

"High Voltage Success..."

...The Electrician's Blueprint to Six Figures Yearly on a Part-Time Schedule"

or

**How To Earn Six Figures Online Per Year
Starting From Scratch And Working Only 3-5 Hours Per
Day?**

By Marjan Zemljic

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Playing with kids

Marjan Zemljic here...

Many people create information products, and it's become so accessible that almost anyone can do it.

However, only a handful manage to make a full-time living from them.

I'm among those few.

For the past eight years, I've been earning a full-time income online, thanks to a simple yet effective system I developed.

Today, I'm excited to share this system with you.

My hope is that it will empower you to leave your traditional job and embrace a fulfilling online career.

I am confident that some of you reading this will transform this information into your dream business.

Marjan Zemljic

A Six Figure Business Built By Working Just Three Hours A Day

A six figure business built by working just three hours a day?

Sounds like a great sales headline designed to attract newbies to buy some product?

It's not – it's 100% true and 100% achievable for the majority of people.

I say majority because barring learning disabilities or other such problems then there really is no reason – NO REASON – why anyone shouldn't be able to generate income online.

Knowing IS NOT the same as DOING.

If You're not DOING it you'll never make any money from it.

Maybe you've heard this before, put across in different ways and the chances are it makes you feel a little uncomfortable if you're not really DOING much in the way of actively pushing your business.

I've had mentoring clients in the past who've completed my 'first day questionnaire' (where I ask what they're currently doing online) and some have complained that they already know most of the information that's available – they get upset when they buy products only to find that the info they've bought is something they 'already know'.

When I ask... 'so how many products have you got in the marketplace'?

They usually reply something like... 'well none, but I'm currently working on....'

And they usually ARE working on something, often it takes up hours of their time each day and they're putting a lot of effort and research into it.

Many of these people have usually been working on a project for months or even years.

Sorry, but the truth of the matter is that PEOPLE DON'T PAY YOU TO WORK ON THINGS, they buy products that are available to them.

If you don't have a finished sales page with a 'buy now' button then you're not going to make any money.

You need to do what most successful marketers do,

Ready?

WARNING: some of you won't be happy about this but it's the truth, from tiny one-man internet businesses right through to multinational companies selling cars, software or whatever..

Don't Get Your Product Perfect - JUST GET IT OUT

Get your product as near to perfect as you can without spending too much time on the 'icing' and get it out there.

You can make changes, send updates, change the product, correct mistakes and make it perfect once it's out there and the money is in the bank.

I've put out ebooks and reports containing great information, but that contain typos or maybe the sales page didn't look great.

Here's what usually happens.

- ✓ I create the product and build the sales page
- ✓ The product goes out to my list
- ✓ A certain number of people buy and several thousand dollars come in.
- ✓ Also **one or two** complaints come in about a typo or a broken link.
- ✓ I apologise for this and put right the mistakes.

- ✓ I then send a revised copy out to everyone who has bought the book along with a discount offer to one of our other products as an 'apology'

So what's happened here?

- ✓ **I let the customers spot the mistake and basically do the proof reading for me**
- ✓ **We send out an update and in doing so are able to contact all buyers with what is basically an 'upsell' offering them a discount on another product as an apology. This results in even more profits.**

We make more money and faster, by putting out an 'imperfect' product.

And despite what they say, so do most marketers.

In fact many BIG products are not even finished when you buy them.

Before you get angry at this and maybe think you're being exploited in some way, it's important for you to realize that I'm speaking to you as a marketer now, and not a customer.

There's a difference.

And you ARE a marketer or you wouldn't be reading this.

And I do see both sides.

I buy all sorts of products and see these tactics being used all the time.

When I think about the first computer with MS Windows that I bought, I wonder: Did it work efficiently, or was I consistently downloading updates, patches, and fixes from Microsoft?

Likewise how many people do you know who've owned cars for many years and HAVEN'T had some sort of recall letter for some part or another. Or needed to take it back to the dealer for 'teething problems'?

We're talking about BIG business now.

Of course it's important to realize that the information you offer needs to be 100% accurate and valuable.

You won't (and shouldn't) get away with selling crap.

But typos, maybe the odd broken link or missing image?

Well it shouldn't happen but I all know it does, and if the info is good and your follow up customer service to your buyers is good, there won't be a problem.

In fact they'll probably love you for sorting it out.

So you need to get your product out there as soon as it's finished and ready to go.

Finished doesn't mean perfect – nothing is ever perfect.

What To Sell?

This is easy.

It's what everyone sells. Online, offlineanything that **solves problems.**

If you sell a product about driving traffic it's going to be bought by people who feel they don't have enough traffic or who aren't making sales.

If you sell a 'how to attract women' product, it's to people (usually men) who can't get dates or who feel lonely.

And I never venture into markets that are new or where we have no competition. Look for ready-made markets.

Don't obsess with finding niches with no competition. There's no competition for a reason, and it's usually that it's not a viable market.

Don't be a trailblazer. Sell what other people sell because *well, it sells!*

Put The Work In

Would you trade 3 hours working each day for a hundred grand a year?
Yep - So would most people.

So you need to put the work in on your business.

Not browsing Youtube, watching sales videos or checking out Twitter or Facebook, but doing proactive things like creating a product, building a sales page, putting up a website and finding affiliates.

You need to keep the sale at the front of your mind.

I know other things need to be done, but *focus* on the things that bring in the sales.

The thing that's at the top of your list must always be to get the product to a sale-able stage.

Get it out there and get it sold.

Just do it.

The Fast-Track Method: Building Wealth

Let's start building your 6 figure business...

Choose a market.

You can do this in half a day.

Just find out what's already selling and create another product in this niche.

All that research is NOT necessary and probably won't help. If other people are selling it, then it sells.

Look at the products the big marketers put out – how to drive traffic (with a fancy title), how to use Facebook for business (with a fancy title), how

to build an online business (with a fancy title), or some sort of software (that does what existing software does but with a fancy title)and then needs updates because it doesn't work properly.

Now I buy these products too and some of them are great but they're all offering existing information.

They're all selling to a market that already exists.

They're not trailblazing – they're SURE that there's a market for their product.

Go choose a handful of your favorite marketers and look at their products.

They'll be offering similar products (usually with a fancy title and a bit of a new angle) to the existing market.

That's what I do too.

It works.

Usually the main difference is that I include information about how it worked for me, or whatever marketer put it out there.

I make it personal because people relate to personal.

Don't worry about what is 'niche' and what is 'internet marketing' or anything like that.

Get yourself over to Warriorplus or Jvzoo and see what the top selling items in your area of interest are.

Check out Facebook groups to and see what questions are being asked in the areas that you're looking at.

Answer those questions and you have your product.

Just go and create another one on the same subject. Give it a fancy title, perhaps present it using a different media such as video or audio.

Put your own personal slant on it, and any personal experience you might have. Interview experts, victims, success stories.

Just do it.

It really is THAT simple.

Later in this report, I will show you two great ways to create your first product.

You Can Have Your Product Ready For Sale in Just a Few Hours

There are only THREE things in your way at this point:

Lack Of Technical Knowledge

For example – how to build a website etc? This is not a problem. This report **will give you everything** you need to know in this area. Everything. Or you can learn exactly and ONLY what you need to know to launch your product. You don't need to know how to build a membership site if you're selling a single ebook. Later you might, but at that stage it'll just get in the way and delay your launch.

Having People To Sell To

We'll go into this later on, but basically it's why you need to build a list. Build a list and you've eliminated this problem.

You Are Scared

You're scared of doing something wrong or stopped in your tracks with the fear of upsetting a vague 'someone' or think you're not worthy of putting together a good product that's worth what you're going to charge for it.

This is easily solved by doing some research, and putting as much value and information as you possibly can into your product. And sticking a defiant and insulting finger up at anyone who tries to tell you what you can and can't do online.

Get rid of these three obstacles and you'll find a way to deal with the other minor problems that all marketers face.

Sell To Your Market Again And Again

Which is another way of saying you need to build a list.

Everything you do should be geared up to building your list.

Everyone who buys from you, or opts in for your free products needs to go on your list.

Because then you can contact them and sell to them again and again. Of course you have to provide value and build trust, but the real point (apart from helping them) is to profit from them. Yes, it's very possible to both help them and profit from them.

THE EASIEST SALE YOU'RE EVER GOING TO MAKE IT TO AN EXISTING CUSTOMER

They know you, if you've provided good content and products then they trust you, and they're easily contactable.

THE SECOND EASIEST SALE YOU'RE EVER GOING TO MAKE IS TO SOMEONE WHO'S JUST OPTED IN TO YOUR LIST OR WHO'S A FIRST-TIME BUYER FOR ONE OF YOUR PRODUCTS

If they've just opted in or bought from you then they're HOT.

They're in the mood to buy and much more likely to take you up on an upsell or one time offer.

This is why the best time to sell is in your first follow-up message to new list members, OR by running them through an OTO (one time offer) or upsell as they go through the buying process.

How it works for me is that I get the opt-in (they put their email address into my webform in return for a free product) and then they're taken immediately to an upsell page where they're offered a product at a discount.

I do this before they've even verified their email address.

Then they go onto the autoresponder sequence and I send them one email in per day, offering more products – usually membership sites or subscription offers – the ones with the most value to me – while they're hot.

Even with excellent content and free information, it's a fact that most subscribers become less interested they longer they're on your list so get the offers that are worth the most value TO YOU in front of them as quickly as possible.

Ideally you should send **ALL your new traffic** to a squeeze page.

And if you do send them to a product page make it a low cost (ie small risk to the customer) offer that has an opt-in form on it somewhere.

The KEY thing is to grab those emails and build that list.

I've made \$5,000 from a FREE report by putting a simple one time offer as the next – immediate – page that the new subscriber sees when he gives me email address in return for a **content-rich freebie**.

The moment he clicks the 'submit' button to send his email addy to us he's taken to an upsell page.

Most successful marketers do this. The one-time offer or upsell is a hugely profitable way of making sales from initially offering a free product.

You've got to think beyond the single sale.

You've got to STOP thinking that making the one-off sale of a low ticket item is the way to make money online.

It isn't.

But using one off sales to gain trust and to upsell to your bigger value products is a deadly effective way of doing business.

You don't need to sell a lot of \$497 or \$997 products to see big money.

I specialize in monthly recurring payment sites – PLR, courses, etc. at lower end price points.

There are two reasons for this:

- It's an easier sell than a single \$297 product but over the year brings in the same amount.
- It means that I can get good information to the people who need it most – those on lower incomes who possibly couldn't afford a higher ticket item. This might not be the best marketing strategy but it helps us sleep at night.

You Must Make Your System Automated

The whole point of an online business is that you ARE building a business not just a few funnels that sell pdf reports or whatever.

And the key to this is your **automated system** (I will tell you more about that later).

You need to set your follow up messages so you're hitting new subscribers with your best offers in the first few days. Then stack up your messages so that you're delivering good content **with an offer included** every day.

I've actually found that mailing out every day works better than every 2-3 days.

You MUST give valuable content in every follow up message.

This way you're able to include an offer with every email and not p*ss off your subscribers.

People KNOW you are in business.

They're not (or at least most people aren't) expecting charity or something for nothing. They expect to see sales emails from you.

Provide good content **too** and they'll stay with you.

That said you're always going to get the occasional nasty unsubscribe email. You can't please everyone so don't bust a gut trying.

You'll *know* when you're delivering good honest content because your subscribers will tell you. They'll *certainly* tell you if you aren't.

Back to the automated business....

You need to set up your system so you have a squeeze page offering a good quality, free product **first** at the top of the sales funnel.

This is what your customer will swap for his email address.

You need to look on this freebie as though it's a paid product – a good sales page, graphics and product are essential.

Once you drive traffic to your squeeze page and get the opt-in then you need to run them through your autoresponder system, OTO's, upsells etc as outlined earlier.

This will generate sales if your products and sales letters are up to it.

If not you need to get a pro copywriter on the job. It'll cost but it'll be worth it.

