

***“997 METHOD” - The
fastest way to get high
paying clients for your
online business using a
really simple, but yet
powerful Advertising
tactic.***

By Alex Beloev

Hello fellow reader. First off I want to thank you for jumping in and getting the "997 Method".

My name is Alex Beloev and I live in Bulgaria, Eastern Europe.

For those, who don't know me and want to learn a bit more about me I will be really quick, because we have a work to do, right?

I have a decent experience in creating landing pages, WordPress stuff and doing Facebook advertising for clients.

I really like to spend time doing my favorite stuff a.k.a my hobby time. People say an image is worth thousand words, so here's me, doing the stuff I like!



No matter if it is travelling with my motorhome, skiing and snowboarding with family, friends and our dog (btw. She (the dog) is unbelievably fast on the slope!), or sailing during the hot summer days. All I do is run away of the everyday life as often as I can.

But let's move forward!

What I will talk about today is one simple, but yet powerful method, applicable for both, newbies and advanced marketers.

In my opinion this is the fastest and easiest way to get high end sales in 2015.

And the fastest way to get started in matter of days.

If you are a complete newbie, don't worry, I will cover every single aspect and won't leave you with just an idea struggling to find how it can work for you.

I want to make clear at the beginning that this isn't a push button solution, it is not a get rich quick scheme or some black hat method!

What I will reveal to you today is a method used by the top gurus in the industry!

Yes, I like to learn only from the top marketers and a lot of times the content I share is an idea, trick or method that has been part of a paid coaching program offered for thousands.

So, do you want to make more money in the next 7 days?

If so, TAKE ACTION TODAY!

Once again, TODAY, not tomorrow!

Because your future is what you do today, not tomorrow! Remember this phrase and repeat it every morning you wake up. You will soon realize how powerful it is and how it motivates, incredible! I personally do that every morning.

Now, let's get into the nitty gritty stuff a.k.a the actual content.

On the next page you will find the table of content for this report. I am sharing it for the super advanced users who want to skip some parts of this report, but I do NOT recommend to anyone who is serious about making money to do that. Just go thru the whole report. Even if you read it 3 times, every time you will learn something new, I guarantee you!

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Chapter 1: The "997 Method"

key points

1.1 What exactly is the "997 Method"?

In some point of your IM journey you probably have tried to personally sell high ticket products to clients, right?

So you already know how difficult it is, and what the feeling is, when you hear the phrase 'NO, I am not interested, but will call you if I need your services.'

And well, to be honest, they never even will think of calling you again.

That's because you are not talking to the right clients at the right moment. It's almost impossible to go to someone and say „Hey client, would you give me 50 bucks and I will create some site for you, or get you X leads“, or anything like this. It just doesn't work like that.

And what if you are selling high priced products? Well this tactic doesn't work at all! But the bunch of marketers out there are trying to get their clients in exactly that manner.

Me as well. I have done that stupid mistake over and over again!

This is where the "997 Method" comes in place.

Imagine if you can get clients to ASK you to call them and offer them your service. You think it is impossible?

Well it isn't, and the method I will reveal to you today will exactly show you how to do that and have clients waiting for you in your inbox every single morning you wake up.

So, here is the concept:

You won't do any cold calling

Or any flyer marketing.

The process of the "997 Method" is as simple as the graphic below, and it can be implemented from everyone, no matter if you are a complete newbie, or an experienced sales man:



But there are some tricky parts, so keep reading.

1.2 Why Facebook Ads and what is our goal?

A lot of you are probably wondering how we will get high paying clients from Facebook and how we will build brand awareness with about 5 to 10 bucks per day budget.

I will share some of the key points in this subchapter, because the ad creation and all the "secrets" will be revealed in Chapter 2, which is dedicated to just Facebook ads setup, does and don'ts and all the nitty gritty stuff.

Basically our main goal (except driving high targeted traffic to our offer) with Facebook Ads is to grow brand awareness.

A quick example: What about if your name is "Peshka Pashov". Just a random funny name. And with such a name you probably will be unique.

Imagine that you are walking down the street and you see an ad saying:

"Hey 'Pesgka Pashov', would you be interested in doubling your income by the next month?".

How would you act in a situation like this?

Would you write down the phone number in your smartphone or notebook and call the "ad person" for more information on how to double your income?

Or imagine if you are surfing Facebook. And you see that ad? Would you click to see what's inside?

