



# SOLO FUNNEL

# BREAKTHROUGH

## Introduction

Welcome! I am SOOO excited to be writing this report. It has been on my “to do” list for quite some time now but I held off on writing it because I wanted to make sure I did as much testing on my solo ad funnel as possible to make sure I can deliver the highest quality content to you and show you what I have been doing to break even (and sometimes even profit) from purchasing solo ads.

The truth is building a **RESPONSIVE** list isn't hard at all when you know what you are doing. However, I must warn you, the information you are about to learn in this guide is going to be completely different than anything you have ever read before, so I really need you to put your trust in me and put your trust in this system and just give it a try.

To give you an example of what I mean, the way you will be creating your squeeze page is actually going to slightly lower your opt-in rate...but that's ok!!

Why? Because it is going to GREATLY increase your lists responsiveness (meaning more opens and more clicks with each email) and on top of that it is going to GREATLY increase the amount of immediate sales you get from each solo ad purchase which is what will allow you to break even.

### **Focus On Cost Per Subscriber...NOT The Opt-In Percentage**

Like I said, with this system even though your opt-in rate will be slightly lower, your cost per subscriber is going to be practically zero. Whereas if you were to set up a basic squeeze page and OTO, you are looking to pay around 50 cent to \$1.00 per subscriber.

Too many people pay WAY too much attention to just their opt-in rate and completely ignore the cost per subscriber, but in reality the ONLY thing that matters when building a list is the cost per subscriber. The lower the cost per subscriber, the more you can invest into your list...and as long as you follow this system you will eventually reach the point where you can break even from a solo ad which will bring your cost per subscriber to \$0.00.



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**If you are still a bit confused, let me give you one more example.**

### Using A Traditional Squeeze Page and Sales Funnel

Let's say you put together a traditional squeeze page and OTO (one time offer) that you sell for \$17.00 and you purchase a 100 click solo ad for \$40.00.

Now let's say you have a great 50% opt-in rate, that means 50 people will subscribe. Now the standard OTO conversion rate for traditional funnels seems to be 1.5%, but let's round up to 2% for the sake of easy math.

That means out of the 50 subscribers, 1 will purchase your product for \$17.00. You paid \$40 for the solo ad and made a \$17.00 sale, so you are out \$23.00. This means your cost per subscriber was \$0.46. Not bad...but let's take a look at another example using the squeeze page and funnel you are about to learn.

### Using Your NEW Squeeze Page and Sales Funnel.

Ok, let's pretend you set up your squeeze page and sales funnel using the information you are about to learn in this system and once again you purchased a 100 click solo ad for \$40.00. This time your squeeze page only converts at 25% but the conversion rate on your OTO is 10% (very likely using this system).

This means you will have gained 25 new subscribers and made 2.5 sales (we will round down to 2 sales for the sake of math). 2 sales at \$17.00 is \$34.00. This means you are only out \$6.00 and had a cost per subscriber of just \$0.24!

This doesn't even include the upsell offer. If you make just one upsell, you would have actually made a PROFIT from that solo ad bringing your cost per subscriber down to \$0.00.

Looking at those two examples, at first glance the first one might seem better because you got twice as many subscribers, but if you take a deeper look into it the second option is MUCH better because the cost per subscriber was cut in half, which means you can spend the same amount of money and build a list that is twice as big.



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Trust me when I say these figures are NOT an exaggeration, they are taken from real life case studies and in this guide I am going to show you guys my best performing funnel so you can copy it :).

Alright, enough of the introduction. I know you are probably super excited to dive into this system, so let's go ahead and start with a complete overview of all this so you can see the "birds eye view" of how all this works.



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## Overview of The System

This system has three main components to it, and all three of these components work SO WELL together which is why you can expect to get 10% conversion rates on your OTO.

These three components are:

- 1) A REVERSE Squeeze Page
- 2) An OTO That is Personalized and Offers Scarcity
- 3) A VIDEO Upsell

Let's go over what each of these three components are, shall we?

### The Reverse Squeeze Page

For most of you, the squeeze page is going to be the absolute biggest change you make to your funnel. Obviously I want you guys to set up your OTO and Upsell in the way I show you, but if you only changed one thing in your funnel I would want this to be it.

Setting up a reverse squeeze page is going to make the biggest difference in how many OTO sales you have.

Why?

Because the subscribers will **ALREADY** trust you **BEFORE** they opt-in, and as I am sure you already know the number 1 way to get someone to purchase something from you is to gain their trust.

So what exactly is a "Reverse Squeeze Page?"

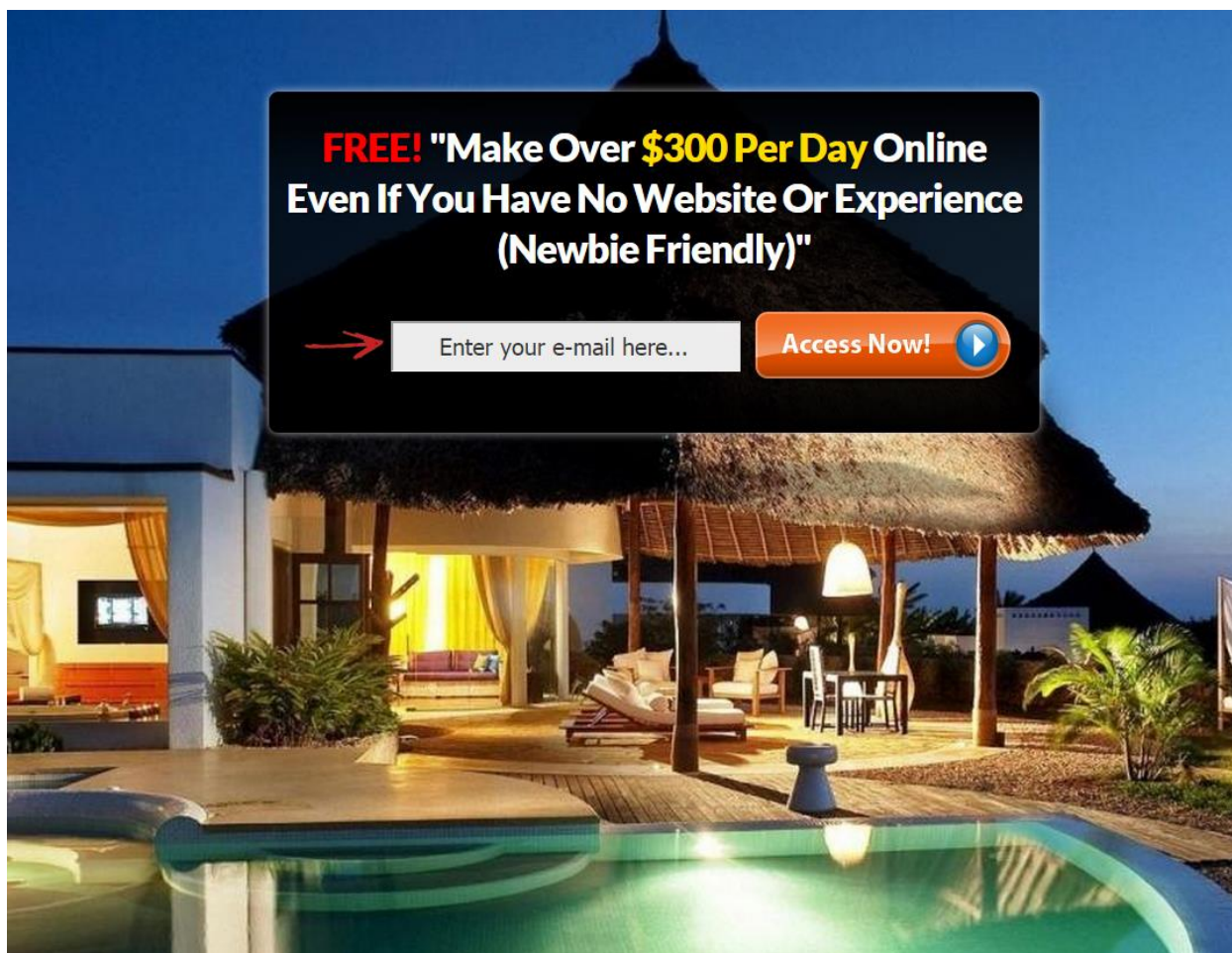
Great question :). With a traditional type of squeeze page, you basically tell them you are about to teach them something, but in order for them to have access to it they need to enter their email address and subscribe.





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Here's a picture of a traditional squeeze page:



What's wrong with this?

Well, technically nothing is WRONG with it, but when you set up your squeeze page like this, traffic is brought directly to that page, they enter their email address and are brought straight to your One Time Offer.

The issue here is the subscriber likely won't buy your OTO because they don't know anything about you. All they know is that they entered their email address and then were brought straight to a sales page, and that is going to turn 99% of them away because they don't have any reason to trust you at this point



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With a reverse squeeze page, you are going to make them go through 2 pages of great information before you ask for their email address.

Here's an example of one of my reverse squeeze pages...

**Learn The True Secrets To QUICKLY**  
**Making Over \$10K Per Month WITH EASE**  
**100% Newbie Friendly**

WHY NOT YOU?

There are an incredible amount of people out there making a full time living on the internet right now, and this number continues to grow every single day.

There are people making \$10k, \$20k, \$30k, and even \$40k PER MONTH on the internet.

**Do you wish you could...?**

**Why not you?**

So clearly, think about that for a second, what makes these people that are making a full time living on the internet, living the life of their dreams (a life full of complete and total freedom), any different than you?

Don't skip over that question. I really want you to think about it.

**Ask youself for the answer!**

Well, here it is...

**NOTHING!!**

That's right, the people that are killing it on the internet right now are no different than you.

The only difference between you and them is the fact that they have "The Plan". They know the "Secret Sauce" to making money on the internet.

...and the funny thing is the "Secret Sauce" really isn't a secret at all. It's an extremely simple method, that once applied will unlock a whole new world for you.

