

Solo Ad Profits Boot Camp

The transcriptions - 1



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Introduction

MATT: Does anybody not know who I am? I've been online since 1999. I've been on awhile in the internet community. I started building my list in 2003 and made my first million online in 2003 and since then I've made millions upon millions of dollars online. At the end of last year, I got really started in solo ads, buying like crazy. Now it's my only traffic source. We actually spend up to 250,000 on solo ads alone. This month alone in solo ad buying, we bought from 311 different providers, just this month. So, we've got a lot of data on different people that you buy from. I'm very big into tracking information. When I say tracking information, we really track a lot of stuff. The cool thing is I'm going to show you guys our tracking data, how we track, what we do to track all this stuff. I'm also going to give you guys, I rate and grade them. I'm going to show you how I rate them and grade them and give you guys my data so you can bypass that I go through to do it. But I'll go through my whole process of doing it. The whole intention of today is to really talk about, to really get in depth. It's a whole conversation around solo ads. However, solo ads and then also monetizing it so that you can actually... it's about making that dollar back really quickly. That's one of the biggest things. If you can get it to be almost free, that's a game you can keep on playing all day long. How to make it actually happen immediately is one of the things. I'll share with you guys some data based on solo ads, how I can turn a \$100,000 investments into \$2.5 million in fifty-two weeks. When it comes to this stuff, I've made a lot of money. I can make stuff happen. We're going to go more basic, not basic but we're going to go from the beginning to the end of the more we go, the more advanced we'll get.

If anybody knows anything about me when it comes to internet marketing, the one thing is he mentioned something about launch model, launches and doing things like that. To me, that's just bonuses. Affiliates to me are just bonuses. I've done huge launches online. I hold the gravity record on ClickBank. I broke 2000 on ClickBank within seven days. That means I had two thousand affiliates make sales for me. I've done huge launches over the years. To me, that's just bonuses. All affiliate stuff that I do is just bonuses. Everything I do in business, I want to keep myself self sufficient so I don't have to worry about anyone else. I always look for traffic sources to make things happen. When I realized I could pay people to mail for me, it just made sense. Then I had to figure out how to make it work. Then I had to figure out how to... I'll share with you guys, some of you are at different levels and some of you want to do this on a mass scale. I'll show you how I do. We buy up to a quarter of a million a month on solo ads. But I have a whole process that we do, rate and grade. The reason I created this grading system is that I could outsource this whole thing to the Philippines. How can I get the Philippines to make the proper decisions to pick the next person to go to? How I do things in my office, to give you an idea, I usually master something first. Then I hand it to somebody in my office and have them master that skill. Then I have them go to our outsourcing team. Then they will work with our outsourcing team. Then if I ever have to walk back in the picture, I know the conversations and stuff like that. The good thing is you can take it massive, you can do it yourself. I like to do it that process that I just talked about. Where I do it once, or do it for awhile, master it and then hand it off. They master it, then usually outsource it. We haven't gotten to the outsource part yet. Because outsourcing, even just pushing send on my emails, I just haven't done that one yet. I can keep it in-house. I don't even push my emails but

that's just we're about to start moving over to, especially with our monthlies which I'll talk to you about doing that.

