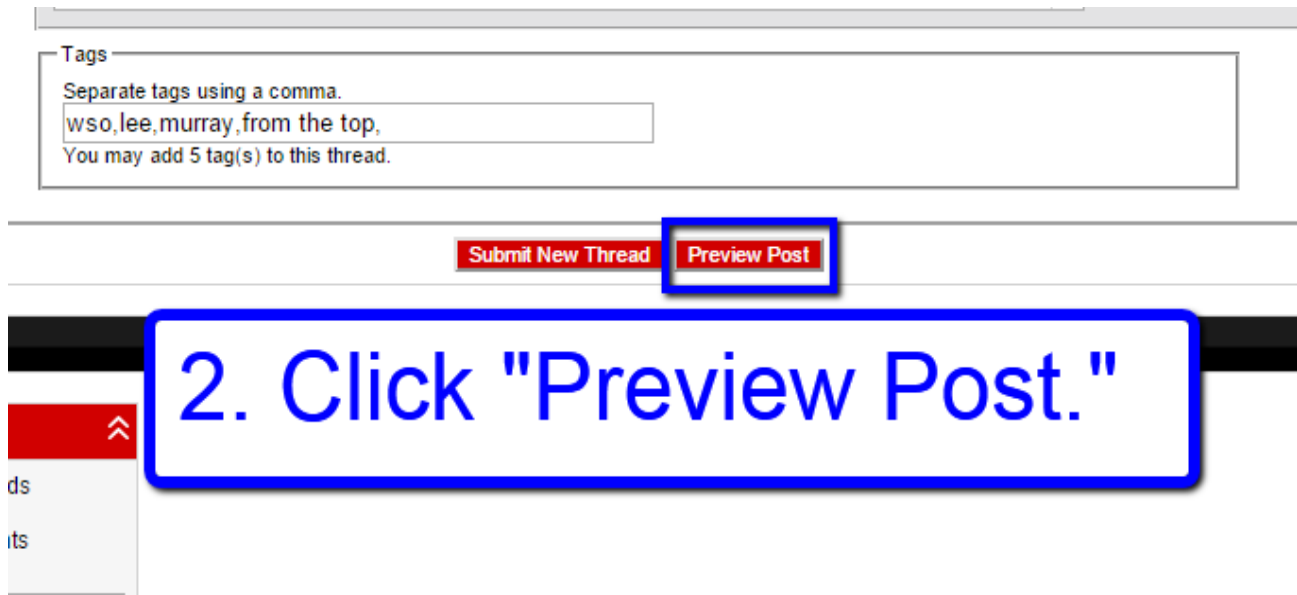
That's the link to post your new WSO thread WITHOUT using Warrior Payments.

Okay, so now...



1. Create your title*. Paste in your sales copy and use the WYSIWYG buttons to format everything just the way you like it.

*Your WSO title will be seen in the forum as the title to your thread. Make it enticing and benefits-focused. If you're following what I would do, then make this a \$5 WSO and lead your title off with [\$5 WSO] to capture the attention of value-seekers.



*BBCode is the “language” that forums use to do their version of html. It uses [braces] rather than <these tags>. Forward slashes (/) still apply. To insert an image, the code will be [IMG]http://imageurl.com[/IMG]. If you have an image file, but no url, you'll need to first upload it to your site, a free blog, or dropbox.

Then just grab its new url and insert in between [IMG] and [/IMG].

Yus...I would just chill in the basement while all hell was breaking loose. "Just in case"

Tags

Separate tags using a comma.

ws0,lee,murray,from the top,

You may add 5 tag(s) to this thread.

[Submit New Thread](#) [Preview Post](#)

Options

new thread
replies
attachment
our posts

n
iff

4. Be sure to reserve a spot or two for your payment button. Then, click "Submit New Thread."

Wherever you want your payment button to appear, simply type in "[reserved for payment button]" on its own line... and center it. I'll leave it up to you where you decide to feature your button. I always just go with my gut, anyway.

While You're Waiting for Thread Approval...

It can take up to 12 hours for the moderators to approve your WSO thread. Sometimes, it's significantly shorter. No matter, you don't have to pay and launch until you're damn good and ready to do so. No need for any anxiety whatsoever.

So just chill, baby! ;)

Well, not really. There's still plenty of work to be done.

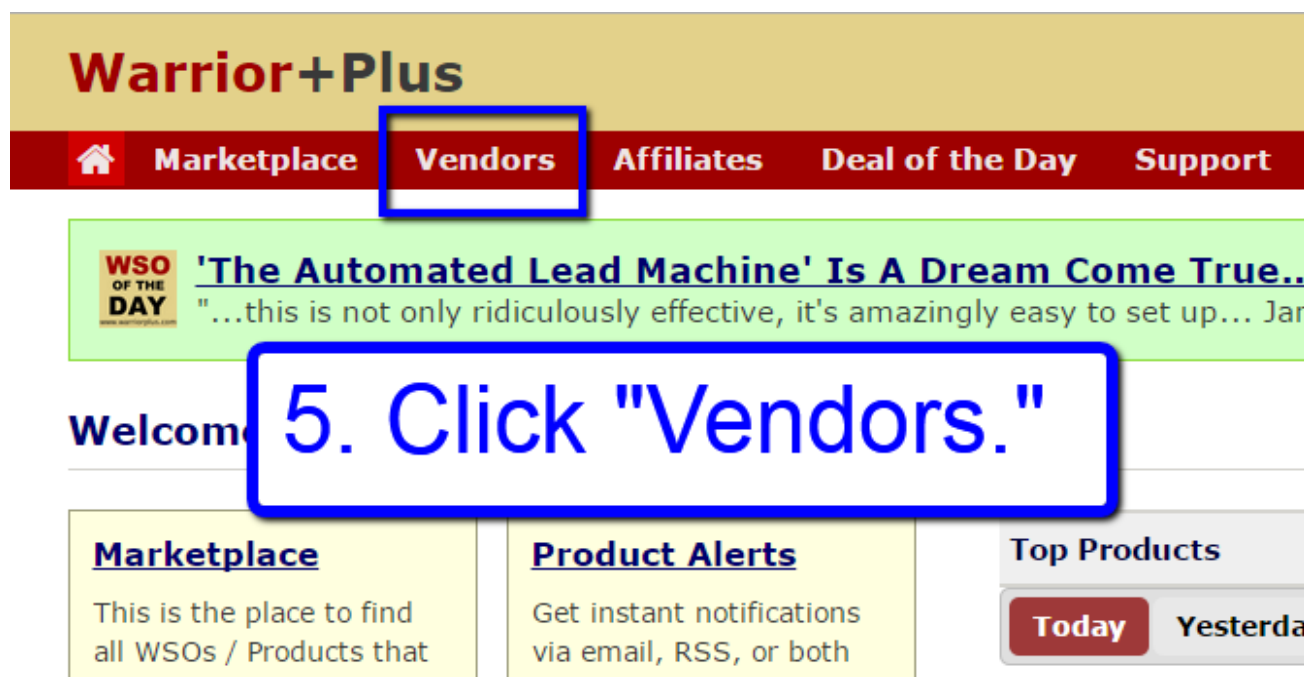
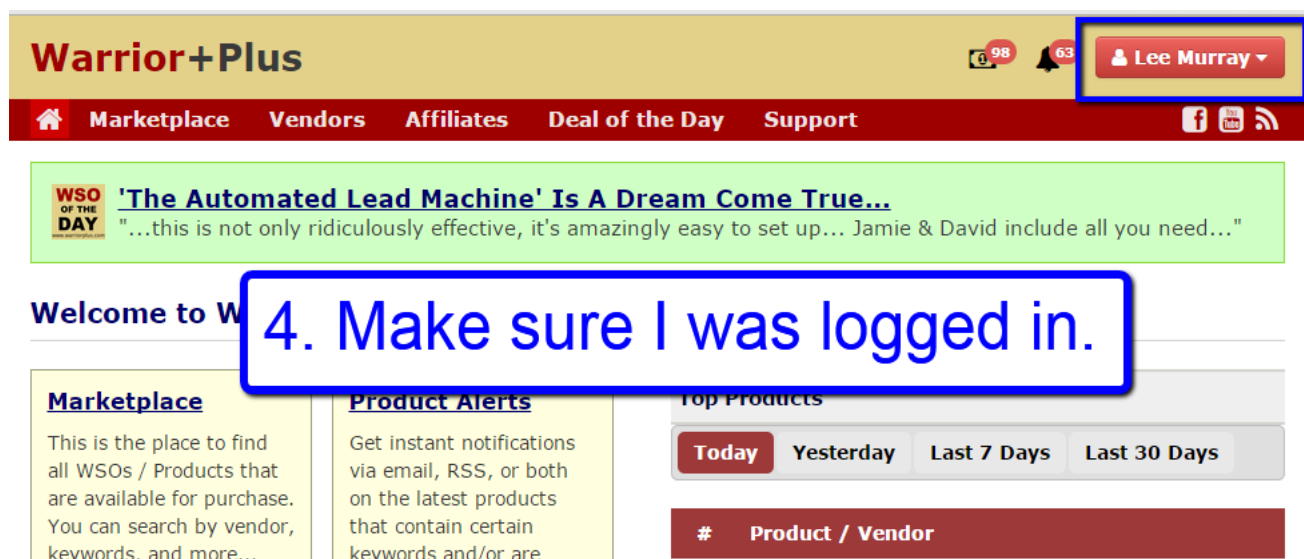
If it were me, and I was starting from nothing, here's what I'd do...

1. I'd get me a free account at <http://WarriorPlus.com> – I like this payment and affiliate platform. I like the “WSO of the Day” (now called “Deal of the Day”) potential. In retrospect, winning this award changed my life.
2. I'd make sure that my profile was complete, that my username was my real name, Lee Murray (just like we discussed above in regards to our Warrior

Forum account), and that my Paypal email address* was accurate.

* If you follow these steps, then Paypal is how you'll be getting paid. You need a Paypal account. If you don't have one, get one. If you don't have a Premier or Business account, get one. It's really easy to upgrade. Just [click this link](#) to do it.

3. Once my account was all set up, why, I'd just...





'The Automated Lead Machine' Is A Dream Come True...

"...this is not only ridiculously effective, it's amazingly easy to set up... Jamie & David inc

6. Click "products."

Buyer Email

My Products

Transaction ID

Search Sales

+ New Product

7. Click "New Product."

te: 2014-11-28

Go

Show All

PRODUCT DETAILS

PRODUCT / SALE TYPE

Buy Now / Single Payment

Product Name

Delivery File

DO NOT use Delivery URL to link to OTOs/Upse

Delivery URL

Sale Notification? ☒ ON [Manage Notification](#)

Refund Period days

offer refunds. Enter "0" for no refunds. (60 days or less recommended)

8. Fill out all this info. For now, I'd just upload my book via "Delivery File," leave "Delivery URL" blank, and select 60 days for a refund period.

Content Type

The type of content this product contains (select all that apply)

Category

Keywords

Product Image



☐ Reset to default?

9. Fill in all this stuff... and I'd upload my flat 2D image (be sure to use your e-book cover image in the actual WSO thread!)

I wouldn't limit sales.

Limit Sales

(If you want to limit the number of sales of this product, enter the max quantity you want to sell.)

Support Details

Support Email

The email address given to buyers to contact you for support.

Support URL (optional) The link given to buyers to contact you for

Warrior Forum WSO Settings

Standalone WSO (no OTO / upsells) ☐ OFF

PAYMENT METHODS

Select the payment method(s) you want to use below. (Multiple methods are allowed)

PayPal

Stripe ☐ OFF

PRICING DETAILS

Regular Price

Sale Price

10. Leave "Support URL" blank. I'd keep "Standalone WSO" set to "Off."

I'd choose my Paypal address, and set the pricing details as shown*.

*\$17 is what I'll likely end up selling this book for once the launch phase is over. You can say \$17 because it's a common, standard price for e-books. The sale price of \$1 is what we're going to start at, but it'll be rising on a dimesale, as shown below...

VARIABLE PRICING (DIMESALE/TIMESALE) (optional)

Increase Price by dollars... The amount to increase price by each time it goes up (values less than 1 are okay ie 0.15 = 15 cents)

...every sales How often to increase the price

Max Price The maximum price your item will sell for (leave blank for no max)

EMAIL / WEBINAR INTEGRATION (optional)

Email Service

Webinar Service

ADVANCED INTEGRATION (optional)

Membership Software Integration

Having problems integrating an external membership software?

Software

11. Set the price to go up by a nickel every sale... until the price reaches \$5.

I'd leave "Email Service," "Webinar Service," and "Software" alone for now.

Custom Integration

IMPORTANT DETAILS: For [WSO Pro Advanced](#), the data sent to the URLs below is different from standard Paypal IPN data. [Click here to see the data that is sent.](#) Still have questions? [Open a support ticket here.](#)

Notification URL

Key Generation URL

Send IPN To Delivery URL?

OFF

AFFILIATE PROGRAM (optional)

Commission Rate

100%

Affiliate Info

Need high-converting swipes?

Go to <http://listbuildingwithlee.com/jv-bonus/from-the-top-swipes/>

[Muchas gracias!](#)

12. Leave those first 3 items blank and off.

I'd offer 100% to my affiliates, and leave them a message* in "Affiliate Info."

*My message essentially tells them that this offer is on a dimesale that caps off at 5 bucks, that they're earning 100% affiliate commissions, and that my back-end always converts like crazy. (If I really were just starting, I wouldn't say that... but this is my actual WarriorPlus listing for "From the Top," so...)

In any case, you can tell your affiliates whatever you'd like. You can just say "Thanks for the support," if you don't feel like getting detailed. I'd also write email swipes for my affiliates and link them to a page where they can access these swipes. You don't have to do this either, though it is a good idea as you gain more experience.

Okay, so finally I'd...

The screenshot shows a web interface for 'Warrior+Plus SETTINGS'. At the top, there's a toggle for 'NEW! Affiliate Program Accelerator' which is turned 'ON'. Below this is a red header bar with the text 'WARRIOR+PLUS SETTINGS'. Underneath, there's a toggle for 'Deal of the Day Eligible' which is also turned 'ON'. Then, there's a dropdown menu for 'Warrior+Plus Commission' set to '100%'. Below that is a text area for 'Warrior+Plus Access Info' containing the message 'Attached. Thank you, Mike!'. At the bottom of the settings area is a blue 'Save' button. A large blue-bordered callout box on the right side of the image contains the following text: '13. Turn "Affiliate Program Accelerator" On. I'd offer W+ 100% commissions, leave the message shown, and click "Save."'

Once you've clicked save, check to make sure there were no errors. If there were, the system will let you know what they are and you can easily go in and make the necessary corrections. (Oh, and make sure "Deal of the Day Eligible" is turned ON!)

Alrighty-roonie, Looney Toonie!

"Lee, That Was Super Lame, Dude."

You're super lame. Leave me alone.

Now that we got that little argument out of the way, let us proceed to literally the most important step of the entire launch setup process... your autoresponder.

The whole purpose of this initial product launch, and the very reason why this is the exact process that I would personally go through if I were to start my career all over, from the very beginning, is this...

It's called *building a buyers list*.

Now, I can tell you from experience that there is literally no more important way for an online marketer to spend his or her time than by building an email list full of buyers. Sure, marketing to this list is crazy important too, but they're really two sides of the same coin, right?

So building and promoting to a high-quality buyers list can make you rich!

I know that now, which is why that's the only thing I'd be putting my time, energy, and resources into... from DAY ONE... if I were starting all over again today.

So to do just that, I'd get myself a FREE autoresponder account at [GetResponse](#).

It won't always be free, but it IS free for the first month, which would be plenty of time for me to make a whole lot of money. And once GetResponse did start charging for their service, I'd really only have to pay like 19 bucks a month anyway!

(Note: Today I pay \$45 a month... and I have a buyers list of 3500!)

Now, you'll hear people say that each free subscriber you put on your list is worth about a dollar per month to you... and that each buyer is worth about \$10/month. Well, I don't know about that. I certainly don't make 35k each month! :D

But I'm up to about \$8000 on a really good month... half of that on a "bad" month.

That said, I also don't do everything I could to make the really big bucks. I don't have a solid group coaching program or high-ticket membership site. I just essentially sell my own stuff, promote affiliate offers, and do some 1-on-1 coaching every so often. So take all that for what it's worth.

But I digress...

What I would do is [click this link](#) and get started with a free month of GR right now!

It's the most important tool you'll ever get for free!

Once I had my free GetResponse account, I'd login and go to my dashboard. From there, I'd go ahead and...

Dashboard Contacts Messages Statistics Surveys Web Forms Landing Page Upgrade My account

Your current campaign: weeklypromosimh...

Enter campaign...

- 14emailsim1
- 14emailsim2
- 21adbonus
- 21anddone
- 21coaching
- 3waysto33
- beatmanor
- bonusyear
- cabgrab
- cabgrabbonus
- childstagepotty
- ddlb
- emaillick
- eslickpluscontent
- hmgae

Create campaign

Campaigns List
Automation
Predefined Fields

1. Click the little triangle to the right of "Your current campaign" (maybe it's different when you first get started. I can't remember). Then, I'd click the "Create Campaign" link.



Create campaign

Start a brand new email marketing campaign!

Each campaign has its separate settings, allows you to create autoresponder messages, newsletters, and more!

Create Campaign

Name fromthetop

Copy settings

Create New Campaign

2. Name your campaign after your book, then click "Create New Campaign."



Your campaign was successfully created!

What would you like to do now?



Add Contacts



Edit Campaign Settings



Create Newsletter



Create Autoresponder

3. Click "Edit Campaign Settings."

Need a hand? We are here to [help](#)!

General

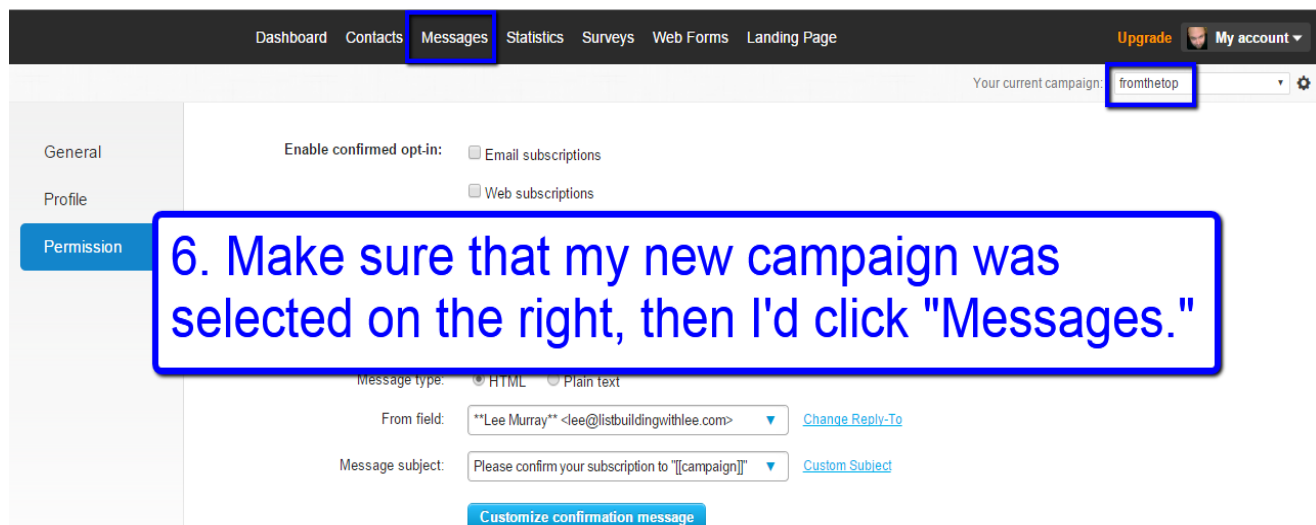
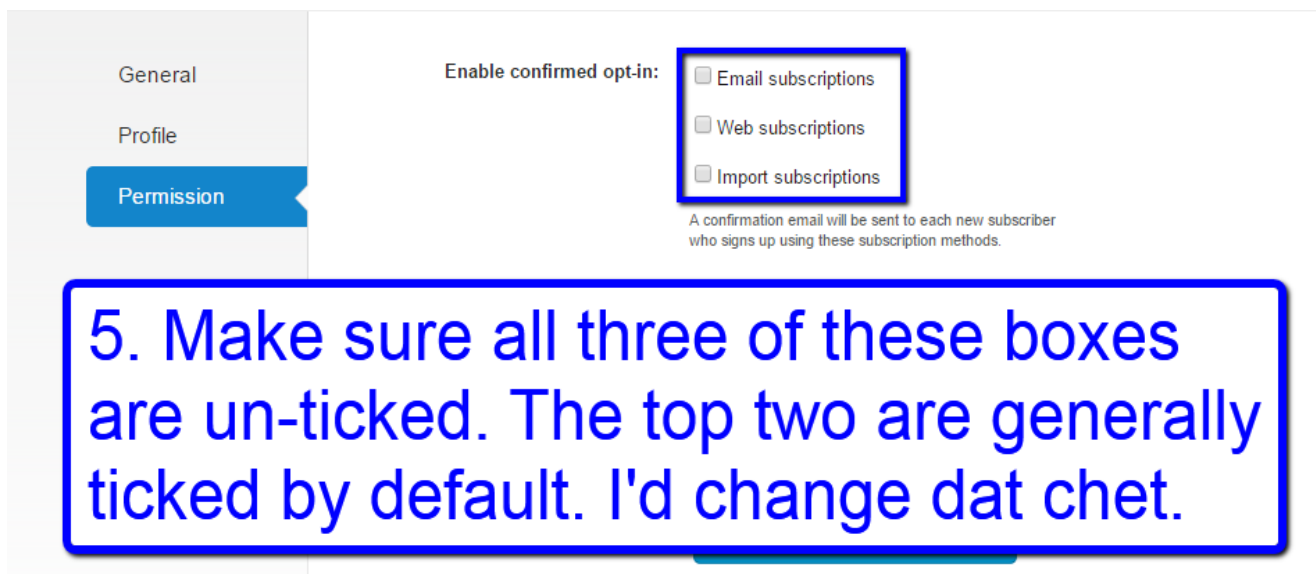
Profile

Permission

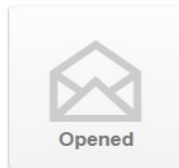
Campaign Name: fromthetop

4. Leave everything as-is.
Click on "Permission."

Send notifications to: [Add new email](#)



Create Autoresponder



7. From the "Messages" dropdown menu, I'd choose "Create Autoresponder." I'd make sure the rest looks the same as it does here. "Time-based," "0," etc.