Here, you might not be the next Mark Zuckerberg and create technology like Facebook.

**But you don't have to!**

All you need is a plan of action to follow, and on the next page I am going to show you the EXACT AND ONLY plan you will need to make over \$10,000 per month on the internet.

But listen, if you are already making over \$10k per month on the internet, I don't want you to head to the next page. This strategy is for those who have been trying to figure out how to make it on the internet but haven't had any success.

It's for those who want a life of freedom and are willing to work for it, but they need a little guidance to help get them there.

**Does that sound like you?**

If so, I would like to be the person that guides you. The person that makes you are advance headed in the right direction. The person you know has your back and will always be there if you have any questions.

So if you aren't making \$10,000 or more per month on the internet yet, and are willing to put in some work to make it happen, then click the "Continue" button below to continue to the next page where I will reveal the strategy of going from \$0 to \$10k per month on the internet.

(And yes, I email the system to you for free)

[Click Here To Continue](#)

Page 1

**THE BIRDS EYE VIEW**

Before we get into the "nitty gritty" details of all this, I want to give you the big picture, the "Birds eye view".

I want you to understand how this super simple business model works before we dive into how to do it all.

**THE THREE STEP BUSINESS MODEL**

Here's the deal, this might seem very simple to you, but IT WORKS! This is the EXACT business model I used to reach \$10,000 per month, and it is the system I want you to use as well.

Now before you read the three steps, I don't want you to be TOO confused. So if you don't understand some of it, don't worry. The last thing I want for you to do is read over it and say "Wow, I didn't understand any of that, I am losing".

What I go over all three of these in detail in a bit bit.

The three steps are:

- 1) Traffic Generation
- 2) A proper sales funnel
- 3) The ability to build a relationship with those that came, you call them.

**That's it!**

All you need to do is focus on those three things...

**DO NOT** let anyone tell you making money online is hard or complicated because it's not.

I believe in keeping things simple.

If you master those three steps you have EVERYTHING you need to make \$10,000 per month.

In fact, the ONLY way you can fail is if you don't have within you, I am not kidding. I want you to write those three things down and memorize them. Even before we get you are only concerned about learning the details of those three steps, and the good news is I am going to teach them to you!

Let's start with traffic generation, shall we?

Click the "Continue" button below to continue to the next page.

[Click Here To Continue](#)

Page 2

**"Sorry, You Must Be A Subscriber To Access The Rest Of This Training System"**

As a subscriber, you will also learn:

- The only traffic generation method you will ever need (SUPER POWERFUL)
- How to set up a proper sales funnel to EASILY convert visitors into customers
- How to ensure those customers continue to buy from you over and over again
- How to do all this WITHOUT creating your own product
- And much, much more

This is the exact system I used to go from broke to making over \$10,000 per month on the internet, and you can get your hands on it today! You also get access to my personal email address, but I won't be offering that for much longer so make sure you subscribe while that offer is still on the table!

Fill in your email address to the right to instantly get access to your first lesson.

**Subscribe For Free Today!**  
Simply enter your email below to get INSTANT ACCESS to lesson one.

[Get Instant Access](#)

Your privacy is SAFE

Page 3

So let's take a look at what's happening here. The visitor lands on page one, and to their surprise they ARE NOT asked to enter an email address right away. Instead, you will actually be giving them some great information.

They then click a button that says "Click Here To Continue" and are brought to page 2 which is also full of great information. They then click the "Click Here To Continue" button and are brought to page 3 which is the actual squeeze page. Once they opt-in they are then brought to the One Time Offer



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Don't worry, in another chapter I am going to show you how to go about writing the content for your reverse squeeze page, but for now let's talk about why this is so much better than a traditional squeeze page

### Why This Is SO MUCH Better

Once again put yourself in the shoes of the potential subscriber/customer. Instead of landing on a typical squeeze page, you are brought to a page that actually has great content on it. You then click the "click here to continue" button and again you see great information. You then click the "click here to continue" button again and are brought to a squeeze page. Almost everyone who makes it to this point WILL leave their email address because they are already **SO HOOKED!!!**

*But more importantly they TRUST YOU!!!*

You gave them 2 pages of great content without asking for a single thing from them. Once they enter their email address and are brought to the OTO page the chances of them purchasing from you increase 10 times (literally).

Like I said we will go over how to create these reverse squeeze pages in another chapter so don't worry about that right now. Right now I just wanted you to have a general understanding of what a reverse squeeze page is and why it's so much better than the traditional squeeze page.

So that's the first component of this system, let's now talk about component number 2.

### **Personalization And Scarcity on The OTO**

After the visitor enters their email address, they will be taken directly to the One Time offer. You want to take them straight to a one time offer to try to gain back some of the investment you spent on the solo ad.

After doing some testing, I realized that you MUST have two very important things on your OTO page if you want to make sure it converts well, and sadly it seems like nobody talks about these two things.





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These two things are personalization and scarcity.

Let's start off by talking about scarcity, shall we?

## Including Scarcity on Your OTO Page

Let me ask you something, If you go to a store and you notice an item you want is 50% off for the next 24 hours, are you more likely to buy it on the spot rather than just saying *"I'll come back later and get it"*? Of course you are!

It's human nature to want to get the best deal, and if we can save some money by purchasing 'right now', that's what we are going to do!

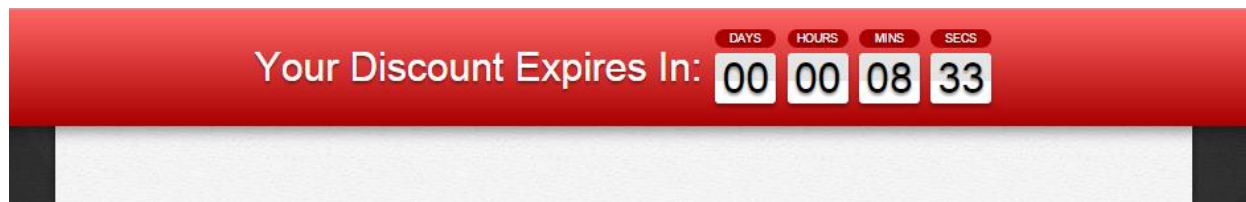
That's why major stores are **ALWAYS** running deals and discounts like that. They understand that deals and discounts create impulse purchases.

So let me ask you this...why are you not doing the same thing with your OTO page?

You need to make it CLEAR to them that they only have a certain amount of time to make the purchase before the price goes up.

I tested various ways of doing this but the number 1 way I found was through a countdown timer placed at the top of your site.

I'll get into how to do this in a later section, but here's what it looks like on my site:



That banner is at the top of my OTO page, and it doesn't matter how far the visitor scrolls down, the banner goes with them. This means it is ALWAYS in their site reminding them that their discount expires in just a few minutes.

This gives you a massive psychological advantage. You see, a lot of people out there will read through a sales page and think to themselves *"That sounds good*



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*and all, but I will wait a few more days to make a purchase when I have more time to read through it". And as you all know the chances of them coming back and purchasing go down quite a bit.*

On the other hand, if you have that countdown timer on your OTO page, it's a constant reminder to them that if they wait any longer they won't get your product at this low of a price.

So instead of them saying they will just come back later and purchase when they have time to read it...they will now be saying *"I better purchase this right now and then I can read it later when I have time"*. See the difference there?

DO NOT underestimate the power of the countdown timer.

Again, we are going to get into how to do all this in a later section...for now I just wanted you to understand this system so you can see why it works so well.

## Personalizing Your OTO Page.

One of the first things all good salesmen are taught is to learn the potential customers name right away that way you can call them by their name. Believe it or not this creates a sense of friendliness and actually helps build trust.

It wasn't until recently I discovered I can actually use this same technique on my OTO sales pages, and not only that but I was able to use it to remind them of their discount.

What do I mean by this?

Right when someone enters their email address on my squeeze page, I actually set up Aweber to pass that information onto the sales page. Here's an example of what I mean...I headed to my squeeze page and in the "enter email box" I entered 'their email address@gmail.com' just to show you how this works.

Here's what automatically happened when I hit the "Submit" button:



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Right below the countdown timer, it displays the persons email address and reminds them that their discount expires soon.

This does two things...like we mentioned earlier it creates a sense of friendliness which builds trust. It appears to them that this whole sales page is personalized to them and this is most likely something they have never seen before.

The second thing it does is make them believe their discount REALLY WILL expire if they don't purchase by the time the countdown timer hits 0. It makes them believe their email address is now tied to that discount.

When you combine the countdown timer with the personalization, you will be absolutely amazed how much this improves your conversions!

## A Sales Video

When it comes to converting visitors into customers through solo ads, a video is **MUCH** better than a standard text based sales page.

There are a few reasons for this, the main one being that it is completely different than what most people are used to seeing. Everyone is so used to subscribing to someone's newsletter and being taken directly to a text based sales page. It's refreshing to see something new!

Also, the video will increase the trust they have in you even more because when they hear your voice it actually makes them feel like they are getting to know you and again creates more of a "friendship" feeling.

**So here's what the final OTO sales page looks like for me with all the elements on the page:**



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Your Discount Expires In: DAYS HOURS MINS SECS 00 00 10 47





★ theiremailaddress@gmail.com: Your Discount Expires Soon! ★

You are about to discover the one  
**secret system** that makes it  
IMPOSSIBLE for you to fail online.

Special Offer - \$17.00

**Add To Cart**

[Click Here To Add To Cart](#)

\* Get Instant access - even at 2am - Guaranteed!

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Wow! How's that for an overview of the system? I know we just covered a lot, and if you are confused with some of the aspects, it's totally fine. We are going to get into some of the technical stuff on how to set all this up in the later sections, like I said I just really wanted you to have a good understanding of this entire system, that way when you set it up for yourself you will know exactly WHY you are doing what you are doing.

It's a powerful system and it WORKS. So let's go ahead and get yours set up!





