REVEALED: THE SECRET INCOME STRATEGY OF THE INTERNET MARKETING GURUS...

THE BUYER'S LIST METHOD

BY JDD PUBLISHING

Introduction

Welcome to The Buyer's List method.

This is a method of earning income online that is used by many solopreneurs, home business owners and small businesses, including myself.

It is a proven method that works almost every time it is applied correctly.

What's more, it builds upon itself so that the more you use it, the bigger your earnings can become.

You can implement it in as little as two weeks, but I like to take a month each time I apply it. You may also decide to work less hours each week and spread it over a longer period. And that's fine.

There are basic steps to take each time you implement this method, and I'll lay out all the steps in detail in this PDF.

Along with this PDF I've included a Checklist you can print and use each time you implement this method. Using the checklist will give you a series of tasks to perform each week for four weeks.

Upon completion, if you do each step correctly, you should have some new income plus more buyers on your buyers email list. These buyers can then be utilized the next time you use the method, as well as in the weeks and months in-between, via affiliate promotions.

But I'm getting ahead of myself.

Let me first explain exactly how the buyer's list method works.

Again, please remember that this is not one of those “theory” ebooks, where you learn something that *might* work. You will be discovering the exact method and steps I take to make my living online. Many others use this method too, since it is one of the few methods that works and requires hardly any money to implement.

In a nutshell, the Buyer's Method involves creating a small info-product for a specific niche audience. It can be an ebook like this PDF document, it can be a small video

series, it can even be a graphic-based product. It just needs to be quick to create and be able to be delivered digitally. I'll get into more ideas on that later.

There are basically four steps to the Buyer's Method...

1. Create a small digital product and one or two upsell products
2. Add for sale on an affiliate-friendly platform
3. Attract affiliates to sell it for you
4. Help affiliates sell it for you

Each time you implement this strategy, the process automatically builds your buyer's list of email addresses. That's why it is called The Buyer's Method.

You then grow your income recommending related products as an affiliate, to your buyer's list, until you release your next digital product. Previous buyers get your new offer, affiliates promote your new offer growing your buyer's list even bigger, and your income compounds upon itself.

If it sounds like a lot of work, you should know that it is not. Yes, there is *some* work involved, but it is relatively simple and you can use free and very low cost tools to complete each step. I even include links throughout this PDF to people who will do some of the steps for you. (At ridiculously low cost.)

Why This Method?

While there are lots of different ways to earn money online, this one is the best I've ever used. And believe me, I have used dozens of ways including PPC, Advertising, Facebook, CPA, Arbitrage, Outsourcing, and well, you name it. Nothing comes close to this method and here is why...

When you use the Buyer's List Method, you are building the best list possible – an email list of *people who actually buy things* in your niche. Not freebie seekers, just buyers. Buyers you can contact for free anytime you want an income boost.

You can release as many mini-products as you want each year, and each time you'll grow your buyer's list AND your list of JV partners. It truly expands on itself over time and before you know it you can have a money machine like you never imagined.

OK, ready to get started? I usually suggest you read a PDF all the way through, then when you are ready to start the process, start over. But not this time.

I'd like to see you jump right in so you get started right away.

Go ahead and open the included Checklist and print a copy right now.

Then start tackling one step at a time as you read this PDF. Each time you get to the next step on the checklist, you'll see all the details on how to best perform that task in this PDF.

Take your time. I take a whole month each time I implement this strategy. I only do it in the winter months since I like to golf a lot in the summer. I use the summer months to do more affiliate promotions to my buyer's list, then I create a new product or two in the winter.

Some marketers do it every month all year long. I'm kinda lazy, but I get by just fine with my limited schedule.

That's the beauty of this plan, you can implement it on your own schedule. You can even do it part-time if you have a regular job. Then when your buyer's list grows to the point where it earns you more than your job, maybe you'll be able to leave that behind like I did, way back in 1996. Then you'll truly be living the life of a solopreneur.

Work when you want from wherever you want. It's a blast!

OK, let's dig in....

Week 1: Create Your Products

- [ ] Brainstorm a simple niche info-product idea (2 Hours)
- [ ] Jot down 5-10 most important lessons in Openoffice or Word (2 Hours)
- [ ] Write 2-5 pages for each lesson and save as PDF (2 Days)
- [ ] Create OTO1 and/or OTO2 (2 Days)
- [ ] Create eCovers at Canva (2 Hours)
- [ ] Finalize and Zip products (30 Minutes)

Brainstorm a simple niche info-product idea

Ok, you'll see as we go along with this plan, that week one and two require the most work. Therefore they are the most time consuming. Don't let that get you discouraged.

Week one and two are where most people give up. Get through these two weeks and week 3 and 4 will be a breeze, I promise.

So let's get started with week one. The first thing you need to do is brainstorm a simple info-product idea.

Remember, these are mini-products, so you do not want to go crazy. Simple is best, as it is fastest.

To get brainstorming, start thinking of things you know a little about.

Here's an example...

Let's say you're good with graphic design. Rather than create a course showing people how to use all the features of a graphic design program such as Photoshop, you want to show them how to do ONE THING that will help their business.

So you create a quick guide to creating an ebook cover. Or an ad banner. Show them how to do it with free tools such as Canva or a freely available smartphone app such as “Flyer Maker”.

Then you could offer say, 10 done-for-you template designs as a one-time upgrade offer for say, $27.

Get the idea?

If you are sharing valuable information that really helps your niche audience learn something useful, it does not have to be lengthy.

What's important is that it is helpful and reveals information that really works.

So get busy now thinking about the stuff that really has helped you the most in the niche you want to work in. Think of what might make a great topic to cover in a short report or ebook.

And when it comes to niches, the best area to work in is Internet marketing.

Not only because there are so many new people coming online trying to do business due to the pandemic. But because there are so many different sub-niches in the Internet marketing space.

You can write reports about Teaching/Learning platforms, eCommerce platforms, little known smartphone apps, helpful web services, Internet marketing strategies, etc. The list goes on and on.

Of course if you want to work in other popular niches such as health and fitness, that's fine too. There are certainly countless sub-niches in that market and many others. Just try to stick to niches that are popular on platforms such as WarriorPlus, JvZoo and Clickbank, as that is where you can build your buyer's list the quickest. (You'll understand why as we go along.)