Solo Ads

Solo Ad History The basic things when it comes to solo ads or anything. Solo ads are pretty simple. Somebody's got an email list. We pay them money. We're buying clicks. Clicks through the email. They're going to send the email. We typically pay per click. One thing most people don't understand, because I'm around a lot of guys in the industry, when I first started in this business, this wasn't the way solo ads worked. Solo ads were totally different. If you understand the history, you will get to see the future. That's where most people make the biggest mistakes when they see stuff. I want to give you a clear understanding and talk about how they are today. I want you to understand how they're going to be tomorrow. I truly believe there is a shift coming. We probably won't see it this year but it will get started this year. It might be starting right now. It will really become more mass market. Soon, it will come. But we can't bet on that, because now is the best time to get started doing it. Once it does get started, know it's going to happen. All we're doing is paying people to mail. When I first started solo ads, I was buying solo ads different in one of my companies in Florida, back in 2003 or 2004. Buying back then had nothing to do with how it's buying today. Back then, we looked at how many subscribers you had in your list. If you have 100,000 subscribers, you'd say I'd give you 2000 dollars to send this email. Basically, it was like that. We moved from you basically pay per subscribers on someone's list and whatever happens, happens to today we moved to you pay for how many clicks someone can send. It's going to move soon and there might be some vendors out there doing it now and stuff like that but it's not mass. They're going to start instead of paying per clicks, I believe it's going to move to paying per subscriber. It's going to move to a pay per subscriber basis. I can't say it's going to happen tomorrow or anything like that. To me, it's one of the biggest list building methods out there. Some people are getting really smart about it. I'm trying to figure it out too. It'll be much easier for me because I use solo ads to really build my list. It'd be much easier instead of paying per click to pay per subscriber. But it's not a 100 percent there yet. There are a few people who could possibly do it but I'm not really playing with them at this moment. Just so you know, the basis of everything we're talking about is that people are paying people to send out.

Tricks

There are some tricks to buying solo ads that I will tell you that even a lot of the... depending on where you come from, Shawn Casey was doing some solo ads and I grilled him on how bad... he was making a huge mistake. It's one little mistake you can make that will blow through your cash quickly. When it comes to solo ads, we're basically paying for people or paying people to mail for us. But the question is,

for you guys, the one thing that hit me when you were going around the room, where do you intend to mail to? I typically mail, when I buy a solo ad, I'm driving my traffic to opt-in pages and then monetizing it from there. But if you, that's one thing that I think is the best thing. It's the biggest lead suck in the world. I do it to suck traffic, or suck subscribers off the interest. What I do, before we get into buying them, you need to have a place to send them to. I personally believe the best thing to do is to send them to an opt-in page and suck them off their list and put them on your list. And then monetize as fast as you can. Just so you know, I will share with you, I'll draw out how I do it and where I send them to because before we talk about it, I'd like you to get an idea of where I send it to. Shawn will share where he sends it to. Some of you are more experienced than others but you want to have something you can bribe them to take some kind of actions on the next page. Shawn gives away software, a free piece of software. I give away free reports. I still do and it still works for me. Every person I'm going to give you guys later, I will tell you actually has allowed my model to work. We've had a few people say no because they didn't like the way I was doing it, however this is the way I do it and I'm not going to deal with someone who won't let me do it. So let me share with you how I do it. Basically, what I'm always doing is drawing people to an opt-in page. Basically, when I'm buying the solo ad traffic, I'm dropping them to an opt-in page. I'm giving away a free report. Me personally, I'm giving away free reports. As soon as I drop them here instantly, because I promise them a free report, I use something that's one little thing I do on there, I give them, I send them to a page that's... I can give you guys the script or email it to you later, I use a meta-refresh on this page. So as soon as I'm driving the traffic in and sending to the opt-in page, it's a three second delay and on this page right here, it's specifically says your free report will be coming in your email box. Go check it. The reason I'm doing it this way, I'm driving the traffic in and driving them to... they think they're going to get the free report. I tell them they'll get it in their email box and then at that moment, I drop them on an offer. I monetize it as quickly as possible. The offer that I sell, everyone will tell you different ranges that work. I have some guys say nine dollars. My offer is a 47 dollar offer. I drop my traffic to a 47 dollar offer. My whole thought is that if I can go out but I'll show you the funnel on this. We make more money than I spend with some of my providers. I'm driving my traffic to an opt-in page. Then I send them to a quick redirect so all the sudden they go there. They read what it says and then it redirects it, meta-refresh within three seconds and tells them to check their email box. At that moment, we send them a 47 dollar offer so I can monetize them from there.