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## Start With The OTO

When putting together this system, we want to do things in 'reverse' order and start with the OTO. I know most people start with the squeeze page, but you need to figure out what your OTO will be first so you can write the content for your reverse squeeze page with your OTO in mind.

It's EXTREMELY important the OTO and the reverse squeeze page match each other. For example, if your OTO is on list building, your reverse squeeze page needs to give away information on how to build a list.

This means before you create your OTO you first need to choose your niche

### Selecting Your Niche

Niche selection is completely up to you, but you need to remember that the traffic source is going to be solo ads.

After purchasing thousands of dollars' worth of solo ads, I have learned that MOST of the traffic you get will be newbies looking to make money fast. They don't really care what the system is, they just want an easy method that will help them make money fast.

I have tested multiple niches, and the one that always seems to work best is affiliate marketing. It seems like when I sell an affiliate marketing product, it always sells better than a product in any other niche.

Honestly, I *THOUGHT* that list building was going to convert the best, but it didn't convert all that well. You and I know the value of building a list, but most of these newbies don't see the value in building a list so they won't purchase.

All this to say that if you want to test out a few difference niches you can, but the affiliate marketing niche is what has been proven to be most profitable for me.



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## Creating The Product

Once you choose your niche, it's time to create your product. DON'T FREAK OUT!!! Product creation is something you CAN do.

If you know a lot about your topic, you can write the report yourself. However, if you are like most people you want to know the fastest way to get up and running with this system and make some sales.

In that case you will want to use a PLR product. However, you need to make sure the product is a high quality report or video series, so I do recommend you purchase multiple PLR products and read through them all before you decide on which one to sell as your OTO. If you purchase five of them, take the time to go through all five and choose the one you thought offered the best value.

There are a few places you can purchase PLR products from. My favorites are <http://www.TradeBit.com> and [www.ExclusiveNiches.com](http://www.ExclusiveNiches.com).

These PLR stores have products in just about any niche you can imagine. The best part is the fact that you likely won't have to pay more than 5 dollars for a PLR product, so you can put your name on a high quality product for super cheap!

Now you will notice a lot of these come with sales pages. You will be creating your own sales page so technically you don't need it, but it might come in handy when writing your sales copy.

PLEASE do not forget to purchase multiple PLR products and take the time to read through them all. If you think they are terrible products, so will your customers. If you think they are great products, there's a good chance your customer will think the same also.

## Creating Your Upsell

For the longest time I didn't include an upsell within my solo ad funnel. My funnel just took the subscribers from my reverse squeeze page to my OTO, and after they purchased the OTO they were brought straight to my download page.



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I finally decided to include an upsell to the OTO, and to my surprise about 35% of people that purchased the OTO also purchased the upsell!

So now the funnel looks like this: The subscriber enters their email address and is brought straight to the OTO. If they purchase the OTO they are brought to the upsell page where they have the chance to purchase one more offer. If they don't purchase the upsell they are brought to the download page for the first offer they bought. If they do purchase the upsell they are brought to a download page that has both the OTO and the Upsell offer on there.

Since the upsell actually does convert so well, it is NOT an optional part of this funnel. If you want to make your money back from solo ads or even make some profit with each solo ad purchase, you **MUST** include an upsell.

So how do you put together your upsell? Well, you first need to think of what would make their life easier based on what they learned in the front end product?

You don't need to waste hours putting together an upsell. This is what held me back from creating my upsell for so long, I thought I would need to invest wayyyy too many hours putting it together, but that simply isn't the case.

The upsell just needs to make their life easier.

A GREAT upsell for an affiliate marketing product is "done for you emails". In fact, with my funnel that is exactly what my upsell is. With my funnel, my main offer shows them how to dominate affiliate marketing by building a list and emailing that list. So my upsell to that product was 30 'Done For You' email swipes that they can simply copy and paste.

You can also think of something that will save them some money. For example, look at the upsell to this product you are reading right now...not only do you get a list of the top solo ad sellers that I have personally tested but you also get a discount, so by purchasing this upsell, you are actually saving money.

So read through your entire front end product and take some time to think of what you can offer your customers that will either save them time, money, or both.



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Once you get your product and your upsell ready to go, it's time to create the download pages for these offers

## **HOMEWORK**

\_\_\_\_\_ Decide What Niche You Want To Be In

\_\_\_\_\_ Create a Product or Purchase a few PLR Products Within That Niche

\_\_\_\_\_ If You Are Purchasing PLR Products, Read Through Them All and Use Best One As Your Product

\_\_\_\_\_ Edit The Document and Put Your Name On It

\_\_\_\_\_ Create Your Upsell





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## Creating The Download Pages

So at this point you have your front end offer and upsell created, now you need to put together a download page for them. This is going to be a real quick chapter, I just wanted to include it so you guys can see how to use your download page to make even more money from your solo ad purchase :)

Now most people just slap up a simple page and throw the download links on that page. There's nothing wrong with having a simple page, but it should include more than just the download links.

I am a HUGE believer in making back as much money throughout the funnel as possible while still offering value to the customer.

Because of this, you should include 3 other products on your download page that your customer can purchase using your affiliate link.

I can't even begin to tell you how many affiliate sales I have generated by simply including a "Recommendations" section on my download page.

Now remember, I did say we want to make as much money as possible throughout this funnel **WHILE STILL OFFERING VALUE TO THE CUSTOMER**...so before you recommend a product on your download page, it is very important you go through the product and make sure it is a high quality product.

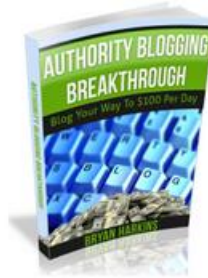
There are a lot of great products out there, but there are also a lot of terrible products. The last thing you want to do is lose your customers trust right away by recommending a terrible product.

### **A Picture is Worth A Thousand Words**

Instead of trying to explain to you how I put together my download pages for a solo ad funnel, I figured I would just take a screenshot and show you! (picture on next page)



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[Click Here To Download Authority Blogging Breakthrough](#)

[Click Here To Access Your 7 Day Quick Start Guide](#)

[Click Here To Download Your OTO](#)

Hey guys! Thanks for purchasing Authority Blogging Breakthrough! If you have any questions at all or are having trouble accessing your purchase feel free to contact me here: <http://TheMorningMarketer.com/support>  
Also, Don't forget to download the bonuses below. Each one of them compliments Authority Blogging Blueprint very well!

## Products I Have Bought and Recommend

### Instant Email Swipe File



You can't make money from your list if you can't write emails that convert. With Instant Email Swipe File you will never have to worry about writing an email again. You will receive nearly 3,000 emails that have been proven to convert

**BUY NOW!**

### Authority Ignition



Authority Ignition will show you how to build a hyper-responsive list while establishing authority, trust, and credibility with your subscribers. Follow these strategies and bring in some FAT commissions

**BUY NOW!**

### Solo Ad Professor



Solo ad professor is a step by step video series that shows you how to make lots more money and sales and make your campaigns way more profitable when buying solo ads to build your list.

**BUY NOW!**



*Bryan Harkins*



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Ok so as you can see, this is actually my download page for those who purchased both the front end product AND the Upsell.

The download page for those who did not purchase the Upsell looks exactly the same, except there is no button for them to download the Upsell (obviously).

All three of those products that I recommend on that page are products I have personally bought myself so I know they are high quality products. Remember to ONLY leave affiliate links to products you have purchased and looked at.

## **The Power of The Affiliate Links**

For those of you who are on the fence about including affiliate products on your download page, let me tell you how powerful this can be.

By including affiliate links on your download page, you can literally have 1 customer cover the cost of the ENTIRE solo ad. There have been multiple times where someone would purchase my OTO, my Upsell, and all three affiliate products I recommended on the download page.

Not only does this typically cover the cost of the solo ad but you will likely see profit from that solo ad purchase all because of one customer.

Now I know you are probably thinking "Who would purchase everything?". Well, you need to remember that a lot of these customers are going to be newbies and they want every possible advantage. Because of this they have no problem purchasing any offer you put in front of them as long as they trust you, and at this point you will have already gained this trust through your reverse squeeze page.

Once you get your download page put together, we can move onto creating the reverse squeeze page.

## **HOMEWORK**

\_\_\_\_ Find 3 other HIGH QUALITY PRODUCTS to promote on your download page using your affiliate link

\_\_\_\_ Create your two download pages



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## Creating The Reverse Squeeze Page

This entire system starts with the reverse squeeze page. If you get this part right you are going to make an absolute killing by just purchasing solo ads! And the great thing about this is the fact that it's not hard to get this part right.

To refresh your memory, a reverse squeeze page is where you make the visitor go through two pages of content before they even see your squeeze page.

Yes, this does slightly lower opt-in rates, but it dramatically increases your lists responsiveness and dramatically increases sales on your OTO because by the time the visitor reaches the OTO page they will already know, like, and trust you.

You also need to remember the opt-in percentage isn't what is important, what's important is the cost per subscriber. I get so frustrated when people say things like "This squeeze page gets me a 60% opt-in, everyone should be using it". Ok, that's great and all but did you get any OTO sales? Probably not. And how responsive is your list? Probably struggle to get past a 2% open rate.

A reverse squeeze page takes care of all these issues. You WILL get OTO sales and you WILL have a responsive list.

### **How Long Should The Reverse Squeeze Page Be?**

I have tested many different lengths for the reverse squeeze page. I started off by testing one page of content then take them to the squeeze page, two pages of content then to the squeeze page, all the way up to 6 pages of content before they are taken to the squeeze page.

Having two pages of content and then the squeeze page seemed to work perfectly, and I recommend you use two pages as well. If you want to use three or four you can, but according to my testing two pages of content and then a squeeze page works the best.

### **How To Write The Pages**



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I know the number one question on your mind right now is "How do I write these pages to get maximum conversions, is there some sort of formula to follow?" Well, as a matter of fact there is!

Excitement + Information + Curiosity = Sales

We will call this the EIC formula. The first page is going to be the Excitement page, the second page is going to be the information page, and the third page (squeeze page) is going to be the curiosity page.