To start with... you only need one free product – to get people onto your list.

To start with you can use affiliate products as your upsell, OTO and for your follow up messages until you develop your own products.

Once you've seen that this system (and it's used by pretty much ALL marketers) can really generate cash, then your confidence will soar and you can start producing products to suit your market, your interests or whatever else you want.

You're the boss.

There are no internet marketing 'rules' or any governing body or 'police' that can tell you what to do.

The only limit is your time and your ideas.

Go And Do It Now

Seriously – if you close this pdf (or put it down if it's printed) and then go off to check the Facebook or your email you're **SCREWED**.

You **cannot** keep putting things off.

Take action now and quickly towards getting your system – your products – set up.

If you've already set up some of your system then look at what's missing and do that part.

If the basics are already there but you haven't got many opt-ins or sales then put your efforts into traffic building.

One thing is true.

If you **THINK** about this system rather than **DOING** it you won't make a bean.

There's no perfect moment.

Ever.

There's just OK I'm gonna **start NOW**.

If your basic system is in place then drive traffic. If it's not then you need to get it in place.

The Learning Curve

You're going to get slapped in the face more times than a pervert at a swimwear shoot.

You will hit problems in your business – obstacles – every single day.

I did and I still do.

You just find ways round them. You have to or you won't move on.

Luckily **all the problems can usually be solved** by research or outsourcing.

Research is cheaper and better for your learning curve.

Outsourcing is quicker but costs more.

It's up to you to decide which route to take (yep, another decision)

You just need enough knowledge to START your business and enough guts to get on with it.

You can become an expert later.

But this is where most people give up. I've known people give up because they can't use WordPress to build a web page.

Crazy.

They KNOW that building websites with WordPress is possible because everyone uses it.

So what they're really saying is they can't be bothered to find out how to use WordPress so they're quitting.

That's fine – go back to your job.

You have to take some responsibility for learning the things you needed to know.

You probably learned to drive a car for whatever reason. This involved pushing yourself and gaining the required skills.

Nobody could take your test for you – it was up to you.

It's the same with your internet business.

Many people quit when they hit unfamiliar territory. It's scary and looks dangerous. You have to push yourself to carry on.

You Must Stay On The Path

For you youngsters that's a reference to an old TV series.

Guess what the biggest reason for not making a success of your online business is?

Jumping from one opportunity to the next.

Most methods of making money online actually work, some better than others of course, but they DO work.

Except people (being people) get bored and move into the next opportunity, big product launch, fad or easy-promise.

I decided early on to stay with every single thing I tried until it brought in at least \$200.

Because by that point I know whether the work involved was worth it or not.

So for example I dumped Facebook marketing as not being the best way of generating traffic / sales for my business.
It's a pain in the ass for me.

I now either outsource or don't bother.

But producing and offering free viral products?

Phew!

Blown away by the results so I stick with those because they generate BOTH traffic and sales in their own right.

But both the above methods took time and effort and it would have been easy to bag them off and just buy the next big launch and tried to generate income that way instead.

Then the next, then the next....

It's vital you stick with the thing you're trying.

Give it a good go or you'll never know if it works or not.

Yet this is how most people approach internet marketing.

Although it's bloody hard NOT to approach it in this way when the whole industry is geared up to big product launches.

But think about it?

How can *every single one of these products be 'the one' that will crack it for you?*

Obviously they can't – but making you think they can is part of the skill of marketing.

They make you think that buying their product is the fastest, easiest and most efficient way of making money online.

But since they know bugger all about your business, this is clearly an impossibility.

So let the launches pass and concentrate on something that you ARE an expert on – *your* business.

Some marketers would suggest you unsubscribe from every list that pitches you, big launch after big launch.

Personally, I'd say subscribe to as many marketers as possible.

Get a feel for the ones you like and ask yourself WHY you like them.

Learn from them.

But don't let it upset you either.

Many people get upset if they're pitched launch after launch but don't see that's the WHOLE POINT of internet marketing.

And it's doubly silly getting upset about it yet trying to make money in the same business!

The best marketers are those who people like, trust and who don't try to hide the fact that they're in it to make money.

And the best ways to find these guys and to learn by watching what they do is to subscribe to their lists. Of course, you'll have to wade through a fair bit of crap first to find them.

The Whole Thing Laid Bare For You Here And Now...

I've build a six figure business by building up a decent sized mailing list. It's not huge. Still under 10,000 because I prune it regularly to get rid of dead wood.

I've put systems in place to funnel our new subscribers (via freebies and low ticket items) through upsells and OTO's and onto our autoresponder system where follow up messages sell to them intensely **starting the first day**.

They are then integrated into my autoresponder system, where follow-up messages begin selling to them intensely from the first day.

I include my own products in the automatic follow up message sequence as well as other people's products.

I provide good content along with the sales pitches.

The ultimate aim is to get as many people to buy higher ticket items and joining our monthly membership and subscription sites to generate a recurring income.

I also upsell to my mentoring / coaching program (which is advertised by invitation-only and is usually, as now, sold out).

That's it – a six figure online business in a few lines.

I almost guarantee you've heard it before. It's nothing new or startling.

But it's how an automated online business works.

The more products you have, especially higher ticket or recurring payment ones, the quicker you'll hit six and seven figures.

OR

The more people you drop into your system (called the sales funnel) the more sales you'll get.

If you get more people in AND have more products you'll hit big money.

It's just simple maths, for example....

800 people paying you \$27 a month is \$21,600 a month not including any stand-alone products, affiliate sales, upsells, OTO's and other sites or services you might have.

Suppose these almost double your income to \$40,000 a month

That comes in at around half a million dollars a year.

Now of COURSE it probably seems like a million miles away.

That's how the human brain works.

I remember when I struggled to crack \$1,000 a month consistently.

Pretty soon \$1,000 a month seemed normal but \$5,000 a month seemed as long jump away.

It wasn't... and on and on.

Remember that time when you bought a new house or were about to move into a new apartment?

You just couldn't IMAGINE being in there, settled and with all your stuff?

Two weeks after being in the new place it all seemed normal.

That's what online earnings are about.

They seem like the stuff of legend until you start to crack the milestones one by one.

You absolutely have the ability to make six figures online although the belief in yourself might take a little time to develop.

That's normal – making a living from internet marketing can feel as alien and unlikely as walking on water until you learn the techniques.

But don't forget the secret.

**Put it into action and don't quit when the first
obstacle hits you, because it will.**

The only difference between success and none is staying power.

I put up sales pages and squeeze pages with opt in forms.

I get people onto my autoresponder list, shoving them lovingly through a one-time offer as they go.

Once they're on my list, I hit them with my best offers.

After that we email them with offers every day.

I provide content with those offers.

I create more products and everyone goes into 'the system' and repeat it.

I make thousands of dollars.

That's the truth of internet marketing.

We've pulled the curtain back.

Later, I will show you what you need for a successful start to your online business.

But now let's focus on your first product.

The Simple Guide to Creating Your First Product In Just a Few Hours

One of the main reasons most people fail to make any money online is because **they complicate things**.

Running a six-figure online business from home seems like a dream to most people – something almost unachievable.

And because they haven't achieved it they have to give themselves a good reason why not.

It's hard to admit to yourself that you can't do something. Why not make it easier by telling yourself that running a successful online business is extremely complicated?

So they do.

So they look for a complicated solution. And guess what - there isn't one.

The key to building and running a six-figure online business is simplicity.

I'm going to show you how...

Ok... You've probably been bombarded with so many opportunities and systems that most of them are still sitting on your desktop or if you did get around to putting any of them into action, you gave up without giving it much of a chance because you were anxious to move onto the next thing.

Don't give yourself a hard time about it. I've done the same thing. It's human nature. *But it's the reason you've not made any money so far.*

This blueprint is going to give you a step-by-step system that you can follow to make money online, and I'm going to show you how to set it up in a way that will work. But you might have to change your thinking a little...

****The first thing to get your head round is that while I am going to show you how to set up your own product and website, this is NOT the main aim of this system. You're going to set up your first product SOLELY to build your own subscriber and customer list and sell to them on a repeat basis.****

Forget (for now at least) spending hour after hour creating a product then releasing it and spending the next month depressed because it bombed.

Forget it.

Instead let me show you a way to use products to get your business off the ground **as quickly as possible**. You can come back to product creation later when you have a business structure to sell them through. As a business startup method, creating your own products can work well – it's how we started – but it's easy to mess up too.

If you misjudge the market, misjudge the media you present or misjudge half a dozen other factors that play a part in product creation you'll be dead in the water before you even start.

And because it takes so long to get together, you've got to be almost superhuman to pick yourself up and start again after a product you spent three months creating doesn't even cover costs.

So you're going to take a slightly different angle and use a product to bring you repeat sales by creating a list **you can sell to time and time again.**

First Thing You Need to Do is Find Out What's 'HOT' at the Moment.

The best place to check this out is <https://warriorplus.com> or jvzoo.com and see what's buzzing – what's being talked about and what questions are being asked.

Many 'how to' products recommend doing this, and quite rightly so – love it or loathe it the Warriorplus or JVZOO are the information marketing meeting places and have it's finger firmly on the pulse (although you could argue it's head is in some place entirely different!)

Warriorplus and JVZOO gives you up to date stats on what offers are being run, along with best sellers.

This is obviously going to change from day to day (at time of writing it seems that PLR, pdf, video courses, software and as always 'how to make money online' are the hot topics.

You could of course choose any niche or subject, **but you do need to choose a product.**

You can't force people to buy from you obviously, so you need to find a type of product that people are already buying, or a type of information that people are already buying.

Don't try to force the market. It's one of the main mistakes newcomers make. Sell what sells.

A good example of this is White Label or Private Label Products (PLR).

I recognized a while ago that there are far more people trying to get into internet marketing than there are products on sale or product creators. This of course means there is a need – a demand – in the market for products.

So I started providing people with ready made products – PLR. I allowed them to change the content, put their name on as author, their own links in the material, change the sales page. In fact pretty much anything they wanted to.

I started a membership site providing this unique PLR to internet marketers.

It was sold out within days.

I don't think anyone could argue with the fact that there's a HUGE demand for providing products for people to sell. Whether it's PLR, resell rights, acne cures, weight loss or whatever – if you provide *tools, content and* good products for people who want to sell online you'll make a lot of money.

Likewise I also identified that there were a lot of newcomers trying to break into the internet marketing game. The forums and Facebook groups were full of questions from people with just one or two previous posts asking...

'How can I make money online'

or 'what's the first thing I should do to build a sales page'?

or 'how do I put a Paypal button on my website'?

I spent a few hours going through the Facebook groups and writing down these questions in an Excel spreadsheet so I could see at a glance how often the same questions were arising.

It soon became clear that there is a massive market in providing information to newcomers to internet marketing.

I knew if I could build a list of newcomers I'd have a group of people who I could create products specifically for and who would buy from me time and time again.

...and that's exactly what I did.

From Wordpress to Facebook marketing, from website building to putting a Paypal button a website, I've created a whole series of tutorials aimed directly at the newbie market. I've made thousands of dollars from doing this.

I researched, saw a demand (regardless of how many other people were providing the same thing) and created the products.

Have these products brought a big profit?

Hell yes – but nothing combined with the amount of money I've made by grabbing the email addresses of the people who bought these products and selling and recommending products to them time and time again.

And that's not to mention *upselling* them into my continuity site, personal coaching programs, advanced courses etc.

Before I get back onto the subject of finding your product I want to make absolutely crystal clear that the whole point of the exercise is to **build a list to make repeated sales.**

Many, if not most of you will have little knowledge about how or why you should build a list.

Don't worry.

Every aspect of this method is covered in the coming pages, but for now please just believe me when I say it's going to become the main part of your business and can provide you with an income for life.

Note – I'll show you how to set up a system which will automatically send out an email to your list at specified intervals – weekly, every five days, monthly, for example, containing a sales link, but written in such a way that also provides quality content so people barely notice they're being sold to.

It's simplicity itself.

