



## Welcome:

Hello and welcome to Instant Sales Avalanche. We're super excited for you to be here and we want you to know that we really appreciate your trust in our company, a lot.

We're very confident that you're going to be in the right path to succeed as soon as you finish consuming this short and to the point book. Why short? Well, we've been doing online marketing for over 10 years now and if there's something we've learnt is:

### **"People do NOT need more information" Period.**

Information is everywhere. If you want to know about practically anything, just google it. Instead we love to create simple, actionable products that will help you to understand how businesses work online, what are your possibilities and exactly what you need to do to start in no time and grow in any market.

We can teach you exactly how to do it after entering 13 different markets online, in 3 different languages and we totally dominated them. What you're about to learn is one of our proven strategies that we do in our company every day to instantly drive unlimited amounts of Traffic every time we promote an Internet Marketing, Make Money Online or Business Opportunity offer and create an avalanche of sales.

By the time you finish reading this actionable book, there's nothing to stop you to choose an offer and crush it, make a ton of money and scale as much as you want IF you take action. There's nothing we can do if you choose to leave this book in your hard-drive.



**Edward Latta** & **Derrick Lamb**  
Founders ExtremeFunnels.Com

## Why People Fail?

Before we dive into the strategies and techniques we use in our business, there's is something VERY important that we would like to address and that's the reason why 99% of people fail online.

Due to the nature of the online business, it IS really possible to sell thousands of copies of a product in a matter of hours, heck! sometimes in a matter of minutes. It's not rare to see those so call launches where the product owner and affiliates can rake in 6 and 7 figures in a very short period of time, sometimes just in hours. That IS real and that can happen. It's also VERY possible that you send out an email at night and by the time you wake up in the morning you'll find your Paypal account filled with a few hundreds or even thousands extra.

Why am I telling you this? Because, I'm pretty sure you've seen and read everywhere the famous: "make money while your sleep" "make money on autopilot" etc etc etc.

The matter of the fact is that despite that is possible and it probably won't be such a ridiculous effort to make money by sending an email, in order for that to actually happen is not that easy and fast. People usually tend to think that it is super easy and you can make a ton of money without putting on the effort to do what it takes to achieve that kind of results.

My point here and what I really want you to know is that there are no magic tricks, there aren't magic softwares or shortcuts. Sure you can get a bit more viral or convert better in your landing pages with one software or another, sure you can save some TIME using tools in the market, but in the end of the day, there are only 2 factors that you need to master, and those 2 factors will make you a millionaire: Traffic and Conversions. Period.

As long as you learn how to convert cold traffic into customers, then you'll be able to afford to get as much traffic as you want. That's the whole science to make ANY business in the world to work for you.

In conclusion, you will need to invest money and to put a LOT of work, and a LOT of time if you want to treat your online business exactly as it is, as a BUSINESS. It's a real business and if you treat it like that, it will pay you all the money you could dream off. It won't be easy, it won't be fast but it will be soooo worth it.

## The “Must Have”

In order to make this strategy to work perfectly you must have 3 things:

- 1) A High Converting Affiliate Offer
- 2) An unlimited supply of Traffic
- 3) A “Mid-High Ticket” High Converting Funnel

Please note I said FUNNEL and not offer. ([If you're not sure what a funnel is, please check this article in our website](#)). The reason why this is important is because we will be investing in traffic and you want to take make sure in advance as much as possible, that you're going to make your money back and a profit as soon as possible.

### This is the Big Picture of how it works:

- 1) We're going to choose a high converting affiliate offer to promote and we will create a bonus page to make it irresistible (more on this shortly)
- 2) We're going to send paid traffic so it comes instantly and we will apply our strategy to build instant trust and authority that will highly increase the conversions
- 3) We will measure our conversions and scale

If this is sounding complicated, don't worry because we're going to go step by step so, let's start!

