

David Young & Phillip DeSouza's

TRAFFIC IGNITION



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Traffic Ignition

How to build your list for free and create
a real online business that gets maximum
results with minimum fuss... *fast!*

The Story Behind Traffic Ignition

(... and why it's a lot *cheaper* than you think)

For years I acted like an idiot and treated my business like a hobby.

Surprise, surprise it paid like one.

I was so scared of failing that I was reluctant to put money into my websites.

And I was scared stiff of paid advertising.

I was scared to spend money I didn't have on projects that may or may not work.

Instead I'd spend hours learning how to drive free traffic to my products and to my websites. I must have spent hundreds if not thousands of hours learning how to create content, writing articles, learning SEO and doing countless other tedious tasks and failed miserably.

If I had just paid for the traffic — sure I would have been out of pocket — but I would have had the same results in a matter of hours or days. I'd have know if my projects were working and profitable very quickly indeed.

Instead I was weeks and months.

When You Pay for Traffic You Are Buying Results

Now I appreciate that might sound expensive but think about it...

You can always go and earn more money but you can never go and create more time. When its gone, it's gone. When you waste days playing around with SEO only to see the search engines move the goalposts then you will never ever get that time back.

It's gone for good. Usually wasted.

So by buying traffic and today we're talking about Solo Ads you are buying results.

Buying solo ads gives you access to **fast, targeted** traffic you can use to pound your website and build your list all day long.

It's scalable so you can start small with less than fifty dollars to buy a hundred clicks or so and — when you find something that works — you scale and start to buy clicks in their thousands.

Plus, you can very quickly decide to move into other media buys.

You can banners ads, try pay per click, use pay per view or even pay per lead traffic and more.

We'll touch on them in a later chapter.

But before we move onto the juicy stuff, let's make sure we're all talking the same language.

The Inside Story on Solo Ads

Solo ads are when you pay someone with an email list to send an email to their subscribers promoting your website. Usually that'll be a squeeze page and your job is to capture their email addresses.

Now you can market to them. You can sell them useful and relevant information and in return they'll pay your bills. Put food on the table and a roof over your house.

A good deal really.

Solo Ads are paid traffic and best of all, it's ultra-targeted traffic.

For example if you have a product on Labrador Dogs and find someone with a list of pet owners then a *small percentage* of people might be interested.

You get a little warmer if you find a list owner with subscribers only interested in dogs. Not a larger percentage will want what you have to say.

But...

If you find a email list purely for Labrador owners then that is ultra-targeted. Your product is potential relevant to every single person on that list. Your response rates will go through the roof and you stack the odds of success in your favour.

It's like a playing cards with handful of Aces.

A little history you should know...

The *truth* about solo advertising is it's a very old concept and business strategy.

It's even older than the internet and has been talked about for decades in the mail order and direct response industry.

Back then (... and it continues today) marketers simply collect the names and address of their customers. It's the exact same as having an email list only you're using real addresses.

What would happen is if you are selling (say) weight loss pills then you build a big database from the orders you took. Then you could continue to market and sell the same and related products to those same customers.

And occasionally, maybe one a month, you might sell access to your list.

Someone with a detox product might pay you so they can use your database and email your customers with details of their product. You'd only do this now and then because you don't want to burn you list and start irritating them with offer after offer.

The biggest difference between the offline and online world is it's a lot more expensive to do this for real. The expense of designing, printing, posting and fulfilling orders costs a lot of money.

It means you have to have to know exactly what you're doing or be prepared to take a big financial hit.

Because of that *real*/world direct response marketers are precision engineers when it comes to knowing exactly what does and doesn't work.

That same *real*/world concept has evolved online as Solo Ads.

And they have boomed because the only expense is buying the advert.

Writing the email and sending it to thousands of people is next to nothing.

Thanks to this low-cost and massive potential they've become a mainstream source of leads for those brave and savvy enough to invest their money. They're commonly used and readily available across a range of niches from internet

marketing through to bodybuilding and weight loss.

Back to the real world of direct response marketers, the precision engineers.

I wanted to mention them because us digital marketers are missing a trick.

Because when you study, and you learn from this masters who make this work when profit margins are tight then you really do put yourself ahead of the pack. You stack the odds of success greatly in your favour and learn tricks widely neglected by us arrogant '*new age*' entrepreneurs who have it easy in comparison.

What's more; when you from the direct response marketers you become a master in marketing no matter what or where you are selling.

These are the real guru's you should learn from. And when you do you'll escape the Matrix that is the marketing world and start seeing the secret code for yourself.

Why Everyone's In Love with Solo Ads

If you could spend \$1 and make \$2 back — how many dollars would you spend?

Everything you could get your hands on I bet.

That's the best thing about Solo Advertising.

For every dollar you spend you can know exactly how much you will make in return. This is classic, direct response marketing because you can you test, track and monitor everything which means you can maximise your efficiency, your spending and your profitability.

You can track how many people clicked on the link in your Solo Ad.

You can track what percentage joined your list and how many buy your products.

You can put a dollar value on how much every visitor to your website costs and — more importantly — how much every visitor to your website is worth.

Imagine this:

You spend you spend \$65 buying 100 clicks.

Now you know that every visitor to your website (that's the number of people who click on the link inside your email advert) costs you \$0.65.

If half those people join your list (50 people) then every new subscriber has cost you \$1.30.

If 5% of those new subscribers buy your \$27 product then you make \$67.50.

Ok so you spent \$65 and you made \$67.50 back.

Now making a profit of \$2.70 might not sound very sexy *but* you've covered your advertising costs *and* you've added 50 new people to your list. People you can continue to email and sell to until they die or unsubscribe from your newsletter.

You have built your list for free without wasting weeks and months trying free traffic sources that probably won't work

Now it's time to scale.

Instead of buying 100 clicks why not buy 1000 from the same list owner?

Then it's time to move on and test 100 clicks which another list and do the same thing over and over, and over again.

Can you see why marketers love Solo Ads?

This is exactly what offline, direct response marketers have been doing for years.

They rent lists of names and addresses, testing them with small samples (say 1000) before scaling and sending out tens of thousands.

The most successful mailings were in the millions and ran for years.

Now you *get* Solo Ads and know a little about their potential we need to talk about Sales Funnels. This is your money extracting machine.

Your Almost-on-Autopilot Sales Funnel System

Now before you go out and blow your hard earned marketing budget on a brand new Solo Ad you must have your Sales Funnel in place.

This is the system you set up to convert new leads into subscribers. It's the system that turns new subscribers into cash-money.

Before we go any further I want to talk about autopilot and push-button systems.

There's something I think you should know.

This system is about as close as you're going to get to push-button, automated, and it's a great thing. It will work 24 hours a day and it's almost set and forget. You just need to tweak and feed it occasionally.

But please let me tell you this.

It's only *close* to automated because the world changes and you must monitor your system. Tweak and service your system occasionally.

You have to keep an eye on it because things do change with time.

Plus you want to keep things as profitable as possible.

Setting it up your system the first time around is the biggest challenge.

Managing, testing and tweaking is a whole lot easier.

It's almost push-button because once you have your system up and running profitably then all you have to do is going out and buy some more Solo Ads. All you're doing is writing a few emails and pressing a few Paypal buttons to process the transaction.

Just remember.

Keep an eye on it. It's your baby.

Let's outline the basics of your Sales Funnel System.

The Basic Sales Funnel System

The basic sales funnel is super-simple and an easy place to start.

It's make you money and you can improve it gradually to maximize your profitability.

All you need is a squeeze page, an auto-responder and a product to sell.

While it is always better selling your own product you could always try to sell someone else's as an affiliate.

A Little Tip on Affiliate Products

If you are going to promote someone else's product then a) make sure it's very relevant and b) check to see if how deep their back-end is and if you'll be credited for future sales.

This is a tactic I've used to make multiple sales from a single product recommendation. Look for affiliate programs run on Infusionsoft or using Nanacast where people are tagged with your affiliate cookie for a months, a year or occasionally for life.

