The Most Comprehensive Guide On Fast Cash

Fast Cash GORILLA - Not "Just" Listbuilding

Fast Cash Gorilla

"I've Cracked The Code"

"Shockingly Effective System That Builds Your List On Autopilot With Extremely Cheap Traffic! Guaranteed Business Model Used By All The Gurus"

To Ever Hit The IM Market

Drew Trainor

FAST CASH GORILLA

"How to Build Massive Lists Using This Fast Cash System!"

By Drew Trainor

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Welcome

Welcome to "Fast Cash Gorilla! I'm so excited to have you here because once you know how to use this incredible traffic source EFFECTIVELY; you're going to feel **excited!** Solo-Ads, even today, still remain as one of the best ways I know of to generate traffic – and profits!

Why the almighty "solo-ad'?

…because they **WORK** and though nobody has told you**… they're one of the MAJOR ways all the "gurus" build their gigantic lists and enjoy huge windfalls of profits!** Though solo-ads are not "new" by any means, solo-ads are STILL one of the best ways I know of to generate **massive targeted traffic and build a gigantic list** – *fast!* Once you master the art of turning solo ads into **profit,** you'll **never worry about money again!** I know that sounds farfetched, but it's so true! I've been in *"IM"* for over 4 years now and solo ads remain one of my favorite ways to generate traffic and turn **massive profits!**

And, you know what the best part is?

❖ You DON'T need a list *(though you'll have a BIG one after this!)*
❖ You DON'T need a product *(I'll tell you why later)*
❖ You DON'T need "guru" status *(nobody cares who you are)*

Solo-Ads are all the rage and the time to bankroll some serious cash with solo-ads is right now. Once you've gone through this guide, you'll have everything you'll need to experience **massive success** with solo-ads!

Literally **anyone with a pulse** can pull this off by **following this guide** and once you know how to create and launch solo-ads and turn that traffic into money, you'll literally have traffic, leads and profits – *on demand!*

What exactly IS a solo ad?

Glad you asked! Solo-ads, in principal, are super simple! You know how people always say *"the money's in the list"?* Well, this is absolutely true… *without question.* So then, you may think *"Jeez, I don't have a list so I guess I'm screwed"!* The good news is, thanks to solo-ads, you're FAR from screwed, seriously! **Here's why…**

With solo-ads, you don't NEED a list *(though you'll quickly build one starting now).* You see, a *"solo-ad"* is YOUR email swipe *(err, your AD)* sent to **SOMEONE ELSES list!**

You simply get somebody who has **a responsive list** to email that list on *your behalf* with **YOUR offer!** It really is <u>super simple!</u> Don't make the mistake of dismissing this method as *"lame"* because of this simplicity though – **what's simple WORKS!** *(k.i.s.s)*

<mark>TAKEAWAY:</mark> A solo-ad is YOUR OFFER OR ADVERTISMENT emailed to somebody else's email list on YOUR behalf

This is **deadly effective** because when somebody sends your solo-ad to their list…

❖ You have a **captive audience**
❖ YOU **control** the email headline and body copy

❖ Your ad appears to the subscriber as **an endorsement by the list owner**

It's the **closest you'll ever come to** <mark>just emailing their list yourself!</mark> – *seriously.*

If they have a good relationship with their subscribers, you can bet you'll get a lot of **traffic** to your offer!

What You Need

Sending solo ads is really pretty simple but in order to get the **most out of this,** there are a few tools you'll need. Sure you can do without some of these but if you're interested in *"doing it right"* and getting the **most** out of your solo ad campaigns**, I HIGHLY recommend these tools.**

Though in some instances I may recommend certain tools or use certain vendors in my examples and teachings, obviously there are choices. Certainly feel free to use **whomever you feel comfortable with** *(or even accomplish some of these tasks yourself).*

An Auto-responder

Remember how I said that you don't actually NEED a list to get started but you WOULD be building one? Well, you ARE going to be building a list so you need an **auto-responder service.**

There are so many choices out there when it comes to autoresponders I couldn't even begin to cover each one. I will say though that I've been using **Aweber** for 4 years now and love 'em! If you've been around for any length of time, I'm sure you've heard of them.

There are also many other autoresponder services out there such as **Get Response**. I've used Get Response in the past and have had no problem with them.

If you're on an extreme budget, there ARE some autoresponder scripts out there that you can host yourself. Do I recommend them? Not if it is AT ALL possible for you to chose one of the services above.

The secret here is **deliverability** and both Get Response AND Aweber have **excellent deliverability rates** – rates that you just cannot match with a *"self-hosted"* solution and this is **very important!**

TAKEAWAY: You need an autoresponder. Use Aweber or Get Response if at all possible. ONLY if you're on a tight budget should you use a "self hosted" solution because deliverability is better with Aweber or Get Response.

At the time of this writing, Aweber has a $1.00 free trial if you're interested, check it out… www.aweber.com

A Way to Track Traffic, Views, Clicks and Sales

For solo ad mailings, it's all about knowing your **numbers** so you need to track ALL your traffic **religiously!** This is **very important.**

Demon Tracking is the utility that I use. It provides you with advanced tracking links for all your advertising, including solo ads. They're a cut above the rest because they'll tell you how many views you got on a link, how many clicks you got and **how many sales you made.** Not only that but it calculates your metrics like *"cost per lead"* and *"cost per sale".* These metrics are **very important** to making this whole thing profitable.

www.demontracking.com

If you're on a budget…

Google Analytics.

Google webmaster tools has all kinds of **killer free stuff** that you can use to streamline your internet marketing efforts and Google Analytics is no exception. With Google Analytics you'll be able to see all kinds of metrics about your website visitors and you'll be able to **quickly calculate** where visitors came from, conversions and *sales (provided you set up your Google Analytics up properly).*

As for me, I actually use BOTH. I use Demon Tracking because I love how user friendly it is and how quickly I can get my stats at a glance. I also run Google Analytics and can check my stats there too. I know this is probably unnecessary but I just love the **redundancy** and in my opinion, the more redundancy the better!

Web Hosting and a Domain Name

Now, I wasn't even going to mention this. In fact, I kind of forgot to as it seems obvious but hey… the *"devil's in the details"* right?

For this method to be **uber-effective** you're going to need a simple landing page, a domain and hosting account to host it on. More than likely you already have a hosting account. If not, head on over to Host Gator and grab one. I have always used Host Gator and I love them for their almost **non-existing downtime** and **outstanding 24-hour customer support.** It's super cheap too. For less than 4 bucks a month, you get an account good for one domain with unlimited space and bandwidth – **perfect for starting out!** www.hostgator.com. And for domains? I use Godaddy. People can say what they want about them and they're not the cheapest but for me that doesn't matter. I have hundreds of domains with them because, in my opinion, **customer support is far superior** to the rest.

<mark>QUICK TIP:</mark> Don't pay retail for domain names at Go Daddy – <mark>ever!</mark> There's no reason to! They're so generous with coupon codes and they're everywhere! What I do is search the WarriorForum.Com for the terms "GoDaddy promo code 2012(year)" or "GoDaddy coupon code 2012(year)" and I always find discount codes without fail.

Link: [Warrior Forum](#)

Now, lets move on shall we? See ya' on the next page.

WHERE TO GET SOLO ADS

So now that we have all the tools we need, let's get ready to set this all up!

To run our first solo-ad campaign, the next thing we need to do is find a **good list owner to partner with.** There are many terms these list owners are called such as a *"vendor"* or *"partner".* For the sake of this guide, we will call them ***"partners"*** from here on out.

One of the best partners to find for your solo-ad campaign is a **newsletter owner,** hands down. Newsletters are fantastic lists to send your solo ad to because they're…

❖ **Highly Responsive.**

Unlike somebody who joined a list for, say, a free report, a NEWSLETTER SUBSCRIBER is **highly responsive** because the newsletter keeps them **engaged** on a regular basis. While people may use a *"junk"* email address to request a free report or something, a newsletter subscriber actually **WANTS** the newsletter – so they use a *"real"* email address.

❖ **They WANT email from the list owner.**

Newsletter subscribers actually **WANT email** from a newsletter publisher! Not only that, they **LOOK FOR emails** from the newsletter publisher – and **will look for YOUR solo ad!**

❖ **Newsletter subscribers are LOOKING FOR SOLUTIONS.**

That's why they opted into the newsletter list. They joined the newsletter because they're interested in the topic at hand and are looking for

solutions pertaining to that topic *(i.e. a "make money" newsletter is full of subs who are trying to do that and looking for solutions to help them do so).* If you have an offer matching their wants and needs, and you do a solo-ad telling them about it, you're **guaranteed to generate traffic to your offer!**

❖ **And, the best benefit of all?**

Newsletter subscribers actually see your solo ad as **an ENDORSEMENT from the newsletter publisher** and if they have a good relationship with the newsletter publisher **you'll take that all the way to the bank!**

The ONLY kind of lists I do solo ads to are **NEWSLETTER LISTS** and you should do the same!

Where to Find Solo-Ad Vendors to Partner With.

So how do you go **about finding GOOD newsletter lists** to send your solo ads to?

[Google](#).

Google is always a good place to start when looking for newsletters to partner with and send solo ads to.

First, simply search for your **market key word** to find **high traffic websites** in your market. In this example, we'll use the keyword *"make money".*

Here's what happened when I searched for that term in Google:

(next page)

When I searched for *the "make money"* keyword in Google, I concentrated on the **first 5-8 results** only. And, you want to skip the *"sponsored"* listings too. **Only go with organic listings.**

The idea here is to find websites that **have TONS of traffic** and if they're within **the top 5** or so for a **broad search term** like *"make money"* than we KNOW they've **got tons of traffic!**

Once we've found those websites, it's time to visit them to see if they're offering **a newsletter or have a list of any sort.** Obviously two of the biggest *"clues"* that a website offers a newsletter or has a list are *"opt-in"* forms or *"pop-ups"* offering a newsletter subscription or a free report in exchange for an **email address.**

You'll find that a lot of them do but surprisingly, some do NOT *(much to their peril).* Check out the **first five websites** or so for your keyword and if you find a website that has an optin form, popup, or both, **save that websits URL to an excel spreadsheet for later.**

Two of the websites I visited for my term, *"make money"* had lists. We know this because they had **popup optin forms**:
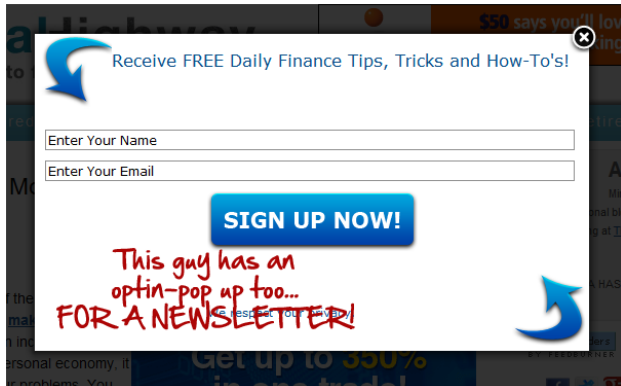
I then saved those websites to my spreadsheet as a **potential solo-ad partner.**

The next step is to find MORE websites in your market that have lists and are **potential solo-ad partners.** To do this, you need to find more keywords with **high search volume** like my *'make money'* example.

Lets head on over to the [Google Keyword Tool](#). You can either click the link here or search for it in Google. Once there, lets find more keywords! We find more keywords by entering our main keyword into the search box. Continuing with my example, we'll enter *"make money"* into the search box.

Once you do that, you'll begin to see results with even **more keywords** related to the main keyword that you used. In my case, it was *"make money"*.

Using that example, here's what I see…

As you can see, we have…

❖ Ways to make money online   210,000   Global monthly searches

❖ Making money from home   135,000   Global monthly searches

❖ Make money fast   301,000   Global monthly searches

❖ Easy ways to make money   110,000   Global monthly searches

❖ Quick ways to make money   201,000   Global monthly searches

And, that's just a few! As you can see, there are **TONS of people searching for ways to make money** and ALL of these people would be interested in a *"make money"* type of offer! Same holds true for other markets as well, such as Weightloss, Forex, Stock trading and many others!

What we want to do now is **save this list of keywords.** After that, you simply go back to google and search for them one by one. Like before, you'd **check out the top 5 or so results** for EACH ONE and continue saving those that seem to have lists to your spreadsheet file.