### Step 1: Choose a High Converting Affiliate Offer to Promote:

There are several marketplaces that you can use to find high converting offers, being the most popular Clickbank, Clicksure, JVZOO and WarriorPlus.

We usually love to go with WarriorPlus or JVZoo as both of them give you the chance to receive commissions instantly paid to your Paypal account and even if you don't have Paypal, you can still receive commissions in both of them. Then if you can afford to wait 15 days to receive your money, clickbank also has quality products to promote. You can create your accounts for free here:

[WarriorPlus](#)

[JVzoo](#)

[Clickbank](#)

You can find for active offers that are already live and converting well, or you can also check the JV Calendars to search for upcoming new offers. The ones that we mostly use are:

[Muncheye](#)

[JVnotifypro](#)

There's not any science to choose a high converting product, and it can be kinda "personal" once you have a decent size list but if you're just starting out and don't have a list so you don't know what your traffic will like, the best move is to check for EPCs. That means: Earnings per Click. In simple words, if you see an EPC of \$2, that means you can expect to earn \$2 for every click that you send to the website, therefor if you send 200 clicks, you can expect to make \$200.

Take in mind your commissions percentage, as for instance if you get 50% commissions with 200 clicks, you'll make \$200 in total revenue but \$100 in commissions to you. Not that hard right?

Here's a screenshot in the Warriorplus Marketplace:

**Warrior+Plus** extremefunnels

Marketplace Vendors Affiliates Deal of the Day Support

Affiliates | offers get links stats transactions contests launch calendar

**DEAL OF THE DAY** **LinkedIn: The #1 Source of High-Quality Business Leads?**  
"...without a doubt, LinkedIn is a powerful lead-getting site -- when you do it right..."

**Affiliate Offers** Show: All Offers

Offer Title / Keyword Vendor Name Sort by Filter Reset Search

All Offers Results: 1-100 of 13,329

Product / Vendor	Launch Date	Sales	Conv. Rate	Visitor Value	Avg. Sale	Comm. Rate	Refund Rate	Heart
CPA Microniche Anarchy - Make \$3933.5/campaign from Free Traffic imager <span>\$\$\$</span> <span>2</span>	2015-05-18	100+	19%	\$3.81	\$20.06	▼	0%	20.10

Request

Want more exposure for your affiliate offer? [Advertise here](#) >>

In this image, we would choose this as a product to promote as we can get 100% in commissions and the EPC is \$3.81 That's a good offer we would promote.

If you're not sure about several offers, click on the product and check the sales letter. Do it as a "buyer" and if after reading the sales letter, you're feeling like you would buy the product, then it's probably a good product to promote. Don't make this too complicated. Once you get familiar with the traffic and each promotion, you'll get a better sense on what products to promote. The more you try, eventually the better you'll become doing it.

Ok, now that we have the product we will promote, it's time to build the Bonus Page. In order to create it we love to use [ClickFunnels](#), the software is simply amazing, you have plenty of Video Tutorials and if it wasn't enough, you can use it for FREE for an entire 14 days period. That's more than plenty of time to get your campaigns running and making a profit. [You can create your account here](#) and then simply watch the videos to get familiar with the software and create your Bonus Page.

*If you want us to create the bonus page for you, we will be happy to do it, and even for free. Simply create your clickfunnels account [here](#), then open a support ticket on our helpdesk [here](#), send us your clickfunnel's username and request your ready made bonus page. We will create it and send it directly to your account within 24hs.*

If you want to see one of our bonus pages live, [you can do it here](#).

### **Now, How to find additional products to offer as a Bonus?**

The key is that you create a package of valuable products that are related to your offer. You can very well use PLR quality products. We absolutely LOVE [this website](#). You can find from reports, to software, from video training to graphics, you name it. [Sign up here](#) and find products that are RELEVANT to your offer. The key here is to be RELEVANT. If your bonus is relevant to the offer you're promoting, your conversions will skyrocket.

Ok, so at this point you already have an offer and a bonus page, awesome! Let's move to Step 2.