On day

0

in fromthetop

Send message immediately

Send message immediately

Send on ☒ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☒ Friday ☒ Saturday ☒ Sunday

8. Send message "immediately," keep all days ticked, and click "Create new email."

[Choose message](#)

[Create new email](#)

Autoresponder name

The name is for your reference only.

Save

Save and publish

Message name Message name will appear in the list of your messages. It will not be seen by your subscribers.

Subject [Personalize](#) [Add symbol](#)

From [Change Reply-To](#)
This is what appears in the From field of your recipients email client when they receive this message.

Track Click-through ☒ ON Google Analytics ☐ OFF

9. Type in a message name that only I'll see. Then, I'd type in my subject line and click "Next step."

Save [Next step >](#)

Start from scratch

- 1 column layout
- 2 columns - asymmetrical
- 2 columns - symmetrical
- 3 columns
- Import
- Predesigned
- My templates

[Plain Text](#)

[HTML code editor](#)

[Order template](#)

[Email design from pros](#)

1 column-3 ★

1 column-1 ★

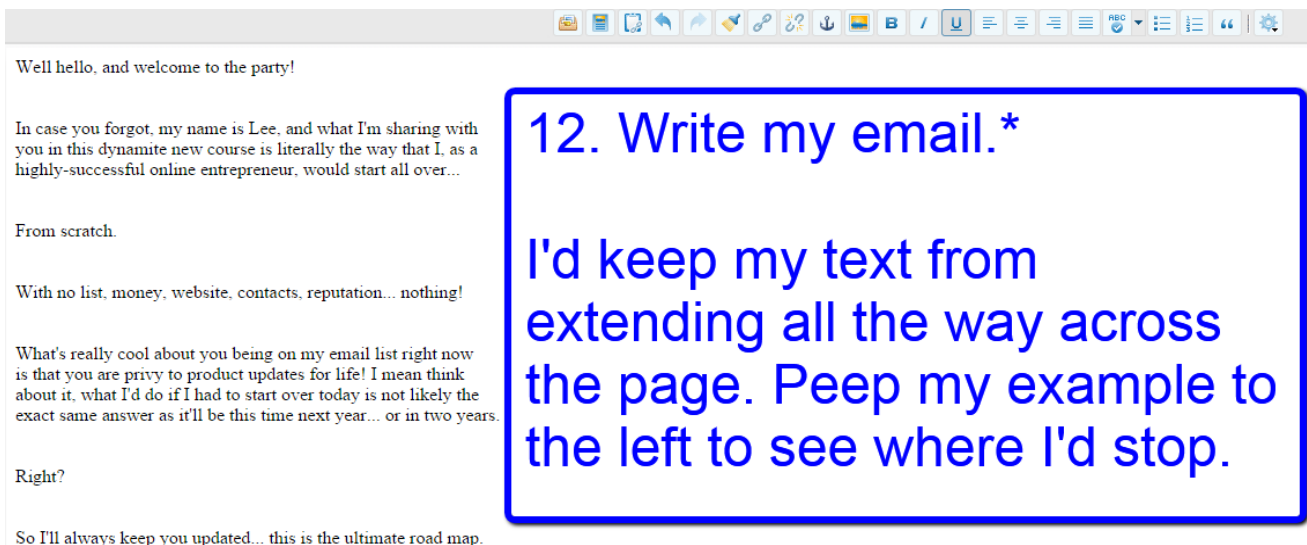
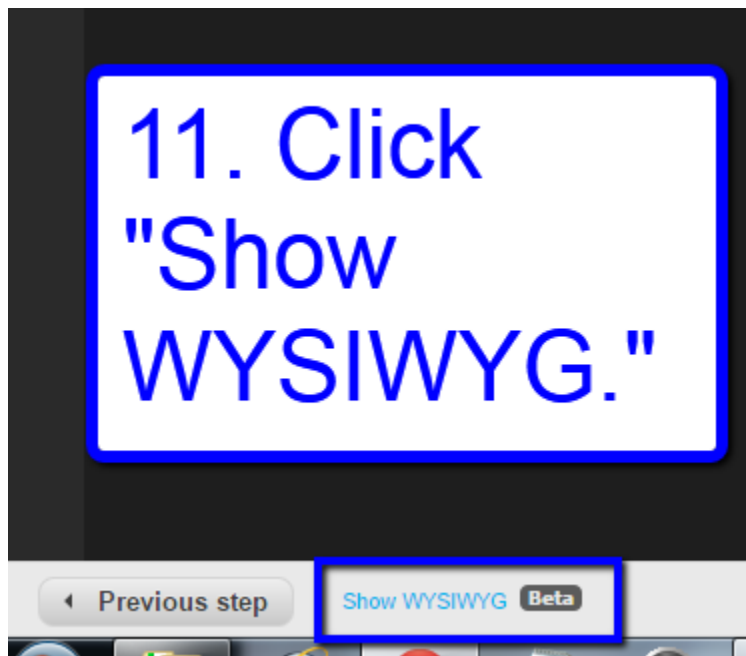
Blank template ★

2 columns-2s ★

3 columns-3 ★

3 columns-1 ★

10. Click "HTML code editor."



*You likely already received and read this email. You can use it as inspiration for your own welcome email. Just don't copy me word-for-word or anything. Thanks.

Alright, then I'd freakin'...

Well hello, and welcome to the party!

In case you forgot, my name is Lee, and what I'm sharing with you in this dynamite new course is literally the way that I, as a highly-successful online entrepreneur, would start all over...

From scratch.

With no list, money, website, contacts, reputation... nothing!

What's really cool about you being on my email list right now is that you are privy to product updates for life! I mean think about it, what I'd do if I had to start over today is not likely the exact same answer as it'll be this time next year... or in two years.

Right?

13. With my cursor in the content, I'd click "Ctrl + A" to highlight all, then "Ctrl + C" to copy it.

(Because I'm so badass and can apparently define my own numbering system just fine, I'd go ahead and just skip step 14 entirely...)

Plain Text

Close

[HTML to Plain](#) [Wrap long lines](#) [Personalize](#)

So for now, I'd just like to thank you for all the support in the world. You help me put food in my son's belly... and keeping your trust and ongoing loyalty is in ALL of our best interest.

So read the damn book!

And please don't be shy about sharing your impressions with me.

Always in your corner,

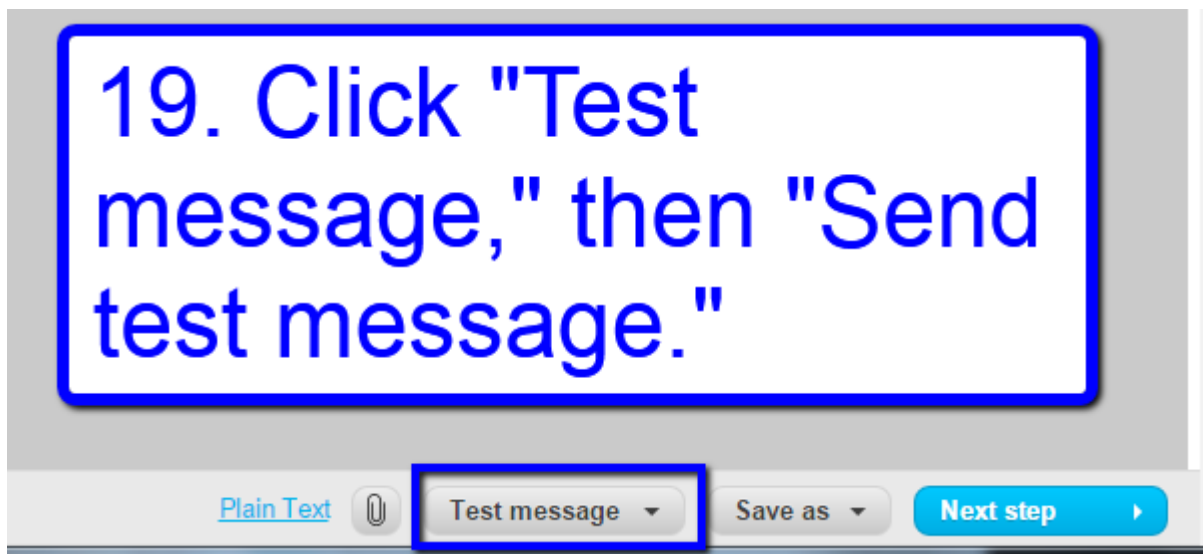
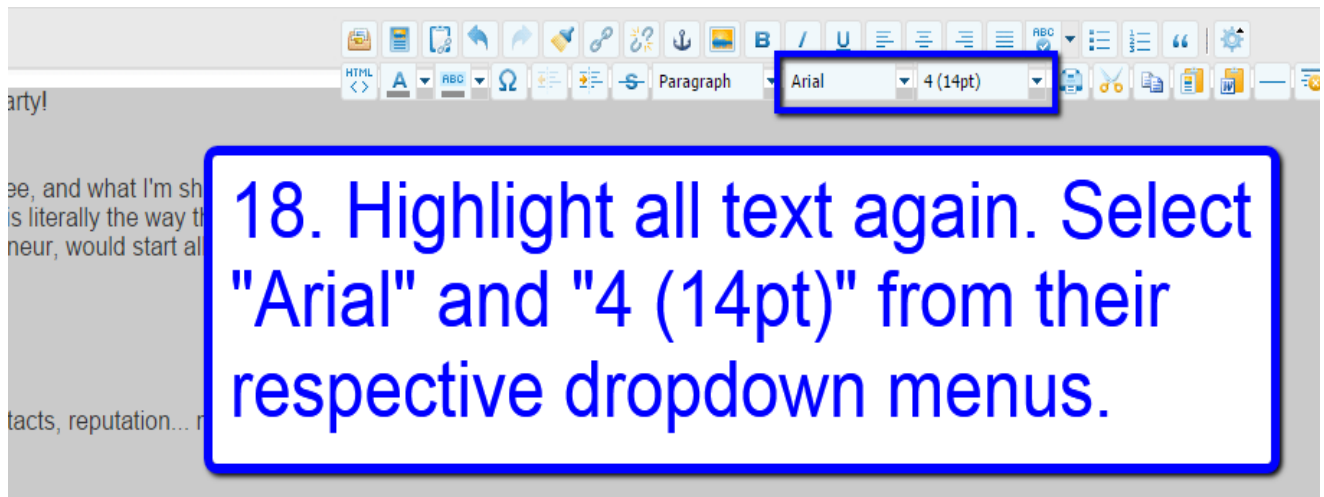
Lee

|

15. Click "Ctrl + V" to paste my email in.

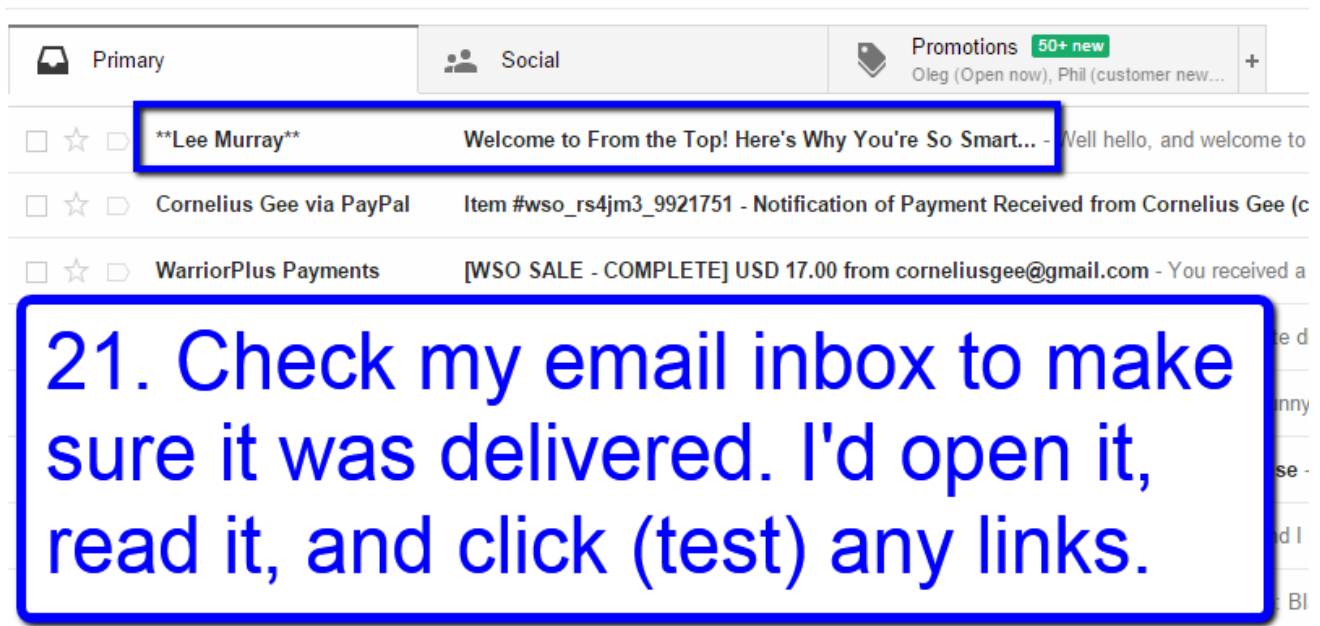


17. Click the gear icon to the right of the WYSIWYG editor.

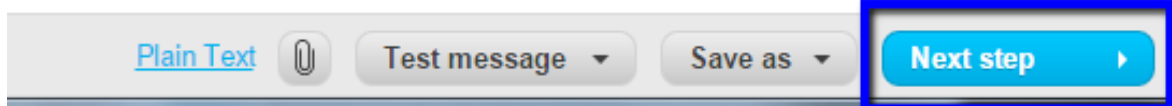




Finally, I'd...



22. Go back into my
GetResponse editor
and click "Next step."



Send message immediately ▾

Send on ☒ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☒ Friday ☒ Saturday ☒ Sunday

From the Top Welcome Email

Hi [name], welcome to the party!

It's great to have you here. I've already set up your account and you're all set to go. You can now start creating your campaigns and sending them out to your list.

From scratch

With no list, money, contacts, contacts, reputation, nothing!

What's next? Well, you can start by creating your first campaign. I'll show you how to do that in a moment. But first, let's make sure you're all set to go. You can now start creating your campaigns and sending them out to your list.

Right?

So it's always great to see you here. I'll be there to help you out. I'll be there to help you out. I'll be there to help you out.

[Edit message](#) or [create new](#)

Autoresponder name From the Top Welcome Email **Save** **Save and publish**

The name is for your reference only.

At this point, I'd go back into my WarriorPlus product listing and add my new autoresponder campaign. Like this...

...every sales ▼

Max Price

EMAIL / WEBINAR INTEGRATION (optional)

Email Service **Connect Service**

1. I'd click "Connect Service" next to "Email Service."

Marketplace Vendors Affiliates Deal of the Day Support

Connect to Service

Select your service and list to connect to.

Service:

List:

Save Cancel

2. I'd select "GetResponse" and "fromthetop," then I'd click "Save."

Eligible

Warrior+Plus Commission 100% ▼

Warrior+Plus Access Info Attached. Thank you, Mike!

Save

3. I'd scroll back to the bottom of the product page and click "Save."

So if you've been following along up to this point, you will now have:

- A goal
- A niche
- Dozens of pages of notes
- Real, rock-solid expertise
- An e-book
- A sales letter
- A pending WSO thread
- A WarriorPlus (WSO Pro) product page
- A free GetResponse account linked to this product page
- A welcome email
- Excitement in your belly!

So what's the next step?

For you, it honestly depends. If you wanted to leave this process as-is, you totally could. You'd just wait for your thread to be approved, insert your actual payment button code (from WarriorPlus) into your thread in place of the “[reserved for payment button]” placeholders you created, and freakin' launch away!

Another step you can take (that I may or may not personally take, even if I was starting over) would be to go into the [Wanted – Warriors Looking to Hire You](#)

section of the Warrior Forum. I don't need to tell you what to write. You'll see LOADS of other product creators asking people to review their shizzy!

Just write similar things.

Then, you'll have some built-in testimonials coming in to your thread. I'm not sure if I'd do that, even starting from scratch, simply because I don't know how much weight those types of reviews really hold. It's totally up to you.

Another option might be to try contacting bigger product creators (not me, please leave me alone... I already have half a dozen or more people each and every day asking me to review their stuff! ;) But try contacting those who may not have the same blessing/curse. Haha!

Not trying to be mean, but damn. White boy can only handle so much.

But yeah, you'll just hand out a few free copies... and once you decide to make your thread go live (covered momentarily), you'll give these reviewers your WSO thread URL and have them drop their reviews.

You can then take screen shots of the positive reviews, upload them to your site, dropbox, a free blog, or whatever... and then insert them into your sales letter for social proof. Remember to use BBCode [IMG]image url starting with http[/IMG].

Now comes a very, very important consideration.

This will come down to two things: patience and resourcefulness.

The consideration is this:

To Upsell Or Not to Upsell

My first successful launch was for a product called "Sales Funnel Supreme," which was actually a \$5 WSO! The very day I launched it (actually later that night), it was awarded "WSO of the Day." I was paying 100% commission... and had no upsell.

The sales started pouring in! I believe I ended up making over 400 sales just from

WarriorPlus alone. Actually, let me check my stats...

Affiliate	Product	Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
	TOTALS (186 items)	18963	1473	8%	\$0.57	\$7.31	\$10,772.15
warriorplus	Sales Funnel Supreme Lee Murray	4672	449	10%	\$0.48	\$4.95	\$2,220.50
60minuteaffiliate	Health Market Gold: Affiliates Edition Lee Murray	1144	139	12%	\$1.08	\$8.89	\$1,235.05
warriorplus	Health Market Gold: Affiliates Edition Lee Murray	3389	175	5%	\$0.31	\$6.03	\$1,054.70

So yeah, Mike Lantz (the man behind WarriorPlus) alone made 449 sales. Overall, Sales Funnel Supreme sold 1100 copies! But without a back-end, I made very little.

I had my own small freebie list that, combined with direct forum traffic, was responsible for a nice little chunk of sales... maybe 200. But those other 900 sales came from affiliates that I paid out 100% commissions too. No money in my pocket!

In all, I may have made a thousand bucks from non-affiliate generated conversions. A nice little payday... but what if I'd have had an upsell (OTO) funnel in place?

I didn't wanna wait to find out.

Fortunately, Sales Funnel Supreme was one of four e-books that I had written. The other e-books just weren't all the way finished when I got WSO of the Day. So as the sales started pouring in, I was frantically working on finishing them.




It was something I had planned on doing anyway. I was just procrastinating it. I had NO IDEA that I was gonna get WSO of the Day! So I scrambled like crazy.

Then, I had to write the upsell sales page.

Took hours and hours.

And those front end sales were just FLAVORING my life with bittersweetness.

Finally, I finished the upsell and made it go live. Here's what happened.

 Sales Funnel Supreme	pg 128 [7667]	11719 / 18944	1365/1596	1100	9%	\$0.45	\$4.77	\$5,245.25
 » Sales Funnel Supreme OTO1	pg 128 [7667]	1353 / 2208	124/152	94	7%	\$1.34	\$19.31	\$1,815.45
 » Sales Funnel Supreme OTO2	pg 128 [7667]	585 / 853	99/105	87	15%	\$1.46	\$9.84	\$855.70

So of the \$5,245.25 that Sales Funnel Supreme generated, I earned a grand.

But the OTO (and the downsell – which is listed as OTO2, and took me next to no extra time to put in place) were paying out 50% to affiliates, rather than 100%.

So I actually made well-over half of that revenue (remember, not all sales were generated by affiliates)... so I actually put around \$1500 in my pocket for those late-to-the-party upsells! Damn, if only I'd have put them in place BEFORE the WSOTD!

Anyway, we live and we learn, right?

[Click Here to See My VERY First WSO – Sales Funnel Supreme!](#)

It's kinda interesting for me to go back and see what my thought process was like back then. I wasn't even all that successful at that point. It could be a good thing for you to model. Notice how I was less BraggyPants then than I am now! :)

Anyway, let's get back to the heart of the matter...

What Do YOU Wanna Do?