Your product is the hook to catch email addresses. Again I'll show you how put it all together for maximum – **astounding** – effect.

How to choose your product?

It's not hard.

Don't Try to Dig For Gold Yourself – Sell Shovels To Others and Let Them DO the Digging.

For example when people were going crazy trying to get hold of quality PLR (Private Label Products) and were joining every half decent membership site that provided it, I did what seemed obvious but few people were actually doing – I started my own PLR site. I sold shovels.

Become a provider not a buyer and people will flock to your sites. Even better, other people will want to sell your products for you, for a commission – affiliates.

So going back to the Warriorplus or Jvzoo and seeing what people are offered at the time I'm writing this, we find a list that goes like this (in no particular order):

- Product creation
- How to start as an internet marketer
- Outsourcing
- Offline marketing
- Facebook marketing
- Low-cost traffic generation
- And more...

There are others of course but the list above gives me more than enough to go on to start with.

I spent about an hour going through the various pages and taking note of the products. I get a feel pretty quickly for **what's popular** and what isn't.

So, let's move on...

YOU chose your favourite subject – because there's always a huge demand for it – which is *how to start as an internet start internet business*.

It's a simple equation – the market wants it so you're going to provide it.

The trick is not to buy the 'how to' products yourself and try to make money from internet marketing, **rather to make money by providing this info for other would-be marketers** – or stamp collectors, or new mums, or people with acne, if you'd rather get into a niche.

At this point you should not to spend hundreds of hours researching and writing out own products. Time for a shortcut.

Two Easy Ways to Create Successful Products in Just a Few Hours!

Here is the first way:

So, what we do first?

I went to www.Google.com and searched for “internet marketing resale rights”.

I could have searched for “childcare resale rights” and got a list of products that were for sale with resell or master resell rights (it doesn't matter which). We also searched for the same term but using 'PLR' instead of 'resale rights'.

Here's one of the ways **when I first started doing this**.

I found a product sold by well known internet marketer. I can't remember the name of the original package but it came with white label rights (PLR) and cost around \$97.

I rewrote it and changed the name to “Internet Marketer Secrets Blueprint”, put my name on the front as author (perfectly acceptable with PLR rights) and I now had a new product.

You don't have to rewrite it – if you purchase resell rights you can just resell it 'as is'.

It also came with a good sales page so I tweaked that a little too and bought the domain name, hosted it and put it on Clickbank.

Note – PLR is probably better for this system although I use both resell and PLR rights equally when I use the method in this course. With PLR you can re-title the book. This is possible one of the most effective yet simple of PLR tricks – it gives you what is effectively a unique product in a matter of minutes. I know you might think that people might complain if they buy another version of the book with just the title changed but this has never happened to me. Remember the intention is to get people to visit the website, not necessarily buy the book. If you're still uneasy about this then make sure that the products you buy are all PLR so you can rewrite them.

A significant percentage of the ebooks you see for sale on the net are resell, master resell or PLR sourced. You might have tried to resell ebooks before and not got very far. We aim to change that for you.

It doesn't have to be written PLR you use either. If you check out plr.me you'll see some video courses, audios or coaching programs that we got a techy to 'tweak' so it ended up unique (cost maybe \$30 but gave us the rights to do what we wanted with it). Add some nice graphics and you can see the appeal.

Now it's your turn...

So before we can move further you'll need to find and buy either resale or PLR rights **to a product of your choice.**

Don't limit yourself to written PLR - think about a video course, ebooks or software.

Here's a breakdown of how to do it, what you'll need to proceed, and how to go about it...

You need to decide on the kind of product you're going to use as 'bait' for your list. **You need a product.**

Decide what niche you want to be in. Look through the Warriorplus and JVzoo and see what's 'hot'. If you're into model planes find the Facebook groups (you'll probably already know them) and see what problems people are having. See what the questions that are most asked are.

Write down what people want to know. It's fine to stay in the 'how to make money' niche if that's what you want. It's a hot market and

the people involved are buyers.

The more 'micro' you go the better.

Instead of 'how to build your list' think about 'How to add 342 subscribers to your list in the next 30 days'. The technique can be the same, but *precise* statements sell.

Once decided, you need to buy your PLR or resell rights. Personally I prefer PLR because you can rewrite slightly and retitle it to have a whole new product. You can Google 'how to make money online PLR' and you'll find plenty of ideas.

Google '*youridea* resale rights' or '*youridea* PLR' to get an idea of what's available for sale.

You're about to make a decision here and that can be scary if you're not used to it. But do your research, do your Google search and when you've found a product that's usable **just buy it**. Remember the whole point isn't the product – the product is just the hook. While we want the quality to be as good as possible, it isn't the main focus of the system.

IMPORTANT: Make sure it comes with a ready-made sales page. Unless you want to write one yourself (can be difficult) or pay someone to do it for you, recommend getting a product that already comes with a sales page. Make this a priority. The better looking the better.

Don't buy rubbish. If you pay pennies for a product with resale rights, unless it come from a reputable and established seller then be careful. If you can find resell or PLR products that come with a limited number of licenses then they're the best ones to go for. PLR Membership sites are also a good place to look, but try to find ones with limited places or issues, so there'll be less competition.

You'll possibly be thinking that if you buy resale rights so will everyone else. Yes, some people will, but people are essentially lazy and rarely do anything with rights they buy. I buy resell rights and haven't had trouble with this.

Try to make sure your product has at least 30 pages if it's a written course, or at least 4 videos if is a video course.

If you get the choice buy the PLR – a change in title can make a huge difference to a product. Check the license before you buy.

That is it. **Just go and DO IT (the hard part).**

Using PLR (Private Label Rights) for creating your first product might not be the quickest method. However, it's certainly faster than starting from scratch.

But don't worry, there's an even easier and quicker option available.

Crafting Your First Masterpiece Product Using AI (Artificial Intelligence)!

Another way to create a good info product is by using artificial intelligence.

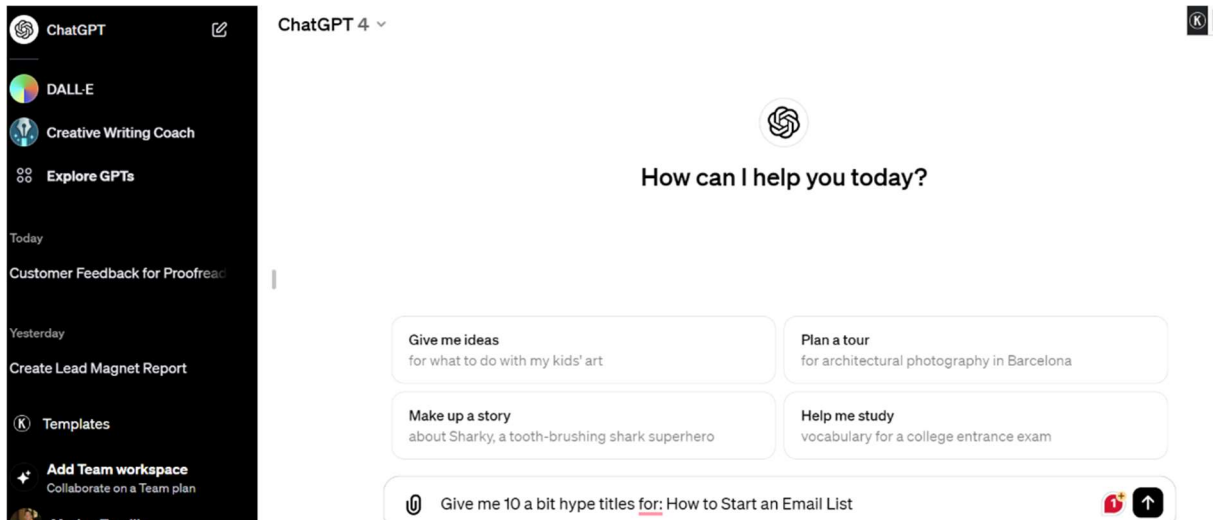
AI can also be used in the above-described case with the use of PLR. As an example, I will use Chat GPT, whose basic version is free. You can find it here: <https://chat.openai.com/>

Let's get started!

Suppose you want to create a product titled How to Start an Email List?

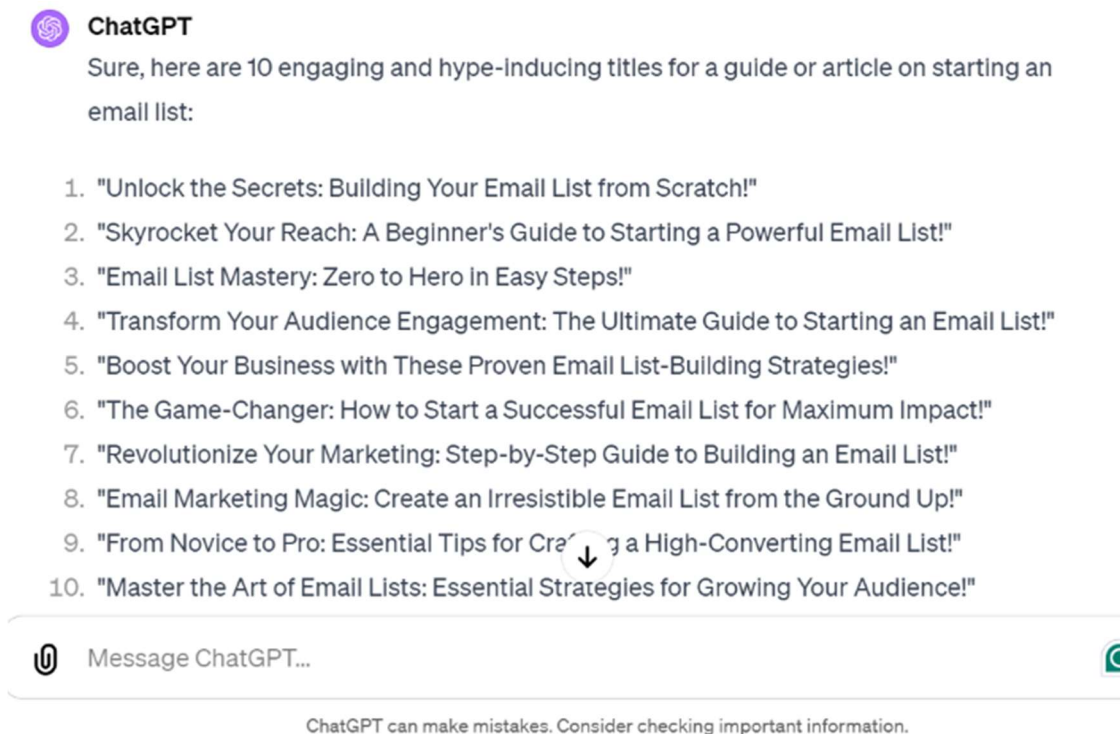
I opened Chat GPT and entered: ***Give me 10 a bit hype titles How to Start an Email List***

Work Smarter, Not Harder: Three Hours a Day to a Six-Figure Empire!



In the image below, you can see the kind of response I got. In less than thirty seconds, I received 10 new titles.

I can use any of them as the title for my new product. All the titles are such that they attract attention.



Now I have to choose the one I like the most.

I have chosen the title under number 5:

“Boost Your Business with These Proven Email List-Building Strategies!.”

The next step is as follows.

I go back to Chat GPT and enter the following:

Use this title - Boost Your Business with These Proven Email List-Building Strategies and write 10 chapter titles for the book.

Chat GPT has prepared chapters titles for my book/report.

And not just any chapters titles. I got excellent titles.

If I had to search for chapter titles myself, it would have taken a lot of time. But this way, I got what I need in less than a minute.

I must admit, I would have struggled a lot to write chapters for my report that I would be satisfied with.

In the image below, you can see the results.