## Step 2: Our Strategy Exposed

Ok here's where things start to get interesting. We're going to buy solo ads to drive instant traffic to our offer. But Wait! I can hear you, if you have done solo ads before without success, chances are it is because of some of the reasons below:

Normally people who are new to solo ads, expect to drive traffic and make more in sales than what they spent in advertising. That simply is NOT going to happen if you don't know what you're doing. Solo Ads can be VERY profitable but it's simply a traffic source. You buy clicks, you get clicks, period. It's not more than that. There isn't an "it works" or "it doesn't work"

For some reason people love to say this works this doesn't. This is not the case, let's be real here, you buy clicks you get clicks. What you do with the clicks is YOUR problem. So here it is how YOU will do it on a right way:

First of all, you must buy a solo-ad from a PROVEN SELLER. There are LOTS of scammers selling solo ads out there. The best place to find reliable solo ads sellers is in this Facebook Group:

<https://www.facebook.com/groups/SoloAdsTestimonials/>

You'll find hundreds of testimonials almost every 10 minutes of proven solo-ads sellers just like this:



**Susan O'Connor**

2 hrs

Seller: [Andreas Ström](#)  
Clicks Ordered: 300  
Clicks Received: 393!  
Opt-In Rate: 21.2% (tough offer)  
Sale: 1 - \$494  
Tier 1: 91%

Would highly recommend Andreas, he's great to work with and definitely exceeds expectations.



**John Blair**

2 hrs

Seller: [Dominykas Gobė](#)  
Clicks Ordered: 1000  
Clicks Received: 1000+ still coming in!  
Optin Rate: 37%  
Tier 1: 74%  
Sales: Yes! 6 and counting!  
Comments: [Domas](#) is always a reliable solo source and never fails to generate sales! 👍 😊

Feel free to do your own research and buy to the seller you feel more comfortable with.

Now before doing that, the point is where to send the traffic! Ok here you'll want to set up a simple squeeze page in order to convert the traffic into subscribers. If you don't know how to create a squeeze page, you can do it in less than 15 minutes with [Clickfunnels](#). Feel free to use any of the

products offered in [IDPLR](#) as a bribe to make people to opt-in to your list. **Remember always to keep it RELEVANT!**

A normal process would be to buy the Solo, send the traffic to your squeeze page, convert the traffic into subscribers and promote your bonus page to that subscribers. Well, despite that may work, it will be difficult to make your money invested back fast unless your offer convert insanely well, which most of the times doesn't happen. So we have created a little strategy that will fix that.

### **Here comes our Twist**

We will use a piece of software called [CLICKMAGICK](#) to add a retargeting pixel to your links promoted in the Solo Ad and to multiply your clicks. This software is a must use with solo ads so you can measure the quality of the traffic you are buying. You want it to be at least 75% T1 which means from 1st world countries who usually buy online.

### **But what we most want from this software are 2 features:**

- 1) We will add a retargeting pixel to the link we will promote with the solo ad. That means that if you buy 1000 clicks and only 40% become subscribers, you will still have the 1000 clicks in your retargeting list. This is a list that you can use to continue to show advertising to those users in Facebook.
- 2) We will add an exit Pop-Up with VALUABLE CONTENT. This means that people who don't opt-in will be presented with an additional page with valuable content before they leave the page. On this way you can instantly multiply your traffic without any extra investment.