So let's go over each of these pages below.

### **The First Page (Excitement Page)**

I have found that in order to get people to click on the "Next" button at the bottom of the page, we first need to build the excitement. You need to make them realize that you are different than everyone else and that the method you have for them will work.

Also, when you put them in a state of excitement, it actually increases their chances of purchasing your OTO. People tend to make purchases when they are excited, so we are going to use the first page to make them excited about what's coming next.

Your excitement page needs to start with a big headline, kind of like you would see on a sales page. You want to use that headline to capture their attention right away and make them want to continue reading. The headline for my page is **"Learn The True Secrets to Making Over \$10k Per Month With Ease: 100% Newbie Friendly"**.

Then you move onto the content for the excitement page.

You really don't need to go over much of the method on the first page. You simply want make them realize that what they are about to learn on the next page WILL work for them.

You also want to end the page in a way that makes them feel like they NEED to click the "Continue" button.



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With all that said, let's take a look at the content for my excitement page.

*There are an incredible amount of people out there making a full time living on the internet right now, and this number continues to grow every single day.*

*There are people making 10k, 20k, 30k, and even 50k PER MONTH on the internet.*

*So let me ask you something...*

*Why not you?*

*Seriously think about that for a second, what makes these people that are making a full time living on the internet, living the life of their dreams (a life full of complete and total freedom), any different than you?*

*Don't skip over that question. I really want you to think about it.*

*Are you ready for the answer?*

*Well, here it is...*

*NOTHING!!*

*That's right, the people that are killing it on the internet right now are no different than you.*

*The only difference between you and them is the fact that they have "The Plan". They know the "Secret Sauce" to making money on the internet...*

*...and the funny thing is the "Secret Sauce" really isn't a secret at all. It's an extremely simple method, that once applied will unlock a whole new world for you.*

*Sure, you might not be the next Mark Zuckerberg and create technology like Facebook.*

*But you don't have to!*



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*All you need is a plan of action to follow, and on the next page I am going to show you the EXACT AND ONLY plan you ever need to make over \$10,000 per month on the internet.*

*But listen, if you are already making over \$10k per month on the internet, I don't want you to head to the next page. This strategy is for those who have been trying to figure out how to make it on the internet but haven't had any success.*

*It's for those who want a life of freedom and are willing to work for it, but they need a little guidance to help get them there.*

*Does that sound like you?*

*If so, I would like to be the person that guides you. The person that ensures you are always headed in the right direction. The person you know has your back and will always be there if you have any questions.*

*So if you aren't making \$10,000 or more per month on the internet yet, and are willing to put in some work to make it happen, then click the "Continue" button below to continue to the next page where I will reveal the strategy of going from \$0-\$10k per month on the internet*

*[Click Here To Continue](#)*

Do you see how I managed to build excitement on that first page? And not only that, but I let them know I want to be the person to help them make a living online, this builds trust.

Once they click the button to continue, they are brought to the Information page.

## **The Second Page (The Information Page)**

The information page is where you reveal the strategy to them, but you don't go into detail about the strategy. If you went into detail about the strategy you wouldn't be able to sell the OTO because they wouldn't see the need for it.





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Instead, you want to do a general overview of the method. I like to do the general overview as a three step process. You use three steps to tell the "what" but not the "how".

If you feel like you need to make it more than three steps, feel free to. I just like three steps because it keeps it simple and makes them feel like this is something they can do.

Here's what my Information page says. As you read it I want you to notice how it goes over the method in three steps by telling them a general overview of the "what", but doesn't reveal any of the "How".

*Before we get into the "nitty gritty" details of all this, I want to give you the big picture, the "birds eye view".*

*I want you to understand how this super simple business model works before we dive into how to do it all.*

### THE THREE STEP BUSINESS MODEL

*Here's the deal, this might seem way too simple to you, but IT WORKS! This is the EXACT business model I used to reach \$10,000 per month, and it is the system I want you to use as well.*

*Now before you read the three steps, I don't want you to be TOO confused. So if you don't understand some of it, don't worry. The last thing I want for you to do is read over it and say "Wow, I didn't understand any of that. I am leaving".*

*We will go over all three of these in detail in a bit ok?*

*The three steps are:*

- 1) Traffic Generation*
- 2) A proper sales funnel*
- 3) The ability to build a relationship with those that enter your sales funnel*

*That's it!*



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*All you need to do is focus on those three things...*

*...DO NOT let anyone tell you making money online is hard or complicated because it's not!*

*I believe in keeping things simple.*

*If you master those three steps you have EVERYTHING you need to make \$10,000 per month...*

*...In fact, the ONLY way you can fail is if you don't take action and I am not kidding!*

*I want you to write those three things down and memorize them. From here on out you are only concerned about learning the details of those three steps, and the good news is I am going to teach them to you!*

*Let's start with traffic generation, shall we?*

*Click the "Continue" button below to continue to the next page.*

*[Click Here To Continue](#)*

Do you see how I made that business model look really simple? At this point they will click the continue button because they are even more excited about it. They now know the general overview of the plan and in their minds they are saying "I can do this".

Once they click the continue button, it will take them to the squeeze page.

### **Creating The Third Page (The Curiosity Page)**

I call the squeeze page the curiosity page because that's what I want to make it. I want them to be curious to see what's on the other side. Here's a picture of what my squeeze page looks like:



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## "Sorry, You Must Be A Subscriber To Access The Rest Of This Training System"

As a subscriber, you will also learn:

- 👍 The only traffic generation method you will ever need (SUPER POWERFUL)
- 👍 How to set up a proper sales funnel to EASILY convert visitors into customers
- 👍 How to ensure those customers continue to buy from you over and over again
- 👍 How to do all this WITHOUT creating your own product
- 👍 And much, much more

This is the exact system I used to go from broke to making over \$10,000 per month on the internet, and you can get your hands on it today! You also get access to my personal email address, but I won't be offering that for much longer so make sure you subscribe while that offer is still on the table!

Fill in your email address to the right to instantly get access to your first lesson.

### Subscribe For Free Today!

Simply enter your email below to get  
INSTANT ACCESS to lesson one

**Get Instant Access**

Your privacy is SAFE



This squeeze page looks a little different than squeeze pages you are probably used to seeing. First off, it's more than just a headline.

It seems like 95% of squeeze pages these days are just headlines, and there is a reason for that. Headline squeeze pages usually get a higher conversion rate if you take the visitor directly to the squeeze page.

However, you are having them go through two pages of content before they even see your squeeze page. By the time they hit your squeeze page they already know, like, and trust you.

Now let me ask you this...if you went through those two pages yourself, how likely are you to actually subscribe? There is a GOOD chance you will subscribe. Very, very, very few people who make it to the squeeze page after going through the content don't subscribe.

On the previous page you left them with a cliff hanger and now they **NEED** to see what comes next. Well, they can't see what comes next if they don't enter their email address, and luckily for us it is human nature to feel the need to continue ;).



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I also want you to notice how many times I said either the word “Subscribe” or “Subscriber”. I said it 4 times in that short amount of text, this is on purpose.

I want these visitors to be aware that when they enter their email address they are now subscribing to my newsletter. They will expect emails from me, and more importantly than that, they will be excited to receive emails from me.

We will get into the follow up sequence in another section, but you will be amazed at how your opens rates and click rates will double.

Ok, that's about it for the reverse squeeze page. To be honest these are not hard to put together. Sure, they take more time to put together than a standard type of squeeze page, but the extra time you put in is well worth it.

Once you start driving traffic to your reverse squeeze page you will never want to go back to a standard type of squeeze page.

If you only learn one thing from this guide, make sure it's that reverse squeeze pages ROCK! You will instantly separate yourself from the rest of the business and your list is going to love you!

### **HOMEWORK**

\_\_\_\_\_ Take The Full Day To Put Together Your Reverse Squeeze Page



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## Creating The OTO Sales Page

So let's do a quick recap...at this point you should have both your product and the upsell to that product created, you should have your download pages put together and you should have your reverse squeeze page put together.

If you have all that done you are nearing the end of the funnel, you just need to put together your OTO sales page.

This is my favorite part of the entire process because I use a simple formula that gets high conversions every time.

We went over this at the beginning of the book, but let's quickly take time to go over the three things that make up a high converting OTO page.

- 1) Having a video sales page instead of text based sales page
- 2) Having a countdown timer
- 3) Personalizing it by including their email address on the page

Let's go into detail about all three of these points so you can put together a high converting sales page.

### **Creating The Video For Your Sales Page**

I did a lot of split testing with video sales pages vs. text based sales pages and when solo ads are the traffic source, video always converts much better.

Why? The reason is simple, video increases trust. And as we have already said about a thousand times in this book, if you want someone to purchase from you they first need to trust you. People are also more likely to take the time to watch a video than read through a sales letter.

So how should you create your video?

Well, first just know that you can use a simple PowerPoint slide and record your screen while reading through the slides. This is what I do and it works great. Some people say you will get better conversions if you show your face and talk





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to the camera, but I get great results from simply reading through a PowerPoint presentation.

### How Long Should Your Video Be?

Again, I split tested long videos (20+ minutes) vs. short videos (4-6 minutes) and short videos actually increased my conversions.

If you think about it, it makes sense. You will not be asking them to buy anything until the end of the video, and if you have a long video too many people are going to leave the page before you even ask them to buy anything.

If you keep your videos between 4-6 minutes, that's short enough to hold their attention to watch it all the way through and long enough to say everything you need to say to make the sale...which leads us to our next point on how to write the script.

### How to Write The Script

Many people freak out when thinking about writing a script for a sales video. But honestly, one of the reasons I love video so much is because you don't need to be a master copywriter. A decently written video will outperform an incredibly written text page any day of the week.

So let's go over how I present my video..

I always start off by thanking them for signing up and letting them know to check their inbox for part 1 of the training. I then move onto say something like "before you check your email, if you want to maximize your earnings using this method, please take the time to watch this short video...it's only five minutes and you are going to LOVE what you learn"

So basically you just want to start the video off by letting them know there is an email waiting for them, but if they want to get even better results they need to watch the video.

