



### **Traffic Sources:**

Thank you for picking up this additional cheat sheet on traffic sources. There are several methods to funnel traffic and potential buyers to your sales page.

- 1)** The most effective is leveraged traffic. Meaning buyer traffic from other affiliates. When you set up your product in JVZoo and/or Warrior Plus, create it as a standalone offer so affiliates may request approval and promote.

Creating a simple JV page and swipe emails will help increase promotion success from affiliates and bring more sales. 50% commissions are fine with anything priced \$47 on up and hope you price this to at least \$147-197 as this is similar content taught in our own \$2500+ coaching programs.

- 2)** Funnel Traffic- Add this as a product in W+ and add to all of your existing WSOs as an OTO. Set as the 2<sup>nd</sup> OTO instead of trying to make a jump from \$7 to \$147, have an OTO1 in between to act as a buffer. Can also price at \$147 with downsell to \$97 for higher conversions.
- 3)** Use the 7 day email series provided with your upgrade package and run your email subscribers through the series. Or create a second squeeze page and segment buyers who opt-in to learn about product creation in your "Free 7 Day Product Creation Course." Let the emails sell for you and send traffic to the sales page via emails.
- 4)** If you offer higher priced coaching, use this email coaching series as a downsell. Buyers who turn down higher priced product creation coaching will come back after seeing how much work this can be and how much help you can provide them.

- 5) Set up squeeze page and offer your “Free 7 Day Product Creation Course” as a buyers bonus to other paid products download pages. The emails are of high quality and provide more content than most other paid products so they will effectively sell the high value of the email coaching.
- 6) Paid traffic. Setting your coaching price above \$97 allows you plenty of profit targeting buyers with paid traffic. Again run them through the 7 day series offering your mid-ticket coaching and then at the end of the 7 days if they do not buy, can begin to market to the list as you would with a freebie list or continue to offer value content and affiliate sales.

This works exceptionally well with Facebook PPC. Send traffic to opt-in landing page for giveaway report on product creation and then sell into coaching using email series.

- 7) Webinars: This price point is perfect for high conversions on a webinar. Offer some of the content free to attendees and show the power of product creation. Then link to sales page and payment at the end. Adding a webinar to all product launches and even NOW between launches to your list is perfect for selling these mid-ticket products.
- 8) Warrior Forum: Sell as WSO or Classified listing. Technically PLR is not allowed to be sold in WF as a WSO, must be in classified section. If you rewrite the email series and sales page to your own words, \$47 price point would be the sweet spot for a WSO listing.

Thank you again for picking up “Done for You Email Coaching” and please get this put into action and start making some easy sales!



*Shane Farrell & Bill Hugall*

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