Funnel

This funnel right here, which is kind of cool what we're doing, we have... I don't know if you remember but I did a launch a long time ago but it was called Mass Money Makers. That's what we broke ClickBank's Gravity record with. During that, we found a funnel but we ran a lot of money through the funnel. We actually, this is well tested. Since that date, I probably had over 15 million dollars gone through this funnel. We've proven this funnel process to work. It was a forty seven dollar off in Mass Money Makers. I'm a big split tester. I use Hypertracker. All my tracking accounts, you can see my split

testing. We are testing 37, 47 dollars and all these price points. There was no difference in change except for the profits we made. Typically, on this I run a 47 dollar offer. I drive my traffic in from solo ads to a meta-redirect, automatically redirects them to my 47 dollars offer. From there, I send them a 297 dollar offer. So basically, if that person buys, I have a 297 dollar offer. Underneath that 297 dollar offer, that's if they say no, so if a person comes in and buys this, they won't see this. But if they say no, we have a down sell of 197 dollars offer. Whether that person says yes or no, or say yes here, they're landing on a 97 dollar offer for it. I want to be clear that all my offers make sense with it. It's logical for someone to buy. They don't need them to make my thing work but it is good and will give them a big advantage. So it's 47, the OTO process is 297 and then 97 and then from there, I actually added an extra piece to it. I threw this in there for shits and giggles and it actually works. I sell a 497 dollar offer. When I pop one of those, it pays for a lot of solo ads. I'm paying for it immediately. Sorry it's 197 dollars and then a down sell to 97 dollars. That's how it looks. When someone comes in and purchases, this is what they'll see. If somebody does come in and takes anything, I'm making my money back really quickly on these solo ads. My whole goal is spend a dollar, make two dollars. That's my whole deal whenever I am doing it. So I have this process set up on there. This is actually what I use, I'll just share with you, my thing is I know most of the lists out there and most of the lists I'm going after are in the internet marketing community. A couple of facts I know when it comes to the internet marketing community, 90%, you guys being here, this is what I'd call a pure event. You guys being here, are in the top 10% of internet marketing. Even in internet marketing communities or even on lists, if you look at everybody's list out there, whether they believe it or not... I don't care whose list it is, typically what you'll find is that 90% of the people on people's list are newbies when it comes to internet marketing. 10% are not newbies unless you're really targeted. If you're going after the mass market, if we looked at it from that way, it's 90% newbies. With that being said, it made more sense for me to focus on a newbie focus at the beginning. My reports are more for getting started online. That's kind of one of mine. I have another one on traffic. The more mass market you make your front end, the less it's going to cost you to acquire that lead or acquire the people to come through. My front end offer on mine is basically a report on how to make money online. It's very general report. From there, I send them to this process. This is actually interesting enough, it's a thing I have called Undercover Commissions, which is a traffic related product. I just switch out different products to see what's working. This has the highest EPC of all my affiliates. What you'll see later is that Shawn went in and thought really hard from the back end building out his funnel. I just sat there and kept throwing in my offers and figure out which one brought in the most money. It was one of my products. That's how I ended up doing it. Shawn took a totally different aspect of it. He looked at his whole model, of how he was doing it in CPA world. He built from there. He'll show you his funnel but this 497 that I did on mine. It is more of a blinder offer about traffic. One thing I know about newbies, my target market here, is that basically they love traffic. Even though they don't have any place to send traffic to, they still want to buy traffic. It doesn't make sense to me but it's true. My 297 offer is a done for you. I give them ten websites done for you. Then my down sell is pretty easy. I take away five of the websites. I'll say 297 dollars might be too much for you so I'll take away five of these websites and give it to for 197 dollars. We have one more down sell here. We have one more that sells for 97 dollars and it's three done for you websites. So I'm like fine, if you don't want all that, I'll give you three done for you websites.

SECRET VAULT JUMP DRIVE This is something that makes more sense for whatever they're buying here. This 497 thing is actually just a bunch, what I did was, I took a bunch of PLR stuff. Thousands and thousands of done for you websites and threw them on a jump drive and then actually sell that for 497 dollars. Then I ship it to them. People buy that thing all day long. It's the Secret Jump Drive. That's the same thing I have in my Vault but it's true. It's my wife's instructions, if I leave, give the team these because I can't be writing copy anymore. That's true. It's a copy of my personal one and I sell it like crazy. Because people won't use it anyway. Which is true, they don't. Basically I give those away there. This is about 1200 different PLR products. When I say thumb drive, it's like 100 gigs or something. It's huge. It costs me 100 dollars to get this thing and insert it in there. Just the hard cost alone, that's what this is. That's what I send my stuff to. Now looking at it, it's kind of scary for a customer to go through but this is really what happens.

