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Introduction



There's an awful lot of crap spouted by people who want to sell you methods that promise to make you money online...

The truth is that actually **making money from an online business is relatively easy...**

You just need two things:

1. Someone to show you how to do it
2. You need to believe them

The second bit is the hard part because if you're anything like me, time and time again you'll have worked for hours, days and perhaps even months at something that you believe will work for you...

*...only to find that it clearly **doesn't**.*

Go through that process a few times and you find yourself cynical, jaded and angry, and becoming successful from that mindset is NOT an easy thing to do.



So here's my promise to you:

If you build the business model I'm going to share with you in this report, and do the work that's involved it absolutely WILL, 100% work for you!

It's not magic or 'the' silver bullet you've always been promised, but it IS a **genuine, working business model based on basic selling strategies that are older than the internet.**

It doesn't include fads or 'latest crazes' like needing a Pinterest account, a Facebook account or anything like that...

...and it'll free you up from worrying about free traffic, Google updates, attracting affiliates and a whole heap of other shit that is currently clogging up your thought processes and stopping you focusing on what actually matters in your business.

This is a ready-to-go model, which you can either incorporate into your own current biz or start afresh.

Basically you're going to create your own paid sales funnel based on my own model...

Pour traffic in the top.

Monetize the process to cover costs...

To build a customer base that you can sell to again and again.

Here's WHY:

Since I built my own paid traffic sales funnel my 'to do' list has been cut by 75%

When I start work in the morning (or afternoon if I'm feeling lazy) **I know exactly what I'm going to be doing to put five figures in my bank account each and every month.**

It basically comes down to four things:

1. Buy some solo ads
2. Keep an eye on the conversion stats and tweak where necessary
3. Write an email to my list that includes a link to an affiliate product
4. Work on any other ideas, projects or partnerships that I might have

The first three alone is what really brings me anywhere from \$10,000 to \$30,000 a month, and it takes me about two hours a day to run that side of my business.

And I have several other online businesses that have been funded by my funnels.

So if we were talking hypey headlines, mine would be:

**“Work Just TWO HOURS A DAY And Earn A FIVE
FIGURE INCOME ONLINE!”**

...except in my case this headline is 100% TRUE!

And it can be for you too.

So here's the whole model – the ENTIRE thing...



“Build a simple, converting sales funnel, throw paid traffic it at, monetize that traffic so it *at least* pays for the cost of the paid traffic, and build a bloody big list to offer your own, and other people's products to that list”

One promo to my list can bring in a couple of thousand dollars.

So that's what I do –

I buy paid solos to build my list via my funnel, than market my own products, and affiliate promos to my list.

The rest of my time is spent developing other businesses – offline stuff, plugins, themes, software and other partnerships and stand-alone businesses.

It's VITAL that you understand this next bit:

**MY OTHER PROJECTS ARE ONLY POSSIBLE
BECAUSE OF THE MONEY AND FREE TIME THAT
COMES FROM MY PAID TRAFFIC SALES FUNNELS!**

My sales funnels are what have freed me up.

Since I've developed this business strategy my profits have increased greatly, and so has my free time...

...because I only need to spend an hour or two per day making sure these funnels keep working (I'll show you how to do that in this report)

The money that these funnels have earned for me allows me to outsource all my support, my technical stuff such as building websites, membership sites and of course the software I sell...

...and most important, I've been around for my children *since they were born*, rather than missing them because I've had to work a 9-5.

So you ready to start up your own sales funnels?

First off, I'd like to say that you might have read other training about sales funnels from other marketers.

That's great, it'll give you a good over-view of what's going on.

But with me you're going down the rabbit hole – because we're going to hit techniques that can get this done for you FASTER and BETTER than you'd ever believe possible.

Some of these things might shock you a little, and some you might not be comfy with operating...

...which is why I've included more than one strategy for each thing that we need to do. You just choose the one you're most at home with.

...and lastly as my own readers will be familiar with, you MUST develop the mindset of a marketer NOT a customer.

So if you're the kind of person who gets upset by the thought of using multiple upsells and OTO's, or other marketing strategies such as mailing your list three to four times a week upset you, close this PDF and go watch TV instead OK?

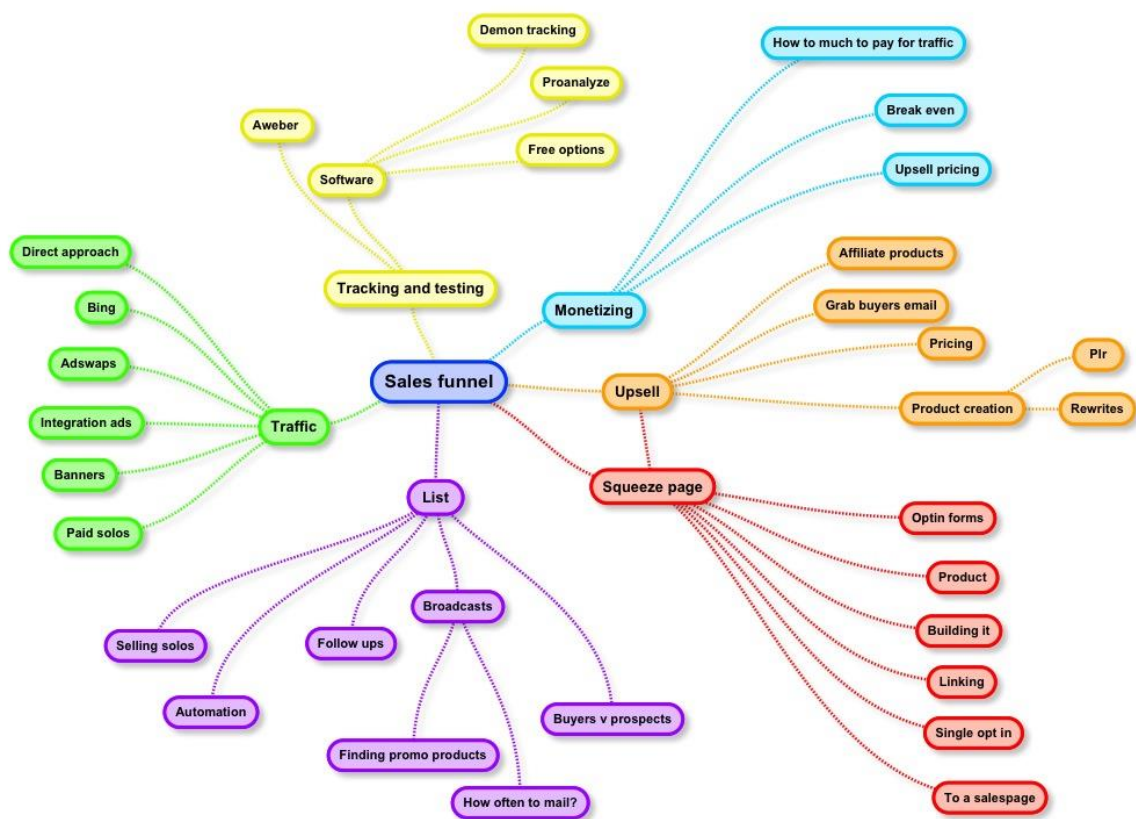
Let's dive in...

