THE SIMPLE Business FORMULA



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As seen on the Warrior Forum

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Disclaimer: This guide is not intended to make any promises of income. Results are based on many factors. Like any business plan, results will vary.

Intro:

I can personally guarantee that this course is something you have never seen before, I do not care how many other online, IM, email marketing, or other business courses you have bought over the years!

Nobody teaches the information to the simplicity and effectiveness that you will see here. Here, I teach how to build a business QUICK and SUSTAINABLY, and yes, those two things can go hand in hand.

DISCLAIMER: You will see external links to some recourses and websites I suggest to help you along the way. I am in no way affiliated with any of the websites or companies and none of the links possesses any affiliate links nor will I profit from you clicking or purchasing from any of the links.

Just as a quick intro, I've been a business strategist, economist, and organizational leader for many years and I started when I was very young.

I have actually had other professionals tell me to never teach the material to the degree that I do. They've also told me to never reveal my traffic strategies and resources here due to the insane simplicity of this business. However, there are too many people getting scammed out there and that's not the type of world I want to live in.

This is not a get rich quick thing. This is a build a business that creates value and gives you a sense of self-purpose while making a lot of money. Is it possible to follow your

passion and make a lot of money? Of course it is! I am going to teach you how.

Mark Cuban once said to never get into a business that you are not passionate about. I could not agree more!
I truly hope this course will help those who read it and allow people to take action to make some progress in their business and in their life.

Chapter 1: The Key To Business

So what is the key to business?

Some people say it the numbers, profits, costumers... all of those are partially right.

The overall encompassing key to business is SIMPLICITY! If you guessed it good for you, you're already ahead of the game.

"If you can't explain it to a six-year-old, you don't understand it yourself" -Albert Einstein

I don't care if you're company is General Motors or Average Joe's Blog site, your business model will only succeed in the short and long run if it is simple. With that said, let us go over the principle elements that you are going to need for your business:

1). A great sales copy
2). A relevant and amazing offer
3). A great product
4). High-quality traffic

Now these things are the easiest things in the world to get. If any of these things have given you trouble in your business before, do not fear, I am going to shatter all of your problems in this course. In addition, If your business includes any more facets or moving parts than these 4 elements, then I would

recommend removing them from your business as you will not need them!

Knowing your business is about knowing your numbers. I.E how many clicks you're getting, your conversion rates, the value per customer, EPC (We'll talk a lot about this), as well as various other important metrics.

This is part of the reason why we must keep our business simple. If our business is too complicated, there is no way are going to be able to properly track these numbers.

A recent study shows that over 83% of online marketers don't keep track of any of their metrics. Don't be part of that percentage. Imagine the advantage you will have when you keep your business simple and you know these numbers.

Here is what we are about to get into with this course:

1). How to do niche research in just a few minutes (If you're not in the IM niche or if don't already have your own niche)

2). How to create a product in just a few more minutes

3). Why you only need a one-page simple website or in some cases no website at all.

4). How to get other to drive your all the traffic you need for free

5). How to get more money to your business than your ever thought possible

First, I will show you how to find an insanely profitable niche in just a few minutes.

Chapter 2: How to Find A Niche In A Few Minutes (For non-IM niche people)

The internet is full of great and profitable niches besides the IM niche (I know, hard to believe). This section is meant for people who want to branch away from the IM niche and explore something that they have a passion for,
you are going to be blown away on how fast you can conduct this niche research.