Selling Your Own Product Is Better Because...

You're likely to get higher conversions. Think about it. If someone joins your list then there is a good chance they want to hear what YOU have to say.

Not someone else. So there is a greater chance of converting more subscribers into buyers if you have your own offer you can control.

Plus you'll instantly be building a buyers list. The best kind of subscriber list around!

Your basic funnel will look a little like this:

Traffic > Squeeze Page > Front End Offer > Follow Up

The step by step process is this:

1. Set up your sales funnel
2. Buy a Solo Ad
3. Traffic is sent to your squeeze page
4. Visitors join your list (and become subscribers) or leave your page
5. Your new subscribers see your product offer

6. If they buy they join your *buyers list*
7. If they do not buy they join your *free list*
8. Follow-up with tailored emails to both lists

This initial product offer means you immediately split your list into those who buy your product and those who don't buy and there will be a massive difference in how both lists are likely to respond to future, relevant offers.

Your buyers list will likely generate the vast majority of your income.

Step 8 (above) is learning to follow-up and while all your subscribers joined your list for very similar reasons there are likely to behave in very different ways. The best way to find out is by watching closely what they and don't buy.

I recommend following-up to both lists differently based on how they respond.

The *free* list could be a bunch of tyre-kickers only interested in free stuff or they might just need more time to think about your front-end offer and start to trust you.

You should start to find out more about your buyers list and what kind of information, products and services they are looking for. Then sell it to them.

This method is super-simple to set-up and get going.

Then you can start to look into upsells, downsells, exit-pops and more.

Don't overcomplicate it and let it start to overwhelm you. Keep it simple and get it going fast. You can make it better later.

Split Test Your System for Maximum Efficiency!

Split testing is where you put two systems side-by-side to see which works best.

Start by split testing a second squeeze page. Then see if squeeze page 1 or squeeze page 2 works best when it comes to turning more visitors into subscribers.

By picking the best squeeze page you're maximizing your Solo Ad spend. Imagine having a squeeze page that converts at 40% and one that converts at 60%.

If you start buying thousands of clicks your list size will be considerably bigger by finding out which is the best performing page.

The general gist is you create two pages and use a split testing service to test your pages. The service gives you a piece of code you can insert into your pages and away you go.

You keep the best performing squeeze page. This is called your control.

You ditch the losing page and immediately start to create a new page to test against the control. You want to beat the control page and incrementally improve the efficiency and profitability of the pages on your system.

You can also do the same with the front-end offer that is shown to those who have joined your list. Have the same product with different sales pages OR try two different products to find out which makes you the most money.

If you need split-testing software you can start with Google Analytics which is free and perfectly good although I've heard good things about Get Clicky.

Maximizing Your Squeeze Page Conversions

Depending on how aggressive you want to be you can add further steps, for example you could use an exit-pop up.

As much as we all hate a pop-up they are often very effective.

Imagine you send 1000 visitors to your Squeeze page. Then 50% (or 500) immediately hit the back button to leave your page because they're not interested.

Then an exit-pop up appears.

Of that 500 who left maybe 10% -- that's an extra 50 people -- change their mind, like what you have to offer and join your list.

That irritating little step and those extra 50 people could well be the difference between making money and losing money on the front-end.

Marketing Like a Professional

As a marketer your ultimate goal should always be to build a database of

people you can continue to sell to in the future. I can't remember who said it but you market until they "*die or unsubscribe*" from your database.

I think what he really meant was you should market to your database until they stop responding. If it sounds a little harsh then I did say *marketing to*.

That includes providing value.

Lots of value and creating a relationship where you hope to make people customers for life. You want to become your lists trusted adviser and go-to guy or girl.

That's a very profitable and genuine way to think.

If you've heard of the Pareto Principle (the 80:20 rule) then you'll know that 80% of your profits come from 20% of your work.

In this case 80% of your profits come from 20% of your list.

That 20% is likely to be your buyers list.

So your first goal is to identify the buyers on your list and put them onto their own separate list where you can treat them like gold in a screwed up economy.

These are the people who pay your bills so look after and thank them for that.

Separating out the buyers is one of the primary goals of your front-end offer. The one subscriber immediately see when they join your list.

The more irresistible and good that front-end offer is the more likely you are to build a large buyers list.

The other primary goal of your front-end offer is to cover the cost of your advertising spend. The money you make selling your offer should come close to (or pay) for the Solo Ad.

This means you are building your list (that database) for free. Most of the time.

This is the reality of the business. Don't get greedy and push too hard right now.

Build your list and build it fast.

Follow-Relentlessly

With your database growing it's time to follow-up relentlessly. Stay in contact, forge relationships and sell bigger and better things.

Your buyers and non-buyers list are likely to be very different.

And they'll likely respond differently to different product offers.

Sometimes you'll want to email everyone together.

Sometimes you'll know you should only email the buyers, or non-buyers list.

As you get to know your list you'll start to find out what they read and don't read. What they buy and what they don't buy. You'll even get feedback. Good and bad.

That's a good thing because it lets you know more about the thoughts and feelings of your list. Their goals, their aspirations, their fears and their failures. It means you can help them and provide more relevant offers they're likely to buy.

How often and how aggressive you follow-up is a test.

The golf market is frequently mentioned and I've heard email marketers say they've sent several emails a day and it's worth a charm. It all depends on how rabid and hungry your niche is.

Base it on results.

Track your open rates. Track your click-thru rates and – most importantly – track your sales. People vote with their wallets. This is the most important metric to watch.

Survey – Ask Questions – Get Feedback

I vaguely remember a story about an A'List marketer starting out in that goes something like this:

The young marketer went to a marketing seminar and scribbled away vigorously.

Making note after note, after note. Someone sitting next to him commented on how much information he'd written down.

They were impressed.

But they weren't notes on the seminar.

He was making notes on all the questions the audience had asked.

These were notes on the problems people were having, problems he could go away and make products on.

He went away, made his products, got his start and went on to make millions.

My point is this:

The more you engage and the more you find out about your list, the more you can tailor your products and services. What's more, you don't really have to work as hard to make the sale because your list has already told you what they want.

Your job is to listen and create it.

You can do this through surveys, interactive webinars, or with call-in sessions. You create a Facebook group, start a private forum or have people text you.

What you are looking for is trends.

Look for recurring questions and then see how you can best help your list out.

Sometimes it'll be a simple problem and you might create a video then give it away for free. Sometimes you can create a product and sell it to your list. Or other times you might decide to find an expert in that area and do something together.

Imagine you had lots of questions about copywriting but you're not a copywriter.

So you go and speak to a copywriter who can do a webinar for you.

You fill the webinar with 200 attendees and the copywriter provides the information.

During the webinar you give as much relevant information away as possible.

There will always be people who want to know more and some might even fancy themselves as copywriters and this is where you can ethically pitch a product and take a cut of the sales.

Segment and Sell Specifically

You've already segmented your list.

You have the buyers and the non-buyers. It's the most basic form of segmenting and you will immediately see a difference.

Send the same email to both lists and you will see that one generates more income than the other. The 80:20 rule in practise.

You can segment further.

Remember the people on your list interested in copywriting?

You could create a new squeeze page for your new list that is all about copywriting.

Every email and all the information subscribers on this list will be about copywriting.

Next, you send an email to everyone on your main lists explaining that you've had a lot of questions on copywriting — or whatever your list has been asking — with a link to your new squeeze page.

Subscribers interested in learning copywriting will join your new list.

Those that aren't interested won't even click on the link.

It's as simple as that and now you have three lists:

- Non-buyers (or freebie seeker list or tyre kicker list)
- Buyers list
- Copywriting list

You can repeat this for new topics that come up with time or it's a great way to launch new products where you build a list only for those interested in whatever it is you are about release.

It's a cheap way to do product launches.

Now you have little pockets -- sub-lists -- of people you can send specific emails with specific information and specific offers to.