1. “Crap! This looks like a LOT to do!”

Nah it's not...

It looks a tad complex because there's a lot on the diagram. But there are options on there, remember, and you can choose which way you go with them. You won't need them all.

Here's the overview of my cheat sheet.



By the way, there's a larger version of this diagram available. Click on the above image. It might be easier on your eyes. 😊

The center is your sales funnel. You'll be sending LOTS of paid traffic to this (hopefully costing you precisely ZERO if we get the tracking and tweaking right), and building a BIG list as we go...

Squeeze Page Stuff



The first thing we need is a squeeze page.

Here's the current one I use when I buy my solo ads. (The one below not the crazy looking girl who's intended to represent the thought of building your own squeeze page).

I'll mention a source of buying solo ads later in this report.

The squeeze page below is currently the main one I send traffic to...

It converts at between 35% and 65% depending on who's sending out the solos. Average is about 52% My target used to be 60% conversion but things are changing and people are realizing that their email is a valuable commodity so now I aim for 45%

FREE!
\$3,126 In 13 Days
(From Simple 'Research' Anyone Can Do)

COMPLETE THE FORM TO GET INSTANT ACCESS

Inside Your **FREE COPY** of Tony Shepherd's **AFFORDABLE MENTORING NEWSLETTER** Right Now!

"My Affordable Mentoring Newsletter Shows You Exactly How I Make Money In My Business!"

Tony Shepherd

Email:

Send My FREE Copy

We respect your [email privacy](#)

Not the prettiest thing you've ever seen eh?

Weirdly I STILL find that uglier pages convert better for me. You might get different results. TEST to find out (this is covered later).

So you need a squeeze page. You CAN use PLR for your squeeze page but if you do **MAKE SURE YOU RETITLE IT AND USE SOME NEW GRAPHICS!**

The only thing worse than giving your precious email address away to find out the freebie you download is CRAP is finding that it's crap AND you've already got a copy of it in your PLR folder.

Puts you RIGHT off the marketer you've got it from. Not a good way to greet your new subscribers.

It needs to appear to be unique even if it isn't.

In fact how HARD is it to simply take a PLR report, remove all the padding and then write up the remaining info into your own unique report?

Let's suppose you get some PLR with the (boring because most of them *really* are) title of: 'How to build a list fast', and a picture of a happy smiling girl sitting cross-legged with a notebook computer on her lap and her hands in the air...



You've all seen the pic on the left before? – or at least something similar?

Which means you're highly likely to associate it with something you've already READ too. Get inventive, use something that catches the eye and wakes up your visitor because they realize they haven't seen it before.

This can be something as simple as YOUR OWN PHOTOGRAPH. This works REALLY well.

Put your pic on your squeeze page along with your big bold headline, a small explanation or bullet points, your opt-in code and a support contact link (this

makes a big difference in conversions I discovered) and then get it uploaded to your server ASAP!

There's NO point over-thinking this, guys and girls....

You NEED to simply get a squeeze page up and live so you can start testing your conversions.

Only two rules with squeeze pages:

1. They have to be unique if they're going to convert well
2. They have to be offering something SPECIFIC

'How To Make Money Online'

...will NOT convert well because it's NON-SPECIFIC

Whereas...

'How I Made '\$970.44 From Three Emails And One Tweet!'" ...

Will convert at a much higher rate because it's specific.

Specific is interesting and usually promises an exact outcome. That's even MORE interesting.

Likewise...

‘Get Back In Shape After Your Pregnancy’

...will not convert as well as...

‘How I Got Back In Shape After My Pregnancy By Learning These Three Breath-Taking Sex Positions!’

Bloody Hell I’m a bloke and I know which one I’d download 😊

The **worst thing** you can do with a squeeze page is play it safe and start emulating the stuff you see out there already.

You’re presuming they must work because you see them ‘out there’.

Not true!

Many squeeze pages stay around for years converting at piddling little rates that we just **won’t allow** in this training.

Most marketers don’t TRACK & TEST so they couldn’t tell you THEMSELVES how well their pages are converting.

...and we’re going to be tracking and testing the ARSE off your pages so you’ll KNOW what converts and what doesn’t.

If you know your metrics you instantly jump into the top 80% of all marketers because most don’t have a clue!

So what YOU need to do is to decide what niche you're going to be in.

(Tip: It's probably easier deciding what product will be your UPSELL first and THEN finding / building a squeeze page around that rather than the other way around. It's harder to create a good upsell than it is to create a good squeeze offer – this is explained later).



CHEAT SHEET: It's important to realize that an email is NOW currency and make your squeeze page 'bait' hugely valuable. This isn't hard - all you need to do is *give away something UNIQUE* and that offers something that can't be obtained anywhere else...

...So your headlines for your squeeze page need to contain the words 'Me', 'My', 'I'

Look at the example of headlines above and you'll see the ones that convert are PERSONAL stories. If you don't yet HAVE any personal stories then compile information and put them across as being for your personal use - examples below:

For example your squeeze page headline if you don't have anything 'personal' to offer could be:

“FREE! Get My Rolodex Of Top-Class Web Designers Who'll Create Stunning Mini Sites For Less Than \$40!”