We'll go over what you need to do with these prospective *"solo-ad"* partners in a little bit. But first, here's a few more resources to find **even more prospective partners!**

The Warrior Forum

If you're in the *"internet marketing"* or *"make money online"* market (or any sub niche within it like "*list building*") than the **Warrior Forum** is also a **fantastic place** to find solo-ad partners!

I love the Warrior Forum to find solo-ad partners because of the *"social proof"* factor. The *"social proof factor"* works in the form of *"reviews'.*

"Warriors", as warrior forum members are called, can post *"ads"* offering their solo-ad services. These *"advertisments"* are posted in the form of a forum thread. This is cool because people can leave replies in the

discussion thread. Sure, lots of people ask questions of the advertisers and there's a lot of "FAQ" type stuff going on but there's also **social proof.**

More often that not, people who have purchased solos from said advertiser or partner will come back to the thread and **post their results and experiences.** This is **invaluable** to you and **saves lots of time** on your end trying to determine if a potential solo-ad partner is worth their salt. Not to mention, with this much social proof, **your risk of getting screwed goes way down!**

Here's how to find solo-ad partners using the Warrior Forum…

Search for a term like *"solo ads"* using the forum's *"search"* function as I have in the example below…
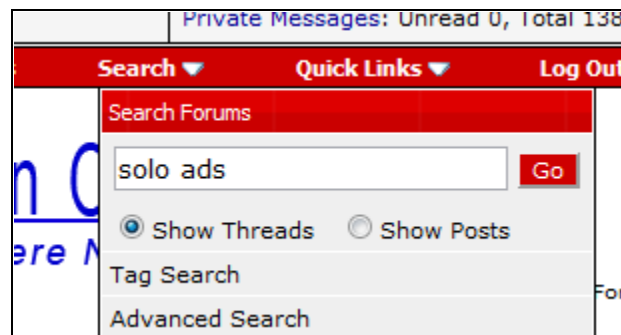
Once you do this, you'll see a BUNCH of results. Not all, but some, will contain advertisments for solo-ads. Check out what I found when I searched for *"solo-ads"*…

And, even better is the **solid social proof** in the thread of that ad!

Spend some time here at the Warrior Forum if you're in the *"make money online"* market and **you're sure to find some fantastic partners!** *(Heck… I may even check out the guy I showed you above!)*

Whomever you find, be sure to check them out by **reading the entire thread** and ask yourself…

❖ Did they respond to any questions? If so, were they professional and helpful?

❖ Are there any positive reviews (like that above) and if so, WHO posted it?

❖ Were there any problems posted in the thread and if so, HOW did the solo-ad partner respond?

All this social proof will give you a *'feel"* for the partner and **instinct** will start to tell you if you should entertain advertising with them or not.

If you're feeling like it could be a good fit, add them to a list like above in the *"Google method"* because you'll be contacting them BEFORE you buy a solo-ad.

<mark>Sidebar:</mark> You need to actually join the forum and log in to be able to use the search function. If you're NOT already a member, join. Besides being able to search for solo-ad partners, the Warrior Forum is FREE and honestly, it's pure GOLD. I'm a member there. Join me. :-)

[Solo-Ad Directory](#)

Another great resource I've used is what's called **"The Solo-Ad Directory".** I guess I don't need to really explain what it is because the name gives it away!

What I like about the Solo-Ad Directory is that it's small. It's small because it ONLY contains "*partners*" the owner of the website **has either used HIMSELF or a trusted friend of his has used.** He ONLY posts partners here who he has had **good results** with.

If you visit this directory you'll notice a *"review"* link next to each potential partner. If you click on that, he (the owner of Solo-Ad Directory) lists **HIS results** with that partner.   ***Way cool!***

So again, find potential partners and list them on a list of partners to **contact.**

[The Directory of eZines](#)

I really wanted to concentrate on FREE methods to find solo-ads because hey, that would leave you with **more money** for the solos themselves!

But, on the other hand, I 've used the directory of ezines for a few months to find awesome solo-ad partners so I feel like I'd be doing a **dis-service** by NOT mentioning it.

The Directory of eZines has a HUGE database of eZines (newsletters) as well as other types of lists of all sizes.

Evem better, it covers **many different markets** – not just the "make money" stuff.

Directory of eZine's isn't cheap – it's $197.00 at the time of this writing and honestly, **you're good to go** using the other methods mentioned here to find your partners. However, I'd be remiss if I didn't say that a membership IS worth it once you get your *"solo-ads"* off the ground. Hey, why NOT let your solo-ads **pay for your DOE membership?** ☺

If you're interested, click the link above and note that you HAVE to opt-in for the free ebook before you even get a chance to join – *irritating, I know.* ☺

Once you've found **25 – 30 prospective partners** using all my methods above, you're ALMOST ready to make that leap and select a partner with whom to send your solo-ads. First though, you're going to want to do some *"due' dilligence".*

<p align="center">**What to Look For in a Vendor**</p>

The first thing we're going to want to do is find out as much information about each prospective partner as we possibly can through what's readily available. Obviously, this would be via 3 means…

❖ Visiting their websites
❖ Viewing their "social proof" ("Warrior Forum" and "Solo-Ad Directory" partners)
❖ Contacting them

Visting their websites.

Visit their websites to see if they offer any kind of advertising to their lists. Remember, we're interested in **SOLO ADS** because those work the best with newsletter lists.

Once you're at their site, you're looking for **3 things…**

❖ Do they seem **professional?**
❖ A "contact" link or email address
❖ An "advertiser" (or similar) link.

The first one seems obvious but you need to **watch out for this.** There are a lot of **unscrupulious** people on Google *(especially in popular markets like "make money")* who will be happy to take your money but

deliver **crap** like **junk traffic** or even **no traffic** at all! Or, they'll send you **UN**targeted visitors – *none of which does you ANY good.*

When visiting a website, constantly be asking yourself *"does this dude seem like he knows what he's doing"?* Look for **amateur** mistakes like…

❖ Spelling errors
❖ Shabby websites with broken links
❖ Seemingly "over-hyped" advertisement sales pages
❖ Rediculiously low *"too good to be true"* pricing.

All of those things can be **red flags.**

WARNING: There are a lot of websites that will make outrageous offers to send your ad out to thousands of subscribers for pennies on the dollar. I recently saw one that claimed to send your ad to 45,000 subscribers for 8 bucks! This screams "scam" and look out for those. Solo-Ad pricing varies but it just ain't THAT low! Just remember the adage "If it's too good to be true, it probably is" and avoid scams like these.

If the website you're currently visiting has ANY of those **red flags,** I say move on. There's *"plenty of fish in the sea"* anyway as you now know.

If you find a website you feel comefortable with and you're lucky enough to find an *"advertise"* link than fantastic! Click that link and find out what their rates are and if available, **any subscriber information** that you can.

Whatever you find, write it down or otherwise save it. **But, DO NOT buy advertising …YET.**

If you can't find any links for advertising information, it's cool though because you're going to **CONTACT THEM** anyway. Yup… that's why I had you save the *"contact"* information, too.

Read ALL their social proof.

Like I said before, what I love about finding partners on the Warrior Forum and Solo-Ad Directory is the availability of social proof. If the partner you are investigating has any social proof like reviews and testimonuals, read through them to get a feel for that partner and wheather or not you want to do business with them. In short, let the "social proof" sell you.

"Make or Break" Questions to ask potential Vendors

If a prospective partner has PASSED the litmus test of the above two criterion, then (and ONLY THEN) you're ready to start **talking with them to strike a deal.**

I'll reiterate here because it's **very important** – don't just BUY a solo-ad at this point. Contact the partner FIRST because you're about to ask some rapid-fire questions that can literally **make or break your solo-ad campaign.** I ONLY buy a solo ad **AFTER I contact a potential partner with the following questions** and you should too!

<mark>Sidebar:</mark> Never be so sold on a partner that you can't walk away from them if they don't satisfy you with their response to your questions.

Obviously if they don't respond at all or respond with something flip like "we don't do business this way" or "this is a good deal and spots are filling up so just get in" than bail and move on to someone else in your list.

So… open up your email client and ask them these questions. **Don't be shy!**

- ❖ **How big is your list?**

  <mark>**The objective:**</mark> Obviously you want to determine the size of the list but really, this doesn't matter as much as you THINK it would. You want QUALITY versus QUANTITY and you'll determine the quality by asking these questions. Also, as of late, lots of solo partners sell via "click" meaning that they'll mail to get you "x-number" of clicks, even if it means mailing more than once. This seems more and more the "norm", making list size less relevent. However, I still think this is a question worth asking, as you'll see later.

- ❖ **Where do THEY get their traffic and opt-ins?**

  <mark>**The objective:**</mark> This helps you determine the QUALITY of the traffic they'll be sending you. By getting an idea of where your partner gets his or her traffic and how some of that traffic wound up on their list will help you target your offer. The more you know, the better!

- ❖ **What landing pages/offers did their op-ins (subscribers) join from?**

  <mark>**The objective:**</mark> This is an expansion on question #2 and it's even

better if you can actually go and 'see" the landing page of offer the subscribers came from so while you're at at, ask for this too!

❖ **Average click through on their mailings?**

The objective: Again, this is LESS important if they're structering the deal based on clicks since you'll already know how many "clicks" your offer will generate. However, even today, not all solo-ad partners structure their deals this way so this question is still worth asking if you're not sure.

❖ **Ask for testimonials**

The objective: If there's no social proof, ask them for some references and testimonials from previous advertisers. If they're worth their salt, they'll be happy to share this with you.

❖ **To that end, ask about the stats of past offers similar to yours**

The objective: They'll be able to tell you, at least, how many clicks their past offers and mailings have generated. They should be able to tell you how responsive their list is. This is less important if you're buying based on clicks versus mailing volume (number of subscribers) but is totally worth asking anyway. I always ask this!

❖ **Ask what the interests of their list are – i.e. will they be responsive to YOUR offer?**

The objective: This one's a biggie! Every list owner should know what the general interests of their lists are – what makes 'em "tick". This information is golden so ask for it! The list owner WANTS you to succeed so you order again and they'll happily give this information up. You'll use this information to carefully plan your offer so it matches their list's interests as well as help you write your solo-ad "copy" (more on that one later). Plan your attack based off the

interests of the list as opposed to your own and success becomes "easy". Do not over look this!

❖ **How many new leads come in and how often?**

<mark>**The objective:**</mark> This is an important one because you want to know if they're getting "fresh" subscribers on a regular basis. This is key because if you run a solo-ad and it does well (it should if you follow my lead!) you're gonna want to do it again (obviously) but if there are few or no 'fresh' subscribers, your responses and success rate will dwindle over time. Alternatively, if they're getting say, 200 new subscribers a week, than that's a fresh, new set of "eyes" everytime you run a solo-ad. This is important to consider. You want a partner who can provide fresh new leads for your offer consistantly.

❖ **Has anyone ran an offer similar to yours?**

<mark>**The objective:**</mark> You want to find out if there have ever been offers similar to yours and if so, how did the list respond to them? This can be helpful in guaging how YOUR solo-ad will perform.

❖ **Are the rates still the same?**

<mark>**The objective:**</mark>   This one's kind of a no-brainer but it's important to verify that the advertised deals are actually what you're going to get. You never know when someone forgets to update a website, forum post or directory listing so it's always good to ask!

These questions are *KEY* and when answered, they'll give you an **extremely good idea** on how your relationship with your solo-ad partner will go and how the ad itself is going to do.

Remember, these solo-ad partners *WANT* you to do well so you come back for future solo-ads. **When a solo-ad does well, it's a win-win!**

Get out there and ask! Don't by shy or in a rush. It's totally worth it to do this! In fact, it's kinda dumb when people DON'T do this so don't make the mistake of not dialoguing with a potential partner. **Just do it!**

==BONUS==: If you've taken advantage of the upsell, you've received a "Rolodex" of solo ad partners that either myself of one of my close colleagues have **used in the past with success.** This a great non-essential *"Companion"* report to this one. It's called ***"The Ultimate Solo-DEX"*** and I highly recommend you start with the sources listed as they are proven to be of great quality.

In this Rolodex of **trusted partners**, I've already done the hard work. In addition to the fact that we, ourselves have used them, I already **put the above questions to them** and they have replied to the questions. You can see everything im my *"Solo-DEX"* companion report and thus, be able to make an **informed decision** on your own **so don't over look the freebie just because it was free!**

After this, you'll be **educated** enough to make an **informed decision** and pick a partner with **CONFIDENCE.** So now, lets create the solo-ad! This part's **FUN!**

CRAFTING YOUR SOLO-AD

Now that you've found a partner to send your solo-ad with, it's time to create the *"swipe"* to send to their list. A *"swipe"* is simply the email that they're going to send to their list on **your behalf** – the "*solo-ad*"!

