

Welcome to the Watch Me Launch in a New Non-Im Niche!

Day 4:

Note: I've added a table of contents below so you can just skip to the current day instead of having to hunt for it :-)

<b>Day 1:</b>	<b>1</b>
<b>Day 2:</b>	<b>6</b>
<b>Day 3:</b>	<b>7</b>
<b>Day 4:</b>	<b>10</b>

(Note, each new doc includes all the prior days, so if you miss one, you don't miss anything. But don't wait to start following along until I'm done, follow along and do the work yourself so that when I'm done, you have built a business at the same time).

So it starts with day 1, then continues to the current day . . .

## **Day 1:**

I've created a squeeze page and a sales page when someone opts in:

squeeze page:

<http://succeedwithsean.com/growthandpurpose/purposetrainingaccess.html>

and the sales page:

<http://www.succeedwithsean.com/growthandpurpose/prosperitytrainingfrompurpose.html>

The next step is promoting these pages in a new niche, and quickly.

Organic traffic takes time, so for this project I'm not using it now.

PPC advertising might be good, but I still want something even faster.

So to build this fast, I'm going to buy solo ads.

Today I spent my time working on this creating the squeeze page, finishing up the sales page and adding in the download and payment routing, etc., and spent some time collecting solo ad sources for the niche.

Here's what I did:

To find solo ads, I went to yahoo and typed in "self help solo ads" and got this:

Ad

**Solo Ads To 500,000+ | Solo-Ads.com**  
[Solo-Ads.com/Ultimate](http://Solo-Ads.com/Ultimate)

Massive Opt-In Email Ad Package. Effective advertising that works...

**Self Help Solo Ads - Internet Marketing Guide**

[blog.thewealthsync.com/self-help-solo-ads-self...](http://blog.thewealthsync.com/self-help-solo-ads-self...) Cached

If you are looking for quality solo ad mailings to build your opt in mailing list, then you have come to right place. Solo Ads can be one of the most effective way of ...

**Self Help Solo Ads | Targeted Solo Ads**

[targetedsoloads.wordpress.com/self-help-solo-ads](http://targetedsoloads.wordpress.com/self-help-solo-ads)

If you are looking for Wealth Attraction Solo Ads, Self Help Solo Ads, Self Improvement Solo Ads and related offers mailings to build your opt in mailing list, then ...

**[ SOLO ADS] SELF HELP NICHE - GUARANTEED 1K QUALITY...**

[www.warriorforum.com/warrior-forum-classified-ads/747033...](http://www.warriorforum.com/warrior-forum-classified-ads/747033...) Cached

Please note that due to high demand you can now only buy solo ads from me at Personal Development Solo Ads You may be also interested in other

**Free Advertising | Solo Ads | Self Help Videos**

[mikepilcher.empowernetwork.com/blog/free-advertising...](http://mikepilcher.empowernetwork.com/blog/free-advertising...) Cached

Here is just another great advertising platform that I continue to get a great deal of real live opt in leads with on a daily basis. After just checking my stat

**Ezine Solo Ads - Self Improvement from SelfGrowth.com**

[www.selfgrowth.com](http://www.selfgrowth.com) - Internet Marketing

Ads

**Solo Ads-Top Tier Traffic**  
[www.My-Solo-Ads.com](http://www.My-Solo-Ads.com)

We Strive To Get You RESULTS, Not Just Clicks. 15 - 20% Over-Delivery

**100% Safe Opt-In Solo Ads**  
[www.10DollarSoloAds.com](http://www.10DollarSoloAds.com)

Guaranteed Response Rate & Hundreds Of Targeting Options

**Change Your Life in 2015**  
[Amazon.com](http://Amazon.com)

4.0 ★★★★★ rating for amazon.com  
One of the best books on self help. Live your dream life today. Buy Now

**Solo Jobs - Hiring now**  
[Jobs.CareersLocal.net](http://Jobs.CareersLocal.net)

Positions available at Solo. Apply now.

**Classified Ads For Free**  
[www.ClassifiedAds.com](http://www.ClassifiedAds.com)

Search For Great Deals In Classified Ads For Free Online Today.

I started clicking through, with a little clicking, here are a few:

[Self Help Solo Ads](#)

<http://cytmedia.com/personal-development-solo-ads/>

<http://solo-ads.com/>

<http://new-list.com/>

<http://bestezines.com/>

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Then I searched for “self improvement solo ads” (can you imagine how many more topics you could put in to find targeted solo ads? Or use google in addition to yahoo?)