Once you've brainstormed the report you want put together, move to the next section...

Note: If you have absolutely no idea what you can create a short report on, then download my 2021 Micro Info-Product Ideas PDF. In it I share all my best micro info-product ideas that can be easily created in the Internet business niche right now.

Jot down 5-10 most important lessons in Openoffice or Microsoft Word

The first step to creating a simple ebook is to write down the most important lessons you want to teach people.

I like to use the free word processor called OpenOffice Writer. But you can use Microsoft Word or any other Word Processing program you want.

The main thing you want to make sure your program offers is the ability to save your completed file as a PDF.

Delivering your info-product as a PDF is the standard and it makes for a nice clean presentation.

Once you have your Word processor open, start a new file and start typing. Type in your 5-10 main lesson topics first. Those will be your chapters.

Remember, this can be a simple 10-15 page report that you will sell for $7 as your front-end product. If you want to go deeper, then go ahead, but do not spend weeks on this. You should create a main report and one or two optional upgrade reports in a few days or a week at the longest.

I'll give you an example so you get the idea.

Let's say you are creating a PDF that teaches people the importance of creating and using great headlines in all their online material.

After all, everything that marketers write online needs to have well-crafted titles and headlines, or they won't get clicked. That includes emails, blog posts, social media posts and well... everything!

Most people have no idea how to write effective, engaging headlines. You can easily create an info-product that expands on this, and the following topics are what I would use as main lessons, or chapters...

1. Why you need engaging headlines
2. What type of content needs great headlines
3. What power words encourage action
4. How to write headlines that pique curiosity

5. How to use emojis in email headlines
6. What makes a perfect sales page headline
7. The most clicked email headlines ever
8. What solutions are available for creating headlines (think software)

Get the idea?

Here's another example:

Let's say you want to help people who are new to Internet business by teaching them all about Fiverr. Fiverr is a great place where new business owners can get things done for them such as writing, technical tasks, voiceover, videos, sales letters, etc.

It saves newcomers countless hours of frustration trying to complete tasks they know little about. So here are the lessons I would start with:

1. Why use Fiverr
2. Best gigs for new businesses
3. How to select the best gig providers
4. What to beware of when ordering
5. How to make money on Fiverr

I think you get the idea.

Once you have 5-10 important lessons written down, you can move to the next step.

Write 2-5 pages of material for each lesson and save as PDF

Next you simply write a page or two after each of your topic headings.

Add a few images if necessary to show them exactly how to implement each step, and that's it.

Again, I'll use the Fiverr example from above.

Why use Fiverr

I'd explain what Fiverr.com is and why it is such a great resource for small business. I'd go into detail on the average price of a variety of services if you were to hire a local company or even a company from the web. Then I'd compare the prices at Fiverr so my readers could see what an incredible value it was.

Best gigs for new businesses

I could write for pages here. I'd copy a few screenshots using my Windows snipping tool or Alt+Prnt Screen. Then I'd paste them into my report. I'd show gigs such as web design, banner design, eCover design, WordPress installation, Voiceover, video creation autoresponder setup and more. Basically I'd list all the things a new business needs then show a gig at Fiverr for every task. This section would take up 10 pages or more and it would give my readers some great resources.

How to select the best gig providers

In this section I'd talk about the importance of filtering the gigs when I search for a service provider. Maybe you want only gigs from your country. Maybe only 4+ stars and above.

What to beware of when ordering

In this section I'd explain why it is important to read lots of reviews, only pick gigs with 20+ reviews and how to watch for fake reviews. I'd show readers how to compare similar gigs at different price points, etc. Tell them to watch for speed of delivery and method of delivery when ordering.

How to make money on Fiverr

In this section I'd show them how they could provide services on Fiverr and make money. I'd explain how the real money was in the premium gigs and upgrades, and not in the low priced front end gigs. I'd show them a variety of gigs that earn the most money and why and how they could replicate that success. I'd also teach them about arbitrage, where they can post gigs then outsource them to other lower priced places!

Again, a few pages of text will suffice for each chapter. If you find yourself writing more, you can break the info down into separate chapters. It's not about quantity, it's about quality.

Some of the best info-products I've bought have been less than 15 pages long and I learned invaluable info from them. Make sure you focus on teaching your audience some great tips and showing them some great resources they may never have heard of before.

The last step is to proofread it and save it as a PDF.

If you are using OpenOffice Writer like I do, you simply click File > Export as PDF. If you are on Microsoft Word, Click File > Export > Create PDF.

That's it! Info-product done.

Create OTO1 and/or OTO2

Ok, now that you have an info-product, you need a product for your upsell. An upsell product, also called an OTO (On-Time-Offer) will let you earn more money after people buy your low cost front end product.

While I price my front end products at $7-12 and pay affiliates 50%-75%, I usually price my OTO's at $27 or $37 and pay affiliates 50% commission. Obviously you'll earn a lot more money when you release products, if you include at least one OTO. I usually include two OTO's. Some marketers include as many as five or six.

So how do you create a product for your one time offer? I usually use one of the following four tactics.

Option 1: I offer a related product or upgraded “premium” version of the front end product.
Option 2: I make a video version of the front-end product.
Option 3: I sell PLR rights to the front-end product the client just bought
Option 4: I offer a PDF file with links to directly download all my past products

All of these options can work well, and I recommend you try each one to see which one works best for you. Here are more details on each strategy.

Option one simply requires you to “go deeper” with more details on everything you covered in your front-end product. Include some insider tips and tricks they don't get in the shorter version. Maybe include a cheatsheet or a resources guide with links to the best tools on the topic.

Option two is a little more time consuming but lots of people like video, so this can sell quite well. If you decide to give it a shot, I suggest you use the free tool from screencastomatic.com – it's about the easiest I've used to create screen videos – even easier than many expensive software programs. When done creating your videos you simply zip them all up on one folder and upload them to dropbox or Amazon s3.

Option three is about the simplest option, and many marketers need their own products nowadays, so they are willing to pay for rights. You can create a simple “license page” containing all the things they can and cannot do with your products, then save it as a PDF.

Option four is a great way to get a hot selling OTO and you can charge the most for this one. The problem is, you cannot use this option until you've created a few products, so

it's not available to people who are new to using the buyers list method. But once you have a few launches under your belt, this is a great final OTO for your funnel, and you can charge anywhere from $47 to $97 or more depending on how many products you can give your customers access to.

