

vA Report from the ‘In The Hole Of Solo Ads’ Series

“The 200-Click Email Solo Ad Shortcut to Six Figures”

**Or... How 200 Email Solo Ad Clicks Per Month Can Build
a Six-Figure Business For You**

By Thomas Freeman All Rights Reserved ©

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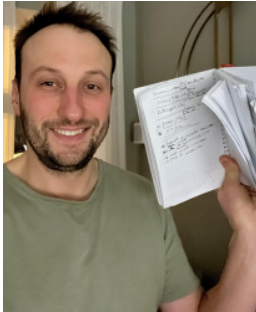
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“Case Study Type” Report

The 200-Click Email Solo Ad Shortcut to Six Figures

Introduction



It's my best selfie I could make at 1 am writing this report
(Tuning in: [Texas Sun by Khruangbin & Leon Bridges](#))

Howdy :)

You know those random affiliate posts on Facebook you scroll past a hundred times a day?

Well, one of them managed to grab my attention. Can I tell you why? Nope.

I honestly have no clue what made me click, but here **I'm going to show you how 200 clicks per month generates 6 figures from solo ads.**

Funny how life works, huh?

Now, if you're anything like me, you love soaking up information. I mean, *love it*. I'll read blog posts, binge-watch YouTube videos, download every freebie - I'm practically an information hoarder.

(Taking action on all that info? That another story :))

Anyway, that random post turned into a rabbit hole, and at the other end was this guy, Tony.

Let me tell you, this guy *gets it*.

He’s the kind of person you’d never forget, partly because his advice just makes sense, and partly because you end up opening every single email he sends.

Like, everyone. For an entire year. I don’t even open emails from family that consistently!

Why?

Because he keeps it real. No fluff. No B.S. Just practical, actionable stuff that *works*.

And here’s where it gets good.

You know how most marketers bang on about traffic like it’s some mythical beast you need to conquer? Everyone’s either buying courses on traffic or crying about how hard it is to get. Well, Tony doesn’t play that game. Nope.

He takes what some folks literally call “homeless people traffic” and turns it into six figures (*I’m not even joking, after serving 3 '000+ customers I have heard this FEW TIMES.....*)

Want to know the craziest part?

He does it with just 50 - 100 subscribers a month.

That’s roughly 200 clicks at \$80-\$100, in case you’re curious how much it costs per month.

No fancy funnels, no massive ad budgets, no stress.

Just smart, simple strategies that anyone - even you - can replicate.

When I first saw this, it blew my mind. It’s the opposite of what every “guru” out there preaches.

And that’s exactly why I’m writing this report.

If you've been feeling overwhelmed or stuck, I promise you - this is the fresh perspective you've been waiting for.

And something you can split test with WHATEVER you're doing now, that is the best part.

Sure, you might not want to do all of this from day one - but **if you could pull off even half or just 1/5th of a six-figure income... not bad for a start, right?**

2. Overview...

The Invisible Brand, Simple tools AND \$100...\$1'000 LTV subscribers...

....from "homeless people traffic"



I'll be honest - I didn't even want to include this section at first.

The word “brand” makes me cringe, and I know I’m not the only one. Anytime I see something about “branding,” my first instinct is to run in the opposite direction.

And if you feel the same, I get it. Most people don't want to deal with branding online - it sounds complicated, overwhelming, and like a full-time job.

But let me tell you, **this is different** AND IT GETS YOU SH*& LOAD OF BUYERS

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What I’m talking about here isn’t branding in the traditional sense. It’s not about fancy logos, polished social media accounts, or perfect websites.

This is something entirely different.

That’s why I call it the **Invisible Brand** - and it’s absolutely vital if you want to build a six-figure income online with just 200 clicks per month from solo ads.

Most believe they need fancy logos, polished websites, viral social media posts and to join every new affiliate program to build a successful business and out there.

Tony built a six-figure business by doing the exact opposite most newbie marketers do.

They think the more professional they look, the more people will buy.

Wrong.

His brand isn’t a logo or a sleek website. His brand is his life. He works a few hours in the morning, checks his sales in a simple Excel, feeds his chickens, and spends the rest of the day however he wants.

No fancy cars. No rented mansions. Just a quiet routine that consistently brings in income.

And that’s exactly why people trust him - and buy from him.

People Buy AUTHENTICITY.

(and something you’ll be able to set-up instantly when I’ll later show you HOW)

In a world full of marketers pretending to be something they’re not, Tony stands out by being unapologetically himself. He doesn’t try to impress anyone. He’s honest and open. If people don’t like him, that’s fine. But the ones who stay? They trust him. And they buy.

That’s the power of the Invisible Brand or **AUTHENTICITY.**

People don’t care if you’re “internet famous” or have a million followers.

They care if you’re real.

Even if you’re sitting there thinking, *“Who’d want to follow me? My life is boring, and I have no results,”* let me tell you - you’re wrong. People love following someone they can relate to.

You’d be surprised how much people respect honesty over hype.

It’s not about being everywhere online or looking perfect.

It’s about showing up as yourself and building real connections BY
INTRODUCING YOUR NEWSLETTER READERS WITH AUTHENTICITY.

I’ve seen total newbies create “trust-authenticity” reports in just a few days, and it instantly puts them ahead of 95% of wannabe newcomers who want to do affiliate marketing or something online.

So I know 200% it’s completely doable for anyone.

Anyway... All this leads to The \$100 - \$1,000 Subscribers

Here’s where it gets interesting.

Many of Tony’s subscribers are worth **\$100 - \$1,000 each.**

What? How? Are you joking Thomas?

NOP.

Because it's not about how many people are on your list - it's about how well you connect with them *when you focus on a 200-click strategy to make a 6 fig business.*

And here's the best part: you don't need to talk to tons of people or be on video or on social media to make it work. No, not at all.

This approach is different, and you'll see exactly how as we go further.

At the same time... he uses *ridiculously* simple tools to get *serious* results.

You'd be amazed - Tony doesn't use upsells or videos in his marketing.

He doesn't even touch social media to promote himself.

For tracking sales? Microsoft Excel.

Yep, you read that right. *Microsoft EXCEL* - paired with his 30-day system to monitor solo ad vendors.

That's how simple his approach is... and it works like a charm.

His products? Mostly just PDF reports - just like the one you're reading now.

No fancy videos, no complex software.

Just pure, valuable information in written form.

And really... Do you care whether a bank's vault passcode was delivered via high-quality video or scribbled on a napkin?

It's not about the format - it's about the *value* of the information inside.

Hard to argue with that. 😊

Not bad, huh?

And the best part?

It's so simple that *anyone* can replicate it - and start seeing results just like he does.

While most marketers drown in expensive tools and overcomplicated systems, he keeps it **stupidly simple** - yet *brilliantly effective*.

People don't need guru, they need YOU

This helped me to understand one really important thing (*again, simple one..*)

By focusing on what truly matters - building authenticity and delivering value - I really could start turning small, intentional actions into big results.

But here's where it gets fun.

I quickly understood all it takes to set the stage with Solo Ads “clickers” is one **properly crafted PDF authenticity report** (*I'll show how*) and a few tweaks to how you write your emails.

That's it.

No Instagram-worthy photos. No perfect lighting. Just a little know-how and a lot of being yourself - no “perfect you” required.

People are not dumb, really..

Tony likes to say *“It’s not about being perfect; it’s about showing up. People don’t need a guru; they just want someone who gets it and is one-two steps ahead of you.”*

And he’s right.

Heck, he built a six-figure business feeding his chickens, drinking coffee (probably more wine!), changing pampers, writing emails in his sweatpants, and wrapping up his day by 10 a.m. on average.

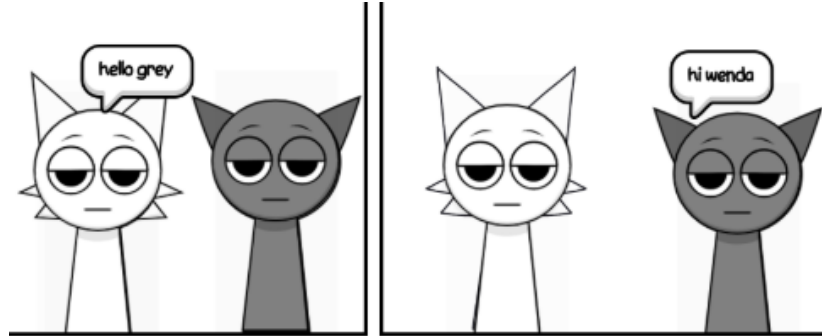
If that’s not proof you don’t need a fancy setup, I don’t know what is.

And that, my friends, is how you quietly build a six-figure business - spending just \$80-\$100 a month on 200 solo ad clicks.

Sounds worth diving into, right?

Let’s start with the **BASICS** - I know you’re already a little nervous. 😊

3. Basics (*boring stuff*)



Before we dive into the actual case study - and I show you how a **\$100/month investment** turns into six figures (*yes, in real life*) - there's one thing you need to get straight:

Details matter.

If you want this to work, *read this properly*.

Skimming it like a Terms & Conditions page won't cut it. 😊

I can't tell you how many times I see people *completely* ignore the small, obvious things that actually make money online. They jump from mentor to mentor, course to course, thinking *this next one* will be the magic bullet.

And then there's the classic:

"Yeah, Thomas, say whatever you want, but I've got my own thing going on."

Right. I get it. You do you.

But let me ask - **where are the results?** Huh?

Let me give you one GREAT example.

You’ve probably heard of Djokovic, right?

The guy who sits alone at the top of tennis?

Maybe you’ve seen *that* picture of him - the one that breaks it all down.

Look at the numbers.

A **6% improvement** took him from outside the top 100 to **Nr. 3**, and later...
Nr. 1.

Marginal Improvement Huge Impact



	'04-'05	'06-'10	'11-'16
Rank	100+	3	1
Prize Money	\$0.3m	\$5m	\$14m
% Matches Won	49%	79%	90%
% Points Won	49%	52%	55%

Read that again.

Just a 6% boost turned him from a non-paid tennis player into the highest-paid tennis player on the planet.

Let that sink in.

Really? Just 6%?

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What does that tell you?

Small details make all the difference - especially when you're doing *exactly* what everyone else is doing... but still wondering why you're not seeing results.

As a TOP affiliate - someone who's outperformed 1,500,000+ affiliates on ClickBank - I can tell you with 200% certainty that it's the small details, those “6% improvements,” that separate struggling affiliates from the ones raking in profits.

And it's not just me.

I've seen the *exact same pattern* with my 1-on-1 coaching clients - those who get it see results, and those who skim over the details? Well... they don't.

But here's the challenge...

Newbie marketers - *you guys* - are so locked on chasing big wins that you ignore the tiny tweaks that actually move the needle.

So, let me be clear: every single detail I'm about to share is crucial.

Do NOT skip them.

If you're serious about making money online, take what I show you and implement it as-is into your 200-click strategy.

Now, let me break this down exactly how Tony explained it to me - and how I've adapted it to my own style so you can see it in action...

Because here's the real kicker...

Traffic isn't your problem.

Your approach to it is.

At the end of the day, if you're struggling with Solo Ads, it comes down to a few key reasons - and unless you fix them, you'll keep failing.

Beginners, struggling marketers... pay attention.

Here's why this strategy won't work for you *unless* you get back to the BASICS:

- **Ignoring the fundamentals.** Tracking? Yeah, "pen and paper" is a joke.
- **No follow-ups.** Or worse, no adjustments when things don't convert.
- **Failing to 'authenticate' your traffic.** (This one alone kills your results.)
- **Zero authenticity in your emails.** (Just *seven words* can fix this.)
- **No access to high-converting, irresistible offers.**

Maybe some of these sound cliché. Maybe you're thinking, "*Meh, boring basics...*"

But **this is where the money is.**

And I'm going to weave each of these details into the **exact** methodology my mentor taught me - a **simple** system that's been pulling in six figures for **over 10 years** using nothing but **100 - 200 click solo ads PER MONTH.**

No theory. No fluff.

Just real-world experiments, actual numbers, and a strategy that's been tested, refined, and proven to work.

That's exactly what I did when I put the 200-click strategy into action.

And after talking to *hundreds* of solo ad buyers, I see the same mistakes over and over again...

- Jumping from vendor to vendor, hoping for a magic fix.
- Sending generic, lifeless emails that scream "*No authenticity!*" instead of "*Here's real value!*"

And the worst part?

Most of you have no clue what’s actually working... because you don’t track properly.

And that’s a huge problem.

(Hint: The 30-Day Tracking Blueprint will fix this.)

I wanted to see what would happen if I followed a simple, proven strategy while fixing these common mistakes.

So I committed to testing the 200-click method - but this time, with full tracking, proper authentication, and a focus on irresistible offers.

Here’s what I discovered:

- How a ‘pen and paper’ 30-day tracking blueprint uncovered hidden gold in my campaign (*like the fact that 80% of buyers bought again!*)
- Why you’re doomed to fail without a 30-day follow-up strategy.
- What it REALLY means to authenticate your traffic - and why it’s a game-changer.
- The seven words that made my emails more authentic and skyrocketed response rates.
- How I found offers people couldn’t resist - and how you can too.

Some of this might sound obvious, but trust me - if you’re struggling to make Solo Ads work, one (or more) of these mistakes is draining your wallet.

So let’s break it down step by step - what I did, what worked, what flopped, and how you can stop wasting money on traffic that doesn’t convert...

...while getting one step closer to six figures - just like my mentor, Tony.

Real Results

How I Implemented 200-click strategy and What Happened



Alright, let's dive into the real meat - exactly how I set this up:

- The funnel
- The emails
- How I built authenticity
- What I promoted
- Every key detail that made this work

First, I'll give you an overview of how I did it - then I'll walk you through each step so you can fully understand it.

This is a MUST-READ.

Here we go...

I bought 200 clicks from a solo ad vendor.

Not a fancy one. Just the so-called “homeless people traffic” that everyone loves to dismiss when it doesn’t convert.

I sent those clicks to a simple opt-in page with a free PDF lead magnet:

“This ‘EMAIL THING’ Brings Me \$500 - \$1,000+... Every Time I Click SEND EMAIL”

No videos. No big promises. Just a short PDF report with real, actionable tips.

*And guess what? **It worked.***

P.S. I’ve helped quite a few struggling newbies set up this exact type of report in just 1 - 2 days - so I know it’s doable.

And trust me - it works like a charm.

You’ll see for yourself.



Out of those 200 clicks, about 70 people joined my list.

I sent them a few follow-up emails - sharing more of the same *real* stuff, plus the exact tips I personally use to help others write emails that bring in \$500+ per send...

(Of course, with one small but IMPORTANT twist from my mentor, Tony, on how I wrote those emails.)

And here's the kicker...

Even though I **didn't have my own product** at the time, one of those emails **recommended an affiliate product** I genuinely believed could help my subscribers.

Simple, right?

But here's where it gets interesting...

**Again, the emails I sent weren't the same generic ones
most of you guys are sending.**

There was a small but powerful twist - just enough to increase my authenticity and make my messages actually connect.

And here's the part most people ignore...

I tracked everything using Tony's 30-day tracking blueprint - yep, just plain old Excel.

Now, get this...

The first solo ad vendor's traffic? **ZERO income** in the first 30 days.

Nothing.

And you know what?

That's fine by me.

Because I know the game. I **trust the process.**

So, what did I do?

I moved on to the next one.

So, here I was - round two.

I followed the exact same process with solo ad vendor #2.

This time?

I made about \$80 in commissions in the last week of the 30-day period (literally on day 27).

Not earth-shattering, right?

But here's the kicker - that was almost 3.5x more than I spent on the traffic.

And that \$80?

It was just dust compared to what was coming next.

I can almost hear Tony chuckling...

“See? Told you... The system works for everyone - if you just follow it.”

But here's what really hit me...

I realized that \$80 was just dust compared to what was about to come next! 😊

It was what happened after.

- More sales kept coming in (*without spending another dime*).
- A light bulb moment on how simple authenticity changes everything.
- How the manual process shifted my thinking (*big one*).
- How I wrote the emails (*you'd be surprised how small tweaks made all the difference*).
- How I became an “invisible brand” in my readers' eyes - just because of a small PDF report.

