

Solo Ad

Arbitrage 2.0

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What exactly is a solo ad?

A solo ad is a type of paid advertisement that is used to drive targeted traffic to a product or service using email traffic.

Solo ads are a type of PPC (pay per click) advertising. The solo seller is paid per click to send an email to their list of subscribers.

Solo ads can range in price from .35 to .75 cents per click. You can find solo ads higher or lower depending on what they are offering to deliver. There are a few variations as far as traffic goes that we will go over a bit later.

Your typical transaction may look something like:

Becky pays John to run a solo ad for her. She buys 100 clicks at .40 per click. They schedule a time and day for the email to be sent. Becky sends John a tracking link and possibly ad copy that he can use to mail to his subscribers. When the solo ad is complete he will send Becky a link that shows the traffic has been delivered.

John just made \$40 for mailing to his own list. You can see how this would be something that is very profitable, and how fast the word would spread if you are delivering quality traffic.

Solo ads have become an increasingly popular way to drive targeted traffic to an offer. People are always in need of good traffic that converts so they can build lists and sell products.

Solo ads are relatively inexpensive and extremely targeted, making them one of the best sources of PPC traffic out there.



What is Solo Ad Arbitrage 2.0 all about?

To sell solo ads you need an email list of subscribers. The most profitable way to make good money is to send lots of traffic in a short amount of time. You would need a large list of subscribers to make this happen.... or do you?

In Solo Ad Arbitrage 2.0 we are going to show you how to benefit from the massive need for solo ads without having a list. Also you won't have the expense of all the tools that a solo seller needs to keep their business operational, such as autoresponders, and shelling out money to build your own list.

I know you're asking yourself... how can this be possible?

Brokering.

Brokering allows you to buy traffic low and sell high. Just like your major retailer, they buy for one price and sell for a higher price. You can apply this method to just about anything including solo ads. So for example, you can get solo ads anywhere from .35-.50 a click all day long on a regular basis. Essentially you get buyers that pay you .50 per click for a solo. In turn, you go to one of your solo venders and pay them .35 per click. You just scored a .15 per click profit. Easy Peasy!

Let's do some math for a moment.

Solo ads typically sell in packs anywhere from 100-1,000 clicks at a time or more (those are the more common sizes but it's not hard to find people buying bigger).



From the places I will show you, it's of little effort to sell 300-1000 clicks a day, with only about 3 hours of work per day (or even less).

So let's say you sold a 300 clicker for .50 a click and paid .35 a click. Your profit is .15 per click multiplied by 300 = \$45

You just made an easy \$45 for simply facilitating the deal.

Let's take it a bit further. Let's say you sold 1,000 clicks a day (not hard to do at all). With the same math you would make \$150 from those 1k clicks.

For a solo ad seller that is not brokering they have to maintain a large list so they can deliver 1,000 clicks within 24 hours. With Solo Ad Arbitrage 2.0 you don't have the limitations that a list owner does. You can sell as many solos as you want because you can broker the clicks from multiple vendors at a time.

I bet your mind is going crazy with the thought of how super easy this is to run and profit from. You can sell as many clicks as you want because you have multiple people delivering them for you. It really just depends on how much time you want to put into it and how much money you want to make.

Free Tools That You Will Need.

There are a few tools that I suggest you grab. They will come in handy!

SKYPE - Skype is a free messenger that allows instant messaging, voice and video calls. Skype is a major tool used by solo ad sellers to keep in contact with their customers and for customers to reach them. This



really is a necessary tool as you will be contacted mostly by this method.

If you don't already have Skype or have it but don't use it ... you should start getting familiar with it now.

Google Calendar - You need a calendar to keep all your solo sales in line. When you sell a solo you should mark it on your calendar right away. I always make sure that I record their name, how they contacted me (Skype, Email, Facebook) number of clicks they purchased and any special notes that you need to remember about that particular solo. I find Google Calendar the most effective and convenient because

1. It integrates with all Google Apps and uses my existing Google login and work with my Gmail so I can get email reminders.
2. Works nice on mobile, and from the cloud so you can access any device
3. You can share calendars, so if you are accessing this you and your outsourcer can be looking at the same calendar in live time and you can update details in live time also.

