

# Strategic Profits Blueprint

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*A Step By Step Idiot Proof Guide To Making  
Money Online*

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## Introduction

There's a good chance you haven't heard of me yet. My name is Declan O' Flaherty – and I've been working online for quite some time now under many different aliases – in many different markets.

It still baffles me to this day how many people enter into the MMO (make money online) niche the first time around, when it's so much easier to make it in almost any other market. My advice is to keep well away from the MMO niche until you have experience making money in other markets – and it's good advice I suggest you think long and hard about.

**I can tell you right now – you will make more money marketing to the health crowd, or the self help crowd, than you would marketing to the “cynical” and “head up their own asses” MMO crowd.**

In this report I'm going to take you step by step through the actual blueprint I've used to crunch out killer reports and make a full time consistent income. If you follow this guide to the letter – you will have no excuses to fall back on – and you will have an idiot proof strategy that can be used “over and over” again in any niche of your choosing. This is newbie proof – and for experienced marketers alike.

I want you to forget about any failures you've had in the past – and commit to this guide. It's a **PROVEN** model that has been used for years online – and it can be implemented by anyone. I hear people banging on about not having a proven step by step strategy to follow, well this is it – follow it.

**The report will be broken down into 6 steps...**

**Step One:** Choosing & Researching Your Niche

**Step Two:** Creating Your Free Report

**Step Three:** Creating Your Opt In Page to capture leads (prospects)

**Step Four:** Creating Your OTO (sales page) & Products

**Step Five:** Email Marketing To Your New Subscribers

**Step Six:** Driving Traffic To Your Opt In Page

**That's it, six steps to freedom.** Maybe I should have called the book by that name. If for any reason you are worried about implementing any of the above steps, then quite honestly, you need a mindset adjustment – and maybe that's what has been holding you back so far. Its super simple to implement the strategy I'm sharing in this report – and you are more than capable of setting this up and earning a full time income from it.

**You can most definitely do this – Do NOT doubt that for one second**

My advice before we start – is to read through the whole report first. Get an idea of what's involved in the process. I'm confident you are already familiar with most of the stuff in here anyway – but now it's laid out in a simple to follow strategy that works damn well. I can promise you one thing, if you take action with what I show you here, you will have no problem making money online – and you will take that knowledge into anything and everything else you do online for the rest of your career.

*Let's Get Straight To It...*

# Chapter 1: – Picking A Niche

Your success or failure can easily be determined before you even create one bit of content. If the niche you enter into has no hungry buyers - it's equivalent to selling a dead sheep's fur to a housewife looking for a mop to clean her Persian rug...it's not going to happen.

Although there are hundreds of profitable niches out there to choose from – my recommendation is to pick one where people are actively looking to solve a problem. I don't want you to pick a niche where people couldn't give a damn if they bought a solution today, or next week. They must be actively searching for what you have to offer – and they must be willing to spend money to get it. Sound good? Cool.

## 1.a. - So What Niche Should You Enter Into?

The strategy I'm sharing with you in this report will work in any niche, but if you want to take the path of least resistance – I personally recommend you pick a niche where there's pain involved. i.e. back pain, stop smoking, allergies, acne, anxiety etc...

If you have any experience in the health market, then go with whatever you feel comfortable writing about. And yes, you will be writing a couple of reports along the way – but don't worry, I'll give you a simple formula that makes this an absolute breeze.

### Okay, Let's Find A Niche...

Go to <http://www.natural-health-remedies-4u.com/common-health-problems.html> and take a look at the list of common health problems people are struggling with. The Image below gives us a brief list of health problems we can target. I'll go and pick one off this short list for us to use for the rest of this guide.

Common Health Problems
<a href="#">Acid Reflux</a>
<a href="#">Acne</a>
<a href="#">Acne in Early Pregnancy</a>
<a href="#">Age Spots</a>
<a href="#">Allergies</a>
<a href="#">Anemia</a>
<a href="#">Anemia (during pregnancy)</a>
<a href="#">Angina (causes)</a>
<a href="#">Angina (signs and symptoms)</a>
<a href="#">Angina (natural cure)</a>
<a href="#">Anxiety</a>
<a href="#">Ear Infections (symptoms and causes)</a>
<a href="#">Genital Herpes</a>
<a href="#">Gout</a>
<a href="#">Hair Loss</a>
<a href="#">Insomnia</a>
<a href="#">Kidney Stones</a>
<a href="#">Laryngitis</a>
<a href="#">Leg Cramps (during pregnancy)</a>
<a href="#">Liver Spots</a>
<a href="#">Menopause</a>
<a href="#">Obesity and Weight Loss</a>

How about **"Obesity and Weight Loss?"** – That'll do – but you can go through the entire list on the website and pick a niche that suits you. Remember though – we're looking for a niche where people are spending money – and would be willing to do almost anything to get a fix for their problem.

## **1.b. - Is There A Market For Your Preferred Niche?**

Okay, we need to find out if people are spending money in the "weight loss" niche. I think we both know that they are – but you may not have picked the same niche, so we must go through the necessary steps anyway. We also need some ideas for the content we're going to create further down the line. The best way to find if there's a market – is to check online for magazines and books related to the niche.



**First:** Go to <http://www.magazines.com/> and click on the “magazines” tab at the top left of the page. Now type your health related problem into the search bar. If there’s a magazine on sale for your niche – you can be assured there’s a market for it. Here are the results that came back for the search term “weight loss”

Showing 1 - 15 of 73 Results | 1 2 3 4 5 Items per page 15 Sort By: Best Sellers

 <p><b>Health</b></p> <p>From: \$9.00 - \$17.00 You Save 77% ★★★★★</p>	 <p><b>Men's Health</b></p> <p>From: \$9.97 - \$24.94 You Save 45% ★★★★★</p>	 <p><b>Cooking Light</b></p> <p>From: \$18.00 - \$24.00 You Save 70% ★★★★★</p>	 <p><b>Women's Health</b></p> <p>From: \$9.97 - \$16.00 You Save 67% ★★★★★</p>	 <p><b>Vegetarian Times</b></p> <p>9 Issues: \$12.00 You Save 73% ★★★★★</p>
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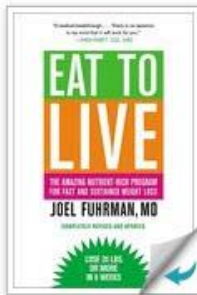
 <p><b>Shape</b></p> <p>From: \$9.49 - \$18.97 You Save 68% ★★★★★</p>	 <p><b>Runner's World</b></p> <p>From: \$9.97 - \$20.00 You Save 67% ★★★★★</p>	 <p><b>Bottom Line/Personal</b></p> <p>24 Issues: \$39.00 You Save 68% ★★★★★</p>	 <p><b>Muscle &amp; Fitness</b></p> <p>From: \$22.97 - \$45.94 You Save 73% ★★★★★</p>	 <p><b>Prevention</b></p> <p>From: \$9.97 - \$16.94 You Save 52% ★★★★★</p>
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Okay it seems that “weight loss” is good to go – but as I mentioned earlier – success or failure can solely depend on whether we enter the correct niche from the beginning. With this in mind, I want to double check to make sure we get this right.