This is **important** so please take the time here to do this right. It's not complicated or *"hard"* but it does need to be ***"right".***

The first thing I do when I've found a solo-ad partner is **join their list** and you should do the same! What I am looking for when I do this is a *"feel"* for what it's like to be on their list – one of their subscribers.

Some of the things you should pay attent to are…

❖ **What's their writing style like?**

   I want to get a feel for the list owner's writing style. Is their style a more professional or formal type of writing style? Or, are they more laid back and friendly *(Guys like our buddy Frank kern are the definition of "laid*

back")?

I want to get a general feel for their writing style because when I create my *"swipe"* I want to do my best to **match their writing style.** This is incredibly important – I suggest you do what it takes to match your list-partner's writing style, too! Without a doubt, this extra effort WILL **increase your response.**

❖ **What offers, or other solo-ads, are they sending out?**

It's always cool to see what other people are doing and seeing what other advertisers like you are doing is **no exception!** You can gain some **valuable insight** this way. What other offers are going out? And, are you noticing the SAME offer going out more than once? If so, it's a good bet that THAT offer is **doing well** – or they wouldn't run it multiple times. When you see other advertisments (solo-ads) check them out. Click the links. Go look at their landing pages, subscribe to THEIR lists. Take notes of what THEY'RE doing. If you start to see a *"trend",* say, offers of the same *"type"* over and over *again (like the article writing niche for example)* this may give you a good feel what your partner's list is **interested in.**

Being on your partner's list generally serves the purpose of allowing you to gather *"intelegence"* on what the list needs, what it responds to, and generally what it *"feels"* like to be a subscriber on the list – all of which is important and will do **nothing but help you in creating a killer offer!**

Once you've gotten a feel for your solo-ad partner's list, writing styles and offers, you're ready to craft your own solo-ad or *"swipe".* Amazingly, while creating a *"swipe"* is one of the most **important parts of this process**, it really is pretty simple!

Creating a Killer "Swipe"

When creating a *"swipe"* for a solo-ad your main goal is to get **as many clicks as possible.** That's it! You want AS MANY CLICKS AS POSSIBLE because a solo-ad is usually *"fixed rate advertising"* and is NOT based on performance.

==Sidebar:== A solo-ad is what's called "fixed rate advertising" because it's usually a flat-fee, say $200.00 to send the solo-ad. No more, no less. Therefore, no matter the response, you'll always pay that flat rate. It's not "performance based like PPC or PPV)

Because it's *"fixed rate'* your main objective is to **get as many visitors as possible** and NOT to *"qualify"* them with your solo-ad swipe. Therefore, the best thing to do is make the offer *'blind".*

A *"blind"* offer is simply an offer that does not reveal WHAT the offer actually IS until an action, like clicking a link or opting in, is taken.

So, in the instance of creating your solo-ad swipe, here's what we need to do…

❖ **Powerful subject** compelling the "open"
❖ Make it (the body) short and to the point… addressing 2 or 3 major **problems**
❖ *"blindly"* offer a solution in exchange for the *"click".*

Lets break these 3 things down…

Powerful subject compelling the "open"

The *"subject"* of your swipe serves as its **headline.** You need to really think about your offer's **main benefit** and drill it home in the subject. What is the main benefit your offer has? What is the main **problem it solves?**

Lets brainstorm here a little:

(next page)

In the below table, I've listed 4 offers. I've listed their *"type",* the main *"benefit"* of that offer" and lastly, how that offer's benefit **translates to a powerful headline or subject line.**

Offer Type	Main Benefit	Possible Subject Line
Make Money Online (video)	Can make $200.00 a day	*"Watch Over my Shoulder as I make $200.00 Today"*
Weight Loss	Lose 15 LBS this week	*"How I lost 15 LBS in Less Than 10 Days!"*
Dating	Teaches not to be shy	*"How I Went From Standing in a Corner all Night to Being Mr. Social all The Girls Wanted to Talk to!"*
Make Money Online	$$$ with Solo-Ads	*"How Do I Make $334.12 a Day Without a List?"*

Do you see how I've taken the **main benefit** of the four examples above and turned THAT into a **compelling subject?** That's the idea here. You want to take that main feature or benefit and use it as a **tool** to get your email solo-ad **opened!**

It's the same as writing a headline: As a headline's JOB is to **SELL the body copy….** the **SUBJECT'S** job is to **SELL** the **solo-ad's body copy and as a result, get the "open.**

Make sense?

Really play around like I have above to come up with a great subject line!

Next, make (the body of your solo-ad swipe) short and to the point.

The debate about what converts better – *long or short copy* – rages on but I've tested this theory and in my experience, short, direct and to the point copy works best for solo-ads.

Usually, **1 or 2** (at the most) **paragraphs works best** followed by a *"call to action"* and a link to your landing page. **That's it!**

There's a formula I subscribe to when it comes to writing the body copy of my swipe and this **makes it pretty simple.** It is…

*"Are you tired of **PROBLEM, PROBLEM** and **PROBLEM?** Well, today I have **SOLUTION.***

*This is the most important website you'll ever visit if you want to **SOLUTION.***

Using the **weight loss program** in the example above, here's how this *"formula"* plays out. First, we'd take the **PROBLEMS** facing most of those in the *"weight-loss"* market and break them down as follows:

❖ They're likely over-weight
❖ Self conscious about their weight
❖ Low energy (possibly due to weight)

And the *"solution"* (benefit) my offer has is **"losing 15 pounds in 10 days".**

Now, using these *"problems"* they have and the *"solution"* **I** have, I'd craft the a solo-ad using my formula like this…

*"Are you tired of **being over-weight, always feeling tired** and **constantly feeling alienated from others in your social circle?** Well, today I'll **show you how I lost 15 pounds in less than 10 days!***

*This is the most important website you'll ever visit if you want to **break free from the shackles of being overweight and finally feel GREAT about yourself when you're hanging out with friends!***

It's important to note that in the weight loss example above, I took their *"problems"* and used them in the solo-ad. In addition to doing that, you take the **SOLUTION** your offer presents and use it to **SOLVE those problems!**

Let me show you…

*"Are you tired of **being over-weight, always feeling tired** and **constantly feeling alienated from others in your social circle?** Well, today I'll **show you how I lost 15 pounds in just under 10 days!***

See how these 3 came from our "problems" list?

This one came from the solution offered by my report

*This is the most important website you'll ever visit if you want to **break free from the shackles of being overweight and finally feel GREAT about yourself when you're hanging out with friends!***

This scentence came from looking at their problems and thinking about how my offer solves those individual problems

Does that make sense?

❖ You state their **problems!**
❖ You state the **solution YOU have**, and then…
❖ You state how that **solution solves their problems** (and make 'em visualize it through copy!)

Lastly, you *blindly* offer a solution in exchange for the click.

By now we've got the subject (or headline) as well as the body copy of our solo-ad written. Now it's time to use a *"call-to-action"* to get them to click on the link.

Since a solo-ad is a *"fixed cost"* advertisement and we're going for the **MOST number of clicks** possible for our buck, we'll use a *"blind'* call to action. A *"blind'* call to action is one where **we do NOT tell them what is on the "other side"** *(report, video, whatever)* but INSTEAD **tell them the BENEFIT they'll enjoy by clicking on the link.**

This BENEFIT is a restatement of that you used in your **body copy closing.**

Staying with the weight loss example, remember how the main benefit was ***"lose 15 pounds in 10 days"?***

To quickly create a call to action using that benefit you will **put yourself in the prospect's shoes** and ask yourself *"what is the biggest **WANT** the prospect has… and can use this benefit to **GET?***

(Ponder that for a moment. It's a **powerful** way to create a **hefty call to action!**)

Well, in the case of the weight loss example, most people looking to lose weight **WANT to be thinner**, obviously. But, we need to take it ONE STEP further: Ask yourself *"what **EMOTIONAL WANT** would being "thinner" provide?*

If you really think about it… *"being thinner"* provides empowerment by **(a)**Getting more men (or women), **(b)**higher self esteem (feeling good about one's self) **(c)**feeling healthier, **(d)** Perhaps being able to "show" everyone else (I toldja so!).

You get the idea… some of those are the **emotions** that provide people with the **will power to finally lose weight.** As for my examples above, some are better than others. But, let's pick one based on our current example. Lets pick *"(b) Higher Self Esteem".*

Now that we know both the **BENEFIT** of our report… as well as an **EMOTIONAL want** that benefit provides, we can create a **compelling** *"call to action"* to **get people to click** on your link and visit your landing page.

Here's the formula for turning the benefit and the emotional want into a call to action…

To <BENEFIT> and Finally <EMOTIONAL WANT> Click the Link Below Today!

http://www.landingpage.com

Here's the *"call to action"* using both my **formula above** and **the benefits we picked out** in this example…

*To **Lose up to 15 Pounds in as little as 10 Days** and Finally **Feel Great About Yourself** Click the Link Below Today!*

http://www.landingpage.com

Do you see how developing a **strong and "blind" call to action** is done? This technique just **flat out WORKS!** Take some time and play with these

copy writing techniques and you'll have an **extremely powerful solo-ad swipe!**

Once you've got a great (stellar) solo-ad swipe, you're ready to **bring on the traffic** to your landing page!

What to do With all Your Traffic

Now that you've found a solo-ad partner and have created a swipe to send to their list **all that's left is to pull the trigger!**

This part is so **exciting** because this is when you get to see some *results* from all the work you've done! And, if you've been following this guide and have taken my tips, tricks and advice to heart, <u>**results you will have**</u>!

That's all good but if you don't know what to do with all the **incoming traffic,** or do the **WRONG** thing with it, then you're *screwed* and making a profit won't happen. I remember when I was a *"baby marketer"* **I screwed this up more than once** so trust me, *I know!* ☺

One of the things that I learned, and have <u>tested extensively</u>, is that you **NEED to use a** *"sales funnel".* **Super important!** Not only that, but depending on what you're promoting be it an affiliate offer or your own free

report, video, product or whatever, you **need** to use one of two main *"types"* of sales funnels.
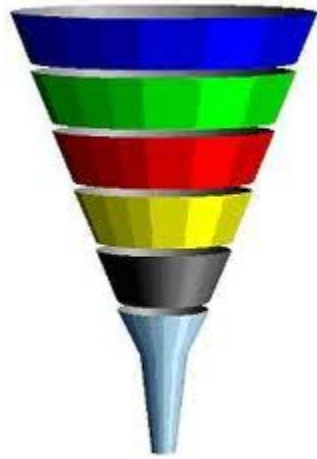
Sales funnels are important because they're what allow you to track and **control "solo-ad" traffic.**

What's more, remember how earlier I said that *"even if you didn't have a list, you'd have one after following this guide?"* Well, the **big secret** is the sales funnel is precisely what enables you to **build a list using solo-ad traffic!** Whenever anyone says that they're *"list building"* using solo-ads (or any other method for that matter), **they're using a sales funnel – *period* – and so should you!**

As I said before there **are two main types** of sales funnels I use…

❖ What I call the *"OTO"* method and…
❖ What I call the *"Affiliate Annihilator"* method.

As you've probably guessed, I use my *"affiliate Annihilator"* funnel to promote **affiliate products** and I use the *"squeeze page funnel"* for most **everything else**.

BOTH these types of funnels allow me to **build a list** and **track my traffic** – super important!

No matter which method we're going to use ("OTO" or "Affiliate Annihilator") we'll need to create a squeeze page.

First things being first then, lets work out our squeeze page right now.

Building a List – Squeeze Pages That CONVERT

It's important you use a *"squeeze page"* rather than just sending solo-ad traffic straight to a sales page or other affiliate offer because it allows you to…

❖ Build a list
❖ Control your traffic

… and BOTH of those things are **mission critical!**

Let's envision what happens when somebody clicks through a link in your solo ad: All of a sudden, they're off, flying through cyber-space to wherever that link is pointing and it **had better be pointing to YOUR squeeze page!**

… because **YOU control** what happens when they get there and since you're PAYING for solo-ad traffic, **why would you want any other way?**

One of the **main benefits** of using a squeeze page is that you will be **building a list!** That's what I do – **that's what YOU do.**

You see, when someone sees your solo-ad swipe and makes a decision to **respond to the offer** you made them, they'll click on the link to your landing page to get whatever it is you offered – **and you're going to make them OPT-IN to get at it!** May seem simple enough but as we now know, there's a certain *"science"* to this stuff and the landing page to your sales funnel is **no exception!**

Let's take a look at how we should do this…

First things first, remember how I said that the *"swipe"* and *"call to action"* made a *"blind"* offer? Well, this is important to remember when setting up the landing page because it too, is *"blind"* – sort of!