Well, you probably will.

And that's what we will do. Actually we don't know the names of our clients, but we know what their profession is.

So instead of "Peshka Pashov", just replace that with "Real Estate Agents", or "Dentists" or any profession you want.

This will increase the user attention by multiple times! And that's what everyone out there is trying to do with their ads.

We will be even more specific and target only a small group of people of Dentist for example, and by the way I haven't seen anyone to target this way.

So, let's keep the long story short, and move on, because in module 2 we will dig into the ad creation process from A to Z in every tricky detail.

1.3 How to avoid the most common mistake in selling high end tickets?

Well as mentioned already, it is unbelievably stupid to try selling to someone a product for \$500+, without offering any guarantee or even knowing if this person is interested in your service.

And as I say stupid, don't get this personally, because I have done this exact mistake over and over again without realizing what the reason for failing is.

And because I love examples here is one more. I am sure you will confirm with it:

You say to your client this: "Hey client, would you buy a web site creation service from me for \$500 bucks, I am really good, you can check my portfolio, and yeah, I offer you 1 month free support, but then no guarantee".

And you will say Yes to this sales pitch right?

I am just kidding.

We don't want to take FREE flyers on the street, what about giving \$500+ to a stranger.

There should be another way to do it! And that's what we will do. We will wait for our clients to contact us.

We will wait for them to say "Hey seller, I am interested, give me some more information about your service".

And every morning you wake up you will see these emails waiting for you in the inbox.

But a new problem is growing!

What you should do when you see the emails in your inbox? Directly offering your \$500 per month service?

Of course not!

Here is where our third component comes in place.

1.4 How to multiply by 10 your chances for a successful high end sale (The unrefusable offer)

Well this is the time to offer something for free, or something really cheap, part of your service.

If you are a web designer, how about offering a Facebook Fan page cover design for as little as 19 bucks?

Or if you are a mentor, how about offering a free 20 minutes skype coaching? You should melt the ice! The client should see that you are good in your job, that you are doing it on time, and you are actually helping him in growing his business.

Isn't that the reason he is looking for a mentor, or a designer, or a SEO specialist?

It is because he wants to beat the competition. To gain new customers. And you will be there exactly for this only reason.

But you need to start small, really small!

Offering a service for more than \$20 or \$30 bucks means that you are risking to lose that client.

I will cover in much more details the unrefusable offer in Chapter 4, where we will talk about how to come with an idea, how exactly to price it and what actually to write to your client.

But the basic concept is that.

This is something like a WSO (Warrior Special Offer – special offers in the Internet Marketing forum called "Warrior Forum"). You are selling a service for a lot cheaper than it actually costs, and your goal is to win a customer for life.

Chapter 2: Setup your Advertising campaign the right way

2.1 Creating your ads in a way you can grow your brand awareness.

What's important here as mentioned in the "Entry Chapter" – Chapter 1, where we have covered the basics of this powerful method is... BRAND AWARENESS.

You need to make an impression of a guru/specialist in your niche whether that is web design or marketing consulting or whatever it is.

You need to look famous!

This technique will work in almost all niches, so questions like "will it work for my niche" are redundant.

FIRST - I strongly recommend you to use your face on your ad. Yes, ignore all your inner voices that are screaming now like "Nooooo, don't listen to him, you should be crazy to do that" and just do it.

Find a good picture of you and just add it to your ad banner.

An exception will be if you have a strong brand that you want to represent and drive the business behind the scenes. But again, think twice before placing your logo instead of your own picture.

Just find one you are smiling, if you have no photos like this, create one.

You don't need to create the best looking ad out there. It's not true that your ad should be beautiful and well structured.

It should be recognizable.

I just created one for 2 minutes and here it is:



Well, if you are not James Bond, reading this report I highly recommend to change the photo with your own!

Most of the best converting ads look sooo ugly that you will not believe they are top converting.

Ad your photo to the left or the right side of the ad and add a catchy title on the opposite side and a call to action below it. Just like it is shown above.

Your title can be anything like "Double your affiliate income", or "Double your affiliate sales", or just like the one on the ad above. Short, straight to the point.

Please don't forget that your text on the image should not exceed 20% of the total image area. If you exceed that limitation, your ad will not be accepted.

A white background ad, preferably with dimensions - 1200px/ 628px so it can fit on all the Facebook ad slots, with your photo on it to the left, your title on the right and a button below saying something like "Reserve a spot", or just "Click Here".