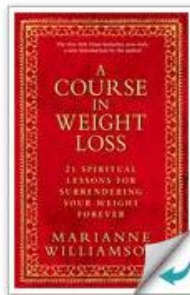
Go to <http://www.barnesandnoble.com/> and repeat the same process as you did on magazines.com – in this case I see there’s a boat load of books and DVD’s on “weight loss” – 11051 results are listed for sale here...

Showing 1 – 30 of 11051 results for **weight loss**.

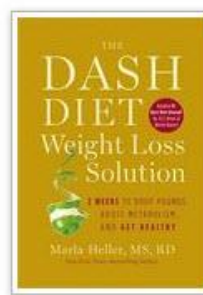
Sort by: Top Matches View: 30 View as: Grid List



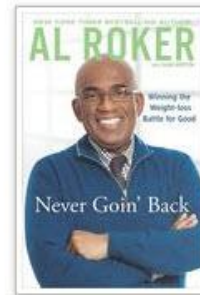
**Eat to Live: The Amazing...**  
Joel Fuhrman  
★★★★☆  
Paperback \$9.48  
NOOK Book \$5.69



**A Course in Weight Loss: 21...**  
Marianne Williamson  
★★★★☆  
Paperback \$10.98  
NOOK Book \$9.99



**The Dash Diet Weight Loss...**  
Marla Heller  
★★★★☆  
Hardcover \$14.34  
NOOK Book \$9.99



**Never Goin' Back: Winning the...**  
Al Roker  
★★★★☆  
Hardcover \$16.63  
NOOK Book \$12.99



**Yoga Conditioning for Weight...**  
★★★★☆  
DVD \$11.29



**The Digest Diet: The Best...**  
Liz Vaccariello  
★★★★☆



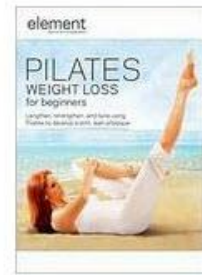
**Eat This, Not That! 2013: The...**  
David Zinczenko  
★★★★☆



**Dancing with the Stars: Cardio...**  
DVD \$13.70



**Yoga for Weight Loss**  
★★★★☆  
NOOK App \$3.50



**Element: Pilates Weight Loss...**  
★★★★☆  
DVD \$13.77

That's 2 for 2 now with this niche (how are you doing with yours?) If you are having any trouble finding books or magazines so far, then I'm pretty confident you have chosen the wrong market to enter into. Go back over the previous steps and try another one. It's ESSENTIAL you get the first stage of this process right.



### **Resources For This Section...**

[Barnes & Noble Bestsellers](#)

[Magazines.com](#)

[Amazons Bestsellers](#)

[Trend Watching](#)

[Trend Hunter](#)

[Find All About](#)

[Answerbag](#)

[43Things](#)

### **Moving On ...**

## **Chapter 2: Creating Our Free Opt In Report:**

Now it's time to create our first product to give away on our squeeze page (we'll get to the sq-page in a moment) – If you're worried about this part – don't sweat it. I'm going to show you how super easy it is to create reports that will stand you in good stead for many years to come.

I've never created a low quality report in my bloody life – and I suggest you make sure you never do either, okay? It's very important you keep that in mind.

Your freebie need not be a long drawn out fluff filled report either – all we want is to cover the basics of the headline we choose. These are the templates I suggest you work off... bare with me as I walk you through the concept of just "three" template headlines – we'll knock out a few more in a moment...

## **Headline/Report Templates:**

**1)** The 7 Steps Needed To \_\_\_\_ (fill in the blank with your niche)

**Example:** The 7 Steps Needed To Shed Those Unwanted Pounds for Good

**2)** The 3 Keys To \_\_\_\_ (fill in the blank with your niche)

**Example:** The 3 Keys to Successfully Losing Weight Naturally

**3)** The 5 Things You Need To Know \_\_\_\_ (fill in blank with your niche)

**Example:** The 5 Things You Need To Know Before You Try Any Weight Loss Programs

As you can see from the 3 headline templates above – you can substitute the “blank space” for any niche out there. All you have to do is play around with them a little. Can you see how easy it will be now to research a little on your niche and create a report based around the headline templates?

**Let’s take the first headline:** The 7 Steps Needed To \_\_\_\_

With this headline in place, all we need to do is go to Google and type in our niche, sift through some quality content and pick out **7 steps needed to lose weight** (or whatever your niche is) I’ll do you one better...

Go to <http://www.amazon.com/books-used-books-textbooks/b?ie=UTF8&node=283155> and type “your niche” into the search bar. These are some of the results I got when I searched for books on weight loss...

1. 

**Lose Weight WITHOUT Dieting: The Animal Kingdom Way** by Da

★★★★☆ (51 customer reviews)

Formats	Price
<b>Paperback</b> Order in the next <b>4 hours</b> to get it by Thursday, Jan 17. Eligible for FREE Super Saver Shipping.	<b>\$5.95</b>
<b>Kindle Edition</b> Auto-delivered wirelessly	<b>\$0.00</b>

**Excerpt - Table of Contents:** "... Contents THE KEYS TO NATURAL WEIGHT LOSS  
Sell this back for an Amazon.com Gift Card
2. 

**Weight Loss for Wimps: Lose Your Belly Fat, Look Younger and 2012)**

★★★★☆ (42 customer reviews)

Formats	Price
<b>Paperback</b> Order in the next <b>4 hours</b> to get it by Thursday, Jan 17. Eligible for FREE Super Saver Shipping.	<b>\$10.99</b>
<b>Kindle Edition</b> Auto-delivered wirelessly	<b>\$0.00</b> 
	<b>\$2.99</b> to buy

Sell this back for an Amazon.com Gift Card
3. 

**The Spark: The 28-Day Breakthrough Plan for Losing Weight, G (Jan 25, 2011)**

★★★★☆ (232 customer reviews)

Formats	Price
<b>Paperback</b> Only 12 left in stock - order soon. Eligible for FREE Super Saver Shipping.	<del>\$16.95</del> <b>\$11.53</b>
<b>Kindle Edition</b> Auto-delivered wirelessly	<b>\$0.00</b> 
	<b>\$4.99</b> to buy

Amazon gives us the option to look inside the first few pages of the book for free. So, we take a look inside a handful of these books and pick out some more juicy tips - we can now go back to Google and type in each headline separately – find a quality article on that headline and take down a few notes.

After 10 – 15 minutes of sifting through the content inside the books on Amazon, we'll have enough ideas to get a basis of what content to put into our reports.

You don't need to rewrite the whole article – a couple of paragraphs for each of the 7 steps are more than sufficient. Writing a 10 page report for your freebie is a good standard to stick with – but make sure your report is of a high quality and the information is accurate (not misleading)

**Let's take a look at some more template headlines you can use for your reports... I gave you the first 3 – here's another few...**

**-- The 8 Reasons You Are \_\_\_\_ (fill in blank with your niche)**

**Example:** The 8 Reasons You Are Struggling To Lose Weight and What to Do About It

**-- The 9 Rules \_\_\_\_ (fill in blank with your niche)**

**Example:** The 9 Rules You Must Follow To Effectively Lose Weight and Keep It Off For Good

**-- The 3 Mistakes People Make \_\_\_\_ (fill in blank with your niche)**

**Example:** The 3 Mistakes People Make When Dieting and Why 99% Will Never Stick To Their Eating Plan

You get the idea, yes? You can switch these headlines and play with them any way you see fit – but always keep them nearby because whether you realize it or not – they're very useful for writing all kinds of reports.

