

How to Make a Lot Of Money Running Successful WSO's

*By a **Warrior** Who Has Earned Over \$15,000
from the WSO Forum Alone in the Last 5 Months*

About the WSO Forum

The WSO Forum (Warrior SPECIAL OFFERS Forum) is designed to allow warriors to offer other warriors (ONLY) quality products and/or services at a special discounted price. The offer cannot be given anywhere else at the same price. If the product and/or service is to be offered elsewhere, it must be at a higher price, that is the rule. It also must be an original work/product/service of your own and can NOT be a PLR product, even if you change it.

It can however, be a product that someone creates for you and ONLY you. No one else can have the product to sell or the PLR or resale rights but you. This would be just like outsourcing somebody to make a product for you and only you. Then you may sell it as a WSO.

For example, if you have a web designer build you a template that has an easy to use admin area where anybody could enter their Google AdSense ID and other affiliate ID's and have their own money making site in whatever niche they want...you can make sure that you have the exclusive rights to it, and then sell it as a WSO at a great WARRIOR ONLY SPECIAL PRICE. This is just one example of many that I will cover in this report.

The WSO forum is an extremely generous gift of Allen Says, the owner of the Warrior Forum; it is a perfect example of the spirit of the forum and the generosity and kindness of

true warriors. People truly have launched \$30,000 a month businesses from the WSO forum alone and continue to do so today.

Again, **the WSO forum is truly a gift and should not be taken for granted.**

<http://www.warriorforum.com/warrior-special-offers-forum>

Where to Start

If you don't have a particular product or service to offer, let's think of what you can do. But first, let's actually go over what products and services are the most popular on the WSO forum.

Services:

- Article and/or Ghostwriting Services
- Copywriting Services
- Web Design
- Graphic Design
- Ad Campaign Services
- SEO
- Software Development
- Programming
- Wordpress Blog Building
- Social Marketing

- Coaching/Mentoring
- More...

Products:

- E-Books or Reports with PLR and RR/MRR
- E-Books that will be helpful to marketers
- Software that helps solve IM problems
- Software with PLR or MRR or RR
- Templates
- Marketing Techniques
- Pre-Built Businesses/Webites
- Business Plans or Business Models
- E-Courses
- Newsletters
- Membership Subscriptions
- New Marketing Methods
- More...

If you DON'T have any of these skills or products...

Think like a Millionaire!

...You can easily hire people to do some (or all) of it for you. If you want to run an article writing WSO but you can't write well, gather up a team of people or just one person who you can pay to write articles for you. Negotiate a percentage split, something like 50/50 or 60/40 (you get 40% because they are writing). Of course, your reputation is on the line so you must make sure they write quality articles and can handle the orders. Then, you can run your WSO; the money will come in, you will pay your writer(s) and then deliver the finished work to the client.

If you charge \$5 per article and sell them in let's say packs of 5 for \$25, you will make \$12.50 for every order that comes in and all you had to do was find a writer and pay \$20 for posting the WSO.

This same technique can be applied to ALL the above mentioned services and products. There is Elance.com and Rentacoder.com where you can also find talented people who do great work for very low prices.

You can get help writing an entire e-book or report from someone who is good at writing. You can hire a graphic designer to design a bunch of really cool looking 'buy now' buttons and sell it as a graphics package on the WO forum. The list goes on and on but you must always think like a millionaire. What can you do to make money next? You KNOW what works, you see the popular WSO's....why aren't you grabbing a piece of the action?!

This is how multi-million dollar businesses are run. They outsource most of the work to people who are BETTER than they are at it. That is the 'Millionaire' mindset that you have to maintain. People are going to be better than you at web design, at writing, etc. so why not hire them instead of compete with them? That is precisely how Bill Gates built his empire.

If you DO have any of the above skills or products...

...Well now it's time to gather a few reviews and testimonials from fellow warriors. Offer your services and/or products free or cheap to members in exchange for an honest review or testimonial. Get some feedback and reviews and maybe make some tweaks/adjustments to your product based on the feedback.

Writing Your WSO Sales Copy

When attacking this beast, you must remember that warriors are sometimes skeptical of products/services, especially if they are "over hyped" up. If you write your own sales copy, try not to be so full of yourself and your offer. Using superlatives like "Amazing, Super, Marvelous, Fantastic, Unbelievable, Etc." will probably not work that well on the WSO forum, maybe somewhere else it would.

