

Andrew: All right, everyone. Welcome back, welcome back. I hope you all enjoyed your break because we're about to dive into a really exciting part of the workshop. This is the information that's been in the most demand, which is how to actually get subscribers. You've learned about how to create your opt-in page, you've learned about how to create a killer e-mail series, but if you don't get traffic onto your opt-in page then your list is going to be pretty small. It'll be you and a couple of friends, if you're lucky. You need to master traffic if you want to develop your e-mail list. If you have the right opt-in page, if you have the right e-mail series then there's no reason why you shouldn't be able to quickly grow your list.

Now the entire rest of today, Saturday, is going to be dedicated to traffic. It's going to begin with Sean, who you met shortly, not too long ago. He's going to talk about something called solo ads. Now I'm going to let Sean go into more detail about this, but to give you a quick introduction, when it comes to traffic, getting people onto your site, there's 2 broad approaches. You can take the free approach, trying to get free traffic, and that requires you to invest a lot of time. You'll also get slower results with free traffic. It'll take a little bit longer for you to see a substantial number of people come on to your opt-in page.

The other approach is paying for traffic, spending money, investing money instead of time. The nice thing about that is you can get quick results. You can quickly get hundreds or thousands of people onto your opt-in page, which is great for a couple of reasons. One, you get a bigger list faster. Another is that you get to see how well your opt-in page converts. You can run these tests that we talked about a short while ago. Paid traffic is a terrific approach to getting traffic onto your site, but the problem for a lot of people is that they're nervous to spend money on traffic because what if it doesn't work? If you spend hundreds of dollars and nobody comes onto your site, or they come onto your site and you have a bad opt-in page, so not many of them subscribe. A lot of people have a lot of fear around paying for traffic. They're intimidated by the cost.

Sean is going to break it down. If you invest in media buying, if you invest in solo ads, your risk is actually pretty low and it's all pretty inexpensive. I'm going to let Sean take it from here. He's going to break down why solo ads are awesome, why paid traffic, in general, is awesome, why you shouldn't be afraid of it. He's going to show you how there's this awesome site out there that makes finding and getting paid traffic onto your site super easy, super inexpensive, super risk-free. Sean, I'll let you take it from here.

Sean: All right. Thank you, Andrew. Yeah, the great thing about this - I really enjoy this part of the business - is the traffic. I do want to go over a little bit exactly what Andrew is talking about: organic or free traffic versus investment traffic. I want

to start out with a story of mine. When I got started in this business, I was [inaudible 03:32] free traffic. That's what I felt comfortable with.

It was a good start. It helped me learn. That was the best part about it because there's many different free traffic sources. It helped me learn a little bit about the industry and it helped me learn about my niche, because I was going onto forums, I was learning that type of thing, but it was slow in my eyes. I like to see results quickly, and that's what I love about investment traffic and love about solo ads, in general, as well. I'll go into more detail about why it's so much quicker.

If you look at investment traffic, it really is do you have a lot of time or do you have the money to invest into traffic? When you're looking at your business, you should never be afraid of investment traffic because that is the best way to build your business, you continue growing your business, and to test different things very, very quickly, because if you were to test your opt-in page, your lead magnet with free traffic, it might take a day, it might take weeks, it might take a month to really get the amount of data that you need to know if it's working correctly or if it's not working correctly. Of course in the long run, they both can be extremely successful for you. If you want to continue moving forward on a very consistent basis, solo ads are such an amazing way to do that, in particular.

If you're looking at solo ads, what is a solo ad? Why would you want to look at a solo ad and how do you purchase solo ads? A solo ad is where someone already has a list of subscribers and their list of subscribers are in a particular category or niche. They can be in personal development, internet marketing, health and wellness, diet and weight loss. Those are always the ones I go to because those are the big niches that are very prominent, but they have a list of subscriber that are active. They have already said that they are interested in a specific topic because they have opted in to someone else's list that is on that topic through a lead magnet opt-in page, so you know that they're already targeted.

Now what that person does that already has a list is they can send out an e-mail to their list that will then promote your free gift that you're offering. They know and you already have communication with that person that would be selling the solo ad, you have communicated that, yes, your free gift would work really well with that person's list. They send out an e-mail to their list and certain amount of people open that e-mail and a certain amount of people click on the link and go to your opt-in page.

