

WSO Domination

WSO Domination Sales page

You have a problem and I have the solution

What will WSO domination deliver?

- How to set up affiliate program
- How to recruit affiliates
- Checklists
- Worksheets
- PDF manuals
- Video training
- Multiple formats
- How to run a successful WSO

The 5 Ps

- Problem
 - Technical
 - Setting up WSOs
 - Prospect must identify with problem
 - Getting traffic
 - Time consuming
 - Hard work
 - Unsure what to create for a WSO
- Promise
 - Easy
 - Anyone can do it
 - Fast
 - You don't even need hosting & a domain
- Proof
 - I've done it many times
 - Testimonials
 - Screenshots
 - Case studies
 - Show when I signed up for warrior forum (2005)
- Price
 - Act now
 - Price increase
 - Bonus limitation
 - Recap main benefits
 - Simple bullet list
 - Low priced with upsell
 - Monthly training over 12 month period
- P.S
 - You need this
 - One more added benefit

Screenshots

- Earnings
- WSO traffic
- Lifestyle
- Other users earnings
- Warrior Plus earnings to date

Testimonials

- More proof

Bullet points

- Methods
- Benefits
- Problems solved
- Money back guarantee

Reassure

- Bonuses
- FAQs
- Support
- Demo

Setting up a WSO

- Using test forum
- Basic html
- Adding images

How to affiliate your WSO

- Clickbank
 - Using a redirect script
- In house affiliate program
 - Using a redirect script
- Warrior plus

Practical lessons

- Using a redirect script
- In house affiliate program
- Warrior plus

What is The Warrior Forum?

- Marketing forum
- Lots of newbies

Why create a WSO?

- Best form of traffic
 - People who want to learn and are willing to pay for it
- Heavily discounted products
 - Don't be afraid to discount products
 - Very few existing customers complain
 - If anyone does have an issue simply offer more products
- New methods or secrets
 - If you discover any way of making money online it can be turned into a WSO
 - A new technique
- Easy to follow guides
 - A step by step process
- Newbie friendly ways to succeed online
 - An easy actionable plan
- Low price
 - I have found \$5 to be the magic price point
 - Affiliates are still prepared to promote a \$5 product as long as you have an upsell
- PLR material
 - Article packs sell well
 - These must be your own work

What makes a great WSO?

- Services
 - Copywriting
 - eBook writing
 - Article writing
 - Ghost writing
 - Traffic generation
 - Website creation
 - Blog creation
 - Link building
- Software
- Plugins
 - Wordpress
 - Social media
- Time saver
 - Automation tools

Payment processor

- Be wary of using split pay
 - Split payments can be seen as risky and you could lose your paypal account.
 - Only use split pay if you are sure your product and everything about your offer complies with paypal
- ClickBank
 - Most affiliates love clickbank as they know they will get paid on time every time
 - Use clickbank affiliate master
- In house affiliate program
 - You can take advantage of existing affiliates

During your WSO

- Answer questions promptly
 - If you delay with your responses it will hurt sales
 - Try to check for responses at least twice per day
 - Sign up to your own thread to be notified of new posts
 - You will receive an email each time someone makes a post
- Thank positive comments and feedback
 - This will encourage others to post positive comments
- Avoid confrontation
 - Never ever have a public argument
 - Happy customers will back you up
- Appear highly experienced in your subject matter
 - Be confident when posting replies, do research if you need to first
- Come across as an extremely helpful person
 - Helpful people sell more
- Get involved in regular forum discussion
 - Try to help others as much as possible
 - Position yourself as an expert

Things you must do

- Affiliate your WSO
 - To make your WSO truly successful requires the efforts of others
 - ClickBank or in house affiliate program
- Have an upsell
 - If you have a low front end offer most of the money will be made on the backend
 - This attracts more affiliates
 - You must reward affiliates for sales of upsells
 - Enhanced version of your main product
 - Collection of existing products at heavily discounted price
 - Resell rights to your product
 - PLR rights to your product
 - Coaching
 - Monthly membership
 - One of my favourites
 - A more advanced product that compliments your main offer
- Build a list from your WSO
 - This is the ultimate buyers list
 - Ask your customers to register for updates, most will
 - Don't force customers to opt in

Bumping

- Keep bumping your thread till it stops making your \$40 investment
- You don't have to bump all the time
 - Remember we are trying to attract affiliates, these make most of the sales
- Experiment with different bump times and days to see what works best for you

Watch the forum for ideas

- Complete your profile
 - Use your real name
- Get involved in discussion
 - Ask questions
 - Provide answers
 - Provide value

Before you launch your WSO

- Perform a test run
 - Set WSO up in test forum
 - Make sure your sales copy displays correctly
 - 700px wide max
- Research
 - View current WSOs in your niche
 - Check successful offers you can model
- Get feedback
 - Proofread

Misc

- Free WSOs
 - Use to build a list
- Model a successful WSO
- Add a sig with call to action to your profile and link this to your WSO
- Add good testimonials to offer
- Affiliate your WSO

Tips

- Price low

Partner up with someone

- Combine skills
- Share support
- Share lists
- Share contacts