

# VOLUME WSO MODEL FOR 2013

Sean Mize

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## 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:

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

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:

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

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:

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--> 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.

By the way, if you like this model, but want to get advanced training, I have put together a special package that will make launching your high-volume WSO very easy:

You'll get:

--> My complete Black Belt Product Creation Training Program (sold for \$97 here: )  
Black Belt Product Creation

<http://www.secrets-of-internet-success.com/blackbeltproductcreation/>

-->My Email Mastery Training Program (sells for \$1000 here: Email Mastery)

<http://secrets-of-internet-success.com/emailmastery/>

PLUS: the biggest bonus of all:

--> You get a one-time mailing of YOUR WSO to my own WSO buyers' list (this can yield as many as 50-100 buyers to your list fast) - That's right: A one-time mailing to my own WSO buyers list (this is a \$500 value, easy) - (Note: your WSO must be a quality WSO, I'll promote at 100% commission, and if it converts well, I'm likely to send a second mailing; if it doesn't convert, then obviously I will only mail once)

This is easily a total value of \$797 or more -

But because you have just bought my WSO, get it all for a great price (and if you want the mailing to my list, be sure to get it now, I may take that bonus down at any time as I can't mail 1000 times):

You can get it here:

<http://www.succeedwithsean.com/wsos/u/volumeWSOdownloadaccess.htm>

Well, that's all folks - I trust that you have had some "aha" moments as you read this guide!

-- Sean Mize