When you have one or two OTO's or more created, you can move on to the next step.

Create eCovers at Canva

This step is the one I have the most fun with.

In fact, as I write this, I just created the eCover for this PDF document. (The one you see at the very top of this PDF.)

It took me all of 20 minutes from start to finish. Here's how I did it:

I opened my free account at canva.com and clicked the blue “Create a design” button at the top right of my screen.

Then I chose “ebook cover” from the drop down list.

I poked around through the free templates on the left then clicked the one I liked best.

Next I changed the background color, replaced the text with my own and saved it as a PNG file to my computer. Done.

Finally, I inserted in the PNG file at the top of this PDF document and dragged the corners to size it properly.

I also added the image to my sales page and I'll show you how to do that in a bit.

You should create a snazzy eCover for your front end product as well as any OTO's you create.

Canva is very simple to use, but if you need help you can find videos on Youtube or grab this low-cost training product I sell here.

Finalize and Zip products

This step is pretty simple. You proof read your document to make sure there are no grammatical errors and the layout looks good.

If English is not your native language, you can hire a proofreader at Fiverr.com to handle this for you.

It's an important step, so don't skip it. Many people do judge info products on their presentation, so a good presentation will help you make more sales in the future and even avoid refunds.

Once everything looks good, it is a good idea to create a simple .txt file using Notepad and name it READMEFIRST.txt. This will be your license to the product.

If you do not want to allow customers to resell the product then tell them so. This is called personal use only rights. If you are selling the product with resale rights, tell them what they can and cannot do in this file.

For example, PLR rights give them the Private Label Rights so they can edit the product and sell it as their own. I sometimes offer this as an upgrade on one of my OTO pages. Something to consider for added profits.

Once you have your PDF file and your rights document in your folder, along with any other files you are including such as a cheatsheet, mindmap, etc. You simply zip the file. On my laptop this task is as simple as right-clicking the folder and clicking “Send To” then Zip file. It may be different on you operating system.

When done you'll have a zip file you can deliver to customers.

Do this for your front end product as well as any OTO products you created.

Wrapping Up Week One

This was a big step for you.

You are moving into the most lucrative area there is online, that of product creator.

This will allow you to get affiliates selling for you, growing your buyers list and really increasing your growth potential.

I realize it looks daunting. That's precisely why most people never do it. They see work and they back off. The look for easier ways. But this is the BEST way, believe me!

Maybe you can't complete a product in a week like I do. Maybe it will take you two weeks or three or even four. That's OK. The key is to NOT GIVE UP.

Getting your first product created will help you so much more than you realize. The learning curve will teach you things that will help you when you make a second, and a third and a fourth product.

Each time it will be easier.

Just try to have fun with the process. Put in a few hours a day, or more if you can. After all, it is just a step by step-by-step process. Follow it and you will get it done.

Now it is time to move on to getting your product setup to sell on the web...

Week 2: Get Setup To Sell

- [ ] Get a domain name and web hosting (1 Hour)
- [ ] Install WordPress and Thrive Architect Plugin (2 hours)
- [ ] Create sales pages for Front End and OTOs (write great copy!) (3 Days)
- [ ] Sign up for an autoresponder & create your buyers list (2 Hours)
- [ ] Add products to WarriorPlus & connect PayPal (2 Hours)
- [ ] Integrate your autoresponder buyers list on front end product (5 Minutes)
- [ ] Create your offer (funnel) at WarriorPlus (2 Hours)

Get a domain name and web hosting (1 Hour)

Easy as pie. If you've never done it you probably think it is difficult. But it is simple.

You want to go sort of generic so you can put this project and all future projects on the same domain name.

If you want to use keywords, go to leandomainsearch.com and enter a few keywords. Their tool shows you available domain names that contain your keywords. Use it to find a good short domain name.

Example: I enter a keyword such as web and biz and find WebBizCity.com is available. I go to namecheap.com and register that domain name. Done. That domain will cover all my future business related projects.

Or you can find a domain name with your name and what you'll be doing.

Example: My name is Bob Johnson. My niche is helping people who are new to online business, make money online. I enter Bob and Biz into the leandomain tool and get some great suggestions. I go to namecheap.com and register BobsBizTips.com. Done.

As far as the web hosting goes, you can spend days researching it or just use one of the reliable hosts I use. I have accounts at HostGator, at HostWinds and at SiteGround. All three offer entry level hosting and that is all you need. You can even buy hosting from NameCheap.com real cheap.

Pick one, sign up and move to the next step.

Install WordPress and Thrive Architect Plugin (2 hours)

WordPress is the easiest way to have a great website. And Thrive Architect is a plugin for WordPress that offers you a simple, template-based way to design a high-converting sales page.

There are lots of different landing page builders on the market, and some are quite pricey. Just search Google for “WordPress Landing Page Builder” and you'll find lots of options.

You can use pretty much any landing page builder you want, as long as they have good sales page templates pre-built for you. That's why I prefer Thrive Architect.

Now I realize lots of folks reading this right now have ZERO interest in installing WordPress or buying and installing ThriveArchitect.

So you can simply pay someone else to do it for you.

This gig provider will install Wordpress for you.

This gig provider will install Thrive for you with his Agency license.

Once you have a landing page builder such as Thrive Architect installed, you can build your sales page.

Landing page builders are not much more complicated to use than a word processor, but it will take a bit of learning and getting used to. But there are plenty of videos available on the web that help you through that short learning curve.

You can also outsource the creation of your sales page, but I feel this is a very important skill to master. So let's go into more detail on making a sales pages...

Create sales pages for front end and OTOs (write great copy!) (3 Days)

OK, this task all too often makes the difference between success and failure for most people.

Too many people throw something together as an afterthought, when the fact is, you need to give this as much or MORE attention than the product creation process itself. It's that important.

That's why I recommend spending 3 days (or more if necessary) on this task. I usually set aside 4-5 days to get it just right. You'll need to write some great sales copy first, then you'll need to put it onto a web page so that it is attractive and mobile-friendly. A landing page builder will make that simple for you.

Here is the process I use that works really well for me...

Step 1: Write a sales letter rough draft.

You can use Notepad or other Word Processing program for this.

