

Solo Ad Profits

Boot Camp

The transcriptions - 2



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Solo Ad Opt-Ins

MATT: Any questions? Honestly, how this really occurred was this, so this was the one I started off with. I had Seventy Traffic Secrets, a PLR product I had. So this was Seventy Traffic Secrets that I was testing out early. Then I said, I bet I can decrease my dollars per subscriber if I went a little more mass market so then I focused on this one. Basically, these are both solo ad opt-in pages and then what I did was combined them. So I have two different versions I use so I can double up on my buys every month. One is make money online and with an exit pop traffic. Then I have the reverse. Because I've figured out this works for both of these. That same backend works for both of them. I actually, when I'm buying, I can buy it from the same person. So typically, it's not always true but every person is going to have a different... there is some people who do better on my traffic one and some do better on make money online but everyone will see the same exit flow but it might be a different offer. Some people I could buy one today and one tomorrow. But I'm changing up the copy that I'm giving them and the page I'm sending them, too. The one way to really mass scale this is by actually doing what you kind of just eluded to. By changing the opt-in page. Just changing the front end page you're going to but both of mine are tested version that I do. Does that make sense? So I can double up if I want to. The thing is, there is only, of the most reliable people, of the non-dodgy people, of that it just shrinks the market a little bit. Once you start shrinking the market, those people, going back, I can probably... where this all really came from, just so you know, here's one of my students and these two ladies over here, I have a course that I'm no longer offering where I generate leads for you and split test your page for you. It was a lot of work I did but I guaranteed them 1,000 subscribers. I have about 100 students in there. I had to generate over 100,000 subscribers and I've completed everybody and I did it this year so I generated 100,000 subscribers for students so that's what you guys are getting is the result of me helping them build their stuff. I had to get really good. I built their opt-in pages for them and split tested it. It pushed me underneath pressure doing it because I was selling these at events and splitting the money. We would buy them their Get Response account and generate leads for them. So by the time it was done, I had to get good at this. I had to find out the fastest way to get them traffic and subscribers and make it happen. That's where all of this came from.

Just to give you a clear indication, back to square one in a sense but bringing you through something. The reason I like to buy solo ads instead of paying JVs and playing this thing like I'll mail for you, you mail for me. I could buy my way in or work my way in and it's easier to buy it. I'd rather just put money towards it to get it back faster. All I'm doing, for those of you who don't know, paying other marketers to mail their lists for me. It's the fastest way I've found to build my list and increase my clicks. To me, on my list, specifically and the game I play, my whole goal is to increase my clicks as much as possible. I'm a big affiliate marketers and I manage clicks. We're a data driven company in my office. My company is very data driven. I get reports every single week. I have people pulling numbers and letting me know what's going on. I manage by numbers. I don't believe, we were just talking about this earlier, I don't believe anything that comes out of anybody's mouth until I test it. To me, nothing is true. Everything is permitted to be true in their minds until I find the truth. The truth is in the numbers. I

always split test stuff. I go through there and make things happen. It was the fastest way for me to do things.

The reason I like solo ads is because it allows me to instantly suck clickers off people's lists. When I go to buy, we're buying clicks from people and they're emailing clicks. I want to be very clear on that. You've got to be careful with some of these solo ad providers. They call solo ads but they're giving you shit clicks. They're going out and might use some crazy program to give you these clicks. I want people, when I say solo ads to me, you've got a list and I pay you to mail your list and I pay per click that you're going to send to me. You're not going to generate these clicks any other way except for their people on their list clicking on the page I'm driving them to. The goal for me personally is building my list to increase my click line. I don't know if you guys have heard of this. I made up this whole concept called the click line. I'm always managing my list and how many clicks I can send. To me, that allows me to know a bunch of things. I'm managing clicks and as I grow my list, the more clickers I get on my list. What I mean by that is the click line, the fastest way to do it is by buying solo ads in my opinion at this moment. It allows me to reach hundreds of thousands of people who may or may not be able to be reached by marketing with any other method. I've been around Google long enough to realize that I'm not going to play that game. I quit playing it years ago after Google kept changing the algorithms like we should change our underwear. I discarded them years ago. Especially since Ad Sense came out. I was doing SEO marketing but I don't give a shit about it anymore. I'm focusing on getting subscribers and I can't really get my opt-in pages up in the search engines like back in the day unless it's in a smaller niche. Google hates them. If anybody realizes why that's true, Google hates people taking their clicks away because they want people clicking on their ads. They don't want you sucking their searching and pulling them off of their network. They want to keep people on their network because they want the clicks.

