Chris Stella & Doberman Dan

How To Start Your Own Supplement Business And Make Money Within The First 33 Days...Guaranteed!

✅ Create financial independence

✅ Escape your 9-5

✅ Free up your most valuable asset-time

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Chris Stella, *Repeating Revenue*

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A Dedication

Dan, this is dedicated to you for helping me find endless opportunities while looking out from my kitchen table.

An Introduction

I'm not rich. I'm not exceptionally bright. I'm not even that good at copywriting.

But what I am good at is "getting going".

I'm not afraid to fail…I've done it enough to realize you gotta take a few licks before you find success.

And the only way find it is to:

Get in the game!

There's no doubt it's intimidating. It's dam near horrifying when you're just starting. But the sooner you get in, the faster you'll learn how this game works. I'm just starting to see what it's all about.

And what I've learned is that there is a small difference between failure and success. It's that one extra "test", "product launch", or "direct mail piece" that makes the difference.

So to conclude this already too lengthy opening, what I'm going to present is simply an outline, with a few handy resources, that's allowed me to go from ZERO to currently private labeling my own supplement.

The results I've gotten from 1 month of testing allow me to take the next step towards financial independence. Any with any luck, a few brass balls, and some good company, that day should come sooner than later.

Best of luck and I hope you find this of some value. If anything you might just be underwhelmed…that's a good thing. It's not super hard-it just takes some action.

Don't you dare *plan* to start this new venture…JUST START.

This is one of my favorite quotes I read almost every day. It sits on my 4 foot by 4 foot whiteboard behind my desk in orange, faded writing:

Keep reading…

"But we choose to live like monks anyway, rooting ourselves to a home or career and using the future as a kind of phony ritual that justifies the present."

As far as I can tell, I'm not a goddam monk.

-Chris

Part 1: Niche Research

Research should and will take the most time. Before you sell anything you need to make sure you have a hungry MARKET. There's a few ways to test if your market (niche) has hot buyers.

Tool 1: Google

You got a niche in mind? Throw some keywords into Google. For example, let's say you're interested in mood enhancement supplements. Your first search might be "how to improve your mood" or you might want to start broader "mood improvement" or "improve your mood".

What you're looking for [when you search in Google] is **Sponsored Ads**. These show up in the first 3 spots of Google's search results with an additional 8 to the far right.

You can't miss them. Chances are if you see a lot of ads you've picked a good niche. For this course, you're going to be looking for other people selling supplements. So your first search would be "mood improvement supplements".

Tool 2: SRDS or Nextmark (the free SRDS)

http://lists.nextmark.com/

Another way to test if a niche is profitable is to see if there's a direct mail list. The SRDS costs like 500 bucks a year, maybe more…but there's a free site very similar to the SRDS called Nextmark.

What's great about the SRDS and Nextmark is when you DO find a list in your niche you find out some critical information about your prospect. Most lists come with demographics and sales figures.

Tool 3: Magazines

If there's a magazine in your niche you're in very good shape.

Magazines are where big advertisers spend their marketing dollars. Start reading your markets "go to" magazine and you'll learn a lot about your prospect…and more importantly: <u>how</u> <u>everyone</u> <u>else</u> <u>is</u> <u>advertising</u>.

That's all I got for research. What you should get out of this is you want to make sure there's a market for the supplement you're going to sell. In most cases, since a number of us don't really think outside the box, whatever supplement you have in mind is working somewhere on the internet or in direct mail.

But still double check.

Part 2: Competition (Competitive Intelligence)

In my experience this is the most important aspects of your campaign. It's where you learn about your prospects, marketing trends in your niche, proven offers, keywords, and everything you need for your sales copy.

People are making MILLIONS by simply copying their competition and doing whatever it is their competition is doing…just a little better.

I have no shame in admitting I'm a glorified copycat. Corporations spend tens of thousands, actually more like hundreds of thousands, actually more like millions of dollars on testing. We'd be fools not to copy whatever it is their doing-at least to start anyway.

Our investment is then time, not money.

Here are a few tools I use to spy on my competition.

Tool 1: Google…again

https://adwords.google.com/select/KeywordToolExternal

You remember what I told you about testing to see if your niche was profitable? Just type some keywords in Google and look for sponsored ads. Well you're going to do this again.

Once you know people are selling supplements in your niche, all you have to do is go to these guys' websites. Most of the guys making money are running Google Ads, so click on their ads to get directed to their website or sales page.

Once you get there take a good look around.

What I like to do is open a spread sheet in excel and copy down the website; their current offer, headlines, benefit bullets, FAQ's, problem bullets (you know the ones

that usually start with "do you find yourself always tired? In a bad mood? Wanting to jump off the nearest bridge for no reason?...yea those are sore spots for your prospect and the more of those problems you agitate the better)

A good way to make sure you get ALL your competition is to search multiple keywords related to your niche.

Let's stay with "mood improvement supplements".

You searched "mood improvement supplements" and found a bunch of sites selling mood improvement supplements. These guys are your competition, but there could be more. Your other competition might not be advertising on the keywords you've been searching.

So here's what I like to do.

Take one of your competitions websites and copy down its web address. Then go to Google's Keyword Tool.

Once you're there you have an option to input a domain into a search bar to generate keywords relevant to that site.

Once the list generates, take some of those keywords (especially the ones with the word "supplement") and start searching them in Google. See if new Sponsored Ads come up. This will expand your list of competitors.

Tool 2: Spyfu
http://www.spyfu.com

This is a powerful tool for a couple reasons.

First, when we get into keyword research and PPC, Spyfu allows us to see our competitor's top keywords and ads.

