Number 1:

Subject: [DAY 1] Welcome to [NAME OF COACHING PROGRAM]

Welcome and thank you for joining!

You have made a great decision in joining me to change your income and marketing future.

Over the course of the next 30 days I am going to teach you how to get the most out of every single product you launch, build a massive buyers list, and finally make some SERIOUS money.

It doesn't matter whether you are an experienced internet marketer or a complete newbie. Everything you need to succeed will be taught to you email by email. Create a new folder in your email account so you can save each days lesson and refer back to older lessons when needed.

Since we are going to be working together, let me tell you a little about my background and experience.

[INSERT PARAGRAPH ABOUT YOURSELF, IM STRUGGLES AND HOW PRODUCT CREATION IS THEIR ANSWER]

Now that we have that out of the way, let's begin, shall we?

The end goal of all this is to stop purchasing courses and stop giving your hard earned money to others who had an idea and created a product based off their idea. YOU are now going to be the person coming up with ideas, creating the products, and selling your products to those people who are addicted to buying WSOs and marketing reports.

It's all about creating quality products as fast as you can. The key to doing this is to simply get started. You won't make it anywhere if you don't get started. It's important that you understand that each product launch you do doesn't have to be PERFECT. Many people never release a product because they spend too much time trying to make everything perfect before they launch it. It doesn't have to be perfect, it just needs to meet a need.

It takes A LOT of work to create and launch a product that does over 1,000 sales. But it is relatively easy to create a product that does 100 sales. So why not quickly create 10 products that do 100 sales instead of spending months trying to create a product that does 1,000 sales? That's not to say your product won't reach 1,000 sales, because it very well might! I have seen it time and time again.

The more WSO's you launch, the more likely you are to make something like that happen, but the cool thing is if it doesn't happen you will still be successful because you aren't dependent on it. 100 sales is relatively easy when you follow the steps I am going to lay out for you.

Hope you are excited about getting started! Today for your homework I want you get an account set up at the Warrior Forum, Warrior Plus, JVZoo, Facebook and Fiverr You are going to be using those to help run your new business.

[SIGN OFF]

Number 2:

Subject: [DAY 2] Time to Take Action!

I believe getting in the proper mindset is crucial to success in this business and that you understand there is no magic pushbutton out there online that will bring you overnight riches. No matter what anyone may want to lead you to believe.

Think Long Term
Let's say you release your first WSO and only do 50 sales. Actually not a bad number for your first report! Not only did you get 50 sales but you just added 50 buyers to your list. When we are focusing on buyers, not freebie seekers, the size of your list doesn't matter as much. Quality matters.

On your next product you release, you will mail out to those 50 buyers you have and for this product you might get 15 sales. Then on your third product you will mail out to those 15 subscribers and maybe get a total of 20 sales, and so on.

Eventually your buyers list is going to be big enough to get you 100 sales on the day you launch your product and once you hit 100 sales A LOT of affiliates are going to be putting in requests to promote your product which will result in even more sales.

Basically, each WSO you launch should do better than the previous because each time you launch a WSO you are going to have a bigger buyers list.

I am also going to teach you how to attract affiliates even before you release your product that will bring you more sales and get you over 100 sales with relative ease. And remember, every single full time marketer you see out there, including myself, started with a list of ZERO buyers. So you aren't alone, your just brand new to the game like everyone else was at one point.

Produce Quality Content
You need to make sure you provide everything you promised in the sales letter. If you promised you would teach them "x" in the sales letter, make sure you actually teach them that in the product.

Put In The Required Work
This is a business and it is important you understand that. You can't expect to "half-ass" this and expect to become rich. If you want to make a living off this system you need to put in the work and treat this like a real business. Those that are successful are successful because they put in the work to get to where they are.

Again, the take home point of all this is to JUST DO IT! Have the proper mindset and put in the work. You won't get anywhere if you don't put in the work. If you do put in the work you will receive the rewards forever.

[INCLUDE RESOURCE TO MOTIVATIONAL BOOK YOU LIKE OR BLOG POST]

Tomorrow we are going to talk about laying the foundation with needed tools and setting yourself up for success!

[SIGN OFF]

Number 3:

Subject: [DAY 3] Setting Yourself Up For Success

Since you are going to be building a real business over the course of the next **[INSERT HOW YOU'RE YOUR COACHING PROGRAM IS]** there are some tools you will need now and some to consider to make your life easier once you grow and get a few products out in the market. If you have been in IM for a while, you probably already have some of these.

1) **Email Auto-Responder:** You need an AR to collect email addresses of your buyers and then email out updates, content and marketing tips and finally affiliate offers and emails about your new products to your buyers. Email marketing is where most of your upcoming revenue will come from.

   Get Response has a 30 day Trial which is great starting out or you can also use Aweber. They are about the same at 99% of all marketers use on or the other.

2) **Webhosting:** You will need a place to host your website that has Download Pages, One Time Offer Pages and even sales pages down the road. I use Host Gator for this and you can use their cheapest hosting package at $3.95 a month.

3) **Domain Name:** Pick this up at either GoDaddy or NameCheap. Something generic with your name is great. This is where you will host your OTO sales page and download pages. Example: IMmarketingwithSteve.com or SteveIMmarketing.com.

4) **WordPress:** Wordpress is a free platform and when I started, I just used free themes to create all my needed pages. If you want to upgrade now, Optimize Press or Profit Builder are two themes that made sales pages, download pages, bonus pages and OTO pages a breeze.

5) **Warrior Forum**: You'll need an account here if you don't already since you will be selling your products in the Warrior Special Offers section of the forum. Before launch of your first product I want you to have at least 100 posts. If you are starting from ZERO, that's 5 a day for the next 20 days while you work on completing your product. Get in there and start letting potential buyers see your face.

   -On that note also, make sure you aren't using a strange screen name. Using your real name is preferable as it builds trust and use a real head shot of yourself. Don't have one? Take one with your phone or webcam and get it up!

Those are the only tools we are going to be using for this entire process. Told you this would be simple!

For your homework tonight, sign up for an auto-responder, webhosting, set up the basic wordpress install on your new domain name and get posting in the Warrior Forum.

See you again tomorrow!

[SIGN OFF]

Number 4:

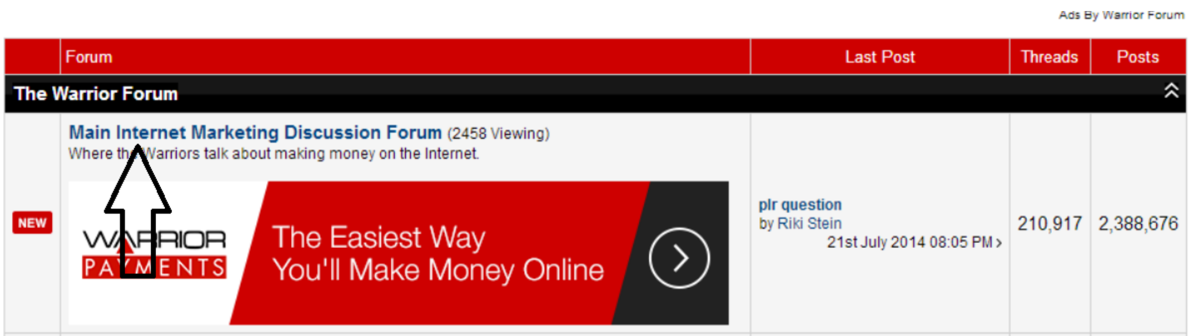
Subject: [DAY 4] Let's Get To Work And Start The Research

Time to really get to work on your report. The middle part of the coaching is where the most work is but also where you will learn the most. Over the next few days you are going to come up with TEN WSO ideas.

I know what you are thinking…"I don't even have one yet and now you want me to come up with ten!"

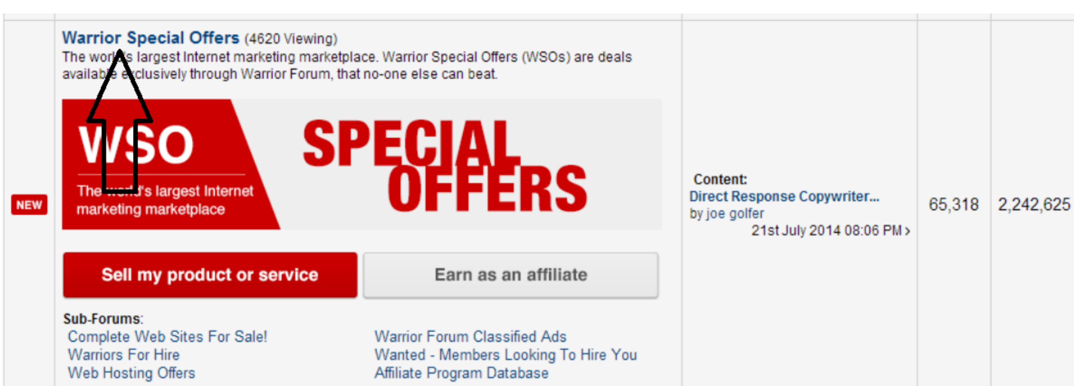
Don't worry, I am going to show you a few different ways to do this and taking the time to come up with ten ideas now will save you time down the road since you will keep referring back to this product research document to grab an topic for your 2nd and beyond WSO.

