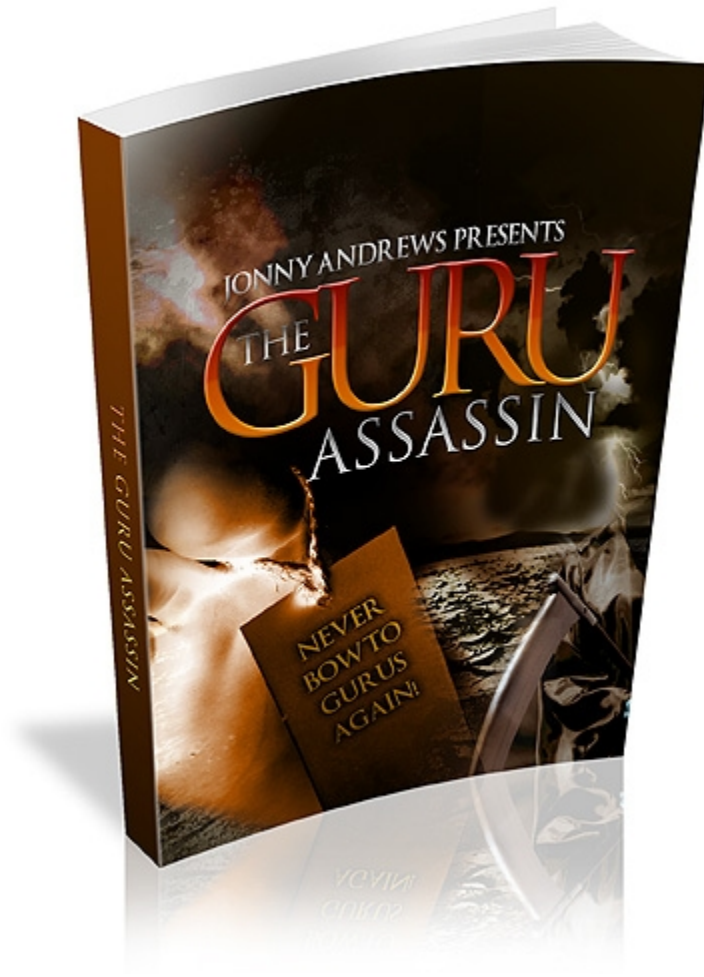


WSO Traffic – How To Totally Kill It Online From Week 1



Produced By: Jonny Andrews

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This Is How I Took My First, Wobbling Steps Into The World Of Information Publishing...

What you're going to read in this segment is basically a recount of how I got started in this business. (From the publisher end... if you want to read the Affiliate marketing end you'll have to check out [MSS](#))

Because there's really no other way to say it... I'll just be blunt with you:

Taking action on this section is basically like having a license to print free money.

No kidding.

Remember back in Module I how I said you wanted to find a nice group of hungry buyers? Well here they are!

Go. Look. Behold.



Why do I make all these claims about this place?

It might be because I can credit with AT LEAST \$75,000 of my personal income between the end of 2007 and 2008 to this one website.

And it cost me \$20.

How's that for a strong return on investment?!?!

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Let me take a moment to explain WHY this place is like the freaking Garden of Internet Market Eden...

1. It is the biggest single resource online for information.
2. Just about anyone who is anyone is a member and is either actively participating or “lurking” and watching...
3. It is filled with not just hungry but STARVING buyers
4. Next to the Yanik Silver Underground Seminar, there is no better place to network.
5. You can test your sales copy for \$20 and GET PAID to develop your products

And it is that last one that I wish to focus on for now.

Yes. You can get paid to test your new sales letter. You can get paid to test your product. You can get paid to track your conversions. You can get paid to build your list. You can get paid to recruit JV partners...

And it just keeps going!

But as with all things this good, there are rules.

Make sure you read them when you visit this forum.

I'll give you the basics:

1. Do NOT SPAM the forum
2. Do NOT try to sell stuff in the main forum
3. Do NOT try to post a Warrior Special Offer (WSO) until you have made at least 50 – 150 regular posts and contributed to the forum.

These are my top 3, but you'll see there are others.

All in all, this place is extremely easy to use and enjoy... and if you respect the people there you can launch a 6 figure business faster and easier than just about anything else.

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How To Get Cracking

The big picture goal of everything here is to get you making money ASAP. You can do this in less than 5 days if you use the How To Use PLR video series. It's very, very fast.

You can also make money with the interview series. With Warrior Special Offers you'll want to not offer a membership site, but rather offer downloads all at once. (Monthly stuff doesn't seem to sell as well in there as stand alone products)

So in reality you should have zero issues getting something to sell.

Once you have your product, you now need to work on your sales copy.