Second, there's a feature in the bottom right called "keyword overlap". Let me explain how this is so powerful.

When you get to Spyfu there's a space to type in your competitions website. Type in some of the websites you've found through sponsored search and click "submit".

You're going to get a bunch of metrics. But the one I want you to look at is "keyword overlap". You'll see a bunch of websites related to your competition. Chances are they are your competitions "competition" and now officially YOUR competition.

Tool 3: E-zines

E-zines are online article directories. You submit high-quality, original articles for more exposure, credibility and traffic back to your website.

Even though you're not going to be writing any e-zines, this place is full of people pitching their products and services. You can search articles in hundreds of different niches and include any keywords you want.

It's a good way to find more competition.

It's important to note if you see a number of your competitors advertising on e-zines it might be something worth looking into…later! Not now, it's too time consuming and will take you away from testing.

Here are some e-zine directories and websites. Note: ezines.com is by far the most popular and should be focused on the most.

E-zines Articles
http://ezinearticles.com/

eZINESearch
HUGE e-zine magazine database.
http://www.ezinesearch.com/search-it/ezine

Tool 4: Online Wholesale and Retail Stores

This is huge! The first website that comes to my mind is

http://bodybuilding.com/store

Sites like these are great for market research and competitive intelligence.

You can find hundreds of different product categories all with tons of different products.

Some of the companies who list products on these types of sites have NO IDEA what they're doing. You'll go through hundreds of products before you find one with a direct response sales page.

This is great for us.

Most people do this whole thing wrong. They start out by trying to sell every supplement under the sun…to everyone.

That's not the approach to take.

You Want To Specialize First!
Expand Your Product List On Your Backend!

Thought that might be helpful.

Any who…here are lists of online supplement stores where you can find valuable information.

Vitamin Shoppe
http://www.vitaminshoppe.com/

GNC
http://www.gnc.com

Bodybuilding
http://www.bodybuilding.com

DPS Nutrition
http://www.dpsnutrition.net/

There's more but those are the big ones.

Tool 5: Forums

You can learn a lot from participating in forums within your market.

People in forums hold NOTHING back. If they have a problem they'll ask it with no reserve.

When you start to see the same questions or problems over and over again write them down and see how you can use them to improve your product or sales copy.

The market will <u>tell</u> you what they want. Sometimes it's subtle and other times it'll hit you square in the face. This is why you want to spend most of your time doing research.

Here's a few websites you can use to locate forums in your niche.

http://www.findyourforum.com
http://www.forumzilla.com
http://groups.google.com/

Most people would go over PPC and keyword research right now but I don't think that's the most logical order.

I didn't want this section to cover keywords or PPC.

All I wanted you to do is FIND YOUR COMPETITION.

And if you're advertising online this is the simplest way to go about it. You really just want to find out who's advertising and what they're selling.

Tool 6 Amazon, EBay, Barnes and Nobles

I actually just wrote Part 7 while remembering this tool.

When I was creating info products I was on these sites constantly. You can do the same with supplements and hard products.

It takes a little creativity but see if Amazon or Ebay is selling supplements in your niche. Check if there are books in your niche. It may provide some insight.

For example, you might find this in a book about depression "foods and supplements that improve your mood".

You've just struck gold.

Part 3: Get Something to Sell

So far we've:

1. Researched our niche to see if there were supplements being sold
2. Researched those people in our niche selling supplements.

The first step was to make sure we've picked a market with a lot of buyers making a high transaction and frequent purchases.

The second step was to find out <u>where</u> they were making their purchases. Once we've found our competition, we've used a few tools to find out everything about them that will help us better understand our market, prospect, and marketing in our niche.

We'll eventually use what we've found to craft an offer and sales page.

But now we need something to sell.

This Was My #1 Sticking Point But Won't Be Yours!

It's actually most people's sticking point whether it's with information, hard, or consumable products.

To make any money you have to:

1. Have something to sell
2. Have a way for people to pay you

We'll clear both of those things up in just a second.

There are a few ways of going about finding something to sell.

You can buy supplements at:
1. Retail
2. Wholesale

OR

You can:
3. Private Label

The problem with 1 and 2 is that they are both expensive. You're not really getting good pricing on whatever supplement you're looking to sell.

The problem with 3 is that you have to buy a large quantity in order to catch a price break. And if you haven't done any testing, you still don't know if your product will sell or not.

That's the next point I want to bring up-before you invest too much time, money, and effort you have to:

TEST!

Here's how you can test a product idea for cheap.

Tool 1: Drop Shipping
I personally thought this was genius.

Once you've picked a niche, researched your competition, you've most likely stumbled upon a few supplement formulas that interest you. C

Chances are there are a bunch of companies already selling that supplement and I'm not talking about privately.

Supplement companies create a ton of popular supplements and sell them super cheap to distributors.

Here's the company I use to test a product idea:

http://www.vitabase.com/affiliates/

You want to sign up for the drop shipping program. They'll email their entire product listing with pricing.

What you want to do is pick one of their supplements to test.

I just looked quick under "Brain/Mental Clarity Supplements" and found a supplement called "GABA". It says it elevates moods and improves mental clarity.

This is right up our alley if our niche is "mood improvement supplements".

Now before you make any decisions on what supplement you want to test with make sure you did your research.

Take a look at your competitions product.
- Analyze the ingredient list
- Look for seals of approval
- Look for research and tests

Make sure the product you choose matches up with your competition because
- They know what your prospect wants
- They know the advertising that works
- YOU want to be able to use all there marketing material and reinventing the wheel means A LOT of research for you

If you've done your research picking a product to drop ship should be easy. Your going to recognize that the supplements in your niche all contain the same ingredients.