I want to be clear on another thing too. My whole thing is, when I look at my different funnels, I look at things a different way. When I'm looking at, when I'm building stuff, where am I losing, where could I be losing money? I look for money leaks. That's what I call it. I'm always looking for money leaks and traffic leaks. If I'm driving traffic and buying traffic online, I don't care what it is. Any time I'm buying traffic, I'm looking for a traffic leak or a money leak. Looking at this and let's take the whole back end away.

COMMUNICATION I will tell you that when it comes to solo ad providers, a lot of solo ad providers like to communicate through Skype. So I had to move over to Skype from ICQ because I had been fighting it. My assistant uses it. If you go on there and try to talk to me, you'll be talking to my assistant. If you try to talk to me on Facebook, you're really talking to my assistant. So just don't talk to me because I don't want to talk to you. Kidding! Did everybody get this? The concept I want you to get and Shawn will go more in depth with his and breaking it down and giving you his numbers. But what's most important right now is the concept I want you to take away is the fact that if you're going to be spending money to get traffic, your goal should be for every dollar you spend, you should be getting two dollars back immediately. Now in reality, that's not going to happen. However, my personal, because I do actually have done buying stuff and CPA, I'm fine if I can make my cash back in net 30 from buying traffic, I'm fine. Net 30 means thirty days after I pay the money and they come to my page, if I can get my money back within 30 days, then I'm fine. That's the number I'm looking for. However, with this and with the right solo ad providers, it's net 1 or net two seconds. So, the cool thing is... I'm personally fine at net 30, meaning 30 days later. I'm fine to put out money out there to get back in thirty days as much as possible. That's just replacing the money I've put out because the other thing is, which is funny because I make a lot more than that from it. Now I'm collecting the lead and I'm able to market to the lead and make more money from it. But if I can get my initial investment back in thirty days, I'll do it all day long. I leverage my accounts really big. My credit card, American Express, it's driving my wife nuts right now because I bought cards for the people in my office to buy solo ads. My American Express keeps on rising. But it's fine.

So this is kind of the back end. I want you to understand something. I want to show you something. when I was talking about money leaks, that's where I can control the money leaks. However, there is, I think, I believe that if I'm going to drive traffic to an opt-in page... if I'm driving traffic to an opt-in page

and get that subscriber, I'm looking at and in my theater, (In America, we have basements and in my neighborhood where I live we have a terrace level. I have my own theater.) I actually work on a screen like this and everything else. But the reason is, I have one of these whiteboard in my basement, sitting right about here. I draw out, map out a lot of stuff I'm doing. I sit back and stare it and say, ok, here's what I'm doing, where is the money leaks, where are the traffic leaks? If I'm looking at an opt-in page, let's just say and I don't want to make a blanket statement here but I'm going to. Let's say the average opt-in page does 30%. So let's say this thing does a 30% conversion, 30% of the people coming in are going to the page. To me, it really, me asking these questions started from when I was doing launches and people were promoting my stuff. If an average website sales letter is doing 2%, what are we doing with the 98%? The same thing here, if the average opt-in page is doing 30%, what are we doing with the other 70%? When I'm doing it, what I'll do is and I don't care if you're anti-this, when you're buying traffic, you need to extract as much as you can. I set up an exit pop so if the traffic exits, I've got 70% coming to another page from here. So 30% are opting in and what's going to happen to that 70% so I put an exit pop on that page to making it happen. Then, what I do is take that 70% and these are really true numbers, kind of sort of. I have a higher rate than that. Let's say 30% here, if I did add something like this and pick up 10% of the people here. These 10% are going back through my funnel process. What I say is, I'm ok with 2 pop ups. I've gotten away with this with over 311 people this month alone so you can get away with this too. So fuck it. Pardon my language. If I'm paying for this traffic and I want to get, if someone goes to my opt-in page and leaves it, I exit pop them to the next one. So if they're not going to subscribe, I take my whole up sell pass, this piece and I throw it next. Then I leave them and now they're going to that main offer that's 47 dollars. I do this all day long. There's one guy out of 312 people that said no, I won't let you do this to me. I'm like damnit. Because now, my whole thing is that's the way I look at it.

