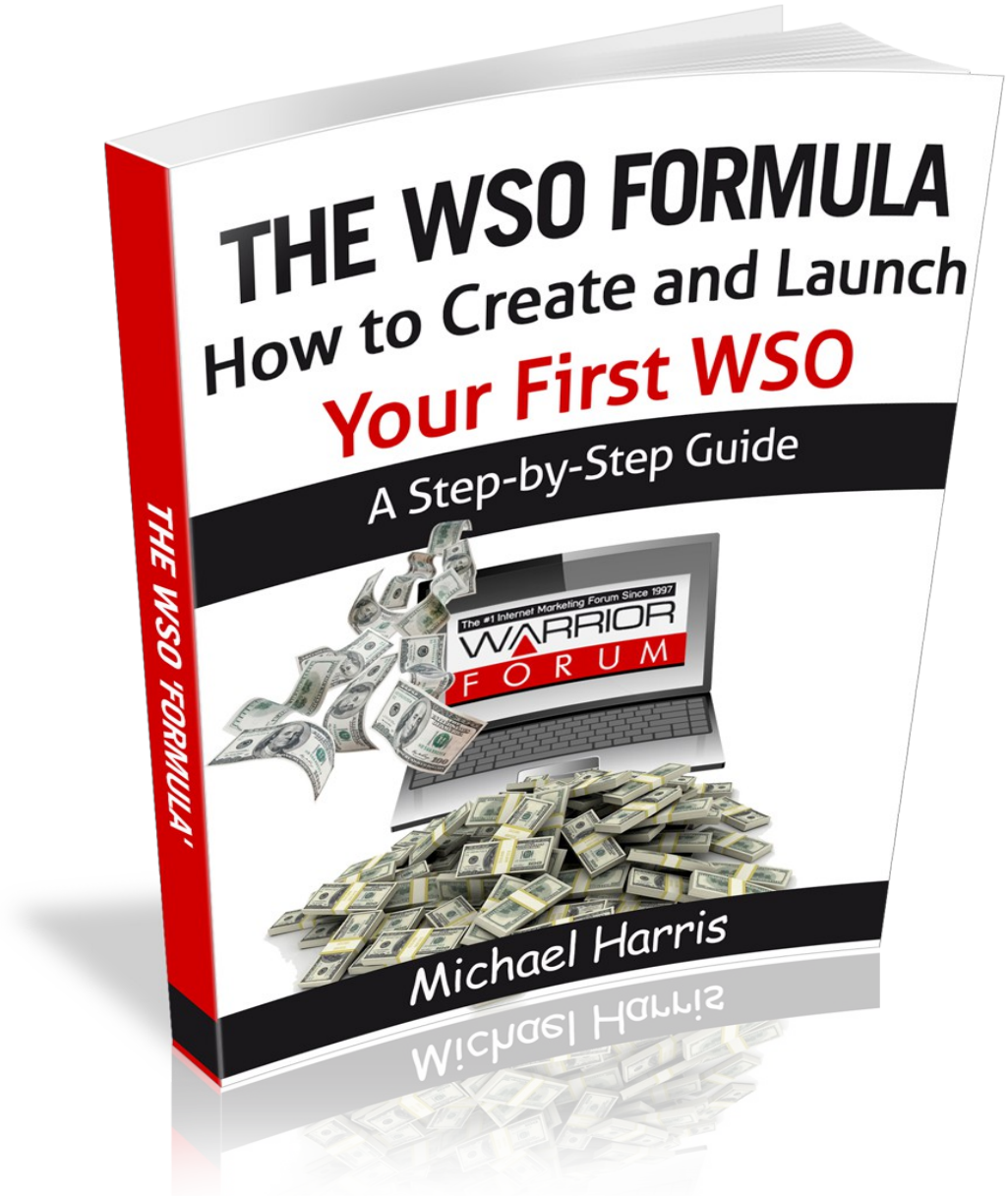


by
Michael Harris

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Create Your First Product and Make Sales on the Warrior Forum

About the author

My name is Michael Harris, author and internet marketer. Back when I was a newbie, I used to struggle a lot with internet marketing.

I would buy all sorts of ebooks, WSO's, video courses, memberships, and everything that I thought would help. But I was always seemed to be missing something that would keep me from succeeding.

It really got me upset to the point that I started creating my own products. I was tired of "the gurus" who seemed to have all of the answers, but provided little value.

I now feel that I make a difference by providing helpful content for my audience.

To your success,
Michael



http://michaelharrisonline.com

Introduction:

First, I want to say a huge thank you for purchasing this WSO today. It means a lot that you put your faith in me to show you unique way of building your internet business.

Today I'm going show you special formula that you can use to create and launch your first product. It doesn't matter if you don't have any experience with creating your own products or even with the Warrior Forum. In this report, I'll show you step-by-step how this can be done even if you have no experience.

As you probably know, having your own ebook can really put you in the driver's seat with your internet business. Instead of depending on others or affiliate programs to make some sales, you are in control of your own business. Also, you can be considered an expert on a topic because you wrote the book on it! :)

But you may ask, “Isn't creating your own ebook for sale complicated?” This course will show you a proven way to create and launch your own ebook on the Warrior Forum and start building a buyer's list in just a few days by following these steps.

This product will show you how to do it. As long as you approach this with an open mind and take action, you will see some awesome results.

So let's get started...

Implementing the Step-By-Step System For Creating and Launching Your First WSO

Here Is An Overview of this 5 Step System:

1. **Develop the right mindset.**

2. **Research product ideas.**

3. **Create the product.**

4. **Write the sales letter.**

5. **List the product for sale and launch.**

Ok, let's show you how to set each one up correctly...

Step 1: Develop the right mindset.

I believe getting in the proper mindset is crucial to success in this business and that you understand there is no magic pushbutton out there online that will bring you overnight riches.

No matter what anyone may want to lead you to believe.

So, the first thing that we need to do is develop the right mindset.

What is the main reason for creating products?

To build a buyer's list.

That's it.

Yes, you can make money on your first WSO, but the primary reason is to build a list of buyers.

Once you build a buyer's list, you can send them emails for future products over and over again.

This is where you make your real money.

So understand the long-term view here and realize that you're part of a marathon and not a sprint. This is a real business, so let's treat it like one.

Tools needed for success:

Since you are going to be building a real business over the course of the next few weeks, there are some tools you will need now and some to consider to make your life easier once you grow and get a few products out in the market.

If you have been in IM for a while, you probably already have some of these.

1.) Email Auto-Responder: You need an Auto-Responder to collect email addresses of your buyers and then email out updates, marketing tips, affiliate offers, and your new product announcements to your buyers. Email marketing is where most of your upcoming revenue will come from.

The only email service that I recommend for launching your first WSO is Get Response.

Get Response has a 30 day Trial which is great for starting out to build a buyer's list. I have tried other email services, but Get Response is the only one that has allowed me to build a buyer's list the most efficiently.

2.) Webhosting: You'll need a place to host your website that has Download Pages, One Time Offer Pages, and even sales pages down the road.

I use Host Gator for this and you can use their cheapest hosting package at $3.95 a month.

3.) Domain Name: Pick this up at either GoDaddy or NameCheap. Something generic with your name is great. This is where you will host your OTO sales page and download pages. Example: SteveSmithOnline.com or SteveIMmarketing.com.

4.) WordPress: Wordpress is a free platform and when I started, I just used free themes to create all my needed pages. However, there are some plugins that make sales pages, download pages, bonus pages and OTO pages a breeze. To find the latest ones, just Google, "Wordpress Sales Letter Plugin" and see what comes up.

If you need help setting up your Wordpress site, just Google "How to set up a Wordpress site," and you'll see tons of step-by-step information. A Wordpress site isn't necessary to launch your first WSO, but it is important if you want to grow your business to the next level.

5.) Warrior Forum: You'll need an account on the Warrior Forum if you don't already since you will be selling your products in the Warrior Special Offers section of the

forum. Before the launch of your first product I would like for you to have at least 100 posts. If you are starting from ZERO, that's 5 a day for the next 20 days while you work on completing your product. Get in there and start letting potential buyers see your face.

Also, make sure you aren't using a strange screen name. Using your real name is preferable as it builds trust and use a real head shot of yourself. Don't have one? Take one with your phone or webcam and get it up!

6.) Warrior Plus: Now head over to Warrior Plus and register for an account there. You'll be using this website to help launch your first WSO and for doing market research.

7.) Facebook: We'll be using Facebook in order to announce our product launch to Facebook groups. This is an optional step that can help you market your ebook to a wider audience.

If you already have an account, then you can just use that one. If not, go ahead and create an account today. Don't worry about posting anything at this point. We'll cover that later.

Action Step 1: So your next action step is to head over to these websites and register for these tools that will help you launch your first WSO. Do this now before we move on to the next step.

<u>Step 2</u>: Research Product Ideas – Now we're going to start getting some ideas for our first WSO.

When doing market research, keep in mind that most of the topics on internet marketing have already been covered before.

So, you don't have to come up with the most revolutionary ideas known on earth. You are simply going to do some research, find out what others have done, publish your findings, and put your own spin on it. We'll talk more about that whenever we get into product creation.

For now, let's head over to the Warrior Forum for some ideas of what's hot right now:

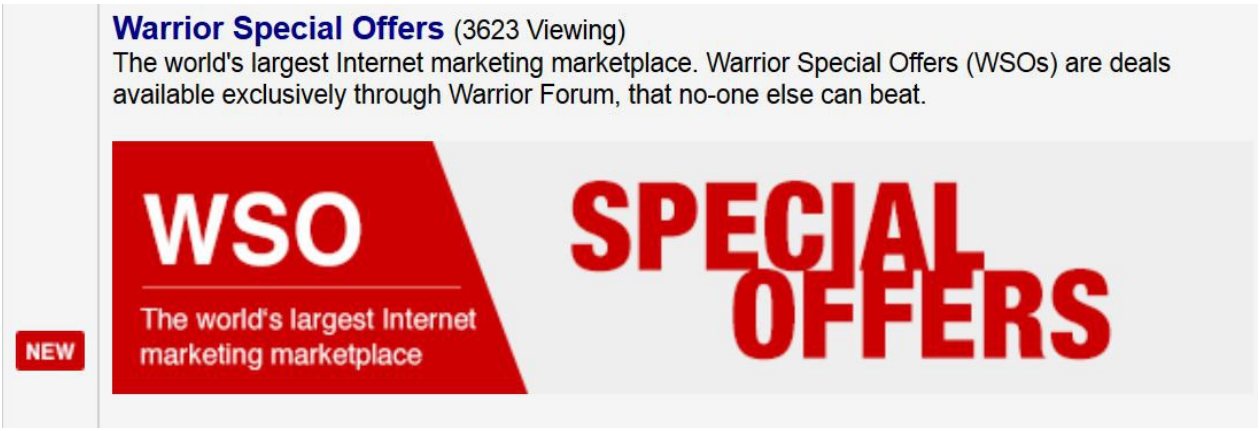


Once you are inside the Main Discussion area, just browse around and look for a "trend" of questions.

Once you start to see a common theme, just write it in a notepad or Word document on your computer. This will be called your "swipe file" of ideas.

For example, if you notice “traffic generation” is being discussed a lot, then write down “traffic generation” in your document and put a “tally” next to it each time you see it come up. So if you saw traffic generation get brought up 7 times, you should have 7 tallies by it.

Once you go through the main discussion area, head over to the “Warrior Special Offers” section of the Warrior Forum and do the same thing.



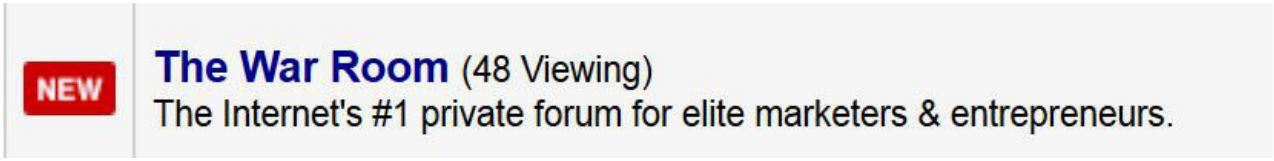
There are plenty of new WSO’s are being released every day. Go through that section and find some common themes in there.

What are some trends and topics that people need answers whenever you look at these WSO's?

This might take you a couple hours at first, but it's worth it because you want to tie your product into what is HOT and trending right now or a topic that comes up over and over again through time.

Optional Research:

If you are a member of the Warrior Forum War Room, you can get some good ideas there as well. This is an optional step and not essential for your research, but it can add to your swipe file for the future and give you plenty of ideas.



The War Room is an annual membership in the Warrior Forum and you can search for details in Google, if interested.

Look for things that are quick, snappy, and easy to do.
That's what people are going to buy.

Look for headlines that get your attention have a lot of comments. For now, just research and get headlines for product ideas and we'll talk about content to put into your product in a few minutes.



You'll get plenty of ideas on what's hot right now and even get some free downloads in this section.

Action Step for Step 2: So your next action step is to come up with at least 10 ideas for you to write a report on about internet marketing. Let your research guide you and list at least 10.

Step 3: Create the Product, Part 1 – First, we're going to *research* the content that goes into our product. Then, we are going to create your ebook and put it into a PDF format.

Researching Mindset:

Pretend you're back in school and your teacher says,
"Go research the 20 greatest niches to be in..."

You'd go research it, right?

You wouldn't come up with this stuff off the top of your head.

What you want to do in look at several sources, put it into your own words, put your own spin on it, but don't plagiarize other people's stuff because they'll find out.

Do your research this way and I guarantee that you'll come up with 10 product ideas within the half hour.

After coming up with 10 product ideas, narrow it down to 5, then narrow it down to 1.

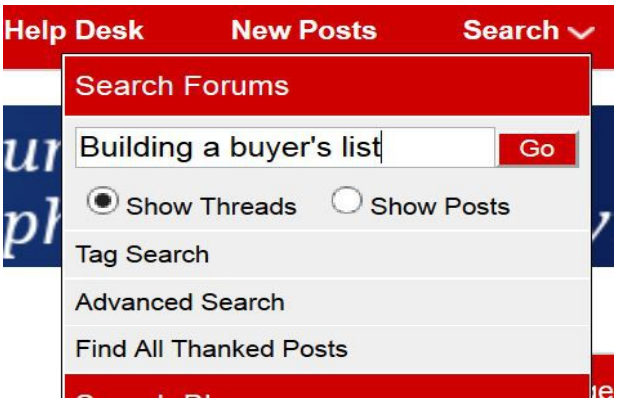
After you have your best idea, then it's time to do some research for the content to put into your book.

So now we're going to pretend we're back in school again, and we have been assigned an essay topic.

The topic is "How to Build a Buyer's List."
(This is the topic that I've chosen to do research on.)

There are 3 main places that we can go to find out what should go into our report.

1. **<u>Warrior Forum</u>:** Go to the Warrior Forum and use the search bar to type in our topic...



After typing, "building a buyer's list" into the search bar, several helpful threads came up that could be useful content for our report...



Just simply open up your Word document and make notes of what is being said. This is information that you can use in your report.

You can also find several free reports on list building in the Warrior Forum War Room as well. Just find some helpful posts, free reports, and different resources. Put it into your own words.

Come up with about 15 - 20 pages for the report. That's plenty enough for a WSO.

2. **<u>YouTube</u>:** Next go over to YouTube and type in your topic. In this case, I'll type in "How to build a buyer's list." Search through the videos and you'll obtain a bunch of free information.



Use the information form the video and put it together into a report. Crank out the report and you're going to see sales - simple as that.

3. **<u>Warrior Plus</u>:** This is a good place to do market research and find some content for your report. You could use this website to research by seeing what titles are our there for products on building a buyer's list.



Also, if your budget allows, you can purchase 2 or 3 reports on your topic, use parts of it, put it into your own words, and put that information into <u>your</u> report.

<u>Action Step for Step 3, Create the Product, Part 1</u>: Come up with the content to put into your products by researching the Warrior Forum, YouTube, and Warrior Plus.

Step 3: Create the Product, Part 2 – Now that we have researched and written down plenty of notes about our topic, it's time to organize everything into a logical order.

In order to do this, we'll need a free piece of software called Open Office.

Just type "Open Office" into Google, and it should come up, or you can click this link here to get it.



After you have this downloaded, then set it up and you'll be ready to organized your report.

Organizing Your Report:

There is no one "right" way to organize your report, but the main thing is that it should make sense to your reader.

Just imagine that you're sitting down next to a friend and about to explain your topic.

There are 2 main ways that most reports are organized:

1. **Chronological Order**
2. **Resource Guide**

Let's talk about ways these 2 ways to organize your report...

Method 1 - Chronological Order – Organize your report this way if you are explaining how to do something step-by-step.

This report is a good example of chronological order.

As you can see, I'm explaining the steps as we go in the order that they should occur. If you have a very specific method step-by-step method that you're talking about, this this is the best way to go.

Whenever I decided to create an outline for this report, I wrote down 5 major steps that you would need to know in order to create your first WSO.

As a review, here is the outline that I created for *this* report:

1. Develop the right mindset.
2. Research product ideas.
3. Create the product.
4. Write the sales letter.
5. List the product for sale and launch.

You can see that we're currently on step 3. You'll want to do the same for your report.

Just sit down and outline the 5 most critical elements that your reader needs to know. It really shouldn't be any longer than that.

Just keep it simple and explain each step as you go.

Method 2 – Resource Guide – Organize your report this way if you're creating a resource guide and the order of the steps doesn't matter.

For example, you might have researched several different ways to get traffic to your offer. Then you could put this into a "Top 5" list and explain each one.

Here's an example of creating a report outline as a "resource guide"

1. Create YouTube Videos
2. Write Blog
3. Use Facebook
4. Write Articles
5. Buy Solo Ads

As you can see, with a "top 5" list the order doesn't matter. You would just need to explain the method that your research said worked best and go down the list from there.

Then, you would need a simple explanation on how each method worked. You could put links to different YouTube videos or other websites that explained the process a little bit better into your report.

Remember this is just simply a resource guide so you don't have to give a complete description on each method. Just simply introduce them to the concept, give a little more information, and then it's up to your reader to check it out.

No matter which method you choose, create a simple outline to follow whenever writing your report. Then organize your research into that outline.

Either way, your report should be organized like this:

Page 1 – Cover for your report
Page 2 - About the Author
Page 3 – Welcome and Introduction
Page 4 – Outline of the methods
Pages 5 to 15 (or beyond) – The methods explained – either step-by-step in chronological order or as a resource guide.
Page 16 – Summary–Now take action and put this plan to use!
Page 17 – Resources – Any links to resources or other products
Page 18 – Legal disclaimer

Now decide which method you'll use to organize your your report – (1.) Chronological Order or (2.) Resource Guide

Let's look at each of these sections for your ebook in more detail:

Page 1 – Cover for your report

It's time to name your report and get an ebook cover.

This is one of my favorite parts that really starts to bring the project together. You are going to choose a name for your report and order an ecover.

Let's first pick a title that simple and short. Here are some guidelines for choosing a name:

1) **Make it easy for readers to buy.** Buyers want a magic pill. They want to follow directions and enjoy the benefits the title promises. For example, "5 Ways to Get Traffic to Your Squeeze Page."

2) **Be interesting with your book title.** People do judge a book by its title. It must be so catchy it compels the reader to either buy on the spot or look further to the description of the report.

3) **Titles do sell report.** Include your audience in your title. When your title isn't targeted other authors get the buyer. Always make your title clear and make it easy for your audience to recognize they need your eBook.

4) **Create impact for your title** - Check out other authors' titles by researching on the W+/JVZoo as well as ClickBank. Your title must compel the reader to buy now.

5) **Use power words to compel someone to buy your eBook.** This strategy is used very effectively in advertisements. Words such as “Discover”, “How to” and a number of ways such as “10” or “87” are attention grabbing words.

After you have your title, head over to Fiverr.com and order a 3d ecover image.

Two sellers on Fiverr are popular in the IM niche:

https://www.fiverr.com/nisha

https://www.fiverr.com/ravsingh

Give them the title that you choose, color scheme, image description (you can have your own or they can choose one that for you) and add your name as the author.

You’ll usually have this ecover back within 24 hours.

Page 2 – **About the Author** – Just simply tell people a little bit about yourself and why you started creating ebooks to help others out. You can certainly use mine as an example on page 2 of this report if you'd like.

Page 3 - **Welcome and Introduction** – Tell your reader why you decided to write your report on this topic. It should have something to do with making a unique discovery and wanting to share it with others to help them out.

Page 4 – Outline of the methods – I usually give the reader an outline of what's coming up on this page of the report. Look at this report and see how I set up the outline on page 4.

Pages 5 to 15 (or beyond) – This is the "meat" of your report where you explain things step-by-step in chronological order or as a "top 5 methods" resource guide. You can certainly go beyond this page amount, especially if you have a lot of screenshots or you need to explain things in more detail.

The later versions of Windows has a free program called snipping tool that's great for taking pictures of your computer screen which you can use to put into your PDF. Just search for it on your computer to see if you have it. Otherwise, you can Google, "Screen Capture Software."

Page 16 – Summary – This section is after the "meat" of the report where you've explained everything the reader needs to know in order to be successful. Now, you simply want to motivate your reader to get out there and take action!

Page 17 – Resources – This section is where you can list resources that you've found helpful. This could be links to videos, websites, or other helpful content that will benefit your reader. You can also include affiliate links or links to other products that you've created.

Page 18 – Legal disclaimer – This is necessary legal information that needs to be at the back of your report.

Here's one that you can copy and use:

Disclaimer: This report makes no warranties or guarantees express or implied, as to the results provided by the strategies, techniques, and advice presented in this report. The publishers of this report expressly disclaim any liability arising from any strategies, techniques, and advice presented in this report. The purpose of this consumer report is to educate and guide. Neither the publisher nor the author warrant that the information contained within this consumer report is free of omissions or errors and is fully complete. Furthermore, neither the publisher nor the author shall have responsibility or liability to any entity or person as a result of any damage or loss alleged to be caused or caused indirectly or directly by this report.

After you've finished this process you'll be done writing your report.

Now, we need to insert our ebook cover. After you have your ebook cover back from Fiverr, then you'll need to put it on the front cover of your report and the export your report as a PDF.

Here's how you export your report as a PDF in Open Office:

1. First, your document now is in the ".odt" format as a text document from the Open Office Writer that you've been using.

2. Next, after you have saved all of your information, then hit the following "PDF" button in the menu at the top of your page:



3. Save the report to your destination and now you have a PDF that can be sold on the Warrior Forum.

Action Step for Step 3, Create the Product, Part 2: Decide which method to use to organize your report (1.) Chronological Order or (2.) Resource Guide. Download Open Office and follow the format in this guide to help you organize the information. Put your ebook cover in it. Then save your report export your report as a PDF.

Step 4 - Write the sales letter -

Writing a sales letter is an art form. There is no right or wrong way to do it. However, here are a few things to keep in mind as you're researching how to write your sales letter.

You'll want to open up a text or Word document on your computer and make some notes for your sales letter.

1. **Go through the sales pages of past WSO of the Day products.** When you read through the copy, take note of what you liked and didn't like. This will give you a good idea on sections/words to include in your sales copy and sections/words to avoid.

2. **Begin by presenting pain points and then offer your report as the solution to their pain.** You need to take time listing the benefits of your product instead of listing the features. A feature lists what's included in your product. A benefit tells your buyer what the product will do for them.

3. **Make sure you arouse curiosity within the copy.** The longer the customer reads the copy, the more likely they are to make a purchase. If you arouse their curiosity, they will continue reading which increases the chances of them making a purchase.

4. **Go back to Warrior Plus and review the reports** that sold over 100 copies with 10%+ conversions. Make note of what these reports have in common.

5. **The MOST important tip to keep in mind** as you write your sales letter is to make sure that everything you claim and say in your sales letter is included in your report!

Writing the Sales Letter (continued)

Before you write your own sales copy, it would be a good idea to go through the sales pages of past WSO of the Day products. When you read through the copy, take note of what you liked and didn't like. This will give you a good idea on sections/words to include in your sales copy and sections/words to avoid.

Spend an hour each day for 2-3 days and start writing your copy as if you were trying to sell to your TOUGHEST customer.

Begin by presenting pain points and then offer your report as the solution to their pain. You need to take time listing the benefits of your product instead of listing the features. I am not saying you shouldn't list features, because you should. What I am saying is that benefits outweigh features.

Also make sure you arouse curiosity within the copy. The longer the customer reads the copy, the more likely they are to make a purchase. If you arouse their curiosity, they will continue reading which increases the chances of them making a purchase.

<u>Sales Letter Formula</u>
1- What Are You Selling? Write The Headline Telling That
2- Dig Into it. Ask Questions To Assess Needs
3- Relate Their Need To You Or Your Clients
4- Tell What You Have Created
5- Explain What They Get
6 -Explain The Value of What They Get- Not In Dollars, But In Usefulness
7- Offer (Price)
8- Refund Policy
9- Close. Buy This

Another easy method is to go back to your product research that you did in Warrior Plus. Go back to those products in the similar method and review ones that sold over 100 copies with 10%+ conversions.

What elements are common?

What pain points are similar?

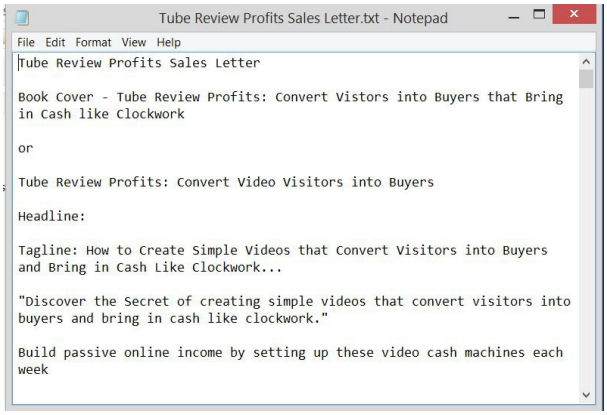
What solutions were offered that you also are teaching?

The MOST important tip to keep in mind as you write your sales letter is to make sure that everything you claim and say in your sales letter is included in your report!

<u>Action Step</u>: For homework tonight, I want you to locate 5 sales letters that you will use for the base of your template. Search through JVZoo and Warrior+ for products that have sold over 100 copies and find ones that match the sales letter formula above.

Create a new word document and copy and paste those 5 urls into it.

Now go through and start writing pulling elements from the example sales letters you found. Of course you can't copy word for word but use these as inspiration and rewrite to fit your own style and product.



Successful sales letters follow the same basic outline covered above so no need to reinvent the wheel here! This is also a skill and why copywriters are in such demand. I can tell you it will get easier with repetition and practice.

As you continue to work on your sales letter, a few points to keep in mind with the Warrior Forum.

First: No income claims are allowed. You can't tell readers that they will make $XXX amount of dollars in a certain period of time.

That would go for exact number of subscribers someone could get or website traffic or rankings. You can say this will help you get subscribers, higher rankings or website visitors, but no exact numbers allowed.

Second: Blind sales copy that doesn't explain what the buyer actually will learn or the method taught, is not allowed. If you are confident in what you are teaching and it works, you should have no problem helping people making an educated decision to buy.

If you have to trick or hide what you are teaching to get buyers, this won't make for a good experience for either of you with increased refund rates and buyers who don't trust you and unlikely to buy affiliate offers you recommend.

Third: You need to have a clearly stated refund policy. No matter how good your report it, you are going to get a small number of refund requests. This happens to all of us so don't freak out when you get your first. Here is a simple refund policy you can use that helps keep serial refunders at arms length.

"*Use the methods taught in the report for a full 30 days. If you don't get results as taught, contact me for a full refund. Thank you!*"

Then if a buyer hits you with a refund request, kindly ask them for examples of what they did during the past 30 days and see if you can help them before issuing a refund. After you reply to their refund request, 90% will just move on and not even bothering to try to get their money. Win for you!

Fourth: You need to include contact information for support.

By now your report and rough draft of your sales letter should be completed.

You still have time to make minor edits here and there but you need to keep moving forward to your launch date.

Choose a date outside of 2 weeks, especially if this is your first report.

That will leave room for preparing for your WSO launch or if you need a night off or two to spend time with the family. I know life can get in the way but keep your end goal in mind.

If you are working a day job, have your first launch on a weekend so you are present should anything be needed or launching in the late afternoon after you get home for the day. Pick a day? Good! Write it down and stick it on the wall next to you!

You've set a launch date! CONGRATS!!!

Here is the live sales page to look at for "Tube Review Profits" -

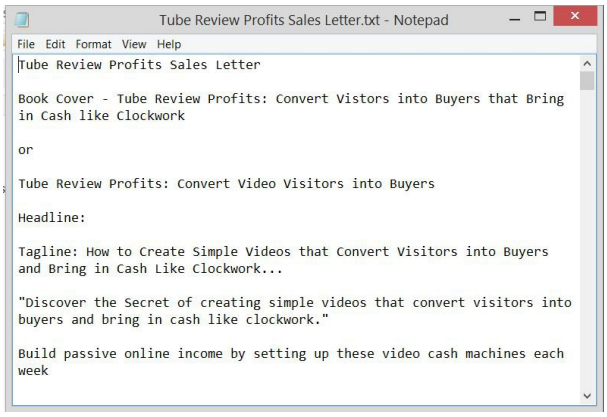
https://www.warriorplus.com/o2/v/w3cqqd/0

It has the majority of these elements that we've talked about. Use it as an example to help you write your sales letter.

<u>Next Step</u>: Create a draft of your sales letter in the Warrior Forum

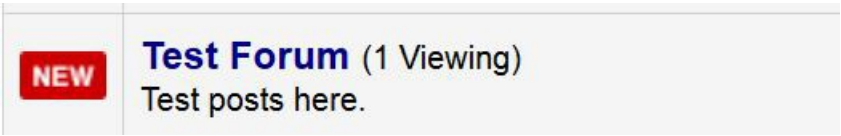
Now I have given you a final copy version of what a sales letter should look like. First, you have a rough draft before you type it into the Warrior Forum.

Next, after you type your sales letter into a text document, then you'll copy and paste it and put it in the “Test Forum” in the Warrior Forum.



The “Test Forum” is where you can place your sales copy for now and get it all nice and neat. You'll be able to take this version in the test forum use it later.

For now, go to the Warrior Forum and sign in. Then, look for the thread toward the bottom of the page that says “test forum.”



Click on the blue link and you'll have access to your own private thread that you can put “test” sales letters into.

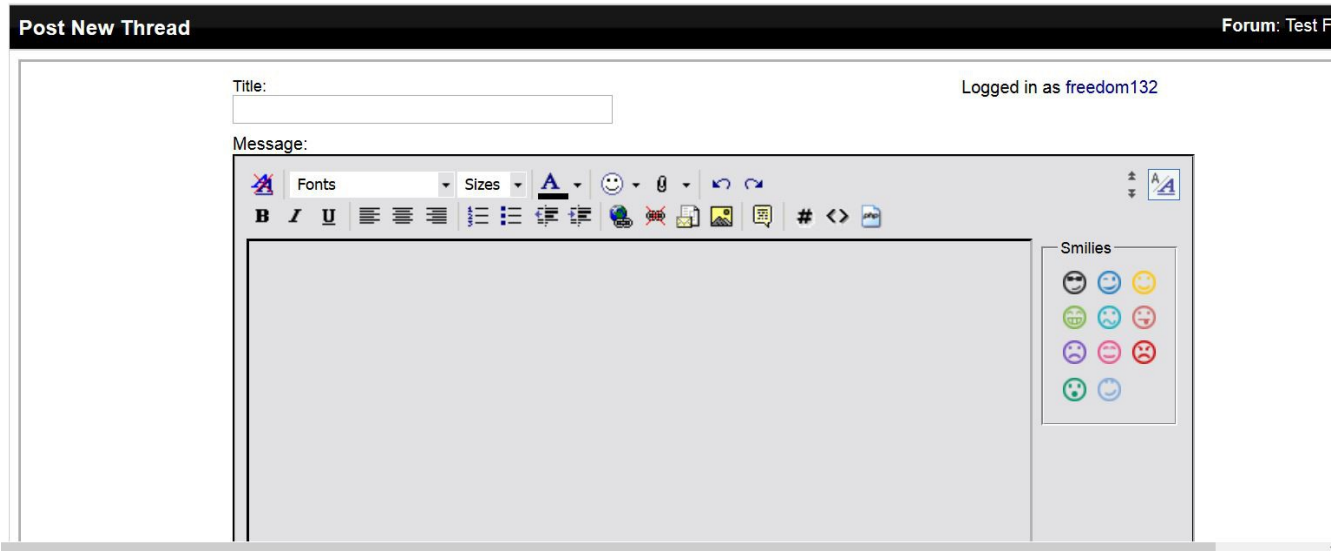
After you click on the link, you'll come to a screen that looks like this:



At the bottom of this screen click on “New Thread”

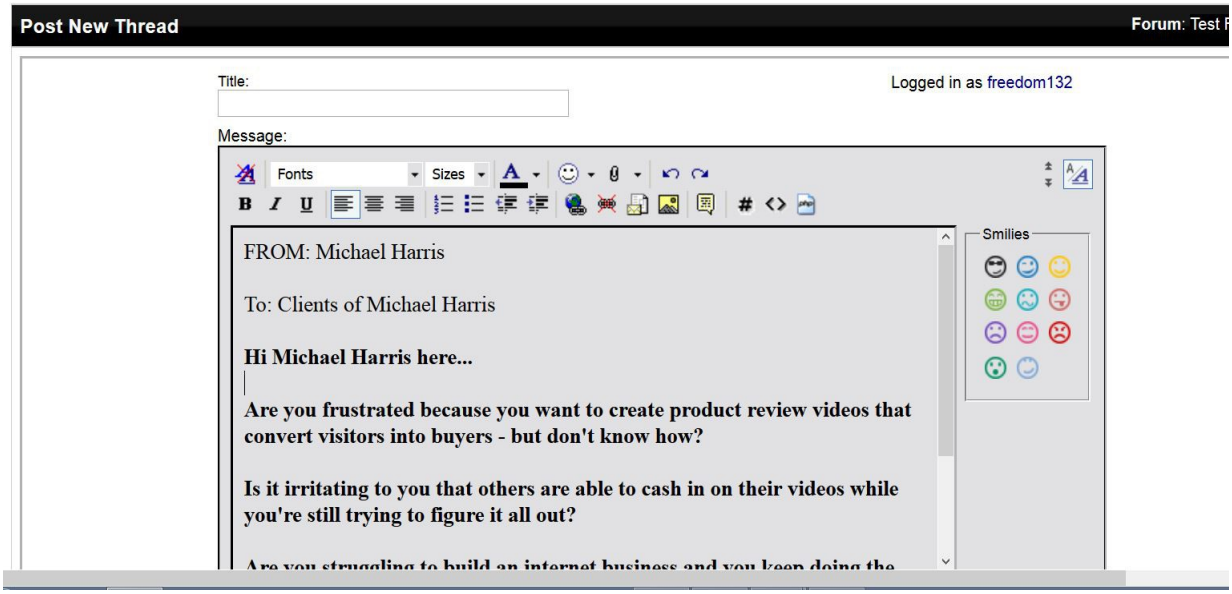


Then, this screen will pop up:



This is where you will type and edit your sales copy. For starters, just simply copy and paste your draft into this editor. You can make changes as you go.

You can change the font, color schemes, or text style by making adjustments into the editor. Just play around with it until you get the hang of it.



Next Step: Set up your Auto-Responder: Now it's time to set up your auto-responder so that you can build your buyer's list.

As I mentioned earlier, you'll need an Auto-Responder to collect email addresses of your buyers and then email out updates, marketing tips, affiliate offers, and your new product announcements to your buyers. Email marketing is where most of your upcoming revenue will come from.

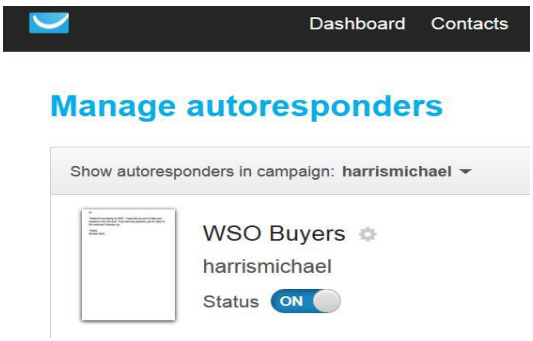
The only email service that I recommend for launching your first WSO is Get Response. Get Response has a 30 day Trial which is great for starting out to build a buyer's list. I have tried other email services, but Get Response is the only one that has allowed me to build a buyer's list the most efficiently.

If you have another email service, then feel free to use that one. Either way, what you'll need to do is create a buyer's list in your auto-responder.

This doesn't have to be a big deal. All you need is a welcome message for your first email so that you can get the names of your buyers to follow up with them later.

So, here's what I do in my auto-responder:

(1.) I create a new list and label it with a name I'll remember for this WSO.



(2.) Then, I put in the following message for my 1st follow up email...

Subject: Thanks for your purchase

Hi,

Thanks for purchasing my WSO. I hope that you use it to take your business to the next level. If you have any questions, just hit "reply" to this email and I'll answer you.

Thanks,
Michael Harris

That's it – nothing too fancy. I just simply thank the buyer for purchasing my latest WSO and tell them to let me know if they have any questions. I can use this same list for my first WSO, and even other WSO's that I create after that.

Action Step for Step 4, Write the Sales Letter: Create your sales letter following the format provided in this section. Do a rough draft first in a text or Word document. Then, paste it into the Test Forum in the Warrior Forum. Edit it in the test forum and make it look nice. Use other sales letters as examples to format yours in similar fonts, colors, and spacing.

Step 5 - List the product for sale and launch.

Now, we're going to be listing our product for sale on Warrior Plus.

First, go to the Warrior Plus website:

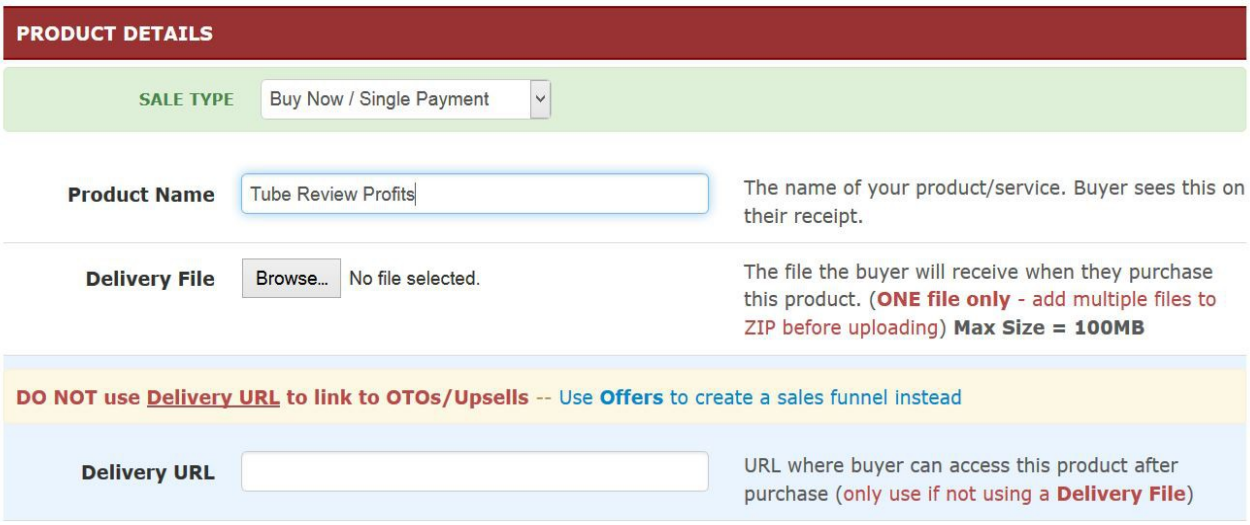


Click on the "Vendors" tab and it will take you to the next screen...

If you've never listed on Warrior Plus before, then click on the green "Free Setup" tab under WSO Pro Advanced



Now, you'll see a screen that looks like this...



Since we are creating a stand alone product with no OTO (or backend) this is what we'll do:

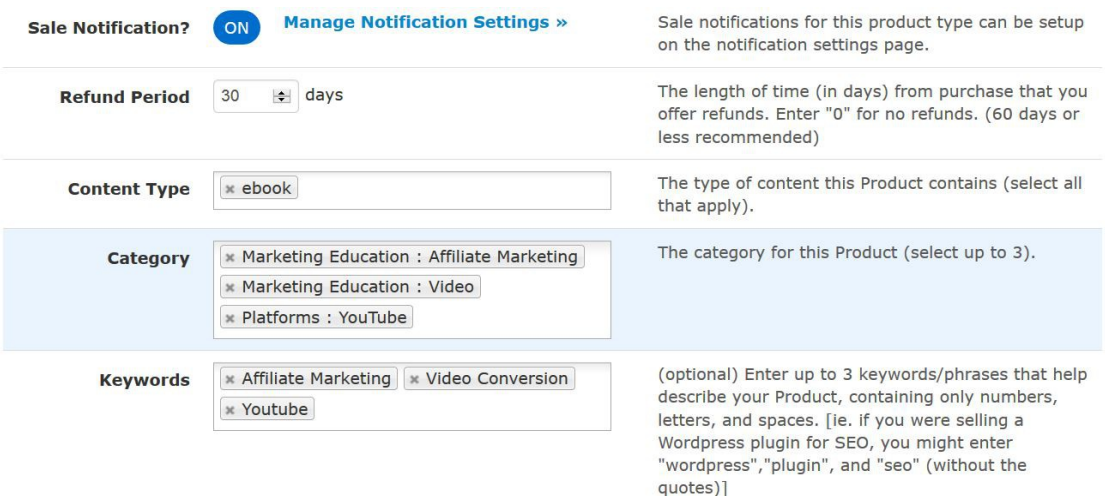
Sale Type: Select Buy Now/Single Payment

Product Name: Type in the title of your report

Delivery File: Click "Browse" and upload your PDF

Delivery URL: This is for people who want to take their buyers to a download page. Since we are uploading the PDF, we don't need this. Leave it blank.

Here's how the next section will be filled out:



Sales Notification: Leave "On" if you want to be notified every time you make a sale. Just click on the "Manage Notification Settings" blue link to set that up.

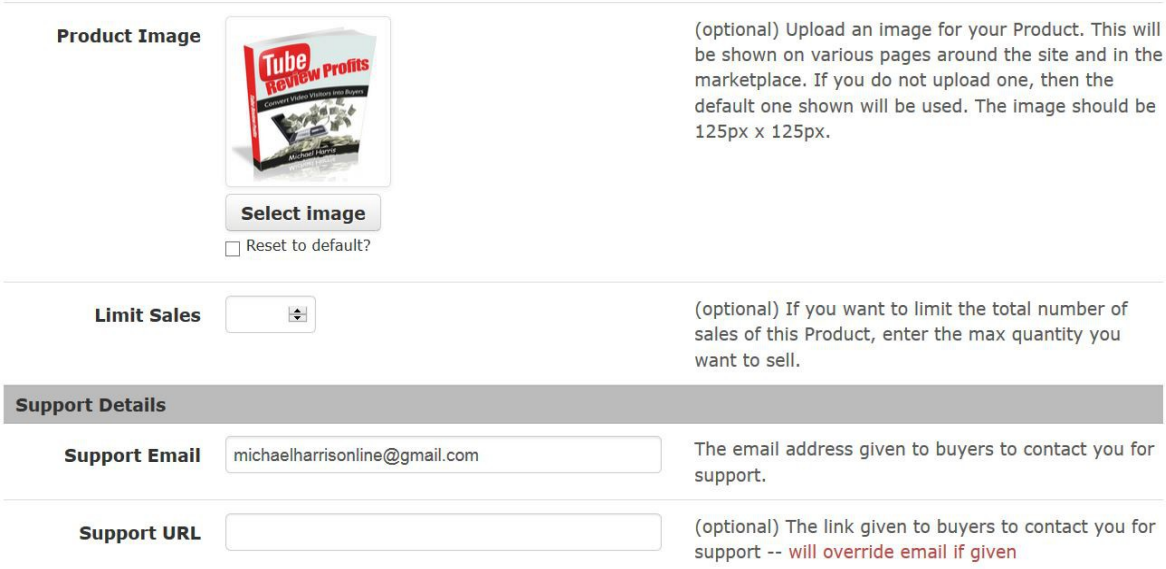
Refund Period: 30 days

Content Type: Click inside this box and select "ebook" from the dropdown menu.

Category: Click inside this box and select up to 3 categories that fit your PDF.

Keywords: Enter up to 3 keywords that describe your product.

Here's how we fill out the next section...



Product Image: They'll ask you if you want to put in a product image. If you have an ebook cover, just click inside the box where it says, “Warrior Plus” and follow the directions to upload your image.

Limit Sales: Leave blank. We don't want to limit how many sales we make.

Support Email: Type in your email that your customers can use to contact you if they have questions.

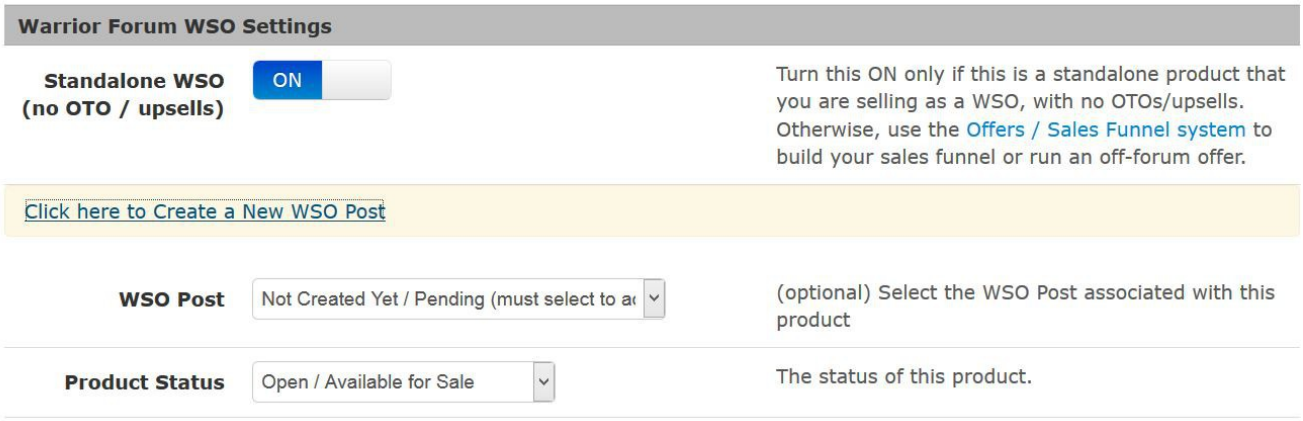
Support URL: Leave blank. We don't have a support desk. Customers can just contact us through our email if they need help.

Next, we're going to be setting up how our WSO will be delivered to our buyer and put our sales copy into the sytem.

We'll be creating a “Standalone” WSO offer, meaning that we are just selling our PDF. We don't have another offer besides our PDF that we're trying to sell to our customer this time.

So, here's what we do next...

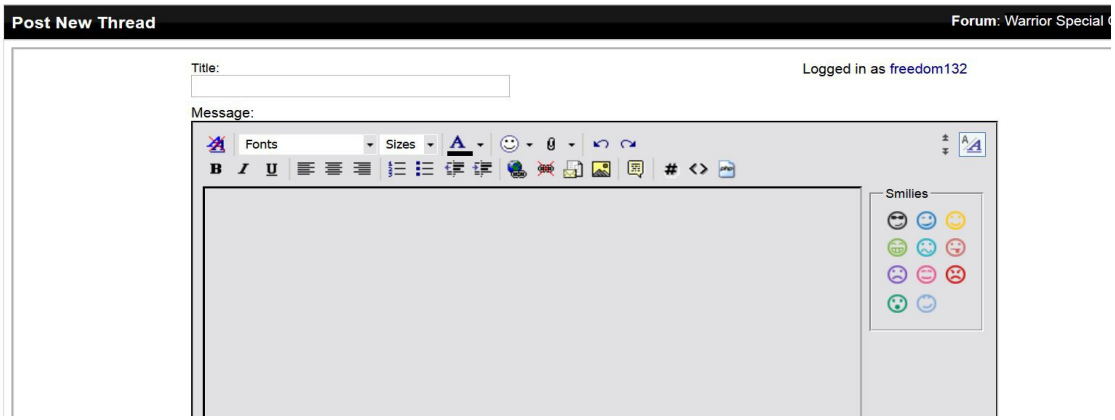
In this section, we'll be setting up our Warrior Forum WSO Settings:



Standalone WSO: Turn "ON"

Click here to Create a New WSO Post: Click on this blue link and it will open up a new window that will take you to the Warrior Forum.

This is where you will put your sales page for your report:



What you'll do next is copy and paste the sales letter draft that you set up in the "Test Forum" into this text editor.

This text editor will be where you'll set up your real WSO post (sales letter) whenever you launch your product for sale.

So, we'll need to do a couple of steps first.

Let's go back to the Test Forum and get our sales copy:

1. Go to the Warrior Forum and click on the "Test Forum."



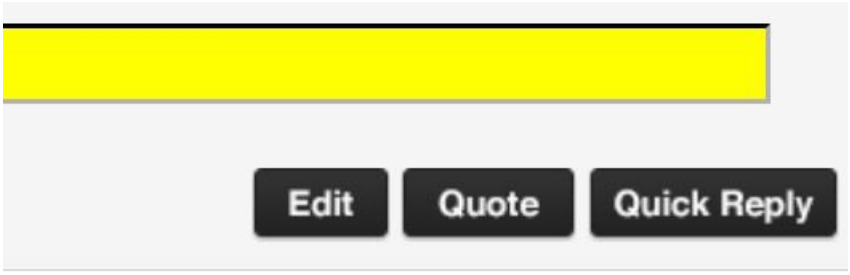
2. After you get inside, you'll see your sales copy post.



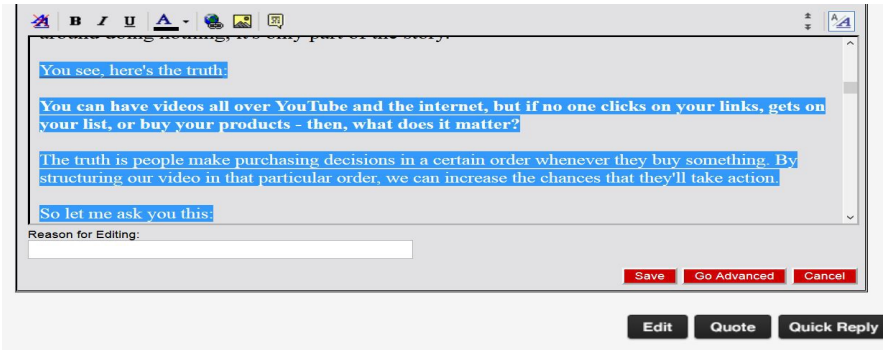
3. Click on your post and you'll see your sales page draft.



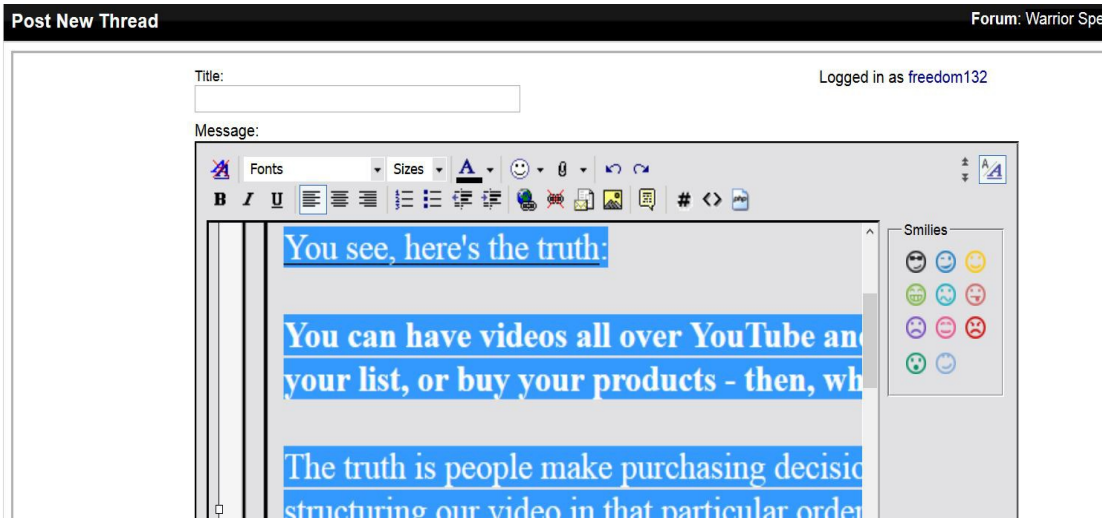
4. Scroll all the way to the bottom of the page and click on the "Edit" button.



5. Now you will highlight and copy your sales letter.



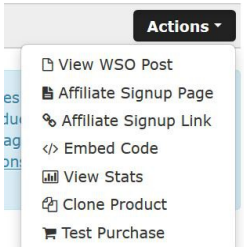
6. After that, we will paste our sales letter copy into our New WSO Post. Be sure to include your title whenever you copy your post.



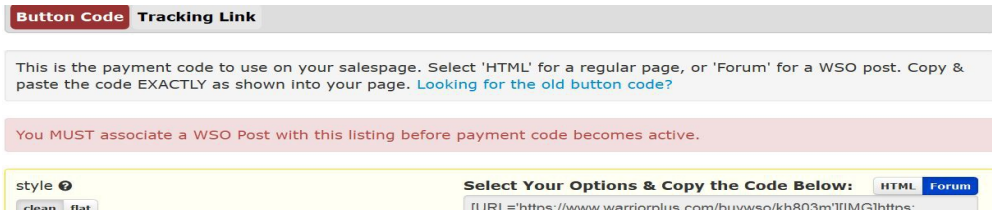
Go through and edit your sales copy in this new WSO post how you'd like and then hit "Preview" if you'd like to see how it's going to look live on the Warrior Forum.

<u>Embed Your "Buy Button" Code</u>:
After you have copy and pasted your sales copy into your new WSO post, you'll want to get the "Buy Button" Code and put it into your sales letter so that people can buy your PDF.

In order to do this, go back to your Warrior Plus window and click on the "actions" tab. From the menu, select the "Embed Code" option.

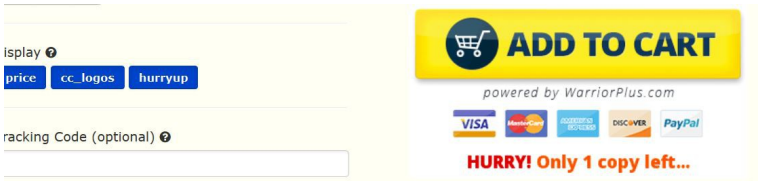


Next, you'll see a screen pop up that looks like this:



Under “Select Your Options & Copy the Code Below:” be sure to select the “Forum” option and copy the button code.

Also, make sure the “hurry up” button is selected.

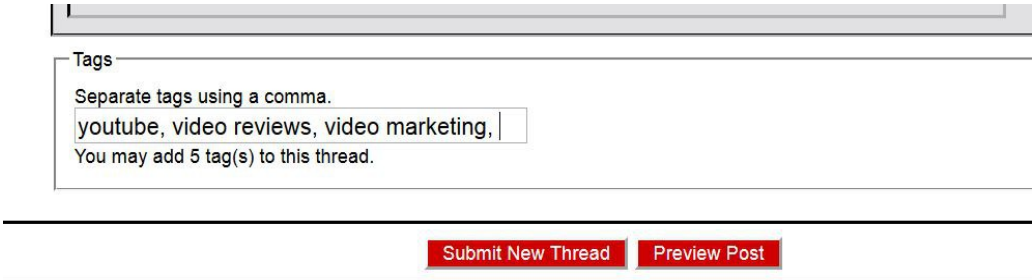


After you copy the code, then go back to your New WSO Post and select the following button:



This will change your sales copy over to BB Code (which is like html in the Warrior Forum).

Put your buy buttons wherever you want them in your sales copy.



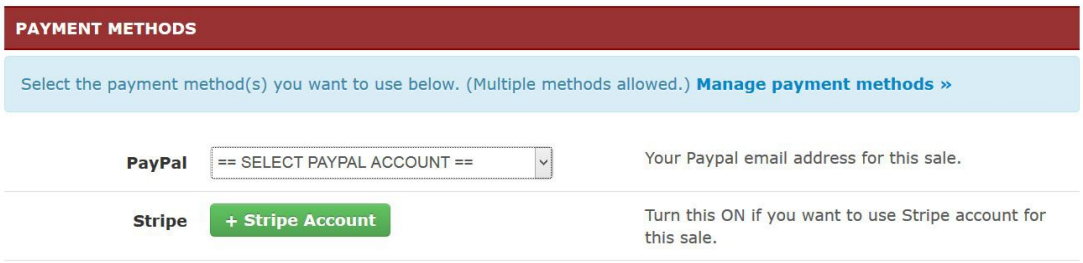
Click “Submit New Thread” whenever you're ready to submit your post to the Warrior Forum for their approval.

Be sure to include some keywords in your “tags” section so people will find your sales letter whenever they type in certain keywords into he search bar.

It usually takes a couple of days for them to let you know if your thread has been approved or not. Look for a message in your Warrior Forum “Private Messages” inbox during the next couple of days to see if your post has been approved.

Whenever you receive approval for your post, then you'll need to pay for it and this we'll launch your product. We'll cover these details in a later section. For now, we need to fill out the rest of our listing in Warrior Plus while we're waiting on approval.

Ok, let's continue listing our product on Warrior Plus...

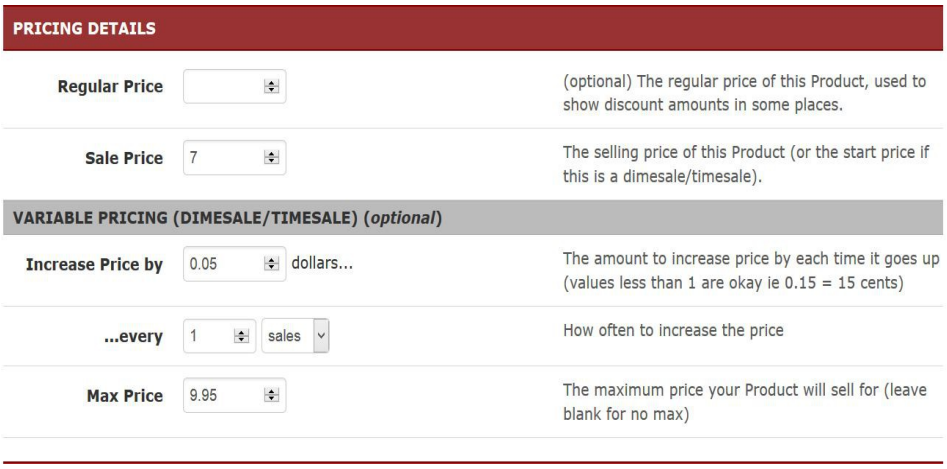


Under the “Payment Methods” section you'll see the “PayPal” box. You'll need to click on the drop down arrow button and select your PayPal email address.

Whenever you make a sale, this is how you'll get the money into your PayPal account.

Don't worry about the “Stripe Account.” We don't use it.

Next we'll talk about the pricing details of your WSO...



Under “Pricing Details,” skip the Regular Price box and the price of your PDF into the “Sale Price” box. I'd recommend anywhere between $4 up to $9. I use the price of $7 for most of my PDF's.

We'll use the variable pricing (dimesale) feature on this one:

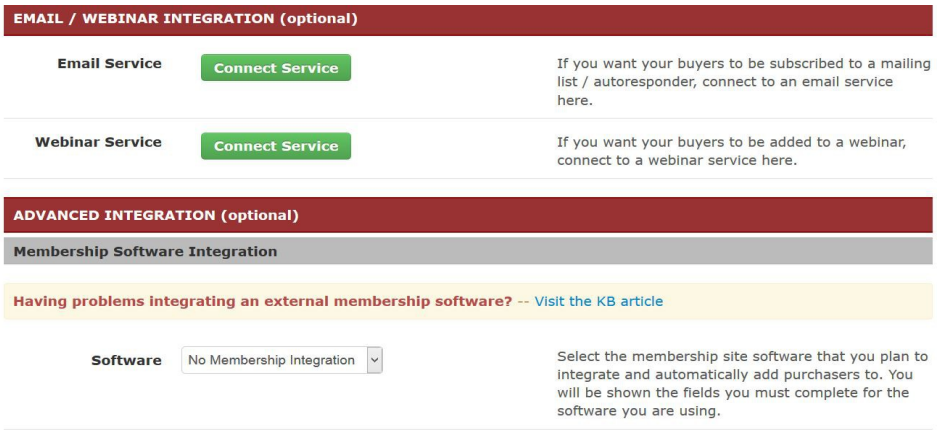
Increase the Price by: $0.05

every: 1 sale

Max price: $9.95

This means that every time someone buys, the price will increase by 5 cents. We'll always have the phrase, “only 1 left at this price” on our sales page by doing this. This will increase sales because people want to get the last one at that price.

Our maximum price will be $9.95 so that it doesn't get too high where no one wants to buy it. Remember, that we're trying to build a buyer's list so we definitely want people to buy.



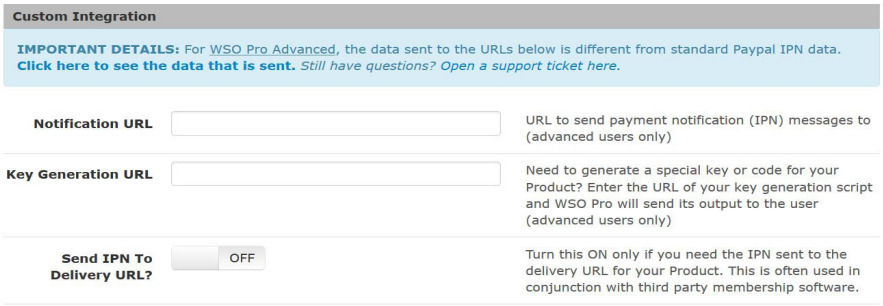
Email Service: This is how we build a buyer's list. Click on the green "Connect Service" button and you should see your auto-responder service appear.

After you select your auto-responder service, click on the list that you created for your buyers. Now anytime someone buys your WSO, they'll get on your list.

Webinar Service: Skip this.

Membership Software: Skip this.

Custom Integration: Skip this section.



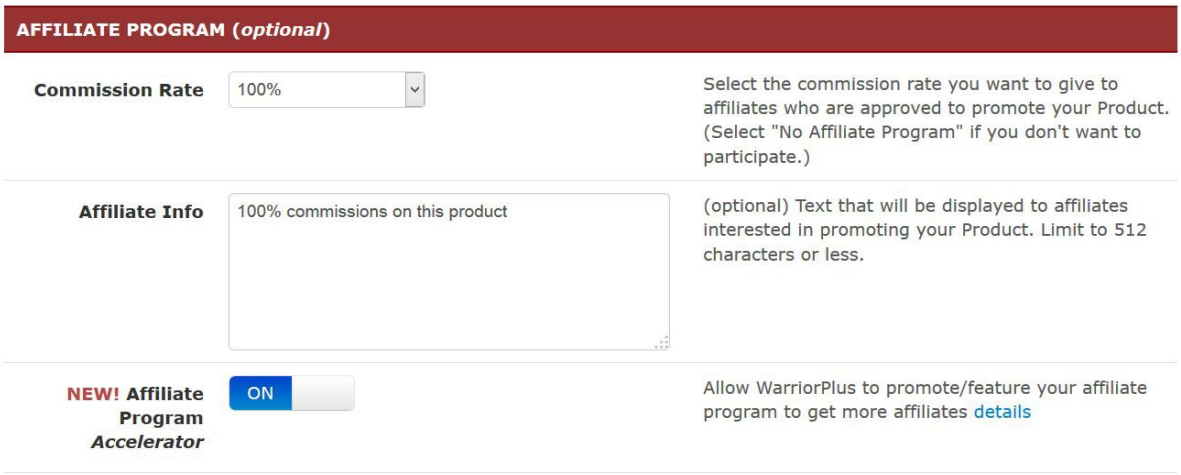
Ok, next we'll talk about how to build your buyer's list...

Building a buyer's list is your #1 goal. Once you have a buyer's list, then you can send them offers as long as they remain on your list.

So in order to build a big buyer's list, you need others (affiliates) to promote your product for you. In order to get most affiliates to promote in today's marketplace, you need to offer them 100% commission.

You'll make money from all of the natural Warrior Forum traffic and any promotion that you do on your part. But affiliates will help you build your list from traffic sources that you wouldn't have gotten anyway.

So it's a win/win for both of you. They get 100% commission on this one product from someone that you wouldn't have gotten anyway. You get to keep the name of the buyer for future promotions in which you'll make 100% commissions from them.



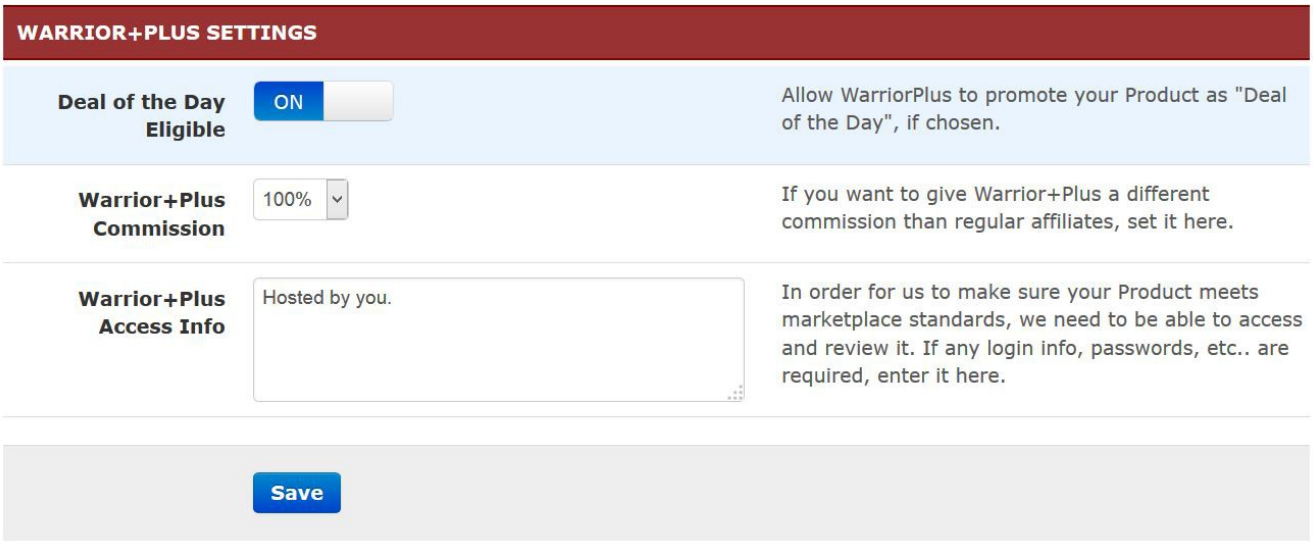
So, in the Affiliate Program Section, you'll want to set the following up:

Commission Rate: 100%

Affiliate Info: 100% Commissions on this product.