If you guys haven't figured this out, this whole internet marketing world, especially email marketing world, clicks are currency. That's the true currency out there right now. If you generate 1,000 clicks or whatever, you could be selling these things. If you can generate 1,000 clicks, I would pay you to test it out. 1,000 clicks is worth a lot of money to me because I know how to monetize it. People do solo ads. I'm not going to get into swapping but hell, if you don't have the money to play the game, you can trade clicks for clicks. People are willing to do that all day long because instead of giving money cash for solo ads, you can go to some of the vendors and say I'll trade you click for click. People will do that all day long, too. I'm not going to go into that. I don't really do that right now but I know guys that do that all day long.

The Click Line

What I'm always staring at is the click line in my business. Understanding the click line will help you understand the solo ad business. It won't make as much sense unless I draw it for you here. The click line itself is a concept I came up with. After noticing and analyzing my lists, when I say I'm analyzing

lists, I've got my lists and then I'm able to verify, all my data, I have to verify under 100 different clients. I get reports from my Philippine team and they send me reports on all the data of 100 students so I know their subscriber rate, click rate, I know this and that, everything. When it comes to data, I don't know that many marketers out there that looks at as much data as I do. I'm not just looking at it for myself but from an outside perspective, too. The one thing I've noticed is that, my belief is that it is a true statement is the fact that there is the click line. In specifically internet marketing, it's something to understand, there is a life in more of a mass market, is especially internet marketing and things like that but really there is about a thirty day period when you really, it's when everything is going to happen. I always say when a buyer is in heat, they're in heat. Keep on selling them. Specifically in IM, the heat is about thirty days.

Remember I said in the beginning that 90% of the market is newbies last about thirty days in the market and then we have a whole new group of newbies come in. In a lot of these lists, the life of the list in most people is thirty days. You're going to see things happen. There are going to be a couple of different types of people on these people's list. We're paying people to mail their list. There is a reason why I buy every thirty days. Let me clear. I buy with one of my make money online, I buy thirty days. Actually I do it a little bit bigger. I buy with my traffic after thirty days with a different guy. So every page I can buy with it but the market, you have a couple different types of people on your list. There is a type on your list that will subscribe, come get the free thing you offer and get the fuck off. That's how it will work. They are going to come on and leave within thirty days. They're going to be clicking a lot at the beginning and then leave. You'll have another type of person and I call them bobs. They will bob up and bob down. They're going to be bobbing up, click once in awhile and not doing anything. Come back click once in awhile and not do anything. Then you're going to have another person that will come on and will be an all time clicker. Every time you send something, they're always clicking. After awhile, after about thirty days, you'll get a settlement. If you generated a big list of people and we didn't do anything for thirty days, after thirty days, you can have a established click line. What that means is that it will pretty much be a line that you'll have for the rest of the year if you never did anything else. You're going to have a drop off because you have attrition. After thirty days, the biggest attrition will happen.

After thirty days, people will establish who they are on your list. You're going to have people that actually click through and kind of leave. You're going to have other people that will never do anything. Then you're going to have people who will always be clicking. If I know within thirty days typically, they should, if they are a good solo ad provider, they've got to be bringing in fresh blood into their thing within thirty days. If they don't, their click line will decrease. I don't want the same people. I want new people clicking. So, the click line, the goal for me and the reason why I buy solos, I'm trying to rise this click line up. If I'm dropping 1,000 clicks, my goal is to get to 2,000. I want this click line to keep increasing. What most of you guys don't know about me is three years ago, 2008, 2009, I generated about 2.1 million subscribers. At times, I could drop about 20,000 clicks every time I dropped an email. There's not many guys out there that even played the game like I did. We played on a mass scale with huge buys. When I talk about things, I'm looking through the sights of what I've done before. A lot of stuff I was doing, Shawn is going to be here after lunch, Shawn was in the CPA world. We played in the CPA world together. We spent a lot of money in CPA. We were spending on average 2 dollars and fifty

cents per subscribers. We were willing to pay that for CPA leads. We had people driving traffic to our page. When I figured out solo ads, I said holy shit. This is a lot better than the CPA shit we're doing. That's how I built my list over a couple of years. I got away from that and got back in and now I'm doing it with solos. The whole thing is increasing that click line as much as I possibly can. Clicks are currency. I mail affiliate offers. I could sell clicks if I wanted to from there. The goal for me is to move that line up of subscribers to make things happen.