Once you get that short introduction out of the way, you want to show them some sort of proof that the method you are about to sell them works.



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If you don't have any proof that it works, don't worry! You can get around this using a simple technique...

The PLR product you bought more than likely came with a sales page. If it did, you can use the testimonials in that sales page as your proof.

If you have screenshots of money you have made with this method, great! If not, just use those testimonials.

After the testimonials just show them an image of the product they can get if they purchase, and go over what they are going to learn in each chapter.

This is where most of the content for the video is going to come from, and this is also what makes creating these sales videos so easy. For example, if the product you are selling is 10 chapters, just give them a general overview of what they are going to learn in each chapter.

Once you do that, you want to mention a bonus. The cool thing here is there is no need to create additional training for the bonus. A bonus can be something as simple as giving them access to your email address so they can contact you if they get stuck.

In fact, that's exactly what I do. I say something along the lines of "If you purchase today, you will also receive access to my personal email address where you can ask me any question as you are putting together this system, this will guarantee your success!"

After you offer the bonus, it's time for the call to action. This is where you are asking them for the sale. Just let them know how much it costs, that it will be instantly delivered to them, and that they can get instant access to it by clicking the Buy Button below the video.

### What If I Don't Want To Write My Own Sales Video?

I highly recommend you take the time to write your own sales video, but if you don't want to I understand. When I was first starting out I didn't trust myself enough to write my own sales pages so I outsourced pretty much everything.



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There are a lot of people you can outsource the content of your sales video to, but the guy I always use is this one: <https://www.fiverr.com/erapport/write-a-high-converting-video-script-for-you>

Trust me when I say he will write a sales script that converts incredibly well. Make sure you send him a message letting him know what your product is and then let him know that you want to keep it between 4-6 minutes.

If you do not want to read the script yourself, you can also use Fiverr to have someone read the script for you. Just search "voiceover" and choose the one you think sounds best.

The guy I use for almost all my voiceover needs is <https://www.fiverr.com/johnvarker/be-your-voice-over-guy>

Once you get the video put together and are happy with it, it's time to move onto step number two which is to put a countdown timer on your site.

## **Putting A Countdown Timer on Your Site**

I see these countdown timers placed on sites every time a big product launch happens, but I never seem to see them placed within solo funnels.

I have absolutely no idea why, because they have been proven to increase conversions.

The good news is the fact that placing one of these on your site is soooo easy! It's as simple as installing a Wordpress plugin called Scarcity Samaria which you can download here: <http://www.scarcitysamurai.com/>

When you download it you will also get 7 day access to the premium version, but we only need the free version.

Once you download the plugin and get it installed on your site, you need to edit your settings to make it look something like this:



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Your Discount Expires In:

DAYS HOURS MINS SECS  
00 00 08 33

This is really easy to do. When logged into your Wordpress Dashboard, click on "Scarcity Samaria" in the sidebar, then click on "Create" next to "Evergreen Scarcity"

**Campaign Wizards**

- Evergreen Scarcity (Multi-page campaign)**  
For promotions containing a sequence of pages and emails that unfold over a number of days.  
This type of campaign is set into motion when a user signs up to your list.  
(e.g. When you want to make your product launch last forever) [Upgrade](#)
- Fixed Date Scarcity (Multi-page campaign)**  
For promotions containing a sequence of pages and emails over a number of days.  
This type of promotion has a specific lifespan.  
(e.g. for a special launch promotion, such as a 50% discount in the first week) [Upgrade](#)
- Evergreen Scarcity (Single page campaign)**  
For promotions containing only one page.  
This type of campaign is set into motion when a user visits your page.  
(e.g. When someone visits your squeeze page, sales page, survey page, competition page etc) [Create »](#)
- Fixed Date Scarcity (Single page campaign)**  
For promotions containing a single page.  
This style of scarcity can be used for limited-time offers which have a fixed time period.  
(e.g. Christmas specials, Black Friday deals - deals which must expire at a fixed time) [Upgrade](#)

Evergreen Scarcity basically means that it will start the countdown from a specified point each time a new visitor loads the page.

Once you click on that, you need to first choose a Title for the campaign. This is for your purposes only, no one else will see it.

**Campaign Name**

What should the campaign be called?

[Continue »](#)



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Now click on the “Continue” button.

The next step is to select the page you want the countdown timer to show up on.

Campaign Name > **Page Selection** > Page Expiry > Visualize Scarcity

**Page Selection**

Select the page you would like to add scarcity to:

Select a page... [Create New Page](#)

« Back Continue »

Once you choose the page (which should be your OTO sales page), go ahead and click the continue button.

The next step is to choose how long you want to countdown timer to last. I recommend you set it anywhere between 20-40 minutes. We want it to be long enough to where they have time to make the purchase, but short enough to where they feel a sense of urgency.





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Campaign Name

Page Selection

Page Expiry

Visualize Scarcity

### Set Page Expiry

You must set an expiry time for Scarcity Samurai to close your offer automatically.

How long after a user visits your page should it expire?

days,  hours,  mins,  secs

What should happen when your timer reaches zero?

☒ do nothing  
☐ redirect to page  
☐ redirect to URL

« Back

Continue »

Once you enter a number, go ahead and click the continue button.

Now you get to customize the banner and choose where on the page you want it.



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Campaign Name

Page Selection

Page Expiry

Visualize Scarcity

### Visualize Your Scarcity Banner

Scarcity is MOST effective when it's kept in your visitors field of view at all times. Here you can specify how you would like your scarcity banner to look on your page...

Where would you like to place your banner on your page?

☒ in the header

☐ in the footer

☐ no banner

What would you like your banner to look like?

Red banner with text and timer

[Customize Banner](#)

When would you like your banner to appear?

☒ immediately

☐ 0 seconds after page load

What would you like to do when the banner is clicked?

☒ do nothing

☐ go to page

☐ go to URL

« Back

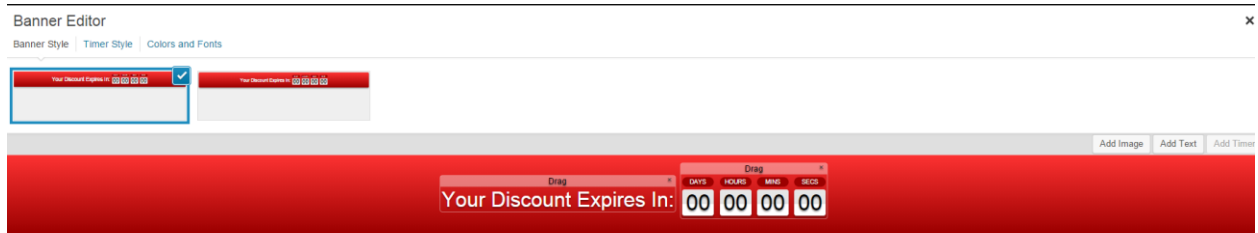
Finish

We want to keep the banner in the header. Trust me when I say conversions are better when the banner is in the header.

You also want the banner to appear immediately, and you want to have it do nothing when the banner is clicked.

At this point we want to click on the button that says "Customize Banner".

That will bring up a page that looks like this:



The first thing you want to do is edit the text. So go ahead and say something along the lines of "Your Discount Expires In:"

If you want to change the color and countdown timer style you can, but I like the look of the default layout.

Once you edit the banner to your liking, click the blue button that says "Finish", and that's it!

You will now have a countdown timer appear on that page, that wasn't so hard now was it?

And by doing those simple steps, you will increase the conversions from the sales video BIG TIME!

However, if you want to improve your conversions even more, you need to customize the page to include your email address.

Again, this is a lot easier than you might think.

### **Personalizing Your OTO Page**

In case you forgot, one of the ways we are going to increase conversions on the OTO is to personalize the OTO sales page to include their email address and let them know their discount is expiring soon. Here's what it looks like on my site:



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Your Discount Expires In:

DAYS	HOURS	MINS	SECS
00	00	00	00

★ **theiremailaddress@gmail.com: Your Discount Expires Soon!** ★

Basically what happens is once they enter their email address your autoresponder company will forward that email address to the next page, all you have to do is place a simple code on that page.

With that said, I use Aweber and will be showing you how to do this with Aweber. It is possible to do this with GetResponse also. If you use GetResponse just follow the instructions on this page:

<http://support.getresponse.com/faq/forwarding-data-options>

If you are like me and use Aweber, just follow along with me below.

**Step 1:** Log into your Aweber account and go to edit your webform you are using for the reverse squeeze page.

Once you are on step number two for editing a webform (which is the settings step), click on "Show Advanced Setting", and then check the box that says "Pass Form Data"



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1

## Design

Customize the look and style of your form.

...



## Settings

Edit your form's properties and choose a thank you page.

...

3

## Publish

Place your form on your site.



## Basic Settings

Customize your forms properties.

Form Name\*:

Facebook Integration:

☐ Enable Facebook registration form.  
Form must be at least 300px wide.

Thank You Page:

Custom Page

PREVIEW

☐ Open this in a new window

Already Subscribed Page:

Custom Page

Hide Advanced Settings

Ad Tracking:

Start On Message:

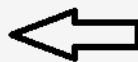
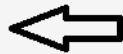
Welcome Message (1st Follow Up)

Pass Form Data:

☒ Forward subscriber information to your thank you page  
(e.g. for [personalization](#))

Save Your Form

Go To Step 3



Now go ahead and save that web form

**Step 2:** You will need to install a piece of code on your squeeze page. Aweber says this code needs to be installed within the heading section of the page. This was a problem for me because I had NO IDEA how to edit the heading section of each individual page within WordPress.

I spent a good three hours trying to figure it out, then gave up. Then I had the idea to see if there was a plugin that would do it for me...and of course there





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was! I should have checked to see if there was a plugin from the start, there's a plugin for everything, right? ;)

So step number 2 is to install a plugin called "Per Page Add To Head". If you just search within the plugins section of your Wordpress dashboard "Per Page Head" it's the first one to pop up.