It's not like launching without an upsell only comes with cons, and no pros.

For starters, it's obviously much faster to get started without one. Also, for

whatever reason, a lot of customers really LOVE it. Check some of the comments in my SFS thread. Some folks tend to equate not having an upsell with being ethical.

In their minds it's like "Now here's someone who's really trying to help... and isn't just trying to make a bunch of money and make us jump through a bunch of hoops."

This may earn you some trust.

And that's very good for your future email marketing endeavors.

If I were starting over from scratch, I would absolutely put an upsell funnel in place. I'd go three deep, and one of them would be a recurring income product.

But I guess that's easy for me to say... I've already got everything in place to do that. It takes a lot of time and effort to get to that point.

So maybe skip it?

I dunno. Again, I'll leave it up to you.

The bottom line is that there will be future launches. And you will have upsells as time goes on. This may be a situation where you need to be impatient about launching... and patient in regards to offering upsells.

Remember, priority #1 is to build a buyers list. And you can do that just fine without any OTO's. That said, if you're REALLY desperate for immediate cash, then an OTO or two may be just what the doctor ordered. I'm not in your situation, so I don't know. But...

Let's go ahead and cover it real quick-like either way!

Sound good?

Okay, so...

There are a number of different types of upsell that you can offer. Some will be more time consuming than others. Heck, some will take next to no time at all... right

now, anyway. Some will be low-ticket offers, others will garner higher price-points, and others still can earn you an ongoing income for months or years to come.

You can offer:

- 👉 Another pdf or bundle of pdfs
- 👉 The audio and/or video version of your e-book
- 👉 Other video/audio
- 👉 More detailed training on the same topic as your main offer
- 👉 Software
- 👉 A service (ie. blog installation, content, squeeze pages, graphics, etc.)
- 👉 A monthly membership
- 👉 Group or 1-on-1 coaching
- 👉 FB group access
- 👉 A JV partner's offer (split the profits)
- 👉 PLR or MRR rights to your e-book
- 👉 Other PLR content
- 👉 An interview with an expert (or “guru”) in your niche

I would personally go with “other plr content,” “a monthly membership,” and “another pdf or bundle of pdfs” for my own upsell funnel.

All I can do is live in the present, so I'll offer my award-winning “Email Slick” program at a discount for all new “From the Top” customers.

As an upsell/downsell to that, I'll offer 49 DFY emails that I've personally written for this purpose. And as an upsell/downsell to that, I'll offer my weekly DFY promo email service (\$19.95/mo., half-order downsell for \$9.95/mo).

You can create sales letters or sales videos for each.

I love to write, so I usually just write compelling sales letters, which is exactly what I'd do if I were starting over from scratch (especially if I were working from the public library)!

At this point, however, I already have most of the sales materials at my disposal. So I'll just modify a few things and get it all set up and ready to blast!

Oh, one more definite positive of having an upsell funnel in place...

Affiliates, affiliates, affiliates!

Some potential affiliates really won't even consider promoting a product if the earnings potential isn't high enough. And without a back-end offer set up, the most an affiliate stands to earn by promoting your \$5 WSO is... well... five dollars!

That's not gonna excite many good affiliates.

But if you offer 50% commissions on a \$19.95 upsell, now your affiliate can make up to \$15 total per sale. If you have two of these 20-dollar upsells, your affiliate can make up to \$25. And if you add a \$19.95 per month recurring offer...

Get ready to approve a WHOLE LOT of affiliate requests, put tons and tons of buyers on your list, and make some pretty nice upfront profits in the process!

Damn, I'm a confusing sombitch. ;)

My final answer...

If you have the time and patience to put together an upsell funnel, it is very well-worth it for you to do so!

In WarriorPlus, we'll be using "Offers" to set this all up. Lemme show you how:

Alright, so I guess I forgot to mention... you're really gonna need to have a website. That means a domain, hosting, and Wordpress. You could use a free blogging platform like Blogger or Wordpress.com for this, but I totally wouldn't.

Too risky. Too unprofessional. Trust me, you wanna go self-hosted.

Now because I am, indeed, so confusing... let me just tell you that, if you don't happen to have a website at this point (nor do you already know how to set a self-hosted Wordpress site up), go to page ___ of this book right now. Then come back! ;)

Again, if you DON'T already have a website (domain name, hosting account, Wordpress site), then GO TO PAGE ___ OF THIS BOOK RIGHT NOW!

Remember, you're on page 61 right now. Please return after you've gotten yourself set up with your own self-hosted Wordpress site. Thank you.

The following instructions are pre-supposing that you already have an active website with Wordpress installed and all your settings and configurations done.

Here's what I'd do...

First, I'd obviously determine how many upsells I have. I'm running three.

Next, I'd create one sales page for each of these three upsells. (Three pages total.)

I would create these sales pages using Wordpress. I used to use HTML pages, but Wordpress seems faster and easier to me... plus I use the [Video Effects Press](#) theme, which makes my pages look pretty stinkin' great!

You can create sales letters, sales videos, a combination of the two, or use a letter for one OTO, a video for the next... whatever you want to do.

I see a lot of people simply creating a short video with a buy button and “no thanks” link directly underneath it. This is a quick and easy way to go about things. There are plenty of examples of these online. You've probably got many of these upsell video pages bookmarked in your browser right now. ;)

I actually just recorded my first one using my computer's built-in webcam. Seriously, no third-party software. Just recorded it straight to my computer, uploaded it to YouTube, and embedded it into my sales page. Super easy.

You can learn how to do such things online, so I won't waste your time here.

Now, just like we did before with our main front-end WSO thread in the Warrior

Forum, wherever you'd like to feature your payment buttons on your upsell pages, simply use the "[reserved for payment button]" placeholder for now. Then, go ahead and publish each of your Wordpress sales pages.

Remember, you don't want these pages to be posts, or even pages where they'll be publicly displayed on your site. DO NOT make these part of a blog. We're not creating a blog here at all!

Find a good landing page theme. There are Wordpress themes designed exclusively for the purpose of creating landing pages (sales, squeeze, and download pages). Some of these themes are paid... but many of them are free or very, very cheap.

Again, I love my Video Effects Press... but it's a bit on the expensive side (\$37).

A quick and easy Google search for things like "Wordpress sales page themes" or "landing page themes for Wordpress" will make good things happen for you. :)

Now, I'd Add My Upsell Products to WarriorPlus:

Once I'd gotten all my sales pages set up, I'd go back into WarriorPlus and set up each of my upsell products individually. I'd do this in exactly the same way that we set up our original \$5 WSO.

You can run dime sales, if you'd like. I won't personally do that. I'll use set pricing.

- ◆ My 49 DFY Emails upsell will sell for \$19.95 (50% off).
- ◆ My "Email Slick" program will sell for \$13.50 (50% off).
- ◆ My DFY Promo Email Service will sell for \$19.95 per month recurring.

Be sure to upload the delivery files to WarriorPlus, rather than using delivery url.

If you'd like to create separate email campaigns in GetResponse for each of your upsells, you can. Or just leave all that blank and your front end offer will be the only sales that put leads on your list. I'll do a new campaign for each. :)

My first campaign is fromthetop, my second will be fromtopwithemails, etc.

Make sense?

So again, I'll use WarriorPlus' autoresponder integration feature to link this up.

Once all of the upsells have been loaded up into the WarriorPlus system as "Products," it's time to move on to the next essential task...

Finally, I'd Construct My WarriorPlus Offer:

This can be a little tricky to get a grasp on initially. I've done it a few times now, so I "kind of" know what's up. If I were just starting from scratch, I'd undoubtedly have to go through a slight learning curve with this particular functionality.

Lots of moving parts and what-not.

But lucky for you, you've got big, bad Poppa LeeLee to walk you through this shit!



Whatever, dude.

Whatever.

So here's what I'd do...

Warrior+Plus 99+ 67 Lee Murray

Marketplace Vendors Affiliates Deal of the Day Support

Vendors | dashboard offers products stats transactions affiliates commission rules affiliate contests JV center


Create Your Offer - Step 1 of 2

Title Lee Murray's "From the Top"

Description Discover what a near 6-figure earning, 7-year IM veteran would do if he had to START ALL OVER AGAIN... from scratch! This means no money, products, email list, or reputation. Freakin' WOW!

Category Marketing Education
Advertising
Affiliate Marketing
Copywriting

Keywords start from scratch product creation email marketing

Product Image

Change Remove
☐ Reset to default?

Public ☒ ON ☐ OFF Turn this ON if you want this offer to be displayed in the marketplace.

1. After clicking "Vendors," "offers," and "new offer," I'd fill in the details of my WSO. The title would be the same name as my front-end product.

and "seo" (without the quotes)].

(optional) Upload an image for your product. This will be shown on various pages around the site and in the marketplace. If you do not upload one, then the default one shown will be used. The image should be 125px x 125px.

Public ☒ ON ☐ OFF

Create Cancel

2. Set "Public" to "ON" and click "Create."

Create Your Offer - Step 2 of 2

Success! Your offer has been created.

Salespage Setup

NEW! Setup [multiple salespages](#) for split-testing, affiliates and more.

Salespage Type

External

WarriorPlus Hosted

Salespage URL

http://www.warriorforum.com

WSO Post

(none selected)

[Click here to create a new WSO post, if needed](#)

3. Choose "External" and type in any Salespage URL (as a placeholder until my thread goes live).

Prelaunch Settings

Prelaunch Option

No Prelaunch

Your prelaunch settings.

Affiliate Program

Allow Affiliates

ON

Affiliate Information

100% on the incredibly high-converting front end. 50% on all back-end offers, including a recurring commission for all sales of my weekly [IM](#) promo email service. [Mucho dinero para ti!](#)

JV Page URL

Affiliate Updates List

Connect Service

NEW! Affiliate Program Accelerator

ON

4. Scroll down. Then I'd turn "Allow Affiliates" on, enter my affiliate info, turn "Affiliate Program Accel." on, and click "Create."

Create

Cancel

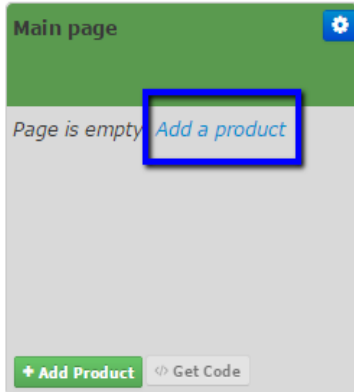
Lee Murray's "From the Top"

This offer is not yet active. In order to use this offer, you must first add at least one product.

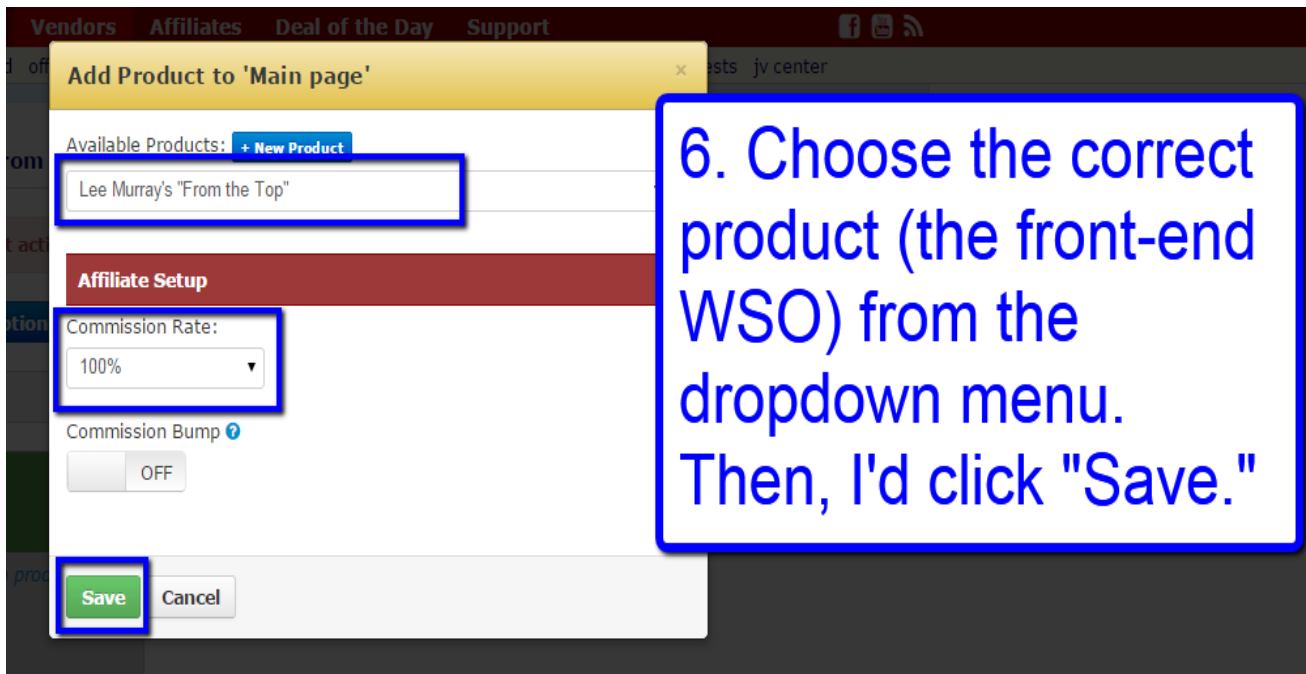
⚙ Offer Setup / Options ▾

Offer Pages

+ New Page



5. Under "Main page,"
I'd click "Add a product."



6. Choose the correct
product (the front-end
WSO) from the
dropdown menu.
Then, I'd click "Save."

Lee Murray's "From the Top"

This offer is not yet active. In order to use this offer, you must first activate it and set the start date.

[Activate Offer >](#)

⚙ Offer Setup / Options ▾

Offer Pages

[+ New Page](#)

Main page

Lee Murray's "From the Top"
100%

[+ Add Product](#) [Get Code](#)

Have an Upsell?

[Click here to create
a new page](#)

7. Click the
upsell link.

Vendors Affiliates Deal of the Day

Create New Page

Name:

Sale Page Type: ☒ External ☐ WarriorPlus Hosted

Sales Page URL:

8. I'd type in the
name of my upsell,
click "External,"
enter the sales page
url (on my site), and
then click "Save."

Offer Pages

+ New Page

Main page

Lee Murray's "From the Top" 100%

+ Add Product <> Get Code

49 DFY IM Emails

Page is empty [Add a product](#)

+ Add Product <> Get Code

Offer Map (Sales Funnel)

Main page
Lee Murray's "From the Top"

49 DFY IM Emails
Page is empty
[Add Product](#)

9. I'd now click "Add a product" for this upsell.

Add Product to '49 DFY IM Emails'

Available Products: + New Product

49 DFY IM Email Bundle by Lee Murray

Upsell Page: + New Upsell Page

(No Upsell)

Downsell Page: + New Downsell Page

(No Downsell)

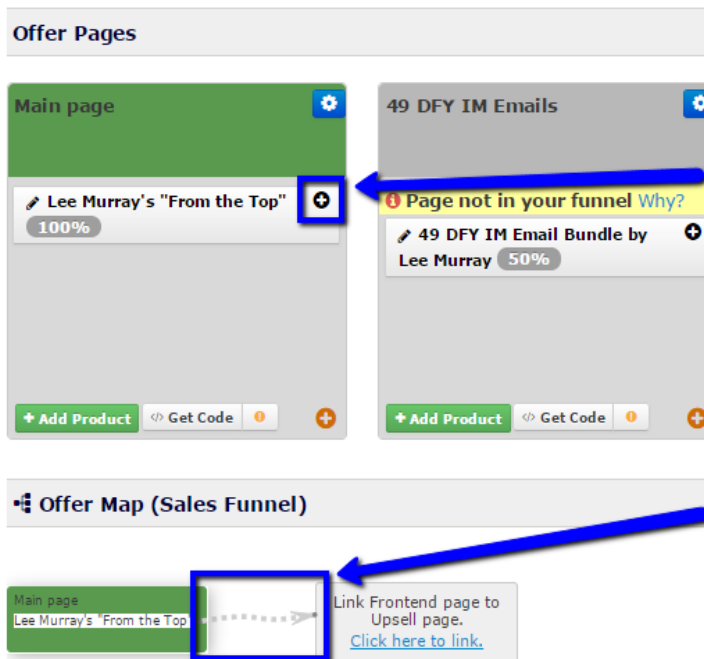
Affiliate Setup

Commission Rate: 50%

Commission Bump OFF

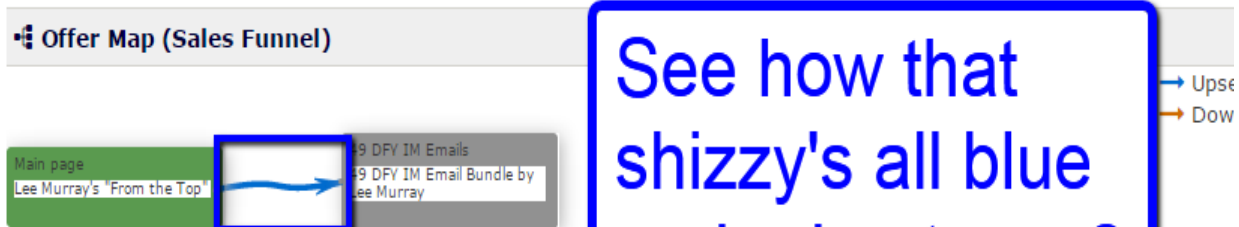
Save Cancel

10. I'd select my first OTO from the drop-down menu, leave everything else alone, and click "Save."



11. I'd click the cross on my main offer to link up my upsell.

See how the arrow is grey n' dull? No product.



See how that shizzy's all blue and robust now? Snap. Product.

I would then just keep repeating this process for all of the products in my upsell funnel, clicking "add a new page" and the little black cross thingy to link 'em up.

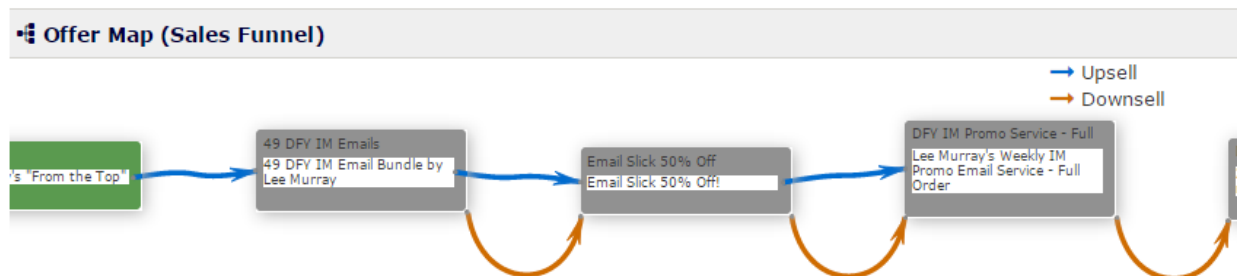
I'm gonna do this for the rest of my products right now. There will be a downsell at the end, and I'll show you how to handle that, as well. ;)

Oh, you know what?

I'm actually doing a downsell for each product in my OTO funnel. I hope I can explain this sufficiently...

1. People go to my \$5 WSO thread. If they buy, they're taken to OTO1, which is my 49 DFY emails.
2. If they buy, they're taken to OTO2, which is "Email Slick" for 50% off. This, of course, is called an upsell. But... if they don't buy OTO1, they're still taken to OTO2. Naturally, this called is a downsell.
3. If they buy OTO2, they're taken to OTO3 (upsell), which is my weekly IM promo service. If they don't buy OTO2, they're still taken to OTO3 (downsell).
4. If they buy OTO3, that's it. The funnel ends there. There are no additional upsells. However, if they don't buy, then they're presented with OTO4, which is my promo service half order. So no upsell, but there is a downsell.

