SOLO AD ESCAPE 2

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SOLO AD
ESCAPE

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1.1 - Why I Created This Guide

There were two main reasons I put this report together:

1) To show people who are currently in the solo ad industry another way – and, in my experienced opinion – a better way to generate income online.

 2) To show marketers struggling with traffic the many other options for getting leads and sales without the need to purchase solo ads.

Before I jump into the training I want to give you a little history about me and my experience with solo ads.

I purchased my first domain in 2007 and many niche-related domains that year.

After a few months, I was generating $50 - $250 a month from various affiliate programs like Commission Junction and Google AdSense. In 2008 it dawned on me that all my efforts to write unique articles and content were not bringing any visitors to my blogs in the travel and gambling niches.

So in February 2009 I established my first auto-responder account, and again I struggled to get more than ten subscribers a day. I knew I needed a list, and that knowledge was coming from my experience in the offline world. You see, I"ve had a good many years of experience with marketing before the internet came into play.

I started tending bar when I was 15 years old. It was a trade that got me around Europe, and at the age of 22, I was a partner in a bar in Mallorca, Spain. This place is a well-known tourist resort, but our plan was to build a local clientele and have a year-round business, not just a summer trade. So we decided to collect the telephone number of every Spanish person who walked in the door.

Here was the deal: Buy a drink and get a free raffle ticket for a SCOOTER! Within a few weeks we had 800 customers" phone numbers, and they seemed to bring more friends with them every time.

The result: We saw a 400% increase in takings every time we messaged our "subscribers" using Clickatell"s bulk SMS service. That partnership ended eventually, but that´s another story. Let"s continue.

I was struggling in February 2010, but in April I made some useful connections and got a few tips from marketers who were adding hundreds of subscribers to their lists every single day.

I wanted results like this, so I found out what a solo ad was and purchased my very first one. Those were exciting times for most marketers starting off, and the results were fantastic.

That's five years ago now, and at that time there was only a handful of people who sold "solo ads". Many people at that time were using Ezines, which might have sounded better but which cost four times the amount to get the same results.

1.2 Quick History of Solo Ads

An example of an Ezine offering in 2009:

Buy one email blast to 100,000 subscribers.
No guaranteed results or number of clicks
I recall paying $245 and receiving 65 subscribers.

An example of an solo ad offering in 2009:
Purchase from a solo ad provider (all were trusted then with a waiting list)
Pay $0.20 - $0.25 per click and receive 50% (average) conversion.
Always make 50% of your money back, up to 200% at times.
For example: Invest $100 > Get 400 clicks > receive 200 subscribers > make $100 in Sales.

Look at those numbers – we just got 200 subscribers and covered all the cost.

Does rinse and repeat sound good?

Of course!

That"s exactly what I did, not with a massive budget like some marketers at the time, but I did it, and a few months later I was generating a $100 per day. That was my goal at the time.

After five months I started to invest more heavily, spending $5,000 per month to make $10,000.

You could rinse and repeat this all day, and I did. I did ad-swaps between my non-buyers and other marketers to bring in more subscribers and sales. I purchased solo ads every single day, and my business grew and grew. I occasionally wondered if things could get better, and they did!

At this stage, JVZoo hadn"t come onto the scene yet. ClickBank was the main marketplace for those involved in e-commerce. They were accepting all sorts of products, even the dodgy ones which converted really well. I took advantage of this and promoted the crap of out these products.

Few people were spilling the beans on the power lists at this stage, at least not to the average $7 buyer list you see today.

But BOOM! The industry changed.

ClickBank dropped a bombshell, and for the long-term health of the industry, this was a good thing. No more dodgy over-hyped products would be accepted, no more massive claims without solid proof. ClickBank lost a lot of business, and cost-per-action (CPA) networks came to play a bigger role for the average marketer.

I personally had a difficult time getting approval from some CPA Networks, mainly because I am based in Spain. I was also put off by even more disreputable products than we would have seen on the old ClickBank.

At this stage, I was still struggling with product creation – I thought it was all about the list and the numbers. Over time and through hard-won experience, I"ve learnt a few things that I´ll share with you in this e-book.

Being able to send 1,500 clicks to any offer, any day of the week, was powerful, so I decided to give solo ads a go. For two years I was one of the top solo ad providers in the industry.

The solo ad industry had so many appealing factors. When you are promoting affiliate offers, you pray for sales. Unless you pick the correct offer, write an appealing email swipe and offer a bonus, your chances of making sales are slim. With solo ads, however, you get paid everytime someone clicks on the link inside the emails. Actual sales are not so important to you.

In 2010 - 2012 there was a massive demand for solo ads. There still is, but it's more difficult for sellers; there are now 500+ sellers. Then there were 50.

Anyway, I jumped on the solo ad bandwagon. At this stage, with my list of 25,000, I was able to send up to 2,000 clicks per email. I remember over-delivering for customers many times due to massive open rates and click-through rates.

During this time, my monthly earnings had increased to a consistent $10,000 - $15,000 per month, but I also saw massive drops in :

- ROI (return on investment): I was investing more in advertising so I could sell more
- CTR (click-through rate): Fewer people were opening and clicking
- SALES: Subscribers who had purchased were leaving in greater numbers And, most important of all to me:
- REP: I could see my reputation getting ruined in every aspect.

1.3 The Effect of Solo Ads on Your Reputation

If all the points above did not wake you up to stop selling via solo ads, here are some examples of conversations I had with friends, subscribers and joint venture partners.

Example 1: I heard multiple complaints and comments from people about solo ads – they knew exactly what was up, and they felt used. One particularly memorable message came from a formerly loyal subscriber: "Good luck with solo ads, goodbye."

Example 2: A marketer to whom I had sold multiple solo ads refused to let me promote his product any more. I understood the reason straight away. He wanted high conversions on sales. The last thing he needed was me sending 1,500 clicks and generating only a handful of sales.

Example 3: With ClickBank, you could promote any product without approval. Many of the product creators moved to JVZoo because of changes at ClickBank, and I also moved. Here's the big difference: On JVZoo, the product creators only want traffic from high quality buyers" lists. This became very clear when I was consistently refused permission to promote many products.

I knew I needed an escape!

If any of these issues relates to your current situation, you need to start taking notes, make a plan and – most important –take action.

Maybe you were like me a few years ago and have seen a dramatic decrease in your click-through rate. Now you want to make a change. Or maybe you are just starting off in the solo ad world and are struggling to make any sort of decent income from it. Either way, it's time to reconsider your approach.