Now head over to the Warrior Forum and go to the Main Discussion area.



Once you are inside the Main Discussion area, just browse around and look for a "trend" of questions. Once you start to see a common theme, just write it in a Spreadsheet and then write down the number of times you saw that topic discussed. For example, if you notice "traffic generation" is being discussed a lot, then write down "traffic generation" in your spreadsheet and put a "tally" next to it each time you see it come up. So if you saw traffic generation get brought up 7 times, you should have 7 tallies by it.

Once you go through the main discussion area, head over to the Warrior Special Offers section and do the same thing.



Plenty of new WSO’s are being released every day. Go through that section and find some common themes in there. Trends in WSOs and topics that people need answers on come and go so when doing this research, only go back 3-4 pages at the most.

This might take you a couple hours the first time but it is worth it because you want to tie your product into what is HOT and trending right now or is an evergreen topic that comes up over and over again through time.

For your homework tonight, do your initial product research in the forum and then also continue to post replys and contribute to get your post count up.

Have some fun and talk tomorrow!

[SIGN OFF]

Number 5:

Subject: [DAY 5] Product Research Continued

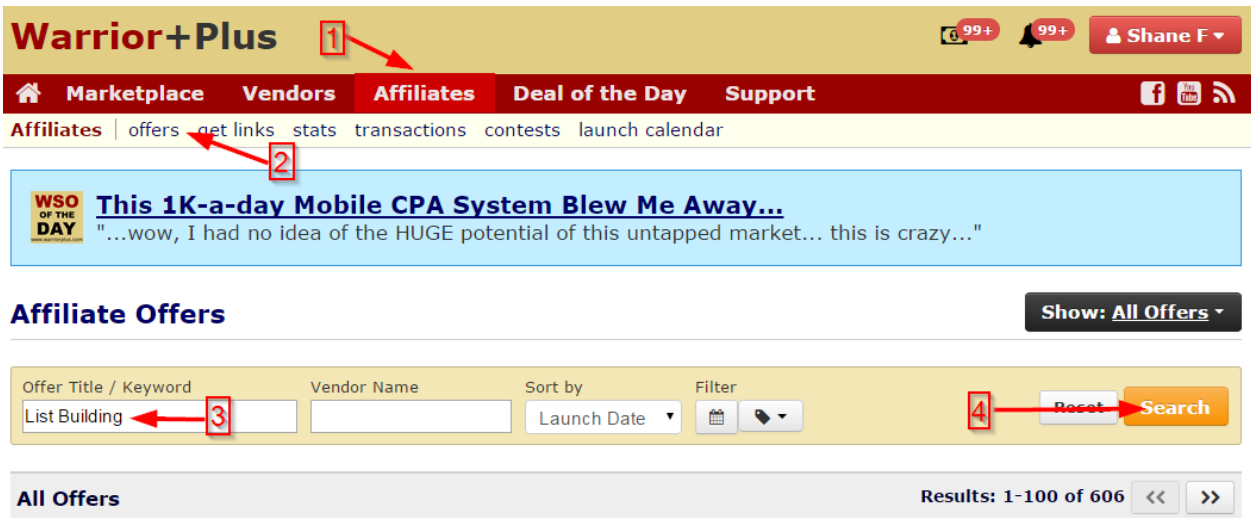
Once you come up with a list of problems you can confirm that they would be a good product idea by heading over to WarriorPlus and see if there has recently been a few products released about that specific problem.

Just make sure that whatever problem you choose to solve (create your product on), has plenty of people who are interested in buying.

You have your list of 10 product ideas, now what?

Time to validate your product ideas from your forum research.

Head to WarriorPlus.com



After logging in you are going to search recent sellers based on your research of top 10 ideas. You want to see multiple products that have sold recently over 100 copies with over a 10% conversion rate and visitor value over $.50 at least. Older products tend to have lower conversion rates and visitor value as time goes on but recent products should be at least in the past 6 months.

Once logged in…

1. Click on “Affiliates”
2. Click on “Offers”
3. Enter the “Keyword” for your researched topic
4. Click on “Search”

A list of products based on that keyword will display. Just in past 3 months for the “List Building” keyword, 25+ products that have done over 100+ sales and another dozen that have sold between 50-100 copies. Sounds good to me and this would validate your product idea if on your niche research list.

Go ahead and do this now for all of your 10 product possibilities on your spreadsheet. Create a 2nd column and place a checkmark by each niche topic that has a product released in the past 3 months.

A second way to use Warrior Plus for research is taking a look at the product that won WSO of the Day and checking the niche topic as well. This will show you the topics with the larger buyer markets. Let's take a look at a recent list of the previous 10 award winners.

Do this now with the most recent ten and put a star next to any niche topic research idea that has a similar topic awarded WSO of the Day.

Keep on this for your homework today and tomorrow you will finally choose a topic and begin your report!

[SIGN OFF]

Number 6:

Subject: [DAY 6] Choosing Your Product Niche and Research

Hope you spent some quality time on your product research and have a list of 10 ideas to choose from.

Anything on the list that you have experience on?

Anything that you have been wanting to know more about?

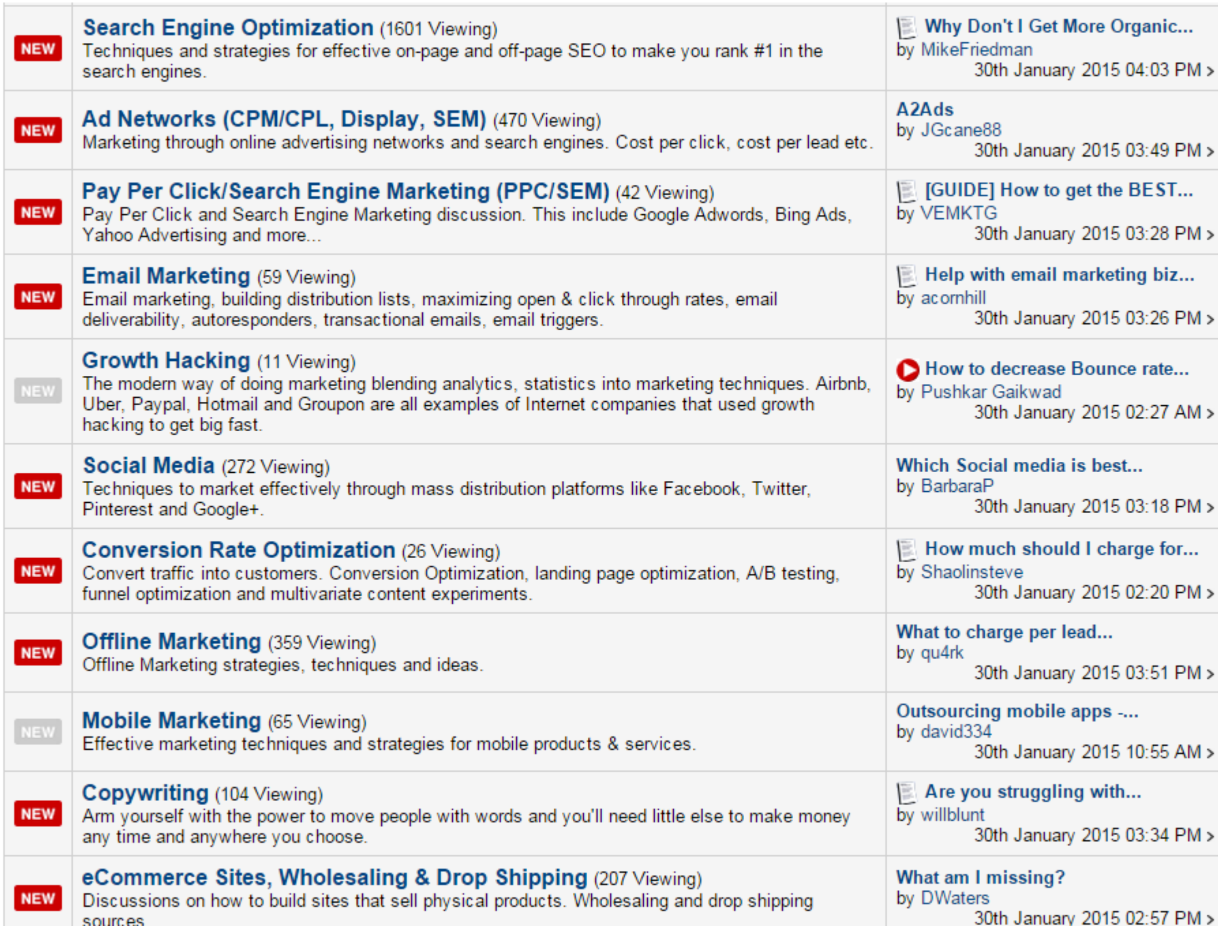
Anything that you saw the same question being asked over and over again that you could answer with some simple research?