Here's why to me, this is for the newbies in the room but why increasing the click line specifically for me is more important to my pocketbook is because starting out, my first goal with my students is to get to 100 clicks each time you mail because that's when EPC makes sense. The metric in email marketing, specifically, we're always looking at EPC. We're looking at, that's the metric I make decisions on. So I steer towards EPC. Those of you who don't know, EPC stands for earnings per click. How much money do I earn per click that's coming through? So, the reason why I say 100 and I've been using the word 100 a lot and the number 100 when I'm buying my first and when I'm talking about 100 clicks with somebody new starting off and why I buy my initial off 100 is because the law of large numbers. In statistical terms, it's a rule that assumes that the number of sample increases; the average of the samples is likely to reach a mean of that population. Which basically means, I think I said it differently, which means in statistical terms, it's a rule that assumes that as the number of clicks increases, the average of clicks is most likely to produce sales. That's why when I was telling you guys, when you buy your first buy, buy at least 100, don't go below because you're not going to get enough. A lot of these guys, when they're testing, if you guys ever split tested and if you guys really ever split test, not this bullshit and let a few people come here and a few come here, if you allow, I'm talking a lot of clicks come through, you'll know initially something might pop and win. After you let it really work out, something else will become the winner. If you choose too early, you can get screwed. You don't allow settlement and you didn't have large enough numbers to find out the mean. The law of large numbers is really important. It can change everything.

An example, if somebody is consistently reaching 100 clicks on the email drop, you can truly feel the power of EPC. That's why a lot of newer people get frustrated because they don't understand the power of large numbers. Just to share with you, that's why if you average 100 clicks, your second goal should get to 1,000. The reason I'm bringing this up, this is not an email marketing course but if you actually go out there and look at the guys selling solos, there aren't many guys doing 1000 clicks. There's a handful of them. I'll show you them but there's not that many people out there that are really, that can get to 1000 clicks. If we look at the whole marketing community in general, unless you get some of the top guys, the reason the top guys in the marketplace are the top guys are because they can send a lot of clicks. If they couldn't send as many clicks, they wouldn't be where they're at. After a 1,000, that's when things start changing. For those of you don't know, EPC stands for earnings per click or some people say earnings per 100 clicks because 100 is the magic number. For affiliates specifically, and I do a lot of affiliate marketing, for affiliates it's the way affiliates understand what their earning potential is if they promote a product. It represents the average earnings of all affiliates which is based upon the number and conversions of clicks that they send. Just so you know, for those of you don't know anything about EPC, I manage EPC like crazy. We watch this number all the time. We look at our

own eternal EPC if we have an affiliate promoting our product. When I build my stuff out, I build it as if I can get affiliates to mail it. I'm looking at it from an EPC perspective. What it is, just so anybody, I use that term a lot... Net commissions earned after refunds divided by the number of total clicks stands for EPC. If I mention the word EPC any time today, that's what it is. Just to give you an example of how it works... if your product is 100 bucks and you received 50 dollars commissions. You net 25 sales. Your total dollars for that commissions is 1,250 dollars. You send a 1,000 clicks. Basically is 1,250 divided by 100 equals \$1.25 EPC. The reason why this number is important, especially coming from a perspective of solo ad buying is that you can be a solo ad provider yourself. That's not what this is about. These guys go out and generate lists. They're getting their clicks up and selling their clicks. Instead of selling their own offers or affiliate offers, you've got to think about these guys. Who are these people? They're taking the easy way out. You give me money up front. I send an email, give you the clicks. That's how they make money. Then they take that money and they should, if they're smart and reinvest that money back into getting more subscribers in. That's one thing I do my second buy after thirty days. I need to make sure they're taking the money they got and putting it back in. The clicks will decrease in the length of time will take them a lot more mailings to make that happen. So they could be playing an affiliate game and they could be selling their own products. The up sell potential is higher. We go to them because they took the lazy way out. They want people to pay them. They send an email and get clicks. It's not a lazy way but it's the easiest money. Their EPC is what they're selling and they get paid up front. It ranges. There are people that range from 30 cents all the way up to 80 or 90 cents. 80 to 90 is the norm. One thing you'll realize, it's not like buying, everybody has a perceived thing. The more it is, the better the quality of traffic. That's not true at all. That's a newbie concept. Like they think open rates are important. They aren't.

