WSO MONSTER



NAIDY PHOON

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About Me

Hey, it's Naidy!

Congratulations and thank you for purchasing WSO Monster and I guarantee you won't be disappointed in what I have in store for you.

I really appreciate you putting your trust in me and I'll try my best to reward you for investing your time and money in this course.

If you haven't heard of my boring story... My name is Naidy Phoon, I'm a full-time Internet marketer from Malaysia.



I dropped out of college at the age of 19 and have been doing Internet marketing ever since.

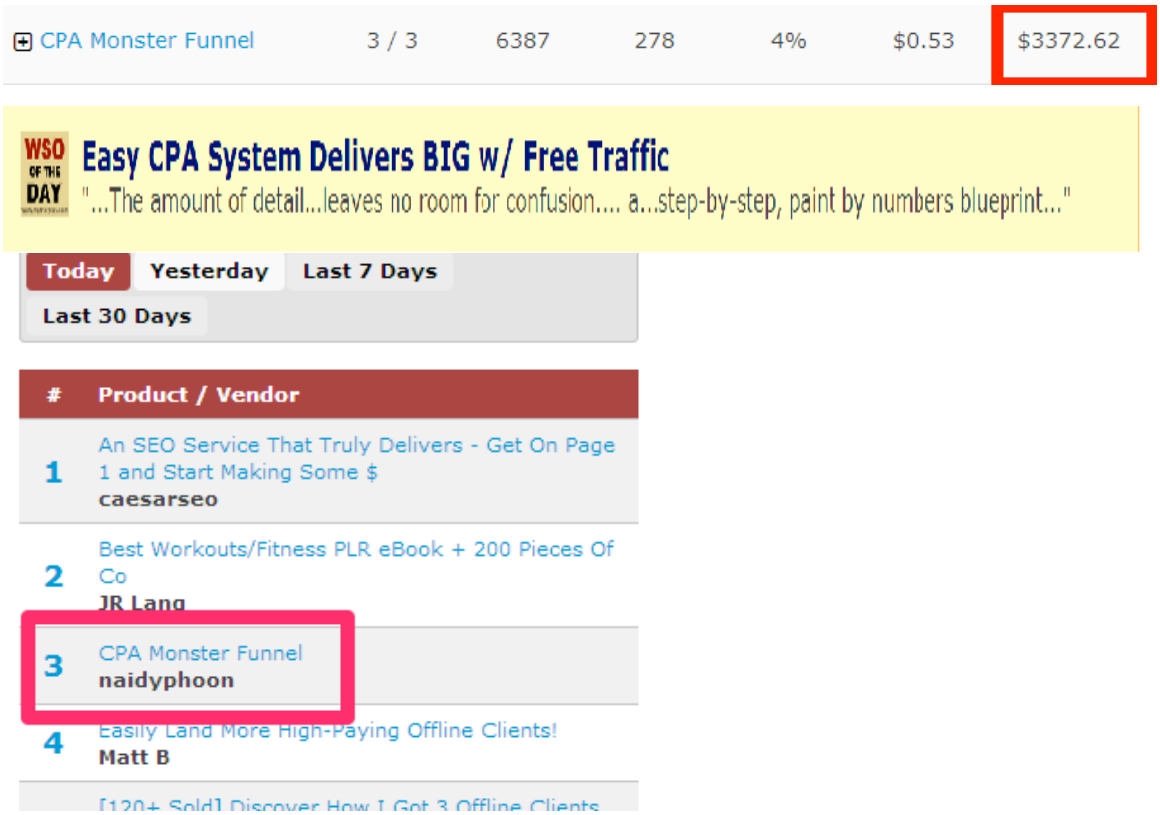
IM has allowed many people to escape the rat race, but I was able to avoid it altogether.

Never had a job in my life, and I intend to keep it that way.

I specialize in product creation and affiliate marketing. Throughout my IM journey I've made mistakes, I've learned from the best, and I love helping other people achieving their goals.

In this guide, I'll show you how I made $3372.62 in just 5 days with one WSO. The WSO was awarded WSO Of The Day as well.

You're going to love this because this system is very easy to follow and repeat.



Congratulations

By purchasing this guide you've put yourself ahead of 99% of people trying to make money online.

I'm not just saying that because it's my guide, I say it because it's true.

Some might argue that this is an arbitrary figure but I stand firm at 99% or more.

Let me explain.

For most people, the thought of creating their own products never cross their minds. They have a ton of objections, I did too - before I overcame them.

That's why 95% of people will only be affiliates. They never create their own products. It's like how 95% of people will only be employees, the thought of starting their own business never crosses their minds.

So by even having the *intention* of creating your own product, you belong in the 5% of people trying to make money online.

And most people who create products don't know how to sell them. They don't know how to choose a hot topic, how to recruit affiliates, how to create sales letters,etc.. So they do it half-heartedly, and fail.

But we're different. We follow proven systems because we know that systems don't fail - people do. WSO Monster is a step-by-step blueprint that will allow you to create and launch your very first WSO. So that effectively puts you ahead of 99% of the crowd.

I really want you to take a slowly and steadily, especially if it's your first attempt at creating a WSO. I've laid out everything for you in a step-by-step manner, so you just have to follow the steps accordingly.

Focus at the tasks at hand, ex. When you're at chapter one, don't think about launching your product just yet - focus on the step that you're in. There's no need to worry - I've left nothing out.

Having said that, I've created the guide in a way that caters to people of all experience levels so you should proceed at your own pace - if you've performed some of the steps already or you already know what it's all about, just give it a quick glimpse and proceed.

Anyone Can Do This

You've picked up this guide, so I assume you've already swept aside any objections you may have had about creating your own products.

But I really want to dial this in.

You can do this.

If you had asked me a couple of months ago whether I would create my own products, I would have called you crazy. I didn't even know what a niche was!

Most people never create their products.

They think that they can't create their own products because :

- They're not experts
- They don't have skills or knowledge
- They don't think that anyone would listen to them
- They think there's too much competition

See, it's natural for people to have objections or self-limiting beliefs. But once we break through them, we can achieve anything.

Look - let's not kid ourselves.

The only reason you bought this guide is to make a monetary return, so I'm not going to sugar-coat anything. I'll tell you exactly what you need to do to make money.

Ready?

Let's get started.

I shan't insult your intelligence by giving an introduction to the WSO section or the Warrior Forum because by now you probably already know about them and the power of WSOs.

But I'll say this. The WSO section can be life-altering. It has kick-started many,many million-dollar businesses. So if that's your intention (to use the WSO section as a stepping-stone to bigger things) then you're going to love this guide.

If you intend to have the WSO section as your long-term platform for launching products and really make it big, that's great too!

Regardless of what your goals are, this guide will show you how to obtain maximum profits and/or sales using the WSO section of the Warrior Forum.

Step 1 : Choosing Your Topic

Identifying Hot Topics (or niches in the IM market)

Choose a hot topic, and selling your WSO will be as easy as rowing downstream.

People will always want the newest and the freshest stuff.

There's a sense of "cool-ness" associated with having the latest and hottest products.

New implies relevance and relevance implies effectiveness.

The expiry periods of goods are diminishing day by day - especially digital products.

This is due to *perceived obsolescence* - when a customer is convinced, that he/she needs an updated product, even though his/her existing product is working well.

That's why every time a new version of the Iphone is released, people swarm to the stores to buy it.

We can turn this into our favor with relaunches, but let's not get ahead of ourselves.

The way that I identify hot topics is to take a look at current top-sellers on WarriorPlus and JVZOO. These are two of the most popular platforms that vendors in the Internet marketing space use.

The top-sellers list for WarriorPlus can be seen immediately when you go to http://warriorplus.com

Take a look at the products and translate them into their respective topics. I like to look at the last 30-days top sellers as it's more accurate.



From the list above we can see that video marketing and email marketing are recurring themes in the top-sellers list. And I can tell you that at the time of writing these are indeed incredibly hot topics.

*** Quick Tip : Email Marketing WSOs tend to do well because it's a hot topic, and affiliates who promote tend to have big lists by virtue of them specializing in email marketing.**

Here's how to access the top-sellers list in JVZOO :

Go to http://jvzoo.com > Marketplace > Top Sellers



Once again, take a look at the products and translate them into their respective niches/topics.