ChatGPT

Certainly! Here are 10 chapter titles for a book titled "Boost Your Business with These Proven Email List-Building Strategies":

1. **Chapter 1: The Power of Email Marketing: An Introduction**
2. **Chapter 2: Crafting Your First Email List: Essentials and Strategies**
3. **Chapter 3: The Art of Persuasive Email Content**
4. **Chapter 4: Advanced Techniques in Email List Segmentation**
5. **Chapter 5: Driving Engagement: Tips for Effective Email Campaigns**
6. **Chapter 6: Analyzing and Understanding Your Email Metrics**
7. **Chapter 7: Avoiding Common Email Marketing Pitfalls**
8. **Chapter 8: Maximizing Conversions through Targeted Email Strategies**
9. **Chapter 9: Integrating Social Media with Email Marketing**
10. **Chapter 10: The Future of Email Marketing, Trends and Predictions**

So the chapters for my new report are ready. In the next step, Chat GPT will write the first chapter for my report. All I need to do is the following.

In Chat GPT, I will enter: please write a chapter about 1000 words long for my book. Use the title The Power of Email Marketing: An Introduction for the first chapter.

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You

please write a chapter about 1000 words long for my book. Use the title The Power of Email Marketing: An Introduction for the first chapter.



ChatGPT

The Power of Email Marketing: An Introduction

In the dynamic world of digital marketing, the significance of email marketing often goes understated. This chapter delves into the foundational aspects of email marketing, setting the stage for a deeper understanding of its power and potential in the modern business landscape.

Understanding Email Marketing



Email marketing is not just about sending emails. It is a strategic tool that combines

Here is the complete first chapter written by Chat GPT.

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Understanding Email Marketing

Email marketing is not just about sending emails. It is a strategic tool that combines personalization, content, and analytics to engage directly with customers and prospects. Its efficacy lies in its direct approach and the ability to provide tailored content.

Why Email Marketing?

Despite the rise of social media and other forms of digital communication, email remains a cornerstone of business communication. Its effectiveness is evident in its widespread use and the impressive return on investment (ROI) it offers. Statistics show that for every dollar spent on email marketing, the average return is about \$42.

Building the Foundation

The first step in harnessing the power of email marketing is building a robust email list. This involves collecting emails through ethical means, like sign-up forms on your website, at events, or through online purchases. The key here is to offer value in exchange for the user's email, such as exclusive content, discounts, or early access to products.

Segmentation and Personalization

One of the strengths of email marketing is the ability to segment your audience and send personalized messages. Segmentation can be based on various factors like demographics, purchase history, or engagement levels. Personalization goes beyond just adding the recipient's name; it involves tailoring the content to meet the recipient's interests and needs.

Crafting the Right Message

The content of your emails plays a crucial role in the success of your campaigns. A well-crafted message should be engaging, informative, and aligned with your overall marketing goals. It's not just about selling a product or service but about building a relationship with your audience.

Design and Deliverability

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The design of your email should be visually appealing and mobile-friendly, as a significant number of emails are read on mobile devices. Equally important is deliverability, ensuring that your emails actually reach the inbox and not the spam folder. This involves understanding and complying with email regulations and best practices.

Measuring Success

To understand the impact of your email marketing efforts, it's crucial to track key metrics like open rates, click-through rates, conversion rates, and unsubscribe rates. These metrics provide insights into the behavior and preferences of your audience, guiding future strategies.

Challenges and Solutions

While email marketing is powerful, it comes with challenges like maintaining list quality, ensuring relevance, and standing out in crowded inboxes. The solutions lie in continuous testing, learning from feedback, and staying updated with the latest trends and technologies.

Conclusion

As we embark on a journey to explore the depths of email marketing in the subsequent chapters, this introduction sets the foundation. The power of email marketing lies in its ability to create a direct, personalized connection with your audience. When executed correctly, it can be a transformative tool for your business, driving engagement, conversions, and loyalty.

What do you think?

Not bad, right?

In just a few minutes, I have the first chapter ready for my book/report.

Of course, there's a lot that can be improved.

If I wanted to change or add more text, all I have to do is give further instructions to Chat GPT.

With a little effort and time, I can get the perfect product.

Exactly as I want it. **Readable, interesting, and educational.**

If I wanted to complete my report/book, I would have to repeat the above process for each chapter.

So, that's it. I think you understood what I wanted to tell you. You can create your first product in an easy and fast way. It's not necessary, like in the past, to spend days or even weeks creating an info product.

Everything can be **done almost instantly.**

Using Chat GPT, you can create your book, report, or anything else in a day or less.

I think only your laziness can be an excuse for not being able to make a good product.

Automate and Elevate: Transforming Your Business for the Future!

When your product is ready, you need to think about where and how you will sell it.

There are several options.

Today, there are several different platforms available that offer everything you need to start and manage an online business. It really **doesn't matter which one** you use. The only differences are in the details and the price. I personally use Systeme.io.

If you already use WordPress or one of the other platforms and master it, then continue using it.

If you are going to start from scratch, I highly recommend Systeme.io.

I myself have been using this platform for some time, and I am very happy with it.

Why systeme.io?

Because it is easy to use, you can start for free, and later, if the need arises, you can upgrade your membership to a paid one. They will satisfy all your needs. You can make anything you can think of.

You don't need a domain name, nor hosting (they host all your files).

You can sell just one product or several, including the membership site option. You can use any payment system, from Paypal to Stripe and countless others.

They will also take care of your email marketing **with a built-in autoresponder and marketing manager.**

It's a platform that helps online businesses create and manage their online presence. With Systeme.io, users can easily build and host websites, create and sell online courses, manage memberships, and much more.

As I've already said, Systeme.io is a powerful tool. It only requires a little practice to master it. Just like you had to practice riding a bike.

There are plenty of videos and support articles available on how to use the platform, and for every minor problem you might encounter, there's a solution.

It will just take a little time to get the hang of things. But don't worry, using Systeme.io is very simple.

Here is a link if you want to join: <https://systeme.io/>

Alright, let's move on then.

By now you should have a bright shiny new product sitting on your computer desktop.

You might have re-written some PLR or decided to go with it as it came. Or maybe you made a new report or book using AI and Chat GPT.

Either is fine.

In the continuation of this report, I will show you what you need to start selling your new product. Since I myself use systeme.io, the following examples will be used using this platform.

As I said before, you can use any other platform (ClickFunnels, Leadpages, etc.), including WordPress.

Let's start.

So, what do we need to start selling?

1. Squeeze page (you will use it for collecting subscribers emails)
2. Free report (you can use PLR report)
3. Download page for free report

4. 30 pages product to sell (product you created from PLR)
5. Sales letter for 30 pages product
6. Download page for product you sell
7. Few affiliate products to sell (or your own products)
8. Follow up messages (I do that through Systeme.io)
9. Payment Button
10. Email list

Squeeze Page

A squeeze page is a page that has a single, specific goal: **to collect the email addresses of visitors.**

They usually have a simple design and limited information, with a strong call to action (such as a button that says "Subscribe" or "Sign up") that encourages visitors to enter their email address in exchange for something of value, such as a free eBook, video, a discount, or access to exclusive content.

On the image below you can see a squeeze page from one of my websites.



To create simple squeeze page like the one above I have to login into my syteme.io account and I can do it in a few minutes.

Free Report (lead magnet)

Good.

You've made a Squeeze page, what now?

You need a simple 4-5 page long lead magnet PDF report. The report can be downloaded as soon as they enter their email in the squeeze page.

How to get the report?

You can use the same technique as you did for your sales product. Use PLR product or Chat GPT.

All you have to do is purchase a simple PLR product. If your main product targets fishermen on how to prepare baits that will be 100% successful for a good catch, then your lead magnet should be a shortened version of the main product.

You just need a 4-5 page long report about what your product offers.

Describe how you make special baits that fish can't resist. Mention the process of making, necessary materials, etc., but don't go too deep.

For details, they will have to buy your main product. At the beginning of the report, introduce yourself, where you come from, what you do, and why you wrote this report. (Of course, to help them catch more fish in the shortest possible time).

For my lead magnet, I wrote an eight-page long report...

"How A Former Electrician Earns Six Figure Per Year Working 3-5 Hours Per Day"

...on how I make money on the internet and only work 3-5 hours a day.

As I already mentioned in the report, I first introduce myself and a short version of the process of how I make money on the internet.

I added some pictures of myself at work and that's it.

If you want to see the current version of my lead magnet report go to www.mzemljic.com, enter your email and you will receive an email with a link where you can download the report. Anyway, if you are reading this, you have already received it when you signed up for my email list.

Download Page For Free Report

The next thing you need is a download page for your free report.

If you use Systeme.io like I do, it's all very simple. You can create a download page in a few minutes.

By the way, once you master the platform you're working with, whether it's Systeme.io, Clickfunnels, or any other, creating websites becomes easy.

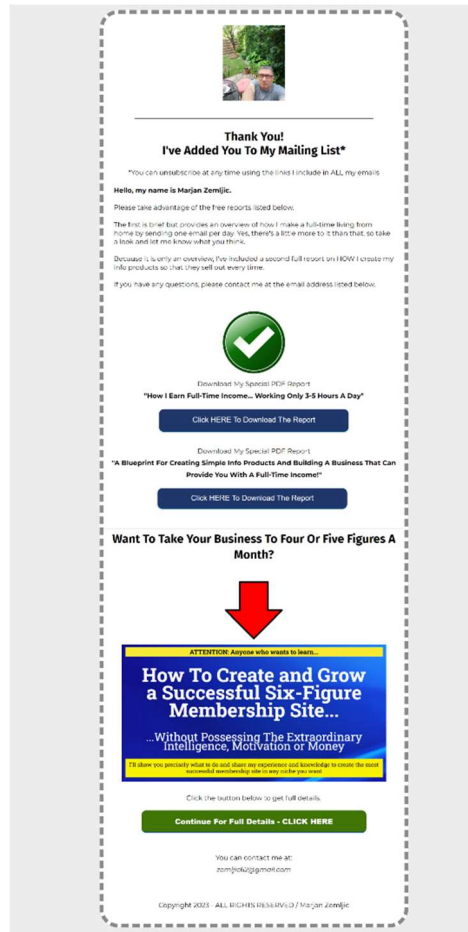
Everything is taken care of, and you have almost an unlimited number of designs available.

What you will do depends on your imagination. If you have prepared products (PDF reports, videos, or anything else) you can create any page - lead magnet page, download page... in a few minutes.

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Everything is taken care of. The software in the background works for you all the time, seamlessly.

In the image below, you can see a snippet of my download page.



As you can see in the screenshot, everything is very simple. And that's all you need.

As soon as a person entered their email and was added to my email list, they were sent an email with access to the download page where they can download a free lead PDF report and another approximately 30 pages long free report, so they can see the quality of my products.

This makes it easier for them to decide to purchase my other products.

I also cleverly added a simple screenshot and description of my product. **“Successful Six-Figure Membership Site”**.

You won't believe it, but a nice number of sales of the 'Successful Six-Figure Membership Site' course came right from this page.

If people like my free report, they also decide to buy my other products... in this case, the 'Successful Six-Figure Membership Site' product.

Your Product Download Page

So, you've completed your lead magnet, squeeze page, and your report/book is ready for upload. The sales letter is ready to take orders.

The next thing you need is a download page for your sales product.

Here is an example from one of my websites.



As you can see, nothing complicated.

In fact, the process is the same as when creating a page for downloading your free product (lead magnet). If you are using Systeme.io, all you

need to do is select the download page tab. A window will appear where you will design the download page.

At the same time, you will have the option to upload your sales product. And that's it.

In my case, the product had multiple downloads, so I created several buttons through which people can download.

The Straight-Up, No-Nonsense Guide to Writing Killer Sales Letters for Your Info Products

A sales letter is an advertisement or the first contact a person has with your product.

If it's not good, they'll leave with one click and you'll be left without a sale.

If you've bought a PLR product, it probably came with a sales letter. You can use it as it came or make some changes. It depends on what you want.

But the easiest way is to use the sales letter that came with the PLR product.

However, if you're not that lucky and have to write the sales letter from scratch, I've prepared some basic instructions for you.

It also helps to read the sales letters of other online marketers, **especially the successful ones**.