I don't want you to agonize over this part, this is your first product, it doesn't have to be an award winning report, just help the buyer by answering their questions. As you do this more and more it WILL get easier and fresh product ideas will come to you.

Remember, there are very few product creators who are coming out with 100% unique ideas each and every time. We are just offering a service by saving people time in getting their questions about the topic niche answered.

Once you have your topic niche chosen, it's time to dive into that niche and research. You can become more of an expert than you think with a few hours of dedicated research in your new niche.

The first place to go is into the niche sub forums of the Warrior Forum. You'll be able to find your niche topic and again look at the most common problems people have with that niche that reoccur over and over again to make for the basis of your report. Start taking notes as you'll use these for your report!



NEW	**Search Engine Optimization** (1601 Viewing) Techniques and strategies for effective on-page and off-page SEO to make you rank #1 in the search engines.	**Why Don't I Get More Organic...** by MikeFriedman 30th January 2015 04:03 PM ›
NEW	**Ad Networks (CPM/CPL, Display, SEM)** (470 Viewing) Marketing through online advertising networks and search engines. Cost per click, cost per lead etc.	**A2Ads** by JGcane88 30th January 2015 03:49 PM ›
NEW	**Pay Per Click/Search Engine Marketing (PPC/SEM)** (42 Viewing) Pay Per Click and Search Engine Marketing discussion. This include Google Adwords, Bing Ads, Yahoo Advertising and more...	**[GUIDE] How to get the BEST...** by VEMKTG 30th January 2015 03:28 PM ›
NEW	**Email Marketing** (59 Viewing) Email marketing, building distribution lists, maximizing open & click through rates, email deliverability, autoresponders, transactional emails, email triggers.	**Help with email marketing biz...** by acornhill 30th January 2015 03:26 PM ›
NEW	**Growth Hacking** (11 Viewing) The modern way of doing marketing blending analytics, statistics into marketing techniques. Airbnb, Uber, Paypal, Hotmail and Groupon are all examples of Internet companies that used growth hacking to get big fast.	**How to decrease Bounce rate...** by Pushkar Gaikwad 30th January 2015 02:27 AM ›
NEW	**Social Media** (272 Viewing) Techniques to market effectively through mass distribution platforms like Facebook, Twitter, Pinterest and Google+.	**Which Social media is best...** by BarbaraP 30th January 2015 03:18 PM ›
NEW	**Conversion Rate Optimization** (26 Viewing) Convert traffic into customers. Conversion Optimization, landing page optimization, A/B testing, funnel optimization and multivariate content experiments.	**How much should I charge for...** by Shaolinsteve 30th January 2015 02:20 PM ›
NEW	**Offline Marketing** (359 Viewing) Offline Marketing strategies, techniques and ideas.	**What to charge per lead...** by qu4rk 30th January 2015 03:51 PM ›
NEW	**Mobile Marketing** (65 Viewing) Effective marketing techniques and strategies for mobile products & services.	**Outsourcing mobile apps -...** by david334 30th January 2015 10:55 AM ›
NEW	**Copywriting** (104 Viewing) Arm yourself with the power to move people with words and you'll need little else to make money any time and anywhere you choose.	**Are you struggling with...** by willblunt 30th January 2015 03:34 PM ›
NEW	**eCommerce Sites, Wholesaling & Drop Shipping** (207 Viewing) Discussions on how to build sites that sell physical products. Wholesaling and drop shipping sources	**What am I missing?** by DWaters 30th January 2015 02:57 PM ›

How to…..? are going to be very common in these forums and take notes on the questions and answers. Start a word doc and just start copying and pasting questions and answers into it to start your research.

Tomorrow you are going to choose the actual angle of your report and dive into product research even deeper to help you become an expert in the shortest amount of time possible.

[SIGN OFF]

Number 7:

Subject: [DAY 7] Choosing Your Product Angle

You've done some research now on common questions in your niche topic and started to gather information on answers. Now let's decide on what you are going to teach the buyer of your report.

List building is an evergreen topic and you may have noticed questions from people asking how to build their list cheaply or how to buy solo ads. I also see a lot of questions on how to make money from their funnels. All of those are good topics that have hungry buyers and products that sell very well constantly getting released.

Any one of those questions can be a central topic of your report. As a few examples:

- 5 methods to Build Your List for Free
- Don't Get Burnt Buying Solo Ads, Let Me Show You How to Maximize Your Funnel and Solo Each Time you Buy!
- 10 simple but powerful and effective list building tweaks you need to make today!

Don't worry if you don't have experience in your chosen main theme for your report. Now its time to dig deeper and become a real expert.

On the top of the word document that you started already, title it with the chosen topic you are going to teach your buyers.

You already have some research done from yesterday going through the sub forums and now we need more content to fill your report and answer deeper into the question you are answering for your buyer.

To become an expert in a short period, you need to start consuming content in your nice.

A few of my favorite places to research are YouTube and Webinar Swaps. Both are free and you will be able to find your niche topics you chose for your report and answers to help your buyers.

If you have a budget and want to speed up the process, go back to Warrior Plus and buy a few reports that have sold over 100 copies that seem to be closely related to your chosen topic.

Also take notes into your word document on answers to problems and the methods taught. You can research the methods more on YouTube and in the forums to compile research. You should spend the next 1-2 days just on research to become an expert in your chosen niche topic.

Continue to compile research on your topic, posting in the Warrior Forum and taking notes filling up that word doc you started!

Talk tomorrow and keep working!

[SIGN OFF]

Number 8:

Subject: [DAY 8] Time To Name Your Report and Get A Cover

This is one of my favorite parts that really starts to bring the project together.

You are going to choose a name for your report and order an ecover.

For your name you want something simple and short. No need to kill yourself here.

1) Make it easy for readers to buy. Buyers want a magic pill. They want to follow directions and enjoy the benefits the title promises. For example, "5 Ways to Get Traffic to Your Squeeze Page."

2) Be outrageous with your book title. People do judge a book by its title. It must be so outstanding and catchy it compels the reader to either buy on the spot or look further to the description of the report. Take a risk. "

3) Titles do sell report. Include your audience in your title. When your title isn't targeted other famous authors' general titles get the buyer. Always make your title clear and make it easy for your audience to recognize they need your eBook.

4) Create impact for your title - Check out other authors' titles by researching on the W+/JVZoo as well as ClickBank. Your title must compel the reader to buy now.

5) Use power words to compel someone to buy your eBook. This strategy is used very effectively in advertisements. Words such as "Free", "How to" and a number of ways such as "101", or"1001" are attention grabbing words.

After you have your title, head over to Fiverr.com and order a 3d ecover image. I also like to get the flat 2d image to use as the first page for my reports. Up to you, just a style preference that adds quality but won't affect sales.

Two sellers on Fiverr are popular in the IM niche:

https://www.fiverr.com/nisha

https://www.fiverr.com/ravsingh

Give them the title you choose, color scheme, image of your own or both of these sellers can choose that for you and add your name as the author.

You'll have this ecover back in a day. Continue your research and tomorrow you will start your ebook outline and the actual writing process.

[SIGN OFF]

Number 9:

Subject: [DAY 9] Outlining Your Report

Today you are going to outline your book right inside the same word doc you have been gathering research. This will help keep your writing organized and everything together.

Page 1: Insert your Ecover

Page 2: Table of Contents and Legal Disclaimer

Page 3: Welcome

Page 4: Module 1- Introduction

-Introduce problems your report is solving and briefly talk about upcoming modules.

Module 2

-Introduce Solution/Step #1

-Walk through solution/step

Module 3

-Introduce Solution/Step #2

-Walk through solution/step

Module X

Module X etc…

Conclusion

Recommended Resources

Thank You

The book should follow a natural A-Z progression. If you are teaching traffic methods to a squeeze page, you would start out teaching basic squeeze page set up so the reader has something to send traffic to and then start with the easiest traffic method first and most actionable. Then move up in complexity levels. If your report includes FREE and PAID methods, start with free methods first and then move into PAID methods.

For homework today, get your outlined completed and visualize yourself as the buyer. Do the modules take you through the steps one by one to accomplish what you aim to teach them?

Tomorrow I will go into more detail as you start to write your first draft.

[SIGN OFF]

Number 10:

Subject: [DAY 10] Writing Your First Draft

If you only have a couple hours a night to work on your report, you should be able to complete your first draft in no more than a couple nights. Writing is a skill and writing reports will get faster the more you do.

Let's take a look in more detail of what needs to be included in your report.

On Page 2 you need a legal disclaimer. Here is one you can copy and use for your report:

Disclaimer: This report makes no warranties or guarantees express or implied, as to the results provided by the strategies, techniques, and advice presented in this report. The publishers of this report expressly disclaim any liability arising from any strategies, techniques, and advice presented in this report. The purpose of this consumer report is to educate and guide. Neither the publisher nor the author warrant that the information contained within this consumer report is free of omissions or errors and is fully complete. Furthermore, neither the publisher nor the author shall have responsibility or liability to any entity or person as a result of any damage or loss alleged to be caused or caused indirectly or directly by this report.

