

Solo Ad Profits

Boot Camp

The transcriptions - 3



Legal Stuff

Income Disclaimer:

This document contains business strategies, marketing methods and other business advice that, regardless of my own results and experience, may not produce the same results (or any results) for you. I make absolutely no guarantee expressed or implied that by following the advice below you will make any money or improve current profits, as there are several factors and variables that come into play regarding any given business. Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control. As with any business endeavor, you assume all risk related to investment and money based on your own discretion and at your own potential expense. Your results may vary. Success in ANY online endeavor is a result of hard work, time and a variety of other factors. No express or implied guarantees of income or spillover are made when reviewing the material provided.

Liability Disclaimer:

By reading this document, you assume all risks associated with using the advice given below, with a full understanding that you, solely, are responsible for anything that may occur as a result of putting this information into action in any way, and regardless of your interpretation of the advice. You further agree that my company cannot be held responsible in any way for the success or failure of your business as a result of the information presented below. It is your responsibility to conduct your own due diligence regarding the safe and successful operation of your business if you intend to apply any of our information in any way to your business operations.

Terms of Use:

You are given a non-transferable, "personal use" license to this product. You may not distribute it or share it with other individuals. There are no resale rights or private label rights granted when purchasing this document. In other words it's for your own personal use only.

Introduction- Shawn

SHAWN CASEY: What we're going to focus on today is how to start from scratch and make money fast. There's no sense in making money slow. If you can make money fast, it's way more fun. Why and how giving stuff away can make you a hundred thousand dollars a year or more. How you can do this, never leave your home, never talk to anyone. I work out of my home office. It's a big beautiful office. It's in my home. You can do this without needing any special knowledge or skills. You don't need a marketing budget to get started and how you can partner with us, Brian and myself, to make a fortune by giving stuff away. So let's get rolling with that.

Let me ask you this question. Do you think that having a couple of millionaires as partners would help you jumpstart your business and make you a lot of money? Let's see what happens if people think that this is a good idea. I'm seeing lots of yeses, so I think that probably people are thinking that's a good idea.

Let me tell you a little bit about myself very quickly. Those of you who aren't familiar with me, you can get an idea about me and what I've accomplished online. First of all, before I got online in 1999, I started to focus full time on the internet. Since then, I've sold tens of millions of dollars online in sales. My companies have sold products to over 400,000 customers in 142 countries around the world. I've sold many thousands of products for other people as a super affiliate so I understand both sides of the deal. In Clickbank alone, in one twelve month period, I knocked out 1.348 million dollars in sales. I competed against the top internet marketers in the world and came out on top in those contests. Literally winning these prizes – a Ferrari 360 Spyder, Audi TTS Roadster, Jeep Wrangler unlimited, Ford Mustang, Harvey Davidson motorcycle, \$25,000 check. Very few people can lay truthful claim to having this kind of online success. I was featured on the cover of the Home Business Connection magazine, sitting in the Ferrari. Back when my face was fatter. The rest of me was skinny but my face was fat then. I've lost a lot of weight since that picture thankfully. I'm not telling you this to brag. I'm telling you this because I want you to understand that when I tell you all these things that this is the stuff that really works. I'm not fourteen year old kid, with some secret story with how he made money in the closet, and his mom was mad when she found out that he was running on online business. Or some other crap like that. I have legitimately for the last fourteen years, have made millions, millions of dollars online and continue to do so every single year without fail because I know it works. I know how this stuff fits together. I've trained thousands and thousands of people, many of whom I know their success stories have gone on to become millionaires themselves for their internet ventures. That's what I hope to impart to you is a lot of internet knowledge during this call. Now, it's my official legal disclaimer being a lawyer and having high paid lawyers on our staff now. When we need them. Obviously, the results I'm showing you are my personal results. You should expect your results are going to be different. You might make more, might make less or nothing at all if you do nothing. But my results are going to show you what's possible. If you could use these methods to the fullest extent possible that we're about to show you.

So how do you make money online? You're gonna say, it's so basic, everybody knows how to do it. While, if you know how to do it, you should be doing it. Let's review it really quickly. You choose a hot target market with lots of money to spend. You set up a website, with a lead capture page. You give away something valuable so people want to visit your website and you sell something. whether it's your products or other people's products or both, which is what I do. And then you get traffic to your site to get leads and sales and then repeat the cycle. So, it looks like this. You get traffic that converts to leads, converts to sales, you make money and repeat. Plus, you built an email list, you can now send emails to your list to make even more money whenever you want. That's the basic system. You don't need anything more complicated than that to make millions and millions of dollars. In fact, a very basic system like this that was well tuned and great converting, I sold for a million dollars a couple years back to somebody else. I'll talk more about that before we're done.