Link Trackers - You will need a link tracker so you can assure all the clicks that each customer purchases are being delivered. You also need to be able to show your customers your tracking stats. Being able to track clicks is vital to selling solos.

Click Magick – Is the most recommend tracker to use for tracking. You will get a free 2 week trial at signup.

ClickMagick gives you that ability to track the clicks while filtering the bot clicks that do not count. It also gives you the ability to Geo Target and provides your customers a Top Tier percent. Plus they have a share feature that you can send a link to your customer to view their stats once the solo is complete.



Free Trackers - Here are some trackers that are completely free to use.

1. [Bit.ly](#)
2. [TinyURL](#)
3. [Pretty Links](#) – WordPress plugin.

While free trackers can be used in your startup... it is recommended to use a paid tracker list ClickMagick to take advantages of the features available.

[Facebook](#)- You will need to use your Facebook to post into the groups and make connections and sales. If you don't have a Facebook account now is the time. You will want to use your information and a real picture of yourself. People like to know who they are working with. You can make many connections that will help you grow on Facebook.

[Hosting with Hostgator](#)– You can get 1 moth at Hostgator for .01 cent if you use the coupon code ***SoloAdArbitrage***. You will want this if you are planning on hosting your own solo ad sales page.

[Domain Name from Namecheap](#) – Name cheap is the best place to purchase your domain names. Although they are not free you can visit [Name Cheap Coupons](#) and get the current coupon code. It is best when buying your first domain to purchase your name. So if your name is Mike Jones you would want to try to purchase mikejones.com if your name happens to be taken you can always try to add your middle initial and full middle name. You do want to purchase a .com. This will help with your branding.

[Get Response Autoresponder](#) - If you would like to build a list of solo buyers this is the perfect tool. When you sign up you get 1 month for free. Building a list of solo buyers is beneficial to you so that when you want to run a “sale” all you have to do is mail your highly targeted list of solo buyers.



Solo Seller Sales Page

Most solo sellers have some sort of page or place that displays testimonials from their previous customers. This will give you a place to show potential customers that you're clicks are good and you are not in the business of scamming folks.

You don't have to put buy buttons on your page but most sellers do put buttons on their page. You can also just put your contact information on the page and have them contact you after they have looked at all your testimonials. When they contact you and you have sorted out the details you can have them send you the payment via your PayPal email address.

You also have the option of setting up a thread at the [Warrior Forum in the Classified](#) section.

This is a great place to get exposure and needs nothing fancy. Just your testimonials and some contact info.

If you aren't able to get a page right away you can put up a free blog on wordpress.com and host your page there till you can have one made.

We do have our [OTO pack](#) that supplies you with a HTML template that you can use as is or edit it. You can get some examples of solo ad pages by Googling "Solo Ads"



Features You Can Offer Your Buyers:

We should go over a few of the features that solo ad buyers want from their solo seller. Also the definition of some of the terms that will be used.

1. **Top Tier Clicks or T1 or Geo Tracking:** This all refers to the countries that your solo buyer receives. Most buyers want at least 75% Top Tier. So you will want to post this on your page or in the Facebook groups. Top Tier includes the top 5 countries US (United States) UK (United Kingdom) CA (Canada) AU (Australia) and NZ (New Zealand)
2. **Unique Click:** Most trackers will give you 2 stats for clicks, Raw Clicks and Unique Clicks. Raw clicks are all the clicks that a page received. Unique clicks are Unique to each person that clicked on the link. Example: You have 148 Raw clicks and 110 Unique Clicks. 1 person can click the link multiple times. Only their first click would count in the unique clicks. Where all the clicks would count in the Raw clicks. When you sell a solo you are selling unique clicks. This means you had that amount of visitors to the page.
3. **Email Swipe or Ad Copy:** The ad copy or email swipe is a copy of the email that people want you to send with their link. You will then pass this on to the person that is delivering your clicks.
4. **Tracking Link:** When your customer purchases the solo from you they will most likely give you a tracking link. You will then want to track this link before you give it to the person that will be delivering the clicks so you can monitor it.
5. **Over delivery:** Is any clicks that are delivered over and above what they paid for. If your customer bought 100 clicks, and you deliver 110 you gave him 10 extra clicks for a 10% over delivery. You should always over deliver a bit because different trackers track different ways and you could be short a few clicks according to



your customers tracker. The industry standard is 10% overs delivery.

