

That One Article



Automated. Viral. Free.

"Now This Is List Building!"

Lee Murray

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Legal and Ethical Matters

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Or prosecuted. Or banished. The shit, she will a' go down. Not sure how yet... but I'm a pretty creative kid, so don't start gettin' all brave on me, homes!

Also...

I cannot be held liable for your results. There are far too many variables to consider when it comes to online success. Your work ethic, approach to the market, skillset, brandability, time and/or budget, luck, and other factors will come into play.

As such, I cannot guarantee your success as you follow along with the “That One Article” system. Any time, money, momentum, or “good vibes” you may lose as a result of following the contents laid forth in this publication aren't my cross to bear.

In other words, you follow this sucker entirely at your own risk.

That said, I have made only the most earnest of attempts to keep this information as accurate, actionable, and effective as possible.

Please read and apply the following in good faith.

May your confidence lead you to action... which leads you to a whole new level!

- LM

Introduction:



Welcome to the Effing Party!

Alright, so it's not literally an effing party.. I'd hate to get busted for false advertising. So let's be honest...

It's an e-book about e-biz shizzy.

I mean, you're perfectly welcome (and even encouraged) to strip down to your nothings before reading it. I mean, it's that stinkin' good. It's... just... that... good.

But yeah...

In the words of the great Mike Patton, “What is it?”

Why, it's “That One Article,” sillybrains. Weren't you there when you bought the darn thing? I mean, I wasn't... because I automate like a friggin' BOSS. But c'mon, man. Just... c'... mon... man.

“Lee, You Clearly Haven't Learned How to Stop Being a Jackass Yet. What Are You Teaching Me To Do, You Attention-Seeking Son of a Mormon?”

In the words of the great Eminem, “I'm teaching you how to become financially free by creating just one piece of great content per week... and then repurposing it to build a giant list, generate more traffic than you can handle, build a hella powerful brand, and make your email marketing easier and more profitable than ever.”

Or maybe he said something about cutting someone and locking them in a trunk.

It's so hard to keep up these days. :)

Jackassery aside, you're about to learn how to:

1. Create a high-octane blog, squeeze page, and email list.
2. Write (or outsource) one dynamic, epic article (1500 words) per week.
3. Post this article on your blog and index it almost immediately.
4. Turn this article into pdf and video form.
5. Distribute this article to web 2.0 sites for extra exposure.
6. Craft the easiest damned emails you can imagine using this content.
7. Build a bonus buyers list that will feed you and your family for years!

While the process is simple and this e-book short, don't you DARE undervalue the impact that this method can (and most definitely will) have on your business... and your life. In fact, this may be (and likely is) among the most powerful e-books you've ever gotten your grubby little paws on.

I'm sure of it.

So let's keep things short and concise, in the spirit of springing into action.

My name is Lee Murray. I've been in this online marketing world since June of 2008. I've been supporting myself and my family (very nicely) as a full-time IMer since March of 2013. I haven't looked back... nor will I ever.

I'm living a dream, and I never wanna wake up! :)

And you, my friend, are helping me to do just that. As such, the least I can do is help you to do the same. Otherwise, I'd kind of be a dickface, right?

Wait, was that inappropriate?

Seriously, I am ever grateful to you for picking this bad boy up. And to demonstrate my sincere and deep gratitude, I'm going to give you my very best here today.

I'm gonna help you to cultivate a brand new reality for yourself. I'm gonna help you to live a mighty fine dream of your very own.

Wanna let me?

Rad.

Then let's get to the gettin'...

Part One:



Your Critical Foundation

You need some stuff.

You need a domain name, an autoresponder, a hosting account, a Warrior Forum account, a Paypal account (Premier or Business), web 2.0 accounts, a YouTube channel, affiliate accounts, and a Google AdSense account (optional).

The first thing I need to tell you is that this process will work best in the IM niche. You can make it work in other spaces, but you won't have nearly the same level of resources that you'll have in the IM niche.

So keep that in mind.

As we proceed, I'll be teaching you how to do this in the Internet Marketing niche. If you want to use the "That One Article" system to rock a different niche, feel free! Instead of the Warrior Forum, use the most popular forum in your chosen space.

It'll be up to you to find places to and product vendors to distribute your mini e-books to, etc. But you're pretty smart. You'll figure it out.

Or you could just take the easy road and do this in IM! :)

Your call.

So assuming that you'll be operating within the make money online market, good affiliate programs to sign up with include:

- [WarriorPlus](#)
- [JVZoo](#)
- [Clicksure](#)
- [Clickbank](#)
- [PayDotCom](#)

You can also look for PPL (pay per lead) opportunities by doing a search in Facebook or Google. That's beyond the scope of this training, but it's a good option if you want to maximize your success.

PPL simply allows you to be paid cash for sending your traffic to another marketer's squeeze page. You get paid for each tier 1 opt-in you're able to generate.

Again, PPL isn't a requirement... just an option.

Okee-dokee then, player hater... what next?

Ah, yes... domain, hosting, autoresponder, and new Wordpress blog.

You know, I teach this stuff in every single product I create. Moreover, I see it being taught in nearly every single product I buy, critique, promote, etc. If these topics aren't dead horses, then I don't know what I've been beating.

Probably puppies... at chess, anyway.

So here's what...

Here's a very helpful video for you...

[Click Here to Watch the Video!](#)

This will show you how to acquire a domain name (for cheap), get hosting, and link your domain and your hosting together.

And here's how to install your new Wordpress blog...

[Click Here to Watch the Wordpress Setup Video!](#)

Looky, looky! I just saved you about 15-20 pages of unnecessary bullcrap. I couldn't be a nicer fella if I stopped keying random people's cars! How'd you get so lucky?