With the solo ad, you're actually pre-qualifying any new subscriber that goes to your list because, first thing, they're on that person's list, so they've already said, "Yes, I'm interested in this topic," then they open up that e-mail on that specific topic about your free gifts. I apologize, I've been sick with my throat. We might

do that a little bit more this time. Sorry about that. We'll have to do some more editing. They're pre-qualified because they're already on that list and now they're opening up that e-mail, and that e-mail, the subject line is on that specific topic. Then they read through that e-mail, they're interested in whatever free gift that you're giving away, then they click on the link.

They've already taken multiple actions before they even get to your opt-in page. Once they're in your opt-in page, they've already been pre-qualified multiple times. Then all they would have to do at that point is say, "Yes, I really do want that free gift, and then they opt in. Everyone coming through a solo ad is pre-qualified multiple times. That means they should be a very highly active subscriber on your list as long as you continue giving them value. That's a whole another video but, on this one, I just want to focus in on that whole aspect of it.

With solo ads, they're a great way to pre-qualify but, in the past, how would you find all these people with lists to buy solo ads from? Because it wasn't a very really well known concept in some of the niches. People that had built up blogs built up their lists of subscribers from multiple ways. No one really came to them and said, "Can I buy a solo ad from you?" They would be like, "I'm not even sure exactly what that is, or what that would entail." Now with the industry, and especially with Clickonomy ... And that's what Andrew was talking about. Clickonomy is a site that makes buying and selling ads very, very easy. It's a great way to start buying solo ads and get traffic very quickly.

Before when people were going to buy solo ads, there wasn't an easy way to do it. Even more importantly, there wasn't a way that you could guarantee that you would get really high quality clicks. People on both ends would always follow through with the solo ad. There was some issues with not getting the clicks that you purchased and sometimes not getting paid, if you were the solo ad seller. There was some issues with solo ads that made it more difficult and not one of the top ways of traffic buying or media buying. Now with Clickonomy, it takes care of all those issues. As I walk through Clickonomy, walk you through it on the buying end and the selling end. You'll see exactly how it fixed all those issues.

When you were wanting to buy traffic ... Let me come back to my story as well. When I started with the free traffic, after a couple of months of work, I learned a ton, but I had 18 people on my subscriber list. I put about an hour every day, and I ended up getting about 18 subscribers after a period of time. Everyone's results can be different, so I'm not saying that free traffic is not the way to go, because after I went with paid traffic, free traffic actually became easier for me in certain ways and I ended up getting really good results with free traffic after the fact.

When I was getting started, I had 18 subscribers after a couple months' worth of effort for about an hour a day. When I started buying solo ads, I built up a list of

10,000 within a very short period of time. I had over a thousand subscribers within the first 2 days. I had made that money back within 45 days, where Andrew also said with the Thank You page method. When you implement the Thank You page method with investment traffic, you can make that money back very, very quickly and you can have then a full-sized list.

I ended up building over 10,000 subscribers within just a couple of months where, before, with free traffic when I was getting started, I only had 18 subscribers. Within that 45 days, all that investment that I put towards my solo ads had already been paid back completely. I already had that money back in my account. I can just redo it again and again. That is a great way to build your list quickly, test your opt-in pages, test your autoresponder series. I highly recommend that you start small with solo ads and then, once you see the results ... Because you will. You'll see new subscribers on the list and you'll get the data for your conversion rate, for your open and click rates on your autoresponder series with a much larger audience very quickly.

That's my story on why solo ads is really my number one traffic source. It still is to this day. I love solo ads. I purchased a lot of solo ads and I sell a lot of solo ads. It's a very consistent stream of income for my list beyond everything else with affiliate sales and my own products as well. Let's just dive into Clickonomy and how you would even go about buying a solo ad and everything that it would entail.

We've already talked about what the solo ad is. For this example, I'm going to walk through it. I'm going to be someone that's looking for a solo ad, and I want to purchase some clicks to build subscribers. The first thing I do is I come to Clickonomy.com. You have to sign up for a free account. Very quick, very easy, basic information. You can get signed up in a couple of minutes. Then you'll come over here to Buy Clicks.

Once you're here at this Buy Clicks tab, this is where you'll be able to find all the people that are selling solo ads. At first you'll see quite a few different people. To make it easy, there's a lot of filters up on top that, let's say, okay, I only want to look at the personal development niche. I'm just going to stay with that for this example just because that's my main niche that I'm in.