So how do you make money online? Simple. Give away something valuable and everything follows automatically, once you set up the system. Now if all you had to do was focus on giving away something valuable. Instead of focusing on sales, instead of worrying about anything complicated, if all you had to do was focus on giving away something valuable, just giving stuff away, do you think you could do that? If it was going to make you money in the end? Type your answer in that chat box and Brian's probably going to see. That again, lots of people are saying yes cause it would seem to make sense and be pretty obvious that giving stuff away is pretty easy, right? You're not being worried today about asking for money. You're not having to develop sales skills or learn how to make videos. You just give stuff away. Pretty easy, right?

Sales Funnel

So here's our lead in sales funnel. This is how we have set up our business. First of all, our hot target market is business owners and those who want to start a business and in particular, those who want to market and sell on the internet. We have a developed a huge amount of products and services that feed this market over the last several years that we've been doing business first separately and now together. The market size, we estimate, for this market, is over 100 million prospects. Now, these people collectively spend billions of dollars. Billions with a b of dollars usually on products and services to help them generate leads, get traffic, make sales, do their marketing. These people spend billions of dollars. It's a very big market. It's never gonna get small. It's always going to be huge. That's why we love it. And because we help businesses achieve success, they're happy to continue to buy our products and services. So it's a great fit for us.

Now, the front end of one of our offers, and our lead funnel, is a very simple straight forward offer. When you have a great offer, you don't have to work hard to make it work. When you have a great offer, you don't have to spend thousands of dollars making videos to explain something complicated. You don't have to hire big graphic companies to make fancy pages. And you don't need a lot of text. Our offer is really simple and straight forward. Free software automatically creates money making

websites in minutes. That's it. Enter your email and you'll get the code sent to you. On our market, that is a very high converting offer. We give away high quality software program called Cash Extractor. We have full time programmers that work for us. What Cash Extractor does, any user can set up a money making website with just a few minutes worth of work. Now we previously sold this software, we built this to sell it, and we sold it for \$47 dollars and it sold very well. Now we're giving it away for free. Cash Extractor build really cool review sites. It builds sites where people can write a review of a product because there are a lot of searches that go out for product review, like Sony LCD TV review or so and so fireplace box review or whatever. People want to know the experience of other users before they make purchase decisions. Now because of that, these are great sites to make because you can get them ranked fairly easily. Secondly, people searching for these reviews are in the buying state. You don't look for a review of something you don't plan to buy. You have a great chance of making a sale when you get traffic. What we do real quick, the way the software works and why it's so cool, the user selects a product to review, such a Get Response. Get response is an autoresponder service. The software then creates a list of Get Response keywords, like Get Response review, Get Response vs. Aweber, Get Response vs. iContact. The type of phrases somebody would use when searching for a review site. It analyzes all those phrases in Google to find the terms with the most traffic and the least competition to give you the best chance of ranking and getting buyer traffic and then gives the user a report. Now, as the user of Cash Extractor, the software is telling you, do these one, two, three, four, five, terms first and building pages because they're going to have the most traffic and most chance of ranking success. Then you go through and answer some questions and it automatically writes the post, optimizes the post and the entire page in a WordPress blog for the best search engine ranking. Everything is optimized. The software does it, you don't have to understand it. You have a great looking post, ready for Google to pick it up and rank you high and send you lots of free buyer traffic.

Software

Now here's an example of sites that were made in just a few minutes. This was a review where some things are written out, bullet points are in there, all done by the software and you can rank the software. It's got the stars there. More stars are better. Four stars is pretty good. There's another version of a review that you can do which actually makes these really cool charts where you can do comparisons of product one and product two. Actually use your affiliate link even for the affiliate products, like Get Response vs. Aweber. Well I really want to go buy Aweber, but you can't. You get to sell either one and you make money. This is an awesome software, it really works very very valuable. Ok this is not some gimmick that we give away, this is real valuable software that people paid \$47. You can see why people paid for it, loved it, used it but now they really love us for giving them Cash Extractor for free. We're making a great bond with our customer. Okay? We now, when we give away this software, have people that are very excited. They get it, they use it. They expect to get screwed. Let's be serious. They try it to see what happens but it's probably crap. Then they find out it's legit. When they find out what we give them for free, what do you think they're thinking along the lines when we

get into the backend? When we show them other products and services, they think if the free stuff was good, I wonder what the paid stuff is, it must be awe4some. Now they have a great experience with us. We've made friends with them along the way.