Configuring Your Wordpress Blog

Alright, so at this point I'm going to assume that you've got a Wordpress blog installed on your self-hosted domain. If you do NOT, then please do NOT continue reading "That One Article." It's pointless.

And while you'll still be undeniably attractive and hilarious, you likely won't get very far with IM if you don't have these basics. It's a prerequisite for virtually every and any online business you'll run. So yeah. Get them shits, dawg. :)

Once you're ready, I want you to log in to you Wordpress dashboard.

If you don't know how, look it up. In fact, if you don't know how to do anything I tell you to do, look it up. The information is readily available. I'm not here to serve as an encyclopedia of all things IM. I'm teaching you a badass strategy.

Yes, it's a bit more advanced and I expect you to already know how to do some of this stuff. Otherwise, the people who have already been around the block once or twice would be bored to death.

But that is NO EXCUSE for you to just walk away and give up if you don't know how to do some of these things. If I say “upload the following plugins to your Wordpress site,” to which you reply “well how in Valhalla do you do that?”

My answer to you is “look it up, homie.” Go to YouTube and type “how to upload plugins in Wordpress” and get that baseline understanding under your belt. This is your money... your future fortune... your new and improved lifestyle.

Don't be a lazy ass.

Again, the information is out there. And this rant is over. :)

So yeah, choose a new theme and install a few plugins.

You can literally choose anything you like as far as theme goes. This is your business. Pick something that gives you some pride of ownership. Personally, I use “Pinboard” theme on most of my blogs. Me likey mucho.

For plugins, you want:

- Antivirus
- All In One SEO Pack
- Google Analyticator
- Google XML Sitemaps
- WP Simple Firewall
- Pretty Link Lite
- Fast Secure Contact Form
- Anything else you like or have heard good things about

Then, activate them and configure the ones that require configuring. All In One SEO Pack, Google Analyticator, and Fast Secure Contact Form will require a bit of configuration. Just do what they prompt you to do (watch YouTube tutorial vids if need be) and get yourself dialed in. ;)

I promise you that in Part Two I won't gloss over this stuff quite as much as I may be doing now. And that's because Part Two is the actual "That One Article" system. Part One is basically just here to let you know that you need a blog and a lead capture system... it's not necessarily a tutorial on these things.

Speaking of Lead Capture System...

I'm now going to link you to a video where I show you how to build a squeeze page. Remember, however, this is a pretty dang basic squeeze page, and there are much more powerful lead capture systems available to you.

[But Please, Click Here to Watch the Video!](#)

It will certainly help. And it's not a bad way to start.

That said, I do recommend taking a look at my "That One Article" upsell, if you haven't already. I'm calling it "The Lead Capture Pack," and it consists of three of my most successful lead capture systems to date. Very cool, extremely powerful stuff.

Go ahead and check it out by [clicking this link](#).

So this is where we're gonna be sending our traffic. Now, for the love of all that is both fake and breasty, can we get the heck on with the show?

I couldn't be more excited to actually get into the "That One Article" program. I can't wait to show you how we're gonna GET you the traffic that'll actually be swarming into your lead capture system like locusts through the Southern sky.

And so we shall. Right stinkin' meow...

Part Two:



That One Article

So here we go, el capitano. Here we go...

Do you think of yourself as much of a writer? By that, I mean can you write at about an eighth-grade level? In English? Rad. Then you've got what it takes to do this.

The process I want you to follow is almost unfathomably simple.

Creating Your Content

Here are the steps you will take to create your weekly articles:

1. Go to <http://warriorforum.com/>
2. Look at questions that people are asking in the main forum (thread titles).
3. Read the threads and take note of the answers people are giving.
4. Write your articles with these questions as your titles... one per week.
5. Elaborate on the answers people have given... inject a few of your own, if you believe you're qualified to do so and you've got an opinion on the subject.

That's stinkin' it, my brother or sister.

Let me ask you a question...

Have you ever typed an Internet marketing related question into Google only to discover a Warrior Forum thread as one of the very top results?

I have. LOTS of times. Lots.

For example, if I'm curious about the state of web 2.0 these days, I might type into Google "does squidoo work for direct traffic" or "does submitting to ezinearticles still work in 2015..." or something similar. I may just type in "does web 2.0 work."

The exact words I use don't necessarily matter. What matters is that I typed in a question, and I found a direct answer. Oftentimes, the answer was a WF thread. The thread title may not have been identical to the "keyword" I typed in... but it still showed up in the search results. I still found it.

What this tells me is that:

1. Questions make rad keywords.
2. Our articles will be discovered for a multitude of related keywords, regardless of how well they're optimized for our “main” keyword.
3. Deliberate SEO isn't all that important with this strategy.

It also tells me that the Warrior Forum is viewed as a decent source of quality information by Google... so it may as well serve as a decent source of quality information for us.

Am I making sense?

At the end of the day, each and every article we write using the “That One Article” system should have a very sincere question as its title.

What's more... if you've been around the industry for any length of time, you may have enough of *your own* questions to create a year's worth of articles out of!

You don't have to use the Warrior Forum to find your questions. You can use your brain. But I would certainly use the WF (along with any other legitimate sources, i.e. Google or YouTube) to find answers, which will make up the meat of your article.

Be Bold... Be Opinionated

Know this. When you're writing your article, you want to be as charismatic and authoritative as you can be without being an over-the-top a-hole.

While some people want the facts and only the facts, most people get bored with this. We live in a society where “edutainment” rules the day. When it comes to your weekly articles, it is extremely important that you embrace this fact.