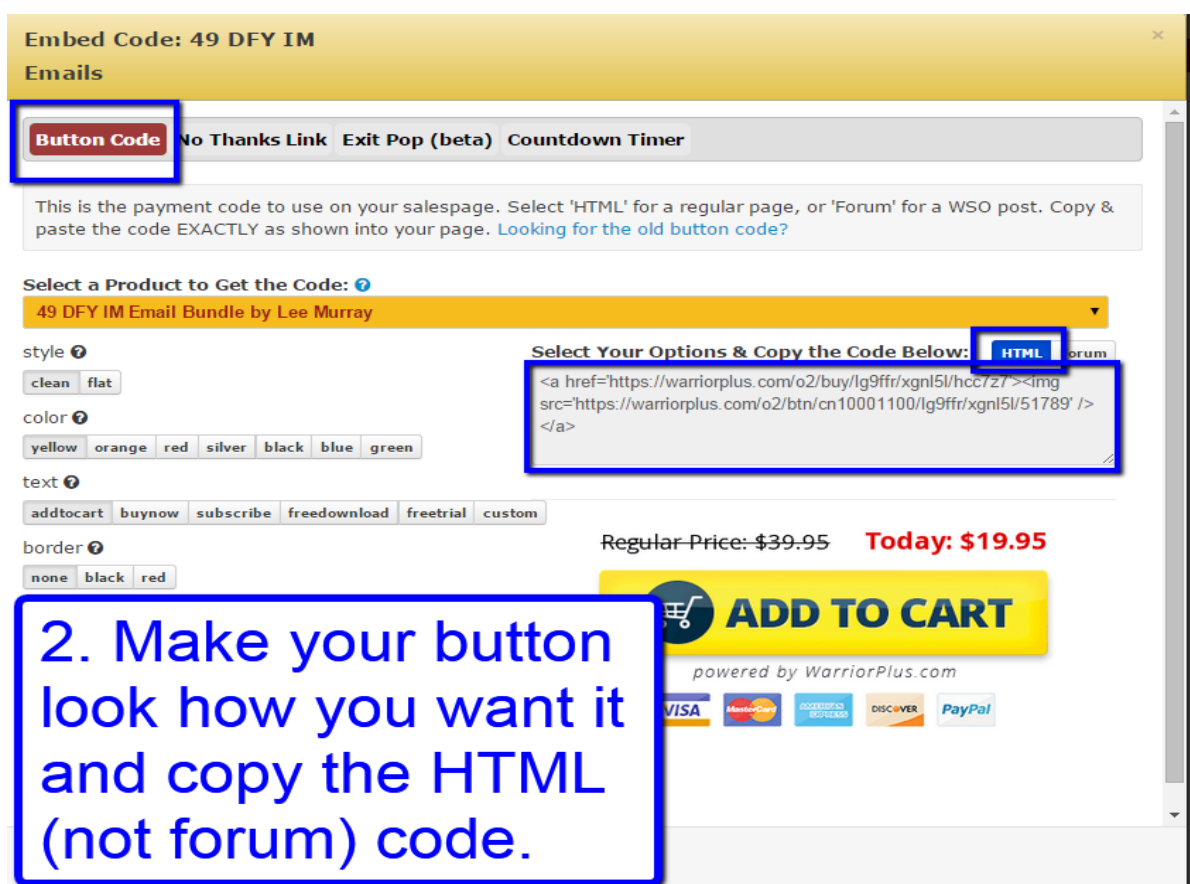
Ultimately, my funnel looks like this: main product > upsell only > upsell and downsell > upsell and downsell > downsell only.



To create a downsell, instead of using the black crosses, use the red ones. By the way, once you've successfully added an upsell, the black cross will become an upward-pointing black arrow. When you've successfully added a downsell, the red cross will become a downward-pointing red arrow. Handy, right? ;)

Next, I'd start incorporating my payment buttons, "no thanks" links, and exit pops.

We won't do this with the main offer until our WSO thread goes live. But we can do this with all of the upsell (and downsell) pages on our site. So let's do it...



```
<center><iframe width="640" height="480" src="//www.youtube.com/embed/t4XYJwZVPs?rel=0&showinfo=0;autoplay=1
</iframe>
```

(So that's dumb ol' me, playa. NOW do you see why I don't do videos? Hahaha!)

[button and link]

```
<hr>
```

```
<h1>Seriously... Congrats On
```

```
&nbsp;
```

```
&nbsp;
```

```
<h4>You've honestly just set yourself up for a quality of success that few people will <u>ever</u> experience.
```

3. On your sales page,
find your placeholders
and paste in the code.

Embed Code: 49 DFY IM

Emails

Button Code **No Thanks Link** Exit Pop (beta) Countdown Timer

Use this link to get the buyer to next step in the funnel or the 'thank you' page if there are no additional products to show.

Link Code (HTML)

```
<a href="https://warriorplus.com/o/nothanks/xgnl5l">No thanks, Lee. I already have this!</a>
```

Link Code (forum)

```
[URL="https://warriorplus.com/o/nothanks/xgnl5l"]No Thanks[/URL]
```

4. Now click the "No Thanks Link"
button. Change the text to read what
you'd like... then copy the HTML code.

b i link b-quote del ins img ul ol li code more close tags

```
<center><iframe width="640" height="480" src="//www.youtube.com/embed/t4XYJwZVPs?rel=0&showinfo=0" /></iframe>

(So that's dumb ol' me, playa. NOW do you see why I don't do videos? Hahaha!)

<a href='https://warriorplus.com/o2/buy/1g9ffr/xgn15l/hcc7z7'><img src='https://warriorplus.com/o2/btn

<a href="https://warriorplus.com/o/nothanks/xgn15l">No thanks, Lee. I already have this!</a>

<hr>

<h1>Series

&nbsp;
&nbsp;

<h4>You've honestly just set yourself up for a quality of success that few people will <u>ever</u> exper
```

5. Paste it directly under your payment button code.

Then, we'd make sure there was no pesky "step 6" and just move straight to 7...

Button Code No Thanks Link **Exit Pop (beta)** Countdown Timer

Use this code to display an exit popup window that directs user to your downsell when they try to close the page.

Exit Popup Code ?

```
<script type="text/javascript" src="https://warriorplus.com/o/js/xgn15l" defer="defer"></script>
```

Exit Popup Message ?

Wait! Before you go check this out... Click 'Stay on this Page' **Save**

7. Click "Exit Pop (beta)." Edit the text, if you'd like. Then copy the code.

```
<script type="text/javascript" src="https://warriorplus.com/o/js/xgn151" defer="defer"></script>
```

Word count: 140

8. Paste this code in at the bottom of your sales page.

9. Update your page, homie!
Then, view it live.

14 @ 7:51 [Edit](#)

Update

Page Attributes

10. Make sure your button displays nicely. If you don't like it, go back into WarriorPlus and fix dem shits, baby!

(So that's dumb ol' me, playa. NOW do you see why I don't do videos? Hahaha!)

Regular Price: \$39.95 **Today: \$19.95**



ADD TO CART

powered by WarriorPlus.com



ew | WarriorPlus x Edit Page < DFY Emails by x Log into GetResponse x 49 Email Bundle | IM W x (2) Facebook x

mail-bundle/

0 + New Edit Page MOJO Marketplace

Confirm Navigation

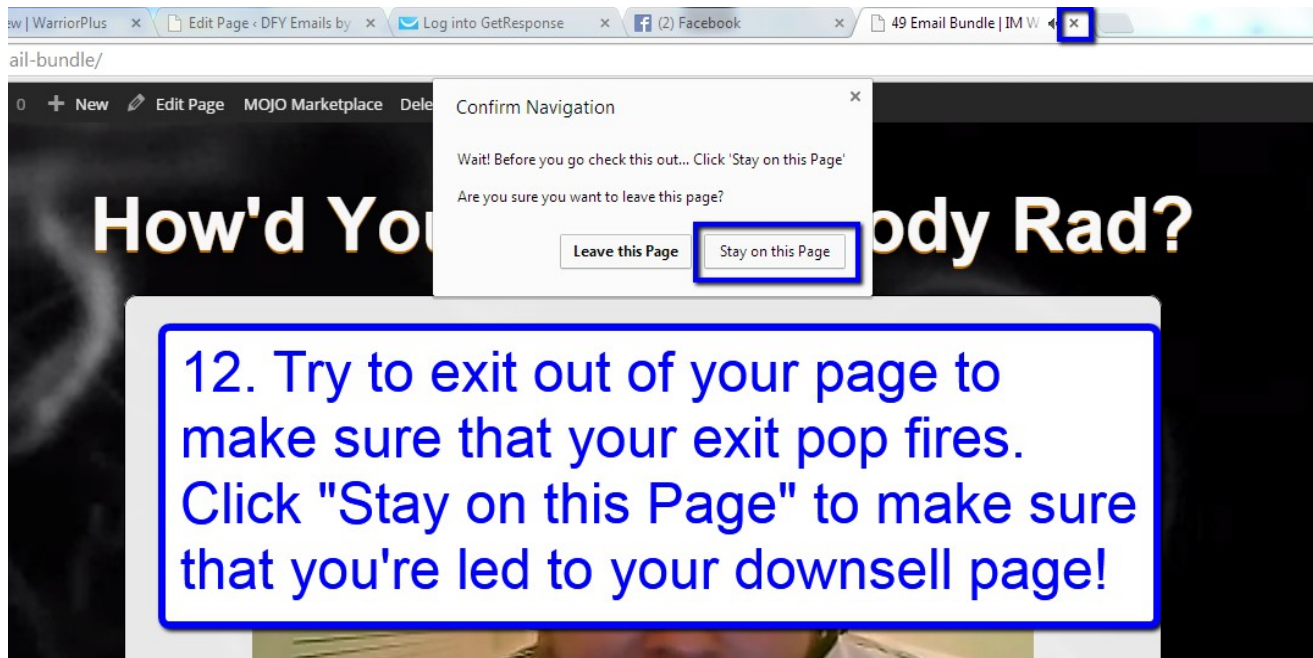
Wait! Before you go check this out... Click 'Stay on this Page'

Are you sure you want to leave this page?

Leave this Page

Stay on this Page

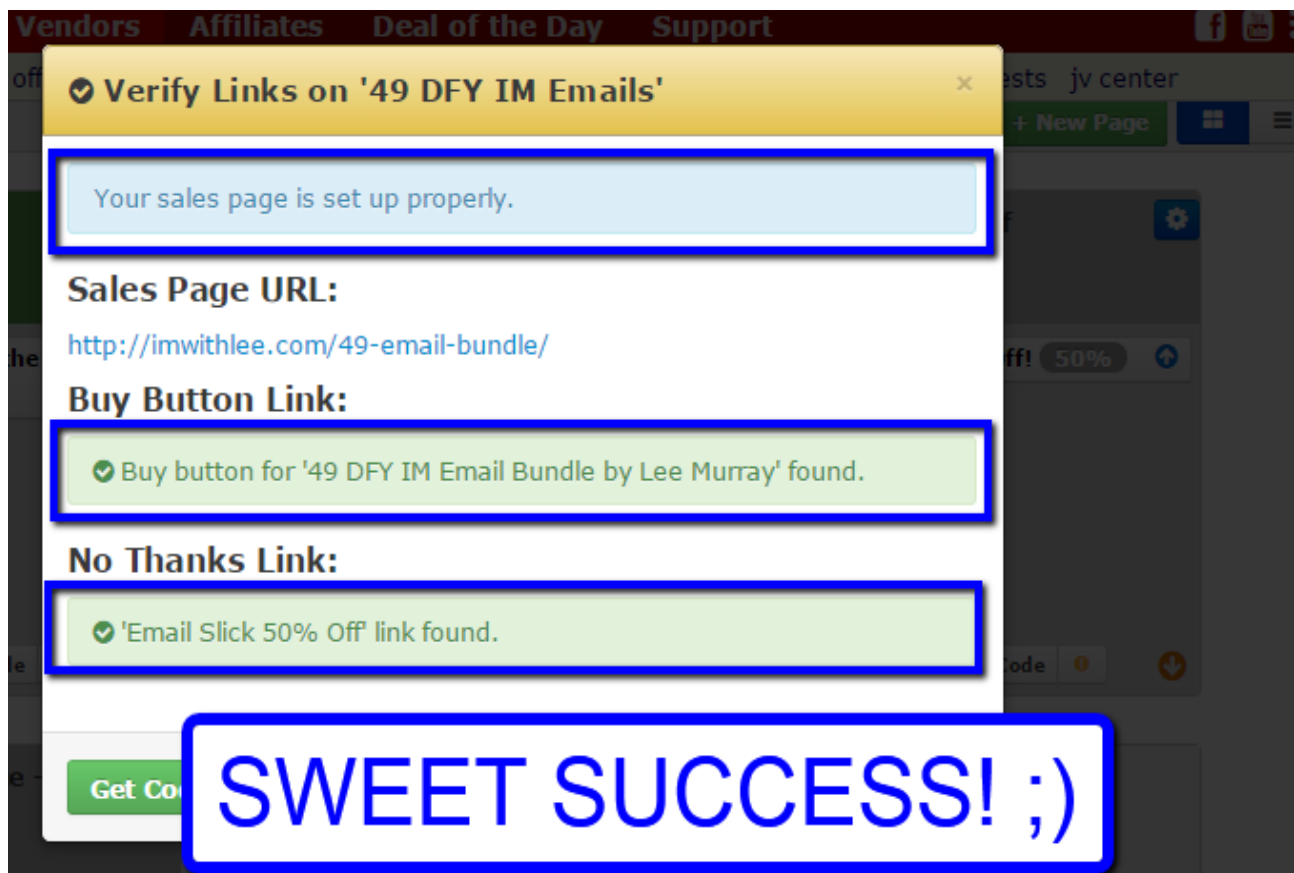
11. Try to exit out of the page and make sure that your exit pop fires. Click "Leave this Page" to make sure it takes you to your downsell!



Now, go back into WarriorPlus and...



And...



Now, you'll repeat this process for any and all of your upsells and downsells.

Is it a lot of work?

Oh HELL YEAH!

But it's a whole lot faster & easier to go through these steps than it is to go through all these steps and take screen shots and commentate in text the entire way! ;)

On other words, you can do it.

Finally, once your thread is approved by the mods, you'll pay 20 bucks, it goes live, you'll integrate your payment button into your sales copy (over your placeholders), and you'll be the first to comment on your thread with "reserved for FAQ."

That's what I'd do, anyway!

Holy crap, this is gonna be a long book.

When I first started writing it, I thought it'd be around 20 pages.

I just get so passionate about and involved in this stuff.

I sincerely hope you feel that you're being served, rather than bombarded. It's important to me that I “give it all” to you... but I don't wanna overwhelm you.

Know what I mean?

It can be a difficult line to discern.

Anyway, we'll let this sleeping dog lie and move ahead to the next thing I'd do...

4. I'd Make Tons of Fast Friends and Bonus It Up!

Alright, so we've covered a TON of ground up to this point.

And I really don't want to give either of us more to do than is necessary to get the ball rolling and build some income, momentum, and confidence.

So I'll just say that this step is really an ongoing type of thing.

When I first started in this business, perhaps the biggest mistake I made was that I wanted to go it alone. I wanted it to be all about me, me, me. I had heard of IMers working in concert with others and being all buddy-buddy with each other.

“Not for me,” I thought. “I just got outta the restaurant business. I'm sick of people. I just want to earn my fortune by myself, behind the scenes.”

For me, the fortune never came.

So if I were starting all over from scratch, with no money, list, website, influence, products, or friends... the first stuff I'd work on would be products, list, and friends.

We've already got the first two of these items tackled. So let's tackle the third.

First, let's take a very quick look at why it's important to make friends with other marketers online:

- ◆ You build a support system. While your family members and “real friends” may not understand what it is that you do (and how tough it can be), your marketing buddies will understand where you're coming from very clearly.
- ◆ You become part of a “brotherhood” of sorts. You'll feel a sense of pride and belonging that you could never feel going it alone.
- ◆ You'll learn so much. Whenever one of your buddies stumbles upon a new discovery (perhaps he or she went through a course that you didn't... or tried something uncommon), this discovery will most likely be shared with the

group. Moreover, y'all can ask and answer questions, strategize, etc.

- ◆ You can strike JV deals with each other. This is perhaps the most profound reason to make friends and start (or join) some groups. When your friend has a launch, you can promote it to your list. When you have a launch, all your friends can promote it to their lists. It's beautiful. You all get rich together!
- ◆ You have ready-made resources. Perhaps one of your friends is a kickass graphics designer who will cut you a tremendous discount on a gorgeous sales page. Perhaps you're great at copyrighting and can strike a barter deal.
- ◆ The more friends you have, the more friends you make. Remember, each person you meet and befriend online very likely knows other marketers that you don't yet know... and those new friends can pull in more new friends, etc.

There are other reasons, I'm sure.

But this should drive the point home that positioning yourself within a high-quality, ever-growing IM social circle is a very good idea.

If I were just starting from scratch, I would absolutely embrace this fact. And after embracing it, I would begin to take immediate action. Here's what I'd do...

Step One: I'd Go Facebook Crazy!

In retrospect, I wouldn't have used my personal Facebook account to do this. I would have created a separate account exclusively for my online business dealings.

The reason for this is that I have A LOT of smart-ass friends in the non-IM world. You know, all my high school and musician buddies, etc. So now I'm always afraid of posting any kind of marketing message because who knows what one of those loud mouth freakenheimers is gonna chime in with? :)

So if I were starting from scratch, I'd start a separate Facebook account. But I'd still use my real name, Lee Murray. Nothing more, nothing less, nothing cute.

Remember, it's all about that branding!

Then, I'd just start looking up other marketers of whom I was aware. Perhaps friends I already have on the Warrior Forum. Maybe I'd start entering the names of people whose lists I was on. Or customers of my freshly-launched WSO.

(In fact, I'd probably go back into my OpenOffice document, insert a few mentions of my Facebook address, and ask my readers to "Friend" me. Then, I'd convert it to pdf and re-upload my product to WarriorPlus.)

I'd send friend requests (I'll spare you the screen shots... no doubt you already know how to do this shizzy) to all the people I find. But not only that, I'd visit their pages and look at THEIR friends. I'd discover which of their friends were marketers, and which ones weren't. I'd send friend requests to all the IMers I could find.

The more, the merrier.

Likewise, I'd spend time on these people's pages to see which groups they were subscribed to. I'd start requesting to join as many of these groups as possible... especially the larger groups!

And at this point, I'd just do this.

Sure, there are other things a person can do to extend their reach. You can create your own group (recommended – learn how), your own fan page... and then go crazy joining as many LinkedIn groups as you can and getting as many of your LI and FB contacts as possible to come join YOUR group, where you can direct traffic.

But I don't think that's where I'd spend all my time initially.

I think I'd be content just using my new business Facebook account as my base of operations. Less work, less hassle, and when you start getting thousands of marketing friends... the world is your oyster.

Embrace simplicity when doing so is a quality option.

That's what I'd do, anyway.

Step Two: I'd Go Value Crazy!

I'd start participating on my timeline. You'll see these other marketers' feeds in your timeline... you know the drill. Many of them will be personal, sharing pics and stories of their kids, spouses, pets, etc. Like and comment as you would normally.

Always be kind and gracious.

If it's a marketing-related message, like it. Then ask yourself "Is there an opportunity here for me to assist this person? Can I invest my time, assistance, expertise, advice, etc. and provide real value to this person right now?"

If so, then feel free to do so.

Remember, you want to build genuine friendships here. These aren't just marketers, they're people. And people have real hopes, dreams, fears, and concerns... just like you do! If you want others to step up to the plate and help you succeed in your biz, then you can rest assured that there are folks out there who would LOVE your help!

Be a force for good, homie. ;)

Also, be sure to update your own status relatively often. At least a couple times per day. And again, be a regular person. Don't be all Markety McMarketballs. That sucks.

If you do talk about marketing, don't just spam your needs all over the damn place, okay? Link to cool, inspirational videos on YouTube. Talk a little philosophy. Be a cool mofo. Ask stuff. Elicit genuine discussion. Have fun and be fun. Your new FB friends will come to know you... and love you.

That's what I'd do, anyway.

Step Three: I'd Go Review and Bonus Crazy!

Once I'd been participating in Facebook for a while (maybe 3-4 days or so), I'd post a "review copy" message on my status. Now remember, I wouldn't be doing this pre-launch. My WSO would already be live and generating sales.

As an additional mention in my post, I'd ask other marketers who happen to have an upcoming launch if they need a good bonus product to include with their offer.

My actual post would probably look something like this:

Hey all, I've got 10 bonus copies of my brand new "Sales Funnel Supreme" WSO. It challenges the notion that the money is in the list... and puts the pressure on your sales funnel! Anyway, the first 10 people to reply are in. I'll send you your review copy and the thread url in a private message.

Also, if there are any product creators out there with upcoming launches, please consider "Sales Funnel Supreme" as a worthy bonus to add value to your offer, increase conversions, and help your customers achieve even greater results. Let me know if you're interested... I may even mail for your offer, if it's a good fit.

Thanks for reading, y'all! ;)

Obviously, the more people you've befriended up to the point of sending this message, the better your results will be. Also, if you've taken the time to establish rapport in any of the groups you've joined, you can post this message there, too.

You've got options.

Remember, I don't believe in giving too many detailed, step-by-step instructions. You never know what kinds of results you're gonna get... and what kinds of cool doors are gonna open up for you. If you're adhering too tightly to a set-in-stone script, then you're gonna miss out on some golden opportunities.

Let your successes take you where they will. It's a beautiful thing.

That's what Id do, anyway! ;)

A Few Important Notes About This Process...

If you don't get your 10 reviewers, you can simply send out a reminder post. Be friendly. If that doesn't work, maybe you just don't have enough friends yet. :(

When joining groups, really favor the groups that have to do with WSO launches, product creation, etc. In a close second would be groups that have to do with your specific niche (i.e. Amazon, list building, SEO, etc.) directly.

Your best bet for this process, however, will definitely be WSO launch-specific groups. Here is where you'll find the most active product launchers who will be far more responsive to your bonus offer than pretty much anyone else.

So what's with the bonus anyway?

This is absolutely huge!

My friend Shane Farrell calls it “Bonus Buyers Profits.” My other partner in crime, Phil Steptoe, calls it “Buyers List Arbitrage.” Essentially, this is a form of list building that fills your GetResponse account up with buyers...

But you don't actually sell anything!

You offer your product-creating IM buddies a high-value free bonus (one that's currently selling as a WSO) to their fresh customers. These customers, who just PAID MONEY for an IM product, are then presented with a link to your squeeze page, where they opt in to claim their “free” bonus.

These people don't end up on your list because they were looking for a freebie.

They end up on your list because they're proven buyers who are cashing in on a little extra value promised to them by the person from whom they bought.

Make sense?

Okay, so there are a few things you're going to need to make this strategy work.

And these things will require an investment, although it will be a small one.