**Side Note:** Even though I recommend sticking to the formula for the report headlines I've mentioned above - another great method is to swipe the headlines already created for the magazines you looked at when researching your niche earlier.

Rest assured, top copywriters are employed to create magazine headlines - and they've already been extensively researched to stir the readers emotional response. Either way, you won't go far wrong whichever method you decide to use.

Another option would be to take a look at the "negative" reviews left on Amazon for the books related to your niche. Negative reviews are a very powerful way to find out what people really want – and what's not being covered by experts in their field.



### **Resources For This Section...**

[Emotional Headline Analyzer](#)

[Headline Magician](#)

[Headline Wizard](#)

**So far we have identified our niche, researched to see if there are rabid buyers in that market, pinned down our report headlines - and outlined what our freebie report will be written on.**

**Moving On ...**

## **Chapter 3: Creating Your Opt In Page for Collecting Leads**

I'm going to assume you already have experience creating a squeeze page. Over the years I have created dozens of squeeze pages in many niches - and it's safe to tell you that 'less is more' and 'curiosity' is essential. The more information you give on your squeeze page - the lower (usually – but not always) the opt in conversions.

### **3.a. – The 3 Crucial Elements Of A Squeeze Page**

- 1) Your headline and tagline must stir an emotional response.
- 2) You should have a professional image of your report on the page.
- 3) Your opt in form should be above the fold (visible to the visitor immediately when the page is loaded)

#### **Headline:**

Your headline is by far the most important part of the squeeze page. Visitors will make a decision in the first 5 seconds whether to either continue to read on, or hit the back button. I recommend you incorporate the name of your report in the headline - or at least part of it...

#### **Here's an example...**

**Report Name:** The 7 Steps \_\_\_\_\_

#### **Squeeze Page Headline:**

Free Report Reveals The 7 Steps You Must Know To Successfully Shed Those Unwanted Pounds and Start Feeling Great In The Process – Guaranteed!

#### **Report Image:**

The image you use for your free report is just as important as the report itself. The perceived value must be of a very high quality - never put a subpar image onto your squeeze page. See the resources section of this chapter for help creating free eBook covers.

#### **Opt In Form:**

When you put an opt in form onto your squeeze page, make sure it's immediately presented to the visitor when the page first loads - and if possible - put it to the right of your image. You should also point the visitor to the opt in form, either with a graphic arrow, or a small bit of text telling them EXACTLY what's expected of them.

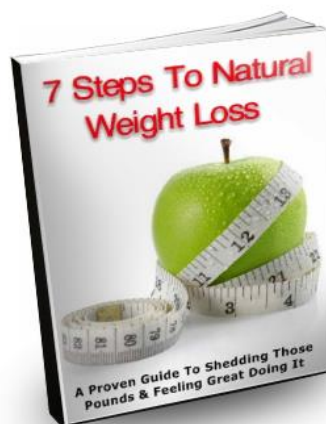
Whether you decide to get their name & email - or just their email, is entirely up to you. I can tell you from experience that just asking for their email will get you a higher opt in rate, however, asking for their name too - will help build trust far quicker when sending follow-up messages (which we'll cover shortly)

In the "make money online" niche, an email address may be enough - but in the health niche where less people are on marketers lists - I'd ask for the name and the email. Again, this is your decision.

### **3.b. - 3 Examples Of An Effective Squeeze Page:**

**(1)...**

**"Free Report Reveals The 7 Steps You MUST Know To Successfully Shed Those Unwanted Pounds and Start Feeling Great In The Process - Guaranteed!"**



Enter Your Name & Primary  
Email Address Below To Get  
Started...

Name:

Email:

**GET INSTANT ACCESS**

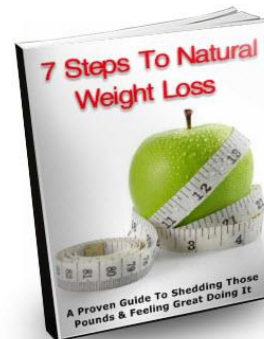
Below, is another image of a very quick squeeze page I just made a minute ago with a **FREE** wordpress plugin. You get the option to choose from a few different templates to work off – and to be honest, if you take a little more time than I did you should be able to create a much more professional looking page to send your traffic to (and don't worry, we'll cover traffic shortly)

(2)...

## Free Report Reveals The 7 Steps You Must Know To Successfully Shed Those Unwanted Pounds and Start Feeling Great In The Process – Guaranteed!

In this report you will come to understand why you have been struggling with your weight for so long – and finally learn the necessary steps needed to fight the bulge with minimal effort...

- What if everything you've learned so far about weight loss is completely wrong
- What every person needs to know about losing weight fast
- Why only 1% of people succeed with their weight loss goals
- How you can lose more weight in less time with one simple method



EMAIL: \_\_\_\_\_

**GET INSTANT ACCESS**

The free plugin (which installs directly onto your wordpress website) can be found here... <http://plugins.inboundnow.com/>



The last image below is of another FREE way to set up a squeeze page with the [90secondsqueeze page](#) model over at Dotcomsecrets. Although your squeeze page is free, you are hosting it on their server, which means It's branded with their own custom url. I personally wouldn't like that at all – but it's a free option. Take a look...

(3)...

## **Free Report Reveals The 7 Steps You Must Know To Successfully Shed Those Unwanted Pounds and Start Feeling Great In The Process – Guaranteed!**



- 
- ✓ *Learn The Secrets To Losing Weight Fast and Easy*
  - ✓ *7 Steps To Shedding Those Unwanted Pounds*
  - ✓ *Insider Secrets To Dieting That Works*
  - ✓ *Simple 10 Minute Exercises That Burn Fat Quickly*
  - ✓ *And, Much More...*
- 

Enter Your Name & Email  
Address Below To Get Started  
Today...

Name:

Email:

**GET INSTANT ACCESS**

### **Resources For This Section...**

[90secondsqueezepage](http://90secondsqueezepage.com/)

<http://plugins.inboundnow.com/>

[Squeeze Page Creator](http://www.ebookcovercreator.com/)

<http://www.ebookcovercreator.com/>

<http://marketinginunderwear.com/freecovercreator/>

[How To Create A Free eBook Cover](#) (video tutorial)

### **Moving On To The Next Stage...**

## **Chapter 4: The “One Time Offer”**

In this section we will cover your OTO page - and the reports you will be selling to your subscribers immediately after they opt into your email list.

When someone lands on the page above and enters their name and email address – they MUST be taken to another page where you will be selling a low priced product. Many make the mistake of not creating a OTO and lose out big time as a result.

For our OTO we are going to repeat the process we used to create our free report. In this case we are going to write 5 more reports (3 + 2 bonus reports) and sell them all for a low price of \$17. If you like – you can sell the reports for \$7 (which I have done in the past) but after testing this I have found that \$17 for 3 + 2 bonus reports currently retailing at \$27 each is a very good bargain – providing they're in desperate need for a fix to their problem – and you position the reports in the right way.

**Let's go through the process step by step so you can see how super easy this is...**

## **4.a. - Creating the Reports and How to Position Them Effectively:**

In the opt in stage of this course, we created a free report to give away as a bribe. We used one of the headline templates to write the report – and for the OTO we are going to do the exact same thing.