Before I got to the point where I was totally comfortable creating a product/sales letter I would always run a test version of it as a WSO. In fact, the first money I EVER made publishing my own stuff was when I created a How To Course on SEO and sold it for \$12.95.

Yep... because I tested my sales copy and process in the Warrior Forum I was able to turn around and actually launch the product on the market with total confidence it was going to make money.

This product was my first... you read about it in module 1.

I also tested The Money Siphon System as a WSO before rolling it out officially...

You may have noticed that product has made me quite a bit of cash?

What you DO NOT know about are the 5 other products I tested and will launch in the future! I honestly look at WSO's as a way to make money while figuring out the best way to make money.

So yes, I really do know what I'm talking about when I tell you to do this.

It works. (and when you get the hang of it, it's fun!)

One of my last product "tests" cost me \$20 to post and I "bumped" it 2x per week. (I'll cover bumps in a second but that means it cost me \$40/week to run)

For about 3 months it was making me roughly \$380/day and sold for \$29.95.

And that was cash in my PayPal account... About \$10,640/month to TEST a product... ON TOP of what I was making with the Money Siphon Sales...

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The Most Important Factor Is Your Post Title...

This is like the subject line in an email... if you make it interesting then people will check out your post. If not...

Make sure you look around and notice what is already getting a lot of views. (see the similarities here to choosing a market?)

For me what has worked the best have been posts with actual numbers that deal with traffic, Google results, discounts and/or Guaranteed results.

One of the best was this:

==>NEW!<== 6000 Optins In 5 Days FREE

When you've been in the internet marketing game for any length of time you will know how important subscribers are to people.

Right after the actual post subject line, you'll want to have a hard-hitting headline...

Please follow through with the copywriting tips I've provided in previous modules.

At the end of the day there is very little difference between what you're going to be selling here vs. what you'll be selling on the open net... I would simply advise you to begin with a WSO (if you're in the make money/business opportunity market).

If not... then you want to turn your affiliate program into a "Make Money" product and sell THAT as a WSO.

[Check out the video for this module here](#)

(WinZip to open Flash or WimpyFLV to view)

In that video you'll see a breakdown of how a lot of folks make a lot of money selling stuff like this... including my good buddy Kris ;)

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Your WSO - How Much To Charge

The better known you get in the forum, the more money you can charge for your stuff. When nobody knows who you are, you'll have a hard time milking anyone for a \$1997 product!

I recommend starting out somewhere between \$9.99 and \$14.95.

Totally overdeliver. You want to almost MURDER the person with quality stuff once they send their money. What will happen is you'll start to get testimonials and customer feedback.

Yes, you can use those testimonials on your actual sales letter.

(This is you getting paid to develop a "Proof Element")

Make sure as people say nice things about your product that you quote them in the actual post.

Make sure your product is available for instant download. DO NOT try selling physical stuff inside this forum. Total waste of time, and it'll increase your workload by 10000%. Make it easy.

You make the offer, they give you money, you give them the download page.

The other variation of this is if you capture their name/email after they purchase.

DO NOT make it mandatory if you're using PayPal. That's a direct violation of PayPal's Terms of service... what you need to do is place the optin form above the actual download area. (See the video link on the other page for an example)

Just below the optin form tell them you're collecting names/emails so you can send them product updates.

In my experience somewhere between 85% - 95% of people will join your list.

Now you're building a list of buyers...

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Your WSO - \$1 or \$4.95 Trial

Another fantastic way to get more people through the front door is to charge \$1 to try it out (PayPal) or \$4.95 (via ClickBank).

You can then have them billed for the remaining installment after 7 or 14 days.

With this method you'll build a pretty solid list of trial buyers, but you will also experience something in the neighborhood of 35% refund rate.

Don't sweat that! Refunds are part of the process and just give the person their money back.

However, let's say your normal offer converts at 10% (yes, that happens all the time with a good WSO) and your "Trial Offer" Converts at 29%...

You're going to double the names on your buyer list running the trial offer. All things being equal, don't sweat the higher refund rate, you're going to make a lot more cash in the long term from having their name/email.

In reality, just about anything you do in this situation, so long as it's inline with the markets wants/needs/desires will at least make you your \$20 post fee back.

Just get your normal posts up to around 100 – 150 (takes a few days tops)

While you're doing that get your product and sales post ready...

Pay your \$20 and see how it does.

If you don't get many eyeballs then tweak your title...

If you get eyeballs but no buyers then tweak your sales copy and offer...

Yes you can do this. Yes this does make money.

So do it!

To YOUR Success,

Jonny Andrews

PS: For extra product development help see the using PLR videos as well as the interview business model.

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