And without any real effort you're going to learn the benefits of each ingredient. Most of the time your competitions sales pages will contain VALUBALE information explaining exactly how each ingredient works and why it's so important to the formula.

Swipe This!

Vitabase also does this for you under product description. Each of their supplements contains some sales copy on the product page. This is another good resource.

Here are a few more drop shipping companies:

http://wholesalesupplementstore.com/dropshipping.html
http://www.nutricaplabs.com/drop-shipping-vitamins.aspx

I still prefer to use Vitabase and they make everything very easy.

Log in and place an order. That's it.

Remember…

You're only testing!

Don't get too hung up on picking a supplement to drop ship. You're testing to see if the numbers "work".

We'll get to this later but the numbers sometimes look "horrible" but in reality they're really GOOD. Remember your hard cost goes down dramatically when you private label (when you private label your cost per bottle usually is 3X cheaper).

Part 4: Get Paid

I'll be short. If you don't have a way to collect money you'll never make any. The fastest and easiest way to get an account set up to receive money online is PayPal.

Tool 1: PayPal

http://www.paypal.com
Phone: 888-221-1161

There are a number of other merchant services but they aren't free.

Here's the list:

IpowerPay
http://www.ipowerpay.com

1 Shopping Cart
http://www.1shoppingcart.com/

Volusion
http://www.volusion.com/

Infusion Soft
http://www.infusionsoft.com/

My advice: stick to PayPal.

PayPal can handle your initial volume and have endless options for merchants. In the website section I'll explain how to set up your merchant account for Autoship options, etc.

Don't go to the next section until you sign up for PayPal!

Part 5: The secret to writing a successful sales letter

I'm not an "A" list copy writer.

I'm not even a "B" or a "C" list copywriter. Those guys are all making a bunch of fungola's and have written numbers of winners.

But you don't have to be a great copywriter to make a lot of money. Don't get me wrong-it helps. But to use it as an excuse NOT to write is just stupid.

As long as you know your markets emotional hot buttons, or "triggers" as Joe Sugarman calls them, and you understand the psychology behind selling you're good.

And hell, if you're really nervous about writing copy just take a look at your competition and write yours up exactly the same. If you want some proven winners I'd recommend you download a good swipe.

Tool 1: Swipes

Lawrence Bernstein
http://www.infomarketingblog.com/
Bunch of free swipes from the best direct mail guys out there (or used to be out there anyway)

Hard to Find Ads
http://www.hardtofindads.com/home
Same deal.

Halbert Mother Load

http://masterkeymarketingwarriors.com/products/copywriting/motherload/11c25m07l/download_page.html
A back door way to get a number of Halbert's sales letters.

The Gary Halbert Letter
http://thegaryhalbertletter.com/
You'll get your best direct marketing education through this site. Go through all of his letters and take notes. Don't waste your money on courses-most are created using Gary's letters anyway.

Those are just a few ways to get your swipe started. I'd really focus on your competition first.

Let's talk about how to write your copy.

There are two ways to write copy:
1. Sit down and write
2. Break up your copy into sections and write each section separately

There are few good copywriters who can sit down and write copy without some sort of structure.

So for those of us who need a little structure the best formula you can use from writing copy is a formula by Markus Allen. I've given you the outline below along with my advice contained within the structure.

Note: This would take me FOREVER to write if I included everything I know on sales copy so I'm only going to do the bare basics.

If I had to recommend just one course on copywriting it would be "Shortcut Copywriting Secrets" By Scott Haines.

It's the best.

If you can't afford it just grab "The Ultimate Sales Letter" by Dan Kennedy. It's 15 bucks on Amazon.

Ok, now how to write copy.

Tool 2: Structured Copy

Remember, you can write whatever part of the copy you want at anytime. I would even recommend writing your feature/benefit bullets first then get your offer started…but that's me.

This is an awesome way to assemble your copy once it's done. It's a great checklist to make sure you've hit all the psychological "buying buttons" too.

Prehead
- "Attention…" then associate with your prospect

<u>What it is and how to write it:</u>
The prehead or "superscript" is usually a short "teaser-like" sentence or incomplete sentence that gets the reader into the main headline.

They usually immediately associate with the prospect, are curiosity laden, and sometimes include benefit or benefits. If you have something FREE this is a good place to mention it.

Examples:
1. "Attention golfers looking to slash strokes of their scores" (affiliation)
2. "They're dirt cheap and work like crazy" (curiosity)
3. "Former star of dynasty reveals…"(curiosity, built in authority)

Headline
- Nice, short, concise headlines
- 3-7 words
- Attention grabber

<u>What it is and how to write it:</u>
There could be a entire course written about headlines…it would probably be worth reading too.

But it really only has ONE job:

To get your prospect to keep reading!

So why complicate it. I'll give you some fill-in-the-blank proven headline formulas.

You can fool around with them.

A good headline contains one of more of these four elements:
1. Self interest/Big Promise
2. News
3. Curiosity
4. Quick and easy way

Here's a cool insiders tip: When testing your headline and prehead don't use your sales page...right away anyway.

Set up Google Adwords or Microsoft Adcenter and run your headline tests through PPC ads. Tim Ferris did this for the "Four Hour Work Week". Let the market tell you what they're looking for.

Best part: You can have up to 52 Ads running at once.

Formulas:
1. "They didn't think I could [blank], but I did"
2. "Who else wants [blank]?
3. "How to [blank]" **(my go to formula)**
4. "Secrets of [blank]"
5. "[Blank] ways to [blank]"

That's enough for now. Go run some tests, check out your swipes, and look at your competition all while incorporating some of these proven headline formulas.

Sub (deck copy)
- Main benefit
- Almost a continuation

What it is and how to write it:
Subscripts or deck copy are write below the headline. They're used to really pile on benefits, create a reward for reading, and is sometimes where you lead in to your story.

Markus Allen said after years of split testing, subheads have had the greatest impact on conversion-not the headlines. Can't argue with results!

Examples:
1. "Sherwin Cody's Remarkable invention has enabled more than 100,000 people to correct their mistakes in English. Only 15 minutes a day required to improve your speech and writing".
2. "These low-cost secret strategies and methods work like crazy!"
3. "Best part: You really can…" (Doberman Dan favorite)

It's also worth noting here some advice on the salutation.

The salutation is how you open your body copy and it's where your story begins.

There's a few ways you can open. I'm only going to go over two because they're the only two I use and I'm the one writing this.

1. "Dear Friend, If you're interested in [blank], then this will be the most exciting message you ever read! Here's why:
2. "**D**on't read this if you already know how to [blank].
   Note: This is a PROVEN opener but what I really wanted to show you is the "drop cap". That's the "bold D" in the above sentence. It draws readers into your copy.

Are you like this?
What it is and how to write it:
This is a good way to associate or relate to the prospect while pushing some emotional buttons. I write these in the form of bullets.

Best part: You should have all this information already if you did what I told you and researched the hell out of your competition.

Examples:
- "Are you constantly exhausted from low calorie diets that get you no where?"
- "Do you find yourself misplacing your keys, wallet, and cell phone all the time?"
- "Do you lift for hours at the gym, months after months, but still are yet to see vein popping biceps and a monstrous chest?"

Hegelian Dialectic
> Problem
> Agitate/Reaction
> Solve

What it is and how to write it:
When you understand that people are more likely to act to avoid pain than get gain, you'll understand how incredibly powerful this formula is.

It's the most reliable sales formula ever invented.

Here are the basics:
1. In your copy define your prospects problem
   a. "As a small business owner YOU are the governments number one tax target. The new tax reform will now have you paying EVEN MORE unless you discover a few heavily guarded secrets used by the "big guys" to fight back!"
2. Once the problems established it's time to inject some emotion. The second step is agitation.
   a. "That's not even the worst part. There's no real way around it-for the next 5 years your stuck at the highest tax bracket without any financial relief and even less tax breaks!"

3. Once you have the reader engaged and agitated it's time to answer there most pressing question: "How do I get this to stop!". This is where you explain your solution that will solve all their problems.
   a. "But here's the good news. A recent loop whole was recently discovered by an ex wall street guy who benefited from this trick for years! It's been the secrets the pro's have been using to escape the IRS and now, for a limited time, you can get your hands on it!"

Benefit Bullets
- Features/Benefits
- Recent principle

<u>What it is and how to write it:</u>
All the pro's will have you grab a set of index cards and right a feature of your product on one side and the underlying benefit on the other.

If you want to see power backed bullets check out some John Carlton's swipes.

Here's the difference between a feature and a benefit:
1. Feature- "This car gets 60 miles per gallon"
2. Benefit- "Since this car gets 60 miles per gallon, you'll save thousands a year on fuel costs…not to mention you'll be helping the environment by cutting down on air pollution.

It's not enough to just give your prospect features… You must tell them what's in it for them!

Exactly what you get
<u>What it is and how to write it:</u>
Tell them exactly what they're getting when they purchase your supplement. If it comes with a bunch of things let them know. Let them know how many months of a formula it is, if it's capsules or powder, ect.

They ALWAYS want to know what they're getting. You should work on being very clear and concise here.

Social Proof
 Testomonials
 Reviews
 As seen on TV

<u>What it is and how to write it:</u>
Gary Bencivenga considers "proof" the number one element for compelling copy.

I agree…but I also know you don't need a "preponderance" of proof to sell. It helps but if you've got a hungry market and a fantastic offer you'll never have any problems.

Still, if you have testimonials, reviews, press releases let your prospect know about them.

If you don't have this stuff don't worry! There are a few other things you can do to get some proof into your copy.

I do this with:
- Studies of ingredients in my supplement (they are all over the internet and in scientific journals)
- My own testimonial

Not for everyone
- Talk people out of offer
- Honest, unbiased
- "Quite frankly membership in my site is expensive you need to have a business up and running, if not this is probably not for you"

What it is and how to write it:
Not many copywriters use this technique but it's super powerful.

You're getting rid of the people who weren't going to buy anyway while making a statement. You're not desperate and your honest. Look at the example above.

Damaging admission
- "Your not going to get this by hard copy because it's completely online but that's why your getting it for only $297 a month if it was offline it would cost more."

What it is and how to write it:
I don't think I have to explain this one. Take a look at the above example. It's a way to justify you while also admitting to a harmless "flaw". You will always sell more when your prospect can relate with you. Having a few flaws is good…wer'e all human.

Call to action #1

What it is and how to write it:
A call to action is where you ask your prospect to buy. You have to hold their hand through this part. Here's a few trick you can use to improve response to your offer.

<u>Scarcity</u>
- Price bump, limited number, ect.

<u>Summarize benefits</u>
- For scanners

<u>Price</u>
- Step them down in price, if multiple, most expensive price first

<u>Value proposition</u>
- Show people if you tried to do this anywhere else it would cost you so much more

<u>Risk reversal</u>
- Guarantee

Examples:
- Delayed trial
- Double money back
- Extended Warrantee

I recommend to check out what your market is giving for guarantees and "1 up" them if you can. Extended warrantees usually bump response and you wouldn't believe how many people just forget about them.

Call to action #2
*Just ask them to buy-you don't have to go through all the other stuff above

PS
This is also for scanners. It's the second most read section of any sales letter. You want to make sure the PS contains your biggest benefit, time sensitive offer, and directions on how to order…NOW.

Part 6: Set up PayPal and get a "Buy Now" button

Once you have your offer and your sales page up you need a script from PayPal that will bring your customers to a secure order form.

Log into PayPal and set up a free merchant account. Once you're done "create a new button". For now just use the "Buy Now" button.

Set up your price (offer), shipping terms, and any special instructions. At the end they give you a "script". This is raw html or java coding that you or your web guy (if you outsourced) adds to your website.

Save this code in a word or text document. When you're reading to put your website up add it somewhere in your offer section. If <u>you do your own web design</u> I like to

add a table in my offer area and just place the code in there. Then I can add any CSS to align, move, and customize it.

If you're out sourcing, give this script to your freelancer and tell him where you want it on your website.

Here's where you set up a merchant account:

Tool 1: Merchant Account
https://merchant.paypal.com/cgi-bin/marketingweb?cmd=_render-content&content_ID=merchant/home

Part 7: Get Your Offer Online

This is another sticking point for most people just starting.

My advice is that if you're not at all familiar with web design, html, css, ftp, and basic java coding you should outsource everything for your website.

But this is because you want to GET GOING…not because you're lazy.

The two most important skills for any internet entrepreneur are copywriting and web design.

I'm able to get a website with an offer up in a matter of hours. I'm able to test and implement my marketing strategies in real time.

Time is an entrepreneur's most valuable resource.

And that brings me to another point. When you know basic web design you can change your sale page in minutes. You won't have to outsource a typing error or headline change.

Again, which brings me to another point-when you know how all this stuff works you'll know what to expect and what to pay freelancers who put together your site.

Tool 1: Domain Registration

Your website needs a web address-this is called a domain.

There's two ways to go about this. The first is to register a domain through your hosting service (see below, the first two mentioned allow you to register a domain

through them). The second is to go through a private domain service and then link it to your web host.

If you do the ladder, here's a good resource.

Name Cheap
http://www.namecheap.com

It's worth mentioning when you're naming a domain use the same principles you would use when writing a headline.

Tool 2: Website Hosting Services

Even if you outsource your website you're going to need to get a hosting account if you don't already have one.

A hosting account gives your website a place to "chill" on the internet. It's where your website and all related files are located online.

Hostmonster
http://www.hostmonster.com
I currently use Hostmonster. I haven't scaled out yet and it's very convenient. I highly recommend it.

Hostgator
http://www.hostgator.com/
Same as above. I've never used it but seems fairly similar to Hostmonster. I'd check out the pricing.

000Webhosting
http://www.000webhost.com/
I haven't met anyone who's used this yet but who cares because this is TOTALLY FREE. I read the reviews and it looks awesome. If you're on a budget start here.

In Motion Hosting
http://www.inmotionhosting.com/vps-hosting.html
I'm adding this strictly on a recommendation. Read about Virtual Private Hosting to see if this is right for you. It comes at a price but might be worth it.

Tool 3: FTP

FTP stands for "file transfer protocol". It's simply used to move files from computer to some other place. For us, it's a way of moving our website from our computer to our server (which we get with webhosting) so it appears on the internet.

I only recommend one client because it's the only one I've ever used:

Filezilla
http://filezilla-project.org/
Free FTP software for all platforms.

Tool 4: Outsourcing

Here are a few outsourcing resources. Make sure to review your freelancer before hiring.

Elance
Work 1-on-1 with freelance designers who submit proposals for your job.
http://www.elance.com

Rentacoder
This is more for custom software development
http://www.rentacoder.com

Get A Freelancer
It's exactly what it says it is-find a freelancer to create your website.
Cheaper than Elance.
http://www.getafreelancer.com

Fiverr
http://www.fiverr.com/
The place for people to share things they're willing to do for 5 bucks. There are several people on here who offer web design services.

Warrior Forum Special Offer
http://www.warriorforum.com/warrior-special-offers-forum/

The warrior forum is a place where internet marketers share ideas, questions and services.

I personally think it's a forum of the "blind leading the blind" with few people who know what they're talking about.

Regardless, if you check out WSO you can get some awesome deals on mini site and website design for cheap.

Tool 4 Expanded: HTML Editing Software

If you know html and are able to edit and create basic websites here are a few resources.

Dreamweaver CS5
http://www.adobe.com/products/dreamweaver.html
Start with the 30 day free trial. Dreamweaver is the standard for professional web designers. It was the best money I've ever invested and if you do all of your own web design it's a must.

CoffeCup Editor
http://www.coffeecup.com/free-editor/
Free HTML editor with design view available

Editors like Dreamweaver and CoffeCup editor are often called WYSIWYG editors-"what you see is what you get"…meaning you can see what your designing.

Notepad
On all windows applications. Used for raw html.

Text Edit (MAC)
Same as above but on Mac

Firebug
http://getfirebug.com/downloads
If you do your own web design you need this addon. Firebug integrates with Firefox to put a wealth of web development tools at your fingertips while you browse. You can edit, debug, and monitor CSS, HTML, and JavaScript live in any web page.

Part 8: Keyword research

Once again, let's review what we've done so far.
1. Researched our niche to see if there were supplements being sold
2. Researched those people in our niche selling supplements
3. Found a product to sell (test)
4. Created a way to get paid online (PayPal)
5. Written our sales copy
6. Created a "Buy Now" button for our website
7. Got our sales page online

It's official! You have everything in place to make money and run a successful test.