Well-informed opinions will help. And when you do your research using the Warrior Forum, you can easily see many people's opinions at work. That's great for you, because if you agree with one person's opinion, then you can adopt it as your own. If you disagree with another person's opinion, then you can speak against it.

Obviously, you don't want (or need) to mention these people in your article. Just write naturally, but with passion and a vested interest in the topic. In this case, you don't want to just be a reporter, you want to be an active contributor.

Does this make sense?

So that's the type of article we're after. I'll be damned if I'm gonna sit here and TELL you how to write an article. That's entirely on you. If you need a template to follow, then by definition, you're a follower. If you're a follower, then go away. This book ain't for you. Sorry, but it's really just not.

You need to be a leader. You need to say "I don't give a damn how other people write their content. This is how I'm gonna write mine!"

If you're afraid of breaking the rules or doing something unorthodox, then you're a follower. And if you're a follower, then go away. Hey, I can do this all day. :)

You need to be a leader. You need to say "Screw your rules. I'm making my own rules. Your rules are inferior to mine!"

It's a mindset thing. You wouldn't understand. ;)

That's how I operate my business anyway. And it's worked well for me. Very well.

But in all fairness, I should point out a few things that will make your content more appealing... and more likely to elicit action among your readers. After all, there are laws of basic psychology that will serve you well. And these, you don't want to break. You could... you're the leader. But you really don't wanna, trust me!

Dude, I'm an underlining maniac. White boy betta chill wit all dat.

The 5 Laws of Great Article Writing

Many of the best practices you can find in this book. Or you can read any of my articles on <http://listbuildingwithlee.com> to see how I put these into action.

Let's take a look at the five laws...

1. Never let a single block of text exceed five lines. You want plenty of white space to give your readers' eyes and minds frequent breaks. People prefer to read content in bite-sized blocks. Large seas of text can overwhelm mofos.
2. Use plenty of bullet points and lists. This will keep things flowing and give your readers some much-appreciated variety. It also helps to keep your audience engaged, as it introduces a succinct (and often fun) set of ideas to the conversation.
3. Use plenty of bolded headlines and sub-headlines. This is basically for the same purpose that both laws 1 and 2 serve. Ease of reading. The easier your content is to read and navigate, the higher your reader retention will be. This means lower bounce rate and higher conversions. Both good things! :)
4. Write at an 8th-grade level. This isn't to say that you need to come across like a damned dummy. Write intelligently, but don't be overly technical... nor should you make any attempts to "show off" you intellect. Be natural. Be fun.
5. Chill with the exclamation points! I am of the personal belief that exclamation points ruin an otherwise fine message. And an overuse of them can seriously jeopardize your success. A period makes your message believable and strong. Once the exclamations start droppin', I feel like I'm being sold to. Get it?

So these are the five laws of article writing that have taken me over seven years to perfect. And I'm still getting better. My first few attempts at article writing were a freakin' joke. I mean it was stinkin' UGLY, partner. I was basically treating articles like sales letters. BAD sales letters at that. :)

Just be patient with yourself and keep plugging away. You'll get there.

Oh, perhaps I should give you some specific guidance on a "That One Article" style article. It is a bit different than a standard article, I guess.

For starters, you're doing one per week... so make each one count. I seriously recommend a long-ass article of about 1500 words. You want this sucker to be as content-rich as you can make it. Your goal is to make your readers feel like they TRULY got something BIG out of reading what you had to say.

So give them something big.

Again, you want your article title to be in the form of a question, and you want your article body to answer that question as thoroughly as possible. You also want to introduce supporting questions and answer those.

So let me give you an example.

I'll randomly think of a question. How about "do solo ads still work?"

So the title of my article, naturally, would be:

Do Solo Ads Still Work?

Then, I'd bullshit with my readers a little bit. Just for a little extra SEO boost, I might repeat the question in the first sentence...

People ask me all the time, "Lee, do solo ads still work for list building?" To this question, I usually reply "yeah, why the heck wouldn't they?" But in all fairness, I do understand why the question is asked.

Let's take a look at just a few of the reasons why people have become so jaded when it comes to buying solo ads in an attempt to build their lists.

Why Solo Ads Have Gotten a Bad Reputation:

- 1. blah blah*
- 2. blah blah*
- 3. blah blah*
- 4. blah blah*
- 5. blah blah*

If any of these have been a concern for you, then you're in good company. I personally know of tons of folks who have jumped the solo ad ship entirely. And while I can certainly understand why they've left the solo world behind, I'm not 100% convinced that it was the best choice they could have made.

After all, decisions based on fear... or a "sky is falling" disposition, rarely produce the same quality of results that decisions based on a clear understanding of the facts do.

So in the spirit of being as real with you as I can be, my friend, I must ask that you don't fall victim to the "monkey see, monkey do" mentality. Just because a few sad saps may have told you that solo ads are yesterday's news... it doesn't make it so.

In this article, we're going to shatter the myths. We're going to uncover the truth. Yes, the REAL truth. We're gonna find out once and for all if solo ads still work in 2015 and beyond. If they don't... or if they do... you'll know by the time you've finished reading.

So here, I'm getting on their level. The reader has reason to believe that solo ads may no longer be effective. Otherwise, he or she never would have typed "do solo ads still work" or "do solo ads work" or whatever into Google. Right?

As such, the first bit of the article will be dedicated to acknowledging the readers' concerns. We don't just wanna jump in with solutions until we've acknowledged that the problem is a legitimate one, and that the reader has every right to feel the way that he or she feels. I really hope you understand the importance of this.

