

Reilly Labs Presents...

\$30k In 30 Days



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Section 1:

A Brief Intro And The History Of Reilly Labs –

Feel free to skip this section and go straight to the kick-ass content in the next section

It's seems like just yesterday, randomly finding this place called 'the Warrior Forum' when I searched the term 'internet marketing' in Google. What a strange name for the largest internet marketing forum online I remember thinking. I had just left Wall Street to pursue my passion in computers and marketing, making some pretty good money with a few 'grey hat' affiliate strategies. I remember when I first found the WSO section and saw thread after thread of sales letters, each one with pages of replies. Some of these threads had claims of over 1,000 sales and I remember thinking there is NO WAY people are making 5 figures with a simple forum post...

At the time my affiliate business was mostly automated and I was making great money, but one thing was bugging me...

I didn't have my own product!!

Try as I might I could not sell my own product. I had Weight Loss books ghost written, I tried membership sites and investment clubs but in the end I couldn't get my own stuff to convert ☹️ My affiliate business was pretty much maxed out and I knew in order to be a big player in this game I needed to sell my own stuff.

So on a whim I decide to try launching a WSO. I took some of the software I had been using in my affiliate business and redesigned it so it could be used by other marketers. I had no reputation on this forum and did not have a list in the internet marketing niche, so I figured it would be best to release a free WSO first to build a small list and follow up the following month with a premium product.

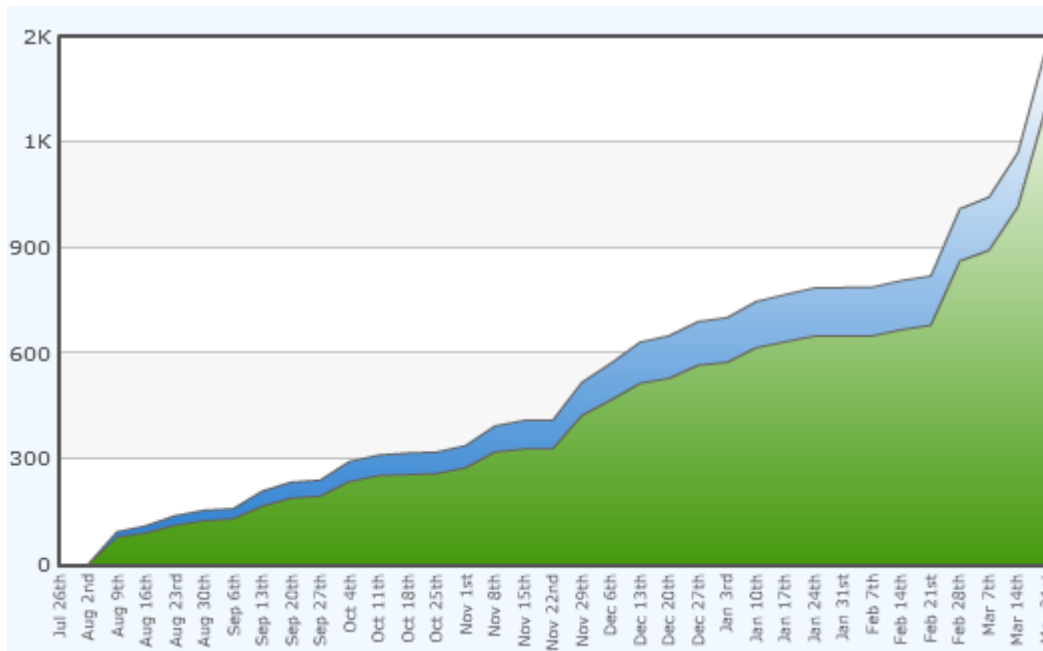
I launched my first WSO on July 13th 2010. This was a free piece of software that had made me some money in my affiliate business and after seeing countless WSO's that seemed to be making in the tens of thousands, I figured it was worth a shot. My strategy was to collect leads on the first one for about a month, and set up a bigger launch in August. I launched my next two WSO's back to back based on some software I had developed on August 8th and 9th 2010. The second one was chosen by Mike Lantz as WSO of the day and did about \$2,000 in sales in 5 days. I was impressed with the potential but it wasn't a lot of money and at the time, I didn't see this as a scalable business model. So for the next few months I occasionally released a new WSO, an average of about one a month. Each offer I released made more than the last, and continued to produce sales weeks after the initial launch...

So in the beginning of December after a brief hiatus I decided to see how big I could make this and released 3 new WSO's in a week's time. The offers I released pulled in over \$16,000 for the month! Not bad considering I spent the rest of the month on vacation and focused on other ventures. I only released 2 WSO's the following January and February, but began to notice an interesting trend on the forum. The offers I was launching kept doing more money, and a new addition changed everything...

Mike Lantz opened up an affiliate program...

And so we come to march 1st 2010. My 25th birthday fast approaching on the 13th I decided again to take a more serious look at the WSO business I was running to see if maybe it was scalable after all. I decided to analyze the market and release products that were in 'hot niches'. I also started an affiliate contest and actively promoted other offers as an affiliate myself. The result shocked me...

I released 3 WSO's, the same number I had in December. This time, my sales figures were over \$30k by the 27th of March. This was double what I was able to do in December, and I did it without becoming WSO of the Day! Doing the math I realized just by promoting products as an affiliate I could pull in \$12k a month with a once a day email to my current list. More interestingly was how fast my business was growing...



This chart is just one of a few lists. This list in particular is a core customer list and seeing this growth in a business that has been... well... just a hobby the last few months, my eyes were opened.

This was an exponential growth, the chart is parabolic!

At this point I asked what if...

What if I hired a team of product developers and had strong people to help me build this into a real business? What if I released 6 products a month instead of 3 and spent money on advertising outside of the Warrior Forum? What if this parabolic curve continues and my business continues to double every 2 months?