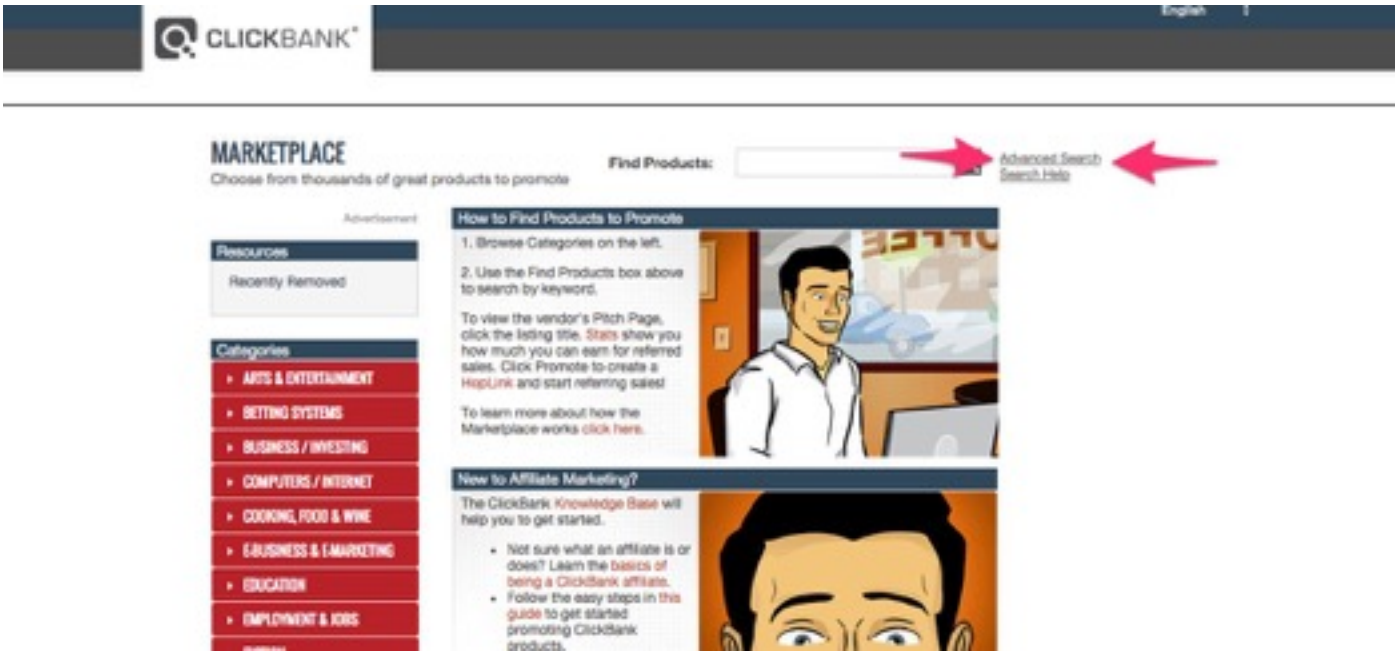
Many marketers teach that Niche research needs to take hours and hours and can only be done my Harvard grads.

These are just tactics to scare you to buy something or to discourage you from becoming their competition.

We will start this research at ClickBank. www.clickbank.com

And no, this business plan does not involve selling any ClickBank products, we will only be using it for pure research. Click Bank is great for research because it shows us what is selling and not selling. It shows us what we can scale and not scale. The beautiful thing is that all the numbers we need for our research are available with just a few clicks of the mouse. We are going to start at the ClickBank Marketplace. You do not need an account do to this! The Marketplace is located at the top right side of their homepage.... I'm sure you can find this so I won't show a screen shot of this.

Next, click on advanced search:



Have you done that?.... Sweet!

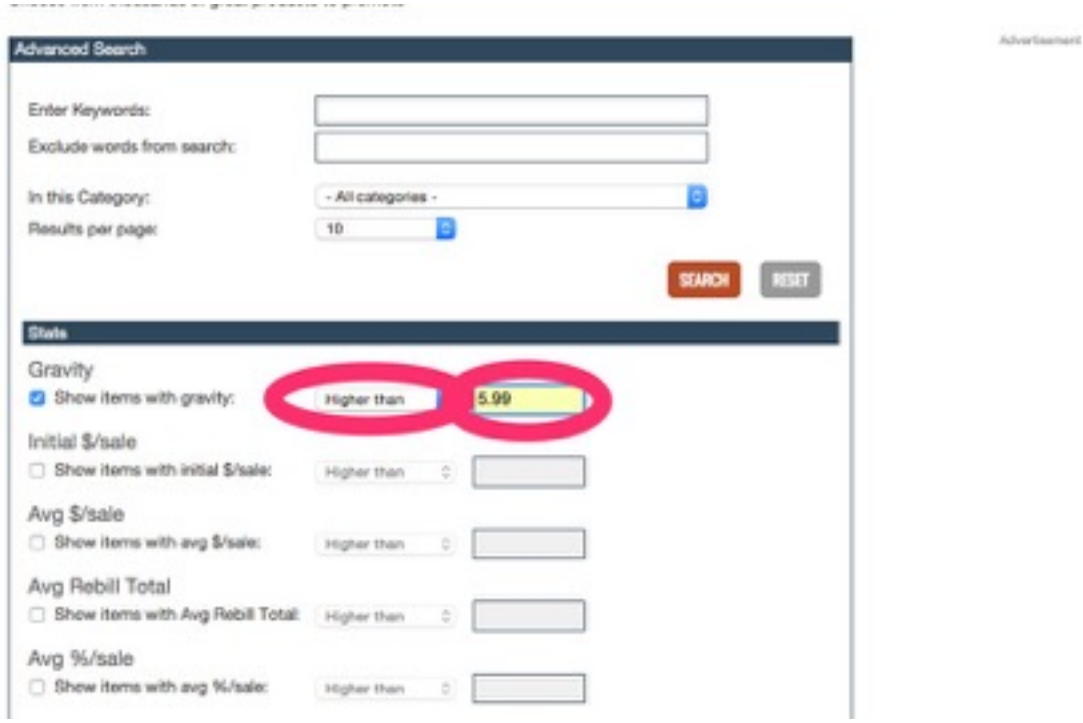
Now what we are going to do is find a product that is selling well. There are tens of thousands of products on ClickBank and many of them fail to make even one sale. We want to stay clear away from those products as we know that they do not convert.