That's it.

But again, the button text and the title should not exceed the limitation -> 20% of the total image area!

If you really have trouble creating your ad even with the tool that I will talk in the next subchapter, just go to Fiverr.com and pay \$5 to \$10. You will get it done in less than 48 hours.

2.2 Ad creation tool that will speed up your process.

What I use is Photoshop, but it is paid, it is not much (currently \$9.99 per month). Think about investing in it, because Photoshop skills are always needed.

The good news are, that there are free solutions as well.

What I recommend you is go and do a google search for "free banner creation".

I have a tool in mind that I have tested and it works just fine.

It's called "Fotor – Banner Maker" and you can find it here:

<http://banner.fotor.com/>

It's easy to work with, just choose the banner dimensions I was talking about – 1200px/628px. And start creating your banners.

For those who are experiencing difficulties with that tool you can find a lot of helpful articles on how to use it on this URL:

<http://help.fotor.com/>

Don't spend much time on the ad creation process. Just follow the advice I gave you till now and this will be absolutely enough to start seeing your first results.

Of course once you get everything setup what you need to do is start testing different campaigns to see which one works best for you.

But as this is an advanced technique and is not essential in our case, I won't cover it here in details.

2.3 Targeting only potential buyers, no teenagers!

In this sub chapter we will talk about how to target only your potential clients, without showing your ads to teenagers.

It's really essential to understand that key point and implement it the right way, because otherwise you will be the person selling sanitary napkins to a 40 years old bachelor.

Here are all the targeting settings you need to do in your campaign. I will mention only those you need to worry about. If something is not in the list below, just leave it the way it is.

- 1) Locations: All United States, except you are selling services locally. So if you want to sell to only Germans, of course you will not target United States, but for all of you who are selling globally, online, I recommend to target Just the United States.
- 2) Age: 24-55. This is what works best, not just in my opinion, but this is what top notch Facebook marketers recommend when you are not selling to age targeted audience, because if you are selling a solution for overcoming the "midlife crisis at 30", you don't want to target people who are 40, right?

- 3) Field of Study: Most people talk about targeting by interests, which is not a bad idea actually, but there is a much smarter solution. Targeting by field of study means that all the people, who will see your ad are professionals, they probably work in the niche you are trying to sell in, and you will have a lot better chance to be noticed. What you should type in here is simply the profession of your clients. If you are offering services in the Real Estate niche, you just type "Real Estate". There are smart search suggestions once you start typing, so the only thing is to choose the one that mostly fits your target audience.
- 4) Campaign and Ad Set: Well here you can set your daily budget. Anything between 5 and 10 bucks is absolutely ok to start with. Start small and then grow!
- 5) Bidding and Pricing: Go to and set "manually add your maximum bid for clicks". You will get a suggested bid minimum and maximum. Well, here you need to make the decision if you want to save some cash up front. Which is not a good idea. Did you forget that you are selling high priced services for \$500+? And if it is a SEO service you can charge that amount every month? So anything about \$1.5 per click is cheap enough.

Well some of you will ask how this campaign will be profitable when we get only 3 to 10 clicks per day.

This is the point exactly.

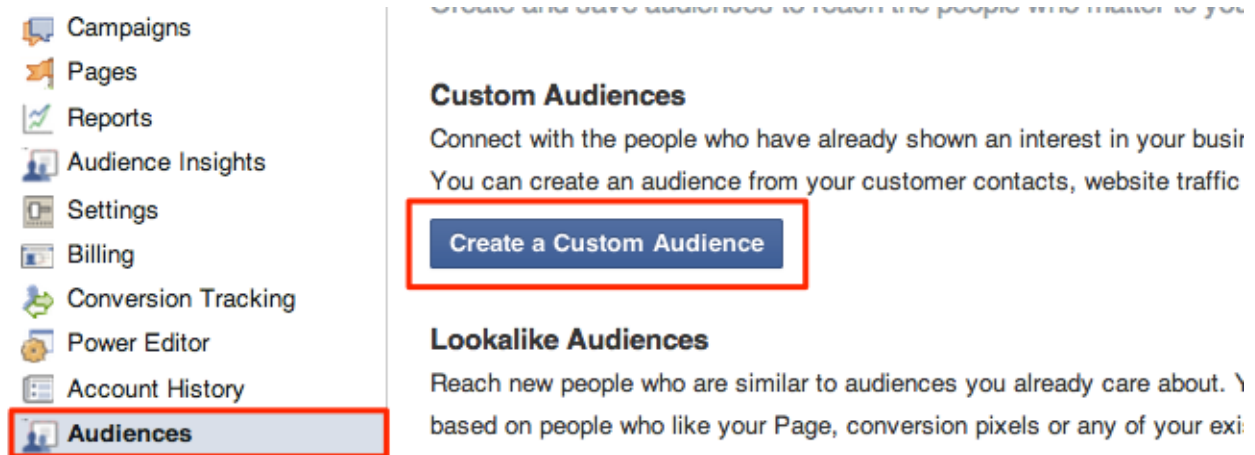
We will be doing retargeting. Generally 10/20% of your visitors will convert on the first visit to the lander. Retargeting brings back the rest – the other 90%. Retargeting works by keeping track of people who have visited your landing page and displaying your retargeting ads to them all over Facebook or other sites if you are using this method with Google AdWords.