And for the first time, I finally got it.

- I didn't need a massive list.
- I didn't need better traffic.

- I didn't need expensive tools - just Excel to track my solo ad performance.
- I didn't need copywriting skills - just a simple way to get attention.
- I didn't need to pretend to be someone I'm not.

All I had to do was show up, be honest, and connect with the right people.

And at the end of it all?

You stop caring about the traffic.

Because simplicity is what we naturally crave, isn't it?

Alright, let's break this down step by step - because by the time you're done reading, you won't just understand it...

You'll be able to do it yourself.

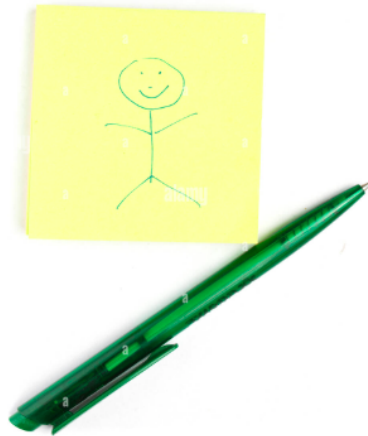
No fluff. No overcomplication.

Just the exact process that turns 200 clicks a month into a six-figure system.

Let's roll up our sleeves and get to work.

Step 1

Let ‘Pen and paper 30-day blueprint tracking’ to uncover hidden gold in your campaigns.



Wow. No opt-in page or funnel as your first step?

Man... *c'mon*.

Yep. It's time to stop doing things the way you always have - because, let's be honest...

What results has that gotten you?

Huh?

Exactly.

Unless you've got this set up, **don't move forward**.

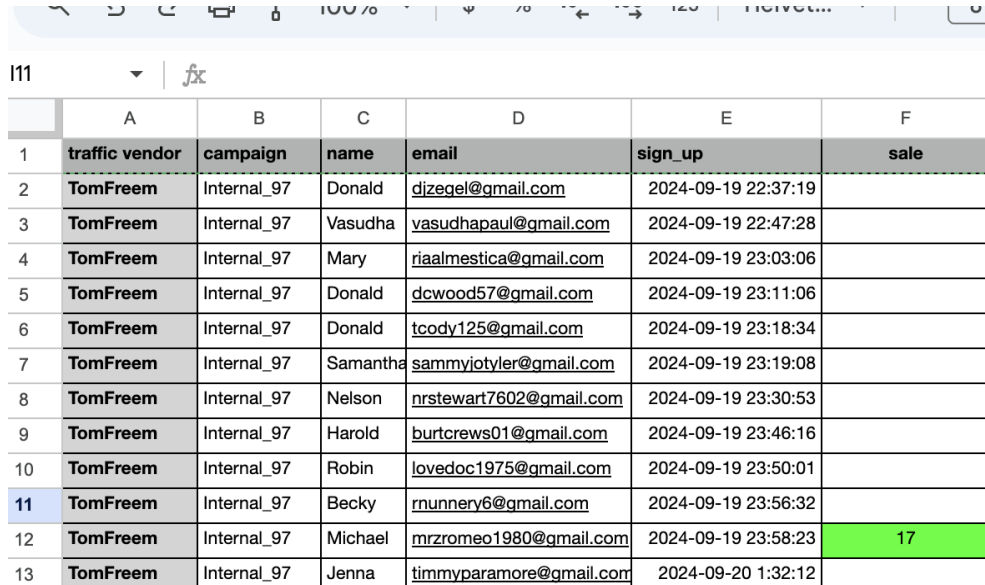
It's **stupidly simple** to set up, and by the end, it'll look like this:

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...and put this together in a matter of days

- Use Google Sheets, Excel, or Numbers.
- Track your BUYING POINT.

That’s it.

Doesn’t look too complicated, does it?



	A	B	C	D	E	F
1	traffic vendor	campaign	name	email	sign_up	sale
2	TomFreem	Internal_97	Donald	dizegel@gmail.com	2024-09-19 22:37:19	
3	TomFreem	Internal_97	Vasudha	vasudhapaul@gmail.com	2024-09-19 22:47:28	
4	TomFreem	Internal_97	Mary	riaalmestica@gmail.com	2024-09-19 23:03:06	
5	TomFreem	Internal_97	Donald	dcwood57@gmail.com	2024-09-19 23:11:06	
6	TomFreem	Internal_97	Donald	tcody125@gmail.com	2024-09-19 23:18:34	
7	TomFreem	Internal_97	Samantha	sammvjotylar@gmail.com	2024-09-19 23:19:08	
8	TomFreem	Internal_97	Nelson	nrstewart7602@gmail.com	2024-09-19 23:30:53	
9	TomFreem	Internal_97	Harold	burtcrews01@gmail.com	2024-09-19 23:46:16	
10	TomFreem	Internal_97	Robin	lovedoc1975@gmail.com	2024-09-19 23:50:01	
11	TomFreem	Internal_97	Becky	rnnnery6@gmail.com	2024-09-19 23:56:32	
12	TomFreem	Internal_97	Michael	mrzromeo1980@gmail.com	2024-09-19 23:58:23	17
13	TomFreem	Internal_97	Jenna	timmyparamore@gmail.com	2024-09-20 1:32:12	

Time to Set Up Your 30-Day Tracking Blueprint

Open your preferred program - Google Sheets, Excel, Numbers, whatever you like.

Now, create six columns, just like I have here.

IMPORTANT:

You must make sure you’re receiving traffic from only ONE solo ad vendor at a time.

(If you’ve read everything up to this point, you know exactly why.)

Step 1: Track Where Your Subscribers Came From

You need to know exactly which subscribers came from this specific vendor.

The simplest way?

- 1- Go to your autoresponder (A/R) and check “Date Added.”
- 2- Match it to when your solo ad vendor sent you traffic.
- 3- Copy those subscribers and paste them into your tracking file.

Step 2: Repeat for Each New Solo Ad Purchase

Next time you buy a new solo ad, do the same thing:

- Check your A/R for new subscribers.
- Download the CSV file or copy them manually.
- Paste them into a fresh tracking file.

Step 3: Track for 30 Days (*Sometimes Up to 60*)

Now, you’ll track every single subscriber for at least 30 days - and in rare cases, up to 60.

(We’ll dive deeper into the “30-day” follow-ups soon.)

The main thing in this Excel sheet?

Mark the sales.

Because your BUYING POINT is everything.

To my amazement Tony does not care about traffic vendors and which of them got him sales because he assumes all solo ads are gonna be crap 😊

Your job is to mark in Excel when a sale is made and who made it because what you’re really tracking is BUYING POINT (we’ll get to that) and LTV (Lifetime Value) of your subscriber.

1.1.

What should you do if you can't track which subscriber made a purchase?

One option is to send emails only to newly acquired subscribers - but that can cause issues long-term, so use at your own risk.

My recommendation? Use a system like [O Dojo](#) (*link*).

It's one of the few tracking platforms built for email marketing, letting you track every sale and know exactly which subscriber made the purchase.

This gives you full visibility, eliminates guesswork, and helps you scale with confidence.

I can't stress enough how critical tracking is - and by now, you should see it too, especially if your results have been average or worse.

And guess what?

A simple Excel sheet works like magic.

No matter how fancy your tracking system is, rewrite it in Excel.

Still need help?

(And let's be real - you shouldn't be doing anything else until this is set up.)

Reach out, and I'll see if we can set up a session to get this fixed for you.

Now, you might be thinking... "But what does this kind of tracking actually do for me?"

Simple.

It gives you a real connection to your money-making machine.

You check it every day.
You don't forget about it.
You think about it every day.

It's that simple.

1.2.

You get to know BUYING POINT ***(and when you BREAK EVEN)***

This means you'll know exactly when your solo ad investment is paid back.

Is it day 21 on average? Day 29?

For Tony, it's 3 weeks.

For me, it's closer to 4 weeks (at least with the products I promote now).

Once you know this, you'll understand when you can buy the next solo ad and how long it'll take to break even so you can keep reinvesting.

Sure, you can buy multiple solo ads at once, but only if you know how to track properly - otherwise, it's overwhelming.

I believe 90% of follow-ups should break even within 30 days, and in rare cases, it can take up to 60 days.

By tracking this and checking your numbers constantly, you'll start optimizing way more than if everything was just set up on autopilot.

Your job here?

- Look at which emails/products convert and how to reach break-even faster

- Test small changes - which email goes first, what you promote, how you structure your follow-ups
- Let the data show you what works and what doesn't

Small tweaks make all the difference.

You can do this. It's not complicated.

In fact, it's **much easier** than most people think.

1.3.

The BIG question is - Do you have a 30 day follow up?

Do you track days 31-60 from your daily newsletters to see who bought what?

If not, you're in trouble.

You need to fix this.

It's not complicated - I've already given you a few solutions.

And once you get this right, it's like uncovering hidden gold in your campaigns and everything you do online.

No more guessing. No more “gut feelings.”

Let the data guide you - showing exactly what's working and what's quietly draining your wallet.

You'll know your BUYING POINT.

You'll know the Lifetime Value (LTV) of your subscribers.

You'll see how one buyer can be worth \$1,000+ if done right.

And before we wrap up this section - even if Tony might not agree with me here - I believe not all traffic vendors are the same.

I know that **constantly switching vendors without proper tracking is killing success (*yours too*)**

No, really... - this is a vicious cycle many are stuck in.

You keep chasing “better” traffic, jumping from one vendor to another, hoping the next one will magically work.

It’s one of the biggest mistakes newbie marketers make - they panic when they don’t see “instant results” and start chasing the next “better” traffic source, never giving one vendor enough time to prove itself.

But here’s the thing... it won’t. **Not until you break the pattern.**

Good news? You’re about to.

(And trust me, it’s going to feel like stepping off a never-ending treadmill!)

Most of You just don't know any other way because that is exactly what most mentors and training teach, unfortunately.

Don’t get me wrong, I followed Tony’s approach exactly as he teaches it - no adjustments, no “*yeah, but I usually do it this way*” or “*basically it’s the same how I do*” etc.. moments.

Even though I already have my own automated tracking system, I put it aside and tracked everything manually in Excel, **just like Tony does and to get an idea behind his unique thinking.**

Not because I didn’t trust my system, but because I wanted to be absolutely sure I wasn’t overlooking any of the small details that could make a real difference. Remember, DETAILS matter.

And guess what?

So I stuck with one vendor at a time, tracked everything properly, and gave the traffic time to work.

I saw exactly why this method is so powerful.

I immediately saw my results become predictable and scalable - not because I was endlessly testing random traffic, but because I was focused on making each traffic source (vendor) work for me before moving to the next one.

You might be thinking, “*Thomas, I do the same! I know what I’m doing.*”

No, sorry chaps... most think they do the same when, in reality, they’re running around like someone trying to diet by eating salads for two days, then going back to pizza and wondering why nothing’s changing.

97% of you *believe* you're tracking properly, yet most have **7-day or 14-day follow-ups** (*some even stretch them out for 365 days*) - but here’s the real question:

How many of you have a 30 day follow up set up?

How many of you can actually track which vendor’s traffic brought you a sale from a follow up/broadcast on day 28? Or 273?

F.E., if you bought from 3-5 traffic sources etc...

How many of you regularly adjust your follow ups to make them better?

Huh? Guilty?

From my experience 99% can’t answer this question.

And, unfortunately, most probably you too.

Imagine if you **ordered 10 different meals from 10 restaurants**, ate them all, and then ended up with food poisoning. How would you know which one made you sick?

That’s exactly what happens when you **don’t track your traffic properly** - you think you’ve got it covered, but when results (or problems) show up days or weeks later, you’re left guessing instead of knowing.

And this leads to the real problem - a never-ending cycle where you keep spinning your wheels and failing over and over again.

See... you might get a front-end sale from traffic vendor John and feel great about it - so you keep buying from him, happy with those 1-2 small sales upfront. Meanwhile, solo ad vendor Marcus didn’t get you a front-end sale, not even by day 7 or 14.

But here’s what you didn’t see...

On **day 30**, one of Marcus’s subscribers finally converted - and that sale was **3x bigger** than anything you got from John’s traffic.

What does that mean?

It means you dumped a highly profitable vendor (Marcus) without even realizing it and kept buying from John, thinking he was the “winner.”

But in reality, John’s traffic never converted beyond the small initial front-end sale (*even after 60 days*), while Marcus’s traffic quietly outperformed in the long run.

And because you weren’t tracking properly, you never knew Marcus was actually making you more money.

And what about knowing the LTV of those who buy so you could plan your traffic according to that and adjust products and pricings for particular buyers...?

And, as I said, the circle never ends unless you fix this...

Makes sense, huh?

That's exactly why tracking properly and keeping things simple makes all the difference.

This is exactly why Tony has stuck with a simple yet powerful tracking strategy for years - **using nothing but EXCEL.**

No fancy software, no overcomplicated systems - just a straightforward way to see exactly **IF traffic is making you money** and what is the **BUYING POINT** and **who was the vendor** (*because this gives me better confidence from who I may buy again*).

I really wanted to test his approach firsthand - and to my surprise, it **opened my eyes to something completely new** that I didn't even expect and I hope it will help you too.

Before you continue be sure you have

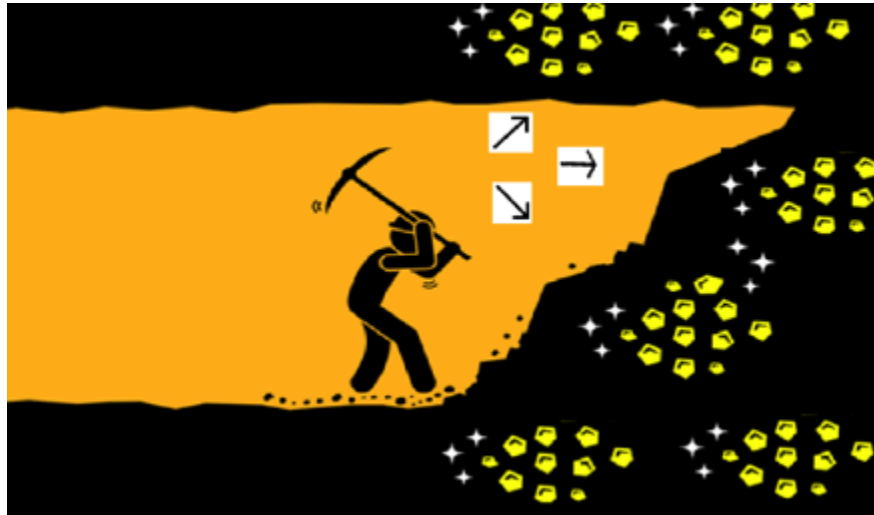
- Set up tracking and be able to spot “buying point” for each solo ad
- Be sure you have 30 day follow-up
- Be sure they also receive daily newsletters from you

If the above things are done I can say with 98% confidence your future seems much brighter already.

Step 2...

Knowing Your Subscriber LTV Increases Your Success by 1,000X

(And Here's How to Make It Work for You...)



Listen, this little number - **LTV (Lifetime Value)** - can **literally** change your entire business.

I added an extra **\$400 from just TWO buyers** by applying this, and I'll show you exactly how. But first - let's get a few things straight...

2.1.

Ever Heard of the "1000 True Fans" Rule?

Kevin Kelly coined it years ago: If you have 1,000 loyal fans who each spend \$100 a year, you've got yourself a six-figure business.

Sounds great, right?

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But **here’s the catch...**

That only works if you’re tracking your subscribers’ LTV - otherwise, you’re leaving piles of cash on the table.

Because when you **increase LTV**, suddenly those **same 1,000 fans** aren’t just worth **\$100 each...**

They could be worth **\$200, \$500, or even \$1,000 over time.**

Which means? **You scale without chasing endless new followers.**

2.2.

How Many of My Mentor’s Buyers Buy Again?

Any guesses?

50%? Nope.

60%? Try again.

80% of his first-time buyers come back.

And many of them? **Buy again... and again... and again.**

Some even Buy EVERYTHING he ever releases.

Why?

