

# **WARRIOR FORUM**

**PRO-SELLER**  
**INSIGHTS** and  
**STRATEGIES**   
**FOR NEWBIES**

**Tips by experienced  
Warrior Forum Sellers**

# LEGAL DISCLAIMER

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*PRO-SELLER INSIGHTS & STRATEGIES FOR NEWBIES*

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## *Introduction*

The Warrior Forum is a well-known haunt for budding internet marketers, and anyone looking for the latest trending online tools and resources that the elite internet marketers are using and selling today.

You can buy and sell digital products on the Warrior Forum. The Warrior Forum also has a lot of other useful resources, however, the ability to purchase and sell products is its main traffic source.

In this book, we ask ten well known internet marketers, who have sold on the Warrior Forum, what their opinion is of the following questions:

1. What type of products do you believe sell well on the Warrior Forum these days, and why?
2. Do you have a preferred time or day to launch a product?
3. How do you go about attracting affiliates to promote your product?
4. What is the best and worst thing about the Warrior Forum?
5. What advice would you give a friend who is eager to sell their first product on the Warrior Forum?

Here are their answers set out below, I hope this gives you some awesome insight as to what sells well on Warrior Forum, and why!

*Kate Luella*  
Online Product Creator



**Kenster**

**Internet Entrepreneur**

NetVenom Media

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Products that are geared towards the “new to intermediate” level entrepreneurs sell well on the Warrior Forum. The more actionable and step-by-step the product is, the better.

Plugins and software also sell well! Product positioning is even more important than the product itself in the buyer-frenzy WSO space!

I find Tuesdays are the best time for me to launch a new product, but it's one of the more crowded days. That means more traffic but also more competition. For newer vendors, don't stress about time and day, there is no “best”. The best days, traffic for traffic, have the most launches as well, so it all evens out.

The hour you spend figuring out the best hour to launch is better used on doing a better pre-launch or picking up another affiliate.

*With that said, I like Tuesday and Thursday at 11am :)*

The best way to attract affiliates is to *network*. It's a slow process that takes a lot of elbow grease, time, and energy but it almost always pays off tenfold in the future. Establish relationships by giving, helping, and CONSISTENTLY contributing in the communities affiliates hang out at (conferences, seminars, Skype rooms, Facebook groups, mastermind groups). The more you give and help CONSISTENTLY, the more you'll become noticed and so too will your next launch!

The two key words above are CONSISTENCY and GIVE.

Networking needs to be a consistent effort, it's not the thing you can just do in batches. One minute per day of networking will almost always yield far better results than 30 minutes of networking once per month. Roll your sleeves up and create a plan to network with potential partners and affiliates!

*And give!* Networking is about giving. When approaching potential partners and affiliates, truly *want* to HELP THEM. If you make this an honest and true focus, then you'll get noticed and build the relationships that can turn into 6 and 7 figure relationships down the road.

So networking is the best way to get affiliates but the least sexy to talk about. But I'm not here to feed you what you want to hear, I'm here to give you my advice!

But there are some more "sexy" stuff you can do to pick up affiliates:

- **Create great products.** If you create good stuff, there's a good chance affiliates will eventually start coming to you. This is how I got started!
- **Do a prelaunch.** Get the buzz out there about your launch as much and as early as possible so affiliates know and can plan to mail way ahead of time. The more they hear and see your launch out there, the more likely they are to promote it!
- **Personally invite targeted affiliates.** Notice I didn't say spam. It's okay to reach out to affiliates that have lists that will like your product. When sending them a video, email, or message, make it as personalized to them as possible. The less it looks like copy and paste spam, the more likely they are to read or watch it, which is the goal.

- **Announce on the launch calendars as soon as possible.** I own WarriorJV.com and it's a great place to announce your launch!

- **Incentivize them.** That's what business is all about. Give them a darn good reason to promote. Whether it's bonuses, prizes, high commissions, a special interview you'll do with their list, make the offer to promote so enticing they have to say yes. That's what incentivization is all about.

The best things about the Warrior Forum is it has lots of traffic, lots of knowledge, lots of marketers and entrepreneurs at *ALL levels*.

It's a great place to start and build a brand because traffic is at your fingertips and you'll get instant feedback about everything you are doing right and wrong as a vendor!