...or

“FREE! Get ALL 10 Top Plugins I Use To Optimize My Sites – LIMITED OFFER!”

You've obviously worked out by now that how your squeeze page is presented is more important than the actual content. This is NOT to say you can get away with offering crap with a fancy headline – you can't

But the last two headlines above are BOTH ones that I've used very successfully and it was just a case of doing an hour's research and picking up some free information from forums (designers advertise on them) and from Google (there are a lot of free plugins about with giveaway rights)

Get creative with your squeeze pages...

Technical Stuff:

1. Set your autoresponder account to single opt-in and take the visitor to your upsell page **immediately** when he clicks the 'submit' button.
2. Deliver your free 'bait' by delivering a link in an email to the email address they used to subscribe to your list. **BUT DON'T link directly** to a .pdf or .zip file, instead take them to a download page with the link on that. Why? Because this gives you more virtual real estate to place your other offers, affiliate offers or integration ad deals (see later).
3. The actual way an opt-in form looks has never made much difference according to my testing. The page headline has a FAR bigger impact on conversion rates than button color or what it actual says on the button ('submit' or 'click here' for example). Unless you're a testing nut, I'd suggest only split testing headlines and little else, at least to begin with.
4. Building your squeeze page. If you can't do it yourself then you could buy software that does it for you ([for example LeadPages](#)) or outsource it.

Do NOT get hung up on the technical aspects. Spend \$100 and get the bloody thing made for you. In the long run it'll be more than worth it.

You need this up and running ASAP – don't spend three months trying to do it all yourself if you know deep inside that (like me) you're not a capable enough techy.

OUTSOURCE IT!

Upsell Stuff



The point of the upsell is NOT to make a profit (although it's nice when that happens).

No – the point of the upsell is **to cover the costs of your paid ads**, banners and solos that drive traffic to your squeeze page.

...and as I said before the point of the funnel is to build your list so you can make cash on demand by mailing promos to them, and to make five figures a month while you do other things – either business or pleasure.

...so you're going to need a product that the people who have just opted in to your squeeze page to get your free offer are going to want.

...and that means it needs to be RELATED!

If they opt-in to get information about where you get your plugins made, they're not going to want to BUY a weight loss course, **but they MIGHT want to buy some software that ...makes plugins** 😊

Obvious yes?

But the amount of people who either don't understand this basic principle OR don't use it is staggering. Do this one thing – make your upsell related and your conversion rates will outstrip 80% of your competitors*

*Take the time and care to get your funnel right and the results will amaze you. Most marketers don't do this because, well they can't be arsed taking the time so their offers are thrown together, unrelated, they don't track and the whole thing goes tits up and they lose money

Pricing has SERIOUSLY CHANGED because of the huge popularity of WSO's (at least in the make money online market) so if that's your niche then from my

personal testing I suggest your upsell should be priced at \$7 - \$17 and NO MORE.

I'm quite good at this IM lark and I've seen my conversions and profits drop if I've tried to sell anything priced at above \$27 as an upsell directly from a squeeze page.

(It's just as easy to sell higher priced products LATER in your funnel, AR sequence or through your broadcast)

...but initially, going from a FREEBIE on a squeeze page to asking your new subscriber to part with more than \$27 isn't as easy as it was.

So my upsells are \$17 tops for me these days and it's working well 😊

OK so your upsell is the FIRST product that any new buyers are going to see from you, so it's going to **set the tone of your business**.

In short you want to make sure it's good.

You could source some PLR for your upsell but if you do, don't pick up any old crap.

This is why I mentioned earlier that it's easier to choose your upsell FIRST and *then* create your squeeze page freebie. If you come across some choice PLR that's ideal; for your upsell, you're going to be rather pissed off if it's totally unrelated to your squeeze page and you have to start all over again.

So if PLR floats your boat make sure it's not everywhere on the internet (in fact I'd highly recommend having new graphics made and retitling it anyway) and make sure it's GOOD.

But my personal recommendation would be to research and create your own product or to pay someone to create it for you.

We're going down that UNIQUE road again right guys?

The best way to ensure you make money online is to sell unique products.

Once you get into the process of creating unique products it's actually EASIER than sourcing, tweaking, changing, adapting and reworking PLR...

...and it's also cheaper than outsourcing.

Once you've created your first product there's no going back either – whether you prefer creating video or writing, ***once you see the potential***, and how it's much easier than most people think you won't look back...

...and who says it needs to be video or a written product?

Here's one of my most successful squeeze pages. It's YEARS old now and I still get subscribers from it every single day:



WWW.COOKIEFIRE.COM
COOKIEFIRE
THE ULTIMATE AFFILIATE SECRET WEAPON!

FREE GIFT! - CookieFire Wordpress Plugin!

“Cookie Visitors To Your Blog Quietly And Invisibly As They Check Out Your Posts And Static Pages!”

COOKIEFIRE Wordpress Plugin lets you:

- Grab back those affiliate commissions you usually lose because your visitors recognise an affiliate link and won't click it!
- Defeat the 'link cloaking' problem - Most savvy customers now recognize that link cloakers simply 'hide' an affiliate link. With COOKIEFIRE they simply don't know there's an affiliate link there!
- Run rings round the competition with review sites that don't look as though they're stuffed with affiliate links!
- Easy to upload!
- Easy to install!
- Works with WP Blog posts AND static pages!

Enter Your Details Below For FREE Access!

First Name:

It cost very little to put together – if I remember correctly this is a PLR plugin that wasn't working correctly that I got a coder to fix for about \$30.

You could even put an affiliate product behind your squeeze page and I've done this quite successfully too

TIP: In fact I'd recommend using an affiliate product as your upsell once your squeeze page is set up and while you're working on your own upsell product so you can start getting your head around the testing and tweaking aspects – see later.

The downside to using affiliate products as your upsells is that while you *can* track conversions you can't change the page (because it's not yours) and so even if you CAN see a change that would obviously increase your conversions you can't do anything about it!

That said products offered through Warrior Plus and JVZoo are often ideally priced and pitched to be an upsell.