I like to use story based sales letters. I also like to connect with the feelings and frustrations my readers may have, usually the same feelings and frustrations I had when I was at their stage of growing a business online.

Remember, it is usually **not** a good idea to tell them *exactly* what your solution is in your sales copy. If you do, they may feel that they don't need to buy your product.

For example, if my product is a report on how to get a lot of free traffic by posting articles at Quora, I'm not going to mention Quora in my sales copy. If I do, they'll leave my sales page, and probably won't buy my product. Bad for me, but also bad for them. Here's why...

Some people feel that not revealing the exact solution in a sales letter (often called blind sales copy strategy) is deceitful, but I don't look at it that way at all. After all, if I mention Quora in my sales letter, many people will simply leave my page, go to Quora, try to put together a plan to get traffic from them and almost always fail.

But if I can convince them to get my “covert plan” for a lot more free traffic, I can show them all the secret Quora methods most people never figure out, so they get much better

results! Your blind copy actually did them a huge favor.

In fact, I bought a product from a blind sales copy last year. I didn't know from the blind sales letter, but it was exactly what I described above – an ebook on how to use Quora for more traffic!

Since buying it I have generated more than 18k clicks with the strategy. I guarantee you that would not have happened had I not purchased from that blind sales copy.

Of course I'm not saying that you have to use blind sales copy, only that it works. You just have to know what your readers need and want, and you have to be able to express that in your copy and deliver that with your product.

If you have absolutely no idea how to write sales copy, I suggest you study other successful blind sales pages. You'll find plenty of them on WarriorPlus by looking at the top selling products.

You can also get a software based solution such as Scriptdio and use it to create a script for your sales letter.

Once you have some basic skills and your sales copy is taking shape, the next step is to put in onto a web page.

Step 2: Put your sales copy onto a web page.

There are lots of ways to do this.

As I mentioned in the previous section, I use a landing page builder called Thrive Architect for my sales letters.

It is a plugin for WordPress that contains pre-formatted sales pages that are attractive and effective on both web and mobile devices. It saves me a ton of time.

Again, there are other landing page / sales page builders on the market, especially for WordPress, so find one you like that has great templates and use it. If you don't mind paying monthly for lots of features you can go with ClickFunnels. Lots of marketers use that. I personally like to save wherever I can so I use Thrive Architect.

Once you have a landing page builder, you simply take your sales script and insert it into each section of your pre-formatted sales page. Headline, sub-headline, info sections, call to action, it will all be there ready for you to fill in.

Many sales page templates also include a section for a video at the top. Adding a short video will help you boost your conversions. It not only gives visitors a quick overview of their problem and your solution, it gives them the impression you are tech-savvy even if you're not!

I usually create a short 30 second video that gives a quick overview of the problem and my solution. I don't particularly like making videos so I use a web based solution for that as well. There are lots of them on the market now.

You can even make a short sales video using Canva for free! Just go to canva.com and search for Video Presentation. Then load up one of the free templates. After that it's as simple as editing the text and clicking Present and Record to make the video.

If you're not up for making your own video, you can just send your script to a Fiverr expert like this one and outsource the task:

[Affordable Sales Video Creator at Fiverr]

Step 3: Repeat the process for OTO sales pages.

When your sales page is complete for your front-end product, you can simply clone the

page so you get the same layout for each upgrade offer. Then you open the new pages and update the key areas of the page so it sell the OTO product or service you are offering.

On my OTO sales pages I like to plug in these pre-made upsell videos at the top, as they are short and to the point. They set people in the right frame of mind for the upsell, and they increase my conversions.

Get an autoresponder & create a list (2 Hours)

OK, so now that you have a product and a sales page, here's the next important step...

In order to grow a buyer's list of email addresses, you'll need a way to collect, store and easily contact the email addresses of people who buy your products. A web based autoresponder service is the easiest way to do that.

There are a number of autoresponder providers available online and the prices start at free. Once your list starts to grow, you'll usually have a monthly fee. But don't worry, the monthly fee will be tiny compared to how much money your buyer's list can earn you each month.

I use a company called Aweber and they now offer a free account for up to 500 email addresses. That is plenty for starters if you are on a tight budget.

Or you can use pretty much any other autoresponder provider that integrates with WarriorPlus, the platform we'll be using in the next step when we put our products online. They integrate with Aweber, Constant Contact, GetResponse, Mailchimp, Sendlane and more. If you already have an account with one of those providers, you're all set.

Once you have an autoresponder provider, you'll need to log in and set up your first list. It will be your most important list, your buyers list. You can set up your initial welcome email to be something like this:

Subject: Thank you!

I truly appreciate you choosing to do business with me.

I promise to send you only the best helpful tips, recommendations and advice.

If I can ever be of service, please don't hesitate to email me.

Sincerely, Your Name
Your website address

That's straightforward and simple. It lets them know you'll be emailing them in the future and that you are available to them for help. (Don't worry, most won't email you, but many will read your emails. And if you get questions you don't know the answer to, you can google it and reply to them!)

It's also a somewhat generic message that you can connect ALL your future products to, so you keep all your buyer's on that one list. That makes it easier to contact them whenever you want.

OK, now that you have an autoresponder to store your buyer's list, let's get your products online...

Add products to WarriorPlus & connect PayPal (2 Hours)

Ok, let me first state that you do not have to use WarriorPlus for the Buyer's List Method to work successfully. I have used this method on JVZoo and I have also done it on Clickbank. It can also work on many other platforms as well.

However in this PDF I'll be showing you how to add your products onto WarriorPlus.

The simple reason is that I have had the most success growing my buyer's list on the WarriorPlus platform, and here's why you may as well.

1. WarriorPlus focuses only on digital products and primarily on Internet marketing related products. While there are plenty of products in other niches such as printables and more, Internet related products and services are truly their bread and butter.

2. WarriorPlus has a huge number of active affiliate marketers in their network. There are countless super-affiliates who have large buyer's lists already. When you get just a handful of these affiliates promoting for you, your own buyer's list can grow quite rapidly. As I write this I've done only two product releases on WarriorPlus, one in 2020 and one in 2021 and my buyer's list has grown by nearly 1,000 from those two launches.

3. Adding your products to WarriorPlus is really simple. Much easier than Clickbank. It's easy to integrate PayPal and Stripe if you want, for payments. It's easy to create your offer, which builds your funnel for you automatically.