The worst thing about Warrior Forum is there are rules. As a vendor, you need to stick within the tight guidelines of launching a product on the Warrior Forum. You have much more flexibility when launching product in a self-hosted manner.

After vendors build affiliate relationships and a large customer base, many migrate to self-hosted launches for this very reason. Also, the social proof of comments on a thread can boost or kill a launch...*there are many trolls unfortunately.*

Find a few product vendors you respect, reverse engineer the hell out of what they're doing, and try to replicate (not copy) the professionalism, layout, and style of their launches. No need to re-invent the wheel, just follow the practices of the best vendors and work your butt off.

I tell my students all the time to just put stuff out there and learn. Perfection will lead you broke. Just roll your sleeves up, put something out there and learn. Nearly every super successful

vendor laughs at the first launch they did. The people who try and be perfect on their first launch are the ones who grind away and never achieve anything because they never put stuff out there. So take action and make mistakes!





## MATT BACAK

Internet Marketer

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

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I think that if you are selling a training type of product you should put it on the WSO Pro (W+) platform, and I find software based products sell better on the JVzoo platform.

In my experience of being on the Warrior Forum since *2003 (they updated and I lost my original account)* your number one priority should be to take care of the customer, and secondly you need to have a clear understanding of what you are offering on the Warrior Forum so you can use the correct platform as stated above, this is the best way to leverage off affiliates from the platforms that are built for the forum.

I've been working in the internet marketing space since 1999, I have had three of the largest launches in IM community, and some records are still help to this day. In my experience, the best time to launch is either Tuesday or Thursday.

Either you go first by promoting their products so that they are "more" obligated to help you promote your product, or you make sure that your offer has a high EPC because when you do affiliates will jump all over your offer as long as it's in line with what their list buys.

The advantage of the WF is that it is very transparent, it holds sellers accountable for reckless claims, and social proof is all good and well, but social proof can be misleading. If you go by the social proof on

Warrior and your product is not up to scratch, someone will call you out on it so you better make sure you tell the truth.

The disadvantage is that anyone can be on the Warrior Forum and say whatever they like, it can attract *troll-like* people who write without any sense of consequence of what they say, and there isn't much you can do about it as a seller. There's no control, and many people don't like it because of that.

You had better have a good product, and if you don't have strong relationships with affiliates, but you want affiliates to promote it, it needs have at least \$1 EPC (earning per click) – the EPC is the “Visitor Value divided by the Commission Rate”. Basically, if you have no relationship with affiliates already then all you have left are your numbers.



## Tristan Bull

Online Coach

<http://tristanbull.com/>

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There are various different types of products that sell well on Warrior Forum, it really depends on the offer. Most people will tell you that you want to focus on low ticket items but I have been selling out a \$500 WSO's for years so it depends on what you are selling.

With that said there are some proven winners. Software is something that has been a hot topic for a long time now. FB APPS and Wordpress plugins fall into that category too.

Also, social media type products are very popular.

If you are looking to create a *winning product* on the Warrior Forum I would create an APP or piece of software about social media.

There is no real preferred day or time to launch, however, 11am EST seems to be pretty popular. I think most days are fine except the weekend as things tend to be slower, with that said I have released a product on a Saturday and got "WSO Of The Day" so there probably isn't a real "best" time.

Networking is a big part in JV (Joint Venture) recruitment. With Facebook these days it's pretty easy to get in touch with some big name Warrior Forum people. The best way is to simply open up some dialogue and get to know these guys BEFORE your launch. If

you are brand new and have a launch coming up next week the worst thing you can do is last minute contact these guys and ask them to promote.

Start building relationships and asking for advice now. If you jump on a quick Skype call, for example, that will set you apart because they are more likely to remember you.

There are a couple of other ways to go about it too, you can hire a JV (Joint Venture) broker which is a good idea if you can afford it. They will basically introduce you to the big names and recruit people on your behalf. This is a good way to get your foot in the door.

You can also list your launch on MunchEye.com and WarriorJV.com which are two big launch calendar website that will also attract affiliates.

The best thing about the Warrior Forum is that it is a large marketplace filled with buyers. It's an instant traffic source and it makes it easy to get up and running quickly because you don't need to set up your own website and hosting you can launch straight from the forum itself and it is an instant traffic source. You can literally make a living just promoting and selling on the Warrior Forum.