When you get people buying your upsell you need a way to capture their email addresses so you can put them on a buyers list (see later)

You can integrate also *some* payment systems with autoresponders* so that the customer's address is automatically captured. If this is the case with your autoresponder that's fine

***Watch out for autoresponders that 'automatically capture' a buyer's email address but then insist on sending out a confirmation link email. I moved away from ANY sort of double opt-in autoresponder when I realised that I was losing a full THIRD of my opt-ins and customers because they either didn't get, or couldn't be bothered clicking the conformation email**



CHEAT SHEET: I would recommend creating your own product. Try writing, creating videos or just being an 'ideas person' and outsourcing it – that's also product creation y'know! You don't have to physically make it yourself ☐

If you find product creation is too difficult to do then outsource it – if you find it's too difficult to come up with an idea for a product to outsource it, you should consider whether you're in the right business. UNIQUE is what sells

My top tip would have to be SOFTWARE!

It's got a much higher perceived value than either PDF's or video and it's also easy to have your coder make the 'finished' version for a few hundred dollars and then just limit a few functions so you've got a 'lite' version to give away free.

Or give away the full thing and then offer the 'developer's license' for \$17 as the upsell.

Below is a BIG industry secret (shhh!) ...

...Often there's absolutely No difference between the standard version and the multi-site or developer's version. The only difference is that you get a .txt file telling you that you can do some extra stuff with it (i.e. you can install it on a client's site or sell a site with it on) when you buy the upsell

As always, put yourself in the customer's shoes and ask yourself what you'd be happy to opt-in and then pay for, and what you most certainly *wouldn't*

Don't be an arrogant marketer who thinks he can sell total shit and people will love it. If those days ever existed they're GONE now.

Think about whose emails you open and whose products you buy. They're the people who offer VALUE right?

They're the guys who are here to stay, and they're making a lot of money by providing that value. Be one of those chaps.

OK so here's a quick overview so far:

This is what happens:

You've got your squeeze page built and your opt-in form in place. When the subscriber clicks your opt-in form he is automatically put onto the list you created in your Aweber, GetResponse or whatever account.

He is then automatically taken to your upsell page (which you have created or has been created for you). You can set the URL you want them to be taken to after they hit the opt-in button in your autoresponder account

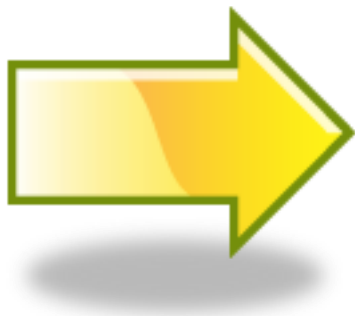
On your upsell page, if she decides to buy, she clicks your PayPal (or Clickbank or JVZoo or whatever) button and is either taken to the download page OR to another upsell*

*What happens from here depends very much on whatever delivery / payment system you are using so there's not much further I can go with that.

In the meantime your autoresponder is sending out follow up message #1 to the person who has just opted into your list.

IN that email you will have told them to visit a page you have built (or has been built for you) that contains the direct download link to the free report they opted in to get.

It also contains several other offers, suggestions and links because you're a marketer and your job is to sell stuff to make money.



So in short, the visitor hits your squeeze page, either subscribes or doesn't, is taken to your upsell page, either buys or doesn't and then is automatically placed on your list.

What YOU do is to buy traffic to throw at the squeeze page so that they can opt in to build your list, and buy the upsell to pay for your bought traffic

So how do we know if we're making money or losing money on all this?

Here's how...

Tracking & Testing Stuff

If I pay \$40 for 100 clicks to my squeeze page, and 50 of them opt-in I'm getting a 50% opt-in rate right?

And then if THREE of those fifty people who opted in and go through to my upsell page actually buy my \$17 upsell I'm getting a 6% conversion rate on my squeeze page. (three people who buy out of the 50 who see the upsell is 6%)

More importantly it means that I made \$51 from my upsell (3 sales at \$17) and my 100 clicks only COST me \$40 to buy so I'm \$11 in profit!

ELEVEN DOLLARS!??



ELEVEN CRAPPY DOLLARS??!!

I can hear you yelling at me ...

All this work for \$11 Dollars?

Listen up - if you're thinking like that you're totally missing the point 😊

It means MUCH more than \$11 it means that I can now send as much traffic as I want to my website for FREE because my sales funnel is in the BLACK not the RED. It basically WORKS.

I'm in profit too – by \$11

I'd be happy to just break even

Hell quite honestly I know my metrics so well that I'm happy to pay up to \$1.20 per subscriber and I know I'll still make my money back on them and more as they pass through my follow up messages.

So if we spend \$40 to get 100 clicks and 50 new subscribers let's scale that up by 100 times.

It means that we could spend \$4000 to get 5,000 new subscribers and we'd cover costs AND make \$1100 into the bargain if the funnel remained converting at our previous rate...

THAT'S WHY WE TEST!

If you did your tracking and testing (and had the balls *and* the \$4,000 to invest) you could have an extra 5,000 subscribers on your list and \$1100 in your pocket in ONE MONTH or so (that's how long it would take to book and schedule the solo ads)

And you can earn a full-time living from a list of 5,000 if you're clever about it.

Now I don't recommend scaling up so much initially until you know your funnel inside out. You could scale up 5 times or 10 times.

But you can see why it's important to test.

You also need to know if it's NOT working.

If you spend \$40 on 100 clicks and only 20 people opt-in and only one buys the upsell that means you're **\$23 DOWN** and your opt-in rate is crap.

So you need to do some split testing to get your sites converting better.

But let's back up a bit.



For testing I use software called ProAnalyze which is old now but it works well and I'm used to it. You can use Google Analytics and Google Optimize or any other software tool you like.

ProAnalyze runs on my own server and once installed I just set up a campaign, *put tracking code that it supplies on the pages that my visitors hit after they've opted in and after they've purchased the upsell...*

...and it lets me do A/B (or three way) split tests so I can compare how my squeeze page convert compared to each other and likewise my upsell page.

So I'd create TWO squeeze pages that are exactly the same except for the headline. Run 200 clicks through it and my software will tell me which one converts the best.

I then dump the lowest converting one and write another headline for my next squeeze page and test THOSE against each other.