Because he **sets the “authenticity stage” the right way.**

His buyers don’t feel like they’re being “sold” something - they feel like they’re **getting exactly what they need** from someone they trust.

And trust? **Makes people come back.**

(**Trust* you build through simple PDF and emails)

2.3.

How to Use This to Your Advantage?

Knowing **who your best fans are** allows you to show them more **exclusive offers** - the kind they actually want.

It's one of the bare basics you need to keep in mind.

When you know who spends more, you can offer them higher-priced products with bigger value - because they're the ones most likely to buy again.

And if you want to take it even further, add them to products with memberships or continuity programs, not obligatory yours - find affiliate products which have good retention rate and here you go. Be ready to test until you find it.

That's how you **increase their LTV through the roof** and turn one-time buyers into long-term customers.

You don't need to change everything at once.

Just start with one thing at a time.

Pick one thing from this list and test it.

Once you see how easy it is to make more from the customers you already have, you'll never go back to chasing random leads again.

2.4.

UNFORTUNATELY...

if you **DON'T TRACK & DON'T KNOW** your LTV
here's what will happen...

You have no idea that you just pitched your **most valuable buyers** with a **\$7 offer** - and now they've unsubscribed because...

“HEY - We want a premium from you! Why are you bombarding us with low-ticket offers?”

See?

It's not complicated when you understand the basics of LTV.

And it all comes down to **tracking**, of course, so you could be sure your low ticket offers are not sent to repeat buyers with higher LTV.

2.5.

But How Did You, Thomas, Add \$400 From Just Two Buyers?

There are many ways to do this, really...

This time, I just reached out to them. *(It seemed like the simplest option.)*

I can see your suspicious face reading this.

Yes... You read that right.

I emailed them and simply asked how they liked the product they bought.

Based on their response, I followed up with just one more question - no pitch, no new offer, just this:

"Do you want me to answer any questions about the product and help you get started quickly?"

Then, I went one step further - I offered to help them create a **workable plan of action**, based entirely on the **product they had already purchased**.

Can You Spot the Trick Here?

- I only sent emails to buyers.
- I didn't have to sell them anything.
- I just helped them take the next step.

And here's the kicker...

I didn't even need to be an expert on the product to do this.

(Not something I'd recommend as a long-term strategy, but just showing you what's possible.)

If I needed time to think, I'd just reply later - because I **set the expectation upfront:**

"I'll answer all questions within 48 hours, Monday - Friday."

And because I **knew who my buyers were** and understood their **LTV**, I was confident they were **the right people to reach out to**.

This is Just One Small Way to Increase LTV

There are dozens of ways to do it without adding extra work - just small, valuable actions that make a big difference to the people who already trust you.

2.6.

It's amazing how **simple things like this actually work**, right?

No fancy tech. No complicated funnels. Just **a personal touch** - and it instantly increases sales, trust, and LTV.

I guess no matter **how much of an introvert you are**, you can write a simple email... huh?

Just reach out, ask a question, and actually care about their answer.

No video, no calls, nothing.. Simple TEXT.

Most people overcomplicate this stuff, but at the end of the day?

It's about knowing your buyers and helping them take the next step.

And when you do that?

They buy more. They stick around. They trust you.

It really is that simple.

Just **write that damn one-line email** - it's not that hard.

Seriously. Stop overthinking it.

One simple question. One genuine conversation.

If **that's not worth hundreds or even thousands**, I don't know what is.

That's all it takes to start making more from the customers you already have.

Step 3....

“Authenticate your traffic” (and why it’s a game-changer).



Right, let’s cut the fluff.

The **200-click strategy**? It will **NOT** work without this.

You’ll have a much, much harder time offering help and actually getting paid for it.

And forget about high-ticket conversions - they’ll flop.

At least, I don’t know how this works without it, and honestly? I’m fine with that. 😊

You’ve heard me ramble about authenticating traffic before. But I’ll be honest - I didn’t fully get it myself until I met Tony.

So, I went through his funnel, expecting all the usual tricks.

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And what did I find?

Nothing fancy. No gimmicks. Just his **PDF report** and a **different voice**.

Something most people would probably ignore because it looked too simple.

Too damn simple.

So what do I mean by a ‘different voice’?

Tony wasn’t trying to impress anyone.

He said what he thought - even if people hated him for it.

He openly shared his views on politics.

He posted random pictures of his desk, the sea, a glass of wine in his hand.

And NONE of this was directly about marketing.

...Or was it? (*hmm...*)

Here’s the interesting part...

Nothing was perfect.

And yet - **it worked.**

Why?

Because maybe - *just maybe* - It resonated to me.

Because life isn’t perfect - not for me, not for you, not for anyone?

And that’s what made it real.

See, making money online doesn’t mean your life is suddenly flawless.
And people relate to that.

People don’t want a guru in a suit with a rented Lamborghini.

They want someone who gets them.

You're more comfortable buying from someone you can relate to, right?

Chances are, you've already done this before without even thinking about it.

So when I first came across the 200-click strategy, I instantly knew -

There's NO way this works without authenticity.

And guess what? **I was right.**

3.1

What Does It Really Mean to Authenticate Traffic.. **And Yourself?**

It's like a funnel, except instead of stacking a bunch of steps, opt-ins, and tripwires... you just be yourself.

Your personality. Your struggles. Your unfiltered thoughts.

Your life - laid out in the shortest time possible.

Instead of hitting people with “*Here's your \$10,000 per month system*” like some dodgy guru, you pull them in with something real.

And here's the best... You don't even have to show your face.

Not comfortable putting your mug online? Great.

Tell them *why*.

“I hate being on camera because XYZ.”

“I feel awkward recording videos because XYZ.”

“I’d rather wrestle an angry goat than post selfies online.”

Guess what?

Thousands - probably millions - of people feel exactly the same.

And the moment you put that out there? They relate.

That’s when they think, “Oh, this person *gets* me.”

That’s when the magic happens.

See how bloody simple this is?

You can still “show” yourself without showing yourself.

- Post a pic of your back while you work in the garden.
- Show your desk - messy as hell, papers everywhere - and tell them, “Yeah, this is where I run my business.”
- Show your old laptop, dodgy chair, coffee-stained notebook - whatever’s real.

Because people don’t relate to perfect.

They relate to real.

Hell, post a pic of your biggest **screw-ups** - you, flat on your face in the mud, or getting fired from a warehouse job because you broke something.

Or just share your weird little quirks.

Maybe you love staring at the sky. Maybe you talk to birds.

Maybe you collect antique spoons (*I won’t judge*).

It doesn’t matter.

Because that’s what makes you different.

And here's where it gets fun...

People eat this stuff up.

It's wired into our brains.

-Why did you fail?

-Why did you quit your job?

-Why do you hate politicians?

-Why do you love making weird cakes at 2 AM?

Because **we relate to struggle**. We relate to quirks.

Sure, Lambos and private jets are fun to look at.

But you know what's even more powerful?

Your tiny apartment.

Your old, scratched-up desk.

Your half-eaten sandwich next to your laptop.

That's authenticity. **That's what makes people trust you.**

And here's the kicker... **you won't believe it until you do it.**

Again - you don't need to show your face.

Just tell them why.

They'll get it.

They'll get you.

And those who don't?

They'll unsubscribe.

And THAT, my friend, is how you know you're doing things right.

Still with me? 😊

3.2

How a Tiny PDF Report Made People Actually Trust Me ***(and Authenticated Me)***

(And How You Should Do It Too)

Oh my...

How many times have I downloaded a lead magnet that was just pure garbage?

Generic. Zero personality. Painfully boring. Waste of my time.

I can't even count.

And I bet you've had the same experience, right?

And that's exactly why a personal, engaging PDF report stands out instantly.

Tony does this.

Because Tony's been doing this for years, and guess what? It works.

So I did the same.

And **it worked**.

3.3.

Here's why it's a game-changer...

You remember me saying it was easy to reach out to my buyers - because they actually felt open to talking to me?

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Well, let me tell you something...

I've been emailing subscribers since 2012 in my “generic” affiliate business, and guess what? It was HARD.

Like pulling teeth hard.

I'd send an email, and if I was lucky, I'd get a reply like:

“Yeah.”

“OK.”

“Thanks.”

Three words. That's it. And I had to guess what the hell they even meant.

But when I had this PDF report?

Suddenly, it was like they were waiting for me to message them.

Some even wrote to me first.

Because here's the trick inside that PDF:

Constant little reminders that they should reach out if they had questions.

And guess what? **That works like a charm.**

It Sets the Stage

People now see me as real.

They see I'm honest.

They see I can help them - even if I'm just one or two steps ahead.

It's such a damn simple approach...

But where do you see it today?

Hardly anywhere.

And that's why **it works so bloody well.**

3.4.

The Simple Formula I Used *(And Why You Should Steal It)*

Oh my...

I wasn't guessing. I just did it - using a similar structure to what Tony does.

It's like a movie. They all have different stories, but the structure? Pretty much the same.

And that's the key.

You want to build **trust** throughout your report.
And the easiest way to do that?

Show your experience. Show your results.

Let's be real - you wouldn't be reading this if I hadn't mentioned my experience and results, right? ;)

So here's a quick peek at how I wrote mine.

And guess what? **It's stupidly simple.**

No fancy design. No fluff. Just the real stuff.

This "EMAIL THING" Brings Me \$500 - \$1'000+Every Time I Click SEND EMAIL

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Hey,

Congratulations on getting this free report.

I believe seeing the strategies I share and the results you can potentially get, when you apply them, are **AMAZING** (and almost impossible to be found anywhere else).

If you ever need more guidance and would like to talk to me directly, just shoot me an email and I'd respond as soon as I can.

I find joy in helping beginners by sharing my own experience - basically giving out income models and strategies that I apply in my own business, which has made me over six figures online.

Valuable stuff that would set you apart from your competitors or even anything you do today online.

Really, feel free to email me; that is exactly why I have added my personal email at the end of this report.

Looking forward to your comments and questions, you'll get a reply from me :)

Best,

Riga, LV, Europe

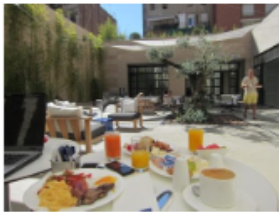
marketing (promoting other people's products) or selling my own products and doing consulting.

So here is how it all works.

I would say this PC is my entire business. Also, my actual office is home.



To be honest, it's pretty much anywhere. I want it to be. (Since 2012...)



(Barcelona, Spain. When we decided to take just another break to live elsewhere)

It's the place where you can get answers from me.

I may not have been a person to tell you to buy cryptocurrency 15 years ago.... No, not at all [even though I'm heavily involved with online trading..].

But explaining how every \$1 invested in this online business can make \$10 in return is my game.

Every \$1 invested can easily make \$10.

That is the power of the online email business. When the average industry ROI is even much bigger..

Is the average email marketing has a 4400% ROI?

The average ROI for email marketing efforts is \$36 for every \$1 spent or 36x. Does email marketing have a 4400% ROI? According to some email marketing stats, the channel has an ROI of 4400% or 44x. It still remains the most effective and personal form of communication with your audience.

 mayple.com
<https://www.mayple.com/blog/email-marketing-roi>
What is the ROI of Email Marketing? 9 Tips to Boost It for 2024 - Mayple

IF you know HOW - you get results.

It's that simple.

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That’s Exactly How I Wrote the Report.

Simple. No nice formatting, etc...

(I even joked with him that he might come after me with a lawsuit - but that’s another story and part of my plan. I just did the work first and figured I’d make the edits later.)

But that’s just me.

I added my own results, screenshots, and experiences.

I genuinely asked people to reach out to me so I could help them.

(And yeah - I repeated that all over the report because it works.)

Here’s the kicker...

Your experience doesn’t have to be just about making money.

That’s a big mistake people make.

Losing weight, building muscle, increasing energy, improving sleep.

Making new friends, improving communication, dating success.

Overcoming procrastination, gaining confidence, reducing stress.

Organizing a home, decorating on a budget, flipping furniture.

People relate to all kinds of achievements.

Even if you only made \$60 with solo ads, trust me - people want to read about that *(What you promoted, how you wrote your emails, etc.)*

I even heard about an affiliate who made her first \$60 with Facebook ads.

People kept asking her how she did it, so she wrote a simple report - and made a few grand from it.

Huh... See? It’s all about results.

Don't say you can't make \$60, okay?

Or I’ll show up at your house and make sure you do.

Because most people haven’t made a single dollar yet.

Maybe you started seeing revenue from Day 1 after getting private consulting from Thomas Freeman?

Just write about your experience, follow my simple structure, and you’re DONE.

And when you do, you’ll see how this changes your life.

It’s that easy - as long as you don’t overcomplicate it and have a clear structure to follow.

3.5.

Be Honest. Be Real. That’s It.

Don’t stress about being “perfect.”

Be honest about your life and your thoughts.

Don’t be afraid to show how you actually do things.

Even if that means...

People find out your workspace is a total mess...

You work from a tiny apartment with a cat sitting on your laptop...

You wrote your entire PDF while half-asleep and fueled by coffee...

Because people relate to that.

And that, my friend, is exactly why this works.

3.6.

So, let's prepare your PDF report

“How I Earned My First \$100 (And How You Can Copy My Success)”

Before you jump into the step-by-step breakdown, stop and write a short introduction. Why?

Because people don't just want information - they want context.

They want to know Who you are, Why should they listen to you? Did you struggle before you figured it out? Why you're writing this, etc..

Your personal experience sets the stage.

It makes you relatable - and that's what keeps people reading.

Think about it.

Would you rather read a boring, generic article that says, *“Do X, Y, and Z to make money online”*...

Or would you rather hear a real story from someone who actually did it - screw-ups and all?

That's why case studies work. They're personal.

Don't be afraid to show your failures.

People love seeing what went wrong before you made that first \$100.

Because that's where they are right now - struggling, second-guessing, wondering if this even works.

And when they see your journey, they start thinking,

“Damn... If they did it, maybe I can too.”

>How to Keep Readers Hooked Until the End

When you’re writing your case study, remember: Your job isn’t just to give them a method.

Your job is to get them to take action.

So constantly encourage them as they read “Don’t be afraid to try this.” “Just try X and you’ll see how easy it is.”, “All you need is 30-40 minutes and you’ll have THIS.”, etc.

Because at the end of the day...

The only thing that matters is whether your reader actually TRIES what you’re saying.

That’s the real goal.

Not to just teach. But to get them to take action.

So before you hit publish, ask yourself:

Am I engaging enough that my reader will actually do this?

If the answer is yes - congrats.

You’ve written a case study that actually moves the needle.

>Now's the Time to Share a Bit About Yourself

When I wrote the “about me” section, there were no flashy cars or fake “success story” nonsense.

I'm just honest about what I like, what I don't, the struggles I've faced, and my thoughts on different life situations.

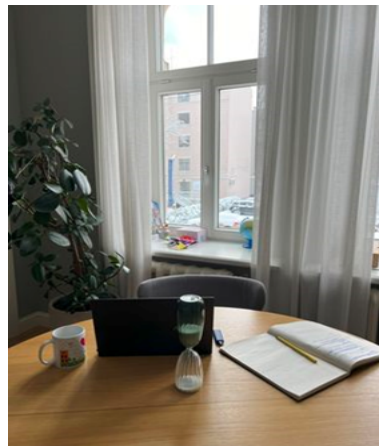
It felt natural to share a glimpse of my life - simple things, nothing fancy.

I just kept it real.

I shared **what I like, what I don't like, my struggles, and my thoughts on life.**

And guess what? **That was enough.**

I threw in a few simple pictures - me working at my table, me on vacation (fun fact: I'm not even visible in half of them or barely someone can see me).



You don't need to plaster your face everywhere. Seriously.

A small pic of you? Sure, why not.

But everything else? Angles, head down, casual shots of your space.

Because people don't just want to see *you* - they want to see your world.

What you like. How you live. The little details that **show you’re a real, genuine person.**

That’s it. That’s all it takes.

>Next, I Had the Last Section - Where I Told People They Could Reach Out to Me

...And why that’s actually a good idea (*because I can genuinely help them*).

No sales pitch. Really.