4. WarriorPlus offers tools other platforms don't have, such as built-in affiliate contests which really motivates top affiliates to promote hard for you. You can also do other things that increase sales, including dime sales, timers and more.

OK, so know that you know why WarriorPlus is used by so many marketers who take advantage of the buyer's list method, it's time to add your products to WarriorPlus.

Getting set up to sell on WarriorPlus is a fairly simple process. It may seem a bit intimidating the first time you do it, but it really is a step by step process.

You'll first be listing your products that you want to sell.

Then you'll create an “offer” which is basically the same as setting up your funnel flow through your sales pages.

In the process of doing these two things you'll be selecting some key settings, such as how to get paid, what autoresponder list buyers will go on, and the commission percentage you want to pay affiliates. I'll point out all those key settings as you go along.

OK, lets go ahead and add your front end product and any OTO you have created to WarriorPlus. You do this in WarriorPlus by clicking to the Vendor area then clicking the big green button labeled Create new.

Click the image below to watch a video that walks you through this step...

Pretty simple, right?

A key point as you do this is to remember to set a payment option. I select PayPal as a bare minimum. I also have seen about a 20% increase in sales by adding Stripe as a payment option. You can get a Stripe account for free then connect it to WarriorPlus in your account profile.

Also be sure to set your product for affiliate commissions and to a minimum of 50%. Most affiliates won't promote for you unless they get at least that much. If you want to

offer 75%, that will get you even more affiliates. Remember, you can still earn a lot from your upsell products which you'll pay 50% commission on.

In closing, you can use many different platforms for selling digital products, but I like WarriorPlus. If you choose a different platform, make sure they have lots of active affiliates AND they let you integrate an autoresponder to grow your buyer's list, as I talk about in the next step...

Integrate buyers email list on front end product (5 Minutes)

When you watched that video above, did you notice the key moment where you integrated your buyer's list?

It was at the 3:44 mark of the video. It was so fast you may have missed it. But it is absolutely the most important moment in the video. If you skip this step you miss the whole point of this training!

Make sure you click that button and connect your autoresponder! Select the email list you want your buyers to go on from your autoresponder account. Then every time someone buys your product, they will be added to your buyer's list.

And here's another key aspect to this. Instead of double opt-in which is not ideal due to spam filters grabbing confirmation messages a high percentage of the time, this will be single opt-in.

That's because when you integrate your autoresponder using an API, like you will be doing there (with just a few clicks) there is no need for confirmation from your buyer. They are added to your list automatically. That means faster list growth than any other method available. And they are all proven buyers!

You are basically getting all the best email addresses from all the marketers promoting your product, added to your email list. They WILL BUY more stuff from you in the future. They WILL BUY products and services you recommend as an affiliate.

And remember, the people promoting your product are fine with this. They are earning a nice commission promoting your info-product. They are helping the people on their email list by recommending your product.

Create an offer (funnel) at WarriorPlus (2 Hours)

Ok, now that you have added your products to WarriorPlus, it is time to create your offer. Creating an offer on WarriorPlus is basically the same as setting up your funnel.

Again, you'll want a main (front-end) product and at least one OTO (one-time-offer) in your funnel. I like to use two OTO's and many marketers use as many as six. It's completely up to you.

Usually, the more OTO's you have in your funnel, the more you (and your affiliate) will earn per visitor. That said, I don't like going through long funnels as a customer, so I don't put my own customers through long funnels.

[Click here for a written tutorial on the steps to setting up your offer on WarriorPlus.]

That may seem like a long process but it really only takes an hour or two at the most, even if it is your first time. And trust me, it gets easier each time you do it.

So that you can see the entire process, here's a great video walk-though I found on Youtube. It is about 13 minutes long and it includes the process of adding your products, then adding your offer and setting it up...

Once you have your products added to WarriorPlus and you've set up your offer, then you have a working funnel. You can go ahead and set your launch date in your offer. I suggest you set it at least a few weeks out so you have time to recruit some affiliates. (I'll show you how to get affiliates in the next step.)

It is also a good idea at this point to test the funnel by making a test purchase.

To make a Test Purchase on WarriorPlus, open the offer editor by clicking on "Vendors" in the top menu and then on "Offers" and then click on the offer you wish to do a test purchase for.

Then, click on the BLUE BUTTON that says "Offer Setup / Options" and select "Test Purchase" from the dropdown menu. You will be brought directly to the purchase process, as if you clicked on the "buy button" for the Front End product of your offer.

Make sure after you pay, it redirects you to the appropriate "up-sell" pages.

Week 3: Get JV Partners

- [ ] Set Up JV page with contest & swipes (1 Day)
- [ ] Integrate affiliate requests to JV email list (10 Minutes)
- [ ] Add launch to Muncheye.com (20 Minutes)
- [ ] Friend top affiliates on Facebook (15 Minutes a day)
- [ ] Add launch to Facebook Groups (1 Hour)
- [ ] FB Message potential JV partners (1 Hour a day)
- [ ] Ask past vendors to reciprocate (2 hours)

Set Up JV page with contest & swipes (1 Day)

Ok, now it is time to start attracting affiliates.

You'll need to setup a JV page to show potential affiliates what you have to offer and why they should consider promoting it for you.

The important things to share on your JV page are:

- Who you are
- What you are selling (front end-and OTO's)
- A link to your front-end sales page so they can see it
- Your launch start and end date (5-7 day launches works best, then go evergreen)
- A link where they can request their affiliate link
- How much they can earn and their commission rate
- Launch contest details (optional)
- Marketing material such as email swipes
- Contact info if they need a review copy or have questions

Here's an example of a JV page I used for one of my recent product launches.

As you can see it has all those elements above, except for the launch date and contest details since I removed those when my launch ended. (Now it is evergreen, meaning affiliates can still sign up and promote.)

You are welcome to copy my layout there, or have someone at Fiverr do it for you using Thrive Architect or whatever landing page builder you decided to use.

A note about contests:

I have done product launches with and without JV contests. Obviously, the more you can offer in a contest, the more potential your launch has for making lots of sales.

There are many affiliates on WarriorPlus and JVZoo who have large, responsive emails lists. I've had single affiliates make 100 sales or more during a launch, when they are going after a top prize or bonus.

I've run contests two different ways...