So I called an old friend of mine, a trader at a hedge fund and asked if he wanted a job. Now he laughed at first until I showed him the numbers from my affiliate business, and the predicted growth in my own product line. The following day he resigned his position as a proprietary trader to work for my company and help me build this up. And that brings us to today, almost 5am getting ready to release another WSO revealing all the tricks and secrets that allowed me to pull in over \$30k in the last 30 Days literally in my spare time, as well as the very blue print I will use to turn this into a Multi-Million dollar company by the end of the year.

The strategies I am about to reveal will take your current WSO business and set it into overdrive! If you've never released a WSO, I'll show you how to clear over \$10,000 with your first offer. I can say this because I have consulting clients who have done just that, one who is currently WSO of the day as I type this and just texted me that he has cleared 900 sales. This is an exciting business and equal opportunity, all it requires is your dedication to learn and take action.

Section 2:

The WSO Market

This guide will be a reflection of my personal experiences on the warrior forum. I want to share everything I've learned in the last 8 months and how I was able to turn these strategies into cold hard cash. I want to start with my take on the WSO marketplace as a whole. You need to understand the general market and more importantly... The customer.

The WSO customer

When analyzing any market I like to use what Eben Pagan calls an 'avatar'. An avatar is essentially your ideal customer personified into a single person. This person's traits would be the 'average' of your entire market. This is a useful exercise especially when we get to writing the sales copy, as you can imagine you are writing the sales to appeal to that one person.

I have found that our 'target customer' is one who rarely takes action. In many cases they make little to no money online, and is constantly being promised the world. They look for short cuts and tricks and usually suffer from information overload. I learned a lot by offering consulting sessions to my customers. 9 times out of 10 the biggest problem a customer had was lack of focus. They had so many ideas and not a clue which action they should take. They would constantly be distracted by shiny new products and WSO's only to find themselves at square one every time because they never applied the things they learned.

My consultation's have usually ended with me giving the client an exact step by step method to making their first dollar online, and convincing them to ignore all the other 'opportunities' that are distracting them. The best advice I can give – I've made more money in my life turning down opportunity than I have chasing them. Now bear in mind I am talking about the average customer here, a small percentage will have a successful business of their own and I will get into targeting these customers however right now I am talking about what I have

found to be the average of my customer base. And of course, the most profitable customer profile as the spend the most money on shiny new objects.

Our target customer is generally a visionary. They are great at coming up with complicated schemes and planning out elaborate ways to make money online. I often get emails from customers asking for a JV with this convoluted overly complicated plan on how they could make tons of money. Our customers love a sexy idea, the fundamentals of business and salesmanship that really make money do not interest them, they want magic!

Now it's not that they want an easy button, they want to know how the magic trick is done.

WSO stands for Warrior special offer. It's a section whose original intention was to provide members of the Warrior Forum with exclusive deals. I have had customers on my list email me thanking me for sending out an affiliate promotion as soon as it came out, as it allowed them to get in on the early pricing. Our target market wants these deals, they want to know about the offers as they come out. They are hungry for new information and anything they feel can help them make money online.

A lot of people tell me that mailing as much as I have recently will ruin my list and cause half of them to unsubscribe. The truth is find quite the opposite is true, and I cite the chart in the previous section as proof of this. Mailing more often, and more promotions has not slowed the exponential growth of my list in the least. Comparing the leads that unsubscribe to my paypal records I find that the ones who unsubscribe have been the ones less likely to buy, and the most likely to request a refund in many cases for no reason. I want a list of target customers, deal hunters who are hungry for WSO's!

Big lists cost more money and can hurt delivery rates from spam complaints. Give me a small list exclusively of people who want to know about the latest WSO's and want to buy my products and I'll make more money than a random list of internet marketers from a squeeze page. Just imagine what you could do if you had Mike Lantz's WSO of the day list. These are people who

subscribed with the sole purpose of receiving his affiliate link. This is the type of list I want, and from what I've heard, Mike's list is surprisingly small just highly targeted and receptive.

FYI my total WSO list is just over 5,000 at the time of this writing and as you can tell from the title of this course, it can make me \$30k in 30 Days literally in my spare time! With my new employee and focus on this business I predict I will break over six figures next month alone with this tiny little list. This month I was able to pull in over \$5,000 in affiliate commissions with this list, and I only started mailing with regular frequency towards the middle of the month. That's over \$1 per lead, and based on the numbers I've been pulling, I estimate this will increase to over \$2 per lead next month with the higher frequency mailing. This is based on the average conversions per mailing using some strategies I will talk about in a later section.

I need to test more, but from what I've seen the average life expectancy of someone in internet marketing is around 6 months. The majority of people buying IM products will lose interest and quit by then. These customers are the ones who are most likely to buy affiliate promotions and as an affiliate, your income per lead will usually be determined based on the number of sales you can generate from the customer in this time frame.

Our target customer buys WSO's all the time. I can tell you my average customer buys at least 10 WSO's a month, that's just what I'm able to track on my end! I remember reading a blog post from one warrior who listed every WSO he bought in the last year...

There were over 400!!!! That's more than one a day!!!

They will buy other WSO's, it might as well be through your affiliate link. Just imagine how much Mike Lantz makes with his WSO of the Day list...

Since I sell software and I have some anti-piracy tracking installed, and I am able to track when someone uses it. It is absolutely true to say 30%-40% do not use the product! Tracking the views on my premium video's which are all hosted, I can tell you very few finish the full video, Less than 20%!

The refund requests I get are also interesting, and there is a lot to be learned about the target customer. The theory of saying 'sell this product for \$1 they will never ask for a refund' is a fallacy. My refund rate is higher for cheap products than it is with higher prices. I speculate that the higher prices are less impulsive buys, which makes me separate the market into two categories. The high price category are customers who most likely have a business and are buying based on features and buy products that fill specific needs. The other crowd which is the majority of our market are impulse buyers and respond to the trendy 'make money now' type offers.