It's like a fairground boxing competition – one of the contestants stays in the ring until someone stronger comes along to throw him out, and then HE gets to fight another contestant in turn.

Run your split test until you have a clear winner AND both are converting at over 50%

When I get to that stage I relax a bit and start testing my upsell in the same way.

By doing this you'll end up with both your squeeze page and your upsell page converting really well and you can upscale the amount of traffic you're buying and still be pretty confident that you're covering costs.

There is a free tracking software included in Google's free analytics software. I haven't used it since it became part of Analytics but it sounds interesting.

Editor's note: Tony no longer uses ProAnalyzer. In fact, it is no longer offered or supported. But the theory is the same. Any software solution, free or paid, that allows you to do A/B split testing will work. It doesn't need to be a big deal.

If you're using WordPress, here's an article I found with some options:
<https://kinsta.com/blog/wordpress-ab-testing-tools/>

Tony continues...

You don't need anything fancy:

1. It needs to do A/B split testing where you can compare one page against another
2. It needs to show you your conversion rates in real time
3. You need to be able to create campaigns quickly and be able to create a brand new link for your funnel for each new solo ad you buy, or banner you buy or whatever

If you're using WordPress for your pages (maybe using Optimize Press or similar) you can get plugins for tracking and testing

VITALLY IMPORTANT: IF YOU DON'T INSTALL OR UNDERTAKE TRACKING, SPLIT TESTING AND TWEAKING OF YOUR SITES THERE'S ABSOLUTELY NO POINT IN YOU CREATING THESE SALES FUNNELS!

YOU NEED TO KNOW YOUR METRICS OR YOU WON'T SUCCEED!



CHEAT SHEET: If you can only afford to outsource ONE thing in this whole model, I recommend you get your tracking system installed. Pay your techy to do it and build into the deal an hour on Skype where he walks you through how it works.

Have him on his headset while you create a campaign, create your links and book a solo mailing (coming later) so you know you're doing it correctly

Hell, even turn on Camtasia and record your screen and your conversation while you're doing it so you can refer back to it later. Working tracking software is NOT hard except for the first time when it can be a little weird.

List Stuff



The whole point of this sales funnel model is to build your list.

You get a decent sized list and you just need to mail them any time you want money, and you'll get some.

This isn't an exaggeration or marketing BS this is 100%, swear on your granny TRUE.

Unfortunately it's something you won't believe (at least not fully) until you're in the position where you can send out a promo on Tuesday evening and bank \$1,200 by lunchtime Wednesday.

...and that's why you hear so many seasoned (i.e. old fart) marketers saying over and over again *'the money's in the list'*...

...it's because it **REALLY** IS.

How you **use** your list is up to you.

You can build a relationship with your list and mix content with promos, or you can churn 'em and burn 'em with promo after promo after promo.

BOTH THESE METHODS WORK

If you read my emails and know me, you'll know which I do (I provide content)

... but the fact remains that sending out a sales offer every single day to your list will make you a lot of money and maybe ruin relationships – **if** you're comfy with doing that.

...and it'll keep on working well if you've got a converting sales funnel like the ones in this report to keep topping up your subscribers

So we'll keep ethics out of it.

THIS NEXT PART IS VERY IMPORTANT:

Here's how I set my list up to work with my funnels:

My follow up message #1 delivers the URL of the download page where they can get the freebie they opted in for, and view some of my other offers.

Then I have **FOUR MORE** follow up messages, spaced **ONE DAY** apart for four days.

And these offer **ALL** my main products, which have **DIFFERENT PRICE POINTS**.

So I'll offer my lower price continuity which is \$7, my \$27 a month continuity, my \$197 a month product and my \$1,000 a month coaching.

Now I'm not *'walking them through the funnel and up-selling them as I go'* because I've found that it just **DOESN'T** work despite the expert advice we all see around the forums.

Here's what **REALLY** works.

Some people won't ever buy my \$7 and instead they'll go right in and buy my \$1,000 a month personal coaching.

Likewise some people will bypass everything and just stick with my \$7 a month newsletter.

And yet more will just go for my \$197 training.

And then some will buy **THE LOT** (love these guys!)

So to sum up I offer **ALL** my main products with my follow up messages, and then **STOP** all follow ups once they're added to my main broadcast list.

...and I email my list three or four times a week.

And a large part of my income comes from mailing my list.

It's the WHOLE POINT OF THE SALES FUNNEL SETUP

I have clients who set up a fabulous sales funnel, optimized, tweaked, tested and up-scaled so they can build lists of 7,000, 10,000 and 20,000 in a very short amount of time and effectively for FREE...

...and then never mail their bloody list!

Don't lose sight of what we're doing here – this sales funnel setup is so you can build a large list to mail for profit

This large list effectively means you'll never work for anyone else as long as you live.

It can give you financial freedom and personal freedom.

Yet some people freak out and don't like mailing out. I can actually understand that **because you WILL get offensive emails back from subscribers** who don't like your emails or who can't remember signing up.

I get emails like this every time I send out a broadcast. Any marketer willing to tell you the truth will say the same thing.

It's just what happens.

Seeing hundreds of dollars land in your bank account should ease the pain a little 😊

I have internet marketing friends – names you'd certainly recognise – and their whole business model – *multi-million dollar* business model I should say- is exactly what you're reading in this report. They don't do anything else.

A. Optimize your sales funnel so it converts well enough to (at least) break even and then buy LOTS of paid traffic to build your list.

B. Send affiliate promos to that list and make a lot of money.

That's it.

A business model that can be summed up in a sentence or two.

I love it.



So where do you find products to send out to your list?

Well it's a Hell of a lot easier than it was.

Time was that Clickbank would be your main source of promos to send to your list because every week someone would have a huge mega-launch.

I've never been fond of promoting launch after launch although I've certainly done it and made a fair bit of money from doing so.

But those days are thankfully dwindling in favor of smaller, less 'slick', but much better content product launches in the form of WSO's (actually they technically aren't "Warrior Special Offers" anymore, they've sort of transitioned to the Warrior Plus platform at <http://warriorplus.com> but we still call them WSO's for short. Another alternative is the platform over at JV Zoo, <http://jvzoo.com> which is very similar.