There's no point over complicating things like so many seem to do. However, if you decide you want to take a different route – you can search online for PLR/MRR (Private Label Rights/Master Resale Rights) reports to give away on your "One Time Offer" page - the choice is yours.

I write my own reports, but if you can find a great product with resale rights online, you will get a OTO sales page included with your purchase. This, of course, is optional – but just keep it in mind if your time is scarce and you hate writing.

Here's a complete "back pain" product in a box with squeeze page, sales page and ebook cover for just \$4.99 - - - <http://www.theplrstore.com/dealing-with-back-pain-mrr-ebook-p-1650.html> .....

Chances are you haven't chosen the "back pain" niche, but you can find these products for any niche you choose. Just remember – if you decide to buy PLR/MRR ready to go products, you will be limited to selling just the one product on your OTO page. If that's the route you take – I recommend you sell the product for \$7 rather than \$17 since it's just "one" product.

Here's another eBook with a ready to go sales page in the "weight loss" niche... <http://www.exclusiveniche.com/products/Weight-Loss-Revelations-Plr-Ebook.html> - it's priced a little higher at \$23 – but a little investment in the beginning is expected with any business model.

I would rather create my own package of 3 – 5 products (reports) and sell them for \$17 because I know the model works. Again though – either way will make you money if you stick to this training.

On our "OTO" page – we will be selling a "weight loss" packaged product (or whatever your niche is) with our 3 products (reports) inside. It's much better to position the product as a "package" instead of listing the 3 products separately. We will also be including the 2 bonus reports as an extra incentive for our visitor to purchase.

## **4.b. – Setting Up Our Reports Package**

We first create a “single” headline for our package. Since this is a weight loss related package with 5 reports (3 regular + 2 bonuses) we want a headline that encompasses every aspect of the problem.

This is where the magazine titles we researched earlier come in handy. I took the liberty of browsing through the magazines we identified earlier in this report – and found some really killer headlines. I suggest you do the same thing when writing your package headline.

If you didn’t find any magazines for your niche, just go back over to Amazons best sellers list of books for your niche and browse through until you find a suitable headline. Don’t just swipe the headlines though; make sure to write your own.

**Here’s what I came up with...**

### **Package Name:**

“Learn The Insider Secrets To Losing Weight Fast Without Starving Your Body Or Spending Countless Hours In The Gym”

You can browse through magazines, books, videos, articles or whatever you like until you find a good headline. I like the above one – and since our package is priced at such a low price, they will be difficult to resist.

**Okay, we have our headline – but what are we putting into this package?**



## **You have three choices...**

- 1)** Go through Amazon.com – Barnes & Noble and Magazines.com and research titles. Write down 5 of the best headlines you come across – go to Google and insert each headline into the search bar separately – and write your reports based off the content you come across. (Make sure it's high quality content you're researching)
- 2)** Go to Odesk, iwriter or elance.com and get a writer to put together 5 reports based on the headlines of your choosing. You can get some really good reports written on these sites for dirt cheap.
- 3)** Take the remaining headlines from the templates I gave you earlier – and write the reports yourself. It's entirely up to yourself – but for the purpose of this guide, I'll use the templates listed earlier in this report and show you how I position these in our OTO.

**Each of the 5 reports needs to be only 10 – 15 pages long. If the content is really good, that's more than enough for this strategy to work.**

**Let's take a look at how this package looks...**

## **Package Name:**

**"Learn The Insider Secrets to Losing Weight Fast without Starving Your Body or Spending Hours Every day In The Gym"**

## **Products Inside The Package"**

### **Product 1:**

The 8 Reasons You Are Struggling With Your Weight and What You Need To Do About It - **\$27 Value**

(Go to Google and research 8 common reasons why people struggle with their weight and write a quality report based on the information you find)

### **Product 2:**

The 5 Rules You Must Follow Before Even Considering Starting A New Diet - **\$25 Value**

(Go to Google and research 5 things people should do before starting a diet and write a quality report on the information you find)

### **Product 3:**

The 3 Mistakes People Make That Ultimately Leads To Them Gaining Back Lost Weight - **\$17 Value**

(Go to Google and research the common reasons why people put weight back on after losing it and write a quality report)

### **Bonus Product:**

How To Spend No Less Than 10 Minutes A Day Exercising and Still Burn Extra Calories— **Value - \$19**

(Go to Google and research exercise strategies that take 10 minutes a day and write a quality report on what you find)

## **Bonus Product 2:**

The 10 Best Fat Burning Recipes You Should Know About and How They Can Make a Massive Difference To Your Waistline – **Value \$17**

(Go to Google and research the best fat burning recipes and write a quality report on the information you find)

\*\*\*\*\*

Total Retail Value - ~~\$105~~ -- Yours Today For Just - ~~\$17~~

\*\*\*\*\*

When doing your research, make sure to only write content based off solid advice given by experts in their field. Go to websites like <http://www.doctoroz.com/> for example – and similar experts websites to get quality information. I will usually spend the best part of an hour researching my report. Along the way I'll write down valuable points in "bullet point" form and compile a large list of solid information.

**Note:** Make sure when your subscriber is directed to the sales page – you tell them their free report is on its way to the email address they entered into the opt in form.

Here's an example below of what you're sales page for our weight loss product...

Thank You - your FREE report has been sent to your email address...

**Stop!... You Will NOT See This Page Ever Again, Before You Go, Grab This Seriously Crazy Offer...**

**"Learn The Insider Secrets To Losing Weight Fast Without Starving Your Body Or Spending Hours Every Day In The Gym"**

From: Allen Doo  
Date: Thursday 9:30 am

**Why is it important?** I know EXACTLY where you are right now because I have been there myself. Losing weight can be a very difficult and emotional journey - and one that only 1% of people ever successfully achieve. With so much conflicting information out there today, it's not hard to understand why so many fail. I DON'T want that for you.

For years I have tried diet after diet, exercise programs that left me feeling tired and defeated - and even pills and potions that actually did more harm than good. When I came to realize after many years of trying that my problem is that most of the 10-cuped reports hadn't a clue what they were talking about.

I now understand why they were all wrong in that connection on how to lose weight - and after all these years, I have compiled all the BEST strategies that can help ANYONE lose weight without having to go through the torture I did.

**Introducing:**  
**The ULTIMATE Weight Loss Package**

Today, I am giving you complete access to all the tips, tricks, strategies and methods I've learned over 5 years of extensive research and countless hours of trial and error. This package is packed full of real high quality content that will leave you Reenergized and emotionally charged to go from where you are now - to where you want to be.

You will get immediate access to 5 jam-packed reports that have taken me from being overweight and being exhausted - to being reenergized, energized and losing better than ever. Now you can be done away with how much value is made this package - Guaranteed!

**Product 1:**  
**The 8 Reasons You Are Struggling With Your Weight and What You Need To Do About It - Value \$27**

In this report you will come to understand why you have been struggling with your weight for so long - and finally learn the necessary steps needed to fight the budge with minimal effort.

- What if everything you've learned so far about weight loss is completely wrong
- What every person needs to know about losing weight fast
- Why only 1% of people succeed with their weight loss goals
- How you can lose more weight in less time with one simple method

**Product 2:**  
**The 5 Rules You Must Follow Before Even Considering Starting A New Diet - Value \$25**

How many diets have you tried so far that just didn't work? Maybe dieting is NOT the only answer to your weight loss efforts.