To me, if I'm looking at the internet marketing community, one thing I'll share is, this works... I want to share with you something you may not have thought of. When it comes to internet marketing, I've found over the years, the hottest topics out there are typically going to be number one is always be making money online. Make money online. So if I had a choice and you know think about this. They are there because they want to make money online. If I had a choice to pick a thing I usually pick something that's going to be the big thing, that my people are most interested in. Make money online is the hottest thing. Online traffic is the second biggest seller, when I mail my list and they buy stuff.

The reason I say this is because I want to prove a point here. This is what I've found, my list and a lot of guys that I analyze their lists, this is the two biggest topics. Making money online and anything to do with traffic. So guess what? That's what I ended up fronting my first opt-in page is about, this page right here and this is one thing that I started doing and I've found it works really well. I learned it from launches. This one is about make money online. This is where a lot of guys, because I split test a lot of stuff. A lot of people when they set up an exit pop, the way they think about it is that let me say whatever I said here a different way. That's so stupid. They just said they didn't care about making money online. To me, I've found this will increase my opt-in rate is the first opt-in page is about making money online. If they say no to this and leave, then this one is about traffic. It's a radically different thing. I know when I split test, I split test radicals. It's a radically different feel and thing. What's the

best thing for me to test? I'll take this one, online traffic. If you're in a different market, just think about it. Your exit could be a radical that you have there, that's really hot inside it. So mine is online traffic is my second one.

The Numbers/Profits

I can get up to, and you'll actually be able to calculate my numbers on how I do my scoring mechanisms. So I have to be getting to 60, 70, 80 percent. Different providers are different. Just by doing this alone, 80%. I'm able to monetize them as soon as they come in.

To me, if I'm buying traffic, where is the money leak? I can jack up my take rate or my the people that I'm getting really quickly through here but you have to understand, that funnel process, the same exact thing happens here and here. Actually the funny thing is that they're all going to that one thing. That's how I run mine. Shawn will share all his stuff and you can learn about his. I'm focusing on the front end. But always think about, one concept to get in your head is where is my traffic leaks and money leaks? That's a big question I ask myself all the time. Where is my traffic leak? Where is my money leak? I think about that in my business as well. What's not being paid attention to? So we can keep things in view. Is everybody conceptually clear? I think it's one thing that a lot of guys don't do is they typically don't, they try and if you're testing, you can test it out. What I have found which will increase my take, my opt-ins on my opt-in pages is having an exit that's radically different. If you think about it, especially if you split test the hell out of this one, for some reason, a radically different one is going to work. Giving you an example, to give you this idea, where this idea came from for me. I really don't pay attention to anyone else. If somebody else does this, fine. Let me tell you how I did it.

I was running on offer. I ran Undercover Commissions as a launch. I started noticing that I had some exit pop traffic. I was running exit pops off it. If they're not going to buy this, I created this offer about how to make money online with my daughter. She was making 1,000 dollars a month with it. I documented how I taught her to do it when she was 12. I said, you know if those people are coming here for traffic, if they're not coming for traffic, I just reversed the order. If they're coming for traffic and they aren't buying, they will probably just want to make money online. It was crazy. We sold more off the OTO than we did off the main offer. I just reversed the order here. One thing to realize, of course, many of you guys have opt-in pages or built lists or done stuff, the more mass market you make it, the easier it will be to get people in. The more targeted you make it, the more you're going to be spending. You're going to spend the same amount but it will take more to get people in. The more you box it up, the more it will happen from there. My way around it and just so you know, what I do is I've actually broken up, I actually have one specific Get Response account for my solo worlds. Then I have another account for my pure stuff. Like this one, a lot of you guys are my WSO Buyers list. You are separate from my other stuff. I keep migrating people over to my other account. That's kind of how I do it. You can do it any way you want. I separate things out.