There's also another reason. Why did we invest \$20,000 to build software, refine it, maintain it, if we're just going to give it away? Well watch this, okay? Like many marketers, we used to give away free reports or free training. That's the common thing to do, give away free reports. But smart marketers continue to test different offers and track the results. So we continue to test and track. Here's what we found. These are based on our actual results. Same kind of offer, if we gave away a free report, like how to build money making websites or a video, we would get a fifteen to twenty percent opt in rate. So out of 100 people, we'd get 15 to 20 people opt in to our list. If we gave away a free website, which is way more complicated to build and give away, we'd get 20% to 30% opt in rate. If we give away free software, we get a 45% to 70% opt in rate. Free software like this, the worst conversion rate on blind traffic has been 45% and it's been as high as 70% conversion rate. Now think about that. So, we're now giving away a better product, something more valuable to people. When they get it, and use it, they're very happy with it because they don't even know how awesome it is. Then they get it and they say wow, this is amazing. I can't believe this is free! All of that and we get 2 to 3 times more leads by giving away something really valuable on the front end. If you break this down by a lead count comparison with the same amount of traffic, you'd get a thousand leads on the free report, 1,500 leads on the free website and 2,500 leads on a the free software. Free software gets us two to three times more leads. This is huge and it's the difference between making a little bit of money and a lot of money. So let's use that q and a box again and tell me what you think, in this marketplace, in the internet marketing world, a lead is worth in this market, every month? Brian, let's see what people, their perception is that every email that's coming in that people are signing up to get a free software, what do you think that's worth to you every month?

Alright, let's see, the first guest is a dollar per month. A bunch are saying a dollar. Here's one saying two hundred. One is saying 25.

I want the 200 dollar one. That's the one I want. That's a little high.

Here's one saying ten per month, here's one for 100 per month. The majority of the guesses are around a dollar per month. Some are saying it's worth even more.

Value of a Lead

According Mike Filsaime, who is an internet marketing legend, he's written that a lead is worth a \$1 per month in this marketplace. Now here's what we definitely now. You're going to have attrition, unsubscribers, whatever but we do know this, if you work your leads properly, this doesn't mean you put them on the list and ignore them. You've got to send them mail or otherwise you don't make money. If you do that, that lead should be worth at least an average of ten dollars in the first few

months. Ten dollars. Now it's important the time frame and how much money you make because that's going to make you money fast and fast is good. Because we want to get paid money now. It's a lot easier to say well, if I make ten dollars in the next six month on a lead, that's more fun than making 10 dollars twenty seven years from now, right? So we want to make it fast and we're going to show you how to do it. I'm going to be walking through all those steps, okay?

But now, I want to show you, here's the difference, why would we give away this software? Let's look at how valuable the leads are. Here's the difference between giving away a free report and giving away software based on the same numbers. The free report got me a thousand leads. In the end, it's worth ten thousand dollars to me. What happens in the free software? Twenty five hundred leads, same amount of traffic gets me a value of \$25,000. Big big difference. Those leads for the free software are going to convert better because I'm giving them better value, something they can really use and get excited about. So even with this small amount of traffic, giving away this free software makes you \$15,000 more. That's a lot of money. You do that in a week, a month, whatever time frame you want, that's a lot of money. Would you like to give away free software, if you can get those kinds of results? Picking up ten bucks, doing all kinds of stuff and everything else, that would be really awesome to be able to do that. Then we can have great things for it and be able to really make great strides.

Alright. Now, we've got leads, what's next? We've got leads, what do we do next? Let's make some sales! Right? Let's get ourselves paid. So our first offer is this that we make in our funnel. It's a low price, \$7 traffic course on how to get free traffic. There's a lot of reasons that we put this all together that I don't have time to get into the details. The short version is this offer very carefully thought out, researched, tested and proven, converts depending upon the traffic source, about four percent. Good traffic is about ten percent to the lead source, to the leads that come through. This is important for a lot of reasons. Number one, we're going to make money right away. Number two, because this is a high converting offer and it gets people in the mood to make more purchases. They've got their credit card out, they're buying and they're feeling good. We gave them a huge value, easy, short pitch, something they can understand. When we test traffic sources, which you're always going to want to do to an offer, you want to get immediate feedback. We want to know if it's any good or not. We buy a lot of advertising ourselves. It's not required you do that. We like to because we love to write a check, get paid money and make more money. I'm going to talk about that too. If I'm going to spend \$100 and test traffic, I can know right away because that offer is so high converting at a low price, I know if the traffic is any good or not. If it is, bam, I can go buy more right away. Very quick and simple.

The second offer, because obviously we're not going to quit at one offer. The second offer we're going to make them, in the immediate upsell funnel is Cash Extractor Pro. It's \$47 but it's \$27. Cash Extractor Pro is an upgrade to the free version. And here's what it does, the short version is Cash Extractor Pro automatically builds thirty page sites that are jammed full of unique content and money making links. So this software literally, you give it a keyword set like weight loss and it will build a thirty page website wrapped around the keyword weight loss, with unique article content on thirty unique pages. And put your money making links and even your opt in form on every single page. This is awesome software. It works amazingly well and so, anybody who wants to buy this software and use it is going to be able to set up money making websites in just a few minutes and they can use Cash Extractor to make unlimited

websites. So this converts great. People really love it. See 2 to 3 % conversion, average sale price \$44 dollars. We'll come back to those numbers in a minute.