The worst thing would be typically the quality of buyer is lower because the majority of products are under \$20 so you are attracting a low ticket buyer. Also refund rates are going to be higher on the Warrior Forum because of the sheer volume of products that are released most buyers on the Warrior Forum are addicted to buying WSO's not actually implementing them. Be prepared for some rude and negative feedback even if your product is the best product ever created, it's just the nature of the Warrior Forum.

If you wanted to start selling on the Warrior Forum I would make sure you are prepared. If you simply want to start selling then you can begin as soon as you are ready but if you are looking to do a launch, that will take a little more time.

The Warrior Forum, like most places, is about branding so put some free material out as a WSO's to build a Warrior Forum list and get your name out there and then move into selling your products as WSO's and/or doing launches.



## Greg Dalberri

### Business Growth & Exit Strategist

[gregdalberri.com](http://gregdalberri.com)

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Wordpress, PLR, Software, Offline, Facebook, Free, Video, SEO, CPA, mobile related products, all sell well on the Warrior Forum. These are the keywords searched the most according to stats derived from <http://www.warriorplus.com/wso/alert/>

I have found the best time to launch is Tuesday, Wednesday, Thursday at around 4-6pm EST work best. The amount of traffic on the Warrior Forum has only increased, so there are more times that are now better, but I have always found these to be the best.

Offering a contest to affiliates helps you get affiliates to help you sell your products on Warrior Forum. At the 'download page' have a graphic with a link for the customer to 'earn a commission' and walk them through becoming an affiliate. Contacting people you know through other networking and JV (Joint Venture) sites etc.

The best thing about the Warrior Forum is the instant traffic opportunity globally. If done right, you can start making sales and building a list within a very short amount of time and for little cost.

The worst thing about the Warrior Forum is, like many forums, it has trolls. People who will look for nothing other than to cut you down, slam you and your product. Now if your product isn't cutting the mustard, so be it, it's well deserved. The other part of the trolls is the people who are looking for the 'magic' solution that will start

generating five figures a week for them with two mouse clicks (they want you to set it up and support it forever) and all for \$7. That can become very frustrating.

I recommend NOT giving away copies for reviews. It always leaves a bitter taste in the mouth of most as we all know it's a biased review. Do your homework. Keywords, best time to bump, price points, OTO's. Be prepared for questions, support issues with product delivery.

Try using the WSO system to offer a freebie to build a list first. Let them know you are doing it to build a list for your upcoming release. This way you can start with a list before you launch the WSO. This will help to drive traffic to the WSO from the moment it goes live. The more traffic that is seen as 'viewing' the thread, the more will come to check it out. Plus the additional sales you'll get will certainly help.

Having a list will also help with attracting JVs for reciprocal mailings. Also, have a follow up plan ready. Your upsells, OTO's members area upsells and your email follow up templates.



## Mark Salmon

Online Entrepreneur  
The Business Renegade

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Here is a big clue about what is selling well on the Warrior Forum – this image is from Warrior Plus:



As you can see, anything to do with **Wordpress** is very popular. This includes training, themes and plugins.

**PLR** is also popular – the lazy way to create products. If you can show people a shortcut for doing anything they will snap it up.

**Software** – again, everyone is looking for a way to automate their business and do more with less effort. Wordpress software is particularly popular.



**Facebook** – any product that leverages the power of Facebook – particularly the ability to drive traffic from Facebook, is hugely popular.

**Free** - everyone loves ‘free’ stuff and this word always has the power to attract like ‘bees to honey’. Offering a free product is a great way to build a list of prospects.

**Video** – this is one of the most powerful media in marketing today, so products on anything to do with video will attract attention.

**SEO** – getting ‘free’ traffic from the search engines is the holy grail of marketing and many products and softwares have been sold in this sub-niche in an attempt to *out-wit* the big G.

**CPA** – any CPA product is mighty attractive

**Mobile** – almost as many people are accessing the internet on mobile devices as they are from PC’s and this trend is expected to continue as more and more people from the developing world come online using mobile devices. Mobile is huge.