That being said when targeting the high price crowd you need to fill specific needs, over hyped 'all in one' solution courses are not the way to go. Take a look at the higher priced products that convert well... Most are back linking, SEO, or other specific services that sell with very little hype. The higher price products that do well are specific and usually service oriented.

It's easier to target the bulk of the warrior forum which likes low priced more general training type of products that provide short cuts to wealth. I'll be going over the different strategies and why it's better to tackle these markets in the section on pricing your WSO.

Section 3:

Analyzing Trends In The WSO Market Place

It's important to have your finger on your pulse of the market, and let the market tell you what to do. Never fight the trend. The trend is your friend as they say in the trading world and it's the same for marketing. Don't come out with a product and then try to find a market for it. Find a market first, and build your product based on what is already selling, and what needs have not been met.

FYI I've recently started writing the sales letters before I even start creating the product. You need to find the hot trends before you even start product creation and here's how to do it:

Much like going to the mall at Christmas time, there is a huge buying context on the Warrior Forum. People are more likely to buy something than they normally would, a sales letter on the warrior forum has a much better chance of converting than if it were out in the wild. People come to the WSO section with checkbook in hand right off the bat and this gives us an advantage, but herd psychology still applies.

When analyzing stocks, often it's less about the company in question than it is the psychology of the market place. It's been interesting to see how this applies to the WSO section as I consider it a true microcosm of market dynamics. I could probably publish a paper on this but here is everything you need to jump on a trend that's hot, and know when it's not.

Warrior Plus -

Mike Lantz recently released an affiliate program within his Warrior Plus system. If you're not familiar, warrior plus is THE tracking solution for warrior forum sales. The affiliate program is a recent addition and is a gold mine for market research. There is a monthly fee to use the affiliate program, but even if you don't intend to promote WSO's as an affiliate it's well worth the small price just to see the new offers as they come out. The amount of data provided on each

offer is incredible, you can see an estimated number of sales, conversions, EPC, as well as the number of times the owner of the thread has 'bumped' the ad. You want to look for trends in specific sub niches, and see how they are selling. Here is the biggest indicator:

Bad copy still sells

When you see an offer with bad sales copy, and it is converting better than offers with good sales copy, this is usually a good indicator that they are selling a product in a hot niche. Best example of a popular 'trend' was the recent switch facebook made to iframes. This was big news in March 2011, and any product that was selling in this 'sub niche' did very well, even when the sales copy was terrible! Now I am NEVER the first one into a new market, you always want to let other people test the waters and analyze the feedback they get so you can position yourself uniquely by offering what they are missing, based on customer feedback.

Let them find out if the topic is hot, and make all the mistakes along the way! And if they're product happens to do well it will only prime the market for your better follow up release. Like I said before, our target customer will buy EVERYTHING including your new product in the same hot trend. By coming up with a slight twist on the idea based on customer feedback you can also approach the first product creator to become your affiliate as you now have a hot new product that would cater to his lists needs. Any smart marketer will realize his customers will buy from you eventually anyway and would have no problem making sure they do it through his affiliate link. Since our market exists on an open forum it will take only days, or even hours for this feedback to appear and you are ready to position yourself in the market.

Now with this facebook switch, I noticed a number of products that offered solutions to this problem were selling better than products in a different sub-niche's even though the copy wasn't as good and the seller was not as well known. I will provide a great example of this in a case study later in this book.

So we have a hot niche, products are being sold by unknown marketers with terrible sales copy and they are outperforming the rest of the market place. No we need to position ourselves in this market:

Identifying needs not met

The next step as I mentioned is to find a unique position in this market by satisfying needs that have not been met. A great example of this was my QR tag WSO. I noticed a number of very successful WSO's that were bucking the trend by selling well with rather unknown promoters and lack luster sales copy. Most of these products catered to offline marketers who wanted a way to sell this new QR tag technology to local businesses. The one thing I noticed is that no offer had the actual software to generate the damn tags, and the customers were asking for this in the thread replies!

Seeing this hole in the market I built a simple QR tag generating software (could have outsourced it for maybe \$300) and released it with PLR rights so offline marketers could sell it or give it to local businesses.

This WSO has done close to \$10,000 in sales since I launched it 3 weeks ago. The sales copy was not the reason; the size of my list was not the reason, nor my suave affiliate recruiting strategies. I found a unique position in a hot market, and the rest fell into place. One thing I also noticed was the number of affiliates who signed up automatically when they saw my offer. You have to remember, the feverish hype of market trends applies not only to customers, but to affiliates and product creators as well. They saw a product doing well in a hot trendy market and they wanted a piece of the action!

Greed and Fear are the two biggest factors driving any market. Now I will get to sales copy and the big secret later in this manual, but I think you can piece it together by now. I didn't have to hire some big name copywriter to sell something that was positioned this well in the marketplace. Learn to find and follow trends... You will thank me later ;)

Section 4:

Product Creation

Product creation is easy and can be done quickly if you follow the right format. You want to create a custom template and use it for everything you do. I use the same software template for everything I release, a template I created over 2 years ago and have improved with each release based on feedback and customer suggestions. This concept can be applied to any medium, as such:

Ebooks

I personally find eBooks more difficult to produce than software or videos! Everyone has their strengths and weaknesses and writing has NEVER been one of my strong suits. I would stare at a blank Microsoft Word document for hours trying to think of how to start! Eventually I developed a system that allows me to organize my thoughts and eventually form coherent sentences out of them (thank god for spell check). When I write ebooks I follow a simple formula:

1. Brain storm outline
2. Organize sections
3. Fill In the blanks
4. Review content
5. Finish formatting

I write all of my ebooks in Microsoft Word and export them in PDF format for distribution. You can use open office which is an open source editor with similar features that works on almost every platform in place of word, the process is exactly the same.