Third offer is an add-on to Cash Extractor Pro. We call it DFY (done for you) Site Writer, this product is an optimized, adds an optimized web page every day to whatever website you have. So, you build a website with Cash Extractor Pro and DFY Site Writer will let you add unique content to them every single day forever. So, what that means is that we know that Google loves updating websites. Especially ones with unique content. So we built software that literally created unique content webpages every single day, a hundred percent unique, so that means that if we have a hundreds of customers that want weight loss pages, they're all getting unique page, every single day. Okay? And they can use this again on as many site as they want to. You can see why people love this. It's for \$97. Not only does this sell well, it stays sold. Or you can do a limited number of sites for \$49 a month. This conversion rate is about 35% of the Cash Extractor buyers take that offer.

There is a fourth offer in this funnel called Auto Tweet Leads. This is kind of a little bit advanced software where instead of people, you waiting for Google or Yahoo or Bing to send you traffic, you actually can go to Twitter with its gazillion, hundreds of millions of users and billions of tweets a month and you can actually use Auto Tweet Leads to search targeted keywords and geographically target it, to find the people that are already looking to buy whatever you want to be selling. So you can use Auto Tweet Leads to find people who are, who have leaky roof in the Atlanta Georgia area or they need to buy a home or something going on in a certain geographic area. You could search globally to find everybody who got a speeding ticket and might want to buy a course on how to get out of a speeding ticket. Somebody who is trying to lose weight or they want to buy a tv and they're looking for advice on how to buy a tv. You can simply respond to them via Twitter and let them know you have some free information to help or whatever you offer, the service, or whatever that needs to be done to make a sale for your own products or as an affiliate. Get paid for simple services. We sell this on a monthly or annual license because you can actually save ten campaigns inside the software. Every day, Auto Tweet Leads will automatically search Twitter to see if there are any hits. If there are results that matched what you're searching for, it will send you an email and say, "Shawn, we found the following results for you. Just log into your account and you will immediately see the results of what's going on." It will do them every day and alert you when you've made them. This sells very very well.

Now, add up all the numbers. I'm going to make you guys do math. You need to do a little bit of math to make money in marketing because you have to understand where the money comes from. You can see that on the lowest range of the conversion that I showed you, here's what happened. We're making, on the first offer, 28, 88, 46 cents, \$2.19 a lead on the initial sale. So every lead, remember I said it would be worth ten dollars but this is how the money adds up. Over 2 dollars right off the bat with the initial sales plus the rebills. Rebills are because offer three and four are either monthly or annual billings so more people are going to pay again and again. This is just the start of the money, just from that initial sales. Okay? Again, if you can give away this software in this first day, you're making two bucks a lead. Then rebills will happen automatically. Wanna give away software? How about it? What do you think?

More Money

We can make even more money. How else do we make money? Well, people have entered in their email address in an opt in page to get access to the software. We have their email address. We're going to follow up every day with them with leads using an autoresponder that's going to send emails every single day. You can mail for your own products, for affiliate products or you can mail for both. You want to mix up your offers like we do for different aspects in the target market. One of the things you definitely want to do is get high priced offers in your sequence. People tend to miss out on this because it's hard to find good selling high priced offers because a lot of times those programs are not really publically accessible. If you give yourself to make big money... we have a lot of high priced software that we built that really helps business owners do certain things. And as a result of that, we have offers in our funnel that range, in our follow up sequence, that range from 500 dollars to 3,000 dollar software. When you're making money, five hundred dollars, a thousand dollars or three thousand dollars in a single sale, how many sales do you need on a daily basis to have a very good day? It doesn't take many, does it? That's important, try to do this.

Here's what we're going to update our list to. We saw we're at \$2.19 before. We've added another four dollars a lead that we expect to make from the other responder sales, just dripping out there every day on autopilot. Something we set up one time and never touched again. We're getting an additional four dollars a lead from selling all that stuff including the high ticket products. So now it's six dollars a lead. Are you willing to give away software? As you know, it's going to get even better than that because you can make even more money. Now you have an email list. Besides that autoresponder dripping every single day on them, there's a simple rule when you have an email list first and most important rule is to mail every single day. No exceptions unless you're going to mail twice a day, which you notice if you're on our list, we often do. The reason we mail so much is that it works. People respond to that. There's a lot of email clutter. You mail more, you make more money. You don't mail, you don't make any money. If you don't send an email, how much money do you make? It's a trick question. Hopefully you're typing zero in that box. You can't make any money if you don't send emails. Send an email! If you send one that's pretty worded, not a great message, misspell some words, you still have a chance to make money. Send email, get paid. Every single day.