In your welcome message include a photo of yourself. Buyers want to know you are a real person! Also include this photo in your ending thank you message with CONTACT INFORMATION. If people have questions, you want them to email you instead of posting support questions in the WSO sales thread.

Thank the reader for buying and tell them how they made a great decision to pick up your report. Briefly recap what they are going to learn from reading and results that they may get.

Also share a little bit about yourself and your experience in IM and how what you are going to teach them has helped you out in your IM business.

For each module, they do not need to be more than 2-4 pages each. The report should be written knowing it is for beginners, not advanced marketers, so keep your audience in mind. Simple, actionable tips and methods. It doesn't have to be underground methods or something brand new to the market.

Images and screen shots especially increase value of the report in the buyer's minds and also make it easier to convey your message.

To take screen shots and add all those fancy arrows and notes over the image, use Greenshot. It's completely free and very beginner friendly to use.

For homework, continue to work on your draft, filling in the outline with your research and working on your Welcome Message and Introduction.

Tomorrow I will go over the Conclusion and Thank You sections.

[SIGN OFF]

Number 11:

Subject: [DAY 11] Keep That First Draft Rolling Along!

The ‘Conclusion’ and ‘Thank You’ sections are what tie the entire report together and add that final exclamation point for the reader.

In your conclusion, recap the method or strategies you taught. No more than a couple sentences for each one. If it takes you more for a 30 thousand foot overview, your methods are most likely too complicated for a beginner.

Then, in your thank you, you want to obviously thank the buyer and encourage them to take action on your teachings. This let’s them know that you stand by your methods and are supporting them which makes you human and builds a connection.

Even though 90% won’t take action, you want to start building that relationship with your buyer’s to help when you are sending affiliate emails and building trust so they buy through your links.

Again, include a photo and contact information.

Many choose to create a Facebook group in which buyers can ask questions, share ideas and help to continue to build yourself as the authority. This gives you one more place in addition to email marketing to keep in front of your audience and build trust.

Use the same FB group for all of your reports and it will quickly build into a community of fans that will continue to buy from you over and over again with future reports.

Get these two sections done tonight as homework and continue to work on your draft. You should be getting very close to finishing and tomorrow we will talk about bringing it all together.

[SIGN OFF]

Number 12:

Subject: [DAY 12] Completing Your Draft

You've been working on your outline and draft the past 3 days and hope it's nearing completion. If you aren't totally finished yet, that's fine! While we keep moving forward towards the day you release the report for sale, continue to make edits and add information as needed.

Finalize your table of contents and add a footer and page numbers to each page.

Double check all links inside the report to make sure they are working

Read through again from the point of the buyer. Are there any areas that are theory and not fact or opinion?

Are you telling the reader what to do, rather than making suggestions?

Are there areas of the reports that leave room for support questions? If so, work on simplifying or adding a 'Frequently Asked Questions' module after your 'Conclusion.'

You should also add a new section now of "Recommended Resources" that you may have used in the report. If your report is on "Getting Traffic to a Squeeze Page" as I mentioned earlier in the training, you will want to include the link for an Auto-Responder, squeeze page generators, hosting and traffic sites.

You also have the opportunity to sell to the buyer again as an affiliate with similar reports that tackle the same problem but with a different solution. No more than 2-3 affiliate links here and pre-sell writing a short paragraph on each product and why you know it will help the reader. Warrior Plus or JVZoo is where to look.

For homework, run through these steps and add your "Recommended Resources" section. Continue to write the main method content also if you haven't finished yet.

Have a good one and talk to you tomorrow!

[SIGN OFF]

Number 13:

Subject: [DAY 13] Write Your Sales Copy

Before you write your own sales copy, it would be a good idea to go through the sales pages of past WSO of the Day products. When you read through the copy, take note of what you liked and didn't like. This will give you a good idea on sections/words to include in your sales copy and sections/words to avoid.

Spend an hour each day for 2-3 days and start writing your copy as if you were trying to sell to your TOUGHEST customer.

Begin by presenting pain points and then offer your report as the solution to their pain. You need to take time listing the benefits of your product instead of listing the features. I am not saying you shouldn't list features, because you should. What I am saying is that benefits outweigh features.

Also make sure you arouse curiosity within the copy. The longer the customer reads the copy, the more likely they are to make a purchase. If you arouse their curiosity, they will continue reading which increases the chances of them making a purchase.

Sales Letter Formula
1- What Are You Selling? Write The Headline Telling That
2- Dig Into it. Ask Questions To Assess Needs
3- Relate Their Need To You Or Your Clients
4- Tell What You Have Created
5- Explain What They Get
6 -Explain The Value of What They Get- Not In Dollars, But In Usefulness
7- Offer (Price)
8- Refund Policy
9- Close. Buy This

Another easy method is to go back to your product research that you did in Warrior Plus. Go back to those products in the similar method and review ones that sold over 100 copies with 10%+ conversions.

What elements are common?

What pain points are similar?

What solutions were offered that you also are teaching?
The MOST important tip to keep in mind as you write your sales letter is to make sure that everything you claim and say in your sales letter is included in your report!

For homework tonight, I want you to locate 5 sales letters that you will use for the base of your template. Search through JVZoo and Warrior+ for products that have sold over 100 copies and find ones that match the sales letter formula above.

Create a new word document and copy and paste those 5 urls into it. Tomorrow we are going to outline and start writing! **[SIGN OFF]**

Number 14:

Subject: [DAY 14] Outlining Your Sales Letter

You should have found your 5 example sales letters to use as your template for yours. Open that doc and then copy and paste the sales letter outline into it. Here it is again from yesterday's lesson:

Sales Letter Formula
1- What Are You Selling? Write The Headline Telling That
2- Dig Into it. Ask Questions To Bring Out Pain Points
3- Relate Their Need To Your Own Or Others
4- Tell The Reader What You Have Created
5- Explain What They Get- Be Upfront and Clear
6 -Explain The Value of What They Get- Not In Dollars, But In Usefulness
7- Offer (Price)
8- Refund Policy
9- PS Close. Buy This

Now go through and start writing pulling elements from the example sales letters you found. Of course you can't copy word for word but use these as inspiration and rewrite to fit your own style and product.

Successful sales letters follow the same basic outline covered above so no need to reinvent the wheel here! This is also a skill and why copywriters are in such demand. I can tell you it will get easier with repetition and practice.

For your first few reports, I highly recommend you don't go out and spend money on a copywriter. The number of sales won't justify the expense. Save this for once you are getting a couple hundred sales each report and have had the time to recruit and attract affiliates for each launch.

For your homework tonight, start writing your sales letter! Have fun with it and don't stress!

[SIGN OFF]

Number 15:

Subject: [DAY 15] Outlining Your Sales Letter Part 2

As you continue to work on your sales letter, a few points to keep in mind with the Warrior Forum.

First: No income claims are allowed. You can't tell readers that they will make $XXX amount of dollars in a certain period of time.

That would go for exact number of subscribers someone could get or website traffic or rankings. You can say this will help you get subscribers, higher rankings or website visitors, but no exact numbers allowed.

Second: Blind sales copy that doesn't explain what the buyer actually will learn or the method taught, is not allowed. If you are confident in what you are teaching and it works, you should have no problem helping people making an educated decision to buy.

If you have to trick or hide what you are teaching to get buyers, this won't make for a good experience for either of you with increased refund rates and buyers who don't trust you and unlikely to buy affiliate offers you recommend.

Third: You need to have a clearly stated refund policy. No matter how good your report it, you are going to get a small number of refund requests. This happens to all of us so don't freak out when you get your first. Here is a simple refund policy you can use that helps keep serial refunders at arms length.

"Use the methods taught in the report for a full 30 days. If you don't get results as taught, contact me for a full refund. Thank you!"

Then if a buyer hits you with a refund request, kindly ask them for examples of what they did during the past 30 days and see if you can help them before issuing a refund. After you reply to their refund request, 90% will just move on and not even bothering to try to get their money. Win for you!

Fourth: You need to include contact information for support. For this just use your email address from a domain. Do not use a free email provider like Gmail or Hotmail. Keep it professional with your new business.

For homework continue to work on your sales letter and make sure you addressed the coaching points from today's lesson. By tomorrow it should be about complete and take another look at it for edits or areas of improvement.

[SIGN OFF]

Number 16:

Subject: [DAY 16] Report and Sales Letter Completed?

By now you should about have your report and sales letter completed. Don't worry about creating a complete graphic sales page, we are going to be uploading it to the Warrior Forum in a few days where text based sales letter are the norm and even sell better in most cases.

Once your report is completed, you can save it as a PDF and take a look at the version your buyers will receive. Check through for any style edits that need to be made and spend the extra time here making sure you report looks professional and not styled by a high school student.

Once your report is completed, move onto your sales letter. Even though this will be test based, there are some things you can do to give it some POP and keep the reader engaged.

First: Each paragraph should be no more than 2 sentences. Make it easy to digest and flow for the reader.

Second: Bold, underline, italicize, upper-case or combination at least one emotion word in each sentence. Take a look at the example here for a list building report:

"All thanks to a **<u>simple method</u>** I used to monetize free subscribers immediately after they 'opted-in' WITHOUT them needing to pull out their credit card or log into their PayPal account!"