WSO Forum Etiquette

Use these as an example for how people like to be talked to and treated. Customer service is so important; if you fail in that department I don't know if you'll make it very far.

It is not polite to run a WSO and then 'disappear' and go to a movie with your girlfriend or boyfriend! This is perhaps the biggest pet peeve of WSO frequenters. They think to themselves (rightfully so...), "Why on earth would so-and-so run a WSO and then not be around to answer my questions?" or to send them their download link? Sometimes people have questions and they'll post them on the WSO itself.

If you are not around to answer that question, people will actually wait to buy your product until you answer. Either because they have the same question themselves or because

they want to see if you are reputable and reliable. If you take two days to answer someone's question, you will most definitely lose business.

Don't get angry with your customers either or have an attitude. This will hurt your WSO. The CUSTOMER IS ALWAYS RIGHT!

I have abided by that law no matter how hard I've had to bite my tongue in the past and it has brought me nothing but great success.

Sell Them The First Time Around

You want to get people interested enough to buy your WSO after seeing it the FIRST time! Otherwise, they may never get around to finding it again...

5 Tips on how to do this:

1. OVER-DELIVER and don't be afraid to let people know that you are over-delivering! Give a bonus away for free or better yet, lower your price even a little bit more and tell everyone you did so. This will make it easier for the buyer to make the decision to purchase your WSO.

2. Make sure that your WSO Headline and offer are congruent with each other. If your headline sounds really awesome, but your product or sales pitch doesn't live up...you will see a lot of views, but poor conversions. The more honest you are in your headline and copy, the more REAL customers you will obtain and the less refund requests you will have.

3. Offer refunds and guarantees! This will boost your sales and conversions considerably. Tell them if they are

unsatisfied for any reason, they can have a full refund, no questions asked. You can even put a 30 day time limit on refund requests if you desire. There are some people who will ask for refunds but the amount of sales you will get from offering the guarantee, will outweigh the refunds for sure! Trust me.

4. Be straight and to the point. Nobody wants to hear your life story! Make a nice red headline, bold and centered at the top. Write a short but sweet sales copy including everything we've discussed and more and then an easy to access payment link.

5. I recommend using a payment link that goes right to a payment processor where they can type in their credit card info or use PayPal right then and there. If you take them to another sales page, you will lose a lot of potential purchases, that's just the way it is. As you saw when you purchases THIS report, I had a PayPal button on a simple HTML page and nothing else. Simple, easy and NO other option but to pay.

Most Profitable Niches and WSO's

In my opinion, the best type of WSO to run right now is one that offers a specific service such as article marketing and/or press release writing. Also, social marketing and blog posts fall into this same category.

Next would be a product of your own. I am good at teaching music so I wrote several books that teach people how to play guitar and other instruments. I sold these as a WSO to other marketers (instead of people who want to learn guitar) so that they can turn around and sell them to people who want to learn guitar. I sold the PLR and RR to them. (Private label rights and Resale Rights).

They can change it, leave it the same, put their name on it, resell it, give it away to build their list, etc, etc.

Try to write a report or e-book about something that you are knowledgeable about, or again, OUTSOURCE the writing. It can be done very inexpensively and the money you can make from the WSO will far surpass the investment of getting some help.

These niches are the most popular right now:

- Weight Loss
- Fitness
- Make Money Online
- Domain Flipping
- Dog Training
- Water4Gas
- DNA Personalized Nutrition
- GPS
- iPhones
- Blogging
- Video
- Online Gambling
- Design
- Web Traffic
- SEO
- Marketing Techniques
- Article Marketing (Bum Marketing)
- PLR and MRR

If you can come up with a quality report, e-book or service that revolves around one of the above mentioned niches, you will have no problem making a lot of money on the WSO forum.

If you write ten articles on something you know about (or do a few hours of research about), lets say you write 10 water4gas review articles. You can charge \$5 for the PLR to all 10 water4gas articles. That comes out to only .50 cents per article, which you would mention in your sales copy of

course. If you sell 50 of them, you just made yourself \$250. You invested \$20 in the WSO and it took you maybe 10 hours or less worth of work. Even at 10 hours worth of work that comes out to \$25 an hour, not bad if you ask me! With hundreds of warriors being on the forum at ALL times, selling 50 of those '10-packs' wouldn't be hard at all.

