

Watch As I Document a WSO Launch That Sells More Than 100 Units

Sean Mize

I am going to simply document a WSO launch from start to finish. The way I got the idea, the emails I send, the promotion to affiliates. This will show you the emails I wrote and sent, and show you results as they go along.

And I'll comment on what I did right and wrong - and what I would do differently next time.

Let's get started!

First thing I did was send an email to my list to find out what they were interested in:

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:

WSO Launch Manual - Sean Mize

~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

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.

WSO Launch Manual - Sean Mize

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:

From:
From:
~LoggedInUser.Email~
To:
~Contact.Email~
Subject:
Brand New Manual: How to Start a WSO Business 100% From Scratch With No List and No Affiliates

~Contact.FirstName~

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>

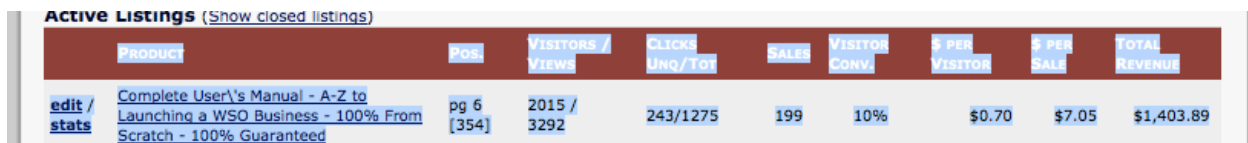
That one converted at about 10% to the clicks in the post itself -

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:



The screenshot shows a table titled "Active Listings" with a link to "Show closed listings". The table has the following columns: PRODUCT, PO#, VISITORS / VIEWS, CLICKS UNQ/TOT, SALES, VISITOR CONV., \$ PER VISITOR, \$ PER SALE, and TOTAL REVENUE. The data row shows a product with a PO# of "pg 6 [354]", 2015 / 3292 visitors, 243/1275 clicks, 199 sales, 10% conversion, \$0.70 per visitor, \$7.05 per sale, and a total revenue of \$1,403.89. There are also links for "edit / stats" and "Complete User's Manual - A-Z to Launching a WSO Business - 100% From Scratch - 100% Guaranteed".

PRODUCT	PO#	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
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(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.

WSO Launch Manual - Sean Mize

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 :-)

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):

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/02hvx7/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!

WSO Launch Manual - Sean Mize

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.

WSO Launch Manual - Sean Mize

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

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:

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: email

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]

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

2) Get your Vendor Link

http://www.warriorplus.com/w/v/02hvx7/thisiswhereyouwriteit

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

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

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
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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:

WSO Launch 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.

WSO Launch 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:

WSO Launch 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