In either case, it's fairly easy to get approved to promote the offers as an affiliate, but you do have to get approved for each offer individually.

I like these WSO's because they make product launches easy for anyone who has a method or system to share, and this means we're not just getting the same old crap from big marketers who sell the same thing with a different title...

...instead we're getting weird and wonderful information from different niches and from different sorts of marketers.

And this is a good source of promo material for your new list.

You should also go out actively looking for products that would benefit your list and then finding out if they've got an affiliate program.

The beauty of building your list using the method I'm sharing is that you don't have to choose a niche – although your squeeze page and upsell can give a hint of your direction – which means you can promote all sorts of different products.

That's not the only way you can monetize your list either.

You can sell solo mailings.

Instead of searching for promos you could make a guaranteed sum by mailing out for other marketers.

Charging \$99 for 200 clicks is easy money, especially when you've got a good sized list.

Do this just three times a week and you're looking at over \$1,188 a month just from solo mailings.

And all you need to deliver is the clicks – you don't need to have a converting squeeze page or upsell.

Again, a list gives you **power**.

The reason I mentioned getting your **buyers** to sign up to another list after they've purchased your upsell now becomes clear.

Your buyers list is much more profitable than your subscribers list.

Why do you think people offer 100% commissions to affiliates? So they can get their buyers onto a list.

So when you've sold your product, ask your buyers to submit their email address for free lifetime updates.

They will.

Set up an automation rule in your autoresponder that unsubscribes your buyer from your prospects (main, non-buyers list) when they subscribe for the free update.

Suddenly you've got a buyers list.

This is where you send your premium offers, and NOT any solo ad traffic you sell. I'd rather send an offer to 1,000 buyers than to 20,000 prospects.

This again is something you really need to see for yourself, and if you follow this model, you will.

**VITALLY IMPORTANT: IF YOU DON'T MAIL
YOUR LIST WHEN YOU'VE BUILT IT THEN
YOU'RE WASTING YOUR TIME!**

**THE WHOLE POINT IS TO MAIL YOUR NEW,
LARGE, EAGER TO BUY LIST!**

How often to mail?

...is a question I'm asked a lot...

The answer is easy – if you want more money mail more often.

Your list WILL get used to it.

Start as you mean to go on and if you intend to mail five days a week then do it from the start.

My testing has shown that my number of unsubscribes remains roughly the same whether I mail once a week or five times.

My unsubscribes only increase dramatically when I change what I'm doing.

So if I've been mailing five times a week then don't mail for two weeks my unsubs will go up.

So once you decide on your mailing frequency stick with it.

The deciding factor for me is that I earn significantly more money if I mail five times a week. I also mail out a lot of content too, so that helps my emails to get opened.

Then again many people aren't LOOKING for content – they are simply looking for information about what's on offer and whether it's something they can use in their business...

...SO DON'T ASSUME that just because YOU get pissed off with endless promos, that everyone does.

It's often not the case for a lot of people

DON'T ASSUME – TEST!



CHEAT SHEET: I can't emphasise too much about the power – call it 'leverage' if you will – that having a big, active list gives you.

I've partnered on numerous projects where I end up owning 50% of an entire product that has been created by another marketer purely because I can bring it to market with the help of my list.

Many people are so eager to get involved with list owners that they'll come to you with ready-to-go projects that you just have to mail out for and help bring to market.

As a large list owner you're often given a larger affiliate commission than 'normal' affiliates, and product owners will offer you an ad placement on their download pages or banners inside the product in return for you promoting. That's a form of integration marketing.

A large, responsive list gives you income security, leverage and the ability to make money on tap...

So let's move on to what brings the entire funnel to life – the fuel in the engine...

Paid Traffic Stuff



I spent years working bloody hard to get free traffic to my sites.

It worked too. I did well.

But nowhere near as well as when I'm *buying* my traffic

Remember when you first started out?

The internet marketing dream – how we don't have to pay for anything...

...how all our hosting, list-building, software and every bloody thing else ESPECIALLY TRAFFIC should be FREE.

Seriously – I've had moments in the past when I've doubted myself because I couldn't get enough free traffic to expand my business as I wished.

Was it just me?

Is everyone else getting enough free traffic so that they have some to spare?

Nope - My guess is that 99% of people can't make free traffic work as well as they need it to IF at all.

Then there's SEO...

What a bloody nightmare

You spend years learning the 'tricks of the trade' of how to get your sites ranked on page one of Google JUST to get enough traffic to make your business pay...

...only to find some other bastard has done it BETTER and knocked your site off its position...

Or worse, Google throws a wobbly and for some unknown reason sandboxes your entire Adwords site portfolio...

..and it never comes back.

I personally KNOW people who have lost STUPID amounts of monthly and yearly income because Google got arsey in one way or another.

I now teach my personal clients that if they put their traffic generation solutions in the hands of a third party organisation such as Google they're CRAZY

This is going to offend a LOT of people but I won't apologise for it:

If you're doing more than just BASIC SEO on your sites you're wasting your time

Because the algorithm that makes your SEO effective can be CHANGED AT ANY TIME, and you will watch your cash cow sliding down the rankings...

...and your income along with it.

If your site doesn't rank on its own natural merits – if you continuously have to do stuff with backlinks or adapt things when various updates occur you're CRAZY.

Sure, make sure that your basic SEO is in place and is solid, but don't turn it into your entire business.

If you can buy traffic on demand you take back control of your income.

Here's something else it's important to realize:

Unless you're earning a million upwards a year, 90% of your time should be spent getting money into your business...

...and that means TRAFFIC & CONVERSIONS!

So the dream of free traffic – and the flip side – that we're doing something **wrong** or are somehow crappy marketers **if we can't generate free traffic...**

...IS A MYTH!

It's a load of rubbish dreamed up by gurus who know that their best-selling products are 'how to generate free traffic' type things.

Why do you think Twitter, FaceBook, Pinterest (bloody PINTEREST for God's sake) all have so many courses built round them?

It's not because they work (at least not without 18 hour days).

It's because it makes money for the course creators.

...and damn near all the courses around social media are about how to create free traffic from these things.