The reader's eyes are drawn to **<u>simple method</u>** which is what buyers want when buying a report and the word WITHOUT which further let's the reader know the subscriber has less steps to take, thus simpler for them also.

Third: Your main header sentence will be in large font, centered in the page. Use a different color like Red to make it stand out and add emphasis. Start off with a hook word such as, GET, LEARN, MY EXACT, STEP BY STEP. Tell the reader right off the bat what they are buying in once sentence. Avoid asking a question here because if the answer is no, you have lost a potential buyer before the read on and let the sales copy do its job.

Fourth: Include the product 3d cover image when you introduce the solution.

Fifth: Include a real photo of yourself in the sales copy at the end when you are closing it down. Even though you already have a photo in your profile, this will help people know they are buying from a real person and will increase trust and conversions.

As you were doing your sales page research, compare your layout to the other text only sales copy examples that sold well. You will find common themes and trends that work well for all.

Tomorrow we are going to set a goal for completion and choose your launch date!

[SIGN OFF]

Number 17:

Subject: [DAY 17] Setting Completion Goal and Launch Date

Congrats for making it this far! A large portion of people who say they want a real online business aren't willing to put in the work with product creation. Those that can and aren't afraid of a couple hours researching and writing every night, are the ones that go onto the $100 a day level and beyond very quickly.

By now your report and sales letter should be completed. You still have time to make minor edits here and there but you need to keep moving forward to your launch date. Even though there are less than two weeks left in the coaching emails, choose a date outside of 2 weeks, especially if this is your first report.

That will leave room for lessons that take you more than a night to complete or if you need a night off or two to spend time with the family. I know life can get in the way but keep your end goal in mind.

If you are working a day job, have your first launch on a weekend so you are present should anything be needed or launching in the late afternoon after you get home for the day. Pick a day? Good! Write it down and stick it on the wall next to you!

You've set a launch date! CONGRATS!!!

Because not many will make it to this point. You've taken action and made it this far…but now you need to bring it home!

Now that you've done the writing, it's time for the technical and relationship building side. This is often where the biggest learning curve takes place. I can tell you its worth it! Once you do this once, the technical set up won't be a worry anymore and it will take literal minutes for each.

Once you've established relationships with other product creators and your buyers, those too will last for a long, long time and build the real base of your new business.

For homework tonight, pat yourself on the back for a good well done and get yourself pumped up for the next steps. If you need more time on your report or sales page, work in one power 45 minute block and then take some time off and get outside!

[SIGN OFF]

Number 18:

Subject: [DAY 18] Putting Together Your Pages

I hope you are ready for some work! This is by far the longest daily lesson. Get yourself a cup of coffee and follow through step by step to get this done. Ready? LETS GO!

For the start of the technical side, you are going to start to put together your pages. Open up a spreadsheet so you can keep this organized and copy your URLs down.

You need to create an OTO sales page and download page.

On Day 3 I asked you to buy a domain name and get hosting for it. On that domain you will need to install WordPress and use the installed basic theme unless you upgraded to one of the templates I told you about. If you need help with any of this, please use YouTube for tutorial videos. I use it all the time when I run into a tech issue.

Let's start with the download page. This is where your customer will access their product and a whole lot more.

You Need Multiple Download Pages
You will have your front end product and 1 OTO. You will need a download page for people who just purchase the front end product and a download page for people who purchase both the front end product and the OTO.

Putting Together Your Front End Download Page
The first download page you create is going to be the download page for your front end product.

Create a new page inside WordPress and name it 'FE Download'. Copy the URL into your spreadsheet. Below are the components it should include:

A "Thanks For Purchasing" Headline

I always have my headline say something along the lines of "Thanks For Purchasing! You Can Access Your Purchase Below"

A Linked Image To The Product

After the headline, I like to place an image to the product and link to image to the actual product. In this case my image is linked directly to the PDF page.

"Click Here To Download" Text

Underneath the image I like to place some text there that say "Click Here To Download (product name)". You will upload your report into WordPress via 'Add New Media" and then use that newly created URL as the download link.

Instructions On How To Contact You

You ALWAYS want to make sure you leave instructions on how they can contact you if they have any questions about the guide or if they are having trouble accessing the purchase.

The reason you want to do this is because if you don't you will have customers asking questions on your WSO thread and trust me when I say that gets really annoying.

If you want to just leave your email address, that's completely fine. However, I recommend you install OS Ticket on your site so you can actually create a support desk. This looks MUCH more professional and it helps you keep more organized when it comes to handling support.

You can download OS Ticket for free here: http://osticket.com/editions You want the Self Hosted version.

A "Bonuses" Section

You will be giving away other products on your download page for free. It is extremely important to include a bonus section on your download page for two reasons.

First off, it makes your customers happy. When they see the bonuses section they will feel like they are getting a lot more "bang for their buck", because they are! You are giving them 3-4 bonuses that are products they would normally have to pay for, but they are getting them for free.

The second reason you want to do this is because it helps build relationships with other product creators and affiliates, and in return they will help you out when you launch by mailing and returning the favor with you getting a bonus link on their launch.

Understand that the money is in the buyers list. A buyers list is possibly the most powerful asset you can have in internet marketing. And this helps you build it very fast especially between launches.

But how does this help them build their buyers list? When you give away someone's product for free, they are going to create a unique squeeze page for you, and on your download page you are going to link to that squeeze page. In order for your customers download that free bonus gift, they have to enter their email address on that squeeze page.

A "Products I Have Bought and Recommend" Section

This section isn't a requirement, but we strongly urge you to include a recommended products section on your download page because it will help you squeeze out some extra cash on each launch, so there is really no reason to not include it.

Include products that are related or offer additional sources to what you teach. Never recommend a product that is complete crap. Obviously you are going to leave your affiliate links so when they click on the products you will get credit for the sale.

A Signature and Picture

I like to end my download pages by included a virtual signature and a picture of myself so people can put a face to my name. Just Google search "online signature creator" and a lot of sites will come up that let you generate a cool looking online signature.

Putting Together Your OTO Download Page

Putting together your OTO download page is simple. It is going to be COMPLETELY identical except you are going to have a download link to both the front end product and the OTO.

Everything else on this page is completely the same. If you have multiple OTO's (which is something you will learn when you are a little more advanced), you are going to create a download page for each OTO you have.

I would name this 'fe plus oto download' and then copy the URL into your spreadsheet.

Creating Your OTO Sales Page
Your OTO sales page is what the buyer is redirected to automatically after purchases your front end report. This is done automatically by Warrior Plus. Create a new WordPress page and name it 'oto-offer' and copy it into your spreadsheet.

On this page is a large "Thank You For Picking Up "NAME OF REPORT"! Check Out This Special Offer" and then your sales video. Beneath the sales video is the "Buy Button" and "No Thanks" button, both given to you by Warrior Plus and we will add those later.

Your video will be created in a couple days after you create the OTO. Tomorrow I am going to teach you a few simple and quick methods. But for today when creating this page, just embed and YouTube video as a placeholder.

You have some homework to do as you can see. YouTube and Google search will be your best allies should you run into set up trouble. Keep it simple and just the basic elements that I spoke about. Clean and simple is most effective and preferred by buyers.

Have fun and talk tomorrow!

[SIGN OFF]

Number 19:

Subject: [DAY 19] Understand the Funnel

How are your download pages and OTO sales page coming along? I hope things are going smooth and I wanted to give you another day to catch up on creating those pages and polishing your report and sales page copy.

Let's go over a few broader topics about product creation.

When it's time to launch your product, you are going to have a front end offer that is a dime-sale that starts at $4.00 and tops out at $9.95. The price will raise $.05 automatically each time someone purchases. This adds an element of social proof since people will be able to tell others have already bought before them.

Once the customer purchases they will be brought to an OTO (One Time Offer). This OTO will be priced at $9.00.

You will give away 100% commission on the front end offer and 50% commission on the OTO. This will keep your affiliates happy and allows you to still profit in the process :) Again, Warrior Plus handles all this automatically so you just sit back and collect commissions. (Not quite but paints a nice picture ☺)

In order to get a lot of affiliates promoting your product you need to make sure your product has a high EPC. You can ensure your product has a high EPC by putting together the proper sales funnel. This is one of the most effective pricing and structure that many WSO sellers use.

On your future product launches you can scale up for bigger profits with higher priced OTO offers and multiple products in the funnel. This is simple to do but we want you to learn the basics and then carry that momentum and scale with your next reports. For your first 3-4, stick with the foundation funnel as I want you to build a strong foundation of experience as well.

Tomorrow you are going to create your OTO offer. Nothing to lose sleep over tonight. It's going to be very simple and just add value to the front end report. On average, 30% of front end buyers will purchase the OTO so you don't need to have a product as large or with as much information.

Enjoy the rest of your page creation and talk tomorrow!

[SIGN OFF]

Number 20:

Subject: [DAY 20] Create Your OTO Offer

Your OTO or one time offer is what your new buyer is redirected to after they purchase your front-end offer (FE). This will be priced at $9.00 and your goal is 30% of people who buy your front end report, to also buy your OTO.