The key is that the content page must provide a LOT of VALUE for FREE and at the same time the page must be well-branded. Your main focus is that people identify YOUR BRAND in the article and they get a LOT OF VALUE from it. At the end of the article you will include an opt-in form to get more information. Interesting enough, lots of people will opt-in. You can see [an example of this page here](#)

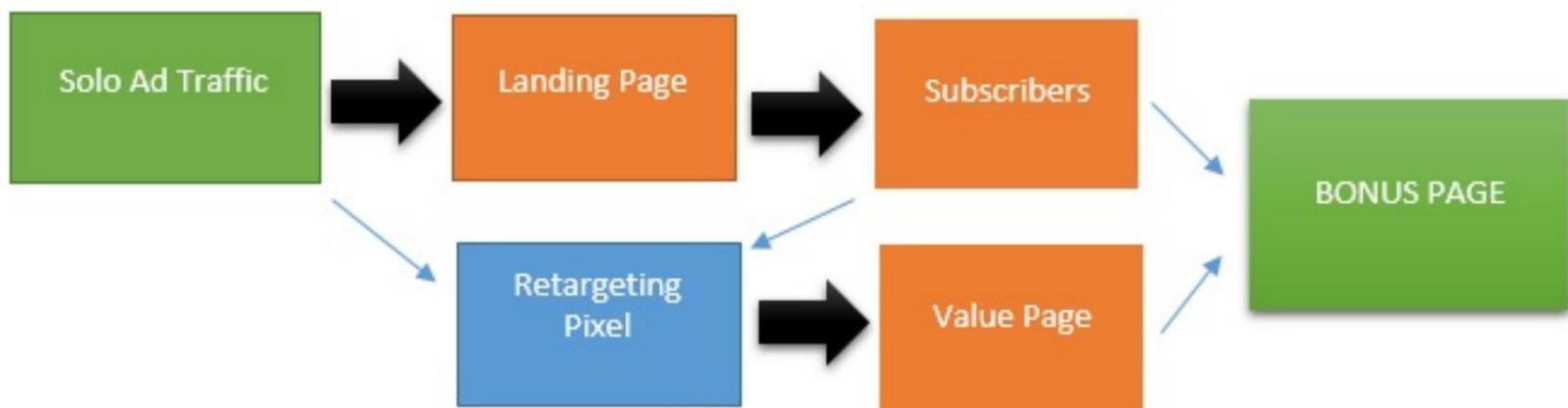
The reason why this is important is because you're going to build lot of Goodwill and people will start to associate your brand with VALUE and you're going to gain instant authority. This will give you more opt-ins and people will open more your emails and buy more from you.

Even people who don't opt-in will leave your website with a GREAT idea about your brand. That's why it is so important to show very clear your brand.

That being said, now you're going to show Retargeting Ads to the visitors of the article page and direct the traffic to your bonus page. The bonus page must be well branded also but the BIG DIFFERENCE is that now the people is not only going to be familiar with your brand, but they will also recognize it as a TRUSTWORTHY brand that provides real value and guess what:

**YOUR SALES WILL GO TO THE SKY!**

**To clarify the process would be like this:**



In order to create your WCA (Retargeting List) you need to go to your Facebook Advertising account and create a retargeting pixel using WCA. This is really simple. Simply put... Website Custom Audiences (WCA) is a feature of Facebook advertising that allows you to run ads to individuals who have visited your website.

If someone lands on your site, whether they've come from an organic Google search, a Facebook ad, a link that a friend sent them, an email, etc. They will be cooked by Facebook and therefore re-marketable by you.

If you don't know how to create your Retargeting Pixel [check this article](#), then simply add your retargeting Pixel and your article as an exit pop in your ClickMagick Link like in the following image and you're ready to go:

**Link Group**  ?  
**Link Name**  ( optional "friendly" name )  
**Tracking Link** http://  /   
**Primary URL**   
**Cloak Link**  Yes  No, just track and redirect to the URL above  
**Front End**  Yes, this is the Front End link for a funnel  No ?  
**Attribute** Conversions to  this link only  this link AND the Front End link ?  
**Pop Up**  ?  
**MagickBar**  ?

Cool! So now that you know how this strategy work, let's make some numbers...