- Learn how a simple eating pattern can have dramatic results in a matter of weeks
- How some foods that are supposed to be good for weight loss - are actually keeping you stuck
- How certain diets can make you gain weight even if they're low in calories
- The essential foods that burn fat even while you sleep

**Product 3:**  
**The 3 Mistakes People Make That Ultimately Leads To Them Gaining Back Lost Weight - Value \$17**

Even if you lose weight to begin with, do you understand that gaining it back is at least 10 times as easy?

- Implement tiny little changes that keep the weight from returning
- The biggest mistake nearly all people make after they drop a couple of pounds
- Why your psychology and mental work against you - and what to do about it
- How one simple strategy helped me keep from even years after losing the weight

**Bonus Product 1**  
**How To Spend No Less Than 10 Minutes A Day Exercising and Still Burn Extra Calories - Value \$19**

In this fantastic bonus report I'll share with you the simple exercises that take mere minutes to perform and have been responsible for 80% of my weight loss over the years.

**Bonus Product 2**  
**The 10 Best Fat Burning Recipes You Should Know About and How They Can Make a Massive Difference To Your Waistline - Value \$17**

In this report you'll get access to the 10 best fat burning recipes that I still use today - and how they can increase your chances of losing weight for good.

**Here's Everything You'll Get Instantly, As Soon As You grab the The ULTIMATE Weight Loss Package**

<b>Ultimate Weight Loss Package: 5 Reports</b>	
<b>Report 1: The 8 Reasons You Are Struggling With Your Weight and What You Need To Do About It</b>	<b>\$27.00</b>
<b>Report 2: The 5 Rules You Must Follow Before Even Considering Starting A New Diet</b>	<b>\$25.00</b>
<b>Report 3: The 3 Mistakes People Make That Ultimately Leads To Them Gaining Back Lost Weight</b>	<b>\$17.00</b>
<b>Report 4: How To Spend No Less Than 10 Minutes A Day Exercising and Still Burn Extra Calories</b>	<b>\$19.00</b>
<b>Report 5: The 10 Best Fat Burning Recipes You Should Know About and How They Can Make a Massive Difference To Your Waistline</b>	<b>\$17.00</b>

**Total Real World Value Today:**  
**\$105.00**

Your Price Today:  
**Just \$17**  
And It Comes With This 30-Day "No Questions Asked" Priority Guarantee!

If you are not happy for any reason within the next 30 days, I demand you contact me for a no-questions asked refund.

But I'm confident you'll love it, you'll implement my strategies, and you'll send me a testimonial telling me how much more you've accomplished after putting these methods to use.

**YOU ARE PROTECTED BY OUR 100% MONEY BACK GUARANTEE**

If our product does not perform exactly the way in which we have described it to you, just simply contact us within 30 days and we will immediately give you a prompt refund of your purchase with absolutely no questions asked. You have absolutely nothing to lose.

**Priority Ultimate Weight Loss Package Order Form**

YES! I want these quality reports immediately.

- ✓ I understand I will be billed \$17 today to receive immediate access to the Ultimate Weight Loss Package
- ✓ I will receive instant access to all modules which I can download at anytime 24 hours a day from anywhere in the world
- ✓ I can refund for any reason or no reason whatsoever within the next 30 days

**Buy Today! Just \$17**

Click on the image to view in your browser



I used a plugin called Paper Template to create the above sales page. If you're looking for inexpensive way to create sales pages, opt in pages and practically any other website pages – you won't go far wrong with this wordpress plugin.

### Let's keep moving...

**Note:** You'll need a way to accept payments when someone arrives on your page and purchases the product. I use PayPal for this process. Setting up PayPal buttons for your page is a simple process.

It will take no more than a couple of minutes to set up. If I was to explain the process on paper – It would make it a lot more complicated than it actually is. So, for the purpose of keeping it simple – watching a quick 5 minute video tutorial walking you through this process step by step is in your best interest. (Don't sweat it though – It's a brain dead simple process) Actually – just click on the video image below to be taken directly to a step by step walk through...



### Resources For Above Section...

[Free Sales Letter Generator](#)

[Copywriting For Beginners](#)

[7 Effective Sales Copy Tips](#)

[Copywriting 101](#)

## Chapter 5: Email Marketing To Your New Subscribers:

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If you haven't got an autoresponder service to deliver email messages at this stage, I recommend you take a look at Awebers 30 day trial...

Aweber is one of the most reliable autoresponder programs on the Internet and it's essential you have an account with a top quality service. They have tutorials and trainings inside their member's area to answer any technical questions you may have.

Another option is to use [Getresponse](#) which is another quality service many marketers use – the choice is yours – but I find Aweber to be much easier to use.

\*\*\*\*\*

Most of your cash is going to come from your email list. Some will take your OTO because it will be an impulse buy at the price we're charging for our reports package – but most will pass up on the offer. This is why our free report MUST be of a very high quality.

The last thing we want is our new subscriber to read a crappy report and think it a waste of time. But, if your report is quality – they'll be far more susceptible to your future promotions via autoresponder follow up messages and broadcasts. This is VERY important.

As long as your goal is to provide value above anything else you will do very little wrong. And remember, you will learn all this stuff as you progress further in your business anyway, so don't look at this as being a daunting task, it's a journey that needs to be enjoyed and NOT over complicated. Remember, business is simple – people make it hard.

## 5.a. - Finding Products To Promote:

Spending some time searching for relevant products and services to promote to your email list is time well spent. Without quality products to promote, you make very little money. I see it far too often, marketers promoting anything and everything related to their niche to their list, without giving a damn whether or not the product is of the highest quality or not.

Do NOT make this stupid mistake. If you are sending an offer to your list – make sure you KNOW it will be of immense benefit to them.

Lucky for us, there are hundreds of affiliate marketing programs out there that have thousands of products we can promote to our subscribers. You simply find a program, sign up, look for a product, get your affiliate link and promote that link to your list. That's it... simple.

Some of the top Pay-Per-Sale affiliate networks are:

- [Clickbank](#)
- Commission Junction
- Google Affiliate Network
- LinkShare
- ShareASale
- [RegNow](#)
- Pepper Jam Network
- Click2sell.eu (Europe)
- Hydra Network

You're not limited to just the above programs though. You can simply go to Google search and find as many niche related affiliate networks as you want. Most products on the market today, from physical to digital, have an affiliate program you can join.

If you want to promote a "weight loss" product to your list for example. Just head on over to Google and type **"weight loss affiliate program"** into the search bar (without the quotes) and you will be met with many different products to promote. Do your research, pick the best, and promote to your list.

## 5.b. - Cross Promoting:

The beauty about email marketing is the ability to cross promote many different products. This is very difficult to do in any other form of marketing and a blessing for you and me. Your ultimate goal is to sell a lot of products to your subscribers over time.