Now I'm looking at anyone that's selling just for the personal development niche and has a list in personal development. Now it's that easy where, before, it was very difficult to ever find people that were selling solo ads. It's all here in one place for you. You don't have to look anywhere else. Now you can see the next thing is how many clicks are they selling, what type of click packages are they selling for solo ads, what are they going to charge for these click packages? It's always based on a per-click basis. You can see 300 clicks at 75 cents per click, so

you would only have to spend \$225 to get 300 clicks from pre-qualified subscribers.

That's the other thing. With solo ads, I get a lot of questions about, "What does it mean 300 clicks? Does that mean that they're sending that person that has a list already? They're sending an e-mail to 300 people on their list? What does that mean?" It's not that they're sending an e-mail to only 300 people on their list. What that means is they're going to guarantee that 300 people from their list actually open that e-mail, read that e-mail, click on the link to that e-mail, and go and actually see your opt-in page.

That's going to be 300 different people. 300 unique people will see your opt-in page guaranteed if you buy this 300 click package. That's another great guarantee with solo ads is you know at least 300 people, the data and the subscribers ... If you knew your opt-in page was converted to 50% already, if 300 people get there, you know you're going to get 150 subscribers if you purchased this click package. You have a wide spectrum from, like I was saying, 100 clicks to 10,000 clicks. There might even more, but what I've seen is 10,000 is the most at this point.

Right here, you can get started for as little as \$50. That's pretty amazing, where you get to test, verify, and make sure everything is working for \$50. You don't have to spend hundreds of dollars to do this. You can really get started very cheaply and know if you have a good opt-in page, know if you have a good lead magnet, if you already have a winner with your autoresponder series, and how everything's converting. Then the next part about that is once you buy 100 clicks then you can say, "I want to buy 50 clicks. Now I want to buy 500 clicks," then you can work up the spectrum. There's people that you can go to right away every single day and say, "Now I'm ready to move up and continue investing in my business."

The other thing that I'm looking at, if I was to look to actually purchase solo ads is there's a great review system on Clickonomy. As you can see a lot of these things here, you'll see verified and you'll actually see this 5 out of 5 or if there's a different number. Not everyone has 5 out of 5, so 4.9. People get to review each other when they're buying and selling. That's a great way to get started with knowing that you'll get a good experience.

What I mean by that is ... Let's hop into Zane's profile right here, because I see it as a 5 out of 5. You actually get to look at the bio and all the reviews that this seller has whenever they've sold solo ads to anyone else. This is another way that Clickonomy really made this whole process much easier is you can now know if this solo ad seller is professional, if other people have had good

experiences buying clicks from them. Even here, a lot of people give the conversion rate. You can see what their average conversion rate is as well.

What you can do, you would go through, you would read through their little bio here, and see a lot of people. They'll say what their list responds well to so that if you're wondering, "My free gift, if I was in personal development is meditations. Let's see if they talk about meditations at all and see if it would be a good fit. Right here. Meditation Mp3s. Perfect. This is probably a good fit. This person I would look into deeper. I'd look now at their reviews to see if everyone's had a good experience working with them. 'Zane was an amazing seller, and he was great to work with.' 'Easy to work with. Good clicks. More than expected, so 5 out of 5."

This is a great way to say, "If I was getting started, I want to make sure that I'm working with someone that's professional, that can help me out if there's any issues. Other people have had good experiences with them as well." You can see right here they have 5 out of 5, you can see all the reviews, but let's keep doing a little bit more research because maybe I only wanted to start with 100 clicks and his smallest package was 250.

You would just keep doing a little bit more research. You can come down here to Nick Matthews. He's selling 100 clicks. Then you would look through their reviews, what their bio is saying. You keep doing this just to get a list of potential buyers that you would want to work with. After you do that research of getting your list of potential buyers, the next thing you want to do is you want to reach out to any of those buyers that you would want to work with.

Let's go back to Zane. Whenever I'm looking to buy solo ads, I really ask 3 questions. These 3 questions help me on multiple levels. These levels help me make sure that the person is professional, that it's going to be a good fit with their list and my list, and it allows me to know when I'm going to receive those clicks. Another thing that Clickonomy does really well is, up here on the top, you can send a message to any of the solo ad sellers. You would come up here and I ask 3 questions every single time.