And I found more:

<http://www.goalzila.com/soloads/>

And in search results, sometimes you find old ads, but I’m emailing them anyhow:

<http://www.warriorforum.com/warrior-forum-classified-ads/1026403-high-quality-self-improvement-solo-ads.html>

And here are more:

<http://personaldevelopmentsoloads.com/>

Now, for each one that interests me, I am sending the following email:

Hi, my name is Sean Mize, and I'm interested in buying a solo ad in the self-help category . . it will be promoting this page:

<http://succeedwithsean.com/growthandpurpose/purposetrainingaccess.html>

If that is something you would be willing to mail, when is your first available mailing?

Thanks

Sean

Now, it’s not necessary to email before you buy, but frankly since I’m doing this project for all the world to see, I don’t want to buy a solo mailing and then it doesn’t mail for 3 weeks, I really want to buy solos that will mail in the next few days.

Then once I emailed everyone on those lists, and haven’t gotten a response back yet, I thought I would check the Warrior Forum for some solo ad opportunities just to test a few, here is the search terms I used in advanced search:

(note, I’m not counting on these solos to be great, they are probably im leads, not self - help leads, but want to test a few just to see. Note also: testing is key, if you don’t test and know which solos provide what ROI, you won’t be able to scale up)

Search by Keyword  
Keyword(s):  
solo ads  
Search Entire Posts

Search by User Name  
User Name:  
Find Posts by User  
 Exact name

**Search Options**

Find Threads with Prefix  
(any prefix)  
(no prefix)  
**Designer**  
Designer:  
**Programmer**

Find Threads with  
At Least 0 Replies

Find Posts from  
Any Date and Newer

Sort Results by  
Last Posting Date in Descending Order

Show Results as

Search by Tag  
Tag:

Search in Forum(s)  
Search All Open Forums  
Search Subscribed Forums  
The Warrior Forum  
Main Internet Marketing Discussion Forum  
Warrior Special Offers  
**Other Website Products & Services**  
**Warrior Forum Classified Ads**  
**Warriors For Hire**  
Wanted - Members Looking To Hire You  
Web Hosting Offers  
Affiliate Program Database  
Freemarket.com Discussion  
The War Room  
 Also search in child forums

So you can see I searched “solo ads” for the categories “other website products and services,” “warrior forum classified ads,” and “workers for hire”

<http://www.warriorforum.com/warrior-forum-classified-ads/896026-hot-solo-ads-my-solos-convert-many-testimonials-warrior-discount-100-500-clicks-available.html>

<http://www.warriorforum.com/warrior-forum-classified-ads/800764-fresh-premium-solo-ads-affordable-price-my-list-chompin-bit-buy-buy-buy.html>

(that one I sent a PM)

<http://www.warriorforum.com/warrior-forum-classified-ads/1046849-premium-solo-ads-first-time-buyers-special-aruns-top-quality-soloads-proven-get-you-results.html>

<http://www.warriorforum.com/warrior-forum-classified-ads/923419-nick-s-killer-im-mmo-traffic-ultimate-sales-producing-traffic-offer-reviews-more.html>

<http://www.warriorforum.com/warrior-forum-classified-ads/798691-diamond-solo-ads-get-quality-targeted-traffic-your-offer-today-check-out-reviews-inside.html>

Ok, I sent all them an email or PM

obviously there are many many more, and if you are serious about this, you can find many many more.

Now, I want to give you a few more places where you can buy solo ads or find mailing lists to ask if you can mail:

<http://lists.nextmark.com/>

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<http://www.arcamax.com/mediacenter>

<http://dedicatedemails.com/>

You can also go to an agency like: <http://www.thejamesrwhelanagency.com/>

Now, at this point, I can't do much more until someone writes back, I buy an ad, then I can give you what I put in the email, and so on.

**Another GREAT way to find solos is to just get on people's lists in your market, then write them and ask if they would consider selling you a mailing to their list.**

Now, another GREAT way to find people who will mail for you is to find people who are mailing for other people.

One way is to get on tons of lists, then see if people are mailing for other people.

Another way is to find the giveaways in your niche and participate. Two things happen: 1) you get subscribers when you actively participate and 2) you can contact EVERY PERSON who is advertising a free gift in the giveaway about doing a mailing for you.

Here's the thing, you KNOW they are willing to mail offers, because they are mailing to be a part of the giveaway!

Here is a current one you can join and participate in:

<http://healthywealthywisegifts.com/go/12/jv>

Ok, I've received 2 responses so far, these are for mailing on the 11th and the 13th, so won't get immediate results.