You'll be well-served to get these tools now:

- A hosting account
- A domain name
- A GetResponse account (you should already have one at this point)
- Video Effects Press (optional)

Let's take a look at each of these individually...

A Hosting Account:

I personally use HostGator. Have for years. I highly recommend them. Their support is absolutely fantastic and their dependability is first class.

What you want to do, if you don't already have hosting, is go to Hostgator.com and look at their hosting packages. I strongly recommend you go with the Baby plan. It's cheap, good, and lets you host as many domains as you want!

I personally get 6 month billing (costs me like \$55 every 6 months), but you can go yearly, monthly... whatever you want to do. If you don't have money for hosting, run a lemonade stand for a day or two... or grab your loose change and take it to a Coinstar, where you can have it deposited right into your Paypal account! ;)

A Domain Name:

I get my domains from Godaddy. Many of my friends swear by Namecheap. I don't really think it makes a difference. Just make sure that you find an online promo code and use it at checkout.

As far as the domain name you select, if YourName.com is available, that'll do, pig. Otherwise, just play with names in your head. My domain name is List Building With Lee dot com. Kinda long. If I were starting over from scratch, I'd probably come up with something more concise. IMWithLee.com is available...

Gosh damned hindsight!

You know, I may just grab that anyway. I kinda like it better than LBWL... plus I do so much more than list building these days. I just talked myself into it. I'll even change the footer of this book! And now I'll show you some screen shots...

 [All Products](#) [Domains](#) [Websites](#) [Hosting & SSL](#) [Get Found](#) [Email & Tools](#) [Support](#)

[Q Search Again](#)

Good news, this domain is available [> Continue to Cart](#)




Let U.S. shoppers
☐ imwithlee.us

1. Type in a domain name. If available, click "Continue to Cart."

~~\$14.99*~~ **\$12.99*** [+ Select](#)



Get reliable, mobile-ready email with addresses that highlight your business or website.





2. Scroll to the bottom of the next page (don't buy anything) and click "Continue to Cart."


 [Continue to Cart](#)

; **, 1, 2, 3, ^^, †, ††, ††† Click here for product limitations.

Review your current order

 You have 3 items at risk of expiring. [RENEW NOW!](#) 

Product	Term	Unit Price	Subtotal
 imwithlee.com .COM Domain Registration 13% Off <small>*Plus ICANN fee of \$0.18/yr</small>	<div>1 Year </div>	\$12.99 /yr* <small>Save \$2.00</small>	\$12.99 
Protect <input checked="" type="radio"/> Keep <input type="radio"/> Make			
 imwithlee.net - \$16.99 \$6.99 + Add			

Total cost USD \$ 

[United States](#)

ICANN Fees* **\$0.18**




Taxes **\$1.15**

\$14.32

Total savings **\$2.00**


[Proceed to Checkout >](#)


3. Your "Term" will be set to 5 Years by default. Sneaky bastards. Change it to 1 Year.



  

[Web](#) [News](#) [Shopping](#) [Images](#) [Videos](#) [More](#) [Search tools](#)


About 184,000 results (0.40 seconds)


Black Friday Hosting Sale - HostGator.com 

Ad [www.hostgator.com/BlackFriday](#)  Web Hosting for Just \$2.23/mo Black Friday Sale - 55% Off Today!

Rated A+ - Better Business Bureau (BBB)   **McAfee SECURE**

You visited hostgator.com earlier today.


GoDaddy Promocode - \$0.99 Domain Names - Limited Time 


Ad [www.godaddy.com/Promos](#)  4.8 ★★★★★ advertiser rating


Find & Register Yours Today.

24/7 Customer Support · 100's of New Domains · Big Savings Over Others


Ratings: Value 10/10 - Included features 10/10 - Customer support 9.5/10


Earning Commission as a GoDaddy Direct Affiliate [GoDaddy Help](#) [GoDaddy](#) 



85% Off GoDaddy Promo Code - DefinitiveDeals.com 


Ad [www.definitivedeals.com/GoDaddy](#)  4.8 ★★★★★ advertiser rating

Get 85% Off w/ a Dec 2014 Code. GoDaddy Promo Code Expires Soon!

Showcases the best coupons the Web has to offer - [metro.us](#) 

DefinitiveDeals  has 906 followers on Google+

Exclusive: \$1.49 .COMs  - 28% Off New Products  - 85% Off Economy Hostin

GoDaddy Promo Code List - Verified November 2014 ... 

[marcosedon.com/godaddy-code-list](#)

Over 20 new GoDaddy [Promo Codes](#) for instant discounts on your purchases at GoDaddy.com. Coupon **PLUGIN295** for \$2.95 .com domains. **Verified November ...**

4. Do the Google search shown above. Use your current month and year. I'm gonna try that PLUGIN295 coupon and see what comes of it.

Add a domain to your order

.com [GO](#)

☐ Round up for charity (optional) [?](#) \$0.68

[Have a Promo Code?](#) ICANN Fees* [?](#) \$0.18

Taxes \$1.15

Total cost \$14.32

Total savings \$2.00

[Proceed to Checkout >](#)

5. Back in Godaddy, scroll down and click "Have a Promo Code?" We want to cut that \$14.32 down to size.

Add a domain to your order

.com [GO](#)

☐ Round up for charity (optional) [?](#) \$0.68

Enter promo, source code or referral code:

[Apply](#) ICANN Fees* [?](#) \$0.18

Taxes \$1.15

Total cost \$14.32

Total savings \$2.00

[Proceed to Checkout >](#)

6. Paste your code into the box and click "Apply."

The screenshot shows a checkout page for a domain. At the top, a green banner states "Promotion has been applied to your cart!". Below this is a table with columns: Product, Term, Unit Price, and Subtotal. The first row shows "imwithlee.com" with a term of "1 Year", a unit price of "Save \$14.99" (crossed out) and "\$2.95" (boxed). To the right of the table, the "Total cost" is shown in "USD \$" with a dropdown menu. Below the currency, the "United States" is selected, showing a subtotal of "\$0.18" and a total of "\$0.27". A green box highlights the final price "\$3.40". At the bottom right, an orange button labeled "Proceed to Checkout >" is boxed. On the left, a section titled "Matching Domains Available (.net, .co, .info)" lists "imwithlee.net" for "\$16.99" (crossed out) and "\$6.99" (boxed) with an "Add" button, and "imwithlee.co" for "\$29.99" (crossed out) and "\$6.99" (boxed) with an "Add" button.

7. Like effin' magic, yo! If your code doesn't work, find one that does. Once you find a winner, click "Proceed to Checkout."

I could've even gotten a cheaper domain. Right after paying for this, I went to close out the Google search results page and noticed a \$1.49 .com promo code! Ah well, I spent \$1.50 for the speed of just getting' the show on the road!

Money well-invested. ;)

Okay, so if you're following along, go ahead and complete the checkout process and put your new domain name smack-dab in the center of your life.

I'll show you how to hook your domain name up to your hosting account in just a moment. First, let's cover the last two tools that you'll need.

A FREE GetResponse Account:

You should absolutely already have this, if you've been following along with this program. If you don't yet have a GR account, [get started here](#) – again, it's free!

And that's all I have to say about that.

Video Effects Press (optional):

VEP is a great Wordpress theme that makes really beautiful looking video background landing pages. I use it for all of my sales pages, squeeze pages, JV pages, download pages... everything, really!

You don't have to get this theme. It's not exactly cheap, unless you think \$37 is cheap. You can absolutely go with a free alternative theme. But if you've got the cash, I can't recommend VEP any more fervently. The OTO (15 more videos), too!

If you peeped my "Email Slick" sales page earlier, then you already saw VEP in action. You can also see my "White Hot List 2" squeeze page by [clicking this link](#).

This is what you can do with VEP.

But again, if you don't want it or can't bring yourself to make the investment at this time, you can use any squeeze page template you like. Wordpress, HTML... whatever you're comfortable with. That said, I do recommend Wordpress for this process.

If I were starting from scratch, knowing what I know today, I would go donate blood a few times... or write some articles or emails for another marketer... and I would [buy Video Effects Press](#) and the 15 background videos OTO!

That's what I'd do, anyway.

And I'd do it because every day, I have subscribers and customers telling me how much they enjoyed being on my pages. Since switching to VEP, my conversions have skyrocketed. If you get it, I have no doubt that you'll gladly use it for years to come.

Sorry for the pitch. I just personally dig it a bunch. It's natural enthusiasm, baby!

Okay, so are you ready to watch me put all this crapola together?

Now, I don't currently have any partners lined up with whom to run "From the Top" as a bonus offer. Heck, I haven't even launched the son of a bitch yet. It'd be kinda weird if I did, wouldn't it? Considering I'm still writing it and all. ;)

But I'll just pretend that I do have a bonus partner lined up.

“C'mon, Lee... You Big Knucklehead... Hop to It and Do It!”

Ummmm... okay.

The first thing I'm gonna do is link up my new domain to my hosting account. Naturally, I already have hosting. I can't remember if the process for doing this is different for a brand new hosting account. Actually, I'm quite sure that it is.

If you're using a brand spankin' new hosting account, just follow their step by step instructions. They'll get you set up quickly and easily. Nothing to it.

If you have a pre-existing hosting account, then [watch these video instructions](#) on how to get yourself set up properly. This is a series of videos I've pulled from YouTube to show you how to point your nameservers to Hostgator from GoDaddy, add your domain to Hostgator, set up your email address, and install Wordpress.

After you've watched the videos and followed the instructions you were given, first of all... pat yourself on the damn back! Nicely played, my friend. I'm incredibly impressed by your action. You should feel pretty amazing about yourself right now.

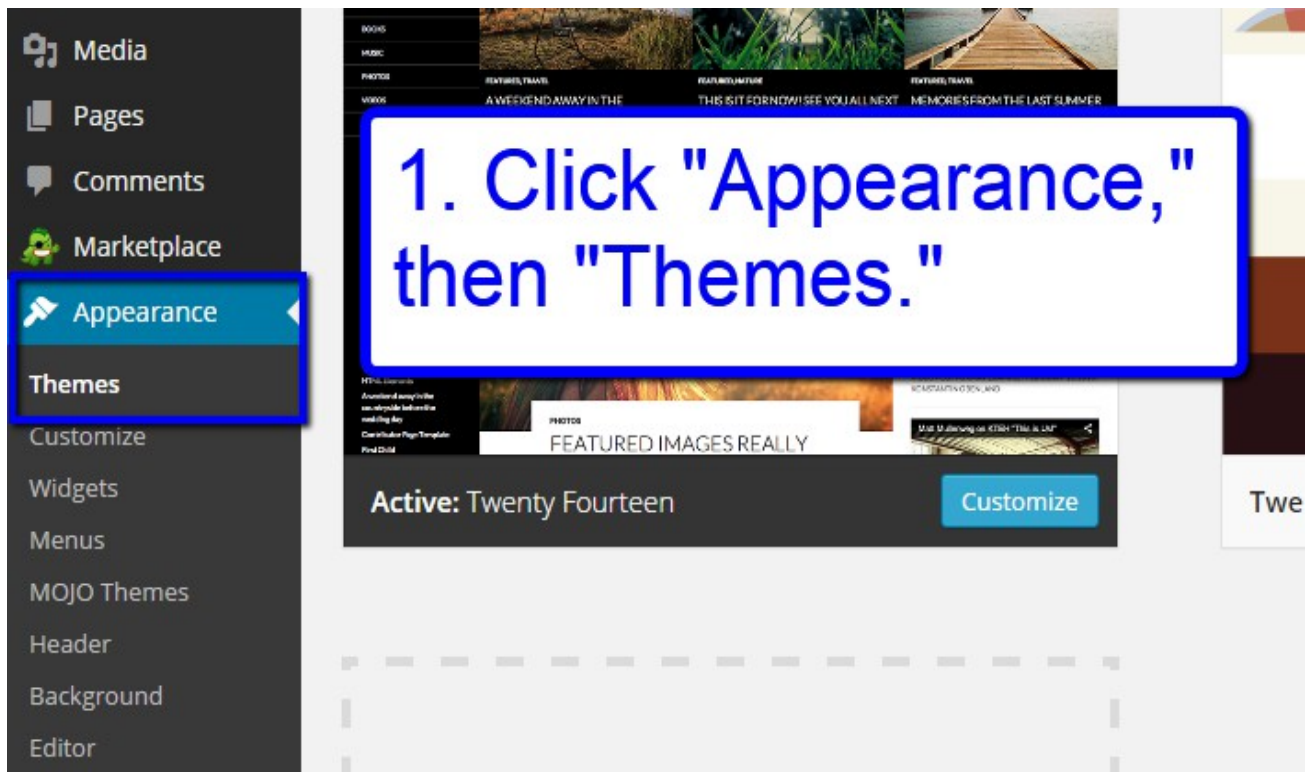
That's real.

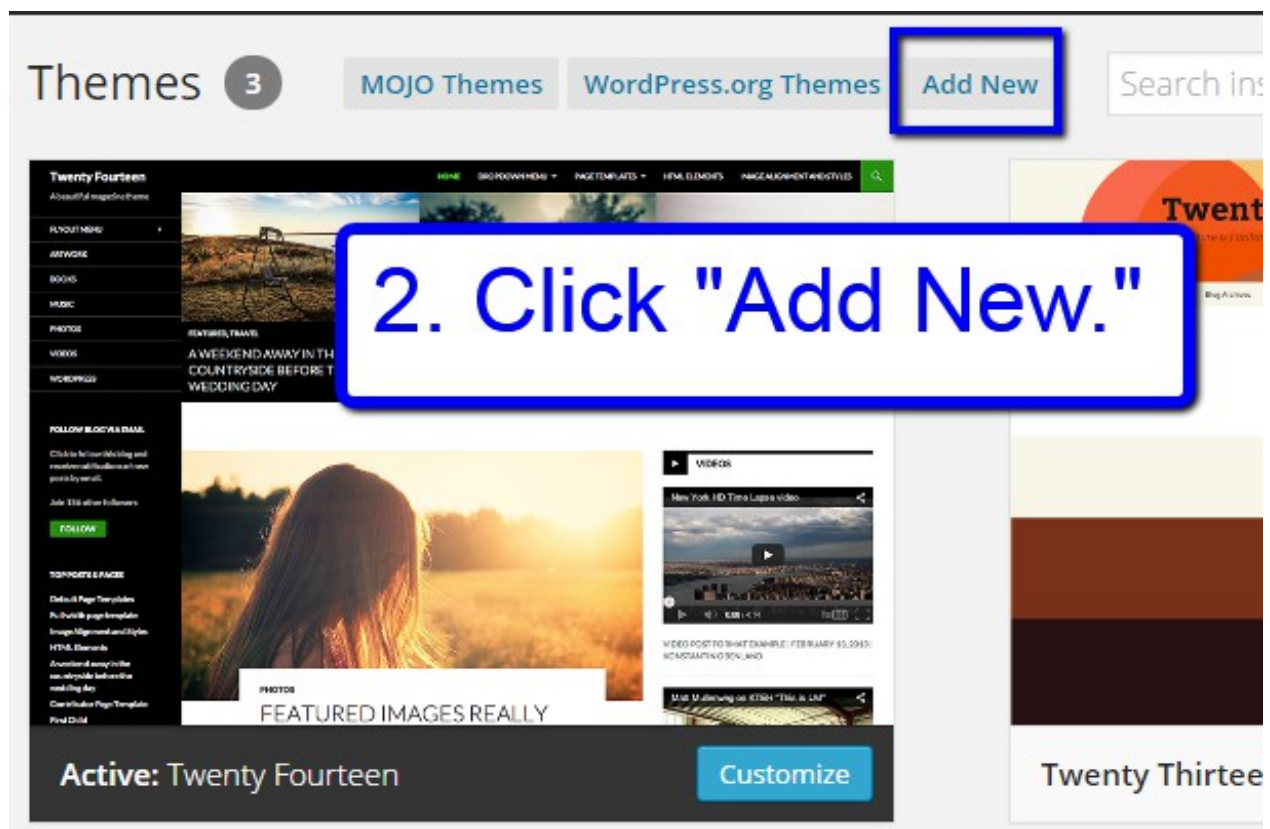
After you've acknowledged yourself for being the absolute badass that you are, go ahead and proceed to the next steps.

Attention: These steps walk you through what I would personally do, which entails uploading and using Video Effects Press. If you choose not to invest in and/or use this particular Wordpress theme, please follow along anyway... the actual squeeze page content and organization stuff will still apply to you!

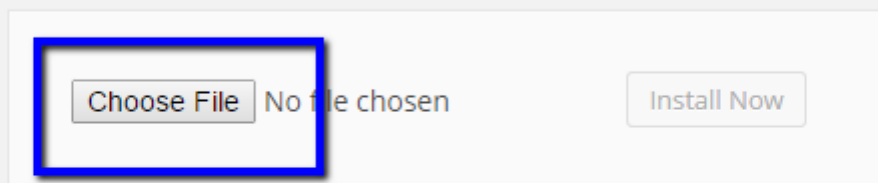
If you do wish to try Video Effects Press, you can pick it up [through this link](#).

Okay, so go ahead and login to your Wordpress dashboard. Then...

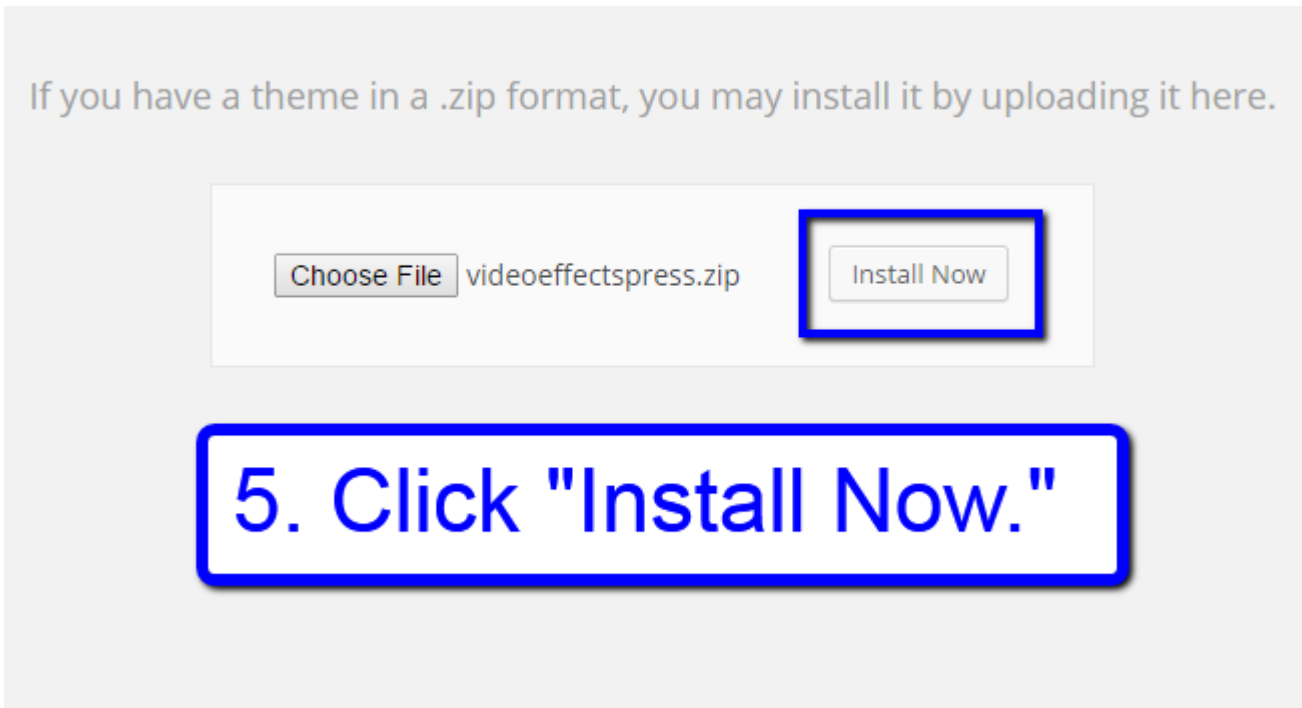
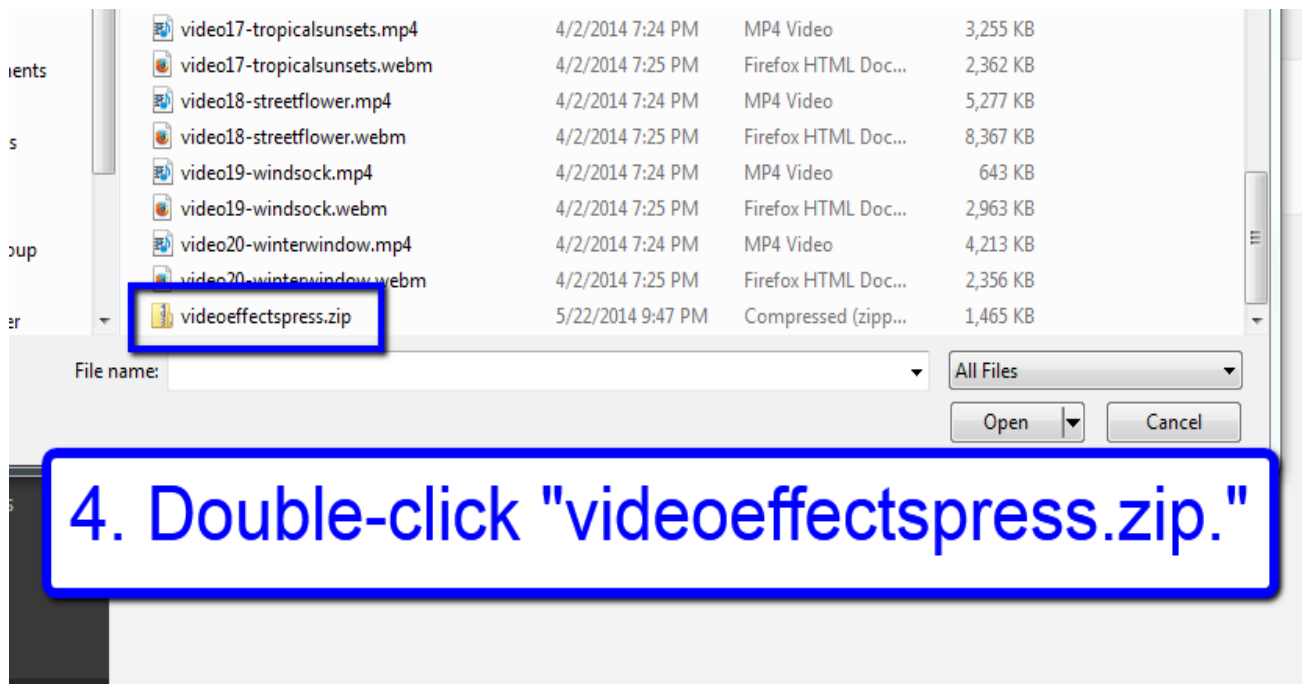




If you have a theme in a .zip format, you may install it by uploading it here.