This way, you can copy their ideas. I don't mean literally.

If you like a sales letter, study it and then write a new one in your own words.

So, how do you write a good sales letter?

Keep reading and you'll find out.

You've got an info product, and you want to sell it. Not just a few copies to your aunt and next-door neighbor, but really sell it.

You want your inbox flooded with notifications saying 'You've Made a Sale'.

How do you do that?

It's all about the sales letter, my friend.

Below are some crucial aspects to consider if you aim to **write an effective sales letter**.

The art of crafting a sales letter is extensive. Hence, I'll focus on the most critical points here.

As previously mentioned, study the sales letters of other successful internet marketers. This is one of the best ways to learn.

Remember, with dedication and effort, you too can write an **impressive sales letter**.

Know Your Audience Like Your Best Mate

Before you even think about writing, you've got to get into the heads of your audience.

Who are they?

What keeps them up at night?

And no, I'm not talking about stalking. Just understand their problems, fears, and dreams.

This isn't just marketing; it's empathy, mate.

The Headline: Your Make-or-Break Moment

Your headline is like that first handshake.

Mess it up, and you're done. It's got to be punchy, intriguing, and screaming...

...**“Read me!”**

Think of it as the headline of a newspaper article that you just can't help but read.

Storytelling: Because Nobody Likes a Boring Lecture

Dive straight into a story.

People love stories.

It could be your story, your customer's story, heck, even your dog's story if it's relevant.

Make it relatable, make it emotional.

You're not just selling a product; you're selling a solution to their problem, a key to their dreams.

Be Clear on the Benefits, Not Just the Features

Listen, features are great, but benefits are better.

Don't just say, "This eBook has 300 pages."

Say, "These 300 pages are packed with step-by-step guidance that will transform your blah into fantastic!"

Benefits sell, features tell.

Social Proof: Because We're All a Bit Sheepish

Got testimonials?

Flaunt them.

Let others do the bragging for you.

It's easy for you to say your product is the bee's knees, but when others say it, it's gold.

The Offer: Sweeten the Deal

Your offer should be irresistible, like a cherry on top of a cake.

It's not just about the product.

Maybe add a bonus, a discount for early birds, a money-back guarantee. Make them feel they're getting the deal of the century.

A Clear Call to Action: Nudge Them Over the Finish Line

Don't leave them hanging.

Tell them exactly what to do next. "Click here to buy now" – see, simple as that.

No beating around the bush.

P.S.: The Power of the Afterthought

The P.S. section is like that encore at a concert.

It's your last chance to remind them, "Hey, this is what you're missing out on!"

Sum up the offer, maybe add another little sweetener.

So, there you have it.

Writing a sales letter for your info product isn't rocket science. It's about understanding your audience, telling a great story, highlighting benefits, and making an irresistible offer.

Be honest, be engaging, and most importantly, be yourself.

And remember, you're not just selling a product. You're offering a solution, a dream, a better tomorrow. Now go out there and write a sales letter that sells!

Sales Letter Is Prepared... It's Time To Integrate It Into Your Selling System.

Don't forget, I use [systeme.io](#). So what will I do?

I will log into Systeme and select the Sales Letter tab. Then I will choose from a wide selection of templates.

I'll copy my sales letter, which I wrote in Word, and simply paste it into the chosen template.

After that, I'll design it according to my preferences.
I'll add a 'Buy Now' button, enter the price, select the payment method, and that's it.

The whole process will take me no more than 30-60 minutes.

Elevate Your Earnings: The Smart Way to Take Payments!

Good. Your sales letter is ready.

A sales letter without an Order Now button is worthless.

So, now we will add this button to your sales letter.

In the picture, you can see a Payment Button from one of my websites.

For A Limited Time ONLY You Can
Get Access To All The Above
For JUST... \$67. **ONLY... \$27**

\$27



To Your Future Success,

To accept payments, you need a PayPal or Stripe account (I use both). If you don't have them yet, you can open them for free at www.paypal.com or www.stripe.com. It's very easy.

Of course, you can use any other payment processor if you wish.

Adding a button and payment processor varies from platform to platform, so I won't waste your time with details. Use youtube and you will find detailed instructions for any platform out there.

Everything is very **simple and quick**.

All you have to do is follow the instructions, and you will do everything very quickly.

Don't forget. These platforms are here to make your work easier.

Only One Product Is Not Enough

Nice. You have everything ready for the promotion of your product. It's a start.

Unfortunately, this is not enough for serious earnings.

Your goal is to assemble **as many offers as possible** and present them to your email subscribers, to whom you will send daily emails with good content and promotions of your products.

You need more products so that you can compile various offers. And now here's a big problem.

You don't have more than one product to sell.

This is normal.

You are just at the beginning of your business journey.

I also started in the same way. With just one product.

But **there is a solution** for this as well. If you don't have enough of your own products, the only and best solution is affiliate programs. Find 6-7 affiliate programs in your niche and choose the ones that suit you best.

The easiest way is to go to JVZoo.com or warriorplus.com. Both offer a really diverse selection of products that you can promote as an affiliate. Join one or both and choose products to promote.

Below, you can see what the range of your products for sale should look like.

Product Offerings:

Self-Created Publication

The product that you made following the instructions from this report

A self-researched and written 30-page PDF guide, priced at \$27. The content is developed through extensive online research or by reworking an existing ebook on a similar topic.

Affiliate Program For PLR Membership Site

Partner with established PLR content providers like plrproducts.com. Promote their services and earn affiliate commissions.

You will make 50% On Every Referred Sale.

Diverse Affiliate Programs

Utilize Google and to discover additional relevant affiliate programs, especially those teaching PLR profitability. Already identified a couple fitting this description within minutes.

Tools and Platform Affiliate Opportunities

Explore affiliate programs from platforms like Systeme, ClickFunnels, ThriveCart, Aweber, Kajabi, Shopify, Wix, Bluehost, Hostgator, Hubspot, etc. Target tools and platforms essential for your niche audience.

Coaching Services

Offer personalized coaching services. This doesn't necessarily require deep expertise; it could be as simple as how to setup Facebook ads coaching.

Alternatively, specialize in a niche aspect, like setting up a specific software or platform.

All this can be done via email, and you don't need to have direct contact with customers.

As you can see, it's not so difficult to find products for promotion.

Remember, the goal is to find as many promotable affiliate programs as possible.

Your product portfolio might look like this:

Your Own Products:

Free Lead Magnet

30-page self-created ebook: \$27

Affiliate Products:

Niche membership site: \$13.50/month commission

Make money online -specific course: \$48.50 commission

Various marketing tools (e.g., Systeme, Aweber, Clickfunnels...):
varying commissions

High-ticket items (e.g., influencer or affiliate training courses):
substantial one-off commissions

Higher-Ticket Options: Personalized coaching/consulting: \$197 - \$2997

Custom 'Done For You' services: \$197 - \$2997

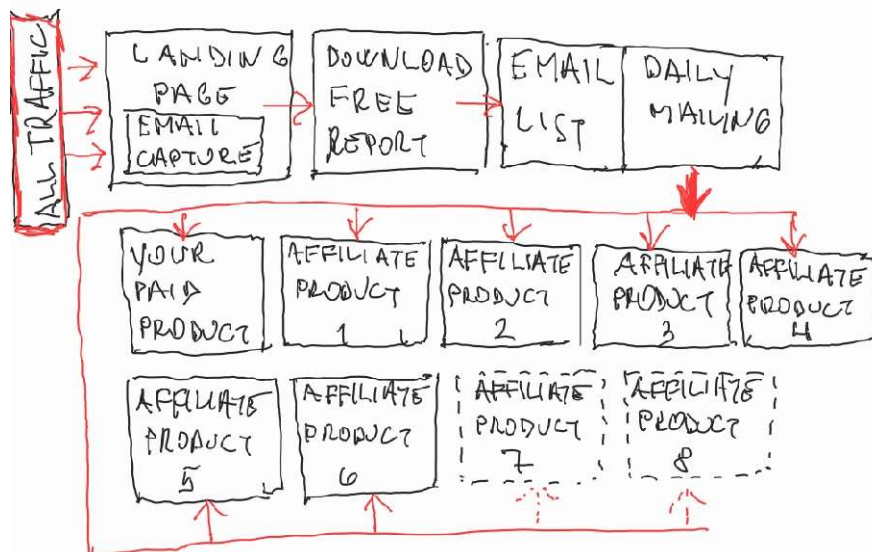
Start exploring and creating products to promote. While some may only yield occasional sales, over time they can significantly contribute to your income.

Don't Overcomplicate Things

Your investment here is primarily time spent on research – finding affiliate products.

If you're confident in your advisory capabilities, add services like coaching, ghostwriting, or research. Amass as many offers as you can.

In the picture, you can see what my sales funnel looked like when I started my online business. I hope you will be able to read my handwriting.



When I started, I only had a free five pages report and a 30-page paid PDF report available prepared.

At first, I thought that one paid product would be enough.

But I was very wrong.

After sending a few emails, in which I promoted only one product, I noticed that the vast majority do not even open my emails.

I had a thirty-day **follow-up system** prepared. So my subscribers received one email daily for the first thirty days.

The first part of the email contained interesting content (or so I thought) and in the second part of the mail, I advertised my product. Of course, people got tired of the same promotion after a few emails and many of them even unsubscribed from the mailing list.

Of course, I sold some products here and there. I knew it was possible to sell and that people buy. I just had to **find the right way**.

After struggling for a year and a half, I finally realized that I lacked sufficient knowledge.

I knew a lot about internet marketing as I was constantly buying books, reports, video courses, and **improving my knowledge**.

My head was full of various ideas.

I tried everything.

As I mentioned, I sold a product here and there and accumulated some money.

That's why I decided to INVEST in my coach.

I was lucky because one of the top internet marketers was available.

He offered email coaching. This was very suitable for me as it didn't tie me to specific times and dates.

I sent him questions. He always responded very quickly. Then, when I had time and in peace, I tried out the advice and incorporated it into my business.

Right at the beginning, when he reviewed how I had set up the system, he told me.

You have absolutely too few products for sale!

Of course, he gave me a solution at the same moment. Sell **AFFILIATE PRODUCTS**.

To cut a long story short, as soon as I added affiliate products to my **sales strategy**, my income almost tripled.

I added, I think, six or seven affiliate products and promoted them together with my product in the following way.

The first email that subscribers received promoted my product. I promoted it for two days.

In Systeme.io (yes, following the advice of my coach, I started using Systeme.io) I set my autoresponder so that it sent two emails for each product. After two emails, the system started promoting another affiliate product. Again, for two days. And so on.

I wrote follow-up emails for one month in advance.

All emails I sent had **entertaining and educational content**. This is very important. To gain their trust and make them buy from you, you first need to warm them up. And this is easiest done with entertaining and educational content.

During this time, I continually added new affiliate products.

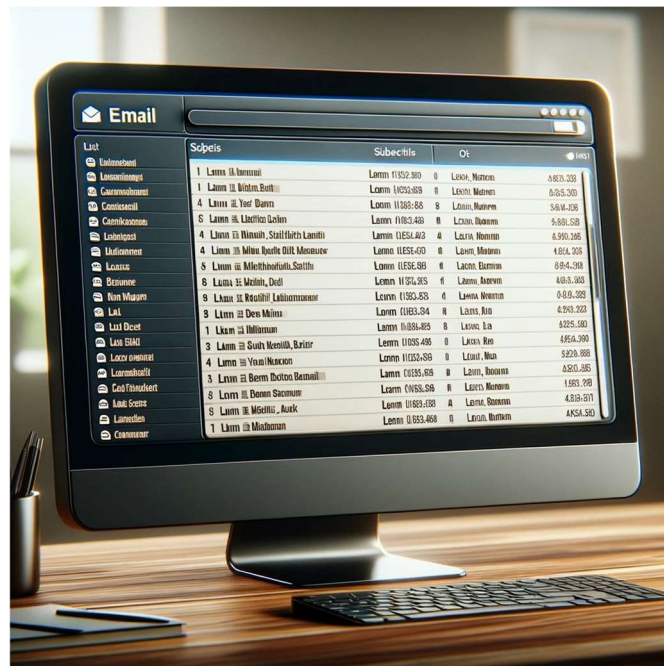
I also added new emails. I wrote one every day and in a very short time, I had written and uploaded in Systeme more than sixty follow-up emails.