We sort out the product we want to look at by examining the gravity of products. Gravity essentially tells us how well affiliates are able to sell the product.

Typically, the higher the gravity, the better overall the product converts and even though there can be several reasons that

play into this number, we know that at least there is a market for what the product is selling.

I like to look at products that affiliates can sell at least something over 5 times a week. Type in 5.99 in the "Show items with gravity" box and make sure the drop down option says "Higher than".



These are the products we want to start with. Pretty easy? I think so.

Now, if you go ahead and hit "Search" with what we just did, you are probably going to get over a thousand or so products that have this amount of gravity.

What does this mean? This means that niche that all of those products are in are potential niches for you. You cannot go completely wrong with any of these niches, but I will show you how to weed through these thousand or so options. This way of research is also good because it gives us very specific niches. For example, instead of finding out that the internet marketing niche converts well, we may find that the video software niche or graphic creation niche are the best converters.

Remember, this business is designed to be implemented quick and researching over a thousand products and seeing what is exactly best for you isn't exactly quick.

If you do not care what niche you dive into or one niche doesn't exactly peak your interest over another one, I recommend going through the products and start looking with the products that seem to stand out as having exceptionally high gravity numbers.

As you start looking at what these products sell, do not look only at the general niche, but look at the specific thing that the product is selling to get a more targeted idea about what consumers in the niche are demanding.

Now, what I want you to do is type some keywords back into the advanced search engine we were at earlier. Type in something that you passionate about or your find interesting while keeping the same gravity number as earlier. Refer back to the Mark Cuban quote if you need to. Make this niche

something that you are passionate about or something you find interesting.

I typed in "Music", but you can type in something even more specific if you want.

Even with something as broad as Music I now only have 42 results I need to sniff through. That's a lot easier than sniffing through over a thousand, I think you'd agree on that.

I see a lot of products on how to play guitar with excellent gravity. If I was interested in this niche I would now know that this something I could possibly enter.

Now that you have found something you like, dig a littler deeper into the products.

As an example, I see a music production software product that is selling very well and is coming with a big commission.

What does this tell me? It means that this is an In-Demand market and people are willing to pay the big bucks in it.

You could then have an idea for a business that is centered around how to produce music properly or get good sounds from a recording and make a product centered around those two things.

There is really no limit you can take this.
Another niche I highly recommend (if no other niches interest you) is the health niche. The health industry is a massive $600 billion dollar industry and it is always growing. There is

room for you in this niche, no matter what other gurus will tell you.

Here is a list of common diseases that you can jump right into. http://www.ranker.com/list/list-of-common-diseases-most-common-illnesses/diseases-and-medications-info

Some will be more practical than others as you will be able to tell.

Now, here is when a lot of marketers tell you that you need to be worried about competition and that you need to do more keyword research and all this stuff to make sure you've found a suitable niche.

Feel free to hop over to the Google Keyword Planner if you'd like to see some competition and add cost figures, but it not necessary.

The methods I will show you later in this ebook will show you why do not need to worry about this stuff.

Now that you have done your research and you have some ideas flowing in your head, I am going to show you how to create a product in less time than you ever thought possible.

Chapter 3: Quick Product Creation

Doing affiliate marketing is great for some people, but to truly have a kick-butt business and build a sense or reputation and purpose that humans desire, you are going to want to have your own products.

Now, having your own products is different than making your own products.

However, eventually you are going to naturally want to create your own products as it will be fun and profitable.