The easiest way to increase your clicks or list and it's the fastest way to do it is by buying solo ads. Before we get into solo ads, when it first started, the history of it, you paid per drop. You got a list, you had 100,000 people on your list. Back then, you've got 10,000 people on your list, I'll give you this money. Mail. Whatever happens, happens. There are still guys out there who do it that way. The upside potential is huge and the downside potential is huge too. There are people who you can give them money and they mail and there is no guaranteed click rate or anything. It started off that way. Then it moved to pay per click, which we're at right now. Where basically, you go drop 10,000 clicks and I can give them x amount of dollars for those clicks. Clicks are currency. The currency rate for a click right now in solo ad buying is between 30 and 90 cents. That's the average that I'm seeing. If he's charging 90 cents and somebody else is charging 30 cents, a lot of times what it is... there's somebody that's newer in here and he understands the value of a click so he will charge 90 cents. 10,000 is 9,000 bucks for you to mail my list because he knows how much more money he can make off his list. But you have somebody newer here, he will charge 30 cents even though the lists are the same. He just has, a lot of times, what people don't realize when I really analyzed this, the fact of the matter is it's really not about how much the person can truly make, it's a number they made up when they decided to sell solo ads. A lot of times that number they decided it was going to be, it's based on what they feel their self worth is. Interesting observation. Because think about it. He's played the game long enough. He knows how to make it happen. His experience is a lot higher. A new person who doesn't understand the true value of what they've got their hands on. They don't feel like they're worth as much. So the

reason I bring it up is that you understand that. The price of it is a mere reflection of the value that person gave themselves. It has nothing to do with the value of the true click. If you guys get that concept, it's really going to allow you to start winning at this game. It's about pay per click. I'm betting that it's going to move to pay per subscribers. Where people will mail and do it per subscriber. I think if they do it, they're idiots because if someone doesn't have a good split test that pays, they'll have to send a lot. There is a lot of talk in the internet marketing community about this. Since presently it's at pay per click, right now you pay per click. That's the way we're going to go.

Control

UNIQUE CLICKS - Here's what I look for. I look for people selling unique clicks. I want people selling unique clicks. Do you understand the difference between raw clicks and unique clicks? Raw just means, if we have 30 people here, if everybody in this room clicked once, it's one unique click. If you clicked 10 ten times and everybody only clicked once, that's 40 raw clicks but it's really thirty unique clicks. Just to be clear on some of the terminology in the market. We want unique clicks. You might buy a solo ad and if you're tracking wrong, you might say holy crap, this guy sent me a lot of clicks. But really a lot of that was raw clicks. They actually might have sent you 100 unique and 150 total raw clicks. I look for people and I actually added a few more, these are my top three.

I'm looking for US, UK and Australia. It's funny. If you follow me on Facebook or if you've seen me traveling, you'll noticed that these are the only countries I go to and Singapore. When I told you I have a group of 100, they are in the US, UK, Australia and Singapore. Those are the areas that I actually personally go. Those are the best, where a lot more money is made. I don't focus on one other top country. From a customer perspective, the bitch rate is too high. It is really interesting if you do analyze it. There's going to be another person in here but last November I broke over half a million customers online and when I look at the biggest bitches, they are from that country. So I choose not to go that country. So that's why I'm picking on them. Canada is not on here because I'm American and I don't like the Canadians. They're the second biggest bitches that I deal with. 65% will come from the top five countries and the rest will come from all over. That is industry norm. However, there are some times you can buy solos based on specific countries. It will cost you a lot more if you choose to target specific countries.

YOUR SWIPE - Now, I buy from people who let me use my own swipe. Every time I buy, I use my own swipe. You can not take the affiliate marketing mindset to the solo ad buying world. You can't take the launch concept idea of emails with launches to solo ad buying world. You cannot take that mindset. One of the biggest mistakes and one thing that will make you guys to make more money is by doing one little trick that I learned. A lot of us miss it because we think emailing our list is the same as somebody else mailing our list. Bullshit. It's totally different. Especially the way that I play the game. I like to buy from people that let me use my email swipe. This is not always true. In an ideal world, I want to buy from you say here is the email I want you to send, send it exactly the way I want it. Why? I split tested

the hell out of that and I know it's going to work. That's why my launches do really well because I split test all my stuff before it happens. When I go to a solo ad provider, I'm giving you my best stuff. I'd rather you use my stuff because I know mine is going to make your people work hard for the click. We'll talk about how to do that. However, a lot of times in today's world, they're not doing that as much as I wish they would. Ideally, I would love for you, here's my thing, I'll talk about that. But sometimes I just can't them to exactly mail my stuff but I would love them to. Even though I really want them to use my email swipe, many people modify it. Sometimes not even use it at all or they'll just use the link that I give them. So just to be clear, just because you give them an email does not mean they will be using your email. You want to, when we go through and we'll go analyze a few. When we're buying, they will ask us or say only give a link. I don't care, I give them the swipe. We'll talk about that. There are times that it happens.

So here's how I buy. When I go buy, here's exactly how I buy... First, here's what I give them.