The **key** to making this work is **congruency.** In order to get the traffic from your solo-ad to actually **opt-in to your landing page** and get what you're offering, ALL the copy from your solo ad swipe, to your landing page **needs to be extremely congruent.**

For the sake of this point, let's keep with *the "weight-loss"* example from before and **create a landing page for that campaign.**

Remember, the call to action in the solo-ad swipe earlier in this report said …

*To **Lose up to 15 Pounds in as little as 10 Days** and Finally **Feel Great About Yourself** Click the Link Below Today!*

http://www.landingpage.com

That's important to remember because as the person clicks the link, they're still looking to do just that… and you've got **them thinking about it**

emotionally. To get the opt-in, we need to *"play"* on that emotion and keep it going.

The first thing to do is **plan the headline** for the landing page and since we want to hit 'em **emotionally** with that headline *(to keep their emotions up)* we need to use the following **formula:**

Headline **=**

"YES! I Want to (or something like this) <Solo-Ad's Call to Action> + By <Taking Desired Action>!"

There are many variations to this you could use but the point of this formula is extremely important**: It's CONGRUENT with the ad!** And from this, **congruency should be your takeaway.**

Let's use the above call to action from our *"swipe"* and this formula to create a **compelling *(and congruent)* headline** for our **landing page,** shall we?

If we *"plug in"* the solo-ad's emotion driven *"call to action"* with this **formula,** we get the first part of a congruent headline.

Here's what we get…

"YES! I Want to Lose up to 15 Pounds in as Little as 10 Days and Finally Feel Great About Myself + By <Taking Desired Action>!"

Do you see how the solo-ad's call to action is sort of *"plugged in"* to the formula**, creating a headline for the landing page that's congruent with the solo-ad?**

Do you see how it all *"flows"*?

The *"message"* of the offer made in the solo-ad that got them to click is **never "diluted",** and that's <u>exactly what we want</u> because it will **increase your conversions!**

You may notice at this point that there's a SECOND part of this headline and that's the part of the **formula** that's *"<taking desired action>".*

You probably guessed already if you've been following along with me but this is where we **FINALLY start to ask for the opt-in!** Since the headline is so **emotionally driven** and the prospect is so tuned in with it, it's effective to just start asking for the "*opt-in"* right away in this headline! It would go something like this:

"YES! <I Want to Lose up to 15 Pounds in as Little as 10 Days and Finally Feel Great About Myself> + By <Requesting My FREE REPORT!>"

Do you get the idea here? The bottom line is **congruency!** This is **key!** Of course, the headline formula can be changed up as much as you want and I encourage you to **experiment!** But, never forget the two components of the formula!

With regard to changing things up, here's some variations of this…

"**YES!** Send me My FREE GUIDE On How I Can Lose up to 15 Pounds in as little as 10 Days and Finally Feel Great About Myself!

Or…

"**YES!** I Want You to Show Me How I Can Feel Like a Rock Star by Losing up to 15 Pounds in Less Than 10 Days! Send me the FREE REPORT!"

Recently we did a campaign in the medical industry for a client. The purpose of this campaign was to generate *"headache"* leads and one of the ways we did that was a solo-ad that was sent to a gigantic list in the *"health"* market

I used this **"congruency" formula** on that campaign and want to show you as an example. This campaign did VERY WELL and even to this day, I STILL run campaigns this way!

DO YOU SEE HOW THE CALL TO ACTION IS CONGRUENT WITH THE LP HEADLINE?
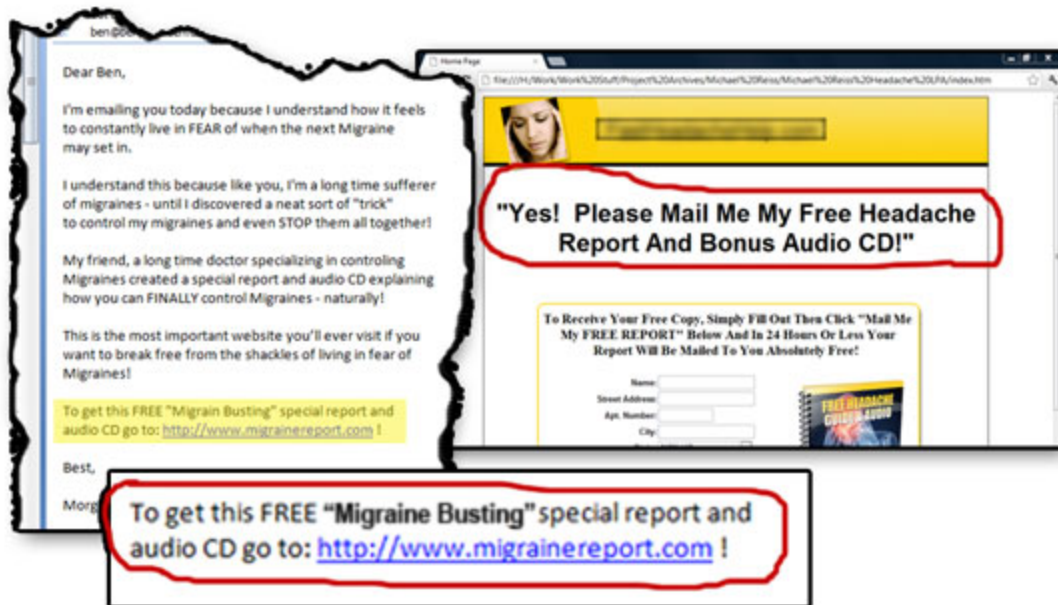
See how this works? Headlines for your landing pages are **very important** – and so is this formula - so **dig in and use it!**

I can tell you without question – **this method of congruency WORKS!** I've used it in literally **millions of dollars** worth of campaigns!

The body copy of your landing page.

Now that we've got the headline for our landing page, we're almost done but we've got to create the landing page BODY really quick. Good news is, at this point with the solo-ad swipe and the landing page headline done, **this is easy.**

The body copy, like your solo-ad is SHORT and to the point. In fact, it should be nothing more than a short intro and a **bullet list of your offer's main benef**its and a **call to action.**

So then if we continue on the *"weight-loss"* bandwagon, let's go ahead and list what our **main benefits** are because we'll use these in our body copy **introduction** and **bullet list.**

The benefits of the weight-loss offer are…

❖ Loses 15 pounds in 10 days
❖ Is "easy" to do
❖ Is "natural"
❖ Increases energy

To get the **body copy** using these **benefits**, we'll first go over our headline again, reading it to just keep our "feel" for it.

Remember the weight-loss headlines we just made above? Lets pick one of those and use them for this example.

Let's use…

## "YES! I Want You to Show Me How I Can Feel Like a Rock Star by Losing up to 15 Pounds in Less Than 10 Days! Send me the FREE REPORT!"

Now, we'll craft a short opening paragraph, ideally no more than **3 sentences long** because remember, the landing page needs to be "*short and sweet"* like the solo-ad's copy to keep everything **congruent.**

To craft this opening paragraph, we'll use the benefit covered in the headline. At this point, read the headline again and ask yourself… *"How can I EXPAND on this benefit a bit more? What kind of statement can I make, or fact can I present that strongly SUPPORTS this headline?"*

To answer the question *"what's the main benefit of the headline?"*

In this case it's…

❖ "Lose up to 15 Pounds in 10 Days"

"YES! I Want You to Show Me How I Can Feel Like a Rock Star by Losing up to 15 Pounds in Less Than 10 Days! Send me the FREE REPORT!"

To create a quick opening paragraph using the benefit of the headline, all we do is **create a statement that further expands on it and supports it.** Then, the last sentence of the opening paragraph is your **call to action.**

The call to action is where you tell your prospect to opt-in. You'll do this a couple of times, the first time, at the end of your opening paragraph.

The best way to illustrate this is through example…

HEADLINE BENEFIT:

"Lose up to 15 Pounds in 10 Days"

POSSIBLE OPENING PARAGRAPH:

To get my secret guide on **how you can lose up to 15 pounds in 10 days or less** using my all natural weight loss methods, simply **fill out the form below TODAY!**

HEADLINE BENEFIT:

"Can feel like a rock star!"

POSSIBLE OPENING PARAGRAPH:

Complete the form below today and in no time you'll be **feeling like a rock star** by **losing weight quickly and naturally! Enter your information below TODAY!**

Here's an example landing page using this formula…

(next page please)

> ## "YES! I Want You to Show Me How I Can Feel Like a Rock Star by Losing up to 15 Pounds in Less Than 10 Days! Send me the FREE REPORT!"
>
> To get my secret guide on how you can lose up to 15 pounds in 10 days or less using my all natural weight loss methods, simply **fill out the form below**
>
> TODAY!   **<- Opening Paragraph supports headline**

Now that we've got our headline and opening paragraph in our landing page as shown above now all we need are **the bullet points.**

Bullet points are **extremely important** to your landing page's conversions because they can grab the attention of your prospects and strike *"chords"* that will **make them want to opt-in.**

These bullets are derived from your offer's **benefits** and are typically placed **following your opening paragraph.**

Remember how we created bullets from the benefits of our weight loss offer? They were…

- ❖ Loses 15 pounds in 10 days
- ❖ Is "easy" to do
- ❖ Is "natural"
- ❖ Increases energy

These bullets go on your **landing page under your opener.** Of course, use your creativity here to *"jazz"* these up. Here's an example…

- ❖ Loses 15 pounds in 10 days = **Lose up to 10 Pounds of More in 10 Days or LESS!**
- ❖ Is "easy" to do = **It's so painless anyone can do it!**
- ❖ Is "natural" = **100% organic method**
- ❖ Increases energy = **Rapidly increase your stamina!**

Do you see how I made these bullets more **exciting** by **spicing up the copy?** Now, let's use 'em in our landing page!

Check it out…

> ## "YES! I Want You to Show Me How I Can Feel Like a Rock Star by Losing up to 15 Pounds in Less Than 10 Days! Send me the FREE REPORT!"
>
> To get my secret guide on how you can lose up to 15 pounds in 10 days or less using my all natural weight loss methods, simply **fill out the form below TODAY!**
>
> - ❖ Lose **up to 15 Pounds of More in 10 Days or Less!**
> - ❖ This method is **100% Organic!**
> - ❖ It's **Completely PAINLESS** – *Anyone Can do it!*
> - ❖ You'll experience an Exciting Increase in Stamina!
>
> *Here;s our Bullets!*

This is **powerful stuff** and will no doubt, **increase your conversions!**

The last thing you need to do to complete the copy of your landing page is the **call to action.** The call to action is simply where you tell your prospect to opt-in for whatever it is your offering.

The formula for this is the **same as it was for the call to action of your solo-ad** *(pages 29 – 35).*

You take the main benefit of your offer, **Losing 15 pounds in 10 Days or Less** in this case, and state that along with an **EMOTIONAL WANT** of your prospect and state those in your **call to action** like this…

"To Lose up to 15 Pounds in 10 Days or Less and Get Your Life Back,

COMPLETE THE FORM BELOW and Hit SUBMIT!

Red = **Benefit**

Blue = **Emotional want**

Creating a powerful "*call to action*" is **extremely important** and I covered this in **great detail** in the section of this guide where we talked about creating your solo-ad *"swipe".*

If you need a refresher on what goes into writing a **compelling** *"call-to-action"*, please go back and review pages 29 – 35. The process for creating the call to action on your landing page is the same as it is for your solo-ad swipe.

Other important formatting tips for your landing page:

Now that we've got the copy for the landing page completed, we're almost done but there are a few other **important things** you should consider to insure you get the biggest *"bang"* out of your campaigns.

While copy writing and formatting styles vary somewhat depending on your market, here are some other **general formatting tips** that I've discovered **help conversions** through my own testing and experience.

❖ **Backgrounds:** The backgrounds of your landing page should generally be light in color. For the text area, white is always best. I've run landing pages with different shades of white and yellow in the text area background and in the end, white works best (with black, red, burgundy, blue headlines).

- ❖ **Page background:** This is the background area outside the text and content area (between the edge of your screen and the border of the text area). I like both *"light grey"* and *"Robin's Egg Blue"*. Robin's egg blue instills **trust** and I've had **good conversions** with Robin's Egg Blue.