For now, I am going to show you how you can have someone else create a product for you for cheap without you having to do any of the content research.

www.idplr.com is a good place to go do some market research on good product creation ideas. This is a site where you can get products and sell them as your own.

We will not be doing that!

This will mainly only work if you are in the IM niche or a related business niche.

Instead, we will be using them as a template for our own products.

We do not want to brand these products as our own and sell them directly. Although this is legal, these products usually are

not filled with much quality content. Instead, we want to use them as an outline to our own product.

For example, you will probably be able to download a PLR product about email marketing.

Look and the table of contents of this ebook or report or whatever it is. Use this table of contents as a template to expand on. Essentially, this product did the brainstorming for you.

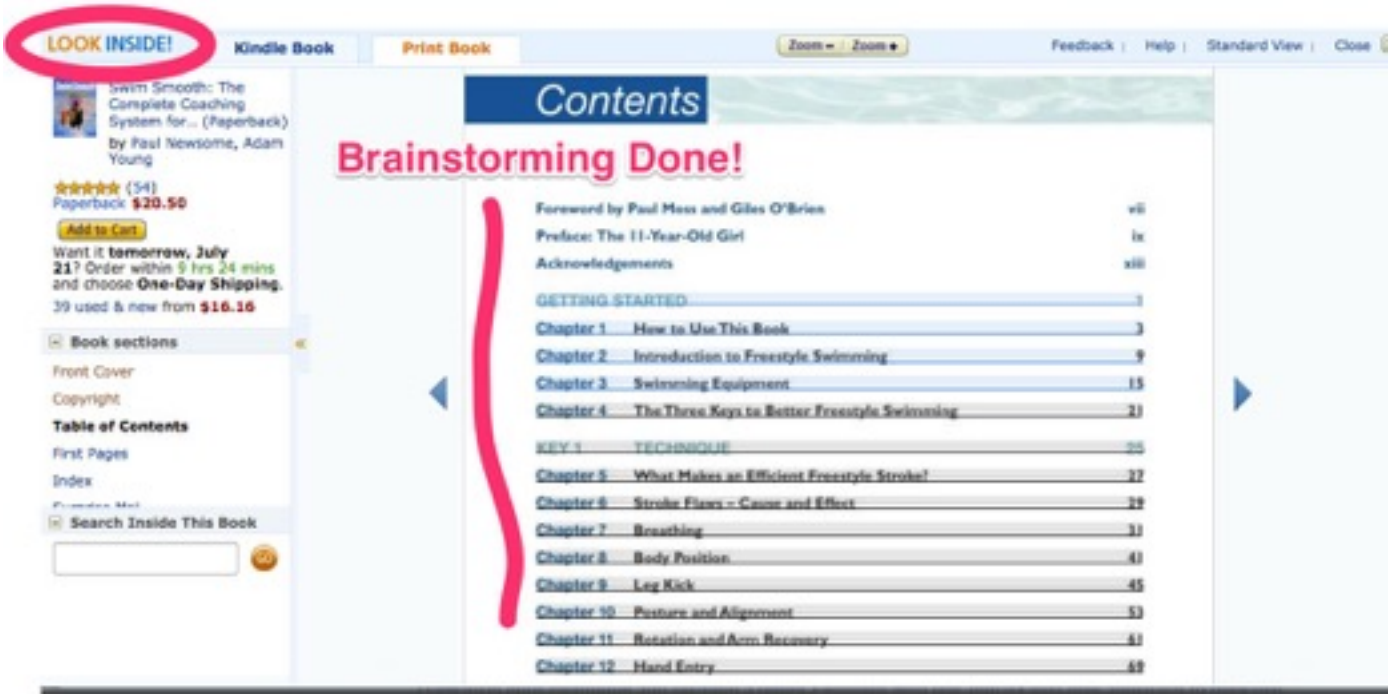
You can change the format around and make it your own. Go through the information and expand on the information as you like and research some of the information that you are not familiar with.

Another good option in Amazon.com. We all know what Amazon is!

Take your niche selection and find the best selling books on the topic that you chose. You can do this for any niche. Click on the product page then click on the book and more often than not you will able to preview the table of contents.
You can then use this table of contents as your template for creating your product.
Once you have gathered your information, you can either make this into an ebook or a video course. Whichever fits your style.

Even though you are currently reading an ebook made by me, I personally recommend making video courses as your progress in your business. You can sell these at higher prices

and people enjoy them much more....(but I know you are loving this ebook so far!). If you really want to deliver value, you can create a video course as well as an ebook to go along with it so they have the option.