There's tons of people to buy from. This is solo ad blackbook that I sold on WSO. We actually have increased this plus it's rated and grading. I'll go over my rating and grading scale later. We'll just go through an ad buy. There's tons of different people on here selling. Just to give you an example, this is list here and I've got even more on there but there is a list of people to buy from. Tons of different people. When I go through, I'll walk through a buy, let me just go to this girl. Analyze this. The one thing I said I'm looking for is typically unique clicks. What I was telling you, to give you an example is the fact that here is a 100 clicks. I can 100 clicks from this lady right here. It's \$50. She's at fifty cents a click. So this one, luck of the draw, was 150 clicks to 10,000 clicks I could buy. The biggest mistake I made when I first started buying was to buy the biggest stuff. That wastes a lot of money. So I came up with the concept with buying small. So if I was going to go in and test her, 99% of the people are going to be PayPal. I'm going in and do a 100 buy. Fifty bucks for me to test somebody so I'm going to go in basically and purchase from her and it does say unique clicks. Sometimes you'll have to search through and see what they say. I would buy that through my PayPal account, and before I go into buy, I got to log into my PayPal and transfer the money to bank account and then buy. Then I can pick the credit card. If you have money in your PayPal, you can't use your credit card. That's for me personally. If this person doesn't deliver, if I paid with PayPal to this person and they don't deliver, then I'm going to lose the PayPal to PayPal conversation. However, I pay with my credit card, that's when I can win if somebody screws me over. Not saying it happens but it has happened. Most people will make it up to me but I have threatened people to say I don't like to be that guy to call my credit card. I hate those people but if I have to, there's a time I have to, I want to have that insurance. I'll buy 100 click order from this person.

You've got to read what these people say on here. You've got to scroll around and see it. Basically, typically how it will work is as soon as you pay, they'll send you to a page and tell you how to contact them. Sometimes, you'll have to go back to the page and find out how to send them the information. Most solo ad providers will redirect you to a page that will say here put in your PayPal id transaction or the email address you use for PayPal and then it will say, what's your subject line and swipe and the link you want me to use. Typically, that's what is going to happen. So this person doesn't say you can make your call on that. Ideal I want them to be unique. I will track it and know.

Basically, throughout here, it says I only accept free offers. This is true with most of them. You're not going to be able to pay them to mail a straight up offer. The only way you can do it is to mail the free offer. That's why I have an OTO. I call it an opt-in OTO. As soon as they opt-in, I'll give them the OTO. I'm able to suck the lead and land them on the page I want them to go to. So if I scroll down and look at this guy, I think he's going to be a small one. Here's what I said, the minimum is 100. This guy has got a small fifty. I won't buy it. The numbers won't make sense. It won't give me enough stuff to analyze to see if it's going to be good. I don't even buy this one. I'd have to move up to the 100 click order. When I was giving you the thing, when I buy, I buy at least 100 clicks. I don't go to the lowest one because it won't make sense. That will give me the idea if I should go big.

So if I come back over and see he's 150 and 200. He's got a 500. I can go all the way back to the 500 with him. I would never go monthly with anybody until I've actually tested them. There's a whole list and I rate and grade the people as they come in. I do my first buy and then rate and grade them. I'll give you guys that in a sec. It's really simple.

When I do buy, I give them a few things. I don't care if they ask for it. I still give it. Just so you know, follow their instructions but make sure you give them these things. I always give them my PayPal transaction id and my PayPal email address is different from my assistant's email address. They can't put two and two together, that my assistant bought. When I buy, we don't buy underneath my name. Nobody knows Matt Bacak is buying from them. Nobody knows I'm in SafeSwaps. I give my PayPal transaction id and my PayPal email address too. That's so they can find it and look it up. Just so you know, here's 90 we bought from Philip Brewer. They don't get, my company is InfoSoft360 so they don't, they don't get me and this is my InfoSoft360@gmail.com. People don't realize who we are. We have to tell them our transaction id and we also tell them here's the email address we used for this purchase. We also let them know, I give them solo ad swipe file email. I am very big in testing. I test every single email that goes out my door. Every single email that goes out my door is split tested in five radically different emails. Every time I push send. So we have more data, I have so much data. Most people don't get is that it's an email subject line combination that really makes it happen. Just because I have a good open rate subject line, it may not be the best thing to give these people. Just because I have a good email, I need to know it's a good email combination.