Now, how do you make money? 1. Promote your own products and services. Obviously the most profitable things you can do, our primary focus is promoting our own products and services. If you make a hundred dollars every time you sell your product, one sale a day, totals up to 3,000 dollars a month. Doesn't take a lot of sales to make big numbers when you do that. Okay? You can also make money using affiliate, promoting products and services from different people. Whatever fits your marketplace, you're going to get paid a commission on a percentage of the sales in that. These affiliate offers are available directly from product owners or various networks like Clickbank and Clicksure. Now, let's say you're in a market and you're not sure how to find affiliate offers. Just go to Google and type in whatever your niche is like weight loss affiliate programs. You're going to find a ton of them because those guys are all in there and they're available for you to get access to. Because we've showed you

before, in just twelve month period, I made over a million, three hundred thousand dollars in affiliate sales. Right? There's a lot of money just being an affiliate. I sell my own products and I also sell affiliate because I can't make every product that somebody else wants. I know a lot of people, I'm not going to sell unless it's my own product. That's just stupid. Somebody else is going to sell that list, why shouldn't you? You want to mail your product, other people's products, affiliate products, we have a lot of products geared towards people getting traffic and leads. We promote other people's products, wrapped around traffic and leads as well and people buy some of those instead of buying ours. Are we upset about that? No. Why aren't we upset? Cause we get paid! How upset could we be? We send an email, we get paid. We'll talk about swapping and that's what we often do and that's even more fun.

Cost Per Action

You can also paid on a cost per action basis, CPA. You see this banded about a lot. You can get paid for generating a lead or generating a sale. Here's the thing, there's lot of CPA offers, they are mostly on CPA networks, which are big affiliate networks you can go out there and find. On a CPA offer, you can earn anywhere from \$40 to \$300 each time you make a sale. An elite offer, you can earn from a \$1 to \$2.50 a lead. This one here, see this is in bold. You need to write this one down. This is one of the biggest, best ways ever to make money as a list owner. And so many list owners miss out on this opportunity and they give away the easiest, most valuable thing they could so pay close attention to this. You can swap promotions with other list owners. Swap promotions with other list owners. Here's what that means. It's like getting paid two times. Watch this. Let's say Brian and I each have separate list and I go to Brian, listen, I've got a list and you've got a list. You can send a 100 clicks and I can send 100 clicks. Here's what I propose we do. I'm going to give you a permit to mail for me, sign up for my affiliate program and every sale you make, you get paid as an affiliate so you're gonna make money when you mail. You give me your offer, with your affiliate program and I'm going to mail and I'm going to get paid for mailing because I'm going to be an affiliate for you. So we're each going to get paid for mailing each other's list. That's normal. Think about this. Because Brian mailed for me, do I also get paid when Brian mails? Obviously yes because I own the product, right? So Brian is going to mail in return for me in this swap, I'm going to get paid because I get the other part of the money from the sale. I get more leads. I get more customers. Do you see the leverage of this? If you went out and swapped mailing your list every single day, how much money do you think that is worth? That's an incredibly valuable thing to do. We do this as often as possible. There are tons and tons of people with lists and I just went through this and the numbers but you know, you swap 100 clicks, okay? He sends you 100 clicks to your lead page. You get fifty leads. What are those leads worth to you? How much is a lead worth? Say it with me, ten dollars. So right away, you make about two dollars a lead, that's 100 dollars cash now. But following up on those leads are worth ten dollars a piece so I get leads and buyers and I can make more money with the follow. So swap it with Brian, he sends me 100 clicks, that can be worth \$500 to me. How much did I have to pay Brian to send that email? I didn't have to pay him anything up front, right? He mailed the email for free. I give him percentage of the first day sales as an affiliate. All

the rest of the money is mine. So I only had to pay Brian after he made me money. Didn't have to pay anything up front. Didn't have to take any risk at all. Folks, this is why every guru, every marketers in the world has their own list and mails it relentlessly. There's money in this. Would you swap a free email with somebody that could make you \$500 when all you have to do is copy, paste, click a link and send an email? I mean, seriously, anybody here would this for \$500 bucks? I would except my swaps are bigger and I make more money.

To start with three places you could find for people to swap with, there's lot of them when you get out there on the internet. As you start swapping with people, that worked great, anybody else you swap with you could recommend? Once you get in the inner circle of a good guy who does what he's going to do, or she says she's going to do, you're going to find lots of people that will refer you to other people they know that do this. Three places you can start- Safe Swaps, Warrior Forum, Digital Point Forum, all have sections with people who are willing to swap promos.

Paid Emails

Another way you can get paid... Get paid a flat fee for sending emails. I'll pay \$500 to mail. Just last year I got paid \$35,000 in advance, different times from just one company. To send email on their behalf. They wired me money. They didn't even have to write a check. I get a wire, I send an email. Guaranteed I'm cashing out money.

Another way that you can make money is to get paid on a per click basis. Solo ad buying and selling craze is going to be huge. Lots of money being made in this marketplace now. Just talking to a very smart marketer earlier today who was telling me how this is getting to be so big. He is just focusing on this part of his business now to the exclusion of everything else. Here's the thing. You can actually sell the clicks you can generate from your list. So, you can set any price you want to. Usually it's from 50 cents to a dollar a click. It depends upon your market you're in, how well your list converts but that's the general range. One thing you can do, you can go to the same place I mentioned before – Warrior Forum or Digital Point. Solo ad marketplace is a new site we just created, you can list your list in for absolutely free to generate sales because we're about to start promoting to buyers. You can list your list up there, pay a small fee when you actually sell clicks and you get paid in advance. So the money collected before you send the email, guaranteed money because you can send email.