So basically, you've got to have a place to land. After lunch, Shawn will come in and go through his and share his numbers, what he's doing. He's actually, his front end is a free piece of software. We could probably argue about the fact, we could argue about different things. He is really good a monetizing the back end and I'm good at bringing the traffic in. I won't spend any more time on this. You can't just go out and buy solo ads if you don't have a place to send them.

Testing

Any questions? To get into testing, in this process, when I'm doing testing, I test the first... as the traffic comes in, I test through the traffic flow. To me, it's the most logical thing to do. As traffic comes here, it test here. Then I test here. Then once I have this nailed, I test here. I move in the traffic flow of the traffic. That's how I keep on testing. You'll get this if you've been around awhile. Some people spend too much time back here. If you can't get this to work, you can't get that to work. So test here and then test here. Let me get as many people to this first so I'm testing and then I test back in the flow of the traffic. I'm always testing. I test radicals, look and feels. For me, you can sit there and stare at my stuff and it says the same thing but it says it in a radically different form. Just radicals. The one thing if you haven't figured this out when it comes to a lot of, specifically opt-in stuff, what's I've found for me personally in all my testing, and I test a lot, I've found that the ones I wouldn't want to show my mother are the ones that work the best. The way that I look at it is that it isn't the page, I'm buying solos. My whole job, there is no ego when I'm buying solos. I really don't care. I'm not looking for the prettiest page or best graphics, my pages are probably the ugliest shit you've ever seen in your life. Like my mom, I wouldn't show my mom. I would show her the pretty one I've got hidden somewhere else that I tested that didn't work. Mom this is what I'm doing, that's the one I show Mom. But when I sit down and craft my pages, I say I will make this so ugly, I won't show my mom. Then the radical would be so pretty that I'd want to show my mom. That's how I look at it. The ones I want to show mom never work that well. It will convert at 18% or 9. It's something crazy low and the other ones that are ugly as hell, I wouldn't want to show anybody. Those are the ones that work the best for me. That's what I've found. So I do radically different looks and feels. Then I test radicals throughout. So what I mean by that, this is radical, I'm going to go radical here, and I'm going to go radical throughout the whole process. If you guys know anything about, if you are testing, this isn't a testing course. But the fact is, in testing, the way to get, to me, I'm not, most internet marketers out there... I spoke at a JV Zoo event and I was bitching or just going off on everybody on how stupid they were with the fact that people say they're split testing and they're not, they just optimizing. People think split testing is changing your headline on a page. That's not split test, that's optimization. Split testing to me is taking a radically different page and that's a true test because you'll get radically different results. You may have one at 18 and one at 36%. I'm optimizing once I get on the page. And radically different offers, too. When I find the one that works the best, I go with it. Then I go into the optimization, split testing the headline or whatever is on the page.

1000 CLICKS Typically, out there, you're going to buy, a lot of guys out there... most people in this community can't send over 1,000 clicks. Any JV guy knows this. If we go look at, if you're doing a launch, the average person isn't going to send 1,000 clicks. So, typical buys and actually I'll give you the data on how much you can do. I will tell you, you're pretty much one thing to know is that there aren't many people out there, an individual that's selling right now that's over 2,000, there's not many. There are some. I'm just saying but there's not like a big pull of them. If we look at people that are doing things in this community, there's not many doing things anyway. Just to be clear on that, to give you an idea for sending them through.

Getting into the solos specifically, unless there's anything I need to answer? I could barely get a solo ad provider to send the day I buy. You'll find, when I rate, I've bought enough to know that I'm babysitting. Which I babysat enough so that you don't have to babysit. I'll give you to good kids. Here's the good kids, use these. The fact is that you can't, that's unrealistic. Unless you really know that person that you're buying from. You'd have to be sleeping with them or something. I can't think of any other way it's going to happen. Anyway, when it comes to solo ads specifically, I'll just tell you that there's not many, you're looking at... if you want to get massive amounts of traffic, not many guys can provide it. If you want to buy 10,000 or 50,000 buys, there's not many people out there doing it. There are some guys that can be your broker and you can get brokers to manage the stuff for you. But a lot of times when you doing solo buys, the highest you're going to get is 2,000. One thing is that I've found that a lot of the littler guys are bringing in the best conversions. The biggest take on my up sell, the biggest, I'm making more money back from the little guys. That's really true. A guy like me and some of you that are in this room don't want to deal with the little guys. It is one of those things. I turned someone into my office into a solo buyer, it was that important for me. Just on there, just a couple of things out there to realize.

