

Solo Ads

S1: Welcome and thanks for choosing this video course. I will lead you through the techniques in generating traffic via buy solo ads from the other vendors.

Why Solo Ads?

- **Fastest** and **most effective** to generate traffic for starters
- **Targeted** leads
- **Instant** results and conversion rate

S2: Buying solo ads with the other vendors indeed the fastest and most effective way to generate traffic to your site for the starters, in addition, the calculation of how much you spend depends on how many traffic the vendors send to your page – pay per click.

This way, you can get targeted leads – that interested in your niche. Instead of getting useless traffic to your site without making any purchases, you get the targeted leads as well as increasing your email list.

What makes buying solo ads the best is you can see the instant results and conversion rate to your site!

First And Foremost

- Solo ad emails serve as a **PRESELL**
- The solo ad message and squeeze page must be **congruent**

S3: First and foremost, you need to understand that solo ad emails serve as a PRESELL, it doesn't make any sales yet. The solo ad emails you send to the readers only lead them to your squeeze page with your free report to download.

Hence, the solo ad message and squeeze page must be congruent, so it make sense to the readers.

1 BEGIN 2 CONTINUE 3 FINISH

Sales Statistics	
	Total (\$)
Amount of sales	\$87,572.50
Number of sales	16
Amount of referred sales	\$87,572.50
Number of referred sales	16
All commissions	\$87,572.50 sales from just 1 method
PLR commission	
LPPLR commission	

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S4: Once again I want to show you another example of my squeeze page with the headline, big red arrow and the orange opt-in form.

Format Of Squeeze Page

- **Simple but action-oriented** headline
- **Big Red Arrow**
- **Tip:** Higher conversion rate if you only ask for their **Email**

S5: Worth mentioning squeeze page once again, because it is a fundamental tool to the success of affiliate business. A squeeze page should be simple but action-oriented, as mentioned, presell to give teaser to the readers.

After the headline, the big red arrow to lead the readers to the opt-in form. It had been tested that if you only ask for their email instead of name and email, results in a higher conversion rate.

Format Of Squeeze Page

- Use **Orange** or **Yellow** button
- **Single opt-in** vs. Double opt-in

S6: Small reminder for the opt-in form, use orange or yellow button, it is proven to create higher conversion rate as well, don't use other colors.

Same reason to increase the conversion rate, use single opt-in instead of double opt-in, this is what I learned from my experience throughout the years.

How To Write Solo Ads

- **Short and precise** – 55 characters per line, 200 words maximum
- **3 URLs** to the same site
- **Semi-blind** offer

S7: You can use the basic format for an email I taught in the previous modules in writing a solo ad email, let us revise the format once again.

First, keep the email short and precise within 55 characters per line, with 200 words maximum. Insert 3 URLs that link to the same site, in the beginning, middle and the end of your email.

The additional technique I am going to discuss here is the semi-blind offer. You give only half of the information about the offer, arouse their curiosity to know more about what is the next offer you are going to give them.

Solo Ad Sample

Hey **[[firstname]]**,

If you are _____ and _____ then you owe it to yourself to see this:

⇒ [\[\[LINK GOES HERE\]\]](#)

Here is how to _____.

Click here to find out now:

⇒ [\[\[LINK GOES HERE\]\]](#)

YOUR NAME

P.S. You can get in now at absolutely no-cost. Here it is again:

⇒ [\[\[LINK GOES HERE\]\]](#)

S8: This is an example of solo ad email. You can start with stating the problem the readers are facing right now, insert a URL after this.

And then, you tell them the solution for the problem, same thing here you insert another URL here.

You can end it right after this with a call to action, or continue with a P.S line and end it with an extra URL.

Where Do You Lead The Traffic To

- **Your Squeeze Page first!**
- Do not send to vendor sales copy!
- **Priority:** build your own email list first

S9: Keep in mind that you send the traffic to your squeeze page first, do not send the traffic straightaway to the vendor's page. This is a vital step to build your own email list first.

How To Track Conversion

- Google Analytics
- Link Tracker Tool

S10: You can track the conversion rate or the clicks you send to the vendor's page through Google Analytics and Link Tracker Tool.

Google Analytics is a free service from Google; simply search it in Google engine and signup for free! However, there are several link tracker tools available online that you can purchase to have more features.

Question To Ask Solo Ads Vendor

- How big is your email list?
- How you manage to get my leads?
- How many clicks you are able to generate?

S11: There are some questions to ask the solo ad vendor before you agree to buy his ads. First, you definitely need to know how big the email list is, this way you can estimate the clicks that are going to send to your page.

And then, you need to know how the vendor manages to get your leads – the prospects that have higher chance to purchase your product.

How many clicks the vendor is able to generate to your page.

Question To Ask Solo Ads Vendor

Can you provide me a suitable offer?

How 'old' is your list?

S12: Next, what is the offer the vendor can provides. This is to know how much you need to spend for the clicks he sends in to your page.

Most importantly, how old is the list. This determines the effectiveness of the list, if the list is too old, it may contain some inactive emails addresses.

Where To Get Solo Ads Vendor

- The links are provided at the bottom of this video
- Google 'solo ad' or 'email advertising' + 'niche name'

S13: So after knowing all the techniques to deal with the solo ad vendors, the next step is to search for solo ad vendors. But, where to get solo ad vendors? The links are provided at the bottom of this video, feel free to check those links out after you get ready your solo ad emails.

The alternative way is to search 'solo ad' or 'email advertising' plus 'niche name' with Google search engine. However, you need to do some research on the reliability of the site beforehand.

How Much Should You Spend

- This is why tracking is important – **you need to know your numbers!**
- Ideally **\$0.20 - \$0.40 / \$0.50** per click
- Start off small i.e. *200 clicks*

S14: How much should you spend for the solo ads? It all depends on the estimated numbers of clicks you expect from the vendor. This is why tracking is really important, because you need to know your numbers!

The most ideal deal will be from 20 cents to 40 cents per click, 50 cents per click is still a reasonable number, but provided the vendor can really send in good traffics.

If you have little appetite to spend too much on this, start off with a small number such as 200 clicks. If the deal is 40 cents per click, the money you need to spend for this is 80 dollars.