The first step is to brain storm. Type out each main idea in a list, one for each line and any ideas that relate to the idea underneath it. I do this in no particular order, just typing whatever topic I need to cover in the ebook. Once I have all the topics I wish to cover, I organize them into groups and put them in the order I wish to cover them.

Now you have a basic outline and frame work to start writing with. This makes it immediately easy to jump right in and start writing. I usually start in the middle of the book with whatever topic is fresh in my head and work my way through the whole thing. Once I've filled out all the information it's a simple matter of going through it to correct any mistakes and make sure each topic carries over into the next one. From there I format it, size 14 font throughout, include whatever pictures I need, make sure all sections or chapters start on a new page and export into a PDF.

Software

I'm not an expert on creating ebooks! This will actually be the first one I sell on the Warrior Forum outside of training manuals for my software. I seemed to have a bit of a reputation on the forum as 'the software dude' after most of my releases. For the record, I've never had any formal training in computer science or programming. I've been programming and hacking on my own since I was 12 teaching myself as I went along. Now this has given me a different perspective than the run of the mill college educated programmer and let me give you my perspective on selling software products:

Software is an easy sell! No need to hype up a sales letter, if you have software that performs a function in your market at the push of a button... Just demonstrate how the damn thing works and you've pretty much got a sale. WSO's selling software are almost always successful. I can't tell you how many keyword tools I've seen on there and ALL of them seem to make money.

The term software is quite broad – you have desktop software, web based software, phone software, embedded code, face book apps, plugins, a wide range and variety of products! Web based software seems to be the most popular recently, so I'll start there.

Web based software can have two models, software you host on your server and charge a fee to have access too or code you sell that is run on the customers server. Hosting software on your server and charging a monthly fee for use is by far one of the best business models I know! You build a simple push button solution to a common problem in your market, and as long as you keep it running you get paid. Now most continuity programs out there like membership sites require a constant flux of content in order to keep the customers paying. To me this is not a hands off business model, you have to bust your ass to produce content every month, unless you outsource or use a forum/social format. With a 'software as a service' model all you need to do is keep your server running to collect your commission. Need an example?

How about Warrior Plus! Mike created a software system for tracking sales and commissions for WSO's, and collects monthly fees from affiliates as well as commissions from WSO promotions. If you ask me I'd say the only one who tops this hands off business model would be Allen Says himself!

When you host the software on your server you are free to use any technology you want. Flash, Silverlight, html 5, ajax, whatever you want to have the system built in you can find the server to run it. This however, is not the case when selling the software itself. Not to mention support becomes easier...

Customer support for a software product is a bitch! I have considered on many occasions to stop selling software and only sell information products just on the basis of the support I have to deal with! I have also delayed, and cancelled products and product updates knowing they will become a support nightmare. The harder it is to use or install your software the harder it will be to provide support. Providing detailed step by step video instructions can help, but if you are considering selling a software product make sure you build usability into the tool.

Web based software is a bitch to sell. I have some AWESOME web based software I use to track affiliate sales, conversions, split testing, and I am even able to see what visitors are doing on my site by tracking mouse movements similar to click tale. Sounds like a great system I could sell for a lot of money...

Unfortunately the system is designed in ASP.net and hosted on a Windows server. The vast majority of sites are hosted on a linux server running apache and are not able to run .net web applications ☹ AND it gets worse...

Every server runs different versions of different software. Not only that, every server has a different configuration! It gets even worse when you have shared hosting and the owner does not have full administrative privileges to the server their site is hosted on. Assuming first of all that we are creating web based software for a linux server running apache and we are programming in php... which includes the vast majority of servers... we need to be careful which version of php we are using, careful we are not using any libraries that the server may not have installed AND if we are requiring the use of a database... we need to give the end user detailed instructions on how to set up a database or provide some automated way to set this up!!

Sounds complicated... and it is. This is the reason I do not sell self hosted web based software, with one exception...

Wordpress has become one of the most popular content management systems (CMS) used on the internet. Wordpress is great, a database is set up when it's installed, it's open source, written in PHP, and works on almost all servers. Wordpress also has an extensive application programming interface (API) that makes it easy for php developers to add functionality. The Wordpress API also give you access to the database that is installed when Wordpress is installed, which means you can store data between user sessions without having to walk your end customer through the difficult process of setting up a database.

Wordpress plugins and themes are the only self hosted web based software I sell in my company. Almost anything you can think of can be done with a Wordpress plugin and by designing it around the Wordpress API, you can be sure it will work on almost any server that has Wordpress installed... Almost...

I hate PHP. That was my stance for the longest time until my friend who is a full time PHP developer corrected me – I hate amateur PHP developers. PHP is a scripting language, meaning it is not compiled into machine code (usually). Being

an open source language and community you get A LOT of very amateur programmers, most of whom make PHP their first language and jump head first into the world of Wordpress development. These are developers who never learn a lot of the important fundamentals of programming, and their code is a reflection of this.

I've recently started hiring and outsourcing plugin development and have been SHOCKED at what I found. Everyone touts to me how you can have simple plugins built for around \$300 and it's true, I have one being developed right now in the Philippines for \$150! There is a catch...

Looking over the code of a few plugins I outsourced recently I found something scary... For starters they were designed by someone who had no concept of basic standards and object oriented design which made the code hard to dissect. Without getting to technical there are ways to program that block different parts of an application into objects, and you can replace or fix or expand on these objects to change or update the app. Normally you would also comment on the code you write to make it easier for other programmers to see what section does what, not to mention help the original developer debug if something goes wrong or a bug is found months later. Good luck sending a plugin like this to a different developer to add some functionality!

The code I had received from the outsourcer looked like it was written by 3 different people. Different naming conventions were used, different spacing, different formats, etc. Now if this was developed by a team which was my first assumption, you would think they would have a standard way of doing things to make it easier. So for the hell of it I took a section of the code and put it into Google.

Funny enough I found the code on some random developer's site! Searching another section of the code turned up a programming forum with someone asking how to build the functionality I was asking for and another user replying with the very code that is in my plugin...