I knew I needed an escape route from the solo ad world, but I couldn't instantly drop $10,000 a month from my business. I needed a plan of action which would allow me to maintain some of my solo ad earnings while I tried to get approval to promote the popular product launches that would deliver sales.

This took me some time to implement – almost 18 months from start to finish – but you can do it a lot more quickly following this guide.

2.1 Phase 1: Sorting The Bad From The Good

The Bad: I removed from my list all subscribers from outside the top six countries who had not opened my emails in months. This eliminated over 10% of my list.

You might be asking why I didn't remove the unproductive subscribers from all countries.

Here´s why: I tested Aweber´s tracking settings and segmented non-opens for six months. I was left with 8,000 emails, and after sending them and receiving 50 - 100 clicks, I was unwilling to risk removing possibly active subscribers from the top tier countries.

The reason for this is that these subscribers are likely using a plain text email service provider, and Aweber cannot track the clicks. So just be wary here –I know many people encourage a quick, clean bulk deletion, but I tend to be more cautious.

I then exported all my subscribers, excluding buyers and affiliates, to another auto-responder service. After testing many different services, I stuck with GVO for about 18 months. Then their delivery rate went from reasonable to completely unacceptable, so I closed my account and got another dedicated server for this purpose.

My plan of action here was to continue with the solo ads for as long as possible, mailing from GVO or my dedicated server. Meanwhile, I concentrated on building relationships with the subscribers on my AWeber list by offering bonuses, doing surveys, and sending them to more of my squeeze pages to see who was active and who wasn't.

Automation is a beautiful thing when it works! Remember, I had one massive list and I was trying to separate the bad from the good.

Everytime I sent someone to a squeeze page or a survey, or someone became a customer or affiliate, I would shift them from that big list onto another list. This might seem like "email marketing 101", but I want to mention this, as it´s important.

Each of these methods increased my income outside of the solo ad world by A LOT!

2.1.1 Affiliate Marketing Squeeze Page & Bonus Page Methods

We've heard that warming up your leads for a promotion helps increase sales on launch day. Fact is, it does. So I was still removing the bad entries from my list and looking for those subscribers who were willing to take action on an offer and get their credit cards out.

I did this numerous times, always repeating the same process.

Find a product that interests you, and give yourself at least a week before launch to prepare. Create a bonus page offering complementary products. Send your subscribers to this squeeze page,inviting them to note the quality of the bonuses and to look out for an email to purchase the new product launching soon.

Now to get approval for that new product! That´s still a big issue for new marketers and solo ad sellers. This is where you contact the product creator with a message similar to this one, just worded in your own style:

"Hi NAME, I see you are launching a product on [date], and I¨ve put together a nice bonus for my subscribers. Here´s the page if you want to check it out: [link to your bonus page]. I¨m hoping for your approval, and I look forward to supporting you."

In my opinion, this is enough for most product creators to give you the green light to promote them. If you're completely unknown, you might get approved and put on delayed commission, but at least this is a starting point.

If you want to take things further to increase your profits, you can ask for a review copy of the product and do a video overview on the bonus page, talking about the offer and the bonuses.

How much can a good bonus page increase your conversions?

This will give you some idea:

- A bonus page that offers a selection of PLR / MRR (Resale Rights Products) related to the offer can increase conversions by 200%.
- A bonus page offering a selection of your own products (not PLR / MMR) will increase conversion by up to 300%.
- A bonus page providing a clear overview of the main product and product(s) you are attempting to sell can increase your profits by up to 400%.

I"ve brought my sales conversions to as much as 35% using these methods, and you can, too.

Even if you have your own products, it"s not viable to keep offering your own products over and over. You need to mix it up. If you're after a massive selection of resale rights products to use as bonuses, check this out: http://downloadplrproducts.com/upgrade/

2.1.2 The Survey Method

For years I"ve watched people send out surveys without segmentation, and I still cannot understand why they do it. When I use surveys, I am looking for action-takers, people who trust me and who are willing to tell me what they want. I can then followup with these folks, help them more, and in many cases, in a more personal, "one on one" way. I used a few different services, many which I got sick of paying for, so about two years ago we started developing a "Form Builder Plugin". This allows me to add the email address to my auto-responder and of course remove the subscriber from the big list using automation rules. This plugin is now availale inside our IM VIP Training platform along with 20 of my other products and over 115 training videos: https://IMVIPTraining.com

I"ve used this program in support arenas, for affiliates to provide feedback, customer feedback and coaching application forms. It's been invaluable in helping me build more segmentation and higher quality lists.

2.1.3 The Early Bird Quality List Building Method

With this method, I notify all my subscribers (excluding affiliates) about a product I am going to release. I usually start a campaign ten days before I launch, and every two to three days, I mail everyone, inviting them to join the early bird list for a discount.

If you're sitting on a list of 30,000, for example, this is a proven way to segment the quality subscribers and clean up your email marketing business.

This is phase one of creating more PROFITS in your business.

2.2 Phase 2 - Getting Respect in the Marketplace

Reputation is everything is this business, especially if you want to close high ticket sales and build a long- term business model. I've seen A LOT of solo ad sellers come and go over the years because they never adapted to what´s required in this industry, or they just gave up after seeing something they didn"t like. Many were in it solely for fast cash. If you're looking for respect in the marketplace here's what you need to do:

2.2.1 Increase Your Conversions

This goes back to what I mentioned before. If your campaigns are generating high click-rates but a low percentage of sales, the product creator will lose confidence in you. The simplest way to increase your conversions is to pick targeted offers that relate to your list. Everyone´s list is different, and if you´ve no idea what your list is interested in, simply survey them. The subscribers who are paying attention will respond. From there, clicks and sales will tell. This comes down to monitoring your stats and seeing what is converting best for you.

(For the solo ad sellers, this is more exciting, and you'll be surprised with your overall earnings per click when you take into account a good funnel. It can earn you more than selling a solo ad, not to mention far fewer un-subscriptions.

2.2.2 Increase the Number of Sales You Make

Let's say you've a small list, or you're just starting off and need to rely on traffic methods outside your email list to make more sales. There are a few things you can do here to help increase sales and conversions.

Note that some of these methods are not as strong as mailing a list of 100,000 buyers, but they will definitely help.

- Facebook ads direct to the squeeze page
- Retargeting all your leads and traffic with Facebook ads
- Video marketing with Youtube - reviews, bonuses, interviews
- Blog post reviews and shares on all major bookmarking sites

Those are just a few methods, and I´ve personally used them all during the process, and I still use them today. I am sure you can think of more traffic methods, and if you do them correctly, they"ll bring another dozen or more sales to your promotion.