Once I had 60 emails under my belt, following the advice of my coach, I started frantically writing my second product. Again, it was a PDF report. Somehow, I figured out that writing suits me best. So I stayed with it to this day.

Eventually, I replaced all the affiliate products with my own, so now I rarely promote products from other authors. If I do, they have to be very good and somehow relate to one of my products.

In any case, consider my advice and choose some good affiliate programs to increase your range of products for sale.

Subscriber Success: Crafting a Highly Engaged Email List from Scratch



Welcome to the no-nonsense, straight-talking world of **email list building**.

Forget the fluff; we're diving into the real deal of building an email list from scratch and attracting subscribers who are more than just numbers in your database.

Understanding the Why Behind Email List

Before you even draft your first email, let's get one thing straight:

Why an email list?

I think I have already answered this question several times in this report. Anyway. In the digital universe, where social media reigns supreme, an email list is your untapped gold mine.

It's your direct line to your audience, unswayed by the ever-changing algorithms of social media.

It's about building a community, not just a customer base.

Know Your Audience Like Your Best Friend

Starting with understanding your audience is like choosing the right ingredients for a masterful dish.

Who are they?

What keeps them up at night?

What solutions are they desperate for?

Tailor your message to resonate with their deepest needs and wants.

Crafting an Irresistible Lead Magnet

Now, onto the bait - **your lead magnet**.

This isn't just a freebie; it's the magnet that pulls in your ideal subscribers.

An eBook?

A video series?

A discount coupon?

Whatever it is, it needs to scream value.

As I have already mentioned... It's the first date with your potential subscribers, so make it memorable.

The Technical Set-Up

Don't get bogged down by the tech.

Choose an email marketing platform that feels like a comfortable pair of shoes. Systeme.io, ClickFunnels, MailChimp, AWeber, or ConvertKit – pick one that aligns with your needs.

Remember, it's not just about **collecting emails**; it's about nurturing relationships.

Crafting a Killer Opt-In Form

Your opt-in form is your virtual handshake.

Make it welcoming and compelling.

Ensure it's strategically placed on your website – above the fold, on your blog, at the end of posts.

The key? Make it impossible to ignore.

Driving Traffic - The Art and Science

Here's where the rubber meets the road.

Use every tool in your arsenal to drive traffic to your opt-in form. SEO, social media marketing, guest blogging, partnerships – you name it.

Remember, consistency is king.

I'll share more details later on about how to drive traffic to your offers.

Content That Connects

Content is the heart and soul of your list-building strategy.

Every email, blog post, every video, every social media update should provide value and gently steer your audience towards your opt-in.

Share stories, insights, tips – content that resonates and builds trust.

Social Media - Your Outreach Arm

Leverage the power of social media.

Engage with your audience, join conversations, be a part of the community.

Use your selling platform not just to broadcast but to converse and connect.

Collaboration is Key

Don't be an island.

Collaborate with fellow bloggers, influencers, and entrepreneurs.

Guest post, co-host webinars, or create joint ventures.

Collaboration expands your reach and adds credibility to your name.

The Power of Paid Advertising

If your budget allows, dip your toes into paid advertising.

Facebook and Google Ads can be goldmines for targeted traffic.

But remember, with great power comes great responsibility – use it wisely.

The Fine Art of Email Etiquette

Once you start gaining subscribers, **treat them like gold**.

Your emails should be a mix of value, personality, and occasional promotions.

Think of it as writing to a friend.

Be personal, be real, and most importantly, be respectful.

Analyzing For Success

What gets measured, gets managed.

Keep an eye on your metrics – open rates, click-through rates, conversion rates.

Use these insights to tweak and improve your strategy. Always be testing and learning.

Scale and Segment

As your list grows, start segmenting.

Tailor your messages to specific segments within your list.

Personalization is not just a buzzword; it's a strategy for deeper engagement.

Building Relationships, Not Lists

Always remember, you're not just building a list; you're building relationships.

Each subscriber is a person, a story, a potential collaborator in your journey.

Consistency and Authenticity: The Twin Pillars

The crux of list building? Consistency and authenticity.

Show up regularly, and be genuine in every interaction.

People are attracted to authenticity like bees to honey.

Embarking on the journey of building an email list from scratch is like planting a garden.

It requires patience, care, and consistent effort. But once it starts blooming, it's a thing of beauty and a source of sustenance.

So, start planting those seeds today, and watch your garden of subscribers grow.

Few More Tips On Building a Successful Money-Making Email List.

Imagine if suddenly, every product I've created, every website I've built, every piece of content I've crafted, my website, and even my prized

laptop computer were gone – all vanished, leaving me with nothing but my email list.

Yet, I'd confidently tell you, I'd be making a substantial income again in just a few days.

That's the undeniable strength of owning a responsive email list.

You've heard those old sayings about needing quick cash for an unexpected expense to pay an emergency bill?

How Just One or Two Emails Can Solve it All?

Well, for someone with a responsive email list, that's not just a saying, it's a living truth.

Years ago, I received an unexpected letter from the tax authority stating that I had to pay income tax due to the sale of some securities.

Since I did not have enough money at the moment, I sent a few emails and within a few days, I had gathered enough to pay off my debt to the state.

This Is The Power Of a Well-Engaged Email List.

In the world of internet marketing, there are names we all recognize, known for their highly responsive email lists.

Now, I'm set to guide you through building your own responsive list, nurturing it, and turning it into a **profitable asset**.

This isn't just some business strategy; it's a transformational journey.

Having a list means having a consistent stream of **traffic at your fingertips**.

Why is Building a Responsive List so Crucial?

Because when you do it right, it fills up with people who genuinely appreciate your work, trust your recommendations, and are ready to spend money with minimal persuasion.

They'll perceive their purchases as more than transactions; they'll feel like they're receiving advice from a trusted mentor.

Consequently, your refunds will drop significantly, and your repeat sales will soar.

It's all about focusing on **quality connections** rather than sheer quantity. If you've followed my work, you'll know that I've consistently outperformed marketers whose lists are far larger than mine.

I focus on nurturing quality relationships rather than just amassing numbers.

So, let's dive into an important aspect of list building: the effectiveness of squeeze pages.

They still work, but not always in the way they used to, especially for those new to the market. The common mistake is designing a squeeze page with a lead magnet that casts too wide a net, failing to attract the right kind of subscriber.

But when you **fine-tune your approach**, targeting a more specific audience, your list becomes a goldmine of engaged and interested individuals.

For example, I used to create generic squeeze pages, attracting a wide array of people, but many weren't the right fit for my offers. I learned the importance of specificity – aligning your lead magnet closely with what you're selling or your overall brand ethos.

Today, my focus is more targeted. I attract people interested in a lifestyle transformation, in replacing their 9-5 income with online earnings. As a result, my list is more attuned to my brand and my offerings.

Your list-building strategy should be about **attracting the right crowd** while simultaneously repelling those who aren't a fit. Every piece of content, every offer, every post should clearly articulate what you stand for.

If your specialty is SEO, for example, make it abundantly clear. Your squeeze page should explicitly attract SEO enthusiasts and deter those who aren't passionate about it. While this means fewer sign-ups, it guarantees a list that's more **responsive and engaged** with your niche.

Engagement Is key

It's not just about providing information; it's about delivering it in a way that captivates and keeps your audience **coming back for more**.

In every communication, include an element of financial gain for yourself. This isn't just about helping your audience with valuable content; it's also about strategically monetizing your list.

To consistently outperform your competition, you need to understand your audience deeply and communicate with them at their level. It's because I concentrate on quality not quantity.

Are Squeeze Pages Effective?

Well, it's a bit of a mixed bag. The real issue arises when marketers craft squeeze pages with lead magnets designed to **attract** an overly broad audience, all in the hopes of increasing their subscriber count.

This approach can be somewhat effective, yes.

However, it's not nearly as efficient as it used to be, particularly for those just breaking into the market.

Fortunately for us, many marketers are still stuck in old patterns, applying strategies that have been outdated, leading to a mismatch between their offerings and their subscriber base.

I'll leave them to it...

In the past, my squeeze pages boasted headlines like: 'How to earn four or five figures a month in just two months.' This approach wasn't targeted; it was a broad net cast far and wide.

The result?

A list comprising a diverse mix of individuals – those drowning in debt, quick cash seekers, luxury lifestyle aspirants, and people simply wishing for a new car. But their diversity meant they weren't all interested when I released a product focused on copywriting, as they were primarily attracted to the idea of 'easy money,' which was the initial bait.

The key lesson here is the importance of aligning your lead magnet closely with your future offerings – be it your products or your brand identity.

Now, my strategy for lead generation is much more focused. Instead of just pushing products, I emphasize my brand. My brand revolves around lifestyle change, replacing the grind of a 9-5 job with online income generation.

Consequently, my products are tailored to teach the various facets of earning enough online to break free from traditional employment. This shift in approach means I no longer attract those chasing superficial glamour like flashy cars or quick-rich schemes.

Instead, my list is filled with insightful individuals seeking meaningful life changes, yearning to make the most of our finite time in this extraordinary world.

Your Strategy Should Simultaneously Attract The Right Audience While Repelling Those Who Don't Align With Your Brand.

In essence, every piece of content you write, every offer you make, every post you share – be it on Facebook or elsewhere – should unmistakably reflect what you represent and what you're all about.

If your specialty is affiliate marketing and that's what you're teaching or selling, then make sure it's crystal clear!

Your squeeze page should scream this message:

Only for those obsessed with AFFILIATE MARKETING – if that's not you, don't bother signing up!

Yes, by doing this, you're intentionally narrowing down your audience to just those passionate about AFFILIATE MARKETING. But this is the strategy that cultivates an incredibly responsive list.

You might wonder, 'Why not try to get as many people as possible on my list, just in case they decide to buy?' There are several reasons for a more targeted approach:

- Filling your list with uninterested individuals will skyrocket your unsubscribe rate.
- A broader, less targeted audience leads to more complaints and a higher rate of refunds.
- Focusing on your ideal, targeted audience is the key to maximizing profits.

Here's Something Crucial To Remember:

You want subscribers who are there for your content, your expertise.

You're not looking for people who sign up because they're fans of your personal life or your looks.

You definitely don't need subscribers who nitpick every typo on page one of your newsletter, or those who question your marketing strategies, like running count down counter on your sales letter, because they think it doesn't make sense.

Such individuals are often pedantic and a drain on your time and resources, pulling you away from those who genuinely value what you offer.

You're looking for subscribers who reach out saying, I loved your last product, but could you explain why you did XYZ on page 7? These are the people who are genuinely interested in your content and knowledge.

They aren't concerned about minor mistakes or the format of your offer – **they're here for the substance of what you're teaching.**

These engaged subscribers are the ones you want to attract and nurture. They are your potential coaching clients, the ones likely to purchase everything you release.

They're hungry for knowledge and resonate with your style.

This approach also means you can run your business exactly how you want. For instance, I prefer writing to creating videos, despite the industry trend towards video content. My dedicated subscribers don't mind that I focus on written content. If they prefer video, they have the option to look elsewhere – I stick to my strengths and what works for me.

That's the power of a well-targeted, responsive list. It allows you to stay true to your methods and deliver your best work in the way that suits you best.

Now, here's another strategy to consider:

Set the Expectation Level for Your List

I'm referring to the process of determining the experience and knowledge level of your audience when they join your list.

My approach is to gently steer away absolute beginners.

I'm willing to assist them if they make a purchase, but I emphasize that my content is best suited for those with at least a basic understanding of online business.

Occasionally, I do create beginner-friendly products, and I make sure this is clear on the sales page.