- ❖ **Form Area background:** I like to use an *"Ivory"* (very light yellow) in my form backgrounds. This color also instills trust. I also like to use a black dashed boarder around my form areas.

- ❖ **Form Buttons:** Speaking of buttons, I like *"orange"* buttons, the *"Belcher"* button being my favorite. These buttons have always had good conversions for me. In addition to that, I also found that by making the button text say *"continue"* as opposed to something like *"submit"* or *"get access"* or whatever caused a **jump in my opt-in rate.**

- ❖ **Cover graphics:** You see them everywhere – because they WORK! I always use a cover graphic or product graphic and so should you. They're inexpensive and easy to create. There's software and action scripts you can use to make them yourself or you can hire somebody off of the WarriorForum.Com (Warriors For Hire area). If you don't want to outsource the easiest way to do it yourself you can these really simple to edit action scripts here: [High Resolution E-covers Pro](). I personally do all of my own e-covers because once you get the hang of it (it's really not very difficult) you can actually get them done cheaper (obviously!) and faster by doing them yourself.

Now that your landing page is completed, all you need to do now is add your form code. All that entails is pasting the code from your

autoresponder service into your landing page so people can opt into your offer.

What happens after they opt into the landing page is the most critical part of your sales funnel!

The OTO Method

When you set this up following this guide, there's no doubt you'll get a **surge of new subscribers** to YOUR list! That's the beauty of solo-ads – you get tons of new subscribers to your list – **FAST!**

It's at this moment that you're going to either **take this to the bank**, or **possibly end up losing money.** We want to make sure the latter doesn't happen and one way to do that is to **send people who opt-in to an "OTO"** – *a "One Time offer".*

One time offers **are important** because it turns your solo-ad campaign into what's known as a *"self liquidating offer".* By definition self liquidating offers are used in sales funnels to *"step"* prospects through a sales funnel from a **low priced** offer to a **higher ticket offer.**

In THIS CASE the offer is *"self-liquidating"* because the goal is NOT to make money – it's to **build a list** BUT… we can use the money earned on an OTO to *"offset"* or even **eliminate** the cost of the actual solo-ad campaign!

For example, lets say you paid **$100.00** for a solo-ad that ended up sending you **250 clicks.** Of those 250 clicks, **125 opted-in** to your offer. Those 125 people were then **added to your list** and sent via email whatever it was that you offered them in exchange for their email address.

Those 125 also were then sent to your **OTO.** On your *"one time offer"* you achieved a **4% conversion rate** (*not at all unheard of!)* that resulted in **5 sales.** Each of those sales was a **$17.00 report** like this one. That would mean that the solo-ad campaign *"netted"* you…

❖ **125 new subscribers** (yay)!
❖ **5 sales** at $17.00 each = **$85.00** (also, yay)!

Since this offer is *"self liquidating",* that $85.00 is **taken against the cost of the solo-ad campaign** ($100.00). What this means is, instead of the solo-ad costing you $100.00, **it only cost you $15.00** because those OTO sales helped **pay for the cost of the ad!** If the sales amount to equal or greater than the cost of the campaign, your offer is *"self liquidating".*

Make sense? This is why you always want to have an OTO. Without one, you're **leaving money on the table!**

Visualize how this all works…

250 Visitors From
Solo-Ad

125 People Are Sent To
Your OTO After Opt-in
and 5 Buy @$17.00

125 Take Your Offer
and Join Your List

$85.00 in Sales!
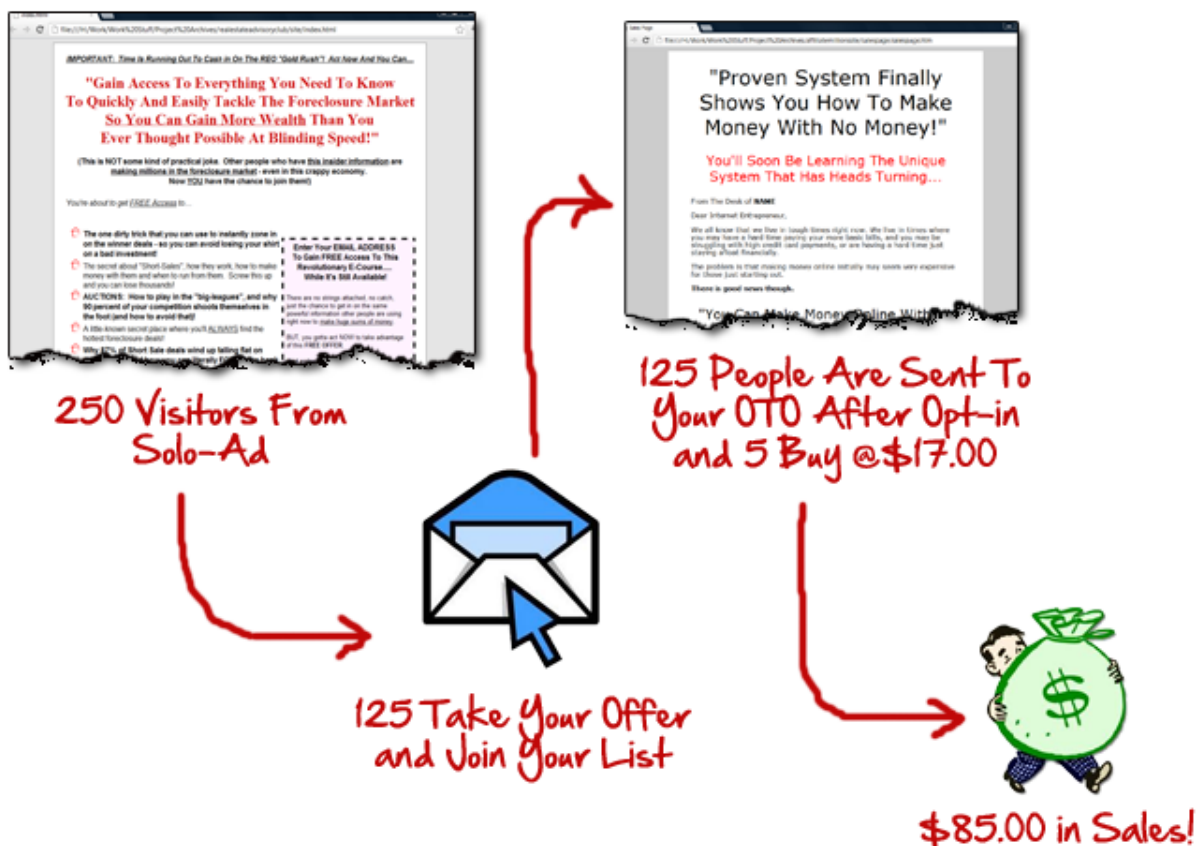
"That's great" you're probably thinking… *"but what should I use as an OTO?"* I mean, what if **you don't have a product to sell?**

Getting something to use for an OTO is **super easy.** What you first need to do is consider what your **original offer** (the one you used in your solo-ad to GET the subscriber) was.

It's **vitally important** that the OTO **enhances your FREE OFFER** you used to get them to **opt-in.** In other words, your OTO needs to be of the same **topic** as your free offer but perhaps **covering it in more detail, or be a good "companion" to it.**

Sidebar: If you took the OTO you got something called the "Solo-DEX" as a companion to THIS report. That "Solo-DEX" is a fantastic companion to this report because THIS report is about using solo-ads and the "Solo-DEX" is a report with proven reliable sources from whom to purchase the Solo-Ads! In this instance, it was an OTO to this report. HOWEVER... could I have given the "Solo-DEX" away for FREE in a solo-ad campaign and then sent my opt-ins to the sales page for THIS report as an OTO? Two words: YOU BETCHA!

Staying with our *"weight-loss"* theme we've been using in this guide, let's assume the offer was a **FREE REPORT** that told somebody how to lose weight using natural, metabolism enhancing herbs and vitamins.

Understanding that, "*good*" OTOs might be things like…

- ❖ Herbal energy enhancers
- ❖ Organic (low calorie) cook books
- ❖ Home workout guides
- ❖ Cardio programs

… and those are just a few ideas! Like I mentioned before, an OTO can also be something of the SAME MAIN TOPIC as your freebie but **expanding** on it, or offering it in a **different format** such as…

- ❖ Videos
- ❖ Audios

Now that you have an idea of what your *"one time offer"* should be, there are a few different ways we can now *"source"* an OTO to accompany our free weight-loss offer.

❖ **Create a Short Report Yourself**

I am always a big fan of creating stuff myself for both OTOs as well as my main products! When you create something yourself YOU have **total control** over the quality of it and you can **guarantee** there's nothing like it on the market anywhere **– further enhancing the over-all quality of your offer.** Creating stuff doesn't need to be *"hard".* All you need as an OTO is a **quick report** further covering the **topic of your free offer.** If you're well versed in your topic, just spend a few hours and write a PDF. I guarantee - **it's worth it!** If you're not well versed in your offer's topic, it's cool! Just outsource your report. I do that all the time! If you want to outsource your OTO product, The WarriorForum.Com (warrior for hire section) is a fantastic place to start. There's no way I can cover all the details I know about creating products or we'd go GROSSLY *"off topic"* and this report would never conclude. However, there are some **fantastic Free resources** on product creation that have **helped ME a ton** (just google free product creation resources) when I need to create reports and courses:

❖ **Using PLR**

PLR is also a **great resource** when it comes to putting together an OTO. If you go this route, you need to make sure you find **QUALITY PLR** to use as your OTO. Quality PLR can be found at the WarriorForum.Com and that's where I'd start because of the *"social*

proof" aspect. Like finding solo-ad partners, finding quality PLR on the Warrior Forum can be **easy** too because when someone produces and sells QUALITY PLR, their customers come back and share their experiences with the PLR product in the sales thread. Another great place to find PLR is, of course, Google. Just search for PLR on your topic. If you go this route, **make sure you can find testimonials** about the PLR you're interested in and if they offer samples, even better! No matter how you find PLR, you're NOT just going to toss it up as an OTO as it was when you bought it! It's **really important** to "*repurpose*" or '*rebrand*" any PLR you get. You want **to completely change the name of it.** If it's a report, make new **header** and **cover graphics** for it. In addition to that, **re-write** some of the content to **make it your own.** Maybe add **pictures** like I have in THIS report. You REALLY need to **customize PLR to make it your own!** Don't be afraid to REALLY customize it! **Super important!**

Sidebar: One FANTASTIC way to customize PLR and add your personality to it is to use… SIDEBARS… just like those you see ALL OVER this report! Just read the PLR and write down the main points you get out of it. Then, simply go back and add those main points as SIDEBARS like these, throughout the report. Quick, down and dirty… EASY!

If you've taken the time up to this point you'll have…

- Your solo-ad partner picked out

- Your solo-ad 'swipe" ready to go
- Your landing page ready to go
- Your "OTO" all setup and ready to go.

Now, all you need to do is pay your solo-ad partner and **let 'er rip!** You'll start **adding folks to your list** and **getting your "OTO" to pay for all of it!**

First though, I also want to cover another type of method I use. It's sort of a "spin" on the *"OTO Method"* and guess what? You don't need to **bother with creating an OTO** at all!

In this variation of my *"OTO method"* we're going to use **affiliate programs!**

"Affiliate Annihilator" Method

This method is MOSTLY the same as my *"OTO method"* outlined in detail above. In fact, the landing page process is EXACTLY the same as that above so no need to cover it again here. The main difference between THIS method and the "OTO method" above is the **offer** AND what occurs **AFTER someone opts-in.**

The Objective

The objective of my *"OTO method"* above was to **build a list** and get sales resulting from an OTO to **pay for that list.** The objective here is the same: **build a list** and **get sales to pay for it.** However, the difference is, these are NOT OTO sales. **They're affiliate sales!**

This is a cool method because you do **NOT** have to spend the time needed to create your own one time offer but rather, just use an **AFFILIATE offer** to **make money** on the up sell and hopefully offset or **completely pay for** your advertising expenses.

Most people elect to go this route and if you want to, that's fine! I do it all the time! In fact, I have a **very successful campaign** going with a CPA offer as my up-sell.

Unfortunately though, this is also where **most people screw up.** In order for this to work, you have to do it **RIGHT.**

To demonstrate the **right** and **wrong** ways to use an affiliate offer as your *"up-sell"* let's have some fun…

Meet Brittany Burnside

Brittany has been in internet marketing for about 6 months now and has run the usual tricks such as some SEO with her blog and articles, she's done some SEM such as PPC and she has a nice sized list already.