2.2.3 Make Connections & Be Social

So conversions are increasing, and you're getting more sales. Are you getting to know the product owners? You should be. If you recall, one of the biggest issues new

marketers and solo ad sellers face is getting approved. But once the product owners have heard your name or got to know you, you're almost guaranteed approval. Making these connections is pretty simple. There are tonnes of marketing groups on Skype and Facebook, and my highest recommendation is go in and offer value. Help people with their questions, make comments, like posts, etc. In other words, be sociable.

2.2.4 Get Mentioned On Leaderboards

This is not as difficult as it sounds. Most of the popular low-ticket launches do between 300 - 1500 sales. The majority of the sales will be made by five affiliates sending traffic. The others on the leaderboard will have maybe 10 - 20 sales each. This is not always the case, but I´ve landed on countless leaderboards with only a handful of sales, and you can, too.

If you´ve followed the steps above, you'll be connected with the product creator on Facebook, and a lot of people will tag their JV´s when announcing leaderboard updates. This is where you'll get noticed. Make comments again and again, and continue to get your name out there in front of the important people. The people on the leaderboards are generally the same people creating products. Connect with these folks, and you'll be more likely to get approved and to get review copies to help your promotion.

It´s not only Facebook – most product creators will mention the leaderboard in their emails, too. So let's say you end up on my leaderboard, and I mail my JV´s telling them how awesome your conversions are, and how many sales you made.

I think you just earned some respect in the marketplace, so let´s move to the next phase.

2.3 Phase 3 - Replacing Your Job (Or Solo Ad Business)

When I was selling solo ads, the most I could generate in profit was around $10,000 per month, and this was at its peak. I do believe, if you do it correctly and consistently, you can invest tens of thousands into an email list and make $2,000 - $5,000 per month. Very few people are doing this, and many of the marketers are limited in their earnings unless they've ventured into other cash-generating methods.

Since I reworked my business, I've been able to generate $10,000 per month with affiliate marketing, over $10,000 everytime I launch a product, and another $10,000 in coaching fees, all the while protecting my rep and building a stronger long-term business model. I recommend you use each of these methods to reach your goals and scale your business as much as you want.

The secret to "replacing your job" and taking control of your business is creating your own products, your own funnel, and your own coaching program. One of the most important elements for your long term success is branding.

If you´ve just started off and want to build a sustainable long-term business the correct way, setting up everything correctly from Day One will save you time and money.

3.1 History of Many Successful Marketers

1. The Beginning: We started off with a dream of push-button riches and spent years failing without making any sales.

2. The Twenty Seconds of Fame: We woke up one day and realised that we must build a list of subscribers using the fastest possible means.

3. The Wake-Up Call: We then noticed that we need to build a brand and develop relationships to maintain any sort of long-term income.

Maybe you're stuck at the beginning. Well now, my friend, I can tell you it's time to move on and the fact is, you need to build a list of subscribers using the fastest possible methods, but don't make the mistake of not branding yourself first.

3.2 Branding Your Business from Day One

Branding your business is simple, fast, effective and mostly free, so there is no reason not to do it correctly from Day One.

3.2.1 Email Accounts

The first thing I do after setting up any new website is create four email accounts: info@domain.com, jv@domain.com, admin@domain.com, and support@domain.com. Then I forward all emails to my main account, so I don"t have to login into each account to check emails. You can use your webmail account; Outlook will allow you to reply directly from the same email address.

My preferred choice here is a Google Professional Account. It costs $4 per month per user, and it allows me to filter emails anyway I want. I can reply from my support email (info@onlineimsupport.com) and as a professional Gmail (Google Business) user, no ads are displayed. I personally find these ads annoying; they consume screen space and divert users" attention. (Actually, I recently upgraded to a $8 a month plan that gives me unlimited Google Drive storage plus a number of other benefits.)

I´ve seen people launch a new product that looks amazing, but their support contact is, for example, "makemoneywithxyz@freeaccount.com". The first question I ask myself is "How established is this company, anyway?" I think you see my point, so let's move on.

3.2.2 Social Media Profiles

The first five social media networks that come to my mind are Facebook, Skype, Google Plus, LinkedIn and Twitter.

3.2.2.1 Facebook

I started to consider Facebook a major part of my business about 18 months ago. I´ve added hundreds of affiliates and thousands of customers and subscribers and made excellent connections during that time, and a lot of the time it was free traffic.

I don't claim to be a social media expert in anyway, but many businesses and individuals are not using Facebook effectively. The single most important rule that I follow is, offer value before asking for favours. That‟s followed closely by: be professional, don't get personal, avoid politics and religion, and of course, don't spam.

You've two options to build your business on Facebook: The personal profile and the Facebook fanpage. I personally prefer to use both, and I wish I had since the beginning.

Your personal profile will always be more effective to connect directly with people, but you face a limit of 5,000 friends. Never set your goal for followers that low. I always ask my JV Partners to add me on Skype if they wish, and I invite my customers and everyone else to like my Facebook fanpage. You can do this in your emails and your download pages, and be sure to place a link button on your squeeze pages. This is all free exposure!

3.2.2.2 Skype

Skype has been creating relationships in the internet marketing world long before Facebook existed, and it is still extremely important. I've come across a few marketers who told me they do not have a Skype account, or that their computer freezes when they open it. I want to tell them, Sort it! Upgrade your Skype version, or buy a new computer. Skype is a bare essential. It´s free, and it´s important.

I group my Skype connections into customers, students, JV Partners, programmers, and graphics designers, and I keep these group memberships updated. This way I can easily contact the right people at the right time. Check your Skype menu, look for groups, and right-click on the contact name to use this feature.

Again, Skype is like Facebook. Don't spam, don't try to sell. Be personal, introduce yourself, ask questions, listen, be willing to help, and then look for support in return. Over the past two years, I've felt that most of the Skype groups have turned into complete pitch-fests, selling solos or promoting launches, but there are a few groups that offer value, and their members help each other daily. If you're interested in getting involved in the serious groups, you will need to work your way up the ranks or purchase a more personal coaching program to get introduced.

Regardless of the industry or niche you are in, whether offline or online, Facebook and Skype have made it extremely easy to attract target audiences that share your interests. Complete your profile; make it attractive, and keep it active.

Just a personal note on Skype and Facebook before I move on: I know a few marketers who spend countless hours every day on Facebook and Skype, making connections to help build their business. It helps, but if you spend too much time away from being productive – getting your product complete and marketing your business – this will have a negative effect. Don't let social media take over your life and business. It‟s a supplement, not the main course. Your product is.