Instead of boring everyone on your list and risking unnecessary unsubscribe by sending an email with copywriting information to everyone... you only send it to the people on your list who have put their hand up as interested in it.

This is how marketers who claim to make ridiculous amounts of money from teeny-tiny lists do it. The simple secret is they're only sending an email to very specific group of people on their entire list.

Of course they'll get huge conversions.

Segment your list. It'll make your life easier, it'll make your more money and you'll keep your subscribers happier too.

The Four Super Critical Factors for Solo Ads

Did your parents ever say “*You understand when you’re older?*”

It’s a phrase I heard over and over as a kid. It didn’t stop me doing my own thing and making my own mistakes though.

Fingers crossed you’re not like me and won’t make the same silly mistakes.

Here are some tried and tested principles on Solo Advertising from the original direct response marketers who know a thing or two.

This is probably the most important part of this course.

List – Offer – Copy – Design

This is an old method from the past that lists four critical factors in your Solo Advert.

The first and most important part is the list.

If that’s not obvious enough then imagine the Republicans sending an email to a list of Democrats asking for votes. It’s just not going to work.

It’s an absolute must and no matter how good your offer is. No matter what an amazing bargain it might be and how helpful it is – if you pick the wrong list – game over.

Pick the right list and you have a chance. Even if you email a terrible offer with bad copy and terrible design – you have a chance if you pick the right list. It could work.

So the first thing you must do is think about the kind of person who would buy your products and be interested in your services.

Where do they hang out? What lists are they likely to be on?

Think carefully and research that person on forums.

Picture them in your mind and create a simple profile of what they look like.

What they see, hear, say, think and do.

How old they? What problems do they have? What are their biggest fears and frustrations? Are they scared? What keeps them awake at night? And so on.

If you are in the weight loss market and want to buy a Solo Ad then go find the list owners in that niche. Then narrow it down to those who appeal to your target market.

The more specific you can be, the better.

For example you could find someone with a list of women who want to lose weight.

Or you could find someone with a list of women who have had a baby and want to lose weight and get back to their normal selves.

You might find a list of over-weight diabetic women looking to lose weight so they can get pregnant. That market exists too.

The more specific you can be with your list selection, the better. When you know exactly who you are trying to target then you can strike up a conversation with list owners and ask them if they think their list is a good match for your products.

If you're wondering why the list owner would help you, that's simple

Most list owners I know only want to send out relevant offers to their list. They know they should treat their list like gold and they don't want to damage the responsiveness of their list by sending out irrelevant offers.

Make Them an Offer They Cannot Refuse

The second most important factor is your offer.

In the internet marketing world most Solo Ad providers will only link to a free offer in the ad they send to their list. If you want to link to a paid offer in your email then you need to speak to the Solo Ad provider. They may allow it or they may have a different pricing structure.

Plus it usually makes more sense for you to link to a free gift in your Solo

mailing anyway so you can build your list. If you link to a sales page you only have one chance to make the sale.

If you build your list you have multiple chances to make the sale. You can market to that subscriber as long as they're alive and still subscribed to your list.

Your free gift should be something with widespread appeal because initially you want to attract and get as many people onto your list as possible. It should also be something unique or have a unique twist.

A new method or an unusual story about how you discovered this information is perfect. This will become your unique selling proposition (your USP). What makes you or your product different to the others out there?

Everyone loves quick and easy so anything that makes life quicker and easier is usually a good start. And make sure your offer is a no-brainer. Your offer is so good they'd be stupid not to take you up on it.

Make them an offer they can't refuse. Perhaps a paid-product for free or something so quirky and unusual they just have to join your list to find out more and satisfy their curiosity.

Now on the other side of your opt-in form -- when people have joined your list -- you will start presenting them with paid offers. The same principles will apply. Make these offers a no-brainer where the value is off the chart.

To help maximize the number of sales your free and paid offer should be related.

The free offer could be basic information while the paid-offer could be a more complete solution. Your free offer could presell the paid offer by giving away *partial but incomplete* information.

If your free product was a new method on how to drive traffic using YouTube for then your paid product could be how to monetize that traffic. Frank Kern has done this with great success by giving away free information on list building. The product he was actually selling was on how to build a relationship with that list so you could profit from it.

Or perhaps you offer a done-for-you service where you charge a fee to set-up their system, build their website or optimize their systems. A great example here would be an SEO copy that gives away free information on how to rank in Google and offers to make your life easier by doing it for you for \$97 a month or a one-

time fee of \$397.

The options are endless but the idea is to get your system working together like cogs in a machine. Then you oil and tweak it for efficiency.

Better Copy = More Subscribers + More Sales

Copy is third on the list.

Your *copy* is the words on your website and in your emails. It's the script you read on your video sales letters. And it's the way you communicate with your subscribers.

The key to writing profit pulling copy is – quite simply – knowing your customer inside out. Then selling with emotion and backing that up with logic.

The best definition I've heard for copywriting is salesmanship in print. It's job is to turn traffic into subscribers or sales.

Your website does the exact same job as a salesman and does it 24 hours a day. It can speak to thousands of people per hour while a salesman might only speak to one.

It's salesmanship in print multiplied!

But to hire a top-gun copywriter will set you back 4 or maybe 5 figures. But you can get started writing your own very cheap. There are hundreds of very expensive course on the internet teaching you how to write copy but the best way to get started is by picking up a good old fashioned book written by one of the masters.

Masters like:

- Claude Hopkins (free online)
- John Caples
- Eugene Schwartz
- Victor Schwab
- Gary Halbert (free online)
- Joe Sugarman
- Ben Suarez

And if you've not got the time to start learning right now then stand in front of someone (or pretend to stand in front of a prospect) and start selling face to

face.

Record your sales pitch, tidy it up and then transcribe it into the written word.

You've turned a sales pitch into the written word. Salesmanship in print.

Lastly It's About Your Design

There are three specific times design will affect your Solo Ad:

1. Your email
2. Your squeeze page
3. Your sales page

We're going to focus on the Solo Ad email itself...

Your Solo Ad vendor might use HTML and they might use text emails.

The majority of the time they are likely to stick to good old .txt emails but just in case here's a little information on HTML emails and why you should consider testing using them versus plain old .txt with your own auto-responder

If they use HTML then it might *look* the same as a text email or they be using a HTML template that looks *nice*. While we all like things to look nice you – as a direct response marketer – are only concerned with what works.

If they'll be sending out a HTML template then find out what it looks like (or sign-up to their list and check it out).

The problem with HTML emails is that some email software and some phones won't necessarily display them the same or download all the content. On some smart phones the links in a HTML email won't work. The link is displayed but the reader cannot click on it and that will affect your results.

Only today I've received an email from an *expert* email marketer who sent a HTML email with unclickable links. And like most people I'm on a lot of lists and get a lot of email. I'm too busy to be copy and pasting that link into my browser so that's a potential sale lost for ever.

Another aspect to consider when looking at the design of your emails, your websites and any other advertising is *where would you like your readers focus to be?*

If your text is doing the selling then any images or design features that don't aid the selling and take the eye away from the text is a no-no. That's why simple is often best.

And of course the most important thing is that your email can be read quickly and easily. So if your Solo Ad provider is sending your email out as good old fashioned text then you've probably got very little to worry about!

The design of your squeeze page and sales page is critically important.

Like your emails, simple is often best and it's important you keep your readers attention and lead them to your most wanted response. That will be the opt-in and later the sale.

This is where I strongly recommend you go back and pick up one of those old school marketing books or at least read Claude Hopkins "Scientific Advertising" which you can download for free online and read in a couple of hours.

A squeeze page will usually consist of your

- Headline
- Bullets and some body copy
- Call to action
- Opt-in form

Your headline must capture attention and get your visitors to read on and find out more. The body copy and bullets sell benefits not features and your call to action tells them exactly what to do next (eg. Enter their name and email address in your form).