You could also promote product launches, compete in contests, and there are product launches and contests in various niches every single week, whether it's investing, internet marketing, weight loss and you can't compete with the big dogs but you can make money and go after smaller prizes to start with. A lot of times there will be a contest where if you make five sales, you'll get a gift card. There are a lot of smaller things you can win in these contests. This bottom point is very important. You can be among the first to promote new hot selling products. What's important about that is when you're among the first to promote the new hot selling product, you get an even better conversion rate. You stay on top of

the launches, you can always be on top of what's happening and what's getting launched and make sales and conversions right away. Earlier this year, I won a JV contest, blew everybody else out of the water, which is always a nice thing to hear from doing a launch promotion.

Another thing you can do is promote webinars. Webinars are great ways to sell high ticket products that you probably see all the time. You're on one right now. And you can promote them for yourself if you've got products or services you want to sell on a webinar or you could promote them as an affiliate. Webinars typically sell products that are higher products, like \$500 to \$5000 or even more. As an affiliate, your commissions are usually in the 50% range, sometimes less. Anywhere from 250 to \$2500. Promoting webinars to your list gives you the potential to make some huge money. Again, you need to have a mixture of high priced products that you're promoting because it gives you a chance to get a big check. When you get a \$1,000 check for a single sale, that makes the money add up way faster. Think about it, how many \$20 affiliate commissions do you have to make until you equal a \$1000 commission? I'll save you the math. Fifty. It's easier to make one sale than fifty. So you've got to give yourself a shot of the big numbers.

We're building a great relationship with people right from the get go. So to recap, sell your own products and services, get paid as an affiliate, get CPA amount per sale, lead or click, swap email promos with other list owners, get paid a flat fee to mail, get paid per click to mail, promote product launches, promote webinars to get big paydays and much more. It's your email list. What can you send to it? Anything you want. Right? It's your list. So adding up all those numbers again, for those of you keeping score at home, initial money from the first four autoresponder money. You got rebill money. You got email sales, you got swaps, you got everything else you can do. Easily you get to \$10 per lead as the value from generating leads this way as part of a business. All of this started with, what did we do to make this start? What did we do? Only thing you had to do to make this whole thing work was give away this software. So total up all that money and here's what happened. If you could generate 1000 leads and they weren't ten dollars a lead, that's worth \$10,000. If you generate 10,000 leads, that's worth \$100,000. If you get 100,000 leads, what's that worth? I'll let you do the math all on your own on that one. So who's with me? Are you ready to start giving away free software if you can get results like that? Who believes they could give away software, can you do that? If you can do that, go over to that q and a box, type in a yes.

Lots and lots of yeses.

I want to make sure I haven't lost you because we haven't done anything hard yet, have we? This is what stops a lot of people from getting started because they're doing stuff the hard way. That's why I'm a bad golfer still.

Now listen, how do we turn giving away free software into \$100,000 a year business? Let me do the math for you. If we just got \$300 a day for 365 days that equals \$109,500 a year. Now you probably don't want to work every single day because you need time off and you need to spend time with your family, you need to have a vacation and play bad golf. In Brian's case, it's time to beat up helpless opponents on the tennis court. We have to do some fun stuff, right? But here's the thing, the internet

works twenty four seven three sixty five. It's always working. You can take days off, the internet works for you! Brian and I are asleep in America, there are people in Australia awake online, transacting business. Buying stuff 24/7 365, the internet is out there working and your marketing system can be bringing in money. People can opening and reading emails, they can be answering emails, they can be opting in, okay? Now, let's do some simple math. We only need to make \$300 a day to make \$100,000 a year. How many leads do you need to make \$300 a day? Shout it out with me. Simple, right? At ten dollars a lead, we need to get 30 leads per day. How many visitors do we need, with a fifty percent opt in rate, we can expect from our leads, 30 leads divided by 50%, we need to just sixty visitors a day to our website. That's it. If you can get sixty visitors a day, you could make \$100,000.

Anybody ever broken this down this simply for you before? Probably not. Everybody talks about high brow concepts and complicated things and making e-books and complicated- no. It's this simple. You can give stuff away. If you're giving stuff away, is it easier to get people to visit your website? Yes because why do people visit your website, because you have something you want. If it's free, they're more likely to want to visit your website.