Top Sellers Past 30 Days	
Rank	Product
#1	Profit Builder - Professional Licence Page-Building Software
#2	Cloud PBN - 100 Site Package SEO
#3	Video Jacker Video Marketing
#4	Million Dollar Sales Video Copywriting/Marketing(?)
#5	60 Minute Reseller Product Creation
#6	Keyword Suggestion Pro SEO
#7	Facebook Re-marketing Biz in a Box Monster PLR PLR
#8	Ultimate Profit Empire Reloaded Product Creation
#9	VideoMakerFX - Video Creation Software Video Marketing
#10	Local Whiteboard Video Producer Vol 4 Video Marketing

We can see some similarities between this list and the one over at WarriorPlus. And the recurring topics are indeed incredibly hot topics at time of writing. So it's fair to say that the top-sellers list is quite an accurate reflection of current hot topics.

**** Quick Tip : There's another type of offer that is popular on the WSO section - which are "quick-cash" offers.**

Your Task Now : Identify At Least 5 Hot Topics

Choosing The Right Topic For You

Now it's time to choose the topic that is right for you. See how I identified the hot topics before choosing the one that is right for you?

"Chase the green, then the dream".

Just because you and I like something doesn't mean that it'll be profitable - and again, my priority for you with this guide is maximum monetary return on investment, so I'm telling you as it is.

Anyways... Here are some criteria that you should take into consideration when picking the right topic for you.

- **Have you achieved results of any kind**

Now this is not a must, but it would help greatly if you could prove that you've acheived results of any kind in the topic.

Ex. Money, traffic, list, knowledge, lessons learned, happiness,etc..

In the WSO section, proof of results is paramount. People *will* ask.

Obviously money results are the best but if you don't have any, others are okay too.

- **Do you have any skills/knowledge/experience**

Again, this is not a must, but it would really help.

Being knowledgeable and/or skillful in an area really opens many doors for you as you'll be able to answer questions better and it allows you to create many kinds of WSOs.

Now, on the sales page of WSO Monster, I did promise that you could do this without any skills or knowledge, so if you don't meet the two criteria above, this one is a must.

- **Are you passionate about the topic/willling to research**

If you're passionate about a particular topic or are willing to do your research, then creating your product will be a breeze.

Content creation can get mundane at times but not if you're passionate or interested in the topic.

This ensures that you'll follow through because it's much easier to stick to something when you find it interesting.

It's best if you meet all three criteria above, but if you don't have any results nor do you have any skills/knowledge/experience, the third criteria will suffice - though it does limit your WSO-type options.

Your task now is to choose one of the hot topics that meet as many of the criteria above.

Step 2 : Your Big Promise and Product Name

Nobody wants products. They want the things associated with the acquisition of the product.

Certainty. Happiness. Instant gratification. Clarity. ROI. Status. Third-party approval. Freedom. etc...

People will always be asking the question : “what’s in it for me” (WIIFM) when contemplating whether or not to go ahead with a purchase.

Hence, we want to sell and create our product in a way that revolves around a big promise.

Our big promise should be specific and unique.

It’s important to be specific because specific imply accuracy which implies truth.

It’s important to be unique because everyone out there is promising the exact same things!

And what happens when everyone promises the same things? The marketplace gets more sophisticated and immune to the same old promises!

You need a *unique selling proposition* to differentiate yourself from the crowd.

You don't need something ground-breaking or genius. Your USP may not be derived from a unique attribute of your product. It may just be a unique take on promises that haven't been made by your competitors or promises that weren't emphasized.

Remember in the previous chapter we talked about different types of **results** and our **topic**? Here's how we're going to use those elements in formulating our big promise.

The formula for doing this is :

This product will allow people to :

" Get *results (same one as you got)* using your unique *hot topic* product within *time period* without *your prospects' main objections*"

Here's the big promise for WSO Monster :

This product will allow people to :

Copy my $3372.62 in 5 days formula and create their own WSO using my simple yet powerful WSO creation and launching formula without any skills, knowledge or experience.

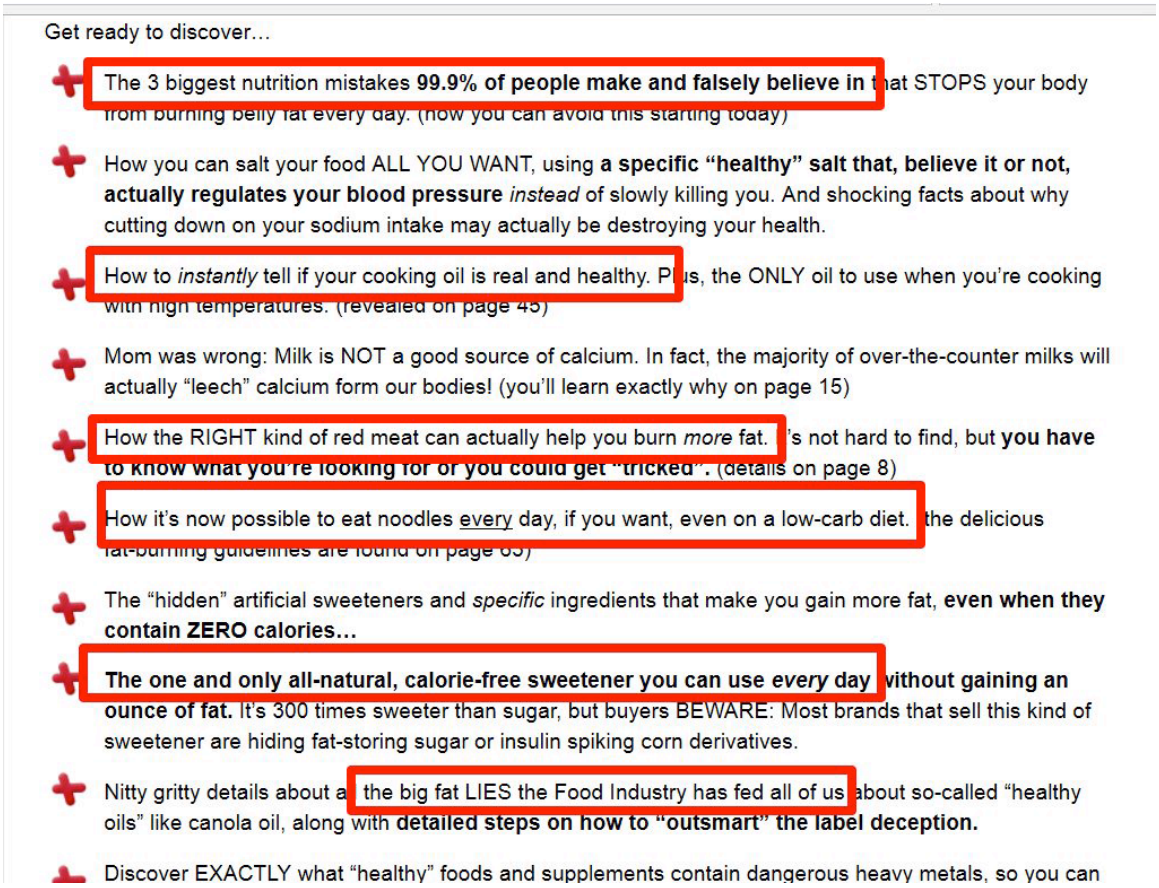
The results promised should be congruent with the results that you got because your big,central promise will be used to :

Craft your sales copy
Tell other people about your product
Create your product content
And much more..

If you don't have any results or topic ideas (refer to previous chapter), here's a really cool way to get topic ideas.

Take a look at the sales page of the popular products.

Scroll down until you reach the bullet points. From there,
some of the individual bullet points can be product
topics by themselves!



Product Name

There are many ways to come up with names for your WSO. This is something I admittedly don't pay much attention to - but I do pretty well, so I wouldn't say that it's something that makes or breaks your business - but it's still something to keep in mind.

Here are two formulas that I use :

"Adjective + result-oriented/product-relevant noun"

Ex. Super Easy Profits, Ultimate Traffic Explosion, Simple List Building

OR

“ Adjective (optional) + Your topic + special/power word”

Ex. WSO Monster (this is a good one :D) , CPA Cash Demon (mine too) , Ultimate Product Creation Blueprint, Google Sniper, Traffic Ignition, etc.. These are all real product names by the way.

Again, I don’t want you to get bogged down by this because it’s really easy to do - that’s why I don’t go into much detail.

Just get it done and over with. You can survey your friends or family (or list) by giving them a couple of product name options and asking them which is the best one.

Or you could post in the Warrior Forum and ask for Warriors’ opinions.

Your task for now is to come up with your big promise and product name.