2.4 *How to setup the retargeting pixel for your campaign*

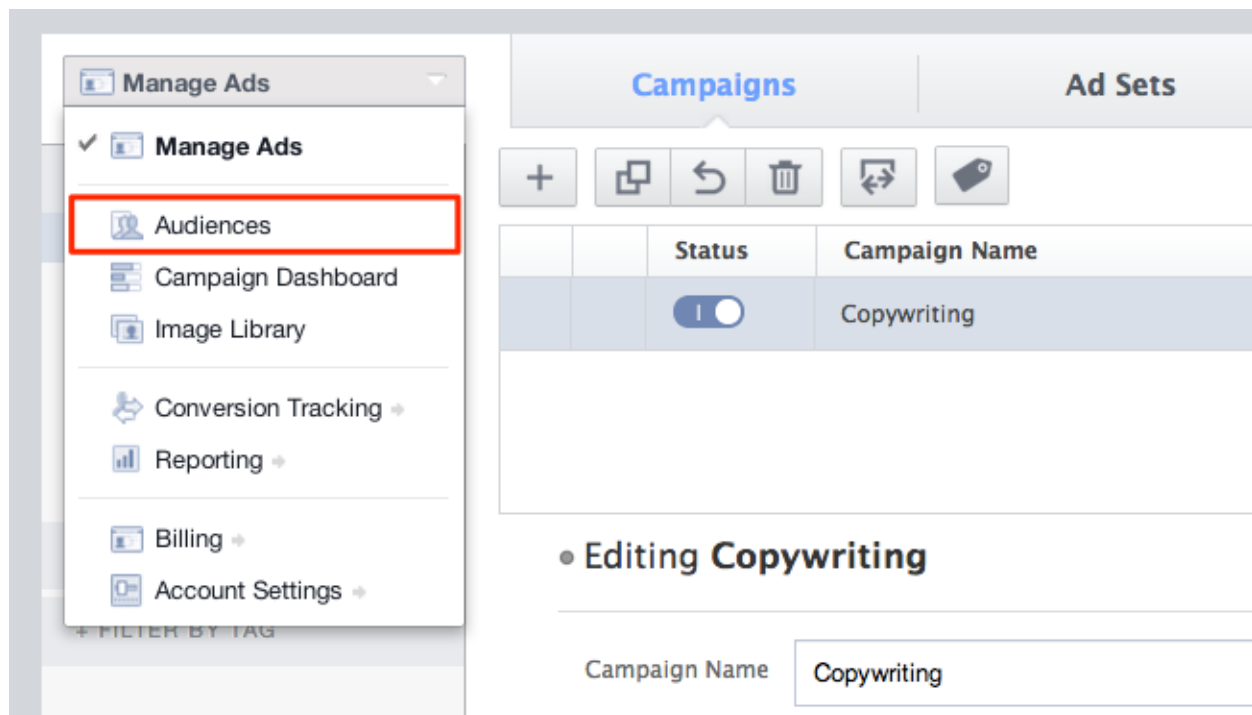
The first thing you need to do is go to your Facebook account and create a custom audience. It doesn't matter if you will use the Ads Manager or the Power Editor. They both work nearly the same.

So I will use the Ads Manager in my examples.