Just a simple message:

“Hey, if you need help, reach out. Hopefully, it’s a win-win for both of us.”

That’s it. No hype. No tricks.

Just tell them, in simple words, why it’s a good idea to contact you and encourage them to do it.

And basically, that’s all.

Don’t Stress - You Can 100% Do This

Think you can’t write a report like this?

You can.

If you don’t want to write it yourself, hire a freelancer and let them do it.

Or just feed prompts to ChatGPT and let it do the heavy lifting.

It’s that easy - as long as you don’t overcomplicate it.

Am I Telling You a Secret?

You could call it a secret... because in some way, it is - if most people aren't doing it.

Something we've forgotten with all this digital craziness, endless automations, and obsession with funnels.

But anyway...

>Here's How I Suggest Structuring Your PDF Report

- Personal Introduction (*with a small photo of you*)
- Case Study: f.e. “How I Made My First \$100 with Solo Ads”
- A Bit More About Yourself (*your online business, some pictures of your home, what you like and don't like*)
- An Invitation to Reach Out if They Have Questions

And that's literally it.

Nothing complicated IF you can accept simplicity :)

Can you...? :)

Anyone can set this up quickly - as long as they have a clear plan.

Or, if you want it done fast, just hire someone and be done with it.

For example, you read this report, tried a few things I showed, got results.. You just got a thing to write in your report and that my friend is something worth sharing with others.

Try it and you'll be surprised about your results :)

3.7.

Your INVISIBLE BRAND Has Just Been Born

No, really. 😊

This is exactly what you’ve done with your PDF - even if you didn’t realize it yet.

People love brands, right?

Because a brand always wins against a no-name nobody.

If the price is the same, would you buy generic boots or go for Salomon, Nike, or Clarks?

No question, right? Because of trust. Because of quality.

And guess what? It’s the same here.

When people need to choose, they’ll choose you - because of your invisible brand.

Why?

Because you seeded this in their minds.

You did your homework - you created a simple PDF that authenticated yourself and your traffic.

That’s what sets you apart.

Worried About Competition? Don’t Be.

Will this get saturated?

Nope.

People are lazy. (*and I’m lazy too!*)

Or they’ll think, “*Oh, I’m already doing something like this*” (when they’re not).

Or they’ll come up with ten other excuses why they won’t do this.

So, will a flood of people start asking for my help?

I doubt it.

Because most won’t even see the value in this.

They’ll think it’s too simple.

It doesn’t shine like one of those crazy Russell Brunson funnels with flashing lights and 57 upsells.

And that’s great news for those who just take action and figure things out after.

But what happens after?

Well... more people might NOT like you XOXOXO

3.8.

Remember When I Said...

“You WANT People to Unsubscribe”

WHAT?! THEY’LL NOT LIKE ME?

Yeah... what?

Sounds crazy, right?

But **your unsubscribers PROVE you’re authentic.**

They’re leaving because they don’t like what you do, how you talk, or how you live.

And that’s **exactly** what you want.

Are you following me? 😊

That’s the beauty of it.

You don’t need everyone to like you.

You just need **one person** - a true fan - who will happily spend **\$1,000** on your products.

That’s who you focus on.

Not the people who unsubscribe.

In fact, **you should thank them.**

Because every time someone unsubscribes, **it proves** that you’re standing for something.

Here’s a Real-Life Example...

Think about it - where do you feel more comfortable?

A Michelin-star restaurant... or an underground bar?

Someone who loves underground bars probably won’t be spending their weekends sipping \$300 wines at a Michelin restaurant.

And someone who’s obsessed with gardening probably won’t be at a motorcycle expo every Saturday... *(Unless they’re into motorcycles too, of course.)*

Your audience is the same.

You’re creating an environment where your people feel comfortable.

And just like you wouldn’t force a biker into a gardening seminar, you don’t want to force the wrong people to stay on your list.

Authenticity is the Biggest Part of the 200-Click Strategy

I still hear **Tony’s voice** when I read one of his old articles.

He literally said:

“If you disagree with what I say, that’s exactly what proves I’m saying something DIFFERENT - something you don’t understand yet. If you did understand, you wouldn’t be where you are.”

And that’s gold.

Because you WANT people to unsubscribe from an underground bar or a garden exhibition... if they don’t feel like they belong there.

Why?

Because nobody enjoys hanging out where they don’t fit in.

And it’s the same with your brand.

Unsubscribers Validate You’re Doing Something Right

Think about it...

When you disagree with your coach, what does it mean?

It means you’re onto something big and You should listen.

And when you do things differently, you get different results.

...Right?

If you agreed with everything I say, you wouldn't need me.

You'd already know it all.

Makes sense, huh?

Maybe?

You can keep doing what everyone else does...

But don't get mad when you get the same results as the majority.

Think about this for a moment.

And next time someone unsubscribes? Appreciate it ;)

Step 4.

Are Your Emails Worth opening?

(I'm not even talking about reading them)



You won't build a six-figure business with the 200-click strategy if you don't learn the simple way of writing emails worth reading.

Nope. Zero chance.

ZEROOOO.

If you don't authenticate your emails with your authenticity, your odds of surviving the 200-click strategy ride are next to nothing.

But here's the best part...

No matter what business you do in the future, you'll be able to apply what you learn here.

There are two things you need to do to make your subscribers want to open (and actually read) your emails:

1. Be honest.
2. Be yourself. (Yep, again - YOURSELF.)

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...and put this together in a matter of days

That’s it. No special skills required.

Now, there are a few more things I want to say (okay, in reality, way more), but let’s be real...

This report is already 5x longer than I planned.

Sorry, guys.

Hopefully, **some of you** had a few **A-HA moments**.

Hopefully.

4.1.

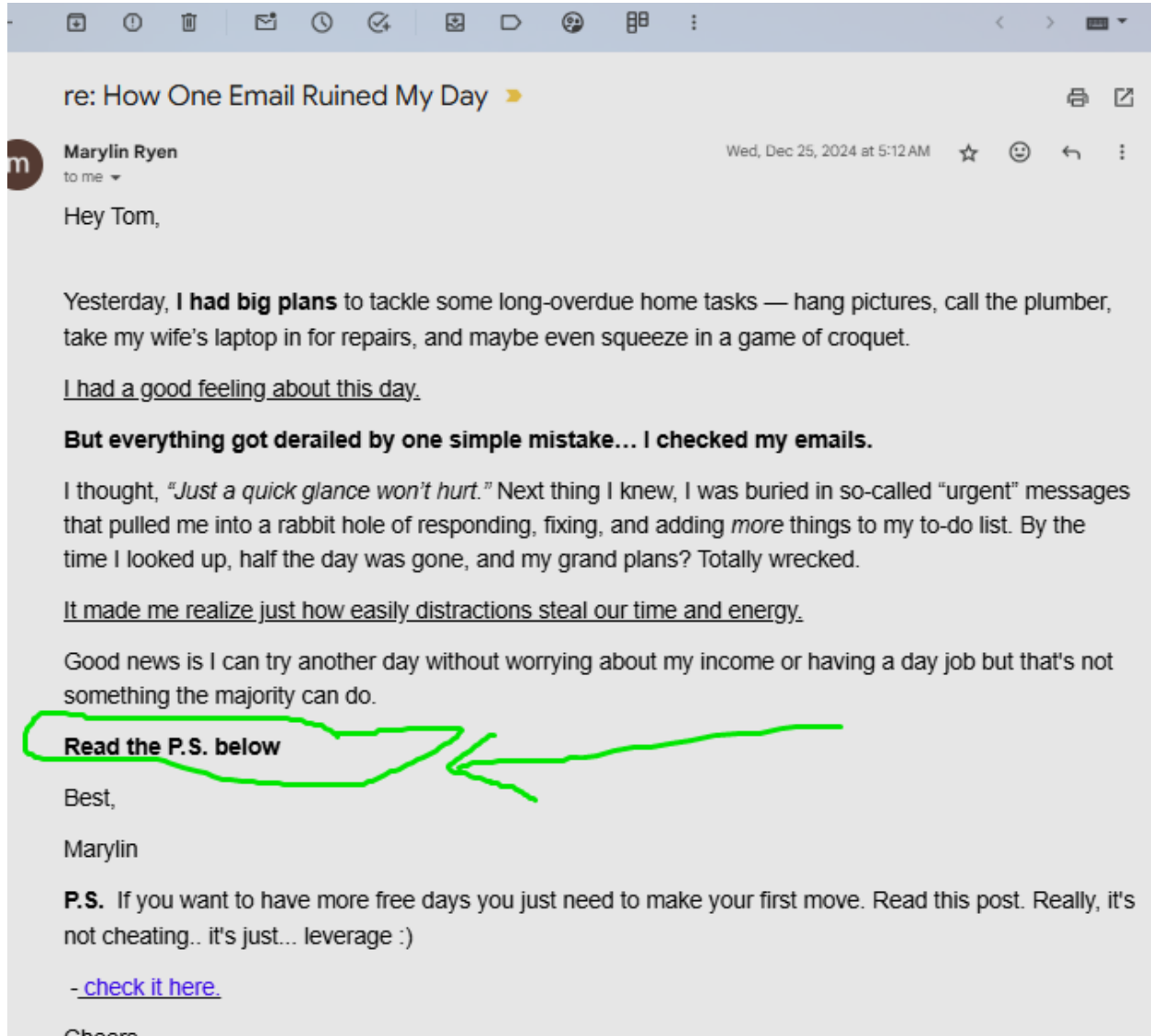
HOW TO WRITE AN EMAIL THAT FITS THE 200 CLICK STRATEGY?

Remember, you’re here to entertain people - and I’ll show you how to do it, even if you think you’re not ready for this.

So, take a look at this next email.

I sometimes call it a *DAILY STRUGGLE* email.

It’s just one type - and we’ll cover other styles you can use to inspire your writing.



The above example is from one of the pen names I use - been testing some crazy things there.

Now, look at that email again.

Who the heck would read it all the way through when I'm just talking about my personal life?

Well... I bet most of you did - especially if you read at least the first 1-2 sentences.

And it wasn't because I told you to.

It's because your subconscious went *"Hmm... interesting."*

Why?

Why do you scroll through Instagram, Facebook, etc.?

Because - like most people - you're curious about what your “friends” are doing.

- What they eat.
- Where they travel.
- What their kid did today.
- How their weekend went.
- What movie they watched.
- What problems they're dealing with.

It's the Same Here.

Your brain is wired to seek out this kind of information.

And the best part?

It doesn't take much to write it up.

You could literally give ChatGPT a few prompts and get a fully written email from just a one or two-sentence summary about your day in under 30 seconds.

IT'S THAT EASY. THAT'S EXACTLY HOW I WROTE IT.

The Trick?

- Write about your day like you'd tell your wife, husband, or a friend.
- Add the real emotions.
- Share weird situations you've been in.
- Talk about work struggles, small wins, or funny moments.

Because people relate to that.

See this next email I’m about to schedule for my subscribers - it didn't take me more than five minutes (thanks to ChatGPT).

Whatever you can think of, you can write.

Just let ChatGPT do the heavy lifting.

Email turned out quite long, so I’m pasting three parts here.

Five minutes. Insane.

And it’s interesting because of AUTHENTICITY.

(*Zoom In +200% to read the email*)

Email part 1/3	Email part 2/3
SL: Everyone wants the truth... until they hear it. P.V. The \$500 book that tells it like it is. <First Name>, Simon Cowell built his entire career on <i>one</i> thing: telling the brutal, unfiltered truth. Contestant: "I've been singing since I was three!" Simon: "That's unfortunate." Contestant: "My mom says I'm the best singer in the world!" Simon: "Your mom lied to you." The audience <i>loved</i> him for it. But the people on the other side? The ones who actually <i>got</i> the truth? Not so much. And that's when I realized... People <i>say</i> they want honesty. But the second they hear it? Oof. Which brings me to <i>yesterday</i>. I was talking to my wife, and I told her something I <i>thought</i> was harmless... "I don't feel comfortable telling you when I don't like something you cook... because, well, you get angry." Now, I used to say things like this all the time. But over the years, I learned that telling the truth doesn't always do me any good. So, I stopped for a while. Then, for some reason, I thought, "You know what? Let's try again. People always say they want the truth, right?"	Her reaction? Let's just say... Simon Cowell would have been proud. And this doesn't just happen at the dinner table. I see this in business EVERY. SINGLE. DAY. People <i>want</i> the truth about why they aren't making money online... ...until they hear it. They tell me: "I have a mentor..." "I'm in training..." "I just need to keep at it..." Sure. But here's the brutal truth: 95%+ STILL FAIL. Not because they don't work hard. Not because they aren't smart. But because they don't have an irresistible offer. And no, I'm not talking about <i>just</i> having an offer. I'm talking about an offer so good that saying no feels like a mistake. Something <i>different</i> than what everyone else has. That's why Rob's high-ticket system works insanely well. His secret? A free physical book that flips the script.

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Email part 3/3

Most people sell with a PDF, a digital course, or an ebook.
Rob *mails* a **real** book straight to people's doorsteps.
It's the kind of thing that instantly makes someone think,
"*Huh... this guy's serious. Alright, let's see what he's got.*"
And once they get the book? Game over.
Because now, it's not just *some guy online selling a product*.
It's *someone real, someone they trust...*
...and the whole "Should I buy?" debate happening in their head?
Gone.
Which is why the conversions are **bonkers**.
Rob doesn't waste time convincing people.
He just hands them the book and lets it do all the heavy lifting.
P.S. If you want to see how Rob's system works—and how you can use it for yourself—g
Link]
And don't worry... no *brutal* Simon Cowell feedback required. 😊

Bellow is another type of email style which is heavily used by my mentor (*and me in this 200-click strategy*) - story emails (*sure, everyone has heard “story” emails*)

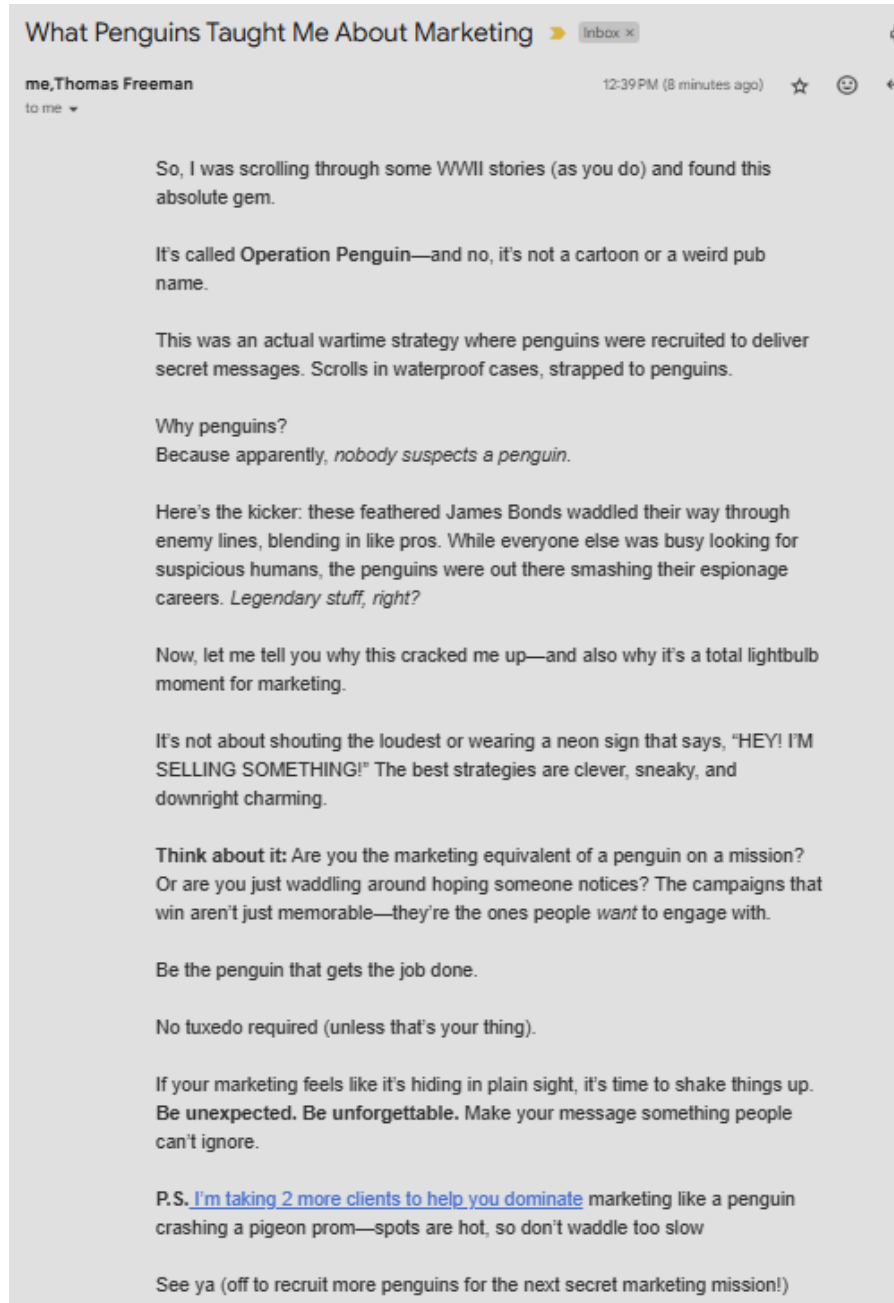
Take a look at this email below.