Within the next 24 hours I should have some folks able to mail sooner -

And start putting results here.

So, next steps:

getting an adserver/tracking solution (I'll show you a few options and the one I choose in the next installment

buying solo ads

mailing the offers

tracking the results

then rinse and repeat

also, I'm planning to add an upsell to the front end offer - and of course I'll show you that as well when I do it

## Day 2:

I have received about 6 responses from solo ad providers who are able/willing to mail soon - but many after the beginning of next week.

I plan to buy all of them today, but it might be a few days before results start coming in.

But before I can buy any of them, I have to set up an ad tracking campaign

Yesterday I spent some time looking at different options, here are the primary ones I looked at:

<http://voluum.com>

<http://improvely.com>

<http://clickmeter.com>

The key thing I needed was that I could track 2 conversion goals, and the folks at clickmeter told me I could, so I signed up with them for the \$29/month solution (it gives me 25,000 events per month). I believe an event is a visit, a click, or a conversion.

That should be enough for this test. And this will allow me to test their servers and their service.

So next I'll set up the ad tracking campaign in clickmeter, then I can begin to buy solo ads (no sense in buying ads until I can give the solo ad providers the link to send to.)

Also, perhaps you are thinking, why not just create different pages, etc., or just use visualwebsiteoptimizer, which you already pay for?

The key is I want it to be simple, so that I have just one page for all visitors (in the campaign) to come to. And I can use visualwebsiteoptimizer to split test on that one page. Hence an adserver.

And why not visualwebsiteoptimizer? Primarily because it is much more expensive for the same traffic, PLUS - it seems much more complicated to set up varying tracking links (if not impossible), I sent them a message about the same time as I sent one to voluum and clickmeter, and have not received a response. (Also: voluum is about 4x cheaper, if I remember, than clickmeter - BUT they only allow tracking of ONE conversion goal, and I want 2: the optin AND the first sale.

That's all I've done on this today :-)

and it might be the beginning of next week before I can do the next step (which is creating a tracking campaign, then buying the solos and writing the solo ad).

I was hoping this would go faster . . . but this is probably good, too, because you can see that things don't always go smooth even for me!!

See you next week (unless I sneak in some time tomorrow before my wife wakes on Saturday!))

Sean

## **Day 3:**

The first thing I did in this business is set up my first clickmeter tracking link (took about 2 mins)

Here are some screenshots of setting up the link in clickmeter:

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The screenshot shows the ClickMeter dashboard. At the top left is the ClickMeter logo. To its right are navigation tabs for 'DASHBOARD' and 'REPORTS'. Further right is a search bar with a magnifying glass icon and a 'CREATE NEW' button with a dropdown arrow. Below this is the 'Account overview' section, which includes a settings gear icon. A summary row displays: 1 CAMPAIGNS, 1 TRACKING LINKS, 0 TRACKING PIXELS, 2 EVENTS (+100.00% Last 30 days), and 3 mins ago LAST EVENT. On the left side, there is a sidebar with 'Current plan' (Medium), 'Subscription: Medium', 'Clicks/month' (with a green progress bar), an 'Upgrade my plan' button, 'Refer a friend', and 'Earned: 0 Clicks/month'. The main area shows 'All campaigns' with a '+' button, a filter for 'Last 30 days', and a chart area with a line graph icon and two bar chart icons.

click on the create new button on the top right above

This image is a close-up of the top navigation and account overview section of the ClickMeter dashboard. It shows the search bar, the 'CREATE NEW' button, and the 'Account overview' header with a settings gear icon. Below the header, the 'LAST EVENT' section is visible, showing '3 mins ago' and 'LAST EVENT'. To the left, there is a percentage '00.00%' and '(t 30 days)'. At the bottom, there are three icons: a line graph, a bar chart, and a grouped bar chart.

under the create new pulldown, click on tracking link



Friendly name:  ?

Options:

- Notes
- Tags
- Conversion
- Redirect mode
- First click
- Max clicks
- Password
- Expiration Date
- Cloak URL
- Wipe referral
- Status code
- Forward parameters
- Advanced privacy

[Create link](#) [Cancel changes](#) [Back to top](#)

fill in the details, then click on create link

Then I bought the first solo ad:

<http://www.warriorforum.com/warrior-forum-classified-ads/798691-diamond-solo-ads-get-quality-targeted-traffic-your-offer-today-check-out-reviews-inside.html>

I bought the 300 click version, this will give me something solid to test with

I don't like to buy the biggest package even if the price is much better per click because a lot of times when someone is selling clicks their bigger packages take multiple mailings or they might even buy traffic from somewhere else to meet the number.

So your lead quality tends to be a lot better if you just buy a smaller package, one they can get all your clicks in one mailing.

Now, because this is my first solo mailing for this offer, I haven't written a swipe yet, so when I bought the ad and sent the seller my transaction id and the tracking link, I asked him:

I don't have a swipe written for this yet . . . would you be willing to write something that tends to resonate with your list, and just copy me on it ?

This will allow me to allow him to write my first swipe (which will likely be strong, as its in his interest to get me as many clicks as fast as possible)

Hopefully tomorrow I will get to buying the others (there are about 3 others who have responded personally)

keep in mind, with this, I'll get 300 clicks, and hopefully about 100 subscribers -

so just a few more mailings like this and I'll be into a zone where I can really start seeing test results from the upsell

Notice that what I've just done took about 20 minutes.

Now, this is just one of several projects I worked on today.

Each project I work on I use a "what is the next thing I need to do on this project today" principle for determining what to do next.

Or you can ask the question: what is the most valuable use of my time (today), or (on this project) etc.

So it's like for each of my projects, I treat it like a "day" even if it's only 10 minutes

Ok, till tomorrow,

Sean

## **Day 4:**

Well, one of the things that happens when you build a new business is that things usually seem to take longer than they should!

In my case, I bought the solo ad, but I haven't been given a time when it will run yet. And because I didn't buy the other 3 or 4 the first day, I've sent another email to confirm when they will run.

I'm not crazy about buying solo ads without talking personally (via email) with the seller, and making sure they like my landing page, and get an idea of when they can mail.

So . . . . no more solos until probably tomorrow or perhaps Monday by now.

But . . . the second thing I'm gearing up for is the huge giveaway in the self-improvement niche put on by Dr Joe Rubino and Carolyn Hansen.

In fact, that's one of the reasons I am launching into this niche right now, because I can leverage that launch to get 500 - 1000 new subscribers, plus TONS of exposure.

I can put retargeting on my landing page, so if someone just clicks and doesn't subscribe, I can put ads on their web pages and have a 2nd (or 3rd or 4th) chance.

If you haven't had a chance to see the giveaway, it's here:

<http://healthywealthywisegifts.com/go/12/jv>

The key with it is to upgrade, which gives me 3 gifts (instead of 1, I think) - that means if I'm number one on launch day (and I think I can be) then I will have the TOP 3 SPOTS in the giveaway!

Here's a screen shot of my stats so far, compared to others who are promoting for joint venture partners (the member promotion starts on the day it opens to members) so you see I'm close to the top, and will watch this carefully, even buying solo ads to get the leads if I need to (it's that important).

Stats Updated Every 6 Minutes. Last Updated 05/14/2015 09:20:04 PM Click A Column Header To Sort Stats							
Name	Contribs	Members	Total	Grand Total	Qualified	Upgrade	Sales
Stephanie Mulac	48	0	48	48	0	2	\$124.00
Gillian Hood	44	0	44	44	0	3	\$221.00
Geoff Wilkins	40	0	40	40	0	0	\$0.00
Sean Mize	38	0	38	38	0	2	\$194.00
Sherry Bowers	35	0	35	35	0	5	\$415.00
Willie Crawford	27	0	27	27	0	1	\$97.00
David Railey	11	0	11	11	0	0	\$0.00
Kathy and Suzen	5	0	5	5	0	0	\$0.00
Michael J Ming	4	0	4	4	0	0	\$0.00
Rachel Archelaus	3	0	3	3	0	0	\$0.00
Martin Bigler	3	0	3	3	0	0	\$0.00
Margot Van Aanholt	3	0	3	3	0	0	\$0.00
Sumaiyah Yates	3	0	3	3	0	0	\$0.00
Donna Packard	2	0	2	2	0	0	\$0.00

I'm hoping that this, will, of course, be quite profitable for me, and hoping for 500 - 1000 leads easy, and pushing for \$10 a subscriber in monetization - so well worth the \$97 upgrade and even a few solos to help drive leads there, if I need to.

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Well, that's all for now, hopefully tomorrow I'll have more for you, but if not it will likely be Monday or even early Tuesday (I usually do planning/strategy Monday AM, so I don't often get as much done Monday working in the business as I do the rest of the week, even though Monday as a whole is much MORE productive for me than the rest of the week).

Have a good weekend!

Sean