Of course, I start out with a very, "Hello, it's nice to meet you. I'm interested in buying a solo ad package, or a click package from your solo ad. My free gift is about meditation." Then you would put in whatever your free gift is about - if it's a report, if it's a video, if it's a guide, an e-book, an audio, anything. You would put it in there and you'd give them a little description, "This is what my free gift is about. Here's my opt-in page." You actually put in the link to your opt-in page to that seller as well, so they can take a look at it. You'd say, "Is this a good fit with your list?" Do you think that your list would respond really well to this?"

That's the first thing because you want to make sure, when you are investing in traffic, that you're having the most highly targeted subscribers that you know that they're going to be responsive to it. Any solo ad seller that's professional will know exactly what their list responds to. They'll know, "Yeah, they respond pretty well to that," "Oh, if you tweaked it a little bit like this, I think they would respond better," but they should have information if they've sold solo ads before.

The next question is, with solo ads, I apologize if I didn't ... I explained this a little bit before, but that person sends an e-mail to their list. That e-mail, you're actually going to write, because you know exactly how you want to promote your e-mail creative copy, you would write what's called the solo ad swipe copy or e-mail creative. You write that and it's promoting your product, and that's in your voice. You do have that, but what's another great step to take is you actually ask the solo ad seller and say, "Do you have any e-mail creative copy that you've sent out for solo ads in the past that have really worked well with your list?"

If you ask for copies of that solo ad swipe copy that have worked well in the past for them then what that's doing is, if they're professional, they will have copy for you and they will send you that copy. If they don't respond very quickly or they say, "Oh, well," maybe then it's a good sign that you probably wouldn't want to work with them because if they're very professional and they're good to work with and people have had good experience, they'll normally respond very quickly with any questions. They answer to your questions right away.

How that also helps is then if you want to re-tailor your solo ad swipe copy a little bit so you know it works well for their list to increase your conversions, that's a great way to do it. You can base ... Because you have remember if they're sending an e-mail to their list, it should be in their voice because then it will look more natural for the solo ad and, hence, get more clicks, more subscribers for you. It will help you in the end.

The third thing that I asked is "What does your schedule look like? If I were to buy 100 clicks or 1,000 clicks or 10,000 clicks, when could I expect to have those come through?" What this does is it just sets the tone in an understanding between you and the solo ad seller, just so you know when things are going to happen, there's a good line of communication and everything will go within a certain time frame, because the last thing you'd want to do is buy a solo ad package and then, a month later, you finally get the clicks. You want to make sure that their calendar is open. They can send it out fairly quickly, just so you can continue moving forward, getting the data, knowing that your conversion rates are up. That's the three questions I always ask before I ever buy a solo ad.

Once you've sent a message, you want to see how long it takes for them to respond. If they respond within a day or two, then you're good to go. If they take a week to respond, that's a good indicator that's probably how long you will take to get your clicks, or longer. It's another filtering method to find the best solo ad sellers. Once you've written a couple of messages to different solo ad sellers, you'd made that decision on who you're going to purchase the solo ad through, then that's the fun part. Then you start getting clicks of highly qualified traffic and then you get to see all that data.

The last part with the solo ad is, at the end, why Clickonomy is amazing. When you purchase a solo ad, you put money into account for whatever click package you purchase. Then that money is held in a wallet on Clickonomy. It's not immediately released to the seller before they deliver the clicks. Because, in the past, whenever you bought solo ads, normally any solo ad seller would say, "Hey, can you send me the money? Once you sent me the money, I'll send you the clicks."

Once you send the money, if they don't really deliver on their clicks or the clicks aren't high quality then you're out that money. You're out that money, and it's very difficult. That person had to be very honest and trustworthy for them to say, "Oh, yeah, for some reason it didn't work. Maybe my list doesn't respond as well as I thought. Here's the money back. I'll give you a refund or a partial refund."

With Clickonomy, that money is never released. If you have any issues - the clicks aren't high quality - anything happens in the meantime, you are covered. The money could be refunded because it was never actually sent to the seller. What happens is once the clicks are delivered and, hopefully, the clicks were awesome, great conversion rate, everything is good, then you actually say, "Yeah, all the clicks were delivered. I'm okay with releasing the funds to that seller. We're good to go."

Then after that, of course, you can leave a review, just because reviews are a huge part on Clickonomy because, of course, it's just human nature. If you were to look through all these and you see someone with 5 out of 5, 35 out of 5 reviews compared to someone that hasn't sold anything yet, it's just more likely you're going to go with the person with the great reviews because you know people have already had great experiences with them. That's why you would leave a review at the end. It's just helpful on both ends.