Honestly, there's nothing more tedious than guiding someone through elementary tasks like adding a product to Systeme.io or setting up a autoresponder.

Such information is readily available for free, either through platform support sections or on platforms like YouTube.

If someone asks me these basic questions, it's a sign they might not be the proactive, self-starting type I prefer to engage with.

Learning the nuts and bolts of internet marketing doesn't require expensive coaching; it requires dedication and a willingness to learn from mistakes or outsource.

But this doesn't mean I turn away from those who are just starting out. It simply means that assisting them might take more time and effort.

So, How Does This Tie Into Your List Strategy?

Well, every email you send should be an opportunity to sell.

Even if it's educational content, there should always be a link to something that can generate revenue.

That's the essence of having a list.

If you're familiar with any of my products, you know my philosophy is about helping first, selling second, and running a business that isn't overly salesy.

However, this doesn't mean I avoid including links to my products in every email. **In fact, I make sure to do so.** Showcasing what I have to offer allows the recipient to decide if it's something they need or want.

I regularly email my list, sometimes with direct offers, other times with content-rich emails that also feature product links. I'm upfront about my offerings and proud of them.

Adopting this mindset in your email marketing approach can significantly boost your earnings, far outstripping the results of marketers who bombard their lists with sales pitches in every message.

The Art of Email Superiority: Beating the Competition Consistently

This method is surprisingly straightforward, yet it's overlooked by many marketers who believe they're unique but end up following the crowd.

Email marketers typically adopt the strategy of crafting messages that cater to the broadest audience.

You've likely heard the advice about crafting emails that a fifth-grader could understand. Personally, I have no interest in attracting a list full of people who think at a fifth-grade level!

Instead, by setting your list's standard, you engage with your audience at their actual level, something few marketers bother to do.

In my emails, I often weave in sophisticated literary and intellectual references. Not everyone grasps them, but the majority of my list does because I write as if I'm conversing with peers, not talking down to them or treating them like children.

Imagine if someone spoke to you in a patronizing tone at a social event; it's off-putting and condescending. So why would you communicate that way in your emails?

Most email marketers **fail** to establish a clear understanding of their audience's level, trying to cater to everyone and ending up resonating with no one.

My advice?

Tailor the level of your list to the actual interests and intelligence of your audience. For instance, if you're in a niche like fishing, it's safe to assume your subscribers have a good understanding of the subject.

Similarly, if you're in the fishing niche, you don't want subscribers who are morally opposed to the practice. Ideally, your squeeze pages would have already filtered out such individuals.

Some marketers worry that there aren't enough targeted readers in their niche for this approach to work.

That's a misconception.

By tailoring your list and your content to the specific interests and levels of your audience, you create a space where selling becomes effortless. You're simply presenting products and services to the ideal audience, **making your job much easier.**

This approach also saves you from wasting time on basic queries, like how to create a payment button, as your audience is already beyond that level of expertise.

And if any unqualified subscribers do slip through, they'll likely unsubscribe themselves once they realize the content is over their heads.

The Power of Persistence: Why Consistency Matters From the Start

Set the tone and standard of your list from day one, and maintain it throughout.

This strategy not only enhances the quality of your list but also makes your marketing efforts significantly more effective.

From the very start, maintaining consistency is crucial.

My brand embodies the joy of life and freedom, not just the pursuit of wealth. That's the essence of what I represent. However, the way I communicate, my style, is distinct.

It's about the manner in which I sell, the language I use, and my messaging. I strive for honesty, simplicity, and authenticity in my tone.

This approach has been my cornerstone since I moved away from the overhyped tactics of the past – the flashy, sensationalist lines like:

Don't purchase XXXXX product until you read this
Or

I'm utterly shocked!

I know you're familiar with these types of over-the-top marketing emails. Initially, I dabbled in them, only to realize they were ineffective and left me feeling insincere.

Ever since, I've focused on **being straightforward and truthful** with my audience. So remember, your message and your tone should:

Reflect your brand accurately.

Remain consistent across all communications.

You can't pose as a friend to marketers one day and then push subpar products the next. It erodes trust.

Your audience needs to **believe in you**.

Yes, errors happen – I've made my fair share – but owning up to them is key.

For instance, if you're promoting a product as part of a cross-promotion deal, be upfront about it.

Say something like:

"Hey everyone, I've teamed up with this marketer to feature my ad in their new launch funnel, which is a win-win for us. I'm sharing their product with you because I genuinely believe it's valuable. And as a bonus, I'll show you the exact strategy I used to secure this collaboration."

Transparency wins trust.

Moreover, I also share behind-the-scenes details with my readers, even converting some of these insights into a paid private group for more in-depth interaction.

Sharp Focus: The Power of Strategic Targeting

Now, about targeting effectively:

The goal is to categorize your customers based on their purchases. I utilize Systeme for this purpose. There are numerous platforms available, like Infusionsoft, Getresponse, Clickfunnels and many others.

In essence, segment your audience – *first by buyers and subscribers*, then within those buyers, *categorize them by their purchasing behaviors*. This targeted approach ensures that your marketing efforts are directed to the right people, enhancing the **efficiency and effectiveness** of your campaigns.

By segmenting your list in this way, you can craft highly targeted offers with remarkable precision.

For instance, if a customer has previously purchased your \$47 course on Facebook Advertising, you can directly approach these individuals with an exclusive offer for a premium three-day workshop, focusing on advanced techniques in Facebook Advertising, priced at \$1,000 or more.

Such targeted outreach is far more likely to yield **higher conversion rates** compared to a general approach to your entire list.

Additionally, this segmentation ensures that the participants in your workshop already have a foundational understanding of Facebook marketing.

This saves you the effort of having to explain the basics to complete beginners who might have joined a high-level workshop. Attracting a client at an inappropriate level is not only inefficient for them but also for you and your other clients.

This is a common challenge I encounter with many of my coaching clients. They often try to cater to all levels within one product – beginner, intermediate, and advanced affiliate marketers.

But this approach rarely works. As I advise them, it's crucial to focus on one area and excel in it.

As the old saying goes, you can't ride two horses at once without falling off.

Engage While You Sell

Here's a straightforward method. If you've already zeroed in on a specific audience, you're on the right track, as previously mentioned. But here's a twist to really clinch the deal: Captivate them.

Don't just stuff your emails with content, even if it's highly relevant to your audience. Sending out mundane, uninspiring emails every single day (which you should be doing) will just turn off your subscribers.

I spice up my emails with terrible puns, personal anecdotes, quirky facts, and even the occasional risqué or startling tale.

It's because these elements resonate with people.

Ignore those who claim straying from the straight and narrow undermines your authority. That's nonsense. People are drawn to media **primarily for entertainment**.

Sure, you need to educate and assist your audience, but primarily, you should be engaging and entertaining them. Watch how this approach yields results.

I've been incorporating this into my emails for years, and I wouldn't continue if it didn't work wonders.

Surprisingly, many email marketers either aren't aware of this **strategy** or lack the courage to try it.

Develop a Consistent Emailing Routine

I've been practicing this method since I first understood the impact of email marketing. I still follow it, though now it's more intuitive.

The key is to maintain a schedule – not necessarily the exact content, but the vibe of each email.

Here's a simple guide:

Monday - Send out something motivational.

Tuesday - Share a slice of your personal life.

Wednesday - Dive into a story related to your niche.

Thursday - Kick off with a humorous note.

And so on...

Remember, every email should contain a **clickable link and an offer**, but the packaging of this offer should be engaging.

Each day when you review your list, you'll know Monday is for motivational, Tuesday for personal stories, and so forth. This approach doesn't write your emails for you, but it certainly sets the tone you need to strike.

Creating That Personal Touch in Emails

It's remarkably simple yet incredibly impactful.

To infuse a personal touch in your emails, picture an individual – let's call them Alex.

Alex could be a real person you know or an imaginary ideal customer.

When drafting your emails, imagine you're writing to Alex, not a faceless crowd of 10,000.

Drop the formalities; they're not conducive to natural communication.

Ever noticed how people on TV sound overly formal when interviewed?

That's not how we talk in everyday life. But in email marketing, this kind of formality comes across as dull and impersonal. Avoiding it gives you a distinct edge.

Incorporate Sales Into Every Email

This strategy is key for keeping your list engaged.

When you balance entertainment and informative content perfectly, your subscribers won't mind a sales link in each email.

What's off-putting are overt, non-stop sales pitches. If you're nurturing relationships and your emails are captivating, subscribers will expect and accept those sales links.

In every email, include a product link.

The outdated formula of sending a couple of content emails before a sales pitch is no longer effective. Think about it: content is abundant and often free. However, it's the purchase of content that drives action and shows value.

Your subscribers know this; they're on your list for a reason – they're interested in what you offer!

Not every subscriber will open every email, but that's normal.

The key is to ensure that when they do open an email, they find a link to your product. This strategy is about engaging, entertaining, and then subtly introducing your product, maybe in a P.S. at the end.

This approach works wonders.

By emailing regularly and maintaining engagement, most subscribers will not be bothered by the presence of product links. And if some are bothered and choose to unsubscribe, that's okay.

Your focus should be on those who are interested in what you have to offer.

So, make it a point to include a product link in every email.

Divergence Between Content and Offer Can Work

Smoothly transitioning from content to offer in an email is ideal, but let's be honest, it's quite a challenge. I've managed to weave humorous anecdotes about various topics into pitches for my products quite seamlessly.

The key is to capture their interest first, then cleverly shift it towards your product.

The transition doesn't always have to be directly related.

You can connect any type of content to any offer with phrases like **Speaking of which...** or **While we're on the subject...** These might sound a bit forced at first, but as you get more practiced, you'll develop smoother transition phrases that resonate with your audience.

First, hook them with engaging content, then guide them towards your offer.

Unsubscribes Indicate Effectiveness

Your own behavior towards uninteresting emails is a great indicator.

If an email is dull enough to make watching paint dry seem thrilling, you're likely to unsubscribe, right?

The same goes for your subscribers. If you're not losing any, it might mean you're not being bold enough.

A well-functioning marketing strategy both attracts and repels.

It's a sign you're doing something right if you're resonating with many but also pushing away those who **don't align** with your message.

For instance, I regularly receive feedback about my use of language or on various subjects.

Some people don't appreciate it, and that's okay.

It means I'm staying true to my voice. Watch out for marketers who constantly apologize in their emails – it often indicates a lack of conviction in their own message.

Unsubscribes can be tough, but remember, not everyone you meet will be a fan – the same applies online. The truth is, people are unlikely to buy from you if they don't connect with you. It's essential in email marketing to be authentically yourself.

This way, those who stay subscribed are more likely to engage and purchase because they resonate with who you truly are.

Embrace Informality Over Formality

One common reason for unsubscribes from my list is accusations of being unprofessional. Some perceive my casual language, occasional typos, or relaxed photos as unprofessional traits.

In truth, while your business systems and processes should be professional, your personal brand and communication style should not be excessively formal.

This approach tends to alienate rather than attract your audience. In the realm of email marketing, this means adopting a casual, approachable tone.

It might not sit well with everyone, but it's essential for conveying your genuine personality.

Maintain a Swipe File for Inspiration

I've earned a significant sum, possibly in the hundreds of thousands, by reusing old emails. Just this week, I've received incredible feedback and generated sales by repurposing past emails for my current list. A well-crafted email can serve you multiple times. The positive energy from a well-received email, especially in the P.S. section with your offer, tends to have a **higher conversion rate**.

Keeping a swipe file is like having a treasure trove of proven content at your disposal.

Encourage Direct Communication

Simply asking subscribers to get in touch has been a **game-changer for my business**.

Most of my emails include a line before the sign-off, inviting questions and promising a personal response. This approach has significantly boosted responsiveness, sales, and invaluable feedback.

Of course, it means you need to follow through with replies, but this effort pays off by deepening relationships with your list. It's more than just customer service; it's about **building a community**.

Such interactions also signal to email providers like Gmail that your communications are trustworthy and welcomed.

So, go ahead and build a highly responsive list.

Why?

