

SUBJECT LINE: [free guide] 8 Step Solo Ad Action Guide

8 Step Solo Ad Action Guide...

So I wanted to give you a quick actionable guide to solo ads because I know some of you out there have that exact giant list of unresponsiveness that I am talking about.

First let's get one thing straight.

Solo ads can and do work to build a list of targeted emails quickly. Every single day for lots of professionals, including me.

Okay, if you can except that fact then let's move on. HINT: We won't buy a solo ad until step 8...

How to win at solo ads in 8 steps

Step 1. Getting Started - You need some basic solo ad training. Loy Puckett is a guy who sold solo ads for 2 years and then switched over to doing product launching and affiliate marketing. He has a very clear understanding of what it takes to buy great solo ads that will

work for you. His simple course Solo Ads Insider is a great place to get started.



[>>>Step 1: Pick up Solo Ad Insider<<<](#)

Step 2. High Converting Squeeze Page - Once you have a basic understanding of what to do and what not to do, the second step is to get your funnel together.

YOu need a high converting squeeze page. Less is more here. My solo ad squeeze page looks like this:



Infamous free video reveals

My Secret **28 Step Easy** **Money Formula!**

Enter your email below and click the button to watch now!

Email:

Watch Video Now

Feel free to spread the word...



Note on that page I am aiming to a wide group of people. “Make money online.” Not specific problems like SEO or blogging. I need that solo ad to convert high...like 50% or above.

The worse my conversion, the more expensive those leads are. If I spend .30 cents a click on a solo ad and I convert at 50% then I am spending .60 cents a lead.

If I convert at 25% then I am spending \$1.20 a lead, which is pretty expensive when you want to build a list of a few thousand people. So it is important to become a master of converting on the squeeze page.

Step 3. Welcome to my list - You must have a funnel in place that will give you an immediate chance to earn (to recoup on your initial spend)...

...BUT has a central focus on building rapport for 15 to 30 days because this list is cold and you have to build rapport to make them more responsive.

To do this, as soon as they opt-in, send them to a related offer that converts well with cold traffic.

At the same time your first email in your follow up sequence that they will get as soon as they opt-in will contain your lead magnet.

That first email is special. It's going to contain a link to the thing they opted in for, and it's not a bad idea to give them a few more freebies in that email.

Remember, they don't know you, they don't like you, and they don't care about what you have to say. ALL you know about them at this point is they like "make money online" and they like free stuff.

So let's give them some more of what they like. Free stuff in that first email.

Step 4. Indoctrination Funnel - Start them on an indoctrination series after that first email. A series of emails that is designed to build engagement with your new list.

What you want that series to do is run for anywhere between 2 and 4 weeks.

It will basically tell them stories and teach them actionable content, but also it will test click through and engagement along the way.

I created a sequence like this called Email Fire a couple of months ago. [I'll go ahead and give you a copy of it as a special bonus when you pick up Loy's course.](#)

Step 5. Track through Series - After you have installed an indoctrination email sequence, what you want to do is use your autoresponder to tag everyone on that solo ad list who has made it through the entire sequence.

That's pretty easy to do and you are doing it because you don't want to promote to anyone who hasn't been through the indoctrination series.

But once they are through that series you are good to promote to them.

Track the value of your leads over a 3 month period. You spent a month warming the list up so now you have 2 months to make some money with them.

Why 2 months? It's just an average.

Typically your leads are the most responsive in the first 3 months. Does that mean that you won't have people on your list who open all your emails years after? Nope, of course not...

...if you do it right, you definitely will. But internet marketing is a game of averages and numbers. So the 3 month rule is just an average.

Step 6. Track The buy - Now, before you actually buy your first solo ad I need you to figure out a way to track everything related to the solo ad buy.

The easy way is to get clickmagick.

IN fact if you were my client I would tell you to go buy clickmagick before ever even thinking about buying a solo ad.

But whether you use clickmagick or something similar...you absolutely need to track the solo ad. Who hits your squeeze page, who hits your redirect page.

Step 7. Find a vendor - GO find a reputable solo ad vendor. DO a search on facebook for groups “solo ads testimonials.” Join a few of those.

Step 8. Buy the Solo Ad - Find a solo ad vendor who is receiving good testimonials and friend request him.

Then reach out to him by direct message and ask him if he would be willing to do .30 cents a click. Get used to rejection and don't take it personally. You will get someone.

Never pay more than .35 cents a click.

I showed you guys the math. It's important that you get a good price.

END GUIDE

That's it essentially. Rinse and repeat. It's important to re-invest your earnings if you want to grow your list and your business.

It's also important to look at your squeeze page conversions and every aspect of your email funnel to see where things could be tweaked for better results.

It's always a situation where you get something working and then you try to beat what you have with something a little better.

Solo ads can work for you but you can't be afraid to spend a little money getting things going...

A great place to start is step 1 of this guide. [Buy Loy Puckett's Solo Ad Insider guide.](#) And then come back and reference this guide for further insight.

I just talked to Loy on facebook today, he is very easy to get a hold of and ask questions so feel free to ask him or me any questions that you might have.

Now...

Go kick some ass!

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