6. Bot Clicks: Bot clicks can come from various places. Bots, search engine spiders, anti-virus programs, ad networks, and other automated systems that may load your URLs. These should not be counted as clicks to your customer. ClickMagick does an awesome job of keeping them out of your stats.

Where to Find Buyers.

The best place to start your advertising efforts is in the [Warrior Forum](#) and [Facebook](#).

The Warrior Forum: As we spoke just a minute ago about the Warrior Forum Classifieds you can post your offer on a thread there and this will be seen by the many users that are constantly browsing the form and looking for traffic.

Facebook: There are quite a few groups were made to sell solos. All you need to do is join the group and post your message and a link to your page if possible.

You will want to ask the people that may see your post to PM you which means Private Message.

An example of your ad can look something like this:

*** 75% Top Tier Solo Available Now! Up to 500 clicks! 10% Over Delivery! PM me or visit my page <http://domain.com>**

When you visit the groups you will see how other people do their posts. There is no “rule” how to make a post, what it should look like, or how



it should read. Just get it posted and get all the benefits of running a solo with you, out there.

Facebook Groups

You will want to check out the Facebook groups and join them ASAP. This is where you are going to make quite a few interactions with people and see how things work.

1. [Solo Ads Peer Group](#)
2. [Solo Ads and Adswaps](#)
3. [Solo Ads](#)

There are over 50 groups that deal with buying and selling solos. [For the full list, visit our OTO page.](#)

Dealing with Vendors

Finding a good vendor is the key here. You can find vendors in the same place you can find buyers. You have 3 main goals when looking for a good vendor.

1. **Price** – You are going to want to find clicks at the cheapest possible without compromising quality. It is not uncommon to find people selling clicks for .30 to .35 per click. It is also not uncommon to find them for .50 to .80 a click either.
2. **Quality** – There is a very good chance that you will sacrifice quality when going cheaper, but as a broker you are selling those clicks at a higher price so your main benefit to the end customer is providing quality clicks. That means providing traffic that will produce higher opt-in rates (conversion rate). When looking for vendors, make sure they have plenty of good testimonials and



that their testimonials are quoting an average conversion rate of 60% or higher. The higher the better.

- 3. Reliability** – You want to find vendors who can provide quality clicks on a regular basis. The key here really is to hook up with multiple vendors so that you always have someone to go to after you make a sale. One vendor may be booked up for the week so you might have to go to one of your others if you are booking for that day or that week for example.
- 4. Offer Types** - A good majority of solo sellers won't mail for certain types of offers because they get so many of them. When advertising your solos, be sure you know if your vendors will facilitate these offers or not and advertise accordingly.

Now of course the question arises... should you tell your buyers and vendors that you are brokering.

For your buyers... no, as far as they are concerned they are buying the clicks from you. I'm not saying to flat out lie or been skeezy, but if they don't ask then there is no need to tell.

For your vendors, it's not so bad. You certainly don't "have" to tell the vendor... you are buying clicks, they are making money, but I do recommend at least having a couple that do know.

I say this because reliability is something to look for. If you explain that you are brokering then the conversation changes a bit. 1) You may be able to get a discount if you can provide more customers. 2) You can have a better conversation on arranging and streamlining booking.

If they know you are brokering for example, you may be able to arrange something like where they share their calendar and paypal with you and you start booking on their calendar in the manner I described above and just send them the payment.



In their eyes it would be like them having a solo ad manager (which many do) and you are basically bringing them more customers and profit. They could care less that you are selling the clicks for higher; they are still making more money than they would have.

My suggestion is the first time you buy from a vendor; don't tell them you are brokering. Just facilitate the transaction, buy the clicks from them as a normal buyer would and that way you can test their list to see the quality and so forth.
If they did well then you can start talking about a brokering partnership.

How Do I get Testimonials?

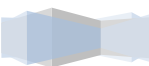
If you are just starting out, you won't have any. It's imperative to focus on getting testimonials from your first couple customers and every one after that. ALWAYS get a testimonial.

If you are just starting out, your first one or two deals, your main goal should not be to score a profit, rather to get their testimonial. So drop your price, even if it's at cost and you make no profit. At this point the testimonial is more important.

