

The Complete User's Manual to Building a Complete WSO Business From Scratch With No List and No Buyers -- Sean Mize

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Sean Mize

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Introduction

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

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

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

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

Each one you launch, you gain more subscribers. By the way, that right there is the way to get started from scratch - 100% from scratch. If you have no list, you can still launch a WSO. It will feature in the WSO page and if it is something people want to buy, then you will make sales right off the WSO page. So you don't need a list to start. But if you have one, you can move faster.

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

Let's get started!

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

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

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

This might look like this:

Subject line:

What is your biggest challenge with (your niche)?

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Body:

(firstname)

Hi, quick question for you:

What is your biggest challenge with (your niche)?

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

(Your name)

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

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

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

Just go through these lists and look for ideas.

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

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

Now you have your list of 100 things!

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

Then go to the Warrior Forum and read other WSOs.

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

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

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

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

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

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

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

1-100 of 9104 results [next >](#)

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

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

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

Go through those listings to see what top listings do.

Click through till you see the sales pages.

Read them.

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

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

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

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

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

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

A tweak on this is to create a FREE WSO. The way this works is instead of making it paid, make it free. All you have to do is make a link to your opt in

form in your autoresponder. I've gotten as many as 40-50 new subscribers with a free WSO.

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

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

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

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

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

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

The process is this:

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

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

And that is it.

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

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

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

Note: Do NOT take the time to write the whole thing out, then record. If you are going to do that, you might as well just make a pdf. Instead, record live from the outline. If you do that, it only takes about an hour to record an hour audio. And I have found that 1 hour audios do REALLY well as WSOs. I think people like them because they don't have to listen to 10 hours of info to get the good stuff. Just be sure to cover everything in the hour. If not, go over the hour. But the real key is to teach everything you said you would in the sales letter, as concisely as possible.

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

And then just follow the directions to record!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

8) How to prepare for your big launch

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

You can use that technique too.

11) How your WSO goes viral

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

So - how to make that happen?

Answer: You don't.

You can't force it.

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

You are creating multiple WSOs.

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

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

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

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

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

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

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

Keep this simple.

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

- 1) Think of an idea
- 2) Write the sales letter in an hour
- 3) Create the product (1 hour for audio, 3 hours for pdf, 3-5 hours for video)

4) Tell your list about it.

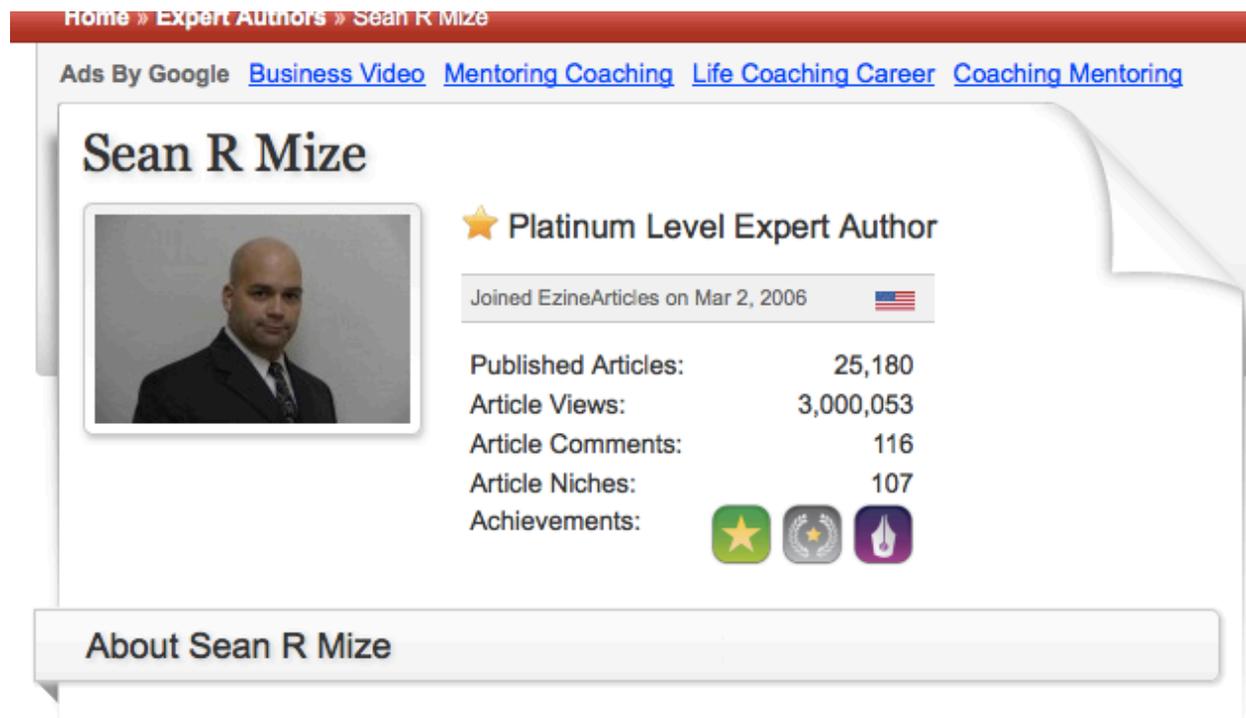
5) Make sales.