Like your emails – keep it simple, stay focused on your primary objective (to capture their details) and remember to always focus on your visitors and how you can help them (never you).

The best way to truly maximize and find out the best offer, copy and design for both your squeeze pages and sales pages is with split testing.

Choosing the Best Lists from the Best Solo Advert Providers

I'm keeping my fingers crossed that right now — after the last section - you understand and appreciate that list selection is the most important factor for your solo advert.

One more time...

List selection is the most important factor in your solo ad mailing.

Now it's time to give you some actionable information on narrowing down your selection with a little formula I learned from a reluctant, part-time guru.

It's called the **R.F.M formula**. But there is a catch...

It only applies to one kind of list.

A list of buyers.

Before we talk about the buyers lists you need to know that not all lists are equal.

First you got your *freebie list* (or enquiry list).

That's built with people who simply opted-in to your list for free information who have zero intention of buying. These subscribers might have even used a second email address purely for the purpose of joining your list to *have a look*. They might never even read an email from you.

Often called *tyre kickers* all they want is the free stuff and they hop from list to list collating and collecting gift after gift. Never buying, always spying and often looking for a magic bullet.

In fairness I was one of these people for a few years so it'd wrong to ignore your freebie list completely. It may depend on their market awareness and the stage they're at in their cycle of learning.

Then you got your *buyers* list.

These are the folk who probably started on an enquiry list before and when they spend money they get moved onto a separate, buyers list. The email marketers who make the most money typically have large and responsive buyers lists.

Then you get *bucket lists*. These are like the garbage cans.

The best explanation is with an example. I had heard about bucket lists and then discovered them when I unsubscribed from a major marketers list. You see I'd be put into a bucket list by a big named marketer when I hadn't bought anything from him within 30 days of joining his list.

This particular marketer had calculated that most of his buyers buy during the first 30 days on his list and then went cold. He'd look after new subscribers during that first 30 days but when the time passed you get booted to the bucket list and pitched with offer after offer.

It's important to realize that this particular bucket list was in the internet marketing world which is particularly fickle and people go in and out of fashion very quick indeed.

Lists Just for Selling Solo Ads

This is an important point.

The above example was also a good example of sequential selling. The first 30 days emails were deliberately designed and written to maximize the chances of me (and other prospects buying).

When I hadn't bought I got shunted onto the bucket list.

On the bucket list you're no longer a prized possession because you've not

proven your worth. But that doesn't mean there isn't money to be made or value to be had.

You see this is where the Solo Ad market can get a little murky.

You see this bucket list might not buy anything but they might still be opening emails and clicking on links. These people might be looking for *more* free stuff.

So you get some marketers who use these bucket lists to sell clicks. Or (in other words) they sell Solo Ads to other marketers.

If you have a bucket list with 10,000 email address and know you can get 1% of them to click on a link well now you can sell 100 clicks for \$65. You're making money from the scraps. The tired list of tyre-kickers.

If you're a naïve first time Solo Ad buyer you might be thinking you're picking up the deal of the century. Buying lots of clicks very cheaply but the chances of converting those leads into sales are very unlikely and you end up with a list full of tyre kickers.

Knowing you have a list of tyre kickers you could (in theory) start selling Solo Ads to other unsuspecting Solo Ad buyers and so the cycle continues.

I'm definitely not advocating this. It's a mess and down to abuse of what is a perfectly legitimate method of growing your list and making money.

Don't let me put you off buying Solo Ads.

Just remember it's all about list selection.

Remember that buyers lists are the best kind of lists and the best way to find someone who has a buyers list is to find someone who is selling their own products.

Let's move on.

The Recency | Frequency | Monetary Formula

Three critical factors when it comes to picking the right buyers list.

Here's how it works for buyers lists.

You understand you have to choose a list that's interested in what you have

to offer.

If you have a Labrador product then (ideally) you want to buy a solo ad from someone with a list of Labrador owners. Not cats, not mice, not pets in general.

You want access to a list of Labrador owners.

And it might be worth *testing* a list of dog owners just to see what happens. But you have to consider more than just picking an ultra-targeted list because not all lists are the same.

Skip Round List Rot with Regency

Ask these questions:

- How recently was the list built?
- When were the buyers added?
 - A week ago?
 - A month ago?
 - A year ago?

With every day that goes by your email list dies a slow painful death and grows less and less responsive. People have short memories and as soon as someone joins your list (an enquiry or buyer list) they start to forget who you are and become less likely to open your emails. I call it list rot.

It doesn't help that attention spans are short and growing shorter. Email is far from dead but it is getting harder and harder to stand out in the inbox.

So when you're approaching someone with a buyers list find out how long ago it was since those list subscribers bought.

How frequently did they buy?

There are buyers and there are hyper-responsive-buyers.

If 80% of your profits come from 20% of your list and you put that 20% under a microscope you'll discover that that 20% can be further broken down into 80:20.

Let's not get too geeky about it but these hyper-responsive buyers just can't get enough good information. They're the fanatics addicted to whatever it is you

are selling. The best part is *the more someone buys – the more they are likely to buy again* in the future.

If you find a list full of people who have bought multiple times then happy days!

Think about it...

Who would you like to have on your list:

- The guy who bought last year?
- The guy who bought last week?
- The guy who bought last month and last week?

All things being equal I'd have the person who bought recently and frequently.

How Much Money Did They Spend?

This is the Monetary part.

If you're selling a \$497 it makes more sense to buy a Solo Ad from a vendor with buyers who've spent \$497 than from a vendor with buyers who've only spent \$7 in the past.

The closer the monetary value of your product and that of the buyers list, the more successful you are likely to be. If you're selling a \$37 course then you may have success selling to a list who'd bought a \$7 product in the past. It's not too big a jump but if you attempt to sell a \$497 product or course, that could be too big.

The closer the match between the prices of your product and the prices the buyers list is accustomed to spending, the better it is for you.

This is also true of selling something very cheap to a market that is used to spending lots of money. Cheap is a word that can be associated with value or can be associated with trash.

In the world of trading if you were selling trading software for \$37 then there is a chance your market (who might be risking thousands daily on the markets) won't value your product. Instead they may be accustomed to spending thousands of dollars on products and coaching so anything cheap is automatically dismissed as trash and not worth it.

R.F.M. Summary

With a little research and doing a little spying on the solo ad provider you can get an idea for how recently their buyers list has been built and the monetary value of their products. Of course you can never be 100% and can be hard to reverse engineer so they may have lists and businesses you didn't know existed.

The Recently – Frequency – Monetary isn't just a sensible guideline. It's a proven formula for finding the best lists and stacking the chances of success in your favour. There is always an element of trust when you speak with a Solo Ad Vendor and the best way to find out the information is by asking them.

And always remember if it sounds too good to be true it usually is!

It's time to find a vendor...

How to Find, Contact and Book Solo Ads

"It's not what you know; it's who you know"

These famous words never seem too far from the truth.

When it comes to finding out everything there is to know about Solo Ads, what's working right now and the kind of success marketers are *really* having it's all about getting dirty, getting involved and networking with others.

The reality of business is that you don't share your best secrets with your competitors. You only share them with your Joint Venture partners.

Why would top marketers share the information that's putting food on their table with the rest of the world to use and abuse?

Maybe that's why Solo Ads came from no-where.

Maybe they were working so-well that savvy marketers kept them secret and to themselves. Maybe they didn't want the world to find out about this underground tactic.

Then the information got out or the results started to wane in effectiveness.

So they started teaching these 'old-secrets' for money.

That's not to say they don't work nowadays.

You just have to be more selective especially if you're buying Solo Ads in the Internet Marketing niche. If you sidestep into other marketers and niches they're probably as good as they ever were.

As a little sidenote the next time you see someone sharing their secret for ranking #1 in Google and making \$40 grand last week they're either lying or they're sharing a secret they've already milked to death or it no longer works because the loophole closed. Call me a cynic!