Remember how I said this process is supposed be quick? Here is how we are going to make it quick.

Once you have gathered your outline and have some information in mind, we are going to give this to someone else to create the product for us.

I like to use www.elance.com

This is a website where we can hire people for cheap to create our product for us. We just hand them the outline we

found from Amazon or the PLR product with whatever else we want to include and they will draft the product for us.

Many writers on this site will even do the research for you once you given them the outline.

Some writers will be better than others, but truthfully, I have never really worked with a poor writer from this site. Make sure they are experienced and read some of the reviews left on their profile as well as their delivery time and reliability. I have found many good writers for very reasonable prices. After you receive the book back, you can always make changes and expand on the content as you seem fit.
Is that pretty easy? I think so!

The nice thing about this site is that they have a wide array of people you can choose from to create your product. Some are better than others and some will be more expensive than others, but you will be surprised on how cheap you can get a quality product made!

Let us go over some more characteristics that we want to look for in the person we hire.

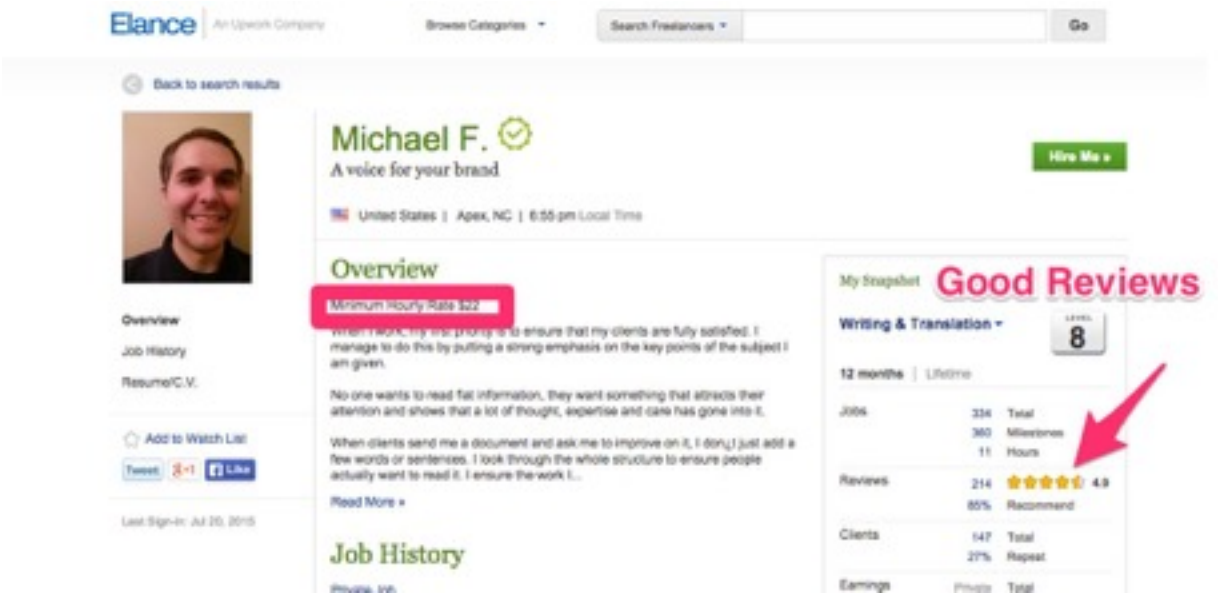
1). They need to fluent in English (obviously) but they do not necessarily need to be from the US, Canada, or the UK. In fact, some of the best free lance writers I've worked with have not been from these countries.

2). Need to have extensive experience and willing to write to your style.

3). Need to have outstanding feedback.
You really should not settle for anyone that does not meet any of these standards.

Let me show you an example of someone we may or may not be willing to hire. This is a guy that popped up when I typed "ebook writer" in the search bar.

I see someone named Michael here. He has a strong passion for writing and has been doing it for a long time. We are willing to adapt to meet new projects which means he is probably willing to adapt to yours.



He has a rate of $22/hour which may be a little higher than we want. We can certainly find a good candidate that would be cheaper than him but remember that this product does not have to be long. If you wanted, you could instruct if him to only work on your project for 2 hours if that's all you wanted to pay. And, of course, you could always find someone cheaper.

Go through the options of people to hire to find out who suits your needs best.

After that, you can sit back and wait for them to deliver the product that you are going to sell.