Search   <b>Search Results</b>   Upload   Featured   Popular   Newest   Favorites		
Keyword ▾	per page head ✕	Search Plugins
Name	Version	Rating
Per page add to head	1.1.2	★★★★★
<a href="#">Details</a>   <a href="#">Installed</a>		

Go ahead and install it, then move onto step 3.

**Step 3:** Now that you have the plugin installed so you can edit the heading section of each individual post, go to your OTO Sales Page (if you haven't created it yet, do it now).

Once you are in the section to edit your page, scroll down until you see a section called "Add To Head". You want to place the following code in that section:

```
<script type="text/javascript">

var formData = function() { var query_string = (location.search) ?
((location.search.indexOf('#') != -1) ? location.search.substring(1,
location.search.indexOf('#')) : location.search.substring(1)) : "";

var elements = [];

if(query_string) {

    var pairs = query_string.split("&");

    for(i in pairs) {
```



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```
if (typeof pairs[i] == 'string') {  
    var tmp = pairs[i].split("=");  
    var queryKey = unescape(tmp[0]);  
    queryKey = (queryKey.charAt(0) == 'c') ? queryKey.replace(/\\s/g, "_") :  
    queryKey;  
    elements[queryKey] = unescape(tmp[1]);  
}  
}  
}  
return {  
    display: function(key) {  
        if(elements[key]) {  
            document.write(elements[key]);  
        }  
        else {  
            document.write("<!--If desired, replace everything between these  
quotes with a default in case there is no data in the query string.-->");  
        }  
    }  
}  
}  
}  
(); </script>
```



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In case you are having issues copying and pasting that code, you can grab the code directly from Awebers website here: <https://help.aweber.com/hc/en-us/articles/204027506-How-Do-I-Display-Subscribers-Names-Or-Email-Addresses-On-My-Thank-You-Page->

Once you paste it in, it should look like this:

```
Add to head
Put your head html here
<script type="text/javascript">
var formData = function() { var query_string = (location.search) ? ((location.search.indexOf("#") != -1) ? location.search.substring(1, location.search.indexOf("#")) : location.search.substring(1)) : "";
var elements = [];
if(query_string) {
var pairs = query_string.split("&");
for(i in pairs) {
```

**Step 4:** Ok, one last step. Once you get that code placed in the heading section of your page using that plugin, you need to place another simple code where you want their email address to appear.

So wherever you want their email address to appear, paste this code: `<script type="text/javascript">formData.display("email")</script>`

Again, if you are for some reason having trouble copying and pasting from this PDF, that code is on the same link I gave you above.

So if you want it to say what mine does, you will want to write out "`<script type="text/javascript">formData.display("email")</script>` : Your Discount Expires Soon"

Once you get that where you want it to go, their email address will appear on your OTO page, pretty cool huh? And probably a lot easier than you imagined!

Go ahead and test it out by entering your own email address on your squeeze page. If for some strange reason it doesn't work, just contact Aweber's support and they will help you figure it out.

## **What Your OTO Page Should Look Like**

Ok now that you have those three things added to your site (the video, the countdown timer, and personalization), here's a good idea of what your OTO page should look like at this point:



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Your Discount Expires In: DAYS HOURS MINS SECS 00 00 10 47

★ theiremailaddress@gmail.com: Your Discount Expires Soon! ★

You are about to discover the one  
**secret system** that makes it  
IMPOSSIBLE for you to fail online.

Special Offer - \$17.00

**Add To Cart**

Click Here To Add To Cart

VISA MasterCard American Express DISCOVER

\* Get Instant access - even at 2am - Guaranteed!

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Don't worry if the design doesn't look exactly the same, the important thing is that you have those three elements.

As you can tell by looking at my OTO sales page, there are literally ONLY those three things on there + the buy button.

The page is simple, but it GETS RESULTS!!!

## **HOMEWORK**

\_\_\_\_\_ Put together your OTO sales page using the three elements discussed in this chapter



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## Creating Your Follow Up Sequence

I have talked to a lot of online marketers who purchase solo ads and they told me they don't even bother putting together a follow up sequence anymore because they couldn't get any sales from the follow up sequence.

WOW!!

If you aren't getting any sales from the follow up sequence, something is seriously wrong.

The thing I absolutely LOVE about the reverse squeeze page is it increases your open and click rates within a follow up sequence BIG TIME!

You see, your subscribers will actually look forward to receiving your emails instead of getting annoyed by them. There have even been times when I forgot to upload a follow up email and I would receive emails from my subscribers asking why they didn't receive an email that day.

So why does a reverse squeeze page increase the responsiveness of your list? The answer is simple...it's because 'the story continues'.

Think about your favorite TV show right now. I don't know about you but when "Lost" was on TV I was absolutely addicted. I would make sure I dropped everything I was doing the very second a new episode came on TV and I would watch it. Each time the episode ended, I NEEDED more!! I needed to see what happens next.

**(Side Note: Don't even get me started on how I felt about how the series ended..GRRR)**

We want to create this same effect with your emails, and when you use a reverse squeeze page you are setting yourself up for a great way to do this.

On you reverse squeeze page you started the story, and now you will finish the story with your follow up series.





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## How Long Should Your Follow Up Series Be?

I recommend a MINIMUM of 7 days. If you want to go more, then go as long as you want! I am constantly adding to my follow up series to this day, but when you first get started make sure you have a minimum of 7 emails.

## How To Keep Them Engaged

Remember, we want our subscribers to look forward to each email they receive. Because of this, you need to end each email with a cliff hanger.

Going back to the example of "Lost", they would end each episode with a cliff hanger. It ended in a way that forced me to tune in the following week and watch the next episode.

You want to do the same exact thing with your emails, and the easiest way to accomplish this is to have each email be a training lesson, and each lesson builds on the previous one.

For example, if you are going to do a 7 day follow up series you want to have 7 lessons. Each email will be 1 lesson.

## Start By Planning Out The Full 7 Days

Before you start writing your follow up series, you need to know what all 7 lessons are going to be about, so the first thing I do is plan out the topics of each email before I start writing.

For my affiliate marketing emails, the 7 lessons are:

- 1) A general overview of the system
- 2) Choosing the right niche
- 3) Choosing a product to promote
- 4) Putting together your lead capture page
- 5) The importance of the pre-sell
- 6) How to generate traffic
- 7) How to scale up



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Once you get your seven lessons planned out, the next step is to move onto writing the subject lines

### How To Write The Subject Lines

A lot of folks struggle with writing subject lines because they feel like unless they get them perfect, they aren't going to get opened.

To be honest, they have a point...

If you think about it, your subscribers receive emails from so many other marketers on a daily basis, so most marketers feel like they have to spend all day coming up with the perfect subject line before they send an email.

But one thing you need to realize is you have already set yourself apart with your reverse squeeze page. At this point your subscribers already trust you over any other marketer whose list they are on because you gave them great information before you even asked for their email address.

This means they will open your emails because the email is from YOU...not because of the subject line.

The goal of your subject line should simply be to remind them that you are the "good guy". You are the one who is actually delivering value.

The easiest way to do this is to remind them that the emails you are sending them are actually lessons, so in each subject line you should have the phrase "Lesson \_\_\_\_ of \_\_\_\_"

What do I mean by that? Here are my exact Subject Lines:

[Lesson 1 of 7] Thanks For Subscribing-Special Treat For You...

[Lesson 2 of 7] How To Choose The Right Niche

[Lesson 3 of 7] How To Choose A High Converting Product To Promote

[Lesson 4 of 7] Get That Lead Capture Page Put Together!

[Lesson 5 of 7] To Pre-sell, or Not To Pre-sell?



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[Lesson 6 of 7] It's Traffic Time!

[Lesson 7 of 7] Let's Scale This Baby Up!

As you can see, there is nothing special about these subject lines...and to be honest I didn't really put much time into thinking about them...the reason for that is because I know these subscribers are going to open the messages because they were sent from me. I don't say that to sound cocky, I say it because separating yourself from the rest of the people in this industry is WAY too easy.

If you set up your system how I have outlined so far, your subscribers will be opening your messages because they are from you also. This means you don't need to stress out as much about writing the perfect subject line.

Like I said, it's human nature to feel the need to "tune in" to see what's next, and if you put the lesson numbers before each email your subscribers will be able to see that there is a beginning and that there is an end, and because of this they will want to open and read your emails.

### How To Write The Emails

I am going to answer the question that I know is on your mind right now...yes, you will be promoting your product in every single email for the first 7 days.

In my opinion there is way too much talk about how often to send promo emails and how often to send relationship building emails...why can't you just do both within one email?

That's what I do and it works great!

If you send out an email to your list providing great content, there is nothing wrong with promoting a product at the end of the email.

Every time I write an email for my follow up sequence, my mindset is "Provide then Promote".

What I mean by that is I first provide great content to the subscriber, then I promote my product and let them know the information they just learned will



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work, but if they want faster results (or better results) they should pick up my product.

### What Product Will You Be Promoting?

You want to promote your product in all of the 7 emails. So the product you directed them to right after they subscribed is the same product you want to promote in each email.

Just because they didn't purchase the first time they saw it doesn't mean they won't ever purchase it. Some people have no problem purchasing a product the first time they are exposed to it, but there are many people who need to be exposed to it multiple times before they make the purchase, which is what your follow up emails are for.

I would say about 50% of my sales are actually from my follow up sequence. It's probably because by the time they are finished going through my follow up sequence, they figure if my free information is this good, the information they have to pay for must be even better.

### Leave A Cliffhanger at The End of Each Email

Going back to the "Lost" example...at the end of each episode, they would have a short preview of the next episode. The goal of this short preview was to get your excited and make you want to tune in next week so you don't miss anything.

You want to do the same exact thing with your emails...At the end of each email you want to let them know what's coming next. You want to get them excited about your email before you even send it. If you combine this with the lesson number in your subject line, your open rates are going to nearly double.

### An Example Email

I am a big believer that the best way to teach is to show examples. I can sit here and try to explain how to write a good follow up email all day, but showing an example email will probably be the best way for you to learn.



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Subject Line: [Lesson 3 of 7] How To Choose A High Converting Product To Promote

Welcome back!

Thanks for tuning in today. The past two days we went over a general overview of how this business model works and then we talked about how to choose the right nice. If you have followed along so far then today you are going to learn how to choose a product to promote.

If you haven't decided on your niche yet, make sure you do that before you read this email, got it?? Good!

The product you choose to promote can make or break your success with this method. If you choose a product that converts well, you will succeed, if you choose a product that doesn't convert...well, best of luck to you!

The good news is the fact that you don't have to take guesses at which product convert well and which don't...most affiliate marketplaces will give you the conversion rate information

For example, in JVZoo and WarriorPlus (the two places I recommend you find products to promote), you can see not only the conversion rates but also the EPC.

EPC is simply how much each visitor to the site is worth. Many people pay attention to the conversion rates, I actually pay more attention to the EPC.

Why? Because just because the product has a great conversion rate doesn't mean I will make the most money out of it. For example, I would make more money selling 1 product that sells for 27 dollars than i would make if I sold 25 products that sold for one dollar.

The one dollar product will likely have a much better conversion rate, but the 27 dollar product has a higher EPC, make sense?

In WarriorPlus, the EPC is actually called visitor value.





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When choosing a product, you want to make sure it has a refund rate of under 5% (this ensures you are promoting a good product), and you want it to have an EPC of \$1.00 or more.

If it has a refund rate of less than 5% and an EPC of \$1.00 or more, you have a winner!

Yup, choosing a product is that simple.

If you want to get a jump start on your affiliate marketing career and get my 12 week program to make \$100/day with affiliate marketing, [click here to check out all the details!](#)

Talk soon,

Bryan Harkins.

P.S. Make sure you keep an eye out for tomorrows email. We are going to go over the most important thing you will ever build in your internet marketing career.

See you then!

Hopefully seeing that example email will give you an idea on how to go about writing your own emails. You can basically use that same template to write each of your emails and your subscribers are going to love you for it!

Notice how I gave them good information and then asked for the sale at the very end? I get WAY more sales doing it this way than I do if I were to simply send out a straight promo email.

Make sure you get those email written. Once you have all 7 written and uploaded to your autoresponder you are **DONE WITH YOUR FUNNEL!!!!**

Now you simply need to drive traffic to your reverse squeeze page and watch the money roll in...

Speaking of traffic, let's talk about how to get it, shall we?



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## Traffic Time

Considering this book is titled "Solo Funnel Breakthrough" I think it is pretty obvious what the traffic source is going to be :).

However, I don't want you to just go out and purchase a solo ad from just anyone. You need to find solo ad sellers that have been proven to generate sales for their customers.

Too many people purchase solo ads because the vendor had good testimonials showing their traffic gets a good opt-in rate.

That's great, but that's not the main focus for us. Remember, our main focus is generating sales, so we want to make sure we purchase solo ads from sellers who have been proven to generate sales for their customers.

I don't know about you, but I would much rather spend \$50 on a 100 click solo ad and make three sales at \$17, than spend \$30 dollars on a solo ad and make only 1 sale. So you need to remember the cheapest sellers aren't always the best, and you usually get what you pay for in the solo ad industry.

### **How To Find Solo Ad Sellers Who Will Get You Sales**

The key to being successful with your solo ad purchases is to do proper research. There are a lot of solo ad sellers out there who are just trying to scam you by sending bot traffic, and there are also a lot of sellers who will only send you traffic that never buys anything. We want to make sure we avoid both bots and people who are just looking for freebies. So how do we do this? Simple! Use Facebook.

There is a Facebook group where people will leave honest testimonials for people they have purchased solo ads from before. You will see how many clicks they ordered, how many clicks they received, how many opt-ins they got, and whether or not they go any sales.

The main thing we are looking for is sales. Sure, it would be nice getting a lot of subscribers but those subscribers are pointless if they never buy anything. So



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when looking for solo ad sellers, we need to look at whether or not their customers are getting sales.

To do this, you first need to join the Facebook group. Here's the link:

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

Once you get accepted in the group, you can browse through it to find sellers who have been getting sales. Or you can just do what I do and use the search button to speed up the process :)

First thing you need to do is find the search bar at the top right and then search for the word "Sales"



This will show you all the people who left a testimonial in that group and mentioned something about sales. Just scroll through the people who left testimonials and contact those sellers.

Make sure you actually read the testimonials before you contact the seller. When you search the word "sales" it will show you each time the word "sales" was used. Some people leave testimonials saying "I didn't receive any sales".

Here's a great example.



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**Andy Steele** ▶ SOLO ADS TESTIMONIALS

Yesterday at 1:22am · London, United Kingdom · 🌐

Seller: ~~XXXXXXXXXX~~

Ordered: 1000

Delivered: 1022

Optins: 29%

Sales: NONE

Comments: First 250 clicks came through with an opt in rate of less than 5%.

Spoke to ~~XXXXXX~~ who said he would start again with a fresh link. Same thing happened again but the rate increased towards the end of sending.

Final optin rate was still much lower than I normally get.

No sales from 1k clicks is a mystery. This is the first time I've had a solo over 300 clicks where I have not made a sale.

Like · Comment · Share · 👍 5 💬 2

I blocked out the sellers name just because I don't want this book to be responsible for ruining anyone's business. But as you can see this person ordered over 1,000 clicks and didn't receive any sales...OUCH! You want to make sure you stay away from sellers like that.

Here's an example from the type of seller you would WANT to go contact:



**Prashant Mangalampalli** ▶ SOLO ADS TESTIMONIALS

July 21 at 8:12pm · 🌐

Seller: David Wolfe

Ordered: 500

Delivered: 514

Time-frame: 4 days

Optins: 52.33%

Sales: 5 FE

Comments: I buy regularly from David and this is the reason why.

Like · Comment · Share · 👍 3 💬 1



