FROM THE TOP



How I Would Start From Scratch...
With No Money, List, or Reputation!

Lee Murray

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Alright, “the author” has had enough of this ridiculous, redundant nonsense. How about you? If you seriously just read all this stuff, you are a special breed, my friend.

But that's neither here nor there. Just don't be a jerk biscuit... mind your P's and Q's. Try your best. But don't blame me if you don't get it right the first time. ;)

Legal page... check.

Let us get crackin' now, yes?

Introduction:

I stood there, wondering why the baseball seemed to keep getting larger and larger.

And then it hit me.

Alright, fun's over.

Time to work.

I've written this report for folks starting at the very bottom... or even re-starting after an agonizing spell of frustration, confusion, or worst of all, self-doubt.

I've been there more times than I care to recount. Feeling like everything I had done up to a certain point had all been for nothing. I had nothing to show for all of my countless hours, hard work, optimism, and never-say-die attitude.

Seriously, nothing.

I, as an Internet marketer, have found myself in situations where I had no money, no influence, and no hope... hell, I even had *no home* at one point!

But I clawed my way to the upper levels of this great business.

And now I'm in a position to help others find the traction they so desperately crave. I'm not even talking about success yet... just the confidence in knowing that YOU CAN succeed... and that you're taking THE RIGHT STEPS to do so!

That's a huge distinction.

I know that a lot of people jump from one thing to another to another, simply because they never fully believed in themselves. Every action they took was first riddled with optimism and excitement...

But within a few days' time, doubt set in and had them running for the hills.

If you can relate with this, I think you're gonna find “From the Top” to be a mighty refreshing read. Heck, this could be the guide that finally takes you from where you are now... to where you truly want to be.

In this meaty, power-packed resource, I'm simply gonna share with you the specific steps that I would personally take, knowing everything that I know now, to go from absolute zero... to earning real money online within the shortest span of time possible. Not just peanuts, but money that a mofo can live on!

And not only that, but I want you earning this money in a way that you're fully confident you can repeat again and again for the rest of your life... and ALWAYS get favorable results. In other words, you're gonna have true self-confidence!

The process I'm about to share with you just plain works.

As an active contributor to various mentoring groups, I see NEW people making this stuff work to their advantage every single day! And by that, I mean... well, they make freakin' money! Real dollars pouring into their real Paypal accounts.

Please know that you're in extremely good hands right now...

Some of the best hands you can be in when it comes to this business, truth be told. Sorry if that comes across as over-confidence. But it's 100% accurate.

My name is Lee Murray.

It's a pleasure to assist you.

Now let's begin...

1. I'd Set a Goal, Define My Niche, and Master It!

The very first thing I'd do is set myself a goal, just for the sake of motivation.

I'd set a goal to be earning $50 per day ($1500 per month) beginning one month from today. As of this writing, the date is November 24, 2014... So by Christmas Eve. Well, let's just say that starting on January 1, I'll be bringing in $50 a day.

The very next thing I'd do would be to *very clearly* define my niche.

Defining Your Niche

So, knowing what I know now, I would definitely operate within the internet marketing space. It's far and away the fastest and easiest niche to succeed in. There's just such an immense and active community of people helping people.

You don't have nearly as many advantages in any other market.

I realize that some people have ethical hang-ups regarding this market, but let me tell you something, possibly at the risk of over-sharing...

When I was living in a homeless shelter surrounded by 100 men who had absolutely given up on themselves in every sense... and I was taking the city bus to the public library in an effort to hop online and change my reality...

And my little baby boy was in another state and I missed him with the entirety of my being. And I wept myself to sleep each night... and I stood in front of the Spokane River entertaining the idea of throwing myself in and saying goodbye...

Those ethical hang-ups could go screw themselves.

Just keepin' it real with you.

So again, knowing what I know today... I'd pick IM. All day.

Besides, there's nothing unethical about helping people out of situations they hate.

For all intents and purposes... we're creating jobs here! But even better. We're changing lives in ways that a job never could.

Internet marketing would be my market... but not my niche.

A niche needs to be more specific. It's pretty difficult to be an internet marketing expert. That means you'd have to be a master at SEO, list building, Amazon, PPC, Clickbank, Facebook, web design, Fiverr, copywriting, Adsense, PLR, and on and on.

Nobody is an expert at <u>all</u> of these things, and therefore, there is no such thing as an IM expert... which essentially means that it's not a niche.

So what I would do is pick one (or maybe 2-3) of the niches from the paragraph before last, and I'd commit to it. Hear what I said? I would absolutely COMMIT myself to it. Flexibility is a gem, sure. But in <u>this</u> case, you need to get stubborn.

I know from experience that list building, email marketing, and product creation are the right niches for me. This is my current skill set. So I <u>should</u> teach them.

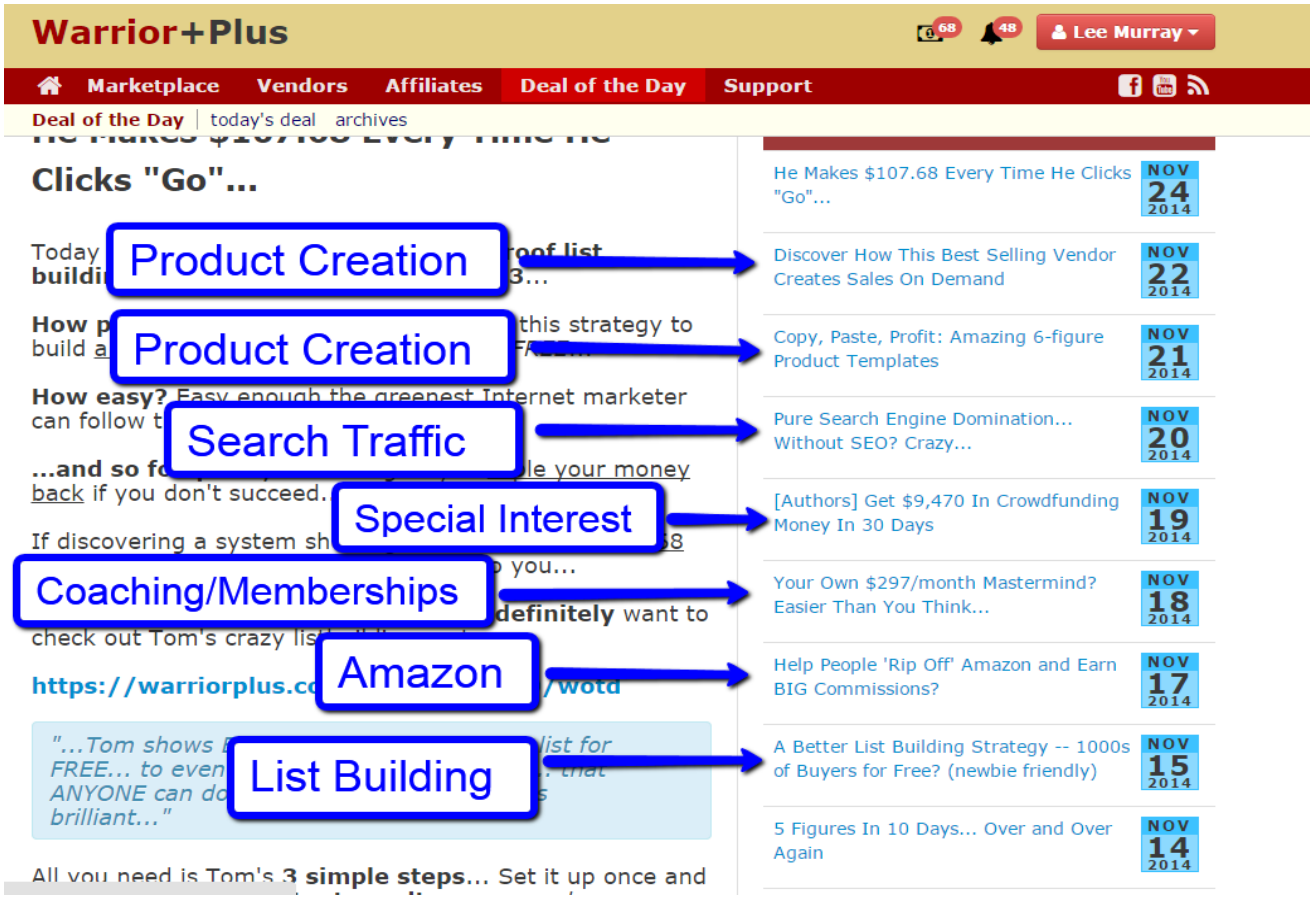
But wait. If I weren't already proficient in these disciplines (after all, I AM starting over, right?), then what I'd do is go to WarriorPlus.com and do the following...

1. I'd check the listings along the right side of the page (today's top sellers).



And as I've just done, I'd take a look at each of the product offers and see what specific niches they were covering.

Then, I'd click the “Deal of the Day” button and do the same thing with each “WSO of the Day” winner for each day of the week...



So it's a mixed bag, but there are a few top-sellers which reside within the same niche. It may just come down to me picking something that I already have an interest in. And here's a hint:

For anyone reading this right now who may feel like IM is not a great choice because it's kinda icky... as in “I don't want to make money by teaching other people how to make money by teaching other people how to make money...”

Then Amazon might be a really, really good option for you.

Now listen, I'm not talking about you yourself necessarily becoming an Amazon affiliate. I'm talking about teaching other people how to become successful Amazon affiliates. That said, if you're gonna teach it, you prolly should do it, too!

In any case, I'm not trying to talk you into the Amazon niche by any stretch. I'm simply letting you know that you've got options that may seem a little less "unethical" or whatever.

Personally, I'd choose product creation... and by default, email marketing to the resulting buyers lists.

I'd do this for one major reason...

Speed.

This is the type of thing that you can apply as you're learning it. In other words, you can learn how to do this stuff... and apply what you've learned by teaching it. You know, the whole teach others to teach others to teach others thing!

Sure, it can be viewed as an "empty calorie" of sorts. No real end user. But dude... so what? It's fast, it works, and it legitimately helps people, oftentimes in truly life-changing ways! And it'll help YOU in the process.

If I want to branch out into other disciplines later, cool.

But for now, if my main concern is changing my life fast, I choose product creation and email marketing. Period. Besides, it's not like there aren't plenty of nuances and ways to learn. This is a REAL niche with a REAL need for REAL education. So let's fill that need, I say!

Final Answer: I Choose the Product Creation and Email Marketing Niche

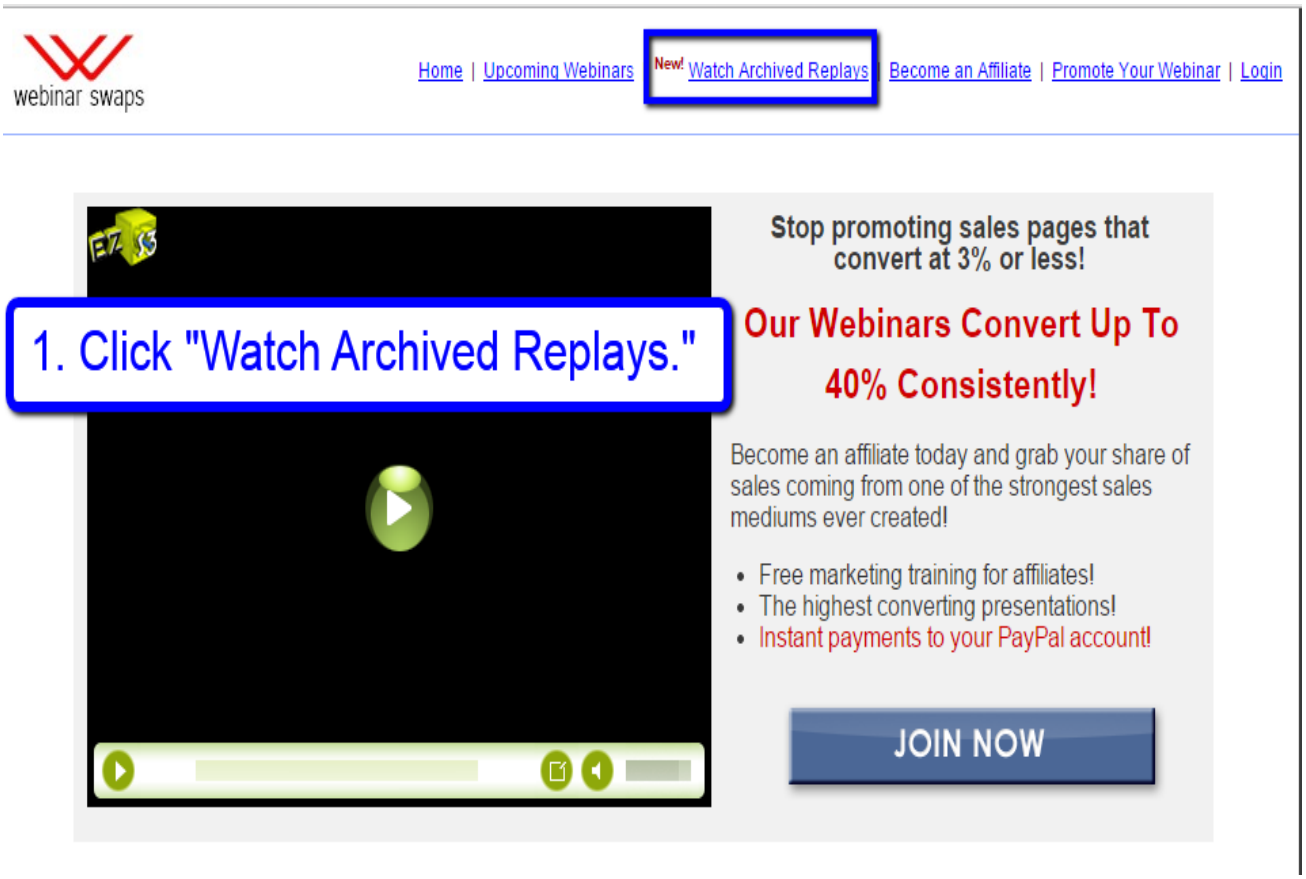
So now that I've chosen a niche that I KNOW will be crazy profitable, I'm going to move onto the next step, which is to become an absolute expert in the niche.

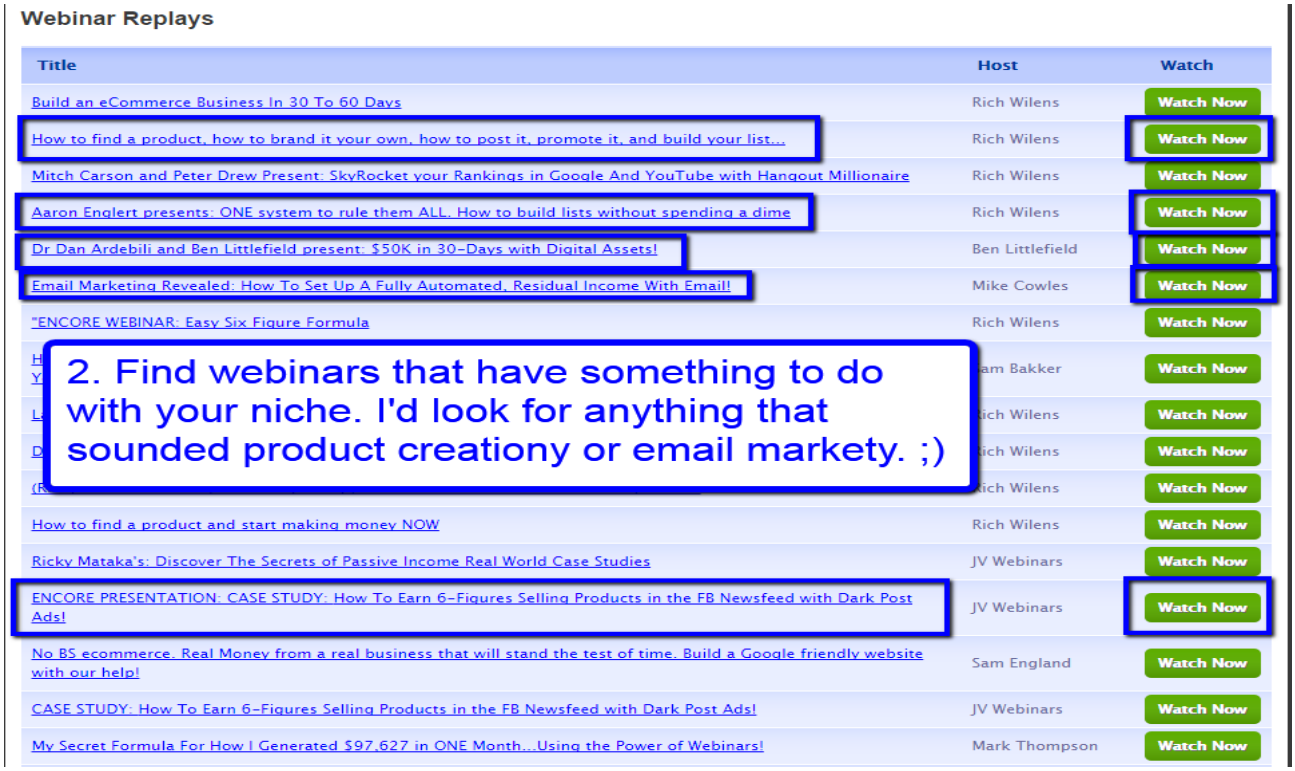
And just like becoming an expert in anything, this step starts by hittin' the books.

The very first place I would go to develop an expertise in my chosen field is http://WebinarSwaps.com, which is a free Webinar directory. It's chock full of absolute internet marketing GOLD that you can access for no cost whatsoever.

Sure, they'll pitch some shit at the end. That's the nature of most webinars. But the free information they share before the pitch begins is what you're after.

So here's what I'd do...





Then, I'd just watch these videos... up to the point where the product pitches began. I'd take notes. Lots and lots of notes. I'd jump straight from one webinar to the next, taking really good notes the whole way.

If I had any questions along the way, I'd jot 'em down on a separate sheet of paper or word document. So one document for notes, another document for questions. This is extremely important.

If I did happen to have a few bucks I could invest, I would buy a few good courses (cheap WSO's are fine) within my niche and take notes (and jot down questions) on these, too.

I would literally spend every waking hour doing this until I knew my niche backwards and forward. You'd be surprised how badass you can become in a matter of a few short days doing this.

Seriously, when I actually DID this for list building, I promise you that I knew more about my craft-to-be than at least 80% of everyone else in the niche knew. This is no exaggeration. In fact, it was probably closer to 90%!

But I digress...

Next, after I had gone through all the relevant webinars, products, and even YouTube videos I could find in my niche, I would read through all of my notes to reinforce everything that I had just learned. Repetition is the mother of skill!

I would also search for any discrepencies in advice. For example, if one source had recommended that you email your list every single day with a hard promotion... while another resource recommended that you only send out a promotional email once or twice a week. I'd ask “what up wit dat shit, yo?”

Except I'd make it sound all gangsta. ;)

So these discrepancies would be added to my list of questions.

I'd then take these questions over to the Warrior Forum (if you don't have an account, stop reading this book right now and go get one) and see if other people have asked the same questions. I'd dig in, with a genuine and powerful sense of curiosity. I'd see how folks are answering these questions.

If I still wasn't satisfied, then I'd start a new thread and ask the questions myself. I wouldn't just accept answers at face value. I'd dig deeper. I'd find out why people feel the way they do. I'd present a counterpoint and see if their current position still holds up under scrutiny. I'd get to the damn bottom of the matter! ;)

Why would I go through all this trouble?

Because facts don't sell. Well-informed opinions sell.

Let me give you an example:

Fact-based content

You can load up your autoresponder to send out emails daily, every other day, or however frequently you'd like for your messages to go out. They will be sent out

automatically, based upon when your lead was added to the autoresponder.

The emails you send can be promotional, educational, or a combination of the two. One common type of marketing done using email is affiliate marketing. This means that you promote somebody else's product in exchange for commissions.

You can also try CPA (cost per action) marketing, where you get paid whenever somebody clicks a link or enters their zip code or enters their email address, etc.

Opinion-based content

While the frequency with which you load up your autoresponder is ultimately up to you, let me make one thing crystal clear right here and now. In the IM space, people are being bombarded with marketing emails on a daily basis. If you're not getting in front of your audience, you can rest assured that someone else is!

Now this isn't to say that you need to hit them with a hard sell every day of the week. In fact, I most assuredly advise against it. But a nice hybrid wherein you share something of value and then link them to a relevant resource using your affiliate link will serve the purposes of both relationship building and profit! ;)

Affiliate marketing is probably the quickest, easiest, and most profitable way to get started with email marketing. CPA is cool, but it can be a drag trying to get approved to those networks. You can go grab an affiliate link right now!

Hopefully I don't need to tell you which of these two pieces of content is more effective at establishing user engagement. So knowing what I know now...

I would tell you that your primary job when becoming an expert in your niche is to form lots and lots and lots of opinions on the subject. And be prepared to express these opinions with passion, authority, and confidence.

That's what I'd do, anyway! :D

So yeah, I'd watch dozens of webinars and Youtube videos. I'd grab a few courses

(free or paid). I'd take tons of notes. I'd craft tons of questions. I'd ask these questions in the Warrior Forum. And I'd form tons of opinions as a result.

One final step if you want to establish even greater mastery...

If your niche is list building and email marketing, start signing up for as many IM lists as you can. Hundreds. Use a separate email account. Each day, check your inbox. See which subject lines make you wanna open, and which emails make you want to click through. Take notes, especially on your thoughts and feelings.

Did something disgust you? Did something excite you? Did something strike you as incredibly cheesy or "off?" Why have you had this reaction? What would you do differently? What would you do the same? What would you do freakin' better?

List building is just one example, obviously. If your niche is blogging, then start seeking out blogs in your niche and really examine your likes and dislikes with them. If product creation is your thing, then buy or otherwise acquire e-books and video courses from which to form quality opinions. And so on.

I hope you can see how powerful going through this process is.

I'd do this all day every day for 3-5 days. Longer is fine, but don't go too long. Limit it to 10 days or less. You still have shit to do. Expertise is not a difficult, time-consuming thing to acquire in internet marketing. It's really not.

Just follow the steps I outlined above. That's what I'd do if I were starting over.

And I'd become an overnight EXPERT in my niche. No question.

Alright, on to the next thing I'd do...

2. I'd Write a Damn Book... And Some Sales Copy!

I would immediately start writing an e-book after going through the mastery process. This is when the information is freshest, your opinions are strongest, and your writing process is already fully engaged.

I'd waste absolutely no time working on my e-book.

That said, there are 3 very quick things I'd do before I actually dove in head-first.

1. I'd commit to a price point of $5. This is particularly important if nobody really knows who you are yet. That would obviously be the case for me if I were starting anew. 5 bucks is a low barrier to entry.

   Also, I think it'd help me to relax knowing that the book's gonna sell for cheap. I wouldn't feel quite so pressured to create the ultimate masterpiece of the freakin' century. Know what I mean?

2. I'd choose a main, specific problem to solve for my readers. You don't need to write the definitive guide to SEO, or whatever. Just a book about .edu links... or internal site navigation... or keyword density... or blog networks...

   For my chosen niche of product creation, buyers list building, and email marketing, I'd probably write a book about how to create and sell a $5 e-book in 48 hours or less. Just like I'm about to show ya! ;)

   At the end of the day, I would use the results of my mastery research to guide me. If I found that I had a particularly strong set of opinions regarding JV "back-scratching," for example, then I might roll with that.

3. I'd name the e-book before I ever wrote a word. And I'd have a cover image made up. For the example I just mentioned, I might name my book "JV Backscratch." Then I'd come up with a sub-headline. This would simply be what I plan to deliver in the book.

   Maybe it'd be "Together, We Get Richer!" I dunno.

I'd then go to Fiverr and have a cover image created.

Well, first I'd go into Google Images and find a photo (or illustration) of maybe a back being scratched... or a back with scratch marks on it. Something either sexy or funny. Hmm, I like this one...



Then, I'd save this image to my computer, go over to Fiverr, and tell either Nisha or Rdezines that I want this to be a soft (paperback) e-cover. Title: JV Backscratch. Subtitle: Together, We Get Richer! Author: Lee Murray

If I didn't have the five dollars to pay with, I'd go donate plasma... or write articles in a freelance capacity... or ask a family member... or panhandle with a sign that read "Trying to Fund My Online Business. Please Help." Whatever. The point is, I'd be resourceful. I encourage you to be resourceful, too.

Oh, and I'd also be sure to ask the designer to give me the flat 2D image (in addition to the 3D softcover) to use as my title page. Just scroll to the top of this book to see what I'm talkin' 'bout, Willis.

Finally, I'd get my butt to writing my e-book while the cover image was being created for me. Post freakin' haste, baby! Let's hop to it right now...

To write an e-book that your audience is gonna absolutely LOVE, it needs to be real (achievable), specific, easy to comprehend, and fun to read. It should also be warm and personal. In other words, don't just spew out a bunch of facts.

Again, facts don't sell. Opinions sell. Emotion sells. Entertainment sells.

I'd probably start my book off with a joke, like the absolute abomination I kicked this sombitch off with! ;) Or with a warm, heartfelt welcome. Who knows?

To date, I have over a dozen e-books in circulation. Five of them have been awarded WSO of the Day. And each of them has its own unique flow. I never followed a formula. No templates or any of that crap. I had no interest in making my stuff look and sound like everyone else's. I encourage you to act in kind.

That said, if you really need a formula to adhere to, then I'll just tell you how I'd write a book like "JV Backscratch." And you can use the same general process as your template... if you insist. :)

1. Title page – this will be the flat 2D image returned to you from Fiverr.

2. Table of contents – self-explanatory.

3. Legal page – you can basically copy the one from this e-book.

4. Introduction – I would thank my readers, start with a joke, offer a sincere thank-you, and let them know they're in good hands. I would share my qualifications, which at the very beginning stages, would be that I've watched all the masters "like a hawk."

   I've done my due diligence and never took anyone's word at face value. I'd basically brag about what I had done to become an expert. "I watched over 100 hours of product creation videos, found discrepencies in popular opinion... and went out and hunted down the actual truth," and so forth.

I'd then tell them how what I'm about to share with them will help them. "When you partner up with other marketers, even if you're all beginners, incredible things can start to happen. Ideas flow. You help to get each other traffic. You make sales for each other. You build each other's lists." Etc.

To close the introduction, I'd encourage my readers not only to read the e-book, but also to take action. I'd then tell them to roll up their sleeves, because we're ready to get to work right now...

5. The first chapter would cover where to find JV partners. I'd talk about the Warrior Forum, LinkedIn, and Facebook mainly. And whatever else I'd learned in my extensive research. ;)

6. The second chapter would cover how to treat JV partners. How to become their actual friends, take a genuine interest in their lives, and perhaps even talk a little trash with each other... like real friends do. I'd tell 'em that JV partners are like an extended family of like-minded peeps.

7. The third chapter would be about pooling resources. That is, first getting a group put together in Facebook... and then having each member of the group go out and recruit new members to the group, so that your social circle grows organically and virally.

8. The fourth chapter would be about everyone working together to acquire bonus spots on their homies' download pages. (I'll actually be talking about much of this stuff right here in "From the Top," so stay tuned.)

9. The fifth chapter would be about scheduling product launches in a way where all members can support each other without competing against each other. I'd cover how helping your fellow group members serves the whole group by getting outside traffic entering the overall funnel, etc.

I would then include a conclusion chapter, followed by recommended resources where I'd add some affiliate links. These resources could be additional training, software, tools, or anything else that'd help my readers enhance their results.

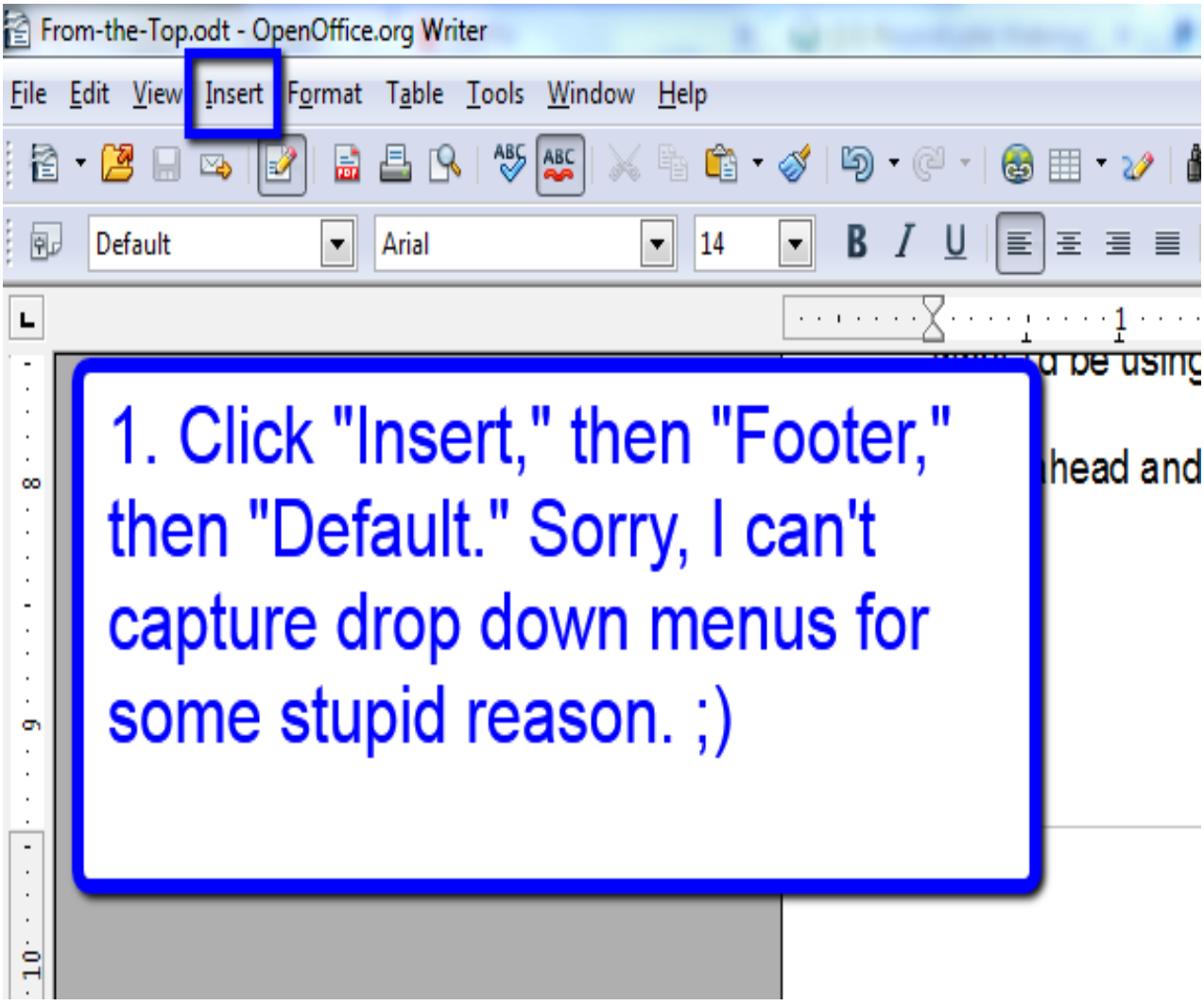
The conclusion chapter will generally just consist of summarizing all the steps they

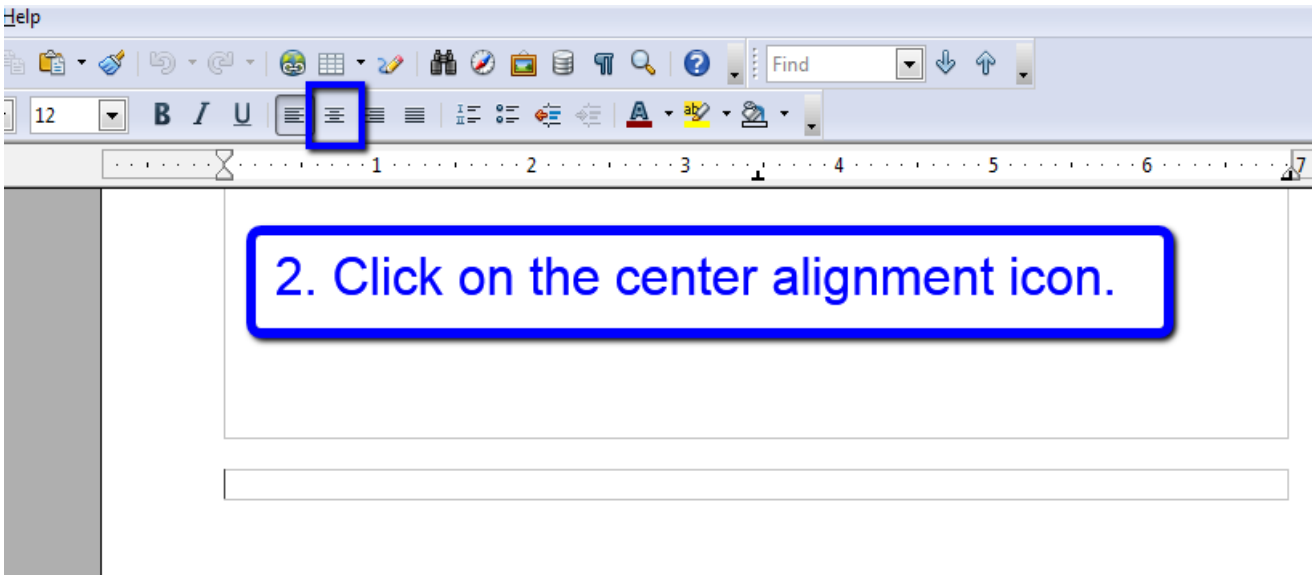
need to take, re-iterating why they need to take the steps, and urging them to actually get their butts out there and do this stuff, rather than just reading.

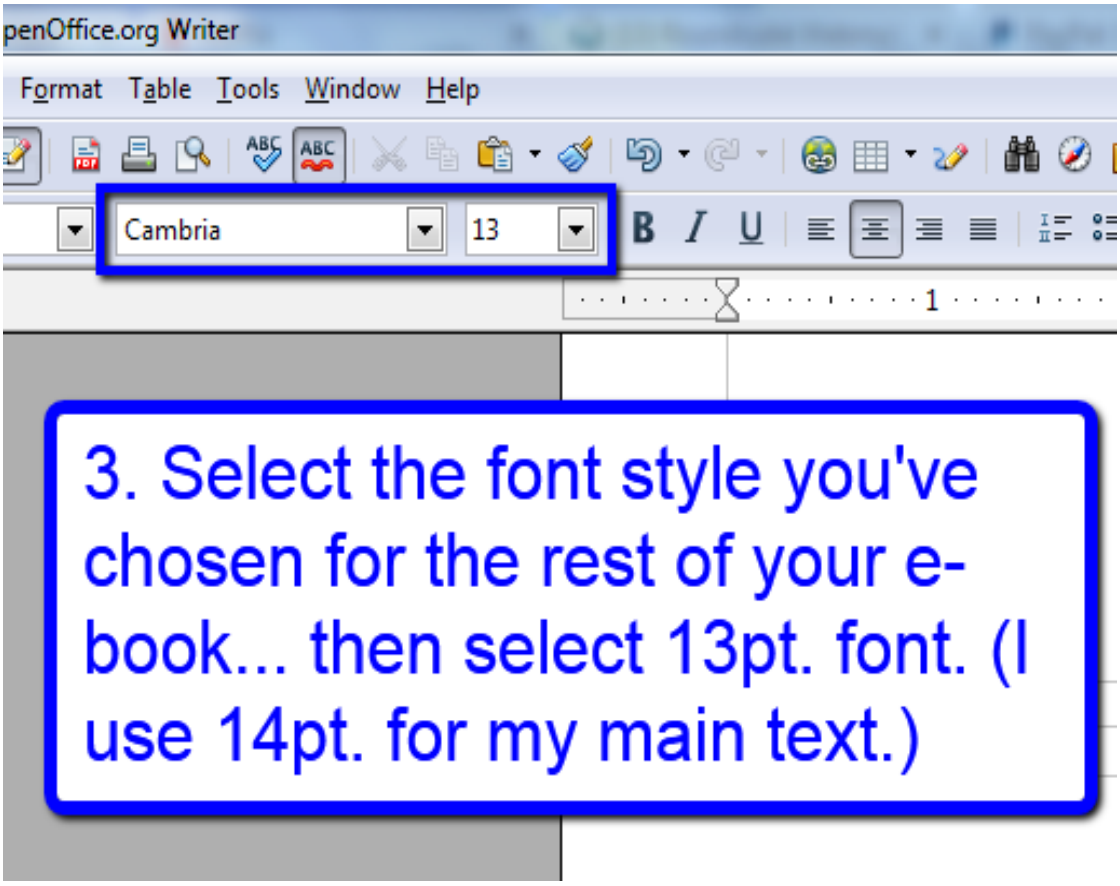
If I were honestly just getting started online, and didn't yet have a website, then I'd probably just not bother including a branded footer. But just in case you do have a website, and want to know how to brand your e-book, I'm gonna go ahead and do that with “From the Top” and share the screen shots with you.

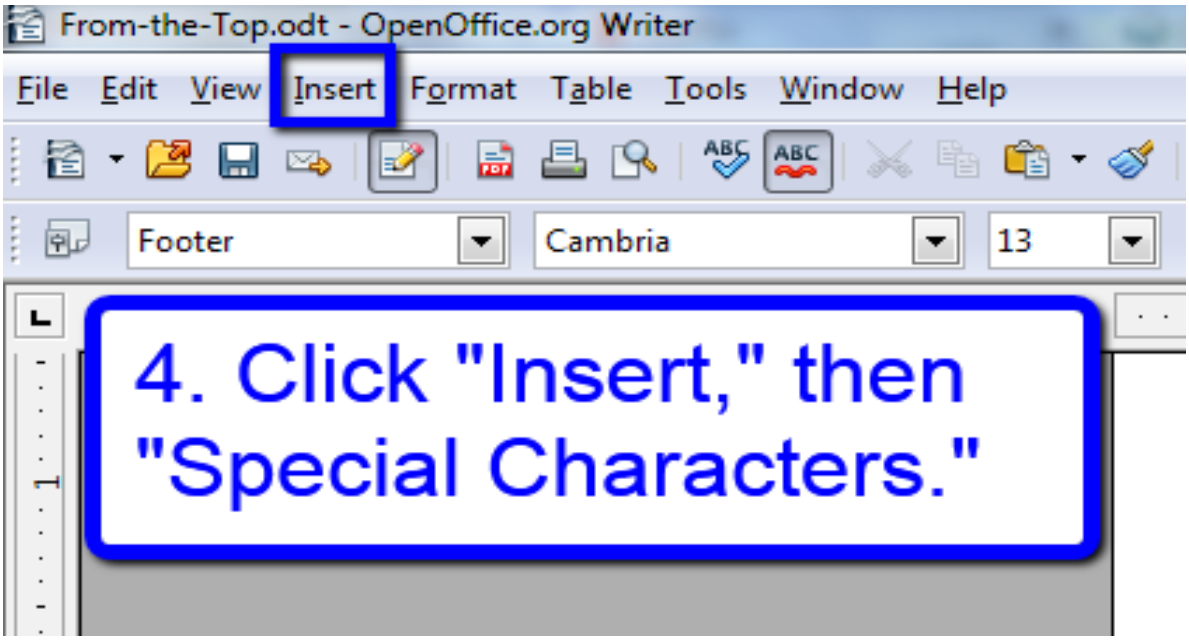
Oh, and by the way, I personally use OpenOffice to create all my e-books. That's what I'd be using if I were starting from scratch. It's 100% free!

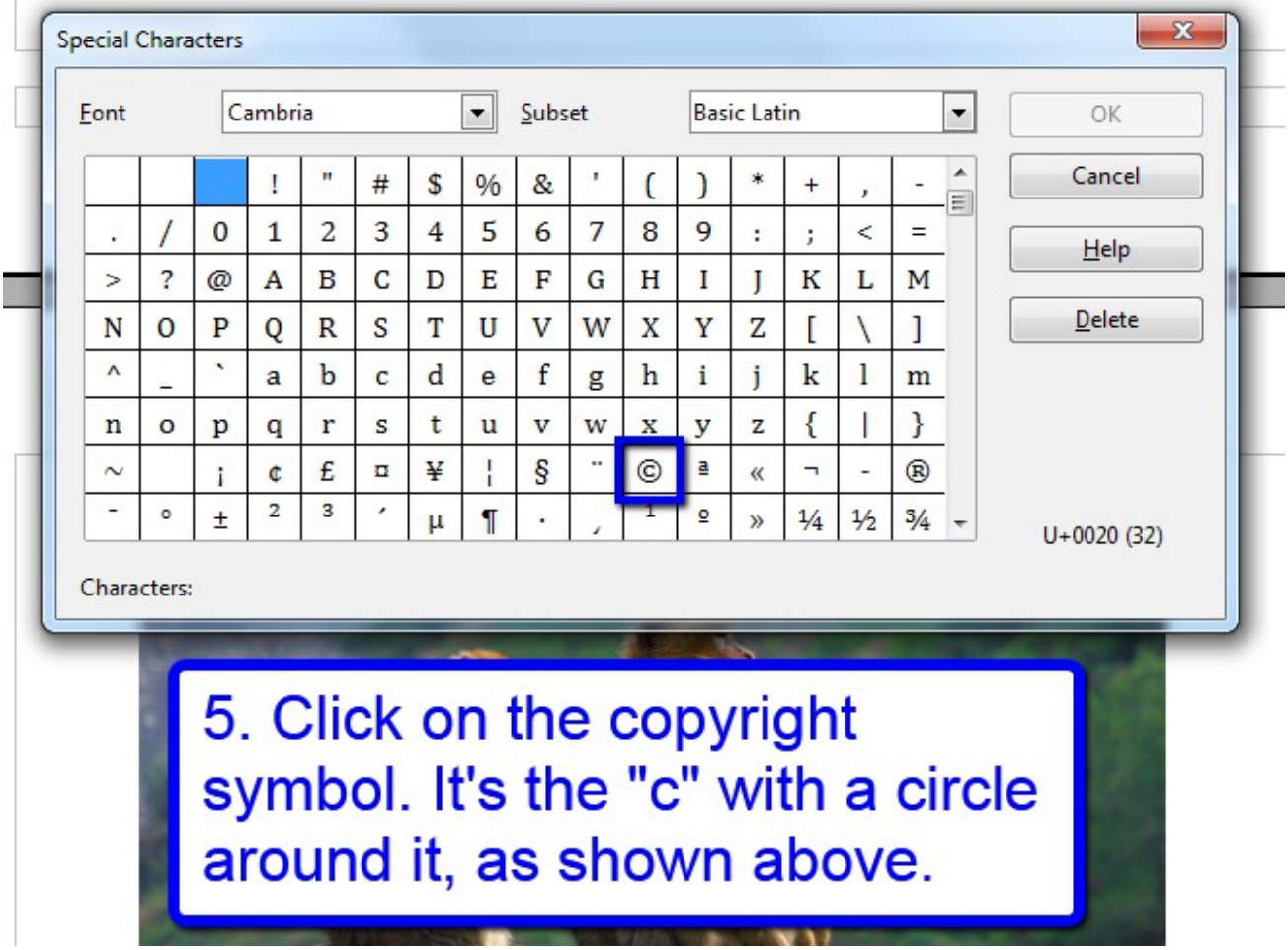
So here's the process for creating a branded footer...



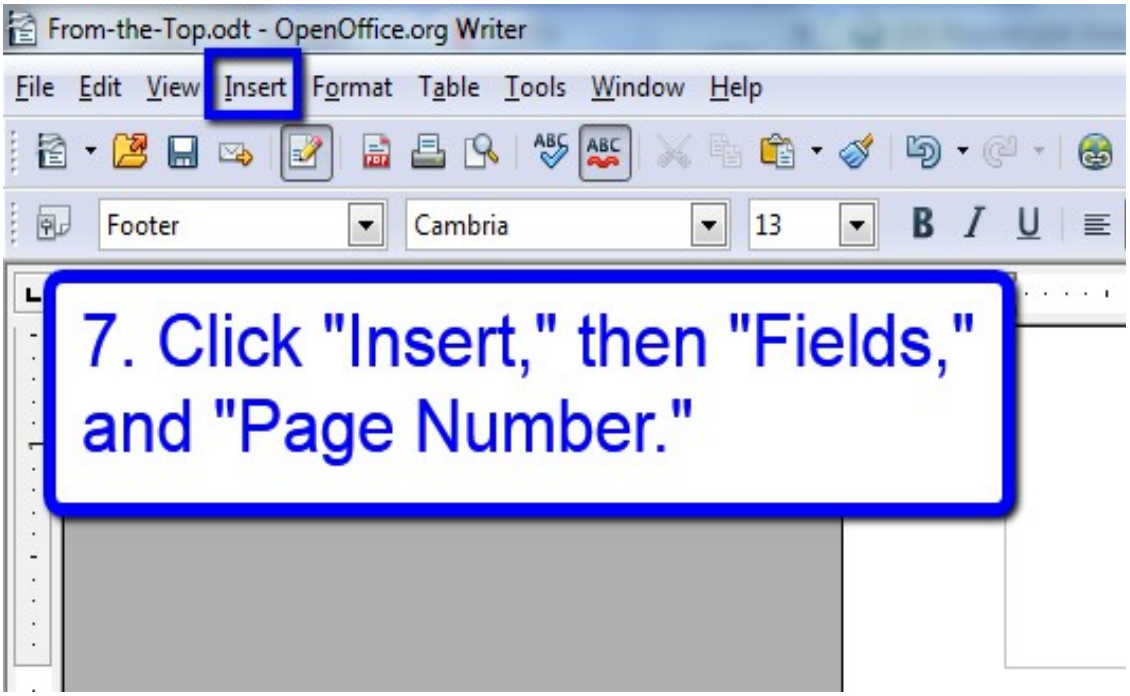

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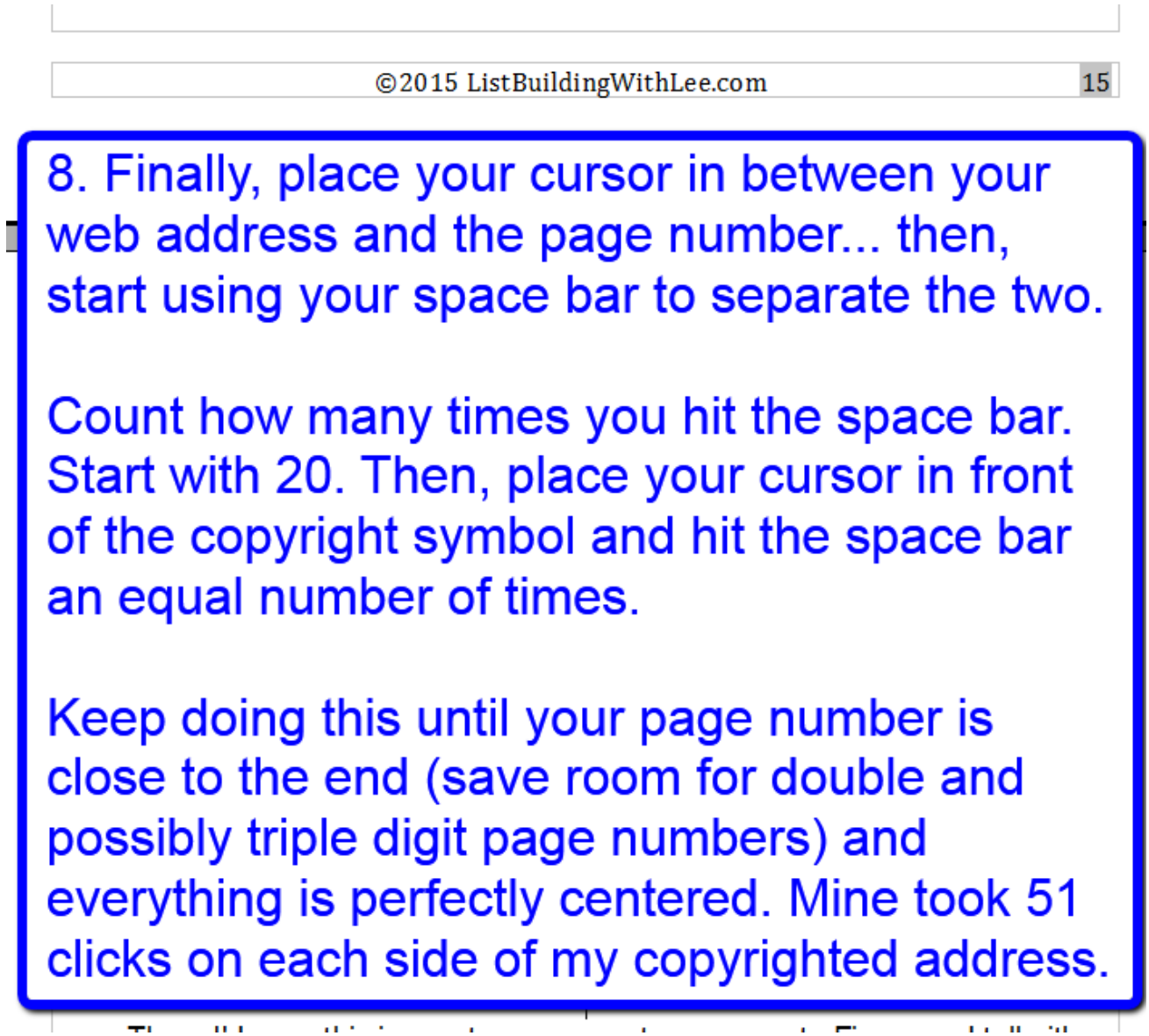

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Footer
Cambria
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4. Click "Insert," then "Special Characters."