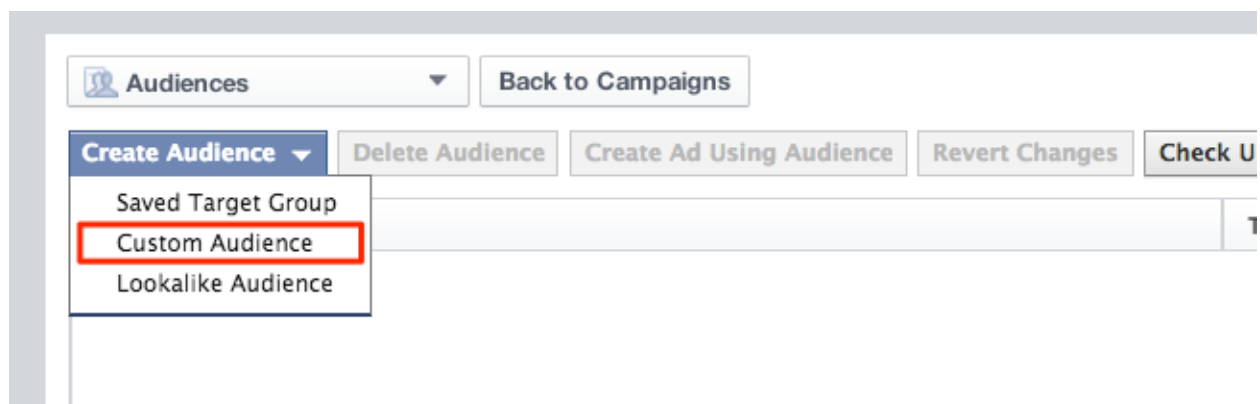
Go to it and select Audiences from the left side menu and then click "Create a custom Audience".



In the upper left corner click the "Manage Ads" drop-down menu and select "Audiences"




The very next step is to open the “Create Audiences” dropdown and select “Custom Audience”





Now click the “Custom Audiences from your Website” tab like it is shown below


Create Audience

Choose the type of audience you want to create on Facebook.
This process is secure and the details about your customers will be kept private.

**Data File Custom Audience**

**MailChimp Custom Audience**

**Custom Audience from your Mobile App**

**Custom Audience from your Website**

Cancel

On the very next page you need to accept the terms and hit the "Create Web Remarketing Pixel" button.


Create a Custom Audience from your Website

Show ads to people who visit your website.

You can set up your audience to include everyone who visits your website, or even create separate audiences for people who visit specific pages on your website.

Install the Custom Audience pixel on your website to start building your audience automatically. You can also send this code directly to the person who manages your website.

☒ have read and accepted the [Terms for Custom Audience from your Mobile App and Website](#)



Cancel

Create Web Remarketing Pixel

You are now ready. On the next page you will find your remarketing pixel. Make sure to save it somewhere, or to send it to your developer if you are working with one.

To install your pixel all you need to do is to place the code that you have recently saved into your landing page source code right before the closing `</head>` tag.

This way you will be building a custom audience of everyone who has visited your landing page and showing your ad in front of them all the time.

That's how you build your brand awareness and start transforming from no one to "the only specialist" who is everywhere on in Facebook.

For even more powerful results you can do the same with Google Ads as well, but I will not cover it here, firstly because this is a Facebook Ads report and secondly because the process is exactly the same, with the only difference that you need to do the custom audience creation in Google.

And to save you some time from searching for tutorials I have just found a video that will help you in getting the retargeting pixel from Google:

<https://www.youtube.com/watch?v=Ost1DgpuMTk>

Chapter 3: The Lander – (Landing Page):

3.1 What your lander should look like.

This is the place your “ad clickers” will be redirected to. It’s the page where it is really important to have a good conversion rate.

Well, some of you will ask me “what a good conversion rate is? 30%? 50%?”. Later in the report I will share with you my secret tool for creating landing pages which convert at up to 84.4%. Yes you heard that right. The down side is that it is paid, but definitely worth the money!

So, back on the topic.

The landing page we should have or shorter - “Lander” should be a pretty simple page where your visitors will land and you will say something like “Hey, if you are interested in doubling your real estate business as soon as the next month, please opt in.”

What is likely to happen when a visitor firstly hit your lander is that he might not opt in. But here comes the retargeting pixel just in place.

This visitor has proven to us that he or she is interested in our offer and now the only thing we need to keep doing is advertising to him.