Contest Method 1: Pay a bonus of $20 for every 10 front end sales. This is the safest

method as the sales themselves cover your cost of the bonus money payouts.

I've done this a few times and it has worked out well each time. I had one affiliate make 80 sales and I was happy to pay $160 in bonus cash via PayPal

Contest Method 2: WarriorPlus lets you set up a contest in their platform and it is very simple to do. On one of my recent launches I used this method and offered $250 for first place, $100 for second place and smaller prizes for third and fourth place. Lots of affiliates got involved and the launch generated 300 sales in just five days.

Contests like this are more competitive and the competition can really boost sales. Just be sure to set minimum sales requirements for payoffs so you don't have to pay a first place winner $100 who made just a handful of sales. Also set a start and end date for your launch and launch contest. I usually set my launches to last for 5-7 days.

Here's a quick tutorial showing you how simple it is to setup a contest on Warriorplus:

The other key aspect of your JV page is your promotional material.

I like to give my affiliates a few ad banners, but that is not necessary. I feel it is more important to give my affiliates an email for every day of my launch.

The top affiliates know that mailing to their list every day is how they will win JV prizes and make lots of commissions. Many affiliates like to write their own emails, but they at least like like to see some email swipes they can use for ideas.

I know when I promote products and services as an affiliate, I'll swipe one or two emails from the vendor's JV page and write the rest myself. So I recommend you provide at least five emails if your launch is five days long.

Here are the subject lines I typically use in the swipes I provide for my affiliates...

Message 1: Early-bird gets the worm
Message 2: Did you read that email I sent yesterday?
Message 3: This is personal
Message 4: My Favorite Method (& My Bonus)
Message 5: Last Chance, Launch Ends Tonight

As you can see, they all have a purpose.

In the **first email** the reader will want to open it because they see they can get a deal. The email body itself will talk about the product and why they should check it out, as well as how they can get the early-bird discount and pay less than everyone else will pay. Do this and you'll see that day one can often be your best launch day.

The **second email** gets people to open using FOMO, the Fear Of Missing Out. In this email you go on to explain more about why they might need the solution.

In **email number three**, you want to go into something personal. Make a connection with the reader by sharing something they may have in common with you. For example, I wrote about my dad in one of these emails and how he always had a side-hustle going. More than likely, many of your readers had a parent with the same work ethic. And this topic can tie in nicely to a web business strategy.

In **Email number four** I like to share a little more about my favorite aspects of the solution I'm providing. I also offer a bonus sometimes.

Then lastly, **the final email** for your affiliate is another FOMO email. But this one is more urgent since the launch is about to end. That means the price will be going up sharply. I usually see the most sales on the first day and the last day of launch, and this last email really does the job. Plus, it gives affiliates a chance to move up in the

standings of any launch contest you may be running.

OK, now that you know the importance of setting up a JV page and the key components of it, let's move on. I'll share a sneaky little trick to grow another list that's almost as important as your buyer's list...

Integrate affiliate requests to JV email list (10 Minutes)

There's another awesome and somewhat hidden feature that most people have no idea about. It grows an email list of JV partners for you, literally on autopilot.

All you have to do is log into your autoresponder account at Aweber, GetResponse or whoever you use, and create a list for JV partners.

Then you simply connect that autoresponder list to WarriorPlus. Every time an affiliate marketer requests an affiliate for one of your products on WarriorPlus, your email list of JV partner grows!

I've used this strategy to increase the size of my JV email list by 30% this year alone. That means every time I release a new product I can tell hundreds of affiliates about it simple by sending a quick broadcast email out to my JV list. (Naturally, I send them to my new JV page each time!)

Very few marketers use or even know about this feature, and it is a real hidden gem. A JV partner email list is second in importance only to your buyer's list, and it is a close second!

You activate this feature when you set up your offer in WarriorPlus. If you did not do it already, then go to your Edit Offer page and look for the “Affiliates Update List” and connect your list there. It looks like this...

Simply click on New Connection and choose your JV Partners list from your autoresponder service provider to connect.

Add launch to Muncheye.com (20 Minutes)

Thousands of affiliates visit Muncheye.com every week to find products and services to promote. It's basically a launch schedule for affiliates.

I use it to find products to promote, and I use it to list my own launches.

A few weeks before launch, you simply visit Muncheye.com, click Submit, get a free account there, log in and share your product details.

Before you add your product launch to the site, make sure you have a JV page up and working so potential affiliates can get all the details of your launch.

If you want to attract even more affiliates you can advertise with the site, though I've never tried it. I usually get enough affiliates from simply listing my launch for free.

I also use the additional methods outlined in the following pages of this section...

“Friend” top affiliates on Facebook (15 minutes a day)

This is a method I've been using for a few years now that I hardly ever share. It is as simple as sending a few friend requests to top affiliate marketers every few days.

Then you literally do nothing until you are about to release a new product.

If you are new to this method, spend a half a day or so today and send 20-30 or so friend requests. And do it for 15 minutes a day or about a total of an hour or so every week in between product launches.

Then you can use Facebook messenger to contact these folks and tell them about your launch.

I've managed to get some really good affiliates with this strategy, as some people use Facebook much more heavily than I do and they are always logged in.

While I only have about 5 genuine friends in the real world, (I know, that's pretty sad) I have managed to grow a pretty large network of 2000+ “virtual friends” on Facebook.

Not so I could say I have lots of friends, I could care less about that nonsense. My “friends” on Facebook are actually my JV partners and potential JV partners.

I must confess, I almost never use Facebook otherwise.

I am certainly not an active user and I post just a couple times a month if that. I use it almost exclusively to network with JV partners.

I friend them, I message them, I promote for them, they promote for me!

Now you may be wondering who to friend, and I can help you with that.

The best place to find names of super-affiliates to friend, is in the affiliate contest leaderboards! You can easily access those at JvZoo and WarriorPlus.

Copy and paste the names of the top affiliates one by one from leaderboards to your Facebook search box. You may be surprised at how easy it is to find these folks on Facebook.

Then simply send a friend request. If you get even half of them to accept, you'll have a new way to personally contact some great JV partners whenever you release a new product.

I'll show you what to say to these folks later in this section.

Add launch to Facebook Groups (1 Hour)

This is another great way to get affiliates.

There are a handful of Facebook groups that are specifically for Joint Venture announcements.

You simply create a simple banner using Canva, and post the image in each group.