Same as they were about Squidoo a while back...

...or Craigslist

How many of you reading this have ENOUGH traffic from these free sources?

Can you generate ten, twenty, fifty grand a month from the traffic you get in this way? From FREE traffic?

...and how much TIME are you spending on OBTAINING this free traffic?

In short guys...

Ask yourself if free traffic is working for you?

My bet is that it ISN'T

Because as I said before I'm not bad at internet marketing and I couldn't get the results I wanted from free traffic without working 10 hours a day.

Now my business could run itself in a couple of hours a WEEK if I wished.

And with my sales funnel business model you've got control over your own traffic.

If you need some more, just buy some more.

You can have traffic coming to your funnels in less than an hour if that's what you want.

Don't underestimate how powerful this method is.

So here's how it works:

You just buy traffic, mostly in the form of PAID SOLO MAILINGS.

Most people know what these are, but if you don't they're just when **you pay another marketer to mail your offer to his or her list**

You should always buy 'guaranteed clicks' rather than (for example) '*a mailing to 3,000 people*' because guaranteed clicks means that the solo seller guarantees to have a certain number of people click the link in the email swipe that you provide and therefore arrive at your site.

You'll provide a swipe email to your seller.

This will usually be for a free product, because many solo sellers won't accept any ads that want to send ads to **paid offers**.

Here's an example of one of the swipes I use when buying ads:

Hi {recipient},

=====

I've just managed to grab you a free copy of the scariest, grittiest and most effective 'real results' Internet marketing newsletter out there.

<http://autolaunches.com/p.php/fclimited>

=====

In his 'Affordable Mentoring Newsletter' Tony Shepherd simply doesn't 'DO' theory.

Everything in 'AffMent' is a REAL technique that has been used by Tony or marketers he personally knows.

And you'll be able to see that for YOURSELF because he lays the results WIDE OPEN for you...

Including ACTUAL stats such as earnings, income, traffic numbers, list sizes, results, disasters and even black hat stuff.

It's the nearest thing you're going to get to Tony's sold-out \$12k a year personal mentoring program.

Get your no-strings free copy by clicking the link below now:

<http://autolaunches.com/p.php/fclimited>

Best, {sender}

Obviously the person who I've paid to send out my email will fill in their own name, and depending on the autoresponder they use, they'll also complete the fields or shortcode for {sender} and {recipient}

The email is designed to get as many people as possible to my squeeze page BUT...



CHEAT SHEET: If you tell the reader a little about what your offer is, then **ONLY** people who are interested will click on the link - so in effect you're **PRE-QUALIFYING** your leads!

Most people don't do this with solo ads - they use intriguing but **BLIND** copy (no details about the product) so giving **SOME** detail about your product will give you a **BETTER** opt-in rate than if you just ask them to click for a free offer with fewer details, because only the ones that want the offer will click.

Of course the solo seller then has to work harder because he won't be able to provide all your clicks from one send, because as I said earlier you're pre-qualifying them

BUT it makes a **BIG** difference to the quality of the clicks that are sent because they're far more likely to opt-in for your offer and your conversion rates **skyrocket!**

Use this trick of pre-qualifying them and you'll see much better opt-in rates.

If I'm booking for example 2,000 clicks in a week, I have the option of either getting 2 x 1000 click solos, 4 x 500 click solo etc...

..But I prefer to get 20 x 100 click solos sent because most senders over-deliver by around 10 or 20 clicks.

So if I got one solo sending 2,000 clicks for me I might end up with 2020 clicks in total, (over-delivered by 20) which is cool

BUT If I buy 20 x 100 click solos and get 20 over-delivers on each one, I end up with 2,400 clicks for the same cost.

An extra 380 clicks!

So my advice is to buy smaller sized solos.

Once they're paying for themselves you can hire a project manager for a couple of hours a day to buy your solos for you – **MUCH** easier than doing it yourself although to start with and to learn the ropes, definitely book your own solos.

I use [Udimi](#) and also buy directly from solo sellers. Ask marketers that you subscribe to directly if they sell solos because many do.

Or check out the various sections of the Warrior Forum because many solo sellers advertise in there.

Remember - Track your clicks

You see the link in my swipe above?

<http://autolaunches.com/p.php/fclimited>

This is a tracking link that I've generated from my Proanalyzer software.

I can generate individual ones per solo, so I can track clicks from that particular seller.

I can ALSO do 'live' A/B split tests from this link, to test which of my squeeze pages is converting the best



22	• wb1	205	3	188	92%
23	• ca	185	2	14	8%
24	• fclimited	144	0	59	41%

The screenshot above is the basic view in my tracking software – clicking the link gives more detail, but at a glance I can see that on the day I'm writing this, the 200 click solo I bought and that's currently sending out is converting at 41%...

...which isn't great but depending on the conversion of my upsell it should probably cover costs (I won't check until all the clicks have been sent out)

At the time I took this screenshot, 144 of the 200 clicks I'd ordered had been received and 59 of them had opted into my list, hence 41% conversion rate.

You can see the link ABOVE that converted at 8% which isn't great at all.

And the one above that converted at 92%, which is one of my banner offers.

So it's imperative that you TRACK what's going on with your solos.

Can you imagine paying for all these solos and not knowing whether you're making or losing money? Crazy...

With Udimi.com their system tracks automatically how many clicks have been delivered) although you'll need to track your own conversions of course) and their tracking system is weighted TOWARDS solo buyers, so it's a good one to use.



CHEAT SHEET: If you've clicked on any of the links above you'll know by now that my main upsell is for my [\\$7 a month newsletter](#)

This of course is a continuity program so while it's slightly harder to sell as an upsell product from a free squeeze page, it quickly becomes more than enough to cover the cost of my paid solos AND bring in a good profit monthly as it rebills

I'd advise starting with a one-off payment 'normal' product but as you get your head around tracking your results, look at plugging in a continuity product at a low price-point too...see what happens

If you're outside the 'make money online' niche then paid solos can be slightly harder to find, although when I've worked with my personal clients in different niches we've found that simply by approaching established names in various niches and asking, they'll happily sell us solo ads

Buying banner ads and sending the clicks to your squeeze page (same funnel just use a different tracking link) is also a way I get good paid traffic

You'll need to have some banners made or create them yourself in Photoshop

Here's one of mine:

Want To know How A Lazy
Hippy Makes A Five-Figure
MONTHLY Income Online?