3. Click "Choose File."



Installing Theme from uploaded file: videoeffectspress.zip

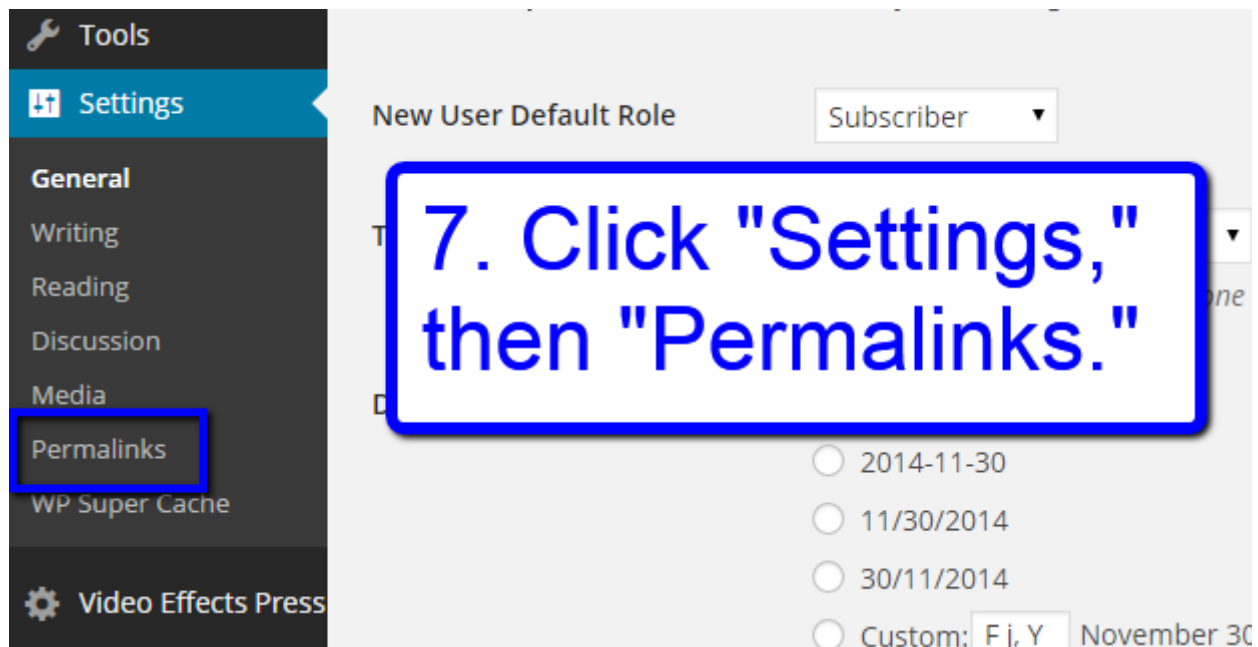
Unpacking the package...

Installing the theme...

Theme installed successfully.

[Live Preview](#) [Activate](#) [Return to Themes page](#)

6. Click "Activate."



The screenshot shows the WordPress dashboard's left-hand menu. The 'Settings' menu item is highlighted in blue. Under the 'Settings' menu, the 'Permalinks' option is highlighted with a blue box. The main content area shows the 'New User Default Role' dropdown set to 'Subscriber'. A large blue box with white text is overlaid on the right side of the screen, containing the instruction: '7. Click "Settings," then "Permalinks."'.

☐ Numeric `http://imwithlee.com/archives/123`

☒ Post name `http://imwithlee.com/sample-post/`

☐ Custom Structure `http://imwithlee.com`

Optional

If you like, you may enter custom category and tag bases. If you leave these blank the defaults will be used.

Category base

Tag base

8. Choose "Post name," then click "Save Changes."

Plugins

Installed Plugins

Editor

Users

Tools

Settings

☐ Akismet Used by millions. To get the most out of Akismet, you should activate it.
[Activate](#) | [Edit](#) | [Delete](#)

☐ Jetpack by WordPress.com Bring the power of the cloud to your WordPress site. Jetpack makes it easy to get the most out of WordPress, even if you're not a tech expert. Only available for WordPress.com sites.
[Jetpack](#) | [Deactivate](#) | [Edit](#)

9. Click "Plugins," then "Add New."

antivirus

WordPress Plugin Directory or upload a plugin in .zip format via [this page](#).

BuddyPress

Social networking
box. Build a social
network for your
company, school,
sports team, or
community.

By The BuddyPress
Community

10. In the "Search Plugins"
box, type in "antivirus" and
hit your "Enter" key.

Install Now

More Details

By Pross, Otto42



AntiVirus

Useful plugin that will
scan your theme
templates for
malicious injections.
Automatically. Every
day. For more blog
security.

By Sergej Müller

★★★★☆ (112)

688,968 downloads

Last Updated: 3 days ago

✓ Compatible with your version of
WordPress

Install Now

More Details

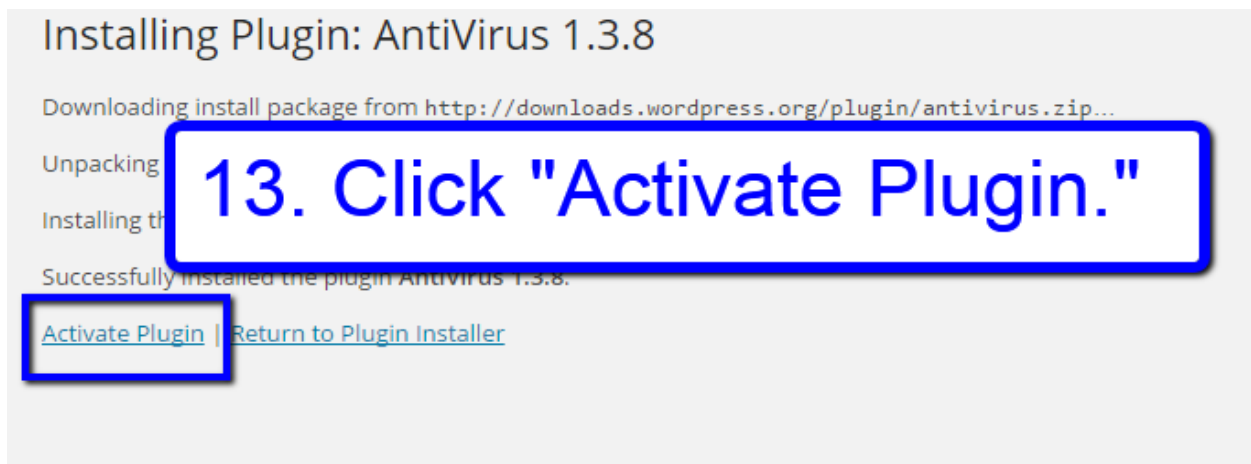
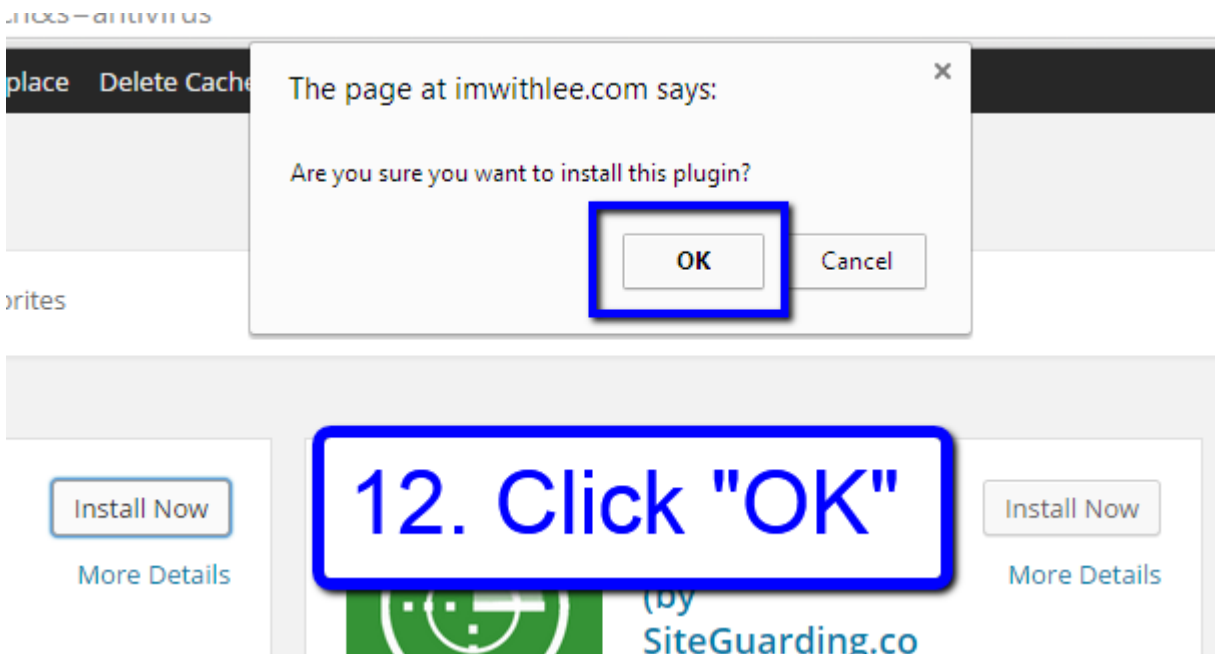


WP Antivirus
Site Protection
(by
SiteGuarding.co

11. Click
"Install Now."

Virus/Malware
detection and
removal.

By SiteGuarding.com





The screenshot shows the WordPress Simple Firewall plugin page. The plugin is by iControlWP and has a 5-star rating from 38 reviews. It has 117,884 downloads and was last updated 6 days ago. A blue box highlights the 'Install Now' button. A large blue box on the right contains the text: '14. Repeat this whole process for "Wordpress Simple Firewall."'.

WordPress Simple Firewall

Complete and Simple WordPress Security. Unrestricted. No Premium Features.

By iControlWP

★★★★★ (38)

117,884 downloads

Last Updated: 6 days ago

✓ Compatible with your version of WordPress

[Install Now](#)

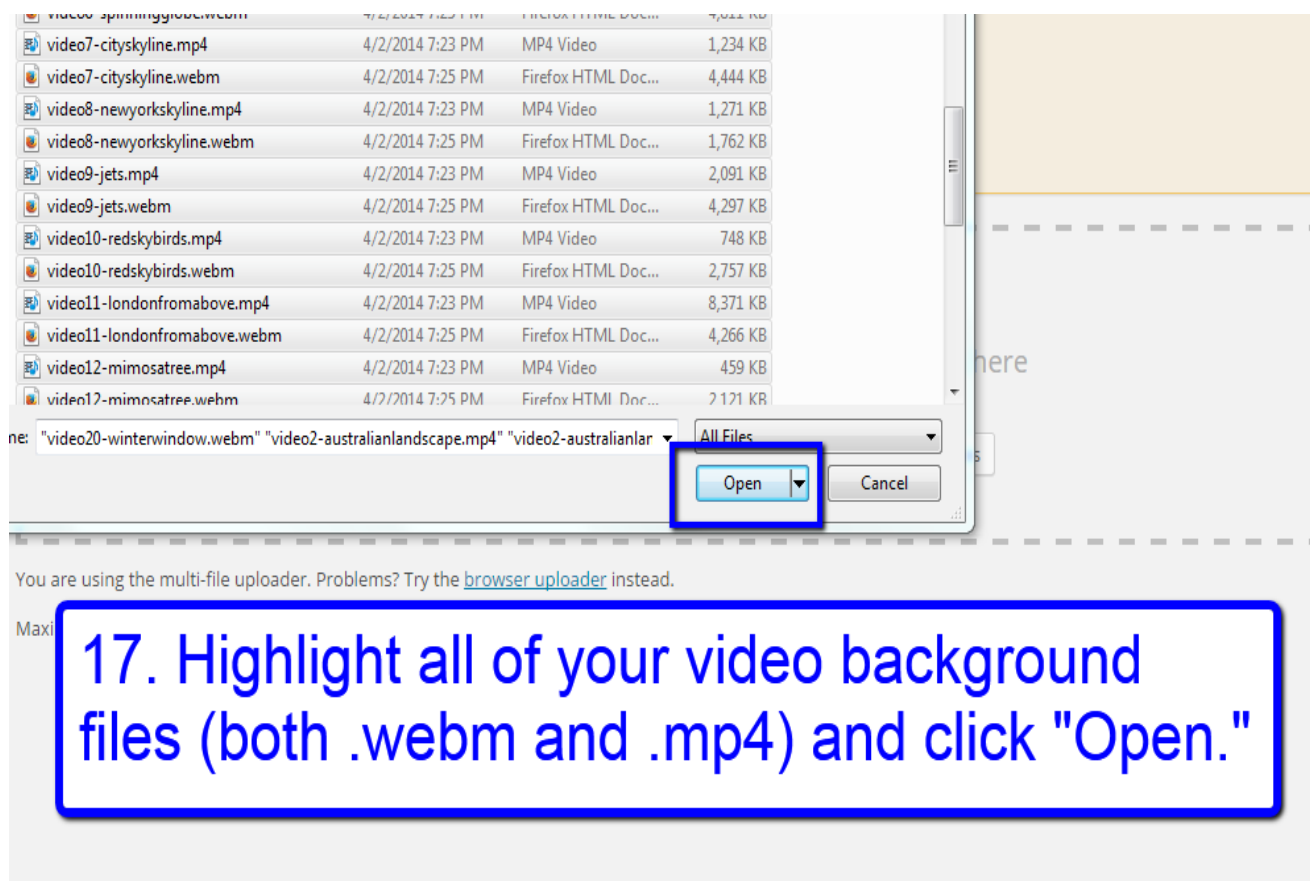
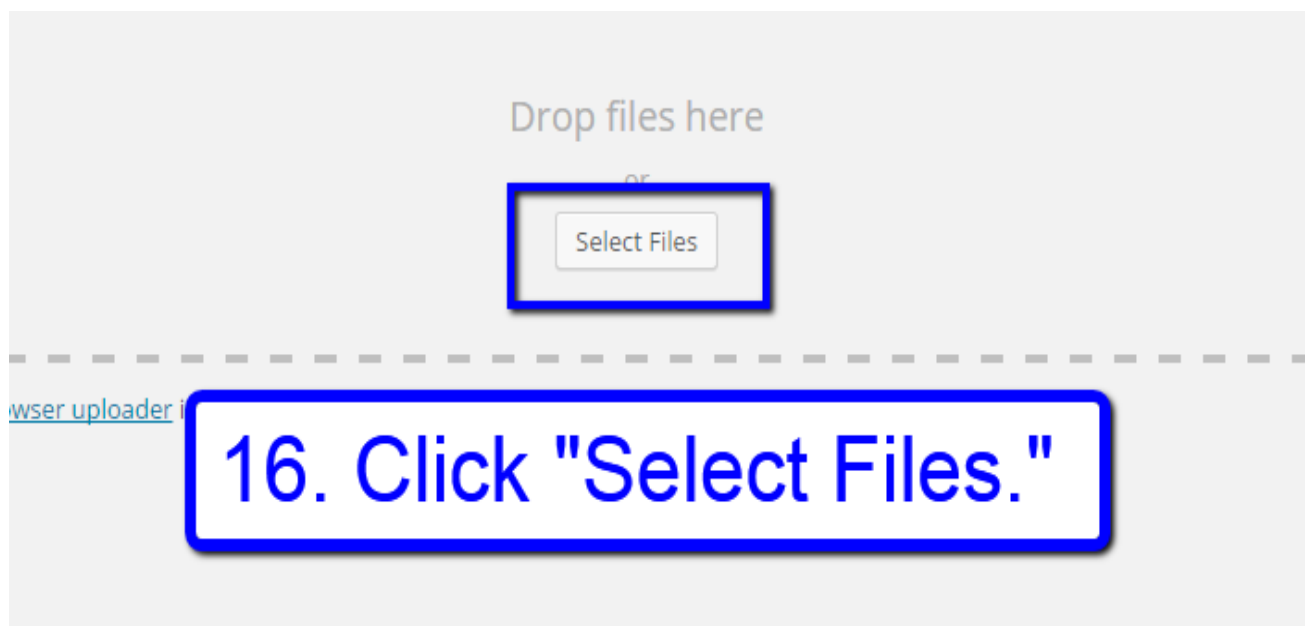
[More Details](#)

14. Repeat this whole process for "Wordpress Simple Firewall."



The screenshot shows the WordPress dashboard. The 'Media' menu item is highlighted in the left sidebar. The 'Add New' link under the 'Library' section is also highlighted with a blue box. A large blue box in the center contains the text: '15. Click "Media," then "Add New."'. A notice at the top states: 'Note: The WordPress Simple Firewall plugin does not automatically turn on features. Click to read about any important updates from the plugin home page.' Below the notice is a button that says 'Okay, hide this notice and go to the plugin dashboard.'

15. Click "Media," then "Add New."

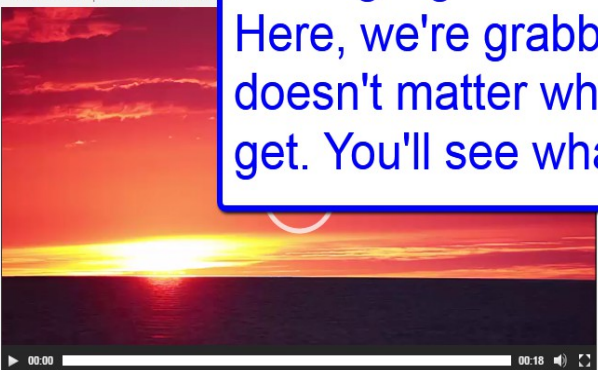


video5-nightstars	Edit
video5-nightstars	Edit
video6-spinningglobe	Edit
video6-spinningglobe	Edit
video7-cityskyline	Edit
video7-cityskyline	Edit
video8-newyorkskyline	Edit
video8-newyorkskyline	Edit
video9-jets	Edit
video9-jets	Edit
video10-redskybirds	Edit
video10-redskybirds	Edit
video11-londonfromabove	Edit
video11-londonfromabove	Edit

18. Once they've finished loading, go through them by clicking "Edit." Find one you like. I'll use video 10 - redskybirds. I dig it!

video10-redskybirds

Permalink: <http://imwithlee.com/?at>



00:00 00:18

Caption

19. Highlight and copy the File URL. Here, we're grabbing the .mp4 file. It doesn't matter which file type you get. You'll see what I mean shortly.

Save

Uploaded on: Nov 30, 2014 @ 7:46

File URL: http://imwithlee.com/wp-content/upl...