From there, feel free to share your own experiences and/or opinions as solutions to the problem, or use the experiences and opinions of various knowledgeable people who post answers on the thread(s) you've researched.

Make sense?

You just want to be sure that each answer is given its own bold headline. And then elaborate on it underneath, like this:

Solo Ad Truth #1: Nothing Has REALLY Changed!

It's funny how quick people are to adopt a "sky is falling" attitude when it's 100% unwarranted to do so. Look, just because solos were all the rage back in 2011 or whatever, and aren't nearly as sexy or "mainstream" as they once were, doesn't mean that they just plain stopped working.

Some folks will argue that they've gotten ridiculously expensive, and that the quality of the traffic has suffered immensely over the years, noting that as more people sell solo ads, they're just adding recycled or worse – jaded – leads to the pot.

But is this really true?

Common sense would suggest that it's not. Think about it. Thousands upon thousands of new people are turning to the Internet each and every day as a hopeful way to earn themselves some money. The "pool" is constantly being renewed with "fresh blood," if you will.

That's not gonna change anytime soon... if ever!

Likewise, more and more people will be turning to solo ad sales as a way to make themselves some money. This means that countless new solo ad sellers will emerge over the weeks, months, and years to come.

These folks have fresh leads and are trying to establish themselves as quality sellers. They offer great solos at low (or at least reasonable) prices. This trend isn't likely to slow in the future either.

As you can see, there is simply no cause for concern here. Solos can be just as affordable as they've ever been, and the quality of the leads can be just as strong.

Solo Ad Truth #2: Solo Ads Are FAST!

Let me ask you a question.

Do you blah blah blah?

See how this works? That is how you can very easily craft yourself a nice 1500+ word article. It may take you an hour or two to do. But that's the cost of doing business, my friend. And it's not nearly as costly as sacrificing your blood, sweat, and tears at a job you hate for 40-60 hours per week.

Contextual CTAs... Get Paid, Playa!

So the main purpose of each article you write will be to educate, enlighten, and assist. You want to have enough love and respect for your audience to give them the best of yourself. No ulterior motives, no sales pitches.

This will brand you as somebody who actually gives a shit. And I can tell you from experience, my friend... this is priceless, and will serve you for a lifetime.

But when it's time to actually conduct business, you'd better do it and do it hard.

This is where your links come into play, and in particular, your calls to action.

Listen, there are no hard and fast rules to doing this, except for to not pitch during the main content. Save any pitches until the end, after you've thoroughly answered the question that your article is tackling.

If you remember the “good old days” of submitting articles to directories like EZA, etc, then you'll clearly recall the mighty “resource box” or “bio box.” This is simply a little blurb annexed to your article, wherein you tell the reader something about yourself, your qualifications, your website, your products... whatever.

The way you're gonna do this is ALL YOU... be a leader, not a follower. Remember?

What I CAN tell you is what I think you should be promoting...

- In articles that you submit to your blog (as blog posts, duh)... link to either a related affiliate product, your squeeze page, or one of your own sales pages.
- In articles that you submit to all other sites, link to your squeeze page and the home page of your blog.
- In your pdf's, you want to link to your squeeze page, the home page of your blog, and any sales page(s) of your choice. Go easy on your links. Make 'em count. Be deliberate and inspire action.
- In your videos, link to your squeeze page.

In your blog posts and e-books, you are welcome and encouraged to link to other content from the *main body* of your article. This can be content that links to another particular blog post that may expand upon one of the ideas you introduced, a product sales page, a clickbanking partner's (or PPL) page... whatever you want!

I wouldn't use a call-to-action at all in this situation. I'd merely make a mention of an idea or product and hyperlink it. It's that simple.

For example, if I happen to be talking about [how to build an email list](#) then I may link to a particular blog post, as I've just done. ;) Or perhaps I'm telling you why I've personally chosen [GetResponse](#) as my autoresponder of choice. Whatevz.

See how we just hyperlink the content and take mofos to wherever we want them to be, but without giving a hardcore CTA? That's what you want to do in the MAIN BODY of your article. Again, you want to do this sparingly.

Your call-to-action will reside at the end of your article, and will look a little something like this...

If you found this information helpful, then I encourage you to STEP YOUR GAME UP, baby! I've got over 8 years of real-world, in-the-trenches experience in this field, and would be happy to share some truly actionable (meaning that it can make you money right now) stuff... for FREE!

>> [Click Here to Discover the FASTEST Way to True Riches Now!](#) <<

You can make yours more or less animated. Just don't come across as a cheesy little punk... or an overly cocky douche... and you'll be fine. In other words, be yourself... unless you suck, in which case you should totally be somebody else! :)

I'm so funny I remembered to laugh.

Alright, friend... so that's the basics of HOW to craft your article.

“Lee, Should I Outsource My Articles?”

You know, you can. But I don't recommend it. In my opinion, it's YOU who we're trying to brand here. YOU. Your personality, your story, your heart. Know what I mean? This process extends well-beyond just sharing some useful information.

So in that context, I think that you should be the driving force behind the content that actually gets produced. That's just me being real with you.

If you're a shitty writer (be honest with yourself) or you just hate doing it, then

maybe “That One Article” isn't the right process for you. If you are really in love with the process but just don't wanna write, then sure... outsource your butt off.

Whatever gets the result (money), right? ;)

But that's my take on the outsourcing question, where this particular system happens to be involved. Fair enough?

So You've Written the Sucker.. Now What?

Alright, so here's where my system really starts picking up traction and getting you paid. Once you've written your article, here are the steps you're going to take. I will elaborate on each one momentarily.

Step One: Submit it to your blog.