When we're talking about solos, I want to tell you how I typically do it in my buys. We'll go through and look at things. When I'm buying and going out there and buying, I'm doing it, I'm typically purchasing... I'm looking to on my first buy, on the first one I do, I typically go in and all these guys are going to have ranges. They'll have different offers. I'll show you some right now. There are different offers they have. They may have 100 clicks, 150 click, 250 click, a 500 click, a 1,000 click order. When I do my first buy with somebody, typically I'm buying 100 click order at least. One thing that I've found through testing and everything else... if you've done email marketing, you'll know, the moment you get to 100 clicks, that's when you make a sale when you send an email. When people are less than 100 clicks, it's not a big enough numbers to even make it happen. Now, 100 clicks buy is only going to give you a good opt-in rate because 100 clicks is only going to tell me good opt-in rates. Now, if you've got a page and you really want to think about this, to be able to find out if a vendor that you're buying from actually is going to make you really good sales, 100 click order isn't going to give you this answer. Not a good statistical answer. A 100 click order is going to give you how well they will convert for your opt-in page. It's a 100 clicks and thirty people opted in, so that's 30 people coming through. 30 people saw your offer. That's really not enough people to give a good enough analysis to see if you're going to get a good take rate. Just because you're buying 100 clicks here, doesn't mean you should expect here. 1,000 clicks and then 300 people coming in, you're going to get a better feel for the guy. Does that make sense? A lot of

people are like I went out and bought solos and I'm not making sales on the back end. That's because you're buying 50 clicks. What did you get? 10 people opted in, 10 people went to your page. That's too small of a number to give an indication if that's right. I want to be clear. There is a thing called the law of large numbers. At that moment, seven and thirty doesn't make sense. So when I do buy and that's the reason I wanted to bring that up, typically when I buy based on that concept, my first buy that I buy, I typically am buying 100 clicks. Just to get a good feel of that person before I go big. The biggest issue I made at the beginning is that my shit works and I'll go buy. I wasn't thinking that these assholes were screwing me or I had to wait forever for these people. 100 clicks, I buy 100 click order. When I am buying, I'm actually really just seeing how my opt-in rate is. I'm also seeing how well I can't really truly evaluate the traffic based on the opt-ins but I can get a good indication how they are against my average. So I'll buy a 100 click order to know a couple of things. When I am buying it, I'm buying 100 unique clicks to make things happen. I'm always aiming for 100 unique clicks whenever I'm doing it. Also, 100 clicks or minimum and what I mean by that is some guys don't sell 100 clicks. So if the lowest one they have is 250, I'll go buy their 250. But I never go below 100, never. Don't buy 75 or 50, don't even waste your energy or time. That's not going to give you any good data. So I'm going to buy 100 clicks or the minimum. If 250 is the lowest, I'll buy 250. I want unique clicks.

We would all want typically, unless it really made sense, we want to make sure that ideally, I would want somebody that's selling in the top, that has a lot of people in the top five countries. If you don't know what those are- they're U.S., U.K., Canada and Australia and then New Zealand, I think it's New Zealand. There's one not on here but I put it in my head. Outside of buying solo traffic, everybody discounts Singapore. God, I buy Singapore traffic all the time. Anyway, I aim for people that can provide me these, however, to give you a good indication of average. If we're looking at internet marketing, the average list out there, 65% of the people are going to be from these countries if we analyze these accounts. If we look at everybody's accounts, these are going to be the top five countries but it's going to be 65, 75 or 80% is going to be from these areas. The rest will be from all over the place. We can't dictate this when we're dealing with the mass market of sellers. I would much rather be able to geo-target them but it's going to jack up my price on my buys. If you do find a good provider, later on you could see if you could geo-target and stuff like that. There's not many guys who will sell you U.S. only traffic or U.K. only traffic. There's not in the mass market. But I do want guys that are going to send me traffic from U.S., U.K., anything outside of that doesn't make sense for me. Singapore does make sense but I buy 100 minimum. I'm going for a 100 click order. I'm going for unique and the top five countries. That's what I'm aiming for when I'm doing it. On my first buy, I just want to be clear. It's not my second buy. I go through a whole process.

