



## CHEAT SHEET

**Make sure you follow each step below before moving on to the next one to gain the most benefit.**

**STEP 1 - Choose a high converting offer.** There are many offers out there so chose an offer that has a reputation of actually converting.

**STEP 2 - Create a high converting landing page.** Landing pages serve two-fold. They enable you to obtain email addresses to build a targeted list that can be marketed to at a later date and also to immediately warm up the visitor and pre sell the offer you are presenting to them right now.

**STEP 3 - Track your links.** Not all traffic is equal. Some is terrible. Some is amazing. So with paid targeted traffic it is essential to track you links to ensure you are getting high quality traffic.

**STEP 4 - Set up a Auto Responder.** The money is in the list. So build a list. We can create a targeted list of people interested in the niche we initially marketed to. This allows us to send further high converting offers as and when we feel it is necessary or appropriate.

**STEP 5 - Set up an email sequence.** As soon as someone joins your list they should go through an email sequence where they receive a variety of emails over a period of time where you follow up the initial offer, introduce yourself or send them further offers.

**STEP 6 - Get targeted traffic.** Buy high quality targeted solo ads in the specific niche to maximise the likelihood of conversions.