There are several options for creating an OTO and decide what works best for you.

1. Video Training
2. Case Studies
3. PLR Content
4. Additional Sources
5. Leveraged Content

The easiest is to create video training in most cases. You simply record your screen using Camtasia or Screencast-O-Matic (Free trials for both btw) and walk the buyer through your modules. If you are teaching traffic methods, record your screen as you walk through each website you are using for traffic.

If on list building. Walk your buyer through uploading their squeeze page and connecting the Auto Repsonder. OTO just needs to add value to the front end report, its not an additional report or anything that requires you to spend hours and hours on.

Cases studies would be live examples of ways to use the method you are teaching or complete campaigns or keyword lists. If you aren't using the method taught yourself, this will be a tough one.

PLR content can be used if you are teaching list building and need giveaway reports. Buy some PLR packs and bundle them to include as an example.

If your report is something along the lines of "5 traffic sources" or "5 places to sell articles" etc… including an OTO of an additional 5 sources can lead to high conversions. You don't need to put as much work as you did in the FE, but give them the details they need to use the additional sources in a short PDF.

Leveraged content is when you use your past work as an OTO. Once you have a few WSOs completed, you can offer past reports bundled as an upsell and the buyer is saving money vs buying them one by one. This is popular and easy once you have past work.

For homework choose an OTO that you will be using for your FE report. Video training, PLR content and Additional Sources are the 3 easiest to choose from if this is your first report you will be selling.

You can also search in Warrior Plus as an affiliate and look at similar products to your own. When you request a link for approval, it will bring up the list of OTOs that are included and this is a simple research method to see what other product creators are using.

[SIGN OFF]

Number 21:

Subject: [DAY 21] Creating Your Sales Video for OTO Sales Page

Your OTO sales video couldn't be simpler and please don't be scared. This is much easier than it sounds!

You'll need either [Camtasia]() or [Screencast-O-Matic]() to record through your webcam and allow you to edit the video and upload to YouTube. Both of those links go to free trials so grab one. Screencast-O-Matic is MUCH MUCH MORE user friendly.

In this short 90 second video (told you it would be easy), you are just going to record yourself speaking to your buyers. Just pretend you are talking to one, single, person. That helps me take the pressure off and sound natural.

You are going to

1. Introduce Yourself
2. Thank them for picking up "NAME OF REPORT"
3. Then say "As a special upgrade to you, I have created "Describe your OTO product."
4. List the benefits they will receive if they buy now.
5. Tell them it's only $9 and hope the realize hope much this will help.
6. Thank them again and say "Good Bye!"

DONE! Not so bad is it? Sit up straight, put on a clean shirt, make sure there is light and whatever can be seen behind you in the screen shot is appropriate and clean.

Don't worry if you stutter once or mis-pronounce something. It doesn't have to be perfect, you just need to keep a smile on your face and speak with some excitement. Show your customers that you are a real person and they will reward you with sales.

After you get it uploaded into YouTube. Embed the video in your OTO sales page and set it to Auto Play. So immediately when you buyer gets redirected to that page, video starts and you'll make more sales.

Hope it didn't take you too many tries to get your video done. This is another element of product creation that pushes you outside your comfort zone. But those who can do it, go on to be very successful.

For homework tonight, get this video uploaded and embedded in your OTO sales page. Also finish up any needed work on the rest of your pages.

[SIGN OFF]

Number 22:

Subject: [DAY 22] Auto-Responder Set Up

Before setting up your offer in Warrior Plus, you need to set up your auto-responder. Either GetResponse or Aweber. W+ integrates with either of these services and your buyer is automatically added to the email list for your product.

The set up for either service is nearly identical and if you need clarification, use their support knowledgebase or YouTube like I do.

Set up 2 new lists inside your AR. One for the FE product and one for the OTO product. Set both to 'single opt-in.' If that option isn't available for you, you'll have to send a support email to them at request that it is set to single opt-in.

Next I want you to create a welcome message. This message is automatically sent once the subscriber purchases your product.

Here is an example you can copy and paste to use yourself. Just edit out your product name and link.

Welcome to PRODUCT NAME!

[INSERT YOUR NAME] here...

I just wanted to welcome and congratulate you on your purchase.

Please take a moment to white list my emails so you can stay up to date on all the latest happenings. You can get access to your product by following the link below.

PRODUCT NAME Download

Remember that if you need any help at all, head over and connect with me on Facebook. I spend all day on Facebook so you can ask away and I will get back to you ASAP.

https://www.facebook.com/YOURFBURL

To your success!

[INSERT YOUR NAME]

Just copy and paste that in and edit for both your FE list and OTO list. When setting up your Warrior Plus offer tomorrow, W+ will ask for the names of the lists from a drop down menu and AR integration is complete!

For homework, complete this step and wrap up your OTO and video if not completed yet.

[SIGN OFF]

Number 23: NOTE: THIS IS A LONG PROCESS TO ACCOMPLISH VIA EMAIL- YOU MAY ALSO WANT TO CONSIDER SENDING YOUR COACHING STUDENT TO YOUTUBE VIDEOS ON SETTING UP AN OFFER IN WARRIOR PLUS AS THERE ARE SEVERAL.

Subject: [DAY 23] Uploading Your Offer to Warrior Plus

You have your product ready, you have your sales copy written, now it's time to upload your product to WarriorPlus. Go through step by step and when you are done, submit a support ticket to W+ and ask them to check over your offer to make sure it's set up correctly. They are happy to help!

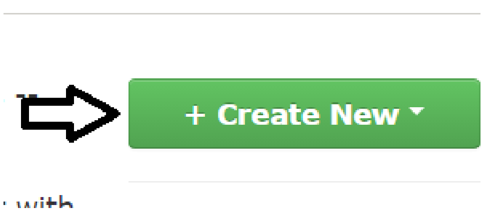
Uploading The Products

You are going to start off by uploading both your front end product and your OTO to WarriorPlus, then once you upload both the products you bring the two products together by creating what's called an "Offfer"

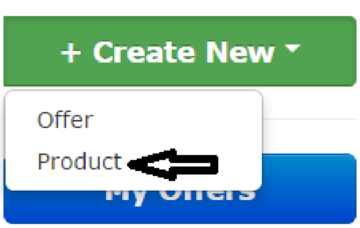
To upload the products, start off off by going to http://WarriorPlus.com.

Once there click on "Vendors" up at the top:

Now on the right side you will see a green button that says "Create New" Go ahead and click on that button.



Once you click on that something will pop up right under it asking if you want to create a new Offer or Product, go ahead and choose "product"



That will bring you to a page where you need to fill out all your information. Right now don't worry about your OTO, all the information you fill in will be for your front end product.

Let's go through this section by section. The first section is Product Details Here's what to fill in for each part:
Product/Sale Type: Keep it on Buy Now/Single Product

Product Name: Type name of your product

Delivery File: Don't do anything here

Delivery URL: Leave the link to your download page for the front end offer

Content Type: Choose whatever type your product is. For most of you it will be eBook

Sale Notification: Personally, I like to leave this off. But if you want to get notified with each sale feel free to tick this on.

Refund Period: Choose "0" and see the "Modified Refund Policy" in the files tab in the group.

Product Image: Upload an image to your product

Keywords: Choose 3 keywords that fit your product well.

Limit Sales: Leave that blank

Support Email: Write your support email here

Support URL: If you installed OS Ticket on your site, put the link here

Stand Alone WSO: Leave that off

The next section is Payment Methods:

Regular Price: Leave this blank

Sale Price: 4.00

Increase Price by: 0.05

…Every: 1 sale

Max Price: 9.95

These are the exact pricing details I recommend for just about every single product launch. Once you get that filled in, you can move onto the next section, **Email/Webinar Integration.**

Just click on the Connect Service button. Then a pop up will appear and all you have to do is select your auto responder company and then your list. If this is your first time doing this they will give you instruction on how to set it up for the first time.

The next section is "Advanced Integration". Leave this as is. We will not be using it.

The next section is “Affiliate Program”. This is EXTREMELY important

Commission Rate: Always choose 100% for your commission rate for the front end.

Affiliate Info: Just write a little note to the affiliate who are interested in promoting the product

Affiliate Program Accelerator: Tick the button to turn it on.

Deal of the Day Eligible: MAKE SURE THIS IS ON!!!!!

Warrior+Plus Commission: 100%

Warrior+Plus Access Info: Just leave the link to your download page

Now just click the blue “Save” button.

Alright, you just added your front end product. Now it’s time to add your OTO. I am going to go off the assumption that you will only have one OTO. If you have multiple, just do this exact thing for each OTO you have.

The majority of the steps for adding your OTO are the same as they were for your front end, so instead of telling you everything to do again, I am just going to show you what’s different.

Start off by clicking on the “Create New” button and then select “Product” just like you did for the front end product.

The “Product Details” Section

In the “Product Details” section, fill out everything exactly how you did with your front end product except put in the details for your OTO product instead of your front end.