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Characters:
5. Click on the copyright symbol. It's the "c" with a circle around it, as shown above.


©2015 ListBuildingWithLee.com
6. Directly after the copyright symbol, type in the year, followed by your website address.


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File Edit View Insert Format Table Tools Window Help
Footer
Cambria
13
7. Click "Insert," then "Fields," and "Page Number."



As far as formatting your e-book is concerned, I'll leave that up to you. You have eyeballs. You know what looks good. Personally, I use Cambria font set to 14pt. But options abound, kimosabe! This is YOUR book, make it look the way YOU want it to.

Once your cover gig on Fiverr has been completed, go ahead and use the flat 2D image as your title page. Just click “Insert,” then “Picture” and “From File.” Upload the image that you downloaded from Fiverr. Easy peasy!

So let's take a look at the top 10 e-book “best practices” that I've come to learn over

the course of my almost 7 years as a professional internet marketer...

10. Maintain a logical sequence. We're walking them through an A to Z process. So start at A. Then go to B. You may need to check a chart to see which letter comes next. I suck at math.

9. Always encourage action. This isn't only the right thing to do, but it really shows that you care about your readers' success. And, as a positive side effect, it demonstrates a level of authority. You'll be looked upon as a coach.

8. Use the best grammar you can. If you don't know how to spell a word, look it up. If you're not sure how to word a particular phrase - or which punctuation to use - look it up. It's hard to take the message seriously when it's wrapped in poor English. Not trying to be a dick... just keepin' it real.

7. Use lots of headlines, sub-headlines, and images.

6. Use short paragraphs. Never overwhelm your reader with giant blocks of text. Use this book as an example. I never let a paragraph go longer than 4 lines. And often, I'll use just one or two lines... to break it up and make things a whole lot more digestable for my readers.

5. Don't go over their heads. If you're a smarty-pants, it's not imperative that you show such things off. In fact, it could be detrimental. Try to write at about a 7th or 8th grade level. Use lots of plain talk and relatable concepts.

4. As an extension of #5, it's perfectly cool to use slang. Kinda, rather than kind of. Lemme, rather than let me. Gonna, rather than going to. Please don't overdo it, obviously. But there is nothing wrong with showing your “regular person” side in your writing. Your readers will find it hella refreshing. ;)

3. Be as accurate and current as possible. If you did the type of mastery research that I illustrated above, you should have no problem with this. But if I catch you trying to re-write some crappy, heartless old PLR, I'm gonna reach through your computer screen and take that crack pipe outta your mouth!

2. Be playful and/or expressive. Please don't become a boring-ass “fact-ory.”

Your job is not to spew facts into your readers' brains. Your job is to compel them to take good action and get good results. Seriously. That's your job.

1. DO NOT STRIVE FOR PERFECTION! This is easily the most important piece of advice I can offer you. A good product in the hands of 10,000 people is FAR more powerful than a masterpiece in the hands of ZERO. Never forget that.

One final piece of advice that you can take or leave...

I really don't recommend that you become such an opportunist that you're only looking for ways to "squeeze the most money out of your customers as possible." I personally hate that shit.

In other words, don't load your book up with affiliate links. One or two throughout the content, maximum. You can also include a "Recommended Resources" chapter at the very end, where you promote maybe 2 or 3 affiliate products.

For one thing, going berzerk with the affiliate links looks cheesy. You'll immediately be perceived as a spammer and all that good branding and authority you were trying to establish will go right out the damn window. Much of it will, anyway.

I want you looking at the bigger picture here, okay?

You want to establish a reputation for being a rock-solid marketer... a good person.

If you put out excellence (again, not perfection) today, then you can expect your next book release to be a hit. And if THAT product kicks ass, then your NEXT book release will likely be a MAJOR hit. And next thing you know, the whole world will open up to you. Way more powerful than squeezing in a few affiliate commissions!

Dude, why don't you stop me when I go off on these rants?

That's on you, playa. :)

Alright, you wanna talk copy? Well I do, and it's my book, so...

Writing Jaw-Dropping, Insanely-Converting Sales Copy

Ah, my favorite.

Not that I'm trying to condone chemical dependency or anything, but I always drink red wine when I write my sales copy. It's a robust, emotional buzz for me.

Did you see the key word there?

Emotional.

If your sales copy doesn't hit your prospects on an emotional level, you can expect 3-5% sales conversions. This percentage will rise in direct proportion to how much of your prospects' deepest emotions you're able to tap into.

As with the actual e-book itself, I don't bother with templates when writing copy.

There are, however, certain key elements that you should include, which only a fool would dare to ignore. Here's the basic flow of a winning sales letter...

1. Pre-headline
2. Headline
3. Post-headline
4. Shocker
5. Situational pain
6. Personal introduction
7. Personal pain/story
8. Potential for relief
9. Product introduction
10. Benefits-focused description
11. What's inside
12. Included bonuses
13. Price teaser
14. But first, the dream
15. Slow-burning price reveal
16. Reminder of benefits
17. Money-back guarantee

18. Squashing objections via mock Q&A
19. Strong call to action
20. Sign off
21. Two post-scripts with calls to action

Hot damn... I didn't think I had a template. ;)

What one discovers about oneself when teaching one's process...

Wow!

So there ya go.

Need a bit more detail?

Yeah, I thought you might.

But in the spirit of keeping this cheap report concise and manageable, rather than elaborating on each of those 21 points individually, I'm just going to link you to three of my WSO of the Day winning products.

These are products that each converted at over 15% (27% for Health Market Gold, I believe) during their respective launches. These percentages have gone down since, as the prices have all been dramatically increased from where they were at launch.

Know what I mean?

I want you to study these sales pages. Notice the emotion... and the structure.

You are absolutely welcome to emulate my copy in your own sales letter construction. That said, don't even *think* about trying to adopt my personal style. It is for your own benefit that you remain true to who you are. Be yourself, dammit! :)

Be a leader. An innovator. A badass.

Okay, so here are those sales pages. I hope you get a lot out of them...

Health Market Gold

21 And Done

Email Slick

If you'd like additional, fully-detailed guidance on writing top-shelf sales copy from me, please let me know, won't you? If enough people ask for this training, I will most assuredly create an entire copywriting course. Just go to my website (see footer) and use my Contact form to let me know. I appreciate it.

Okay, so that's what I'd do.

I considered writing a mock sales letter for this "JV Backscratch" concept, but dude. I get reeeeally into this stuff. I'd end up spending two days and 25 pages crafting this sales letter... and that's time I just don't have to spend on it.

So please just use the examples I linked to above.

They'll help you immensely!

Okay, so before I move on to the NEXT thing I'd do, I want to spend a little time answering some questions that I just KNOW a lot of my readers have at this point.

I'll also recap what we've covered thus far... and give YOU an assignment if you feel like actually taking action on this stuff and making a profound change in your life.

Sound good?

Cool, less dew it dien...

Quick Break: Your Questions Answered, Part 1

What do you get when you cross a dirty needle with a hoo...

Oh yeah.

I forgot. Sorry.

Alright, so let's answer some questions that you may have up to this point...

Q: What should my goal be?

A: Something that puts a smile on your face when you think about reaching it... and something that gets you almost maniacally excited because its attainment seems so realistic to you. I obviously can't give you a specific. But it must be both exciting and achievable. Also, be sure to set a specific timeline. “I'll make $25/day starting 3/1”

Q: Do I <u>have</u> to be in the IM space?

A: If you want to do what I would do (which is the basic concept of this book), then yeah. It's the fastest, most reliable, and easily scalable market on the web.

Q: How much time should I dedicate to mastery research?

A: How long does it take a college freshman to become a medical doctor? I really don't want to hear anyone getting impatient about becoming a master in the IM field. By way of comparison to most professions, it's no time at all. Try 50 hours.

Q: Do I have to write a book, or can I make a video (or software) product?

A: Again, I'm showing you what I would do if I started from nothing. When I was working from the public library, I couldn't very well create a video course, could I?

That said, you're perfectly welcome to embrace your own desires and skills. Go ahead and create a video course or software program, if that's whatcha wanna do.

Q: Lee, are you really as devilishly handsome in real life as your pictures would suggest that you are? I mean, damn son!

A: No, I'm just drunk. That clouds your judgment and lowers your standards. ;)

Q: How long should my book be?

A: Don't worry about it. I have absolutely no clue how long "From the Top" is gonna be when I'm finished writing the sucker. Just write, baby. Go to effin' town!

Q: What about taking payments, getting testimonials, and all that?

A: We're covering that in the next chapter.

Q: What should my Warrior Forum username be?

A: Excellent question! I'm glad you asked. You want it to be whatever name you're branding yourself with. If that's your real name, then it should be your real name. Remember, branding is <u>everything</u>. Don't try to be cute or clever. My Warrior Forum username is Lee Murray. I suggest that you use your real name, as well.

Your Assignment:

1. Set a goal.
2. Pick a niche.
3. Gain expertise by watching vids & reading books. Ask questions. Form opinions.
4. Write a book.
5. Write your sales copy. Use my sales letters as guides.

Next thing I'd do...

3. I'd Launch My Book As a WSO!

A Warrior Special Offer (WSO) is a very leveraged way to release a new digital IM product (in our case, an e-book). Let me tell you why...

1. You don't need your own website... just use the forum thread!
2. You don't need to recruit affiliates... affiliates are built right in!
3. You don't need to promote your book... traffic is automatic!
4. You don't need to host your product... that functionality is included.
5. You don't need to get testimonials... that happens organically!
6. Saves you massive tech. time and frustration integrating your autoresonder!
7. You don't need to create payment buttons... the system does it all for you!

In other words, all you need to do is plug in your product and sales copy, click a few buttons to integrate your autoresponder (covered in just a moment), and perform a little bit of ongoing maintenance (answering thread questions, incorporating your best reviews into your sales copy, handling customer support... easy stuff).

I'll show you how I'd do all of this right now...

First, I'd get a paid Warrior Forum account. So I'd upgrade my free account to paid. Now, the Warrior Forum has changed ownership fairly recently, and I have no idea what it takes to be able to run a WSO these days.

I just Googled it, but couldn't find a satisfactory answer quickly enough, and I'm impatient. So if you're already able to run WSO's, then great. If not, then just follow the steps I'm about to cover and – if it turns out that you need to upgrade your account – then just do what the forum says to do.

I can't imagine it costing any more than 20-40 bucks. Don't have the money? Sell your ass on the streets! Run a yard sale. Do some temporary labor. Get the money, upgrade your account, and prepare for a massive positive change in your life!

Once you've got the green light to post WSO's...

The very first thing you'll want to do is bypass the actual forum's “Warrior Special Offers” section, as this will force you to use the forum's own “Warrior Payments” program as your payment gateway and affiliate management system.

We're going old school. :)

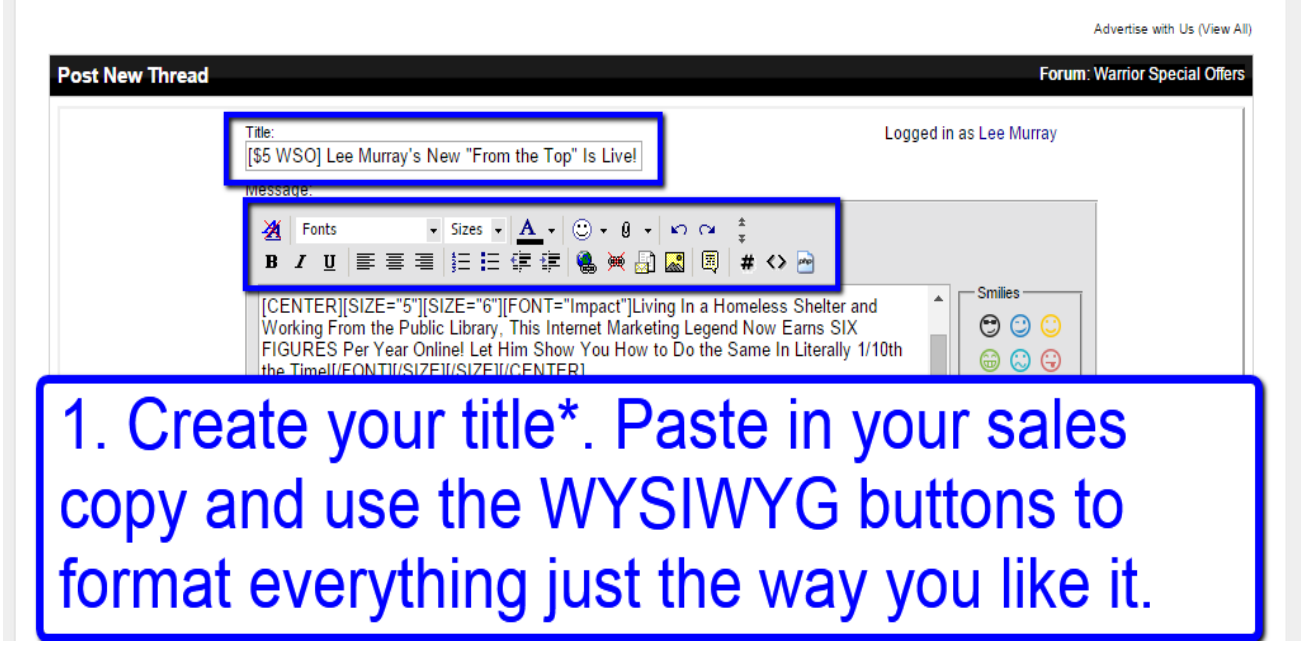
We'll be using WarriorPlus. I'll have you sign up for a WarriorPlus account very soon. But first, let's just get your thread approved by the forum mods, okay?

I'm about to hit you with some screen shots. But the VERY FIRST thing you MUST do is click this link:

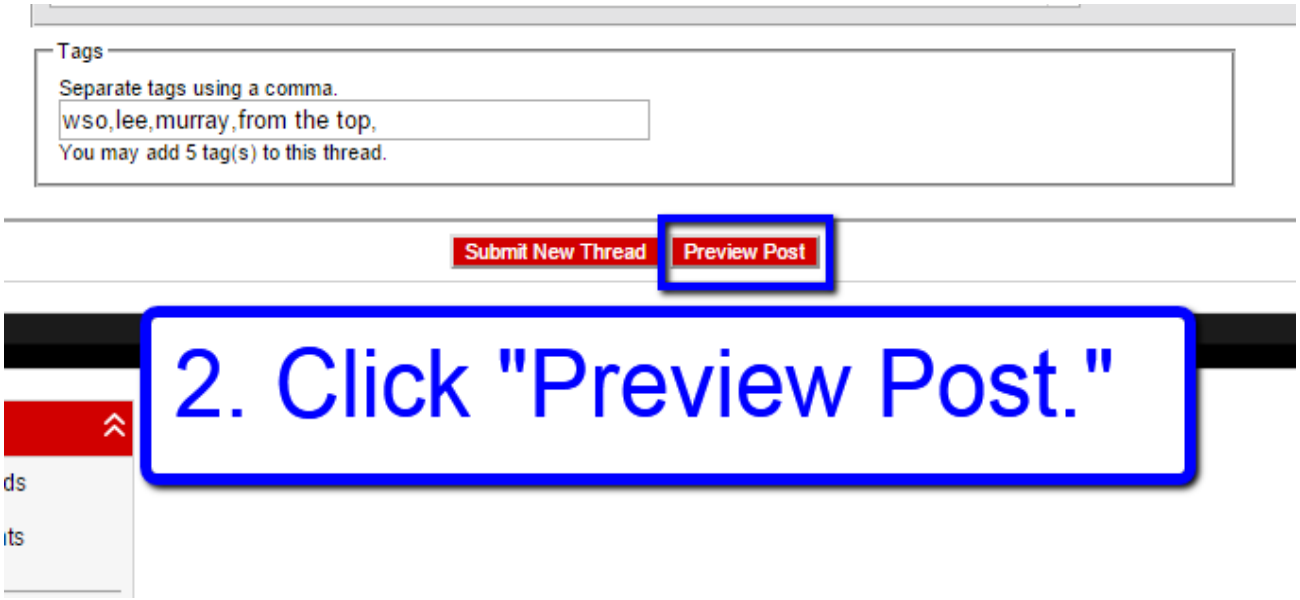
http://www.warriorforum.com/newthread.php?do=newthread&f=17

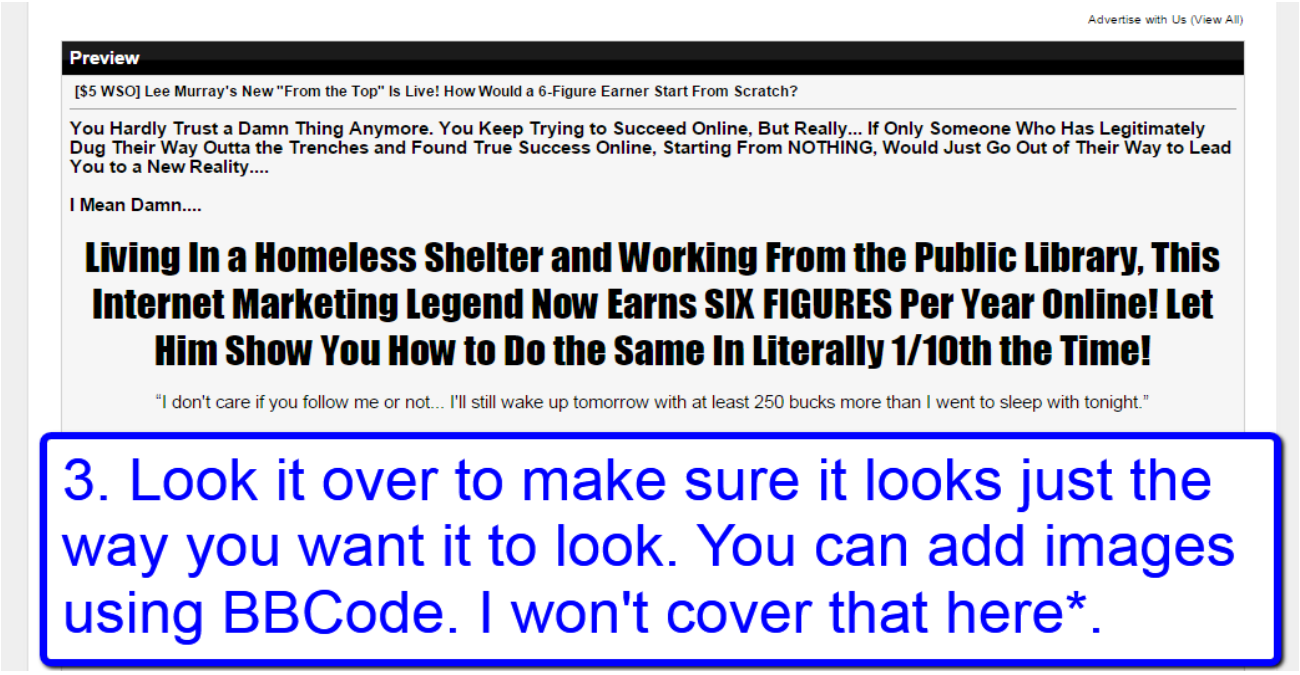
That's the link to post your new WSO thread WITHOUT using Warrior Payments.

Okay, so now...



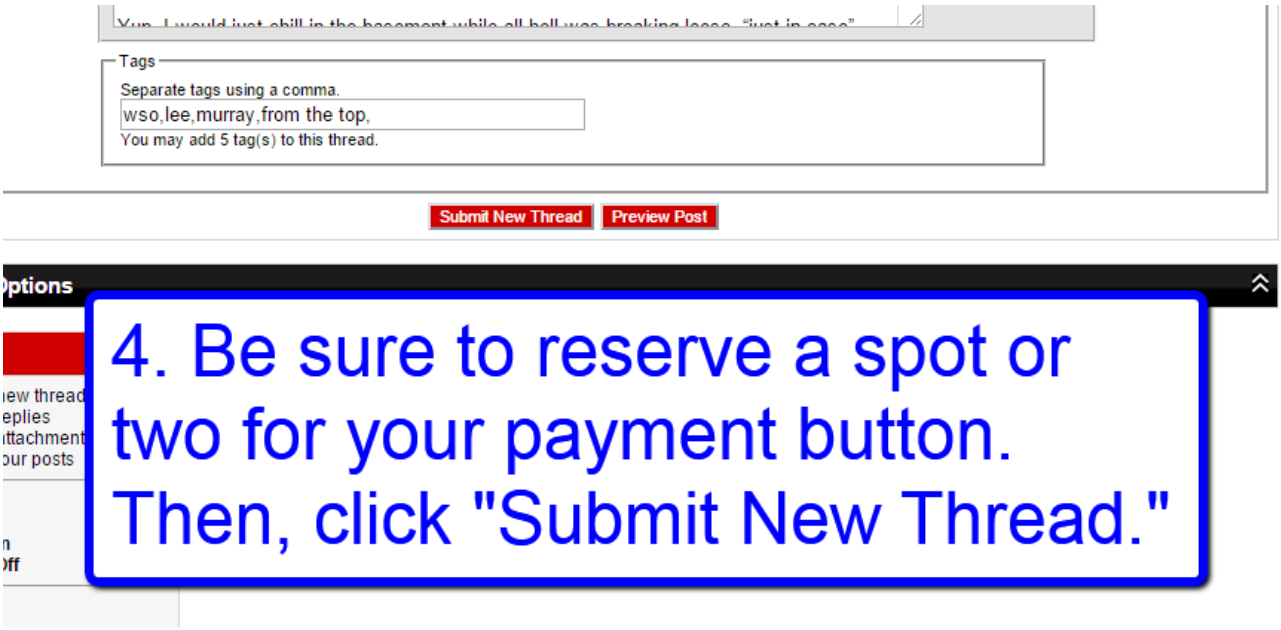
*Your WSO title will be seen in the forum as the title to your thread. Make it enticing and benefits-focused. If you're following what I would do, then make this a $5 WSO and lead your title off with [$5 WSO] to capture the attention of value-seekers.





*BBCode is the "language" that forums use to do their version of html. It uses [braces] rather than <these tags>. Forward slashes (/) still apply. To insert an image, the code will be [IMG]http: //imageurl. com[/IMG]. If you have an image file, but no url, you'll need to first upload it to your site, a free blog, or dropbox.

Then just grab its new url and insert in between [IMG] and [/IMG].



Wherever you want your payment button to appear, simply type in “[reserved for payment button]” on its own line... and center it. I'll leave it up to you where you decide to feature your button. I always just go with my gut, anyway.

While You're Waiting for Thread Approval...

It can take up to 12 hours for the moderators to approve your WSO thread. Sometimes, it's significantly shorter. No matter, you don't have to pay and launch until you're damn good and ready to do so. No need for any anxiety whatsoever.

So just chill, baby! ;)

Well, not really. There's still plenty of work to be done.

If it were me, and I was starting from nothing, here's what I'd do...

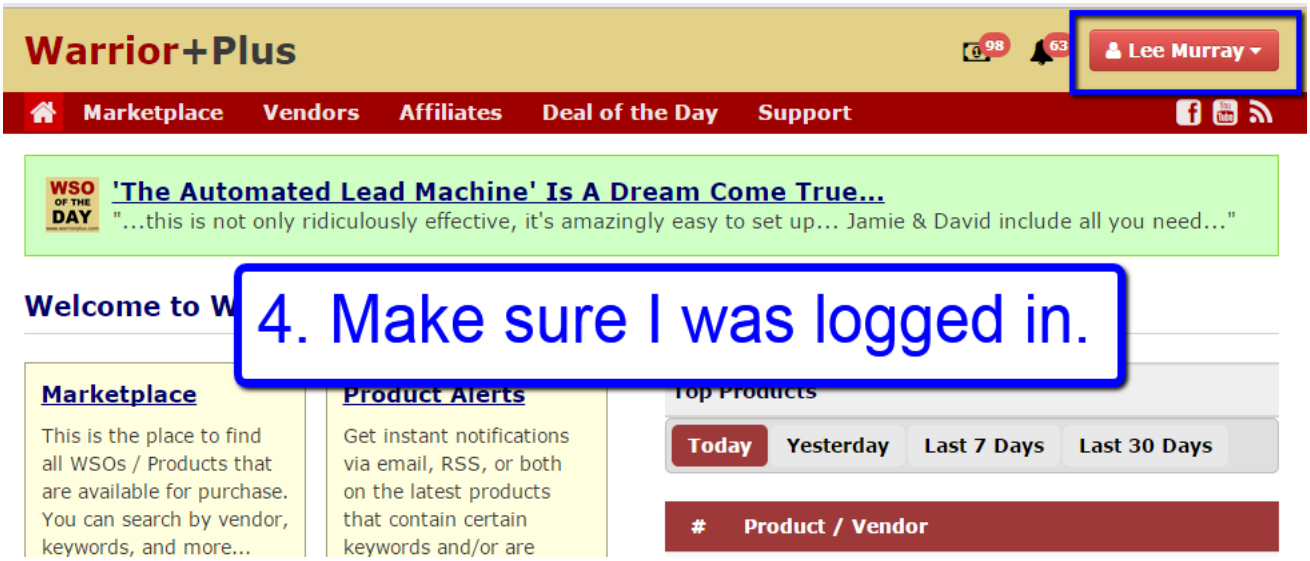
1. I'd get me a free account at http://WarriorPlus.com – I like this payment and affiliate platform. I like the “WSO of the Day” (now called “Deal of the Day”) potential. In retrospect, winning this award changed my life.

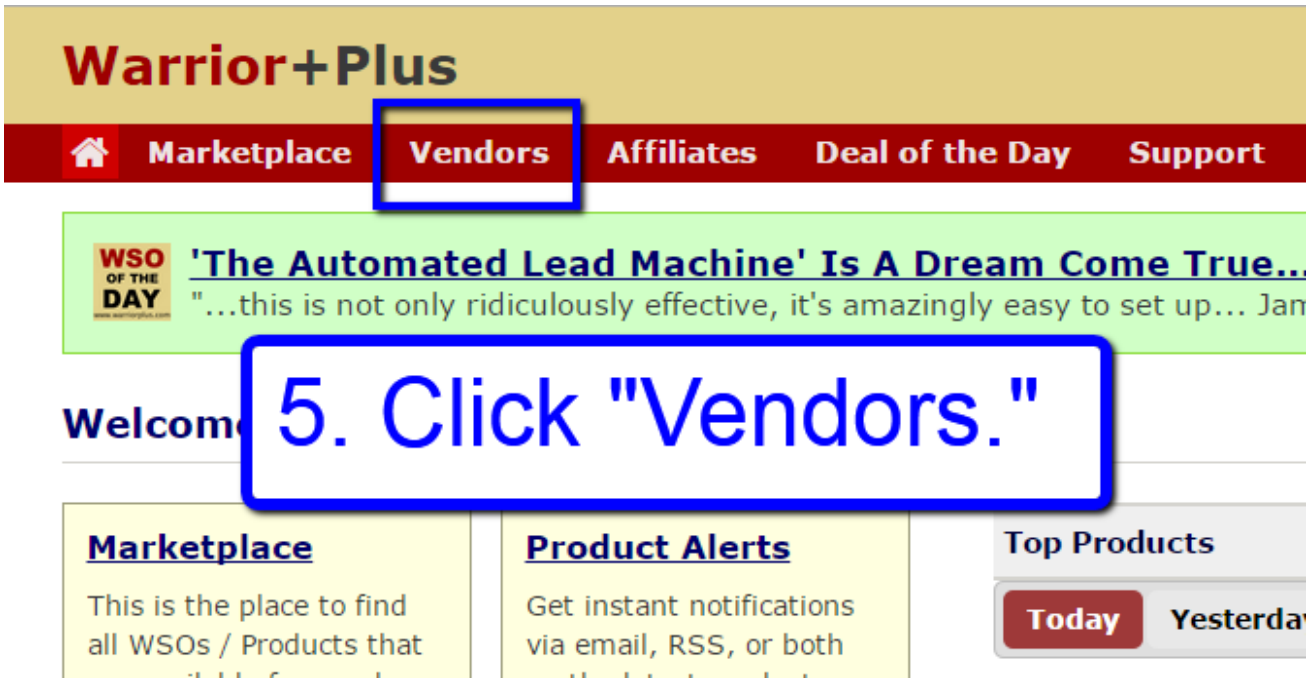
2. I'd make sure that my profile was complete, that my username was my real name, Lee Murray (just like we discussed above in regards to our Warrior

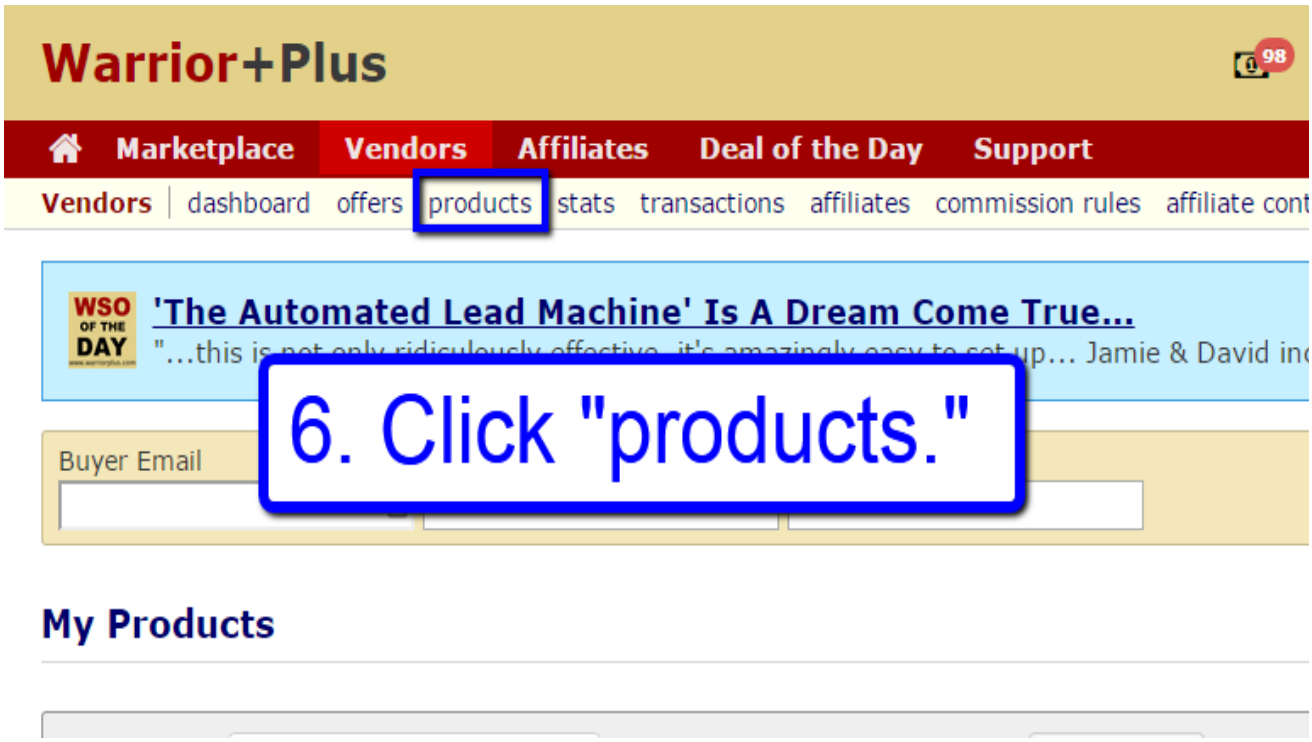
Forum account), and that my Paypal email address* was accurate.

* If you follow these steps, then Paypal is how you'll be getting paid. You need a Paypal account. If you don't have one, get one. If you don't have a Premier or Business account, get one. It's really easy to upgrade. Just click this link to do it.

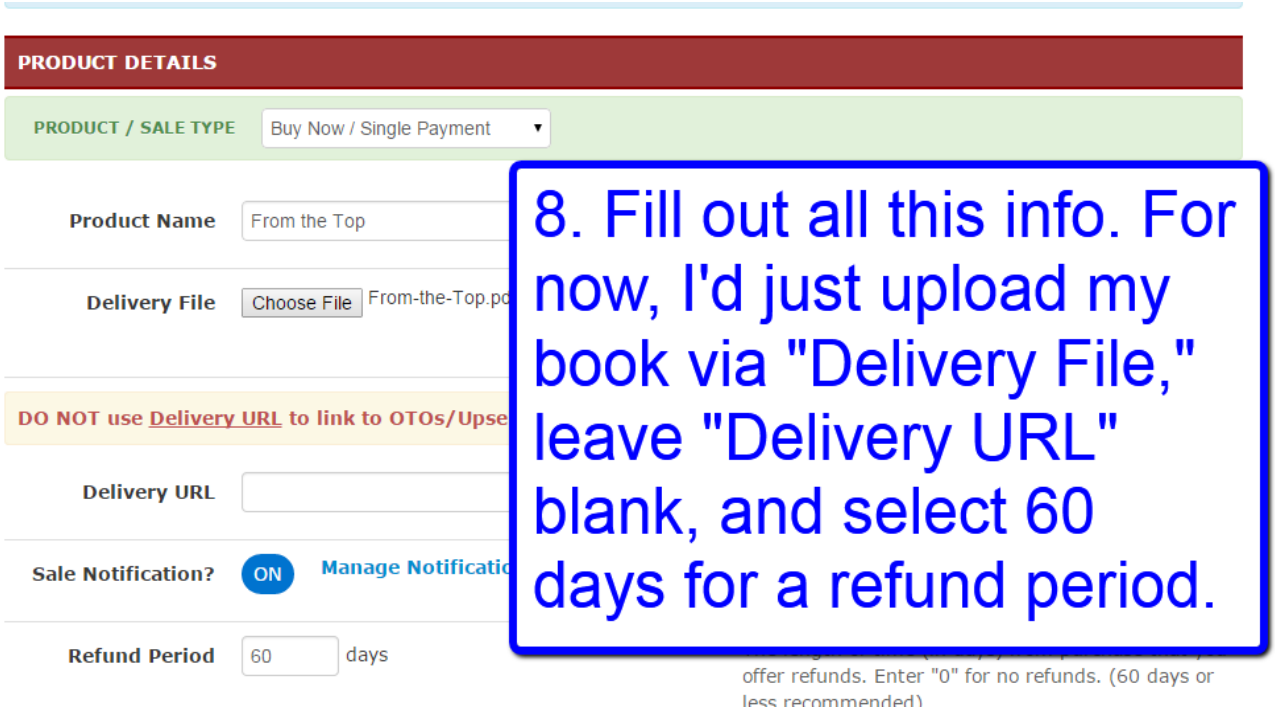
3. Once my account was all set up, why, I'd just...

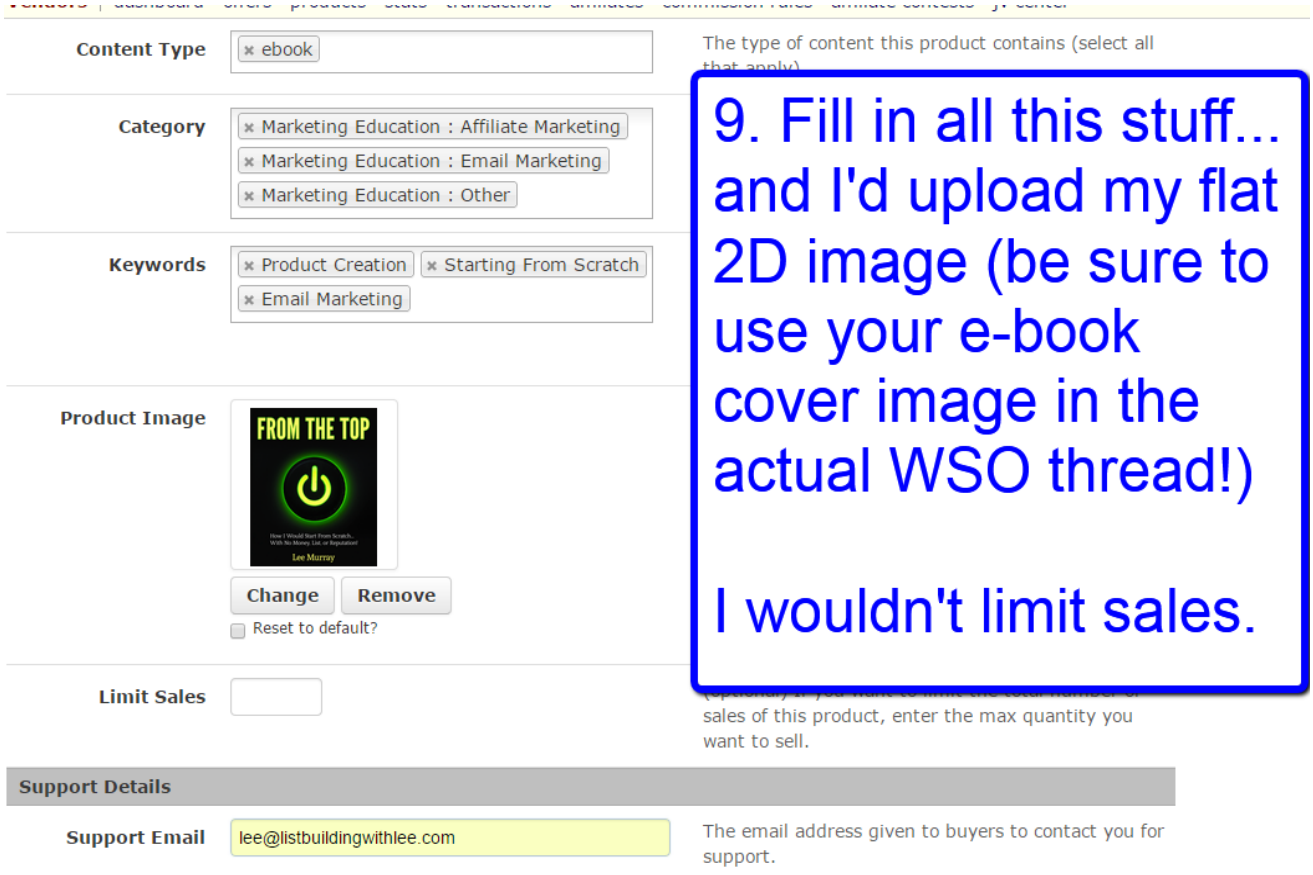


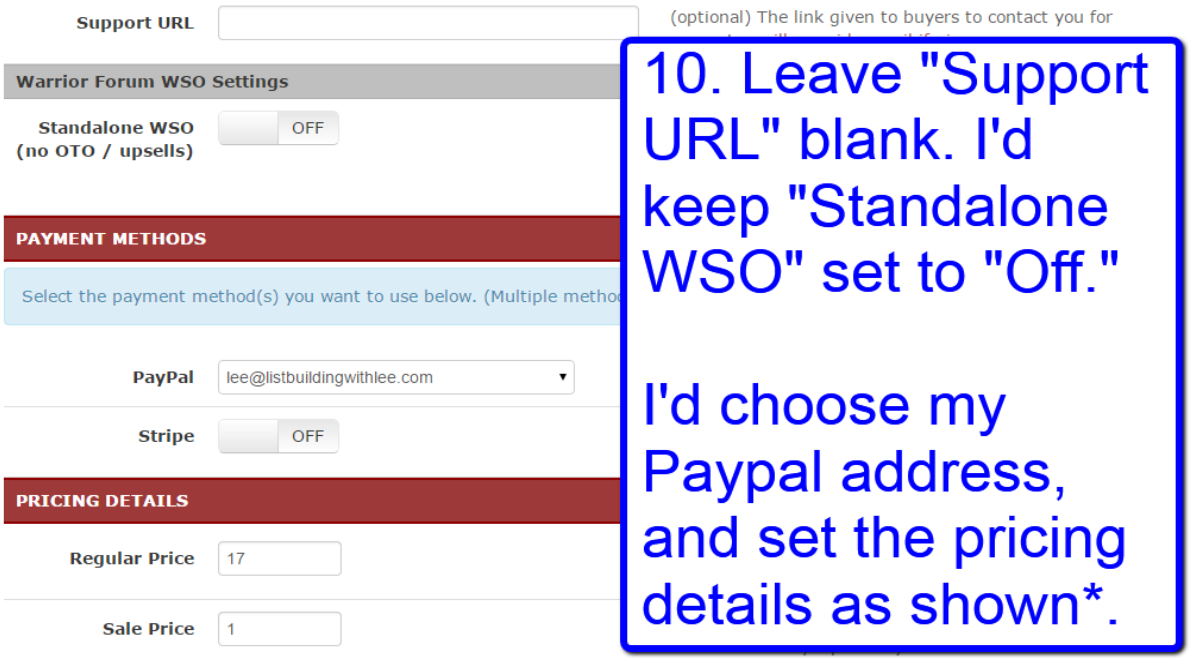



Warrior+Plus
98
Marketplace
Vendors
Affiliates
Deal of the Day
Support
Vendors
dashboard
offers
products
stats
transactions
affiliates
commission rules
affiliate cont
WSO OF THE DAY
'The Automated Lead Machine' Is A Dream Come True...
...this is not only ridiculously effective, it's amazingly easy to set up... Jamie & David inc
6. Click "products."
Buyer Email
My Products

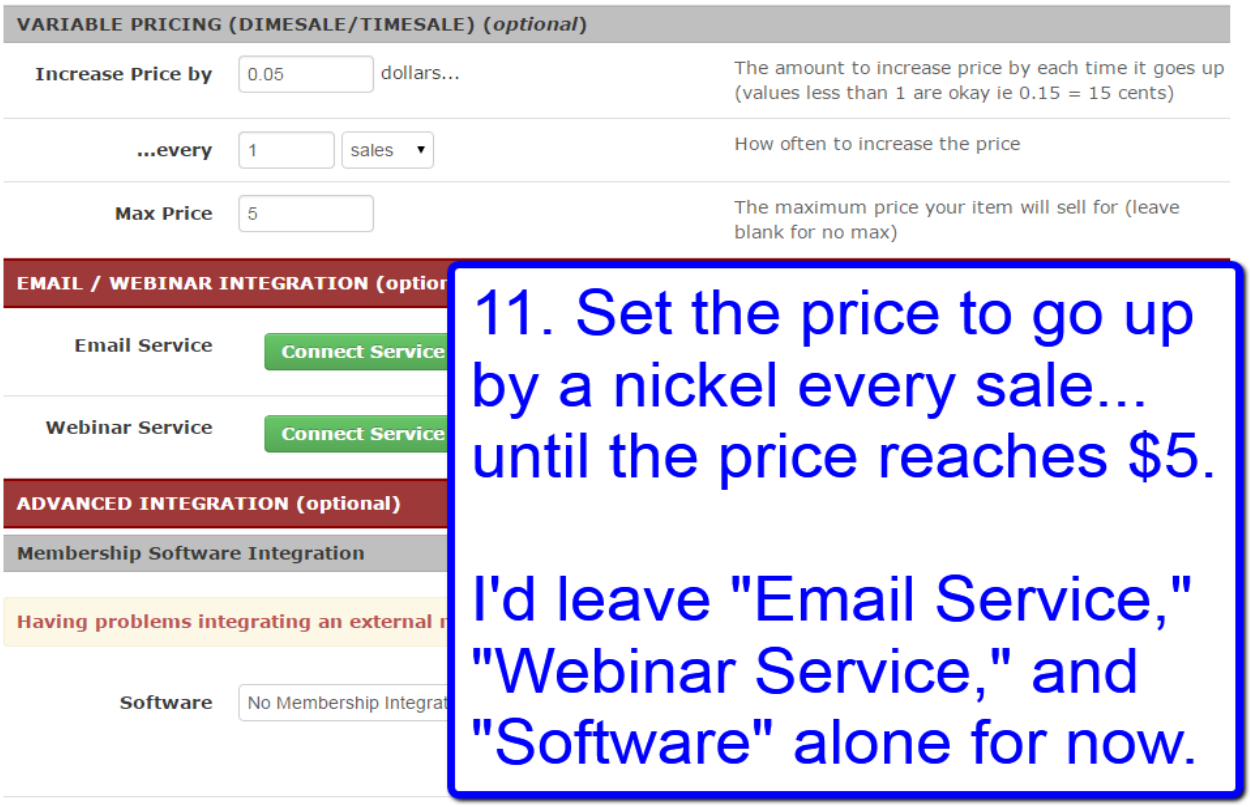

Transaction ID
Search Sales
+ New Product
7. Click "New Product."
te:
2014-11-28
Go
Show All

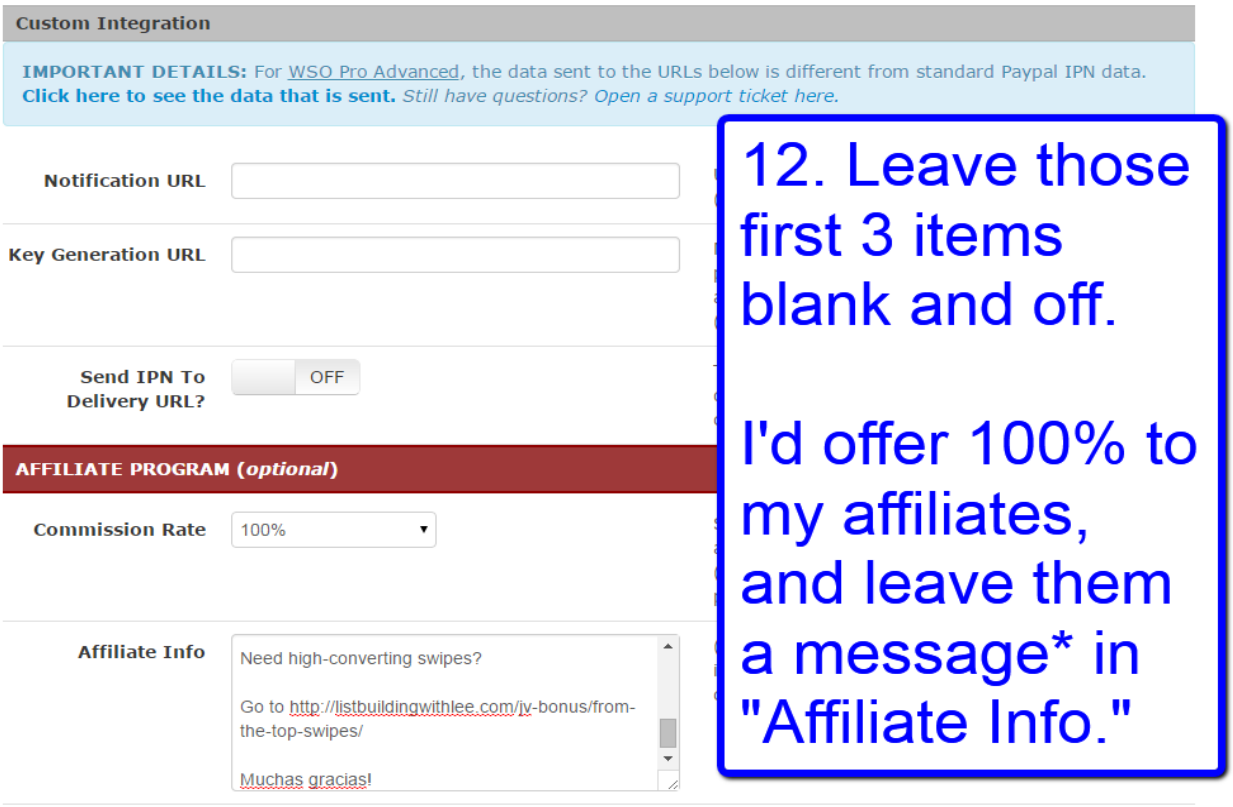

PRODUCT DETAILS
PRODUCT / SALE TYPE
Buy Now / Single Payment
Product Name
From the Top
Delivery File
Choose File
From-the-Top.pd
DO NOT use Delivery URL to link to OTOs/Upse
Delivery URL
Sale Notification?
ON
Manage Notificati
Refund Period
60
days
offer refunds. Enter "0" for no refunds. (60 days or
less recommended)
8. Fill out all this info. For now, I'd just upload my book via "Delivery File," leave "Delivery URL" blank, and select 60 days for a refund period.


Content Type
ebook
The type of content this product contains (select all
Category
Marketing Education : Affiliate Marketing
Marketing Education : Email Marketing
Marketing Education : Other
Keywords
Product Creation
Starting From Scratch
Email Marketing
Product Image
FROM THE TOP
Change
Remove
Reset to default?
Limit Sales
sales of this product, enter the max quantity you
want to sell.
Support Details
Support Email
lee@listbuildingwithlee.com
The email address given to buyers to contact you for
support.
9. Fill in all this stuff... and I'd upload my flat 2D image (be sure to use your e-book cover image in the actual WSO thread!)
I wouldn't limit sales.



*$17 is what I'll likely end up selling this book for once the launch phase is over. You can say $17 because it's a common, standard price for e-books. The sale price of $1 is what we're going to start at, but it'll be rising on a dimesale, as shown below...

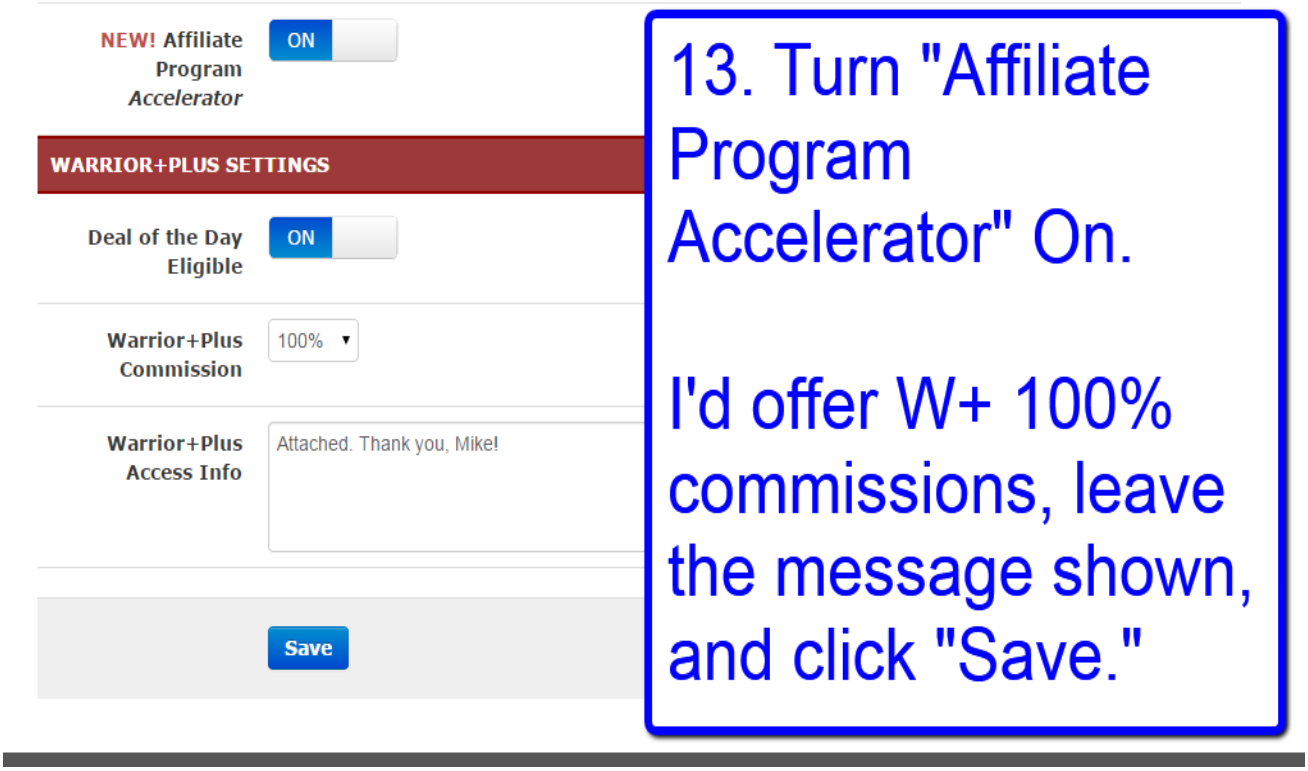




*My message essentially tells them that this offer is on a dimesale that caps off at 5 bucks, that they're earning 100% affiliate commissions, and that my back-end always converts like crazy. (If I really were just starting, I wouldn't say that... but this is my actual WarriorPlus listing for “From the Top,” so...)

In any case, you can tell your affiliates whatever you'd like. You can just say “Thanks for the support,” if you don't feel like getting detailed. I'd also write email swipes for my affiliates and link them to a page where they can access these swipes. You don't have to do this either, though it is a good idea as you gain more experience.

Okay, so finally I'd...



Once you've clicked save, check to make sure there were no errors. If there were, the system will let you know what they are and you can easily go in and make the necessary corrections. (Oh, and make sure “Deal of the Day Eligible” is turned ON!)

Alrighty-roonie, Looney Toonie!

“Lee, That Was Super Lame, Dude.”

You're super lame. Leave me alone.

Now that we got that little argument out of the way, let us proceed to literally the most important step of the entire launch setup process... your autoresponder.

The whole purpose of this initial product launch, and the very reason why this is the exact process that I would personally go through if I were to start my career all over, from the very beginning, is this...

It's called *building a buyers list*.

Now, I can tell you from experience that there is literally no more important way for an online marketer to spend his or her time than by building an email list full of buyers. Sure, marketing to this list is crazy important too, but they're really two sides of the same coin, right?

So building and promoting to a high-quality buyers list can make you rich!

I know that now, which is why that's the only thing I'd be putting my time, energy, and resources into... from DAY ONE... if I were starting all over again today.

So to do just that, I'd get myself a FREE autoresponder account at GetResponse.

It won't always be free, but it IS free for the first month, which would be plenty of time for me to make a whole lot of money. And once GetResponse did start charging for their service, I'd really only have to pay like 19 bucks a month anyway!

(Note: Today I pay $45 a month... and I have a buyers list of 3500!)

Now, you'll hear people say that each free subscriber you put on your list is worth about a dollar per month to you... and that each buyer is worth about $10/month. Well, I don't know about that. I certainly don't make 35k each month! :D

But I'm up to about $8000 on a really good month... half of that on a "bad" month.

That said, I also don't do everything I could to make the really big bucks. I don't have a solid group coaching program or high-ticket membership site. I just essentially sell my own stuff, promote affiliate offers, and do some 1-on-1 coaching every so often. So take all that for what it's worth.

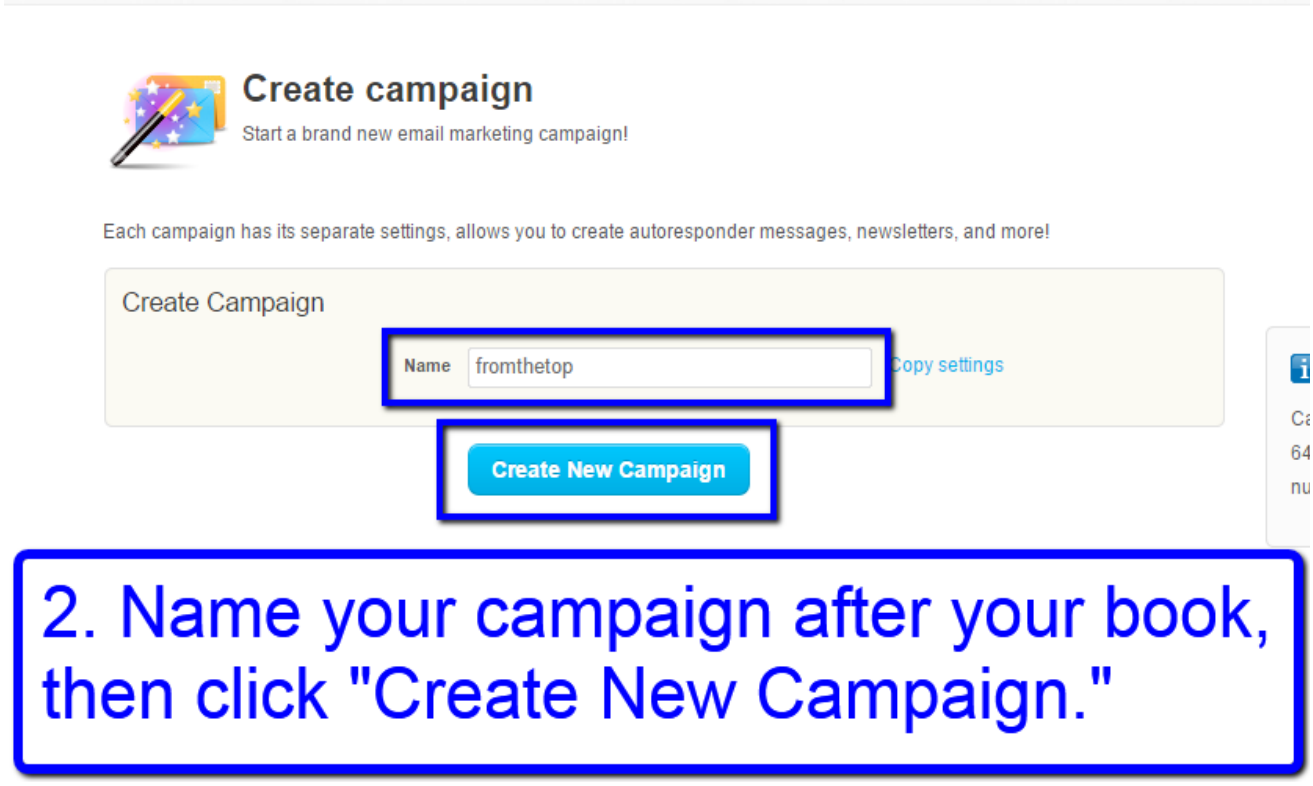
But I digress...

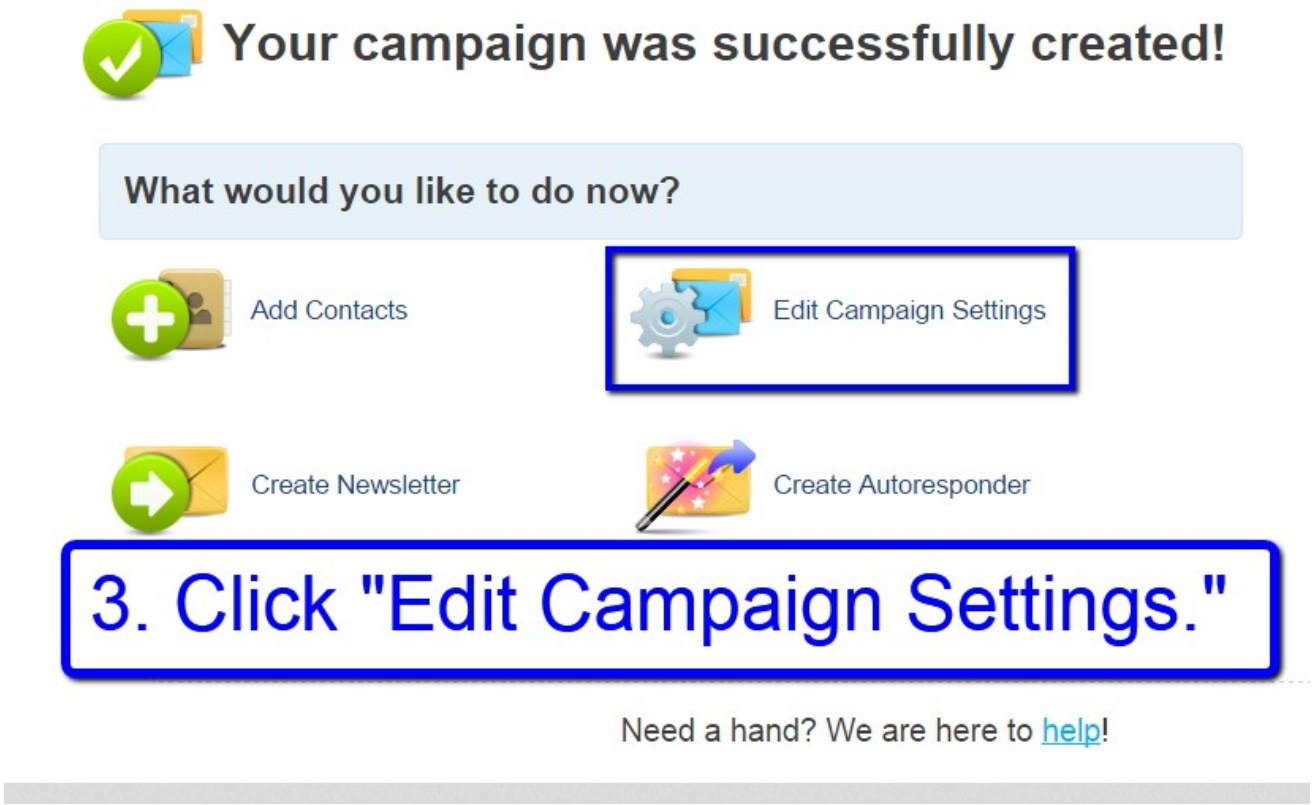
What I would do is click this link and get started with a free month of GR right now!

It's the most important tool you'll ever get for free!

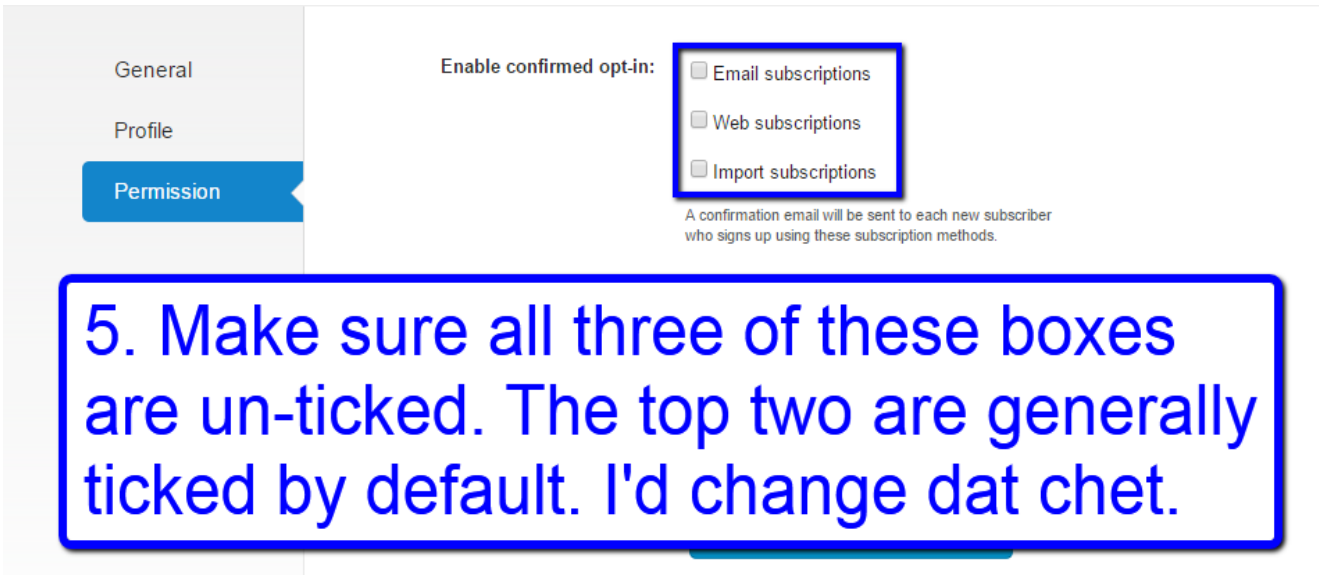
Once I had my free GetResponse account, I'd login and go to my dashboard. From there, I'd go ahead and...

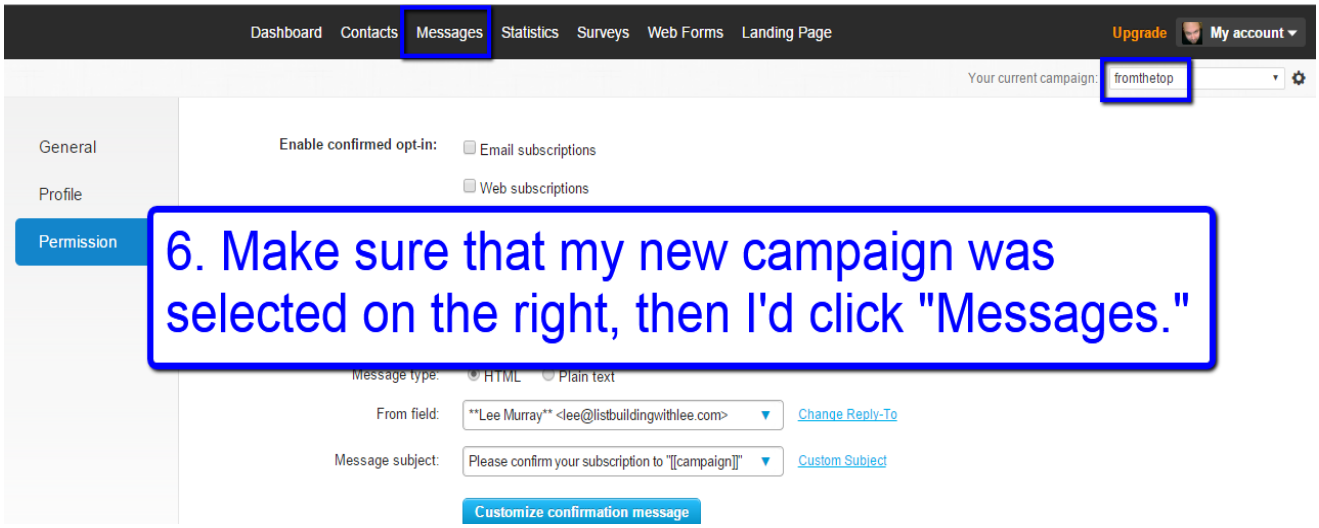

Dashboard
Contacts
Messages
Statistics
Surveys
Web Forms
Landing Page
Upgrade
My account
Your current campaign:
weeklypromosimh...
Enter campaign...
14emailsim1
14emailsim2
21adbonus
21anddone
21coaching
3waysto33
beatmanor
bonusyear
cabgrab
cabgrabbonus
childstagepotty
ddlb
emailslick
eslickpluscontent
hmgae
Create campaign
Automation
Predefined Fields
1. Click the little triangle to the right of "Your current campaign" (maybe it's different when you first get started. I can't remember). Then, I'd click the "Create Campaign" link.

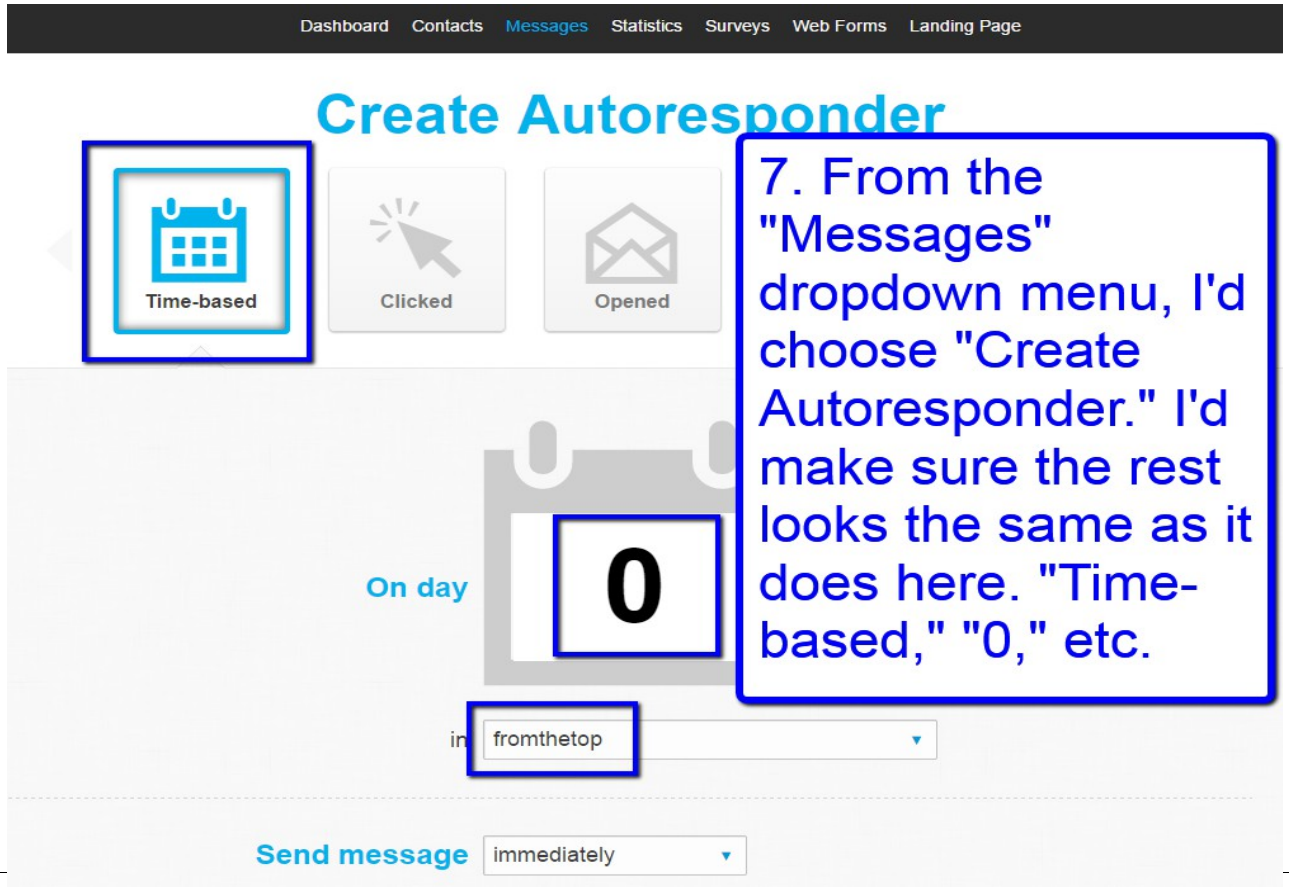

Create campaign
Start a brand new email marketing campaign!
Each campaign has its separate settings, allows you to create autoresponder messages, newsletters, and more!
Create Campaign
Name
fromthetop
Copy settings
Create New Campaign
2. Name your campaign after your book, then click "Create New Campaign."

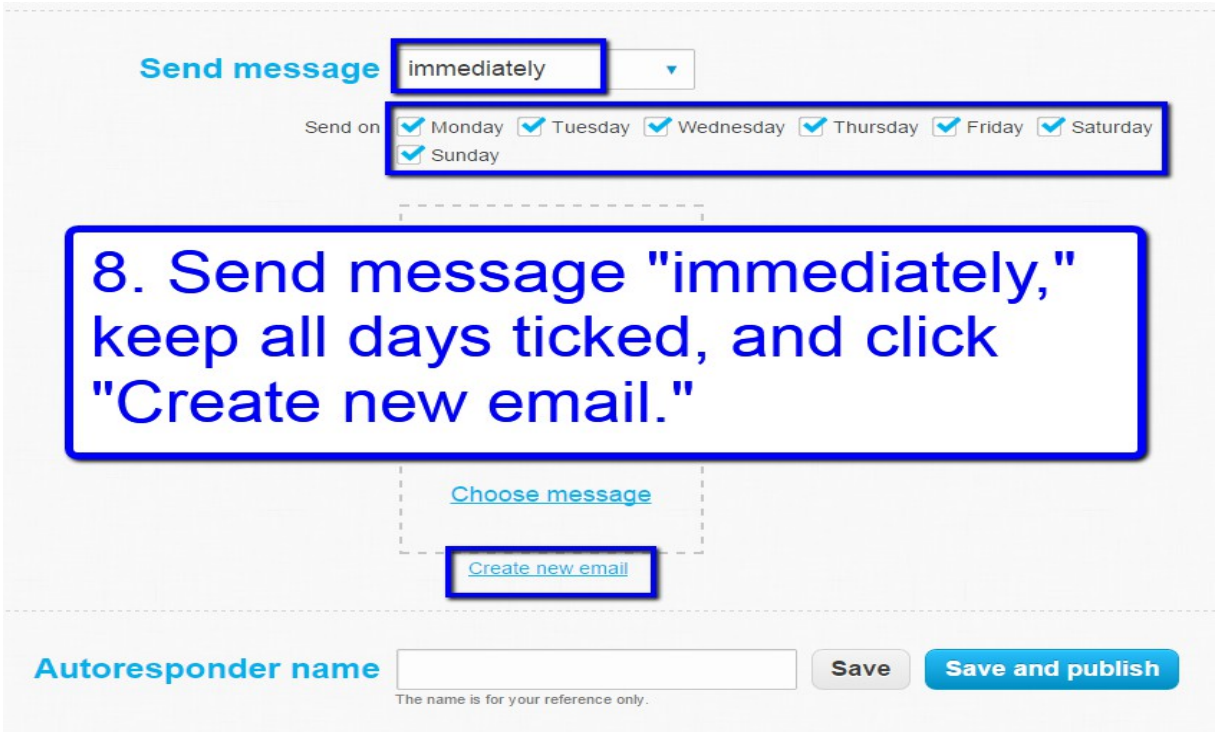

Your campaign was successfully created!
What would you like to do now?
Add Contacts
Edit Campaign Settings
Create Newsletter
Create Autoresponder
3. Click "Edit Campaign Settings."
Need a hand? We are here to help!

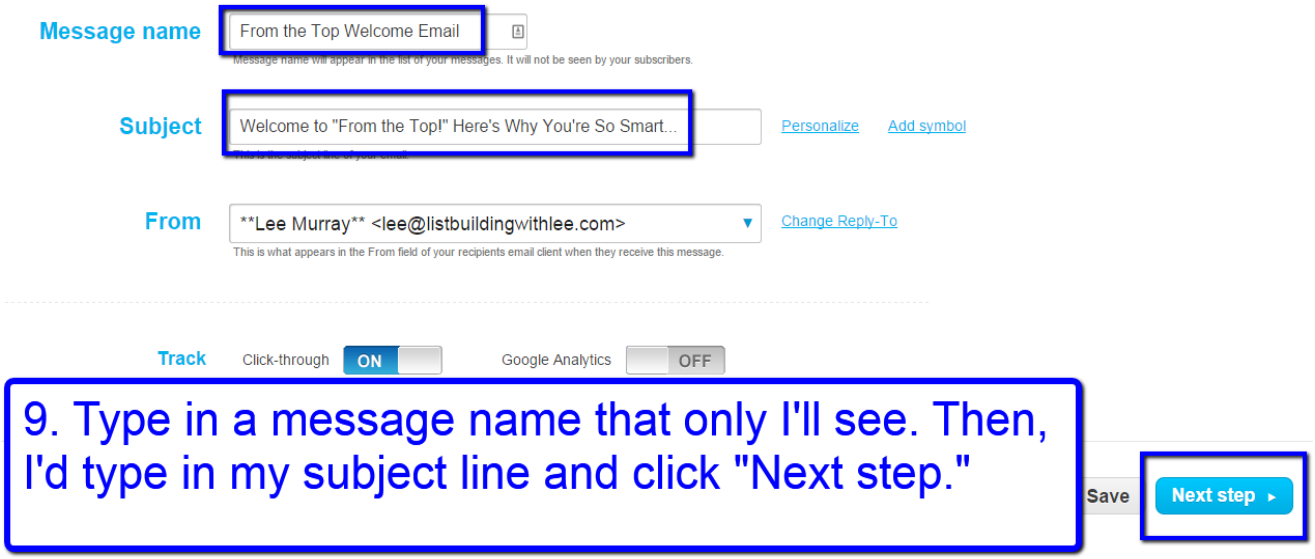

General
Profile
Permission
Campaign Name: fromthetop
4. Leave everything as-is.
Click on "Permission."
Send notifications to: lee@listbuildingwithlee.com
Add new email


General
Profile
Permission
Enable confirmed opt-in:
Email subscriptions
Web subscriptions
Import subscriptions
A confirmation email will be sent to each new subscriber who signs up using these subscription methods.
5. Make sure all three of these boxes are un-ticked. The top two are generally ticked by default. I'd change dat chet.


Dashboard
Contacts
Messages
Statistics
Surveys
Web Forms
Landing Page
Upgrade
My account
Your current campaign:
fromthetop
General
Profile
Permission
Enable confirmed opt-in:
Email subscriptions
Web subscriptions
6. Make sure that my new campaign was selected on the right, then I'd click "Messages."
Message type:
HTML
Plain text
From field:
Lee Murray <lee@listbuildingwithlee.com>
Change Reply-To
Message subject:
Please confirm your subscription to "[[campaign]]"
Custom Subject
Customize confirmation message

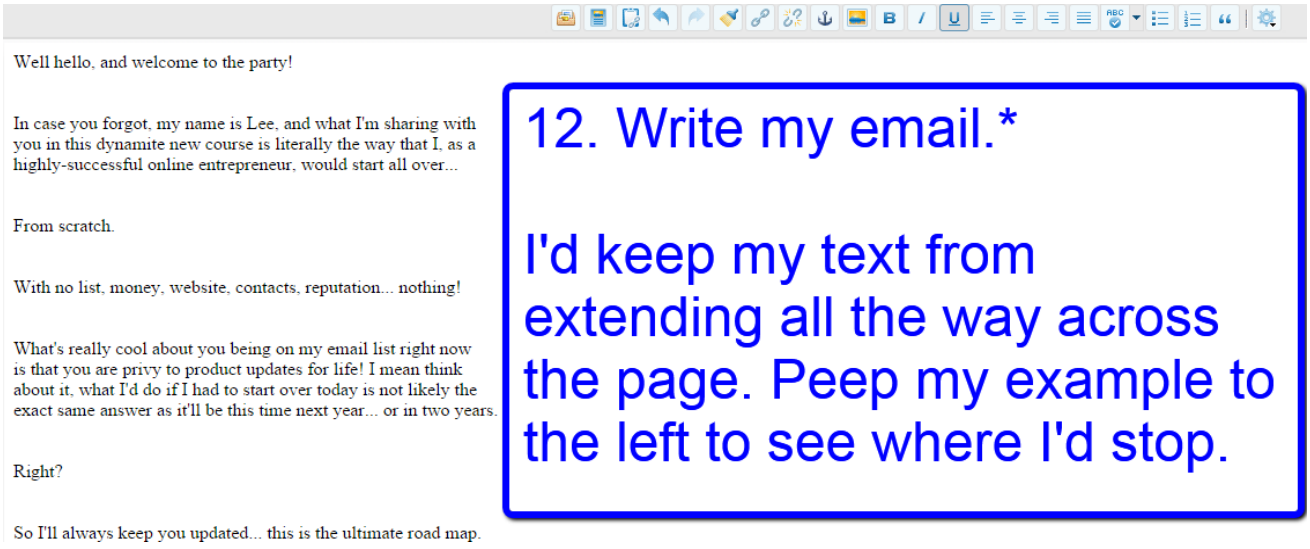

Dashboard Contacts Messages Statistics Surveys Web Forms Landing Page
Create Autoresponder
Time-based
Clicked
Opened
7. From the "Messages" dropdown menu, I'd choose "Create Autoresponder." I'd make sure the rest looks the same as it does here. "Time-based," "0," etc.
On day
0
in
fromthetop
Send message
immediately


Send message
immediately
Send on
Monday Tuesday Wednesday Thursday Friday Saturday Sunday
8. Send message "immediately," keep all days ticked, and click "Create new email."
Choose message
Create new email
Autoresponder name
Save
Save and publish
The name is for your reference only.


Message name
From the Top Welcome Email
Message name will appear in the list of your messages. It will not be seen by your subscribers.
Subject
Welcome to "From the Top!" Here's Why You're So Smart...
Personalize
Add symbol
From
Lee Murray <lee@listbuildingwithlee.com>
Change Reply-To
This is what appears in the From field of your recipients email client when they receive this message.
Track
Click-through
ON
Google Analytics
OFF
9. Type in a message name that only I'll see. Then, I'd type in my subject line and click "Next step."
Save
Next step

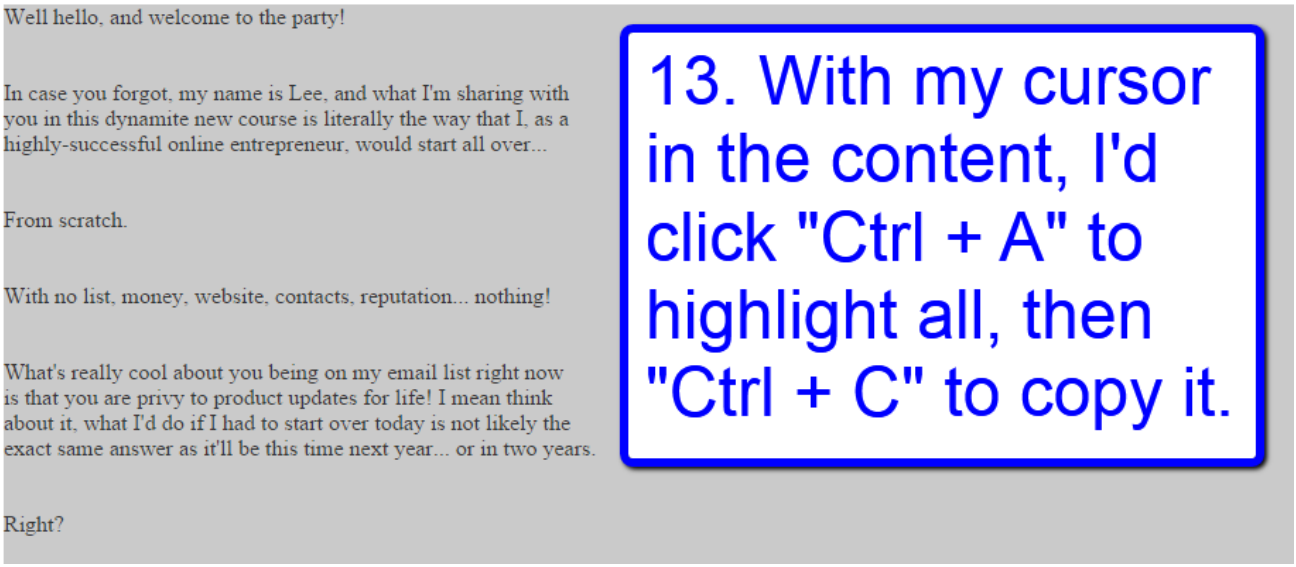

Start from scratch
1 column layout
2 columns - asymmetrical
2 columns - symmetrical
3 columns
Import
Predesigned
My templates
Plain Text
HTML code editor
Order template
Email design from pros
1 column-3
1 column-1
Blank template
2 columns-2s
3 columns-3
3 columns-1
10. Click "HTML code editor."





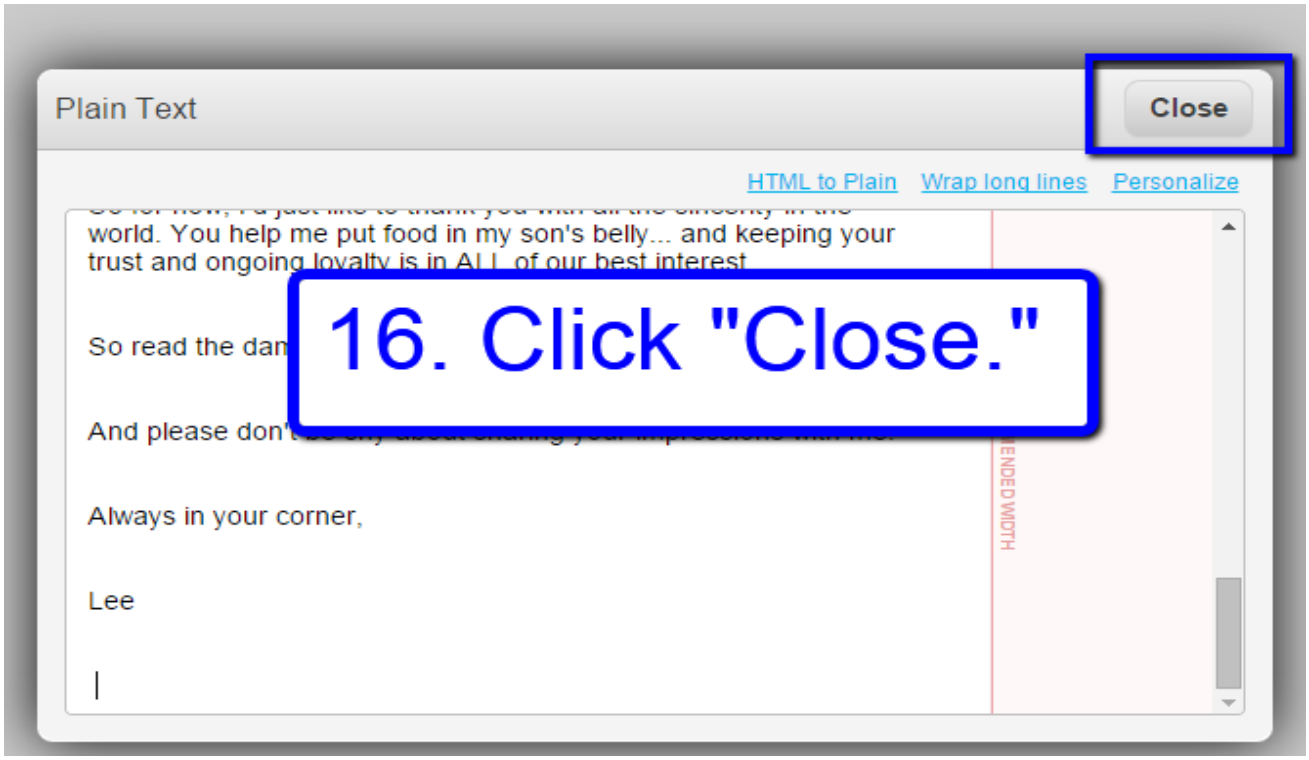
*You likely already received and read this email. You can use it as inspiration for your own welcome email. Just don't copy me word-for-word or anything. Thanks.

Alright, then I'd freakin'...



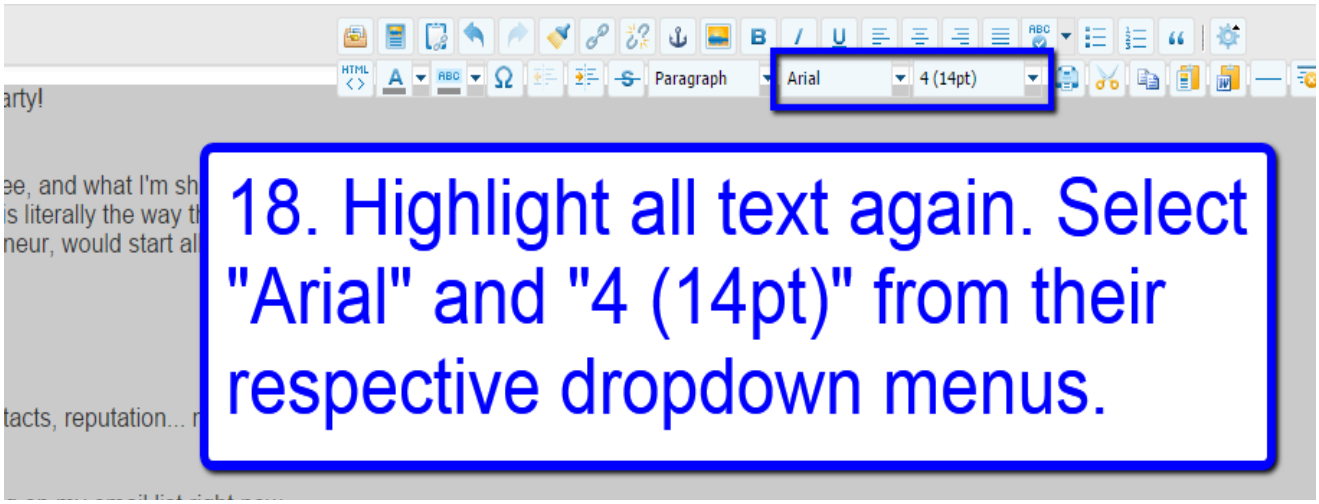
(Because I'm so badass and can apparently define my own numbering system just fine, I'd go ahead and just skip step 14 entirely...)

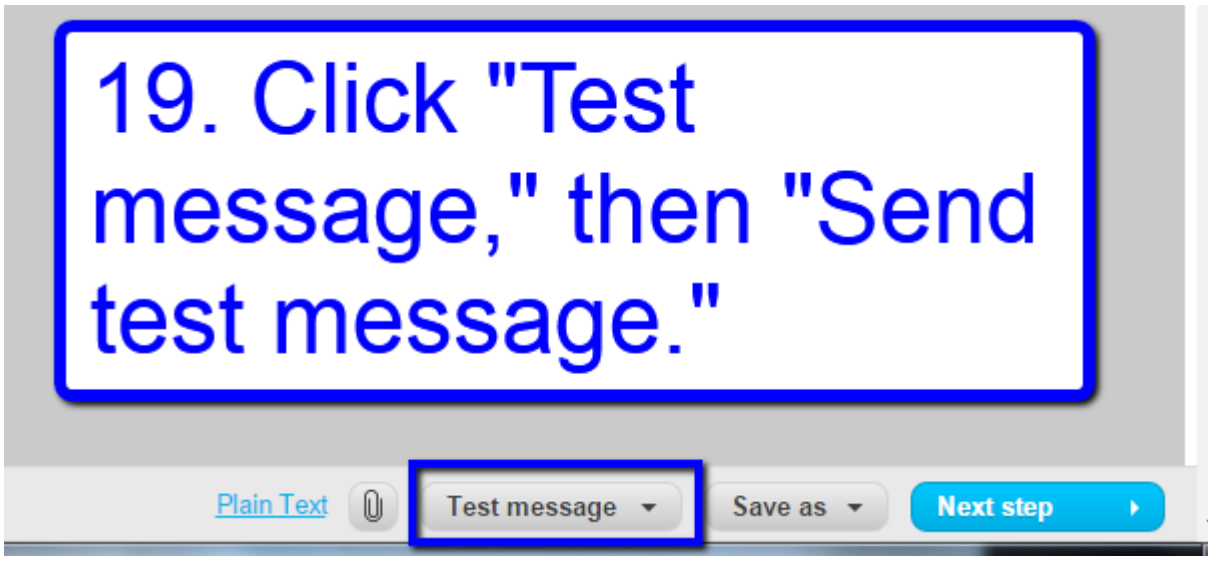






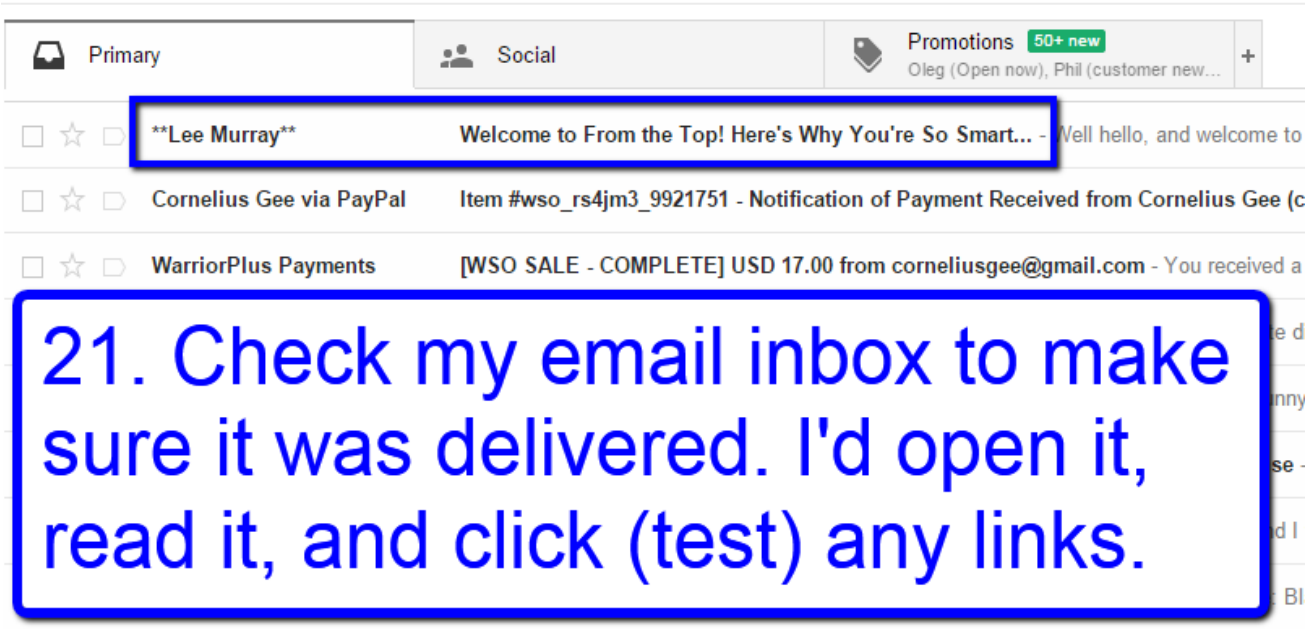
17. Click the gear icon to the right of the WYSIWYG editor.


Paragraph
Arial
4 (14pt)
18. Highlight all text again. Select "Arial" and "4 (14pt)" from their respective dropdown menus.

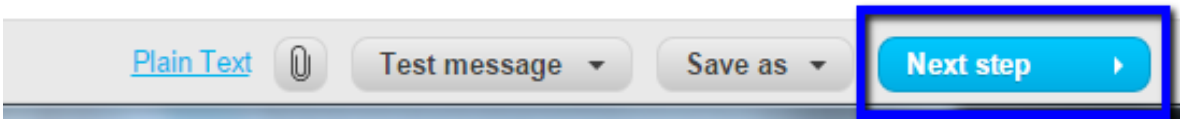

19. Click "Test message," then "Send test message."
Plain Text
Test message
Save as
Next step

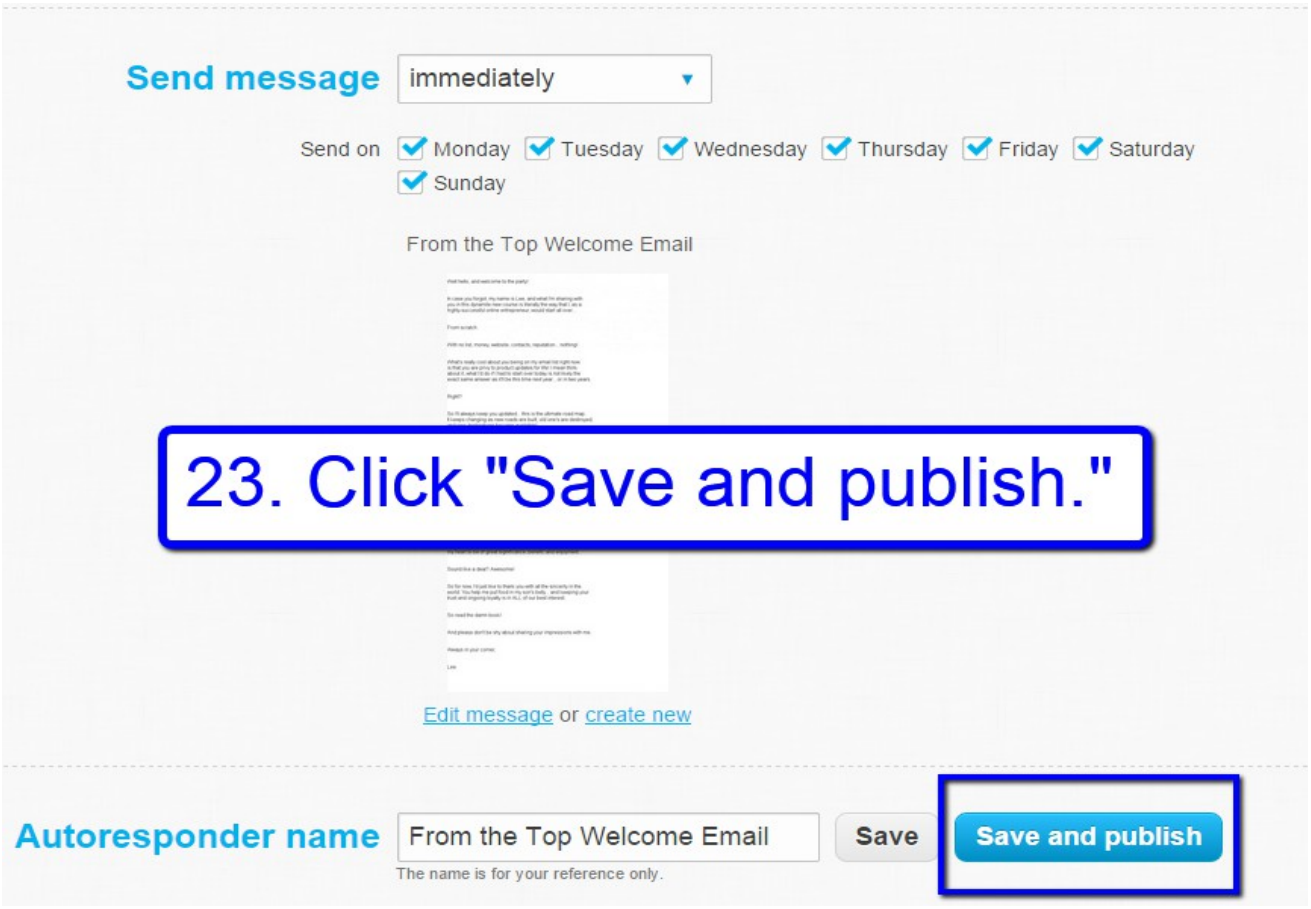

Send test message to email address:
Lee Murray <lee@listbuildingwithlee.com>
Send
This function is used to test your messages by delivering them to your email addresses only.
20. Make sure the appropriate name/ address is selected. I'd then click "Send."

Finally, I'd...


Primary
Social
Promotions 50+ new
Oleg (Open now), Phil (customer new...
Lee Murray Welcome to From the Top! Here's Why You're So Smart... - Well hello, and welcome to
Cornelius Gee via PayPal Item #wso_rs4jm3_9921751 - Notification of Payment Received from Cornelius Gee (c
WarriorPlus Payments [WSO SALE - COMPLETE] USD 17.00 from corneliusgee@gmail.com - You received a
21. Check my email inbox to make sure it was delivered. I'd open it, read it, and click (test) any links.

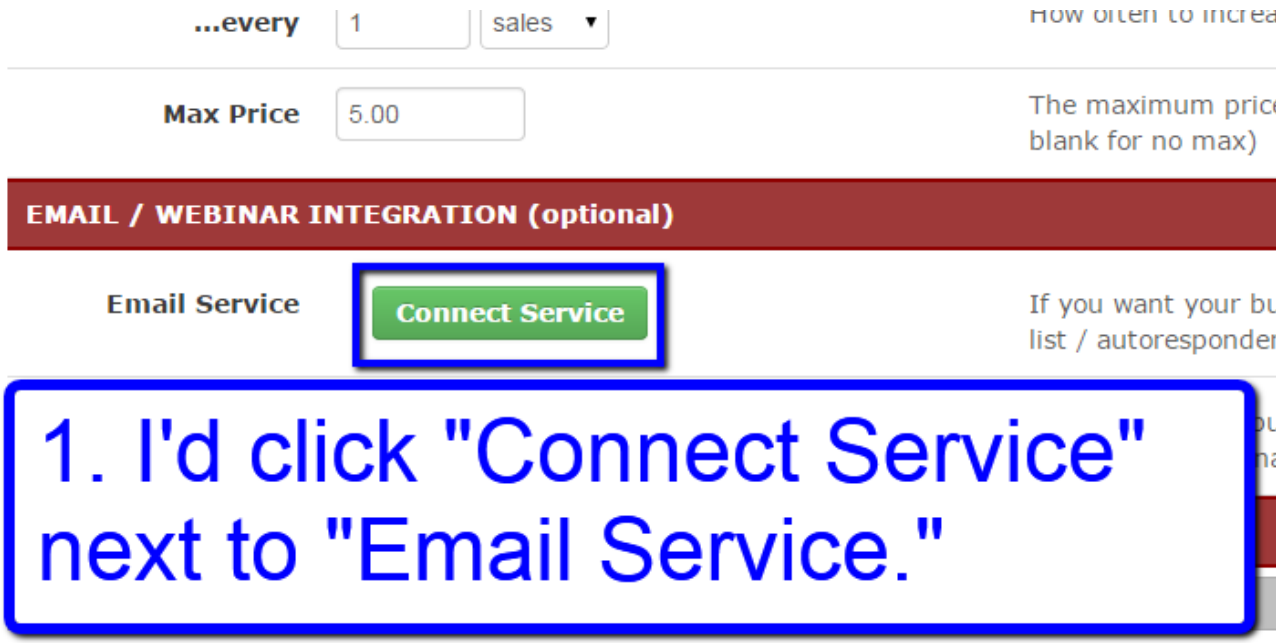
22. Go back into my GetResponse editor and click "Next step."

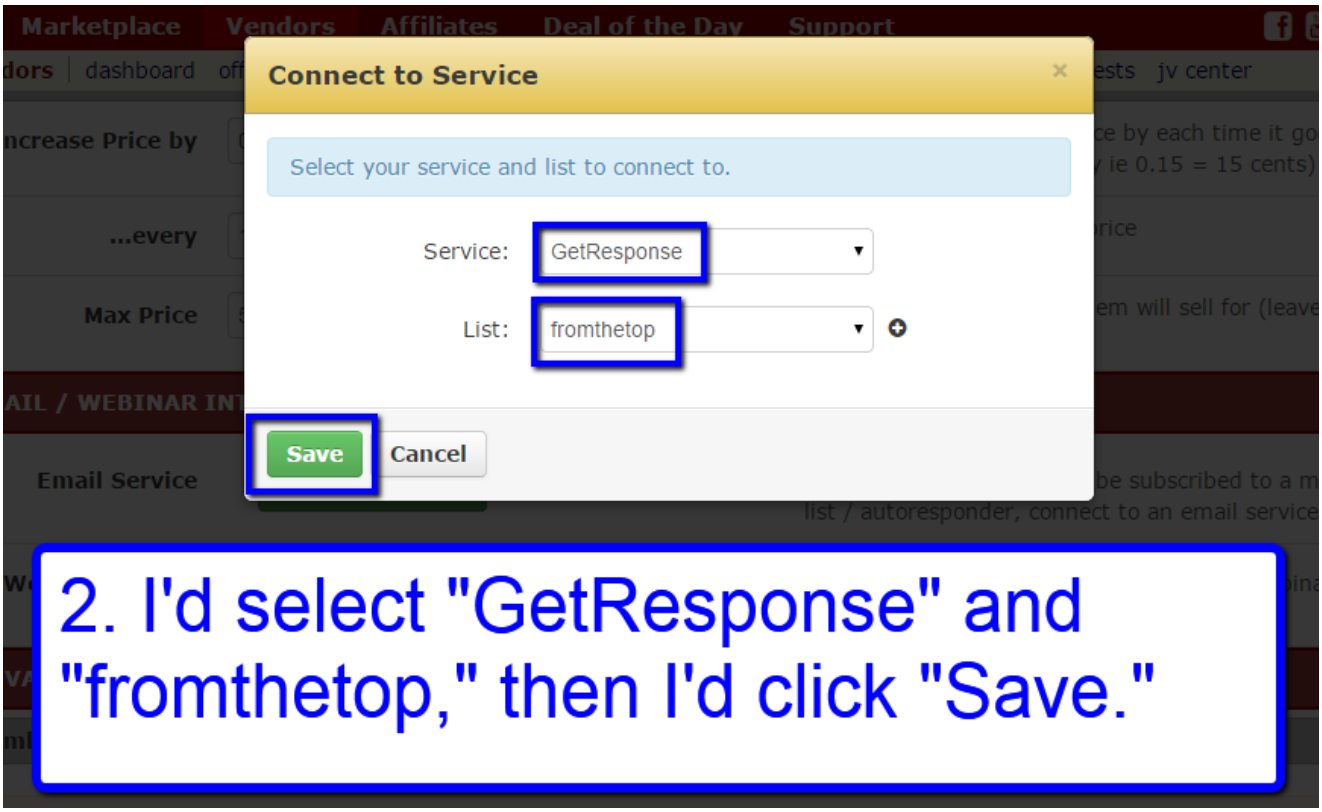




23. Click "Save and publish."

At this point, I'd go back into my WarriorPlus product listing and add my new autoresponder campaign. Like this...







So if you've been following along up to this point, you will now have:

- A goal
- A niche
- Dozens of pages of notes
- Real, rock-solid expertise
- An e-book
- A sales letter
- A pending WSO thread
- A WarriorPlus (WSO Pro) product page
- A free GetResponse account linked to this product page
- A welcome email
- Excitement in your belly!

So what's the next step?

For you, it honestly depends. If you wanted to leave this process as-is, you totally could. You'd just wait for your thread to be approved, insert your actual payment button code (from WarriorPlus) into your thread in place of the "[reserved for payment button]" placeholders you created, and freakin' launch away!

Another step you can take (that I may or may not personally take, even if I was starting over) would be to go into the Wanted – Warriors Looking to Hire You

section of the Warrior Forum. I don't need to tell you what to write. You'll see LOADS of other product creators asking people to review their shizzy!

Just write similar things.

Then, you'll have some built-in testimonials coming in to your thread. I'm not sure if I'd do that, even starting from scratch, simply because I don't know how much weight those types of reviews really hold. It's totally up to you.

Another option might be to try contacting bigger product creators (not me, please leave me alone... I already have half a dozen or more people each and every day asking me to review their stuff! ;) But try contacting those who may not have the same blessing/curse. Haha!

Not trying to be mean, but damn. White boy can only handle so much.

But yeah, you'll just hand out a few free copies... and once you decide to make your thread go live (covered momentarily), you'll give these reviewers your WSO thread URL and have them drop their reviews.

You can then take screen shots of the positive reviews, upload them to your site, dropbox, a free blog, or whatever... and then insert them into your sales letter for social proof. Remember to use BBCode [IMG]image url starting with http[/IMG].

Now comes a very, very important consideration.

This will come down to two things: patience and resourcefulness.

The consideration is this:

To Upsell Or <u>Not</u> to Upsell

My first successful launch was for a product called “Sales Funnel Supreme,” which was actually a $5 WSO! The very day I launched it (actually later that night), it was awarded “WSO of the Day.” I was paying 100% commission... and had no upsell.

The sales started pouring in! I believe I ended up making over 400 sales just from

WarriorPlus alone. Actually, let me check my stats...

Affiliate	Product	Hops	Sales	Hop Conv.	$/Hop	$/Sale	Total $
	TOTALS (186 items)	**18963**	**1473**	**8%**	**$0.57**	**$7.31**	**$10,772.15**
warriorplus	Sales Funnel Supreme **Lee Murray**	4672	449	10%	$0.48	$4.95	$2,220.50
60minuteaffiliate	Health Market Gold: Affiliates Edition **Lee Murray**	1144	139	12%	$1.08	$8.89	$1,235.05
warriorplus	Health Market Gold: Affiliates Edition **Lee Murray**	3389	175	5%	$0.31	$6.03	$1,054.70
	Health Market Gold AE OTO1						

So yeah, Mike Lantz (the man behind WarriorPlus) alone made 449 sales. Overall, Sales Funnel Supreme sold 1100 copies! But without a back-end, I made very little.

I had my own small freebie list that, combined with direct forum traffic, was responsible for a nice little chunk of sales... maybe 200. But those other 900 sales came from affiliates that I paid out 100% commissions too. No money in my pocket!

In all, I may have made a thousand bucks from non-affiliate generated conversions. A nice little payday... but what if I'd have had an upsell (OTO) funnel in place?

I didn't wanna wait to find out.

Fortunately, Sales Funnel Supreme was one of four e-books that I had written. The other e-books just weren't all the way finished when I got WSO of the Day. So as the sales started pouring in, I was frantically working on finishing them.

It was something I had planned on doing anyway. I was just procrastinating it. I had NO IDEA that I was gonna get WSO of the Day! So I scrambled like crazy.

Then, I had to write the upsell sales page.

Took hours and hours.

And those front end sales were just FLAVORING my life with bittersweetness.

Finally, I finished the upsell and made it go live. Here's what happened.

Sales Funnel Supreme	pg 128 [7667]	11719 / 18944	1365/1596	1100	9%	$0.45	$4.77	$5,245.25
» Sales Funnel Supreme OTO1	pg 128 [7667]	1353 / 2208	124/152	94	7%	$1.34	$19.31	$1,815.45
» Sales Funnel Supreme OTO2	pg 128 [7667]	585 / 853	99/105	87	15%	$1.46	$9.84	$855.70

So of the $5,245.25 that Sales Funnel Supreme generated, I earned a grand.

But the OTO (and the downsell – which is listed as OTO2, and took me next to no extra time to put in place) were paying out 50% to affiliates, rather than 100%.

So I actually made well-over half of that revenue (remember, not all sales were generated by affiliates)... so I actually put around $1500 in my pocket for those late-to-the-party upsells! Damn, if only I'd have put them in place BEFORE the WSOTD!

Anyway, we live and we learn, right?

Click Here to See My VERY First WSO – Sales Funnel Supreme!

It's kinda interesting for me to go back and see what my thought process was like back then. I wasn't even all that successful at that point. It could be a good thing for you to model. Notice how I was less BraggyPants then than I am now! :)

Anyway, let's get back to the heart of the matter...

What Do YOU Wanna Do?

It's not like launching without an upsell only comes with cons, and no pros.

For starters, it's obviously much faster to get started without one. Also, for

whatever reason, a lot of customers really LOVE it. Check some of the comments in my SFS thread. Some folks tend to equate not having an upsell with being ethical.

In their minds it's like “Now here's someone who's really trying to help... and isn't just trying to make a bunch of money and make us jump through a bunch of hoops.”

This may earn you some trust.

And that's very good for your future email marketing endeavors.

If I were starting over from scratch, I would absolutely put an upsell funnel in place. I'd go three deep, and one of them would be a recurring income product.

But I guess that's easy for me to say... I've already got everything in place to do that. It takes a lot of time and effort to get to that point.

So maybe skip it?

I dunno. Again, I'll leave it up to you.

The bottom line is that there will be future launches. And you will have upsells as time goes on. This may be a situation where you need to be impatient about launching... and patient in regards to offering upsells.

Remember, priority #1 is to build a buyers list. And you can do that just fine without any OTO's. That said, if you're REALLY desperate for immediate cash, then an OTO or two may be just what the doctor ordered. I'm not in your situation, so I don't know. But...

Let's go ahead and cover it real quick-like either way!

Sound good?

Okay, so...

There are a number of different types of upsell that you can offer. Some will be more time consuming than others. Heck, some will take next to no time at all... right

now, anyway. Some will be low-ticket offers, others will garner higher price-points, and others still can earn you an ongoing income for months or years to come.

You can offer:

- Another pdf or bundle of pdfs
- The audio and/or video version of your e-book
- Other video/audio
- More detailed training on the same topic as your main offer
- Software
- A service (ie. blog installation, content, squeeze pages, graphics, etc.)
- A monthly membership
- Group or 1-on-1 coaching
- FB group access
- A JV partner's offer (split the profits)
- PLR or MRR rights to your e-book
- Other PLR content
- An interview with an expert (or "guru") in your niche

I would personally go with "other plr content," "a monthly membership," and "another pdf or bundle of pdfs" for my own upsell funnel.

All I can do is live in the present, so I'll offer my award-winning "Email Slick" program at a discount for all new "From the Top" customers.

As an upsell/downsell to that, I'll offer 49 DFY emails that I've personally written for this purpose. And as an upsell/downsell to that, I'll offer my weekly DFY promo email service ($19.95/mo., half-order downsell for $9.95/mo).

You can create sales letters or sales videos for each.

I love to write, so I usually just write compelling sales letters, which is exactly what I'd do if I were starting over from scratch (especially if I were working from the public library)!

At this point, however, I already have most of the sales materials at my disposal. So I'll just modify a few things and get it all set up and ready to blast!

Oh, one more definite positive of having an upsell funnel in place...

Affiliates, affiliates, affiliates!

Some potential affiliates really won't even consider promoting a product if the earnings potential isn't high enough. And without a back-end offer set up, the most an affiliate stands to earn by promoting your $5 WSO is... well... five dollars!

That's not gonna excite many good affiliates.

But if you offer 50% commissions on a $19.95 upsell, now your affiliate can make up to $15 total per sale. If you have two of these 20-dollar upsells, your affiliate can make up to $25. And if you add a $19.95 per month recurring offer...

Get ready to approve a WHOLE LOT of affiliate requests, put tons and tons of buyers on your list, and make some pretty nice upfront profits in the process!

Damn, I'm a confusing sombitch. ;)

My final answer...

If you have the time and patience to put together an upsell funnel, it is very well-worth it for you to do so!

In WarriorPlus, we'll be using “Offers” to set this all up. Lemme show you how:

Alright, so I guess I forgot to mention... you're really gonna need to have a website. That means a domain, hosting, and Wordpress. You could use a free blogging platform like Blogger or Wordpress.com for this, but I totally wouldn't.

Too risky. Too unprofessional. Trust me, you wanna go self-hosted.

Now because I am, indeed, so confusing... let me just tell you that, if you don't happen to have a website at this point (nor do you already know how to set a self-hosted Wordpress site up), go to page ___ of this book right now. Then come back! ;)

Again, if you DON'T already have a website (domain name, hosting account, Wordpress site), then GO TO PAGE ___ OF THIS BOOK RIGHT NOW!

Remember, you're on page 61 right now. Please return after you've gotten yourself set up with your own self-hosted Wordpress site. Thank you.

The following instructions are pre-supposing that you already have an active website with Wordpress installed and all your settings and configurations done.

Here's what I'd do...

First, I'd obviously determine how many upsells I have. I'm running three.

Next, I'd create one sales page for each of these three upsells. (Three pages total.)

I would create these sales pages using Wordpress. I used to use HTML pages, but Wordpress seems faster and easier to me... plus I use the Video Effects Press theme, which makes my pages look pretty stinkin' great!

You can create sales letters, sales videos, a combination of the two, or use a letter for one OTO, a video for the next... whatever you want to do.

I see a lot of people simply creating a short video with a buy button and “no thanks” link directly underneath it. This is a quick and easy way to go about things. There are plenty of examples of these online. You've probably got many of these upsell video pages bookmarked in your browser right now. ;)

I actually just recorded my first one using my computer's built-in webcam. Seriously, no third-party software. Just recorded it straight to my computer, uploaded it to YouTube, and embedded it into my sales page. Super easy.

You can learn how to do such things online, so I won't waste your time here.

Now, just like we did before with our main front-end WSO thread in the Warrior

Forum, wherever you'd like to feature your payment buttons on your upsell pages, simply use the "[reserved for payment button]" placeholder for now. Then, go ahead and publish each of your Wordpress sales pages.

Remember, you don't want these pages to be posts, or even pages where they'll be publicly displayed on your site. DO NOT make these part of a blog. We're not creating a blog here at all!

Find a good landing page theme. There are Wordpress themes designed exclusively for the purpose of creating landing pages (sales, squeeze, and download pages). Some of these themes are paid... but many of them are free or very, very cheap.

Again, I love my Video Effects Press... but it's a bit on the expensive side ($37).

A quick and easy Google search for things like "Wordpress sales page themes" or "landing page themes for Wordpress" will make good things happen for you. :)

Now, I'd Add My Upsell Products to WarriorPlus:

Once I'd gotten all my sales pages set up, I'd go back into WarriorPlus and set up each of my upsell products individually. I'd do this in exactly the same way that we set up our original $5 WSO.

You can run dime sales, if you'd like. I won't personally do that. I'll use set pricing.

- My 49 DFY Emails upsell will sell for $19.95 (50% off).
- My "Email Slick" program will sell for $13.50 (50% off).
- My DFY Promo Email Service will sell for $19.95 per month recurring.

Be sure to upload the delivery files to WarriorPlus, rather than using delivery url.

If you'd like to create separate email campaigns in GetResponse for each of your upsells, you can. Or just leave all that blank and your front end offer will be the only sales that put leads on your list. I'll do a new campaign for each. :)

My first campaign is fromthetop, my second will be fromtopwithemails, etc.

Make sense?

So again, I'll use WarriorPlus' autoresponder integration feature to link this up.

Once all of the upsells have been loaded up into the WarriorPlus system as "Products," it's time to move on to the next essential task...

Finally, I'd Construct My WarriorPlus Offer:

This can be a little tricky to get a grasp on initially. I've done it a few times now, so I "kind of" know what's up. If I were just starting from scratch, I'd undoubtedly have to go through a slight learning curve with this particular functionality.

Lots of moving parts and what-not.

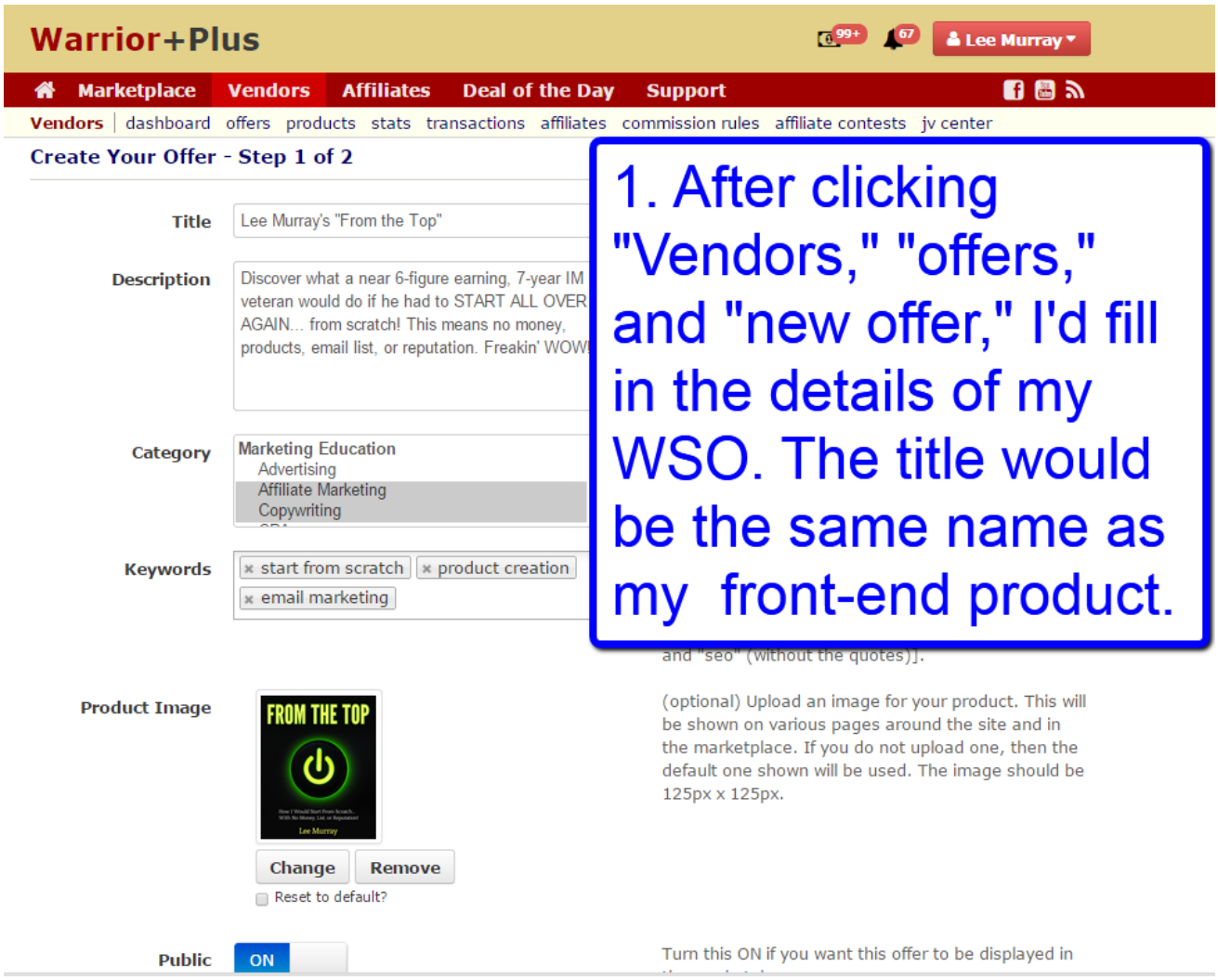
But lucky for you, you've got big, bad Poppa LeeLee to walk you through this shit!



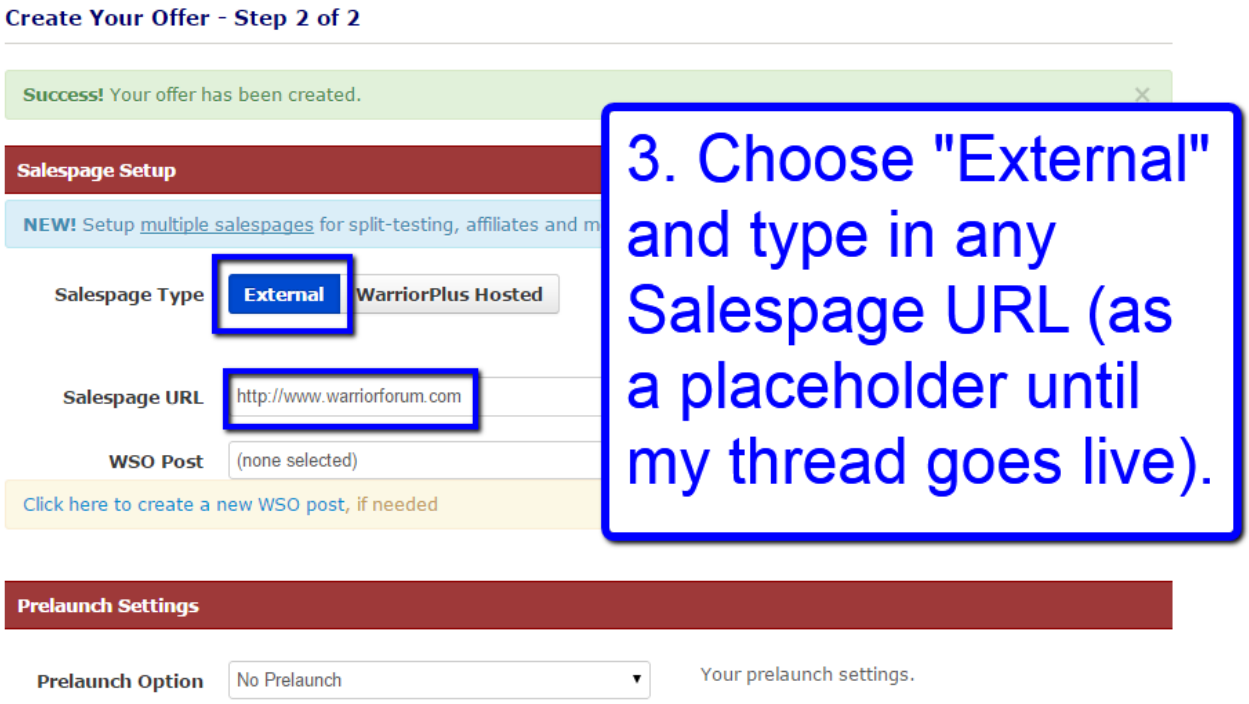
Whatever, dude.

Whatever.

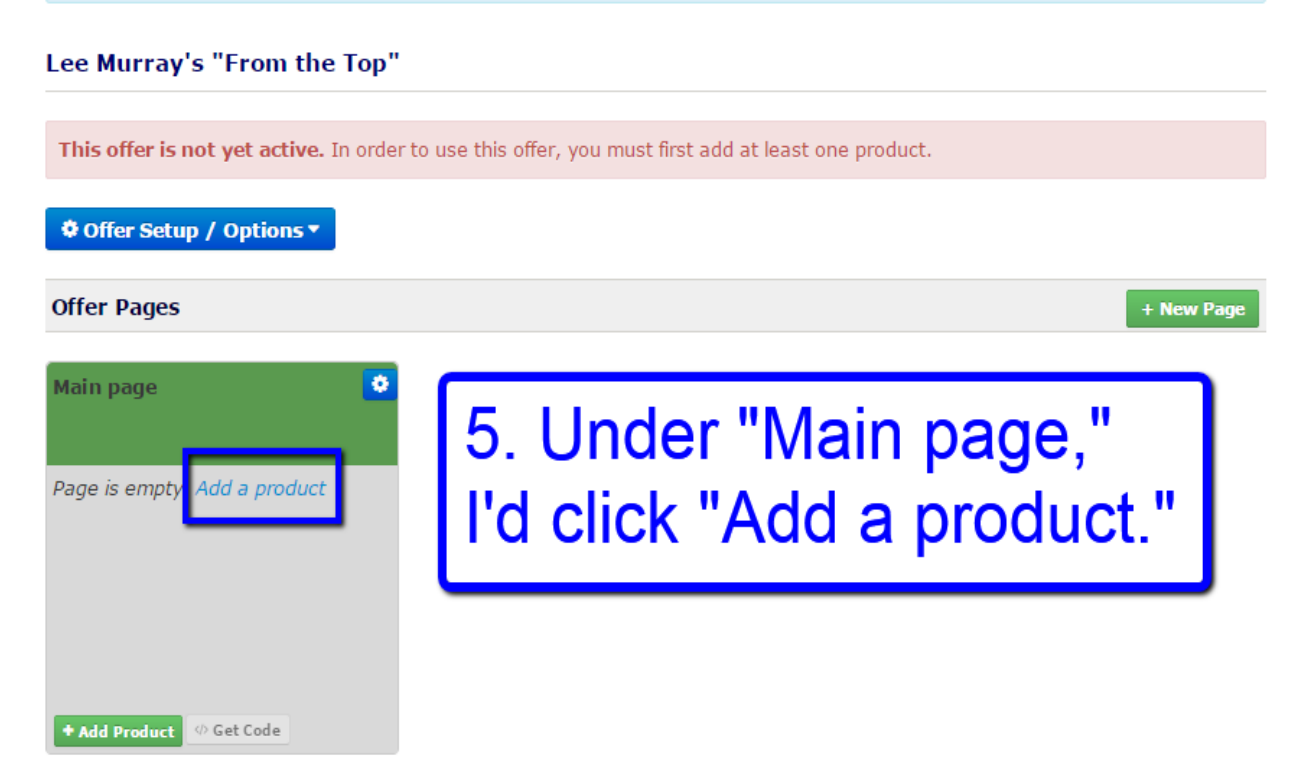
So here's what I'd do...

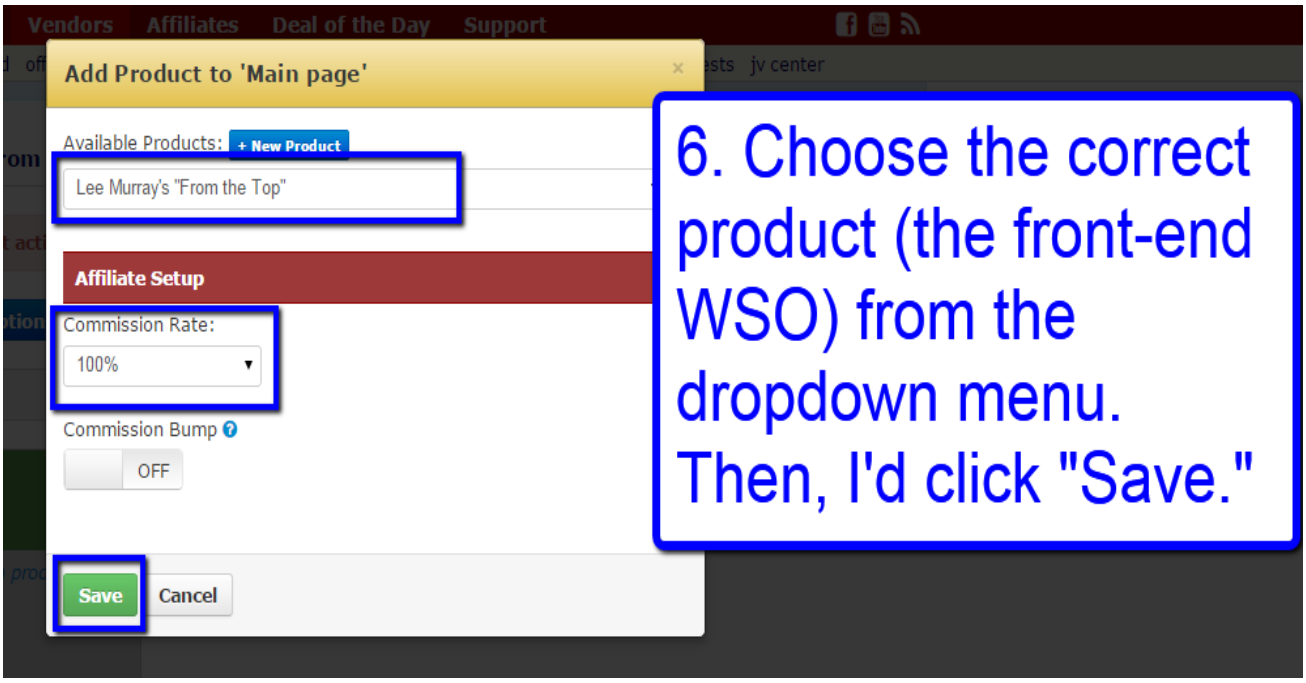

Warrior+Plus
Lee Murray
Marketplace
Vendors
Affiliates
Deal of the Day
Support
Vendors | dashboard offers products stats transactions affiliates commission rules affiliate contests jv center
Create Your Offer - Step 1 of 2
Title
Lee Murray's "From the Top"
Description
Discover what a near 6-figure earning, 7-year IM veteran would do if he had to START ALL OVER AGAIN... from scratch! This means no money, products, email list, or reputation. Freakin' WOW
Category
Marketing Education
Advertising
Affiliate Marketing
Copywriting
Keywords
start from scratch
product creation
email marketing
and "seo" (without the quotes)].
Product Image
FROM THE TOP
Change
Remove
Reset to default?
(optional) Upload an image for your product. This will be shown on various pages around the site and in the marketplace. If you do not upload one, then the default one shown will be used. The image should be 125px x 125px.
Public
ON
Turn this ON if you want this offer to be displayed in
1. After clicking "Vendors," "offers," and "new offer," I'd fill in the details of my WSO. The title would be the same name as my front-end product.


Public
ON
Create
Cancel
2. Set "Public" to "ON" and click "Create."

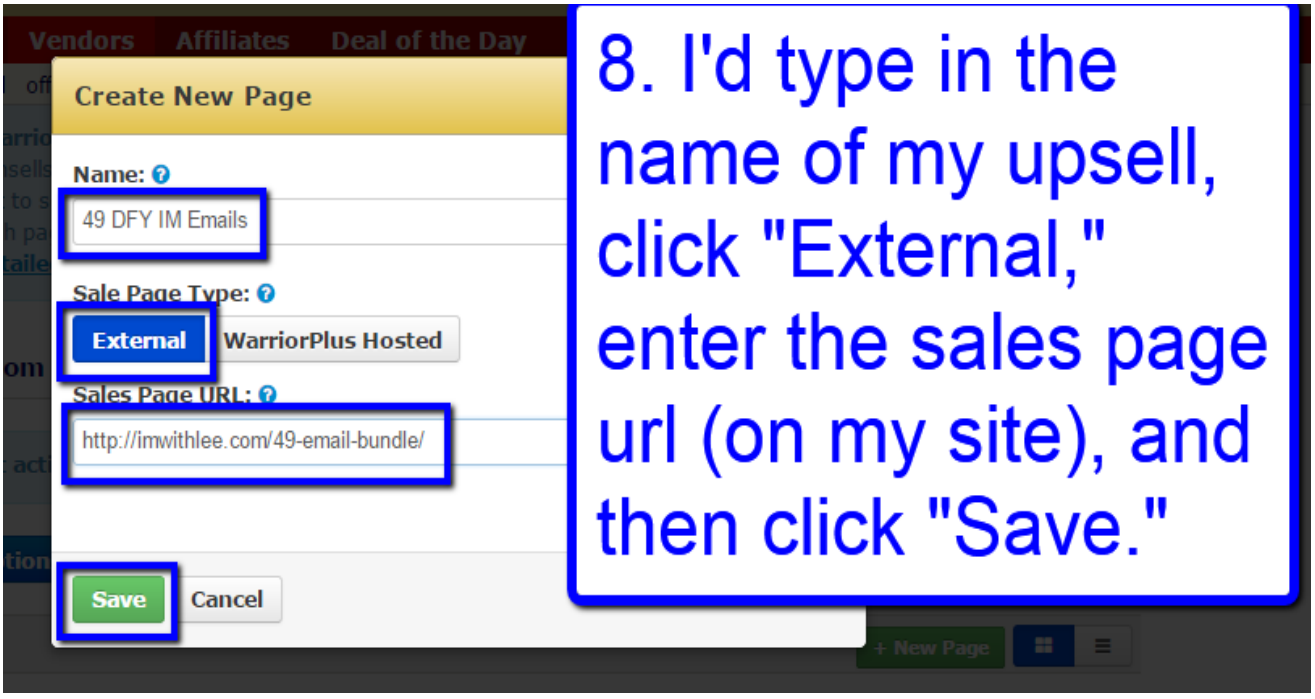

Create Your Offer - Step 2 of 2
Success! Your offer has been created.
Salespage Setup
NEW! Setup multiple salespages for split-testing, affiliates and m
Salespage Type
External
WarriorPlus Hosted
Salespage URL
http://www.warriorforum.com
WSO Post
(none selected)
Click here to create a new WSO post, if needed
Prelaunch Settings
Prelaunch Option
No Prelaunch
Your prelaunch settings.
3. Choose "External" and type in any Salespage URL (as a placeholder until my thread goes live).

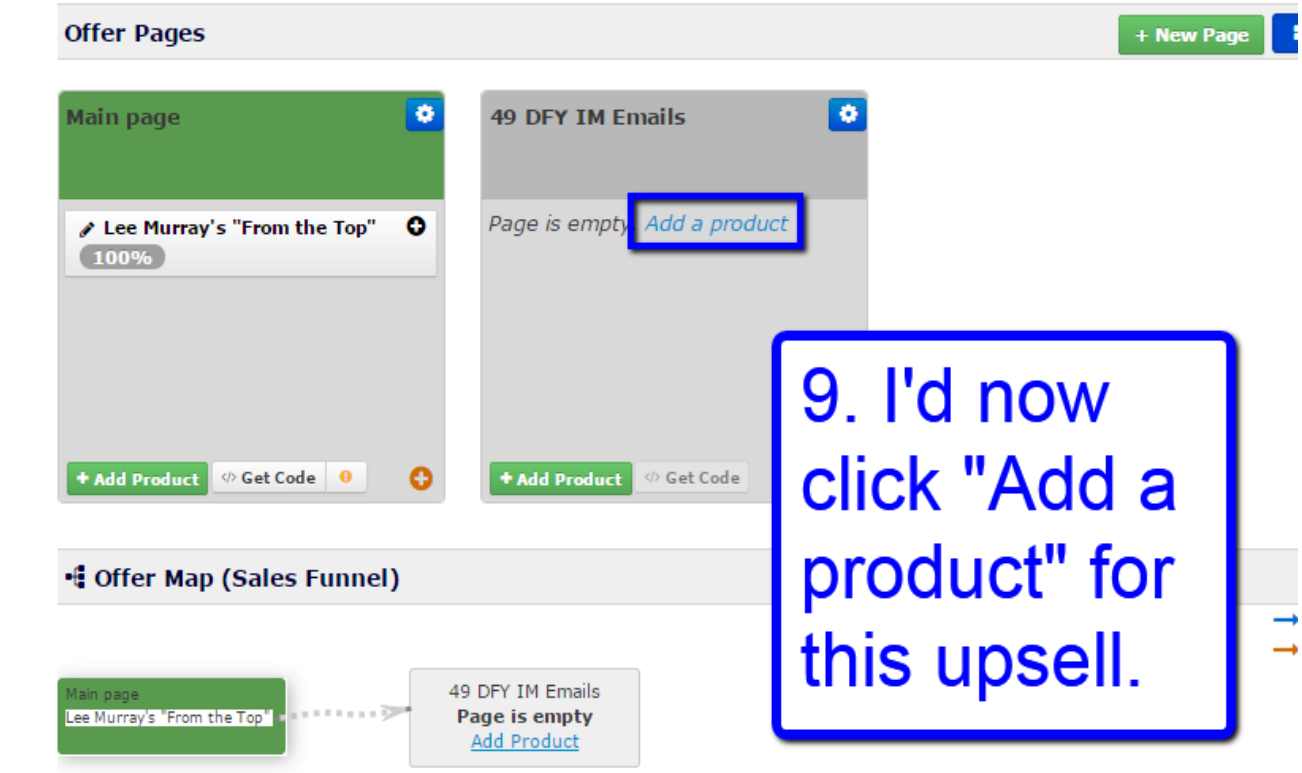

Affiliate Program
Allow Affiliates
ON
Affiliate Information
100% on the incredibly high-converting front end.
50% on all back-end offers, including a recurring
commission for all sales of my weekly IM promo e
service. Mucho dinero para ti!
JV Page URL
Affiliate Updates List
Connect Service
NEW! Affiliate Program Accelerator
ON
Create
Cancel
4. Scroll down. Then I'd turn "Allow Affiliates" on, enter my affiliate info, turn "Affiliate Program Accel." on, and click "Create."

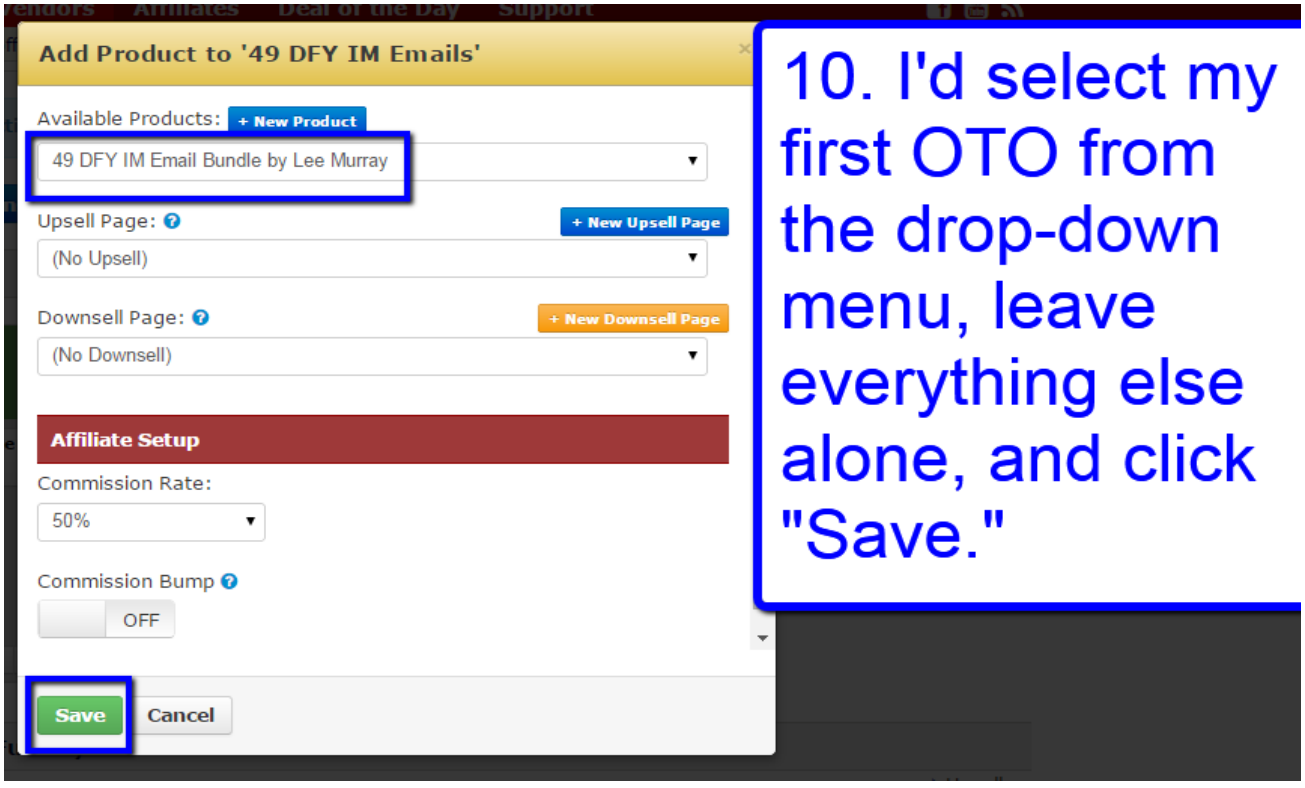

Lee Murray's "From the Top"
This offer is not yet active. In order to use this offer, you must first add at least one product.
Offer Setup / Options
Offer Pages
+ New Page
Main page
Page is empty Add a product
+ Add Product
Get Code
5. Under "Main page," I'd click "Add a product."

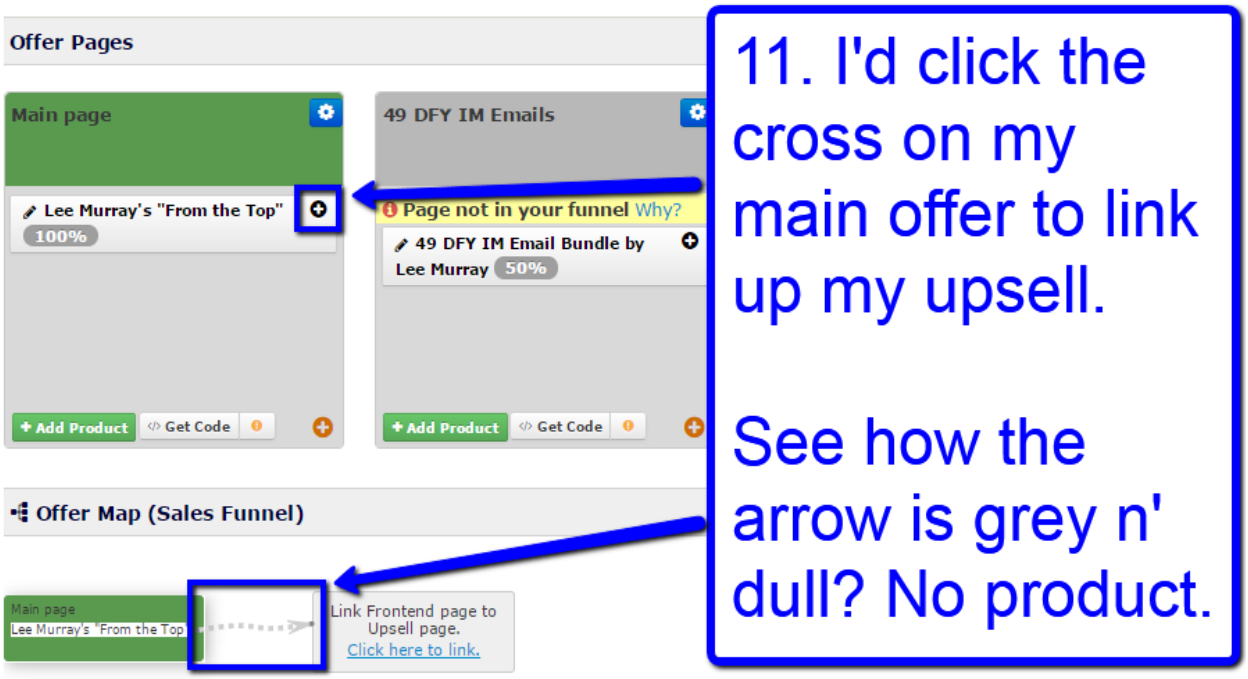

Vendors
Affiliates
Deal of the Day
Support
jv center
Add Product to 'Main page'
Available Products:
+ New Product
Lee Murray's "From the Top"
Affiliate Setup
Commission Rate:
100%
Commission Bump
OFF
Save
Cancel
6. Choose the correct product (the front-end WSO) from the dropdown menu. Then, I'd click "Save."

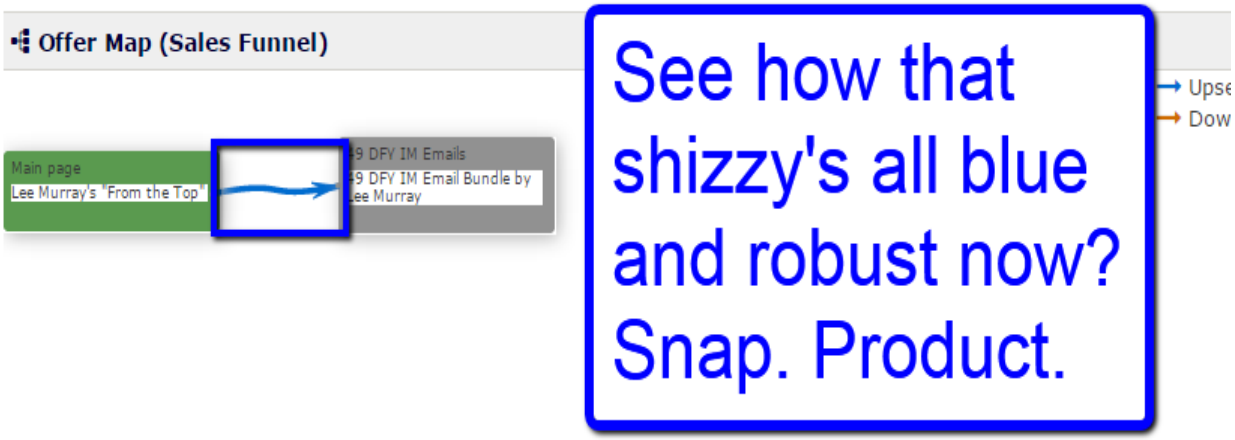

Lee Murray's "From the Top"
This offer is not yet active. In order to use this offer, you must first activate it and set the start date.
Activate Offer >
Offer Setup / Options
Offer Pages
+ New Page
Main page
Lee Murray's "From the Top"
100%
+ Add Product
Get Code
Have an Upsell?
Click here to create a new page
7. Click the upsell link.


Vendors
Affiliates
Deal of the Day
Create New Page
Name:
49 DFY IM Emails
Sale Page Type:
External
WarriorPlus Hosted
Sales Page URL:
http://imwithlee.com/49-email-bundle/
Save
Cancel
+ New Page
8. I'd type in the name of my upsell, click "External," enter the sales page url (on my site), and then click "Save."


Offer Pages
+ New Page
Main page
Lee Murray's "From the Top"
100%
+ Add Product
Get Code
49 DFY IM Emails
Page is empty
Add a product
+ Add Product
Get Code
Offer Map (Sales Funnel)
Main page
Lee Murray's "From the Top"
49 DFY IM Emails
Page is empty
Add Product
9. I'd now click "Add a product" for this upsell.


Add Product to '49 DFY IM Emails'
Available Products:
+ New Product
49 DFY IM Email Bundle by Lee Murray
Upsell Page:
+ New Upsell Page
(No Upsell)
Downsell Page:
+ New Downsell Page
(No Downsell)
Affiliate Setup
Commission Rate:
50%
Commission Bump
OFF
Save
Cancel
10. I'd select my first OTO from the drop-down menu, leave everything else alone, and click "Save."





I would then just keep repeating this process for all of the products in my upsell funnel, clicking “add a new page” and the little black cross thingy to link 'em up.

I'm gonna do this for the rest of my products right now. There will be a downsell at the end, and I'll show you how to handle that, as well. ;)

Oh, you know what?

I'm actually doing a downsell for each product in my OTO funnel. I hope I can explain this sufficiently...

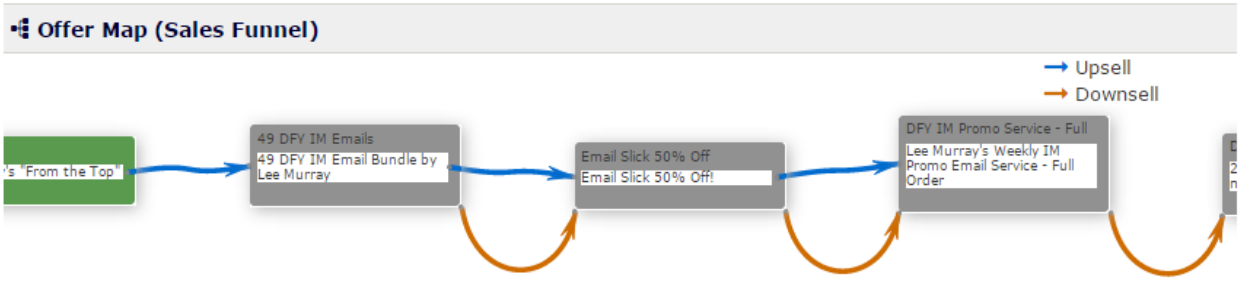
1. People go to my $5 WSO thread. If they buy, they're taken to OTO1, which is my 49 DFY emails.

2. If they buy, they're taken to OTO2, which is “Email Slick” for 50% off. This, of course, is called an upsell. But... if they don't buy OTO1, they're still taken to OTO2. Naturally, this called is a downsell.

3. If they buy OTO2, they're taken to OTO3 (upsell), which is my weekly IM promo service. If they don't buy OTO2, they're still taken to OTO3 (downsell).

4. If they buy OTO3, that's it. The funnel ends there. There are no additional upsells. However, if they don't buy, then they're presented with OTO4, which is my promo service half order. So no upsell, but there is a downsell.

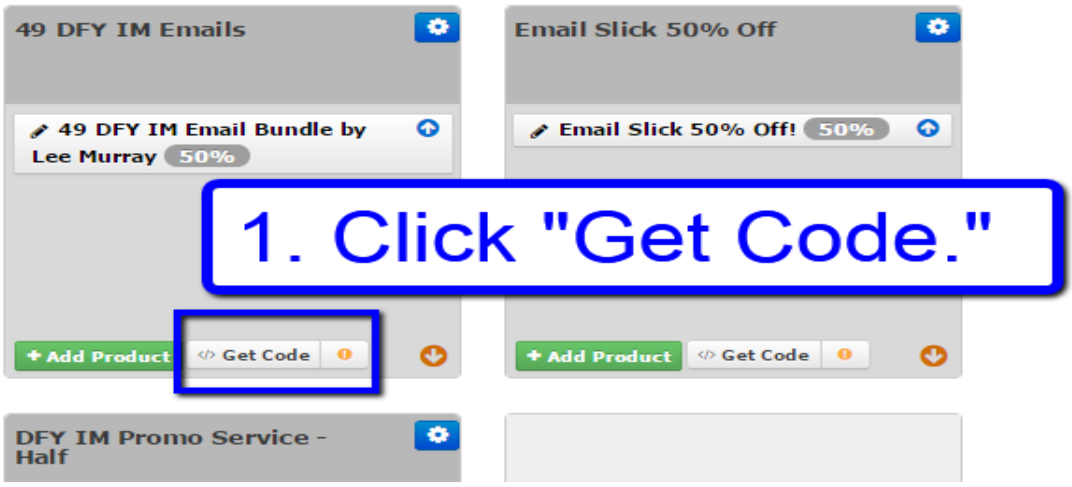
Ultimately, my funnel looks like this: main product > upsell only > upsell and downsell > upsell and downsell > downsell only.

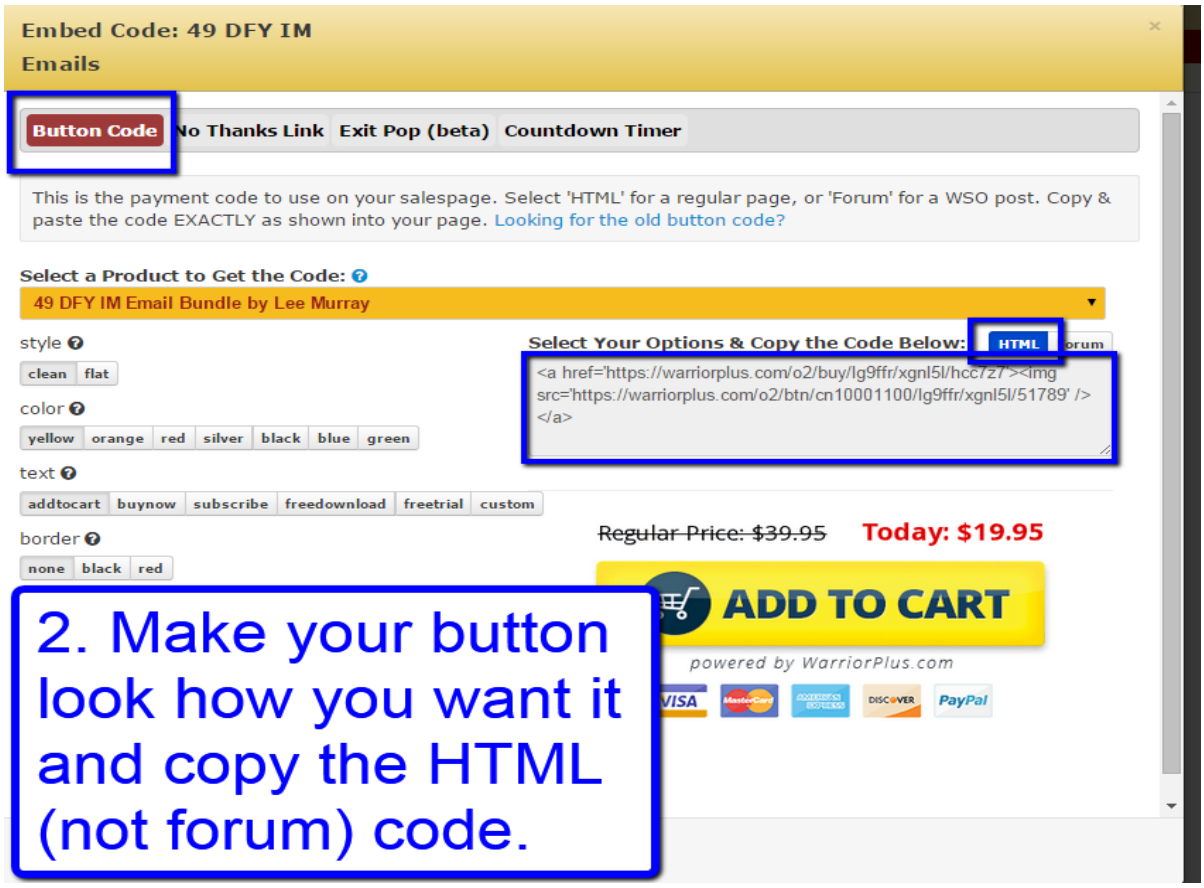


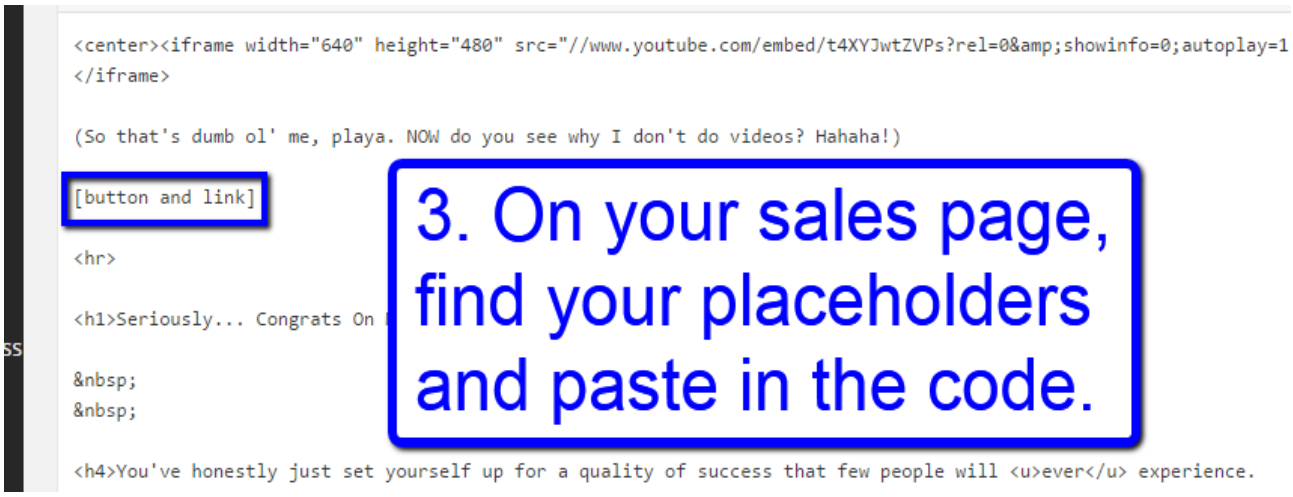
To create a downsell, instead of using the black crosses, use the red ones. By the way, once you've successfully added an upsell, the black cross will become an upward-pointing black arrow. When you've successfully added a downsell, the red cross will become a downward-pointing red arrow. Handy, right? ;)

Next, I'd start incorporating my payment buttons, “no thanks” links, and exit pops.

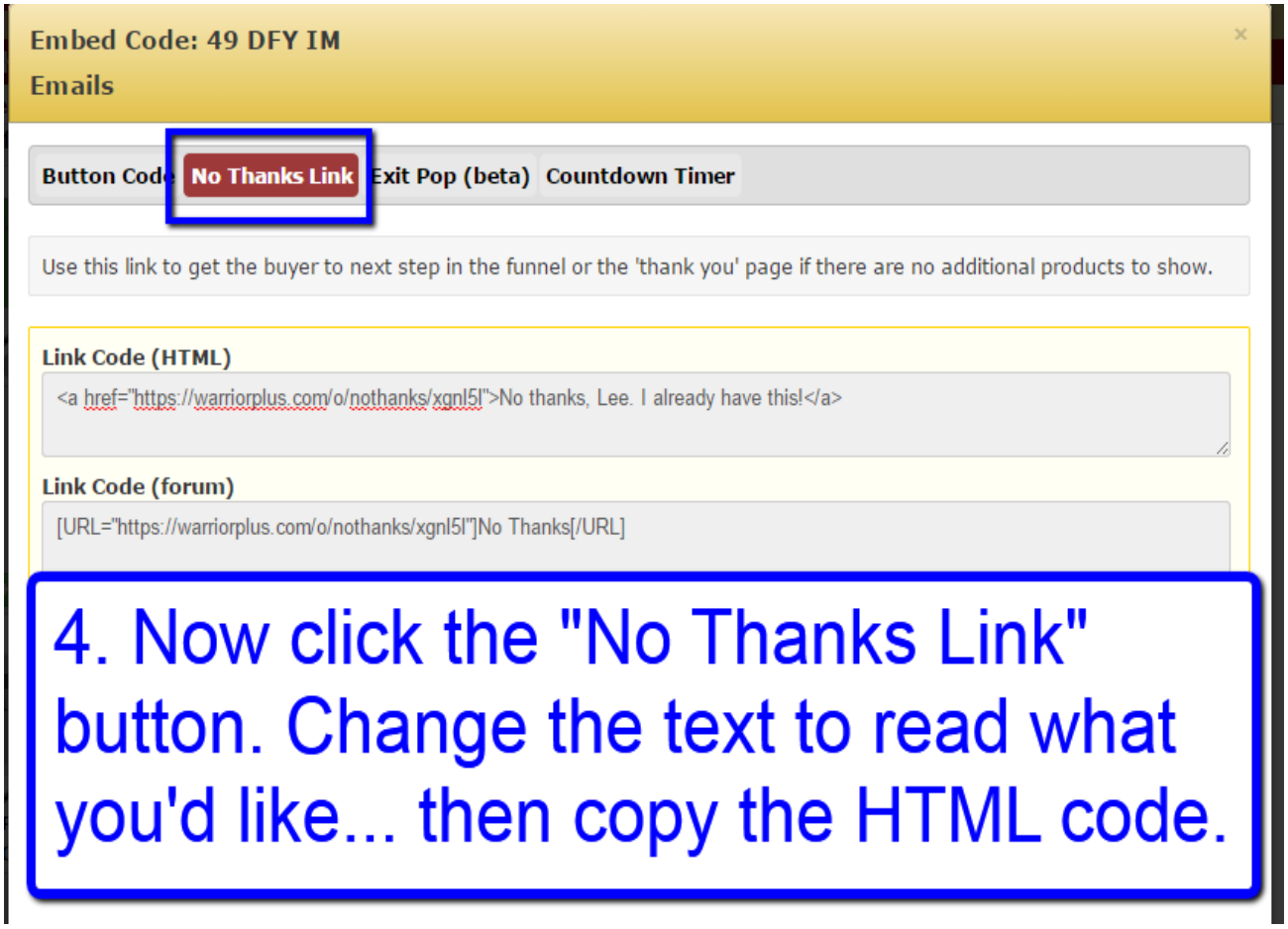
We won't do this with the main offer until our WSO thread goes live. But we can do this with all of the upsell (and downsell) pages on our site. So let's do it...

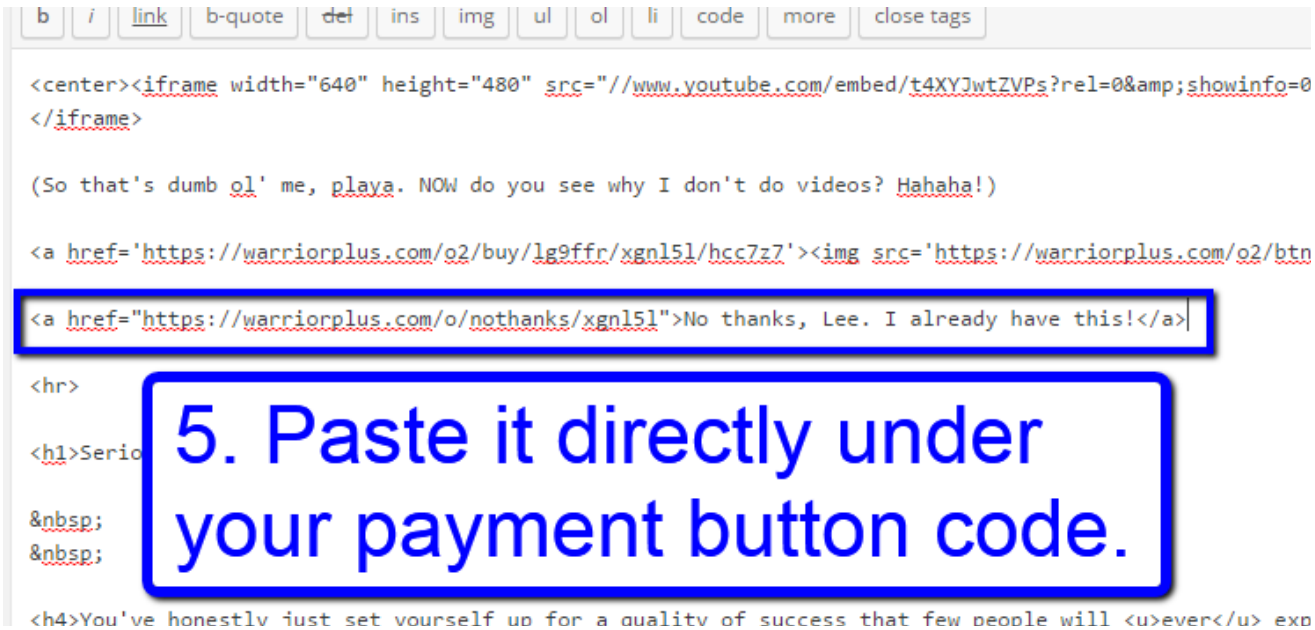





<iframe width="640" height="480" src="//www.youtube.com/embed/t4XYJwtZVPs?rel=0&showinfo=0;autoplay=1
</iframe>
(So that's dumb ol' me, playa. NOW do you see why I don't do videos? Hahaha!)
[button and link]
<hr>
<h1>Seriously... Congrats On

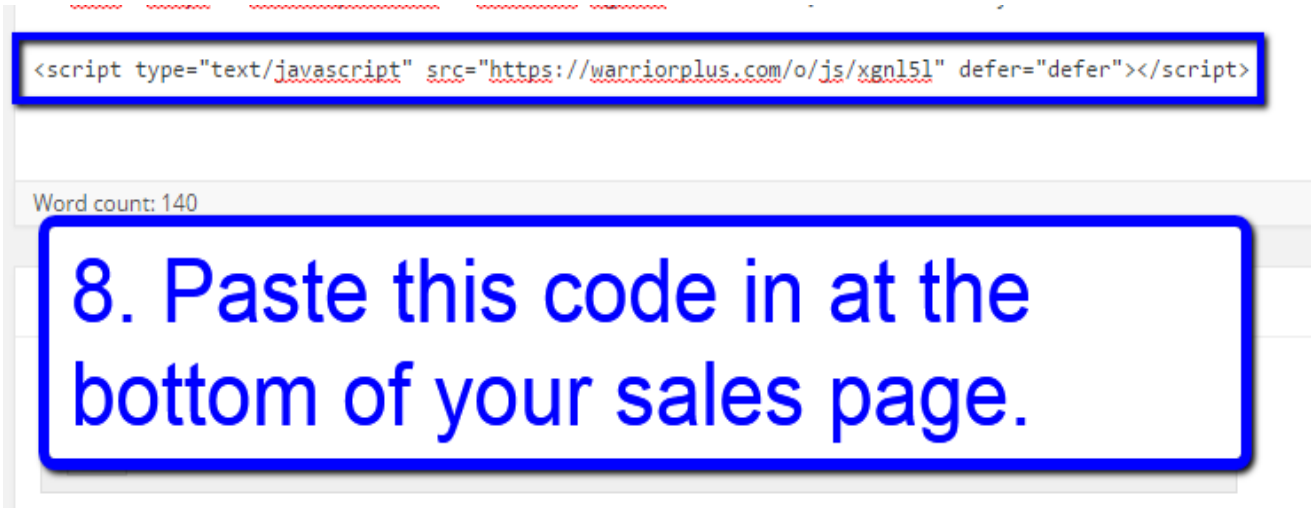
<h4>You've honestly just set yourself up for a quality of success that few people will <u>ever</u> experience.
3. On your sales page, find your placeholders and paste in the code.

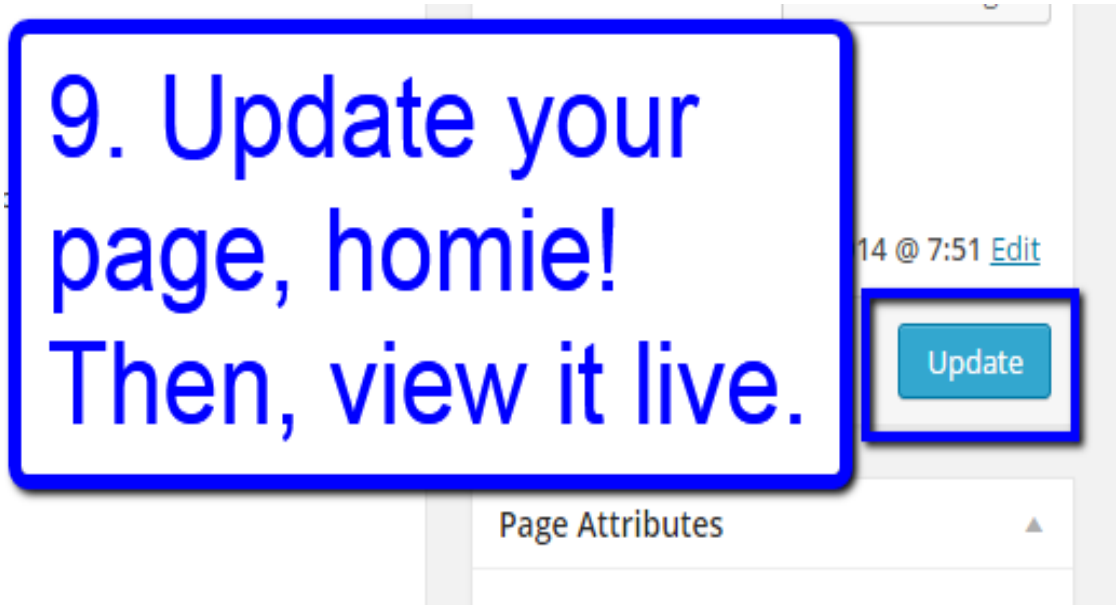

Embed Code: 49 DFY IM
Emails
Button Code
No Thanks Link
Exit Pop (beta)
Countdown Timer
Use this link to get the buyer to next step in the funnel or the 'thank you' page if there are no additional products to show.
Link Code (HTML)
No thanks, Lee. I already have this!
Link Code (forum)
[URL="https://warriorplus.com/o/nothanks/xgnl5l"]No Thanks[/URL]
4. Now click the "No Thanks Link" button. Change the text to read what you'd like... then copy the HTML code.

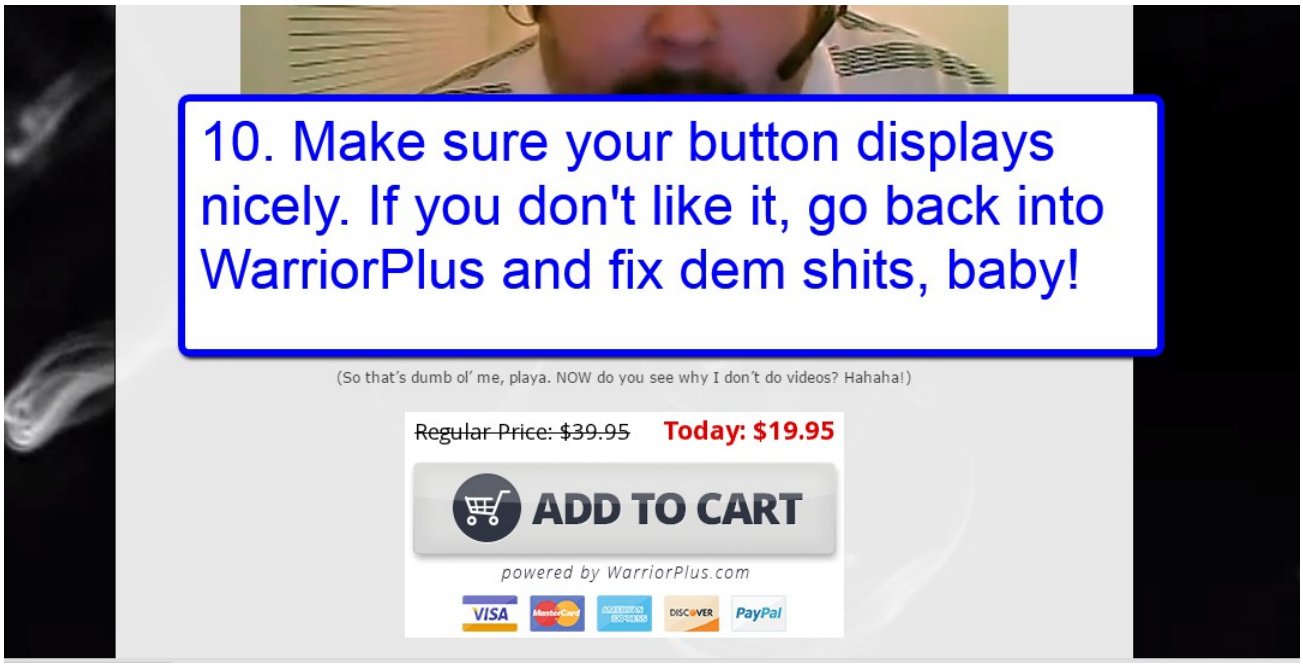


Then, we'd make sure there was no pesky "step 6" and just move straight to 7...

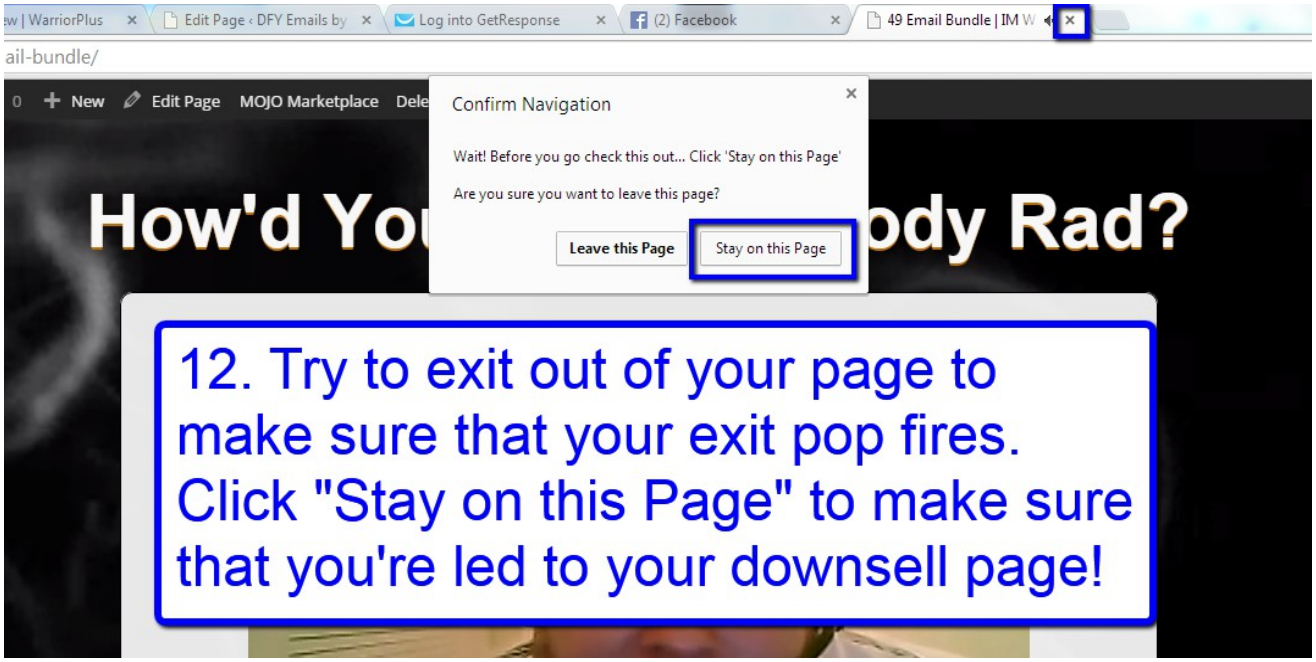



<script type="text/javascript" src="https://warriorplus.com/o/js/xgnl5l" defer="defer"></script>
Word count: 140
8. Paste this code in at the bottom of your sales page.

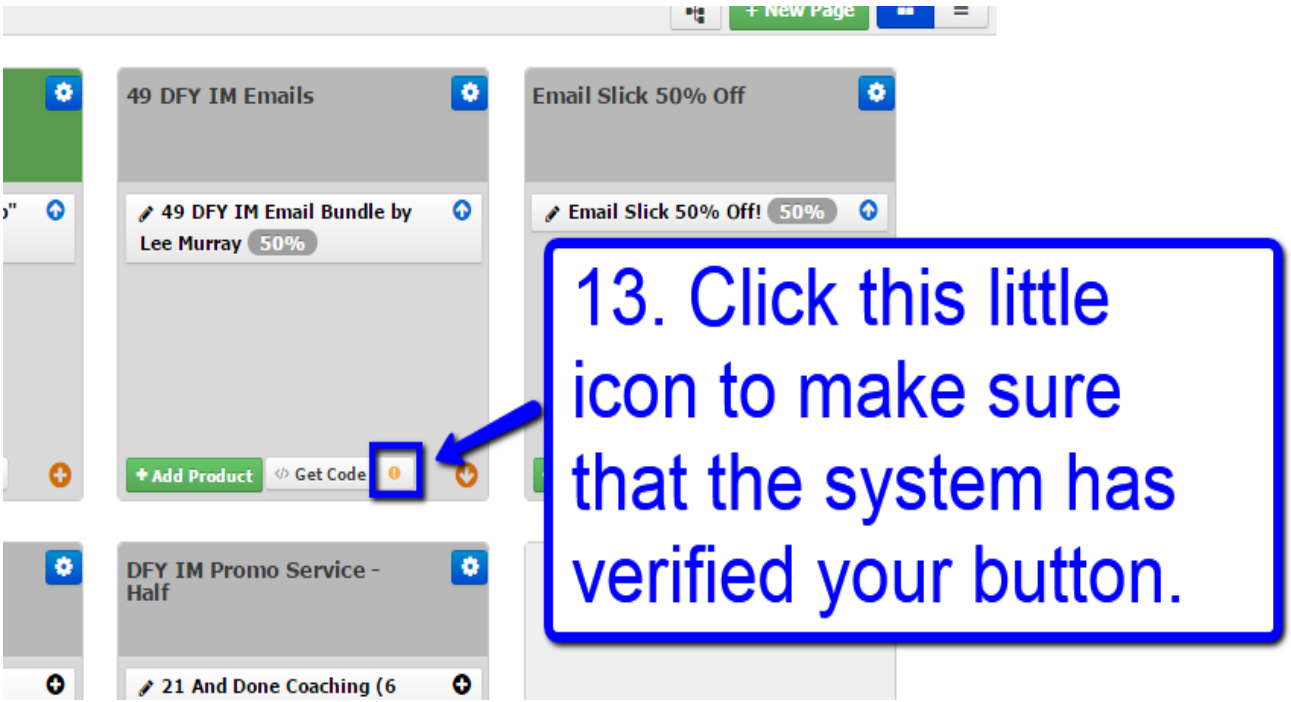

9. Update your page, homie! Then, view it live.
14 @ 7:51 Edit
Update
Page Attributes


10. Make sure your button displays nicely. If you don't like it, go back into WarriorPlus and fix dem shits, baby!
(So that's dumb ol' me, playa. NOW do you see why I don't do videos? Hahaha!)
Regular Price: $39.95
Today: $19.95
ADD TO CART
powered by WarriorPlus.com
VISA
PayPal


Edit Page
MOJO Marketplace
Confirm Navigation
Wait! Before you go check this out... Click 'Stay on this Page'
Are you sure you want to leave this page?
Leave this Page
Stay on this Page
11. Try to exit out of the page and make sure that your exit pop fires. Click "Leave this Page" to make sure it takes you to your downsell!



Now, go back into WarriorPlus and...



And...



Now, you'll repeat this process for any and all of your upsells and downsells.

Is it a lot of work?

Oh HELL YEAH!

But it's a whole lot faster & easier to go through these steps than it is to go through all these steps and take screen shots and commentate in text the entire way! ;)

On other words, you can do it.

Finally, once your thread is approved by the mods, you'll pay 20 bucks, it goes live, you'll integrate your payment button into your sales copy (over your placeholders), and you'll be the first to comment on your thread with “reserved for FAQ.”

That's what I'd do, anyway!

Holy crap, this is gonna be a long book.

When I first started writing it, I though it'd be around 20 pages.

I just get so passionate about and involved in this stuff.

I sincerely hope you feel that you're being served, rather than bombarded. It's important to me that I “give it all” to you... but I don't wanna overwhelm you.

Know what I mean?

It can be a difficult line to discern.

Anyway, we'll let this sleeping dog lie and move ahead to the next thing I'd do...

4. I'd Make Tons of Fast Friends and Bonus It Up!

Alright, so we've covered a TON of ground up to this point.

And I really don't want to give either of us more to do than is necessary to get the ball rolling and build some income, momentum, and confidence.

So I'll just say that this step is really an ongoing type of thing.

When I first started in this business, perhaps the biggest mistake I made was that I wanted to go it alone. I wanted it to be all about me, me, me. I had heard of IMers working in concert with others and being all buddy-buddy with each other.

“Not for me,” I thought. “I just got outta the restaurant business. I'm sick of people. I just want to earn my fortune by myself, behind the scenes.”

For me, the fortune never came.

So if I were starting all over from scratch, with no money, list, website, influence, products, or friends... the first stuff I'd work on would be products, list, and friends.

We've already got the first two of these items tackled. So let's tackle the third.

First, let's take a very quick look at why it's important to make friends with other marketers online:

- You build a support system. While your family members and “real friends” may not understand what it is that you do (and how tough it can be), your marketing buddies will understand where you're coming from very clearly.

- You become part of a “brotherhood” of sorts. You'll feel a sense of pride and belonging that you could never feel going it alone.

- You'll learn so much. Whenever one of your buddies stumbles upon a new discovery (perhaps he or she went through a course that you didn't... or tried something uncommon), this discovery will most likely be shared with the

group. Moreover, y'all can ask and answer questions, strategize, etc.

- You can strike JV deals with each other. This is perhaps the most profound reason to make friends and start (or join) some groups. When your friend has a launch, you can promote it to your list. When you have a launch, all your friends can promote it to their lists. It's beautiful. You all get rich together!

- You have ready-made resources. Perhaps one of your friends is a kickass graphics designer who will cut you a tremendous discount on a gorgeous sales page. Perhaps you're great at copyrighting and can strike a barter deal.

- The more friends you have, the more friends you make. Remember, each person you meet and befriend online very likely knows other marketers that you don't yet know... and those new friends can pull in more new friends, etc.

There are other reasons, I'm sure.

But this should drive the point home that positioning yourself within a high-quality, ever-growing IM social circle is a very good idea.

If I were just starting from scratch, I would absolutely embrace this fact. And after embracing it, I would begin to take immediate action. Here's what I'd do...

Step One: I'd Go Facebook Crazy!

In retrospect, I wouldn't have used my personal Facebook account to do this. I would have created a separate account exclusively for my online business dealings.

The reason for this is that I have A LOT of smart-ass friends in the non-IM world. You know, all my high school and musician buddies, etc. So now I'm always afraid of posting any kind of marketing message because who knows what one of those loud mouth freakenheimers is gonna chime in with? :)

So if I were starting from scratch, I'd start a separate Facebook account. But I'd still use my real name, Lee Murray. Nothing more, nothing less, nothing cute.

Remember, it's all about that branding!

Then, I'd just start looking up other marketers of whom I was aware. Perhaps friends I already have on the Warrior Forum. Maybe I'd start entering the names of people whose lists I was on. Or customers of my freshly-launched WSO.

(In fact, I'd probably go back into my OpenOffice document, insert a few mentions of my Facebook address, and ask my readers to "Friend" me. Then, I'd convert it to pdf and re-upload my product to WarriorPlus.)

I'd send friend requests (I'll spare you the screen shots... no doubt you already know how to do this shizzy) to all the people I find. But not only that, I'd visit their pages and look at THEIR friends. I'd discover which of their friends were marketers, and which ones weren't. I'd send friend requests to all the IMers I could find.

The more, the merrier.

Likewise, I'd spend time on these people's pages to see which groups they were subscribed to. I'd start requesting to join as many of these groups as possible... especially the larger groups!

And at this point, I'd just do this.

Sure, there are other things a person can do to extend their reach. You can create your own group (recommended – learn how), your own fan page... and then go crazy joining as many LinkedIn groups as you can and getting as many of your LI and FB contacts as possible to come join YOUR group, where you can direct traffic.

But I don't think that's where I'd spend all my time initially.

I think I'd be content just using my new business Facebook account as my base of operations. Less work, less hassle, and when you start getting thousands of marketing friends... the world is your oyster.

Embrace simplicity when doing so is a quality option.

That's what I'd do, anyway.

Step Two: I'd Go Value Crazy!

I'd start participating on my timeline. You'll see these other marketers' feeds in your timeline... you know the drill. Many of them will be personal, sharing pics and stories of their kids, spouses, pets, etc. Like and comment as you would normally.

Always be kind and gracious.

If it's a marketing-related message, like it. Then ask yourself "Is there an opportunity here for me to assist this person? Can I invest my time, assistance, expertise, advice, etc. and provide real value to this person right now?"

If so, then feel free to do so.

Remember, you want to build genuine friendships here. These aren't just marketers, they're people. And people have real hopes, dreams, fears, and concerns... just like you do! If you want others to step up to the plate and help you succeed in your biz, then you can rest assured that there are folks out there who would LOVE your help!

Be a force for good, homie. ;)

Also, be sure to update your own status relatively often. At least a couple times per day. And again, be a regular person. Don't be all Markety McMarketballs. That sucks.

If you do talk about marketing, don't just spam your needs all over the damn place, okay? Link to cool, inspirational videos on YouTube. Talk a little philosophy. Be a cool mofo. Ask stuff. Elicit genuine discussion. Have fun and be fun. Your new FB friends will come to know you... and love you.

That's what I'd do, anyway.

Step Three: I'd Go Review and Bonus Crazy!

Once I'd been participating in Facebook for a while (maybe 3-4 days or so), I'd post a "review copy" message on my status. Now remember, I wouldn't be doing this pre-launch. My WSO would already be live and generating sales.

As an additional mention in my post, I'd ask other marketers who happen to have an upcoming launch if they need a good bonus product to include with their offer.

My actual post would probably look something like this:

Hey all, I've got 10 bonus copies of my brand new "Sales Funnel Supreme" WSO. It challenges the notion that the money is in the list... and puts the pressure on your sales funnel! Anyway, the first 10 people to reply are in. I'll send you your review copy and the thread url in a private message.

Also, if there are any product creators out there with upcoming launches, please consider "Sales Funnel Supreme" as a worthy bonus to add value to your offer, increase conversions, and help your customers achieve even greater results. Let me know if you're interested... I may even mail for your offer, if it's a good fit.

Thanks for reading, y'all! ;)

Obviously, the more people you've befriended up to the point of sending this message, the better your results will be. Also, if you've taken the time to establish rapport in any of the groups you've joined, you can post this message there, too.

You've got options.

Remember, I don't believe in giving too many detailed, step-by-step instructions. You never know what kinds of results you're gonna get... and what kinds of cool doors are gonna open up for you. If you're adhering too tightly to a set-in-stone script, then you're gonna miss out on some golden opportunities.

Let your successes take you where they will. It's a beautiful thing.

That's what I'd do, anyway! ;)

A Few Important Notes About This Process...

If you don't get your 10 reviewers, you can simply send out a reminder post. Be friendly. If that doesn't work, maybe you just don't have enough friends yet. :(

When joining groups, really favor the groups that have to do with WSO launches, product creation, etc. In a close second would be groups that have to do with your specific niche (i.e. Amazon, list building, SEO, etc.) directly.

Your best best for this process, however, will definitely be WSO launch-specific groups. Here is where you'll find the most active product launchers who will be far more responsive to your bonus offer than pretty much anyone else.

So what's with the bonus anyway?

This is absolutely huge!

My friend Shane Farrell calls it “Bonus Buyers Profits.” My other partner in crime, Phil Steptoe, calls it “Buyers List Arbitrage.” Essentially, this is a form of list building that fills your GetResponse account up with buyers...

But you don't actually sell anything!

You offer your product-creating IM buddies a high-value free bonus (one that's currently selling as a WSO) to their fresh customers. These customers, who just PAID MONEY for an IM product, are then presented with a link to your squeeze page, where they opt in to claim their “free” bonus.

These people don't end up on your list because they were looking for a freebie.

They end up on your list because they're proven buyers who are cashing in on a little extra value promised to them by the person from whom they bought.

Make sense?

Okay, so there are a few things you're going to need to make this strategy work.

And these things will require an investment, although it will be a small one.

You'll be well-served to get these tools now:

- A hosting account
- A domain name
- A GetResponse account (you should already have one at this point)
- Video Effects Press (optional)

Let's take a look at each of these individually...

A Hosting Account:

I personally use HostGator. Have for years. I highly recommend them. Their support is absolutely fantastic and their dependability is first class.

What you want to do, if you don't already have hosting, is go to Hostgator.com and look at their hosting packages. I strongly recommend you go with the Baby plan. It's cheap, good, and lets you host as many domains as you want!

I personally get 6 month billing (costs me like $55 every 6 months), but you can go yearly, monthly... whatever you want to do. If you don't have money for hosting, run a lemonade stand for a day or two... or grab your loose change and take it to a Coinstar, where you can have it deposited right into your Paypal account! ;)

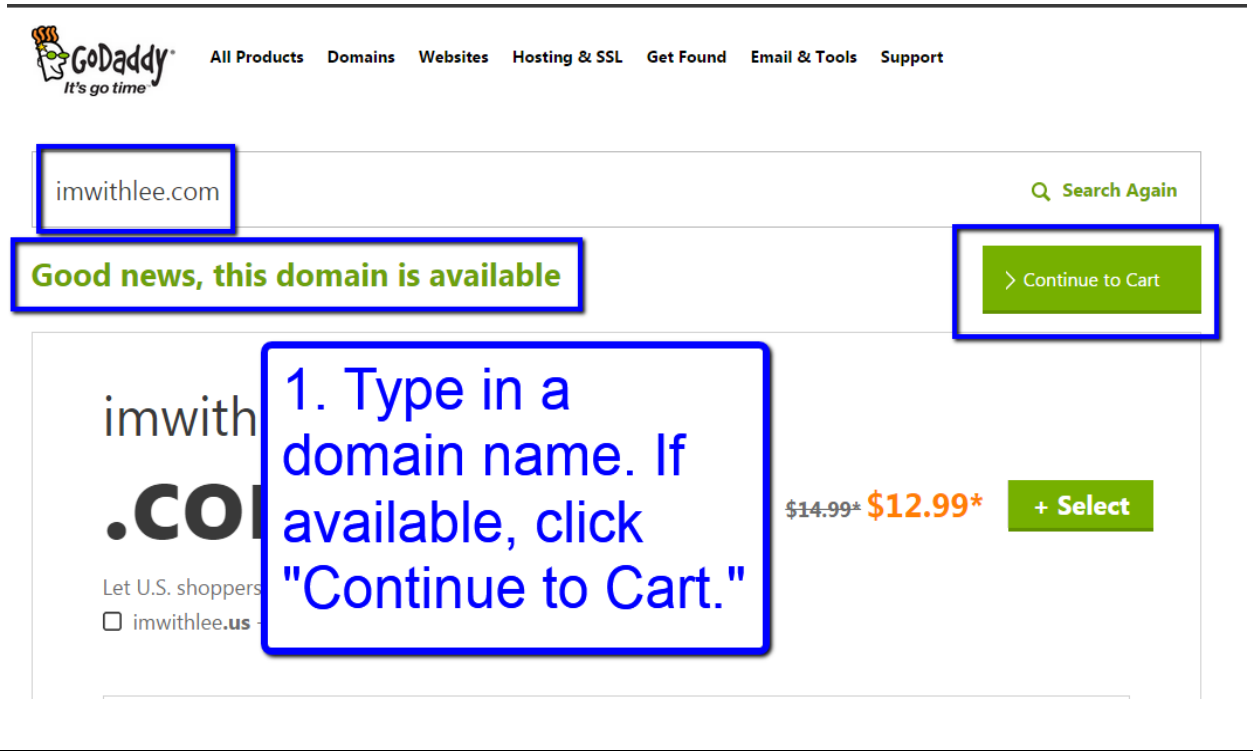
A Domain Name:

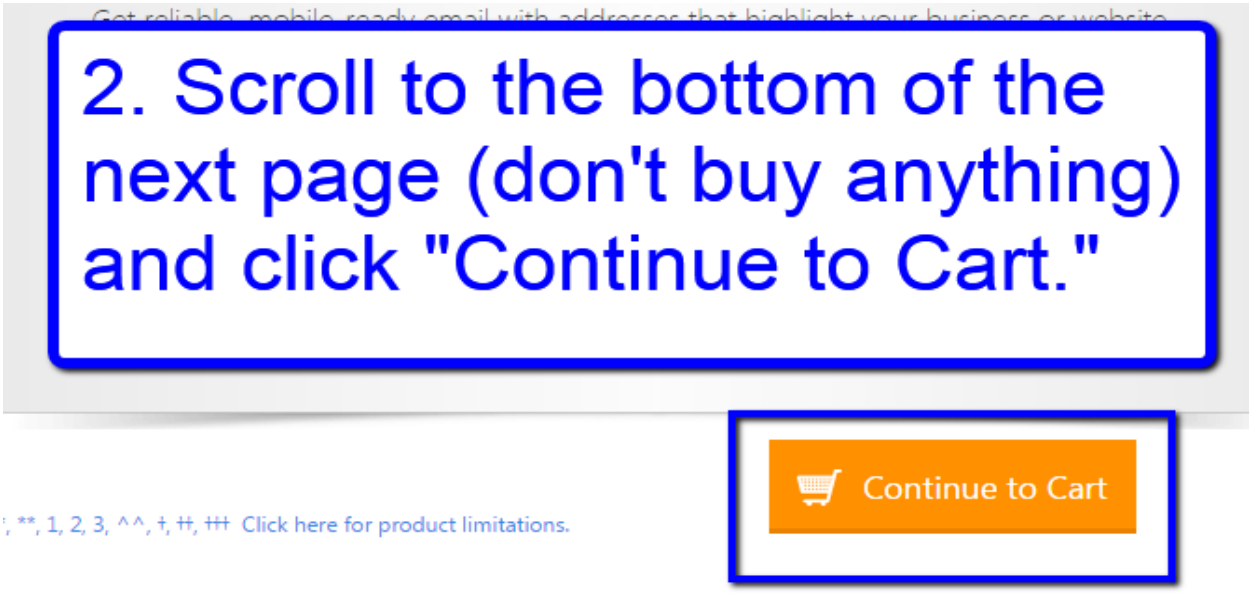
I get my domains from Godaddy. Many of my friends swear by Namecheap. I don't really think it makes a difference. Just make sure that you find an online promo code and use it at checkout.

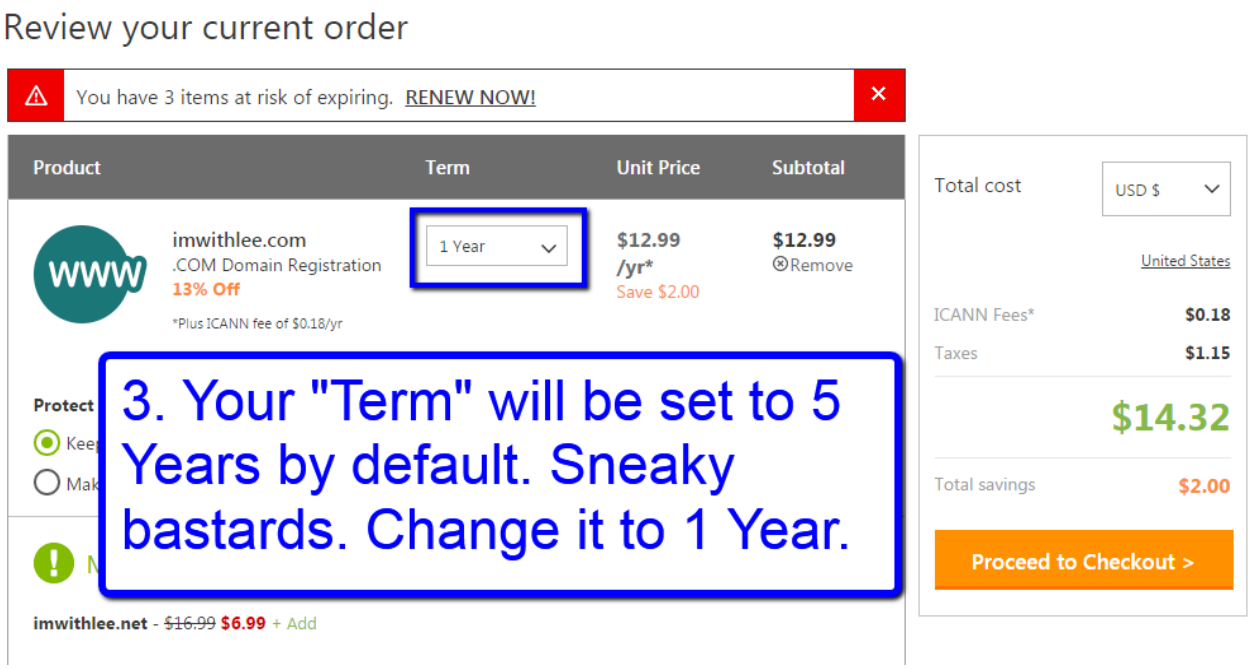
As far as the domain name you select, if YourName.com is available, that'll do, pig. Otherwise, just play with names in your head. My domain name is List Building With Lee dot com. Kinda long. If I were starting over from scratch, I'd probably come up with something more concise. IMWithLee.com is available...

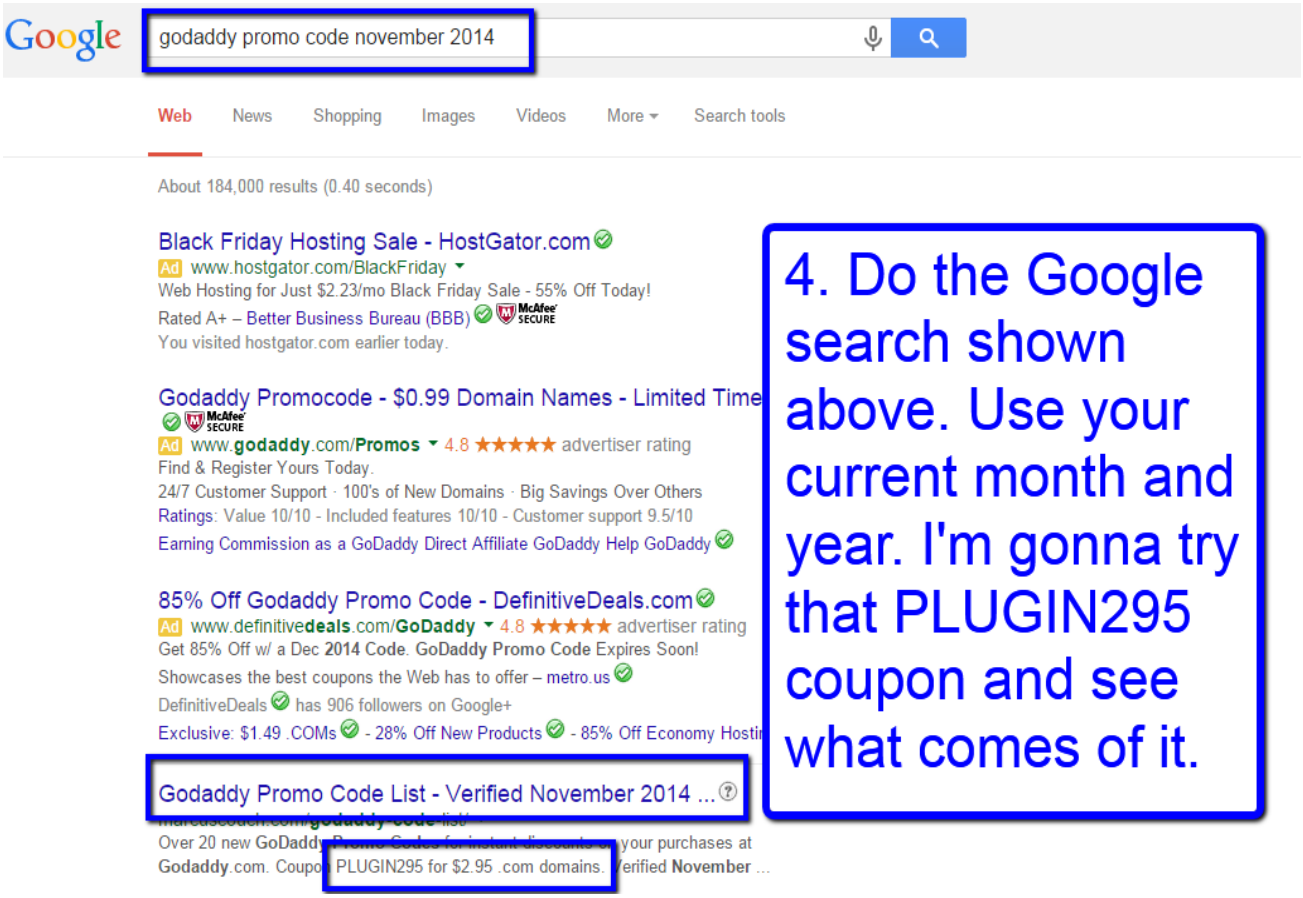
Gosh damned hindsight!

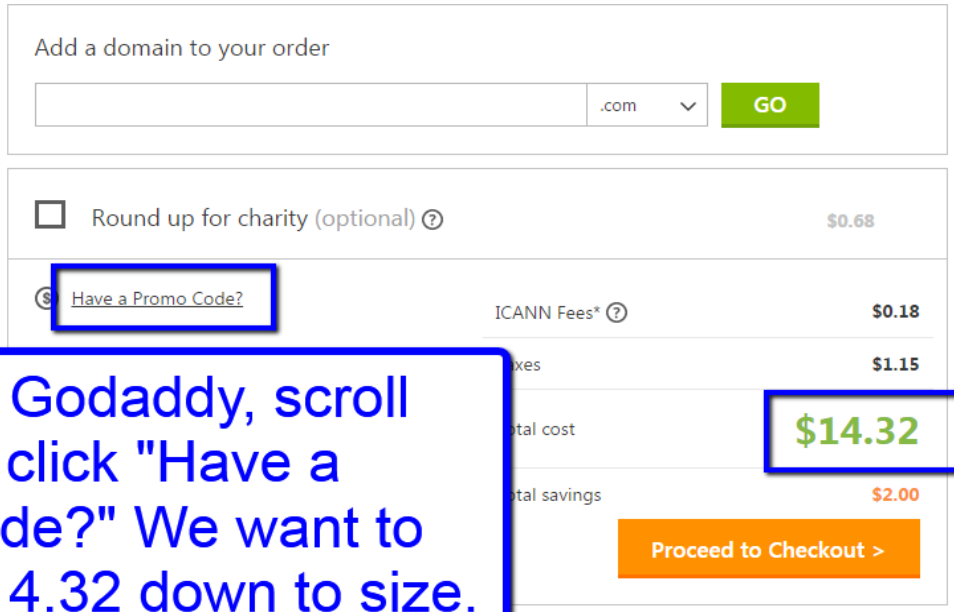
You know, I may just grab that anyway. I kinda like it better than LBWL... plus I do so much more than list building these days. I just talked myself into it. I'll even change the footer of this book! And now I'll show you some screen shots...



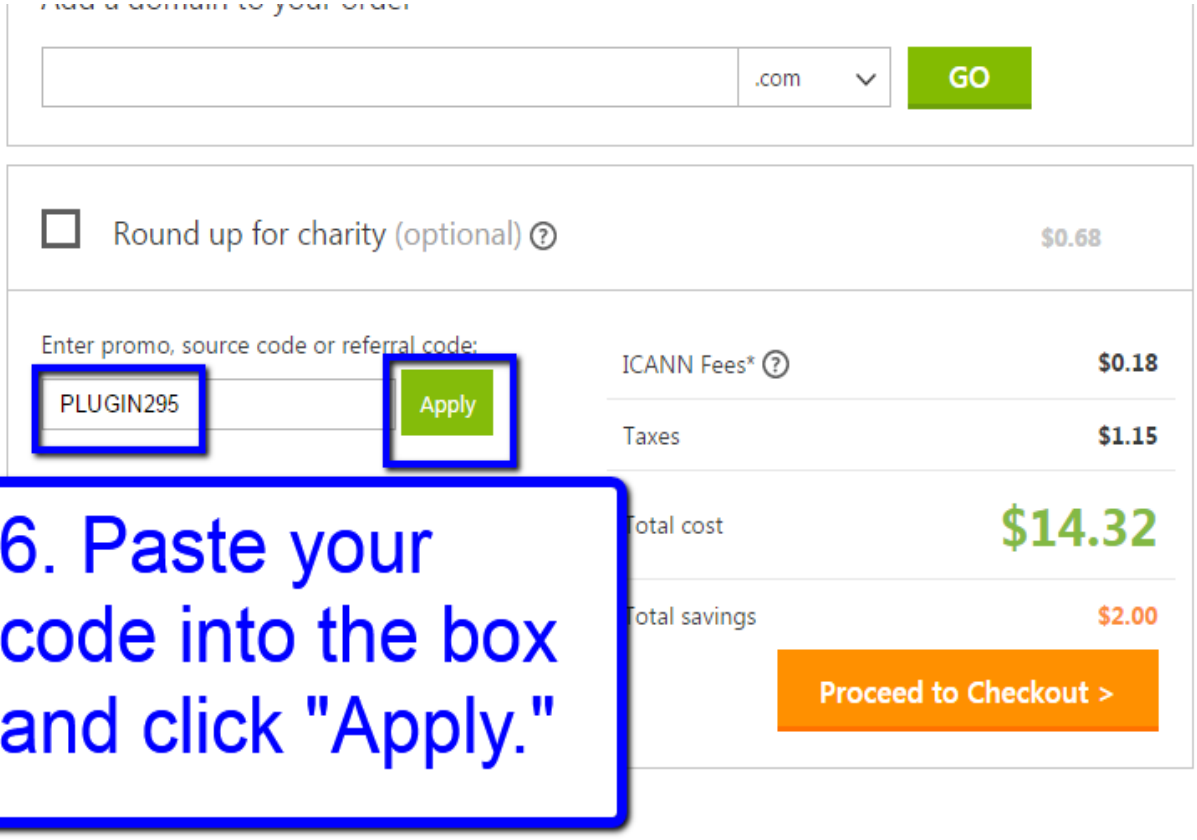



Review your current order
You have 3 items at risk of expiring. RENEW NOW!
Product
Term
Unit Price
Subtotal
imwithlee.com
.COM Domain Registration
13% Off
*Plus ICANN fee of $0.18/yr
1 Year
$12.99
/yr*
Save $2.00
$12.99
Remove
Total cost
USD $
United States
ICANN Fees*
$0.18
Taxes
$1.15
$14.32
Total savings
$2.00
Proceed to Checkout >
3. Your "Term" will be set to 5 Years by default. Sneaky bastards. Change it to 1 Year.
imwithlee.net - $16.99 $6.99 + Add

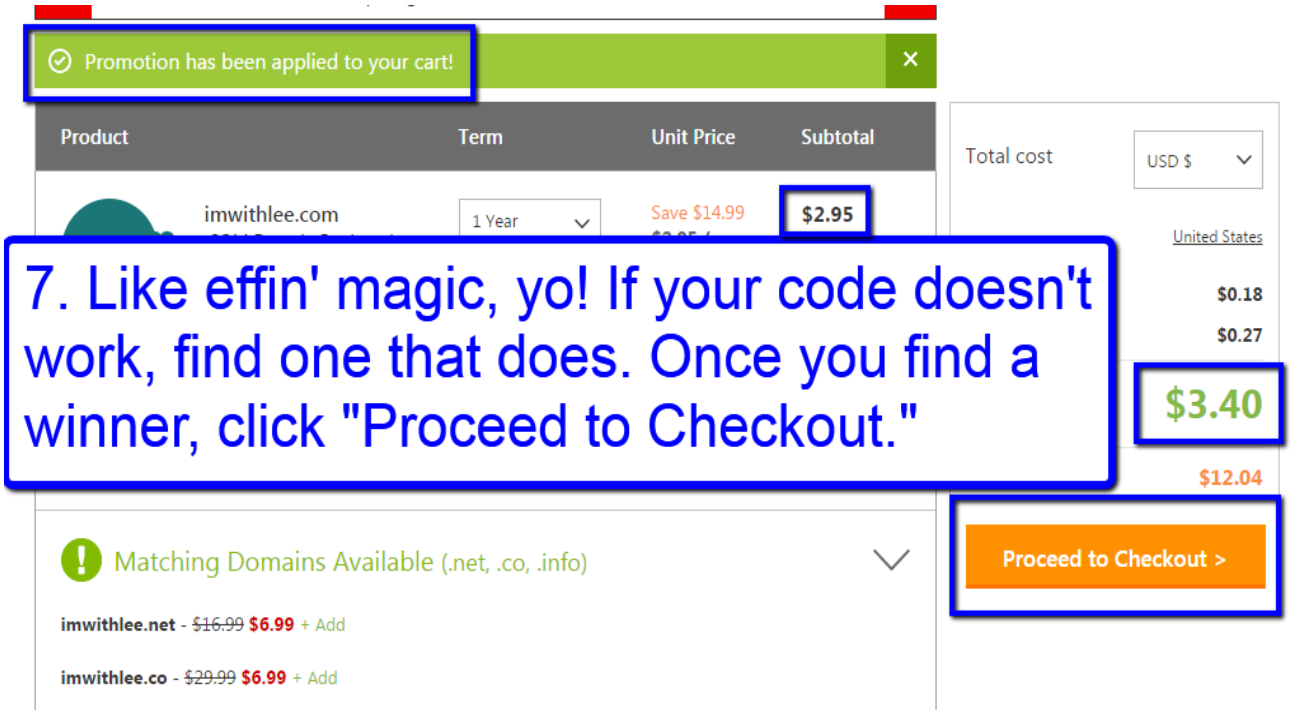

Google
godaddy promo code november 2014
Web
News
Shopping
Images
Videos
More
Search tools
About 184,000 results (0.40 seconds)
Black Friday Hosting Sale - HostGator.com
Ad www.hostgator.com/BlackFriday
Web Hosting for Just $2.23/mo Black Friday Sale - 55% Off Today!
Rated A+ – Better Business Bureau (BBB)
You visited hostgator.com earlier today.
Godaddy Promocode - $0.99 Domain Names - Limited Time
Ad www.godaddy.com/Promos 4.8 ★★★★★ advertiser rating
Find & Register Yours Today.
24/7 Customer Support · 100's of New Domains · Big Savings Over Others
Ratings: Value 10/10 - Included features 10/10 - Customer support 9.5/10
Earning Commission as a GoDaddy Direct Affiliate GoDaddy Help GoDaddy
85% Off Godaddy Promo Code - DefinitiveDeals.com
Ad www.definitivedeals.com/GoDaddy 4.8 ★★★★★ advertiser rating
Get 85% Off w/ a Dec 2014 Code. GoDaddy Promo Code Expires Soon!
Showcases the best coupons the Web has to offer – metro.us
DefinitiveDeals has 906 followers on Google+
Exclusive: $1.49 .COMs - 28% Off New Products - 85% Off Economy Hosti
Godaddy Promo Code List - Verified November 2014 ...
Over 20 new GoDaddy Promo Codes for instant discounts on your purchases at Godaddy.com. Coupon PLUGIN295 for $2.95 .com domains. Verified November ...
4. Do the Google search shown above. Use your current month and year. I'm gonna try that PLUGIN295 coupon and see what comes of it.



5. Back in Godaddy, scroll down and click "Have a Promo Code?" We want to cut that $14.32 down to size.



6. Paste your code into the box and click "Apply."



I could've even gotten a cheaper domain. Right after paying for this, I went to close out the Google search results page and noticed a $1.49 .com promo code! Ah well, I spent $1.50 for the speed of just getting' the show on the road!

Money well-invested. ;)

Okay, so if you're following along, go ahead and complete the checkout process and put your new domain name smack-dab in the center of your life.

I'll show you how to hook your domain name up to your hosting account in just a moment. First, let's cover the last two tools that you'll need.

A FREE GetResponse Account:

You should absolutely already have this, if you've been following along with this program. If you don't yet have a GR account, get started here – again, it's free!

And that's all I have to say about that.

Video Effects Press (optional):

VEP is a great Wordpress theme that makes really beautiful looking video background landing pages. I use it for all of my sales pages, squeeze pages, JV pages, download pages... everything, really!

You don't have to get this theme. It's not exactly cheap, unless you think $37 is cheap. You can absolutely go with a free alternative theme. But if you've got the cash, I can't recommend VEP any more fervently. The OTO (15 more videos), too!

If you peeped my "Email Slick" sales page earlier, then you already saw VEP in action. You can also see my "White Hot List 2" squeeze page by clicking this link.

This is what you can do with VEP.

But again, if you don't want it or can't bring yourself to make the investment at this time, you can use any squeeze page template you like. Wordpress, HTML... whatever you're comfortable with. That said, I do recommend Wordpress for this process.

If I were starting from scratch, knowing what I know today, I would go donate blood a few times... or write some articles or emails for another marketer... and I would buy Video Effects Press and the 15 background videos OTO!

That's what I'd do, anyway.

And I'd do it because every day, I have subscribers and customers telling me how much they enjoyed being on my pages. Since switching to VEP, my conversions have skyrocketed. If you get it, I have no doubt that you'll gladly use it for years to come.

Sorry for the pitch. I just personally dig it a bunch. It's natural enthusiasm, baby!

Okay, so are you ready to watch me put all this crapola together?

Now, I don't currently have any partners lined up with whom to run "From the Top" as a bonus offer. Heck, I haven't even launched the son of a bitch yet. It'd be kinda weird if I did, wouldn't it? Considering I'm still writing it and all. ;)

But I'll just pretend that I do have a bonus partner lined up.

"C'mon, Lee... You Big Knucklehead... Hop to It and Do It!"

Ummmm... okay.

The first thing I'm gonna do is link up my new domain to my hosting account. Naturally, I already have hosting. I can't remember if the process for doing this is different for a brand new hosting account. Actually, I'm quite sure that it is.

If you're using a brand spankin' new hosting account, just follow their step by step instructions. They'll get you set up quickly and easily. Nothing to it.

If you have a pre-existing hosting account, then **watch these video instructions** on how to get yourself set up properly. This is a series of videos I've pulled from YouTube to show you how to point your nameservers to Hostgator from GoDaddy, add your domain to Hostgator, set up your email address, and install Wordpress.

After you've watched the videos and followed the instructions you were given, first of all... pat yourself on the damn back! Nicely played, my friend. I'm incredibly impressed by your action. You should feel pretty amazing about yourself right now.

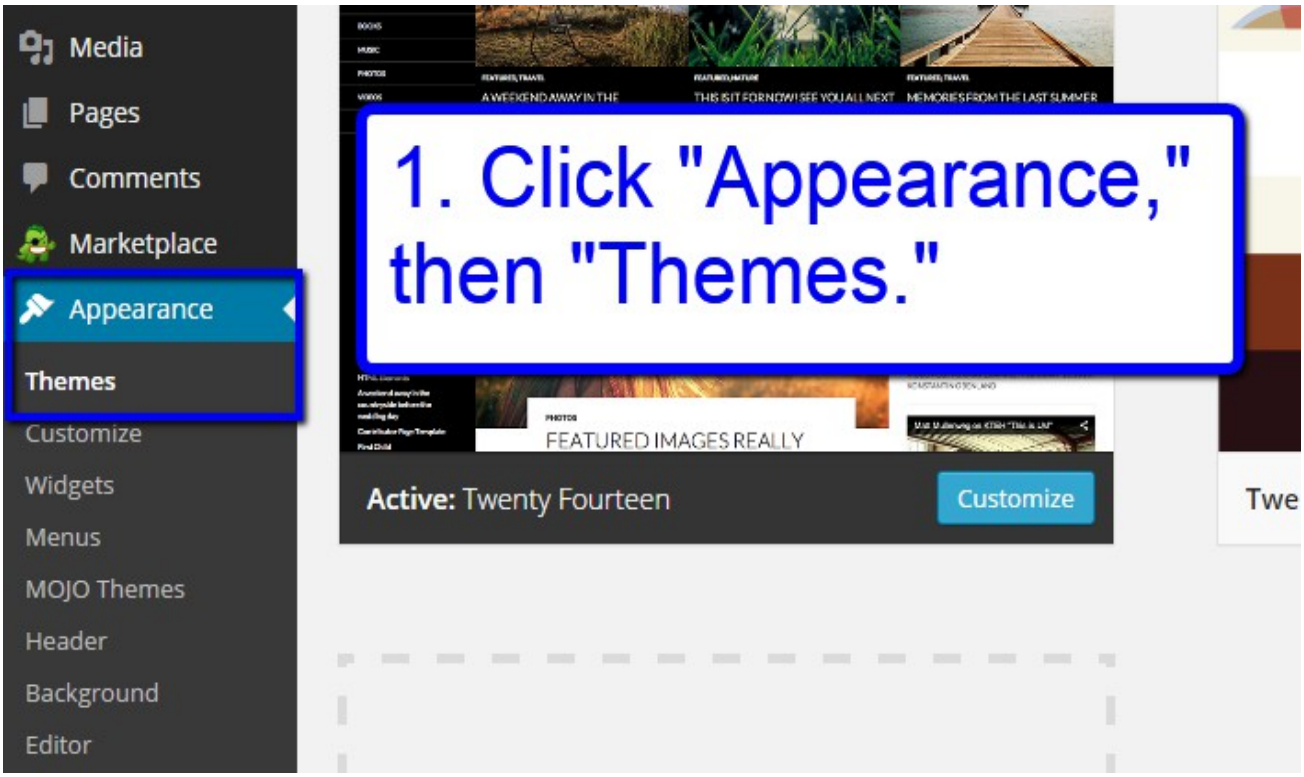
That's real.

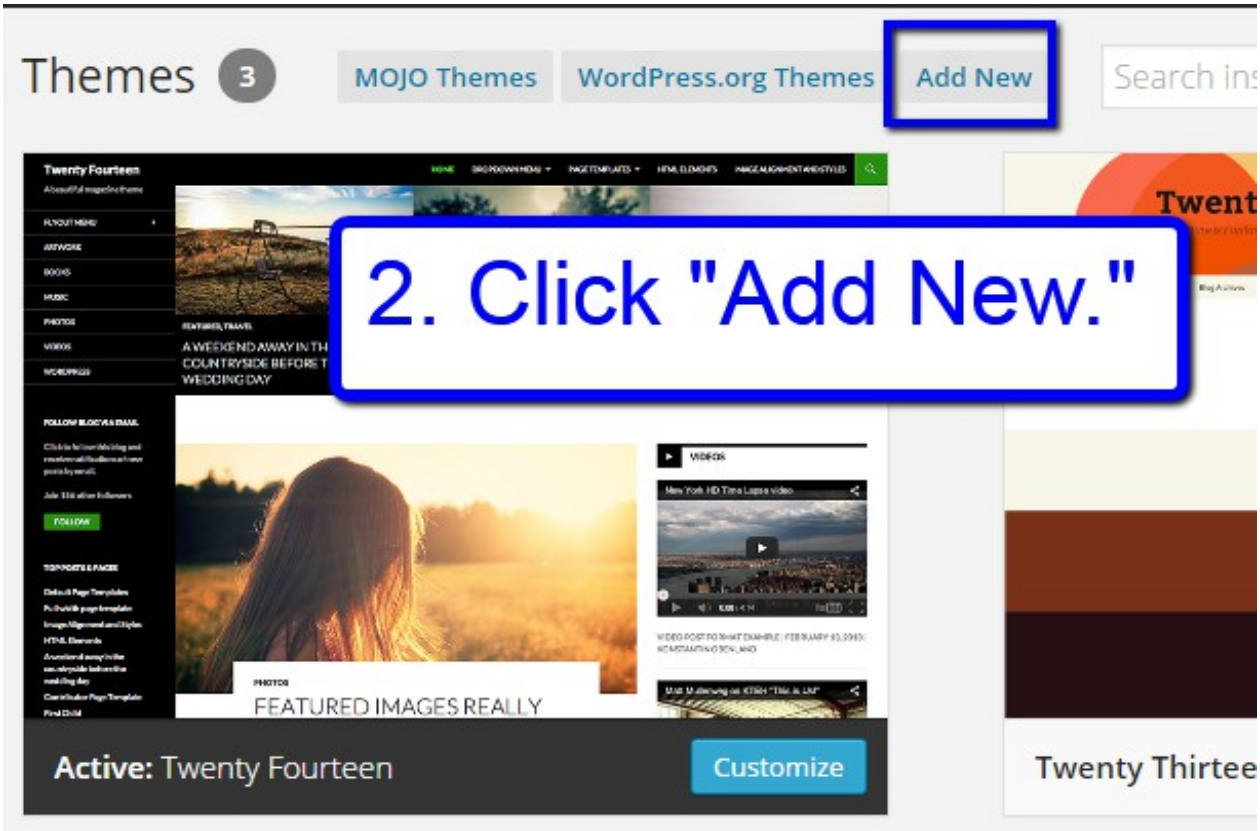
After you've acknowledged yourself for being the absolute badass that you are, go ahead and proceed to the next steps.

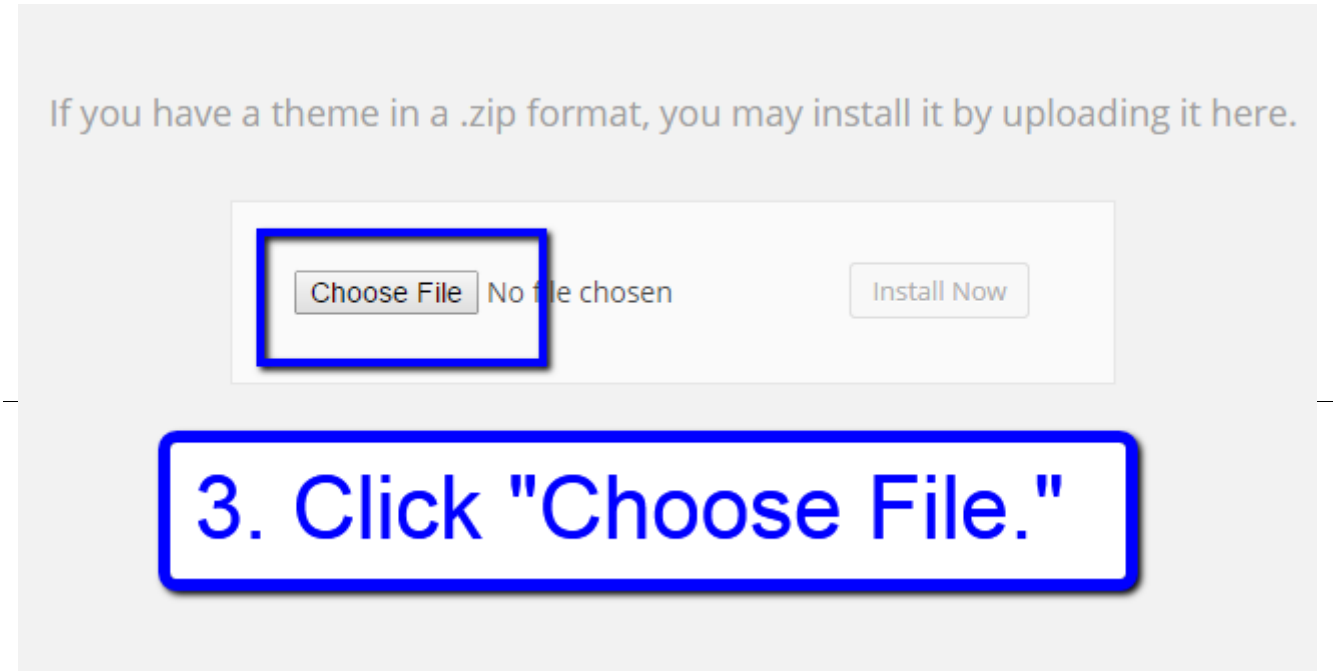
Attention: These steps walk you through what I would personally do, which entails uploading and using Video Effects Press. If you choose not to invest in and/or use this particular Wordpress theme, please follow along anyway... the actual squeeze page content and organization stuff will still apply to you!

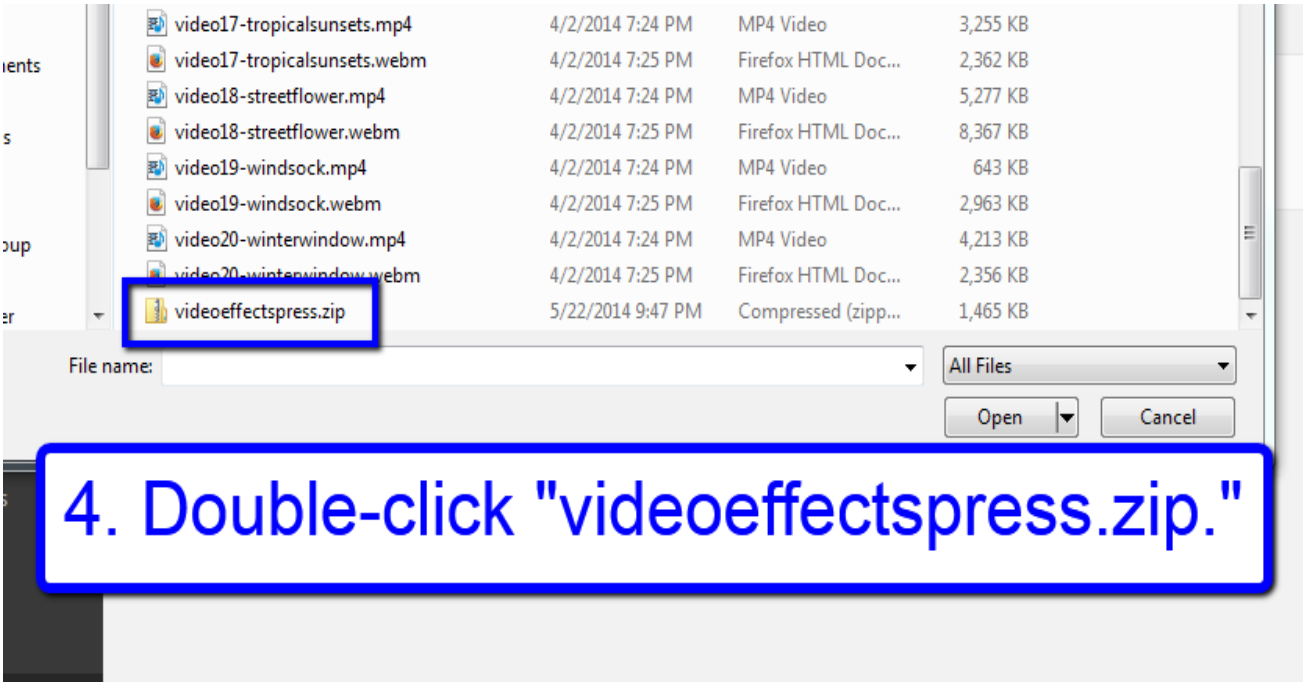
If you do wish to try Video Effects Press, you can pick it up through this link.

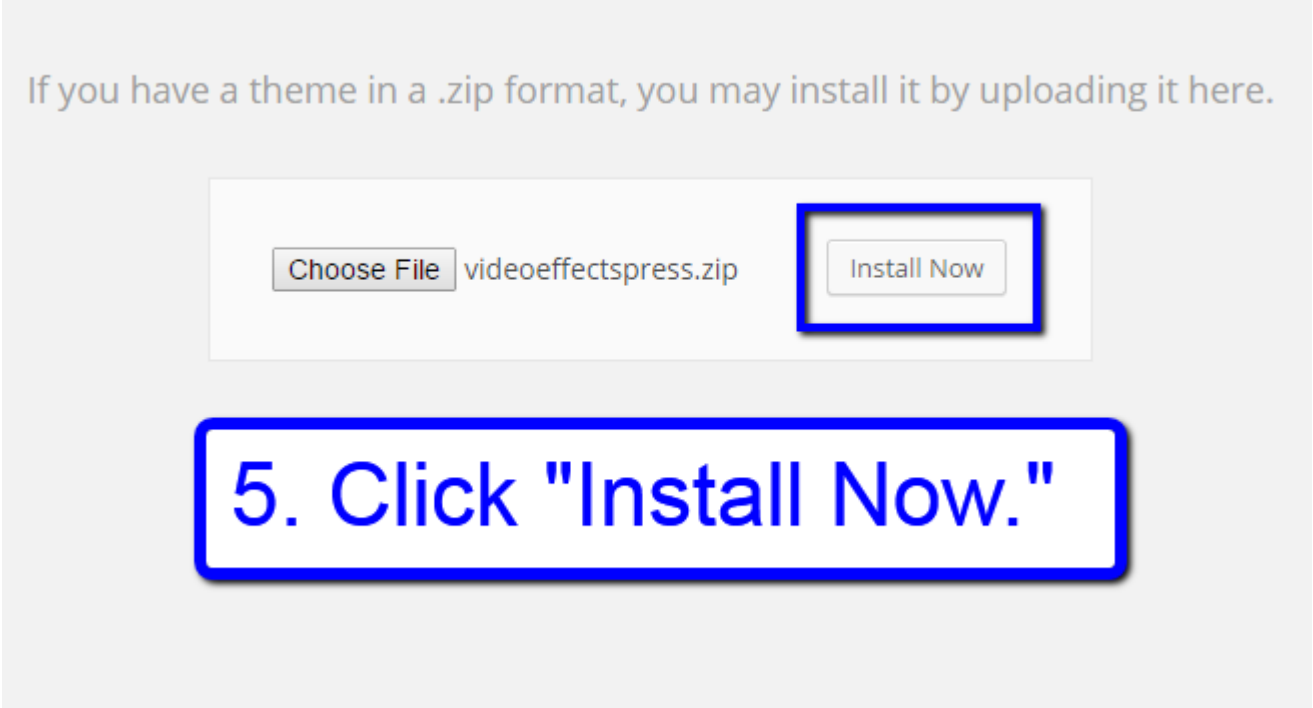
Okay, so go ahead and login to your Wordpress dashboard. Then...

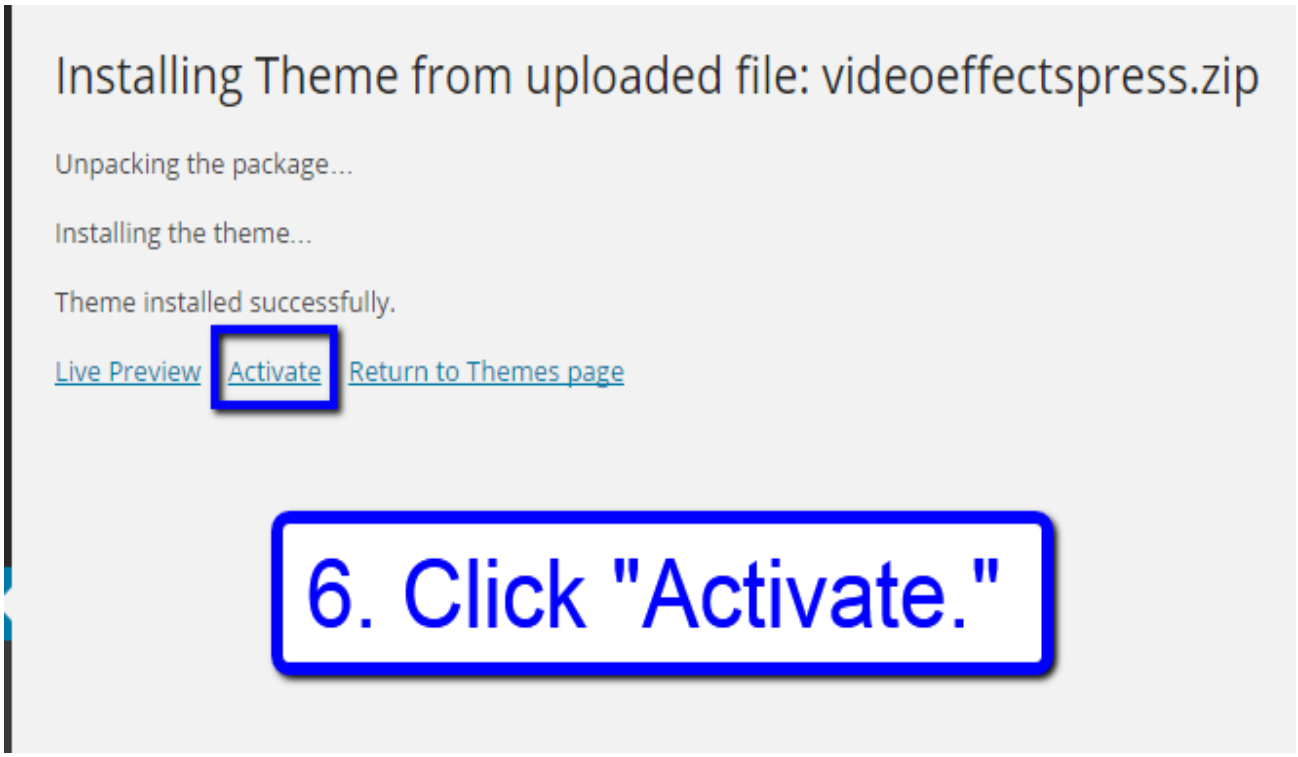



Themes 3
MOJO Themes
WordPress.org Themes
Add New
Search ins
2. Click "Add New."
FEATURED IMAGES REALLY
Active: Twenty Fourteen
Customize
Twenty Thirtee

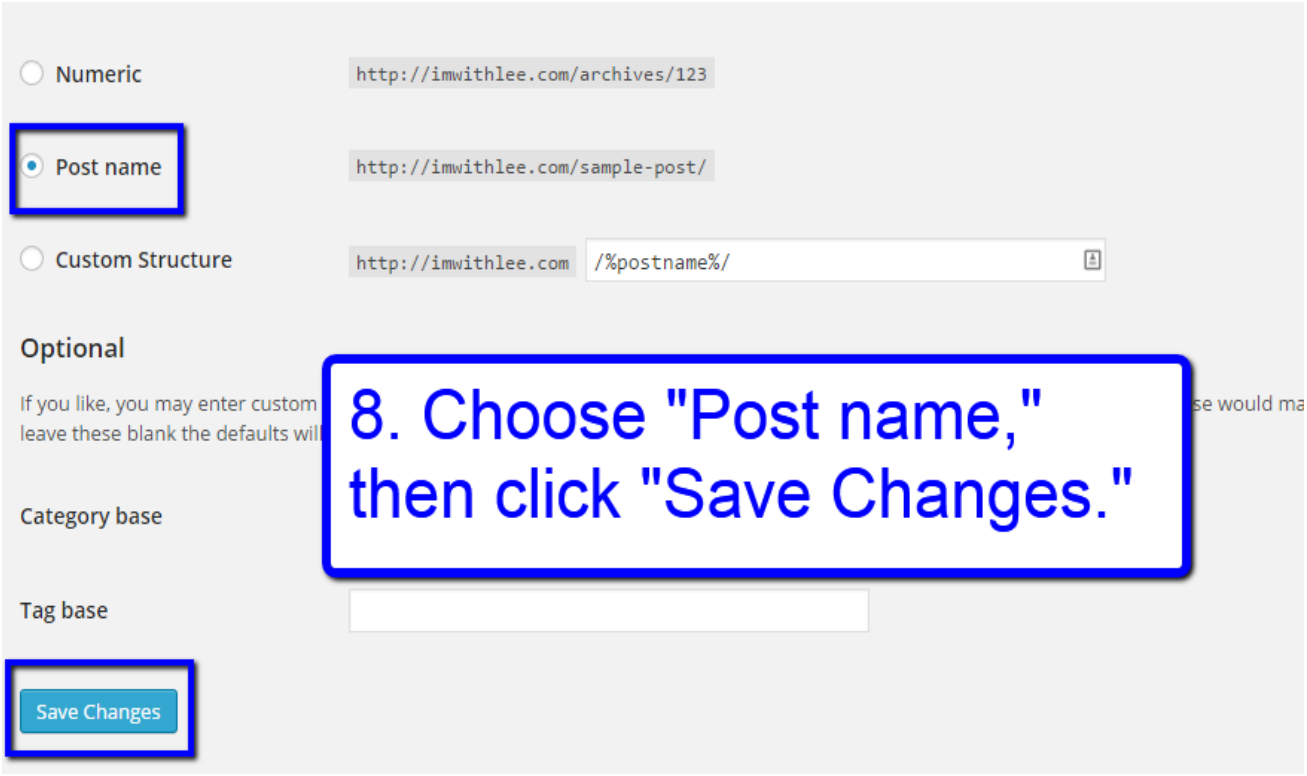

If you have a theme in a .zip format, you may install it by uploading it here.
Choose File
No file chosen
Install Now
3. Click "Choose File."

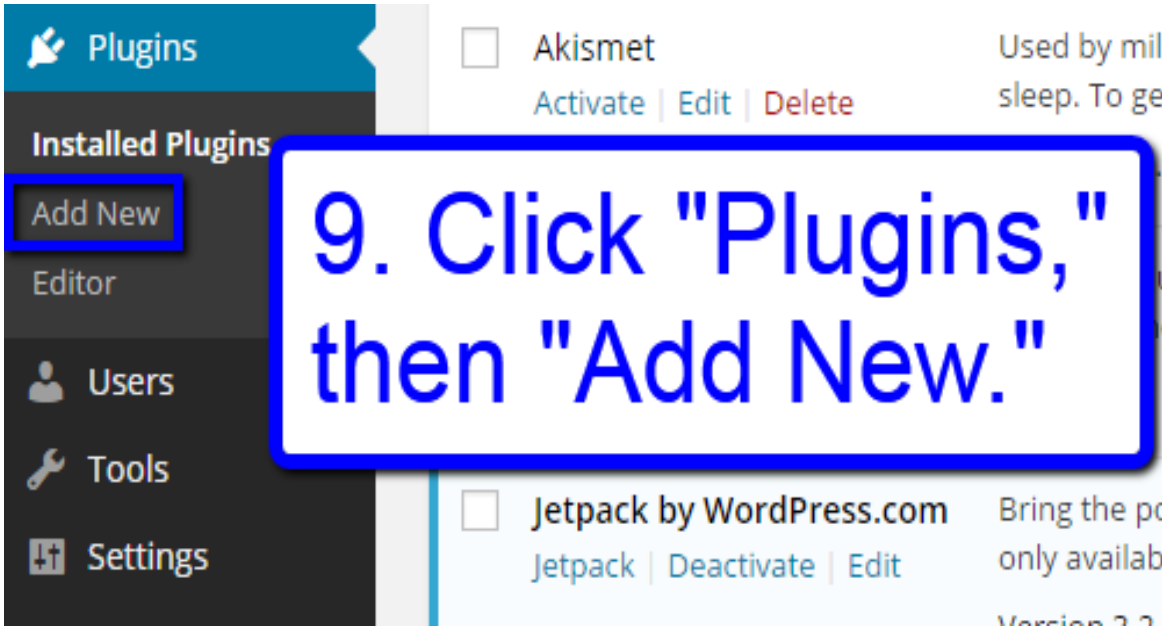

video17-tropicalsunsets.mp4 4/2/2014 7:24 PM MP4 Video 3,255 KB
video17-tropicalsunsets.webm 4/2/2014 7:25 PM Firefox HTML Doc... 2,362 KB
video18-streetflower.mp4 4/2/2014 7:24 PM MP4 Video 5,277 KB
video18-streetflower.webm 4/2/2014 7:25 PM Firefox HTML Doc... 8,367 KB
video19-windsock.mp4 4/2/2014 7:24 PM MP4 Video 643 KB
video19-windsock.webm 4/2/2014 7:25 PM Firefox HTML Doc... 2,963 KB
video20-winterwindow.mp4 4/2/2014 7:24 PM MP4 Video 4,213 KB
4/2/2014 7:25 PM Firefox HTML Doc... 2,356 KB
videoeffectspress.zip 5/22/2014 9:47 PM Compressed (zipp... 1,465 KB
File name:
All Files
Open
Cancel
4. Double-click "videoeffectspress.zip."

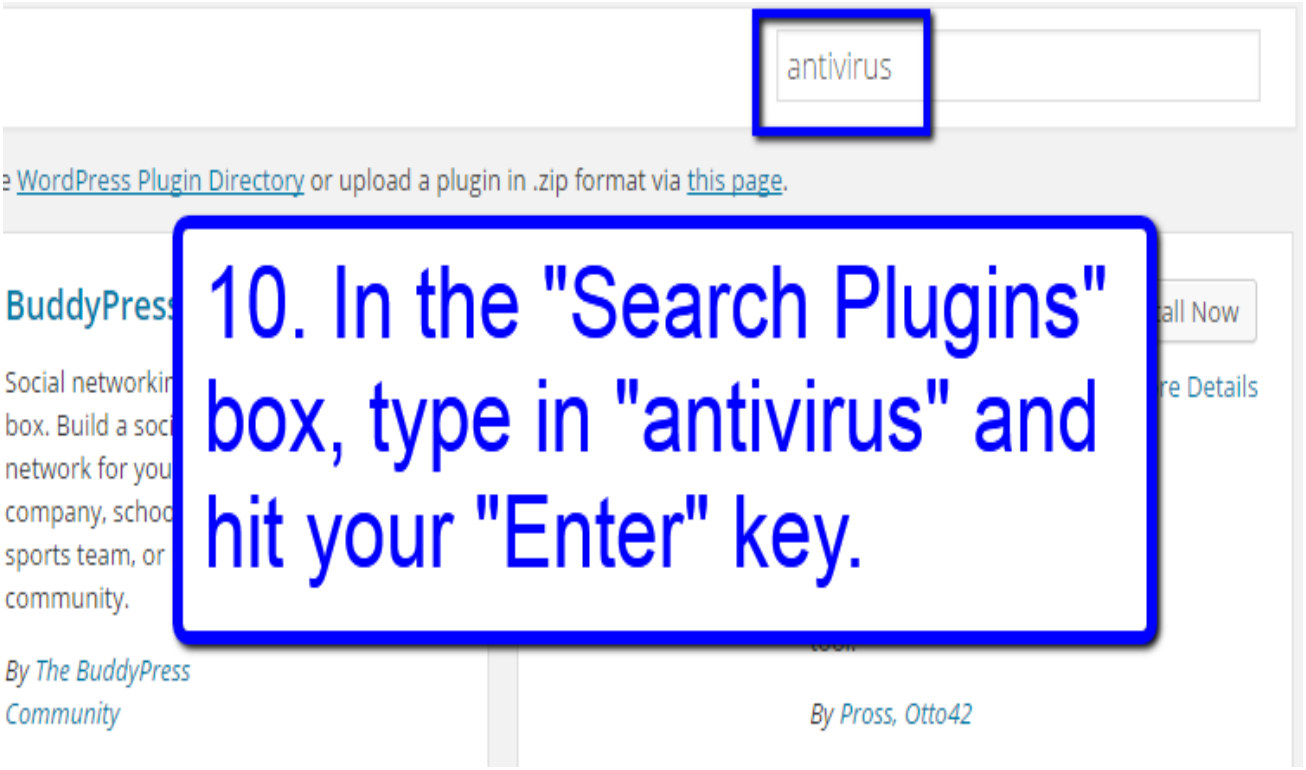

If you have a theme in a .zip format, you may install it by uploading it here.
Choose File
videoeffectspress.zip
Install Now
5. Click "Install Now."

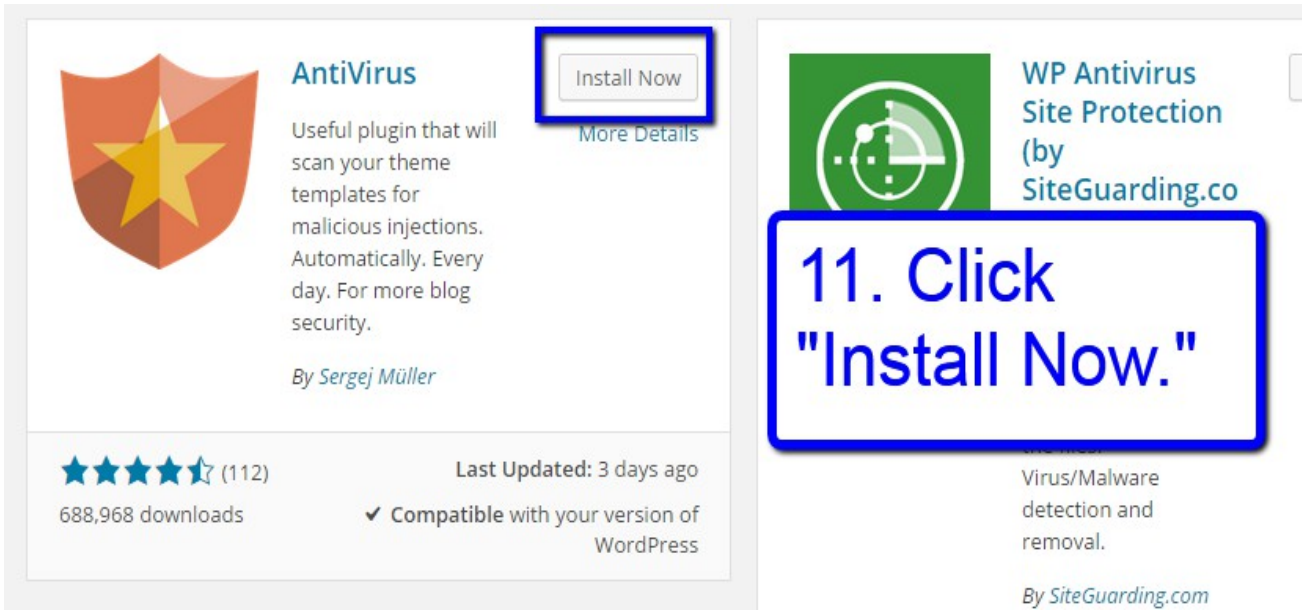

Installing Theme from uploaded file: videoeffectspress.zip
Unpacking the package...
Installing the theme...
Theme installed successfully.
Live Preview
Activate
Return to Themes page
6. Click "Activate."


Tools
Settings
General
Writing
Reading
Discussion
Media
Permalinks
WP Super Cache
Video Effects Press
New User Default Role
Subscriber
7. Click "Settings," then "Permalinks."
2014-11-30
11/30/2014
30/11/2014
Custom: F j, Y
November 30


Numeric
http://imwithlee.com/archives/123
Post name
http://imwithlee.com/sample-post/
Custom Structure
http://imwithlee.com
/%postname%/
Optional
Category base
Tag base
Save Changes
8. Choose "Post name," then click "Save Changes."


Plugins
Installed Plugins
Add New
Editor
Users
Tools
Settings
Akismet
Activate | Edit | Delete
Jetpack by WordPress.com
Jetpack | Deactivate | Edit
9. Click "Plugins," then "Add New."


antivirus
WordPress Plugin Directory or upload a plugin in .zip format via this page.
BuddyPress
Social networkin
box. Build a soci
network for you
company, schoo
sports team, or
community.
By The BuddyPress Community
By Pross, Otto42
10. In the "Search Plugins" box, type in "antivirus" and hit your "Enter" key.

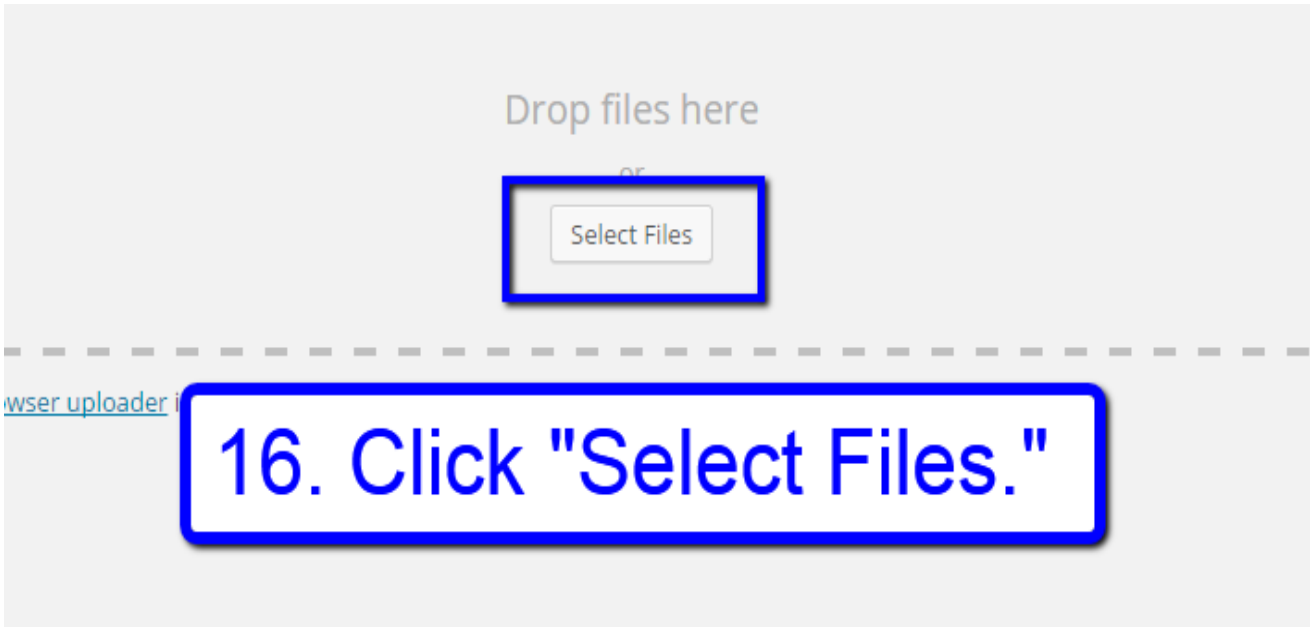

AntiVirus
Install Now
More Details
Useful plugin that will scan your theme templates for malicious injections. Automatically. Every day. For more blog security.
By Sergej Müller
(112)
688,968 downloads
Last Updated: 3 days ago
Compatible with your version of WordPress
WP Antivirus Site Protection (by SiteGuarding.co
Virus/Malware detection and removal.
By SiteGuarding.com
11. Click "Install Now."

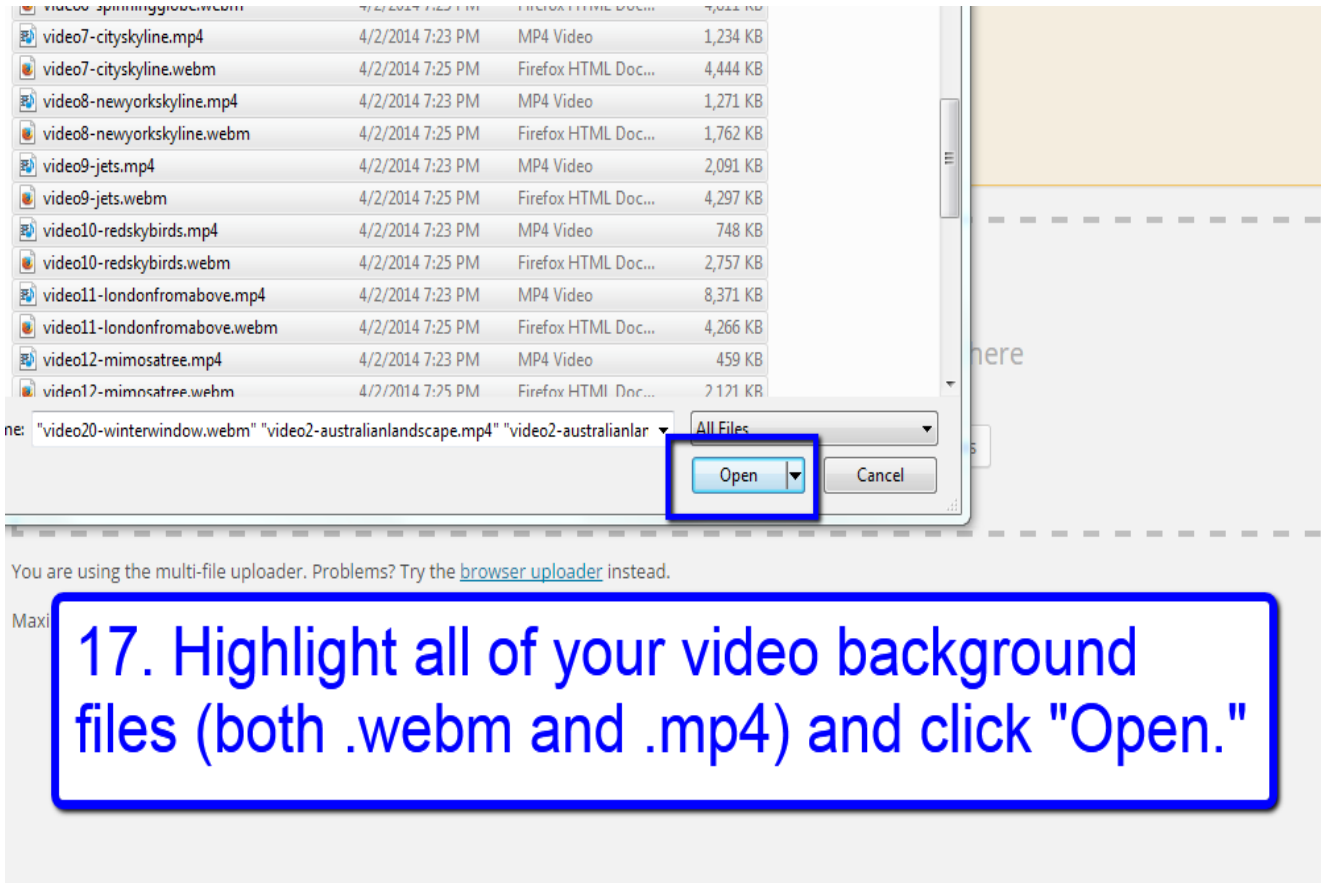

place
Delete Cache
The page at imwithlee.com says:
Are you sure you want to install this plugin?
OK
Cancel
Install Now
More Details
12. Click "OK"
Install Now
More Details
(by
SiteGuarding.co

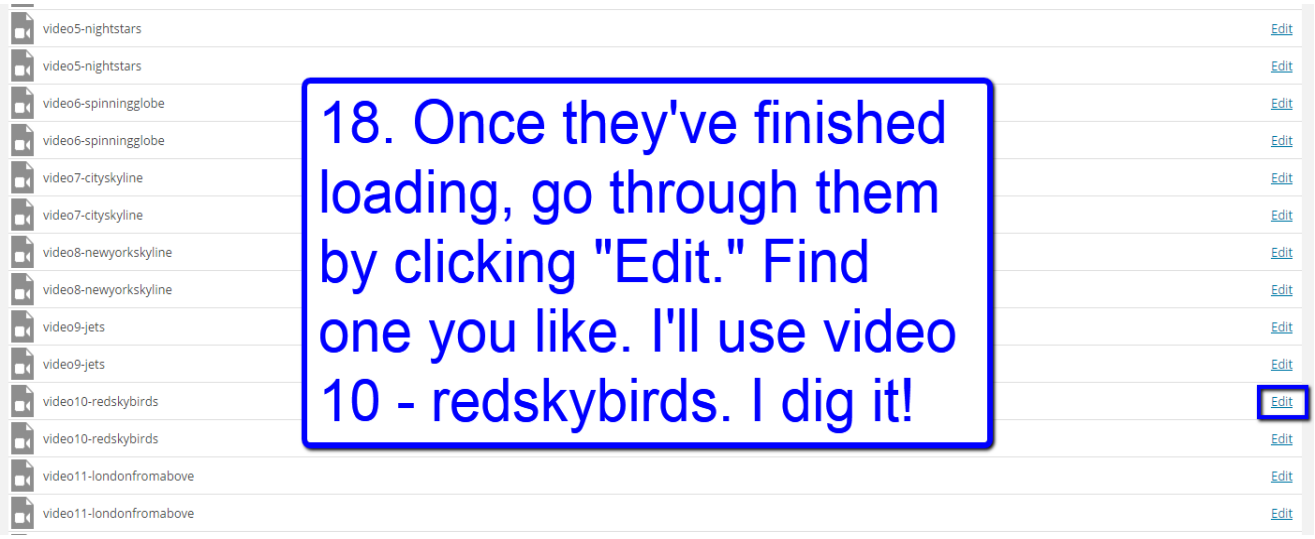

Installing Plugin: AntiVirus 1.3.8
Downloading install package from http://downloads.wordpress.org/plugin/antivirus.zip...
Unpacking
Installing th
13. Click "Activate Plugin."
Activate Plugin | Return to Plugin Installer

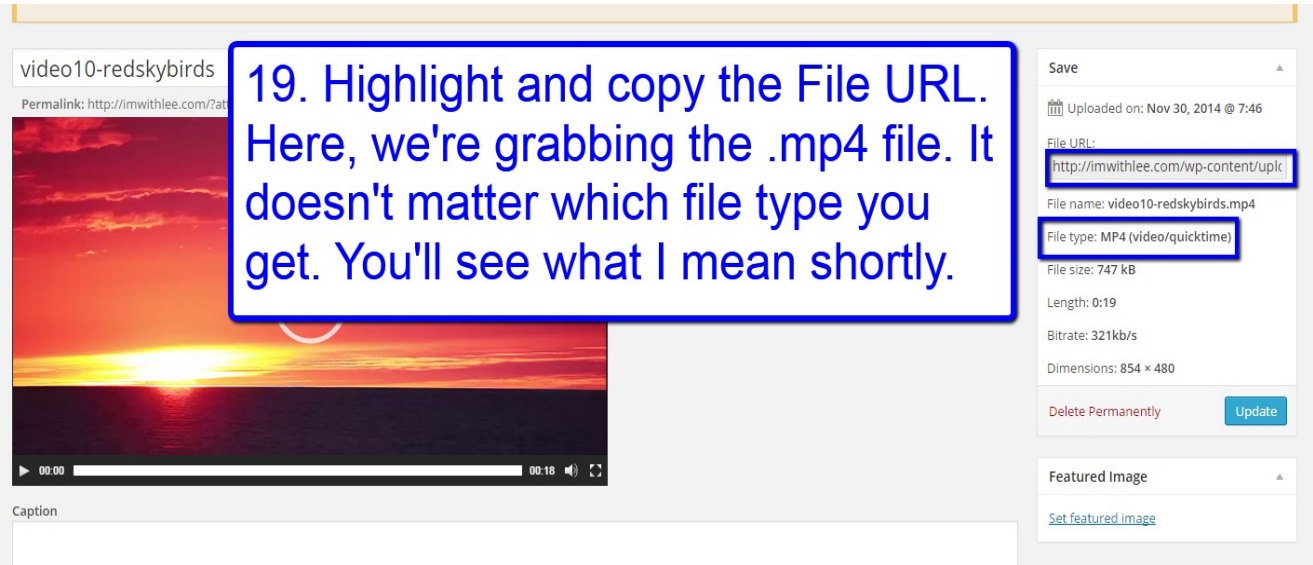

WordPress Simple Firewall
Install Now
More Details
Complete and Simple WordPress Security. Unrestricted. No Premium Features.
By iControlWP
(38)
117,884 downloads
Last Updated: 6 days ago
Compatible with your version of WordPress
14. Repeat this whole process for "Wordpress Simple Firewall."
(229)
Last Updated: 2 wee


Posts
Media
Library
Add New
Pages
Comments
Marketplace
Appearance
Note: The WordPress Simple Firewall plugin does not automatically turn on feat
Click to read about any important updates from the plugin home page.
Okay, hide this notice and go to the plugin dashboard.
15. Click "Media," then "Add New."


Drop files here
or
Select Files
wser uploader
16. Click "Select Files."


video7-cityskyline.mp4 4/2/2014 7:23 PM MP4 Video 1,234 KB
video7-cityskyline.webm 4/2/2014 7:25 PM Firefox HTML Doc... 4,444 KB
video8-newyorkskyline.mp4 4/2/2014 7:23 PM MP4 Video 1,271 KB
video8-newyorkskyline.webm 4/2/2014 7:25 PM Firefox HTML Doc... 1,762 KB
video9-jets.mp4 4/2/2014 7:23 PM MP4 Video 2,091 KB
video9-jets.webm 4/2/2014 7:25 PM Firefox HTML Doc... 4,297 KB
video10-redskybirds.mp4 4/2/2014 7:23 PM MP4 Video 748 KB
video10-redskybirds.webm 4/2/2014 7:25 PM Firefox HTML Doc... 2,757 KB
video11-londonfromabove.mp4 4/2/2014 7:23 PM MP4 Video 8,371 KB
video11-londonfromabove.webm 4/2/2014 7:25 PM Firefox HTML Doc... 4,266 KB
video12-mimosatree.mp4 4/2/2014 7:23 PM MP4 Video 459 KB
"video20-winterwindow.webm" "video2-australianlandscape.mp4" "video2-australianlar
All Files
Open
Cancel
You are using the multi-file uploader. Problems? Try the browser uploader instead.
17. Highlight all of your video background files (both .webm and .mp4) and click "Open."





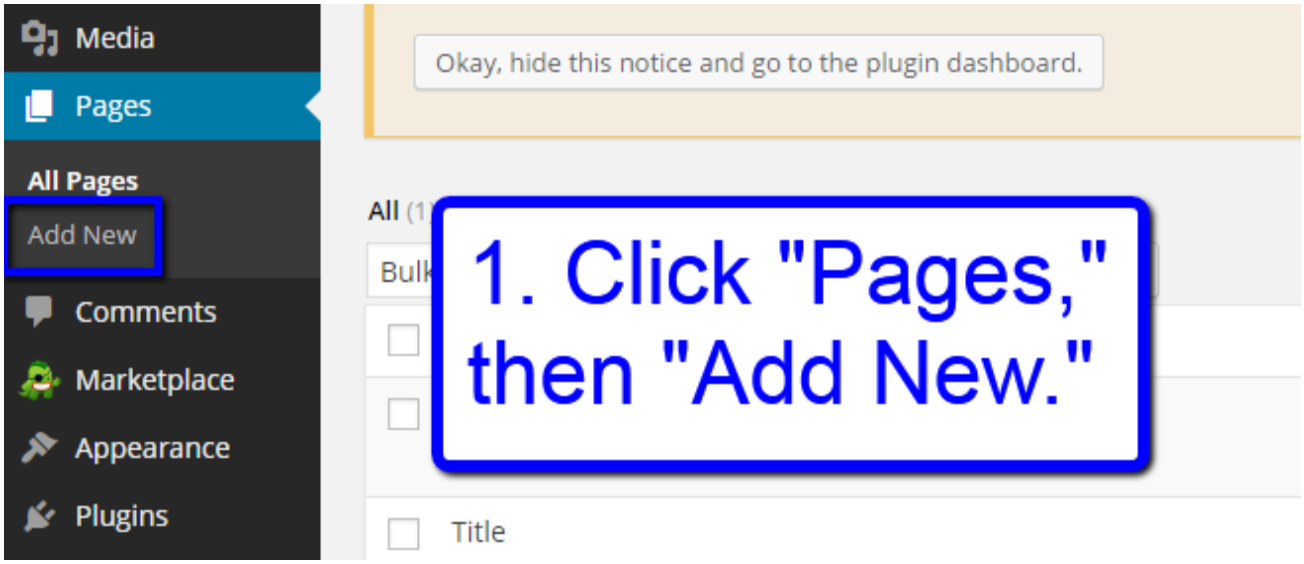
Okay, so again... if you choose NOT to use VEP, that's totally fine. What I would do is search online for free landing page templates... in particular, Wordpress themes.

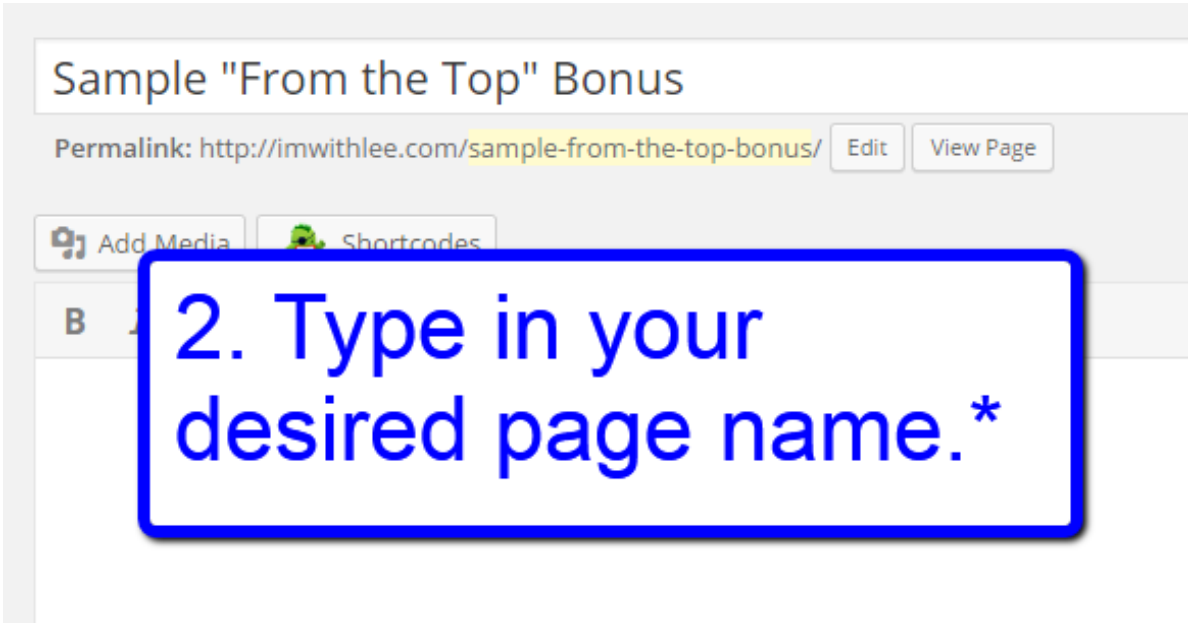
There's all kinds of stuff out there... you've just gotta be resourceful.

Once you've found a theme that you really enjoy, just follow the same basic steps outlined above, sans the VEP-specific ones, obviously. The squeeze page creation steps below will still apply, no matter which theme you've decided to use...

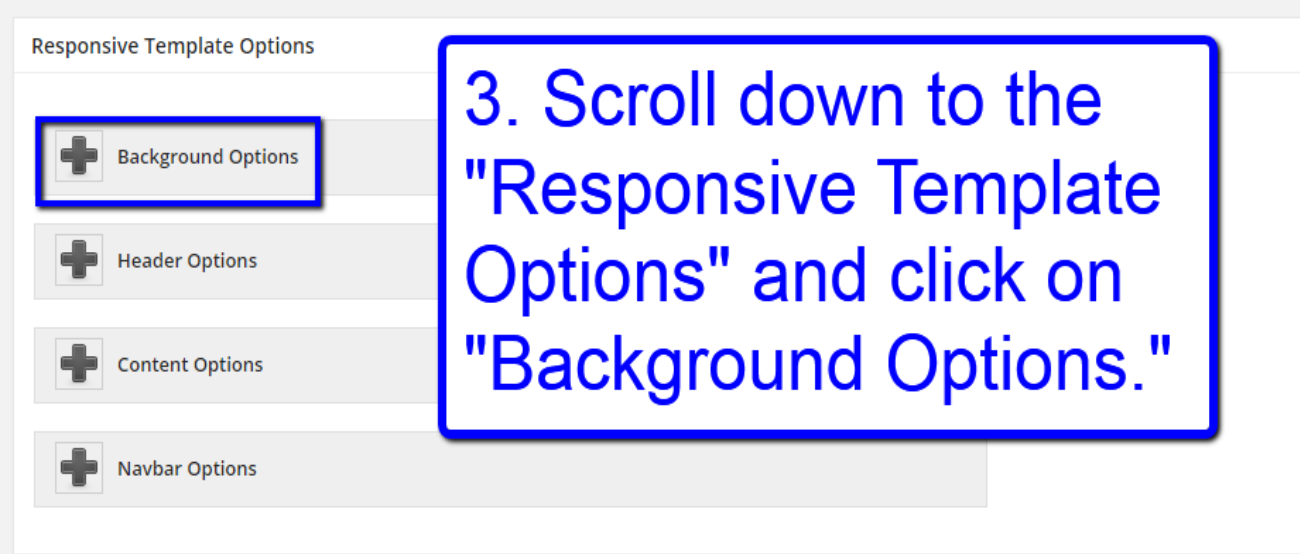
Of course, since I would personally use VEP, some steps specific to that particular theme will also be included. I trust that you're smart enough to extract the information that's relevant to your situation as you proceed through the steps. ;)

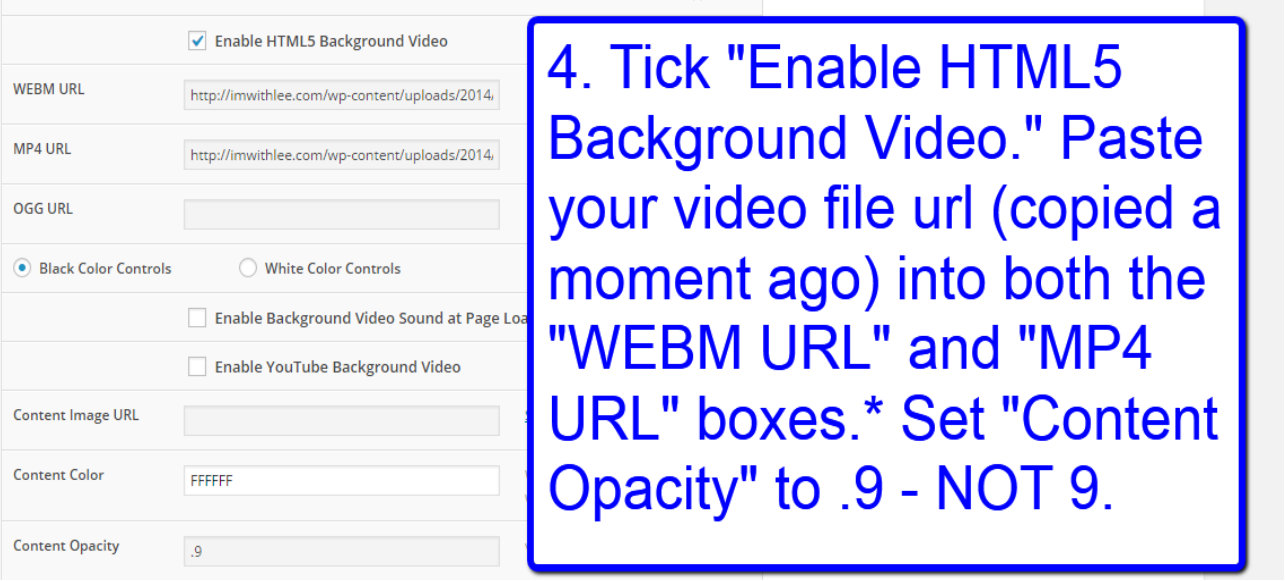
Okay, so let's continue...





*Just use whatever words you need to use to convey the product vendor's name and/or their product name + your product name + bonus. Using initials are fine.

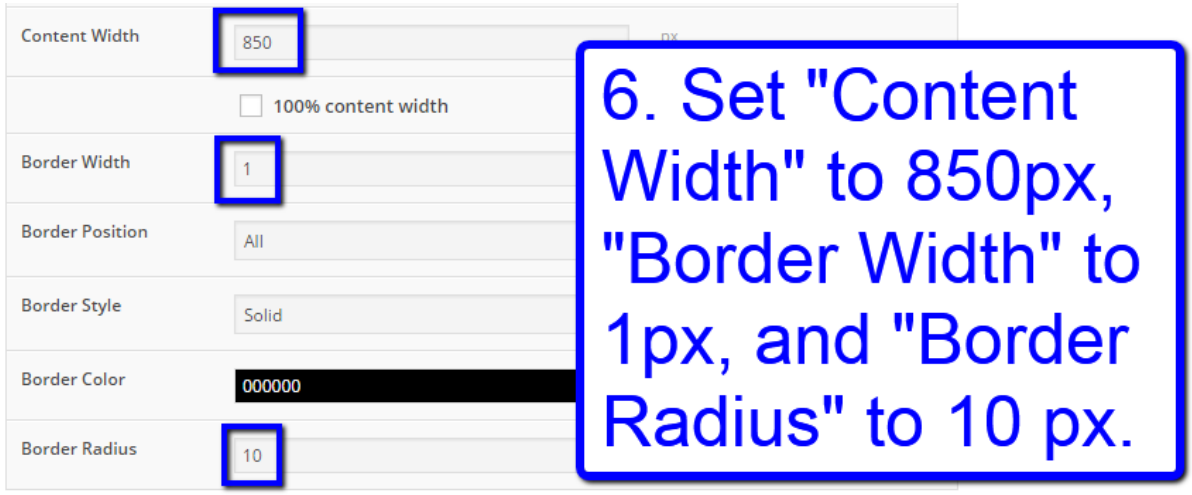




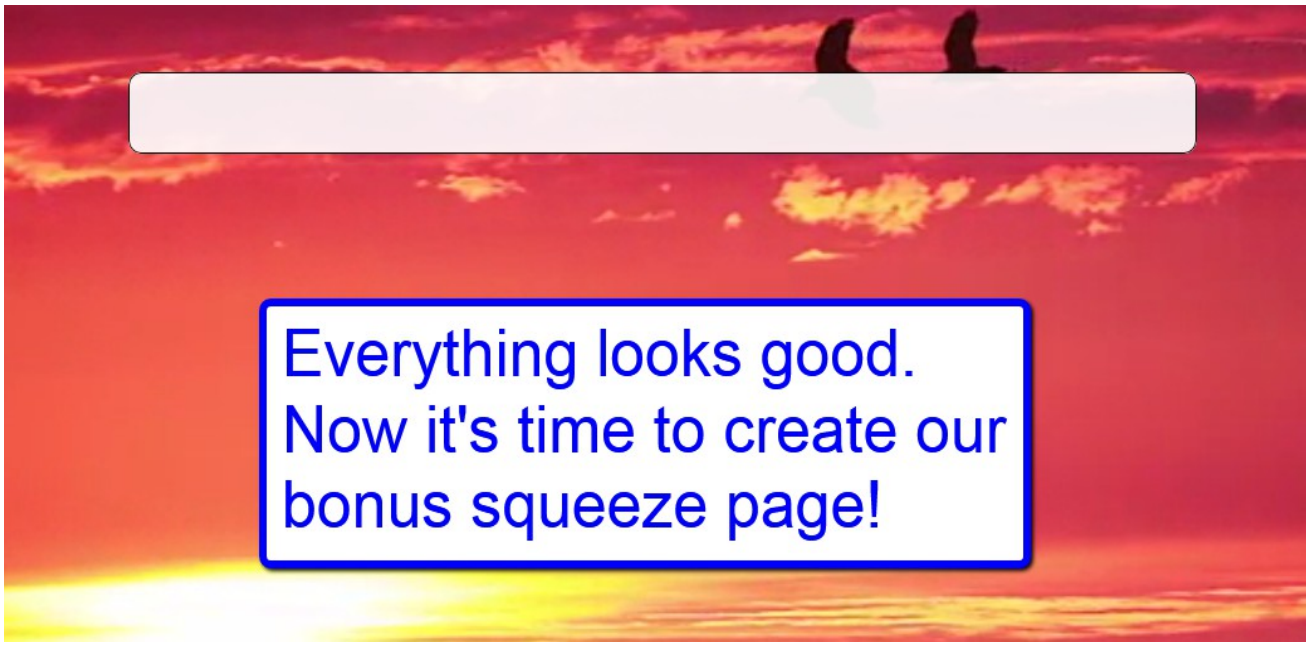
*Earlier, I told you to only copy one file url, and that it didn't matter if it was for the .mp4 or .webm file. Here's where that comes into play.

Simply paste the same url into both boxes, then change the extension on the "wrong" file url. In other words, if you copied the .webm file url, then paste it into both boxes, but in the .mp4 box, change the .webm at the end of the url to .mp4.


Header Options
Content Options
Navbar Options
5. Scroll down a bit and click "Content Options."
Responsive Optin Options (Use [vepresponsiveoptin] shortcode)
Autoresponder Configuration

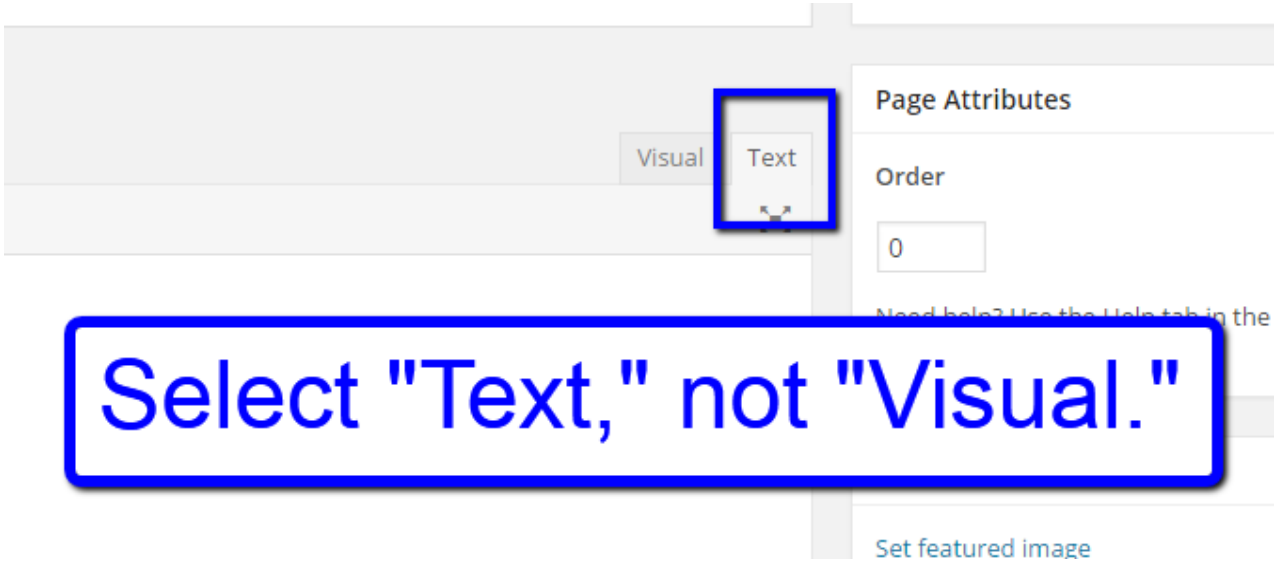

Content Width
850
100% content width
Border Width
1
Border Position
All
Border Style
Solid
Border Color
000000
Border Radius
10
6. Set "Content Width" to 850px, "Border Width" to 1px, and "Border Radius" to 10 px.


7. Scroll back up and click "Save Draft," then "Preview."
Publish
Save Draft
Preview
Status: Draft Edit
Visibility: Public Edit
Publish immediately Edit
Move to Trash
Publish
Page Attributes



Okay, so right now, I'm going to give you a basic template to use, okay?

You can literally copy this and paste it right into your Wordpress page. Just make sure that, before you paste it in, you select the “text” tab, as shown here...



Okay, so here's the template I want you to copy and paste into your page...

<h1>Congratulations On Picking Up (Product Creator)'s NEW (Product type, i.e. course, software, plugin, etc.), "(Product Name)!"</h1>

<hr>

To claim your "(YOUR product name)" bonus from (YOUR name), simply register your copy below. Be sure to use your best email address to ensure proper delivery.

I WILL NOT send you to any upsell offers. You've obviously got enough on your plate as it is. But you WILL be added to my email list. Not to worry, I <u>detest</u> spam. Your information is safe with me, and you'll only receive emails from me when I am convinced they will genuinely help you!

Be sure to go through (Product Creator's FIRST name)'s training first. Then, use "(YOUR product name)" to set yourself up for even greater results!

How'd you get so lucky? :D

Enter Your Details Below:

(insert your GetResponse javascript web form here)

Remember, this is NOT a free course. Others have to pay for it. <u>You're</u> receiving it as a FREE bonus because (Product Creator) is a friend of mine... and there is no doubt that the combination of his and my training will help you reach great new heights with your IM business!

Thanks and enjoy,

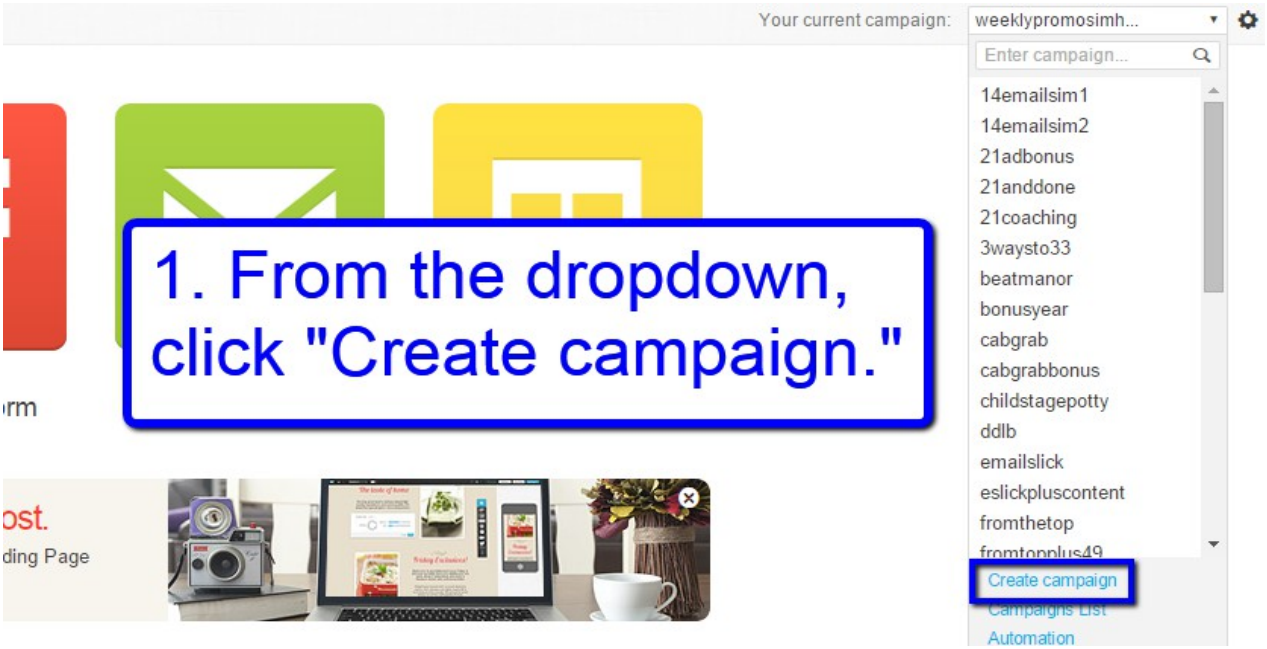
(YOUR name)

Awe, you're welcome! ;)

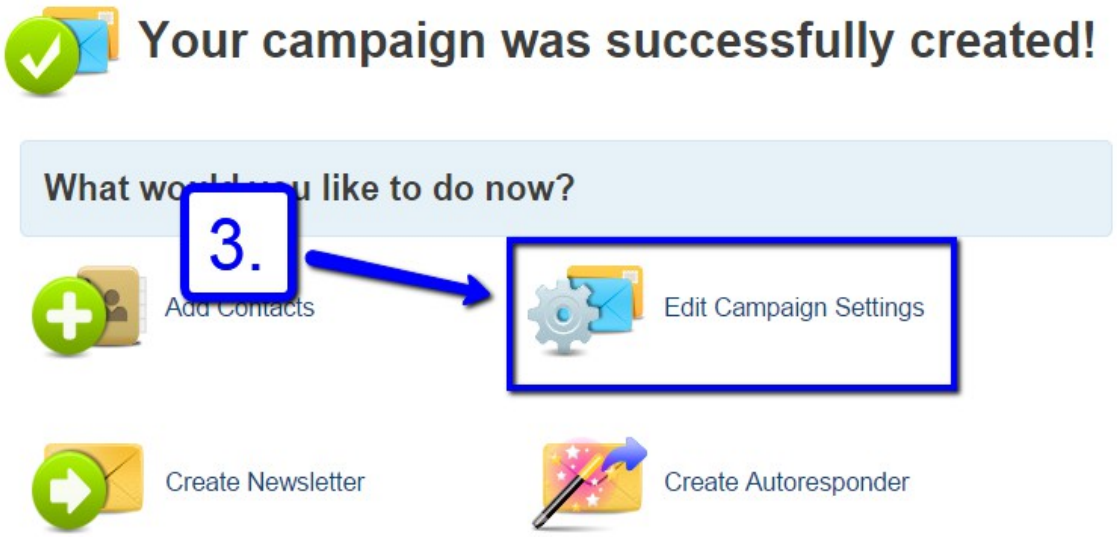
That's how I do my bonus squeeze pages, kimosabe! And knowing what I know now, it's exactly how I'd do 'em if I had to start all over from the beginning.

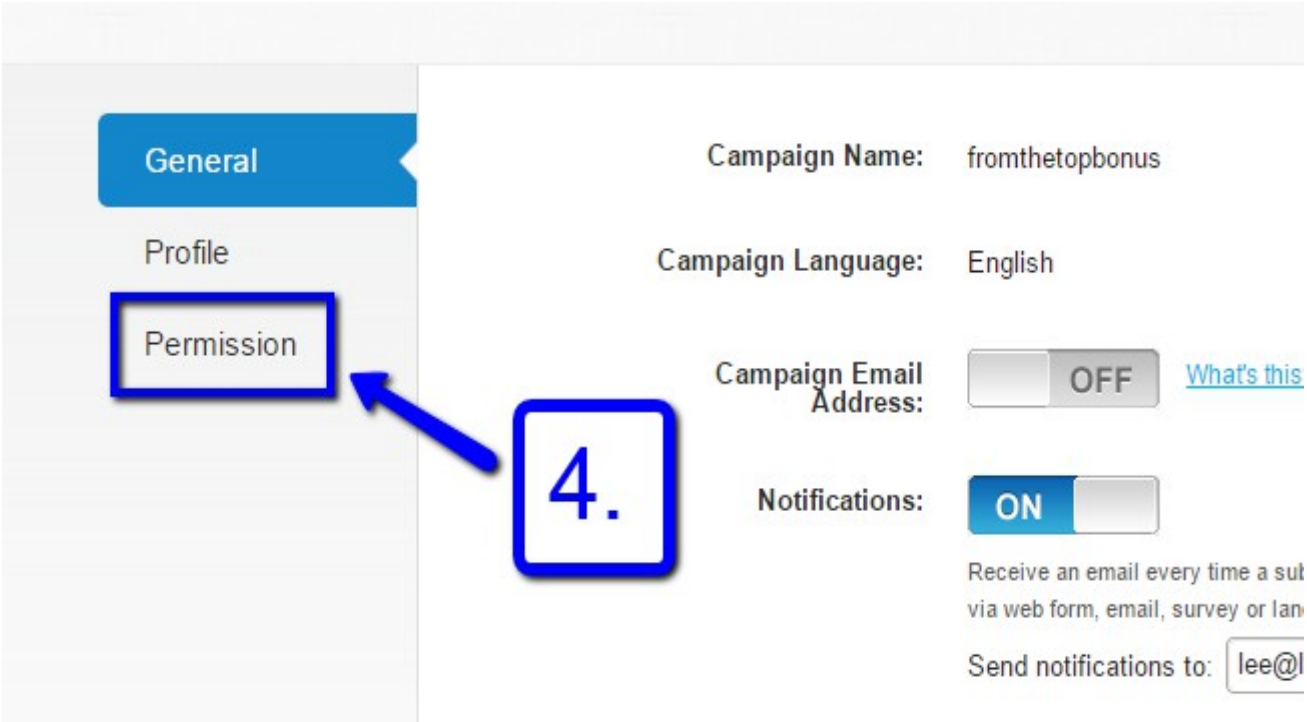
Oh, let's grab that autoresponder code really fast, yeah?

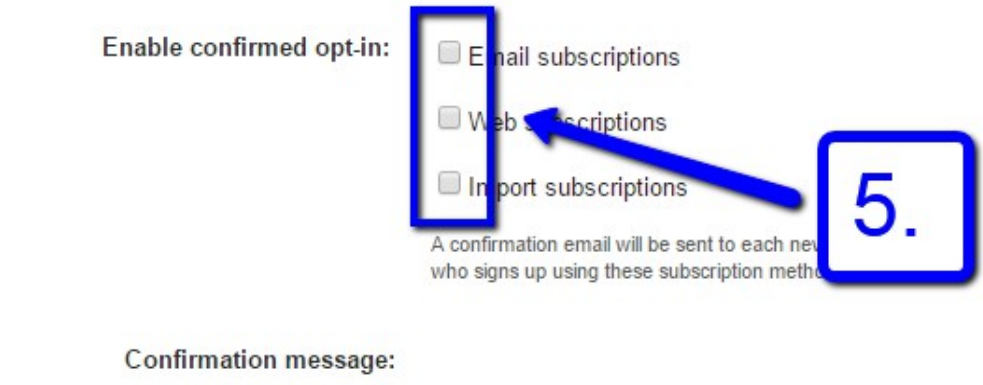
Go ahead and login to your GetResponse account and go to your dashboard...

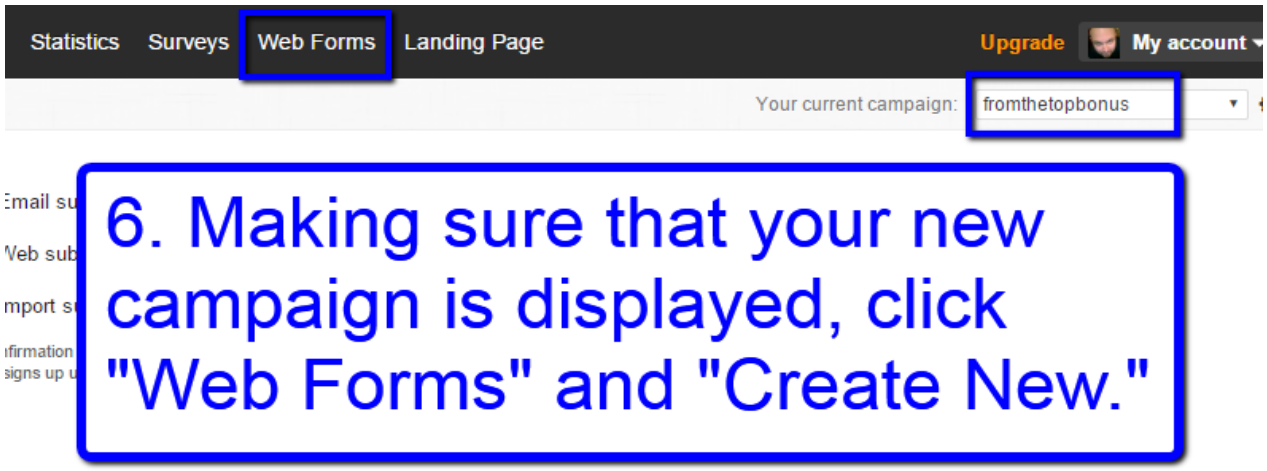




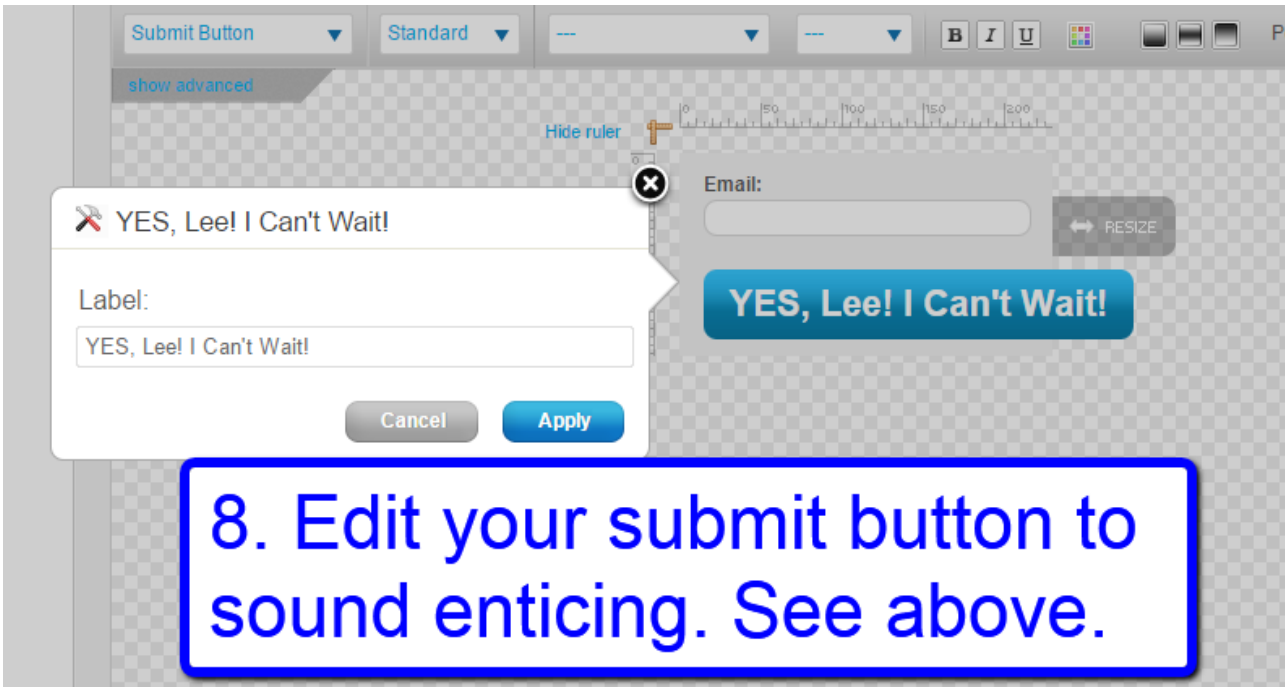

Your campaign was successfully created!
What would you like to do now?
3.
Add Contacts
Edit Campaign Settings
Create Newsletter
Create Autoresponder


General
Profile
Permission
4.
Campaign Name:
fromthetopbonus
Campaign Language:
English
Campaign Email Address:
OFF
What's this
Notifications:
ON
Receive an email every time a sut
via web form, email, survey or lan
Send notifications to:
lee@l

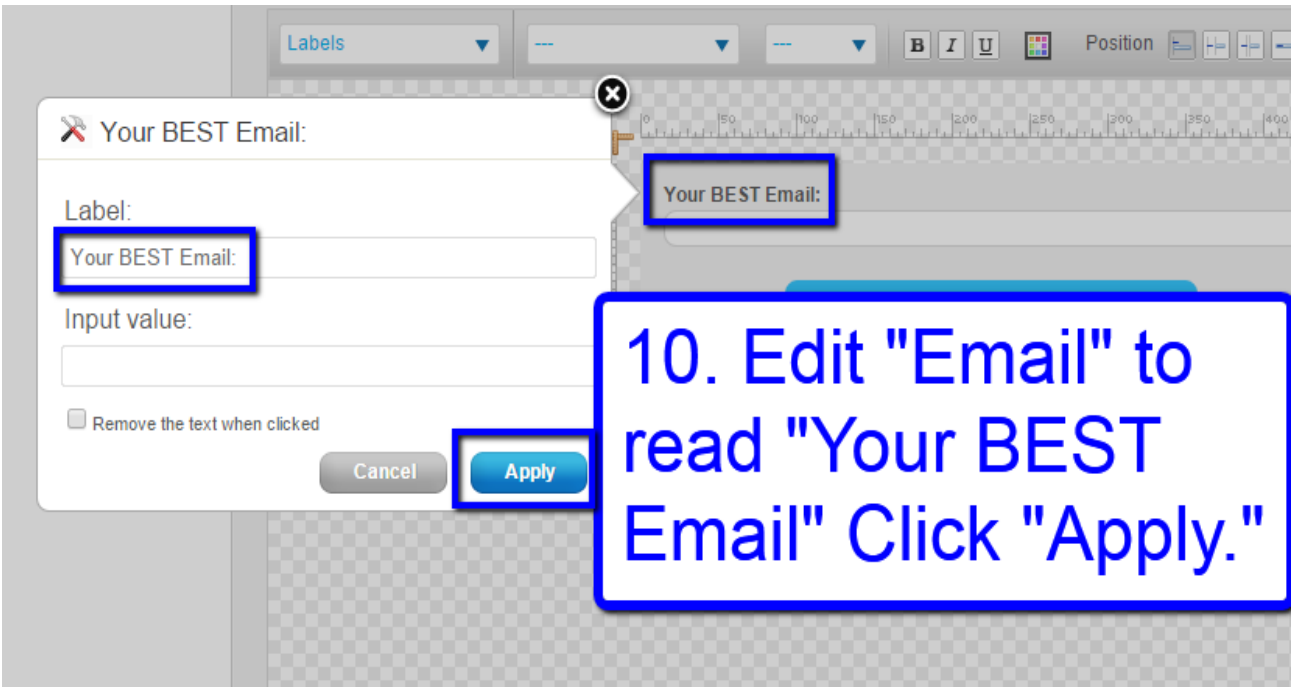

Enable confirmed opt-in:
Email subscriptions
Web subscriptions
Import subscriptions
A confirmation email will be sent to each new
who signs up using these subscription metho
5.
Confirmation message:

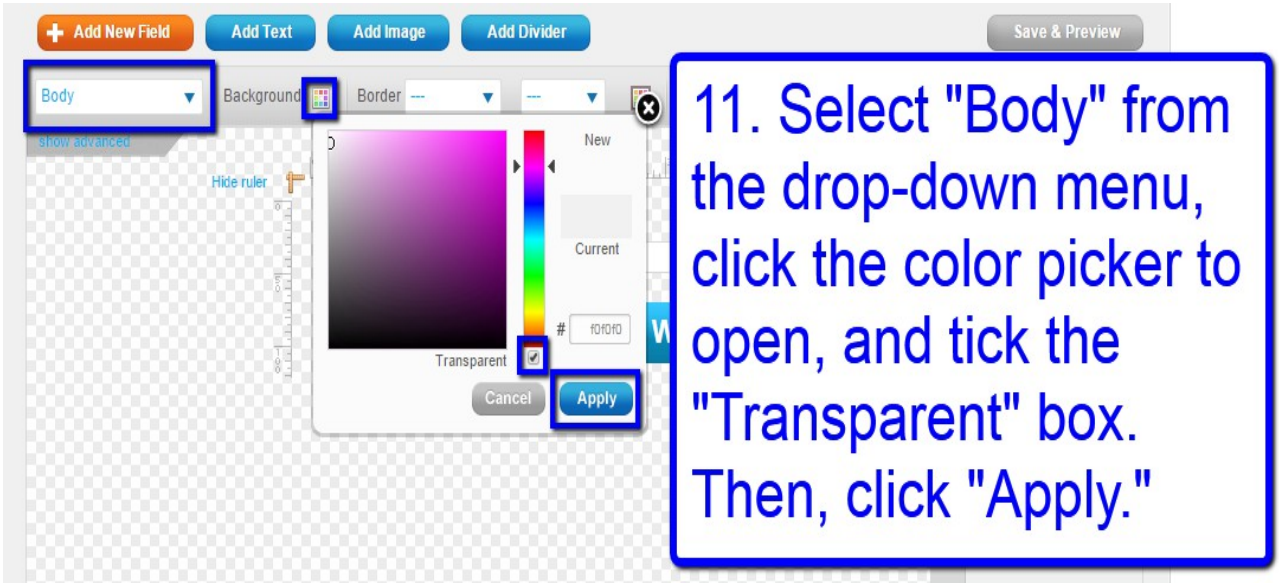

Statistics
Surveys
Web Forms
Landing Page
Upgrade
My account
Your current campaign:
fromthetopbonus
6. Making sure that your new campaign is displayed, click "Web Forms" and "Create New."

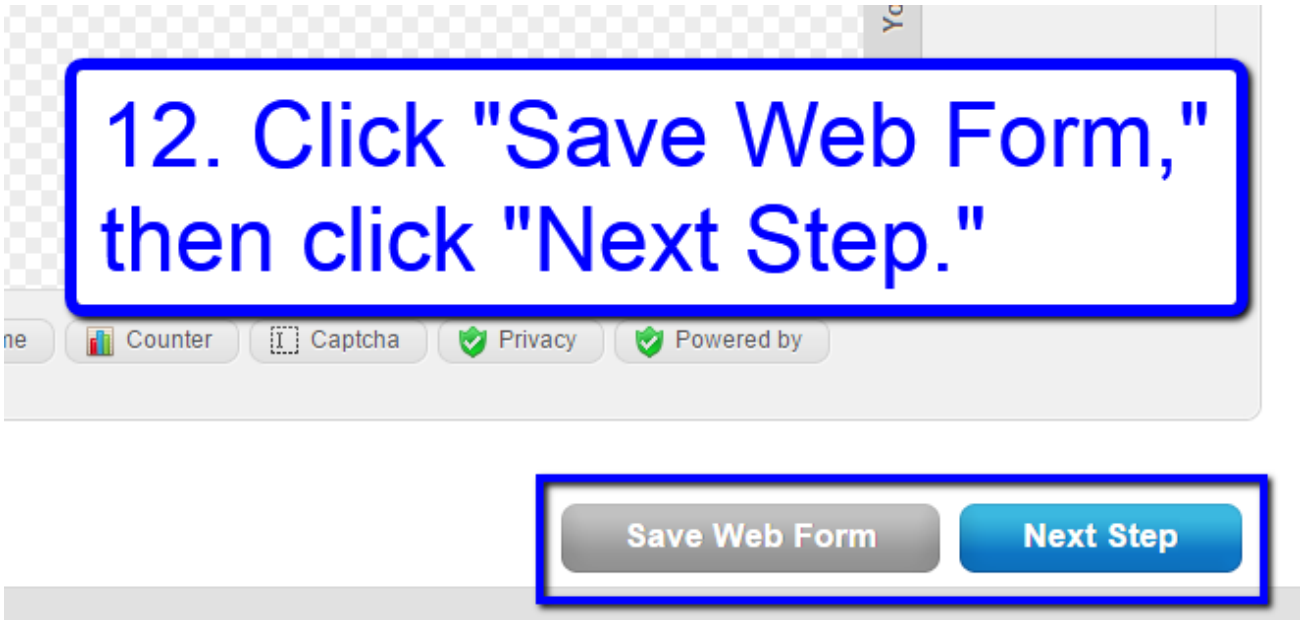

7. Underneath the form, click "Header," "Footer," "Name," "Privacy," and "Powered by."
Name:
Sign Up!
RESIZE
Your Custom Fields
Show/Hide
Header
Footer
Name
Counter
Captcha
Privacy
Powered by

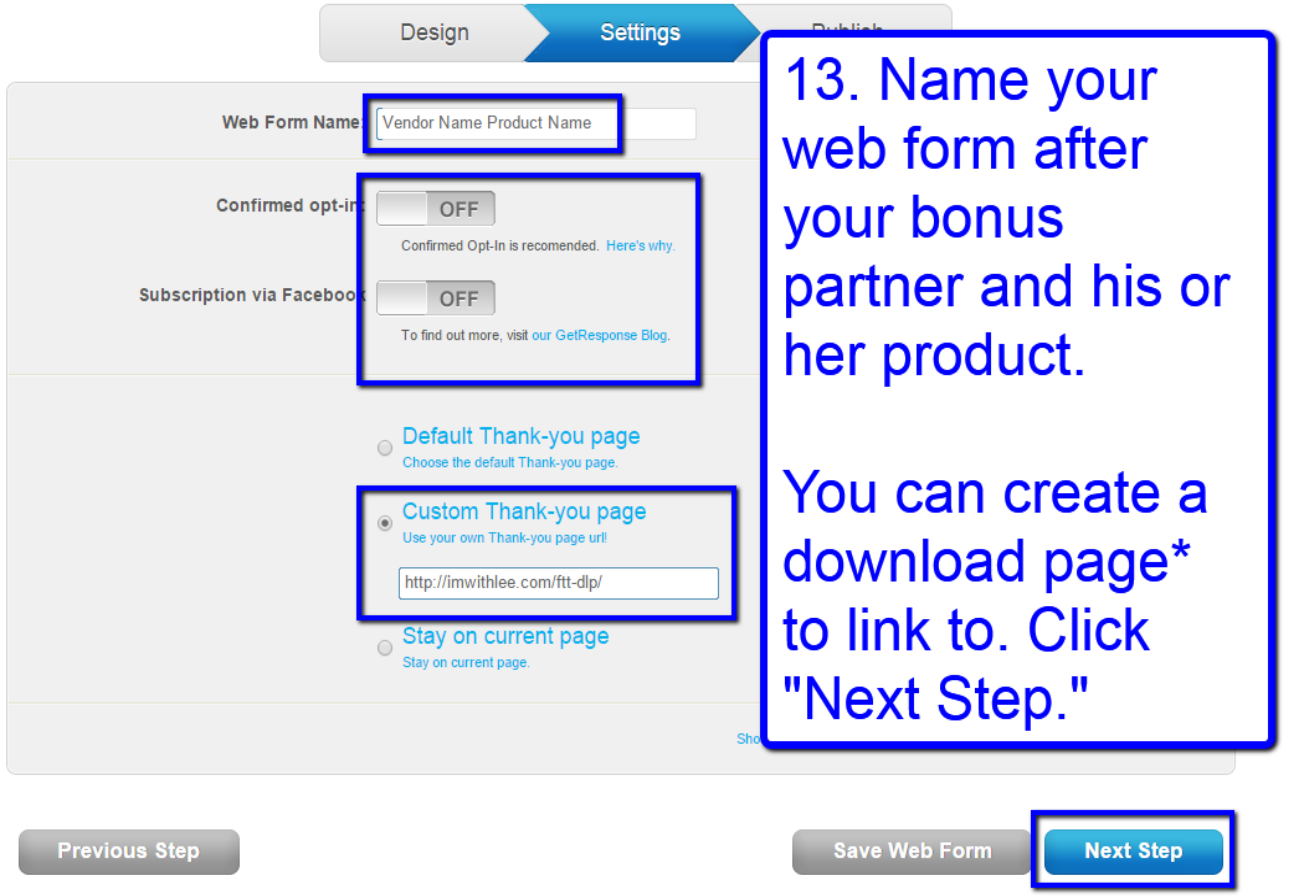

Submit Button
Standard
show advanced
Hide ruler
Email:
RESIZE
YES, Lee! I Can't Wait!
YES, Lee! I Can't Wait!
Label:
YES, Lee! I Can't Wait!
Cancel
Apply
8. Edit your submit button to sound enticing. See above.


Hide ruler
Email:
RESIZE
YES, Lee! I Can't Wait!
9. Use the slider to expand form to approx. 425-450 px.

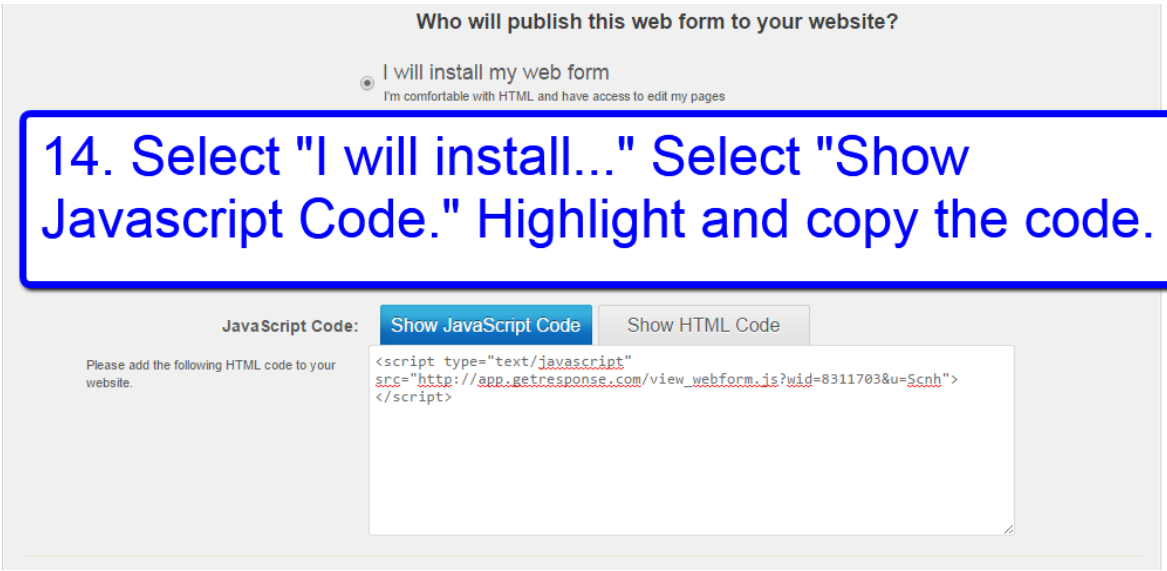

Labels
Position
Your BEST Email:
Label:
Your BEST Email:
Input value:
Remove the text when clicked
Cancel
Apply
Your BEST Email:
10. Edit "Email" to read "Your BEST Email" Click "Apply."

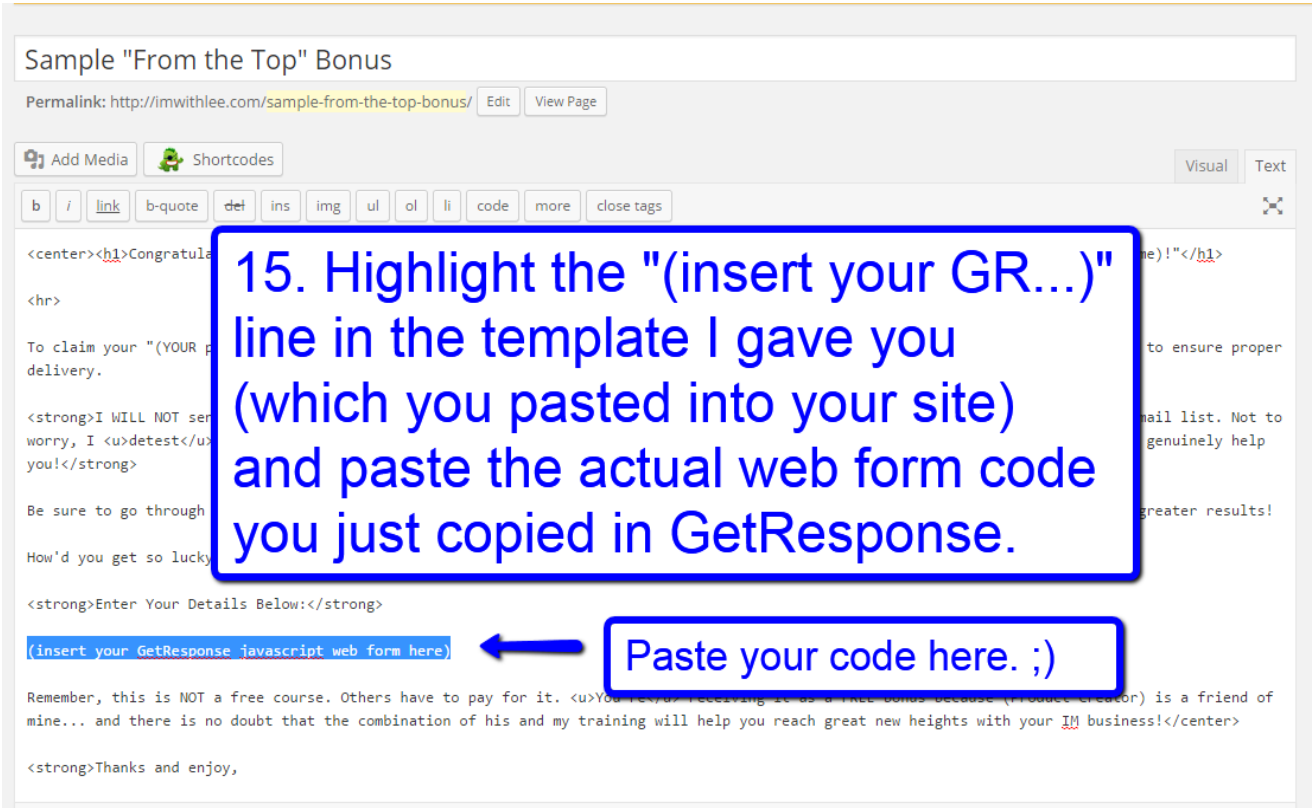

Add New Field
Add Text
Add Image
Add Divider
Save & Preview
Body
Background
Border
Hide ruler
New
Current
Transparent
Cancel
Apply
11. Select "Body" from the drop-down menu, click the color picker to open, and tick the "Transparent" box. Then, click "Apply."

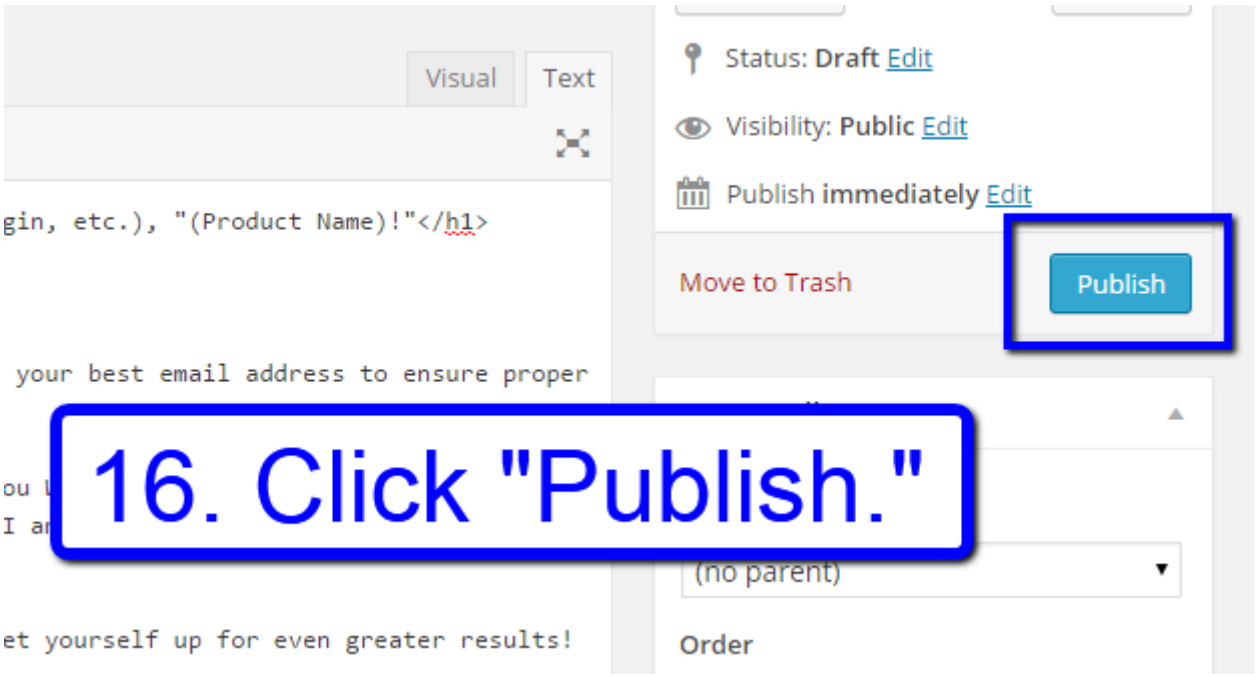

12. Click "Save Web Form," then click "Next Step."
Counter
Captcha
Privacy
Powered by
Save Web Form
Next Step


Design
Settings
Web Form Name
Vendor Name Product Name
Confirmed opt-in
OFF
Confirmed Opt-In is recomended. Here's why.
Subscription via Facebook
OFF
To find out more, visit our GetResponse Blog.
Default Thank-you page
Choose the default Thank-you page.
Custom Thank-you page
Use your own Thank-you page url!
http://imwithlee.com/ftt-dlp/
Stay on current page
Stay on current page.
13. Name your web form after your bonus partner and his or her product.
You can create a download page* to link to. Click "Next Step."
Previous Step
Save Web Form
Next Step

*Your download page is just like any other landing page, as far as constructing it is concerned. You can watch YouTube videos on setting up a download page. It's freakin' super simple though. I'll just end up being redundant if I take screen shots of the process! ;)







Wanna see the finished product?

http://imwithlee.com/sample-from-the-top-bonus/

And this finished link (yours, not mine) is what you'd give to anyone who is gracious enough to give you a bonus spot on their product launch. Also be sure to give them a copy of your e-book cover and possibly even a personal pic.

Then, just sit back and watch those buyers start flooding into your GetResponse account. I mean dayum! It really is a sight to behold, and you need to very seriously jump on board with the rockin' of the bonus spot circuit. It'll set you free!

That's what I'd do, anyway! ;)

But what's the next thing I'd do?

5. I'd Promote Affiliate Offers & Get Noticed!

Affiliate marketing has been hot since the Internet was born.

It's one of the easiest, most hassle-free ways to earn a living online.

I love its guts.

As such, over the years, I've kinda made it my bitch. ;)

The trouble is, most people getting started online want to start with affiliate marketing, which is truly ass-backwards. I get it though. It's seductive.

- You don't need to create the product.
- You don't need to handle customer support.
- You don't need to process refunds.
- You don't need to write any sales copy.
- You don't need to put together an upsell funnel.
- Upsell funnels are usually put in place for you, for maximum commissions.
- You usually make more money per sale than the product vendor.
- Super affiliates are super freakin' rich!

Again, I totally get it.

But consider this...

How many affiliates do you know who get over 20-30% (and sometimes even upwards of 40%) sales conversions... without being a trusted authority in their niche? That is, how many non-product creators pull these kinds of numbers?

None? Almost none?

Well... I do.

My product-creating compadres do, too.

So if you're following along with me in this guide, then this is the perfect place to begin your affiliate marketing career. Not before you've created your WSO!

In fact, if you've been following along, congratulations! You've set yourself up for the best kind of affiliate marketing going... reciprocal affiliate marketing!

Yep, now that you've got a large (and ever-growing) community of IM friends on Facebook (and possibly LinkedIn), you can begin to cross-promote each other's products. With one MAJOR caveat...

You never, ever want to promote garbage.

The only online relationships that are more important than the relationships you have with your friends, JV's, and other fellow marketers are the relationships that you have with your customers... and with your email list! Don't ever forget that.

As such, you want to actually make sure that you're going through any product you consider promoting to them. Check the quality... the comprehensibility, accuracy, personability, uniqueness, and actionability all need to meet your high standards.

And it needs to be relevant to your niche. So like if you're in the Amazon niche, you may not wanna promote a “how to land local attorneys for SEO services” product.

Otherwise, your sales conversions will suffer.

Also, never be afraid to tell somebody that their offer just isn't right for your list... even if they've promoted your product in the past. There are plenty of other JV's in the sea. Or fish on the Internet. Or nice, respectable gentlemen on Bryan's mom.

(Sorry, mister... had to throw one in! You know I luh you.)

Okay, so what would I do?

First and foremost, I'd keep my damn eyes open!

People are never shy about their upcoming launches. If you've got hundreds of marketing Facebook pals and are joined up with a few WSO and other product

launch groups, you'll likely see multiple announcements daily.

In fact, today I receive promo invitations constantly. People seek me out directly because they know my reputation. But when I was first starting out, that wasn't the case at all. Either way, I'd keep my eyes open and see what people were offering.

Anyway, I could just go on and on about how to get the most out of your affiliate marketing, which in our case, will be done via email. But the thing is, I've really already covered the subject of high-level email marketing ad nauseam in my previous works... and really have nothing to add at this point.

So what I'd really like for you to do right meow is go into your bonuses folder (it came with this book) and open up "The Leederboard Method." This is how I'm able to pull the kinds of numbers I am during big launches with JV prizes to be won.

Like $790, $1350, and even $1800 for sending just 3 or 4 simple emails.

"The Leederboard Method" goes through this process in detail. So please, for your own sake, crack that puppy open and give it a really serious looksie.

Getting Noticed

I want to keep this brief, so let me just say this...

When you position yourself on leaderboards, people take notice in a big way. This doesn't mean that you need to win... just compete to the best of your ability.

By doing so, the product vendor will certainly take notice of you, and may very well promote your upcoming launch (discussed in the next chapter). But you know what? So will a lot of the other affiliates with whom you were competing!

This is why IM is such a great market for people who are just starting out online. It's so easy to get yourself on other big marketers' radars... and the more active you are, the more active your JV's will be. Everyone wins!

You'll start getting a ridiculous number of friend requests (from really top people) on Facebook. Approve them all! Get on that upward spiral of fun, success, and joy.

That's what I'd do, anyway!

If you'd like additional email marketing training, there is no question that the finest email marketing resource a person can invest in is my very own “Email Slick.”

I even have an ongoing weekly promo email service that can supplement and enhance your own efforts in a major, life-changing way.

I'll link to these in the “More From Lee Murray” section at the end of this book.

For now, just get excited about the potential you now have to make it really, really big in this here Internet marketing game.

I've seriously given you the keys to the kingdom here.

Like I said - and don't think for a second that I was bullshitting you – what I'm showing you in this guide is precisely what I would do if I were starting from nothing in this business. I'm leaving nothing out.

But it gets even better.

Here's what I'd do next...

6. I'd Create & Launch a Supported Product!

So in the spirit of keeping this book somewhat manageably sized, I'm just gonna really quickly give this to ya in a concise, hard-hitting manner.

What I would do is, just like with my $5 WSO, create a good product based upon my newly-acquired expertise... and possibly some newfound personal experience.

I'd write another e-book most likely, but you could do a video course or whatever.

You know the drill. ;)

I'd follow all the same launch steps that we covered in chapters 2 and 3. But this time, I'd make sure to hand out review copies well-before I went live.

I'd also check sites like Muncheye.com and JVNotifyPro.com to intelligently pick a launch date that wasn't absolutely riddled with stiff competition.

Then, I may or may not create a JV page.

I've done the whole JV page, Muncheye thing in the past and it's helped. But it can be a lot of extra work. For “From the Top,” I'm just launching the sucker... no JV page or anything... I may offer email swipes, if I have the time to write 'em up.

For now, let's just skip the JV page.

I may share the process in a future update, but it's really not necessary. Just let people know when you're going live. Send out reminders. I'm probably no better at this stuff than you. It's not my strong suit. So I'd just wing it.

The important people that I'd contact directly would be the product vendors whose products I've promoted... and the affiliates with whom I was in competition during any leaderboard contests that I happened to rock.

I'd seek them out on Facebook and in the WF and just tell them what was up.

Details I'd include would be:

- The title of my upcoming release
- What it's about
- Who it's designed to help
- When it's launching (date and time... I'd shoot for Sunday night at midnight)
- The front-end price, including any dimesale details
- The front-end commission
- The nature of the back-end funnel, including prices
- The back-end commissions
- Review access is available
- Any marketing tools (email swipes, banners, etc.)
- Any specials, rewards, bonuses, prizes, etc.

I'd also offer bonus spots to the first four people who agreed to promote, in the order that they agreed. I'll show you how I'd put this all together in a moment.

Finally, anytime a person of favorable repute agrees to promote for you, feel free to brag about this to others. “Hey, this launch is gonna be great... I've got Lee Murray and Bryan Harkins on board for this one. I'd love to have your support, too.”

Know what I mean?

So that's what I'd do, and as far as offering bonus spots to my promoters, here's how I'd go about doing it...

1. I'd have my partners (about 3 or 4, no more) each pick one of their paid products that we both agree would be a good fit for my main offer.

2. I'd have each of them create a squeeze page where their product was available for free... as YOUR bonus.

3. I'd link to these bonuses on my download page. I'd also include the links in my welcome email. I may even create a pdf with their squeeze page links in it and add this to my “bonuses” folder and include it with my main product, which would be packaged in a zip file. If you don't know how to do this, learn.

It's really that simple.

Argh, I hate it when I'm done with a chapter but it ends all the way at the top of a new page. I guess I could go and find a funny-ass pic for you to look at...



S_meb_dy sh_uld give her a c_py _f “Fr_m the T_p.”

That's what I'd do, anyway! ;)

But what'd be the next thing I'd do?

Hmmm....

7. I'd Keep My Foot On the Gas Until I Was Rich!

At this point, there is no question that I would have achieved an inspirational level of success. Perhaps I'd have earned a WSO of the Day award or two (and if you've been following along, then you may very well have done the same).

Well guess what...

Now is no time to relax!

Arguably the biggest mistake that an IMer can make in their career is to stop just when things are gettin' good. That's where the whole "shiny object syndrome" thing comes into play. They experience a wee tiny bit of success doing one thing, but instead of getting excited and scaling it, they get frustrated with the small results...

And move onto the next big thing.

The only problem is, for over 90% of would-be IM greats, this cycle never ends... until the day they quit all this "pie in the sky" bullshit and re-enter the "real world."

Sad.

So I wouldn't even think about letting up.

In fact, you wanna know what I'd do? I'm assuming you do, given the fact that you're on like page 400 trillion of this book. You must really, really like me! ;)

Uh, yeah... so here's what the heck I would do...

I would create at least one new WSO per month. I'd keep offering my older WSO's as bonuses with which to build my buyers list... and as OTO's. I'd keep getting on those leaderboards. Remember, the more products you sell, the bigger your list gets. Before long, you'll be CRUSHING those leaderboards. No question.

So my popularity and reputation would grow both amongst my JV friends and my customers & subscribers. And the more they grow... the more they grow. Know what

I mean? Each positive thing leads to more positive things which leads to even more.

Okay, so I'd keep the whole thing growing... my customer base, Facebook friends, repeat JV's, leaderboard prizes, product line, etc.

But I would ALSO keep *bumping* all my WSO's. If you're unaware, you can bump your WSO back to the top of the forum thread listings every time it reaches page 3.

So for the sake of easy math, we'll just say that, at the end of a year, I've got 14 of these $5 WSO's (that may or may not be the price I'd settle upon) all live on the Warrior Forum. That'd be pretty kickass right?

Well what if each day of the week, I bumped two of them? It costs 20 bucks to bump. That means that as long as I can get 4 front-end sales per bump, I'd break even and put 4 fresh buyers on my list, cycling through my 14 WSO's once a week.

Maybe the first bump would be at 6am and the second one would be at 6pm. At two per day, I'd cycle through my 14 WSO's once a week.

That's 8 buyers per day added to my list.

That's 56 buyers per week added to my list.

That's 240 buyers per month added to my list.

That's 2,880 buyers per year added to my list.

And this is in addition to all the other strides I'd be making in my business. All for just clicking a button twice a day! That's the power of having your own products!

Anyway, I'm primed to go off on a tangent here, so let me not.

This book has gone on long enough, and I'd sure like a break! ;)

So whattaya say we wrap this puppy up?

I think it sounds like a fine idea, too...

Conclusion:

Well look at you, big dawg!

You made it all the way through all my crunk-ass hooplah!

I couldn't be more grateful for and inspired by your support, action, and tenacity.

Kudos!

I know this has been a lot. But hey, that's business, yo. As stated a thousand times throughout this book, these are the exact same actions that I would take if I were starting back at the beginning, knowing everything I know today.

I knew I'd be doing you a massive disservice if I left anything out for the sake of brevity. So I essentially "pretended" I was starting over with this very publication! And I just basically documented the entire damn process for ya. ;)

I hope you can appreciate such things.

So what's next?

Ummm... go back to the top of this book and read it again. But this time, if you haven't already, follow along! Complete the action steps you see me completing. For the love of Mike Tyson's ability to hear out of his mouth, take some freakin' action!

"That Was Kinda Dumb, Lee."

You're kinda dumb.

The point is, there is no "next." Just do what I've shared with you in this book. There's really nothing more to do until you're earning a FT living online. What I've shared with you today is *all you need* to become a wild Internet marketing success...

And if you don't believe that, then it's that lack of belief that's the real problem.

I've actually included an extremely concise, step-by-step action plan for you to follow if you really wanna do what I'd do if I were starting all over.

The “From the Top Checklist” can be found in your bonuses folder.

I got your back, baby!

And I really do hope that you do this stuff.

I realize that it's not the sexy push-button riches horse shit that gets everyone all hot in the undies, with dollar signs where their eyeballs used to be.

Sorry about that.

I like to do stuff that actually works to produce a real income. I know... weird.

But if you're as crazy as I am, and you want to build a real business that can feed you and your family for life, then hey... this is what I'd do!

Thanks for playing along. ;)

I hope this has served you tremendously well.

Always in your corner,



Lee Murray

Hot Resources:

GetResponse – Lee's Preferred AutoResponder Service – First Month FREE!

HostGator – Get the Baby Plan to Host Unlimited Domains!

Video Effects Press – Make Your Pages Look Awesome... Like Mine!

Additional Recommended "Rebel" Training:

Shane Farrell's "Stealth Funnel Profits"

Mark Tandan's "Goofball's Guide to Email Marketing: Reloaded"

Bryan Harkins' "Viral Blogging Blueprint"

Phil Steptoe's "Fast Traffic Secrets"

Enjoy!

More From Lee Murray:

Visit http://IMWithLee.com to see everything I have to offer!

***To promote "From the Top" as an affiliate and earn 100% commissions...**

Click This Link!

***To be a nice mofo and leave "From the Top" some love on its WSO thread...**

Click This Link!

Thank you so very much. I appreciate you more than you even know. :)

Lee Murray · Bryan Harkins · Mark Tandan
Phil Steptoe · Shane Farrell