Here is the basic concept of your lander:

- 1) Simple landing page with just an email opt in field. You don’t need to collect first or last names!
- 2) Title: Saying something like “If you want to double your Dentist Clients, please submit your email.”

- 3) Background: Well an image would work nice. But it should be not more than 100/200kb. Because otherwise it will slow down the loading time, which is essential for keeping the visitor on the page.

I personally recommend you to not spend your time doing the lander by yourself. The reason you are reading this report is that you want to make more money, or make your first big bucks.

So don't spend days of making the best lander in the world and go and buy one that is proven to work for not more than \$20.

In the next chapter I will share with you my favorite paid tool for building super high converting landers as well as a free solution in case you don't have the cash to invest.

3.3 Landing page creation tools to use (paid and free).

As mentioned above, you don't need to create the landing from scratch or investing days or weeks in learning how to create one.

Firstly I want to give some direction for those who don't want to pay for their landing pages. What you can do is go to Google and type "free landing page templates" or "free squeeze page templates". There are a lot. Just make sure to find one that meets the criteria I was talking about in the previous sub chapter.

Talking about top converting landers, here is what I mostly like to use:

[CLICK](#)

It's amazingly powerful and is not only applicable for this method. I highly recommend to everyone who is building a list to give it a try. You will be backed up by the 30 days money guarantee the author offers.

Chapter 4: The Unrefusable Offer

4.1 What an unrefusable offer is and why you definitely should have one!

If you haven't skipped all the content at the beginning of this report, you probably already know what an unrefusable offer is and why you need to have one! No excuses here.

A) How others do it:

They do cold calling! Simple as that. And their offer sounds something like this:

"Give us \$1k every month for 6 months at least and we guarantee you that you will be on the first page Google for at least one of your keywords", or simply saying "Hey, I will make you the best converting page you have had for \$1k, but I do not guarantee you the conversions you will have, because it depends on the traffic."

And people don't get the offer because:

1. They don't know you.
2. They are not sure if there will be any return on investment for them (ROI).

B) How you will do it with the help of an unrefusable offer:

Your goal here is to sell the latest model Samsung/iPhone smartphone for \$9.99 onetime fee. Do you think you can?

I think yes!

That's what your unrefusable offer should look like.

It should be really unrefusable.

Offer part of your service for free or for a onetime payment of up to \$20. And make sure that you offer at least 5 times more value than you charge for! This will make your offer unrefusable.

4.2 How to create your unrefusable offer

Don't be afraid of it. It is really simple to create one. You just need to follow the steps I am about to show you.

Remember that its goal is to make your customer think that it will be a big mistake for him if he refuses to jump in!

Structure of an unrefusable offer:

Title: "For the cost of \$9.99 we will create you your Facebook Business Page and setup your first ad campaign that will bring you in tons of new leads.

Copy: Well it totally depends here, but something short, straight to the point. No more than 10 to 20 sentences. A 100% money back guarantee is a must. What I recommend is even offer a "double your money back" guarantee. A sales video will work nice too, but it takes a lot of time to create. Remember, you shouldn't be perfect to start.

Button: Put your call to action button below the sales copy.

That is. A simple template that will convert like crazy.

And of course, if your Facebook ad was something like "Hey Dentist, I guarantee you 3 new leads for the price of a BigMac meal", your unrefusable offer should be exactly the same!

Chapter 5: What if I am complete newbie

5.1 A-Z plan for newbies.

I know most of you will be newbies and that's normal. Everyone has been at that stage and the most important advice I can give you is to follow this 3 steps process:

- 1) Read on a daily base. (I know everyone is doing that correctly).
- 2) Learn from others (yeah, you do that too).
- 3) Implement/Take action (here is where the problem comes. Just 3% of all internet marketers are making money, and that's because they don't take action. Everyone can make it happen. Just start taking action from today).

With that said, this system will work for everyone who has the wish to implement it (take action to setup the system in place).

I want to share with you some more motivational words and we will move on to the actual plan.

You have probably graduated high school, or if not you are probably studying somewhere now.

What actually you do in university is learning how to be a 9-5 office worker earning \$3k per month for example.

How many years is your study? Shortest possible is 3 years. 3 years of reading hundreds of books, doing team projects, having sleepless nights studying for the next exam.

Well, what if you dedicate just 1 year of your life to a business model like this? Do you think you can find 3 clients that will pay you \$1k per month each? I am sure you will find a lot more if you spend half the time you need to spend in university.