Step Two: Get your blog post indexed in Google.

Step Three: Submit it to article directories and web 2.0 sites.

Step Four: Create and distribute a pdf.

Step Five: Compile a few articles into e-book form. Sell and offer as a bonus.

Step Six: Turn your articles into videos and submit to video sites.

Step Seven: Build snowballs.

Alright, so let's take each one in turn...

Step One: Submit it to your blog.

Pretty simple, this step. If you don't know how to effectively post to your Wordpress site, including the use of your SEO plugin, tags, and categories... then please learn to do so by watching YouTube videos.

There are many extremely helpful tutorials already available, so there's really no need for me to reinvent the wheel and teach you rudimentary stuff like that.

Just make sure that the post looks nice and reads well. You are welcome to embed YouTube videos to your posts for greater effect and to lower your bounce rate (number of people who visit your blog for a few seconds and then leave).

Be sure to proofread your post so you don't sound like an idiot. You also want to make sure that there are plenty of headlines, sub-headlines, and bullet points to break up the monotony and keep your reader engaged.

And for the love of Ronda Rousey's collection of lady arms, please remember to link out to sites and offers that get you paid. We ain't charity workers, homie! :)

Step Two: Get your blog post indexed in Google.

Getting your blog post indexed is easy as pie. Simply [click this link](#) and add your url. To check if your blog post has been indexed, simply enter your url into Google (not your browser's address bar) and see if it shows up in the search results.

If it doesn't, check again every few hours or so. It'll happen. ;)

While you're at it, you may as well do the same thing with Bing. I mean, why the hell not, right? You can add your url to Bing by [clicking this link](#).

Step Three: Submit that one article to various article directories and web 2.0 sites.

This isn't tough. Submit your article to as many article directories and web 2.0 sites as you care to. I'm not gonna sit here and talk to you about backlink benefits for SEO of anything like that. It just stands to reason that the more places in which your article resides, the more chances it has of being seen... and your links clicked upon.

There are a few online tools you can use to mass distribute your article. [Distribute Your Articles](#) is one I've used with good success. That's not an affiliate link. Use them or don't. I don't really care. :)

This step is not crazy amounts of important, to be honest. But it CAN get you some extra traffic. Enough of these articles distributed to enough places... and this can become a MASSIVE source of ongoing traffic. So consider NOT skipping it! ;)

Opinions on its efficacy vary. But I still believe that the more places through which your article can be found, the better.

Here is a list of [article directories and web 2.0 sites](#) that may prove extremely valuable to you. Remember, the better quality your article is, the more likely it is to be picked up and syndicated. That's never a bad thing. :)

Speaking of syndicated, don't be afraid to hit up big blog and site owners in your niche and ask them for a guest post on their blog. Give 'em that one article you wrote for the week and link to your squeeze page. Boom!

By the way, you'll notice that the page I linked to above focuses a lot on backlinks and SEO. That's cool, too. I'm not that knowledgeable about the SEO landscape of today. I lost track a few years back.

So I'd really just do a few (EzineArticles, GoArticles, and maybe a small handful of others) just to get some direct traffic to your squeeze page and blog. Again, a distribution site like Distribute Your Articles may come in super handy for you.

Remember, even tiny trickles of traffic (1 visitor per week per each copy of your article distributed across the web) can turn into giant swarms of targeted traffic when you've got thousands and thousands of these things in circulation.

Step Four: Create and distribute a PDF.

Some folks call it a sling blade, I call it a short report. Whatever you call it, just know that taking that one article (see what I did there?) of the week and converting it into a portable document format (PDF) file is a smart thing to do.

And doing it is very simple. Just:

1. Download OpenOffice Writer for free, if you don't already have it.
2. Create a new text document. Format it all nice-like... like [this](#) book! ;)
3. Give it a title.*
4. Have an e-cover made (optional).
5. Use the e-cover as your title page (optional).

*As far as a title goes, you're welcome to leave it as the article title... or name it something a little snazzier, and use the original article title as your sub-title/tagline.

For example, if the title of your article is "Do Article Directories Still Work for Backlinks?" then your book title can be "Dead-End SEO: Do Article Directories Still Work for Backlinks?" or some shit like that. ;)

If you want to have a cover image designed, hit up either Nisha or Rdezines on Fiverr and let 'em know what you want. Request both a softcover book image, as well as the flat, 2D image to use as your title page.

Where to Distribute Your PDF..

If you're in the IM niche, there is really only one place that I recommend, and that's the Warrior Forum. There are two sub-forums within the WF where you can give your little e-books away for free...

1. The WSO Section
2. The War Room

I'm not one to waste time showing you HOW to submit to these places. For me to show you how, I would have to get in there and do it. To get in there and do it, I'd have to wing it just like you're gonna have to wing it! :)

Go into the forum, go to the respective sub-forums, click the new thread link, and follow the instructions you're given.

You don't have to write sales copy, per se, as you're not selling the dang thing. And you don't need to craft a new squeeze page for each book, as you're giving these away with no opt-in. That's right, you're NOT building a cold list... so don't make them opt in to get your book.

Just give it to them in good faith that they will click the link INSIDE your e-book that will take them to the squeeze page you've already built in step one.

Make sense?

As far as "copy," just keep it short and sweet. In your Warrior Forum threads, just

say something like “Hey, this forum has really helped me to grow as a marketer. In an effort to give back, here's a cool guide I'd like to give you for FREE. It's called “_____” and it really serves to answer the question “_____?”

Remember to use the sub-title of your book (which is the main title of your article) to sorta let your audience know what your report is about.

And it is just... that... easy!

Step Five: Compile a few articles into e-book form. Sell and offer as a bonus.