Seems it's easy to become a full time plugin developer...

Step 1: learn the basics of PHP.

Step 2: get a stripped down framework for working with wordpress' API.

Step 3: do a Google search or post on a programming forum to find out how to do whatever functionality the customer is asking.

Step 4: Paste this code into your frame work.

From what I can tell a lot of cheap PHP developers are churning out plugins with this method! Now this works, and for \$150 you get what you pay for, but consider this...

What if the developer does his Google search to figure out how to build what you're asking and stumbles on code that is licensed and he uses it without even realizing or caring? Well recently a very well known 'guru' in the IM world used an outsourcer who did just this... The result wasn't pretty! If you are going to sell this software as your own, you better be sure you are selling your own original code especially when it's based on an open source scripting language like PHP!!!

I'd hate to completely scare you out of the software business even though it would cut down on my competition. There are legitimate, professional developers out there that you can hire for cheap. The fly by night Google search coders are a minority, but they exist and you need to be careful before you package up and sell an application. You need someone trusted to look over the code your outsourcers provide you to know if you are dealing with a professional. I wish I could give you a magic method to know instantly if what you are paying for is quality and legal to sell, but the truth is you need to understand what you are looking at.

Desktop software is easier to sell IMO. All you need to do is develop your apps around a particular framework and the programs will generally work for any system that support the framework. Similar to how developing your web based software around a CMS like Wordpress helps to make sure it will run on MOST

servers running Wordpress, building your desktop around a particular framework will ensure that your software will run on any system support that framework.

QT and .NET are the first obvious choices. I personally develop my software in .NET which is Microsoft's framework and is perfect if you are looking to develop for the Windows platform. QT is a framework owned by Nokia that is cross platform – popular applications like Skype use this framework. For serious development I recommend one of these platforms, however developers in these frameworks do not come cheap! For WSO purposes this is usually not the best way to go since we will need to keep the prices low and the market is limited.

Adobe Integrated Runtime (Adobe Air) is a way for rich internet application developers to build applications for the desktop. Adobe AIR is cross platform, and the apps can be built in HTML, Flash, Ajax, etc. Because of this, AIR developers can be hired A LOT cheaper than .NET, or win32 programmers. As a developer I'm not a fan of Adobe AIR, however I will be hiring AIR developers on my team, and a lot of my software will be ported and released as Adobe AIR apps in the near future. The cost advantages of this as well as cross-platform compatibility make's it PERFECT for WSO's.

Ubot is a great solution for non-programmers to develop basic web automation tools. This tool allows you to automate almost any action that can be performed on a web browser and loop it, extract data, and have conditionals. The developer version allows you to export this 'macro' into a full windows exe file, giving you a product to sell. In fact, a good majority of the software you see on the Warrior Forum is developed using ubot. Ubot is not without it's flaws the biggest I noticed is the end application being a memory hog. I'm not sure what they are using to compile the final exe but the end user tries to perform a major task that saves a lot of data into memory they will notice a huge loss in performance. Still a great solution for simple automation tools, the type you could sell as a WSO.

Section 5:

Sales copy

Ok time for the magic bullet, and the steps I take to find it every time...

Writing sales copy and learning the proper format takes practice. I have included a swipe file for my WSO's and all emails I have sent out this month. I strongly recommend building your own swipe file of top sales letter in our industry, as well as letters written by guys like John Carlton.

The hardest part of writing a sales letter, the part no one seems to get is finding the unique hook that makes everything work. Studying the format of successful letters will teach you how to format and word the letter, but I'm about to reveal the secret that actually makes top sales letters convert:

The big secret top copywriters won't tell you, and the bad one's don't know

Copywriting is a joke! The idea of these magical sales letter written by god's among men that can sell a big chunk of ice to an Eskimo is absurd. As someone who has written sales letters that converted as high as 40% on the launch day take it from me, the secret is not to find the magical words that sell ice to Eskimos but to sell your damn ice to someone in a desert!

As long as you understand the fundamentals of salesmanship and can follow some basic rules and formatting you too can become an expert 'copywriter' in just a few short hours. I've already revealed the great secret too you in a previous section but now I will dig in deeper and show you how to make it stick. You need to position yourself uniquely in your market and find the hook that reels the customer in. After that the copy writes itself...

Here are the exact steps I take when writing sales copy. I used these exact steps when I wrote the sales letter for my iframe plugin in 2 hours, and the same steps when writing Will Perkin's sales letter, a completely different product than I normally promote, one that was being sold by someone with no reputation or customer list. His sales have done over \$15,000 in sales in the last 6 days.

List stories

The first step is to list stories relating to your product. These stories eventually become part of the hook in the sales letter. Even the most mundane story about how you stayed up all night to create the product, or your JV partner was nervous about releasing it, every detail counts. You want to create a list of about 10-20 little behind the scenes trivia facts before you do any writing.

Now I give examples of this in the case studies later in the next section, the best way to learn is always by example.

List features

The next step is to list every single feature your product has. If it's a software product this is easy, these are simply what your software actually does when a button is pressed. For an info product you want to list every trick, tip, and topic you cover. You want to create a huge list of every single aspect of your products, all the little details you would miss. I give detailed examples of this process in the case studies later in the book.

Spice up the list with 'colorful' language

Once I have this list I pick the most unique, and juiciest story as well as 1-2 features in the product and base the majority of the sales letter around this 'hook'. (again it's all about learning from examples in the next section).

Section 6:

Sales Copy Case Studies

I'll be going over two WSO case studies in this report. The swipe files for these offers are included along with the swipe files for all my WSO's with this book. Here I am going to walk you through how I used the steps outlined above to craft my most successful WSO this month, as well as how I helped a friend have his first big success on the forum. You can get a more in depth walkthrough of these sales letters with the included video.