This is where it's important you start to recognize the difference between a marketing fundamental (like List – Offer – Copy – Design) and a fad. The fundamental will be around forever. The fad will soon die out.

If you follow the right folk and network with the right people (by that I mean

the good, honest folk who don't talk things 'up') you'll discover private groups and Skype rooms where like-minded folk get together, share what's working, solve problems and build working relationships.

This is the best way to find good Solo Ad sellers.

Which brings me onto:

Word of Mouth Recommendations and Good Old Fashioned Spying

I know a few plumbers and electricians who are always busy and never have to advertise. They're high in demand because you can count on them to do the job and they get all their business from word of mouth referrals.

No advertising necessary.

Same thing happens with Solo Ads.

The best guys are just recommended by one marketer to another and they don't have to advertise their services much. So, if you know someone building their list with Solo Ads then ask them for a recommendation.

If you're on the list of someone you feel you can trust — and you know they use Solo Ads — then email them back and ask for a recommendation.

These are some of the best places to get started.

Then...

Approach Vendors in Your Niche

If the best list is a buyers list then why not source other product vendors in your market? If you can find other vendors in your market who sell complimentary products and are building a database of buyers then you could approach them to buy a Solo Ad.

Who knows you may find yourself your own, underground supplier of Solo Ads.

Just make sure to do your homework.

Ask the right questions and be open to ideas and suggestions.

Find out if they will email their buyers list — some people will only email their freebie list for you — ask how frequently people have bought and the monetary value of the sale.

Ask what other lists they might have. They could have a list of freebie seekers, \$7 buyers, \$47 buyers or \$997 buyers.

Find out as much as you can.

I don't believe in the adage "*Fake it 'til you make it*" but if you think like a serious player, speak like a serious player and act like a serious player then you will become a serious player.

No faking necessary.

Plus you never know what may come when you start up a conversation.

Instead of buying a Solo Ad you may do a reciprocal mailing, they may decide to simply promote your product as an affiliate, do a Joint Venture and work on a project together or they might just sell you a Solo Ad.

As Ted Nicholas says "*If you never ask the answer is always NO!*"

Search the Marketplace

Popular internet marketing forums are awash with people talking about Solo Ads.

You'll find threads with members asking for recommendations, providing testimonials and some forums become market places where business takes place.

When Solo Ad sellers start hanging out in forums they're often there for the sole business of building their list and their reputation so they can start selling their products (and their Solo Ads). Sometimes they are helping and sometimes they are using *forum marketing*.

There's no harm in that.

Once they're honest and open about their business and they're intentions.

These forums are often gold mines of information. Learn to use the search

function on forums when looking for Solo Ads and look for recommendations on who to approach.

Never limit yourself to a single Solo Ad provider.

Make a short list and then prioritize them in order of reputation and affordability. Prices vary and while you often get what you pay for you still want to make sure you get the best bang for your buck.

Remember your results are measured in clicks, opt-ins and (most importantly) sales.

Booking Your Solo Ad

When you've selected your Solo Ad provider make sure you read the order page.

Since Solo Ads are usually bought by marketers in the know (beginners are usually too scared to invest their money) there's usually very little information on the order pages other than a Paypal button

But double-check because some are really good and have clear step-by-step details.

You can find out:

- If you can mail to free or paid offers (usually free offers only)
- If you are paying for unique or raw clicks
- How long it takes before your email is sent (and the traffic is sent)
- How many clicks you can expect
- If you need to supply the email content, if they write their own email or if you supply the email swipe and they have permission to adapt it to suit their list
- How frequently they add new subscribers (fresh) to their list
- How they have built their list and (rarely mentioned) if it includes buyers
- If there will be other URLs in the email (it's a Solo Ad so there shouldn't be any other links to distract the reader)
- What kind of offer is likely to work best (and generate the most interest)

If you can't find these out then you'll be able to get their email address or Skype ID and ask them.

This is all important information they should be able to give you.

If they only have a bucket style buyers list then they might only be able to tell you if someone bought at least 1+ but not be able to specify exactly if they are repeat buyers.

Remember: usually Solo Ad providers will guarantee the number of clicks you will receive. They do not guarantee opt-ins or sales because that's down to you.

Consequently there is usually NO REFUND so always start with a test and small purchase when choosing a new vendor.

Now it's time to hit the buy button and book your solo ad.

Once you've booked your Solo Ad you may or may not receive an instruction on what to do next. It depends how thorough and organized the seller is.

If the next step is vague don't panic. Just get in touch with the Solo Ad seller to initiate the next step and send over your swipe email. They're usually very helpful.

Remember you are the paying customer.

Then it's bombs-away as you wait for a few days before the traffic starts to hit your site and you start to see results.

Clicks typically come together on one day and for the next few weeks you'll continue to get a few more clicks as people open the emails that have been sitting in their inbox.

Usually a good Solo Ad seller will over deliver on the clicks they send. We'll talk a little more about that later.

Next I want to talk about some myths, risks and the people you want to avoid.

When Solo Ads Suck

It'd be wrong to say (or give the impression) that Solo Ad selling is a murky business. It's not. But bad guys do exist and that includes the used-car salesman style seller who promises the world and leaves you with an empty Paypal account.

These are the folk in it for a quick buck.

Let me scare you with a few horror stories to show you exactly what I mean.

Buying *Fresh Air* Instead of Solo Ads

I've heard a couple of these stories...

Forums are communities and you can find out if someone is to be trusted or not.

You can get a general feel for someone's business reputation.

You can read about the good guys, hear about the bad guys and listen to horror stories about the scammers.

So Victim A goes to the forum where someone is offering a Solo Ad and claims to have a list with tens of thousands of subscribers and promises to deliver x clicks for x dollars in the next 48 hours.

It's looks good value, it's a fair price and there may or may not be a testimonial from another forum member. Usually you can tell reliability of a forum poster by how active they are so see how many posts and thanks they have.

You pay your money and the buyer gives you a date when to expect your clicks.

But nothing comes...

What's has happened?

The Solo Ad vendor doesn't even have a list. You're just paid for fresh air.

Any proof they had used when they were advertising their services was

faked.

It's easy to doctor screenshots that show the size of someone's list or the confirmation that the email has been sent.

The worse bit is you can't dispute this with Paypal.

Or you can it's just that – at the time of writing – you're highly unlikely to win because you have purchased digital goods.

And even if Paypal changes its policy for digital goods the money you paid might have already left their account and been spent.

This scam is too easy to do so you really need to watch who you are buying the Solo Ad from and be 100% sure they are legitimate service providers.

If you don't believe me then read real accounts of this here:

<http://www.ericstips.com/tips/scammerconfesses/>

You Get Lots of New Subscribers and ZERO Buyers

This can happen because you've bought your Solo Ad from someone who has no buyers on their list. It's filled to the brim with tyre kicks and voyeurs with no interest in buying anything.

Maybe the vendor is in the Solo Ad business and has built a list purely for the sake of selling clicks or Solo Ads. The vendor buys and sells Solo Ads which isn't a scam because they are only selling you clicks and they are delivering the clicks; it's just that their list isn't very good quality.

But there is another reason you might get zero buyers.

Some unscrupulous Solo Ad sellers may promise you x number of clicks from their email list but what they're actually doing is buying cheap traffic from various sources and just sending some of those clicks your way.

You're were paying for Solo Ad clicks and what you got were clicks from a Pay Per View Network or other kind of media buy.

This type of traffic is usually cheaper to buy and needs to be handled in a very specific way. What has happened is you've paid for more expensive Solo Ad traffic and been delivered cheaper traffic that literally costs pennies per clicks.

If Solo Ad traffic typically costs \$1 per click you've just been given traffic that costs \$0.10 per click. You pay \$1000 for 1000 clicks and get 1000 clicks that only cost the vendor \$100. He makes an unethical profit of \$900 at your expense.

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Marketers who know what they're doing can legitimately make bucket-loads of cash with PPV. But if a Solo Ad seller doesn't care they could buy cheap traffic from an alternative source and send that to your squeeze page.