**Check this:**

Solo Ad	CPC	Solo Clicks	Rtg List	Optins	Leads
\$500.00	\$0.40	1250	1250	40%	500
<b>Step 1</b>					
Leads	Conversions	Sales	Earnings p Sale	Revenue	
500	5%	25	\$16.00	\$400.00	
<b>Step 2</b>					
Article Traffic	Rtg Cost	Rtg Investment	Conversions	Sales	Revenue
750	\$0.20	\$150.00	10%	75	\$1,200.00
Solo Ad Cost	FB Ads Cost	Total Cost	Leads ROI	FB ROI	Total ROI
\$500.00	\$150.00	<b>\$650.00</b>	\$400.00	\$1,200.00	<b>\$1,600.00</b>

In this image, let's say you invest \$500 in a Solo Ad. A decent solo will cost you around \$0,40 per click therefore you'll get 1,250 clicks, actually more because all good sellers over deliver, but let's stick to 1,250. Assuming you convert at 40% (a good solo should convert over 50%) you'll get 500 leads in your list.

Once you promote them your Bonus page you can expect to convert 5% of them into customers, which means 25 sales. If you're promoting a good product with a good funnel, you can expect on average \$16 per sale and that would be a total of \$400.

That's how a NORMAL Solo ad would perform and you'll be "losing money" upfront BUT if you keep in mind that you have now 500 subscribers that you can continue to promote to them, then there's no lose at all. But hey, we still want a profit UPFRONT!

So here's when you launch your Retargeting Ads to the rest of the audience. That's 750 people who didn't opt-in to your list, so you promote your article with FB Ads to them. You can expect to pay \$0,20 per click so your total investment for all of them will be \$150 in FB advertising. But now that they saw your article, once you promote the Bonus Page to them your conversions will be much higher. You can expect at least 10% in conversions.

In this example, you'll get 75 extra sales and \$1200 in return for a total profit revenue of \$1600. Not bad uh? \$650 invested and \$1600 in return. That's almost triple your money PLUS you gain 500 new subscribers and 100 new buyers with a FREE campaign.

I hope you start to get excited because you can use this campaign to promote as an affiliate, win contests and get even more money.

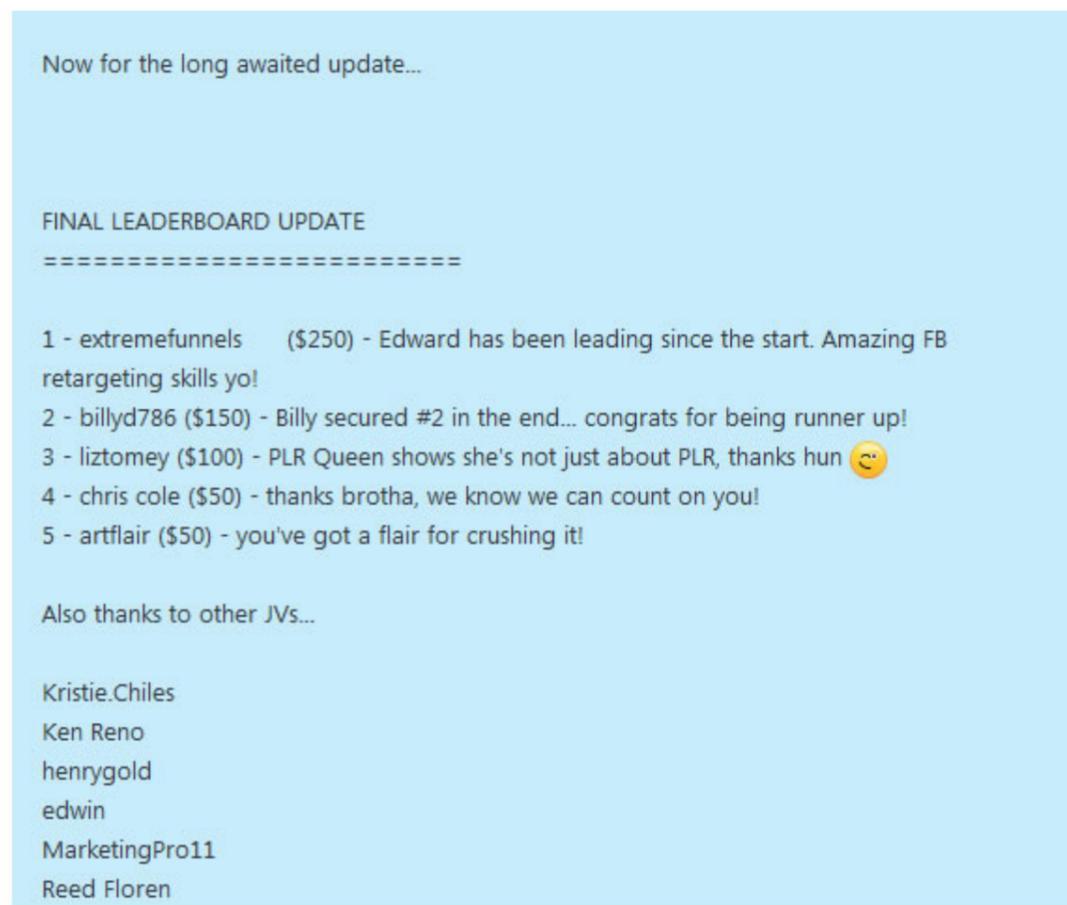
Recently we promoted a product called Commissions Monster. We bought a 1000 clicks solo ad for \$400 and we got several subscribers and 1000 people in our BRAND NEW RETARGETING LIST! Then we used both new lists and we drove the 1000 clicks to the Bonus page at \$0,15 per click. Yeap, retargeting clicks are SUPER CHEAP. That's a \$150 investment. In total we invested \$550.