I want to be clear, when we are, when I'm doing affiliate marketing, as an affiliate marketer and I'm selling your product, and I believe as an affiliate marketer, this is my belief is that when I mail for you, that your sales letter better do it's job. My job is to get people to your page. Your job is to sell them. That's my belief when it comes to affiliate marketing. I should be able to, in email marketing, outside of solo ad buying right now, I should be able to send an email that says dude, click this shit. When I send people to your page, they should buy. Your sales letter should do it's job. That's a very blind email. What you'll find is the mind of most affiliates, depending on what side of the game they play but a lot of big time affiliate marketers like me and Shawn, we drive a lot of clicks too because we're sending very blind emails to our list. It's a teaser or creating curiosity to get them to go to the page. In affiliate mindset, it's like damn, for me, and for Shawn, where we made a mistake, I'd write my email and it was so blind that I was generating all these clicks and it wasn't really working. So when you're giving the solo ad email, don't make it blind. Blind just means it's very like dude, click this shit. I'm more specific. I'll

give you an example of the email I send out. I have a three email sequence that I give to my assistant. It's for first buy, second buy and third buy. This right here says we're giving away a free report for 2013. For a limited time, you can grab my friend's free report before they charge for it. Opt in right now to get instant free access. Then we have a link. It helps newbies. That's who I'm focusing on. It helps newbies to get started online faster. Enjoy it. Warmest Regards, name here. I put clearly where I want them to put the link. Clearly where I want them to put the name because some people are that dumb. The next one is the same concept. All these are tested for me. The next one same kind of concept from there. These are three separate emails.

When I do my buy one, I give them buy one email. When I do buy two, I give them buy two email. When I got them on monthly, we give them this one and have more for the next monthly. But all my stuff is tested. That combination works the best for me. It's all tested to my list. That's how I get my initial split tests. The fastest way for me to get traffic is to mail my list. Then split test the data and take it out to the solo ad buying base. Typically that's what I'm going to do. I'm going to buy. I'm going to provide them... I don't care if he says don't worry about giving me a swipe. No, I'm going to give you the email no matter what. The reason is I know one thing. Everybody in this world, solo ad providers are as lazy as affiliates so therefore, they're lazy as everybody in this world. Everybody is a lazy bastard in this world. That's why one percent of this world is rich or 3 percent. So I know they're probably lazy. I know they will take as much of my copy as they can because they're too lazy to write something of their own. I will give it to them anyway. I want to be clear. I don't care what they say, I'm going to do it my way. My way is I'm going to give you the email and count on you being lazy that day because they probably will. I give them my email and the link to track the links.

Tracking

I use Hypertracker for my ad buys. I use Hypertracker because I'm old school. I had Hypertracker accounts since forever. When they came out with Get Response, they came out with that. So I use Hypertracker for all my ad buys. Today's new generation of marketers are either using Hypertracker or a lot of them are using AdTracks. So I'm just going to tell you there's two different ones. AdTracksGold is a one time buy and then you install it on your server. It's a hosted script on your servers. I started playing around with it. I went back to Hypertracker for an important reason. This is more for more advanced guys. For testing, AdTracksGold you pay for it once, install it on your server and you can create links and track things. It'll track raws and unique and allow you to see all that data. On Hypertracker, you pretty much don't get to see the unique and raws like that. You get to see all the clicks. However, what I started noticing is that I have a lot of buys. I've bought over half a million clicks or something like that in one account. So what I've found is that they only track unique. So if one account had the click, then if, let's say I bought an ad from him and an ad from you and from everybody here. If you had some of the same people on your list and he sent first, then he sent 1,000 and then you mail. That wouldn't count. It would go to the original one. It's unique clicks. To me, unique are unique

to my account not to the link I'm giving them. That's the difference between Hypertracker and AdTracks. It allows me to get more clicks to people. I write them back and take a screenshot. I'm like getting extra clicks for free. That's why I went back to the account. When I noticed that, I'm like damn. I bought from this guy twenty times and they have some of the same clickers and they weren't getting counted on the new account. So now I go take a screenshot... when you buy, that person is going to take a screenshot of the clicks they sent you. While I track it because I don't believe anybody. Unless your pile of cash is bigger than mine. That's my rule. That's how I live life. But I track the link through there and do that. Link tracking. The big thing about that is that it tracks the clicks so when this guy sends me, typically when you buy, they'll send you a screenshot. They'll say I delivered on a hundred clicks. I'll send them a screenshot back and say bullshit, here you go. I'm always tracking to confirm what they said is true. They can't argue. Some people can argue. If it's a few off, it's fine. But there are a few guys that I can catch their shit because they could be calling unique raws. I mean raws unique. I'm calling their shit. I don't trust anybody. I really don't. I take a picture of that and send it back to them and say you have to deliver a little more. I'm willing to give up a few but not a lot. If I order a 100 click buy and get 98, I won't bitch about that. If I order 1,000 click order and I get 800 clicks, you're gonna get your ass kicked because I'm missing 200 clicks.