So the last part of this step, “offer as a bonus,” is something that you can even do with your mini reports (from Step Four).

But this strategy becomes even more effective over time.

Why?

Well, as you expand your arsenal of great 1500+ word articles, you'll get to a point where you can start compiling them into paid products... and really high-quality bonus products.

Of course, you'll want to have some foresight with this. You don't wanna mash an article about paid traffic options with an article about domain flipping, for example. You'll definitely want to mix like with like. Perhaps one article can be about SEO... and another about social media... and another about forum marketing.

Whoa, look ma! You just wrote a 4500-word **BOOK** about free traffic methods!

See what I mean?

So once you've compiled a few articles into a nicely flowing e-book, you'll again want to give it a snazzy title, get an e-cover created for you by Nisha, and offer your book to the masses as a cheap WSO (I recommend either \$5 or \$9.95).

If you want mind-blowingly detailed instructions on how to pull this off, I recommend my own book, [From the Top](#), as the only resource you'll ever need when it comes to launching WSO's. But, I would actually follow the "That One Article" method for actually creating your product. Make sense?

How to Offer Your New Product As a Bonus

This is easy. You just contact product vendors who are launching and tell them you've got a bonus for them to throw on their download page.

And believe me when I tell you... there is absolutely zero shortage of these mofos! They are all over the place. And all you need to do is friend them on Facebook and watch them announce their upcoming launches.

You can start by [friending me here](#). I always accept friend requests. That said, DO NOT ASK ME TO GIVE YOU A BONUS SPOT. I get dozens of requests per day and I can no longer keep up... so you will be ignored. Just sayin'.

Also, and this is EXTREMELY IMPORTANT... My Facebook account is both my personal and business account. You can check out my friends, but if it doesn't look like they're a marketer... please don't bother them.

If they're a marketer, it will be obvious.

And I actually just gave away the strategy. Go ahead and throw in a few friend requests with some of my marketing buddies. Then, throw in friend requests with their marketing buddies and so on. This is a great way to get in touch with hundreds upon hundreds of marketers.

Now you certainly don't want to hound anybody that you don't know, so I wouldn't go PMing up a storm just yet. But you can certainly post on your own timeline and people will see what you're up to.

So you may want to write something like "Hey, all! My hot new e-book (Product Name) just went live. Review copies and bonus spots available to the first 10 marketers to express their interest below. Thanks!"

You will also see, on your basic Facebook cover page (whatever the heck it's called) marketers announcing their upcoming product launches. You can PM these cats

with “Hey, (Name). I just saw your launch announcement. Looks great. I bet you're excited. I just wanted to let you know that I've got a cool bonus for you to offer your new buyers, if you're interested. Hit me up at your leisure.”

Something like that.

Once you get somebody to agree, then what you'll want to do is create a fresh new squeeze page for this book. Instead of walking you through the steps, I'll just show you one of my MANY bonus squeeze pages. [Click this link](#) to see it in action.

Just make yours look something like that. ;)

Once you've got your squeeze page up and online, you'll want to provide the product vendor with your squeeze page url, the cover image of your book, and a short description of the product. A paragraph or two will suffice.

He or she can advertise the bonus on their sales page, which will entice more people to buy from them. Your squeeze page link will be added to their download page, and you'll get fresh new buyers on YOUR list for doing almost nothing!

This the opposite of sucks. :)

Step Six: Turn your articles into videos and submit.

So I am truly an idiot when it comes to making videos.

I'm not remotely technical, I don't know what all the latest and greatest software tools are, I have zero editing skills, and for all intents and purposes... I'm worthless.

But I do know how to read.

And I do know how to make a simple screencast video.

Personally, I use [this free screen recording software](#). What I would do is simply record my screen with a single, related image on it... and then read my damn article.

Then, upload it to YouTube.

I mean, really... could I have made this any simpler for you? Use your question keyword as the title. Link to your squeeze page in the very first sentence of your description. At the end of your vid, tell people to “click the link” in said description.

This... ain't... rocket... pops... sukka.

For the image you showcase, I dunno. Just pull something from Google Images or whatever. Or grab something relevant from Dreamstime or some other royalty-free stock image site. This stuff is soooooo easy, kimosabe! Really it is.

Be sure to use relevant keywords in your video description. Things you may want to be found for in searches. Just remember, when people go to the search engines, including YouTube, Google, Bing, etc., and type in these questions, it is YOU who will be absolutely owning those top results. Unbelievably powerful, my friend.

Oh, and if you'd like to upload your video to more sites than just YouTube, simply do a Google search for “how to upload videos to multiple video hosting sites.” You'll find tons of great info and resources. Every little bit can make a difference.

Enough said.

Step Seven: Build snowballs.

This step basically just means not to stop.

Keep going. Keep writing that one article per week. Keep submitting that one article to your blog, other people's blogs, article directories, web 2.0 properties, as short reports and e-books to the Warrior Forum, as bonuses on product vendors' download pages, and on video sharing sites like YouTube.

You can even offer giveaway rights on your PDFs and allow other people to use your content to build their lists... which will in turn help you build yours. It's called going viral, homie... and it's good business.

But the bottom line here is that you've GOT to take advantage of the mighty phenomenon known as “compounding.” Little actions repeated consistently over

time can amount to great big things. In our world, my friend, that means wealth.

The “That One Article” system can take you there. It can lead you to wealth, I have absolutely no doubt in my mind. But you must remain consistent.

And that's really all I have to say about step seven. :)

Let's now move to Part Three. It's gonna be a short 'un, but a mighty sweet 'un.