Actually, the solo ad seller can also leave a review for the buyer. That's another great little advantage of Clickonomy. If after a while you build up a large list, you want to start selling solo ads, and someone comes to you and buys a click package from you, but actually other have had issues with them in the past, then

you can actually go through, "I'm sorry. I don't think you'd be a good fit," and you can stop that solo ad from taking place very easily and quickly. Clickonomy takes care of all that for you.

Really that's it. That's the great thing with Clickonomy because it is a very simple process. Now I want to go through being a seller on Clickonomy a little bit more, though. It's extremely easy to get setup as being a seller. All you have to do ... I'm a seller on Clickonomy, so I'll go into my name. All I have to do is I go in, I create a little bio, and then I create the click packages that I would want to sell.

If you're a seller in Clickonomy, you want to make sure that you can guarantee that you can deliver on any of the click packages that you would sell on here. If I was selling 250 clicks, I want to make sure that my list is large enough that I can guarantee 250 clicks. That's the first thing when you're becoming a seller, just really know your list well, know that you can always deliver what you promise. Clickonomy really makes it easy to become a seller.

I just want to bring up a quick personal story on that end, is when I was getting started in this industry, I wanted to find multiple ways to bring an income from this business, from promoting my own products, affiliate products. Also, at first I never realized it, but I could sell solo ads. I could sell advertising and investment traffic to other people and help build their list. Because when I got started, I loved solo ads. That's how I built my list, that's how I really got things tested, and how I became profitable very quickly, especially if you're the Thank You method, that when I realized that I could sell solo ads as well and bring in this revenue, this other stream of revenue, it was a great way to do it.

Clickonomy really made that possible because I didn't want to have to go out and solicit people, "Hey, who wants to build a list in the personal development space?" All I had to do was come on, create my profile in Clickonomy, create the click packages that I wanted to sell - so I knew I could deliver this amount of clicks in the personal development niche - I set my price for it, and I was ready to go. People started buying click packages from me. That was maybe a couple of times a week, someone would come through, buy a click package.

That was just another stream of income that was really great for my business, and something that I really enjoyed. I enjoyed working with a lot of people because you get to meet a lot of people in the industry as well. It's those little perks that you don't think about, but when you get into this industry, you get to really connect with a lot of great people that are also working and creating their own online businesses. Clickonomy is that marketplace that helped with that as well. Andrew, do you have any questions that are coming through? I'm guessing there's quite a few questions.

Day #1 – Sean May Clickonomy

Andrew: Yeah. First of all, fantastic job again, Sean. A lot of great feedback here for you. I could also say, from personal experience, that Clickonomy is a fantastic [inaudible 29:54] to get high quality, but affordable paid traffic and get some, again, quick results, get some people into your opt-in page, see a lot of those converting, and get your subscriber count up. Sean, one question that's come up a few times is what if your niche isn't one that is on Clickonomy? What would be the approach for seeking out solo ads in a niche that isn't on the site?

Sean: Yeah, absolutely. Of course, when I came up here to the niche, not every single niche or category is available on Clickonomy. You can see these are the ones that are available with sellers. Of course, my niche is available, but one thing that I know that is very possible is you can reach out to ... Search for the top blogs in your niche. Reach out and actually send e-mail to the owners of those blogs and go through those same steps. They may not even know what a solo ad is because they're not in a marketplace like Clickonomy, but you want to ask them those 3 questions that I was talking about earlier.

You would tell them, "I have a free gift. Here's my opt-in page. Do you think your list would be responsive to it?" Give them a little background of what a solo ad is, just in case they've never heard that terminology or what it is, that, of course, you would pay them per click, since that's how it is. They guarantee you a certain amount of clicks from the e-mails they send out. You go through the same process.

It's just a little bit more difficult because it doesn't have those guarantees that help you that Clickonomy really does, but that's one way to do it. You can also look at who has products in your category or your niche. If you go on places like Clickonomy and someone is selling a product in your niche that's related to what your free gift is or opt-in page, you do the same. You would reach out to that owner of that product and see if they would be interested in selling the solo ad.

Andrew: Okay, got you. That's really cool. That has actually been an experience of somebody I talked to relatively recently, who was in a niche in a specific hobby. He found an online blog that also had a newsletter. It had a pretty substantial subscriber base. He basically reached out to the owner of those blog and newsletter and said, "Hey, I have this really cool free gift that I think your subscribers would love. I'll pay you X amount of dollars for ... " He actually paid by per thousand subscribers to the newsletter that he was buying from. On Clickonomy, of course, you pay per click. He was able to get a pretty good deal by doing that. It is definitely possible to buy solo ads even if it's not as straightforward as it is on Clickonomy.