Again, something I sent out in my 30 day follow up with this 200-click strategy.

It's about penguins :)

Why not? It's interesting.

Much more interesting than most emails you receive (*and most probably write too*)



Also this email took me not much more than 2-3 minutes with editing and giving the right prompts.

You can come up with this kind of email easily in 30-60 seconds.

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...and put this together in a matter of days

Here you have just a few crazy ideas you could write:

Strange but true encounters with UFOs
Strange but true facts about foods we eat
Strange but true ghost stories
Strange but true stories about Halloween
Strange but true stories about sea monsters
Strange but true stories involving kittens
Strange but true stories involving puppies
Strange but true stories about everyday heroes
Strange but true stories that involve real miracles
Strange but true war stories
Etc...

Ask ChatGPT to come up with more similar stories on different subjects.

You can create stories about anything - but make sure they have smooth transitions leading into the P.S. section (yep, ChatGPT can handle that too).

But here's the thing...

Just using a story isn't enough.

You need to add your own life into it.

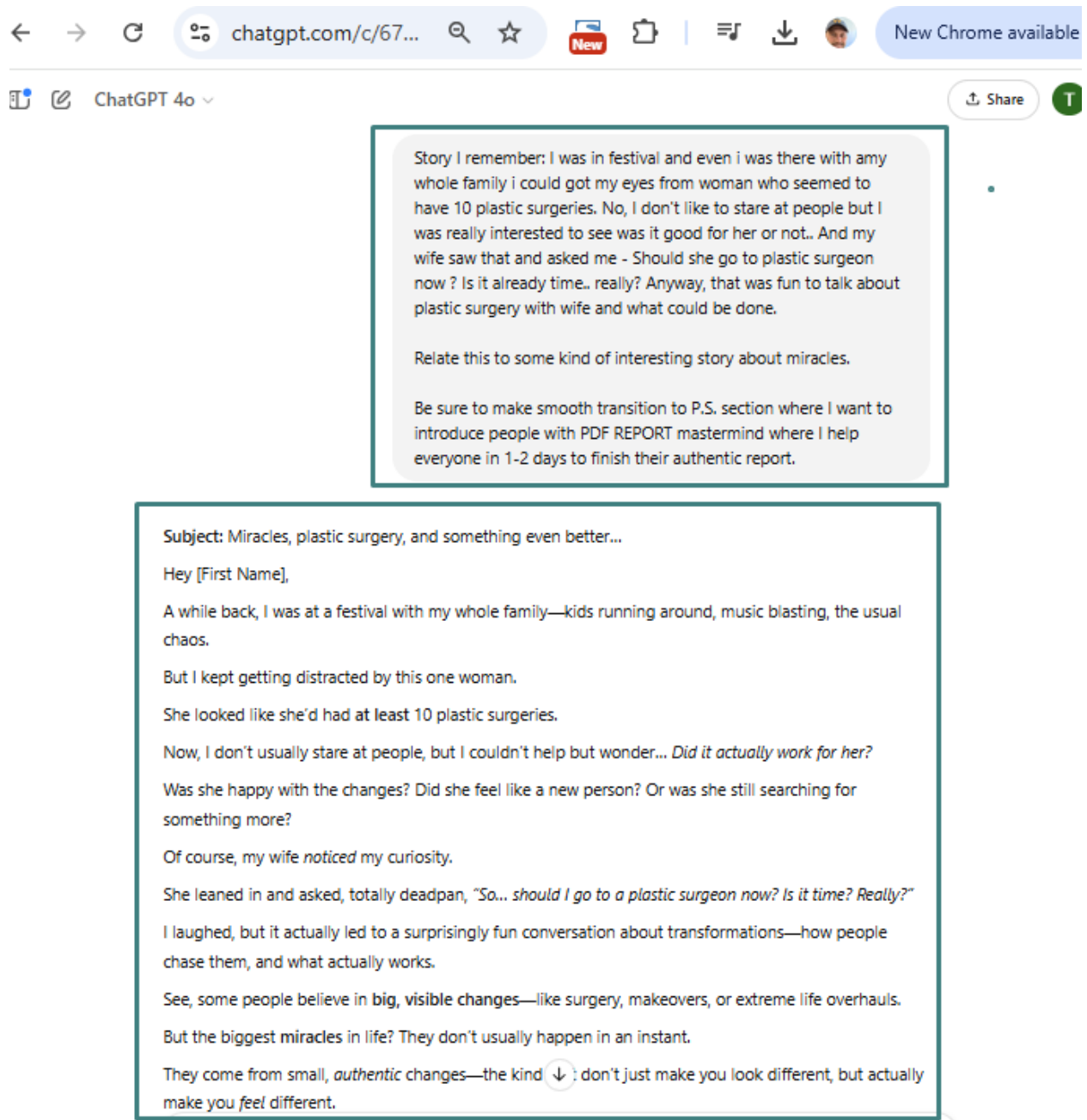
Ask ChatGPT to do that.

It's that easy.

(What would you do without ChatGPT? LOL)

Here is an example of how I give prompts.

You have tens of stories, no matter how “boring” your life may sound.



If you don't like something, ask to change, remove, or add.

That's exactly how I do things - and how I teach others.

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...and put this together in a matter of days

Don't get me wrong, I'm not a ChatGPT pro.

But I don't need to be.

Because simplicity is key.

If you think you need to buy some course about ChatGPT, you're just making things harder than they need to be.

Just write the damn emails.

See how easy it is.

Take your boring day story and ask ChatGPT to make it entertaining as hell.

Haven't tried yet?

TRY.

Please.

I don't ask you to pay me when you'll succeed but do at least one thing from this report if you got it for free. I'll appreciate it. Please.

You live once, so stop overthinking it.

Tell EVERY detail - what you did, what you felt, even the small things and tell to make it interesting and to add some story about anything.

Then watch how someone with writing skills (*ChatGPT*) turns your ordinary day into something interesting.

Don't believe me? Try it.

And once you start doing this, you'll be amazed at how your email readers start chatting with you...and buying the things you love and endorse.

Also, see the transition from the text to P.S. section ?

There’s literally no push for sales.

Again, this was done by simply giving the right prompt to ChatGPT.

Quite easy.

We love to buy - but we’re also aware of being sold to, right?

Here’s a crazy stat:

~75% of people skip almost the entire email and go straight to the P.S. section.

And guess what?

That’s exactly why my mentor uses it in almost every single email.

So, of course, I couldn’t resist - I did the same.

And you should try to do the same.

Because this makes money.

Now, check out this next email - it follows the same structure.

No secrets.

(Or maybe... secrets revealed?)

All I did was give ChatGPT:

- A simple prompt
- A summary of my morning
- A clear idea of what I wanted to introduce my readers to

Really, read this email.

I think it's funny - you'll probably want to read it all the way through.

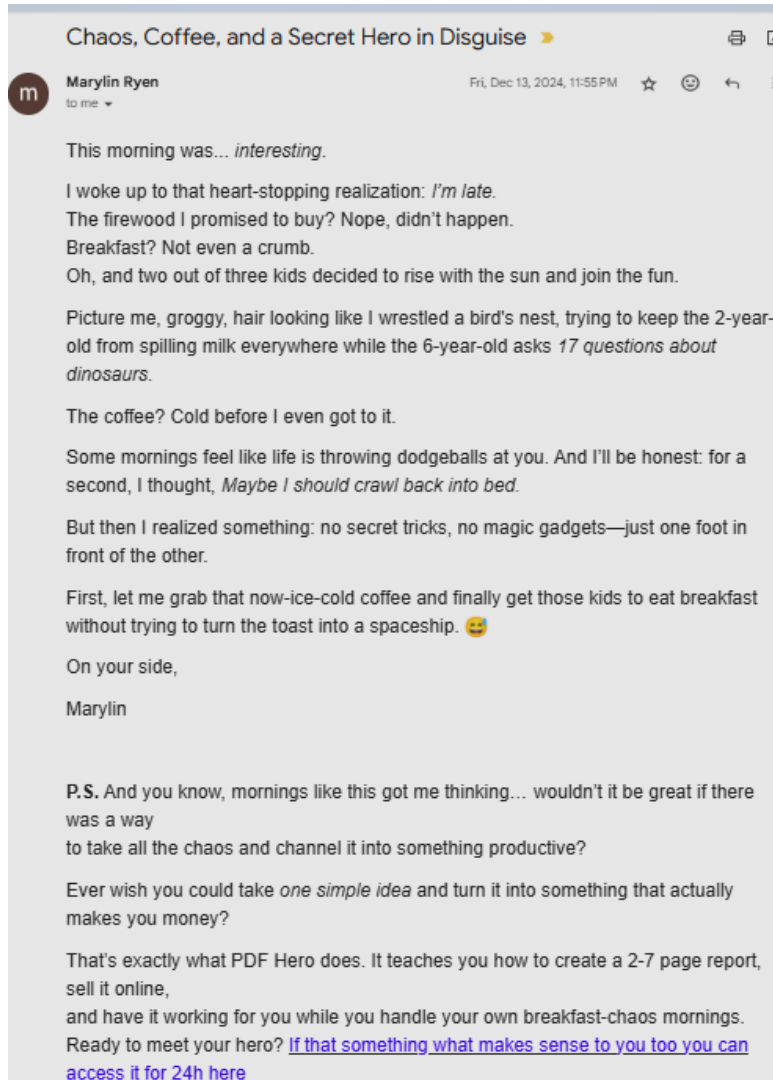
(If not, DM me and tell me why.)

Even I laughed when I read it back - surprised at how funny, engaging, and personalized it turned out.

And as you can see...

Once again, the P.S. section flows naturally from the email body.

You can do this too. Or shoot me an email for help.



Don't ignore your “boring and messy” life - those everyday moments can be turned into gold mines of interesting stories.

Need to write an email?

1. Summarize your “messy” day.
2. Decide what to write in the P.S. section.
3. Give ChatGPT the prompt.
4. Done.

I just showed you exactly how.

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...and put this together in a matter of days

The secret to an interesting email? Authentic personalization.

Why do you watch certain TV shows? **Because they entertain you.**

So, entertain your readers with your “messy” life - they won’t be able to wait for your next story about how you “ended up face-first in the mud” :)

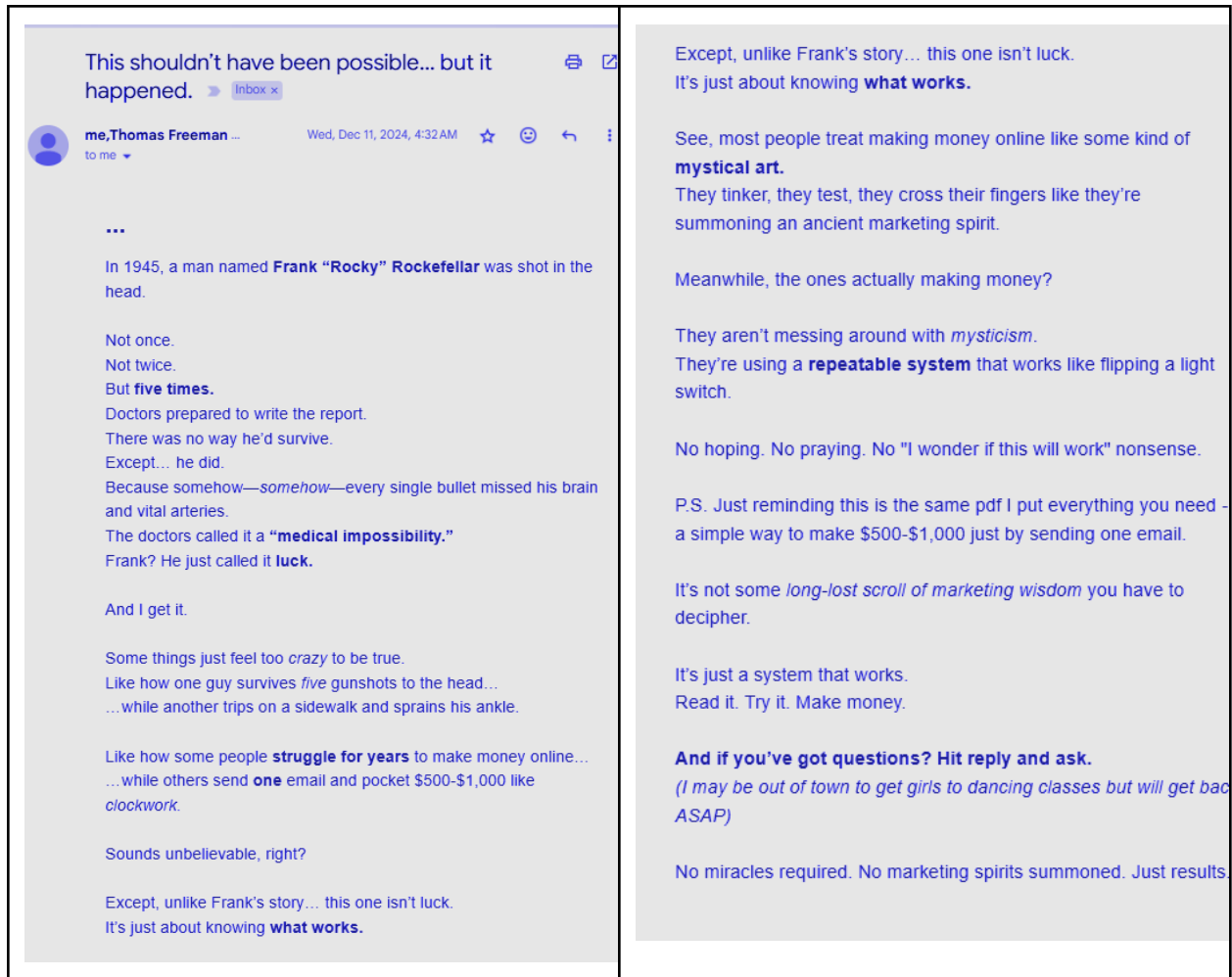
4.3

The Seven Words
that made my emails authentic
and
Connected me with AUDIENCE as never before

I know you’re waiting for some **magical words**.

But look at this email and tell me - **can you spot them?**

1/2	2/2
-----	-----



(zoom in if can't see)

Are there words you’ve never heard before?

We all want secrets, right?

BUT... the truth is, these are just simple words - the kind most of us have forgotten in all the digital craziness and super funnels.

So, did you spot them?

Remember how I mentioned in the PDF REPORT section that I kept reminding people to reach out if they had questions?

Light bulb moment? Huh?

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...and put this together in a matter of days

With emails, it’s exactly the same.

The only difference? You just say it directly:

“Any questions? Reach out to me.”

(Or something similar.)

Those are the ‘secret’ words.

(And yes, you can tweak them however you like.)

The magic happens when you start adding them to your emails.

And no - you don’t need them in every email.

But be consistent - especially in your follow-ups - and **you’ll start seeing the real magic.**

What kind of magic?