Some dude over at the WarriorForum.Com, an internet marketing discussion forum, told her she should do some 'solo-ads' because they're a sweet way to get quick, targeted traffic and she can build her list fast, too!

Brittany gets pumped up but she's no fool. She's the cautious type. Not too cautious but she does do her research first. She soon realizes that she should have a landing page with an opt-in form of some kind offering a free offer so she can build her list. **She's right.** So, she writes a quick **16 page report detailing a method she used for picking PPC keywords successfully** and slaps up a landing page offering her report **in exchange for an opt-in.**

Brittany's not an idiot, good for her! She did this part **RIGHT.** People opt-in and the report is emailed to them. Her list **GROWS.**

Brittany's cleaver too. AFTER somebody opts-in, they're sent **right to a sales letter for an affiliate offer** she picked from ClickBank.Com that she thinks will go well with her little report – **a giant $197.00 PPC course.**

<mark>**End result: The solo-ad goes out and she builds her list.**</mark>

Now Meet Jake Ginger

Like Brittany, Jake is an internet marketer but *unlike* Brittany, **he does a lot of solo-ads.** In fact, Jake has a solo-ad campaign of some sort running **nearly every day!**

Jake's kind of a lazy-#$$ though and doesn't want to be **bothered with creating an OTO** and all that. Like me, he knows about this *"affiliate annihilator"* method. So, he puts up a landing page just like Brittany did. HIS landing page offer is a **video about how he puts together profitable PPV campaigns** in about 30 minutes. In exchange for an **opt-in,** people can watch the video. The video runs about 6 minutes in length.

When someone opts into his landing page, they're **instantly redirected to a page with the video** on it and the person, now **already a subscriber to his list**, can watch it **right away.**

AFTER the video ends, they see a button saying *"continue"* underneath the video and they click on it. **THAT redirects them to a course on creating and monetizing PPV traffic**, for which Jake is an **affiliate.**

==**End Result: Jake builds his list AND makes some affiliate sales… enough to cover his rear on the solo-ad spend!**==

If we look at the two scenarios above, they BOTH had landing pages with FREE opt-in offers (good) and they BOTH were trying to *"monetize"* their campaigns with affiliate offers (also good) but only **ONE of them made any affiliate sales!**

Why?

If they BOTH ended up sending traffic to an **affiliate offer** in the end, WHY did Jake **make sales** but **not Brittany?**

Brittany sent her solo-ad traffic straight to an affiliate sales letter after they opted in. She didn't make any sales because her offer **didn't pre-sell the affiliate offer FIRST!**

Remember her process: Solo-ad traffic clicks on her link in the solo-ad and winds up at the landing page. Some of them **opt-in for her free report.** Then, they're immediately sent to the affiliate sales letter. At this time, they haven't even SEEN the report yet (it's in their email) and they're fixated on that FREE offer. They're not in a **buying mood.** They're not

really *"wanting"* more so they **don't buy.** She **doesn't get any commission.**

Jake made money because he knew that the "*affiliate annihilator*" method is all about **pre-selling the solo-ad traffic on the affiliate offer BEFORE sending it to an affiliate sales letter** and this is <u>super important!</u>

In Jake's scenario, his offer was a **short video** about creating profitable PPV campaigns and his affiliate offer was a **course on creating profitable PPV campaigns.**

This was no accident. Jake knew he wanted to **up-sell** the course on PPV marketing so he created a short video about **ONE of the methods included in it** and used that video to give away some <u>value</u> and get those who opted-in to watch it <u>wanting more!</u> He thin hit them with a button under the video that said *"continue"* and led them to the **offer's sales page where he made sales.**

Why this works…

The "*affiliate annihilator*" method works so well because you use a **FREE offer that PRE-SELLS your affiliate offer.** What's more, you instantly deliver it after the opt-in – **INLINE** – with the redirection to the affiliate offer's sales letter page.

Lets break this down…

- ❖ **STEP ONE: The Landing Page:**
  The landing page is the same whether we're using it with the "*affiliate annihilator method*" OR the "*OTO method*". It needs to provide a FREE OFFER in exchange for an opt-in. In this case, a **video pre-**

selling your affiliate offer.   If you need a review on creating the landing page, please revisit pages 37 – 46.

❖ **STEP TWO: The offer:**

The offer is a FREE offer that **pre-sells the affiliate offer** you want to promote on the back end. **Video works best for this**. It should be a SHORT video, like **5 – 10 minutes MAX.**

The idea is to create a video that offers enough **VALUE** to get the prospect **wanting MORE.** This is often achieved by really researching the affiliate offer you're going to promote and discovering **it's MAIN benefit.** Then, you'd create a short video centered around that benefit to create the **burning desire** in your prospect to get them to **move on to the sales page.**

As an example, remember Jake's promotion? He was promoting a course about **PPV marketing.** The **main benefit** of that course was to *"make money with PPV"* so Jake created a video outlining just **ONE method that people can use to launch a PPV campaign** and gave it away as his **FREE opt-in offer.** It was just enough to get the prospect **wanting more** and in turn, got them to click the *"continue"* button which led to the affiliate offer sales letter page.

Like Jake, YOU should promote affiliate offers the same way. Create a **short video** offering one "*golden nugget"* from the offer you're going to promote then lead them to the sales page.

❖ **The "Call-to-Action" Button:**

This is what I've referred to as the *"click to continue"* button up to this point. I like *"continue"* because it flows. If your **pre-sell video** does its job, your prospect **wants more** and **instinctively** will want to *"continue".* I've tested this with many different versions of text and know what? **I still use "continue".**

I also like to use *"time-delay"* scripts for these buttons. A time delay script is one of those scripts that waits *"X number of seconds"* before the button **appears on the page.** I'll then set the script's time value to appear about halfway through the video (so if the video is 6 minutes long, I may set the script to show the "continue" button after about 3 minutes). These come in handy because **you do NOT want someone going to your affiliate offer page BEFORE they have a chance to be pre-sold!** Of course, once the button DOES appear, it should **use your affiliate link** to link to the offer sales page.

<mark>Sidebar:</mark> This is so freakin' easy! Just BUY the product you want to promote (you should anyway) or ask the owner for a review copy and actually go through it. Create a short video about what you take away from it, offer a method from it and BAM...there's your pre-sell video!

SEE HOW THIS FLOWS FROM THE SQUEEZE PAGE TO THE PRE-SELL VIDEO TO THE AFFILIATE OFFER SALES PAGE?

The Landing Page Pitches a VIDEO About Generating Leads with POST CARDS

The VIDEO **Pre-Sells** Them on POST CARD MARKETING and then they're asked to Continue"

NOW... They're at the Offer's SALES PAGE

That's my *"affiliate annihilator"* method and believes me, **this WORKS!** If you use it this way, you **WILL build your list** by offering the valuable *"pre-sell"* video as a lead magnet while at the same time, **getting some affiliate commissions to pay for this list building method.** Trust me. **POWERFUL STUFF!**

MONETIZING YOUR NEW LIST

By now you should be at the point where you have a **nice flow of new subscribers coming in** and if you've used my funnel and either the "OTO" or "affiliate annihilator" methods hopefully these new subscribers are coming in **CHEAP – if not FREE.**

With all these subscribers, **it's important** that you don't *"waste"* them by either not sending them ANY follow-ups OR sending them the **WRONG follow-ups.** This is important because if you do the wrong thing here, you'll either **lose too many subscribers** to *"unsubscribes"* OR your list will go *"cold"* – **neither scenario being a good one.**

Depending on what market you're in it can vary a bit but it's a known fact that each subscriber on an active email list is worth up to **$1.00 in monthly revenue if you know how to treat them!** This is why, no matter what anybody says, **it's so freakin' valuable to build a list!**

Like I said before, if you've been following along and more importantly, TAKING ACTION on my advice and knowledge then no doubt, **you're starting to build a list of your own!** What we want to do now is **make sure you can get paid** from that list – **over and over again!**

To be honest, while the hard part is actually **BUILDING the list**, this is where most people fail. In staying honest, I'll tell you that more than **once I've screwed this up too** and ended up *"throwing lists away"* so hey… **I know!**

In order to achieve that "*subscriber value*" of around **$1.00 a month** in revenue, obviously you've got to have a **responsive list** and that's what we'll cover here.

Building a **responsive list** isn't hard at all – as long as you know how to set this up from the *"get go"* and **know what to send your new subscribers from day one.**

Your Initial Follow-Ups

The MOST important time to really **build that relationship** with your new subscribers is within the **first 5 to 7 days** that they're on your list. This is the time period in which you'll *"train"* your new subscribers about what it's like to be on your list, about YOU, and about your OFFERS.

SIDEBAR: It's a known fact that it doesn't matter much WHERE your new subscriber came from, or what their experience was like on another person's list. What matters most is WHAT HAPPENS from this point on... when they're on YOUR LIST!

You want to *"train"* your list that **you offer them VALUE** and are somebody who not just *"sells them stuff"*. You're somebody they can **TRUST.** If you can do this, you're **golden** and one of the BEST ways to do this is to hit them with a **TON of value** within the first **5-7 days** of being on your list.

This is why, in the beginning, you're **NOT going to send them offers!** The first **5 to 7 emails** I send my new subscribers are **purely informational** – **pure value!** You should do the **same thing.**

This is important – like *"make or break"* **important** so please pay attention and put some time into this! I promise, it's totally worth it and if you do this right, **you're ahead of 95% of others building lists!**

For the sake of breaking this critical step down, lets go through it, **day by day.**

DAY ONE:

Purpose of email: To deliver product offered

This is the day they opt-in to your list. This first email should be **short and sweet** and essentially **deliver on what was offered.** Obviously if your FREE OFFER was a report or video, you'd send it at this time. No need to introduce yourself here really. We'll get to that.

What IS important though is to **TELL your new subscriber that he or she will hear from you again "tomorrow"** and this is done subtly at the end of the email, before your salutation. This is **so important** yet nobody does it and I can't fathom why. This sets the *"premise"* that by being on your list, they'll hear from you on a **regular basis.**

Here's an example of this. Feel free to *"swipe it"* if you like.
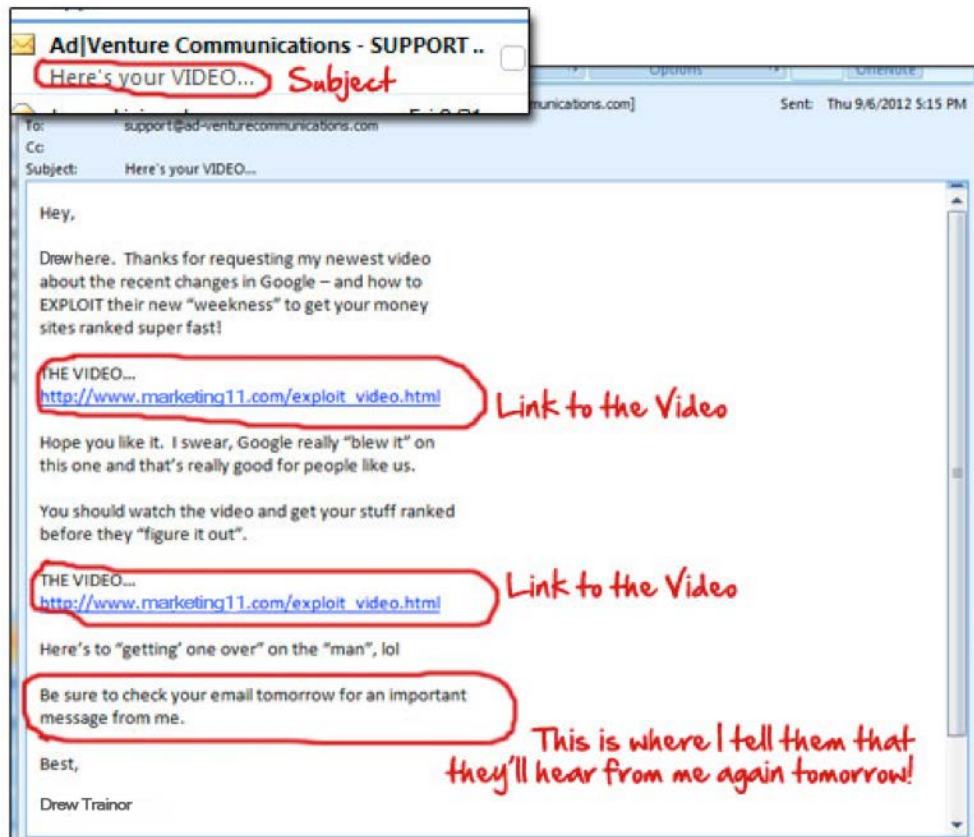
Do you see where I told them that *"they would hear from me tomorrow"*? This is important so don't forget it! Again, it **sets them up to EXPECT to hear from you** "tomorrow" and if you do this, you'll establish a **premise** that they'll get *"regular"* **emails from you.**

DAY TWO:

Purpose of email: To instill **TRUST**

That was easy! All you had to do up until now is to deliver the product but NOW it's time to get personal and **instill some TRUST.**

One of the most **powerful** ways to do this is to **get your new subscriber to KNOW you.** Think about it: How often do you open an email from somebody **you KNOW?** Probably more than you open emails from those you **DON'T know.**

If you can get the subscriber to "**know you**" then **trust comes almost automatically!**

This is **powerful stuff** and it's the SECOND email that you send them on **day two** that does this.