Let me share with you, this is what I came up with when I do my solo ad buys that makes my life easier. I believe you can do the same thing in AdTracksGold. In hypertracker, this is how I do it. I'm able to add a subcampaign where I'm able to track that individual. What I mean by that, when I create redirects in my office for a solo ad provider, what I do is I take my URL and then it will be slash. In order to identify that individual, I'll put the date I purchased. If I purchased today on the 29th of September, it'll be Sept29 and I'll put it in the link. Then I'll put the name of the person I bought from. So Sept29PeterPippin or something like that. And then I'll put the amount so I'll put if I bought 100 clicks and then I'll put how much for. So I'll know everything about this data. When I go in this and look at it, I bought from this guy on September 28th and he hasn't mailed by December 1st. I'll know all of that stuff. So I know the date, the name, the amount I purchased it for and how much I bought. Like 5,000 for x dollars. So all in there. I just don't put the dollar sign. It'll be like 100for45. So I know on this date, I bought from this guy, at this time for forty five dollars. So when I go over my rating and grading, it'll all make sense because now I can go back and say, damnit, I bought from this guy and it took him this long to deliver. It gives me an idea of how long it takes him to deliver, how much I bought it for and things like that and how much they were supposed to give me. I can look at it all in one link. It will be hypertracker.com/Aug27Name100for39 is exactly how I do all my links. So I know everything about this buy just by looking at the link. I know if I need to track them down, beat them up or thank him for whatever he's doing. This gives me a clear indication when I log into my account. I don't have to look at anything else. Then I can figure out the cost per opt-in. I can look and see if I made sales. I know how much I spent to make 150 bucks. I'll know if I want to go back to that guy. I can look at it really quickly. For me, this is the magic way I do it. It's so much easier for my assistant to be able to do it this way. Then it's easy for me to see what my assistant has been doing.

To give you an example of what I'm really talking about, I'll log into my hypertracker account and show you the one that my girl is using. The girl I've got doing it, her name is Christy. Let me get in here real

quick. Stats. This is Christy, my girl in my office, if I come in here real quick to subcampaign. I'll show you this is her account. I've got tons more stuff going on. So here's her buys. When I go in here, I can go and look at all these guys. I'll just scroll through here and you can see what's really going on. There's all the buys I had her do for me. So, I mean, I really am buying this. This is just her account. I'm teaching her how to do this. Just to give you an example, this person right here I bought September 7th for 100 clicks for 50 bucks. What the heck is going on? It's been shoot, look at this. I get these reports but now look at this. September 7th and they haven't delivered. September 7th, let's go September, August, yeah. So, that's why we... if you look right here, to give you an example, this person right here. My girl, this was her first buy was this girl. She screwed up. If she would have done this and I would see this, I would be like what the hell, what day did we buy? On August 26th, we bought 100 clicks for 45 bucks and I got 102 clicks for that. I got 44 opt-ins. Remember what I said on 100 clicks, you can't really determine sales so we won't see many sales here. This person right here, 55 dollars so I bought from this person on August 26th. This person 100 clicks, fifty five dollars. I got 132 clicks and 43% opt-in. If we came through and analyzed a little bit more, we looked. Here's one. Look at this one, we popped a sale. It's a 47 dollar sale for sure. So from this person, Gary, on August 28th, I bought 100 clicks for 50 dollars. I made at least 47 dollars plus I got 39 opt-ins. Here's an 88 click sale. What this tells me is that my girl went in on August 28th and bought 250 clicks because they didn't have a 100 click order. So we had to buy 250 from them. So just so you know, I have everybody rated and graded from here. All this stuff, whatever. I've got tons of people. I just wanted to show you how I do it. So I'm able to analyze things really quickly when I look at it. I know everything. I know how long it's been. It's really important for me to make sure... to me, I don't really care about how long it takes you to deliver. As long as you do deliver. I care more about the results you're going to get. I just need to track this so that when I'm setting up my monthly, I know about the time frame when I'm going to get it. Does that make sense? The mindset most people have is shit, we've got this instant gratification world. I want guys that are going to give me results. I just need to know who you are. I'm willing to wait four weeks to get somebody that is going to be a high converting guy that will send me a lot of sales. I'll wait for that. I'm going to buy now and put you in my calendar to know when it's going to be delivered to me. So basically, that's what we do and I kind of get a general idea of what's actually happening.

Alright so back to that. That's why I track. That's how I do all mine in all my accounts and all the buys that we do. We track it that way. So we know exactly what's going on and we can analyze it really quickly. We rate and grade and put them in our blackbook.

More Money – The Funnel

Here's how I make sure I get my money's worth. As you know the whole purpose, right now, is we're going to keep on getting deeper inside. We're going to go to lunch in a little bit and after lunch, Shawn Casey will talk about deep inside his tunnel, what's he's doing and how he's making things happen. I'll come back in and go over some more traffic stuff. Here's how I make sure I get my dollars worth.

