

# \$10k in 7 days

“...How I made over \$10,000.00 profit in 7 days with no email list, no joint venture partners and no promotion of the offer whatsoever.”

*By George Brown*

You can visit me at <http://googlesnipersystem.weebly.com/>

Hi.

My name's George Brown and I want to thank you for downloading this report.

What follows is the completely uncensored story of how I made over ten thousand dollars in seven days selling an E-book on an internet marketing forum, called the Warrior forum.

Before we begin I want to let you know that I actually made over \$22,000 from this offer in total. After releasing it for the first 7 days which will be discussed in this report, I released it again one month later for another 7 days and made over \$10k again that time.

And yeah... I could change the title of this report, but I think \$10k in 7 days is more catchy. So, throughout this report I'll just talk about those first seven days.

Now, \$10k in 7 days is certainly a lot of money. Especially when it was all profit. But, in the world of internet marketing with its million dollar launches every fortnight, it may not seem so impressive.

So, it's important that you realise why this \$10k is so special. First of all, what's special is that it was my *very first* Warrior special offer, and also, my very first internet marketing product.

And what's even more special is that...

- **I didn't do any kind of promotion whatsoever.**  
Seriously, I didn't even post on the main forum to try and drive more traffic to the offer.
- **I didn't have any JV partners.**
- I didn't have an email list.
- **And no one knew who the hell I was** - After all, all the money I'd made up until that point had been from affiliate commissions. And I'm not what you'd call an "active" member of the forum either. So basically, I had no credibility whatsoever.

And that means that you don't need to have any of these things either. That's right, I'm telling you that a complete newbie to the Internet Marketing niche can have as much success as I did.

I didn't have any of the stuff usually associated with a product launch after all. All I had was 20 bucks to list the offer, an E-book and some copy I wrote.

It is this, why I believe that this report is so special. Because it is something anyone can achieve, right after reading this report today.

So, throughout this report I'm going to tell you what I did, and how you can do the same and make thousands of dollars too.

I believe that what follows is one of the easiest and best ways to make money on the internet, so please, use the information contained herein wisely.

So, without further ado, let's begin.

No fluff in this report, just brass tacks.

First things first you may be thinking...

## What the hell's the Warrior Forum?

Now, for those of you who aren't familiar with the Warrior forum. It's an internet marketing forum that has a section where you can pay a small fee (20 bucks) to list an offer. It can be a service, an e-book, software... whatever!



### Warrior Special Offers Forum (553 Viewing)

This section is for making Warrior members a Special Offer. A Special Offer means making Warriors a deal like no others get. Usually that comes in the form of a much lower price. No junk offers will be approved here.

All you need to do is create your product or offer a service, write a quick sales letter for it, pay \$20 and that's it.

Instantly thousands of ready to buy prospects (internet marketers browsing a section of the forum where stuff is sold) will see your offer.

Never before have I come across such an easy and cost effective way to instantly get traffic. By the time you're done reading this, thousands of internet marketers from all walks of life (and experience levels) will have visited this sub-forum. That's thousands people that could be viewing whatever your selling.

Here's a link to it:

<http://www.warriorforum.com/warrior-special-offers-forum/>

Now, in order to list a Warrior special offer you need to have made 30 posts on the actual forum itself. This is fairly easy to do, just make sure you don't spam the forum.

The Warrior forum is a great community and giving useless one or two word answers in topics is a sure-fire way to get you banned right off the bat and destroy your reputation.

So, make your reply's useful. The easiest way to do this is to find topics where someone's looking for help with a problem and if you know anything that can help, reply.

Another great way to get your post count up AND improve your reputation at the same time is by contributing to the forum by starting your own useful topics.

Let's say you've had a lot of success with Article marketing, you could write a quick topic titled "how I make money with article marketing" and just spend 20 minutes writing a detailed guide on exactly how you do it.

Not only will that get your post count up, but like I said, this will also improve your reputation on the forum, which will in turn improve your sales when you do run your WSO.

### **Just another quick word on reputation...**

Another thing that will instantly create more trust in you, and in turn mean that more people purchase from you when you run your Warrior special offer, is to act like a real person.

And by that I mean...

### **Use your real name.**

Warriors are going to be much more likely to trust a real person, and using your real name (your full name) will instantly give a massive boost to your credibility. In short, when choosing your username on the sign up page, don't call yourself "Internetmarketer992".

### **Also, add a picture.**

Forums have something called an Avatar, which is an image that will display under your username whenever you make a post (and that includes running a WSO).

Make this a simple portrait photo of you, it doesn't have to be fancy (although it does add another level of credibility if it's professionally done). Most Warrior's just have a simple shot taken with what looks like a webcam.

Also, before you post your WSO, please be aware of the rules that you must adhere to. They're pretty simple, and you must obey them.

### **The rules of the Warrior Forum...**

*1. All WSO's Must Be Something You Created. A Product Of Your Own. (A package of ebooks someone threw together is not considered a product and will be deleted) This is completely self explanatory and not up for debate. If you yourself did not create the product do not post it here.*

*2. A Warrior Special Offer Means The Price You Give Must Be Better Than The Price The Public At Large Can Get. (This is not a "buy my product" forum, it is a "Special Offer" forum)*

*3. Anyone Caught Scamming Members Will Be Deleted From This Forum Entirely. (obviously)*

*4. If By Chance You Do Get Scammed By Someone The Problem Is Between You And Them. Not The Forum. Not The MOD's. And Not The Forum Owner. If you get scammed you deal with the person that scammed you. That's just the way it has to be. You have zero protection in here just like you have*

*zero protection on the rest of the Internet. You can charge back on them, you can sue them or you can post about them all over the Internet. Whatever you do is entirely between you and the seller.*

*5. If Your WSO Does Not Get Approved Right Away Please DO NOT Start Emailing The MOD's Or Posting About It In The Main Forum. Sometimes It Takes Time.*

Just bear those fairly simple rules in mind when creating your offer and you'll be fine.

Okay.

Now that everyone's up to speed with that quick 'n dirty introduction, *let's get down to business.*

This report will be broken down into a few different sections. First of all "the offer or the product" where I'll discuss my product and how you can make yours.

Then "selling it" where I'll talk about selling your offer, so writing your sales copy, post titles, when to run it and all that good stuff.

Then finally, I'll talk about running your offer. So crucial aspects like answering emails, giving refunds and some extra tips to help you get the most you possibly can out of your WSO.

So without further ado, let's get started!

## The Offer (creating your product)

*So, what was my offer?*

I'm not going to lie, I poured my heart and soul into the product, hoping to create a truly one of a kind E-book that I could really be proud of.

Note that I would not have spent so much time on it if my intention was just to offer it as a WSO, I always had the bigger plan of a major launch in the back on my mind.

I took the very system that's made me over \$100,000 through affiliate marketing, the system that I literally created myself... and shared it with the World.

I left nothing out.

Every single step you needed to take was covered. And I knew that anyone who actually put it into action would make money. And guys were... by the third day of the WSO!

I called it Google Sniper, and truly, it was a *sick* product.

It was originally a 93 page E-book complete with process maps and illustrations that showed you step by step exactly how to create a Google Sniper website, and then turn that into a six figure business.

I've never seen feedback like it, with dozens of guys telling me both personally and in the thread itself that it was the best E-



book they'd ever read. And truthfully, feedback was the main reason I ran the offer in the first place. I wanted feedback on the course for when I do a full launch this summer.

Now, as you can see, these were extraordinary circumstances, and that unless you've got a really kick ass product then you may not get the same results I did. But even with a mediocre product, you can still make thousands (and who knows, maybe you do have something truly incredible).

Note also that the Google Sniper book will be updated for the full launch and that 8 step by step videos will be added to the final product, so that buyers can watch over my shoulder as I complete every step of the process.

Anyway, enough about Google Sniper. (...Sorry, I'm like a proud parent).

Back to you.

### **Things to keep in mind when creating your product...**

Basically, the better your product, the more successful your offer will be (duh). So, don't expect to make boatloads of cash if you're selling something no one is interested in.

I know that my WSO was so successful because of the product, it even went viral and apparently people were talking about it on all kinds of membership sites and forums. Thus, the sales were still pouring in even long after I dropped off of page one.

Which is always nice.

Now, I think that the best sellers are complete systems, so if you're currently making money online... do that.

Make a guide saying how you make X dollars a month. Even if it's nothing new, from the looks of many of the offers I've seen run, it will still sell.

People like proven, step by step systems.

Here's three main elements to keep in mind when creating your product:

1. It must work and have made you lots of money (the more the better)
2. It must be "easy" – People don't like to work!
3. It must be quick. People must start making money as fast as possible.

### **The key...**

The key to creating your product is that it's something people want to buy. It has to be something that not only are people interested in, but something that the members of the forum are willing to pay for.

You could spend thousands of hours creating a product on RSS feeds for example, only to discover that no one is interested in RSS (just an example, I have no idea whether they would be interested in RSS or not!)

So, make sure it's something Warriors want. And one thing that internet marketers will ALWAYS be interested in is... you guessed it... complete money making systems.

It doesn't matter what it is, as long as it fulfils the 3 needs I mentioned earlier.

If you don't have a money making system (if you're not making any money for example) then you're going to have to get either a little more creative...or do a little more work.

### **Getting creative (some ideas for you)...**

Look around on both the normal and special offers section of the Warrior forum.

What are the hot topics on the main forum, and what's selling in the WSO section?

*Is it PPC?*

*Is it article marketing?*

*Is it a new \$1997 course that's coming out?*

Then make a product about that topic.

A great idea would be to create a “tutorial” type of product. What are Warriors struggling with? What could they use a tutorial on?

Or, it doesn't even have to be something that's currently a hot topic, it could be something that you know marketers are always going to need.

For example, I ran my second WSO the other day and did a quick five minute video on how to cloak your links, because it's the subject of endless discussion and everyone needs to cloak their links.

I gave it away for free and generated about 200 subscribers to my opt in list for around 90 minutes work. Not too shabby.

The great thing about doing a tutorial is that absolutely anyone can make it, you don't need to be making a lot of money online, and you don't even need to know a thing about what you plan to do your tutorial on. Because you can research it first, and then do a tutorial on it.

For example, a good one to do might be a step by step video series on how to create decent looking IM specific images (so headers, footers and all that good stuff) in Photoshop. With the selling point of “Don't keep hiring a designer, I'll show you how to do it all yourself in 20 minutes or less”.

Plus, most Warriors probably don't have a designer, so it would appeal to them even more.

Another idea might be creating a quick tutorial on the different methods you can use to track a websites visitors, conversions, opt in rate etc (So, Google Analytics etc) And then showing them how to actually implement these on to their website.

It's worth pointing out that like me, most marketers aren't very technically minded and will often pay for information like this because it saves so much time from you having to go around searching for it yourself on the internet... One step by step video is just so much easier.

\*\*\*Final Kickass idea\*\*\*

If there's a big launch coming up (when isn't there?) make a complimentary product. Market it almost as though the course wouldn't be complete without your extra little piece of software or whatever... that it makes it all 1000x easier.

You can bet that someone who's just shelled out on a high ticket product (or even low ticket) will be happy to spend 17 bucks to make the whole system go a lot smoother.

Heck, going off on a tangent here (man I can't stop these ideas just coming in!), maybe even sell your complimentary product to the guy who made that product in the first place.

Give him the option to add it to part of his upsell (one time offer) package, and request a small % of sales.

8% of a \$200,000 launch ain't too shabby!

## Doing more work...

If you don't mind the extra work it would no doubt entail... you could offer a service. Personally, I've never done this as I don't see it as being where the money's at, so to speak. But I know of several successful marketers who have.

You could offer a...

graphics design service,

a copywriting service,

an article marketing service,

a social bookmarking service,

a ghost writing service,

the list goes on and on.

And what better place to improve your personal skills (graphic design, copywriting etc) that by doing a whole bunch of projects for other people... And getting paid handsomely for it.

## Conclusion about products...

As I've demonstrated, there are literally thousands of things you could offer as a WSO.

Your problem's probably not going to be trying to decide what to offer... but instead... how do I find the time to do them all??

Too many ideas and too little time. Ah yes. I know the feeling well ☺

Anyway. So, depending on the quality (and type) of product you wish to offer it could take you anywhere between 5-1,000 hours to create it.

I do know of several instances where the WSO was created in less than a day.

So, it can be done.

However, this report is written as both as "how to" guide and an in depth case study. So, I will tell you that creating my product, took a heck of a lot longer than a day.

I spent about two and a half months on Google Sniper.

Bear in mind that I was trying to give a complete blueprint on a completely unique system that I'd never taught anyone before. The system had never been written down, nor had it ever existed anywhere but my head.

Therefore, many pages were written, re-written, and then re-written again, so that every step (even the more complicated SEO stuff) was made super easy to both understand and implement.

Why?

Because I wanted to create something that anyone could follow, start to finish, and make money with, without having to do any further research.

Also, bear in mind that between travelling, personal life and working on the rest of my internet business, I was certainly not working on the project full time.

So, how long should you spend creating your product?

It's up to you.

But if you intend to offer your product solely as a WSO then I don't recommend spending anywhere near the same amount of time on it as I did with Google Sniper. Especially, if it's nothing new, and you're not sure what the reception will be like.

Okay, so now you've got your offer. Now let's talk about selling it... so, the sales copy as well as post titles, when to run it and more.

### **Kind of unrelated, but a pretty cool nonetheless...**

If you're enjoying this report so far and like its "no fluff" style, you may want to check out a quick free video I made about a simple method I use to drive thousands of free visitors to my sites every month, on autopilot.

Here's a link for you... <http://googlesnipersystem.weebly.com/>

And just so you know, this isn't any of the stuff you've seen a zillion times before, it's a pretty underground technique.

Enjoy! And it's free anyway so you ain't got anything to lose.



## The Sales Copy (and selling your WSO)

Another reason that I think my WSO was so successful was because my copy was *good*.

I didn't treat it like second rate "WSO copy", I actually almost wrote a full sales letter. It took a few hours to write but it was definitely worth it: If the view count on the forum is accurate which I think believe it is, my WSO was converting at around 6%.

6 percent of the warriors who clicked on the WSO ended up buying the product. Although I have no experience with WSO's I think that that's pretty good.

I also had an unbelievable amount of proof.

Not just income proof, but proof that the system (Google Sniping which is basically creating tiny sites focusing on ranking for a single keyword in the search engines therefore eliminating the need for backlinks and other off page optimization) works.

What I did was film a short video of me showing off of a site that had no content on it whatsoever, but was ranking #3 for a keyword that was getting like 15,000 searches a month.

It had no content, it was a blank wordpress blog. But what it did have going for it was that it was built around a great keyword (which I showed you how to find the product) and that done

right, very focused on page optimization was enough to rank for high quality, competitive keywords.

A video also stopped any skimmers (people who just skim the offer, and let's face it, we as internet marketers often do skim stuff, time is precious). People probably can't be bothered to read a whole sales letter, but sitting back and watching a video is a different story.

So, if you can create a video, particularly if it shows proof of your product in action then I highly recommend it.

Or even if it's just you talking about the product in question, watching someone face to face gives a whole other level of personality to your offer and creates a lot of trust. You're not just JoeBloggs2009 from the forum... you're Joe Bloggs the legitimate guru... who's got a funny accent!

Okay, so enough about the video, let's talk about the sales copy itself. For this I'm going to assume you've made a product (like I did) and are not selling a service. You may have to alter some of these points if you are.

### **Don't waste any time.**

Be a lot more direct than you would be usually. You are talking to a fellow Warrior here, a member of the same (great) community. Spare him the bullshit, just give him the results.

Oh, and please do not open with “I’m not going to give you a long sales letter here” or something to that effect. I’ve seen that trick so many times it’s crazy, all it does is show you couldn’t be bothered to think of something better. It doesn’t make you seem friendly and down to the earth, you wouldn’t say that to a friend would you?

You’d just jump right in. You probably wouldn’t give them a full sales letter, but that would be obvious, there would be no need to mention it.

When I say being direct, I mean don’t try to swindle them with some long story about how “the gurus” have conned them and you’ve been offered thousands of dollars not to release this information.

Because quite frankly, no one cares.

As soon as I see that, I begin scrolling. Scrolling = bad as you want them to read your entire offer.

Instead start off saying: Hi, my name’s Joe and I’m about to show you exactly how I made XX,XXX.XX in X amount of time. This is not X, Y or even, Z. This IS: a real way to make some money online.

And continue that throughout your letter, cut the sales hype, just tell them what’s what, what they’re going to get, and why it’s way more than worth the ridiculously low price you’re charging.

I learned something the other day...

The best way to sell a product is to cut the crap and give results. Look at all the infomercials on TV... If they can, they show a product demonstration. Tell your prospects what they're are going to get and stress how good the results are going to be.

## **Proof**

I see so many Warrior special offers with a title like "How I made over \$100,000 in one month" and then showing no proof of it whatsoever in the copy.

You NEED proof.

Without proof, I'm pretty sure no one is going to buy whatever it is your selling. And Warrior's will ask for it anyway (remember it's a forum so anyone can post replies and questions to your offer). So you may as well provide it up front.

The more proof the better.

Go WAY overboard on the proof.

For Google Sniper I didn't just show Clickbank screenshots, because the course was about getting and converting traffic. So, I showed traffic stats, I showed conversion rates, I showed search engine rankings, I showed the commissions that one single site was achieving each month. Oh, and I had the video too.

Okay, maybe you don't need as much proof as that.

But it sure helps.

And it only takes a minute to take a screenshot and upload it. By the way for the guys that don't know (don't laugh, I used to think you had to use camtasia!)... You press printscreen on your keyboard, open paint and click paste to create a screenshot. Then you can just select the area you want to display using the rectangle selection tool.

### **Work on your punctuation and formatting**

Granted, this is a more general copywriting tip. And you should strive to apply this to all aspects of your writing rather than specific to running a WSO... But what the heck.

It's so often overlooked in Warrior special offers I've seen that I thought I'd mention it anyway.

It's very important because no one is going to read what you write if it's too much effort to read it.

I'll repeat that.

Your offer will NOT get read if the prospect has to make extra effort just to read it in the first place.

And if your offer doesn't get read, you're not going to make any sales, because ultimately, it is your words that will sell them.

So, what do you do about it... punctuation and formatting.

Let's talk about punctuation first. Here's a golden rule for you (I made it up myself just now, but it's very true none the less)...

Keep your sentences short, and your words meaningful.

No one likes to read boring drawn out sentences with zero punctuation and a load of unnecessary words that do nothing except cloud the real point your trying to put across and ultimately reduce the number of conversions because people get fed up of trying to decipher your writing.

Kind of like that last sentence. I bet you had to read that more than once to get what I was saying, and that's a pain in the ass.

And quite frankly, these Warriors have better things to do than make up for your poor writing skills.

So, keep your sentences short, and make every word count. Start every new paragraph with something that will draw any wondering eyes straight back to the page. And start every new sentence so that it flows from the previous one.

Now, let's talk formatting. And when it comes to formatting your copy, mix it up.

Have short paragraphs.

And long paragraphs.

Start every new point with a big attention grabbing subheading, and really make the attention grabbing... stuff like:

“but, I should warn you...”

Works really well.

Also, use bold, italics and underlines to really emphasize some of your more important points.

### **The guarantee**

So many marketers don't use the guarantee to its full potential. When it fact it can be one of your most powerful selling tools.

Don't just say:

“60 day money back guarantee”... That's boring.

Instead, say something like:

“You know what? Try it today, and if at any point in the next 60 days you're not fully convinced that this wasn't the single best course you have ever bought for the price, just shoot me an email and I'll give you a FULL refund”.

Really sell it. Obviously, if your products a bunch of crap then don't overhype it. But really, if you know it's not very good then you probably shouldn't be selling it anyway.

## Scarcity tactics

You know the old: “Only 14 copies left!” trick.

So cheap, and yet so brutally effective.

Sure, everyone knows it’s a scam, as if anyone would limit the copies sold of an information product to a specific quantity. But it works, everytime.

Even the big boys use it, literally in a \$1,997 launch, you’ll still see the biggest marketers saying only 3 copies left and then leaving the offer open for another 4 days.

Back to our case study for a second, I didn’t do a quantity limit because I didn’t have a clue how many I was going to sell. And I didn’t want to be forced to take it down if I sold out and there was still a load of interest.

What I actually did was say it was open for 7 days. And then when the seven days was up I really did take it down.

Why?

Well, I know that the scarcity tactics work because people were afraid to lose out on the offer and nothing promotes an “act now” response than saying it’s coming off the market shortly.

And you really want to encourage people to act now by the way. They need to act right away or you may lose the sale. It’s just the way it is, people get distracted etc.



However, I really did take it down after the seven days was up. And I did that because I don't like to be untruthful in my marketing.

It's a personal choice.

You can do the same as me or not. It's completely up to you.

But I really think it increases peoples trust in you in the long term.

Okay, that about wraps up this quick n dirty guide to writing your sales copy. Obviously, copywriting is an endless topic, but bear these last points in mind and you should be much better off at least.

### **Now let's talk about post titles.**

Remember that the warrior forum is a forum, and that in order to actually read your offer Warrior's must first click on your post to read what's inside.

Hence, your post titles is VERY important. Changing a couple of words could literally increase your WSO's profits by 1000% by 10 times more people reading your offer.

Basically, the post title is the single most important part of your entire WSO. So, as well as reading my guidelines be SURE to split test different titles throughout the length of your WSO.

Seriously.

Don't get lazy on this, please, you will lose a lot of money if you don't.

Here was my final post title:



Obviously, I couldn't have had the "see the reviews" part at the beginning of the offer when no one had reviewed yet.

But if you've got really good reviews then stick that in there, social proof is very powerful, and nothing raises curiosity like it.

I also want to point out that 13,450 was the number of views the offer got, but note that this was after I released the offer again for another 7 days one month later. (And it did over \$11,000 that time by the way), bringing the total profit of this WSO to over \$22,000. But that's a story for another time. I'm here to talk about the first \$10k in 7 days story.

By the way, that's also the reason why "Google Sniper" was the first couple of words. Because people had already become familiar with the name.

Before that, (the first time I released it) I had **MUST SEE** .  
Which I think worked very well.

Back to you.

Here's what to include in your post title:

- Symbols. I don't care what guys say about them being cheap, they really draw the eye and work extremely well. So stick in plenty of >>>> and <<<<<<<<< and \*\*\*\*\* and \$\$\$\$.
- Big benefit. Put the main benefit of your product in the title. So, my main benefit was that the system I was teaching has allowed me to make over \$10,000 a month on autopilot consistently.
- Curiosity raiser. Stuff like **MUST SEE** or **PROOF INSIDE**. Make it big, bold and in capitals. Just get that title clicked!
- Scarcity tactics. If you're about to close the WSO then say so. For Google Sniper I made the first few words **LAST CHANCE** and **24 HOURS LEFT**.

Bear these things in mind when creating your post title and you'll do very well indeed. And please, remember to test!

## When to run your WSO

This section is very important, because it will determine the level of exposure that your offer receives. And we all know that more traffic = more money.

I will get pretty in depth here, but I think it's important to understand the "why" as well as the "how".

Okay.

Obviously, some times of the day will have more Warriors online than others (and hence more people viewing your offer), and likewise, some days will have more people online than others.

Think about this...

Remember that it's a forum and so as new WSO's are added, yours will get pushed down in the rankings.

Now, your offer will get the majority of its traffic when you're one of the top 10 or 15 offers. After that, people tend to start scrolling down and miss things (like your WSO).

So, you want to be in those top positions for as long as you possibly can and at the same time, you want to be in those top positions when the most people are online.

You don't want to be number one at 4 am for example, because few people are going to see it anyway.

Therefore, and here comes the basic strategy...

You want to first list your WSO (and bump it back to page one later on) on the time and day that it will achieve maximum exposure. And therefore get the most amount of traffic to your offer.

Before I tell you what I do. I want to tell you what you shouldn't do, and funnily enough, what most Warrior's do.

They just list their offer when they think the most people are going to be online. Now, that's not a bad strategy and certainly beats not having one at all (something else a lot of Warriors seem to opt for).

But there's so much more to it than that.

Everyone knows that Tuesdays at 12pm EST is the generally accepted "best time" to gain maximum exposure both on the Warrior forum and on the internet in general.

Look at all the big launches in our industry... you'll find that that exact time and day comes up far more than any other. Therefore, this is when you'll find that most "strategic" or at least "fairly strategic" warriors will aim to release their WSO.

Now, apart from this being the WRONG time anyway (there's two days which in my experience have a lot more people online on the forum), they haven't considered a far more crucial factor...

How many other Warrior's are bumping/listing their offers at that time too, which will effectively push their offer down the page a lot faster.

This is important because like I said, we want to get the highest exposure from our WSO as we possibly can.

### **Let me explain it using simple math.**

For arguments sake let's say two different Warrior's are selling the same \$50 E-book and that both WSO's convert at 2%.

Warrior 1 lists his when 700 people are viewing the Warrior Special Offer section of the forum (that's a very high number for those of you who aren't familiar with the forum). However, 20 other Warrior's release their offer around the same time, because they see the high view count too. This pushes his offer way down the page and means that he only secured those top spots for maybe an hour (where 80% of his sales will occur).

Warrior 2 lists his offer when only 450 people are online, however, other Warrior's are holding back, planning to re list their offer later on or even the next day like Warrior 1... when more people are online.

Therefore, Warrior 2 stays in those top spots for 10 hours (and this is no exaggeration it 's happened to me many times) because no new listing are pushing it down the page.

Now, this isn't accurate by any means but just to make it simple let's say that, however many people were online is the number

of people that viewed the offer per hour, while they were in those coveted top spots.

So, Warrior 1 was in the top spots for 1 hour, and therefore got 700 visits to his offer...

If the offer converted at 2% and he made \$50 per sale, he made:

2% of 700 visitors = 14 sales.

14 sales x \$50 = \$700.

Warrior 1 made \$700.

Warrior 2 on the other hand had the top spots for 10 hours, and got 450 visits per hour in that time. Meaning he got 4,500 visits.

Once again, if the offer converted at 2% and he got \$50 per sale, he would have made:

2% of 4,500 = 90 sales

90 sales x \$50 = \$4,500.

Warrior 2 made \$4,500.

So, there you have it, kind of long winded but I hope it's clear to you.

Warrior 1, using the previously thought of as best strategy got 700 visitors and made \$700.

Warrior 2 got 4,500 visitors and made \$4,500 for using my “get maximum exposure” strategy.

Both spent \$20 to list the offer, both had the same product and both had the same sales copy.

Which would you rather be?

Just as a side note, you can see that each of these Warriors made \$1 for each guy that clicked their offer. And for any of you that think that that is ridiculous, I’ll tell you this.

Google Sniper made just over \$22,000 from a total of 13,000 or so visitors. Making more than \$1 per click is definitely achievable.

Okay, so that’s enough theory George!

When should we list the offer then?

I’ve already explained why, so I’m just going to come right out and say which times work best for me. This information ALONE could literally double the amount of money you make from your next WSO, so please listen up!

Monday. Everyone bumped on Sunday, and is waiting once again to bump in the famous Tuesday slot. For this one you can bump it at the coveted time of around 12pm EST.



Thursday. I have no idea why, but Thursdays are **STICKY!** Meaning your offer will stick up there n those top slots for quite a while.

I once put bumped Google Sniper at 6pm UK time (12pm EST), it stayed there **ALL NIGHT** and was still there when I went to bed. I then checked it again when I woke up at around 10am UK time the next day... And it was **STILL** in the top five. That's 16 hours in the top five slots. And yeah, that was a good day for sales...

Saturday. Bump this one a little earlier, say at 10am EST, and you can often get the first half of the day in the top spots.

Do bear in mind that this obviously isn't an exact science, I'm just telling you which times worked best for me, and therefore will probably make you the most money too.

Now, let's talk about the final important thing to do when selling your WSO... getting that post count up.

## **Post count**

Post count is the number of replies you have to your thread (remember it's a forum). Post count critical to your success.

Why?

Because the more replies you have, the more Warrior's are going to check out your offer. Think about it: You're much more

likely to check out a WSO that's got 100 replies than you are one that has none.

It's just human nature. You're curious about what's causing all this discussion.

A high post count also doesn't just raise curiosity, it gives the Warrior the impression that it's more likely to be something "worth" checking out. The whole principle of Social proof in marketing talks about this, but I won't go into that here.

Basically, you just want that post count to be as high as possible. There's a couple of things you can do to help increase it.

The first is to reply, each time someone asks a question (remember that your replies count as a post too). And obviously, you need to reply to questions anyway, so make sure you do.

In any given WSO you'll often see as many as half of the replies being from the topic creator. So, don't be afraid to post stuff like "first 10 copies are gone, everyone else get in while you can".

The second, and perhaps more unorthodox technique (use this one at your own risk), is to make your sales copy short, and if you're selling a money making system type product, don't actually reveal what the system is.

I've seen this used very effectively, and the beauty is that prospects are forced to keep reading into the other posts rather

than just reading your original sales copy, in order to try and find out as much as they can about the offer.

This also of course, promotes a lot of questions from Warrior's who want to know more about the system, and a question = a post.

Okay then, I think this pretty much wraps up this in depth section on selling your WSO. I think I've covered pretty much every area I could (and then some!) and that you're probably sick of hearing about it by now.

But I wanted to be as specific as possible so that you can get the most out of your offer.

Now, In this next section I'm going to talk about the brass tacks of running a WSO and also what to do while it's running.

## Running Your Warrior Special Offer

You've got your product, you've got your sales copy, now let's talk about actually running it.

You want to automate as much of this process as possible, trust me, putting these few steps in place will save you a heck of a lot of time when it means you don't need to send each Warrior an individual link.

Essentially, it will mean your whole WSO will run on complete autopilot (excluding customer support and replying in the post).

The most basic process order should go something like this:

Warrior clicks order at your WSO page >> Warrior proceeds to PayPal and pays >> They then click "return to merchant" after paying and are automatically given a download link.

However I recommend that you edit the last part, so that it looks like so...

Warrior clicks order at your WSO page >> Warrior proceeds to PayPal and pays >> They then click "return to merchant" after paying and are brought to a page where they must enter their email address >> The download links are then sent to them automatically via your auto responder.

The beauty of doing this is that you are not only making sales, but also adding these extremely valuable customers (since they've already purchased from you they are not just prospects

and therefore more likely to buy from you again) to your email list.

So, you can market to them whenever you release a new project, easily contact them with any updates you make and also request testimonials should you decide to take your product further.

That's what I recommend anyway, if you don't have an auto responder and don't want to invest in one just yet then just do it the simpler way.

Okay then, so now I'm going to walk you through the whole process of actually setting up your WSO start to finish.

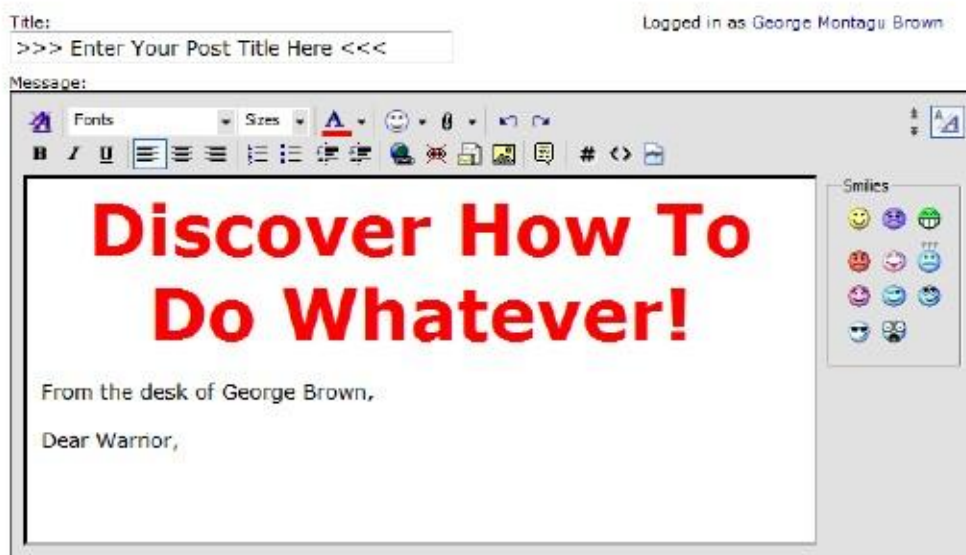
## How to list your WSO

It's really easy. Just go over to the Warrior Special Offer section of the forum, and hit "New Thread". You may also want to take this time to review the rules and any notes made by the moderators.



Once you're in the "new thread" window, you can write it as you would any other post. Just make sure to format it like a sales letter and preview it every now and again.

Also, should you choose to embed a Youtube video all you need to do is type in the youtube URL, so <http://www.youtube.com/whatever>. Do not use the "embed" code Youtube provides you with.



Once you're done writing your sales letter, you need to implement a way for Warriors to pay for your product and receive an instant, automatic download of it.

Here's how to do that...

## Getting paid

I highly recommend you use PayPal as your payment processor because it's just really easy to set up and most Warriors are accustomed to using it.

Plus, most will already have a PayPal account and the fact that they can just enter their PayPal login info to purchase the product rather than all their credit card details may boost conversion rates and get you a few more sales over the course of the offer.

Here's a quick tutorial on how you set it all up, so that Warrior's can just click a button in the WSO to buy from you.

They'll then be redirected to a PayPal payment page, where they can pay, then they must hit "return to merchant" once they've paid and they'll be transferred to your "Thank you" page where you can either link them to the product download outright, or collect their name and email and email it to them via your auto responder.

First, we need to create the "payment button" that will go into your WSO so...

Step #1: Log into PayPal and click on Products & Services:



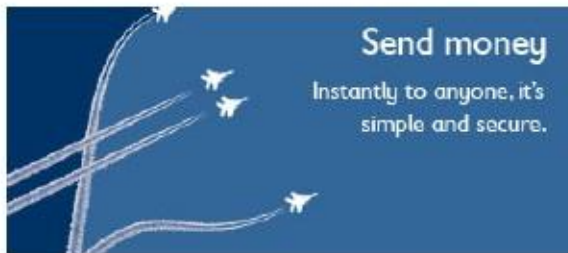
The screenshot shows the PayPal account overview page. The navigation bar at the top includes 'Request Money', 'Merchant Services', 'Auction Tools', 'Products & Services', and 'Help'. The 'Products & Services' menu item is circled in red, and a red arrow points to it. Below the navigation bar, the page displays 'My Account Overview' for 'george montagu brown'. The account holder since 2008, account type is Premier, and status is Verified (0). A table shows the PayPal balance in different currencies:

Currency	Balance
British Pound (Primary):	£0.00 GBP
US Dollars:	\$11,142.46 USD
Current Total in GBP:	£7,217.80 GBP

There is also a 'Resolution Centre' dropdown menu with options for 'Open Disputes & Cases' and 'Closed Disputes & Cases'.

Step #2: Click on “Website Payments standard”.

#### Ways to pay



##### [Shop Online](#)

Pay securely with PayPal at hundreds of websites.

##### [Send money](#)

Pay anyone who has an email address or phone number.

##### [Pay on eBay](#)

Make more secure purchases on eBay.

##### [PayPal Top Up Card](#)

Take control over your money with the PayPal Top Up Card.

##### [PayPal Mobile](#)

Send a text to buy, donate or send money to friends.

#### Ways to get paid



##### [PayPal Express Checkout](#)

Allow your customers to checkout in a few clicks.

##### [Website Payments Pro](#)

Combine a merchant account and gateway.

##### [Website Payments Standard](#)

Start accepting online payments.

##### [Virtual Terminal](#)

Accept payments by phone, fax and email.

##### [Email Payments](#)

For businesses that want to accept payments online but don't have

Step #3: Click on “Create a Buy Now Button”.