Build Relationships

When you run a WSO, your buyers may very well end up being buyers for life. Follow up with them after you make the sale and see if they would be interested in hearing about future offers of yours. Since they bought from you, you are legally allowed to send them emails unsolicited for up to two years I believe. Next WSO you run, send out an email to all of your previous buyers...you may just get a surge of purchases before your WSO even gets attention from forum surfers.

I have built life-long business relationships on the warrior forum and most all of them were because of the WSO forum in one way or another.

Extras:

The Low Price Idea Theory

I have ran many WSO's and the ones that earned me the most money and had the least amount of refunds, were the one's priced the lowest. I have made more money off of one WSO that I sell for \$4 than I have from another one that sold for \$12! People love good prices and that is what the WF and WSO forum are all about! Sharing your knowledge and being generous. Why not over-deliver?

I am working on a WSO that is going to be packed full of value, but only will cost \$1 or \$2 dollars. I figure...so many

people will order it and NO ONE will ask for a refund.

*****ADDING A PAYMENT LINK TO YOUR WSO!*****

This part is easy, but a lot of people requested this information...so here it is!

To add a "Click Here to Buy My WSO Now" link to your WSO, that takes your customer to your PayPal payment page where they can pay you with their PayPal account or a credit card, you must first log in to your PayPal account.

Then, you will click on the tab that says "Merchant Services."

Once you've clicked on the 'Merchant Services' tab, you will see an icon that says "Buy Now Button" and you want to click on that.

Inside the "Buy Now Button" you can enter the name of your product (or service) as well as the price you wish to charge. If it's a \$7 report, or a \$2,000 service it doesn't matter, you can type it in the box that says 'price'.

Then, all you have to do is click "Create Button!" and that's it! You will be directed to a page that gives you the HTML code for your custom payment button. There will be TWO TABS on this section...one that says "Website" and one that says "Email."

To add a nice looking, shiny yellow "Buy Now" button to your website, you'll want to copy and paste the HTML code from the "Website" Tab.

However, if you want to add a TEXT PAYMENT LINK to your WSO, you will simply click on the "Email" tab. This will give you a shorter line of code, which is just a URL, that you can

copy and paste into your WSO sales copy. When someone clicks on the link, it will take them to the PayPal payment page, just as it did when you bought this very report from me.

You can get even more advanced and have the customer sent to a specific URL after they have made a SUCCESSFUL payment. This means that you can offer INSTANT DOWNLOADS for your eProducts that you sell on the WSO Forum!!! This gives you a tremendous advantage over others, because many people want to have instant delivery of their product and you can get many more buyers by offering this.

To do it, you must click on "Advanced Options" before you click the "Create Button" link. This would be after you type in the product/service name and the price.

In the advanced options section, you can enter a URL (Web address) that every customer will be taken to after successful payment has been made. You can also enter a URL for when their payment is denied if you wish. On the page that you send them to after successful payment...you would have your product on that page with a download link to the product. You would have to design this page yourself, or you could use a template.

THAT'S HOW YOU ADD A TEXT PAYPAL PAYMENT LINK TO YOUR WSO!...PRETTY EASY RIGHT?

Conclusion

I hope you have been inspired to get going with your WSO. Taking action, as everyone always says, is really the best thing you can do. Hey, If you don't make a lot of money from your first WSO, you will certainly know what to do better or differently the next time, right?

The WSO forum is a place to get hundreds of targeted visitors to your ad daily and if you follow the above advice and perspectives, I can't see you failing. You must find a demand for something, and then fill it. If every warrior is talking about video marketing and video this and that....you might want to consider a WSO that is related to video. Heck, you could even make a video about how to make a video! That would be a great seller on the WSO board.

Beat Everyone Else's Price

If you beat everyone else's price, you will come out a winner. If the going rate for articles or a video about 'how to make a video' is \$XX amount of money, charge a little bit less. If 5 articles normally costs people \$25-35, do it for \$20 and you'll get the business!

If there's a newbie e-book that sells for \$12, sell yours for \$9 or \$10...get it? This method has worked wonders for me!

Now go back up to the links I gave you to study some of my most successful WSO's.

I wish you all the best of luck and success with your WSO endeavors!

Marian Krajcovic

P.S. Want to learn about other **99 methods of earning money online?** Some of them are very easy and you can implement them right away!

Check out: <http://onlinebusinessnow.ws>

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