Actually, Shawn is here and we had this conversation about this. The fact that one, I always test my subject lines and or already tested ones because I hand it over to the person I purchased from. The other thing is I always make sure that they work for the clicks. I was telling you about affiliate marketers mindset is one way. We've got to think in a totally different mindset the other way. The mindset is this, did you notice what I said? If you were my affiliate mailing this, there is no way in hell I would say go on the next page and buy. I would say go this page and look at this page or whatever. When it comes to solo ads, if you notice the key phrase that I said. Opt-in right now. I'm telling them on the next page what I want them to do. I'm telling them up front because if a person reads that, they'll say shit, I won't click on that, it's an opt-in page. I'm being transparent. I'm saying on the next page, I'm sending you to an opt-in page. I'm buying clicks. I've got to make that person, if he's sending out my email, I've got to make that person work for more clicks, to give me better quality clicks. The point of this story is, the more transparent you can be when you're buying the solo ads, the less clicks they're going to get and the harder they will have to work for the clicks. You make them work hard to get those clicks. Don't tell them you're making them work hard. We don't want to get it out there. But tell them, hey here's the deal on the next page. You're going to have to do it. That's why I sneak it in. It's not as blatantly obvious on mine. I want to show you on here. I'm just highlighting what I want you to notice. Opt-in and check it out. In order for you to get this free report, opt-in and check it out. If they're averaging 1,000 clicks, they might 800 clicks but it's 800 a lot better clicks because they know the next page, they have to opt-in. That will jack up your opt-in and conversion rates. You don't want to be too transparent because it will scare the hell out of the person you're giving it to. I kind of sneak it in there so if someone is reading. They should be reading and if they are, they know they have to opt-in from there. So when I buy from a source again, like I said, since I first go low, I buy at least 100 clicks ideally or the lowest order like we saw when I bought for 250. I had to because that's all they had. They didn't have 100. Then buy high. If it works, it goes into my averages. You'll all have an average. We all have a click line and an average. If you see this is above or at your average, then you go back and buy again. If the first and second work, buy from them again. If the first and second are pretty much the same or are in line, because I will tell you and this is from experience, your first buy might off the charts. You come back in and do your second buy and it might be like how the hell? Either these people aren't increasing their lists. That's why I said wait thirty days. They're not increasing their lists or you bought too fast. If you bought today and tomorrow and sent the same page, you're screwing yourself up. If you wait thirty days to do your second buy, you can wait a little less than that and if you actually don't have, like I'm dealing with a lot of people so I have to use these rules. If you are going to buy from a handful of people and that's what you choose to do, the easiest thing to do is communicate with them and ask how long... if they lie to you, don't deal with them again. Say, I'd like to buy some more from you, when would be a good time to buy? I have be people be honest and say don't buy until at least two week because my list will be refreshed then. That's when I know they know what they're doing. I love their honesty when they do that stuff. That's when you're communicating on Skype or one email about that. Then I buy monthly if it matches.

The thing I want you to take away from this... the goal for me, personally, is to increase my click line. I want it to always rise. To grow my list and increase my click line. Outside of that, I want to get free leads. I want to buy clicks and get my money back for free. That's why I have through there. The

fastest way to do it is by buying solos. Basically, for the newer guys, 100 clicks is the magic number. The whole goal for me personally is to rise that click bar. I'm getting about 1500, on my account, I'm also buying for clients too. I'm managing a lot of clicks but I'm getting at least, right now, about 1500 subscribers a day or more through solos. So for me, just my account, that doesn't include everybody else's account that I'm dealing with. The big lessons are solo ads, unique clicks, buy 100 or lowest package first and has to be above 100, then go higher. Use your credit card as the payment. Be transparent when you're giving them the email. By opt-in in the next page. That's a great line you can use. Go and grab this report by opting in the next page and then the link. Track your clicks yourself. Do not trust the bastards. Alright? Promise, do not trust the bastards. You've got to have something to double check and make sure you're not getting fucked over. So, I didn't tell you, this is like PG-13 so... but I don't really give a shit what you think or what you think I look like or what my language is. I want to give you guys the content. Track your clicks yourself because I'll tell you that some of them will not deliver or under-deliver. Something could happen, too. Just give them the benefit of the doubt. Sometimes things can happen. Someone could die, their cat dies, they've got to cry for a week. Whatever. They might not deliver. It's just a good way... you've got to manage your business anyway. A lot of you know that. The best way to manage it is to track it. The best way to track it is the way I talked about. Even if you use AdTracks. Just so you know what's really going on in your thing.