- People will start writing to you - asking questions.
- People will see you as a real person - because it’s actually you answering them.
- People will trust you more - because you’re giving them a direct way to connect *(even if they never reach out)*.
- People will buy more from you - because trust leads to sales.
- People will feel comfortable accepting your high-ticket offers - because they know you genuinely want to help and won’t risk your reputation.

Now, look at those responses.

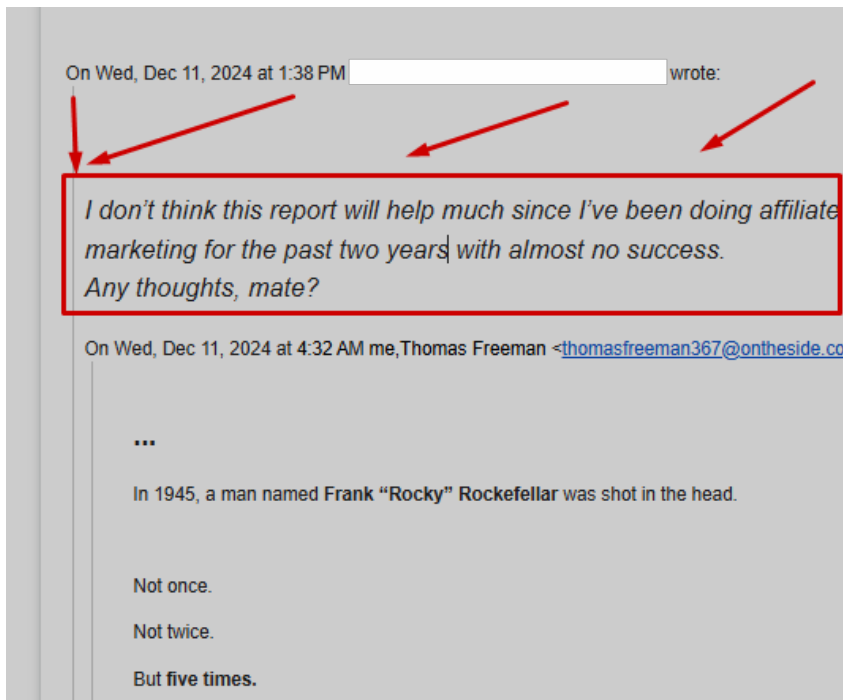
There’s nothing more I can add.

You just need to start the conversation.

Look below.



And another one....



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...and put this together in a matter of days

And another one....



It's **THAT** powerful - **if you just give it a try.**

It's easy.

Really, there's not much more to say.

(Even though I could easily write 10 more pages about this - showing you how it works in real life, in personal situations, everywhere... Give you countless examples, and even break down psychological studies on why this works so well.)

But I think you're grown-up enough to **understand the simple underlying process behind why this approach works.**

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...and put this together in a matter of days

If you're still reading and thinking:

"Nah, when the hell is Thomas going to say something I don't already know?"

Let me answer that.

Judge Based on Your Stats and Experience

If you haven't tested it, you're probably ignoring something you don't fully understand yet.

Don't be that person.

Be open to something new, even if it makes you a little uncomfortable.

But let's be real - answering messages isn't that uncomfortable.

Even the most introverted people can reply to an email.

And if you struggle with that?

Your new best friend, ChatGPT, can polish your replies so they look outstanding - even if all you can write is 3-5 words.

No Excuses - Implement This ASAP

You have no argument against using this in your 200-click strategy.

Why?

Because your readers want solutions to their problems.

And if you never offer them genuine help, how do you expect them to choose you over the hundreds of other marketers flooding their inbox?

Step 5

What happened after
(\$2'000 commission?)



Remember when I said it was more interesting to see what happens next after those sales?

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...and put this together in a matter of days

That was almost 3.5x more than I spent on the traffic.

I realized that \$80 was just dust compared to what was about to come next! 😊

I'm pretty sure Tony would've chuckled and said, “See? Told you... The system works for everyone if you allow yourself to follow it”

I quickly realized the real magic wasn't just in the sales with the second vendor.

→ **It was what happened after (more sales on the line)** ←

- Light bulb how simple “authenticity” makes different
- It was how the manual process changed my thinking
- How I wrote the email (*you'll be surprised how much those small details change*)
- How I got authenticated by my readers as an “invisible brand” thanks to the small pdf report

Guess what happened?

After a few weeks - when I had exchanged 3-5 emails with some of my buyers (and even some NON-buyers who reached out)...

(Remember: “Any questions? Please reach me out”)

Here's what I noticed:

- Some had questions before buying.
- Some wanted to tell me this was all bluff because they had "tried everything already."
- Some asked if I could help them with templates.

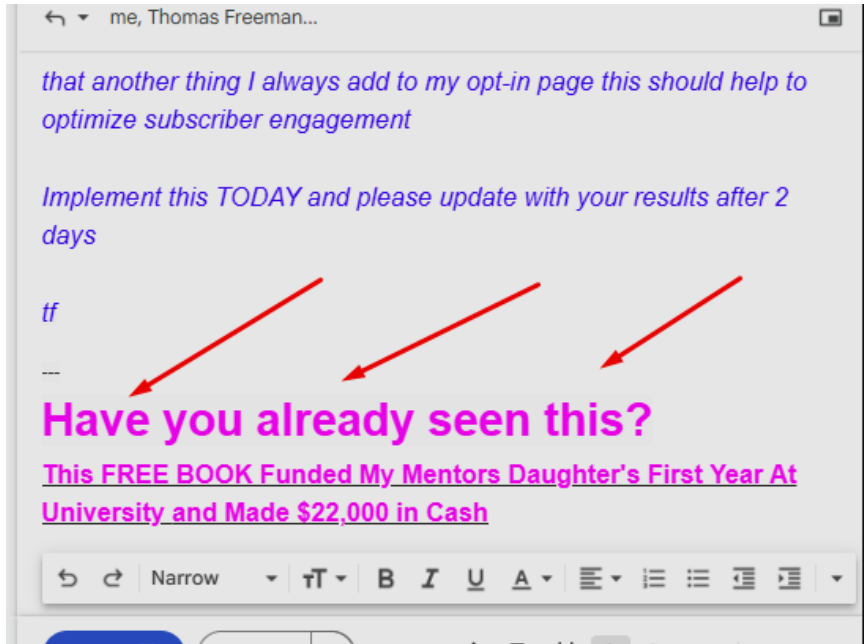
And then...

Here's the magic.

In my email signature (which was only seen by those I was personally replying to), there was a link to:

- My personal help offer.

- A high-ticket product with crazy conversions - thanks to an irresistible funnel entry.



Yes, that same **FREE physical book** - from a **genuine person like us**.

Look at him, listen to him, and you instantly connect - because he doesn't seem so far out of reach.

An insane freebie that pulls people into a funnel that converts like crazy.

(And yes, as you guessed, my mentor told me exactly what to promote. It wasn't me who found this gem.)

So.... Why Do Most People Fail With Signatures?

So many people slap a signature at the bottom of their emails, expecting results...

But it never works.

Why?

Because they have ZERO authenticity.

No real connection with their “messy life” that others could relate to.

But here's what you already know...

The people who reached out to me?

- Knew I was real.
- Saw I was talking to them personally.
- Were genuinely interested to know more.
- Had no walls up.
- Were already in the mindset to spend money to get results.

And that's exactly what happens when people reach YOU out.

They came to you!

That's a huge psychological shift - a block removed from their side.

So where did these conversations lead?

I had nearly 15 back-and-forth email conversations.

And in the end?

I got two high-ticket buyers at \$197 each.

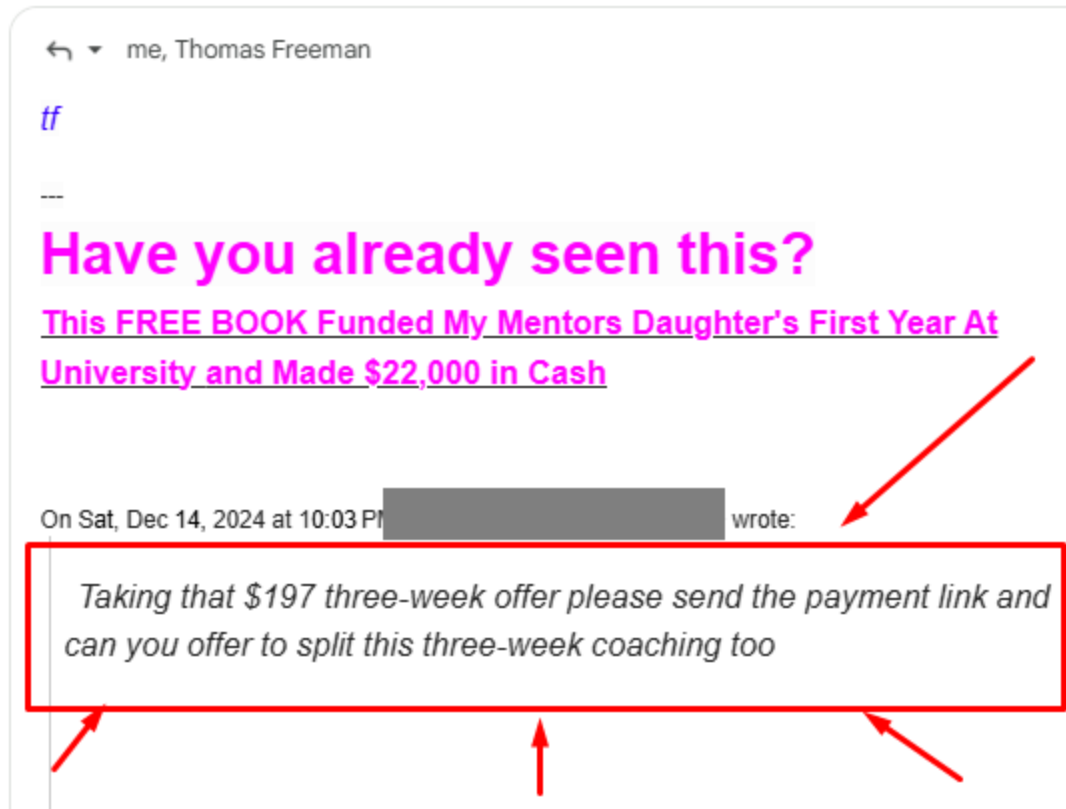
All I did was help them through email for three weeks - answering their questions on:

- How to create their own personalized reports
- What to sell in email as their invisible upsell

No Hard Selling. Just Real Conversations.

And that's why it works.

Look at the pic below



Really, when you have a genuine offer and you know you're doing good, people can't resist - they just buy.

I'm no different - if something is really good, I just buy it.

Why?

Because I know it will move me one step closer to my freedom - especially when it comes from someone I trust.

Where I Stand Right Now

I'm writing this **just over two months** after starting this approach, and it looks like there will be another one or two (*I don't know yet*) **\$2,000 commissions** from that FREE PHYSICAL high-ticket book funnel.

Let me be straight with you.

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...and put this together in a matter of days

No, I haven't received those \$2,000 commissions yet.

But seeing how things are going, it's just impossible not to make them - and I'll be tracking them soon.

(Could even be more than one...)

More \$197 Sales Coming In?

Maybe.

I'm in constant conversation with potential buyers, and these email support sales keep happening.

And honestly?

It takes me just 10-20 minutes to reply.

All of This Happened Because...

- **I authenticated myself** to my readers.
- **I added one simple line** to my emails.
- **I showed them** what else I could help with - at the right time.

When You Have the Right Offers...

...and especially when you practice what you preach, everything shifts to another level.

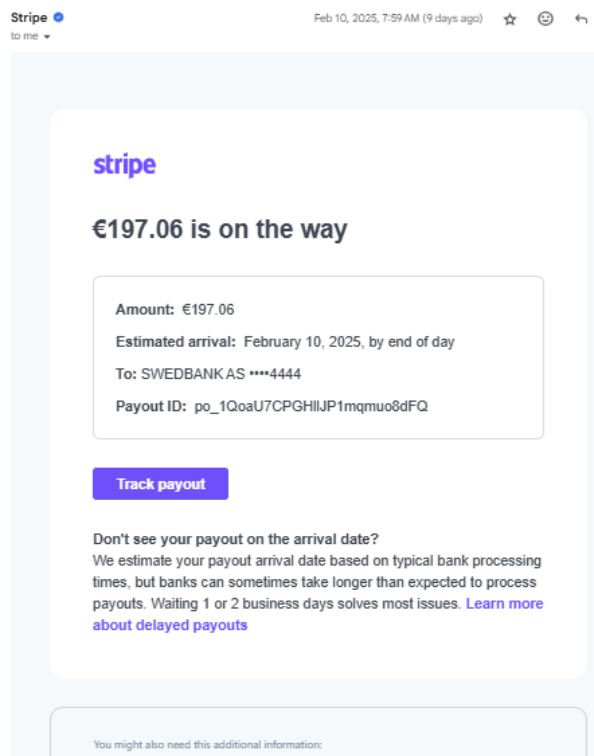
Anyway, I ended up with an additional \$394 on top of those \$85 - totaling \$479.

And as you can see, **this is just the beginning.**

This already paid for a lot of solo ads ahead.

The payments look like this as I use Stripe.

Your €197.06 payout for Thomas Freeman Consulting is on the way 



(This is just another payment coming in. I think I had around ~\$11 USD left in the account, so Stripe added it to the payout. And yes, this is in EURO since that's my currency.)

As I said, I'm **not even counting the other sales** that will keep coming from the same buyers and people who reach out to me.

So simple, yet so powerful.

And all it takes? **10-20 minutes** to reply to emails.

I can do that.

Simplicity Isn't About Doing Less - It's About Clarity.

It's easy to overcomplicate things.

The real challenge?

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...and put this together in a matter of days

Stripping away the unnecessary until only what truly matters remains.

Be Ready With Offers for People Who Reach Out

Not necessarily products - but you need to have offers.

Here's how:

- Find truly irresistible high-ticket products with an entry point that's hard to ignore (*like my FREE physical book from a charismatic marketer*).
- Create your own offers (NOT products) to help those who reach out:
 - 3-week email support where you answer all questions related to the product you sell.
 - Templates to make their process easier.
 - DFY (Done-for-You) options to speed things up for them.
 - Personalization for their specific situation.
 - 1-month or 1-year consulting for a premium fee.
 - Accountability to keep them on track.
 - Custom action plans tailored to their needs.

You see how many options exist - **even if you have zero advanced skills**?

Simply be 1-2 steps ahead of what you help with, and you've set up a steady money flow.

And those \$97-\$197 or even \$1k++ commissions?

Just a matter of time for you too.

That's the Power of AUTHENTICITY.

If you're one of the rare people who made it this far - applause to you.

Because most will skip everything here.

Why?

Because it doesn't scream as flashy as a YouTube thumbnail.

But those who jump straight to the action plan - without understanding the details?

They won't succeed.

Because this takes a mindset shift and a deeper understanding.

This Should Slow You Down, give you ideas and let your mind process it.

You should start questioning what and how you do things.

If that's you - move to the next section.

LIGHT IN THE TUNNEL?



This report is almost finished - just a few pages left.

But before we move forward, I want to quickly say a few things.

I see no reason why anyone wouldn't implement this strategy when it's this lucrative.

You don't need to change anything in your business.

Just start by sending 10-20% of your total traffic to your authenticity funnel and slowly increase it as you get comfortable.

This isn't some get-rich-quick scheme.

But it might bring you freedom faster than any of those schemes ever could.

How do I know?

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Because I tried it - and it works.

Tony has been doing this for many years, making six figures consistently every year.

And that's where the real confidence comes in - knowing that this system works under any circumstances and with any lead source:

- Solo ads
- Facebook
- Instagram
- Google ads

It doesn't matter where the traffic comes from.

That's the power of being AUTHENTIC.

Now, put on some nice music - let's finish this.

Step 6

YOUR AFFILIATES

(they'll bring you leads and sales and will grow your business)



Do you see the similarities here - *between planting a seed and watching it grow* - and affiliate marketing?

For Tony, this works.