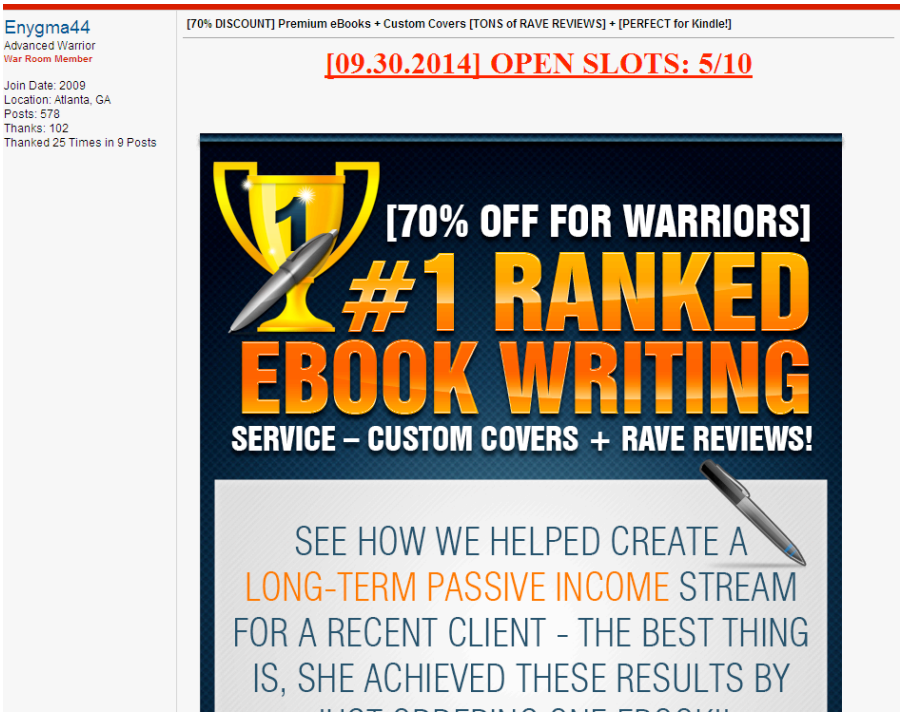
Step 3 : Choosing Your Product Type And Format

As you might already know there are many types of WSOs. Let's take a look at them and we'll see which one is ideal for you.

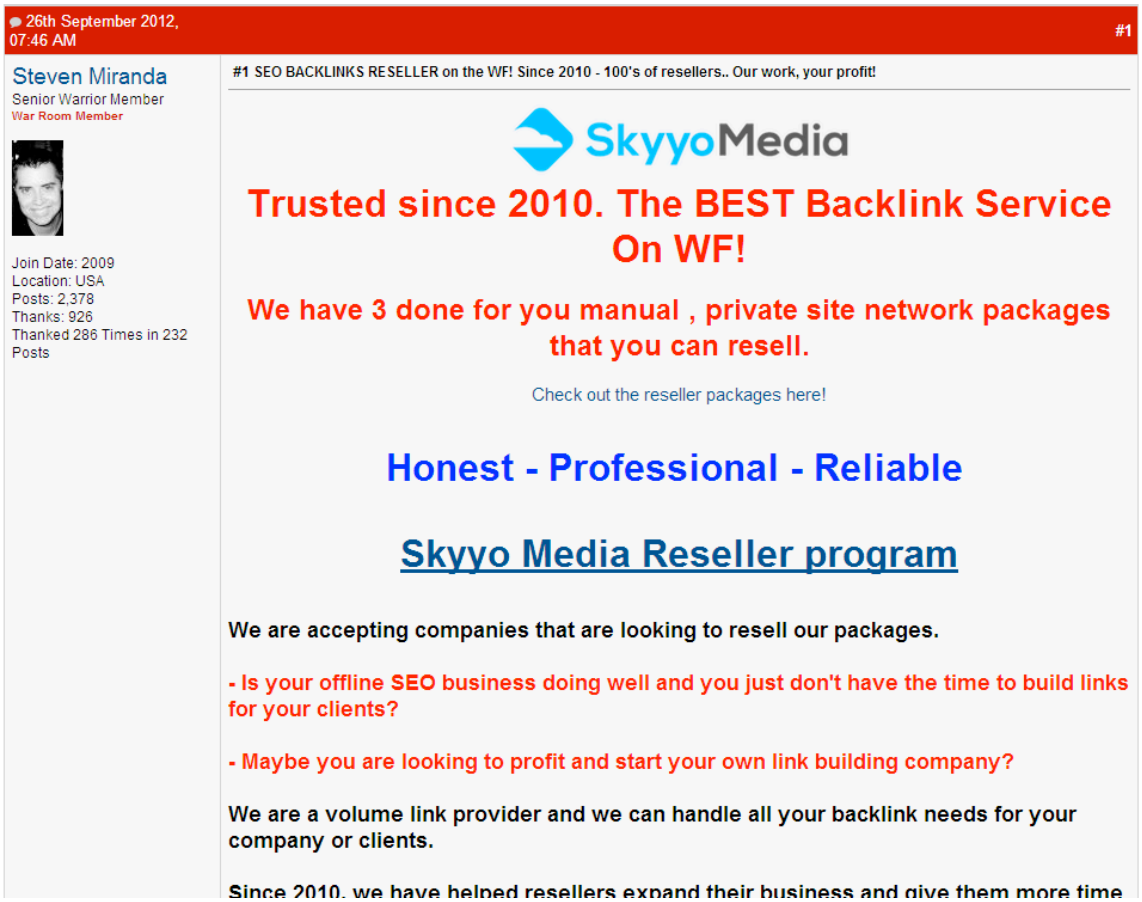
Service WSOs

If you have a particular skill that is in demand in a hot niche, ex. Video marketing such as creating graphical sales video, you could make a lot of money selling your services.
Below are examples of service WSOs :

Product Creation - Ebook Writing



SEO - Link Building

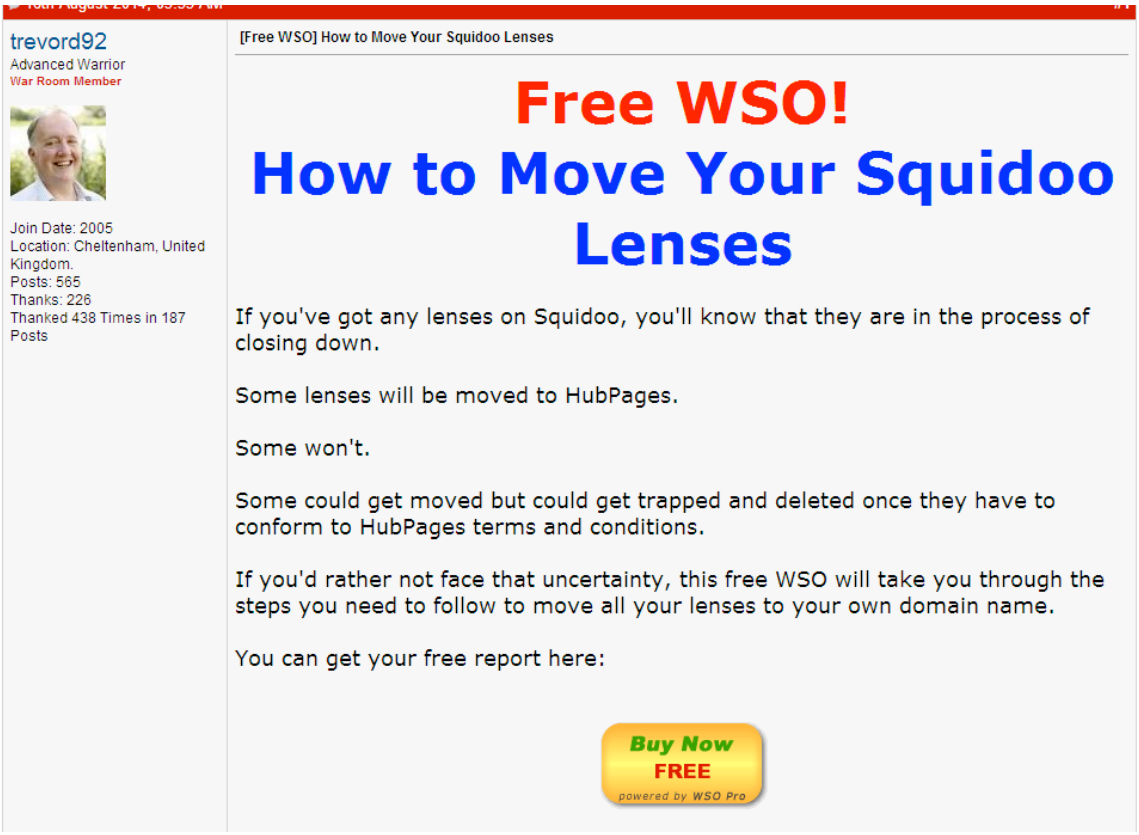


This type of WSO is ideal for those who possess a particular skill set such as writing, recording, etc.. but I don't recommend doing this because it's almost impossible to get WSO of The Day with these WSOs - unless you're really strapped for cash and/or want to do this full-time and/or already have a proven track record in the subject matter.