Are you limited in the number of visitors you can get? No. You can get as many visitors as you want, create as many leads as you want, make as much money you want. There's no limit. That's up to you. But I'm just using these numbers to give you a concrete starting point to give you a target. So that you can put yourself in a position and say, man, let me work on a simple goal. My goal is to get sixty visitors a day or a hundred visitors a day. If I can do that every day, all the rest of this works. Some of you have been in the sales department, you've worked with sales. In the sales department, this is how they break down the entire business. Really big selling company like Microsoft for example, selling billions of dollars a year. In their sales department, they have some really simple metrics. They know that if they generate 100 leads, that generate 18 appointments and those appointments yield 4 really good prospects. Of of 4 prospects, they make two sales. Those two sales are worth \$100,000 each. So a hundred leads makes them \$200,000 in sales. They've got their metrics down. These are your metrics. These are how you measure. I shoved in this many visitors, it turns into this many leads, it turns into this much cash. I put more leads in the system. It's like a big conveyor belt. It's like building a car. Henry Ford revolutionized building cars. You put visitors to your website, to a lead page, they become leads. They turn around and buy stuff and make you money. You put in more leads, you get more money. Endless cycle. It's a great cycle.

Now listen, we're giving away something valuable. So let's talk about how we get free traffic and I'll talk one or two ways or low cost paid traffic to show you how easy this can be when you're giving stuff away to get people to visit your website.

Free Traffic Methods

So free traffic method number one. You can make a list of all the keywords, the search terms that people in this market would be searching for. You find the top ranked blogs forums and q and sites where those keywords are showing up and you post a short message on those sites about your free software. When you go there, you enter into the conversation that's going on. You obviously wants blogs and forums and sites that are related to the market. You don't go to a weight loss forum and post about a free software to make websites. That's stupid and spam and we don't want to do that. If the sites is reasonably related to what you're doing, people will welcome the opportunity to get something for free. They'll be excited when they realize they're getting free software. If you're a member of our webfire training program, and if you're not familiar, don't worry about that right now, it's a complete collection of software getting tools. Inside are macro leads and omni leads, to do that for you.

Free traffic method number two. You can also get traffic by posting on free and paid general classified sites like craigslist and etc. You can post up there and announce free software to build money making websites, go here. You can also go to internet marketing niche sites like Warrior Forum and Digital Point which is another forum where you can post and get free ads and get traffic. Okay? Give you an idea, just these two sites, the Warrior Forum and special offers forum, when I took this screenshot, 5214 people were online at that moment visiting the special offers on Warrior Forum. The special offer forum is only where people are selling stuff. This is about transacting business. This isn't about free information. That's 5214 people there that knows that stuff costs money and are ready to buy. You could posting and doing that. They have a classified ads section. They also have a Warrior Joint Venture program, looking to do a joint venture or a swap. You can see right here when I pulled that screenshot, somebody is looking to do ad swaps which has a 22,000 person list in the MMO space. MMO stands for make money online. Down below that, Digital Point, you can see in their advertising section, discussions started with 102,000 messages. Lots and lots of space that you can get into for all these classified ads.

Now, how else can we do this? Let's see. Post a free classified ad. Give away free software. So you can post up one and get 100 clicks on it. They know they're coming to your website, right? They know you are here giving away software, what does that mean to you? You get 100 clicks. You're fifty percent opt in rate means fifty leads. How much is a lead worth to you? 10 dollars. So what does that mean? Fifty leads, ten dollar value, \$500. Would you go post a free classified ad site, giving away free software if you could make \$500? I'm hoping you would do that. If that worked, would you keep on posting free classified ads giving away free software? Would you say I want to keep building my list and making money? Let's keep doing this again and again. Hopefully. If not, you've got to question where your focus and attention is.

Free traffic method number three. Another way to generate traffic, post articles, make videos and get them on high traffic sites like YouTube and Ezine articles. YouTube has close to a billion visitors every month. A billion unique visitors every month that watch every thing under the sun on videos. But billions and billions of videos are watched every single month. It's the second highest search site so

Google has the number one. YouTube is the number two most used search engine. You can be out there and getting traffic from YouTube. The articles and videos also can get ranked inside the search engines for more traffic. It's a great way to build traffic. It's a steady flow of traffic. The other thing about it, once you post them up, they live forever. If you put a video up today, that video could get traffic for years to come. And many of them have. A lot of time you do searches, you see a video post that shows up inside of Google search results. Look at the dates. Some of them go back years.

Again Webfire members, you guys know you can use our software to do both of those very easily.

Free traffic method number four. This one is very little known. I don't know if we've ever talked about how great this is before but we're going to do it today. This is what we call our super sneaky and powerful way to grab leads with hundreds or even thousands of dollars to spend. The truth is that many people search online and post questions online before making a purchase. Some will post a question to a forum saying, I'm thinking of buying x,y,z product to build a website. Would anybody have any experience with this? Has anybody tried it? This person is obviously going to spend money because they're asking about thinking about building, right? Now what if you post a response, open in the forum or on the blog, where they posted that question, where they and others will see it, in which you explain you don't know much about that product but hey listen, before you do that, let me suggest you try my product that I'm giving away for free. I'm giving this away for free. You can try it for free. Maybe it will work for you and it'll save you some money. Imagine the response. People are there because they're going to spend money. You've got a guy coming to your site who was going to spend money but now you're giving him the software for free. He's going to come to your site, register and join your list. He's willing to spend money, okay? He's very likely to invest a lot of money in your upsell products, those OTO's you've got, in your backend, in your autoresponder. Here's the hidden bonus part of this... other people are going to find that same post on the forum or the blog when they're looking for information about buying that product. Because they're going to be searching for product review or something like that. They will also see your post. They'll be all over you.