[Click HERE](#)



Again this is for my newsletter and it's one of a LOT of banners that I've tested against each other, and of different shapes and sizes.

Now there are a few ways you can use banners to bring paid traffic to your squeeze pages.

One is to approach site owners and blog owners directly and ask what they charge to run a banner on their blog for 30 days. A month is a good amount of time for testing a banner ad.

Many blog owners will have an 'advertise with me' section so you can see their rates.

Or you can use a site such as buysellads.com (Google 'buysellads.com alternatives' to find others – there are too many to list here), and place your banners automatically (they usually go live very quickly once approved)...

...on blogs and sites that are relevant to what you're offering.

You usually get a price for 30 days or per number of impressions.

For example...

Website				
Sidebar Ad 125 x 125 Middle Right	390,000 Est.Impressions	1 of 4 Available	\$100 Per 30 Days	▼ Buy Now
Bottom Of Every Post 125 x 125 Bottom Center	290,000 Est.Impressions	3 of 4 Available	\$50 Per 30 Days	▼ Buy Now
Sidebar Ad 300 x 250 Top Right ↳ PART OF SEO & MARKETING BUNDLE	410,000 Est.Impressions	3.3% Available	\$2.20 Per 1K Imps	▼ Buy Now

So you can see that you could place a 125x125 banner ad (there's an example of one of mine below)

Find Out Exactly How
A 'Lazy Hippy' Made
Five Figures Online
Last Month



And it would cost you \$100 for 30 days and you'd get (they estimate) 390,000 impressions in that time.

Also above you can see you could have a 300x250 top right

(that's where it would go on the blog) sidebar ad which would cost you \$2.20 per thousand impressions.

You can usually book any multiple of this – for example 2,000 impressions, 20,000 impressions and your ad will cease being shown when you've recieved that number of impressions.

You can also see above that you can book, upload, pay for, and have your ad live very quickly indeed without having to speak to a rep or account manager if you'd rather not.

I like the automated aspects of these services. It also means they're easy to outsource should you wish.

BUT while 390,000 impressions sounds pretty good, the click through rate is MUCH smaller than with solo ads, so you might pay \$100, get your 390,000 impressions and still only get 200 or so people clicking your ad...

...and then of course your squeeze page needs to do its job and convert a decent percentage of those visitors into opt-ins

But banner advertising is something you should definitely investigate.

Personally I've done OK with it, and I have ongoing campaigns at most times, but I'm better at solo ads 😊

Another form of advertising I've been messing about with (I should say 'testing') is BING ads.



These are very much like Google AdWords ads where your ad shows on the right when people search the BING search engine for certain keywords and phrases that you've bid on.

If you've ever used AdWords it works much the same way but without the ever-present threat of Google banning your account when they're having a bad day.

Now I like BING ads a lot and I find myself using it more and more.

It's great for testing your conversion rates – you can have your ads displaying and traffic coming to your sites in 15 minutes.

Again you need to use your tracking links.

How much traffic do you need?

Depends how much you want to grow your list by. If you want an extra 2,000 subscribers a month and your squeeze page is converting at 50% then you're going to need to buy 4,000 clicks a month, which would cost you around \$1,200

If your upsell is \$17 and that converts at just 3% then your revenue will be \$1,020 leaving you \$180 down on your solos BUT with an extra 2,000 people on your lists which should easily cover that in promos.

Much more actually.

But convert at 4% and you bring in \$1,360 from your solos leaving you \$160 in **profit** and again with an extra 2,000 people on your list.

You can see the power of this right?

I have quite a large list but I'd certainly notice the difference than an extra 2,000 new subscribers (fresh blood!) brought to my promo results!

...and FAST too.

How long would it take you to increase your list size by 2,000 new subscribers using traffic from Pinterest or Twitter?

Buying traffic is what professional marketers do

They DON'T fanny about trying to generate free traffic.

They might have systems in place to benefit from free traffic but on the whole they use solo ads, banners, media buys, CPA, retargeting and a whole heap of other paid traffic methods.

Conclusion & kick in the butt!

Buying solo ads, banner ads and BING ads as we've talked about today is the START of your journey into expanding your business in ways you wouldn't believe.

It marks the END of your days 'messaging about' with an online business and celebrates the start of a new and effective way of building your business.

The crazy thing is it's so SIMPLE:



I have a number of 'business engines' which are really just highly optimized sales funnels that consist of:

1. A Squeeze page
2. An upsell offer to fund the paid traffic
3. A short series of follow up messages in my autoresponder to initially present my products (I also send broadcasts about my own products to my entire list later on)

But there's MUCH more to this stupidly simple little business engine than that...

Since I started working this way I've found that I no longer have issues with 'shiny object syndrome' or feel like I'm missing something important if I don't have a Pinterest account*

*You can maybe tell by now I'm not a fan of bloody Pinterest or any other social media fad being touted as a solid, sustainable marketing technique!

More than that, this simple method of paid traffic list building and mailing out promos has funded me in a way that I wouldn't have dreamed possible when I first started with online business

...and I work much less now than I did several years back...

But better than that it's allowed me to explore and exploit other areas of internet marketing and online business that I simply wouldn't have had time to do before because I'd have been too wrapped up trying to generate enough traffic to my sites.

I've now got separate businesses based around offline marketing, plugins, themes, software, ad networks and coaching.

And it's ALL because I've got these daft little 'cheat sheet' sales funnels in place.

I know solo ads, CPA and the rest are pretty popular subjects at the moment but most people just mess around with it and forget it.

BIG MISTAKE!

If you take the time to set up your funnels, this can be the basis of your entire business, provide your main source of income and free you up financially and personally in ways you won't believe!

It's simple business basics guys:

Pour traffic in the top...

Monetize the process to cover costs...

Build a customer base that you can sell to again and again.

Sorry if it's **too** simple 😊

But that's what most online business newcomers think.

They're looking for complicated solutions - Let them look...

...I'm sticking with simple.



tony shepherd