"How To" WSOs

These can be tutorials of using certain tools or guides that lead to a specific outcome.

This is a guide by Trevor Dumbledore which shows people how to move their squidoo lenses to their own domain name.



trevord92
Advanced Warrior
War Room Member

Join Date: 2005
Location: Cheltenham, United Kingdom.
Posts: 565
Thanks: 226
Thanked 438 Times in 187 Posts

[Free WSO] How to Move Your Squidoo Lenses

Free WSO!

How to Move Your Squidoo Lenses

If you've got any lenses on Squidoo, you'll know that they are in the process of closing down.

Some lenses will be moved to HubPages.

Some won't.

Some could get moved but could get trapped and deleted once they have to conform to HubPages terms and conditions.

If you'd rather not face that uncertainty, this free WSO will take you through the steps you need to follow to move all your lenses to your own domain name.

You can get your free report here:

Buy Now
FREE
powered by WSO Pro

These “how to” WSO doesn’t require you to have achieved any results of any kind - you just have to be willing to research and learn how to transfer your squidoo lens to your own domain name and you’ve got a product!

Here’s another one :

trevord92
Advanced Warrior
War Room Member



Join Date: 2005
Location: Cheltenham, United Kingdom.
Posts: 565
Thanks: 226
Thanked 438 Times in 187 Posts

[Brand New!] How to Get Free Content for Your Website

How to Get Free Content for Your Website

Google likes sites that add content on a regular basis.

Deep down, you know that.

But if you struggle to add new, fresh content to your website on even an occasional basis, you also know that it's easier said than done.

I'm a prolific writer and I still struggle to add new content to my site each and every day.

So I know it's not easy to write content for your site daily.

But what if there was another way to get good quality content for your website?

Free?

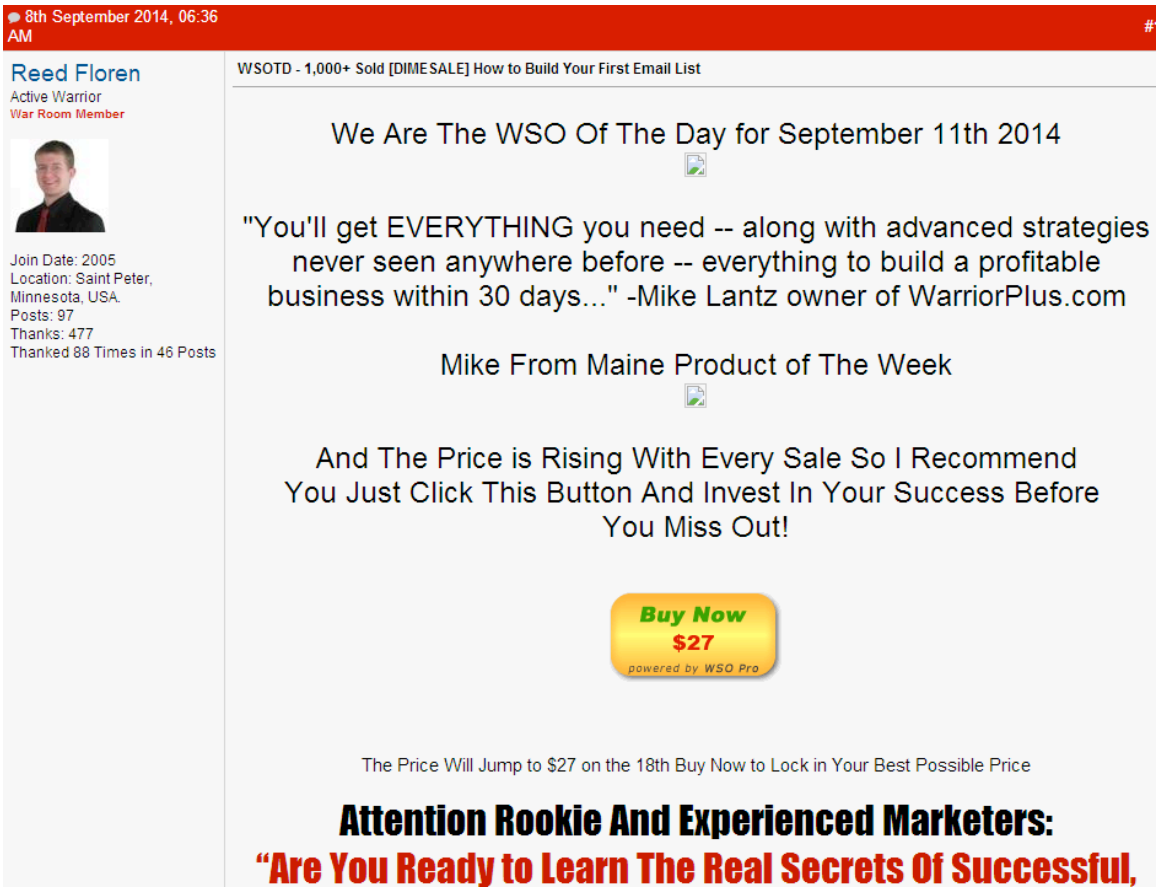
Or even get paid for it?

I've done both of those methods.

In this WSO, you'll discover how to get **good quality original content** written for you by other people.

Whilst you can use sites like EzineArticles for some of your content, that's already

This WSO by Reed Floren shows you how to build your very own list.



Obviously for this WSO you'd need some results as proof that you actually know your stuff - because you're promising a specific outcome and people will ask for proof especially since it's a hot topic.

"how to make xx $$ in xx days" type products require you to have some proof of results too.

But here's something cool - instead of a "how to build your first list" guide, you can create a "how-to" guide on using the Getresponse

autoresponder and like the first 2 examples, you just have to be willing to research!

The other type of “how-to” WSOs are those that promise a specific outcome.

These sellers don’t name their WSOs “how to xx” but the concept is the same.

Take WSO Monster for example, the promise is for you to create your first WSO without any experience, skills or knowledge.

Another example of this is “copy this” by Bill Hugall.



It shows you simple tricks that you can use to boost your conversions and ultimately make more money.

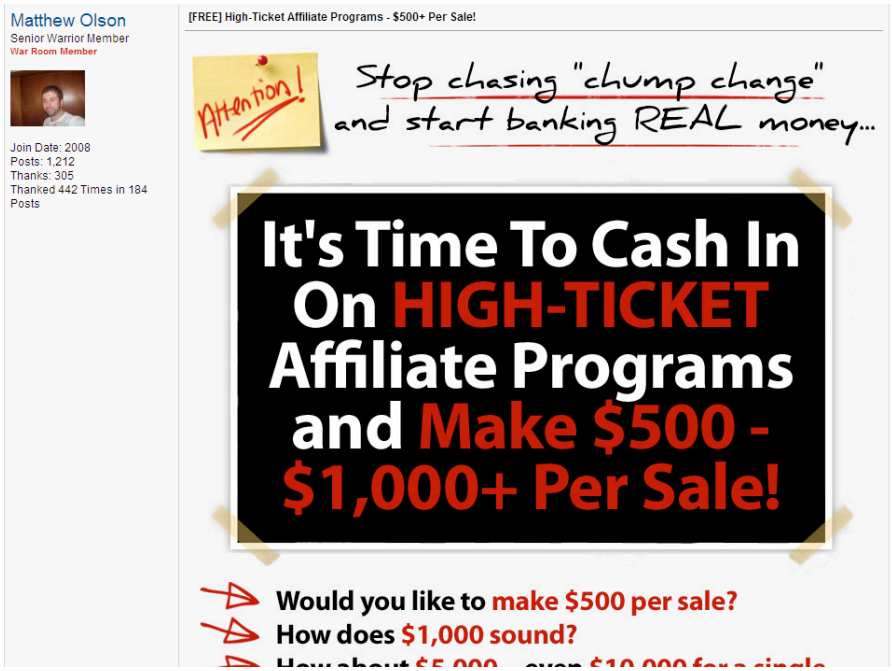
There are literally thousands of “how-to” guides that you can create regardless of skills, experience, or knowledge.