The first thing you're going to want to do is write a small **"bio"** about yourself and post it online as a webpage on your domain. For the BIO you're going to want to use this **formula** which I find works well…

- ❖ Tell them about you personally, hobbies, family, etc
- ❖ Transition into your vocational past, jobs, business, etc
- ❖ From there, transition to how **you were once where they are** NOW
- ❖ Go on to tell your adventure about how **you got from where they ARE to where you ARE**
- ❖ Close with **friendly summary** and offer up **your REAL contact information.**

Obviously the above outline varies depending on what market you're in (if you're in *"cat breeding"* for example, you can skip #2 because who cares about your vocational past – unless it has to do with cats?)

Lastly, you'll create an email that goes out on **day two** that simply points them to the bio. Make it **light hearted and personal** and of course… short.

Here's the email I send out to get people to visit MY bio…
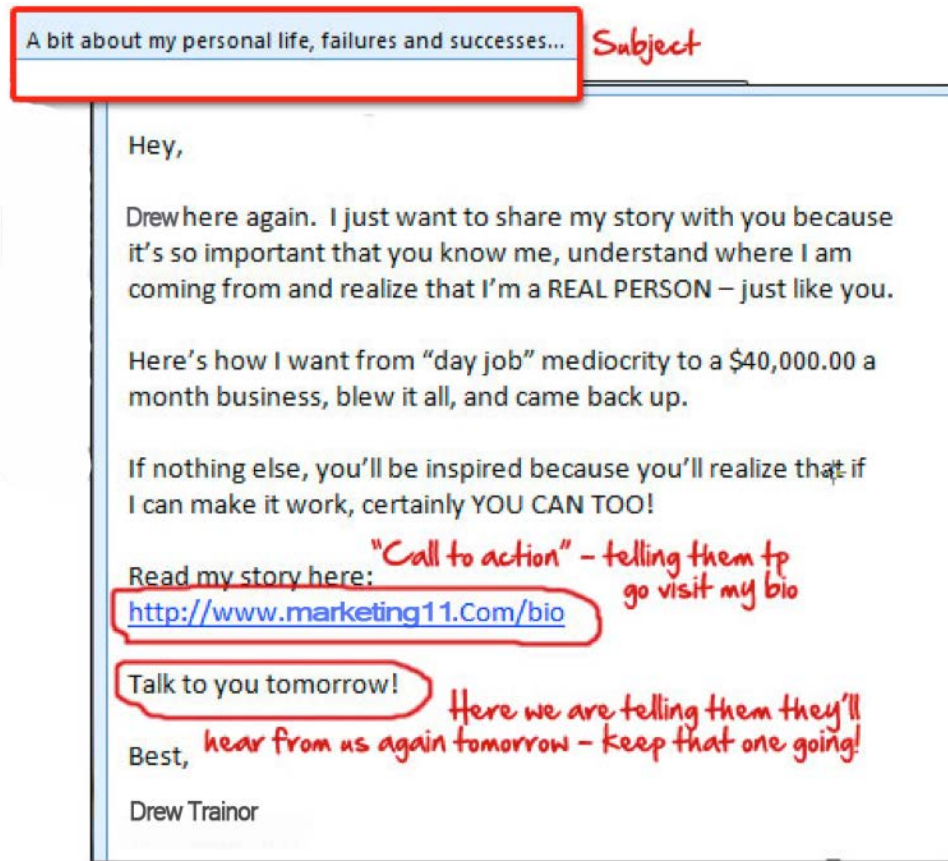
This email's job is to **instill trust.** A biographical story is a **great way to do that!**

Now that we've got the first two days covered, you need to understand that the next **4 emails you send them from here on out** (one a day) will NOT be offers! They'll be short articles, stories, tips, videos, etc. offering more **VALUE** and that's it. This will help **condition your new subscriber** that…

- ❖ You're a true **source for VALUE**
- ❖ You're a person they can **TRUST**
- ❖ They'll get emails from you daily (and will come to expect and even look forward to them).

Now you may be asking *"that's great Drew but what do I send them for the next 4 days"?* That's a good question! Fortunately for you, I've devised **a super easy way** to do this and create some really **valuable** "follow-ups"!

All you need to do find **4 BROAD "problems"** your market has. A BROAD problem is a problem that IS **related to your market in GENERAL** but NOT **directly focused on any one niche.**

Here's an example: The market for THIS report would be considered by some as *"internet marketing"* or *"making money online"* right? The **NICHE market** within that for this report is *"list building"*, right?

Say I were to put together a campaign that targeted **LIST BUILDING** because I have this report to sell plus a bunch of OTHER affiliate offers.

I go out and setup a landing page, free offer, write my solo-ad "swipe' and begin a solo-ad campaign **building a list of people to sell all my list building stuff to.**

Using this strategy, I KNOW that *"list building"* is a **niche of a bigger market** – *"internet marketing"* or *"make money online"*.

"Making money online" is therefore my **market** because even though I am selling stuff to people who want to build email lists, **they're all a part of a broad market (MMO)** and therefore, they have the **same problems** as anyone in that market.

Same is true for all the SEO guys, SEM gals, PPV dudes, blogger geeks, article writers and up and down the board. They're ALL *"make money online'rs"* and **therefore have the same problems.**

Identifying the **broad market** and targeting **those issues** is **key** because though you want to **provide value**, if you provide **too much value** because it's finitely targeted to a niche you'll accidentally *"train"* your list **NOT** to buy because *"hey this dude offers such great free stuff… I don't need to buy!"* **No good deed goes unpunished** they say and **this… we want to avoid!**

To avoid that mentality, we're going after **broad problems** rather than solving "*list building*" problems in this case. **Let the *"paid"* stuff you sell do that.**

> <mark>Take Away:</mark> Create a "follow-up" system that offers VALUE by solving broad problems in your market that ALL of it's NICHES are experiencing… but NOT specifically targeting a NICHE itself. Provide VALUE on a broader term to instill TRUST and VALUE but still have a list that's trained to BUY!

Finding these **broad problems** is easy. You can do this by going to a forum and browsing around a bit, reading the most viewed posts. Look for things like…

- What **questions** are asked over and over again?
- What are they always **complaining** about?
- What are they constantly **debating** about?

It shouldn't take long before you can identify **4 major "problems"** they have and once you do, **write them down.**

These 4 major problems, as you may have guessed, now **become the subjects of your next 4 follow-ups!**

All you need to do now if write a **SHORT article** (no more than 2 – 3 short paragraphs) that helps **solve each problem**. Do this for each of the 4 problems, and you have your emails! **Ridiculously easy!**

As an example… remember the email shown above for **day one?**

That's a real email that people got when I was promoting a video that pre-sold an affiliate program I was a promoting. The product was a course on the new Google *"panda"* stuff. The target market for that offer was **US** – **internet marketers.**

4 major problems internet marketers have are…

- Confusion on authority (who's the Guru, us vs. Guru mentality)
- "shiny object syndrome" (focus)
- Overcoming adversity
- Confidence

They actually have many more problems but those were the four I picked. Now, our job is to **take these 4 problems and create an email addressing ONE PROBLEM a day** using my process above. This will give us our next 4 follow-ups of providing **true value!**

Staying with my "internet marketing" campaign shown here, let's look at what you'll do next for "day three"…

DAY THREE:

Purpose of email: To build rapport, trust, motivation by providing insight to a shortcoming you had that you can relate to your market.

Problem we'll address: Confusion on authority (who's the Guru, us vs. Guru)

This cool email trick builds trust, rapport, relation and fuels curiosity by revealing a shortcoming you had that you can relate to your market. I think this is a fun way to really gear up your list to be as **responsive as possible,**

I mean, who here WOULDN'T want to read how some dude went broke, got fired from a job, flunked College, got arrested, was sued by the FTC, etc?

As humans we all love to gossip, *"talk smack"* and read about others' head (and heart) aches and THIS cool email trick totally plays that up! Guess what? **This WORKS!**

To do this, you select one of the problems your market has and use a story of a *"shortcoming"* you suffered to tie into that problem and offer a solution to it.

In the case of my campaign where I was building a list of people who were into SEO in *the "internet marketing"* space, I told a story in this email about how **I lost a $40k a month business** and went **bankrupt** *(true story – in 2008 I went broke with another venture in the medical space).*

After that story, I went on to tell how I **rebuilt my business** by NOT doing what the "*Gurus*" do but rather, "*modeling*" them (doing what they're doing versus doing what they TELL you to do).

Do you see how this "*plays*" on the whole **"Us vs. The GURU" thing?**

In this email the call to action link goes to the full story (not very long though – doesn't have to be) and at the end of the story there's **a P.S. with an affiliate offer** to a report about how to pick a market to start selling stuff in within 7 days.

At this point (but not before) we can start to "*soft pitch*" stuff in the "*P.S.*" and footers of our web pages linked to these **crucial beginning emails.**

Want to see the email? Cool…
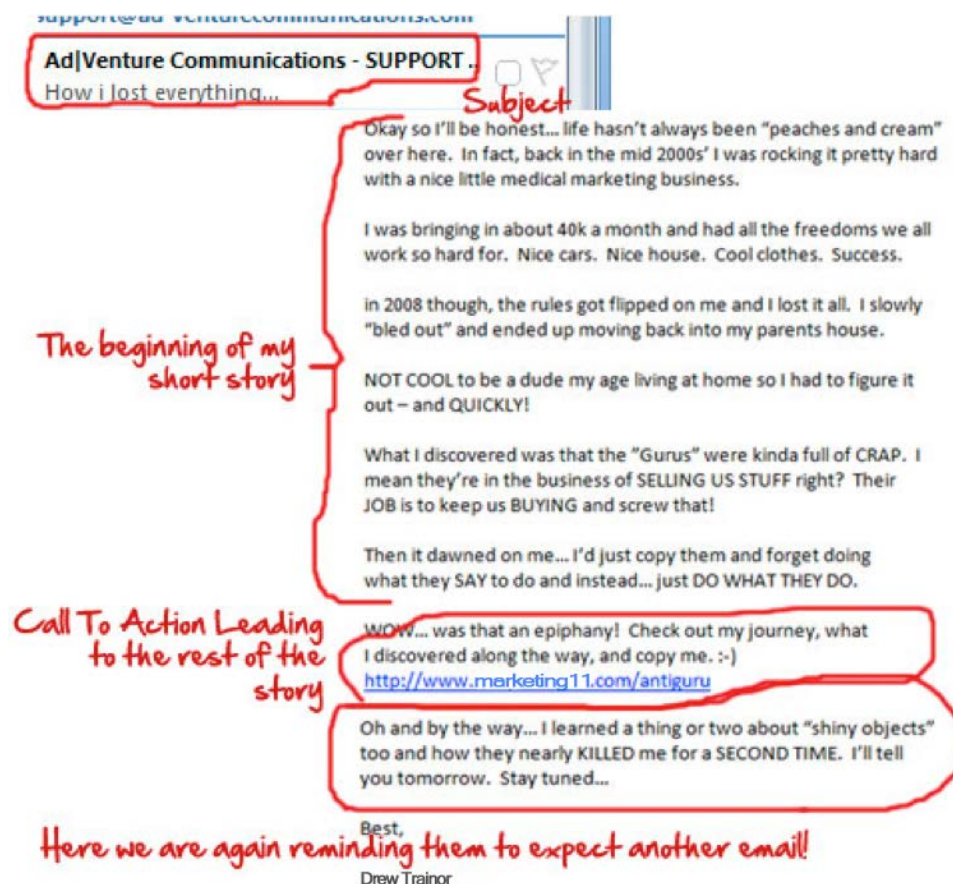
DAY FOUR:

Purpose of email: To build value by offering a short tip on staying focused. This one addresses the "shiny object syndrome" problem so many "IM'ers" suffer from.