This process can also be done with other freelancing sites such as Odesk and freelancer.com
Odesk is essentially the same process as we used with elance.

Freelancer is a little different and will probably be a little more expensive, but the types of products that you can get made are amazing.

Here, you post the job you want to be done and people compete for your job. You will need to sign up for the site which is not free and you will need to pay the product creator, so this may not be the site to start out with if your budget is low.

Once you get your product made from your outsourcer, you can feel free to go through it and edit anything you want. Make it more your own.
Like I mentioned earlier, eventually you are going to want to create your own products as they will start to roll off like it is nothing.

They are fun and exciting to make!
Let us go on to the next step.

Chapter 4: Creating An Unstoppable Sales Copy

Believe it or not this is going be the most important part of our business. The sales copy makes or breaks the business.
It is the truth that most people cannot sell a life jacket to a drowning man as sad as it is today.

If you chose to write your sales copy yourself there are a few things you should know to get conversions, conversions, conversions.

Rule #1 is to keep it simple! Remember how I was talking about not having too many moving parts? The same goes for this.

Check out this site: https://www.dropbox.com/s/mxxstbmgobyhxp5/CheatSheet.pdf?dl=0

It will help you create a simple yet effective sales copy without paying $300+ for someone else to do it. You can tweak it however you feel fit.

Skip the fancy graphics for now. If you are writing an ebook, the only graphic you need is a mere cover for your ebook. www.fiverr.com will get you a great looking graphic for just $5. If you are familiar with photoshop or some other PSD software like it, that will work too.

I am not an expert copywriter nor do I have to be. People underestimate the art of simple sales writing.

When writing your sales copy, if you chose to do it yourself, remember that you are not selling your product, your service, your value, or anything else that you can ever give them.

You are selling a better version of themselves. Paint a picture in their mind about how much better their life, business, and/or both will be when they buy your product. This is a powerful psychological sales technique that will guarantee massive conversions. Show them why they will love you for allowing them to buy your product.

Once you have this idea that you are essentially selling a better version of themselves to them, writing your sales copy is going be easy and the words will just flow out the tips of your finger. Use this technique in conjunction with the outline I provided or you can just go off on your own.

The more practice your have writing sales copy, the better you will be at it, just like anything else. But it is possible to score big on your first try.

When writing your sales copy, there is a certain format that I like to stick. Follow this format, and you will come off like a professional copywriter. Obviously
Remember, keep things simple!!!
The highest converting headlines are almost always in this format: How to [this] in [this amount of time].

I learned that trick from John Carlton, one of the best copywriters this world as ever seen. It has worked wonders for me and it can work wonders for you too!
That's it! Your headline does not need to be more complicated than that.

If you decide to outsource your sales copy, you can always return to the elance or Odesk as we used before.

If you really want some massive conversions and want the best sales copy money can buy. Look no further than copyordie.com. I am in no way affiliated with these guys, but they have proven to be the best sales copywriters out there. These guys are not cheap however, but they will be able to convert any product you are selling.

Chapter 5: Driving Massive Amounts of Traffic to your Offer

Now that we have the product and sales copy all ready to go. The only thing left to do now is get massive amounts of traffic to your product and I think you are going to be surprised how easy it is.

For this part, you are going to need a simple website. There are many Wordpress themes that I have found to work very well for sales page conversions. Optimize Press, Profits Theme, and Profits Builder all work extremely well.
The best overall theme for the amount of money is Profits Builder. For just one payment, you can create as many websites and sales pages as you want the customization is easier than you can imagine.

If you want, you can go back to our outsourcing websites and have someone design the website for you.

In addition, I recommend BlueHost to people who do not have hosting yet. They’re prices are reasonable and their costumer service is top notch and is accessible 24/7.

So how are we going to get massive amounts of traffic to our site? We are going to use the only way where we can get huge amounts of highly targeted traffic for free and get paid while it happens.

If you haven't guessed it by now we are going to use affiliates to get our traffic.

There are a few ways we are going to do this. First, I know you are all familiar with the Warrior Forum because you bought this product from that forum but have you ever heard of Warrior+? Note: this method will only work if you are in the IM niche. I will talk about other niches a little farther down. Warrior+ is an affiliate platform that allows vendors to submit their products and have affiliates promote the products. The platform does all the technical work so we do not have to! Pretty nice isn't it?

We are going to sign up for a free vendors account. Warrior+ has two different payment options.

The first is free to sign up and Warrior+ takes a small percentage of each sale you make. This is their premium membership and you will get the most features and benefits with this option.