It's also ok to be honest and say you are just starting out and you would like to give them a deal in order to gain their patronage.

Also be creative. Those first two sales will be the hardest to get, so think outside the box. For example, what can you give them in addition to the clicks that other solo sellers don't?

1. Maybe a short PDF on "10 ways to increase your conversion rate"
2. Maybe you can give them a PLR ebook/squeeze page pack
3. There are a bazillion PLR products on resellrightsweekly.com that you can give to them for free as a bonus.



4. Maybe you can offer to also send a tweet to your xx twitter followers.

Basically, anything. 99% of solo sellers don't give you anything but the clicks. Whatever you put on top of that will instantly set you apart from the rest.

The bottom line: DON'T let this small hurdle hold you back. Once you have testimonials you can really start rolling. A few of my customers have come back and said they've already booked several orders within just a day or two, and they started from zero. You can do it too.

Steps to Making a Solo Ad Sale from Sale to Complete

1. Customer contacts you.
2. You work the details of how many clicks, when the solo will be sent, payment, and link and ad copy.
3. Track the link your customer gave you
4. Contact vendor to purchase clicks and send them link and swipe.
5. Contact your customer and let them know when the solo has started.
6. Wait till vendor is finished delivering
7. Contact your customer again and provide them your tracking stats.
8. Ask customer for a testimonial and find out how the solo went.
9. Done



Extra Tips & Tricks

Always over deliver – If you want to keep buyers coming back always give them more than what they paid for. Make sure you find vendors that over deliver.

Also, if your customer gets a very poor opt-in rate (less than 30%), it's probably their squeeze page at fault, but you might consider sending them a few extra clicks just to show that you are willing to provide good customer service and that you will go above and beyond.

Customer service is your golden ticket – As with any business, customer service is important. In the solo business, it is your livelihood. It's what determines if you make or break it. There is a lot of competition in the solo world. Lots of buyers, but lots of sellers as well. Buyers can go to any number of people so the most important thing that sets you apart is customer service.

Be friendly, be easy to work with, be fast and prompt, and answer all their questions.

Get lots of vendors - You want to have plenty of people lined up to facilitate clicks on demand. If you can position yourself to where you can sell virtually unlimited clicks on a daily basis then there is no limit to the amount of money you can make. When you first start showing up in the groups able to sell clicks make sure you don't go overboard right out of the gate. Offer a few hundred clicks for sale at first. Then once you have a few sales under your belt make your amount able to be sold higher.

Be diligent and take action



You can spend as much or as little time on this as you want. It all depends on how much you want to make.

Get in a bunch of groups and post in them every day. Get customers and keep them. In short, hustle your ass off especially in the beginning and you can make a ton of money.

DO NOT let this opportunity pass you by. This is essentially free money; you just have to put in the effort. No excuses. Now get your butt out there and kill it!

Build Your Own List For Free

It's nice to be a broker, but wouldn't it also be nice to have your own list as well, in addition. And now you can build it for free, well except for your time.

This is pretty simple. Just take the profit you're making from the clicks you sell and buy some clicks for yourself.

So if you facilitate a 300 click deal and make \$60... take that \$60 (or part of it) and buy yourself 150-200 clicks toward building your own list. All you did was broker a deal and now you can build your list and still keep some profit at the same time.

That's a win win win.

Facebook Mastermind Group

We also have a [Facebook Mastermind Group](#) that has solo sellers waiting to work with you and sell you traffic. No only that but we will



be able to assist you with additional questions, help you stay away from bad sellers and get your new business moving in the right direction.

If you would just like to purchase a list of approved solo sellers that are waiting to serve you, you can [find that list here](#)

Solo Sellers to Stay Away From

Getting to learn the ins and outs of solo selling are not as hard as it may seem. It will not take long for it all to fall into place. There is one thing that every solo buyer and seller must watch out for and that is the bad sellers. There are people who do try to sell bad traffic. Most solo sellers do book out a few days and most will be in the .35 to .60 range. If you find anyone selling traffic for less than .35 I would do a little research first to try to verify if they are a good seller.

Thank you for taking the time to read this and we wish you much success in your new business.

If you have any questions feel free to [contact our support](#).



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