### The Results:

Commissions Monster EdmundLoh		309	92	29%	\$3.17	\$10.66	\$980.77
» Traffic Bonanza Package		-	18	6%	\$0.89	\$15.25	\$274.50
» Commissions Monster 12 Done-For-You Affiliate Campaigns + Mega Bonuses		-	20	6%	\$0.86	\$13.34	\$266.80
» Commissions Monster FB Coaching Group Access		-	10	3%	\$0.80	\$24.57	\$245.70
» Commissions Monster		-	40	13%	\$0.53	\$4.06	\$162.51
» Commissions Monster 12 Done-For-You Affiliate Campaigns		-	4	1%	\$0.09	\$6.81	\$27.24

From those 1000 clicks, 309 decided to go to the sales page and 92 of them decided to buy the product. We made a total of \$980.77 in commissions paid INSTANTLY to our paypal account. We almost double the investment here while getting also new subscribers that we can continue to promote PLUS 92 extra BUYERS that were added to our BUYERS LIST.

Not only we got our campaign for FREE but we also made a ton of money on autopilot. But that's not all, **check this:**



We won the contest and made an extra \$250 PLUS we gained reputation in the market. It can be better and easier. We got new subscribers, new buyers, new JV partners and more than double the money.

**So This is what you Have to do to Start NOW:**

- 1) Look for Affiliate Offers with a Good Sales Funnel to Promote ([Or get one Ready Made for you Here](#)) On this way you'll get your advertising investment back super FAST
- 2) Create a Bonus Page to make the offer irresistible
- 3) Create an Article/Video RELATED to it and provide MASSIVE VALUE
- 4) Create a Squeeze page using Clickfunnels or your favourite software
- 5) Put a Retargeting Pixel from Facebook in all your pages
- 6) Set up your tracking link with a retargeting pixel and an Exit Pop up using Clickmagick
- 7) Promote your Funnel and Profit!
- 8) Measure your results and scale up!
- 9) Find more offers and repeat

**There you have it, this is one of our best traffic techniques that you can put to use right NOW and profit RIGHT NOW generating an avalanche of sales!**

Now go out there and start making some money!



**Edward Latta**



**Derrick Lamb**

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Founders ExtremeFunnels.Com