His affiliates bring in about 100 leads per month, all from a simple affiliate page where subscribers can register and post their link anywhere - on social media or elsewhere.

But don't worry if you don't have this yet.

You don't need it at this stage.

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Transparency Check:

Yes, this accounts for close to 50% of the income (*looking purely from the perspective of clicks*).

But I wanted to be fully transparent with you.

Here's What Matters Right Now:

This is something you can come back to later - after you have everything else set up.

As I mentioned on the first page, even if you only achieve 1/5th of what's possible with the 200-click strategy, **you can already call yourself a WINNER.**

Why?

Because only 5% of people ever get to the point where they make any regular money.

And when you hit that first \$1,000++ on a regular basis, that's all you need to build confidence and scale up.

So, I'll skip this for now - but whenever you're ready, ask me, and I'll send you more info.

Step 7

6-fig offers to promote

(Sales, Sales, and More Sales)



This part only works if you've done the homework - meaning:

Your authenticity PDF report is set up
Your emails follow the structure I outlined

At this point, people expect interesting emails from you.

And if what you show them is valuable, real, and trustworthy - they'll be ready to buy.

I didn't Invent This - Because it's already proven

I didn't just come up with random ideas.

I followed Tony's advice step by step - saw how he did things, then adjusted them to my own situation exactly as he suggested.

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Yes, Tony has his own products.

Yes, he has membership programs too.

But his students make money promoting just ONE stand-alone product too
- so there's nothing new about doing the same.

And that's exactly what I did.

How I promoted my offers

- "In the background" mostly through my email signature (whenever someone replied).
- Inside my 30-day follow-ups, rotating:
 - [SOLVED](#)
 - [\\$9 GOLD MINE](#)
 - 3 Warrior Plus offers (**but now I would promote [this one](#)**)
- When someone replied to me privately

Whatever I promoted, I stuck to the AUTHENTICITY model to keep things real and relatable.

What About You?

Remember not every affiliate program fits under a 200-click strategy but this is your time to promote the affiliate program you signed up for, invested in, or paid a lot for - and build all your offers around it.

That's it :)

There's nothing wrong with promoting one product - but you need to do it the right way, using different tactics so people don't get bored.

(I won't go deeper here, reach me out if any questions here)

Can This Be Enough to Live On?

Yes - if you keep your authenticity high.

Not Ready to Focus on One Product?

This still works if you promote a few key products - as long as they are:

- Affiliate products or PLR products with REAL value (*NOT generic*)
- Genuinely valuable (*you trust them and, ideally, use them yourself*)

For example...

Using PLR and Co-Branded Products

You can leverage done-for-you products to build credibility and income.

But if you use PLR? Make sure to personalize them with your own tone and experience.

If you use co-branded products (*for example, my PDF report with both your face and mine*), you'll need to add your own voice.

(I show exactly how to do this.)

Because AUTHENTICITY Must Be Everywhere.

Just slapping your face on a sales page isn't enough.

And whenever some of my private customers want to rush, I give them a gentle slap - a reminder of why we do what we do.

See the pic below

Early-Bird Discount LIMITED TIME

00:06:31:09

DAYS HOURS MINUTES SECONDS



Thomas Freeman



YOUR NAME

"On Monday December 2nd 2024

We're Opening My Brand-New Coaching Program..."

How 200-Clicks/Month Makes Six Figures/year

(Set-up In less Than 3 Days)

...With Help Of A.I.



We're Opening This Up To TEN Coaching Clients ONLY and 50 PDF reports

We're limiting it to just 50 buyers, meaning you can be
one of the only people in the world to EVER secure
Rights to read this high-quality report.

Starting Monday 2nd December 2024...

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...and put this together in a matter of days

This is different from what most marketers tell you-

"Take this product and promote it."

Nope. I don't allow this.

Here's How You Do It Right:

You can have one simple PDF report, and all you talk about in your emails are OFFERS that relate to the report you wrote but you need to be sure you authenticated that report with your own voice.

(Really, that is the only product/offer you can have to make good money :))

Anyway...

If you're not going to be honest, you're screwed.

What I Mean...

Planning to promote an affiliate product you haven't used?

Say that!

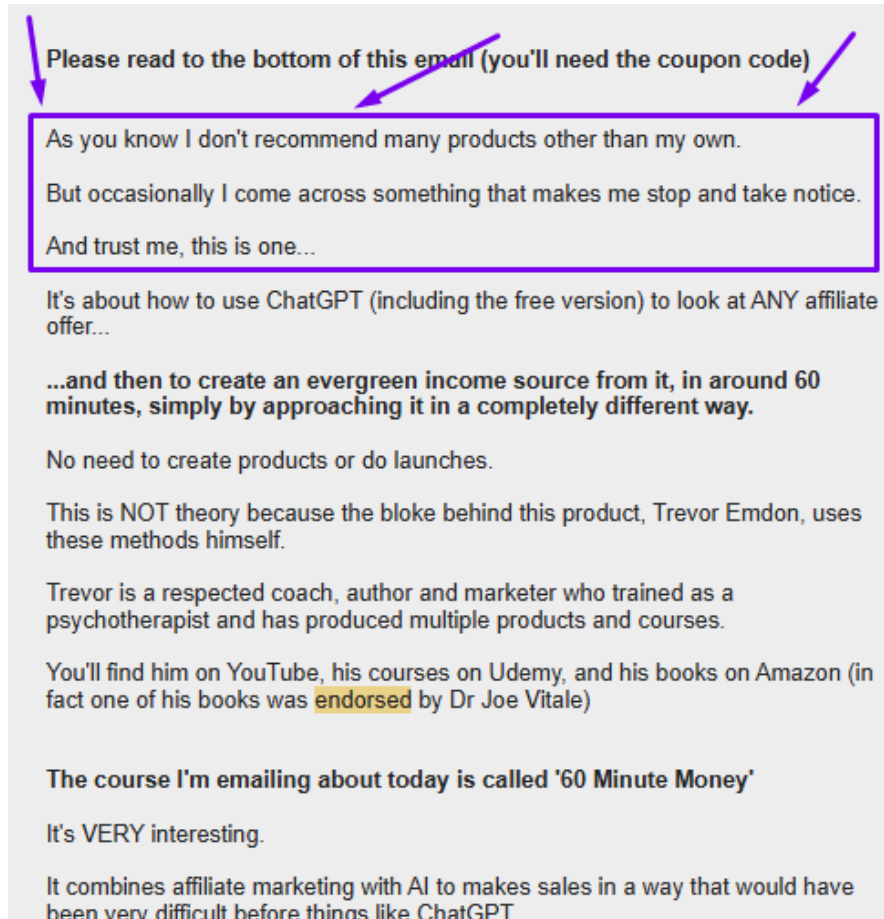
For example:

"I haven't tried this myself yet, but it looks promising. Mark has delivered outstanding results for a few of my friends in the XYZ Facebook group, and his new product '123' is really getting attention."

See? That sounds genuine.

Again, this is something I took directly from Tony.

Here's Another Way He Promotes Affiliate Products...



And people will buy from you.

Because they want to find something that works for them.

Don't Be Afraid of Not Knowing Everything

Don't be afraid of being the kind of marketer who doesn't know it all.

Remember, people reflect on you more when you're not a "perfect apple."

A Great Opportunity for High-Ticket Offers

This is a great opportunity to promote high-ticket offers because your readers are at a stage where they trust you - they know you are genuinely open to talking with them.

They want to see YOUR premium offer, remember?

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But if there’s no link, how can they buy it? Huh?

Be sure you have something [similar to Rob’s high-ticket program](#) - one that has:

- An IRRESISTIBLE freebie
- A genuine person behind it
- Amazing conversion stats that turn freebie seekers into high-ticket buyers

P.S. I’m NOT allowed to tell you the stats behind the book conversions to higher ticket items, but those are **INSANE numbers** - **Take a look yourself!**

These are the key properties you want to see in any high-ticket offer.

I added my link here in case you want to check out this crazy offer.

Hopefully, you don’t mind - because this helps me fund new strategies, test new offers, and share them with my most loyal readers who aren’t ready to drop \$5k - \$10k just to test offers and see how they convert.

Remember, You Only Need ONE Product

Maybe you already have one?

Just use clever offer strategies (the ones I outlined in another section), and you’ll see results faster than with anything else you’ve tried.

Interesting, huh?

Until you put those genuine offers in front of your people they are NOT able to buy it.

It’s that simple.

If you need more, please reach me out and I’ll send you what I have.

Step 8

Your NEXT steps (*action plan*)



First and most important - don't put all your eggs in one basket.

Remember, I mentioned this a few times you can do this strategy EVEN you already have a coach or training.

You "need" to follow the exact method because you paid for it... You need to promote ONE funnel because you paid REALLY big money for this access... You don't have much money left for new ideas... Etc.

You can combine all this with this 200-click strategy and build your INVISIBLE brand in the background.

How?

Simply by following the 20/80 principle.

Split test.

Send 20 % to this funnel and the rest 80% to whatever you do.

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So with this methodology, even if this “200-click strategy” receives just 20% of your traffic, you tell your mind that you follow the 80/20 rule so when the time comes... you'll receive 80 % from your 20% effort.

Read again if you don't understand. Because it's vital.

It's a small mind trick I like to give to my private customers.

Try it.

Anyway, here's a summary what I talked already in details in this report, but thought would be useful to put this together

Step 1.0: Prepare a main PDF report which ‘authenticates’ you and is relevant to your offer(s)

Step 1.1: (30minutes) Prepare Google / Excel tracking sheet.

Step 1.1: (60 minutes) Set up a simple opt-in page with a lead magnet.

Step 2: (60 minutes) Choose a product to promote (affiliate, PLR, or your own).

Step 3: (20minutes) Drive cheap traffic (start with 100-200 clicks/month) and remember 80/20 rule: *Keep doing everything you do, just send a small portion of traffic to your own unique “invisible brand”.*

Step 4: (20minutes) Write honest, simple emails that recommend solutions. Don't worry about unsubscribes - they are confirming you are doing things right.

Step 6: (20minutes) Track sales and adjust your activities based on what you see on “Excel”.

Step 7: (30minutes) Keep testing follow up emails / dump bad ones and add new ones. Do the same with daily broadcasts

*As you see, I didn't add the average time for “**Step 1.0: Prepare a main PDF report which ‘authenticates’ you.**”*

Simply because it depends on various factors.

For example:

- If you co-brand with me on my report, it will take just 2 hours to personalize it with your details and make it authentic.
- If you decide to write about your own experience with the solo ad strategy you learned from this report, it may take:
 - 3 - 5 evenings if you write it yourself.
 - 1 hour if you delegate it to a freelancer.

I'm sure any mentor or training you've had has said the same thing - start and fix things along the way.

But the real magic is in actually doing it and allowing yourself to improve in the process.

If you can let go of perfection and give yourself time to process things slowly, you'll be amazed at the results.

(The same results we've been talking about here.)

And don't mistake “slow” for slow.

Most people overestimate what “slow” means and either:

- Rush through everything, trying to go faster than necessary.
- Avoid doing things that seem too time-consuming (*like spending 5 hours on something*).

Here's What I Mean

Just because you read slowly - let's say 15 minutes per day - doesn't mean you won't see big results.

Let's break it down:

- **15 minutes per day = 91 hours per year**
- That's about 15-20 books per year

Quite interesting, right?

“15 minutes per day gets you 15-20 books per year.”

And just like that, you've read 15-20x more than most people.

That's my answer to “slow.”

The Secret? Consistent 15 Minutes Per Day.

Everyone can find 15 minutes per day.

So don't look at something that might take 5 hours and think it's too much.

Let's break that down too:

- 5 hours = 300 minutes
- 300 minutes at 15 minutes per day = just 20 days

And guess what? You still have 345 days left in the year.

You Can Do A LOT in a Year With Just 15 Minutes Per Day.

Don't feel like you have to go all in right away.

Treat this as a side hustle - something you build gradually in the background.

- Work on it in small 15-minute chunks.
- Make it your "mini side hustle."

- When you see your first sale, your first high-ticket sale, and your first positive ROI - then decide if you want to put in more time.

Your Mentor's Advice + Your Own Invisible Brand

Keep doing what you're already doing.

Stick with what your training or mentor suggests...

But in the background, build your own "invisible brand" the way it should be and *Just spend 15 minutes per day on it.*

Because at the end of the day, nothing else will separate you from the crowd.

VISUAL Funnel overview

From anonymous Visitor to \$ 1'000 LTV BUYER with clever funnel approach

Let me show you exactly how I set up everything.

I may even have templates available, so you can grab them with literally one mouse click.

I know it's important to see how everything looks, so here it is.

Plus, I'll add some comments on what I tested and why I structured it the way I did.

Step 1: Opt-in Page

To be honest, I only recently added an opt-in page.

Because, guess what? I didn't use one before.

I was grabbing subscriber info directly on the simple landing page.

But here's my current setup - which now starts with a simple opt-in page.

After opting in, they are redirected to the thank you/offer page (Step 2).

How To Earn \$50 Online With Zero Experience

This 2 Page Report Reveals How 1-2h Online Work
Can Give You The Freedom You Were Looking For

Your Best Email Address



**Download 2 Page
Report NOW**

Step 2. Thank you / Offer page

This is the page subscribers see after they fill out the information on Step 2.

See pic on the next page....

Thank you!



Here's your 2 page report you requested
"Why 1 hour per day is enough to make \$50-\$100"

[Please Download Here](#)

:::ONE TIME OFFER:::
90% OFF the regular price

**Why Not Upgrade And Let Me Help To Do The Work
Required?**

Congratulations on Taking the First Step!

By now, you've had a chance to dive into the **free 2-page report** and see how 1 hour per day work online can transform your results.

You're already ahead of most people who never take action toward their goals.

But let me ask you this:

Why stop at just learning the strategy when you can have it fully set up and ready to go—without lifting a finger?

Imagine this:

Within the next **72 hours**, you could be completely ready

All the moving parts handled, optimized,
and ready to start working for you—whether you're still figuring things out or don't have the time to do it yourself.

This is your chance to skip the overwhelm, save time, and fast-track your success with my **Done-With-You Service**.

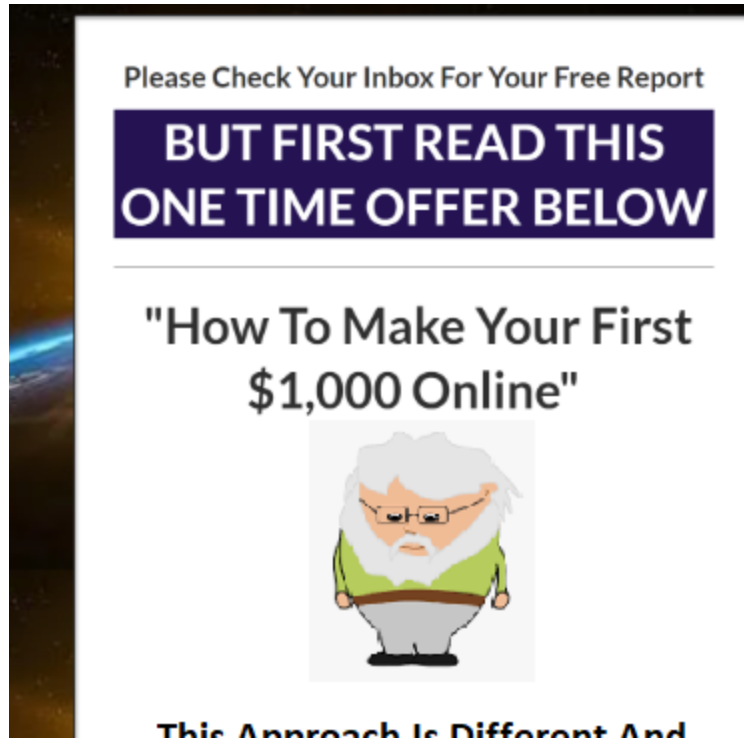
Click HERE For More Details
2 spots left

This is the approach I used.

My mentor Tony has almost the same setup, except at the top of the page, he includes: *"Please Check Your Inbox For Your Free Report"*
And the rest of the page is simply a sales page for the product he's selling.