“Resource” Type WSOs

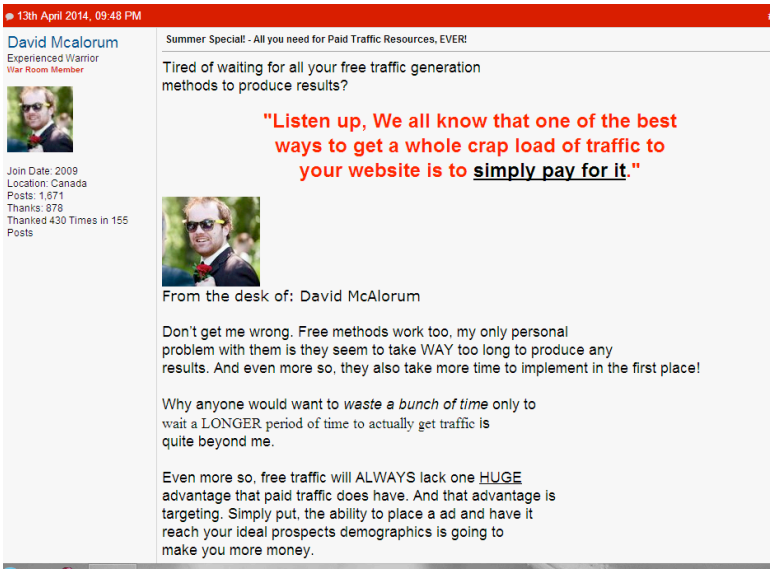
These are “lists” WSOs - here are some examples.

This is a WSO by Matthew Olson which is a list of high-ticket affiliate programs which pay up to $500 per sale.

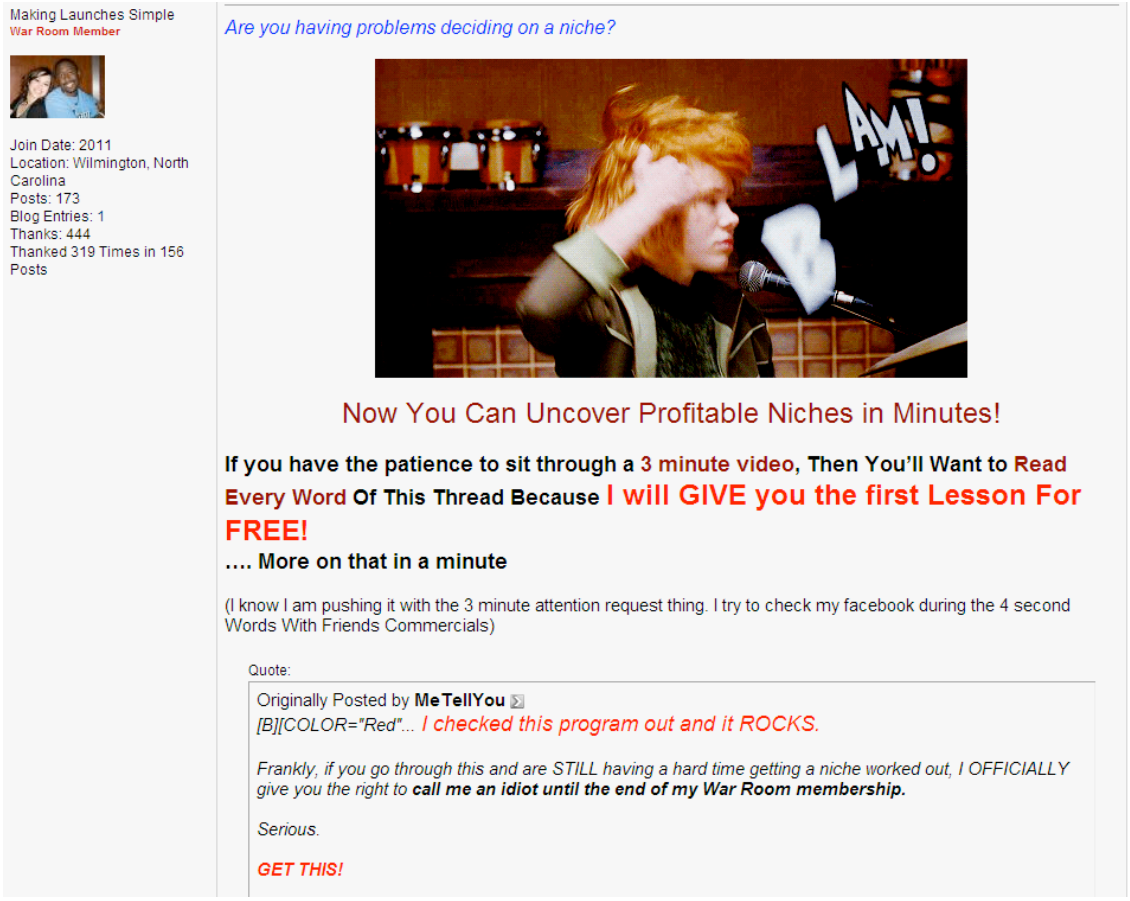
As you can see there’s no need for any kind of income proof of claims because it simply solves a need that many people have - people are constantly looking for high-ticket affiliate programs because they’re tired of being paid peanuts as an affiliate.



This is another by David Mcalorum which is a list of paid traffic sources.



And here's one that I did with Coach Comeback which shows you 14 little-known sites you can use to generate niche ideas.


Making Launches Simple
War Room Member

Join Date: 2011
Location: Wilmington, North Carolina
Posts: 173
Blog Entries: 1
Thanks: 444
Thanked 319 Times in 156 Posts

Are you having problems deciding on a niche?

Now You Can Uncover Profitable Niches in Minutes!

If you have the patience to sit through a 3 minute video, Then You'll Want to Read Every Word Of This Thread Because I will GIVE you the first Lesson For FREE!

.... More on that in a minute

(I know I am pushing it with the 3 minute attention request thing. I try to check my facebook during the 4 second Words With Friends Commercials)

Quote:

Originally Posted by **MeTellYou**
[B][COLOR="Red"... I checked this program out and it ROCKS.

*Frankly, if you go through this and are STILL having a hard time getting a niche worked out, I OFFICIALLY give you the right to **call me an idiot until the end of my War Room membership.***

Serious.

GET THIS!

Once again, these WSOs don't require you to have any prior skills or knowledge, you just have to be willing to research!

And people wouldn't care if you didn't have skills or knowledge, because these WSOs solve a need. It's something that they would either outsource or research themselves.

Interview WSOs

Interview WSOs are great because you get paid to learn stuff!

Nobody can have too much authority. You'll find that many experts in their field are more than happy to be interviewed.

Here's one that I did with Alessandro Zamboni. I was creating a product called Fiverr Cash Ninja and I wanted to interview an expert on Fiverr so I approached him and we did it.



Case Study WSO

A case study WSO is a documented account of you doing something and achieving certain results.

Again, there are many forms of results such as money, traffic, followers, subscribers, happiness, etc..

There are many other types of WSOs out there like selling PLR rights to products, etc.. But those are more advanced and I've never done those so I'll stick to what I know best and I can tell you that the above WSOs are very lucrative and you should start off with those first.

WSO Formats

The types of product (digtal) formats include :

Video
Audio
Ebook/PDF

It really depends on which ones you're comfortable with. I recommend having all three because you can sell one as your main product and sell the others as an upsell (more on upsells later) or offer it as a bonus.

Reason being different people prefer different formats. I used to perfer videos - but now I prefer PDF because it saves me a lot of time.

Videos and audios typically have a higher perceived value than ebooks because it seems like there's more work involved.

There's also software but I'd stay away from that for your first launch.

I will talk about the technical side of creating these products later, but for now just decide on your product format.

Your Task For Now Is To Choose Your WSO Type And Format

Step 4 : Your Sales Funnel

A sales funnel is the sales process from initial contact to the final sale.

A typical sales funnel looks like this :

Suspect > Prospect > Lead (not applicable in this case) > Customer > Repeat Customer

Someone is browsing on the WSO section and lands on our WSO thread (suspect) > He/she reads our sales copy and is contemplating whether or not to purchase (prospect) > He/she purcahses (customer)

Now there are two ways that customer becomes a repeat customer.

- **Immediate repeat sale**

This sale is generated via an offer right after they purchase.

These are *one-time offers* (OTO) that are presented when people access their purchase via your chosen platform.