3.2.2.3 Google Plus

The effect of Google+ on my business surprised me. From only a few hundred followers, I was getting some comments, traffic, leads and sales. It also has many SEO benefits, but let's not get into that in this report, as I´m not a major fan of SEO and Google taking your business away when they want to. Let's get back to Google+.

The biggest issue I found was creating a profile, as it requires a 2,200px x 1,400px image. Finding the right design, look and feel was difficult for me. In the end, it only took some thought. From there I used a Google Chrome plug-in, and I think this was the trick to making it work. You can download this plugin from https://rapportive.com. Once a week I check over my notifications of new buyers; I look to see which ones are on Google+, and I start following them. This common-sense approach of „you follow me, I follow you‟ still works most of the time, and more with Google+ than any other network.

3.2.2.4 Linked

In I´ll put my hands up and admit my guilt here. I log into my LinkedIn account only every six months or so, but for some reason, I continue to get recommendations and people tagging me as a professional in all the niches I´m in. It must be good thing. My connections are always growing, and one day I´ll make use of them. What I do know about LinkedIn is the advertising costs are eight times the cost of the methods I normally use, but you can target people on what they earn when advertising, unlike Facebook. This feature is extremely powerful, and someday I will take advantage of it. For now, I'm happy that my connections keep growing, and I'm confident it was well worth spending ten minutes to set up my profile.

3.2.2.5 Twitter

Twitter‟s last on my list for a reason. I've never seen much from Twitter in terms of website traffic, subscribers or sales, but I have seen my tweets pop up in the search engine over the years. That's happening less these days. I connect my email broadcasts to my Twitter account, as well as any blog posts I might create. Now and again I'll tweet a promo. I don't put much effort into Twitter but again, for the amount of time it took to setup the account and maintain the connections to other services, it´s worthwhile and continues to increase my brand.

3.3 Creating the Perfect Funnel

To me, the perfect funnel contains three key elements.

1. A product that's available to anyone willing to spend between $5 and $30, i.e. a lower-priced product to bring people into your funnel.

2. An upsell, whether a high ticket program or membership site, or both.

3. A niche in which you see can other product creators developing similar products; you can potentially become their affiliate.

Here you"ve three income streams that complement each other. Over the past three years, approximately 30% of my monthly income has come directly from product launches, 40% is from my membership sites and coaching programs, and the remaining 30% comes from affiliate marketing.

3.3.1 The Idea

This is something I learned a long time ago: Follow the money, follow what works, and watch the marketplace. If you go to JVZoo"s Top Sellers, which is where 70% of the internet marketing launches are taking place, you'll see exactly what's popular and what's selling.

As I look today at JVZoo"s hot sellers for the past week, I see these services: SEO, Video, WordPress Site Builder, Information Marketing Product, Video, WordPress Plugin, SEO, Amazon, and Website Flipping.

The top selling services for the past 30 days: Desktop Software, SEO, Video, Information Marketing Product, Video, Video, Video, Video, WordPress Site Builder, SEO.

These are the actual screen shots of the lists:

Top Sellers Past 7 Days

Rank	Product	Details
#1	Cloud PBN - 100 Site Package	Affiliate Details
#2	Video Jacker	Affiliate Details
#3	Tsunami Unlimited Sites	Affiliate Details
#4	Ultimate Profit Empire Reloaded	Affiliate Details
#5	Freshsentation Pro Vol. I	Affiliate Details
#6	WP Quick Review Plugin	Affiliate Details
#7	Cloud PBN - 20 Site Package	Affiliate Details
#8	eZon Income Formula	Affiliate Details
#9	My Flip Market	Affiliate Details
#10	VideoMakerFX - Video Creation Software	Affiliate Details

Top Sellers Past 30 Days

Rank	Product	Details
#1	BackupBeast Software + 500GB Online Storage Included	Affiliate Details
#2	Cloud PBN - 100 Site Package	Affiliate Details
#3	Peter Beattie & Todd Gross - Instant VIDEO Templates V3	Affiliate Details
#4	Secret Affiliate Sniper 2.0	Affiliate Details
#5	RunClick Webinar And Video Conferencing Software	Affiliate Details
#6	Video Jacker	Affiliate Details
#7	Video Suite Pro	Affiliate Details
#8	TubeViperX (Pro)	Affiliate Details
#9	Tsunami Unlimited Sites	Affiliate Details
#10	Zamurai PBN Blueprint	Affiliate Details

- SEO was mentioned four times
- Video was mentioned seven times

- WordPress was mentioned three times
- Information Marketing was mentioned twice (same creator in this case).

I"ve noticed that these lists change over the months, and they go through phases. For example, I know before Christmas we'll see a lot of Amazon products in the top sellers, CPA has at times dominated the boards, and recently there were a lot of Product Creation guides in the top sellers.

My point here is that almost everything works. What does not work, for example, is a guide on how to setup your own hairdressing or cleaning business. People have actually approached me with those ideas, and I just could not find a mass appeal, any upsells or affiliates" programs which would increase profits.

Another method is to go to JVZoo"s „Find Products" feature :https://www.jvzoo.com/affiliates/findproducts

I hope you've got lots of ideas about the best niches to jump into. Now it"s just a matter of taking action, so let"s continue.

3.3.2 Creating the Product

Regardless of your native tongue or what part of the world you are in, you can still create products in any niche you wish. Following the proven method of outsourcing your business is one way, but it's not always the best way. It really comes down to what skills you have.

Here are some examples.

3.3.2.1 The PDF Method

I"ve created many PDF reports which require no more than a free text editor like OpenOffice or Google Docs. I form a clear plan of what I want to deliver in the PDF and start writing. A few pages every few days, and the report gets done. In this case, no outsourcing was needed.

If you feel that writing a PDF report will be difficult but that it"s necessary for your project, you can simply outsource the task. I"ve found many quality writers who deliver reports for between $200 and $400 and will research your required topic. Spend some time on oDesk & Freelancer if you prefer to outsource and allow a few weeks for the content to be delivered.

3.3.2.2 The Video Tutorials Method

I"ve generated many thousands of these by simply recording my own screen and delivering training videos. I use Camstudio, which is not a free software package, but you will find many free screen recording utilities out there. You can use Google Hangouts as a way to record your screen and voice and use PowerPoint to deliver a presentation.

The topics can be anything from how to setup WordPress, use your auto-responder, build an email list, do SEO correctly, make videos, setup CPA offers, etc., etc., etc.