You asked for 1000 clicks and they gave you 1000 clicks.

It just wasn't actually from their list. It was cheap, unsorted traffic they bought for pennies and sold for hundreds of dollars.

They promised a sports car and sold you a sedan.

They Send Less Clicks Than You Paid For

This is a recurring theme and a tricky one to deal with I've seen many a forum post where people received (or believe they received) far less clicks than they paid for.

The most important thing here is to know your figures accurately.

Like an attorney you have to have a case to present.

If you've not tracked how many clicks your link has received or how many unique visitors made it to your squeeze page then how can you even dispute an order?

You must track your traffic.

There are several ways you can track your Solo Ads. Each depends on your budget and you will likely get bigger and better tools as you invest more time and money into your business.

The most basic thing you can do is create a new Squeeze Page and have a new auto-responder list specifically for that page. Then use a service to see how many visitors you have on a given day.

Google Analytics will let you do this for free by installing a simple HTML code or by using a Analytics plugin for Wordpress.

Now you will have a case to present if the clicks you bought don't get delivered.

You can see inside Google Analytics how many visitors you've had to that squeeze page. And since you've only used that page for this specific Solo Ad there is only place traffic can come from – the Solo Ad.

Plus if you use Aweber (for example) you will be able to login to your account and see how many times your webform has been displayed and how many people signed up to your list. If you don't use Aweber then check to see if your auto-responder account tells you these statistics.

If you wanted to add a third layer of tracking you could use a link cloaking service. Something like bit.ly can mask your links and will tell you how many times your link was clicked.

It's not precision engineering but — at a basic and budget level — this works.

Another option (and the better option) is to use tracking software.

Tracking software will create a specific URL you can insert into the Solo Ad email you give to the vendor. These then allow you to track raw and unique clicks on the links inside your email and will even let you know how much money every click is making you.

Examples of tracking software include:

- Adtrackr Gold
- Hypertracker
- ClixTrac
- Demon tracking
- CPV Labs

Tracking software is the way to go for most internet marketing in general and a necessity if you're getting BIG into Solo Ads and start buying thousands of clicks from lots of different buyers.

The software will save you the time it takes to set up different sales pages and lists plus the intelligence will put you on 'another level' when it comes to direct response marketing.

Tracking software is used extensively by super-affiliates who need to know their numbers down to the penny and are spending tens of thousands of dollars daily on paid advertising.

Something to remember though...

And this comes back to list selection (... surprise surprise) is that even with the best tracking system in the world if there is a dispute and they have robbed you of your money. And Paypal isn't interested in listening to any disputes...

There isn't a lot you can do.

It comes back to testing small.

And only buy Solo Ads from trusted sources.

If there is a dispute...

Remember to communicate with the seller and speak to them directly. There's nothing worse than seeing a complaint on a forum only to find out that they've not even spoke to the Solo Ad vendor yet.

And there's nothing more embarrassing and unprofessional than complaining without knowing all the facts.

It could be a genuine mistake or misunderstanding first.

Maybe you made a mistake. Maybe they made a mistake.

Maybe even their auto-responder or your tracking went down that day.

Be the professional first.

The Solution to All These Scams and Problems

I'm labouing the point here but I'm not going to apologize because list selection is that important. It's the solution to virtually all the problems that crop up when you are buying Solo Mailings.

Be ultra-careful with your list selection. Send a bad advert to a good list and you can make money. Send the best advert to the worst list and it's going to fail miserably.

Pick your lists carefully. Do your research and always start small.



Solo Ad Myths and Mistakes

Over the past couple of years Solo Advertising has moved from the underground secret of major marketers to a commonly talked about mainstream lead generating method.

Or so it would appear.

For the most part everyone knows about Solo Ads but — at best — they've only tried it once or twice. They're novices. At worst, the opinion you read are from people as clever as the last forum post they read. Then they quote it verbatim.

This means there are lot of myths flying around that could a) put you off buying a Solo Ad or b) cost you a whole lot of money and put you off buying Solo Ads.

So let's talk about the biggest myths and mistakes out there.

Here are the ones I commonly see:

- *"I Tired Solo Ad and They Don't Work"*
- *"Solo Ads Are Sent to Non-Buyers Lists"*
- *"Always use double opt-in"*

Let's start at the top.

"I Tried Solo Ads and They Don't Work"

By now you already know there are lots of factors to take into consideration when buying a Solo Ad and making it work.

What kind of list was emailed? Were their buyers? What was the message-to-market match like? What was your sales copy like? Did you follow-up relentlessly?

There are lots of factors to consider.

So first things first.

You always start with a test. By buying a smaller Solo Ad (especially when dealing with a new vendor) to test their list, test your offer, test your

follow-up and see if the your system is worth investing more time and money into.

Sometimes the test will work well.

Sometimes it won't work at all. This is where you have to think seriously about ditching your offer, ditching their list or ditching the entire idea.

And — more often than not — you make a little, lose a little or break even.

That's not bad at all.

Because now you tweak your ad, tweak your offer and improve your Sales Funnel before re-testing and buying bigger Solo Ads.

The science behind your systems usually looks a little something like this:

- Test, that didn't work, tweak
- Test, that didn't work, tweak
- Test, that didn't work, tweak
- BOOM, let's scale this!

It takes a while to accept that this *game* is a lot about testing.

It's like a boxer nicking the rounds and winning on points. He doesn't win by KO in the first round or even in every fight. You do your best and win the rounds and now-and-then the knock out comes your way and you bask in the glory!

"Solo Ads Are Only Sent to Non-Buyers Lists"

I quote this from a popular marketing forum:

"Most solo ads are sent out to non-buyer lists, but if your marketing/relationship building skills are strong you can still get sales"

You're already one step ahead because you know this is all about list selection.

Whether or not your Solo Ad goes out to Non-Buyers or Buyers is something you do have a say over. You already know that by choosing people who are building a list of buyers (ie. They sell their own products) are more likely to have buyer-lists you can rent.

You also know that when you choose a list and it's made up with buyers that you should ask about the recency of the purchase. Then ask how frequently those buyers bought and how much money they spent.

It's the R.F.M. formula in action.

"Solo Ad Subscribers Are Less Responsive"

Here's another quote:

"When you get subscribers from a solo then they are most likely already on dozen of marketers list. Wouldn't these subscribers be very unresponsive for this reason?"

There are two schools of thought here.

The first school is that you have to go out there find raw, virgin lists of people who aren't on many lists and then you have a greater chance of standing out in their inbox.

You have a greater chance of getting your emails noticed, read and clicked.

Good luck with that because in this day and age everybody is on dozens of lists.

The second school of thought is from the marketers who accept that we are all on a lots of lists. So your job is to find the lists with the subscribers most likely to be interested in what you have to say and sell.

It's your job to find the lists that have people on them that (ideally) are already conditioned to clicking on links inside of emails and buying through those emails.

In the world of paper and ink the best direct response marketers knew that the best lists weren't just the names of people who had bought. They were the people who had bought through direct response paper and ink offers.

As great as it would be to have virgin untapped lists it's highly unlikely.

Better than you accept your subscribers are also on the lists of other marketers and you learn how to out-email, out-market your rivals and build stronger, honest relationships with your subscribers.

How do you do that?

You focus on the people in your market. You become their trusted advisor and focus on what they are interested in then provide value through the products you sell.

And before I forget – learn to sell.

Think about the lists you are on.

Why do you stay on some and unsubscribe from others?

Why do you read some emails and ignore others?

Why do you buy from some folk and not from others?

Do you open emails because of the subject line or because of who it is from?!

“Always Use Double-Opt In to Build Your List”

Now if you’ve never used email auto-responders you might not be familiar with the terms “*double or single opt-in*”.

Keeping it super-simple when someone enters their email address to sign-up to your list they may be added immediately (single opt-in) or they may be sent an email confirmation they have to open, read and click to confirm they want to subscribe to your list (double opt-in).