Let's look at an example for the weight loss niche we're using as a template for this guide. We entered the super broad keyword "weight loss" into the [Google Keyword Tool](#). The following are the results that the search yielded for us to take a closer look at...

motivation <b>weight loss</b> ▾	Promo	Low	33,100
<b>weight loss</b> tips ▾		Medium	201,000
rapid <b>weight loss</b> ▾		Medium	165,000
hypnosis for <b>weight loss</b> ▾	Promo	High	49,500
extreme <b>weight loss</b> ▾		Low	90,500
acai berry <b>weight loss</b> ▾		High	14,800
<b>weight loss</b> tablets ▾		Medium	60,500
quick <b>weight loss</b> tips ▾		Low	18,100
fast <b>weight loss</b> ▾		Low	823,000
quick <b>weight loss</b> diets ▾		Medium	49,500
fast <b>weight loss</b> diet ▾		Medium	90,500
<b>weight loss</b> resources ▾		Low	18,100
cla <b>weight loss</b> ▾		Medium	9,900
<b>weight loss</b> hypnosis ▾		High	49,500
best exercise for <b>weight loss</b> ▾	Promo	Low	49,500
<b>weight loss</b> plan ▾		Medium	368,000
quick <b>weight loss</b> ▾		Medium	823,000

As you can see from the above image – there are many different promotions we can send to our subscribers. Your first email to your list can be a short relationship builder where you give them some motivational tips. (no selling) You will also give them the download link to their free report in the first message.

The second email can be a short piece on how “hypnosis” can be very effective for losing weight – and you can provide an affiliate link to a great weight loss hypnosis program you found earlier from one of the affiliate networks.

The third email you send could be a short tutorial on the most effective exercises they can start using to lose weight. You should research what content you’re sending to your list and always provide them with quality stuff to build that relationship with them.

If you go back to Google keyword tool and take one of the above search terms and put that back into the search bar, you’ll find a hell of a lot more ideas on what to send them. In this particular niche you won’t run out of content to send your list – and I’m confident you can do this in your chosen niche also.

### **5.c. - Follow Up Email Sequence**

The follow-up sequence of your emails is a very important step worth mastering if you want to truly earn on autopilot. When someone signs up to your list, they will automatically be sent the first email through your autoresponder series welcoming them onto your list. You can also have links directing them to the free gift you promised on sign up in this first email.

#### **Now, this is where it gets interesting.**

You can also set up a couple of follow up emails to be sent automatically to your list without you having to lift a finger – once you set it up from the beginning. This is what it could look like...

**Email #1:** Introduction, Free report, Welcome to my list (or whatever you prefer)

Then it is time to get into relationship building. This is what it could look like:

**Email #2:** Valuable Information That is Relevant (send 1 day later)

**Email #3:** Let them know a little bit about yourself. (send 3 days later)

**Email #4:** I just created a bonus for you. (send 3 days later)

**Email #5:** Promotional offer (send 3 days later)

**Email #6:** Industry insight, follow by a promotion (send 1 day later)

**Email #7:** Value based information, connect on a personal level (send 7 days later)

**You have just set up 7 additional emails to be sent to your list completely on autopilot. Can you see how powerful this can be?**

You can set this up however you want and have the emails sent out in whatever intervals as you see fit. As long as you are providing valuable free information coupled with quality promotions, you can't go far wrong with this approach. You will continue to add to your follow up emails as you progress and incorporate your cross promotions into the sequence making sure to build that all important relationship as you go.

I know many marketers who have their follow-up sequence set up for over 100 days, some set them up for a whole year. Once you have a sequence that converts, anyone entering into your funnel will be automatically promoted to completely hands free.

You can test to see what's working well in your sequence by checking open rates and clicks. If a particular email is not performing as well as you would like in your follow-ups, simply take it out or change it until the desired results have been met. You can always refine your email follow-ups until they are converting at the highest possible level. Just remember to always test and tweak.

## **5.d. - Broadcasting Live Emails**

Broadcasting to your list is important if you have content that has a sell by date. Let's say there's a particular product that has just come onto the market and you want your list to know about it straight away. There's no point putting it into your follow-ups because by the time most of your list sees the promotion, it may be too late.

Unlike follow up emails, broadcasts are one time messages that get sent out "once" to your list and that's it. If the response from a broadcast is very well received and the content has longevity, you can simply add it to your follow up sequence if you so wish to do.



Broadcasts are also used when people on your list finish the follow up sequence of emails and are not scheduled to receive any more from you. In this case you can segment your list into sections, where people who have finished your follow up sequence will just receive broadcasts from you in future. Of course, how you play this out is entirely up to you and something you will become adept at doing the more experienced you become at email marketing.

**By now you should know more than enough to make email marketing work for you and to generate more sales.**

**Resources For This Section...**

[Learn That](#) (Email Tutorials)

**On To The Next Step...**

## **Chapter 6: Generating Traffic To Your Squeeze Page:**

The problem with most traffic generating strategies is NOT the strategy itself; it's the unwillingness of the individual to implement what he/she learns. The proof of this is obvious to see. There are hundreds of traffic strategies out there that work – and they work damn well, but for some reason people don't take action and get their ass in gear.

I certainly can't make you take action – and I can't magically give you a strategy that suits your needs. All I can do is give you the methods I use myself and hope you bloody put them to use. There's no point coming this far and falling at the last hurdle.

**Let's get to it...**

## 6.a. - Business Card Strategy:

This is a very easy traffic method to implement and one that has generated consistent results for me month after month. You won't get rich using this method – but when added to the other traffic strategies I'll be showing you later, they all add up.

First – go over to [Businesscardland.com](http://Businesscardland.com) and create a simple card with a catchy headline and a link to your squeeze page on the front like this...



You'll notice this card is not going to win any awards for its design – but it does exactly what we want it to do. When you create your card you will have the option of saving it into a PDF document of 10 cards per page. You then take that document to your local library and get 50 -100 sheets printed up. This should cost you no more than 5 bucks.

Take your printed sheets home – get a ruler & blade – and cut them up until you have 500 – 1000 business cards at your disposal. You then take these cards out to bookstores, newsagents, libraries and any other place where they have books and magazines related to the niche you are promoting, and place them inside.

You won't get hoards of traffic, but what you will get is "super targeted" traffic that is primed for the content you will be promoting. I'd much rather have 100 super target visitors to my offer than 10000 untargeted visitors.

**Think about this for one second.** If you were looking to lose weight and you went out and bought a magazine related to weight loss - and found a related business card inside with a website address telling you to go there for free stuff, would you go to that website? Of course you would, so would I.

This is a strategy that's simple, cheap and easy to implement. Always have a couple of these cards on your person when leaving the house – and put them everywhere. Give some to your partner, brother, sister, mother and grandmother and make sure they do

the same. Be consistent with this method and you will generate leads and sales without a doubt.

**P.S..** Another similar strategy is to go over to [vistaprint.com](http://vistaprint.com) and get some “bookmarks” made up with your web address printed on both sides and put them into niche related books. The bookmarks will not be thrown aside – and because they are professionally designed – the reader will use them all the way through the book. This method is fricking gold – but it costs a bit more than the business cards, which work wonderfully well regardless.

If you want to try the bookmark method – you could send the traffic directly to a paid product on Clickbank or somewhere similar, where there’s a decent commission per sale. Remember, these visitors are super targeted. I’ve made thousands per month promoting high ticket services with this strategy.

## **6.b. - Guest Posting**

I know you’ve heard of guest posting before – but are you using the power of this traffic method? If not, why not? **Guest posting** is not only about getting articles published on high traffic websites though. You also have the added advantage of being able to communicate with your potential prospects by participating and answering questions on the posts you write. This is powerful stuff. If you write a quality post that highlights your expertise in a particular area, you will inevitably have people willing to follow you back to your squeeze page and sign up for your freebie.