3.3.2.3 The Software / WordPress Plugin Method

I've also created numerous WordPress Plugins, list-building programs, and many customised websites, all without knowing a single line of PHP coding. Over the years, I"ve worked with various outsourcing teams from around the world. If you cannot code your own software and plugins as I do, I recommend using sites like Freelancer and oDesk to find a suitable programmer for your project. Look for programmers who have experience in a similar type of project. From here, provide as much detail as possible and a video overview. When you're outsourcing, it"s important to list every element and function you require. Note that the majority of programmers will do what"s asked and not think of ways to improve, from my experience.

3.3.3 Having a Product Which Converts

A lot of marketers choose to write their own copy and do their own graphics. Some are impressive and boast high conversion rates; others, not so much.

If you're a talented copywriter or graphics designer, you can save yourself hundreds here. If not, I highly recommend outsourcing your copy and your graphics so they look professional. It could be the best investment you make. A high-converting copy and skilful graphics could be the difference between making 50 sales and 500 sales.

Let's say you've a fantastic product. To get as many sales as possible, your JV page must look professional and attractive if your affiliates are to consider promoting. Nice graphics, nice design, nice layout. Tools such as Optimize Press make it very easy to build these pages, but I would at the least invest in a set of banners and get a customised header and logo designed for each product.

Whether you write the copy yourself or outsource it, you're going to need a professional-looking sales page. Again, Optimize Press helps, but custom graphics are required. 95% of the time, I outsource the graphics and copy. While this is taking place, I put my efforts into finding more affiliates, improving the product, and thinking of the next product I will launch.

Once you've done this a few times, everything becomes increasingly easy. In July I released a course called "IM Product Launching". It"s an in-depth video training course and PDF guide to help you create your own products online.

Check it out here: http://improductlaunching.com

3.3.4 Increasing Your Value Per Customer

We"re close to creating the perfect funnel at this stage, but one of the main ingredients is missing. You must have something of high value to sell for a high price. This can be a service you provide, a membership site that continues to bring in recurring income, a group coaching session, or one-on-one coaching.

There are so many options here! If you can achieve success launching your own product or have a few years" experience in list-building, SEO, offline marketing, video production, or so on, you have something of value to offer. And people will pay a high price for it. This is a fact. If you are not in that position yet, start taking action now, and you will be.

I firmly believe this is the difference between a struggling product creator, affiliate marketer or solo ad seller making between $500 and $5,000 a month and a successful product creator, mentor, marketing expert and online entrepreneur whose income can reach five, six or seven figures a month.

- Chapter 4 - Traffic Problems Resolved -

One of the biggest issues with solo ads that I found was that your investment can be over in a matter of hours. For example, you purchase a 300 clicks solo ad, pay for it, send a link, and 12 hours later, you get a screenshot showing "complete". The link is redirected, and traffic comes to a standstill. If you"ve purchased a few so in the past, I am sure you've seen this. If you want to get the traffic flowing again, you have to reinvest. Each of the methods I mention below is either 100% free to get your message out there, or you pay for the traffic after your receive it. In neither case does the traffic come to a complete standstill after your investment.

4.1 Facebook Ads

Facebook ads are not new to anyone, and I am sure many people have picked up some courses, maybe set up a few campaigns, and then discontinued them for whatever reason. Maybe the funnel was not converting, the cost per click turned out to be too expensive, or the amount of traffic your ads were receiving was too low.

If anyone of these resonates with you – please do not take this the wrong way – you were most likely going about it incorrectly. I don't claim to be a Facebook marketing guru. Facebook is responsible for only 20% of my online traffic and revenue, but I have spent thousands on Facebook marketing courses including two very costly coaching programs to get it right. Surprisingly, each of those mentors taught me the exact opposite of the other, and each course I purchased contradicted the other.

That said, I"ve invested over $25,000 in advertising on Facebook over the years, and I"ve always made a decent ROI. My plan over the next few months and years is continue to scaling everything up.

So after spending a fortune on Facebook courses and advertising, here are a few solid tips I hope will help to clear up some facts and myths.

One Cent Clicks Do Exist!

They are a great way to build a fanbase and get clicks and likes on a "friendly page". A page that"s trying to sell or promote something is never considered a friendly page from my experience, so expect to pay a lot more. Here"s the most important rule: If you are trying to achieve these goals in the internet marketing niche, it will never happen. Expect to pay $0.50 to $1.00 or more per click; just make sure your funnel is in place and converting.

Unfortunately, I predict this will be an expensive experience if you are using Facebook ads to promote CPA offers or low-quality affiliate offers, or for the sake of building your email list to sell solo ads, for example.

On the other hand, if you use to Facebook ads to promote high-converting affiliate offers (not $7 per sale), target people correctly, use an opt-in form so you collect leads, offer a quality bonus, and retarget (which I will cover in the next section), you can make a decent ROI while building your list. I use this method for about one launch a month.

I've also used Facebook ads to attract affiliates to promote my products. The past few months I"ve had Facebook ads running consistently and costing a few hundred every month. Why? Well, if anyone of these affiliates jumps on board, it could results in more sales, more profits, more business growth.

Also, as I mentioned before, every time I launch a new product, I setup a "coming soon" page with an opt-in form to help gain more subscribers and clean up my list. I also run Facebook ads to help increase the number of leads ready to buy on launch day. This helps A LOT.

4.1.1 Retargeting With Facebook

About two years ago, I jumped into Facebook advertising and imported every email I"d collected over the years. I imported 319,000 emails into the retargeting system, and Facebook accepted 195,000 as possible people to retarget. At the time I was laughing, but thanks to ongoing changes in rules and policies, Facebook no longer allows me to retarget this list. Don't let that put you off importing emails. Read the terms, and keep the lists small – don"t abuse. I've been able to import some smaller lists since then, and Facebook has allowed me to retarget them.

 At first I thought this would be extremely difficult, take an inordinate amount of time and probably not be worth my effort. Boy, was I wrong.

Go to Facebook. Under the Ads menu, click Audiences and choose "Audience from your website". Agree with the terms, and you'll be given a tracking code to place on your website.

Note: You'll need more than 25 people on the list before you can setup an ad to retarget them.

4.1.2 Setting Up Your Facebook Ads

As with all types of advertising, you can lose a lot of money fast if you don't pay attention to specific things, such as your design, who you are targeting, and how you bid. Another big issue for some marketers is not getting their ads approved.

4.1.2.1 Designing the Ad

My biggest issue with Facebook ads was spending the time designing a nice banner, and then the ad gets refused. I found a simple way around this. "Keep it simple". Strictly no more than 20% text, or your ad will be refused. If you"re unsure, you can test it here: https://www.facebook.com/ads/tools/text_overlay.