All you need is a flood of qualified prospects to come to your website.

That's easy-all it takes is a few bucks and a couple hours.

But before we set up or PPC campaign we need to do some **keyword research.** Will find out exactly what keywords our prospects are using to land on our competitions sales page.

Then we'll steal our competitions prospects using a few surefire techniques to out advertise our competitors.

I HIGHLY recommend you buy:

"The Defintive Guide To Google Adwords" by Perry Marashall.
http://www.perrymarshall.com/adwords/

That's all you need to learn keyword research and PPC.

I'll go over keyword research briefly and give you a few tools to get started.

Tool 1: Perry Marshalls keyword strategy

Here's Perry's strategy in a nutshell:

1. Write a one-sentence description of the ideal person who is ready to buy from you once they've seen your offer.
   a. "A natural supplement to elevate mood and energy levels"
2. Next go to Googles Keyword Tool and enter a keyword or phrase you think your prospect would use while searching for a solution to their problem.
   https://adwords.google.com/select/KeywordToolExternal
   a. Search in the keyword tool "natural mood supplements"
3. Take any keywords from Googles list that matches our 1 sentence description.
4. Our keywords have to meet 3 criteria
   a. They are only the terms we think or target prospect would use to find our product.
   b. They have high search volume
   c. They have high average bids and competition
5. To check for high search volume and cost per click (CPC) use Googles Traffic Estimator
   https://adwords.google.com/select/TrafficEstimatorSandbox

That's all from my notes. I don't have the course any more but that's the jist of it.

I do my keyword research a bit differently.

Here's the process that has worked for me.

Tool 2: Chris Stella's keyword strategy

1. Collect every one of your competitions website addresses (domains)
2. In Google's Keyword Tool, there's an option to generate keywords from a website address. Enter each of your competitions websites into the form.
3. After Google generates a list of what it thinks is your competitions keywords, save the file as an excel sheet.
4. Repeat process with all your competition
5. Put all your keywords together in <u>one</u> column of one excel sheet
6. Sort the column and delete duplicates
7. Look for keywords that really make no sense and delete (you want buying keywords, nothing with free)

That's all I really do. I use those keywords to start testing. Here are a few advanced strategies.

Tool 3: Spyfu

http://www.spyfu.com
We've already talked about this above. Just enter your competitions website and see a few of the keywords they've bid on and ads they're running.

Tool 4: Compete

http://www.compete.com
Find the top keywords that are driving traffic to your competitions website.

Tool 5: Traffic Estimates (alternative to Google's)

http://www.trafficestimates.com

Tool 6: Word Tracker

http://www.wordtracker.info
Paid service after trial. In depth analysis of your competition and keywords.

That should get you started.

 Don't worry about trimming your list. Your PPC results will take you which keywords are awful.

Part 9 How to set up your PPC campaign

If you've never heard of PPC it stands for "Pay Per Click" and it's a type of advertising where you pay for traffic to your website.

There are a few places that you can advertise with PPC.

Here are the big ones:

Google
http://www.google.com/AdWords
Google get a majority of traffic on the internet so it's a good place to start your PPC campaign.

Free Voucher→https://services.google.com/fb/forms/yourbusiness/
Get $75 credit for your first adwords campaign. Be careful, once your voucher has been used up your bank account starts to get credited.

Bing/Yahoo
http://www.adcenter.microsoft.com
I use Microsoft adcenter to do most of my testing. I can get cheaper clicks and there's less competition than Google.

Free Voucher→http://advertising.microsoft.com/affiliate
Get $25 credit for your first adwords campaign. Be careful, once your voucher has been used up your bank account starts to get credited.

Facebook
http://www.facebook.com/advertising
A very good way to get cheap clicks. You click through rate isn't nearly as high but you can make the numbers work.

Free Voucher→Just sign up for facebook advertising business account and they send you a $50 coupon code. Also, you can search "free facebook advertising credit" in Google and get a bunch of sites with coupon codes.

Now you know where to advertise, it's time to set up your campaigns.

Just like copywriting, teaching you how to do PPC the RIGHT way would literally take me writing another course. I honestly don't have time for that so I'm going to give you awesome resources and a very high level overview of what to do.

First, resources.

Resource 1: Perry Marshall Again

If you can afford to drop 97 bucks buy his adwords course. If you can't, poke around the internet…hey just saying.

Resource 2: Free PPC Course

http://www.redflymarketing.com/adwords-tutorials/adwords-basics/how-to-setup-your-first-adwords-account/

A solid resource on how to set up your first adwords campaign. Once you set up an adwords campaign you can set up any other advertisers PPC campaigns because they are all very similar.

Now here's how I set up my Adwords campaigns. Remember please do your research because this is a high level OVERVIEW.

Step 1: Create a campaign

Log into Google Adwords through the link above and create a new campaign. Give it a name relevant to your product and market.

Step 2: Set budget, geographical locations, and devices

I like to set my budget for $10,000 a day. For some reason it brings in clicks faster when you have a higher budget. Don't worry I never spend more than $500 when testing and you won't either especially because we're looking for cheaper clicks.

For those of you in the US, Canada and other English speaking regions here's how you should set up the locations. From the options check only

- US
- Canada
- UK-England
- Australia

Lastly, click the devices options. Make sure your ads are only showing on laptops and desktops. You don't want them to show up on smart phones…yet.

Step 3: Import your keywords and create your ads

Adwords walks you through the set up and eventually it ask for you to create an ad group and add keywords to your campaign.

Before you start creating ads you want to go back and ORGANIZE your keywords.