The traffic from guest posting can be the most targeted traffic out there - and the relationships you can build can benefit you for months and years to come. I have had people follow me around reading my posts on different blogs and leaving great comments about my work. At one stage my girlfriend thought I had stalkers.

Anyway, this is a **powerful method** - you have no excuse now when it comes to getting visitors to your offer. The trick is to be consistent though. Two guest posts every week on high traffic blogs will do wonders. After a couple of weeks you will have no problem being able to bang out a guest post in an hour.

## How to find guest blog opportunities...

Google Search => "(Niche topic)" "(Guest Blog Phrase)"

### Guest Blog Phrases...

Write for Us

Add Guest Post

Bloggers Wanted

Guest Bloggers Wanted

Guest Post

Guest Posts Roundup

Guest Blogging Spot

Submit a Guest Post

Submit Guest Post

Become a Guest Blogger

Submit a Guest Article

Guest Post Guidelines

Guest Bloggers Wanted

When submitting guest posts, your content must be of a very high quality. If your content is average, you won't get your article accepted. Another thing to keep in mind is the quality of the blog you submit your articles to. Only aim to get your articles posted on high traffic blogs. To find out whether a website has enough traffic to be worth your time, go over to [compete.com](http://compete.com) and place the url of the website in their search bar.

Compete.com will go fetch the traffic stats of that particular website for you. If the traffic is less than 10k visitors a month, I'd pass on that one and move onto the next. You can, of course, go for lower traffic sites within the 5k range if you like, but keep in mind that your time is valuable – and if your article is of a high quality, there's no reason you can't get them published on higher traffic blogs out there.

Some website owners will not let you link directly to your squeeze page. If this is the case, just move on and keep searching until you find ones that will. Most won't have a problem. If you came to me with a quality article, I'd have absolutely no problem putting a link at the end of your post back to a squeeze page. A good strategy would be to ask if you can link to a squeeze page or directly to your sales page. Given these two options, a webmaster will usually let you link to your squeeze page.

**Tip:** If you find a great website that you think would be a great place to post an article, but they do not advertise guest posting, simply contact them directly and ask them. You'd be surprised how many webmasters will accept a quality guest

post even if they have not done so in the past. Be dogged in your determination with getting your articles onto high traffic websites. After all, this is your business we're talking about. Treat it as such.

**Tip:** Download this free guest blogging eBook (no affiliation on my part). You will undoubtedly get a lot of great insights, tips, tricks and strategies. [Guest Blogging eBook](#)

## **6.c. - Forum Posting**

Forums are another great place to promote your brand, products and services to targeted people within your niche. I use forums for many different reasons, but my main reason is for promotional purposes. I have quite a bit of knowledge in the internet marketing industry and I would like to promote what I have to offer to that particular market...what better place than where these people hang out every day?

A simple little signature profile at the bottom of your posts can bring in a lot of traffic over time to your service, providing you give value to the forum that is. I have seen forum posters leave one sentence posts in an attempt to get their signature file on many threads within the forum. This is a complete waste of time and will drive very little, if any visitors to your squeeze page. Adding little to no value to a forum is a waste of your time, and a waste of the forums capabilities of helping you with your online presence.

If you go to the most popular forums that exist on the net today, you will see many well known people adding consistent value to that forum. These marketers know exactly what they are doing and they reap the benefits tenfold.

Alexa Smith is a regular poster on the warrior forum and she provides incredible value to participants of that forum on a consistent basis. Alexa has marketers, and "would be" marketers, hanging onto her every word. If she decided tomorrow to launch a product within the warrior forum, she would make a boat load of cash overnight, simply because she provides valuable information every post she writes or responds to. This is how forum marketing is done effectively.

The key to making your forum presence work for you is to provide as much value to the members on that forum on a consistent basis. Joining forums with the purpose of promoting your service is short sighted; your only goal is to provide as much valuable advice as possible to the members.

After a short while you will notice a lot of people coming to your website from clicking on your signature link. If someone on a forum provided me with great advice on a particular question I had, I would absolutely click on the link in their signature...who wouldn't?

Even if I didn't ask a question in the forum but got some great tips from a fellow marketer by reading other threads that I have no posts in, I would still click through to their service regardless. Remember also, your valuable posts will be on the forum for a very long time, so you can have consistent exposure to your offer providing you regularly give value.

### **Where to Start with Forums:**

Go to Google and look for forums related to your niche. If you search for "your niche" forums you'll get plenty. Take your time and sift through the first couple of pages of the results that come back. Check to see which forums have the largest community, the most interactions, and whether they allow a signature. Pick just 5 high quality forums in your niche and set out a schedule to post on these forums every single day for the next 30 days.

If you have any problems finding relevant forums in your niche – simply head over to [big-boards.com](http://big-boards.com) and enter your niche into the search bar.

Some forums won't allow you put a link in your signature until you have accumulated a certain amount of posts in the forum. This is fine. Your goal here is to be a part of that community, so don't let this discourage you. If you posted 5 comments a day you'll have 25 – 30 posts in a week – and then you should be able to add a link to your squeeze page in your signature. Be consistent with this strategy because you will get a lot of targeted prospects and buyers onto your list from forum posting.



## 6.d. - Video Marketing

Video marketing is very, very powerful. You don't have to put your mug in the videos you create. All that's needed here are short "to the point" 5 minute video PowerPoint slideshows. You should post one of these videos every day for 30 days. Sounds like a lot doesn't it? – But I can assure you it takes no more than 10 minutes to create a short video once you get the hang of it.

Go to [youtube keyword tool](#) and search for your niche, like so...

Keywords related to term(s) entered - sorted by relevance	
weight loss	259,800
weight loss transformation	25,600
weight loss journey	7,100
weight loss tips	6,400
yoga	816,100
yoga for beginners	65,800
weight loss workout	18,600
lose weight	135,800
weight loss yoga	35,800
my weight loss	6,900
p90x	169,400
losing weight	18,100
weight watchers	25,800
yoga workout	47,700
zumba	763,000
hypnosis	204,000
before and after	451,400
yoga weight loss	35,800
body transformation	33,000

When I searched for "weight loss" I was met with these highly searched for terms above. So, we know these are hot buttons – what we need to do now is create a 5 minute presentation (slides) video highlighting the above titles.

**Example:** Create a 5 minute video on the 10 best weight loss tips (should take you no more than 10 minutes)

The next day create another 5 minute video on how important “yoga” is for weight loss. Continue with the process each day for 30 days. Place a link to your squeeze page in the description box beneath the video and write a compelling description that entices people to click on the link.

Place your keywords in the title of your video – but add a bit more punch to the title.

**Example:** Instead of “weight loss tips” – your headline should read more like.. “Watch As I Show You The Most Powerful Weight Loss Tips That Helped Me Drop 30lbs In 30 Days”

The difference between the headlines is night and day – and you still have the keywords in the title. You should also add a boat load of tags to your video, with relevant search strings people are searching for in Google, or YouTube.

**TIP:** Have your squeeze page link showing in the actual video – and It should be visible from the beginning of the video until the very end. Tag your video with relevant search terms that people are looking for.

**Tip:** When creating your video, make sure to leave at least a 10 second slide at the very end with a call to action. To do this you just let the video run a little longer when you’re recording it, and have the last PowerPoint slide a blank page with a “call to action” on it.