When I've got my ad designed, I make four variations, testing different background colours. Once I´ve found the design with the high CTR (click through rate), I create four more variations, testing the headline or moving the images around.

The landing page will always have my terms, disclaimer, privacy info and contact us links in the footer. No video autoplay and no scammy headlines. Now the approval process seems simple.

This covers the design: Keep it simple, stay legal, and create a few variations to split test. Keep testing.

4.1.2.2 Who to Target?

From my experience, targeting people in the IM Niche by Interests can be expensive.

That´s why I took a break from Facebook ads for a while. If you can import your email lists, they will give you a head start, but the real power of cheap, qualified buyers" clicks that deliver a massive ROI is retargeting the traffic which has already visited your website.

Only a few months ago, I realised that you do not have to target a set of countries.

Following the advice of many training courses, I was told to include the "top six buyers" countries" and add a few more outside the top six which reduces the cost.

This makes sense if you are targeting interests in specific countries, but I´ve lowered my cost per click from $0.75 to $0.33 by selecting NO countries. Just select the target audiences and leave locations blank. I use this for buyers and affiliates who are everywhere in the world. They are proven to buy and promote. Why would I not target them and in the process reduce my CPC (cost per click)?

For Affiliates: If you followed everything in section 3.2.2 (Social Media Profiles), you'll have JV Partners (affiliates) clicking on the link to your JV page. Impress them with an excellent page, of course, but equally important, retarget them back to your JV page. This strategy has worked very well for me, helped built my affiliate list and got the attention of JV partners I could not attract using other methods.

Another tip to getting more affiliates is adding your launch to all the "JV Launch Calendars". Muncheye.com, IMLauncher.com and JVLaunchCalender.com would be my personal favourites, and all are 100% free. Spending an additional $50 - $100 on sponsored advertising on Muncheye, also proved valuable, considering the top JVs in the industry will be clicking the link, and you can continue to retarget them for six months. Noting that my Facebook ads, which target about 2,000 affiliates, receive much higher CTRs (click-through rates) than my large email list. I consider this an excellent method for bringing affiliates on board.

For Customers: In general,over the past few months I"ve only set up ads that retarget my accepted imports and website audiences. In total, it´s over 325,000 for a full campaign,and I am happy with that. Using the traffic methods covered in the rest of this section, you'll be able to quickly build up a high quality retargeting list.

4.1.2.3 How to Bid

Remembering that we are not in a "friendly" niche, bidding can be expensive. I am happily paying $0.33 - $1.00 per click. My method here is "Optimize for Clicks", and I set my max bid to $1.50. You'll never pay this amount, but you are outbidding the competition, and overtime the ads become less expensive. These clicks are much higher in quality and value than those from a solo ad, for example.

4.2 Facebook Groups

I´m the owner of a few Facebook groups, an active member in a handful, and an inactive member of dozens more. From my experience, there are four types of Facebook groups.

1. The SPAM Groups –These typically have no admin active, no rules, and no law and order. Even though posting a link to your sales page in these groups might attract some attention, I personally choose not to do it. Only post in the "spam" groups links to your sales page, as most other groups with an admin around would ban you for doing so.(Please don't be offended by the term Spam groups; it´s just the easiest way to classify them right now.)

2. 2. The JV Groups - There are over 30 active JV groups where you can post your affiliate offers. These work, and they attract attention. Be consistent about posting your ads every few days before launch and during launch. See what everyone else is doing to see the format of the group. Most important, read the rules of the group.

3. The Marketers Groups–These are VIP groups which require an invitation to join. Alternately, purchasing certain products includes access to these Facebook groups. Some of these groups end up being little better than JV groups or Spam groups, but many others can give your business a massive boost if your social skills are good.

4. Your Group - Ever seen a really successful marketer with a Facebook Group that is popular and active? Success and activity level work together here, and I guarantee the group admin is rarely promoting any affiliate offers in the group. But when he does, heads turn, and the product gets noticed. The power of being an authority and having your own group of active members is game-changing.

4.3 YouTube Videos

I"ve two YouTube channels with over 300,000 views, thousands of subscribers, and everytime I post a new video, I watch the view count go up without any promotion. Basic marketing and branding make it work, but what content do I post?

Here's my rule for video: Anything that a customer pays for will be self-hosted and secure. Everything else is hosted on YouTube and keyword optimized.

If I want to promote a product and offer a bonus, the best way to increase my conversions is a video overview of the product and the bonus. Do as many videos as you want. In the past I've made one video aimed at the keywords "product name bonus" another for "product name" and another for "product name review", covering all angles and getting more subscribers, views and sales on launch day when people are searching for reviews of this product.

For most of the products I launch, I will record a JV video and a sales page video. Both will be placed on YouTube and will appear in Google searches.

4.4 Blog Posting

If we go back about eight years, before many marketers got into the grips of email marketing, blog posting was where the traffic came from. A few Google slaps and some bans, and lots of people gave up posting. You don't see me posting much these days on my personal site, but I still post weekly on a site which promotes a PLR (Private Label Rights) membership. Using PLR to promote PLR works for me. The site gets 30 - 50 hits a day, and with my aggressive pop-up system, I convert about 10% of these to leads. It"s a decent percentage for a blog. The traffic is free, and of course the posting is outsourced for a low cost. This has been consistent for three years, 365 days a year. It all adds up.

One of the reasons Google slapped my personal site was silly back-linking methods to product review posts. The past few months, I´ve noticed my natural traffic increasing to valuable, older blog posts which got comments and appear in the searches again. Maybe Google has forgiven me. :) I recommend that you get in the habit of making one valuable blog post a month. Share with your subscribers list, your fans on Facebook, your Facebook profile, Facebook groups, Twitter, LinkedIn, and Skype groups. If you offer more value than simply trying to sell something, you'll increase your popularity in these groups, your posts will become viral and friendly. And, of course, you'll be building your brand. Don't forget to setup retargeting and build your opt-in list. I use List Building Feedback on many of my sites. It works perfectly on blogs and WordPress-built squeeze pages.

4.5 Google Hangouts

You could compare this to the webinar system many of us are familiar with, GoToWebinar. Only it´s free and can do so much more for your business. There are lots of ways to make money from Hangouts, always remembering you have the option of automatically posting the videos to your Google+ and YouTube profiles. You can also link from your Facebook profile and fanpages.

So let's look at the different ways to make money and drive traffic with Google Hangouts.