You can get really specific but basically arrange your keywords into different groups based on the term. For example group "mood supplements, mood supplement, good mood supplements, supplements for mood" all together.

These groups will be your Ad Groups. The more similar the search terms in the ad groups the better your campaign.

Step 4: Create Ads for your Ad Groups

For each different Ad Group you can create two ads.

The ads are structured as follows:
1. Headline- 25 characters
2. Ad text- 70 characters
3. Display URL- 35 characters

Follow the same rules for writing ads as you would sales copy.

Here's an example:

Improve Your Mood Now!
New supplement improves your mood
And increases energy in just 1 dose!
www.MoodElevate.com/specialoffer

…or something like that. I just wrote that in less than 20 seconds and I'm not revising. You get the point.

IMPORTANT: In your ad group settings there's a setting for how you can show your ads. You can either choose "show the higher converting ad" or "rotate ads evenly". You want to **"rotate ads evenly".**

We'll be changing our Adwords ads very frequently and we need to have this setting correct to determine our highest converting ads.

Step 5: Set bid (CPC)

This is tricky. I like to pay around .05 c to $1.00 a click.

In super competitive markets like weight loss and "how to make money" you're going to be paying anywhere from $1 a click to $100 a click. I'm not even kidding.

Type in "fat loss for idiots" in Google's traffic estimator. That keyword costs like $50 a click.

The lower your cost per click:
1. The lower your advertising cost
2. The lower your conversion can be to make a profit

The first one is intuitive. The second, not so much.

When your CPC is very low you can have a conversion rate of .01 and still make money and have the number work. But when your clicks start to cost upwards to $1 a click, unless you have a high price point or a very large life time value of a customer, your conversion needs to be high in order for the campaign to be profitable.

When you set your price Google will show you a prediction of how many clicks you'll get over the course of a month and your average ad position.

You want to make sure your ad position is around the 5th and 6th spot. These ads get the highest click through so adjust your price accordingly.

I wouldn't set separate bids for each keyword. I would set bids for each ad group.

Step 6: Billing

The final step, or one of the last steps, is to set up billing. It's easy to do and Google walks you through it. Once that's done your ads will be up and running.

Part 10: Testing strategies and analyzing results

In direct response it's ALL about the numbers. It doesn't matter about your response or conversion rate, all that matters is if the numbers work...and all that really means is will you make money?

And numbers can be deceiving. There's a lot of predicting and that's why you need to run so many tests. More tests mean more numbers (results) and more results mean you'll have a more accurate idea of how the numbers will work in the future (it's all statistics).

Everything we've talked about CAN be tested
* Your product
* Offer
* Sales page
* Sales copy
* "Buy Now" button
* Keywords
* PPC Ads

The list is endless. Those are a few big ones I test. There are even subcategories in most of them.

I'll go over a few ways to test and the tools you'll need for testing.

The two places I test are my
1. Sales Page
2. PPC Campaign

Sales Page

I split test all of my sales pages right from the start. An A/B split test is when you change ONE variable from your control and analyze the data.

You can split test a ton of different variables on your sales page.

I like to split test:
1. Subhead
2. Headline
3. Offer
4. Guarantee

My first sales page is always my control. Then I'll switch up one of the above drive traffic to new sales page.

There's a two ways I run my split tests.
1. Trace watch
2. Google Website Optimizer
3. Bootleg Way (see below)

Trace watch is BY FAR the best. It's like Google Analytics on steroids.

But I recommend Google Website Optimizer if you've never ran split tests. It's very easy to set up. You give Google Website Optimizer your control page and a variable page. It splits up your traffic automatically so each page gets seen equally. You run a conversion script on your "success page" and it keeps track of which sales page gets more sales.

One caveat, you need to know how to install the tracking codes. Either use your freelancer or search a "how to" video in YouTube.

Tool 1: Tracewatch
http://www.tracewatch.com/

This is real time web stats...there's literally no wait time.

Lets you keep track of the visitors to your website in real time with detailed statistics and deep analysis using an innovative user interface for FREE and helps you make your website more effective. Can be easily installed on any website supporting PHP and MySQL. You only need to upload some files to your server.

I was introduced to this software by Markus Allen. This guy is one of the ONLY guys I recommend checking out. He's my go-to-guy for internet marketing. I'm a member of his "Marketing Junkies Club" where he keeps ALL of his resources. I also get access to him directly through a weekly call called "StumpMarkus".

You need to check this guy out. He's literally helped me grow my biz since Day 1. Go here→http://www.stumpmarkus.com

Tool 2: Google Website Optimizer
http://www.google.com/websiteoptimizer
Easy way to start A/B split testing. It walks you through installation.

Tool 3: Bootleg It
I still do this.

Drive traffic to your control page. Once it gets 200 clicks, pause your campaign, change a variable on your page, and put your page back up. If you renamed your webpage (so instead of index.html its mood1.html) change your web address in your PPC campaign.

Just make sure you save all your different websites to analyze testing.

Run 5-10 tests to see if you can make the numbers work. This means you'd have about 1000-2000 clicks to your sales page. This should give you a great idea where you're at.

Best part: No tracking scripts needed. Just look to see if you got any sales with each different sales page.

If you change your price, offer, quantities offered make sure you keep track. These things will affect your campaigns life time profitability.

PPC
You should always be optimizing your PPC campaign.

You do this by:

1. Split testing ads
2. Lowering your CPC
3. Getting rid of "unprofitable" keywords

Split Testing Ads
You want to always be split testing your ads in each ad group to get a higher Click Through Rate (CTR). It's simple to test.