There are lots of reasons for this.

For one, lots of people make up fake email address which might actually be someone else’s real email address. I’m guessing that the real johndoe@gmail.com and anybody@hotmail.com are getting a hell of a lot of emails they didn’t ask for.

The second reason is that not every website makes it clear what you are signing up for. A website might ask you to enter your email address to get a free report but doesn’t tell you about the email they will send you every day.

All of this leads to spam complaints and that’s a serious issue.

The double opt-in system — using an email confirmation — helps get around

this and protects you and your auto-responder company from getting on the wrong side of legislation.

There is a downside.

Not everyone — even those who genuinely want to be on your list — gets or opens, or clicks on the link in your confirmation email.

In a nutshell...

With single opt-in you can build a bigger list faster BUT have the additional risk of unhappy subscribers who may (or may not) complain and give you grief.

And that — my friend — is why every man and his dawg tells you to use double opt-in.

But that doesn't make it a good (or profitable) business decision. The key is in testing whether single or double opt-in lists work best for you, your business and your subscribers.

Never forget about your subscribers.

In your market and niche are you getting better results (ie. Making more money) from building bigger lists faster using single opt-in subscribers or do you get better results from a smaller but more qualified and interested group of people who took the time and effort to double opt-in?

No one can really make that decision for you.

You have to weigh up the cost of buying the Solo Ad with the likelihood of making your money back (and turning a profit as you follow-up and sell more stuff).

Ultimate it is about testing what works best for you and just as importantly what you are most comfortable with doing.

This is SERIOUSLY Important

There are and there is a RIGHT and WRONG way to do Solo Ads.

The first thing you should always be doing — with Solo Ads or any other form of paid traffic — is focusing on conversions and doing your best to get a return on your investment.

That doesn't mean turning a profit immediately but it does mean coming close so that you can afford to keep buying more leads.

The secret to this is testing, tweaking and re-testing.

It's something we're going to talk about in the next section.

This is for the grown-ups because it's the only place to find real answers.



Scaling and Growing Your Business

When you've got this far...

When you've tested small Solo Ad purchases.

Tweaked your system.

Re-tested and started to turn those paid-for-leads into money in the bank... it's time to scale your empire and grown your business.

And as someone trying to teach you what to do that makes it hard for me.

Because now you have become an expert in your own right.

You'll know what is and what isn't working in your market and for your niche. From looking at what offers convert best and reading the feedback from your subscribers you'll know more about them than anyone else.

You'll have found your own voice and created your own community.

From here on everything you do is based on the results of what is and isn't working.

And that could change in 6 weeks, 6 months, 6 years or never.

This is when I remember my uncles and aunts asking me "*What do you want to be when you grow up?*" You might reply "*A doctor, a nurse, a fireman...*". The adults don't ask "*... and then what do you want to do?*"

Who knows?!

By that time everything has changed and you'll be older, wiser and experienced enough to know which direction you will take. This is why some many people end up in jobs or with businesses the 'fell into'.

The "what do you want to do when your older" is a silly analogy but it's very true and the exact same once you've mastered buying Solo Ads and tweaking your system.

You'll also realize that no one can really teach you exactly what to do. It's different for everyone. You take a business model and then you take it in your

direction and make it work for **you!**

So while I can't tell you exactly what to do once you've made your Solo Advertising work I can give you some ideas on where to take your business.

More, Bigger and Better Solo Ads

That's not rocket science.

Of course once you've started generating a profit from your Solo Ads you can start to spread your wings and buy Solo Ads from new vendors and buy more and more clicks.

Buying bigger Solo Ads will bring the cost per click down and boost your profit margin. You might even decide to go wider afield and buy Solo Ads in other niches.

For example:

If you're buying Solo Ads in weight loss market you might approach someone with a list of women who have bought advice on dating or finding the ideal man. There might be a small chance someone looking for love is also wants to feel more confident, lose weight and look better.

See what I mean about testing new things?

As you learn more you can start to think outside the box, get creative and become a true entrepreneur. The crazy and silly ideas that come when you're in the shower or driving to the beach could be the ideas that change your income forever.

The Crazy World of Adswaps

I say "*crazy*" because if you do this wrong you can seriously hurt your list.

Some list builders make the mistake of damaging the relationship and losing trust with their current customers because of the work they are doing to find new customers.

An adswap is similar to a Solo Ad but instead of paying someone to email their list for you, you return the favour. They email their list with a link to your squeeze page and you reciprocate by emailing your list with a link to their squeeze page.

This is dangerous because if your list — the same one that knows, likes and trusts you — starts to realize you're just emailing them an offer because someone else is going to reciprocate to grow your list then you can destroy the relationship you worked hard to create.

If your list will starts to realize they're nothing more than a commodity to you and you don't really have their interests to heart then then next step could be to unsubscribe or never buy anything from you again.

If you're going to do an Adswap then always focus on value by making sure it is genuinely going to help your subscribers greatly.

And then be careful not to make an Adswap a regular feature of your emails. Keep them few and far between.

Pay Per View (PPV) Projects

This is an interesting area slowly becoming more and more mainstream amongst internet marketers as a great way to drive cheap traffic and more leads into your sales funnel.

The concept is similar to the business model free TV channels use.

Free TV channels are usually funded by commercials and sponsorship. You get access to the TV programs for free and – in return – have to watch the commercials.

On the internet something very similar is happening.

For example:

Gamers can play online for free provided they agree to sign up to a Pay-Per-View Network that will display adverts to them, usually as a pop-up or pop-under.

It's not just gamers however. There is also lots of free software and free internet services that work in exactly the same way.

Here's how that works for you, the advertiser:

You join a PPV network as an advertiser. This gives you access to thousands and thousands of people who have signed up to the network as users in return

for free games or software.

You create your advert – for example your squeeze page – and you upload it to the network.

Next you pick the keywords or the web pages and the price you are prepared to pay for your squeeze page to pop-up on.

Now whenever an internet user (who has access to free software etc) enters that keyword or opens up that webpage a second browser window will open displaying your squeeze page.

The real beauty of this is you can be very precise in who you target and this stacks the odds deeply in your favour.

Think about it:

Imagine you are in the weight loss market and sell a product on how to get six pack abs quickly and easily.

You find the websites of all your competitors who are targeting people who would also be interested in what you have to sell.

Next you join a PPV network and select all the URLs of your competitors.

Every time someone opens that website their browser will also open a second browser window displaying your squeeze page with your free offer and enticing them to join your list.

You are effectively and legally stealing the potential buyers from your competitors and driving them towards your offers.

This is only the tip of the ice-berg because you can go one step further and instead of just targeting the website of your competitors you can target specific URLs. Your advert could potentially pop-up on the sales pages and even the payment pages to steal the buyers right from under your competitors noses.

The downside?

Like a solo ad it takes time and testing but when it works – it works like gangbusters and the cost per lead is dramatically less (at the time of writing) than that of a Solo Ad.

My advice:

Get your Solo Ads working and then adapt those sales funnels for PPV traffic.

Same marketing principles. Very similar systems.

Go Crazy with Banners Advertizing

Yawn!

There's nothing sexy about banner advertising, that's for sure.

We see them on the streets, in windows and we see them on the internet but one thing's for sure — done right -- they work!

Better still you use the exact same marketing skills you learned to master Solo Ads.

You know it's all about list selection. You know how to test, tweak and improve your squeeze page. And then how to follow-up with offer after offer.

With banner advertising you start with your 'list selection'.

Only in this instance list selection is finding out where your traffic is already hanging out. If you're selling weight loss information you go to the weight loss forums and news sites.

If you're selling information on how to make your own electricity then find out where your market is already hanging out and trying to find out more information.

Maybe you visit the ecofriendly sites where people are concerned with climate change and reducing their carbon footprint.

Maybe you visit *Prepper* sites where people are doing their best to become self-sufficient, live off the grid and avoid the forthcoming energy crisis.