The second is you pay a flat fee for an account and you keep all of the sales but certain features are disabled.

I recommend you go the first option, especially when you are just starting out.

So the first step is to sign up for a vendor account.

If you chose not make a website, Warrior+ will host your sales copy for you. I recommend however that you create your own website however as affiliates will be more attracted to your offer and conversions will be higher.

The process for linking your product to their affiliate platform is very straight forward. Just follow their instructions and you should have no trouble.

Once we have linked our offer up with Warrior+, affiliates are going to jump to our offer like flies because of our amazing sales copy, our quality product, and our eye-catching website.

Just by listing our product on Warrior Plus, affiliates are going to be begging us to allow them to promote our products.

This where were we really want to make sure our sales copy is solid and our website stunning (if we have one). If we have these two things, this is going to generate high EPC (earnings per click) for our affiliates because we will have high conversion rates. EPC is what affiliates mainly look at when deciding what products to promote.

So how many affiliates do we need? Sometimes all we need to is 1 or 2 really good affiliates to make us a lot of money. As these affiliates promote our products, we are making money while building a mailing list at the same time. There is nothing to lose here!

The next place we are going to want to list our product is on JV Zoo. JV Zoo is another very popular affiliate platform like Warrior+, but you can use JV Zoo in a wide variety of niches. You will need your own website for JV Zoo as they do not host sales pages. Again, because of our killer sales copy and website, affiliates are going to be begging to promote our products for us.

This section really reinforces why our sales copy needs to be strong. The name of the game is EPC. We need to be able to manufacture high EPCs and be able to track these number. The affiliate platforms will allow us to track these numbers.

Once we have this in place, we do not need to worry about any other traffic method. This method is by far more effective than any method I have ever worked with before. I no longer mess around with solo ads or PPC campaigns or any of that other stuff.

Your business will be more successful when you have affiliates driving you your traffic and building your list for you.

For both IM and other niches, the most effective paid method for getting massive high-quality traffic is Facebook ads. If you do Facebook ads properly, the ROI can be in the hundreds of percentages. The most effective way we can utilize Facebook ads is retargeting.

What is retargeting? Retargeting is essentially showing adds to the same targeted people over and over again. If you do retargeting, your ROI can be in the thousands of percentage points.

A person who sees your ad up to 4 times is much more likely to buy your product. As they see your add several times, they are getting more conditioned to your product and they will be sold on it. This method almost never fails so I would encourage you to give Facebook ads and retargeting a try!

One thing I want to note is the idea behind product launches and build up. The truth is, I don't do any of that stuff and you don't either. Just get your product out there and on those platforms for affiliates to see! You do not need to mess around with fancy launches right now!

Maybe one day when you create your $5,000 video series or software you can do a big fancy product launch build up thing. But for now, just keep it simple.

WSOs:

Warrior Special Offers is a great way to get your product in front of the eyes of literally thousands of hungry buyers for a very cheap price.

When crafting your WSO, there is no need (again) for fancy graphics and designs. Heck, you don't even need any graphics.

If you are creating a quick WSO and didn’t use the sales copy formate or outsource your sales copy, this is the format you should use:
-Bold Headline (red)
-sub-headline (black)

-Another Bold Headline (red)
-another sub-headline (black)

-Testimonials when you get them

-Buy button

-From the desk of [your name] (and add a picture of yourself if you got one)

-Part 1 of your sales copy in short paragraphs

-Bullet points with benefits

-Part 2

-What you do or do not need for your product to work

-Part 3

-More testimonials

-Buy button

Of course, there are variations to this format that also work, but I know this format works and it has worked for many WSO vendors. Essentially, use your kick ass sales copy that you have with a few variations.

Don't be fooled by the many fancy sales pages you might see on WSOs. Many of the most successful WSOs are very, very simple.

Make your font big but not too big. Make sure you bold and underline what you feel necessary in your sales copy.

Chapter 6: The Money Explosion (for the most daring marketers only)

Ok, so we have now learned the core roots of our business. However, I want to share with you something that could make your business more successful than you ever imagined.

To be honest, some of you may already know the concept behind what I am about to share, and some might think I am crazy for suggesting this, but this method has produced lots of money for lots of marketers.

The is the 100% methods. What does this mean? This means give your affiliates 100% commission on every sale they make for you.

Why do you ask? It's easy. Incentives!