File name: video10-redskybirds.mp4

File type: MP4 (video/quicktime)

File size: 747 kB

Length: 0:19

Bitrate: 321kb/s

Dimensions: 854 × 480

[Delete Permanently](#) [Update](#)

Featured Image

[Set featured image](#)

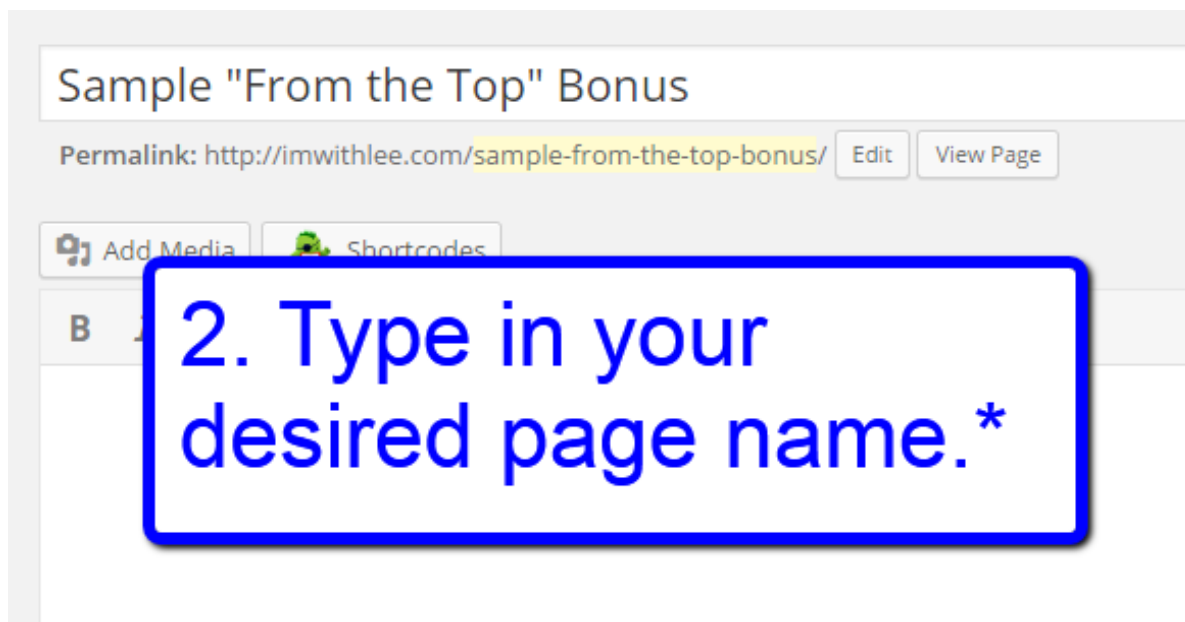
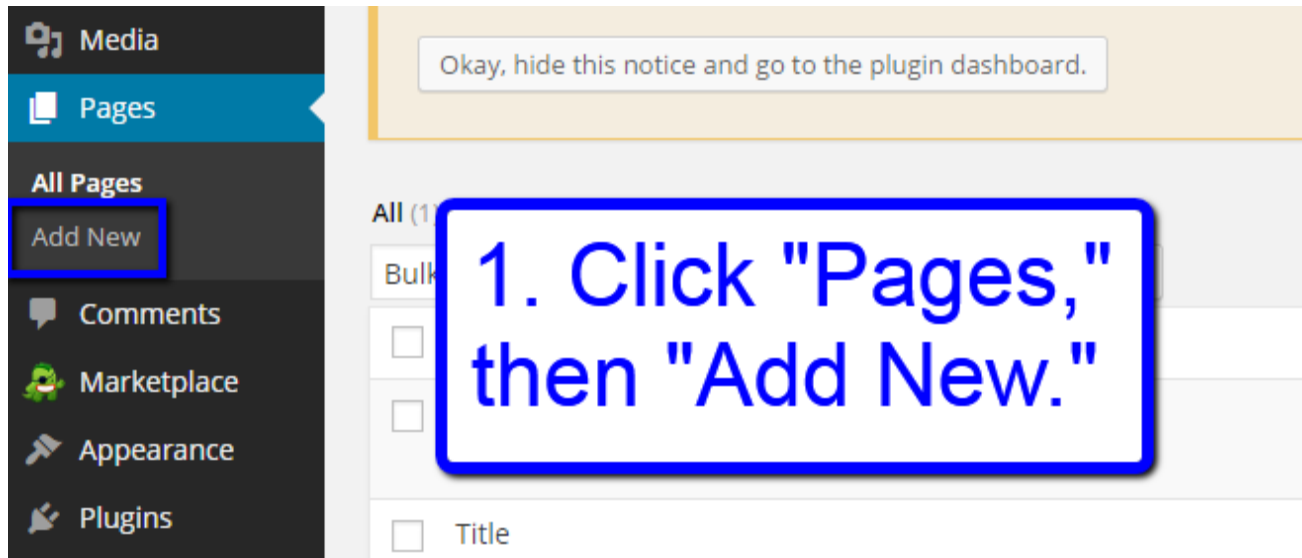
Okay, so again... if you choose NOT to use VEP, that's totally fine. What I would do is search online for free landing page templates... in particular, Wordpress themes.

There's all kinds of stuff out there... you've just gotta be resourceful.

Once you've found a theme that you really enjoy, just follow the same basic steps outlined above, sans the VEP-specific ones, obviously. The squeeze page creation steps below will still apply, no matter which theme you've decided to use...

Of course, since I would personally use VEP, some steps specific to that particular theme will also be included. I trust that you're smart enough to extract the information that's relevant to your situation as you proceed through the steps. ;)

Okay, so let's continue...



*Just use whatever words you need to use to convey the product vendor's name and/or their product name + your product name + bonus. Using initials are fine.

Responsive Template Options



Background Options



Header Options



Content Options



Navbar Options

3. Scroll down to the "Responsive Template Options" and click on "Background Options."

	<input checked="" type="checkbox"/> Enable HTML5 Background Video
WEBM URL	<input type="text" value="http://imwithlee.com/wp-content/uploads/2014/"/>
MP4 URL	<input type="text" value="http://imwithlee.com/wp-content/uploads/2014/"/>
OGG URL	<input type="text"/>
<input checked="" type="radio"/> Black Color Controls	<input type="radio"/> White Color Controls
	<input type="checkbox"/> Enable Background Video Sound at Page Load
	<input type="checkbox"/> Enable YouTube Background Video
Content Image URL	<input type="text"/>
Content Color	<input type="text" value="FFFFFF"/>
Content Opacity	<input type="text" value=".9"/>

4. Tick "Enable HTML5 Background Video." Paste your video file url (copied a moment ago) into both the "WEBM URL" and "MP4 URL" boxes.* Set "Content Opacity" to .9 - NOT 9.

*Earlier, I told you to only copy one file url, and that it didn't matter if it was for the .mp4 or .webm file. Here's where that comes into play.

Simply paste the same url into both boxes, then change the extension on the "wrong" file url. In other words, if you copied the .webm file url, then paste it into both boxes, but in the .mp4 box, change the .webm at the end of the url to .mp4.

Header Options

Content Options

Navbar Options

5. Scroll down a bit and click "Content Options."

Responsive Optin Options (Use [vresponsiveoptin] shortcode)

Autoresponder Configuration

Content Width 850 px

☐ 100% content width

Border Width 1

Border Position All

Border Style Solid

Border Color 000000

Border Radius 10

6. Set "Content Width" to 850px, "Border Width" to 1px, and "Border Radius" to 10 px.

7. Scroll back up and click "Save Draft," then "Preview."

Publish

Save Draft Preview

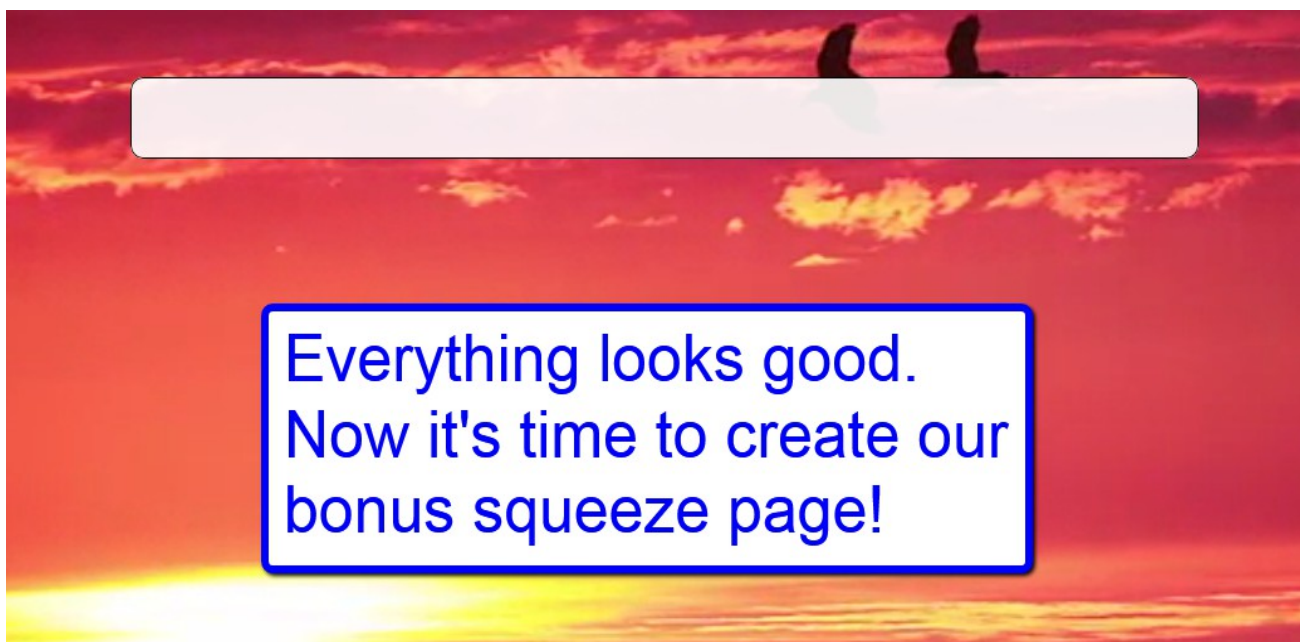
Status: Draft [Edit](#)

Visibility: Public [Edit](#)

[Publish immediately](#) [Edit](#)

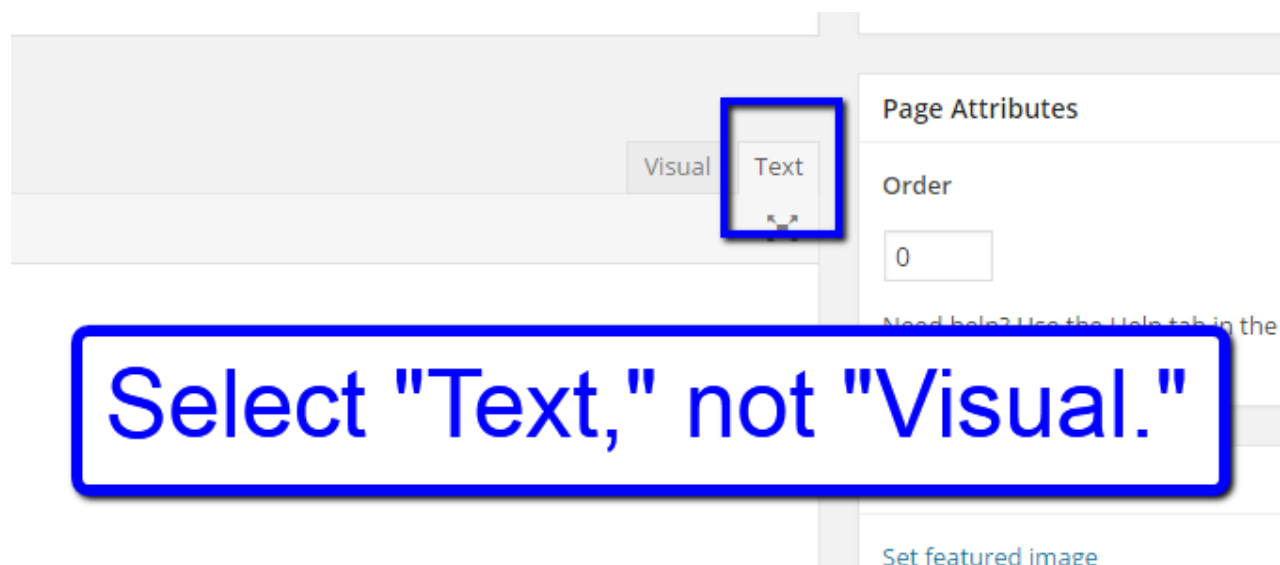
[Move to Trash](#) [Publish](#)

Page Attributes



Okay, so right now, I'm going to give you a basic template to use, okay?

You can literally copy this and paste it right into your Wordpress page. Just make sure that, before you paste it in, you select the "text" tab, as shown here...



Okay, so here's the template I want you to copy and paste into your page...

<center><h1>Congratulations On Picking Up (Product Creator)'s NEW (Product type, i.e. course, software, plugin, etc.), "(Product Name)!"</h1>

<hr>

To claim your "(YOUR product name)" bonus from (YOUR name), simply register your copy below. Be sure to use your best email address to ensure proper delivery.

I WILL NOT send you to any upsell offers. You've obviously got enough on your plate as it is. But you WILL be added to my email list. Not to worry, I <u>detest</u> spam. Your information is safe with me, and you'll only receive emails from me when I am convinced they will genuinely help you!

Be sure to go through (Product Creator's FIRST name)'s training first. Then, use "(YOUR product name)" to set yourself up for even greater results!

How'd you get so lucky? :D

Enter Your Details Below:

(insert your GetResponse javascript web form here)

Remember, this is NOT a free course. Others have to pay for it. <u>You're</u> receiving it as a FREE bonus because (Product Creator) is a friend of mine... and there is no doubt that the combination of his and my training will help you reach great new heights with your IM business!</center>

Thanks and enjoy,

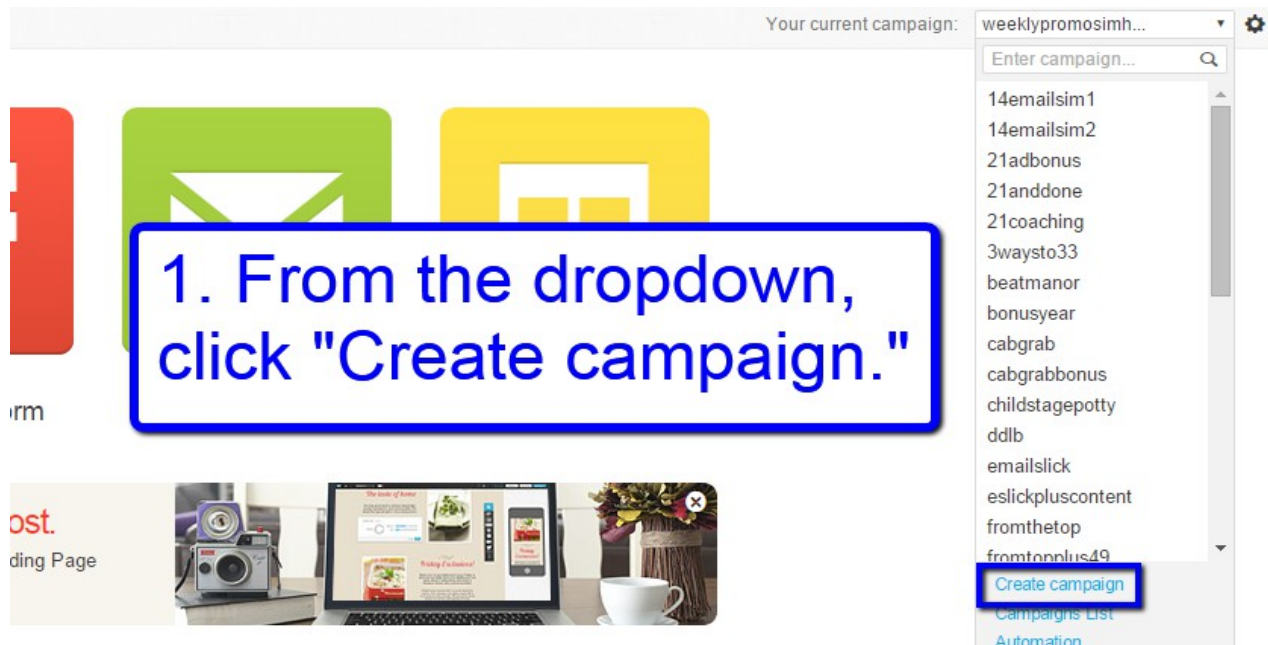
(YOUR name)

Awe, you're welcome! ;)

That's how I do my bonus squeeze pages, kimosabe! And knowing what I know now, it's exactly how I'd do 'em if I had to start all over from the beginning.

Oh, let's grab that autoresponder code really fast, yeah?

Go ahead and login to your GetResponse account and go to your dashboard...



2. Name it your book name followed by bonus. Then, click "Create New Campaign."

The screenshot shows the "Create New Campaign" form. It has a "Name" field with the text "fromthetopbonus" entered. To the right of the field is a "Copy settings" link. Below the form is a blue button labeled "Create New Campaign".



Your campaign was successfully created!

What would you like to do now?

3.



Add Contacts



Edit Campaign Settings



Create Newsletter



Create Autoresponder

General

Profile

Permission

4.

Campaign Name: fromthetopbonus

Campaign Language: English

Campaign Email Address:

☐ OFF

[What's this](#)

Notifications:

☒ ON

Receive an email every time a sut
via web form, email, survey or lan

Send notifications to: lee@l

Enable confirmed opt-in:

- ☐ Email subscriptions
- ☐ Web subscriptions
- ☐ Import subscriptions

A confirmation email will be sent to each new subscriber who signs up using these subscription methods.

5.

Confirmation message:

Statistics Surveys **Web Forms** Landing Page

Upgrade

My account

Your current campaign: fromthetopbonus

Email su
Web sub
Import s
Confirmation
signs up u

6. Making sure that your new campaign is displayed, click "Web Forms" and "Create New."

7. Underneath the form, click "Header," "Footer," "Name," "Privacy," and "Powered by."

Show/Hide

Header

Footer

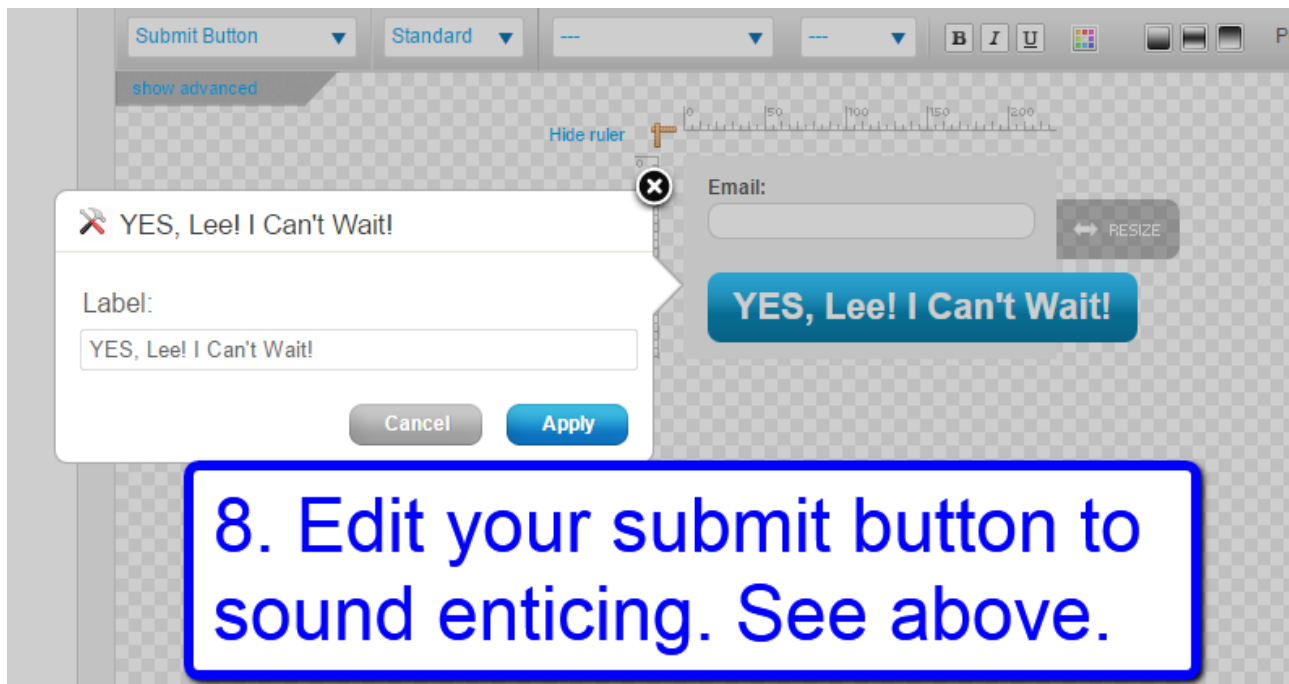
Name

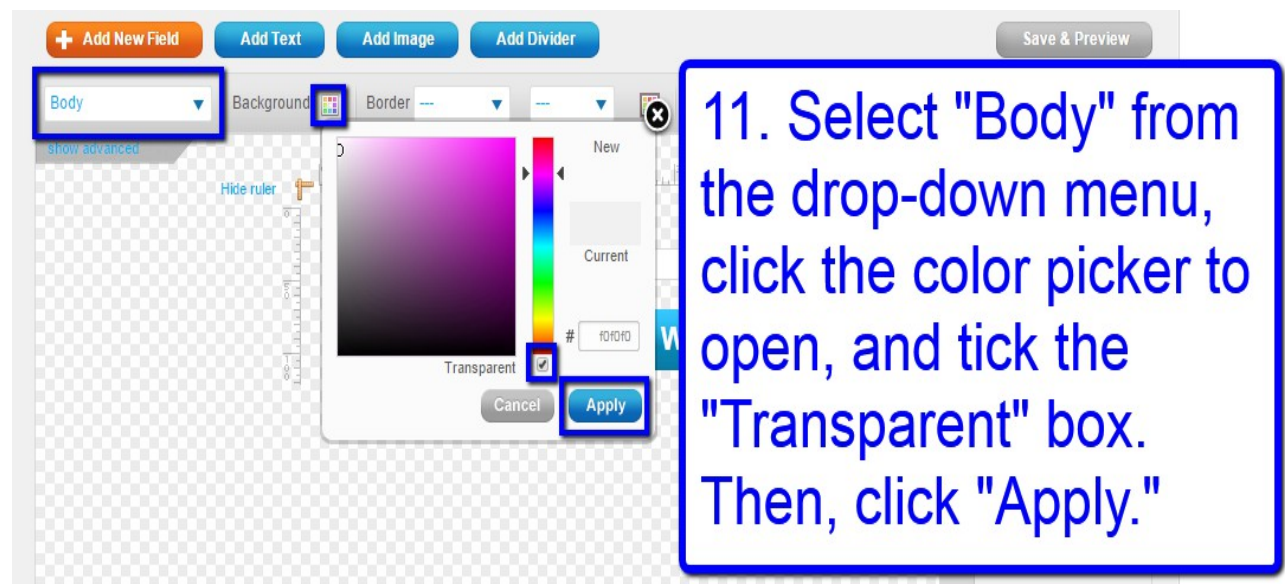
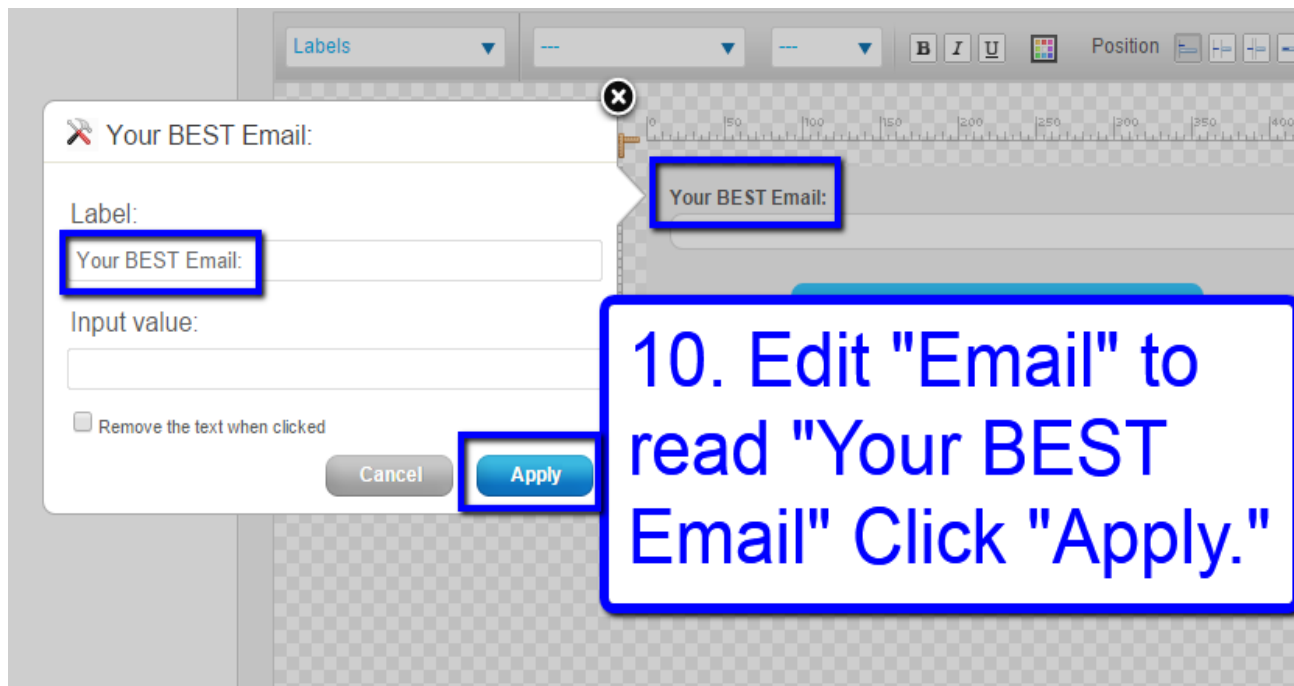
Counter

Captcha

Privacy

Powered by





12. Click "Save Web Form,"
then click "Next Step."

Save Web Form

Next Step

13. Name your
web form after
your bonus
partner and his or
her product.

You can create a
download page*
to link to. Click
"Next Step."

Web Form Name

Vendor Name Product Name

Confirmed opt-in

OFF

Confirmed Opt-In is recommended. [Here's why.](#)

Subscription via Facebook

OFF

To find out more, visit [our GetResponse Blog.](#)

☐ Default Thank-you page

Choose the default Thank-you page.

☒ Custom Thank-you page

Use your own Thank-you page url!

☐ Stay on current page

Stay on current page.

Previous Step

Save Web Form

Next Step

*Your download page is just like any other landing page, as far as constructing it is concerned. You can watch YouTube videos on setting up a download page. It's freakin' super simple though. I'll just end up being redundant if I take screen shots of the process! ;)

Who will publish this web form to your website?

☒ I will install my web form
I'm comfortable with HTML and have access to edit my pages

14. Select "I will install..." Select "Show Javascript Code." Highlight and copy the code.

JavaScript Code:

Please add the following HTML code to your website.

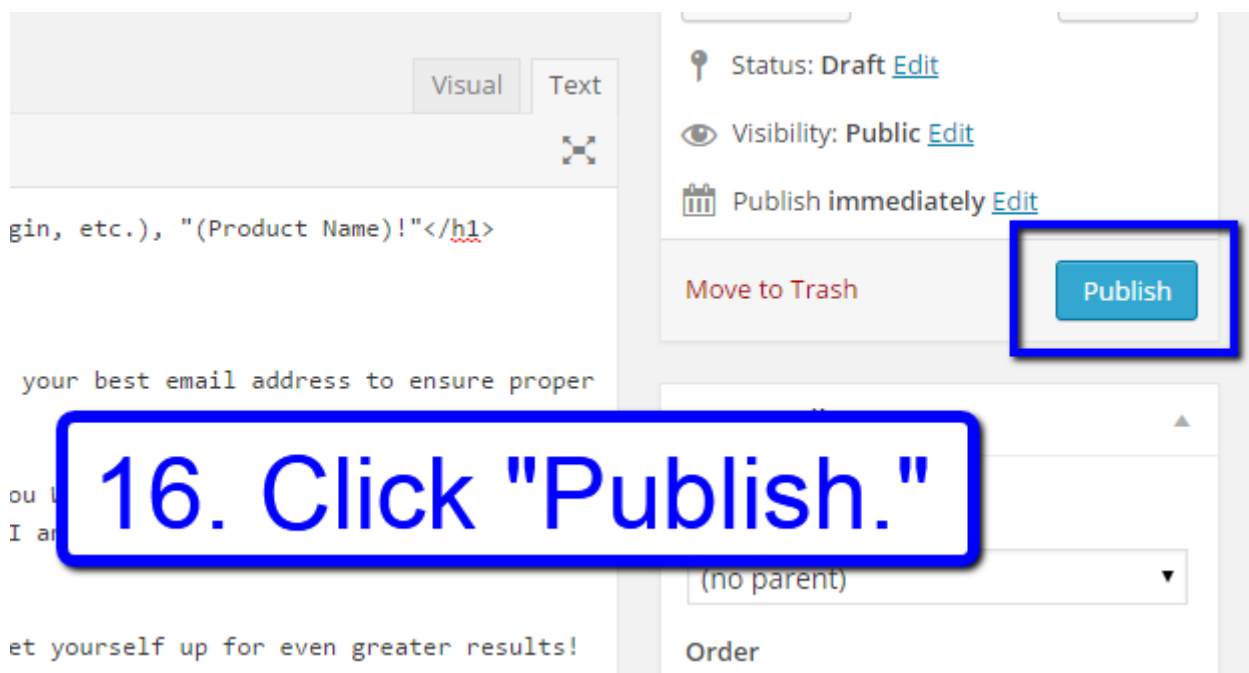
```
<script type="text/javascript"
src="http://app.getresponse.com/view_webform.js?wid=8311703&u=Scnh">
</script>
```

Sample "From the Top" Bonus

Permalink: <http://imwithlee.com/sample-from-the-top-bonus/>

Visual

15. Highlight the "(insert your GR...)" line in the template I gave you (which you pasted into your site) and paste the actual web form code you just copied in GetResponse.



Wanna see the finished product?

<http://imwithlee.com/sample-from-the-top-bonus/>

And this finished link (yours, not mine) is what you'd give to anyone who is gracious enough to give you a bonus spot on their product launch. Also be sure to give them a copy of your e-book cover and possibly even a personal pic.

Then, just sit back and watch those buyers start flooding into your GetResponse account. I mean dayum! It really is a sight to behold, and you need to very seriously jump on board with the rockin' of the bonus spot circuit. It'll set you free!

That's what Id do, anyway! ;)

But what's the next thing I'd do?

5. I'd Promote Affiliate Offers & Get Noticed!

Affiliate marketing has been hot since the Internet was born.

It's one of the easiest, most hassle-free ways to earn a living online.

I love its guts.

As such, over the years, I've kinda made it my bitch. ;)

The trouble is, most people getting started online want to start with affiliate marketing, which is truly ass-backwards. I get it though. It's seductive.

- You don't need to create the product.
- You don't need to handle customer support.
- You don't need to process refunds.
- You don't need to write any sales copy.
- You don't need to put together an upsell funnel.
- Upsell funnels are usually put in place for you, for maximum commissions.
- You usually make more money per sale than the product vendor.
- Super affiliates are super freakin' rich!

Again, I totally get it.

But consider this...

How many affiliates do you know who get over 20-30% (and sometimes even upwards of 40%) sales conversions... without being a trusted authority in their niche? That is, how many non-product creators pull these kinds of numbers?

None? Almost none?

Well... I do.

My product-creating compadres do, too.

So if you're following along with me in this guide, then this is the perfect place to begin your affiliate marketing career. Not before you've created your WSO!

In fact, if you've been following along, congratulations! You've set yourself up for the best kind of affiliate marketing going... reciprocal affiliate marketing!

Yep, now that you've got a large (and ever-growing) community of IM friends on Facebook (and possibly LinkedIn), you can begin to cross-promote each other's products. With one MAJOR caveat...

You never, ever want to promote garbage.

The only online relationships that are more important than the relationships you have with your friends, JV's, and other fellow marketers are the relationships that you have with your customers... and with your email list! Don't ever forget that.

As such, you want to actually make sure that you're going through any product you consider promoting to them. Check the quality... the comprehensibility, accuracy, personability, uniqueness, and actionability all need to meet your high standards.

And it needs to be relevant to your niche. So like if you're in the Amazon niche, you may not wanna promote a “how to land local attorneys for SEO services” product.

Otherwise, your sales conversions will suffer.

Also, never be afraid to tell somebody that their offer just isn't right for your list... even if they've promoted your product in the past. There are plenty of other JV's in the sea. Or fish on the Internet. Or nice, respectable gentlemen on Bryan's mom.

(Sorry, mister... had to throw one in! You know I luh you.)

Okay, so what would I do?

First and foremost, I'd keep my damn eyes open!

People are never shy about their upcoming launches. If you've got hundreds of marketing Facebook pals and are joined up with a few WSO and other product

launch groups, you'll likely see multiple announcements daily.

In fact, today I receive promo invitations constantly. People seek me out directly because they know my reputation. But when I was first starting out, that wasn't the case at all. Either way, I'd keep my eyes open and see what people were offering.

Anyway, I could just go on and on about how to get the most out of your affiliate marketing, which in our case, will be done via email. But the thing is, I've really already covered the subject of high-level email marketing ad nauseam in my previous works... and really have nothing to add at this point.

So what I'd really like for you to do right meow is go into your bonuses folder (it came with this book) and open up "The Leederboard Method." This is how I'm able to pull the kinds of numbers I am during big launches with JV prizes to be won.

Like \$790, \$1350, and even \$1800 for sending just 3 or 4 simple emails.

"The Leederboard Method" goes through this process in detail. So please, for your own sake, crack that puppy open and give it a really serious looksie.

Getting Noticed

I want to keep this brief, so let me just say this...

When you position yourself on leaderboards, people take notice in a big way. This doesn't mean that you need to win... just compete to the best of your ability.

By doing so, the product vendor will certainly take notice of you, and may very well promote your upcoming launch (discussed in the next chapter). But you know what? So will a lot of the other affiliates with whom you were competing!

This is why IM is such a great market for people who are just starting out online. It's so easy to get yourself on other big marketers' radars... and the more active you are, the more active your JV's will be. Everyone wins!

You'll start getting a ridiculous number of friend requests (from really top people) on Facebook. Approve them all! Get on that upward spiral of fun, success, and joy.

That's what I'd do, anyway!

If you'd like additional email marketing training, there is no question that the finest email marketing resource a person can invest in is my very own “Email Slick.”

I even have an ongoing weekly promo email service that can supplement and enhance your own efforts in a major, life-changing way.

I'll link to these in the “More From Lee Murray” section at the end of this book.

For now, just get excited about the potential you now have to make it really, really big in this here Internet marketing game.

I've seriously given you the keys to the kingdom here.

Like I said - and don't think for a second that I was bullshitting you – what I'm showing you in this guide is precisely what I would do if I were starting from nothing in this business. I'm leaving nothing out.

But it gets even better.

Here's what I'd do next...

6. I'd Create & Launch a Supported Product!

So in the spirit of keeping this book somewhat manageably sized, I'm just gonna really quickly give this to ya in a concise, hard-hitting manner.

What I would do is, just like with my \$5 WSO, create a good product based upon my newly-acquired expertise... and possibly some newfound personal experience.

I'd write another e-book most likely, but you could do a video course or whatever.

You know the drill. ;)

I'd follow all the same launch steps that we covered in chapters 2 and 3. But this time, I'd make sure to hand out review copies well-before I went live.

I'd also check sites like Muncheye.com and JVNotifyPro.com to intelligently pick a launch date that wasn't absolutely riddled with stiff competition.

Then, I may or may not create a JV page.

I've done the whole JV page, Muncheye thing in the past and it's helped. But it can be a lot of extra work. For "From the Top," I'm just launching the sucker... no JV page or anything... I may offer email swipes, if I have the time to write 'em up.

For now, let's just skip the JV page.

I may share the process in a future update, but it's really not necessary. Just let people know when you're going live. Send out reminders. I'm probably no better at this stuff than you. It's not my strong suit. So I'd just wing it.

The important people that I'd contact directly would be the product vendors whose products I've promoted... and the affiliates with whom I was in competition during any leaderboard contests that I happened to rock.

I'd seek them out on Facebook and in the WF and just tell them what was up.

Details I'd include would be:

- The title of my upcoming release
- What it's about
- Who it's designed to help
- When it's launching (date and time... I'd shoot for Sunday night at midnight)
- The front-end price, including any dimesale details
- The front-end commission
- The nature of the back-end funnel, including prices
- The back-end commissions
- Review access is available
- Any marketing tools (email swipes, banners, etc.)
- Any specials, rewards, bonuses, prizes, etc.

I'd also offer bonus spots to the first four people who agreed to promote, in the order that they agreed. I'll show you how I'd put this all together in a moment.

Finally, anytime a person of favorable repute agrees to promote for you, feel free to brag about this to others. "Hey, this launch is gonna be great... I've got Lee Murray and Bryan Harkins on board for this one. I'd love to have your support, too."

Know what I mean?

So that's what I'd do, and as far as offering bonus spots to my promoters, here's how I'd go about doing it...

1. I'd have my partners (about 3 or 4, no more) each pick one of their paid products that we both agree would be a good fit for my main offer.
2. I'd have each of them create a squeeze page where their product was available for free... as YOUR bonus.
3. I'd link to these bonuses on my download page. I'd also include the links in my welcome email. I may even create a pdf with their squeeze page links in it and add this to my "bonuses" folder and include it with my main product, which would be packaged in a zip file. If you don't know how to do this, learn.

It's really that simple.

Argh, I hate it when I'm done with a chapter but it ends all the way at the top of a new page. I guess I could go and find a funny-ass pic for you to look at...



S_meb_dy sh_uld give her a c_py _f "Fr_m the T_p."

That's what I'd do, anyway! ;)

But what'd be the next thing I'd do?

Hmmm....

7. I'd Keep My Foot On the Gas Until I Was Rich!

At this point, there is no question that I would have achieved an inspirational level of success. Perhaps I'd have earned a WSO of the Day award or two (and if you've been following along, then you may very well have done the same).

Well guess what...

Now is no time to relax!

Arguably the biggest mistake that an IMer can make in their career is to stop just when things are gettin' good. That's where the whole "shiny object syndrome" thing comes into play. They experience a wee tiny bit of success doing one thing, but instead of getting excited and scaling it, they get frustrated with the small results...

And move onto the next big thing.

The only problem is, for over 90% of would-be IM greats, this cycle never ends... until the day they quit all this "pie in the sky" bullshit and re-enter the "real world."

Sad.

So I wouldn't even think about letting up.

In fact, you wanna know what I'd do? I'm assuming you do, given the fact that you're on like page 400 trillion of this book. You must really, really like me! ;)

Uh, yeah... so here's what the heck I would do...

I would create at least one new WSO per month. I'd keep offering my older WSO's as bonuses with which to build my buyers list... and as OTO's. I'd keep getting on those leaderboards. Remember, the more products you sell, the bigger your list gets. Before long, you'll be CRUSHING those leaderboards. No question.

So my popularity and reputation would grow both amongst my JV friends and my customers & subscribers. And the more they grow... the more they grow. Know what

I mean? Each positive thing leads to more positive things which leads to even more.

Okay, so I'd keep the whole thing growing... my customer base, Facebook friends, repeat JV's, leaderboard prizes, product line, etc.

But I would ALSO keep *bumping* all my WSO's. If you're unaware, you can bump your WSO back to the top of the forum thread listings every time it reaches page 3.

So for the sake of easy math, we'll just say that, at the end of a year, I've got 14 of these \$5 WSO's (that may or may not be the price I'd settle upon) all live on the Warrior Forum. That'd be pretty kickass right?

Well what if each day of the week, I bumped two of them? It costs 20 bucks to bump. That means that as long as I can get 4 front-end sales per bump, I'd break even and put 4 fresh buyers on my list, cycling through my 14 WSO's once a week.

Maybe the first bump would be at 6am and the second one would be at 6pm. At two per day, I'd cycle through my 14 WSO's once a week.

That's 8 buyers per day added to my list.

That's 56 buyers per week added to my list.

That's 240 buyers per month added to my list.

That's 2,880 buyers per year added to my list.

And this is in addition to all the other strides I'd be making in my business. All for just clicking a button twice a day! That's the power of having your own products!

Anyway, I'm primed to go off on a tangent here, so let me not.

This book has gone on long enough, and I'd sure like a break! ;)

So whattaya say we wrap this puppy up?

I think it sounds like a fine idea, too...

Conclusion:

Well look at you, big dawg!

You made it all the way through all my crunk-ass hooplah!

I couldn't be more grateful for and inspired by your support, action, and tenacity.

Kudos!

I know this has been a lot. But hey, that's business, yo. As stated a thousand times throughout this book, these are the exact same actions that I would take if I were starting back at the beginning, knowing everything I know today.

I knew I'd be doing you a massive disservice if I left anything out for the sake of brevity. So I essentially “pretended” I was starting over with this very publication! And I just basically documented the entire damn process for ya. ;)

I hope you can appreciate such things.

So what's next?

Ummm... go back to the top of this book and read it again. But this time, if you haven't already, follow along! Complete the action steps you see me completing. For the love of Mike Tyson's ability to hear out of his mouth, take some freakin' action!

“That Was Kinda Dumb, Lee.”

You're kinda dumb.

The point is, there is no “next.” Just do what I've shared with you in this book. There's really nothing more to do until you're earning a FT living online. What I've shared with you today is *all you need* to become a wild Internet marketing success...

And if you don't believe that, then it's that lack of belief that's the real problem.

I've actually included an extremely concise, step-by-step action plan for you to follow if you really wanna do what I'd do if I were starting all over.

The "From the Top Checklist" can be found in your bonuses folder.

I got your back, baby!

And I really do hope that you do this stuff.

I realize that it's not the sexy push-button riches horse shit that gets everyone all hot in the undies, with dollar signs where their eyeballs used to be.

Sorry about that.

I like to do stuff that actually works to produce a real income. I know... weird.

But if you're as crazy as I am, and you want to build a real business that can feed you and your family for life, then hey... this is what Id do!

Thanks for playing along. ;)

I hope this has served you tremendously well.

Always in your corner,



Lee Murray

Hot Resources:

[GetResponse – Lee's Preferred AutoResponder Service – First Month FREE!](#)

[HostGator – Get the Baby Plan to Host Unlimited Domains!](#)

[Video Effects Press – Make Your Pages Look Awesome... Like Mine!](#)

Additional Recommended “Rebel” Training:

[Shane Farrell's “Stealth Funnel Profits”](#)

[Mark Tandan's “Goofball's Guide to Email Marketing: Reloaded”](#)

[Bryan Harkins' “Viral Blogging Blueprint”](#)

[Phil Steptoe's “Fast Traffic Secrets”](#)

Enjoy!

More From Lee Murray:

Visit <http://IMWithLee.com> to see everything I have to offer!

***To promote “From the Top” as an affiliate and earn 100% commissions...**

[Click This Link!](#)

***To be a nice mofo and leave “From the Top” some love on its WSO thread...**

[Click This Link!](#)

Thank you so very much. I appreciate you more than you even know. :)

Lee Murray · Bryan Harkins · Mark Tandan
Phil Steptoe · Shane Farrell