"Interview Shows" are becoming more popular, and they straight out work. I've seen marketers like Chris Cole, Mike Thomas, Kriste and James and many more add thousands in revenue to their businesses from interviews alone.

The last five launches, I´ve done at least one interview with one of the marketers above to promote my product. This helped with exposure and of course sales on launch day. If you plan to launch your own product, and everything is set to go, I recommend that you contact one if not all of these marketers to see if they are interested in showcasing your product.

I also added over 200 buyers to my list one week when I did another interview. We decided to sell this on DimeSale, and the launch was a success. Lots of buyers and many more mid-ticket and high-ticket sales came from the follow-up funnel.

You can also use Google Hangouts to just record yourself and talk about a product you are promoting, offer value to your list, or add people to the call and charge for one-on-one coaching. It´s free, and the video can easily be ranked in Google for competitive keywords or kept private.

4.6 Pay Per Lead

This has been my main lead source the past three years. For those who are new to pay per lead programs, here´s a simple explanation:

When you buy traffic

– like solo ads,for example - you always:

- Pay for the traffic up front
- Pay for whatever type of traffic you get
- Pay for the clicks and hope for good conversions

While running your own pay per lead program, you always:

- Pay for the traffic every 30 days, after you"ve received the leads and sales
- Pay only for the top tier countries which tend to have the buyers; the rest is free
- Pay only when you get a new lead, so conversions are not as important.

In theory, you can setup your own pay per lead program by having a page for each affiliate, a tracking code, and checking stats monthly to pay each affiliate. Unfortunately, this only works with a handful of trusted friends, and it's not professional, because the affiliate has no way of checking the stats.

Luckily, about three years ago I purchased a script for a five figure amount, and since then I"ve updated it multiple times, which allows me to automate this entire process. From my email list, my affiliate list and social media profiles, I can launch a new pay per lead program setup from scratch in ten minutes, have 50 affiliates on board and wake up the next day with 200 - 500 new subscribers. I control it in the way I want, running evergreen promos and limited time offers. I've done this for many students as well, and it works every time. If you want to check out the script I use, go here: http://ListProfitGenerator.com

4.7 Guaranteed Buyers-Only Clicks

I hear two things in this industry which make me laugh: "Solo Ads For Sale – Buyers" Clicks Included" & "Buyers-Only Solo Ads For Sale". Here´s the fact of the matter, and it's what I´ve said to 101 people who have approached me for advice on buyers-only solo ads:

"If a marketer had a list of qualified buyers, they would be mailing them affiliate offers and not selling solo ads for $0.50 to $1.00 per click." FACT!

So how do you get buyers-only clicks?

The membership area. It´s really that simple, and I am using this method more and more. This method is not new, but the way I approach it seems to be impossible to refuse for the product creator. If you approach certain people and ask them to support your product, you'll notice some will ask if they can place a banner in the members area as a free bonus for the customers. This way, they'll get to build their buyers lists from your launch.

The only real benefit here for the product creator is getting the other person to support the launch. So the standard approach is something like, "Hey X, I see you are launching a product next week! If you"ve any space for banners in the members area, I"ve a great offer for your list and would be happy to support you on launch day."

It sounds good, and it works to a certain level.

Let"s take my approach, though, and see how many people say yes compared to the above.

"Hey X, I see you've a product launch coming up next week. Would you be interested in adding a few hundred extra in revenue from it? Might cover some of the prize money! The past few months, I"ve paid a few marketers $1.00 per lead for those who signup from a banner in the members area on their launch. I pay $1.00 per lead and commission on the OTO. Also, leads are cookied in for life so, you"ll get credit on any upcoming launches. If interested let me know. I"m sure this will benefit both of us."

By keeping a close relationship with this affiliate, paying him and having a funnel that"s profitable, he"s likely to include your banner inside the membership for every launch he does, meaning more guaranteed buyers, clicks and leads.

- Chapter 5 -

5.1 - Conclusion & Results

Email marketing is no doubt is becoming tougher, but it has been and for the foreseeable future will be where the money is made for many online marketers. The trick to surviving and thriving in this industry is maintaining a healthy relationship with your subscribers and keeping a steady flow of new leads coming in.

My average earnings per click for emailed affiliate offers have gone from $0.35 to $0.85 direct to a sales page. My retention rate on my membership sites has increased, and the value of customers from high-ticket sales has quadrupled. This is all since I stopped using solo ads as a traffic source and revenue stream.

The people who are willing to spend money in this industry have no interest in low quality free offers, more when they must join someone else's list. This I know for a fact.

If your current business model is based around solo advertising, you need to follow the Escape Route (Chapter 2), sorting the bad from the good, getting respect in the marketplace and moving onto replacing your income. If you have just started off, the important part of this guide for you should be "Building Your Business the Right Way" (Chapter 3) –branding your business, having a converting funnel in place, becoming active on Skype and Facebook. Remember, you can build a $1,000 - $5,000 a month business around solo ads if you've experience, willing to invest tens of thousands in traffic at the beginning, plus reinvesting often for fresh leads.

Or,

You can build a long-term, sustainable business with the opportunity to develop products that will continue to sell long after you've put the time and effort into building them. You can close high-ticket sales from customer lists of people who actually look forward to reading your emails. You can have a responsive list that will purchase affiliate products when you want.

And most importantly, you will have the chance to scale your business to $100,000 per month. That"s my goal for now. :)

- Chapter 6 -

6.1 - The Followup Chapter

6.1.1 What's Working

I wrote this original report in September 2014 and since then have followed pretty much everything outlined here. Since then, from product sales alone, I've been able to generate $177,396.68 and add an additional 8,009 customers to my list.

This is not to brag or to fill up this chapter with content, but to prove a point: What I'm teaching in this report works and not just for me but thousands of marketers every single day. I've seen complete beginners come on outline and work hard, promoting affiliate offers and creating simple information products, turn their lives around and started generating $5,000 / $10,000 and more per month. I've also seen software creators and massive 6 and 7 figure launches turn young and old entrepreneurs into millionaires. No bullshit, it's happening every single day and there's never been a better time to get started.

For me the past 12 months has been absolutely crazy. It's more of a story than a guide so I'll not talk much about here, only a little note. I will be releasing my first book in a few months called "Entrepreneur Dropout", which talks about the roller coaster ride of a Entrepreneur who wants to scale his business, improve his lifestyle, get married and take a few months off. It's quite entertaining and motivating so please keep an eye out for it.