Just imagine if you have a kick ass sales copy, a kick ass product, and a kick ass website that converts like crazy (if you follow my instruction you will have all of these things) and you offer 100% commissions on each sale!

A number of affiliates you will get wanting to promote your product will be endless. You will start building a different type of relationship with your affiliates than you would have before.

They are going to like you, cherish you, and jump on every opportunity to promote your products.

So what is the point of this? Where do we make the money?

Remember that every sale we make, we capture the email address of the person who bought our product. I know you've heard the phrase "the money is in the list" about 100000 times.

Well, it is.

I guarantee you will 100% certainty that the value of each email address you acquire is going to be much more than whatever the price of the product that you are selling is.

Now that you know how to build quality products, you can promote your new products as well as your affiliate offers, webinars, and whatever more tools you have to your email list.

The power in this amazing and I know it might be hard to grasp right now.

This is a method that is probably best practiced after you have some successful product launches and your have made some money on the front end first. However, this 100% method could completely change your business one day.

Some marketers even offer over 100% commissions because they know the value of each email they collect. Imagine the incentive for affiliates in that!

Let’s talk more about how we can maximize profits. So we are now giving affiliates 100% commissions on sales. No problem.

Say we create a complimentary product or up-sell to add to our sales funnel. This is a product that compliments the product we just sold and usually comes with a higher price tag. If you create an ebook, a good up-sell may be a video course explaining the concepts described in the ebook.

Keep the price of your front end product low, somewhere between $10-$20 is usually a good range. You don't want to make the price too low because this gives the impression that your product is not top quality. This is same all throughout business.

You can then sell your up-sell at really any point above $25. If your up-sell is a good compliment, conversions will be very high and you might even see more revenue coming through this up-sell than the front end product.

Remmeber: The best time to sell to a costumer again is right after they just bought from you. They are all excited to dive into your product, they will be thrilled to grab something that will only help them along the process.

Many marketers will even add a second up-sell at a higher price point. You could literally set up a Facebook fan page and create your own coaching program through this fan page. You don't even need your own website!

You can charge people to join this Facebook group and continue to interact and help your costumers. This will allow you to build better relationships and super-start your reputation.

So now let's go over how we are going to break up the affiliate commissions.

Commissions Breakdown
Front End Product: 100%

Up-sell 1: 50%

Up-sell 2: 50%

You can vary this as you like, but remember it is more valuable to acquire a buyer, not a sale. You want to please affiliates as much as possible.

By adding these up-sells, they are much more likely to promote for you because their earnings per transaction now have the potential to be much higher.

Chapter 7: The Squeeze Page Method

This section is meant mainly for people that are not in the IM niche or do not want to build a website.

Ok, so this can either be a supplement or a complete re working of the business model. This is a very simple but powerful funnel method that most marketers overlook but one which many are making a killing off of.

For this, all you need is a very simple one-page website and an email auto-responder.

Here, our product is no longer going to be a product. It is going to be a freebie (something we give away for free). If you want to sell the product that you have already created, just make another one using the methods we described earlier just knowing that you are going to give it away for free.

We are going to create a very simple squeeze page. The best squeeze page creation software I've used, once again, are Optimized Press, Lead Pages, and Profit Builder.

Your squeeze page should have a plain white background with just a headline sub-headline that serves as an explanation of what you are giving away.

Need a headline idea? Instead of doing your own research, just use the research that companies paid thousands and thousands of dollars to get.

Find a magazine, either online or in print that pertains to your niche and take one of their headlines. They have done all kinds of market research to see which headlines hit triggers to people in that niche which makes it the perfect headline to use because you know it will convert.

Many marketers have seen 60-80% conversions with this method which is unheard of in this industry. Imagine getting this kind of conversions while your competition is probably getting under 10%.

Once people opt-in to your squeeze page, you now have their email to do whatever you want with it.

As a general note, even though this is not really an email marketing course, do not email more than once a day and do not try to sell anything in the first couple of days.

Provide value and content first and remind them why they signed up for your list (except for the freebie).

CONCLUSION:
This is the information you need to know to build a 6-figure business. Once you start putting this stuff into action, you will see that it is truly quite simple.

The best advice I can give you is not let this information sit in your brain. You need to apply information and get your feet wet! The best way you can learn in this online business world is by experience.

If you make some mistakes or your first product doesn't do as good as you wanted it to, that's okay! Tweak and learn from your errors and make some adjustments.

Have fun applying this information!

If you have any questions or for support you can email me at redrockmarketinggroup@gmail.com

-Nate