Here's an example of a banner I used from a recent launch, so you can see what works...

The Facebook groups where you can post your announcements for free, with a combined 15,000+ members, can be accessed here:

JV Offers Facebook Group

LV Launch Calendar Group

JV LAunches Group

JV Launch Notifications Group

FB Message potential JV partners (1 hour a day)

By noew you're a week or two from launching your product. Now it is time to use that friends list I showed you how to build up.

It's as simple as opening up Facebook and messaging some of your new friends.

You should spend an hour a day doing this, for the few weeks leading up to the day your product goes live.

Of course, what you send them is very important.

I like to start with a message like this, making it about them, not you...

Hi Bob, hope all is well with you and yours. Hey, do you have any launches coming up? I'm setting my promo schedule for the next few months and I'm looking for a few good products to promote to my list.

Then when they reply, tell them you'll promote their product.

The key is to try not to be all business. Show you care about them in addition to their business, and make it about them more than you.

Once you've warmed things up, tell them you have a launch coming up soon and ask if you can send a review copy of your product.

Using this simple strategy I have made connections with countless affiliates who end up becoming long-term JV partners. I drop them a line whenever I have a launch planned, and they do the same for me.

Remember, one hand washes the other. Scratch their back and they'll scratch yours. You are building a buyer's list so plan on using it to promote for other marketers as well. You'll earn some nice affiliate commissions and you'll lock in partners for many of your future launches.

I'll share more details on doing promos for other marketers as an affiliate, later in this PDF. For now, let's look at another strategy for recruiting more JV partners.

Ask Past Vendors to Reciprocate (2 Hours)

If you've been online a few years and have bought some products and services for your business, this is a great strategy.

Take a few hours and go through your past purchases. If you've made purchases via WarriorPlus or JVZoo, then log into your accounts and go to these pages:

https://warriorplus.com/account/purchases

https://customer.jvzoo.com/portal/purchases

There you will see everything you have bought from vendors over the years. Each product or service listed at those locations, will include a button for support.

If you can find an email address for the vendor, that is more likely to get you directly to their inbox, so use that. If there is no email address, then click to the support desk.

No matter which method you use, here is what you can send them:

Subject: Thank You

Hi NAME,

I bought your product a while back and wanted to thank you. It really helped me! I've bought a lot of products over the years and yours was one of the few that actually worked. (You're welcome to use that as a testimonial if you'd like to.)

I also wanted to ask a quick favor. I'm releasing a product next month. Can I send you a review copy. If it is something you think will help your readers, I'd love to have you as an affiliate.

Your Name

This approach works well since it helps them by giving them a testimonial and letting them know they actually helped you. And it offers them a no-pressure way to help you in return.

Try this strategy, it really works. Those people you are contacting already have a buyer's list of their own. When they promote for you, many of their buyers will go on your list!

Additionally, if you have ever *promoted* a product for a vendor as an affiliate, you can and should approach those vendors as well.

When I get an email from someone who's promoted for me in the past, asking me to look at their new product, I always oblige! And I am almost always happy to promote a product for them when it is ready to launch. In fact, I frequently find myself offering advice to them to improve their launch as well.

Don't be shy, it can't hurt to ask. Most Internet marketers have been in the very same situation you are in, trying to build their own buyer's list. Sure, some may ignore your request, but you probably already know which ones are approachable and which ones are not.

Week 4: Launch!

- [ ] Email your buyer and affiliate lists (1 Hour)
- [ ] Add early-bird timer and update daily for urgency (15 Minutes)
- [ ] Email buyer's list and JV's daily during launch (30 Minutes)
- [ ] Go evergreen at higher price and no timer (15 Minutes)
- [ ] Pay contest winners, evaluate launch, plan next launch (30 Minutes)
- [ ] Email your buyers list with affiliate product recommendations between launches. (Weekly)

Email your buyer and affiliate lists (1 Hour)

Ok, you've worked hard to get to launch day and it is here.

Most people have no idea what do next, so in this section I'll show you that.

I usually set my launches to last for 5-7 days. And you need to be active during those days.

For starters, the moment your product goes live, the first thing you want to do is send out two emails.

The first email will go to your buyer's list if you have one.

Naturally, if this is your first launch, then you may not have a list yet. That's OK. You'll have a buyers list to email next time.

Once you have a buyer's list, you want to put it in play right away. Email your list every day during your launch week, even twice a day is OK.

In fact, email them a day or two before your launch starts and let them know something special is coming.

The second email you send on launch day is sent to your JV partners.

If you connected your autoresponder to affiliate requests as I showed you earlier in this PDF, you will have a separate email list of JV partners.

On launch day you send an email and let them know you are live.

In fact, it's a good idea to email your affiliates a few days before your launch starts and remind them about the launch date and time.

In these emails before and on launch day, be sure to give your affiliates the link to your JV page.

Let them know how they can get their affiliate link. Let them know your JV page has swipe emails they can send to their lists. Tell them about any contests you have and motivate them to promote for you.

Remind them that you will reciprocate for them in the future, if they make sales for you.

Add an early bird timer and update daily for urgency (15 Minutes a day)

Midway through the first day of your launch, you should add a countdown timer to your sales page.

Countdown timers create urgency that increases sales, so always use countdown timers throughout your launch, as you increase the price daily.

I like to start my front-end product priced at $9.95 as an early-bird deal. Then I add a timer on day one, about 4-6 hours after the initial launch time, which gives visitors until 11PM to get the early-bird price.

Then when that time comes, I simply update the timer to give them 24 hours to get in before the next price increase. Of course when I do this I log into WarriorPlus and increase the price of my product as well.

I then will increase my front-end product price by $1 a day during my launch week until I reach the launch end. At that time I increase the front-end price permanently to $17 or $19.95. Again, each day during launch week, I update the timer on my sales page and change the price. It takes just 15 minutes a day and keeps the sense of urgency going.

Timers themselves are easy to insert into your sales page using Thrive Architect or most any other landing page builder you are using. Just be sure you honor those timers and actually update the price each day!

If you have never used countdown timers I think you'll find that they are worth the small amount of extra work they require.

Email both lists daily (30 Minutes)

Every day during your product launch week you should send at least one email to BOTH of your email list.

If you have a buyer's list from at least one past product launch, then use it!