Affiliate Program Accelerator: “ON” - If Warrior Plus promotes your product, then they'll get a 15% commission.

The next section should look like this:



Click the “Save” button and you're done for now.

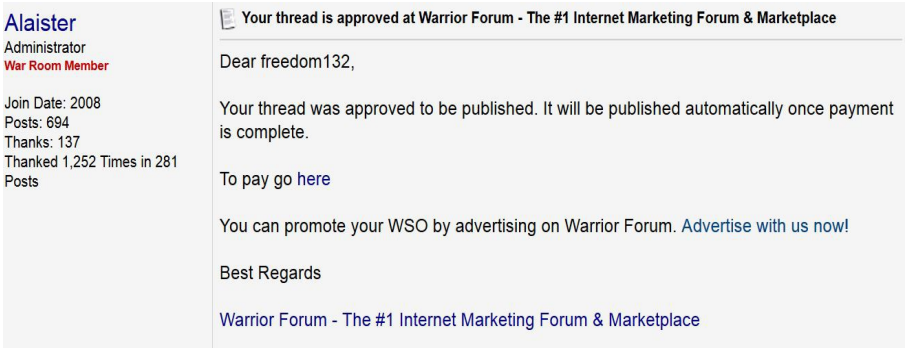
At this point, you can't do any more with your listing until you get approval from the Warrior Forum for your sales thread.

So, while we're waiting on that, you'll want to come up with a list of frequently asked questions that people may have about your product.

We'll reserve a spot and post this list of FAQ's under our sales letter thread whenever it goes live.

Just look at other offers on the Warrior Forum to get an idea of some FAQ's to put on your thread.

After a couple of days, you should receive approval from the Warrior Forum as a PM in your inbox:



After you have received approval from the Warrior Forum, you click the "To pay go here" to make your post live.

But we need to do a couple of things first.

First, we need to let the world now of our product launch. We want to inform potential affiliates of our product for sale so that they can help us build a buyer's list. The best way to do this is through Facebook.

Next, search Facebook for "JV Launch Groups."



You'll see several come up. Join as many of these groups as you can. Whenever you are approved for a group, post details of your launch in these groups. Just follow the same format as you see other members doing.

Schedule Your Launch Date/Time: Of course, by this point, you'll want to set a launch date for your WSO. Be sure to pick a day/time when you'll be able to be available to monitor your launch thread and be available for customer service questions. If you're going to launch on a weekday that you work, then you may want to launch in the evening after you get home.

Be sure to give yourself a few days to let people know of your product launch so they can get ready to promote it.

Launch Day!

On your product launch day, you'll need to do the following:

1. 20 minutes before scheduled launch time: Log into the Warrior Forum. In Private Messages, click link to pay $20 for WSO to go live.

2. Go to WSO section of WF and open your WSO thread (top of page).

3. Post reply to thread, ideally first reply directly under sales page. Add the phrase "Reserved for FAQ's" with the questions that you came up with earlier.

4. Subscribe to your thread: Up top of thread: Thread Tools →Subscribe To This Thread→Instant Notifications by Email.

5. Go back to Warrior Plus. Click on "Vendors" and "Products."



6. Next, go to "WSO Post" section and click on the name of the post of your product. Then save it.



Everything should be live and you'll start to see sales soon!

WSO Business Management:

Affiliate Requests – Monitor requests for affiliates in Warrior Plus. Approve affiliates if you feel that they are legitimate requests.

Review Copies – Sometimes people will ask for review copies of your product. Only give ones out to people who agree to do a review of your WSO. Also, you might want to limit the number of review copies to 5.

Monitor Your Thread: You'll want to monitor your thread for comments and questions that others may post. Always thank them for their post and be polite in your reply. Since you have subscribed to your thread, you'll get an email notification of when someone comments on it.

Answer all questions in the WSO thread by quoting their question and posting a new reply. Be honest with those who ask questions and just give enough to answer the question without giving the entire method and teachings away.

Should someone have a very specific question that would lead to the entire method being given away. Simply send them a PM and post in the WSO thread, "Thanks for your question, sent you a PM."

Refund Requests: Generally speaking, if someone asks for a refund, then go ahead and give it to them. There's a way to do this through Warrior Plus.

Support: How fast do you answer your support emails? Most questions deal with subscribers who can't access the product or just need clarification on one point in your report.

Reply back ASAP to these buyers and always thank them again for their purchase. This goes for PM's via the Warrior Forum and questions in the WSO thread. Buyers and potential buyers appreciate this and you'd be surprised how hard this is for some sellers.

After this launch:

Email marketing is actually where the true profits come from product creation. The product was your lead generation tool to get subscribers on your buyer list. And now you make the real money from sending quality emails promoting not only your future products but also those products from other creators.

While your list is smaller, under a few hundred people, stick to promoting other affiliate products from similar niche topics of your own. If your first product was on list building, only promote other products in the list building, email marketing, traffic and funnel creation niche topics.

You can find upcoming products to promote using the JV groups in Facebook, Muncheye.com and the upcoming launch Calendar in both WarriorPlus and JVZoo. Many product creators will also give you review access and have email swipes available that you can use. Find a few affiliate products you would like to promote. Use Warrior+ or JVZoo and request approval stating that you would like to mail this offer out to your new WSO buyer list. If needed, ask the product creator for a 'swipe' email.

Action Step for Step 5, List your Product and Launch:

Create your listing in Warrior Plus and Create your New WSO Sales Thread in the Warrior Forum. Wait for approval. Once approved, make sure everything is set for launch day including announcing your product to affiliates in Facebook.

Once launched, monitor your thread, approve affiliates, and help with any customer support issues. Email your new buyer's list offers and content. Get ready to create your product and start over again for more profits!

Final Notes:

Congratulations!

You now have a system in your hands a plan to make as many WSO's as you want.

But you also have to put it into practice for it to work.

So, let's quickly review your action plan

1. **Develop the right mindset.**
2. **Research product ideas.**
3. **Create the product.**
4. **Write the sales letter.**
5. **List the product for sale and launch.**

After you get into the swing of things, you can easily make several of these WSO's every month.

Quite frankly, the more WSO's that you can make the bigger your buyer's list will become. The more people that you have on your buyer's list, the more chances you have to make money!

You could create several WSO's per month and have multiple streams of income coming in a regular basis from your products.

Imagine how you'll feel whenever you're finally making the money that you deserve!

Now, it's time to get to work and put this plan to use.

The main thing is start taking action today!

To Your Success,



Michael Harris

P.S. - I'm not someone who likes to hide behind my products or services. Don't be afraid to reach out!

Contact me at michaelharrisonline@gmail.com if you have questions.

Also, visit my blog at http://michaelharrisonline.com for more info.

Other Helpful Resources ...

WSO Mastery Coaching:



Let me help you create and launch your first WSO in less than 30 days from scratch – WSO Mastery Coaching

Learn more about WSO Mastery Coaching by clicking on the picture above.

Here's a link to some of my other WSO's that I have created using these methods:

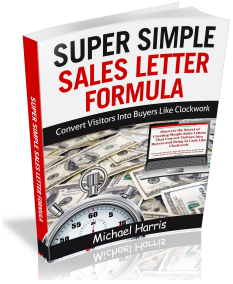
http://michaelharrisonline.com/resource-page/

Other help resources:

http://michaelharristools.com/

Other WSO's:

Super Simple Sales Letter Formula - Discover the secret of creating simple sales letters that bring in cash to your offers. Create sales letters in a powerful way where visitors WANT to take action on your offers!



Tube Review Profits: Discover the Secret of Creating Simple Videos that Convert Visitors into Buyers and Bring in Cash Like Clockwork...



Tube Review Profits Video Series:



Tube Review Profits Video Series – Look over my shoulder and watch me create 3 review videos by using this unique system. If you're a visual person and like to "see" how it's done, then this resource is for you!

Get exclusive video training on how to set up Sales Letter Overview Videos, Product Review Videos, List-Building Videos. These are actual videos from my own campaigns, for you to copy and use as templates.

This exclusive 10 step video training is broken down into small segments so that you can digest each one easily whenever you have a few minutes. Or, you can watch them all at once if you have time this weekend. It's very flexible and you can learn at your own pace.

This comprehensive video series covers everything that you need to know to start creating review-style videos in a variety of niches. It's so easy to get started and you can have several videos up and running this weekend by using the information in this course!

Tube Ranking Secrets:



Tube Ranking Secrets - Discover how to turn your video into a Google Hangout for better Google Rankings. Use the same video to get even better rankings with less work.

Holiday Hangout Cash:



Holiday Hangout Cash – Learn how to make Holiday Cash Machines in less than 45 minutes. Including: Selecting Products People Want, Driving Traffic To Your Offers, and Getting Paid Over and Over - All without the hassles of creating your own website, buying domains, or writing endless amount of content.

This course can applied to any time of the year, not just Christmas!

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