Start over tomorrow.

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

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

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



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Sean R Mize



★ Platinum Level Expert Author

Joined EzineArticles on Mar 2, 2006 

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Article Views:	3,000,053
Article Comments:	116
Article Niches:	107
Achievements:	  

About Sean R Mize

The Complete User's Manual to Building a Complete WSO Business From Scratch With No List and No Buyers -- Sean Mize

Here's another one I use:

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

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

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

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

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

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

- 1) You must build trust and relationship. I do that by sending out a series of content emails every day for 30 days. These must be strong content, teach them things they do not know. They can be pdf, audio, or video, or

best scenario is a mix of all 3 (10 emails print, 10 emails with an audio link, 10 emails with a video link) Send these emails early morning or early evening.

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

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

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

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

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

Remember, this isn't about making the sales on the front end, although you can make money there. But these are buyers. Low ticket, nevertheless, so a lot of low quality buyers. But there are great buyers in there. All you have to do is create value, present it to them, and they will buy.

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

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

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

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

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

You have to learn to write in your own voice.

And there is no substitute for practice for that.

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

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

Instead, write from your heart.

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

Leave the hype out.

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

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

But you don't need it.

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

Sales Letter Formula:

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

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

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

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

If you have any questions, send me an email and if I haven't covered the answer and it's necessary, I'll add it to this and send you the updated version (anytime you re-download this you'll get the current version)

Bonus:

I am going to make a master list of clients who launch a WSO within a week or so of buying this. Your WSO can be featured on that list (you might even make a sale or two).

To get on that list, start today on your first WSO.

Keep notes on what you do and how you do it.

Keep a time line, like a journal.

Note how many sales, etc.

Send me the case study as a pdf, plus a link to your WSO (also put the WSO link in the pdf) and I'll put it on the WSO case study list.

This will go out to my list of buyers, and might even be converted to a bonus or a WSO in the future - and the sooner you do yours, the sooner you'll get into it.

PLUS - you'll have your own WSO to boot!

And I've found that if someone does the FIRST one - gets the first one out of the way - then making more is really easy.

Here's a screen shot of a client who created a WSO last week after studying my 2 hour video training I mentioned earlier:

PRODUCT	POS.	VISITORS / VIEWS	CLICKS UNQ/TOT	SALES	VISITOR CONV.	\$ PER VISITOR	\$ PER SALE	TOTAL REVENUE
edit / stats How To Create a Squidoo Lens in Under an Hour	pg 2 [68]	757 / 1098	194/283	164	22%	\$1.17	\$5.40	\$885.26

And that's just the first 164 sales.

Here are a couple of his emails to me:

Hi Sean

>211 sales!!! That is awesome!!!
I know - still can't really believe it!

>How much money in your pocket after affiliates?
I've done the small percentage deal to WarriorPlus on this but before their small cut & Paypal charges (but counting the extra sale since the last email), \$361.64

In less than 24 hours.

Total revenue: \$1246.86

Paid to Affiliates: \$885.22

Absolutely over the moon - have been bouncing around the room all day :)

And:

>I bet you are !
<grin>

>How many times can you do this in a month?
Well, I'm aiming for another one this week, just need to decide on subject matter & get it recorded.

Then at least 2 per week, ideally more than that.

Whether they'll all be home runs doesn't matter as even the slower ones have broken even plus I'm now getting extra sales for them as they're on the

The Complete User's Manual to Building a Complete WSO Business From Scratch With No List and No Buyers -- Sean Mize

download page as "other resources".

>How many more sales can you get once you get 20+ affiliates who love

>you so much they will ALL promote anything you release!

That's I guess one of the next goals. Plus upselling coaching - need to keep ahead of the email sequence!

That's just one client, he had launched a few before.

Here's another email from another client who took my advice and just launched:

Btw.. Since reading you 50-100 sales a day WSO I've launched two now. The first one was a wordpress plugin I had been working on and have so far made over \$300 with it. Not bad for a \$40 investment. I just launched a WSO tonight that is a 3 part series and hope to launch the next part this Friday and the final 3rd part next Tuesday. So just wanted you to know I'm taking action on what you taught in the report and seeing results.

My advice to you:

JUST DO IT!!!

-- To your success,

Sean Mize