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This person ordered 500 clicks, got over 50% to subscribe which means over 250 subscribers, and received 5 sales. This means he got 250 new subscribers onto his list and made almost all his money back right away. Assuming he has a good follow up sequence like you do, he will continue to make money from these 250 subscribers.

### **How Much Should I Pay?**

Now when it comes to the price, remember that prices are always negotiable. Always ask if they have a first time buyers discount. Many of them will say yes because they don't want to lose you as a long term customer.

I personally never pay over 50 cents per click. Many will try to sell to you at 60-80 cents per click but you can easily negotiate them down to 50 cents per click or less. If they are unwilling to lower their prices then move on to the next seller. There are literally hundreds if not thousands of solo ad sellers out there who can help you generate sales.

### **What If I Absolutely CAN'T Afford Solo Ads Right Now?**

Even though this book is about making money through your solo ad funnel, I understand there will be some of you who just absolutely can't afford to purchase a solo ad right now.

If that's the case then you will want to use the following traffic strategy. Keep in mind your results won't happen as fast, but as long as you are consistent you will get results.

#### **Forum Posting**

This is a "not so new" method of getting free traffic that I am sure a lot of you have heard about before, but very few people actually do it. I really have no idea why people don't do this because it's such an easy way to drive traffic to your website for free.

When I was trying to figure out how to drive traffic to my sites, I bought countless WSO's on traffic generation and a couple of them said to post in forums. I always just skipped past that section because I didn't believe you can really





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generate much traffic at all through simply posting in forums a couple times per day, but I was wrong!

Once I started to consistently post in the Warrior Forum I noticed the power of making a couple high quality posts every single day. If you want to build your list as quickly as possible, forum posting should be part of your everyday strategy.

### Finding Forums

If you are in the internet marketing niche, I can tell you right now the only forum you really need to join is WarriorForum.com. Yes, there are other internet marketing forums out there, but The Warrior Forum generates the most traffic by far.

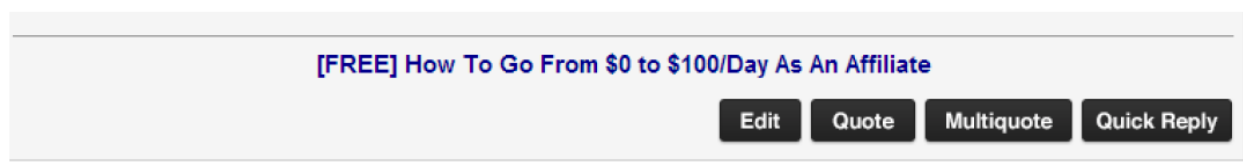
If you are in another niche, you might want to find a couple forums to join. Finding forums is actually really easy.

You can use Google to help you find forums. Just head over to Google and search "Your Niche + Forum". Once you search that, Google will return a bunch of forums. Go through them and figure out which ones are the most active and join the most active ones. However, before you join make sure they allow you to leave a link in the signature. Most of them will but there are a few that won't allow it.

### Adding Your Signature

Before you start making posts, you want to leave a link to your squeeze page in your signature that way below each post you make there will be a link to your squeeze page which will get exposed to thousands of people.

Here is an example of what my signature link looks like in The Warrior Forum.



That simple signature has been responsible for driving a couple thousand visitors to my site these past few months.



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## You Know More Than You Think

It seems like each time I tell someone they need to start consistently posting on forums, they always tell me “but Bryan, I don’t know enough to help out other people”. Feeling like you don’t know enough is not an excuse for not posting.

I can guarantee you that you know a lot more than you think. If you browse through some of the threads in Forums, you are going to find some threads you can post in and give your input. The main problem is some people just lack confidence and are afraid they are going to give their opinion and then have others start an argument with them and tell them they are wrong.

Unless you say something completely false and start spamming the forum, this isn’t going to happen. Forums are meant for opinions, sure there might be times where someone doesn’t agree with you, that happens to me all the time, but as long as you aren’t rude to them they won’t be rude to you.

If you feel like you REALLY don’t know anything about your niche, then you can still do forum posting. Just make sure you do a little bit of research before you make a post. There’s nothing wrong with going to Google to look up an answer and then reporting back with what you learned.

So don’t let the fear of “not knowing anything” or the fear of getting in an argument on the forums stop you from making daily posts.

## Post On New Threads

If you want to get the most out of your forum posting, you should try to post on new threads that don’t have many (if any) replies yet. If you are one of the first three responders to a new thread, you have a much greater chance of someone reading your response which means they will be exposed to the link in your signature.

If 10-15 people have already replied your reply will get stuck somewhere in the middle and most people don’t read that far down which means they won’t see your reply/signature.

## Value Value Value



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I think this could go without saying, but I am going to say it anyways because it is extremely important. When you guys make your posts, you need to make sure you are actually adding value to the forum. Don't just go out and make as many short little posts as you can, that's not really helping anyone.

Make sure you actually read the persons question and then do your best to give them an answer or chime in with your opinion.

### Your Forum Posting Strategy

The thing I love about forum posting is that it doesn't take long to do at all and I actually find it kind of fun. You get to engage with others who have the same interests as you and drive traffic to your reverse squeeze page at the same time, sounds like a pretty good deal to me!

So how many times per day should you be posting in a forum? I would say to make about 5 high quality posts every single day. 5 posts does not take a long time at all, and once you make 5 posts for about a week straight you will see how much traffic you can actually drive to your squeeze page on a daily basis.

So if you are like me and you have always put aside forum posting and said it's not for you, I challenge you to try it for just one week. Make 5 posts every single day for one week and watch how many new subscribers you get. After that week you can decide whether or not it is something you want to continue with. Once you see how many new subscribers you got from doing it I am sure it is something you will want to continue doing.

So traffic generation really is as simple as that. Like I said, I highly recommend you do your research on solo ads and purchase solo ads from people who have good testimonials. As long as you have your sales funnel set up properly like how I talked about, you are going to make some sales, break even quickly, and then profit your way through the rest of the sales funnel.

If you are SET on not paying for any traffic right now, make sure you stick to the forum posting strategy. When forum posting is done properly it can be very powerful.



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## Profiting From Your List (And Scaling Up)

Ok so at this point you have the entire funnel set up, you are getting traffic and making sales...but how do you scale up?

The thing I love about this business model is scaling up is so easy! First, I want to talk about the best way to profit from those who purchase one of your products.

### **Profiting From Those Who Purchase Your Products**

It is VITAL that you take someone off your prospects list (freebie list) and put them on your buyers list when they purchase one of your products.

This is really easy to do in both Aweber and GetResponse. I won't waste your time here showing you how to do it since both of them have great tutorials you can follow along with, but it is very easy to automatically take someone off your freebie list and add them to your buyers list once they purchase your product.

You want to do this because you need to make sure you treat your buyers list like GOLD. You need to treat them with the respect that they deserve because at this point they are in fact your customers.

The way you will make money from your buyers list is to promote affiliate offers to them, but you want to make sure you actually review the product before you mail out an affiliate offer to them.

The last thing you want to do is email your buyers list offers that are complete crap. You need to show them you do care about them and the best way to do that is to make sure you actually review the product before you mail it out.

If the product is actually a good product, then great! Mail out for it. But if you didn't think it was a method that could actually work or you just thought it was some crappy rehashed material, don't mail it to your list.

It only takes one bad mailing for your list to lose trust in you, and if they lose trust in you they won't purchase from you anymore.





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## How Often Should You Mail Your List?

I get asked this question all the time, and honestly it's impossible to answer. I just email my list whenever a good product comes out which is usually 4-5 times per week.

With that said, there are some weeks I don't mail my buyers list at all because I didn't think any of the products that came out that week were any good.

## Getting More Sales From Affiliate Mailings

I don't do this all the time, but for the products that I think are REALLY GOOD (or the products that are offering cash prizes for making the leaderboards), I will include a bonus offer. So if they purchase from my link they will also receive a bonus from me.

Usually these bonuses are other products of mine, and they are automatically delivered by either WarriorPlus or JVZoo. So if you are looking for a way to squeeze some more sales out of your emails, just offer them a bonus.

## **How To Profit From A Freebie List**

There are two main ways you can profit from your freebie list. The first is to become a solo ad seller yourself, and the second way is to extend your follow up series.

I used to sell solo ads but have since switched over to simply extending my follow up sequence.

To be honest I did make more money selling solos to my freebie seekers list but it does take more of your time and I got a little lazy ;).

Let's first talk about how to sell solo ads to your freebie list.

## Selling Solo Ads To Your Freebie List

There are a ton of products out there showing you how to sell solo ads, so I won't go into a lot of detail here because that's not what this book is about, but I do want to give you a general idea of how it is done.



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First off, I don't recommend selling solo ads until you can send 100 clicks per day from your list. Once you can send 100 clicks per day you can start selling.

So let's say you can now send 100 clicks, you would then join a bunch of the solo ad facebook groups (just search for them in facebook) and start making posts letting everyone know you have clicks for sale.

Since you are just getting started you want to offer unbeatable prices, so I would start off by selling them at 35 cents per click.

Let's say you sell 100 clicks per day for a full month, that's 3,000 clicks sold at the end of the month.

3,000 multiplied by 35 cents is 1,050.

So using this method, you just made over \$1,000 in a single month and you didn't have to sell a single affiliate offer.

As you start to get more and more testimonials from your customers you can charge more. So you will eventually be making more money without having to sell more clicks.

In order to be successfully selling solo ads, you need to make sure you have awesome customer service and you need to make sure you continue to purchase solo ads yourself.

If you continue selling solo ads without actually purchasing any traffic yourself, your list will get smaller and smaller due to unsubscribes. So make sure you invest some of your earnings into more traffic.

Like I said, selling solo ads is a great and easy way to make money from your freebie list, but it does take up some of your time due to customer support.

If you are looking for a way to make money from your freebie list without having to sacrifice as much time, then the following method is for you.



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## **Extending Your Follow Up Series**

Like I said, you probably will make more money from selling solo ads to your freebie list, but for those of you (like myself) who want it to be completely automated, your best option is to extend your follow up series.

The reason I love this method so much is because you just write the emails once and let them go to work for you forever. Your only job then becomes to drive traffic to your reverse squeeze page, everything else takes care of itself after that.

I know quite a few marketers who claim they can't seem to make any money from their follow up sequence, but that's because they send "one-off" emails. Meaning the emails are not related to each other at all.

Remember how when you wrote your original 7 day follow up sequence, the emails were all related to each other? Day 1 lead into day 2, day 2 lead into day 3, etc. Well, when extending your follow up sequence you want to do the EXACT same thing.

The only difference is this time you will be selling a different product in a difference niche. So if your niche was affiliate marketing for the first 7 days, then next 7 days it could be list building, then the next 7 days it could be blogging, then the next 7 days it could be Kindle...and so on.

## **Selling Your Own Product Vs. Affiliate Offers In Your Follow Up**

If you are looking to get started as fast as you possibly can, you will want to start off by selling affiliate products within your follow up sequence. This will give you a chance to sell something right away without having to actually create a product.

With that said, the best long term strategy is to sell your own products within a follow up sequence.

Why? Because you can start to build your buyers list at a pretty fast rate if you sell your own products.



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If I had to start over from scratch, I would plan out a 28 day follow up sequence (promoting 4 products..1 for every 7 days), and start off by selling affiliate offers. Then over time I would replace those 4 products with my own products as I created them. This way you can get started by selling affiliate products, but then transition into selling your own products over time.

## **Final Thoughts on Profiting From Your List**

When you follow this system, put together your reverse squeeze page, and build a relationship with your subscribers through the original 7 day follow up sequence, profiting from your list really isn't as hard as many make it out to be.

Whether you choose to sell solo ads or extend your follow up sequence to scale up, the important thing is to offer your subscribers value.

When I sold solo ads, I would make sure to check out the free gift the person was giving away was a gift my subs would love before I went ahead and sold the solo ad. When selling affiliate products, I always go through the product to make sure it was a high quality product. If it isn't, I won't promote it.

Just make sure you actually care about your subscribers. If you show your subscribers you care, the money will follow.



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## Conclusion

I know we covered A LOT in this guide, but I wanted to make sure I revealed my entire system so you guys knew exactly what to do and how to profit from purchasing solo ads and then scale it up into a full time business.

What you have in your hands right here **IS A FULL TIME BUSINESS!** Please don't let this be another product you purchase and don't take action on. If you take action results will follow.

Since we did cover a lot in this guide, I want to briefly go over it all again in case there was any confusion along the way.

You will be purchasing solo ads to drive traffic to your reverse squeeze page. Remember to read the section in this guide on how to purchase solo ads that way you don't get scammed.

All the traffic will go to your reverse squeeze page. Your visitors will go through two pages of content before they see your opt-in page. This will slightly lower your opt-in percentage but dramatically increase sales on your OTO and make your list MUCH more responsive.

Once they opt-in they will be brought to your OTO sales page with a video playing. If they purchase the OTO they will be automatically taken off your freebie list and put on your buyers list.

If they do not purchase your OTO they will still be on your freebie list and go through your 7 day follow up series to try to get them to purchase your product and get them on your buyers list.

If after 7 days they still haven't purchased anything, you will still profit from them by either selling solo ads to that list or continuing your follow up series (using the methods we went over in this guide).

You will profit from your buyers list by promoting affiliate products, but again make sure they are high quality products before you promote. Also, you might want to stick to products under \$17.00 for best results.





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## Final Thoughts

Again, I hope you understand that what you have in your hands right now is a complete business plan that anyone can follow. This business plan can quickly bring you to over \$100 per day as long as you take action.

Once you get your funnel set up, your only job is to drive traffic to the reverse squeeze page and let the funnel automatically take care of the rest.

Take action and I can't wait to hear about your success!



*Bryan Harkins*