I have noticed that most of the big hitters launch at 10 a.m. or 11 a.m. EST during mid-week. You could take the view that this is the best time to launch or choose another day and time on the basis that you will avoid competing with the these big hitters and other people who launch at that time to emulate them. Your WSO will stay on the first page for longer because fewer launches take place during off-peak hours. (One internet marketer I know likes to launch on a Sunday for this very reason – no one else is launching!)

How to get affiliates for your product is a critically important question. I first find potential affiliates through Google, the forums and Facebook groups.

I then add their contact details to a spreadsheet and I do a little research on them personally.

I then send them a personalised email. I follow up gently with them.

They have all been in exactly the same shoes as you are i.e. looking for affiliates and *'what goes around, come around'*.

They are human and if you treat them with courtesy and respect and systemise your contact process whilst personalising your message, you will get affiliates to support you. Like everything else it takes work and perseverance.

The best thing about the Forum is the support and guidance you can get from fellow Warriors and it's completely free.

The worst aspect of the Forum is that it is very easy to buy poor products and get poor advice from people who do not know what they are talking about.

97% of internet marketers 'fail' which means that the vast majority of products on the Forum will NOT help you to make money (– you only make money when you sell something.)

You have to accept the fact that a \$7 product will not enable you retire wealthy so you have to keep digging through a lot of rubbish to find the diamonds.

It is almost like a 'Right of Passage' and only the persistent and active Warriors will succeed.

My advice is to get your first product on the Warrior Special Offers Forum as soon as possible so you break through your comfort zone.

Most of us wait too long because we do not think our product is good enough.

The truth is that your first product will probably be horrible but the experience of launching your first WSO is invaluable – you will learn a lot from just doing it. From there you can work on improving your product and the launch process.

Experience is the key, so get it under your belt and take action today. Set a challenging but achievable launch date and work hard to hit your target.

There are lots of people on the Forum who will help you if you tell them that this is your first WSO.



## Adrienne Hew

Online Entrepreneur

Nutrician Heretic

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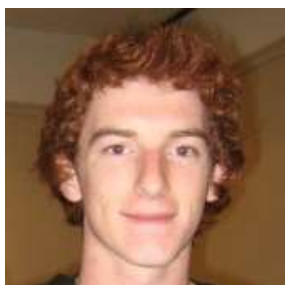
Unfortunately, I think that many of the products that sell well are those that make grandiose claims about *push-button, overnight riches*. Internet marketing in general has cultivated a culture of people who want to make money with no effort on their part. That said, the other thing that does well on the Warrior Forum are software and plugins that help make the process of capturing leads, creating good content or sharing your content more easy are doing extremely well at the moment.

In general, I would say that Thursdays and Fridays at lunchtime (EST) are good for paid products. However, I have found Friday nights very good for free products. Keep in mind that holidays and certain times of year like high school and college graduation time or Easter may hamper results. Sometimes when we work from home, we forget what the rest of the world is up to.

For my first WSO, I was in a coaching group and we all helped each other with reviews because we didn't have lists. I don't know if it was because of the great reviews, but a big name marketer approached me within an hour of my launch. Since then, I've been trying to get more active in various Skype and Facebook groups for marketers as well as posting my offers in different launch-related websites.

The best thing about the Warrior Forum is that it is highly targeted for people looking to buy and sell products related to marketing. You can make great friendships there to move you forward when your friends and family don't understand what it is you want to do by working online. The worst thing for sellers is that there are a lot of scarcity-minded buyers such as serial refunders and those who are looking for scams. The worst thing for buyers is that there are a number of fake-it-til-you-make-it sellers on there who are less than honest about their earnings and methods. Luckily, I think that the latter are dying out.

Make sure that you choose a topic that people are buying in. Put your own memorable brand on what you do, that is enough to make your product "different". Also, don't pretend to be an expert if you are not. If you have seen small successes, you are better off saying that you “have success with a method you think will really blow it out of the water if you scale it”. Be authentic and people will appreciate it.



## **Matt Stennings**

### **Conversion Expert**

**Killer Sales Design**

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Software products sell the best. The stats back it up. Wordpress plugins were / are hot in the marketplace.

InstaBuilder which did 6,000 copies or so shows that marketing related Wordpress plugins are highly sought after.

As for the why, software products have a higher perceived value then eBooks or video courses. In the marketplace its hard to sell an eBook/video course for over \$10, plugins & desktop software usually sell at \$17-27.