Upsells

Upsells are higher priced offers that are congruent with the main product. An upsell should complement the main product, but **should not be essential.**

Downsells

If they say no to the upsell(s), customers may be presented with a downsell, which is a lower-priced, downgraded version of the product.

Then,from there there can be more upsells and downsells.

- **Backend sale**

A sale generated via follow-ups either via email, direct mail or phone calls.

This is why you often hear the mantra "the money is in the list".

Having a list of buyers is the closest thing you can have to autopilot income,push-button profits,passive income or whatever catch phrases people come up with nowadays.

Having a list of leads and buyers allows you to build a relationship with them before selling them much higher priced items.

For the purposes of this guide, we'll be talking about generating immediate repeat sales.

Upsell Ideas

Your upsell should be as congruent as pssible to your main product. For example, McDonalds sells burgers as their front end product, and upsells the drinks and fries.

Here are some upsell ideas :

-Accelerators

These are things that speed up the results of your customers and saves them time.

Examples of these are cheatsheets, done-for-you services, homework sheets, etc..

-Automators

Things that automate the methods taught in your main product or methods that are typically used in your niche.

Examples of these are plugins, software, etc..

- Premium/Upgraded Version of Main Product

You can simply offer a better, more advanced, more detailed version of your main product.
For example if your main product consists of 10 sites that people could use to get free content, your upsell could be a product that consists of 20 sites.

These are the “deluxes” , “premiums”, “pros”.

Again, the upsell is complementary, not essential to the main product. They don’t need the extra 10 sites, they may want it though.

- Different Formats of Main Product

Remember the section on different product formats? Like I said you could sell one as the front end product and offer the others as an upsell. (or bonus if you want)

- Coaching/Consulting

Pretty self-explanatory here. You can charge premium prices if you have authority in the niche and/or are willing to devote more personal attention.

The coaching or consulting can be in the form of email, Skype calls, phone calls, etc..

These upsells are not mutually exclusive. You can package a couple of the above elements as a single package and sell them as one offer or sell them as different offers.

For example you could sell coaching and the different formats as a single package.

Downsell

This is the easy part, really.

The downsell is typically a discounted, downgraded version of the upsell.

So there can be less elements than the upsell ex. If your upsell is coaching and the different formats your downsell could just be the different formats.

You always want to take away something to justify the lower price - don't offer a discounted package just to make the sale. It may sound like you're sweetening the deal, but you lose their trust because you were just about to charge them a much higher price for the exact same stuff that you're now offering them at a lower price - so what's the real value of your offer?

I'm talking about immediate discounts here, you could always sell

them a discounted package in the backend without taking anything away.

Pricing

Here's the typical price range for WSOs (paid) :

Ebooks : $7-$27
Video courses : $7-$37
Software: $17 -$97
Coaching/consulting : $97-$997

When you're just starting out you may not have the atuhority to sell $17 ebooks with ease, so I'd price it ion the end low end, like $7, $5, or even $1.

Now this may sound like you're leaving money on the table, but actually you'll end up making more money because you get more people into your sales funnel, and you get more total buyers which you can profit from over and over again.

I know it can be heart-wrenching pricing your the product that you worked so hard on so low, but you'll be creating a name for yourself as someone who overdelivers in a massive way and this will do you a lot of good in the future.

Now, here's how to build your funnel.

First, we'll list the assets and product components that we currently have at our disposal and those that we plan to create.

For examle..

Time
Ebook
Homework sheet
Cheatsheet software
Plugin
Video version of product
Audio version of product
Etc..

And now we'll take those components and place them into the funnel.

For example..

Front End > Upsell > Downsell > Upsell
Main Ebook ($7) > Other formats + Software ($37) > Software ($17) > Coaching ($197)
Front End > Upsell
Main Ebook ($7) > Coaching ($197)
Front End > Upsell > Downsell
Main Ebook ($7) > Other formats + software ($37)> Software ($17)

Regarding how deep the funnel should be, it's really up to you.

It depends on how comfortable your are and how willing you are to create those components.

Your task for now is to create your sales funnel and finalize your pricing.

Step 5 : Finalizing And Outlining

The previous 4 chapters were pretty conceptual - in this chapter we're going to get into the nitty-gritty stuff and actually get something on the plate!

We're going to finalize each of the components in the funnel.

We're going to answer some core questions for each and every components. This will allow us to create our product content and our sales copy.

What is it called?
What does it do?
How does it do it?
How will this help the buyer?

****These questions must revolve around your big promise. (see previous chapter)****

Let's take this product, WSO Monster as an example. Here's the big promise:

Copy my $3372.62 in 5 days formula and create their own WSO using my simple yet powerful WSO creation and launching formula without any skills, knowledge or experience.

And here are the answers to the questions :

What is it called?
WSO Monster

What does it do?
Gives the buyer a clear picture and a complete understanding of the entire WSO creation and launching process.

How does it do it?
The entire process is broken down into bite-sized steps and each step is explained in a detailed fashion.

What's in it for the buyer?
This will allow the buyer to create and launch their first WSO, and more importantly acquire the knowledge to repeat the process over and over again for short-term and long-term income.

Do this for other components and proceed.

Refund Policy

Regarding your refund policy/guarantee, it's really up to you. It's your product. Common marketing sense dictates that the bolder the refund policy, the better the conversion rate. But it all comes down to testing.

Having said that, I usually go with the 60-day no question asked money back guarantee.

After answering those fundamental questions, it's time to outline your product.

Outlining

If you're doing a "how-to" type product, outline the chapters.

If you're doing an "interview" WSO, outline the questions.

If you're doing a "case-study", outline the steps that you'll take.

You get the idea.

Now... AGAIN - Always make sure they're congruent with your big promise.

If your case study is about how you drove 3000 visitors to your site and made $1000 with Craigslist, don't go talking about Facebook all of a sudden

Don't talk about creating WSOs, don't talk about Youtube.

Also don't talk too much about the history of Craigslist because it's not relevant to the big promise, i.e. Driving traffic and making money.

If you don't know enough about the topic to create an outline, you can buy other relevant products and see the topics that often occur and outline your product accordingly.

Also, here's a super cool way that you can use to find thousands of PDF files that you can use to bounce ideas off.

Remember, don't plagiarize. The ramifications could be severe. It's okay to extract some key elements, but don't copy word for word.

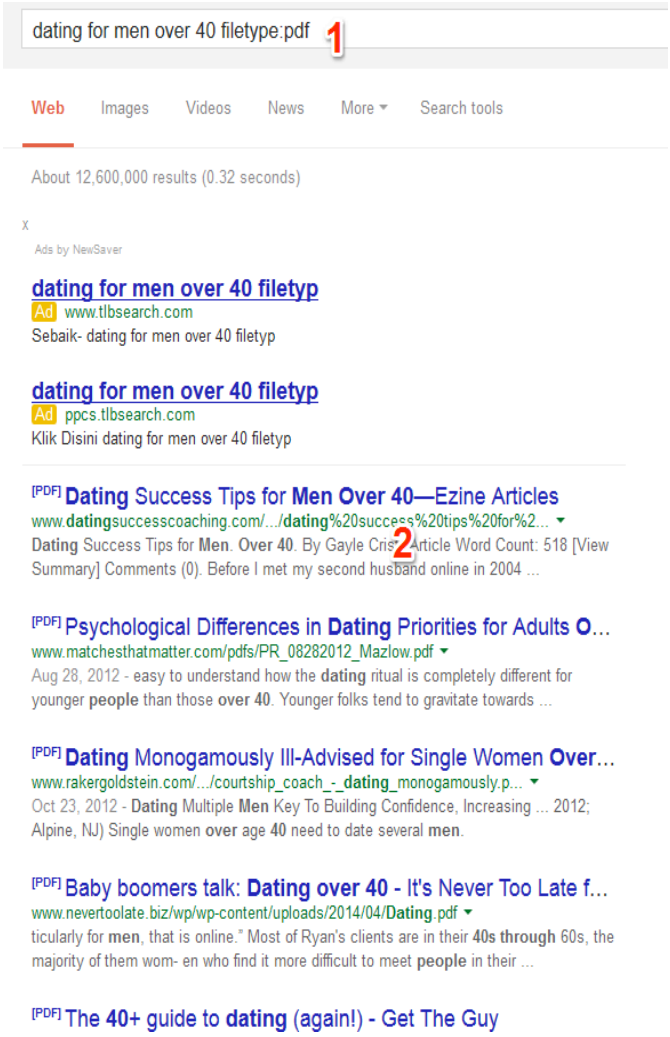
First, go to google.com.