For the delivery URL, paste in your OTO download page.

Payment Method

Select the same PayPal email address you did in your front end.

Pricing Details

Your pricing details will look like this:

Just a $9.00 flat fee. No dimesale on the OTO.

EMAIL / WEBINAR INTEGRATION

There is no need to integrate your autoresponder account with your OTO because the buyers are already being added to your account when they purchase the front end.

Advanced Integration

No need for this so just leave it alone.

Affiliate Program

Offer 50% commission. Everything else is the same as your front end product.

Warrior+Plus Settings

Give them 50% commissions as well and then for the Warrior+Plus Access Info leave your OTO download page.

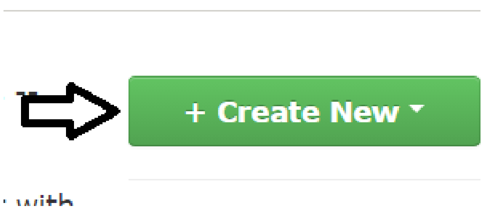
Once you finish that go ahead and click the blue “Save” button

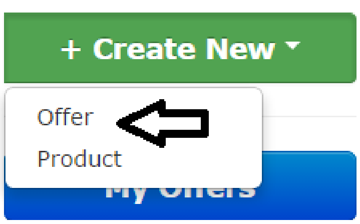
Creating Your Offer

Now that you have uploaded your front end product and your OTO. It’s time to bring the two together and create what’s called an “Offer” so WarriorPlus knows to send people to your OTO after they purchase the front end product.

To create an Offer, just head over to WarriorPlus.com and click on the “Vendors” tab at the top.

Then click on the green button again that says “Create New” but this time select “Offer” instead of product:





That will bring you to the **“Create Your Offer- Step 1 of 2”** page.

Title: Make this whatever the name of your product is.

Description: Simply and briefly describe your product

Keywords: Enter three keywords. You can use the same ones you did when setting up the products

Product Image: Upload your product image

Public: Make sure this is on.

Now click the blue “Create” button.

That will bring you to a page that looks like this:

Salespage Type: External

Salespage URL: You will be launching this on the WarriorForum, but you don’t have your WSO thread URL yet. So right now just put in a placeholder URL. In this example I just put http://WarriorForum.com

WSO Post: Leave that as it is

Prelaunch Option: Leave that as it is

Allow Affiliates: Make sure this is On

Affiliate Information: I just write the exact same thing I did for my description on the previous page

Affiliate Updates List: Ignore that

Affiliate Program Accelerator: Make sure this is on.

Now click on the “Create” button. That will bring you to the “Offer Pages” screen.

Click on the button that says “Add A Product”. You can click on the blue one where the arrow is pointing to or the green one, doesn’t matter.

Once you do that, this will pop up: “Add Product to ‘Main Page’

Select your FRONT END product from the drop down menu and click “Save”.

Once you do that the page will now have your Main Page offer with your FE product listed inside. Next Click on the “+” button next to your product name to add your OTO offer.

Once you click on that, “Create New Page” will pop up.

Under the “Name” Just right the name of the product + OTO. Then where it says “Sales Page URL” just put in the sales page for the OTO that is already done.

Once you click the save button, that will take you back to the original page and go ahead and click on “Add a product” where the arrow is pointing. Choose your OTO from the drop down menu. For the Upsell and Downsell page, leave those as they are. Put the commission rate to 50% and put leave Commission Bump off.

Now click the green “Save” button. Once you do that the page should have your FE product and OTO listed. Then you can activate the offer and choose the day and time that you are scheduled to launch. Don’t select “Activate Now.” If this is your first time using W+, it will take up to 24 hours for approval. You won’t have to wait for approval on future products, it will be instant.

We are almost done here today, just need to get the code for the “Buy” button and “No Thanks” link to add to your OTO sales page. Open that page back up in Wordpress and click “Get Code” from your W+ offer dashboard.

Make sure it's on "HTML" which it is by default, and then copy the "Button Code" and paste it in on your sales page where you want the Buy Now button to be.

Once you do that you need to get your "No Thanks" link. This is the link that people click on when they don't want to purchase your OTO and want to be taken straight to the front end product that they just purchased. It is a requirement to have a "No Thanks" button on your OTO sales page.

To do this, just click on the "No Thanks Link" next to the "Button Code" which you were just on. Once you do that it will look like this:

Grab the HTML link code and paste that on your site.

Once you paste that on your site, click the orange button underneath the offer to confirm that the codes are working and the (!) button will turn green. If it turns green you are all set up and ready to go!

For homework today I want you to take the time to get your offer all set up in Warrior Plus. They have a fantastic support team so if you run into trouble and especially after you complete this for the first time, submit a support ticket and have them look everything over for you.

[SIGN OFF]

Number 24:

Subject: [DAY 24] Submitting Your WSO Thread

Today you are going to submit your sales thread to the Warrior Forum. When using Warrior Plus to handle transactions, you can't submit directly but need to go to this URL:

http://www.warriorforum.com/newthread.php?do=newthread&f=17

Save that someplace safe for future use as they hide that link now wanting sellers to use their own processing platform.

Copy and paste your sales letter into the new thread from your word doc. That's the easy part and now time needs to be spend formatting and styling your sales letter using the editor the WF provides.

From your product research you saw other top selling products and their text based sales letters. Keep the sales page clean and simple to be most effective.

Font size should be '4' except for your header intro which can go up to '8' and in Red font.

Remember to use bold, underline and italicize for a work in each sentence to make it stand out.

Use proper spacing between lines to make it easy to read and lengthen.

Do not put your "buy now" buttons in yet. Those will go in once your WSO is actually live. For now just put placeholders <<INSERT BUY BUTTON>> so you remember where to quickly put them.

To add any images, you'll need to upload the image first to your WordPress site where you have your OTO sales page and download pages already hosted. Grab the new URL for the image and paste inside the image box when clicked.

Take your time on this. It may take you up to an hour your first time making sure everything is laid out correctly and easy to read. You can preview changes over and over again before submitting the thread. Once the thread is submitted, no changes may be made until the WSO is live.

After submittal, it can take up to 48 hours for approval. You'll get an email with a payment link to pay the $20 to activate your WSO. Do not pay the $20 via PayPal until you are ready to launch. In 3 days the coaching email will walk you through all the steps to do on launch day.

For homework, continue to work on your sales letter and get it submitted to the WF. Talk to you tomorrow!

[SIGN OFF]

Number 25:

Subject: [DAY 25] Attracting Affiliates and Finding Reviewers

Attracting affiliates is an area that a lot of people have trouble with. Continue to work on this each and every day and it will pay off long term with a circle of eager affiliates who love promoting your products because it makes them money and you are someone that will return the favor by mailing for them once their product also goes live.

To get started, you need to be active on FB and start friend requesting other affiliates and product creators. To find them, join the main JV (joint venture) FB groups.

https://www.facebook.com/groups/jvpartners/

https://www.facebook.com/groups/supergotdamnaffiliates/

https://www.facebook.com/groups/322093087967522/

https://www.facebook.com/groups/jvlaunches/

That is enough to get you started and you can even drop your affiliate sign up link from Warrior Plus in there also to get your name out there. Just have realistic expectations for your first launch.

Start liking other posts and PMing other product creators to introduce yourself. Don't ask them to promote right away but take the time to build a relationship. Offer a review copy and tell them you hope that you can support them down the road as you grow. Some will offer to promote but don't be overly aggressive asking someone you just PMed to promote for you. This will turn them away.

If you find a larger affiliate that likes your product, offer a bonus spot to them. Even if they can't mail this time, this will help to build that affiliate relationship that will help you in the long run.

Your first few products might not attract too many affiliates, but if you keep at it and don't give up, almost each product launch you do will attract affiliate. The key to attracting affiliates is to reach 100 sales. Once you reach 100 sales and have a decent EPC, affiliates will begin to notice.

Eventually, you will do this enough to where your list is big enough to produce 100 sales for you when you email out to your list. This means all you would need to do is create the product, mail out to your list, and once affiliates see that your product hit 100 sales, they will start putting in affiliate requests.

While you are in these groups, also look for potential product reviewers. Simply ask if they would be willing to leave a review on your WSO once live and send them over a copy of your FE report.

You want to aim for 10 reviewers and know that a couple will flake out on you. Another easy place to get reviewers fast is the Warrior Foum. In the sub forum "Wanted- Members Looking to Hire You" you can post a new thread for $5 and request that only those Warriors with over 50 posts and a profile pic can receive a review copy in exchange for agreeing to leave a review once live.

You’ll have more than enough people who reply in the thread or PM you to get to 10. Also ask for feedback and be open to suggestions from others. Let them know you welcome any opportunity to improve the report if they thought anything was unclear or needed more detail.

While you join these groups tonight as homework, start friending other product creators and affiliates on FB, get networking and expand your base! Also start lining up at least 10 reviewers for your report. Tomorrow you are going to take a day to get organized as your big launch day is coming up quickly!