I wouldn't recommend you sell on weekends BUT a day where there is limited launch 'competition' and I can get a majority of my name affiliates to email is the best day.

Personal relationships with the power affiliates is the best way to get confirmed mailers, then a 'be everywhere' strategy helps get the smaller affiliates.

Posts and banners within the two main WSO JV (Joint Venture) Facebook groups generates exposure, retargeting banner ads to affiliates AFTER they have seen your JV page keep you in the mind of the affiliates so they don't forget your launch.

If you have budget then paid mailings to JV lists will also help you with exposure.

For a successful launch to take place (1,000+ front end sales) you need 4-5 hard hitters confirmed to mail. Out of those 4-5 only 2-3 will actually mail for you. These hard hitters will be responsible for a majority of your sales and them mailing will help other top affiliates jump on and mail (social proof).

The 80/20 rule applies in launches. 80% of our sales were made by 20% of our affiliates, so you should be spending 80% of your time on the 20% of people who will get you the results.

These days the benefits of launching on the Warrior Forum are limited. I'd prefer to do a self hosted launch rather than a Warrior Forum launch.

You might get an occasional buyer stumble across your sales thread and purchase but in my mind the negatives outweigh the positives.

Negatives of a Warrior Forum launch:

- **Traffic leaks:** the WF has so many distractions and things that can pull the buyer away from the goal: buying the product
- **Faceless Reviews:** anyone can set up an account and post a negative (or positive) review about the product WITHOUT having purchased it.

If you don't already have relationships with power sellers / affiliates then do one of two things:

- 1 - Build them and do it quickly.

2 - Partner with someone who has the relationships and leverage their name to make your launch a success.

Then lastly, spend time & money on your sales copy and design, this IS the most important part of your product; People will never buy what you have to offer if your copy and design and *shit*. It's your first impression to them, make it count.





## **Gail J. Richardson**

**Solo Ad Seller**

[Google Plus](#)

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I think products in the form of "How To PDF's" appeal to a large market of people. "How To PDF's" are something that you can print out and take with you anywhere you go and are easy to get to for reference on how to do something.

I also think that software products do really good on the Warrior Forum because people are always looking for new software that they can use to make their business go smoother. And about all the new stuff is found at the Warrior Forum first and definitely at the best price it will ever be.

I like to launch early in the morning and this just may be because I am an early riser and do my best thinking and work then. As for the day I like to launch I can't say that I have one. They all seem to work if you do them properly.

I participate in several communities where all the people there are internet marketers and sell WSO's. You have to put yourself out there and help when you can and mail for other people that do WSO's and in return they will mail for you. These people make the best affiliates.

The best thing I see about the Warrior Forum is that the people there are internet marketers and help each other. If you need help with something and post a thread about it there are always knowledgeable people to answer your questions. It is also a wonderful place to test your products.

I can't say that I see anything bad about the Warrior Forum

To get started I would say jump in there and start posting about five times a day and meet people. Ask questions and answer questions and just be helpful in any way they can.

Also there are people who post WSO's for free to help build their lists. I would get several of those WSO's and see what they are teaching about and study the layouts they are using. Then I would tell them to just do their first WSO and not expect a lot but use it for teaching yourself the process.

Take what they learned from the first one and do many more.



## Paul Langham

Internet Entrepreneur

[Warrior Forum](#)

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The number one selling product on the Warrior Forum is anything connected with traffic generation. It doesn't matter what your niche is you must have traffic and traffic WSO's be they traffic generated off FB or Solo Ad's will sell.

Best time to sell on the Warrior Forum seem to be midweek.  
Wednesday AM EST time.

To attract affiliates is not easy, you need to network and you need to create and put out top quality products. If you do that then affiliates will find you. Never forget that there are people who are not product creators and they are looking all day long for next generation of great products, when they find them they will promote.

The Warrior Forum is an amazing place which brings together buyers and sellers from around the globe, it created a level playing field for everyone and we all have a chance to profit and benefit whether you are creating products or buying them. There is nothing bad about the Warrior Forum.