This is an endless cycle. You post stuff, get an immediate response. You get people to spend money more and more money as you go.

Now this is a low cost traffic method so we love this one. We've used this with great success and a lot of people that have. We talked about you could sell solo ads on a pay per click basis when you have a list. You can also buy them. So you can go buy solo ads. You can pay about fifty cents a click. A minimum order is usually small, a hundred clicks. Fifty dollars. If you paid fifty dollars to get 100 clicks, what kind of results would you expect? Well again, the math is pretty simple, right? We got 100 clicks. If we have a fifty percent opt in rate, that's fifty leads. The cost for a lead is a dollar. We always want to know what our costs are, doing our marketing math. How much is a lead worth to you, again? Anybody remember this? In the long run? Ten bucks. So I got fifty leads, I spent fifty dollars. Those fifty leads could be worth five hundred dollars. It could be worth more as we'll see in a minute. Would you invest fifty dollars on a solo ad to get \$500 to build your list? Especially when you should be able to recover the fifty after the initial sales. So we love solo ads. You can find places to buy them,

soloadmarketplace.com, the Warrior Forum, Safe Swaps, those and many other places you can find to buy solo ads.

Target Market

Now to build your own sales funnel, you need to choose your target market. Decided what you want to give away. Create the report or software or pay somebody to do it. It's just a quick overview. Doing this, you're going to have to build your own lead capture page, test dozens of variations to get the highest conversion rate. Decide what products to sell in your initial offers. Once you know what those are, create the product, write the sales copy or create a sales page or hire someone to create the sales copy and build the sales pages and make the videos. You've got to test multiple versions of the sales copy for each product to get the best results. Then you've got to create your product delivery page. They have to have a way to get the product after they buy. Sales systems, you integrate your lead page, product delivery, sales system, and the buyer processing with your autoresponder system. You want to keep your lists of buyers and your leads separately. By the way, real quickly, we know leads are worth a lot of money. The lead value is ten dollars. That's a good number, right? But now, Brian let's ask them if you had someone on your email list that you know that bought from you. They pulled out a credit card or went to their PayPal account and gave you money, so they're a customer. They've bought from you. Are they worth more than ten dollars? How much do you think they'll be worth in the long run?

Let's see here, here's one that says...

One million dollars. That'll be a little high.

Looks like the consensus is that it's definitely more.

Yes, it is. To finish building your funnel, you have to load 365 follow up messages. **You have to have at least a year of follow up in there.** Here's the thing. If you're going to do this all yourself, develop the skills and learn how to do it, become an expert copywriter, a programmer, become an expert on these products. It will take you months. If you hire people to do the work because you don't know how to do it and you aren't even sure they're doing it right, it will cost you tens of thousands to do that. Just creating the product, an info product is about five hundred dollars to get someone to create it and do a good job. You can get crap created for less. You don't want to sell crap. You're going to have unhappy customers. You're going to get a bad rep in the marketplace. Let's see, we have free software products, you're going to have at least 5,000 each in those, that will total up to 15,000 dollars to build the software. Then you'll have ongoing support for everything. Creating the sales letter, somewhere between 2 and five thousand, depending on the people you're hiring. Eight to twenty thousand to get those done, market prices. So usually, add all that up, you're spending 25,000 dollars or a lot more to get the very first version of your sales funnel. That might not work. No guarantee the first time you try to sell something that it works well. You'll have to work, refine, update, refine, continue to tweak and do that to get everything as profitable as possible. We're continuing to always test new traffic sources,

new sales processes, new sales videos, new landing pages, new tweaks because we want to continue to improve our results. Now, if this week we run a bunch of tests and increase our results by five percent. You might think what's five percent? That's worth \$20,000 to us. Then, we make another thousand dollars a week because we've got a five percent increase. We do that every week a year. That's a \$50,000 increase. If every week for the next ten weeks, you increase sales by, your numbers by 5%, that's a fifty percent increase. That's why the really good companies are consciously tweaking and testing and improving. That's one of the things we do a great deal of while we've got such a highly competent staff. The truth is good sales funnels, they're expensive, they're complicated, they require a high skill level. They're time consuming to build. Test, refine, that's why few people ever create them. You may have known much of what I've told you in this video, in this webinar right now about what you should be doing to make money online because you've looked at other marketers and companies. This is what they're doing, I should do that. And you've tried but you haven't been able to do it because it's daunting. It's overwhelming. It's way more money than you can imagine spending just to see if it would work. You can't imagined going to your wife and saying we spent fifty grand to try this. It might work but I don't know. That sounds crazy, doesn't it? Now for the first time ever, good news is there is a simpler, less expensive way to have your sales funnel and much much more that we're going to set up. We've created a program that we're announcing today....