Justin Wheeler's Facebook iframe made EZ

Wordpress based solutions to Facebook's switch to iframes quickly became a hot topic this month. Almost every offer to provide a solution sold out quickly regardless of sales copy and the person promoting it, two indicators of a hot trend in the market. Remember, all trends are measured relative to the rest of the marketplace and this topic was a clear leader! Justin Wheeler, a relative unknown on the forum had successfully launched such a plugin and generated nearly 200 sales in 2 weeks with no reputation and pretty lousy sales copy. I was in the process of having my own solution built when Justin approached me with a proposal to do a joint release of a brandable, PLR version of his top selling plugin. Seeing a proven product in a hot market as well as a marketer with a hot list of buyers I agreed to partner with him.

Now I've learned the hard way that 90% of the people you meet in business are flakes. They talk a big game, they draw up plans but when it comes to action they fall short. Too many times I've had projects fall short because the other party didn't follow through so I decided I wouldn't do any work on this venture until Justin produced a version of his plugin ready to be branded based on my specs.

In about 4 days, 6pm Sunday night to be exact Justin sent me over the plugin ready to go. I was impressed and proceeded to put together the package for launch the following day, exactly 24 hours later at 6pm.

Now I only had 2 hours to write the sales copy because I needed to finish programming the product, setting up the backend, and figure out how to handle the lead split with the JV. Using my method I came up with a list of 'stories':

1. Justin had success selling this software with terrible copy
2. I was selling his software with resell rights for a limited time
3. I was up all night to get this done
4. Justin had to have the plugin redesigned to work with my brander

And the unique features. Notice I left out all the actual features of the plugin here. Other products in this market all had similar features to what Justin's does, and I needed only the unique features to write the bulk of the sales letter. The rest of the features are mentioned, but they play a lesser part in the actual pitch:

1. Plr rights to a product in a hot market
2. Brandable wordpress plugin

This was enough to twist and use clever word play to enhance the hook. It's an important exercise to be extravagant with your words. Now as I said, this is a skill you can develop by reading and hand re-writing other famous sales letters. Most of the time, the best thing to do is find wording in your 'swipe file' and just twist it to include the features you want to sell:

1. Justin made over 2k with the worst sales letter I have ever seen
2. I convinced him to let me sell the software with plr for a limited time
3. I was up for over 36 hours to get this done fast before justin changes his mind
4. I ripped apart his plugin to build it with the reilly labs branding technology
5. You can sell the top product in the hottest market as your own
6. You brand this product with all your own information

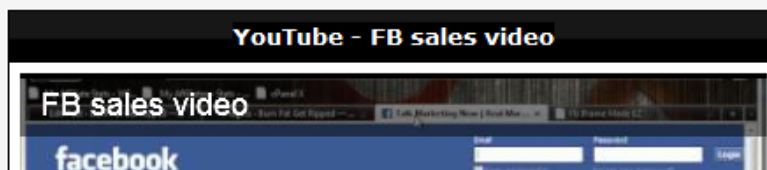
This of course made writing the actual sales copy a no brainer. If you want to get good at writing sales copy you need to practice. I would spend hours a day hand re-writing old John Carlton sales letters and trying to write sales pitches for any random product I could find. It only takes practice to learn to write good copy. Just practice writing headlines and hooks for different topics and you will

never need to pay some prima donna 'copywriter' thousands of dollars to write converting sales copy:

I Convinced The Creator Of The Best Selling "Facebook Fan Page Building" Wordpress Software To Hand Over His Source Code...

"Why I Stole The Top-Selling Facebook Fan Page Creating Software And How You Can Sell It As Your Own In 5 Minutes"

I'm Leveling The Playing Field And Giving Even The Greenest Newbie The Chance To Own Resell Rights The Hottest Software In Internet Marketing...



Sell Justin Wheeler's Best Selling Fanpage Creator Branded As Your Own

Warriors,


When Facebook switched from using FBML to iframes on their fan pages... it opened up a **huge opportunity** to anyone who could come up with an easy, and practical solution for internet marketers...

I was hard at work design my own solution to this problem, when out of nowhere this guy Justin Wheeler, someone I've never heard of launches his Wordpress based answer to this huge need in the market. As soon as I saw it I knew.... I HAD to steal it!

Why Steal Justin's Plugin? I'll Let His Customers Answer That...

**"Just got this product myself and can't believe
how easy it is to set-up..." - Michael Atma**

Quote:

Originally Posted by **Michael Atma** 

Just got this product myself and can't believe how easy it is to set-up. Have already done my first fan-page and have only 6 more to go.

Having the list of features and sexy stories ahead of time made writing the sales letter a breeze. You can go through the entire letter in the included swipe file.

Will's offline WSO

Will Perkins had approached me about doing a joint WSO. He had two offers out previously that had lack luster sales and wanted to take things to the next level. We originally worked out a product on affiliate marketing but after having trouble putting it together I decided to move on a topic that was more familiar to Will which was offline marketing. He had had some great success offline so it was easy for him to come up with a quality product quickly. After tweaking the product and adding a few bonuses over the course of a week he finally had a product that was ready to go.

When he came to me with his sales letter I told him to print it out and tear it to shreds...

It was a great sales letter that talk about all the features, and mentioned how it is a complete course on offline marketing... which it is. The problem was, there were a million other products that did were the same thing, all in one offline training packages. Even though his course was better, and cheaper than most out there, it would never sell by using the same sales pitch every single other offline course was using. It needed something unique...

Having known Will for a while I already knew some stories he told me about his offline adventures, one in particular stuck out in my mind: he had a client leave the guy he was working with to go work with Will.

I had will compile a list of features his product has which was essentially all the topics and tricks his course covers. I grilled him for about two days before compiling a large enough list.

The features that stuck out the most to me was his ability to get clients to call him, his very 'non salesy' approach to dealing with clients and the fact he gives away a free service in the beginning to get the customers in.