Then, in the search bar, key in this search term :

Your Sub-Niche/Niche filetype:pdf

So if your sub-niche was weight loss for women, you would key in *weight loss for women filetype:pdf*

You'll see a ton of PDF files that you can download and get ideas and content from.



Your task for now is to finalize your product components ,refund policy and outline your product.

Step 6 : Your Sales Page

This is, in my opinion the most important step. Your sales page is your automated salesman that works 24/7. Send traffic to it and it'll sell the heck out of your product for you.

Why is it important to have a good sales page? (Good=high converting)

Let's take a look at some terms :

Conversion rate

The number of visitors that take a specified action divided by the number of total visitors

So let's assume a mediocre sales page selling a $7 product converts at 5%

You send 100 visitors to take page. That means 5 people will buy, earning you $35

Imagine if the sales page converts at 10%

Out of the 100 visitors, 10 people will buy, earning you $70, that's double the earnings!

And with a higher conversion rate, comes with a higher :

Earnings Per Click/Value per visitor

As the term implies, EPC is the total dollar amount earned divided by the number of visitors.

This is the dollar amount that each click that is sent generates. For example using the above example, if the 100 visitors generates 10 sales which equates to $70, that means the EPC is 70/100 = 0.70.

This is the main, if not the only metric that affiliates look for when deciding whether or not to promote a product. Why? Because they want to maximize their profits for each visitor that they send.

It's not rocket science, but it's crucial that you understand these terms.

Now that we understand the importance of having a high-converting sales page, it only makes sense to have one, does it not?

But truth be told, copywriting is not something that can be learned in a day, a week, a month, or even a year. Plus, even if you went out and chased after affiliates and they promote for you, they'll be disappointed by the conversions and will be highly unlikely to promote next time. That's why I'm adamant on outsourcing your sales

copy - it's that important. A small investment will make you back a lot of money. Directly and indirectly.

Two copywriters that I recommend are Nick Arnold and Matthew Roe. You can look them up on Facebook. I'm not affiliated with any of them - I've had my copy done by them before and they were good.

The number of sales pages will depend on how deep your funnel is. If you have just one upsell, then you'll need two sales pages (front end and upsell).

If you're strapped for cash just go for Nick, he provides the copy and graphics at a super affordable price.

And if you can find other better copywriters by all means go with them. If you're really,really on a tight budget, you can just skip the graphics and outsource the copy. It's not required - most of the sales pages of the top WSO sellers such as Reed Floren and Sean Mize have hardly any grpahics on them.

At this point outsourcing should be a breeze because you've outlined your product, finalized your sales funnel, name, and price and formulated your big promised. You have everything that your copywriter needs to know.

If you're absolutely adamant on writing your own copy, use this fill-in-the-blank tool right here : http://www.internetmarketingcourse.com/freesalesgenerator/

Side Note : I wrote my own copy for WSO Monster, but only because I'm not under any pressure to make this WSO a huge success right now. Plus I'll be sending my own pre-sold traffic to it, and if affiliates promote it it'll be because it converts because I've done zero affiliate-chasing whatsoever.

Your task for now is to write or outsource(recommended) your sales copy.

Step 7 : Pre-Launch Thread

This is something that most people never do, so by doing this you'll put yourself on the front foot.

A pre-launch thread is essentially a WSO thread that teases about your upcoming launch and the main purpose of the thread is to collect early-bird leads that have "raised their hands" and expressed interest in your WSO.

That way when it goes live you will mail these people and most of them will be likely to buy and the ratio of buyers : visitors will be huge, raising the EPCs, attracting affiliates (see previous chapter) and hopefully landing you WSO Of The Day.

You don't need much copy on your early-bird thread, just tell them what it'll be about and offer an incentive to opt-in, ex. Free gift/discount, etc..

What you will learn in WSO Monster :

- How to choose a hot topic for your WSO so that it sells like hot cakes
- The types of WSOs that you can create and which ones are the best
- A ninja research method that will save hours of your time
- How to create your product in lightning speeds using my top-secret free tools
- How to set up your WSO thread so that everything goes smoothly
- Which platform to use and why (important)
- How to set up your autoresponder properly to make sure that you get the buyers list
- How to get passionate reviews that will boost your sales
- How to handle trolls/negative reviews and turn them into your advantage.
- The exact launch sequence that I personally use to create a bang in the marketplace and sell thousands of copies of my products
- How to attract an army of loyal affiliates to promote your product
- How to dominate the top sellers list even if it's your first launch
- And much,much more!

Join The Early-Bird List To Get :

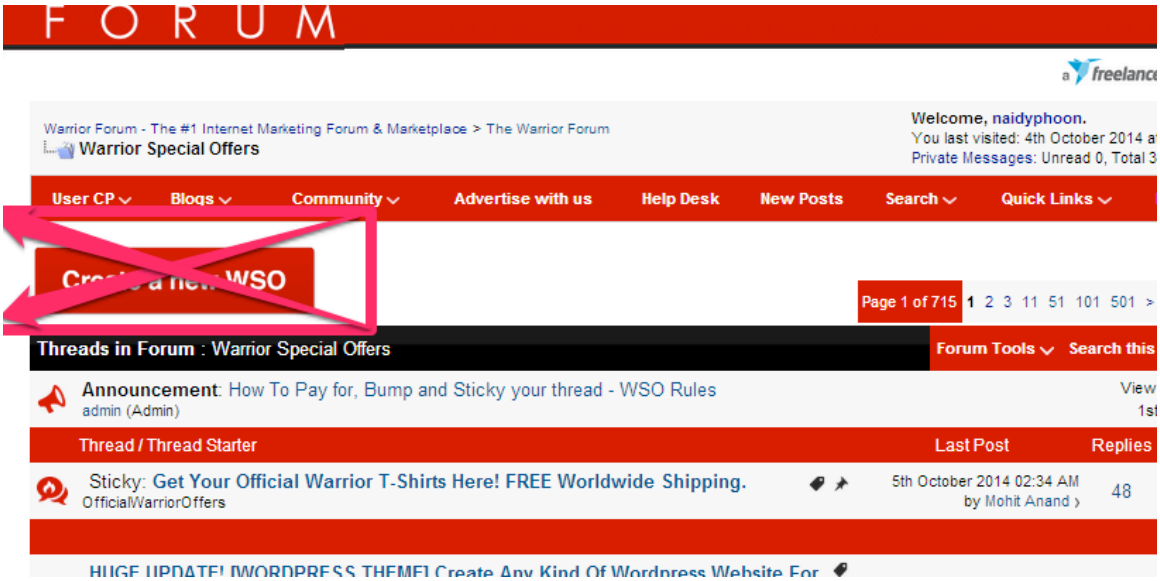
- A Free Gift (My Exclusive, Not Yet Released Product)
- 50% Off WSO Monster On Launch Day!
- Free Webinar Training On My $46,290 Newbie-Friendly System

Sign Up Now (Limited Time Offer)

To create a new thread in the WSO section use this link :

http://www.warriorforum.com/newthread.php?do=newthread&f=17

Don’t use the “create a WSO” button

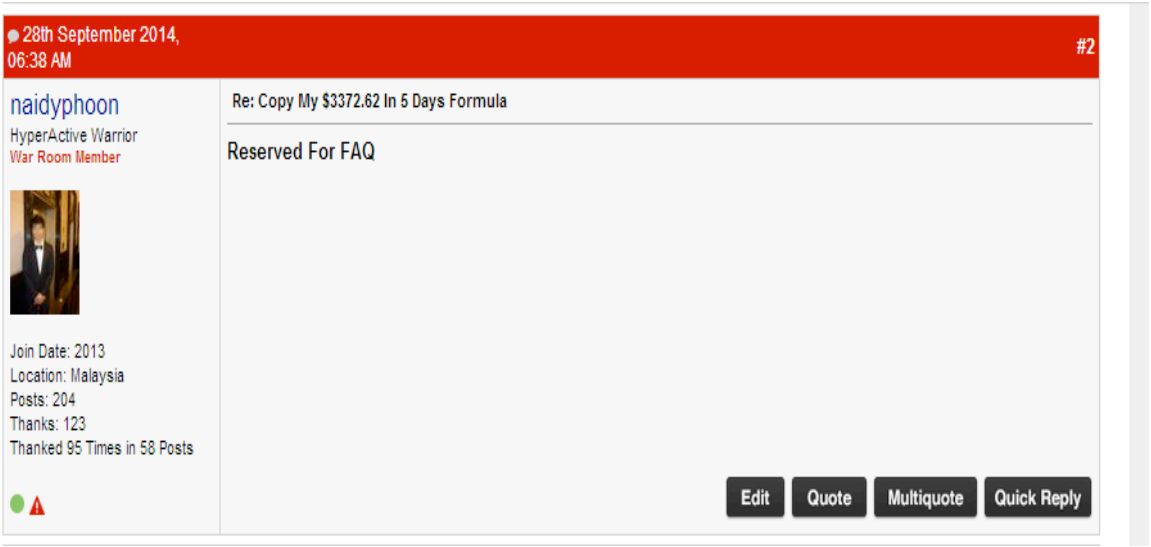


because it lacks the functionality of other platforms and you don’t have the opportunity to get WSO Of The Day (awarded by WarriorPlus and could result in many more sales) From there just write your offer and leave a link to opt-in.