Tell them about your new product. You can use the same swipes you wrote for your affiliates when you set up your JV page. Or you can write new emails, it is up to you.

The more you mail, the more sales you will make. I mail my buyer's list twice a day during some days of my launch, especially the first day and the last day. Any you should do the same.

In addition, you should be updating your affiliates by emailing that list daily as well. Here are some things you can share with them in these emails...

- Tell them how the contest is going.
- Let them know they can still win a top prize.
- Check your stats a tell them about affiliates who are getting the highest Earnings Per Click.
- Send them new swipes.
- Hold mid-launch, single-day contests.
- Send them final day contests

The main thing is that you get your message out regularly to both of your lists.

Some people worry that too many emails will cause too many unsubscribes. I have not found that to be the case. Especially if you are entertaining them with your emails in addition to promoting.

Inject some personal info and lots of help in your emails. Make them a worthwhile read and you will get very few unsubscribes.

Go evergreen at higher price and no timer (15 Minutes)

When your final countdown timer ends, usually late on a Sunday night for me, it is time to take down the timer from your sales page and increase the price of your front-end product one final time.

It's a fine line as to how much higher to go with your price. Keep in mind that there will usually be additional sales after the launch is over, so you don't want to raise your price so much so as to deter those stragglers.

Not only will more visitors come in from affiliate emails that get read after launch, they are other more permanent sources of traffic that get set up when you launch products.

Some affiliates promote via a strategy of launch-jacking where they set up search engine optimized pages optimized with your product name, and give away irresistible bonus packages if you buy using their link. This traffic may come in for months or years.

So you want to keep your product affordable and in reach for the most people possible.

I like to go from $14.95 or so on the last day, up to $19.95 with my front-end product pricing. Lots of people will still buy at that price. Go too high, like $39 and you risk a sharp drop-off in conversion rates.

Once you have your new “evergreen” price, which is a fancy way to say your permanent price in place, your launch is complete and hopefully you have made some money and grown your buyer's list.

Of course you can still hold a sale occasionally if you want, especially after adding lots of new buyers to your buyer's email list on subsequent launches.

Pay contest winners, evaluate launch, plan next launch (1 hour)

The day after your launch is over, you should pay your contest winners without delay. In fact, send out an email to your JV list and let them know the launch was a hit. Announce the winners in that email and ask them to get in touch so you can PayPal their winnings. Most contest winners love it when you show off their names on those leaderboards.

Once you've paid your contest winners, it is time to evaluate your launch. Log into WarriorPlus or JVZoo or whatever platform you used for the launch and pull up your stats. Take a screenshot of the results. You can show off the stats on your next sales page if you want to show how well your methods work.

If this was your first launch, hopefully you made at least 25 sales or more. Even if you made only a handful of sales, those are new buyers on your buyer's list and it will continue to grow as you use this method over and over.

Do not get discouraged if the results were smaller than you had hoped. I have seen anywhere from 50 to 500 sales in a week using this method and a lot of it depends on the product you are offering, the sales letter you put together, and how much energy you put into recruiting JV partners.

I promise you one thing. The more you use this method, the more you will have success with it. Results will compound on themselves as your buyer's list grows and your list of JV partners grows. Get just a handful of really good affiliates and your next launch can go over 100 sales easily. And your buyer's list will get bigger and bigger.

If you used this method for the first time and got 10 or 50 or 250 sales, congratulate yourself for learning and applying a great new strategy. Most marketers never make it though this process, even though growing a buyer's list is critical to your success online.

And don't stop now. Take a week off and then start planning your next launch right away. Go back to the beginning of this PDF and apply it to a new idea. Use it over and over and over until you have a super-responsive, ever growing buyer's list that you can literally make your living with.

And when you are between launches, either creating your next product or taking a few months or a season off like I do, employ the following strategy to keep the income coming in...

Email your buyers list with affiliate product recommendations between launches. (Weekly)

Ok, you have now started building your buyers list. This is your bread and butter. Your premium list. No freebie seekers, only buyers. They WILL respond when you send them great offers.

So that's exactly what you do.

In between your own info-product launches you should be emailing your buyers list with mini campaigns for helpful products and services in your niche. Each email you send will contain your affiliate link so you earn a commission on every sale.

You can find great affiliate products and services right in the same platform where you list your products for sale – WarriorPlus. Just look in the affiliates section and click to the offers. Or check the contests section. While I like WarriorPlus the best these days, you can also find great stuff to promote at Clickbank and JvZoo.

Oh, and keep an eye on the places you went to recruit your affiliates, such as the Facebook Launch Groups and Muncheye.com – these are where you'll find the most current offerings and all the details for promoting them.

When you find something you think you want to promote, reach out to the owner for a review copy. After all, you are a buyer's list owner now so your request will be granted most of the time. If not, go ahead and buy the product so you can evaluate it.

If it passes the sniff test and you think it will help the people on your buyer's list, then request an affiliate link and plan an email marketing campaign to your list.

And don't make the mistake of sending just one email. You need a campaign of daily emails throughout their launch period to get real results. Start by reading the sales letter of the product you will be promoting to get some ideas of an angle to use.

I like to write an early-bird notice the moment a new product launches (best deal is now!) a personal email or two, followed by an FAQ about the product, a bonus, and then the all-important “last chance” email.

Here are the subject lines of one of my super-successful affiliate campaigns...

Message 1: Early-bird gets the worm

Message 2: Breaking: Special Report?
Message 3: My Dad Was a Big Side-Hustle Guy
Message 4: FAQ and New Bonus
Message 5: Re: My 2 Fav Fast Money Methods
Message 6: Last Notice

Remember, your buyer's list is your bread and butter. It is your money maker. Treat it right and it will serve you well for many, many years to come.

Send an occasional message with ONLY help and tips. Not every email has to be a promotion. I send links to my blog posts, free downloads I come across, and I always invite replies and respond personally.

Email works. It has worked wonders for me for 25+ years and it will keep working. Once you have a list, you own it. You control it. You are not at the mercy of Facebook, Google or any other company.

In closing, please remember that this is not one of those “theory” ebooks, where you learned something that *might* work.

You have just seen the exact method and steps I take to make my living online. Many others use this method too and have been doing it for decades.

This is one of the few methods that works and requires hardly any money to implement. So what are you waiting for? Get busy growing your buyer's list today!

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