Now his course really is a complete course on offline marketing, there are dozens of things he teaches and it can take a newbie from getting a client, to selling, to up-selling. The amateur marketer would attempt to market it as such with a headline like:

"How to get clients without cold-calling, how to upsell, and generate referrals with ease"

This course could easily be promoted as the end all be all course to offline marketing, which it certainly is. The problem is there a dozens of these types of courses out there and this approach will bring nothing unique to the customer and has no hook. From the list I extracted the features and stories that were unique to will and his product:

1. His clients often leave the person they are working with
2. He's young, 18 years old
3. He uses ads to get clients to call him
4. He offers a free service to get the clients in his sales funnel.
5. He uses a soft sale approach

The next step is to exaggerate and use more colorful language to describe these 'bullets'

1. He steals other marketers clients
2. He's only 18!
3. Other people's clients are calling him!
4. He's not even selling, he's just offering something free!!
5. He pitches clients without pitching!!

With the process laid out it should be easy to see where the headline and most of the copy came from (the full copy is included in the swipe file):

Revealed: Renegade Marketer Has been secretly stealing your offline clients with a simple system that requires no sales calls of any kind.. because they are calling him...

“Why are even the most experienced offline marketers terrified of their clients calling this 18 year old kid who consistently pulls in over \$2800 with a 20 minute phone call offering the something free...”

Don't make another phone call until you find out how I've been making YOUR offline clients BEG to pay me as much as \$3000 By providing free service...

Read What Other Warriors Are Saying!

"It's Amazing" - John Durham

Now Will had virtually no list, not reputation, and other ‘well respected’ marketers advised him to change the copy after he released it. Well at the time of this writing Will’s WSO is currently WSO of the day and has pulled in over \$15,000 in the last 7 days. This proves you don’t need a huge rep, a big list to make an offer work. Another good lesson here is to stick to what works and not let anyone’s advice dissuade you.

Section 7:

Pricing

The best pricing strategy is apparent to anyone who looks at the Warrior Plus affiliate program. The sweet spot high converting number seems to be \$17. Dime sales seem to convert the best, as the scarcity is almost expected on a sales letter these days. I'm going to go over a few tricks and tips as well as my strategy to generate as much bang for my buck as I can get 😊

There is a market on the forum for every price range, from \$2 to \$497. As I stated before, I find the higher priced products that convert the best are one-on-one consulting type products as well as specific, service related products catering to customers who have an established business.

All the money in WSO's are made on the back end. You will not get rich or have a full time business selling one \$7 WSO. Cross selling, up-selling, affiliate sales, all these things play a factor.

It is almost impossible to get our average customer to pay \$200 for a WSO, however it is quite easy to get them to pay us \$20 10 times over the course of a month. The entry point into our sales funnel is in fact our WSO. The best pricing strategy I have found is to start at \$7 and increase the price to a maximum of \$37. You will have a drop in conversions at the \$17 level as well as the \$27 level. After \$37 it becomes difficult to sell, and you will need to cater to a more specific market. I find the buyers of WSO's over \$37 are less likely to buy the lower priced hyped up products and are also less likely to buy my affiliate promotions.

The WSO you release will determine the quality of your customer list. We are targeting the buyer who buys WSO's habitually. They love a deal in the \$7-\$17 range, something unique that produces a lot of value. Sell an offer in this range, over deliver EVERY TIME and your list will come to respect the emails you send. The quality of your list determines how much money you will make, if you build your list by releasing free WSO's you will build a list of freebie seekers who never buy. I have also found the customers who join my list by buying a higher priced

product are the ones that complain when I email too often and don't buy affiliate products. This is why a list built with customers who bought \$7-\$17 products in the recent hyped trend will produce the most income over time when you release other offers and promote as an affiliate.

I always use the dime sale option in Warrior Plus and increase my price \$1 for every 10 sales. This keeps the scarcity high as there will always be 10 or less copies left at the current price. Another tactic I've seen is to increase an even smaller amount, sometimes pennies, every 1 sale. This really increases the pressure as it will always read as though there is only 1 sales left before a price increase. Personally I find it a little cheap, but I've been told it works well.

My strategy is to release \$7-\$37 WSO's and use the previous offer as an up-sell. This means when you buy my latest WSO, before you can download you are offered my previous offer. Now if you buy, when you go to download that offer you are once again offered the one before it. This chain has worked well for me and allows me to keep all my WSO's generating new sales for months on end. 3 new offers a month and 1 affiliate email a day and you have a business with exponential growth that currently generates over \$30k a month 😊

Section 8:

Bumps

WSO's can produce money for along time, well after the initial launch. It costs \$40 to bump your add to the top, and I have usually generate between \$100-\$300 in sales for each bump. Just by bumping a different offer every day I have a \$2,000 - \$3,000 a month business. My strategy is to bump a WSO each day, starting from my oldest and working my way to my newest offer each day. I then start over once it ends.

Timing

There has been a lot of discussion on the best time to bump your wso. Here's my take on this, first of all you want to bump at a time when not many people are bumping so you stay on the first page longer. Time on the first 2 pages is the first factor. The second factor is the number of people currently viewing the forum.

Number Of People Viewing The Forum / Time On First Two Pages

I find there are other factors however. For starters, people are habitual creatures and usually check the warrior forum at the same time s of the week as part of their natural routine. This means if you bump at the same time all the time, you are catering to the same people who are on at that specific time. The other factor you need to consider is who else is bumping. If you bump at the same time as someone who has better copy in their title they will get the clicks rather than you. Like it or not this is a competition and there is no way of knowing when your competition is bumping their threads. That said here is my strategy for timing bumps:

I bump a different offer every day at random times.

This allows me to capitalize on the whole market, the over seas crowd who are on the forum while I'm sleeping, the main stream crowd who are on after 3 pacific time and the different weekend crowds. I am developing a system that will

analyze the bumping and viewing patterns and store the data to a database to predict and automatically bump my threads at the best time, however this will take some time to complete.