**Tip:** Round up as many friends as you can find and ask them to leave a comment on your video. YouTube will rank your video much higher when there is interaction on your uploads.

If you persist with this for 30 days I guarantee you’ll get a lot of traffic back to your squeeze page. You’ll build a targeted list and make a few sales in the process.

To record your PowerPoint video, you can use Camstudio free recording tool <http://camstudio.org/> - or – ScreenCap Studio <http://www.screencapstudio.com/> If you have never created a video before online – I suggest you get your ass in gear and start doing it. There are plenty of tutorials on YouTube showing you how to create short PowerPoint videos – go there, learn it, and start creating your videos ASAP.

## 6.e. - Facebook Fan Page

If you have picked a niche that you plan on spending a lot of time working on, then you should think about creating a fan page. This is by far one of the best marketing strategies out there for non Internet marketing niches.

When you create your fan page, you should immediately start populating it with quality content. You then go out and join other pages within the same niche and start interacting. Spend 20 minutes each day interacting on well-established fan pages and leave valuable comments and insights. If you are consistent with this, you'll see your fan page grow very quickly.

The more you Interact on these pages, the more your own page will be on view to targeted people within your niche. After a week or so of regular commenting and Interactions you can follow this killer strategy...

### Here's What You Do:

Open up notepad on your desktop and write a swipe message to send to page owners. You will be using the same message to send to as many page owners as you like. Now, in that message it's vitally important to do 3 things...

- 1) The first part of your message tells the owner of the page, that you think they're doing a great job, and their fan page has some really great information. Thank them for sharing their knowledge and tell them you have a lot of experience in this niche.
- 2) The second part of the message should highlight that you have a great **"fan page"** you know their fans will love to read and that you are looking for a helping hand to get it up and running. You can expand on this however you see fit, but make sure they know that their fans will love the page and it will help them with their interests, you get the point. (Owners of fan pages like to share information with their followers, so you will not need to convince them too much)
- 3) The last part of the message is to highlight that you are an ethical marketer who has no intention of promoting your content on other people's pages without the owner's consent. Make sure they know you are not a spammer. They will not see you as a spammer because you are asking permission anyway. Tell them you would like to promote their page as soon as your page starts to grow.

## Why This Works So Well:

I see other marketers spamming the walls of other page owners and getting very little return for their efforts. What these people fail to realize is that most people ignore links left by other people and only focus on posts shared by the page owners themselves. Can you see now why this works so well? You are not only getting your links onto the page, you are getting the owners to place them there for you. This means **your link will get much more attention and clicks.**

Now, if you write a really compelling message to the page owner, you can build a relationship with them. This way they will be happy to share your content on a consistent basis. You can also ask them if they would like to share one of their own posts on your wall. The end goal here should be to build a relationship with page owners, this way they will not only share your link, but will most likely ask their followers to do the same.

**Note:** Don't forget to write a **really compelling message** to the page owners. You only have to write it once, and then send it to as many page owners as you want.

Fan pages can drive a lot of people to your squeeze page. Make sure your cover photo (header Image) is professional and that you mention you have a free book to give away just for the fans on your page. You need to post on your wall every single day – so make a schedule to spend 20 minutes each day working on your fan page.

The above 5 traffic generating methods are more than enough to generate you a consistent income and to build a targeted email list. I could sit here all day listing off more traffic methods for you to follow – but there would be no point. I wanted to share with you the ones that I think will bring you the greatest results – and that are super easy to use.

Once you have a handle on the above 5 traffic methods, I urge you to create a 30 day plan to stick to. Anyone who consistently uses these traffic strategies will see some really powerful results. After you have went through this whole guide step by step and have everything set up, you need to start taking action.

## **Resources For This Section...**

[70+ Ways To Increase Website Traffic](#)

[7 Obscure Ways To Increase Traffic](#)

[27 Untapped Traffic Sources](#)

[ScreenCap Studio – Free Video Software](#) (Excellent)

[Camstudio – Free Video Software](#)

[Flixxpress – Create Videos Online](#)

[Screenr – Instant Screencasts](#)

[Animoto – Video Creation](#)

[Jing – Video Creation Software](#)

## **On To The Next Step...**

# **Chapter 7: Your “Strategic Profits Blueprint” Overall Plan**

Congratulations on getting this far. By now you should have a solid idea of how to go about building a business model that can potentially earn you 6 figures a year. Remember, you can tweak this overall guide to fit into anything you do online. In simple terms all you’re doing is...

- 1)** Finding a niche where people are spending money
- 2)** Setting up a squeeze page to capture leads

- 3) Writing quality reports following a simple template strategy
- 4) Creating a OTO sales page to earn instant cash from visitors
- 5) Driving targeted traffic to your squeeze page
- 6) Communicating with your list via Email Marketing

When you break it down like this, it's very easy to see how the whole thing works. It's not a "fly by night" shot in the dark strategy that may, or may not work. It's a PROVEN strategy that encompasses what every successful marketer is doing to earn a full time income online. Results will inevitably come your way if you follow this formula. But...

You don't have to pick the same niche as I laid out in this guide.

You don't have to write your own reports if you don't want to.

You don't have to use the traffic strategies I wrote about earlier.

You don't even have to sell your own products if you don't want to. You can just build a list of people via your squeeze page and market affiliate products to them via your autoresponder series. If you provide quality information to your email list, you'll make money as your list grows.

**However.** I do recommend sticking as closely to this guide as much as you can. It's a proven model that works well. The most important thing about following a plan like this one is that you will gain vast experience along the way – and since nearly all successful business models are encompassed in the one laid out in this guide, you will be learning how to implement it with everything you do online for the rest of your career...

**"The process will teach you the fundamentals of Internet marketing"**

There's still a learning process you'll have to go through along the way – but I want you to think of it as an essential education in online marketing. I picked the "weight loss"



niche for the purpose of this guide – but I could have easily picked an entirely different market.

Let's say you want to enter into a niche where you have a lot of experience. This would be a wise choice for many. It's easier to market in a niche where you feel comfortable. It's easier to write content, Interact on social platforms – and it's easier to build relationships with your subscribers too. But, not all niches are created equal when trying to generate traffic...

In some niches the traffic is so small, that you simply couldn't get enough people to your squeeze page unless you decided to use paid traffic methods like PPC or Facebook ads. This is not a bad idea at all, but there's a learning curve to these strategies that can cost you a lot of wasted time and money. At least if you chose a niche where there's a hungry market, you can then generate traffic for free – make some sales – build a list - and ultimately learn a lot in the process.

You can then take that experience and implement it into a different niche. Only this time you know exactly what you're doing – and you have a lot more confidence in the outcome as a result. That's one reason (among many) why choosing a hungry market is so important in the beginning.

## **Conclusion:**

You will not go far wrong by following this guide step by step through the process. As long as you take consistent action – and you stay focused on your plan, success will come to you. I don't expect you to enter into the weight loss market and become an expert overnight. But, you will become an expert in online marketing and being able to generate consistent income streams.

I didn't start out in the "make money online" market. I started in the self-help market and learned a lot about marketing in that niche. I also made money in the "acne" niche, the "natural remedies" niche, - and even in the "baby stroller" niche.

When you know how to make money in one niche – you can transfer that knowledge into any other market of your choosing. However, if you start off in a niche where it's difficult to make money, you may end up a very cynical marketer with a negative mindset (I've seen this happen time and again)