That said, for most of the niches that you all are in, Clickonomy has a lot of solo ad providers for your niche. Sean, in your experience when it comes to paid

traffic, when do you think it would be appropriate to use solo ads versus other types of paid traffic like, say, Facebook?

Sean: Yeah. I get this question a lot as well. It really depends on your situation, but from my experience with solo ads and Facebook traffic and some of the other traffic sources, solo ads can have such a good return and such an easy way to get started and you know it's very highly targeted. It's pretty straightforward that until I run out of people that can sell solo ads that are high quality and the price is right, I stick with solo ads.

If you want to try little campaigns here and there to just expand your repertoire with Facebook traffic, with Google ads, with YouTube ads, things like that, of course, more than happy to get started with it, but never drop one traffic source completely just because you want to test something out, because solo ads, once you get them working, it's very easy to rinse and repeat as well. You go to one solo ad provider and you know your conversion rate is a certain number, your Thank You page is converting well for you, so you're making a lot of that money back.

I would say once you feel so comfortable with solo ads that it's just rocking and rolling, yeah, feel free to expand out and try other traffic sources, but without overwhelming yourself, solo ads is, at least what I found, the easiest way to get started and build up a list of thousands of people within days, if not in one day, where it's like you can have a thousand new subscribers in one day, where with Facebook and those other traffic sources, it's a little difficult to do that unless you just have an extremely large budget.

Andrew: The bottom line is if you have a niche that is on Clickonomy and you want to dip your toe into paid traffic, you should start with solo ads?

Sean: Yeah. In my opinion, that you can't go wrong with that. That's the thing I love about Profit Academy is the steps work. Part of once you're ready for investment traffic, solo ads, they just work.

Andrew: All right. Another question I got, Sean, was about actually selling solo ads. Is there a risk of your list not really responding well to solo ads that you promote?

Sean: Yeah. This is a great question because if you're selling solo ads, you can decide if you want to sell a solo ad or not. If someone buys a click package from you, but it's not a good fit, just let them know. Be as transparent and as honest as possible and just say, "Thank you so much for buying the solo ad, but I really don't think this is going to be a good fit for my list." You have total control over the solo ads that you actually want to sell.

Yeah, of course, you do want to make sure that any solo ads you sell your list will respond well to, that they will really like that free gift, and they'll be happy with it. Of course, you don't want to just sell solo ads and nothing else, where you just burn out your list with solo ad after solo ad 7 days a week every single week, but that's all you're going to get.

You just have to be very responsible with your list when you're selling solo ads as well. Just taking that extra time to know what your list responds well to and go through that, but if you're doing one to two a week, I think your list, they'll start to see and they'll enjoy those free gifts as long as you're always making sure that the free gifts that you're offering through the solo ad and that it really works well.

Andrew: Sorry, I had microphone problem there. Another question I got here that's a pretty good one: what are some keys to writing good solo ad copy?

Sean: Yeah. Solo ad copy, I wish I could go into a little bit more detail, but the best part about solo ad copy is you want it to relate directly to your lead magnet in your opt-in page, because you've taken that time to build out a great free gift and your opt-in page. I take a lot of the copy directly from the opt-in page.

Usually the subject line for the e-mail creative copy is actually the headline of the free gift. That is the subject line I use because the main purpose why I do that is I love the continuity between everything. The continuity of when they see that e-mail, they see the subject line, then when it's the title of the free report or the free gift, whatever it is. Then when they open and they click that e-mail and they go to the opt-in page, they see the exact same wording and the continuity, they're like, "Yeah, that's what I clicked on." They're not surprised by anything.

Because if you write solo ad copy that's completely different than what the opt-in page wording is, there's the disconnect between that, and that does decrease conversion sometimes. The more continuity you can create through the whole process of the solo ad, the better. You start out with the subject line, it's the title of your free gift, and then you give something really short and sweet that's talking about, "Hey, there's this great free gift that is talking about this topic," whatever niche it's in. Then you, of course, link to it.