Part Three:



Email Marketing

Most powerful business model in the world.

You should already have an autoresponder at this point. Now, it's gonna be time to really put it to use.

As if the “That One Article” process wasn't simple enough... this entire section (all of Part Three) won't even take up two pages! I mean, this is brain-dead easy.

For the email marketing part of this system to really come to life and change your entire reality, all you need to do is this...

1. Copy the first 2-3 paragraphs of your weekly blog post.
2. Paste this content into your autoresponder as a follow-up.
3. Finish it up with text that reads “>> Click Here for the Full Story!”
4. Hyperlink that text so it sends readers to your blog post.
5. Repeat each week, setting your emails to go out weekly.

Damn, did I say this would take TWO pages? ;)

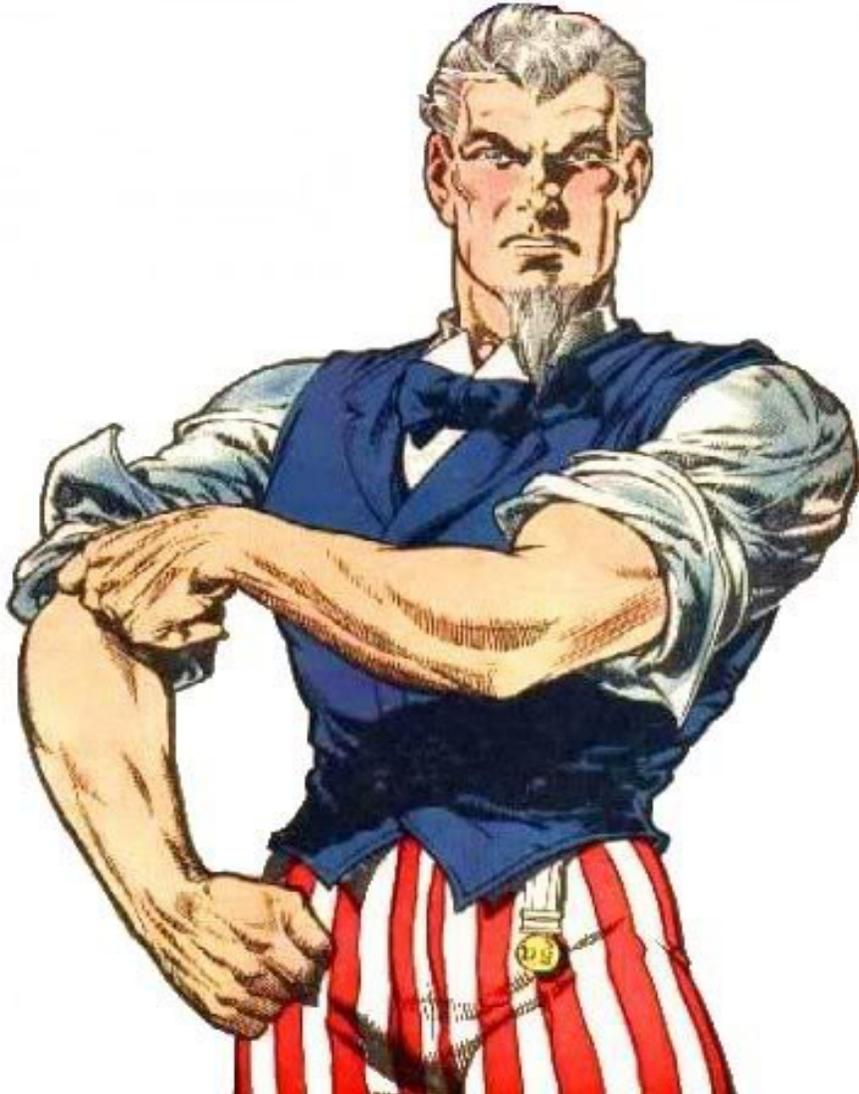
That's really all you have to do to make this process work like gangbusters. If you'd like to set the emails to go out more frequently, you can most certainly do that. If you'd like to send promotional emails in between each blog post email, cool.

In fact, I am the creator of one of the finest email marketing resources ever created (and I'm extremely humble about it, hahaha!) called “Email Slick.” If you haven't yet taken advantage of my Email Slick Mega Pack offer, [click here](#) to do so meow.

And just like that, we're done.

Let's wrap up so that you can get to work on your new list building and email marketing empire. It really is time to stop reading and start doing.

Conclusion:



You Did It... Now DO It!

Congratulations on finishing the book!

That's a lot better than most, to tell you the truth. Most people will never read this far. That shows me a lot. But what it doesn't show me is "the money."

I want you to show me the money. I'm not saying that to be 90's movie cliché or funny. I really mean it. I've done my part in giving you a tremendous strategy to implement into your own online business dealings.

Now you need to do your part by employing all of your passion, excitement, optimism, courage, self-confidence, and energy. Give this everything you've got.

Do you remember what you're supposed to be doing?

I am glad to refresh your memory...

1. Get your tools in order. You need a domain name, a hosting account, an autoresponder, a Warrior Forum account (War Room optional), an article distribution tool (optional), OpenOffice (free), and Screen-Cast-O-Matic.
2. Create a Wordpress blog (with plugins) and a squeeze page (or other lead capture system – grab my [Lead Capture Pack](#) for guidance). Monetize the shit out dat bitch. Mofo gots ta get PAID up in herr. ;)
3. Write one epic 1500+ word article per week. The title of your article will be a question. Use the Warrior Forum or your brain to formulate the questions... use the Warrior Forum and/or other online resources to generate answers.
4. Submit that one article to your blog, as a blog post. Get it indexed in Google and Bing before proceeding.
5. Once indexed, take that one article and submit it to article directories, web 2.0 properties, and other people's blogs. Use a distribution service like [DistributeYourArticles.com](#) to help you out, if you can afford it. Otherwise, just do it manually... don't kill yourself; just a few key sites will suffice.
6. Turn that one article into a pdf and give it a catchy title, with the original article title (question) as your subtitle. Submit this pdf to the Warrior Forum as a free WSO, and optionally, as a War Room contribution.