And with that being said, I am not telling you to stop studying. I am just motivating you to change your life. The wheel is in your hands!

Back to the plan.

Firstly, the only difference between a newbie and an advanced marketer will be that a newbie should find services to resell.

Sure, someone, advanced enough, will go thru the steps at a lightning speed, but the most important part is still the end result.

TIP: Don't go creating your ad before you find a suitable service you can resell with high return on investment (ROI).

Here is your Action Plan to follow:

- I. You need to have a hosting and a domain so you can setup your Landing Page and your unrefusable offer. I have included a "Recommended Resources Section" at the end of this report where you can get both hosting and domain name cheaply. If you are not familiar with how to setup them, just contact your hosting support and they will gladly answer you.*
- II. You will need to setup WordPress on your hosting as well. This is normally a one step process, but you can contact your hosting provider for more help.*
- III. Find services to resell. (Where to find them and how to choose them will be discussed in the next subchapter).*
- IV. Based on what you will resell, you need to think who you will sell to. Will this be Real Estate businesses, or Dentist? It is important to choose a niche where high priced products/services are selling. Just don't target hot dog businesses, simply because they need 1000 extra clients to make \$1000 extra cash. What about dentists? One client equals hundreds of bucks for them. You got the point.*

- V. *Before you can start creating your ad and your pages, you need to think about the unrefusable offer. Remember that everything is based around it. What will be the mega deal you will sell for 10 bucks? As you are not offering your own service here, you will need to outsource that as well. But don't worry. The Warrior Forum is full of such deals! We will cover the process of finding them in the next subchapter.*
- VI. *Now it's time for building your funnel. You should create your Facebook ad, following the guidance in Chapter 2.*
- VII. *Next task - Create your landing page (remember that I have recommended you a plugin that can help you do that in minutes? Here is a link in case you have missed it: <http://www.funnelkit.com/index.php>). Don't forget to add your retargeting pixel on your lander.*
- VIII. *Create your unrefusable offer. You will need to learn a bit more new stuff here. Firstly you will need to setup your page on WordPress. As this is a sales page, you should setup it separately from your landing page, but it can be on the same domain. After writing the sales letter you need to connect your PayPal account to that page and add a button to it. PayPal have a lot of tutorials on how to do that.*
- IX. *Link everything together. Your ad should link to your landing page. Your landing page should have the retargeting pixel on it and should be setup with your auto responder service. Your unrefusable offer should be connected to your PayPal account, so you can receive payments. And boom, you have a system in place, which will work like crazy.*

5.3 Where to find services to resell and how to choose them.

You probably guessed it. The Warrior Forum "Warrior Special Offers" section. There you will find SEO services, Design services, Ads managing services, private coaches and lots of more opportunities.

It's important to remember that you are selling premium services for \$500+ per service or per month depending on the type of service you choose.

With that said, you cannot choose a service for \$20 and sell it for \$1000. Something for \$100 can be resold for \$500 or even \$1000.

Tip1: *Don't get the cheapest on the forum. Look for premium quality!*

By choosing a seller you need to take a look at his credibility. Don't resell services without having proof that they are top notch services. The best way to do that is to find an established thread with tons of comments. Just go thru the pages and see what people say about that service. The oldest the thread is, and of course still selling strong, the better it is. That means that this service is PROOVED to work, will not be gone in a week or so and you can trust this seller.

Tip2: *Don't resell services of Warriors without tons of positive feedback.*

Tip3: *Don't resell newly established services. They can be gone in a week or month.*

Contact the seller and tell him that you will resell his service to high end clients. Ask him if he has such a practice, if his service is high quality. Big sellers have special pricings for resellers. Don't miss that step.

That is, a complete plan to follow not just for newbies but for more advanced Warriors as well.

You will need to learn new stuff when setting the system in place, but do you remember that this isn't a push button solution and an effort from you is required.

Conclusion

I want to say thank you for going thru the whole report and learning something new. I hope you enjoyed it and have learns a lot of new tricks.

Now you need to take action and implement this system.

It works for a lot of top notch marketers.

And it works actually really well, most of them are banking 6 figure incomes per year from just that method.

Thanks again,

Best regards,

Alex 😊

Resources I recommend

- I. This is the only hosting provider I use and I will ever use! - [CLICK](#)
- II. Build your top converting landing pages with up to 84.4% conversion rate. - [CLICK](#)