I don't know if you've watched my previous video, but I'll go into it a little bit more about high-converting opt-in pages, is that you give this benefits. You give all these benefits and you use everything from your opt-in page right in the copy. Since you've taken that time to create a really high-converting opt-in page, use all of that copy right in the e-mail solo copy or that e-mail creative.

Day #1 – Sean May Clickonomy

Andrew: Is it appropriate to edit people's solo ad copy when they submit a solo ad on Clickonomy to you?

Sean: You're meaning as being a solo ad seller? I guess I can answer this [question 40:04].

Andrew: If you're a seller and somebody's ...

Sean: Yeah. I can answer on this. Actually, it's the seller and buyer. If you were a buyer and you submit your solo ad copy and then you see the seller actually does edit it a little bit, it's actually really good that they edit it a little bit. If they completely change everything and it doesn't even make sense anymore then there's something to worry about.

Why they're editing is because they're fitting their own voice. They're putting it into their own voice so their list responds even better to it, because if they send out e-mails ... As a solo ad seller, if you send out e-mails to your list that are not in your voice then there is that disconnect, because another reason why you're buying a solo ad is because the person has that list and they have been building a relationship with that list, and they are pretty much giving their [inaudible 41:04] to your free gift and for them to subscribe to your ... It's a really strong backing.

I didn't even mention that. That's another great part of a solo ad, but they're giving their own backing and recommendation to people that trust them. If they do change the copy a little bit, that's even better to fit their voice and make it so it sounds like even more of a good recommendation for those people, those subscribers to opt-in to your list.

Andrew: A quick note I just want to make to the audience here is that on the Profit Academy members page, if you scroll down on the left side to the Done For You Bonuses, you'll find that there are a number of solo ads and I think 11 or more different niches that have been pre-written for you. Obviously, you don't want to copy and paste those solo ads - and likely your niche isn't even one of those - but if you want to see examples of solo ads that will convert well for you, you've got a bunch of them right now in the Profit Academy membership site.

Sean, this has been awesome. I emphasize action a lot in these webinars. Could you just break down what you think are the 2 or 3 big takeaways from your presentation here, which has been a loaded with just absolutely phenomenal content?

Sean: Thank you. Yeah, absolutely. The biggest takeaway is, of course, take action. Number one, just take action because if you have gone through, you've created your autoresponder series, your opt-in page, your free gift, the next step is to get

traffic going to that page, because that's how you're going to continue building your business, how you're going to start your subscriber list, start building a relationship with your subscribers as well. The best part about that is you can start very, very cheaply with 100 click package, and where you know you're backed.

If something really goes wrong ... And that's a good thing. A lot of people I know are just like, "What if this doesn't work? What if something goes wrong?" You're covered with Clickonomy. You are covered. Don't worry about taking action and going through. Then it almost becomes addicting as you see all those new subscribers coming in. You're going to build that relationship with your list and build your business.

Really, the next point is, as you're doing it, if you follow all the steps I did, you're going to be very professional. People will love working with you. That's the best part because you're building relationships with not only your list of subscribers, but the fun part about this is we're all working together and we all are helping each other build these online businesses as well. You get to meet a lot of great people through Clickonomy when you're buying solo ads and you get to learn things throughout the entire process. You get to learn what works, what doesn't work. You can ask any person that you're going to sell your solo ad from, like, "Hey, do you have any tips?"

As a solo ad seller, I love meeting people through Clickonomy and buying and selling solo ads. If they have any questions, if they have any tips for me as well, I'm always trying to learn something new every single day and any way that I can help other people as well, I try to do that. That's a great way so you'll have a lot of good experiences when you're buying solo ads as well.

Andrew: That's a really good point. A lot of people we're buying solo ads for are pretty well established internet marketers. They'll be happy to give you advice on your opt-in page and your solo ad copy and all of that. Definitely take advantage of that.

Sean, like I said, it's been great. The feedback has been absolutely phenomenal here. I really hope you guys actually take action on what you learn. We're about to have a longer break here, just to give yourselves a little mental break. Get up, walk around, eat something, do what you've got to do.

Do take a minute or two to jot down a couple of the most important things that you think you've learned so far and the action steps that you are going to take as soon as you finish with this workshop. Make sure you keep an eye on the timer here. We've got a longer break, but please come back because, after the break, we've just got some phenomenal, absolutely phenomenal traffic advice coming.

Day #1 – Sean May Clickonomy

Sean's given you some great stuff, and then Fred Lam is going to come and give you some more awesome, awesome material that can just give you as much traffic as you could possibly want.

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