Copy changes

Whenever something new happens, you make WSO of the day, you break 500 sales, you release an update, you add a bonus, reflect this in your copy. It's well known in marketing that people rarely buy the first time they see your offer. People need to see it more than once and having something new to report can increase the chances of the customers who were on the fence the last time they saw your copy to jump in this time.

Long term strategy

My third WSO the one I released back in august did over \$1,700 in sales in the month of march. 8 months later and still going strong! This is the result of both bumping the sales threads as well as the strategic up-selling funnel of having each offer promote my previous release in an up-sell. Every WSO I release I plan for the long hall, and usually plan out 2 or 3 updates ahead of time. Weeks or even months later if sales slow down you can release an updated version changing the sales copy and do a re-launch. I always give past customers updates for free, but in order to get the updates I send them through the download page through an up-sell or one time offer.

Section 9:

Recruiting Affiliates

Here's the biggest secret to recruiting affiliates: have good conversions. I won't even look at an offer that converts lower than \$2 per visitor. With the strategies I outline in this book you should have no problem converting this well, but I wanted to make it clear that getting your conversions up is imperative and must be done before you bother attempting to recruit affiliates. Just having these conversions the affiliates will also find you.

Affiliate contests

As I mentioned before, I started an affiliate contest in March to help gain promoters. Your list from the warrior forum contains internet marketers after all! Now as I said the majority of them have little to no business, and 90% of your affiliate sales will come from 5% of the affiliates. The best place to start recruiting affiliates is your own list. They are on your list for a reason, usually they are a customer and this gives you a great opening to present to them. The prize I offered in the contest was the opportunity to JV with Reilly Labs on a Joint project.

Approach affiliates

Approach affiliates. When someone has a successful WSO and you are releasing a similar product it pays to see if they will promote you. Send them a review copy. Now if you take my advice you will be promoting other offers as an affiliate and one of the best ice breakers is to contact someone you recently promoted successfully and ask if they would promote for you.

Section 10:

Promoting Affiliate Offers

I made over \$5k promoting WSO's as an affiliate this month with my list of only 5,000. That means I made over \$1 for every person on my list with a once a day email... And I only started promoting heavily in the middle of the month!

The first step to picking an affiliate offer is to look at the most recent offers of the day. Customers want deals, they want to get in n the WSO as soon as it launches so they can grab it at the lowest available price. You are providing them value but not only sending them offers that will make them money, but getting them in at the lowest price. For starters I will not promote an offer unless the epc is at least \$2 with at least a 50% commission. That means I can expect to make \$1 per hop, and as long as my email copy is good, getting hops should be no problem.

BUY THE PRODUCT BEFORE YOU PROMOTE IT!! I strongly advise people to promote offers as an affiliate, what I don't advise is promoting every offer you can for a quick buck. Buy the product, don't ask for a review. Go through your competition's sales funnel If you are thinking of promoting it then it must be a product with a good epc so this is a great chance to see how your competition handles their back end. I recently promoted an offer with a \$197 upsell that converted surprisingly well, and you be sure I'll be improving on and incorporating that into my future offers!

If you do not get any value out of the product, do not promote it. It's that simple, if the product is just a rehashed old trick don't waste your list's time. But if you find you get a new trick or you learn something then by all means give it a shot.

The secret to writing copy is to find the hook and the unique selling position. This is no different in writing emails as it is in writing sales letters.

Now the goal of your email is 3 fold.

1. Get them to open and read it
2. Get them to click your link
3. Get them to read the sales letter on the other side.

So step one in writing a high converting affiliate email is to find the hook in the affiliates sales letter. You are looking for something unique and sexy that you can point out in your email and get the juices flowing before they hit the offer. I'm going to use one of my highest converting affiliate promotions in march as an example. I included the sales copy in the swipe file folder, see if you can find the hook that jumped out at me. Here's the headline:



Google Places
Cash Generator
Earn \$3,486 Per Year From Each Client
Using This SIMPLE but Effective
Google Places SALES & Ranking System

How generic, Google places like this hasn't been done before. Nothing unique about this offer at all until...

You scroll all the way to the bottom and read the very last line:

**all the ins and outs of adding *a video tab on Google Places...*
*and how to draw extra attention to it.***

My god, something I have not seen before, a truly unique position in the crowded market of ranking in Google places and it's the last line in the sales letter?????

Well I found my hook

So I needed to get them to open the email, why not start with the hook:

video tab on Google places??

Here is the rest of the email I sent:

I found this offer that was going over ways to get offline clients with a sales strategy pitching Google places. Simple and effective system that works, but at the end...

How to put video tabs in Google places...

It's always these little things that take a solid strategy and turns it on it's head and gives you a REAL edge.

Check it out here, it's mentioned at the bottom as part of the pre-launch:

<http://www.warriorplus.com/linkwso/w0l4pw/reilly472>

I mean that's a no brainer service to offer your clients who already want to be ranked well in google. It also makes a good ice breaker, you mention google places to a potential client, you get the usual -

"yea I heard about it"

But to have the rebuttal "Ever put a video on there to increase you exposure?"

Now you have a sale!

- Reilly

Notice how I play up the hook and TELL THEM to look for it in the sales letter. I always reference a point for them to look for in a sales letter this way when they click the link, they also read the damn thing.

BTW I made \$1,195.00 with this one email. It converted at \$2.56. Why? Because I found the hook that I don't think the original product creator even realized was so powerful.

Conclusion

I've covered a lot in this WSO guide, everything I've learned from experience over the last 8 months and how it has translated into over \$30k in my pocket this month. I can't stress that enough... Experience. I didn't learn this stuff from an ebook or video series but from taking action, making mistakes and learning from them. You will always learn more in the trenches than you will in boot camp and sometimes you need to run head first into battle in order to become a Warrior. Looking back I think I finally realized why Allen decided to call it the Warrior Forum, and only the ones who are in these trenches will understand.