7. Compile a few weekly articles into an e-book and offer it to other product vendors as a bonus to add to their download pages. You can build a HELL of an awesome email list doing this, my brother or sister. Serious business here!
8. Record an image on your screen using Screen-Cast-O-Matic or whatever video screen recorder you fancy. Read your article aloud, prompting your viewers/listeners to click the link in your description. This link will lead them to your squeeze page or lead capture system. Submit to YouTube.
9. Bump those WSO threads, keep cranking out those weekly articles, and ride off into the sunset with a full-time passive income funding your trip! :)

Do this.

I mean, do this now. Don't wait another second.

Your results will compound like crazy.

Don't miss a week, okay?

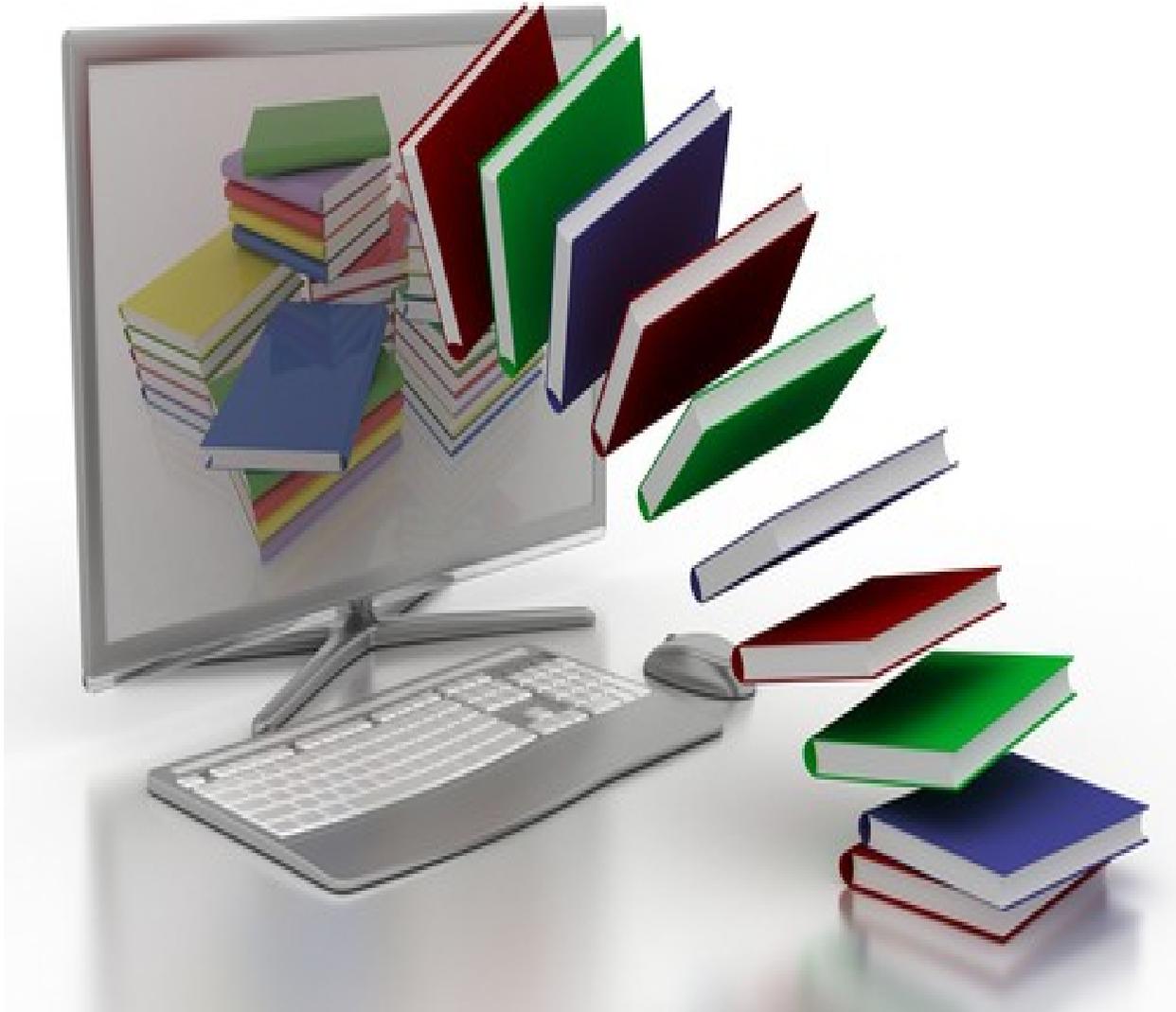
This stuff is so easy, there's no excuse to not do it. No effing excuses.

To your very best effort,



Lee Murray

Resources:



And More From Lee Murray...

For Autoresponders, I Use [GetResponse](#).

For Hosting, I Use [Hostgator](#).

For Landing Pages, I Use [Video Effects Press](#).

For Article Distribution, I Use [Distribute Your Articles](#).

[Check Out OTO#1 - The Lead Capture Pack](#)

[Check Out OTO#2 - The Email Slick Mega Pack](#)

[Visit My Blog Here!](#)

Thank You SO Much!