[SIGN OFF]

Number 26:

Subject: [DAY 26] Organization Day

It’s getting close to the big day your product goes live! If you feel a little nervous, that’s a good sign! You are excited and you should be. It’s a big step to go from buyer to seller and one you won’t regret. Let’s walk through a few things you need to check on to make sure everything is good to go for launch day.

1. **Review copies:** Have you handed out at least 10 review copies and reminded them that you go live tomorrow?
2. **Download Links:** Double check your links to make sure the product and OTO download.
3. **Warrior Plus:** Everything except the WSO URL should be in place and ready to go. Once live, you will edit that URL and tomorrows email will walk you through all that.
4. **Affiliates:** There is never a bad time to get out and meet more affiliates and promo your launch. If you have time, post in the Facebook JV groups and continue to introduce yourself online to more product creators.
5. **Warrior Forum:** Continue to post in the WF and get your post count up and face seen. If you have a signature link in the WF, once live edit the URL and text to drive traffic to your new WSO.
6. **Approval:** Your WSO thread and WarriorPlus listing should both be approved. Do not pay for your thread to go live yet or activate your Warrior Plus listing. Tomorrow’s email will walk you through those steps.

For homework go through these steps and tomorrows coaching email will go through the most exciting day of this process, the day your WSO goes live!

[SIGN OFF]

Number 27:

Subject: [DAY 28] Congrats, Launch Day!

Congrats, you made it! Time for your WSO to go live and start making some sales. Use this checklist to walk you through the steps from making your WSO go live to managing your thread and updates in the group.

1. 20 minutes before scheduled launch time: Log into WF, in Private Messages click link to pay $20 for WSO to go live.

2. Go to WSO section of WF and open your WSO thread. Click Edit and add in W+ forum button code to sales page. Make sure to center. 3 buttons payment buttons.
   -Under sales hook, under product image in middle and again at end of sale page.
   -Button Code found here in WarriorPlus → Vedor → Offers → Offer Name→ Get Code → Forum Code (make sure to verify code on same page)

3. Add WSO URL into W+: Same page as button code. Click Gear Icon in green Main page box → Page Setup → Copy in Sales Page URL (WF WSO Thread URL)

4. On same Offer Page → Blue "Offer Setup/Options" → Offer Settings → WSO Post → Select Title of New WSO from drop down menu.

5. Post reply to thread, ideally first reply directly under sales page.
   "Reserved for FAQs"

6. Subscribe to your thread: Up top of thread: Thread Tools → Subscribe To This Thread→ Instant Notifications By Email

6. Send email broadcast to your buyer lists if you have one. Use WSO URL as link.

7. Post link in Breakthrough Product Creation Mastermind FB group personal thread.

8. Send PM or email to people offered review product in exchange for testimonial.

9. Buy yourself using 2nd PayPal or Credit Card with different email than your PP email to test funnel.

10. Only check in every 2 hours to thread to keep EPC high as possible. Thank commenters and quote their post and add reply.

11. New affiliates will request approval. For first 72 hours, only approve known affiliates. Do not approve those with higher "refund rate" than "conversion rate" or with no WF profile unless known outside the forum or by other mastermind members.

    If under 100 sales after first 72 hours, can approve affiliates with "conversion rate" higher than "refund rate" and over 10 sales.

If you have a Warrior Forum signature link, you can change that to your new WSO and continue posting in the forum to continue to drive sales in each day. Now you also have a completed WSO that you can leverage for future products and use as a bonus product. Be proud today because you made the jump from 'product buyer' to 'product creator.' Have fun today and tomorrow we will talk about support to your new list of customers.

[SIGN OFF]

Number 28:

Subject: [DAY 28] After the Sale, Support and Refunds

I truly hope your sales are going smooth and no technical problems yesterday. Moving forward there are a few things that separate quality sellers.

1. **Support:** How fast do you answer your support emails? Most questions deal with subscribers who can't access the product or just need clarification on one point in your report.

   Reply back ASAP to these buyers and always thank them again for their purchase. This goes for PM's via the Warrior Forum and questions in the WSO thread. Buyers and potential buyers appreciate this and you'd be surprised how hard this is for some sellers.

2. **Refund Requests:** I spoke about refund requests before but want to bring it up again since your report is now live and selling. No matter how good your report, there is a certain buyer who will ask for a refund no matter what. Doesn't matter the seller, their game is to buy and immediately ask for a refund.

   I always recommend that you first remind the refund requester of your 30 day policy and they must use the method for 30 days first and show proof of their work. Then ask if there is anything they need clarification on. 90%+ of people you reply to like that won't reply back again.

   Should someone turn out to be a headache, just send them back their money via PayPal and NOT through W+. This will help protect your refund rate, keep it at 0% and attract more affiliates over time.

   Some refund requesters will be aggressive and go right through PayPal and file a dispute. Thankfully PayPal sides with sellers especially with digital goods.

   Should you get a PayPal dispute notice, reply that it is a digital good and you can even take a screen shot of your Warrior Plus transaction for that seller and show that they accessed the product. As long as they accessed the product and PayPal knows it was a digital good, they will side with you, the sellers. Then also block the buyers in W+ for future products. If you did refund them, 'block access' within Warrior Plus as well.

3. **WSO Thread Management:** Answer all questions in the WSO thread by quoting their question and posting a new reply. Be honest with those who ask questions and just give enough to answer the question without giving the entire method and teachings away.

   Should someone have a very specific question that would lead to the entire method being given away. Simply send them a PM and post in the WSO thread, "Thanks for your question, sent you a PM."

   Tomorrow we will talk about email marketing to your list of buyers.

[SIGN OFF]

Number 29:

Subject: [DAY 29] Email Marketing and Profits!

Email marketing is actually where the true profits come from product creation. The product was your lead generation tool to get subscribers on your buyer list. And now you make the real money from sending quality emails promoting not only your future products but also those products from other creators.

While your list is smaller, under a few hundred people, stick to promoting other affiliate products from similar niche topics of your own. If your first product was on list building, only promote other products in the list building, email marketing, traffic and funnel creation niche topics.

If you were to promote a social media product to this list, it likely would results in low conversion rates and unsubscribers.

I also recommend that you promote only those products that you have read through and think the method is solid and would add value to your subscribers. Bottom line, if you wouldn't have been happy with buying it yourself, don't send an email to your list about it.

You can find upcoming products to promote using the JV groups in Facebook, Muncheye.com and the upcoming launch Calendar in both WarriorPlus and JVZoo. Many product creators will also give you review access and have email swipes available that you can use.

When starting out take advantage of these email swipes and just add in your own personality. Don't use the swipes word for word but use as a template for your own email.

Email marketing is an area that you will want to spend time learning and increasing your education through other courses. This is what separates those who build solid relationships with their list and make the $100+ day and those who struggle to get even a few sales each day from their list.

Of course email marketing becomes more effective the larger your list but getting those first sales will show you the potential once your list is much larger and you are releasing products every month or quicker and have begun trading bonus spots and have new subscribers coming in each and every day.

Typically 3-5 wsos will get you to the 20+ sales per affiliate email and $100+ days. Some sooner, some longer but if you have the goal in mind and want to achieve it, you can and will. Product creation again isn't get rich quick, you are building a REAL business and it takes time.

Don't be afraid to mail your list! Start with 2 content only emails made up of a few tips from your product research on your niche topic and then 1-2 promotional emails a week. Once your list grow and you have fresh subscribers coming on daily, you can increase the frequency of your promo emails.

For homework, find a few affiliate products you would like to promote. Use Warrior+ or JVZoo and request approval stating that you would like to mail this offer out to your new WSO buyer list. If needed, ask the product creator for a 'swipe' email.

[SIGN OFF]

Number 30:

Subject: Congrats! You Made It!

You have come a long way since the beginning of this process and hope you took the time and effort necessary to make the jump from 'product buyer' to 'product creator."

You now have a product selling online that will continue to bring you sales, profits and most importantly, subscribers for years to come!

I don't want you to stop there, keep the momentum going!

Go back to your product research list of ideas and get started on number 2 right away.

Continue to provide quality to your customers and go that extra mile for them.

Don't be afraid to talk to your list and recommend other products as an affiliate.

You will see the best results once you have at least 4-5 products out the in market, selling every day and a list that will being to bring you steady $100+ paydays.

Many people out there aren't willing to put in the work to be truly successful online but you have shown you are willing and able by completing all the tasks in this coaching program.

At the MINIMUM you should aim to release 1 product a month, for those more aggressive and wanting to be JOB free faster, once every 2-3 weeks will keep your list growing, engaged and actively opening, clicking links and buying products you recommend as an affiliate.

As you scale up you can also look at adding JV contests, even if for small amounts, it will help attract affiliates, added more OTOs to increase sales potential, spending more time promoting from the time you have your W+ listing to launch day to attract more affiliates, giving top affiliates 100% throughout the funnel and also moving off the forum to self-hosted launches.

Keep it simple for your first 3-5, but I want you to see the potential.

Now…rinse and repeat and I can't wait to hear about your successes!

Thank you again for putting your trust in me to teach you this complete business plan and hope you are one that takes advantage of this coaching.

[SIGN OFF]