## Will Haimerl

Online Entrepreneur

[WillHaimerl.com](http://WillHaimerl.com)

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I think software products work best on Warrior Forum. Wordpress plugins do high conversions as well as custom tools. That said, training guides seem to work well too. I do a combination of both typically. One good method is to offer the training as the product showing how to do it without any tools, then offer the tool as an upsell if they want to speed up and automate the process a bit more.

I know there's a lot of discussion about this but I think Tuesday mornings and Thursday mornings are best for launching. I've launched one virtually every day of the week and had the most success with those two days. However, bear in mind you can always bump the thread on a Tuesday or Thursday as well.

I have a couple of people I know that will promote my stuff, however I think networking is the key for anyone. I didn't do that in the first five years of my online career and feel that was a huge mistake.

To network properly GIVE first. Don't ask for anything, just GIVE. If you have someone in mind that you would love to be an affiliate for you, contact them and ask if they have anything coming up that YOU can market for THEM. That's the best approach. People sometimes get annoyed when they're constantly bombarded with "promote my stuff" requests from people they don't know.

The best thing is it's a free meeting place for a lot of people to discuss internet marketing. It's great for networking and trying to build relationships. The worst thing is there is way too many people offering advice who have no business doing so. I've noticed people will ask a legitimate question and get purposely thrown off the trail with incorrect answers by people who are trying to protect "their" traffic source or offer. You don't know who is offering the advice and a lot of what I read is just plain WRONG. That's the downside of free and public forum. People who don't know better assume everyone is honest when some are not.

Make a quality product first. Don't put together a ten page PDF that is complete fluff and garbage. Make something worthwhile.

I've launched 100+ page guides for \$7 on there with a lot of success. Also, use it as a tool to build your list. *Always, always, always* get them on a list of some type after they buy. That way you can send them more offers in the future when you do your next launch.



## Joshua Zamora

Zamurai Mastermind Group, Inc.

[ZamuraiBlogger.com](http://ZamuraiBlogger.com)

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I like launching 9-11am, I attract affiliates by talking to them constantly whether I have a launch coming up or not. Also I promote them first.

I also started attending live events recently and there is nothing more powerful than that.

The Warrior Forum can bring a lot of complainers. Some people will *want the world* when they have only paid you \$9.00.

My advice is *don't rush it*. Spend a good amount of time recruiting affiliates and make sure your entire funnel is ready weeks before launching.



## Kate Luella

### Online Product Creator

Product Creators HUB

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I think anything “trending” is going to sell well on the Warrior Forum. I think your copy will affect your sales, you need a good sales page (copy). I think anything to do with traffic generation, or potential growth in income for marketers will also sell well. General tools and resources may do well, but your affiliates will determine that if they promote it or not.

I think the best time to launch is during the week, I try to aim for US late afternoon Monday to Friday, but earlier in the week is better for me. It helps if you don't have much competition when you go to launch.

When I started out on Warrior Forum I had no affiliates, I still only have a few, but they mail for me every time. They found me (on Warrior Plus) I didn't find them. Many people request to promote your product, but only a few actually run it. Obviously they are watching the numbers to see if it converts well, but then again, first in best dressed. So if I think something is a good fit for a regular affiliate of mine, and I'm nervous they may not run my offer, I send them the download page to my product so they can check it out prior to running it to their list. Then I leave it up to them. I also send out Amazon Gift Vouches from time to time just to say thanks.

The best thing about the Warrior Forum is that it is a huge marketplace, with ready to go affiliates to promote your product,

AND you get paid straight away with JVzoo or Warrior Plus  
(Clickbank you have to wait ages to get paid if you are new).

The worst thing about the Warrior Forum is you can put up an awesome product, and for some reason, no one buys, and no one tells you why, so you sit there thinking “what went wrong!”

If I was to advise a friend about selling on the Warrior Forum, I would tell them to “go for it”, do a good sales page, over deliver on the product, give good support and network network network!!!





*Kate Luella*

If you want to learn more about online product creation and the Warrior Forum then you should sign up to my weekly newsletter over [HERE](#), and I'll send you some free useful tools and products to help you on your product creation journey as well as my weekly newsletter.

Don't forget to subscribe to my YouTube Channel [HERE](#) and look out for my weekly podcast show **HUBNEWZ** where I discuss the latest online product creation news every week. You can subscribe [HERE](#) or over here on [iTunes](#).

Best of Luck!

*Kate*