See it on the next page:

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My version is a simple one, anchored to the free PDF report I have.
And it worked - even though I didn't sell anything on the front end (FE).

No one upgraded immediately.

Why Didn't I Just Use a Regular Sales Page?
Because I couldn't decide which product to use.

Yup... got paralyzed because I started to overthink.

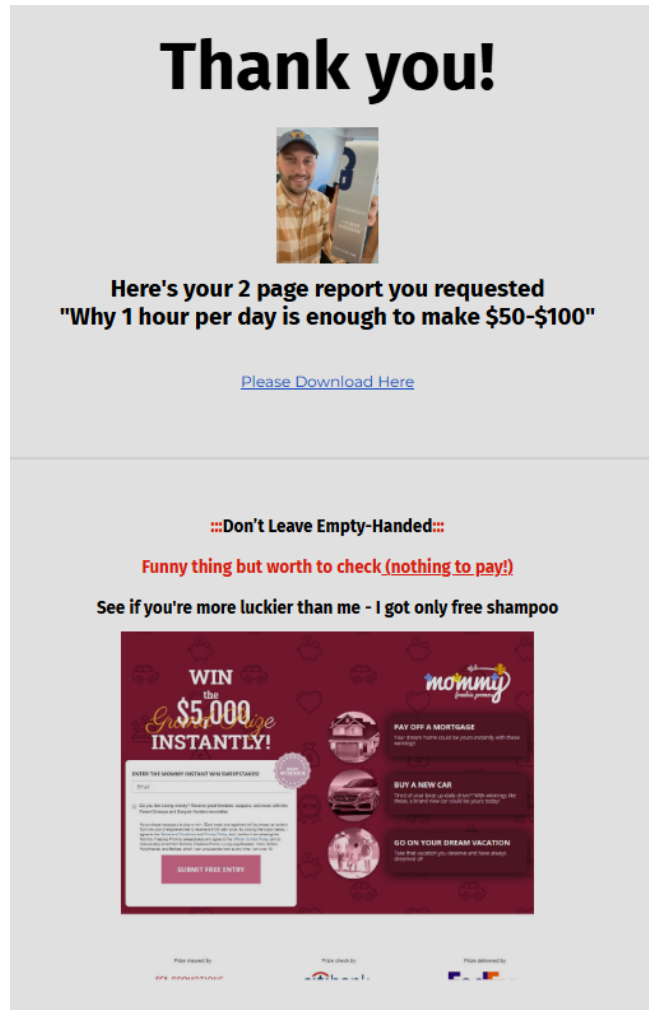
So instead, I just wrote my own sales letter (*if you can even call it that...*).

What Can You Put on This Page?

In reality, on this Thank You / Offer page, you can easily add an affiliate offer - but it must be:

- Good value

- Connected to the FREE PDF REPORT you're giving away (*this is a must*)
- Or, it could be your PLR product (*authenticated with your own voice!*)



What Have I Done Here?

Basically, *nothing*.

I just:

- **Added a screenshot** of the affiliate page.
- **Wrote an engaging headline.**

That's it. Nothing else.

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The Idea Behind This?

Put a money-maker in front of people **without needing to sell anything.**

Just let them fill out the form, and you get paid.

And guess what? It works.

If You Like to Control Everything (Like Me)...

Why not just put a screenshot of the affiliate offer you want to promote?

That’s exactly how Tony has done it countless times - just like many other marketers.

Which Offer Should You Start With?

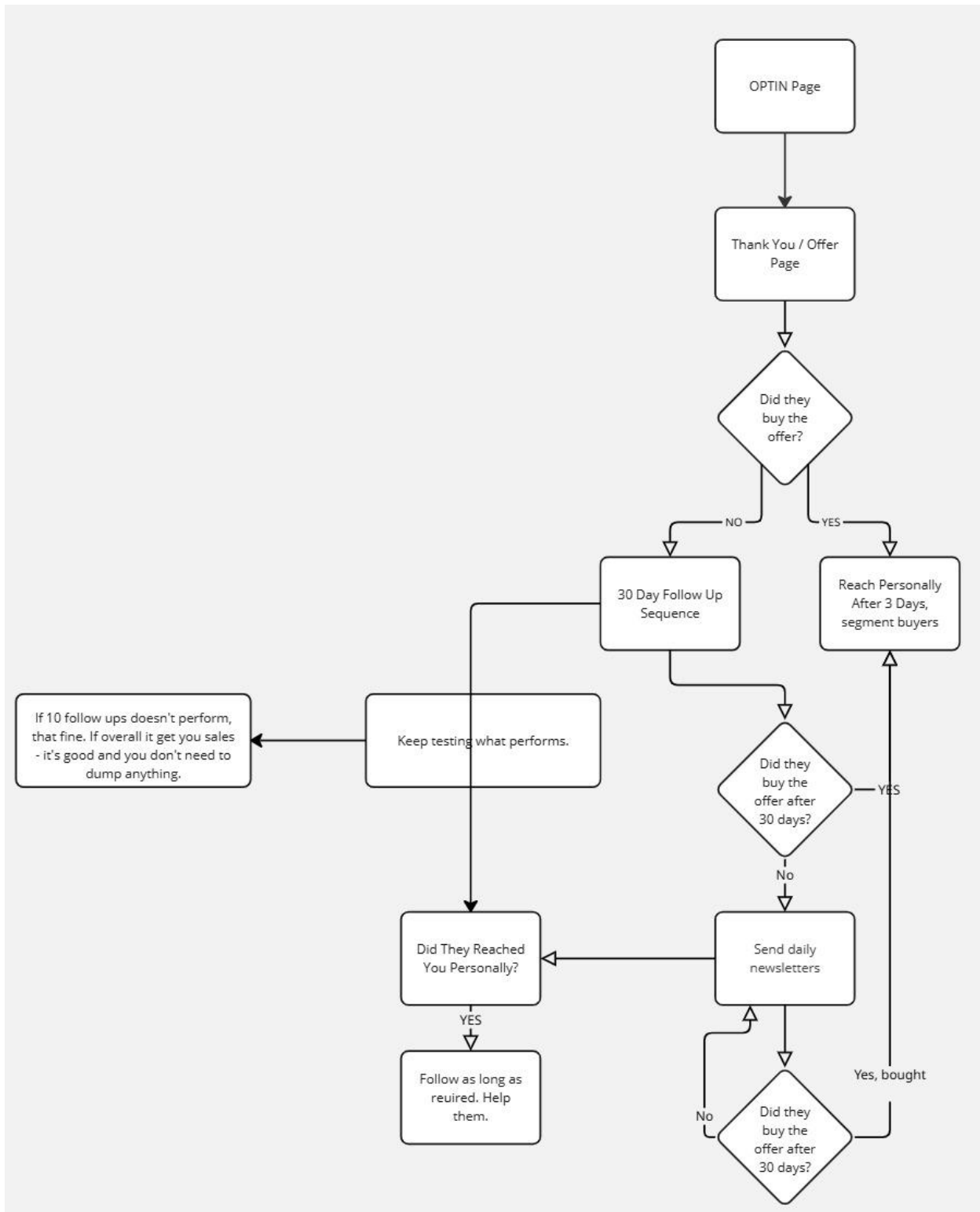
The one that’s easiest and fastest to set up and most simple - so you don’t overcomplicate things.

Always follow this path.

As I mentioned, I may have all templates available for you.

Just reach out, and I’ll be happy to share them if they’ll help you succeed.

Strategy Overview - Diagram



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“ADVANCED” BONUS

(No, it's not actually advanced - I just wanted to name it something clever, but I failed.)



You don't need to send a new email (*broadcast*) every day

Yup, I just saved you 15 years of experience (*and some people still don't figure this out...*).

Nope, I didn't come up with these stats myself - wish I had.

This is something I learned from Tony (*the kind of insight people easily pay \$1k - \$5k for*).

How Does It Work?

As the title says, you send one email each day. Then, on day two, you simply remind your readers about the email you sent the day before.

Here are a few real examples of how Tony structures this.

1.

Closing today - Heads Up >

Tony
to Unknown ▾

Wed, Jan 22, 8:01 PM ☆ ☺ ↶

...

Just a quick heads-up

My Brand-New Early-Bird closes in just a few hours.

(This is the strategy that changed everything for me)

[Go here for FULL DETAILS](#)

Best

Tony

2.

Quick heads-up: Closing In A Few Hours >

Tony
to me ▾

Thu, Jan 16, 5:05 PM ☆ ☺ ↶

...

Quick heads-up that this is your last chance to grab a copy of **My Brand-New Early-Bird** before it closes in a few hours

Here's where to go:

[See Full Details HERE](#)

Any Q's just shout

Best

Tony

3.

RESENDING: Brand-New Early-Bird (but CLOSING today) >

Tony
to me ▾

Tue, Dec 17, 2024, 6:20 PM ☆ ☺ ↶

...

I'm resending this email from yesterday because it's on a limited early-bird discount, and because it CLOSING TODAY

If you didn't see it yesterday I've pasted the email below

Best

Tony

4.

Last Call for this **My Brand-New Early-Bird** >

Tony
to me ▾

Thu, Jan 30, 3:31 PM ☆ ☺ ↶

...

Last call for **My Brand-New Early-Bird**

(Well worth checking out)

HEADS UP: To get the special discount for my readers only use the following coupon at checkout:

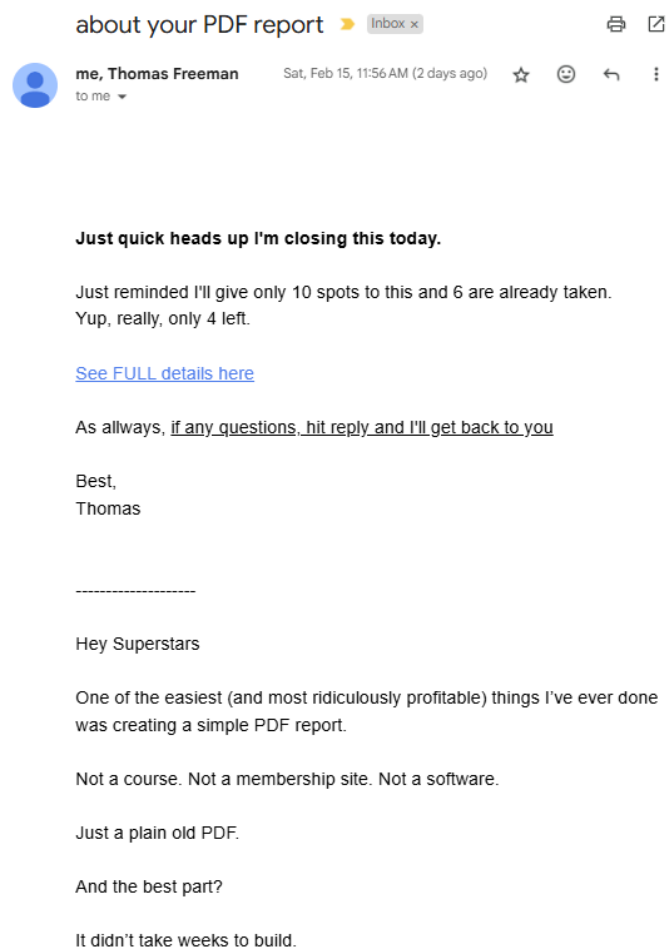
TONYDEAL

[Go HERE to get full details of **My Brand-New Early-Bird**](#)

Best

Tony

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...and put this together in a matter of days



You Get the Idea.

The Beauty of This?

It generates 25% better results on average.

And these stats aren't just random guesses - this comes from someone who's done it for 15 years (*and from me, who recently implemented it too*).

25% better results by doing less?

That's the definition of working smarter, not harder.

Let me repeat - 25% better results just by reminding people about what you sent the day before.

And the next time you (or anyone else) doubt whether this works, ask yourself *“What stats is that doubt based on?”*

Have you - or they - tested this method long enough?

Be grown up. Think.

You won't find this trick almost anywhere, and I doubt even your mentor or training program teaches it.

Keep It to Yourself - Or Ignore It at Your Own Risk.

P.S. - *This Only Works If You're Authentic.*

If you expect these emails to work with a generic approach (*even if they sometimes might*), you're missing the point.

This entire system is built on authenticity.

And don't be afraid to test new ideas.

You don't need BONUSES AND UPSELLS. JUST OFFERS

Maybe you don't have your own product yet.

Maybe you're planning to create one or buy a PLR license or even co-brand with me on one of my reports.

Here's something to keep in mind

At first, you might skip over this section like I once did.

But look again - you'll start to notice something A gold mine.

A Different Approach - No Upsells?

Honestly, his approach was so simple that it felt refreshing to me.

No upsells?

Seriously, who in the marketing world doesn't use upsells?

But here's the twist - he doesn't need them.

Instead of using upsells, he uses clever offers rather than just products.

(And no, I'm not talking about those generic “BONUSES” you see slapped onto every offer.)

How Does He Increase the Value Without Upsells?

For example, let's say he doesn't want to sell his PDF report for \$27 - he wants to sell it for \$67 or \$97 instead.

Most people would keep adding upsells - first at \$17-\$27, then at \$37, then at \$49... and on and on.

By that point, the buyer is already frustrated, right?

But Tony's approach is different.

It's simple but incredibly powerful - way more impactful than the endless “bonus bundles” we're all used to seeing.

Don't get me wrong - bonuses work.

They make people buy, so I'm not knocking them entirely.

But let's be real...

We've all seen those endless lists of “million-dollar bonuses” for a basic product, and after a while, it just gets boring.

This is different - and that's what makes it so effective.

Here's A Simple Example

Let's say you want to sell a PDF publication

"How A.I.-Generated 7-9 Page PDF Reports Replaced My Salary"

Maybe you want to sell it for \$97 instead of \$27 - but you're not fully comfortable with the pricing yet?

What I learned is instead of adding a bunch of useless bonuses, you turn your product into a real, irresistible offer.

You add something that perfectly complements the main product, making it undeniably valuable.

Example of a Smart Offer Bundle Instead of Upsells

- 1 week of 1-on-1 email coaching
- Monthly updates with 5 real-life examples of how to generate A.I. PDF reports
- 1 fill-in template for different niches each month for the next 12 months
- A 30-day done-for-you email sequence for any report they generate

It's NOT a Bonus - It's a Package Deal (OFFER).

Now, the \$97 price point suddenly makes sense - and it's hard to argue with the value.

Interesting, right?

What About Affiliate Products?

Sure, as affiliates, we often look for products that have upsells so they seem more profitable.

But if we skip over products just because they don't have upsells, we might be missing out on huge opportunities.

Instead of adding upsells, you can simply bundle your product into a full offer - and people love it even more.

It seems so simple, but it completely changes the way you look at marketing.

And the Best Part?

You can do this with little to no experience.

For example, could you keep someone accountable for 2-3 weeks?

That alone can be part of your offer.

And the truth is - a lot of these things can be outsourced.

It's that simple.

See? I Told You...

And believe me, there are many more ways to get paid for providing value - without needing to acquire new skills or make new products.

Some of you might need my help if you're just starting out, but once you grasp this concept, you'll be able to do it on your own.

p.s.

Just 2 MOST IMPORTANT pages left 😊

Congrats!

Now It's Time To Start



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That's it.

What I've just shared with you is the difference between making a few hundred dollars online and building a five-figure-a-month income (*or six figures a year*).

When you start achieving success on your own, it makes everything worthwhile - and honestly, you'll never look back.

Much of the strategy I showed you is going to be transferable to any niche you would like.

And it's not just for email marketing as we traditionally know it - these principles work everywhere online, as long as you stick to the fundamentals.

From now... - It's the knowledge no one can take away from you

From this point on, you have something real.

You don't need to be a copywriter or have any special knowledge to make this work.

You can get everything up and running by working in 20-30 minute chunks.

That's all it takes to reach your first serious income online - and from there, you can do whatever you want.

Have Questions? Don't Be Shy.

One email can change everything.

ThomasFreeman367@gmail.com

The rest is down to you - just make sure you have fun :)

Best,



P.S. Want to work with me personally on this strategy?

Let me guide you through it step by step, showing you exactly how to put this together in a matter of days

CLICK HERE