Or maybe you got to conspiracy websites where the readers are ready for impending doom as the government takes control and robs the free man of their right to freedom, independence and quality of life.

One niche product with three very different markets.

All with a desire to be self-sufficient and independent. And all three chosen here because there the places I saw banners for a digital product selling by the thousands (check out <http://www.power4patriots.com/>)

But listen up.

It comes back to finding a targeted sites where the right kind of traffic hangs out.

Testing small to start with and only then — when you've had success and know your numbers — rolling out and getting bigger.

Some sites will work. Some will flop. And one or two might turn out to be home-runs.

Other Examples of Media Buys

There are plenty of other methods to generate paid traffic and it all revolves around finding out where the traffic is and buying access to it.

Traffic > Leads > Buyers > Relentless Follow Up

From Facebook adverts, Plenty of Fish adverts, buying advertising space on high-traffic blogs and websites through to celebrity endorsed Tweets.

Your ultimate goal is to create customers.

People who buy from you over and over again.

Which comes back to adding value and treating your customer list like gold.

Just focus on the principles of Direct Response Marketing -- what some might call the only way left for the little guy to get rich!

Get stuff up *fast!*

Then test it.

Get results.

Tweak and improve your system.

Manage your numbers.

And capitalize on the back-end.

Have fun but take it seriously!

Treat it like a hobby and it'll pay like one.

Treat it like a business and it'll pay like one.

Let's finish up...



Your Profit Mission

You're ultimate mission is to create a profitable business where you can buy new leads, send them into your sales funnel and walk away with a healthy profit. To build an ever growing database of buyers you can contact regularly and sell to, over and over again.

And to make the kind of money that will fund your dream lifestyle.

For me, that means living autonomously. It means living independently without a boss telling what I have to do, when I have to work and if I can take time off. That's why they call them 'slave jobs'.

And as the saying goes: "*Money solves problems that not having money creates*"

The crux of this business comes down to building a database of customers, providing them with value and putting relevant and useful offers they want in front of them.

Online or offline your business is as simple as this:

1. Get traffic
2. Build a list of buyers (a database)
3. Sell them stuff they need and want

That's it.

No need to make it any more complicated at this stage.

Now you might have to jump some hurdles along the way.

For example:

Are You Scared to Lose Money Buying Traffic?

Remember this is a real business that could change the way you live forever.

And remember that getting started online is seriously cheap compared to setting up a brick and motor business at the local strip mall. The reality is virtually every business needs to spend money first in order to get started.

We're just fortunate that it isn't a lot of money.
Thank you internet!

In the real world I have a couple of friends who set up six figures businesses using their credit cards where the repayments and interest payments are killing them. They had to get 10 year leases on properties and refurbish them before they could even open their doors.

Fortunately we don't have to do that but there is still a lesson to be learned because with hindsight they would have started smaller and only spent what they could afford when starting out.

While I am a huge advocate of buying traffic and buying results if really have no money to spend on Solo Ads (or it means paying for it on your credit card) then wait.

Save it up or spend some time driving free traffic to your site just to a) see if it works and b) make some *seed money* you can use to pay for your first Solo Ad and c) get some results.

I used to make my Paypal account my advertising account where I took out what I needed to live and any left was used for my business. If there was no money in the account then I wouldn't use my personal credit card to pay for my business. Instead I would go and provide a service, write articles for someone or (later on) email my list and use the affiliate commissions.

Be sensible.

All these big entrepreneurs of the real world have gone bust at some point but it was never their personal money they were losing. It was always their businesses money that came from providing goods and services.

If you're scared to lose money then a part of me thinks "*Good*" because it means you'll take this game and anything you spend seriously. You'll plan, prepare and create a sales funnel with the same care and attention any real world brick and mortar business would also get.

Money Always Makes More Money

As an entrepreneur you have to take the rough with the smooth.

It won't always be plain sailing.

There are times your Solo Ad will flop and fall flat on its face but that won't matter so much because it won't be taking the food off your table.

The reasons a solo ad might fail are numerous.

Maybe your systems weren't quite right and you had the wrong offers. Maybe your list selection was off and the message to market match was out.

Maybe you can't work it out. It just failed.

When you're starting out this is really hard to accept but think about this:

A friend of mine has an offline business and makes around 30K profit each and every month. He spends about 1K a week on advertising in local newspapers, Adwords, postcards and whatever else. He spends it blindly.

Fortunately for him (whether he realizes it or not) some of the money he is spending is wasted but at the same time the advertising that does work generates him a massive profit. More than enough to cover the money he loses.

The difference between you and him is that he's making massive money so he can afford to take the losses. He can afford to make marketing mistakes because he has deep pockets and a hefty bank balance to soak it up.

Money makes money.

With your Solo Ads you have to take the rough with the smooth.

Like my friend, if you track your results the money you make from successful ads will more than pay for those ads that don't work out. So don't give yourself a hard time because a Solo Ad fell flat on its face. It's the nature of the business.

Just make sure to manage your money, manage your numbers and learn from those losses. It'll be either one less place you shop for your Solo Ads or perhaps next time you either try something different or negotiate a lower rate.

Build Your List for Free So You Can Profit Tomorrow

When you're starting out you want to make your money upfront.

It is a hard-to-accept fact that the most of your money will be made on the back-end. That's the *other stuff* you sell over the weeks, months and years as

you build deeper relationships and follow-up relentlessly.

The front-end is really about building a buyers list and separating the wheat from the chaff. Plus the sales you make will likely pay for your traffic.

Say you spent £350 on 1000 clicks (visitors). 500 of those clicks convert into subscribers and you sell 35 units of your ten dollar product. You gross \$350 (10 x \$35)

You break even which sounds very unsexy.

But think about it.

Because you broke even that few hours work has added 500 people including 35 buyers to your list for nothing. Now you can continue to sell to them again and again.

Every click you bought cost you \$0.35 and every click was equivalent to \$0.35 in your pocket. If you could get the exact same traffic for \$0.25 then you'd be in profit on the front-end. If that same traffic cost \$0.45 per click then you're losing money on the front-end.

Remember though. The money isn't in the front-end. It's in the back-end.

And that's where the big-boys play. They can will build their list for free (or even take a loss) because they know their figures and they know how much they will make on the back-end too.

In a nutshell don't stress about not making money on the front-end. Just keep your head above water and look to break even or close and build that database as big as possible because the back-end is where you're going to profit BIG-time.

Seriously Honest Final Thoughts

There are lots of distractions out there. Lots of bright shiny objects and often they don't work. It's not even that the sellers is lying or being unethical. It's just that they can't teach or give you the missing X Factor.

And that's the experience of testing what has worked for them and their market.

Everything market, every niche and every list is completely different. And the

relationship you have with that list will be different to the next person.

What I'm saying is that most of the learning is done by doing.

I hear and I forget. I see and I remember. I do and I understand.

- **Confucius**

That experience of doing is what no bright, shiny object will ever give you.

You have to get out there and start doing. Start testing and start working what does and doesn't work without losing the clothes off your back and the roof over your head.

The entrepreneurs and the *gurus* out there making a ton of money doing this stuff aren't more or less clever than you. It's just that they got their act together and started doing it.

In the words of Gary Halbert "*Motion beats meditation*"

Doing something badly is better than doing nothing at all. And — at least by doing something — you now have results to work with. Results you can improve.

Final thoughts:

I strongly believe you need to focus on learning marketing fundamentals.

The basic principles that worked in the past, worked now and will work in the future.

A lot of it is based around human psychology because people are people and will always buy based on emotion they try to back up with logic. Times change but the wiring we all have remains the same from generation to generation.

Learn the fundamentals of direct response marketing.

Track your advertising dollars and go out there and make a profitable business.

The experience...

The education...

The buzz and the sense of achievement you get from doing won't just change your fortunes they'll build your confidence and change your life forever.

Now go out, get started and take what's rightfully yours!



David Young



Philip De Souza