Problem we'll address: Focus.

On day four, I address the third problem I found, "shiny object syndrome" or in more "boring" terms, getting FOCUSED.

I do this by telling a funny story about my dog chasing his tail and tying that into how as internet marketers, WE too sometimes "*chase our tails*" and never get anywhere because we're constantly galloping after the next **shiny object.**

I then offer my advice on getting and staying focused by talking about **GOAL setting.**

This email works by **providing valuable advice** while at the same time **builds rapport** because of its slightly humorous tone.

Below is an example of this email.
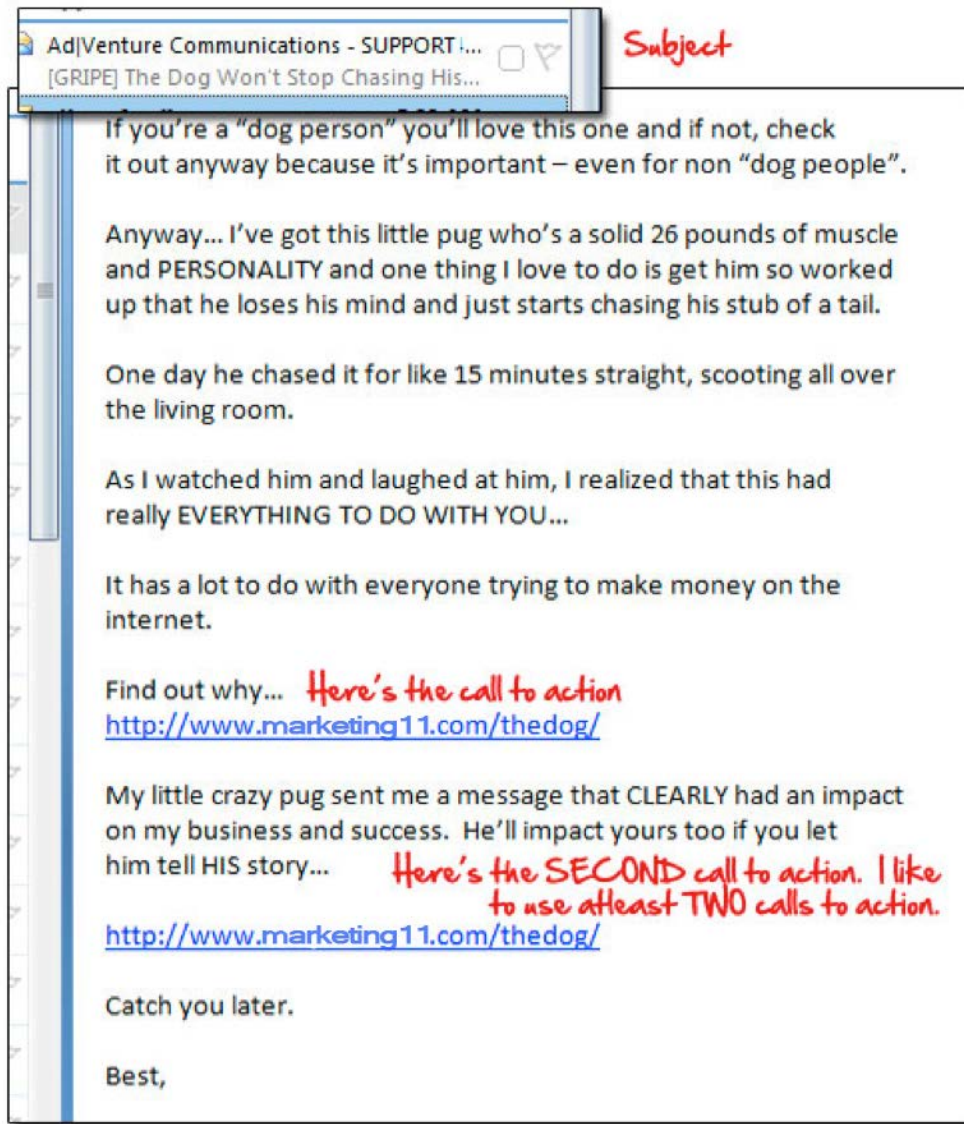
DAY FIVE:

Purpose of email: This builds rapport and trust with a short story I tell about an adversity I faced… I tie into overcoming that adversity and becoming successful in spite of it.

Problem we'll address: Overcoming Adversity

I address the 4th problem… that of adversity and overcoming it. Adversity can be anything from a disability to an event such as a house fire (in 2001 this happened to me) to having to learn new stuff (lack of knowledge).

In some way, shape or form everyone in the "*internet marketing*" space has faced some form of adversity.

In my case, I was born prematurely and faced all kinds of adversity as a child because of that. One of the major issues I had to learn to "*overcome*" was a **vision disability.**

I tie it into making money online by explaining how even though I had my fair share of disabilities, I created a success story out of myself in spite of them. I explain that if I could, **the subscriber can as well.**

This email works by **providing inspiration** for one to overcome whatever **adversities they're facing.**

✉ Ad|Venture Communications - SUPPORT ..   *Subject*
They never thought I'd amount to much...

Sent: Sun 9/9/2012 5:28 PM
To: support@ad-venturecommunications.com

... so I ended up giving everyone the big middle finger!

You see, I was born at only 6 months term which made me 3
months premature (It's kinda ironic for me to have arrived
so ahead of schedule when NOW I'm late for most everything!)

In any event, to start life that way gave me a multitude of
deficiencies and disabilities as a child. One of those disabilities
I still have today, and will retain all my life, is terrible vision.

I mean, it's BAD.

I'm not complaining though... I was supposed to be BLIND so I
dodged a bullet there.

it was because of many learning disabilities coupled with the
terrible vision that nobody... doctors.... therapists.... teachers
thought I'd ever do much or BE much.

I was assigned a life of mediocrity by everyone who knew me
except my parents. THEY of course, were my champions and
like any good parent told me I could do ANYTHING.

In any event, I grew up, even becoming a "cool kid" in high school
and went on to college ultimately landing myself a very successful
and lucrative career selling information products.

Now, thanks to Facebook, all those who didn't have high hopes
for me now get to "see" what became of me.

The point is this: I overcame all my learning disabilities (ADHD and such)
and my lack of "normal" vision to do all the things everyone else was
doing... to do the things people said I wouldn't do... ALL BECAUSE
I KNEW I HAD IT IN ME TO PULL IT OFF.

And you know what?

This is why I KNOW that if you have a pulse and can form and maintain
cognitive thought processes, YOU have all you need to create a
success out of yourself.

I know making money isn't always easy. It's not a walk in the park
or anything but if you NEVER GIVE UP you'll make some. Even if
by accident.

Here's the call to action

If you're committed... I have something special for you that will
help out on your journey. Nothing to buy. Just a quick
free gizmo I discovered that helped ME get going...
http://www.marketing11.com/gizmo/

See ya' later!

Best,

Drew Trainor

DAY SIX:

Purpose of email: To build confidence and motivation by providing an insight comparing me "then" versus "now".

Problem we'll address: Confidence… of lack thereof

One of the biggest problems people face when trying to make money online is a **lack of self confidence.** It is this lack of confidence that prevents many people from ever getting anything worthy going. They're either **afraid of failure**, convinced they'll **fail**, or are on a never ending quest for **"perfection".**

All those things are caused by a **lack of confidence** and in this email we send on "*day 5*" I address that problem "*head on*".

I admit that when I started, nothing I did was "*perfect*". In fact, **far from it!** I then go on to discuss that the reason I succeeded even though I wasn't "*perfect*" or a "*super-star*" was because I had "***super-star*" confidence that ATTRACTED my success.**

I tie it into making money online by saying that if they take action… **confidence will follow.** They just need to **DO IT!**

Here's the email…

Ad|Venture Communications - SUPPORT i...
Embarrassing...   ~Subject~

hey,

I look back to around 2008 or so and man, am
I embarrassed! I mean, what I knew then versus
what I know NOW about internet marketing is
like night and day!

I'm embarrassed by some of the mediocre
information products I put out way back then
when comparing them to what I put out NOW.

But, wanna know the rub?

The ONLY reason I know more NOW then I did
back then is because (be ready) I actually DID it.
I 'did" internet marketing, in spite of being a "noob"
back in the day.

What got me to where I am now is CONFIDENCE.

The CONFIDENCE to take action! The CONFIDENCE
to put myself out there, in spite of knowing I wasn't
"perfect" or anything.

I'll tell you... if you just gain the CONFIDENCE to get
a report written and posted online for sale, you'll be
MILES ahead of everyone else who's still sitting around
"scared".

Don't be that guy. Be the guy who is CONFIDENT.

Confidence attracts success in business as much as it
does in dating.

Here's a cool resource you NEED to check out to get
the confidence to GET GOING!

http://www.marketing11.com/confidence/

Here's the call to action

Best,

Drew Trainor

Maintaining a Lucrative Relationship With Your new List.

If you've gotten this far, you're well on your way to having a super **responsive and lucrative list!** At this point you can also start *"monetizing"* your list with offers – either offers of your own – or affiliate offers.

At the end of the day though, you will want to make sure you **maintain the relationships you've built** in the previous steps! Usually I use the following little *"tricks'* to make sure my list stays **loyal** – and **responsive!**

❖ **Keep solving "problems" and providing VALUE!**

I laid out a fantastic way to create *"problem solving"* emails in the previous steps so keep using it! Do as many of these as you can. I like to send them out sporadically and randomly between my affiliate offer emails. This keeps the "value" up in the eyes of your subscribers. It also keeps them **responsive and conditioned** to reading your emails.

❖ **Send your list ONE email per day!**

I find it varies in different markets but it is best to email your list once a day. I sort of touched on this above with the *"problem solving"* emails and this is why you're going to need a lot of 'em! I like to email my list once a day, all week long. Usually I send about **4 offers** and **3 "problem solver"** emails.

The "relationship-building take away"…

The bottom line is, once you've **built that trust** using my methods above, you'll want to try to **keep a balance** between "*offers*" and **providing value.** If you do this**, they'll stay responsive and you'll get paid.**

If you don't do this and either send **too many offers and not enough value**, you stand the chance **of losing your list's responsiveness.**

Sidebar: Don't be afraid to send them offers! A lot of times people get "cold feet" when it comes to sending their list offers and there's no reason for it. As long as you send them GOOD content as intervals between offers, you're good. Remember what I said I do? I email MY LISTS everyday, 7 days a week. It's usually 4 offers… with 3 of those "problem solver" emails mixed throughout. BALANCING the offers with the value is KEY!

CONCLUSION

If you really take this guide **seriously** and more importantly**… put what you learned here into ACTION** you will **never have to worry about traffic and money again!**

I've been doing "*internet marketing*" since around 2001 and to this day, **solo-ads are one of my FAVORITE ways to build lists FAST.**

Using solo-ads is one of the **fastest ways to build a list** because it **leverages other people's existing lists** and when done the way I describe here, it can also be one of the most **LUCRATIVE ways to build a list**, too.

I have a favorite quote I always tell people looking for inspiration and advice. The quote is…

"ACTION inspires CONFIDENCE"

So I urge you to **TAKE action!**

There's simply **no reason** not to. Solo-Ads really are not that complicated and as such, **you have EVERYTHING you need in this guide to get started.**

About the "Solo-DEX"

In addition to having everything you need to get going in this guide, I have also given you the opportunity to get what I call the **"Solo-DEX".**

The "**Solo-DEX**" is a directory of solo-ad vendors whom I've either **personally used** in the past, or a close colleague of mine has used in the past.

What's more… remember the section of this guide when I outlined the **questions you need to ask of prospective vendors?**

Well… in addition to listing my **trusted vendors** in the directory I also asked them all the questions on your behalf and have included their **answers** right inside the "Solo-DEX".

Each vendor has a page in the directory which displays their contact information as well as **their answers to your questions.**

I **hand picked** these vendors in the "*Solo-DEX*" so don't disregard it. The "*Solo-DEX*" is a fantastic resource – **so please use it.**

Use these two **valuable resources** (this guide and the "Solo-DEX") and you'll be **an unstoppable "solo-ad pro"** who can easily play with the "***big shots***".

And just remember…

"ACTION inspires CONFIDENCE"

Now Find Out What Traffic Source Most Gurus Don't Want You To Know About: