

Complete WSO Business Master Manual

Sean Mize

The Model

Note from Sean: This manual is the core material. On your download page are 3 videos which are CRITICAL to a full understanding of my system. PLUS I will be doing a live conference call where I reveal MORE secrets and answer any questions you can ask about how I do WSOs - nothing held back. It is CRITICAL that you listen to that live call as well.

Note 2: Note this manual and what I teach is a chronological adaptation where you can watch what I tried and experimented with, and as you go through this, you will see what I did, what worked, and what did not, and of course when you come to the live call, you can ask any questions about anything in this manual (so I highly recommend you read the entire manual before the live call)

Let's get started:

Introduction:

Are you frustrated with trying to break into the big leagues online?

Like it seems like the only way you can get anyone to promote for you is if you are part of the good old boys' club?

Have you noticed that like 90% of all the affiliate sales seems to come from a small group of heavy mailers that just keep mailing each others' promotions?

And if you can't break into that good old boys club, you can't really make it?

I remember when I was frustrated by that.

Because I'm not a very outgoing, extroverted kind of person.

And I really hate trying to build relationships with people just because I want to use them . . . you know, like trying to find a way to befriend someone just so they'll promote for you.

And do you really want to promote all THEIR junk? Because that's what they will want if they promote for you.

You see, I got really frustrated with seeing the whole thing.

You know, like right on the Warrior Forum.

About once or twice a week someone does a big WSO launch with like 1000 sales.

Just often enough for you to think you can do it.

But if you study deep enough, you see that they might have like 7 people who they line up ahead of time who promote for them. Then they get a bunch of sales from those 7 affiliates. Then they get WSO of the day, so they get another 500 sales or so.

So sure, it's a big launch. But unless you line up 7 big affiliates and get WSO of the day - likely you aren't getting 1000+ sales.

(And have you ever tried asking big affiliates to promote for you? They ignore you, they don't want to promote you - because if you only have 1000 subscribers or less, you can't really scratch their back, can you?)

So is there a better way?

A few months ago, I began to wonder that myself.

And I began to run some numbers.

Want me to share some of them with you?

I began to wonder, instead of spending weeks or months trying to write the perfect copy, create the perfect WSO, and line up the 7-10 people that would be necessary to make 1000+ sales on one WSO -

why not do what I did with ezinearticles, and really mass things out?

Like instead of going for 3,4 home runs a year, why not create a slow and steady business on the Warrior Forum?

So the last few months I've been testing a lot of things, different WSO styles, different copy, etc.

But here is my thought:

We know that it takes a lot of work - and a bit of luck and the right things happening - to do a 1000 unit sale.

But it is relatively easy to do a 100 unit sale.

In fact, to sell 100 units, it takes me about 1 hour to write the sales copy (it doesn't have to be great copy to make 100 sales fast) and another hour to create the WSO -

And the funny thing is, I think that short WSOs are actually better received than long ones (I'd far rather listen to one hour or read a 10 page manual that tells it like it is than watch 8 videos where it could have all been said in one hour, I don't know about you)

So one hour on the sales letter, one hour on the product, then launch it.

Send an email to my list, get 40 sales. People are buying from the Forum itself. A few affiliates notice the action, and jump on board.

They are jumping on board because they like the conversion rate, not because you schmoozed them for hours and months!

You get 80, 100 sales.

No big deal. Maybe 50 of those are your subscribers. 50 are new leads. Took you 2 hours of work, 50 new leads.

They go into your email campaign, and start spending money in your campaign (you do have a 45 day automated selling campaign in place, right?)

Then a few days later you launch another one.

You get more sales from your list. You get more sales from the Forum because people recognize you from a few days ago. More affiliates jump on board because they like the money they made last week with you.

You do 100 sales or more.

What if you did that 3 times a week for a month?

That's 1200 sales.

600 new subscribers.

Subscribers who are buyers.

And if you have an automated email campaign that converts at only \$10 per subscriber the first month, that's \$6,000 in backend revenue. Plus the front end sales.

And you don't even have to ask a single affiliate to promote.

What if you did that week in, week out, for a year?

You'd have 150 WSOs out there, you could bump them at will - and get subscribers all day long.

You could bump each one once a month, and have 150 bumps, make 10 sales per bump, get 1500 new subscribers each month JUST FROM BUMPS!!!

Sure, that's \$40 times 150 = \$6,000

But if you make 1500 sales at \$10 each sale, that's \$15,000 -

That's an almost instantaneous return of \$9,000 each month! (Instantaneous because you pay for the bump today, you get the sales today and tomorrow, it's not like paying for advertising where you pay today, get traffic all month)

So all year long, you do 150 WSOs, make 100 sales on each = 15000 sales the first year (plus bumps all along) - that's \$150k at \$10 a WSO! Or \$105k at \$7 a WSO -

PLUS - an upsell

Let's say the average upsell is \$37 and converts at 10% -

so 15,000 WSO sales - that's 1500 upsell sales times \$37 = \$50k right there, right?

Sure, you are paying for the WSO - so that's 150 times \$40 = \$6,000

I'll pay \$6,000 anyday to make \$150k!!!

Won't you?

So anyhow, that was how my thinking was going.

And so I've been testing it out - about 2 per week for the last 6 weeks.

And frankly, I'm okay with the results:

Complete WSO Business Master Manual - Sean Mize

	PRODUCT	Pos.	VISITORS / VIEWS	CLICKS UNQ/TOT	SALES	VISITOR CONV.	\$ PER VISITOR	\$ PER SALE	TOTAL REVENUE
edit / stats	20 WSOs for the Price of 1	pg 3 [168]	3407 / 4870	384/462	324	10%	\$0.75	\$7.92	\$2,564.49
edit / stats	How to Create a Health Coaching Business	pg 6 [320]	422 / 608	32/43	15	4%	\$0.34	\$9.43	\$141.50
edit / stats	How to Create 10 Products a Year From Free Telecalls	pg 2 [114]	688 / 947	64/73	52	8%	\$0.49	\$6.51	\$338.40
edit / stats	How to Write a Trust - Based Email Campaign	pg 2 [87]	545 / 718	56/79	34	6%	\$0.32	\$5.12	\$174.10
edit / stats	HOT PLR - Advanced Article Marketing MP3s - HOT SELLER - Rebrandable PLR	pg 10 [587]	203 / 278	24/51	16	8%	\$0.61	\$7.75	\$123.92
edit / stats	HOT PLR - Advanced List Building MP3s - HOT SELLER - Rebrandable PLR	pg 5 [285]	1770 / 3002	267/372	219	12%	\$0.97	\$7.81	\$1,709.47
edit / stats	How I Made \$822 In 7 Days from a \$50 Investment	pg 7 [389]	2038 / 2903	117/149	66	3%	\$0.22	\$6.92	\$456.45
edit / stats	Internet Marketing Consultant Complete Training Program	pg 13 [725]	642 / 911	39/54	26	4%	\$0.44	\$10.93	\$284.08
edit / stats	How to Create a \$1000 Business on the Warrior Forum	pg 13 [769]	627 / 1111	39/63	21	3%	\$0.28	\$8.31	\$174.42
edit / stats	2 Gaps in the Internet Marketing Niche Ready for Exploitation	pg 15 [864]	537 / 693	31/39	22	4%	\$0.41	\$10.00	\$220.00
edit / stats	Backend Email and Selling Templates	pg 6 [351]	805 / 1662	53/93	33	4%	\$0.34	\$8.33	\$274.96
edit / stats	WSO Sellers Backend Email and Selling Templates	pg 3 [179]	1800 / 2462	124/154	84	5%	\$0.50	\$10.82	\$908.74
edit / stats	» Your Own Coaching Program Lessons	pg 7 [365]	740 / 1122	27/102	13	2%	\$1.35	\$77.00	\$1,001.00
edit / stats	Blueprint Lucrative List Building	pg 111 [6603]	1006 / 1493	124/191	53	5%	\$0.21	\$4.03	\$213.67
edit / stats	Outsourcing Article Marketing	pg 41 [2421]	3593 / 4997	401/550	236	7%	\$0.40	\$6.07	\$1,432.22
edit / stats	Ascension Marketing Model	pg 118 [7068]	3134 / 4336	300/385	156	5%	\$0.29	\$5.89	\$918.90
edit / stats	0 to 1000 Subscribers in 30 Days With Adswaps	pg 41 [2417]	7531 / 10262	515/654	291	4%	\$0.19	\$4.99	\$1,453.32
edit / stats	Cash Flow Business Model	pg 110 [6585]	3531 / 4812	309/369	177	5%	\$0.26	\$5.13	\$907.70
edit / stats	How I Generated \$160 in 20 Hours With My First WSO	pg 177 [10588]	1063 / 1462	114/160	62	6%	\$0.14	\$2.46	\$152.41
edit / stats	30 Days to \$1000 With Ezinearticles	pg 31 [1803]	10280 / 14778	998/1237	595	6%	\$0.29	\$4.94	\$2,941.45
TOTALS (20 Items)			44362 / 63427	5280	2495	6%	\$0.37	\$6.57	\$16,391.20

that includes WSOs going back a little further - I think that is 20 WSOs - and the older ones were real workhorses - making me paid subscribers that bought from my list.

Mostly the older ones were generated by bumps.

But the later (primarily the last 12) were done with the launch model I am teaching in this guide.

Again, if you compare that to the big launches - 1000 sales or so - then that is weak.

But compare that to an average set of launches:

Complete WSO Business Master Manual - Sean Mize

2012-12-19	N/A	0%	\$0.00	\$0.00	2	50%	0%	request
2012-12-19	25+	6%	\$0.40	\$7.00	2	50%	2%	request
2012-12-19	100+	44%	\$4.38	\$9.95	2	50%	0%	request
2012-12-19	100+	9%	\$0.86	\$9.33	2	70%	1%	request
2012-12-19	10+	1%	\$0.03	\$2.73	2	50%	0%	request
2012-12-19	10+	1%	\$0.02	\$2.25	2	50%	0%	request
2012-12-18	1+	2%	\$0.16	\$8.73	3	65%	0%	request
2012-12-18	25+	6%	\$0.45	\$7.09	2	80%	3%	request
2012-12-18	25+	12%	\$3.35	\$27.00	2	50%	23%	request
2012-12-18	100+	7%	\$0.67	\$9.85	2	100%	13%	request
2012-12-18	50+	7%	\$1.98	\$27.00	2	75%	2%	request
2012-12-18	1000+	9%	\$0.86	\$9.95	2	100%	0%	request
2012-12-18	1+	2%	\$0.26	\$17.01	2	75%	0%	request
2012-12-18	25+	4%	\$1.63	\$44.67	2	50%	0%	request
2012-12-18	10+	39%	\$3.84	\$9.95	2	50%	0%	request
2012-12-18	25+	4%	\$0.43	\$9.95	2	50%	0%	request
2012-12-18	10+	5%	\$0.89	\$16.33	2	50%	0%	request
2012-12-18	100+	32%	\$8.79	\$27.21	2	50%	0%	request
2012-12-18	100+	14%	\$1.19	\$8.44	2	100%	0%	request
2012-12-18	10+	8%	\$0.61	\$7.75	2	75%	0%	request
2012-12-18	100+	6%	\$0.87	\$14.00	2	30%	0%	request
2012-12-18	25+	7%	\$0.48	\$7.00	2	75%	3%	request

and you see that most launches do less than 50 sales anyhow -

Notice there is one seller with 1000+ sales.

The rest are varied, mostly low.

Now, some weeks are better than others.

But the fact remains - most WSOs are not homeruns anyway.

So my theory is this: start focusing on daily results instead of home runs.

The advantage to this model is that you don't have to have home runs to make the big bucks.

My Strategy

Background before I share my strategy:

The last thing I mentioned was that I'm doing these low-volume WSOs - 100, 200 sales per WSO.

What gives?

First of all - one thing to remember - I generate between \$20 and \$30 the first month or so after someone joins my list.

So a \$7 buyer is actually a \$20+ buyer.

Here's the thing:

We are so used to seeing the big launches, 1000, 1500 sales or more.

But let me ask you this, how many of those "big launches" occur each week, out of all the WSOs that are launched each week?

2, 3 a week?

How much time and energy and effort goes into a huge launch, pre-launching, positioning affiliates, all that work?

And if you don't already have a network of affiliates to ask to promote, then you have almost zero possibility of having a big launch.

Or you could do what I am doing.

Small launches.

100 or so per launch.

2 per week.

In fact, I'm planning to really scale things up this year.

As many as 5 launches per week.

100-200 sales per launch.

500-1000 sales per week.

At the end of the day, it's like having a hit launch every week.

And each WSO only takes me 2 -3 hours to create.

The copy isn't perfect.

The product isn't flashy (but it's rock-solid training each time)

But like solid work horses, these WSOs are consistently bringing me in 50-100 new subscribers each week.

Subscribers who are buyers.

Buyers who go on to join my coaching program, buy my trainings, and invest with me.

Of course, some go on to buy more WSOs.

So let me ask you this, would you like a simple WSO business like this?

If you are only willing to pursue the big launches - and unless you have big affiliate contacts and are willing to spend hours and hours building relationships - then what I am about to share is not for you.

You see, I have developed a strategy that I believe can be worth a few hundred thousand this year to anyone who uses it.

I've run the math.

200 WSOs in the year times 100 sales each = 20,000 buyers.

\$20 per buyer = \$400k.

\$400k with small launches.

Work horses.

Not big launches.

You see, big launches are hard for most people.

Probably you too.

Let me ask you this:

How long have you been trying to “hit it big” online?

On the Warrior Forum?

Has it happened yet?

I don't mean to be . . . a bit . . . direct.

But if it hurts, it's probably the truth.

I remember when I was building my business with lowly articles.

Writing 7 articles a day.

Articles that only got me 2,3 subscribers each.

Who's willing to write an article for 3 subscribers?

I was.

I made about \$50 per subscriber from my articles.

3 subs per article, \$150 per article.

Then I paid others to write for me.

1,2 subs per article instead.

But still about \$50 per sub.

I was paying the writers \$5 to write each article.

Never had any home runs.

But each article was like a work horse.

150 articles a month.

2,3 subs per article.

\$100 or more in revenue per article.

It adds up.

I got to where I was submitting 500 a month or more.

Sure, I paid \$2500 for the writers to write them.

But I had a high ROI

So back to WSOs.

The same principle will work.

Volume instead of home runs.

Now, I imagine a lot of folks are thinking right now, this just isn't for me.

And if that's you . . . goodbye!

But if you are thinking . . . yeah, I think I could do this, this would be cool, I would rather go slow and steady and start making some money rather than keep going for the home runs that never happen -

What it takes to attract affiliates

The key to attracting affiliates is the first 100 sales at a conversion of higher than 10%.

And do multiple WSOs.

Here's why:

Everytime you launch a WSO a few more people promote for you.

And each time someone promotes for you and makes money, when they see a new WSO, they may want to promote. You see, people who are selling WSOs as their business model are CONSTANTLY looking for new WSOs to promote. And as you saw with the chart above about how not many WSOs do that well - affiliates will jump all over one that is doing well.

Even if you are starting from scratch, without any WSO's it can go like this:

Maybe you get 25 buyers the first WSO

Maybe 2 people become affiliates and promote.

Then the 2nd WSO you get 5 people to become affiliates.

And make 50 sales.

The next one, 75 sales.

And so on.

Each time, a few more people choose to promote for you.

Of course, even if you start with 0 subscribers at the beginning, you will have 150 buyers after 3 WSOs.

Then those buyers buy your future WSOs.

And don't forget upsells.

Those are easy to create as well.

Imagine if you methodically ran 2 WSOs each week for 6 months?

50 WSOs.

50 sales each.

You'd have a list of 2500 buyers.

And probably by that time, you'd be doing 200 buyers per WSO.

Then the 2nd half of the year, you could do 50 WSOs at 200 buyers each.

10,000 buyers in the 2nd half of the year.

Even if you paid 100% commission and EVERY SALE was an affiliate sale, you'd probably make 1000 upsales!

And then you would sell in your email campaign.

Promote other people's WSOs.

Look, this is reality.

This can be done.

And it's an easy formula.

I've worked out the kinks, I'm rolling it out for myself.

How to Create Products

Product Creation for WSOs is really easy.

You see, the best WSO is one that someone can consume in an hour or less.

People are looking for concise solutions, not 10 hour video series.

So think in terms of one hour.

For example, this manual is about an hour's worth (or less to digest)

But it is highly actionable.

or what I usually do is record the info.

The only reason I didn't for this one is that I had already written most of this out before structuring the WSO - so it was faster to use print than audio.

But normally just record.

Here's the process:

Make a list of what you want to teach.

For example, this is what I wanted to teach in this WSO:

Complete WSO Business Master Manual - Sean Mize

--> How I create a WSO in just one hour

--> The exact formula I use for writing the WSO

--> The plugin I use to format my WSOs

--> How I get affiliates without relationships

--> 3 different ways to entice affiliates to promote for you

--> The exact timing for your release

--> How to get reviews without giving away copies of your WSO

--> How to build a list fast with WSOs so you can leverage your list and start making massive list sales - even with a small list

PLUS

I'll show you my own blueprint for 2013 for WSOs -

--> My estimated revenues and stats -

--> Where my WSOs are going to come from

--> My secret strategy for leveraging up to 1000+ sales PER WSO

PLUS

I'll give you a blueprint for starting from scratch - if you have NO SUBSCRIBERS and how you can have a list of 2,500 buyers in 6 months - EXACT BLUEPRINT

PLUS - for advanced marketers (if you have 10,000 or more subs) - my exact blueprint for leveraging your WSO business into a 7 figure business within 6 months -

--> my secret stealth method of guaranteeing you 100 sales on every WSO you do - this method will absolutely amaze you, and it's so easy to do - in fact, I'll even manage it for you

--> a secret way to get big-launch affiliates to WANT to promote for you (as long as you get 100 sales per WSO launch)

--> How to get people to promote your WSO for free - I'll show you a very special method -

-- Then you just write about each one of those things. Or record about each one of those things.

Now, obviously I've covered a lot of this earlier in this document, so I won't go into as much detail here.

But the idea would be to just write or talk about each topic for a few minutes.

That's it. Convert the doc to pdf or if recording, upload the m,p3.

The exact formula I use for writing the WSO

There are 2 ways you can write your WSO salesletters:

Use all the "formulas", hire writers, do it all perfectly . . . and you might have a hit.

Or just write what matters and see what happens.

That's what I do.

Here's why:

I'm not crafting a perfect sales letter to get 1000 sales. Most people who craft great sales letters don't get the traction to get 1000 sales anyhow, in my opinion, so their work is wasted. That's not to say that down the road when you have mastered the formula, that you don't do a really big launch.

But for little launches, 50, 100, 200 sales - I don't think a perfect looking WSO is necessary.

But you can make it as pretty as you want!

But here is my basic formula:

Headline: Write it so that it says what you are selling:

For example:

Discover the Secret to Launching a WSO a Day and Beating Out the Big Affiliates
(which could have been a headline for THIS WSO)

Then I like to ask questions, just like I did for this one. I like to ask pain questions, like:
are you frustrated with x,yz?

Are you struggling with a,b,c?

Does it irritate you if you can't do e,f,g?

Then I like to transition by telling them I know how they feel, because I used to struggle
with that (I usually teach on things I had to learn, so they seem to be things I've
personally struggled with)

I tell them my struggle.

Then I tell them what I have discovered, created, etc.

Then I give all the bullet points for what I have created.

I tell them what it is worth.

Then I tell them if they want it they should buy it before the price goes up.

Then the payment button.

That's about it.

What I did when I was starting out was I went to the affiliates section of warrior plus and
studied the sales letters of the 1000+ WSOs - and you can do it too!

But be careful you don't allow that to overwhelm you and hold you back.

Take a look at some of my WSOs and see how simple the copy is.

You might even look at it and think, that won't convert.

But usually it DOES convert at 10% or so!

The thing is, if someone wants what you have, the words don't have to be perfect!

How I get affiliates without relationships

The key here is getting 100 sales fast.

Now, if you are just starting out, it might be a month before you have your first 100+ sale WSO. That's okay. Just keep running them till you hit it. You will be building your list in the meantime.

3 different ways to entice affiliates to promote for you

If you are going to "go after" affiliates (which I don't recommend) you can:

- 1) Offer a bonus for so many sales - for example \$100 if someone gets 25 sales the first day
- 2) Offer to put their product on your download page (with an optin to their list to get it) in exchange for one mailing to your list
- 3) Offer to mail your list for their future WSO in exchange for a mailing to their list today

The exact timing for your release

This might seem crazy - but I like to release mine later in the day. The reason is because it seems the bigger launches like to go in the morning - but I want my WSO to remain on the affiliate page as long as possible - so I want it to happen AFTER everyone else launches.

The EXACT email I send to my list to get 40% conversions on my WSO

Subject line:

I need your help and I'll bribe you for it

Body:

~Contact.FirstName~

I need your help and I'll bribe you for it!

Here's the thing - as you know, I've been laying some groundwork for creating a big affiliate launch over at the Warrior Forum.

And to do that, folks like to see a bunch of sales the first hour or two, and a high conversion rate.

Then they jump on and promote.

So would you be willing to help me make my next WSO a big launch?

If so, I'll GIVE you my \$194 Become an IM Guru training program (it's worth every penny of \$194, I promise)

Here's the sales page of the guru training:

<http://www.succeedwithsean.com/becomeanimguru/earlybird.htm>

I'll give it to you FREE if you will purchase my latest WSO immediately (I've started it at less than \$10 with dime sale pricing, so the sooner you get it, the less you pay, plus it means you are getting my \$194 guru training for less than \$10)

Here's the link to buy it:

<http://www.warriorplus.com/w/v/02hxv7/getimgurufree>

--- THanks in advance!

-- Sean

P.S. If you buy it, a cool review would be . . . cool - but PLEASE don't review if you don't actually buy it - I think that's unethical, I know alot of guys are doing it over there, but let's keep this clean -

Sean

P.S. Perhaps you are thinking, what is Sean using the Warrior Forum FOR?

It's a lead generator - and it's turning out to be great one at that -

And as I fine tune what works, you know if you are active on my list I'll be passing things on :-)

How to get reviews without giving away copies of your WSO

I simply ask my subscribers to review on the WSO about me - not about the WSO - but about me -

That way they don't have to buy the WSO to review - because they aren't reviewing the product, they are reviewing YOU

My Blueprint for 2013

Obviously I don't have revenue numbers because this is going into the future. And I don't know exactly how many I'll do.

But my goal is to build a bigger and bigger list of WSO buyers so that I can get 500 sales the first day from my own list - which will attract the biggest affiliates.

But for now I get about 100 sales from my list, and my last WSO did another 200+ sales from affiliates.

So if I did 20 a month, then that would be 4000 affiliate sales a month.

10% of those will likely buy my \$37 upsell - so 400 times \$37 each month there.

Plus I promote my coaching program, my “talk with me” program, and my training program in my email campaign and I make many sales there.

And each month, leverage for bigger and bigger WSOs.

I think of this a lot like what I did with ezinearticles, writing 7 articles a day.

Except this is 1 WSO a day.

That’s the only difference, really.

And the more sales, the easier to make even more.

And because the sales copy isn’t perfected and hypey, I tend to get repeat buyers. And affiliates like me because my product is solid, not over-promised.

My strategy for leveraging up to 1000+ sales PER WSO

I have referred to this already, I believe.

But the idea here is that I find that if I get 400 WSO buyers in one month, then about 30-40 people out of that list will buy a new WSO if I use my special email (which I copy later) -

So if we leverage that out - 400 new buyers this month, means $30 * 20 = 600$ sales next month on new WSOs. Plus the rest of my list.

So one month might have 20 WSOs with 200 sales each.

Next month 20 WSOs with 300 sales each.

And so on, until 1000 sales.

Blueprint for starting from scratch:

Simply start with a single WSO.

You get 10 sales. You are in profit.

Run another one tomorrow, telling all your 10 buyers from yesterday about it.

So today you get 15 buyers.

Tomorrow 20 buyers.

And then affiliates start to notice you are launching a new one each day.

They buy your WSOs.

Then maybe someone promotes for you.

And it begins to snowball.

You can start from scratch today and do a 50-100 sale WSO in a month, if you do one every day like I suggest.

And don't think it will take you too long to do each one.

Sure, the first one will take a lot longer because you don't really know what you are doing.

But after you do 50 WSOs, just like writing articles, they begin to get real easy!

For advanced marketers (if you have 10,000 or more subs) - my exact blueprint for leveraging your WSO business into a 7 figure business within 6 months -

To me, this is the real secret, the real key to making something huge happen.

If you have 10,000 subscribers right now, or you leverage up to that in 6 months using my model, you can probably send an email and get 50 sales right away, and 2nd one in 5 hours and get 50 more.

That's 100 sales at let's say \$7 = \$700.

And you get 100 affiliate sales.

So you have 200 sales. So you get 20 upsells at \$37 = \$740

So \$1400 a day -

20 days a month = \$28,000 a month.

Now, tomorrow's launch will do MORE than 100 sales because you have yesterday's buyers, which are your hottest leads.

So maybe 105.

The day after: 110.

Add 5 a day for 20 days, you are doing 200 from your list and 200 from affiliates, per day.

So that is \$56k a month.

Next month - double again.

And so on.

Sure, your numbers will vary, up or down, but I think you can see the potential here.

Now, I can't promise you any certain dollar figure for getting this training.

You gotta run the WSOs

People have to buy them.

But hey, people buy mine.

Ugly WSOs -

And I just keep creating them.

And you can too.

Detailed Instructions

Introduction

In this guide, I am going to show you EXACTLY what I personally do and have done to do my own WSO launches. This won't always be what everyone else does, and certainly you can add in what you see others doing, as long as you can see that it might add to your efforts, and of course it doesn't cause problems either!

I'm relatively new at this, so I don't know everything about. But sometimes it's an advantage learning from someone like me, because you are getting the info "closer to the source" - what I mean is that if someone has been doing something 5 years and they are well experienced, then sometimes they forget what it took to do it in the first place.

So I'm going to try to show you all of those things, and give you as many tips and secrets and methods behind the scenes as possible. And these are going to be from the perspective of getting started from scratch with WSOs, which is about what I did. I say "about" because I obviously already had some experience online. But you can start wherever you are at.

Now, a word about lists. You don't have to have one to start. But you need to get one over time. From your very first WSO, start building a list. For example, if you make 10 sales your first WSO, you build a list of 10 people. Then you do your next WSO and you make 10 more sales, you have a list of 20 people. Now when you launch a new WSO, you simply send a notice to your list of 20 people about your new WSO.

Each one you launch, you gain more subscribers. By the way, that right there is the way to get started from scratch - 100% from scratch. If you

have no list, you can still launch a WSO. It will feature in the WSO page and if it is something people want to buy, then you will make sales right off the WSO page. So you don't need a list to start. But if you have one, you can move faster.

So as I go through this training, I will refer to my list, things I do with my list. If you one, do those things (if you want). If not, then you will start slower as I just mentioned, then grow into a big list!

Let's get started!

1) My easy to do, but no-one-but-my-clients and people they have taught - method for coming up with new ideas day in and day out for what your next WSO will be about. I can guarantee that if you use this system, you will NEVER be out of ideas for your next WSO

The first thing I recommend you do is to write a list of 10 things that you can teach people to do in your niche.

If you have a list, send an email asking them if there is anything they want to learn about.

This might look like this:

Subject line:

What is your biggest challenge with (your niche)?

Body:

(firstname)

Hi, quick question for you:

What is your biggest challenge with (your niche)?

I'm thinking of creating some new cool training, what would you like to see?

(Your name)

When people respond to that email, they will be telling you what you can create.

When they write you and tell you, write back and ask them what are the 10 things they would like to see in it.

When they give you a list, add that to the list of things you can teach. After a few emails, you might have a list of 100 things you can teach!

Just go through these lists and look for ideas.

If you don't have a list, start with your own list of 10 things you know how to do.

Then write a list of 10 steps to doing each of those things.

Now you have your list of 100 things!

Look through that list, some ideas should start jumping out at you!

Then go to the Warrior Forum and read other WSOs.

Keeping your own list in mind, what are some ideas you might be able to get from other people's WSOs?

Allow this to be a 3-4 hour process of searching and writing - and you will come up with ideas!!!

2) My proprietary method of coming up with "your angle" (If you don't have an "angle, you can't stand out among the other 200 or so new WSOs each day)

Once you have your idea, then you have to figure out your "angle". How can you present this in such a way that it is different than anyone else is doing, and that people will really like?

One way to do it is to go through the top WSOs at Warrior Plus (you'll have to register to be an affiliate to see this page):

Go here: <http://www.warriorplus.com/wsopro/affiliate/>

Go to "View Available Offers" and you will get a page that looks like this:

Available Offers									
1-100 of 9104 results next >									
PRODUCT / VENDOR	WSO DATE	SALES	VISITOR CONV.	VISITOR VALUE	AVG. PRICE	BUMPS	COMM RATE	REFUND RATE	
VideoStoreClone - Unlimited Version coolice	2013-01-14	100+	62%	\$41.44	\$67.00	0	50%	0%	request
CPA Traffic Magic IamTJM	2013-01-10	100+	24%	\$1.52	\$6.39	2	100%	0%	request
Want more exposure for your affiliate offer? Advertise here									
SEO Resurrection - Power SEO - Rank On Google Fast! sedominator	2013-01-16	N/A	0%	\$0.00	\$0.00	0	50%	0%	request
SEO Resurrection - Power SEO - Rank On Google Fast! sedominator	2013-01-16	N/A	0%	\$0.00	\$0.00	0	100%	0%	request
Offline PLR: Customer Loyalty and Retention PLR Pack OTO MsMotivation1	2013-01-16	25+	56%	\$4.47	\$7.97	0	50%	0%	request
Offline PLR: Customer Loyalty and Retention PLR Pack MsMotivation1	2013-01-16	50+	18%	\$1.31	\$7.34	0	75%	0%	request
How to Effectively Help Offline Clients Get to the Top of Google + Local within 1 MONTH! 100% Newbie Friendly MrSDPromo	2013-01-16	N/A	0%	\$0.00	\$0.00	0	50%	0%	request
CB Weight Loss Cash Bonanza V3 OTO2 Eleanor	2013-01-16	10+	26%	\$2.61	\$10.09	0	50%	0%	request
CB Weight Loss Cash Bonanza V3 OTO Eleanor	2013-01-16	25+	38%	\$6.73	\$17.51	0	50%	0%	request
CB Weight Loss Cash Bonanza V3 Eleanor	2013-01-16	50+	15%	\$1.11	\$7.62	0	75%	0%	request
Time Management PLR UPGRADE Bundle JustinP	2013-01-16	N/A	0%	\$0.00	\$0.00	0	50%	0%	request

Then sort by "sales" (use the pulldown where it says "sort") and get this:

Complete WSO Business Master Manual - Sean Mize

HOOK PIGEON LIVE Chris Munch	2012-02-27	1000+	20%	\$2.04	\$10.29	9	100%	4%	request
WSO Pro - Single Listing MikeLantz	2009-09-26	1000+	26%	\$4.94	\$18.72	23	0%	1%	request
FastAttackSEO - How I Make \$25,000 A Month With SEO Secrets ANYONE Can Use To Dominate Google #1 Ranks CraigRC	2011-04-21	1000+	10%	\$0.90	\$8.97	136	75%	2%	request
Fiverr All-Starrs aCass	2011-07-12	1000+	17%	\$0.82	\$4.92	2	100%	1%	request
Backlink Takeover (with Brian Anderson) Mario Brown	2011-09-15	1000+	15%	\$1.61	\$10.74	2	100%	3%	request
Keyword Blaze Pro claytons	2012-04-02	1000+	14%	\$3.02	\$21.51	15	50%	5%	request
FastAttackTraffic - The Free Traffic Methods I Use To Create \$35,000+ Per Month Income On Autopilot! CraigRC	2011-06-08	1000+	10%	\$0.87	\$8.84	96	75%	3%	request
The Trophy Pigeon - Viral SEO Traffic Method - 10,000+ Niche Uniques Chris Munch	2011-10-03	1000+	11%	\$1.05	\$9.78	2	100%	7%	request
Easy WP SEO Chris Landrum	2011-04-04	1000+	7%	\$2.42	\$37.00	199	50%	3%	request
Marketing Graphics Toolkit V3 max	2011-09-13	1000+	8%	\$0.83	\$9.95	1	100%	0%	request
Instant Content Curator Pro hhitch	2012-05-24	1000+	13%	\$1.22	\$9.49	26	100%	4%	request
The Backlink Syndication System - Crazy 4,300+ High PR Backlinks! Daniel Tan	2010-02-11	1000+	10%	\$1.40	\$13.87	142	50%	2%	request
My Mobile Business (Review) WillR	2011-05-19	1000+	6%	\$1.03	\$17.72	282	60%	2%	request
FastAttackLinks - Secret Backlinks That ANYONE Can Use For FREE To Boost Rankings AND Traffic NOW! CraigRC	2011-07-20	1000+	12%	\$0.94	\$7.80	65	75%	2%	request

Go through those listings to see what top listings do.

Click through till you see the sales pages.

Read them.

You will immediately get ideas of “angles” that are proven to convert to \$\$\$

You’ll see how THEY angled their idea - and then apply it to your idea.

A great place to find ideas for headlines and sales letter structures as well.

And of course, don’t copy anything outright. Just use them for ideas!!!

3) How to start your WSO business by building an initial starter list of Warrior Buyers (almost no one is doing this except - you guessed it: Warriors who are my clients, or Warriors who are copying what my clients are doing)

I gave you this strategy in the introduction, so I won't spend too much time here. But the idea is that if you have nothing to start with, simply write a WSO. Then you get 10 buyers, 20 buyers whatever. Put them on your list. Now you have 10-20 subscribers. Do this a few times, and now you have a list. A list of BUYERS.

A tweak on this is to create a FREE WSO. The way this works is instead of making it paid, make it free. All you have to do is make a link to your opt in form in your autoresponder. I've gotten as many as 40-50 new subscribers with a free WSO.

4) How to build solid relationships with Warriors so that even non-buyers will come in and help moderate your WSOs review posts - this is critical when doing a big launch because it stops WSO hijackers in their tracks and makes them look like real losers (sorry for my language, I don't normally talk like that, but really anyone who wastes time hijacking WSO comments is a loser, even if a psychologist hasn't branded them to be that)

The key here is helping people. When they ask questions, answer them. Build friendships. Focus on building friends, not buyers. Then some of the friends will buy. And I don't mean facebook friends. I mean real people you help.

Run a FREE WSO offering a 5 minute skype consulting chat, where you will answer any questions they have for 5 minutes in skype. Talk about making some friends!!!

5) How to create great WSOs - and how to quickly create WSO recordings and pdfs to sell - and get really low refund rates (less than 1%)

Ok, this is really going to get into the meat of this. Now, this is a manual, and I'm going to do the best I can to tell you how to do this. But if you want to "see" me doing this on video, I have another WSO in which you might be interested, which is 2 hours of video where you literally watch over my shoulders as I write a WSO sales letter AND create a product in less than 2 hours. You can check it out here: <http://www.warriorplus.com/w/v/mnc633/wsomanuallink>

Ok, first I'm going to teach you the process for writing a WSO fast, then I'll adapt that to recording one fast.

The process is this:

Write an outline of 10-20 things you are going to teach. Notice how this manual is organized in about 16 points? Each of those things was one of the points in my outline. So once you have the outline done, you simply write in directions for how to do each section. That is exactly how I wrote this pdf.

Review: write a list of things you are going to teach. That list is your outline. Then write in between each of those things the instructions for how to do that thing. Notice I am doing that here. Look at the structure of this pdf and you will see it. This makes it REALLY easy to write, plus as long as your list is complete, you don't forget to teach anything, unlike if you just wrote a big document from scratch then added subheads later!

And that is it.

A WSO pdf can be 5-50 pages long, but the real key is that you specifically teach what you promise to teach. The more detail, the better. Make it clear. Make it actionable. Make it something easy to understand.

Now, a pdf takes the longest to create because writing takes the longest. So you could do an audio recording of the material instead. The process is EXACTLY the same as writing.

Start with the outline. Write a list of 10-20 things you can teach someone to do. Then record from your outline, instead of writing; simply speak aloud the information.

Note: Do NOT take the time to write the whole thing out, then record. If you are going to do that, you might as well just make a pdf. Instead, record live from the outline. If you do that, it only takes about an hour to record an hour audio. And I have found that 1 hour audios do REALLY well as WSOs. I think people like them because they don't have to listen to 10 hours of info

to get the good stuff. Just be sure to cover everything in the hour. If not, go over the hour. But the real key is to teach everything you said you would in the sales letter, as concisely as possible.

Sometimes I get asked, how do I record? If you have an mp3 recorder on your computer, you use that. Or you can use audioacrobat. My affiliate link over there is <http://www.mizesean.audiacrobat.com> if you want to try them out. But I personally use instantteleseminar. The reason is that the recording is really easy, and you can record from your computer or from a telephone (even from a cellphone) and there are automatic backups. I find it is just easier to use than audioacrobat. But it is more expensive than audioacrobat. Anyhow, this is my affiliate link there if you want to use it: <http://InstantTeleseminar.com/ProductInfo/?x=1600735>

And then just follow the directions to record!

If you want to do a video instead, it takes a lot longer. But if you are showing someone how to do something, then it is nice. If you have my WSO video training, you can see an example of how I do that (<http://www.warriorplus.com/w/v/mnc633/wsomanuallink>) because you can see me doing the video.

But you don't need that. You can simply create a slideshow in powerpoint or keynote, and use that as a guide. I use screenflow (just google to get it) because I record on a mac, if you are on a pc, then camtasia is probably a better choice.

In all cases, you will have to upload your mp3 or mp4 to your website. If you don't know how, ask your webhost how to do it (most web hosts have customer service reps that can help)

6) How to get established quickly as an expert on the Warrior Forum

This is key. Key. You must position yourself as knowing what you are talking about and have some posts to prove it. People really do look to see how many posts you have and look at some of them. So just go to the forum, search for your topic, and find posts to respond to. Don't spam. Instead, answer the questions helpfully. Do 5-10 per day for 7 days. That will establish your background.

Also, since you are going to be launching a WSO BUSINESS - you are going to be launching multiple WSOs. So instead of waiting until you can create the perfect WSO before beginning, just start TODAY with a WSO. Even a free WSO.

7) How to launch 5-10 or even more WSOs that are profitable, while simultaneously building your brand on the Warrior Forum

Remember, a WSO only costs \$59 to run (\$40 for the post and \$19 for warriorplus). So you only have to take in \$59 to break even, then everything above that is gravy.

If you have followed the directions in this guide so far for choosing a topic, and you have done the work to find your angle, even your first WSO should convert at 5%.

Even if all you get is 200 visits from the forum alone - no affiliate wants to help you promote, and you have no list - you should make 10 sales. At \$7 for a WSO - that is \$70. With paypal fees, you basically break even. And you have a list of 10 people.

If you launch a 2nd WSO in 2 days, 2-3 of those buyers should buy your 2nd WSO, plus get the 10 sales from the forum. And now you can “bump” your first WSO, which only costs \$40. So if you do another \$70 on the second one, combined on day 3 you are up to maybe \$60 in profit.

I know that’s not much starting out - but that’s your first 3 days. Do this again and again and again, and you will find that very quickly you are likely up to \$100 a day. Then keep going until you are up to \$200 a day. And so on.

You could literally do a new WSO 3 times a week.

You simply do the research for all 3 on Monday, and outline all 3. Then on Tuesday, write the first sales letter and record the first product, and launch the first WSO. Repeat on Wednesday. Repeat again on Thursday. That’s 3 a week.

8) How to prepare for your big launch

Now obviously up to this point as I’ve been teaching the basics, I’ve been focusing on the scenario where someone does NOT have a list. But if you do have a list, you can really take this to the next level. But you don’t have to. You can start just with the Forum itself.

The way I do it is I send out an email before I do the launch, asking what folks would like to learn in my next product.

Then when they tell me, I send them an email out telling them I am coming out with a new WSO teaching that in a day or so, and if they want to sign up for early -bird access so they can get the lowest price, they can.

Then either create a web form in your autoresponder where they can sign up to a list you create that is just for early-bird buyers. Then when your WSO launches, send an email to your early bird buyers. 2 hours later send an email to your full list.

You can also attract affiliates, which I'll discuss in the next section. And have them promote for you as well.

9) How to attract affiliates like flies to honey (I show you the honey I use to get affiliates to BEG me to let them promote [including a secret technique I use to make that happen, and get them sending me PMs begging to let them promote])

The key here is that the #1 attractor for affiliates is sales. That's right - the #1 reason people will promote for you is because they see that your WSO has sales. That's why you probably won't get many affiliates on your first WSO because it probably won't make a lot of sales.

But once you leverage up to getting 50-100 sales in your first day on your WSO, then you will find that people start asking YOU if they can promote for you.

You see, the #1 way to get people to promote for is not asking, but instead, simply getting sales. Then when they promote, if they get sales from their mailing to their list, the next time you promote a WSO, they might promote it without waiting for sales.

But I rarely approach affiliates directly, and then only people I know, either people on my list, or affiliates who have promoted before. I only do it when I want a big splash right away on the promotion.

You might ask, why not have a big splash for every one? Well, if you were doing 1 every 3 months like a lot of people do, sure.

But since you are using my model of several WSOs a week to build a solid business, you can't expect affiliates to promote your every offer!

So only select the very best to ask them; besides, if your offer converts, they will WANT to promote and will simply request it.

The secret is conversion rate, not a special email. Affiliates get enough special emails begging them to promote. Conversions sell promotions.

10) How to promote your WSO like crazy to your own list, other people's list's and even a special technique I have developed - and I'll give you the skype transcript to document it - of how to get a solo ad provider to mail for you for free (of course they get commission, but it's the words you use to get them to agree to do it)

Here's the way to do it: Be willing to pay for a solo ad. Then ask them if they would rather just get commissions and probably make a lot more money. Here is a skype transcript of how I do it:

[1/11/13 7:59:07 AM] [Solo Ad Provider]: hey Sean

[1/11/13 7:59:10 AM] [Solo Ad Provider]: I got a buyer solo spot

[1/11/13 7:59:13 AM] [Solo Ad Provider]: it's a WSO buyer list

[1/11/13 7:59:16 AM] [Solo Ad Provider]: let me know if you want it

[1/11/13 7:59:48 AM] Sean Mize: how many clicks, how many buyers on that list, how much?

[1/11/13 8:01:38 AM] [Solo Ad Provider]: I can commit to 200 clicks (with my swipe)

[1/11/13 8:01:43 AM] [Solo Ad Provider]: let me do a quick count

[1/11/13 8:01:46 AM] [Solo Ad Provider]: of how many buyers sec

[1/11/13 8:01:47 AM] [Solo Ad Provider]: btw

[1/11/13 8:01:50 AM] [Solo Ad Provider]: what's the offer URL

[1/11/13 8:02:19 AM] Sean Mize: <http://www.warriorplus.com/w/v/mnc633/igor>

[1/11/13 8:02:27 AM] Sean Mize: I'm more interested in sales than clicks

[1/11/13 8:02:42 AM] Sean Mize: I don't want a solo ad that gets lots of clicks and few sales

[1/11/13 8:02:50 AM] [Solo Ad Provider]: 2405

[1/11/13 8:02:52 AM] Sean Mize: I'd rather few clicks and higher sales %

[1/11/13 8:03:10 AM] Sean Mize: do you think that offer will do well to them? what kind of wso mailing results have you had in the past?

[1/11/13 8:03:29 AM] Sean Mize: I'd be willing to give you 100% commission on it instead of a flat fee if you prefer

[1/11/13 8:03:50 AM] Sean Mize: plus 80% on the upsell (everyone else is 50% on the upsell)

[1/11/13 8:08:12 AM] [Solo Ad Provider]: sec

[1/11/13 8:08:12 AM] [Solo Ad Provider]: lemme check out the offer first

[1/11/13 8:18:18 AM] [Solo Ad Provider]: I tell you what

[1/11/13 8:18:21 AM] [Solo Ad Provider]: if you can create a special bonus

[1/11/13 8:18:23 AM] [Solo Ad Provider]: for my subscribers

[1/11/13 8:18:28 AM] [Solo Ad Provider]: I'm sure I can refer quiet a few sales

[1/11/13 8:18:46 AM] [Solo Ad Provider]: I would also like to check out the content if you dont mind

That was about it. He agreed to do it. And got me about 20 sales or so to a special list.

You can use that technique too.

11) How your WSO goes viral

The key here is that it has to be something that makes a lot of sense to the right people. Highly targeted, and something not many others teach. And super-clear sales copy. You need to get your first 100 sales as fast as possible. You can do that by mailing your list. Then affiliates jump on board. The WSO takes off. Maybe you get WSO of the Day, maybe not. People keep buying. More affiliates jump on board. You do 1000+ sales.

So - how to make that happen?

Answer: You don't.

You can't force it.

Remember, you are not in the one- shot WSO business.

You are creating multiple WSOs.

As you create them, notice some sell better than others. Ask yourself why. Study the sales copy on the ones that sell. Study the topics. Over time, you will be able to predict if something will do better or worse.

But the key here is that there is strength in numbers. Instead of creating one big WSO that may or may not work, launch 2-3 a week. Treat it like writing articles but instead of writing an article a day, write a WSO a day. That is your business. Do this for 20-40 WSOs and you will be amazed at the traffic you are getting.

12) Why you should CELEBRATE your big launch on the Warrior Forum

If you have a big launch, tell people about it. Show them your stats. People love to follow success. That might be why you bought this. You saw that I have had a number of successful WSOs and you wanted to see why. Your clients will do something similar. They want to see how you are so successful, so they buy. Sometimes your competition buys for the same reason!

13) How to Rinse and Repeat Steps 7-12 to make consistent, REPEATABLE income on the Warrior Forum week in and week out like I do

This one's easy: just do it over and over and over again. You can do it. I've given you the formula for everything except the sales letter. I'll give that in a sec.

You might be thinking, but this sounds really simple. You haven't included tons of details. You don't need them.

Keep this simple.

Here's the pattern, over and over and over again:

- 1) Think of an idea
- 2) Write the sales letter in an hour
- 3) Create the product (1 hour for audio, 3 hours for pdf, 3-5 hours for video)
- 4) Tell your list about it.
- 5) Make sales.

Start over tomorrow.

Do that schedule everyday and you will be amazed at what happens.

14) How to Become Firmly Established as a WSO Expert due to your constant successful launches (like I've done)

This will just happen if you are doing launches. Nothing special. Nothing at all. But use your launches as credibility. Create screen shots of your success and put them in your sales pages. And you can use them for a long time into the future. I rarely write articles anymore, but this screenshot is still huge credibility (and might still be 5 years from now):



Home » Expert Authors » Sean R Mize

Ads By Google [Business Video](#) [Mentoring Coaching](#) [Life Coaching Career](#) [Coaching Mentoring](#)

Sean R Mize



★ Platinum Level Expert Author

Joined EzineArticles on Mar 2, 2006 

Published Articles:	25,180
Article Views:	3,000,053
Article Comments:	116
Article Niches:	107
Achievements:	  

About Sean R Mize

Here's another one I use:

EzineArticles Expert Authors

Displaying "ALL" Experts By Author's Article Count

ALL [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

[\[All Experts\]](#) [\[By Country\]](#)

[\[Sort by First Name\]](#) [\[Sort by Last Name\]](#)

[\[Sort by Articles\]](#)

- [Sean R Mize](#) 24,590 Articles
- [Lance Winslow](#) 22,724 Articles
- [Abhishek Agarwal](#) 7,025 Articles
- [Jason Nyback](#) 6,972 Articles
- [Krista Hiles](#) 6,363 Articles
- [Fabian Tan](#) 6,048 Articles

And here's another one you've probably seen lately:

edit / stats	How to Create a New WSO in 2 Hours or Less - 100% Guaranteed	pg 2 [81]	2238 / 3980	322/381	281	13%	\$0.94	\$7.52	\$2,113.67
edit / stats	» 2 Hours WSO - UPSELL -	pg 2 [81]	313 / 653	113/122	102	32%	\$2.47	\$7.59	\$774.57
edit / stats	How to Make 50-100 WSO Sales a Day	pg 3 [151]	2184 / 3868	246/1336	181	8%	\$0.81	\$9.76	\$1,765.71
edit / stats	20 WSOs for the Price of 1	pg 8 [472]	3971 / 5886	427/509	349	9%	\$0.73	\$8.36	\$2,918.32

Make use of screen shots to show real proof. People use screen shots for fake proof, why not use them for real proof!

15) My own secret \$20 per subscriber monetization method

The key to subscriber monetization is that you MUST do 2 things simultaneously:

- 1) You must build trust and relationship. I do that by sending out a series of content emails every day for 30 days. These must be strong content, teach them things they do not know. They can be pdf, audio, or video, or best scenario is a mix of all 3 (10 emails print, 10 emails with an audio

link, 10 emails with a video link) Send these emails early morning or early evening.

- 2) At the same time as you are sending a 30 day series of content, have a separate list that is sending sales messages. These messages go out during the day. One sales message per day. This means that someone is getting a content email each day, and a sales email each day.

Once you have done this for awhile and know what sells, you can stage this as a “launch”. So instead of one email a day, you do a prelaunch email one day, a “launch” email the next, a second email that day, then a q and a email the next day, then the following day a “last chance” email for that product. Don’t send any more emails for that product after the last chance email.

16) How to monetize your new - found level of WSO Expertness

I debated about including this in here. Because it’s not necessary. In fact, any work on it might not really be necessary at all. But I do it. So I thought I would share it.

And that is this: once you have created a bunch of WSOs and people are buying them, the people who buy them develop a bond and a trust with you. And when that happens they want more than just a WSO. They want personal help. Coaching. That kind of thing. And you can charge for it. Create packages and coaching and offer to your list of WSO buyers.

Remember, this isn’t about making the sales on the front end, although you can make money there. But these are buyers. Low ticket, nevertheless, so

a lot of low quality buyers. But there are great buyers in there. All you have to do is create value, present it to them, and they will buy.

Focus on long term monetization. Long term monetization is key.

Ok, that covers almost everything you need to create and launch your WSO except for writing the sales letter.

I've saved this for last because it's the hardest thing to teach someone.

Because you have to do more than follow a fill in the blanks formula.

When you follow some fill in the blanks formula, you get a really stiff letter, and it probably won't convert.

You have to learn to write in your own voice.

And there is no substitute for practice for that.

If you write 100 sales letters, then you will be a lot better than you are now!

I am going to give you some pointers here. But please don't use them like a formula.

Instead, write from your heart.

Write like you would want someone to write to you to get you to buy.

Leave the hype out.

Read all the sales letters for all the 1000+ campaigns in Warrior Plus. All of them. They are all different. Get a feel for what YOU like. Then try to write your own.

If you want to see me writing one - if seeing it on a video will help - then I recommend my 2 Hour WSO training: <http://www.warriorplus.com/w/v/mnc633/wsomanuallink>

But you don't need it.

The key really is to write in your own voice, and just be sure you do the following things (and not necessarily in this order):

Sales Letter Formula:

- 1) What are you selling? - write the headline telling that
- 2) Dig into need - ask questions to assess need
- 3) relate their need to you or your clients
- 4) tell what you have created
- 5) explain what they get
- 6) Explain the value of what they get - not in dollars, but in usefulness
- 7) offer (price)
- 8) refund policy (maybe)
- 9) close - buy this

Folks, now you know my formula for launching a WSO business from scratch fast.

If you skimmed this report, please re-read it.

Read it carefully. I packed a lot into this, and didn't use too many words when fewer were possible (most of the time). Sometimes a key principle was in one phrase in a sentence in a paragraph. And if you skimmed this, you didn't get it.

The Email System

In this training, I am going to show you the exact emails I used to generate over 700 WSO sales -

I'll start at the beginning - the first email I send, which is an email to find out what my list wants.

Because my experience is that if my list wants it, the Warrior Forum wants it.

And no, I don't sell a whole bunch of WSOs that are the same topics as everyone else's.

I know that it might be easy to think: ok, well seo sells really well on the WF so I have to do seo (or link building or make money quick, or whatever else a lot of people are selling as WSOs).

And many people have told me that my topics don't normally sell well.

But because I am creating these to deliver real value TO MY OWN SUBSCRIBERS - they have more depth than a lot of WSOs. Sure, they might not look pretty. But they are real, solid, real-world info that WORKS. I know, because it's WHAT I DO!!!

So let's get right to it, the first campaign of 3 I will show you here:

Like I said, I like to start with finding out what my list wants:

Subject line:

Would it be helpful if I created a video where you could watch me as I create a WSO from scratch?

Body:

~Contact.FirstName~

I had an idea and I wanted to run it by you -

Would it be helpful if I were to record myself creating a WSO so you could see me as I do it?

I could record me actually creating the WSO, writing the sales copy, putting the payment buttons on, routing the download delivery, all of that, so you could watch -

Would that be helpful to you?

Sean

About 25 people responded, and when they wrote back and said “yes” I wrote back and asked, “what would be the best part about it?”

The overall biggest response was that the best part would be seeing me come up with the ideas.

Well, at that point I had already created the product, and hadn’t taught the big thing they wanted.

So I decided to launch it anyhow, and it did very well.

But then I decided to create ANOTHER training, this one including “ideas”

But then I started thinking, I don’t want to do something just on “ideas” - too simple, it’s a 10 minute exercise.

So I thought, what if I just do a Complete A-Z training and include an “ideas” element?

So that was my product research (that is typical of the research I put into almost all my products - an email to my list, then run with what they want and add in some ideas if I have any)

So then of course I created the WSO.

And I wanted this to be a really big one, so I did what I rarely do anything like, and created an affiliate sign up page, you can see it here:

<http://www.succeedwithsean.com/affiliates/promote-my-new-wso-and-win-up-to-1000/>

I put a big bonus in there, but notice on all the bonuses, I don’t pay unless I am actually making money. If it is a flop, I don’t pay the bonuses (read about it, it’s very clear, not hidden or anything)

Now, in retrospect, I probably wouldn’t do that - might not ever again.

Cause the biggest promoter was someone who would have anyway. And most people didn't start promoting till they saw it selling, and they probably would have anyway (what I usually do is just get sales from my list to get traction and sales, then affiliates want to promote because of the sales)

So then I did the launch.

This is the WSO:

[WSO - Complete A-Z Guide to Building A WSO Business](#)

This is the first email I sent:

Subject line: Hot Off the Press - Brand New Manual: How to Start a WSO Business 100% From Scratch With No List and No Affiliates

Body:

~Contact.FirstName~

Hot Off the Press - Brand New Manual: How to Start a WSO Business 100% From Scratch With No List and No Affiliates:

This is your early bird notification - it is dime-sale priced so as soon as the affiliates start mailing, the price will go up fast, get it now for the lowest price:

<#6846_Link-Complete Manual WSO course#>

-- Sean

(that link is the link to the product sales page, it's a tracking link so I can know how many click)

[WSO - Complete A-Z Guide to Building A WSO Business](#)

And had the words:

Brand New WSO - How to Start a WSO Business 100% from Scratch with No List and No Contacts - 100% Guaranteed to Work!

That email went to 2591 subscribers

Complete WSO Business Master Manual - Sean Mize

207 opened
173 clicked and about 39 sales

Then I sent the same email again 5 hours later

result:

2559 subs
174 opens
63 clicks and 17 sales

When I went to bed, there were about 94 sales all together, the balance came from affiliates.

This morning, there are 145 sales:

Active Listings (Show closed listings)									
	PRODUCT	Pos.	VISITORS / VIEWS	CLICKS UNQ/TOT	SALES	VISITOR CONV.	\$ PER VISITOR	\$ PER SALE	TOTAL REVENUE
edit / stats	Complete User's Manual - A-Z to Launching a WSO Business - 100% From Scratch - 100% Guaranteed	pg 2 [76]	1147 / 1766	172/990	145	13%	\$0.89	\$7.02	\$1,018.54

There have been probably 50 people who have requested to promote, and those sales are beginning to come in.

This morning I sent another email to my list:

~LoggedInUser.Email~

~Contact.Email~

~Contact.FirstName~

From:
From:

To:

Subject:
Brand New Manual: How to Start a WSO Business 100% From Scratch With No List and No Affiliates

Complete WSO Business Master Manual - Sean Mize

Brand New Manual: How to Start a WSO Business 100% From Scratch With No List and No Affiliates:

<#6846_Link-Complete Manual WSO course#>

-- Sean

This one performed poorly: 50 clicks and 2 sales.

So I redirected the link to go to a simple WSO that would screen people first, to keep conversion rate high:

<http://www.warriorforum.com/warrior-special-offers-forum/737140-how-start-business-warrior-forum-scratch-no-list-no-affiliates.html>

That one converted at about 10% to the clicks in the post itself -

it is like they are presold in the redirect WSO -

Now on this launch, I didn't send any more emails to my list - the reason is that I had gotten the 100 sales I needed to get affiliates to take notice, they did, and I did about another 100 sales from affiliates.

Notice that the affiliate sales are new buyers. So I got about 100 new buyers on my list from this one.

Here are the results of this launch:

Complete WSO Business Master Manual - Sean Mize

Active Listings ([Show closed listings](#))

	PRODUCT	POS	VISITORS / VIEWS	CLICKS UNQ/TOT	SALES	VISITOR CONV.	\$ PER VISITOR	\$ PER SALE	TOTAL REVENUE
edit / stats	Complete User's Manual - A-Z to Launching a WSO Business - 100% From Scratch - 100% Guaranteed	pg 6 [354]	2015 / 3292	243/1275	199	10%	\$0.70	\$7.05	\$1,403.89

Sean Mize

I am going to share with you 2 more campaigns that are typical of what I do and the emails I use. I recommend trying to understand WHY each email works, and WHY people respond, not just copy and pasting because if you and everyone else just copy and pastes then the effectiveness of these emails will go down. Then I will write new emails to send to my list. You will have to do the same thing. So just start out by writing your own emails!

2nd Launch

This was a unique idea - 20 WSOs for the price of 1 -

and ended up selling over 358 copies -

edit / stats	20 WSOs for the Price of 1	pg 12 [679]	4137 / 6282	440/544	358	9%	\$0.73	\$8.48	\$3,035.29
------------------------------	--	-------------	-------------	---------	-----	----	--------	--------	------------

(I'm not including the link in here as it may no longer be live, over time I take WSOs down, and this report is evergreen. You can search for me by my handle "mizesean" on the Warrior Forum to find my current WSOs)

Here are the emails I sent my list to make this happen:

(this email converts very well the first couple times you run it to your list. I don't recommend using it all the time, it will kill your list in terms of responsiveness long run because they just get

addicted to “free gifts” - but if you have a WSO that you want to get a lot of sales fast - this email rocks!)

Subject line: I need your help and I'll bribe you for it! (if that's okay with you)

~Contact.FirstName~

I need your help and I'll bribe you for it!

Here's the thing - as you know, I've been laying some groundwork for creating a big affiliate launch over at the Warrior Forum.

And to do that, folks like to see a bunch of sales the first hour or two, and a high conversion rate.

Then they jump on and promote.

So would you be willing to help me make my next WSO a big launch?

If so, I'll GIVE you my \$194 Become an IM Guru training program (it's worth every penny of \$194, I promise)

Here's the sales page of the guru training:

<http://www.succeedwithsean.com/becomeanimguru/earlybird.htm>

I'll give it to you FREE if you will purchase my latest WSO immediately (I've started it at less than \$10 with dime sale pricing, so the sooner you get it, the less you pay, plus it means you are getting my \$194 guru training for less than \$10)

Here's the link to buy it:

<http://www.warriorplus.com/w/v/02hxv7/getimgurufree>

--- THanks in advance!

-- Sean

Complete WSO Business Master Manual - Sean Mize

P.S. If you buy it, a cool review would be . . . cool - but PLEASE don't review if you don't actually buy it - I think that's unethical, I know alot of guys are doing it over there, but let's keep this clean -

Sean

P.S. Perhaps you are thinking, what is Sean using the Warrior Forum FOR?

It's a lead generator - and it's turning out to be great one at that -

And as I fine tune what works, you know if you are active on my list I'll be passing things on :-)

I ran that email twice -

I find that if you run that email 2-3 times, it will continue to convert powerfully, but the 4th will be dead.

Also, I find that “final chance” emails don't work well with WSOs (maybe because by the time I send on, I have already gotten most of the sales from my list on that item anyhow)

Here is another email I ran for that one:

(my memory is that this one didn't do as well - but it is an example of something you can do if your WSO takes off):

Complete WSO Business Master Manual - Sean Mize

Subject line:

204 Sales in 24 Hours with the new WSO! -

~Contact.FirstName~

204 Sales in 24 Hours with the new WSO! -

<http://www.warriorplus.com/w/v/02hxv7/getimgurufree>

- It's great value - as you can see from the reviews!

And this is just a test run for a BIGGER WSO next week!

To get the full experience of how I am doing this launch - trust me, just to see the OTO offer is worth the price of the WSO - get this WSO today -

then look for my next WSO in a couple of days - get it and you will know my WSO strategy for the year - (a lot of folks have been asking me about it)

So get this now:

<http://www.warriorplus.com/w/v/02hxv7/getimgurufree>

then look for my BIG WSO next week!

-- Sean

Now - here is a real key: affiliates will naturally come to you IF you get 100 sales and 10% conversion in the first 24 hours. And no matter how much you beg and plead - they won't mail for you till they see your sales. They simply don't want to risk your product not converting when someone else's will.

If you don't have a list, you will have to leverage up, and make multiple WSOs -

do NOT count on one WSO being a winner.

My first one was not.

Rarely is someone's first one a hit.

Plan to make 10-20 before you really hit one out of the ballfield.

And don't be afraid to run one, get 10 sales, run another, get 20 sales, run another, get 30 sales.

You are building a list of buyers, which means now you have a list you can send an email to about each new WSO, and get more and more sales faster.

But don't think you can start from scratch and in one WSO your life is going to change.

It probably won't (I stress PROBABLY - I am serious, if you are going to do this, make a business out of it. This is not a one-shot business)

Here is another email:

Complete WSO Business Master Manual - Sean Mize

Subject line:

20 WSOs for the price of 1:

Then another email is this:

~Contact.FirstName~

20 WSOs for the price of 1:

<http://www.warriorplus.com/w/v/02hxv7/getimgurufree>

- Sean

The formula for that is using the topic of the WSO as the subject line AND the first line of the email.

That will normally get me a solid 10% conversion rate - even after I've sent out 2 early bird emails.

I'm going to show you another campaign - with different emails -

Remember, the purpose of this training is to show you a few different types of emails to use for your WSOs -

And in different campaigns, I use different emails.

Now, I don't just use these as templates. I normally just write new emails each time. I'm just sharing with you what I've done on good campaigns.

The key is when you write your own emails, track results so you know how many clicks and how many sales from each email.

You can track that using Warrior Plus, and just use the link in your Warrior Plus listing called "vendor link" and create a tracking tag - here's what it looks like:

In your WSO Pro Listing itself: see at the top right, Vendor Link:

WSO Pro Listing Editor

Main Button Code (forum) Button Code (HTML) Vendor Link

Test Purchase View Stats View WSO Post

PRODUCT DETAILS (* = optional)

Item Name 20 WSOs for the Price of 1 The name of your product/service. Buyer sees this on their receipt.

Then notice where it says "enter tracking code"

put in something relevant, I wrote "thisiswhereyouwriteit" for the example. But you could use: email1

WSO Pro Listing Editor

Main	Button Code (forum)	Button Code (HTML)	Vendor Link
------	---------------------	--------------------	-------------

To promote your own WSO, we suggest you use the special "Vendor link" below, along with a tracking code. You will then get stats on how each of your promotion methods are doing - listed by tracking code and listing - on the ["my stats"](#) page.

1) Enter a Tracking Code [\[clear\]](#)

[this can be a word or alphanumeric string of your choosing; we recommend keeping it short]

2) Get your Vendor Link

Then to track it, go to WSO PRO --> my stats:

You will see the stats for each vendor link you created:

The screenshot shows the WSO Pro website interface. At the top is a navigation menu with links: Home, WSO Pro, WSO Tracker, WSO Alerts, WSO of the Day, Affiliates, Support, and My Stats. Below the menu is a secondary navigation bar with links: WSO Pro, new listing, my listings, my stats, my affiliates, my affiliates stats, and JV center. The main content area features two 'WSO of the Day' highlights. The first is titled 'Profitable Campaign EXPOSED: \$1452 a Day With PPC & ZERO SALES' with a sub-headline '...money well spent...great to look over someone's shoulder that's done a lot of campaigns...'. The second is titled '[MOBILE] Create Custom Mobile 'Mockups' In 2 Minutes and Sell MORE' with a sub-headline '...Congratulations Will & Nail, This is "THE BEST WSO" of the 50-60 I've purchased. Thank You!...'. Below these highlights is a section titled 'Vendor Link Stats - WSO Pro'. It includes a 'Quick View' dropdown set to 'All Time', 'Start Date' (2008-09-01), 'End Date' (2013-01-23), and a 'Go' button. A table displays the stats for three vendor links:

	PRODUCT	TRACKING CODE	HOPS	CLICKS	SALES	REVENUE (\$)	REFUNDS
edit/ stats	20 WSOs for the Price of 1	getimgurufree	394	122	97	\$733.47	0
edit/ stats	How to Create a New WSO in 2 Hours or Less - 100% Guaranteed	prelaunch	283	119	93	\$706.95	0
edit/ stats	HOT PLR - Advanced List Building MP3s - HOT SELLER - Rebrandable PLR	mylist	348	120	88	\$620.99	1

In this case, I created the vendor link: getimgurufree and you can see that with 394 clicks (hops), there were 97 sales, so about 25% conversion.

You can track the conversion rate for different emails this way -

Here's another campaign:

edit/ stats	How to Create a New WSO in 2 Hours or Less - 100% Guaranteed	pg 6 [313]	2891 / 5311	353/421	294	10%	\$0.83	\$8.17	\$2,402.08
-----------------------------	--	------------	-------------	---------	-----	-----	--------	--------	------------

This one sold 294 -

Here are some of the emails I used:

I did a prelaunch email on this (this is the same one I used for the first one on this doc):

Subject line:

Would it be helpful if I created a video where you could watch me as I create a WSO from scratch?

~Contact.FirstName~

I had an idea and I wanted to run it by you -

Would it be helpful if I were to record myself creating a WSO so you could see me as I do it?

I could record me actually creating the WSO, writing the sales copy, putting the payment buttons on, routing the download delivery, all of that, so you could watch -

Would that be helpful to you?

Sean

A bunch of people wrote me back, I pretty much just replied to each one (by hand, no autoresponse):

(name)

What would be the best part about that?

Sean

Then I did an early bird email for this one, where they could get on an early bird list to get a special email.

But . . . I don't tend to do those anymore because with my testing, I have found that the early bird launch email I'll show you in a few minutes will convert just as well if I just send it to the whole list, instead of just the early bird sign up list. I encourage you to test it both ways with your list.

Here is the email:

Subject line:

Re: Would it be helpful if I created a video where you could watch me as I create a WSO from scratch?

~Contact.FirstName~

Ok, a couple hours ago, I sent out an email asking if you would like me to see a video of me creating a WSO and writing the sales letter

and the response was phenomenal!!-

Folks are basically telling me that it would be incredibly helpful if they could *watch* me create a WSO AND write the sales letter in less than 2 hours -

So I'm going to do it . . .

If you want early bird access to get in first (PLUS access to a private letter I've written with the REAL reason I stopped writing articles, click this link to get on the early bird list:

<#6756_Link-early bird for 2 hour WSO#>

Sean

Here's the launch email I sent when it went live:

Complete WSO Business Master Manual - Sean Mize

Subject line:

2 Hour WSO is LIVE!! - Your Early Bird Access

Body:

~Contact.FirstName~

Ok, 2 hour WSO video training is LIVE!!!

This is your early bird access, so you can get the lowest price, because it's on a dime sale, so the price goes up after each person buys:

<#6798_Link-not on prelaunch early bird email#>

-- Sean

P.S You are going to LOVE these videos!!!

Like I said, I just skip to that email now - because it converts really well.

But if you run it over and over again, it will lose it's luster with your list.

The next 3 emails are in a style that will be evergreen - you could send one a day for a year - (different topic each day, different WSO every 3 days) and keep buying high:

Subject line:

How to Write a WSO Sales Letter in 1 Hour!

~Contact.FirstName~

I have recorded a video of me writing a WSO sales letter from scratch in less than 1 hour and will be launching it as a WSO later today or tomorrow -

if you want to be on the early-bird list to get access before the price rises fast, click here:

<#6756_Link-early bird for 2 hour WSO#>

-- Sean

Then another one:

Subject line:

Could YOU launch a WSO next week and make 20-30 sales?

Body:

~Contact.FirstName~

Here's the thing - if you launched a WSO next week you might be able to make 20-30 sales if you do it right.

Here's why: When you buy the first bump, if you do it right, you usually get 200- 300 visits from the Warrior Forum alone (no list)

At 10% conversion - that's 20-30 sales.

Complete WSO Business Master Manual - Sean Mize

If you want me to show you how to create a WSO in 2 hours (I literally show you on video, me doing it, it's like you are looking over my shoulder),

(PLUS access to a private letter I've written with the REAL reason I stopped writing articles, click this link to get on the early bird list:

<#6756_Link-early bird for 2 hour WSO#>

-- See you on the other side

Sean

Notice in these 2 emails, I chose for each of them ONE of the key benefits of my product. So for example, if you had 3 main benefits, then you could write 3 emails to send, one with each benefit.

Also notice that this last one focused on 20-30 sales, not 300 sales.

It is realistic for the buyer -

something they feel they can do.

And here's still another email following the same process:

Subject line:

Complete WSO Business Master Manual - Sean Mize

How to Create a WSO in less than 2 hours (video training):

Body:

~Contact.FirstName~

How to Create a WSO in less than 2 hours (video training):

<#6788_Link-2 hour wso - not on prelaunch list 1st email#>

-- Sean

Folks, this concludes this sampling from 3 of my strong WSO campaigns.

These emails have come about from years of trying different things and testing. But it's not the exact words, it's the meaning behind each.

Read and re-read the emails, get a feel for how the email "feels," for how it makes you *want* to open and read the email.

That's what you want to accomplish in your own emails!

By the way, do you want to learn more about the psychology to use when writing emails, the kinds of emails to use in your email campaigns, and a complete pre-launch sequence you can use in your business?

If so, check out my email mastery training program: [Email Mastery](#)

-- Sean Mize