Since this is a marketing report and a followup chapter I better reveal my biggest success over the past 12 months. After the successful launch of Solo Ad Escape last year, I decided to run a "Product Creation" Group Coaching Program. The format was extremely simple and everyone loves the training but the most important for me was lives were changed. I see many of the students today earning a full time income online, others are seen massive success, some have even stormed by and reached goals that I'm still aiming for - again, it's just possible and out there for the taking.

So let's break it down from:
-   The Simple Outline.
-   Why it worked so well.

- how I plan to scale it in 2016.

I've only revealed this to about 3 people and one told me he spent $1,000 on a marketing event and this is similar to the biggest thing he got from the event.

The Simple Outline:

Our product was 8 weeks of live webinar training, access to a private Facebook Group and a few other bonuses. The webinars were held every Saturday and people could get help anytime in the Facebook Group or from me directly. The selling price was $497 or 6 monthly payments of $97.00.

Why It Worked:

I figured the best way to scale my business and free up more time was to do group coaching. I decided to set aside Saturday for my group coaching project so it did not interfere with anything between Monday - Friday, other than a few minutes replying to messages. For the first series each Saturday, I spent the first 6 hours preparing the webinar content. Then straight onto the webinar, finish the training and upload the replay. They were long enough days but well worth the time. Take $20,000 for 8 days work, it's pretty good - It actually got easier!

After the first series been such a success I decided to run another live training program in February and since then we've held 5. The last one been the most successful, where we aimed for 25 students and ended up enrolling 43.

With the 2nd series I decided to begin work on the webinars two hours before the training began, just improving the content and updating it where necessary. Come the next series I was coming online 30 minutes before the webinar started. What's my point here? After putting the work in once to create the webinar outlines, I simply needed to come to the computer and begin the training for every other series. My now $20,000 for 8 long days of work ($312,50 per hour), turns into 8 x 2 hour work days ($1,250 per hour).

There's a lot there of why it worked for me, but let's talk about the students now and major advantages.

The biggest help to most of the students would be our Private Facebook groups. I stressed this at the beginning of all the webinars that people should be active, asking questions and helping out members where possible. Anyone who is member of a helpful Facebook or Skype community will understand this. You can get instant help from various people, various inputs, experience and knowledge. I felt there was more in our group and want to thank all the members there. People requesting a product review, a sales page review, testimonials,

feedback on pretty much anything, there getting input from me and many other members. Priceless.

Next would be questions and answers. If you do one on one coaching you end up repeating yourself over and over again. On the live webinars and inside the group, questions would come up on topics I might not have covered but would know the answer. The answers here can help all the members and spark off new ideas. Lastly since this was a product creation group, members were happy to support other members product launches. Win! Win!

How To Scale:

Here's the revealing part. Over the years I've trying LOTS of things and ventured into many businesses online and offline. Many were failures and some were successful. Here's what I've learned from all this and it's important:

"The best way to make more money is continue doing what's working and what you're best at."

It's quite simple when you think about it. What I did in the past 14 months was from one service alone where I took on a group of 25 people and coached on a particular topic. In this case it was how to become a "Product Creation Expert". The courses sold out, students absolutely loved the content, success stories were made and, of course, I made money.

I've something which is popular and takes very little time to manage. So here's how to scale it. I double my prices and rather than offer 1 course every 3 months, I decided to run 4 courses covering 4 different topics 4 times per year. The only thing I need to do is increase my weekly work hours on this particular project from 2 to 6 hours per week and keep it more consistent. While this is happening everything else in my business will continue to run as normal.

Your Options

Recently I looked over my product collection thinking about, which products helped which group of people the most. Solo Ad Escape & IM Affiliate Funnel would be two of my best information products purchased by thousands of people. I reviewed the products and seen what could be missing and stopping people from seeing success.

The first thing, which came to mind was lack of knowledge or confidence when it comes to getting "basic" stuff done. For example setting up squeeze pages, bonus pages, download pages. My single piece of advice here is purchase Optimize Press, or Click Funnels and learn how to use one of them. Put a few hours into "learning" the program and it will be the best investment you'll ever make. I can setup a unique squeeze page and download page in less than 15 minutes and I've zero design skills. These are the bare minimums you really should learn. Personally I think hiring a designer each time you want a change can be

expensive. Another option is if you're refusing to learn this, simply hire a Virtual Assistant for $5 per hour to help you.

Simple fact here, the basic squeeze page, for marketing, is a must and has to be done. It's pointless purchasing any more marketing courses until you get this far.

Next is more "technical and advanced" tasks like designing a sales page, writing the sales copy or any programming jobs that you want to get complete. Many people pause here, maybe get stuck and give up.

The simple solution is outsource. I've developed many software titles, WordPress plugins, have many products with beautiful looking high converting sales pages and membership sites. Do you think I did all this myself? Never in a month of Sundays. I simply hire the most reliable and professional people in the industry for this. I don't go with cheap quality designers, copywriters or programmers but I don't pay thousands either. It's all outsourced for a reasonable price. Quick example to get a professional sales copy written and design for a new product, plus one upsell would cost me around $1,000. It's a price I'm willing to pay for the results you see above.

Lastly, I think people might be failing or not have the confidence in the product creation scene because they have no connections. This topic has come up a lot the past 12 months.

The question would be "do you require a lot of connections to launch a successful product?"

If we look at the product creation scene there is only a handful of people launching products on their own. The main reason for this is leverage. Generally you have one person who is the product creator, another might do the sales copy and graphics, while the third will be the JV manager. So technically, if you've a product which is a bare PDF, a video course or software you don't have to worry about the rest.

There is pluses and minuses for this and in the past I use to discourage my students from going this method. The past few months my mind has changed. Let's point out the good and bad points when partnering up with someone for a launch.

Good Points - Less workload and less costs would be a major advantage. Any projects costs could be split and each person can have their own responsibilities. You can also leverage the connections of your partner. For example your partner has a large list of affiliates willing to promote and always has a list of customers ready to purchase. They've got the connections in the industry so you can use this as authority for the product. It's pretty much win win so far, but let's cover the bad points.

Bad Points. - Less profits been the first. If affiliates are receiving 50% commission and your partner 25%, this only leave 25% profit for you. It's something you need to keep in mind. If the sole purpose of your launch is to build a buyers list, it's not really an issue. Bad point number 2 would be you normally share the leads with your partner.

You can weigh up the options yourself but if confidence for JV support is an issue you have the option to partner up with a lot of people. Myself and John Mulry released a report on it called Instant Authority a few months ago, which is well worth checking out.

I hope you enjoyed this report. If you're looking for a helping hand creating your product and brand please contact me here. http://kevinfahey.net/coaching

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