Because it's a strategy that many marketers overlook, yet it holds the key to truly connecting with your audience and succeeding in this field.

I hope I didn't annoy you too much with my long discourse about the email list.

Nonetheless, don't forget: a good and responsive email list is one of the most important things. Your sales and earnings depend on it. **NEVER FORGET THIS!**

The next chapter will discuss how to drive traffic to your squeeze page.

Get Traffic To Your Landing Page



So, you have everything ready.

Now, you need to drive traffic to your landing page (squeeze page).

You might find this part to be the most challenging.

Don't worry, it won't be as hard as it seems at first.

There are two ways to bring traffic to your site: **free traffic** and **paid traffic**.

Actually, the so-called 'free traffic' isn't truly free, as you will need to invest your time instead of money, which is certainly not free. I

n the following, I will describe two methods that I believe are the easiest and fastest to implement.

The first method, which I will describe now, I have been using almost exclusively for some time with great success.

So, let's begin.

Harnessing Solo Ads for Traffic: A Guide to Boosting Your Online Presence

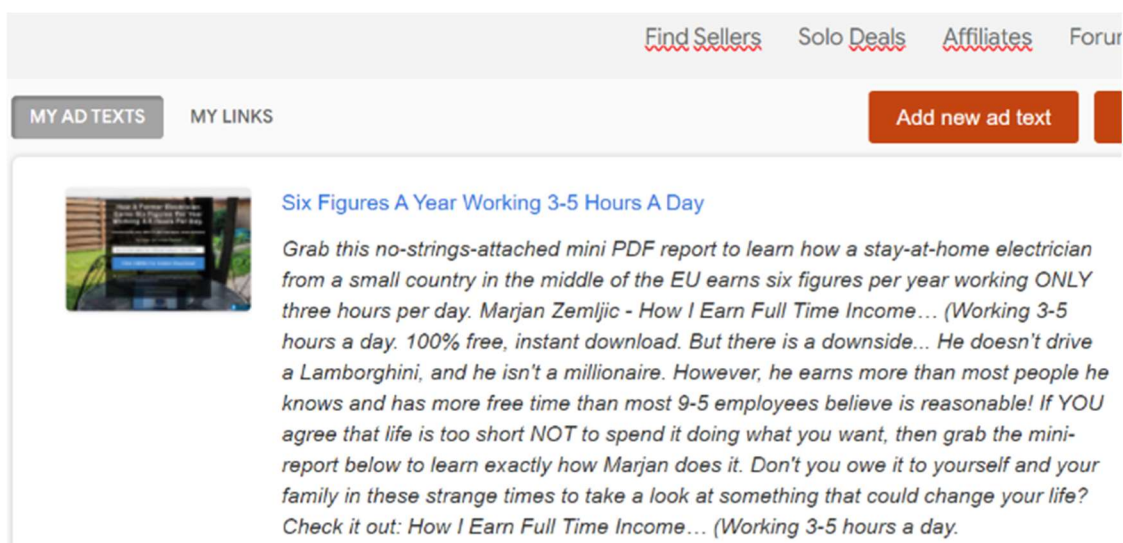
In the digital marketing world, one often-overlooked strategy for driving traffic is the use of solo ads. This guide will explore how to effectively utilize solo ads for traffic and highlight some of the most renowned providers in the industry.

If you've already purchased any of my products, you probably know that I bring almost all traffic to my website using solo ads.

My sole supplier is www.udimi.net. How does the whole thing work?

You register on Udimi and send them your ad. This is actually a short email in which you must clearly state why they should visit your landing page and in exchange for their email address, download a free report.

If you don't have your own ad prepared, Udimi users will create one for you. So, don't worry. You can see what this ad looks like in the image below.



The screenshot shows the Udimi website interface. At the top, there are navigation links: [Find Sellers](#), [Solo Deals](#), [Affiliates](#), and [Forums](#). Below these, there are tabs for [MY AD TEXTS](#) and [MY LINKS](#), and a prominent orange button labeled [Add new ad text](#). The main content area displays a sample ad. On the left is a thumbnail image of a PDF report titled 'Six Figures A Year Working 3-5 Hours A Day'. To the right of the image is the ad text:

Six Figures A Year Working 3-5 Hours A Day

Grab this no-strings-attached mini PDF report to learn how a stay-at-home electrician from a small country in the middle of the EU earns six figures per year working ONLY three hours per day. Marjan Zemljic - How I Earn Full Time Income... (Working 3-5 hours a day. 100% free, instant download. But there is a downside... He doesn't drive a Lamborghini, and he isn't a millionaire. However, he earns more than most people he knows and has more free time than most 9-5 employees believe is reasonable! If YOU agree that life is too short NOT to spend it doing what you want, then grab the mini-report below to learn exactly how Marjan does it. Don't you owe it to yourself and your family in these strange times to take a look at something that could change your life? Check it out: [How I Earn Full Time Income... \(Working 3-5 hours a day.](#)

Yes, all traffic or clicks from this ad are directed to your landing page. When they enter their email address, they are redirected to the free report downloading page where they can download the free report.

Of course, you must know that this is not free.

Below, you can read a little more about solo ads.

Understanding Solo Ads

Firstly, let's demystify what solo ads are.

In simple terms, a solo ad is an email-based advertisement **you purchase** from other email list owners.

They are typically sent as dedicated emails – meaning the entire message is solely about your promotion.

Solo ads are a quick way to gain exposure and reach a larger, more targeted audience.

The Mechanics of Solo Ads

The process starts with finding a solo ad provider or a vendor who has a large email list relevant to your niche.

You then create an email template or an ad copy which the vendor sends out to their list.

Essentially, you're renting the provider's email list to broadcast your message.

Choosing the Right Vendor

The **effectiveness of solo ads** largely depends on the quality of the provider.

A well-known and reputable provider in the solo ad space is Udimi. Udimi is a marketplace that connects buyers and sellers of solo ads.

The platform is user-friendly, and most importantly, it filters out junk or fake traffic, ensuring that you get the most bang for your buck.

When selecting a provider, consider factors like the size of their email list, the relevance of their audience to your niche, and their track record.

Read reviews and possibly engage in forums or groups to get recommendations.

Crafting Your Message

Your success with solo ads also hinges on your ad copy.

Your message should be concise, clear, and compelling.

Include a strong call to action that encourages recipients to click on your link.

Remember, the goal is to not just generate traffic, but **traffic that converts**.

Monitoring Results and Adjusting Strategy

Once your ad is sent, it's crucial to track its performance.

Tools like Google Analytics can help you monitor the traffic and conversions from your solo ads.

This data is invaluable as it helps you understand what works and what doesn't, allowing you to fine-tune your approach.

Benefits of Solo Ads

One of the primary benefits of using solo ads is the ability to **reach a large audience quickly**.

It's a powerful tool for list building and can be particularly effective for those in niche markets.

Additionally, since you're using an existing email list, you bypass the time and effort required to build your own from scratch.

Potential Downsides

However, it's important to be aware of the potential downsides.

The success of solo ads largely depends on the quality of the email list and how well your offer resonates with that audience.

There's also the risk of encountering less reputable vendors who may not **deliver quality traffic**.

In conclusion, solo ads can be a potent tool for driving traffic, especially when used correctly.

By choosing the right vendor, crafting an effective message, and continuously monitoring and adjusting your strategy, you can harness the power of solo ads to boost your online presence significantly.

As with any marketing strategy, it's about finding the right balance and continually optimizing for the best results.

Solo Ads - Final Thoughts

If you want to learn more about solo ads, go to Udimi.net and browse through their site.

It's best to sign up and log into their membership site... **it's free** until you purchase a promotion.

This way, you'll get all the details firsthand.

Now, let's move on and focus on promotion through Facebook.

Unleash the Power of Facebook: Drive a Tsunami of Traffic to Your Landing Page!

Are you ready to channel a flood of traffic to your landing page using the world's most powerful social network?

Buckle up, as we embark on a journey, brimming with high-octane strategies and insider secrets to turn Facebook into your personal traffic-driving machine!

Why Facebook?

With over 3.03 billion active users (at the time of writing this), Facebook isn't just a social network; it's a bustling digital universe ripe for your marketing exploits.

The platform offers unparalleled reach, precision targeting, and the flexibility to connect with your audience in a multitude of ways.

Harnessing Facebook's potential can transform your landing page from a barren digital wasteland to a thriving hub of activity.

Crafting Magnetic Advertisements

The heart of your Facebook traffic strategy lies in magnetic ads.

These aren't just ads; they're your digital salespeople, working 24/7 to funnel traffic to your landing page.

Start with eye-catching visuals and compelling copy that speaks directly to your audience's desires and pain points.

Remember, your ad isn't just competing with other ads; it's vying for attention in a sea of social content.

Pinpoint Precision Targeting

One of Facebook's most potent weapons is its laser-focused targeting capabilities.

You can target users based on interests, behaviors, demographics, and even life events.

Imagine placing your offer directly in front of users who are most likely to be interested. It's like fishing with dynamite!

The Lure of Video Content

In the realm of Facebook, video reigns supreme.

Video ads are your secret weapon, boasting higher engagement rates and better conversion potential.

Create short, captivating videos that tell a story, demonstrate your product, or offer a tantalizing teaser of your landing page's content.

Mastering the Art of Retargeting

Retargeting is your comeback strategy.

It allows you to re-engage users who've interacted with your brand but haven't converted yet.

Use Facebook Pixel to track visitors to your site and serve them tailored ads that reignite their interest and guide them back to your landing page.

Leveraging Lookalike Audiences

Harness the power of Facebook's algorithm by creating lookalike audiences.

These are users who share characteristics with your existing customers, making them prime candidates for your landing page.

It's like cloning your best customers – but in a totally legal and non-creepy way!

Optimizing for Mobile Mastery

In today's mobile-first world, your Facebook strategy must be optimized for the small screen.

Ensure your ads and landing page are mobile-friendly, with fast loading times and a seamless user experience.

Remember, a poor mobile experience is like a roadblock on the highway to your landing page.

Engaging Organic Tactics

While paid ads are powerful, don't underestimate the might of organic reach.

Engage with your audience through regular posts, live videos, and Facebook groups.

Build a community around your brand, and watch as your organic content becomes a steady stream of traffic to your landing page.

Tracking and Tweaking for Triumph

The beauty of Facebook marketing lies in its measurability. Use Facebook Insights to track the performance of your ads and landing page.

Analyze, tweak, and optimize based on real data. It's a continuous loop of improvement, propelling your traffic numbers higher and higher.

The Power of Contests and Giveaways

Everyone loves free stuff.

Host contests or giveaways on Facebook that require visiting your landing page to enter.

It's a fun and engaging way to boost traffic and can create viral buzz around your brand.

Integrating with Your Overall Marketing Strategy

Finally, remember that your Facebook efforts should be part of a broader marketing strategy.

Integrate your Facebook traffic tactics with email marketing, SEO, and other digital marketing initiatives for a synergistic effect that multiplies your results.

Facebook Advertising - Some Final Thoughts

Driving traffic to your landing page using Facebook is not just about throwing money at ads and hoping for the best.

It's about strategic planning, understanding your audience, crafting compelling content, and relentlessly optimizing for performance.

With the right approach, Facebook can be your **most powerful ally** in the battle for online attention.

So, are you ready to harness the power of Facebook and drive a tsunami of traffic to your landing page? The digital world awaits!

Of course, you can enhance your knowledge about Facebook promotion.

On YouTube, you can find excellent videos on this topic. If you're not willing to invest money, type in "how to drive free traffic using facebook".

However, if you're ready to invest some euros, pounds, or dollars, search for 'paid Facebook advertising'.

Since this topic is very broad and goes beyond the scope of this report, I highly recommend watching some videos on YouTube to expand your knowledge.

Everything is Ready and it's Time to Start Making Money

Great!

Your landing page and products are all set up on your chosen platform, primed for promotion.

With everything ready for sales, now is the perfect time to ensure all systems are functioning properly and to start driving traffic.

Best wishes,

Marjan Zemljic