### Website Payments Standard: Overview

#### Turn your website into an online shop today

Well done. You've got a website. The next step is to think about how customers are going to pay. Website Payments Standard is our fastest way to set up online payment on your website and a cards, debit cards, bank transfers, and PayPal balance. [See demo](#)



#### Getting started is easy

Explore the tabs below to see what works best for you and your business.

Payment Buttons
Third-party carts
Custom integration
Pricing

**Create Payment Buttons for your website**  
 You don't need programming skills, anyone can do it. [Give it a try](#)

Sell single items



[Create a Buy Now button](#)

Sell multiple items with the free PayPal cart



[Create an Add to Cart button](#)



**Step #4:** Fill in all the info on the page. Name your product, how much you want to charge etc.

**▼ Step 1: Choose button type and enter payment details**

Accept payments for

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Do you want your customers to buy multiple products before they check out?

Yes; create an "Add to Cart" button. [Learn more](#)

No; create a "Buy Now" button. [Learn more](#)

Item name  Item ID (optional)  [What's this?](#)

Price  Currency  [Need multiple prices?](#)

**Step #5:** Select Customized advanced features and then tick the box below and enter your thank you page (where you want the purchaser to go after paying). Then just press create button.

Take customer to a specific page (URL) after successful checkout.  
  
Ex: <https://www.mystore.com/success>

**Advanced variables (power users)** [What's this?](#)

Use a line break between the variables you enter below. These variable

Add advanced variables

E  
a  
r  
n

[Create Button](#)

**Step #6:** Just copy and paste the code it gives you into your New Warrior Special Offer Thread (where you wrote your sales

letter). Be sure to add it in a few different places if it's a long sales letter so that the prospect doesn't have to search around for a place to buy (can hurt conversions).

## **Listing your WSO, the final step**

Okay then. Now that you've written your sales copy and got the whole payment process sorted. All you need to do now is actually get it up there, listed on the forum.

First of all, just click "submit new thread" below where you wrote your sales copy just as you would any other thread on the forum.

Next, go to this URL and click on the link where it says pay your posting fee:

<http://www.warriorforum.com/warrior-special-offers-forum/264-how-post-warrior-special-offer-updated-11-6-08-a.html>

Enter your full username on the Warrior forum (make sure to get it right) and pay \$20 via PayPal.

And that's it. You're done.

You may have to wait anywhere from 5 minutes to 2 hours for you WSO to appear at the top of the forum because actual moderators approve every WSO.

Finally, make sure you click on your WSO when it is live and subscribe to the thread so that you receive an email notification whenever someone posts a reply in your thread. This means you

can answer questions as soon as they come in and just generally makes managing the whole offer a lot easier.

Speaking of managing the offer (is managing really the right word I should be using?), I now want to talk about what to do when your offer is up and running... customer support etc.

### **While your offers live**

Congratulations, your first WSO is now live and all going well, by the time you get to this stage you should have a flood of sales coming in to your PayPal account. And you deserve a big hand for that.

If you've read this report, and taken action, then you have done extremely well and are no doubt reaping the financial rewards of doing so!

Now, the good news, is that the hard part's over.

All that's left now is to make as much money as you possibly can from your offer, both from the actual offer itself (short term) and by keeping your reputation in tact (long term and something to think about when you run your next offer).

So, here's some pointers on how to make the absolute most of your WSO while it's up.

#### **Get as much traffic as possible.**

Obviously, more traffic = more money and the good thing about having a WSO is that Warriors are much more likely to click on

your offer should you have it in say, your Warrior forum signature for instance.

So, there's a great way to get heaps of extra traffic to your offer. Go into your Warrior forum profile, and create an eye catching signature that links to your WSO. Now whenever you make a post in the forum it will be advertising your WSO and hence will probably get you a lot of traffic if it's a popular thread.

Now, I'm not going to say that you should be more active than usual, but maybe now would be a good time to make that really valuable thread you've been thinking about starting for awhile.

I will admit that I didn't do this with Google Sniper because quite simply I couldn't be bothered and it was doing well enough as it was. But, it is a very effective technique and one that many of the biggest names on the forum use to drive traffic to their offers.

### **Test your post titles**

I mentioned it before, but I really wanted to hammer this point home. You **NEED** to test those post titles throughout the length of your WSO.

If you don't you are literally leaving hundreds and potentially thousands of dollars on the table. Test what selling point you talk about in the title, test what symbols, test if you say "proof inside" or "watch the video".

Test it all.

And I just say test post titles, but ideally you should be testing everything, particularly your opening paragraph, your main headline and where you actually talk about the specifics of your offer.

I say specifically post titles though because if you're anything like me, you probably hate testing and can't be bothered to do much of it. Make sure you test the post titles at least though!

And I've got to be honest, with Google Sniper the only thing I tested was the post title. I felt the copy was good enough and I was too lazy to make any changes anyway.

I'd of course say test the price too in your offer, but you can't really be changing your price or some people are going to get upset. So, you have to stick to your guns on that one.

## **Customer support**

This one's pretty simple really, just be polite and helpful.

Remember that the customer always comes first.

Going back to Google Sniper, I really did my absolute best to help every single person who purchased from me.

And it showed.

Those I helped left me great feedback and I met some really great new marketers.

Treat each customer as you would like to be treated yourself, and answer any query they might have. I find that often you're just re explaining what's already in your products material, so be prepared to do that.

Try not to get frustrated either.

Because if you're making a lot of sales, you will get a lot questions and spend a lot of time answering emails and private messages on the forum.

Also, if you're getting a lot of the same question, you can bet that other customers will be asking themselves the same thing but maybe just haven't actually contacted you about it.

Therefore, either altering the product or just sending out a quick questions and answers email to your email list of the people who bought your product is a good idea (another reason why it's handy to collect name and email addresses instead of just providing a direct download link).

I did this for Google Sniper, on multiple occasions. I did a Q&A email, another helpful tips email and even made a video on helping people find their keywords (which was something some Warrior's were finding difficult).

Now let's talk refunds...

If someone asks for a refund, just give it to them. I issue all refunds for all of my products immediately.

No matter how good your product is, you will still get a whole bunch of people requesting a refund in order to basically get the product for free.