PAYPAL Ninety nine percent of the time, when you're buying from somebody, you're going to pay with PayPal. I will tell you one little trick that I do when I pay somebody, I'll go through a mock one to show you. When I do pay, I always clear my PayPal balance in my account and pay with my credit card. The reason for that is because you'll find because solo ads are a service, if you go and fight and say, this person didn't deliver, PayPal, you're going to lose PayPal to PayPal conversation. But if you use your credit card as a funding source and then pay, you'll go and win. PayPal will not fight American Express, Visa or Discover. I always do that as my secondary insurance to insure that whoever I'm buying from is

going actually deliver. Because there are people out there that I've ran into that they get, we grade them but we grade them and they have Fs. They haven't delivered in awhile or I've got a lot of outstanding money going on right now with people that haven't delivered. That's why I do that. To cover my ass in case something happens. So typically, I'm going for 100 minimum order just to give me a feel and plus a 100 minimum order won't cost me much to test the traffic. It's going to give me a good test on opt-ins. I want to give you my process that we go through. Then we'll go through some mock ones to give you a better feel. I go and buy a 100 click minimum on the first one. If it meets my criteria, I'll give you my rating and grading criteria that I use in my office. I look at it, how could somebody like dumb as a box of rocks, I'll just say this here, not saying my assistant is that way but I'm thinking about the Pilipino... how could somebody so dumb be able to make smart decisions? That takes a lot of thinking. Here's my rating and grading scale so they can just look and say, oh if number equals x, then buy. If number equals less than x, don't buy. So we have a scoring system for them to know what to do.

Monthlies

Go in and buy, rate and grade the traffic, using my system which I'll show you and then we come back in and for my second buy, for me personally and everybody has different funds they can spend. Me personally, I don't give a shit. If I nailed it here, I'm going to go big time. I buy max here on the second buy for whatever they've got. It's typically 1,000 or 2,000 clicks. It's like 450 bucks to see if this guy is going to be good. I know I'm going to get a lot of opt-ins. So I figure I'll just go for it. I go max buy. Then this is when the true decision is made. Basically, what happens is if they meet my criteria here and here, if these two match, then I put them on monthly. So what we do is go back and buy on a monthly buy so we have three actual spreadsheets in our office. We use spreadsheets still. So we have one spreadsheet for first buys, one for our second buys and if the first and second match or are similar, then we go for monthly. Now I want to be clear on one thing. When I do buy one and buy three are a thirty day difference. Here's one problem with the market place is the fact that they aren't as smart as us here when we buy traffic. Some of these guys sell traffic but don't go back and replenish their traffic. At least thirty days allows me and especially, they can get numb with your offer if you're sending them the same page. If they saw it once, I don't want them to see it again for another thirty days. If you have people that subscribe from you, people forget they subscribed the day they subscribed. Some people do remember but there are people who forget so after thirty days, everyone has forgotten so I go back and buy again. So this is month one, month two and by the third month, I have my monthly. But this keeps collecting every month. So we go out and find new vendors and the next month, we find new vendors plus we're doing this. The third, we're finding new people and getting monthly. We go through this process every month. I'm going through and collecting my monthlies. As my monthlies go up, I've got who I'm going to buy from with monthly. I will be building relationships with them and work deals with them. At this moment, I have leverage, too. I've already bought from them a couple of times. I told my assistant that these people are your best friends, take care of them. Get me some good traffic.

Make sure they put me in the queue faster than anyone else. These are your top JV partners right here. So we keep them on monthly and buy them monthly.

I'm not giving anybody my monthlies. You could figure it out but I won't tell you exactly who they are. I've got to keep some things to myself. If I told you then I wouldn't be able to buy them monthly. So after 100, I know who I'm dealing with. I know who the tire kickers are.