If you don’t know how to create a squeeze page, just use page builders like unbounce and leadpages. But if you’re willing to learn it’s really easy - just grab some HTML templates online and edit them. You’ll also need an autoresponder account - I recommend Aweber.

Once you’ve posted your thread, you’ll have to wait until it’s approved and once it is, you’ll receive a private message saying that your thread has been approved and just pay $20 and your thread goes live.

Then, you’ll want to reserve a spot below the thread like so. It should say “reserved for FAQ”. You’ll see why this is useful later.



After you set up your pre-launch thread, it's time to get some reviews for your WSO.

Many people suggest going to the Warriors For Hire section and giving away the product to reviewers. That's fine - but I prefer approaching my friends who have a name in IM and have them leave a review. That's because they have more authority and credibility.

If you don't already have a network of marketers, no problem.

Go to WSO threads similar to yours. Look at the people leaving reviews. If he/she seems like a reputable warrior, you can approach him/her and give away your review copy. They've proven that they're willing to leave reviews and check their inbox, so why not.

Ideally ou'll want to get reviews during the pre-launch because that social proof will increase your opt-in rate, which leads to better results.

Your task for now is to set up your pre-launch threa and get reviews to the thread.

Step 8 : Product Creation

I know what you're thinking - Finally Naidy.. NOW you're asking me to create my product? It's about time!

Calm down - I have an explanation.

Let me tell you a story. A story you might have heard of especially if you've been marketing long enough.

Think of the best ever burger that you had. A juicy, tasty and tender burger. It's a burger that you will never forget because it's just that good. It's one that you will tell your grandchildren about...



Now answer this question.

Were you thinking about a McDonalds burger?

I bet you weren't. 99% of people don't.

But McDonalds manage to generate over 28 BILLION dollars in sales last year.

What does this prove?

It proves that it doesn't matter how good your product is, it's all for naught if you don't market and sell it well. Product creation makes you zero dollars, product selling makes you money.

I used to spend 90% of my time creating ebooks instead of marketing and selling them. Big mistake. The result was 200-page ebooks with 20 sales. When I shifted my emphasis towards marketing and selling, I saw a big difference in sales and in my income.

I'm not saying to produce thrash, what I'm saying is don't get it perfect, get it done. Don't line your ducks up in a row before deciding to release your product, you'll never get anything done.

Also, by formulating your big promise, outlining your product, creating your sales page, finalizing your pricing, name, and all that - you can make sure that your product delivers on the promises made on the sales page and stays congruent with the big promise!

Let's get right into it.
While we wait for our sales page and build our pre-launch list, we'll

create our product.

Here are some of the tools that I use to create my products :

Software

Recording (Video+Audio) - Camtasia Studio

Recoding (Audio) - Audacity

Ebook writing - Openoffice

Screenshots - Skitch

Interviews - Skype + Pamela For Skype OR Vodburner

Equipment

Lenovo Yoga laptop

Logitech C920 webcam

Blue Yeti microphone

Fiverr Gigs

Voiceover

https://www.fiverr.com/johndelivers/voice-over-narration-600-words-or-6min-in-24hrs-professional-huge-deal

Syncing powerpoint with audio

https://www.fiverr.com/timhermanson/sync-your-audio-with-your-video

There's not much to say, really. You've done all the heavy lifiting and this is the easy part.

If you're doing a case study, use Camtasia to create videos or Skitch to take screenshots and document your journey step-by-step and the results that you got.

If you're doing an interview, approach your expert and interview them - make sure to give them the questions in advance so you two are prepared.

When creating any kind of products, it helps to follow the **what-why-how-what if** format.

What is the current step? Why should they do it? How should they do it? What happens if they do it? Here's an example:
Now it's time to set up an autoresponder account. An autoresponder allows us to manage and automate our email marketing efforts. First, sign up for an account at Aweber. Once you've signed up, you should be redirected to your member's dashboard and you're ready to start sending emails!

At this point you should have set up your pre-launch thread and ordered your sales pages. While waiting for your sales copy (or while writing),bump your thread at least 3 times and create your product. (Optional:Email your pre-launch list to warm them up about the WSO)

Step 9 : Preparing To Launch

Launch day is getting closer, I hope you're ready! At this point you should have your sales copy, built a pre-launch list, your product created and reviews on your thread.

Now it's time to set up your WarriorPlus account.

In my opinion it's absolutely crucial that you use WarriorPlus as the platform to launch your WSO.

Reason being they're more affiliates on there and if you don't already have an existing network of marketers this can be extremely helpful. Also these affiliates are more willing and prepared to promote WSOs - since they're on the WarriorPlus platform.

Honestly, if this is your first WSO, chasing after affiliates will do you little good. This is because you don't have a proven track record and these people are inundated with requests to promote their products every day.

Instead, let your stats do the talking. If you did as I told you outsourcing your sales copy, building your pre-launch list beforehand, your stats will be good you'll be naturally pulling in an army of affiliates, instead of pushing your offer in their faces.

Also, with WarriorPlus you have the opportunity of getting WSO Of The Day which can boost your WSO sales quite significantly.

First, go to warriorplus.com and create an account if you don't already have one. They have step-by-step instructions on setting up everything.

Click here to access the knowledgebase.

Also, one day before the launch, you should email your pre-launch list to tell them that the WSO will go live tomorrow and that there's a time-sensitive discount.

Email your lists when it comes to launch time and bump your thread

Step 10 : Launch Day and Customer Support

When it comes the time to launch, all you have to do is bump your thread to the top, and email your pre-launch list telling them that it's live, and you'll be good to go.

Now it's time to kick back and relax, and see the sales rolling in.

If you've done everything like I've shown you, you should see some nice sales coming in and affilates applying to promote your product. Typically I approve anyone above 50 sales (below 7.5% refund rate) and reject the rest. You can set this to autopilot.

You should watch your thread tightly for the first hour, answer questions that pop up, and add them to your reserved for FAQ thread if it's a recuring question. You can even insert one or two questions in there that handle pre-existing objections that someone might have before purchasing.

Keep refreshing your browser too because you'll have private messages coming in.

Refunds

Inevitably you'll get refund requests. Regardless of how good your product is, different people have different criteria for assessing the quality of a product. Plus, there are people who will buy with the

intention of requesting a refund right-after. No worries. These people weren't going to buy anyway. Just be gracious and refund them.

To do so go to WarriorPlus > Vendors > Transactions.

You can search for the transaction either by entering the transaction ID, email or item # . If he/she requestor doesn't offer these, ask for them.

Customer Support

No matter how streamlined your sales process is, you're going to get support emails.

Make sure to create "support templates" which are copy-and-paste responses to common questions.

Have a "have not received downloads" template, a "file corrupt" template, a "refund request" template, etc...

Answer thread posts, private messages, emails, handle refund requests and create support templates.

Special Offer To You :

Thank you so much for grabbing WSO Monster, by doing so it shows that you're serious about building a real business and get results.

If you would like me to hold your hand and guide you presonally to success, I have a limited coaching offer that you can take advantage of.

In my 28 days to success program,

I'll show you the exact **N.A.I.D.Y.** system that I use to reach #1 on the JVZOO and Warriorplus top-sellers list over and over again, selling AT LEAST 1500 copies every single time…

The coaching program is designed for fast results – the goal is for you to have your first successful product launch within **28 days or less.**

This offer is extremely limited and I'm expecting the spots to be filled up very soon..

So get in now while it's still available :

http://abcmoneymaking.info/coachingoffer/

Final Words

Congratulations!

You've done all the heavy lifting, and now it's time to lay back and reap the rewards.

I really hope that this guide has served you well.

Please take action - go out there and launch your very first WSO!

If you follow the steps that I've outlined in the guide, I have no doubt that your WSO will be a hit.

To Your Success,
Naidy.