It's better to lose 30 bucks by issuing a refund than to tarnish your entire online reputation by upsetting the wrong person and having them spread the news about how badly you treat your customers.

If you want to make a living on the forum (and many guys do, make no mistake about it) or anywhere online, your reputation is absolutely key to your long term success.

So protect it.

As an internet marketer, it's one of your biggest assets.

Finally on customer support, be sure to thank people if they give you kind feedback in the actual WSO thread.

Also, do your absolute best to answer questions in the thread because if one person is asking the question then there's a good chance other people were thinking that as well. It might be something that your sales copy left out.

### **Highlight the testimonials you get**

Often on the Warrior forum, after someone has purchased a product they will come back to your post to leave a review of it. Many of these (hopefully all, if your product's decent) will be very positive testimonials.

So, highlight them by putting them in your main sales copy. I mean think about it: When was the last time you saw a sales page without testimonials? Social proof works extremely well.

Take the best testimonials and stick them in your main copy, make sure there's a few close to the start because one of the first things people will look for on the forum is Warrior feedback. And by giving it to them right there, you're saving them the effort of scrolling down (and missing reading your carefully written copy in the process).

Do you see where I'm going with this?

Not only are you going to increase the Warriors trust in you because others are saying about how good your stuff is, but you're also making sure that your entire sales letter is more likely to get read.

And the more times you're entire letter gets read, the more money you'll make.

## Bumping your offer

The Warrior forum now allows you to bump your offer right back to the top of page one. So it basically saves you the hassle of creating a new offer and losing all the posts you've accumulated.

You can bump your offer back to the top once your offer goes off page two. Obviously, you want to bump it as soon as possible because while it's at the bottom of page 2 or even on page 3, it's not going to be making much money.

However, please bear in mind the guidelines I talked about in the previous chapter, about what times are best to list/bump your WSO when doing this. Because just like listing it in the first place, bumping your offer is an art.

Thanks to this feature it means that some offers have literally been running for like six months. New members arrive to the forum everyday and since it only costs \$20 to bump your WSO, so if you make just a couple of sales you've made a nice profit.

It's a "no brainer" and I highly recommend that you continue to bump your WSO for as long as you can make money from it.

Personally, I didn't keep bumping Google Sniper because I plan to do a full launch of the product in August 2009 (look out for it!), and so I didn't want too many people getting their hands on it before that date.

This theory of bumping also leads into our next point quite nicely.



## Scarcity tactics and sticking to your guns

There is no doubt that as discussed in the previous chapter, scarcity tactics will increase conversions dramatically.

However, if you say you're going to take it down after 7 days, I recommend that you do.

Going back to the whole reputation being important thing I talked about earlier, you don't want to be seen as another BS internet marketer who does whatever he can to make the most money.

If you're planning on turning this into a business, you need to keep the longer term stuff in mind.

Now, if you do want to keep bumping your offer then just don't have any scarcity tactics it's quite simple.

Or, alternatively, you can do what I did with Google Sniper (although I never did plan to release it for that second 7 days), and take it down after the period ends or the number of copies you chose has been sold.

Then, put it up again a month later. This will build a whole load of hype too, without you needing to do anything.

I got so many emails from people wanting to buy Google Sniper, and I'm not just saying that. You'll see for yourself.

Then when I finally did release it again, I gave the thread the title "Google Sniper" as the first couple of words, and without doing anything else really, I made the most money in that first 12 hours than I did at any other point with the offer.

I even saw a post on this blog where the title was something like "Google Snipers available again – get in while you can!".

And I didn't even have any kind of affiliate program!

This really is a great tactic, and there's evidence of it working elsewhere in the industry too...

Look at all the big course launches from the "Guru's".

They are generally do an initial 7 day launch with the course, and then re-launch a few months later, maybe changing it slightly, and often by adding "2.0" to the end of the name...

It works.

And is a very effective tactic I recommend you *at least* try.

### **The Aftermath**

Unfortunately, we're coming to the end of this report now.

Thank you for reading so far, and I just wanted to talk quickly about what happens now.

So, you've run your first Warrior special offer, made some money, what next?

Do it again.

You now know of a (very effective) way to "get money", and therefore should you need to get some more, just run another Warrior Special Offer.

This is such effective stuff, it really is.

Or maybe beef up your Warrior Special Offer and do a proper launch of your product. If you've really got something special and you've got great feedback then there's no reason why you shouldn't sell it on a larger scale.

Another idea could be creating a membership site around your offer, if it's a topic that there's a lot to talk about.

And you've got the number one asset in internet marketing now...

An email list you can market to as often as you want.

That's pretty powerful in itself, and providing you treat them right (offer them free valuable stuff and don't market to them every day) you'll make money from that for months and even years to come.

Now that you've got your foot in the door and made some good money, the sky's the limit.

It truly is.

## **Final word**

Anyway, all good things have to come to an end I'm afraid. Even this report.

So, congratulations on reading the whole thing.

I hope that you have enjoyed it and more importantly that the system outlined here makes you a lot of money. But in order for it to do that you have to... yeah you guessed it... take action!

This really is one of the easiest ways to make a whole load of money, and as I've proved to you, anyone can do it.

You don't need to be a big name marketer, have any kind of email list, or have hundreds of JV buddy's promoting it.

Really, there's no excuse for not spending the 20 bucks to list your offer and give it a go.

And I know that if you take all the great information I've revealed in this report to heart, that you will be successful. And that you will make a lot of money.

Finally, I want to wish you the absolute best of luck, and I wish you every success in your online business ventures.

Until next time,

*George Brown*

*You can visit me at <http://googlesnipersystem.weebly.com/and> join my email list if you're not already on it for more cool, free make money tips.*

And just as one final note...

If you've liked the no fluff nature of this report then you might want to get a free video I made about a simple technique I use to get thousands of free, targeted visitors to some of my websites every month on autopilot.

Just like this report will make you money, this technique will get you a lot of traffic. I guarantee it.

Here's a link:

<http://googlesnipersystem.weebly.com/>

This isn't any of the stuff you've seen a zillion times before by the way, it's a pretty underground technique.

Enjoy! And it's free anyway so check it out.