In each ad group you have 2 ads. To split test your ads:
1. Wait for each had to get 200 impression
2. Which ever ad has the highest CTR after 200 impressions keep running
3. DELETE the loser and create another add
   a. Make sure to DELETE the loser because Google and Microsoft will keep your ads statistics unless you completely delete the ad-meaning if you just "Edit" the loser it keeps the previous ads conversion stats

Keep split testing ads until you have a VERY HIGH CTR (near 5-10%). Once you've drilled down your ads start optimizing them for sales.

Instead of trying to get clicks start incorporating words that will generate more buying clicks.

Example 1- An Ad to get the highest CTR

New: Strongest Mood Formula
3000 year-old secret for naturally
improving your mood and energy
http://www.ImproveYourMood.com/secrets

Example 2- An Ad to target more buyers

Powerful Mood Supplement
New supplement improves mood and
energy after just 1 dose- "Buy 1 Get 1 Free" $39.95
http://www.ImproveYourMood.com/sale

Do you see the difference? The second add attracts more buyers and qualified clicks. Your CTR will go down but your conversion rate should go up-if it doesn't don't worry keep split testing and check your numbers to see if it even matters.

If you want to know the long term probability that one add will out pull the other here's a tool.

Tool 1: Split Tester
http://splittester.com/
Take the data from your campaign and input it into the correct forms.

Lowering CPC
The lower your CPC the lower your advertising cost. Your goal, when selling a product or service, is to increase your Gross Margin per Unit, and lowering advertising costs is one way to do so.

Here's how to lower your CPC
1. Improve your websites quality score-make your sales page more relevant and match more of your keywords
2. If your ads are showing in the top 4 spots, lower your CPC until they show in the 5 & 6 spots.

Get rid of unprofitable keywords
It's important to consistently analyze your keyword statistics. A majority of the time, only a few keywords is generating 90% of your clicks, and if they aren't generating sales you're losing TONS of money.

Here's how to get rid of unprofitable keywords
1. **Get rid of keywords that aren't generating buyers**- for example, if your top keyword is "mood improvement" and it's getting a ton of clicks but your tracking shows it's not bringing in sales get rid of it.
2. **Add negative keywords to your campaign**- you can specifically state keywords that you don't want your ad to show. This are called negative keywords. For example, if you see in Tracewatch a number of people are search "free mood improvement techniques" you want to add "free" to your list of negative keywords. Your ads won't show if someone searches your term with the word "free" in it.
3. **Change your keyword to phrase or exact match**-you can do this buy using quotes ("example") and brackets ([example]). This is another strategy for generating more targeted clicks.

Part 11: Predicting and projecting results

This is what this business is all about-**making the numbers work**.

It doesn't matter what your conversion rate, CTR, or offer is or isn't. All that matters is at the end of the day, when your looking at your numbers, you're on top

In other words:

You're making money hand over fist!

You want to know what's funny? I've never used that cliché until now and I know why- it sounds so dumb. Sorry, once in a while I have to knock myself down a peg.

Onward.

Here's how you set up your direct marketing analysis.

Let it be known, this is a 100% STOLEN from Doberman Dan. He goes all over this in his monthly newsletter and I'll do my best job ripping him off.

Actually, to be perfectly honest, his "Kitchen Table Entrepreneur Course" is where I learned most of what I know today. I've gone through roughly 20 or so courses and have read over 33 or so books on direct response, and it wasn't until I went through his course that

I made money!

My advice:

You can't grab that course anymore but you don't have to miss out. I've been getting his newsletter for months now and they're jam packed with actual MARKETING advice and ideas to start your own "KTB".

Seriously, I haven't been up sold once….it's a nice break. The information is AWESOME, he puts a lot of effort into them and what's cool is he set's up monthly calls where you get to talk to him-that's usually not too easy.

Go here now→http://secrets.dobermandan.com/three-free-gifts/

It's worth mentioning I have ZERO financial stakes in any of this. He has no affiliate program or anything like that. It's helped me start my business. It's worth at least checking out what I'm talking about so take a look.

Direct Marketing Analysis

You've been given an excel spreadsheet with all the information you need-just fill in the blanks.

Here are a few terms you need to know:

Revenue per Unit
This is how much you make from each sale.

Gross Margin per Unit
This is how much you make per sale less all production costs.

Net Profit
Net profit is all sales minus all costs. Costs include al l production, processing, and advertising costs.

Break Even
How many sales you need to cover all costs.

You should do a direct marketing analysis to analyze current campaigns and predict future ones.

When you use this tool to predict the profitability of a campaign use results you got from testing to make an accurate predication.

For example, if you were averaging 1 sale every 200 clicks (during testing) use .05% as your conversion rate.

Once you complete the analysis you'll know whether the project will be profitable or need some work.

Your campaign may just need a new offer, higher price point, or back end sales funnel to work.

That's what this analysis will do…it will let you know what needs to happen to make money.

Part 12: Scale out and Private Label

Once you've finished your tests your results may prove you have a profitable campaign. If this is the case (and it may not but keep trying until it works) you're going to want to private label.

Here's a Wikipedia definition of Private Labeling:

"Private label products or services are typically those manufactured or provided by one company for offer under another company's brand."

Private labeling allows you to:
1. Lower hard costs
2. Control pricing
3. Control marketing and positioning of product
4. Limited liability

Private labeling lets the best marketer win.

What I mean is there are hundreds of people private labeling the EXACT same formula yet only a few of those people are successfully selling their supplement.

People aren't buying supplements…
People are buying solutions!

If you position yourself correctly and can get your sales letter to connect with your prospect you win.

There are a few steps that need to be done before you make your first private label order.

Here are the first steps to get you started:

Step 1: Choosing a Private Labeling Company

You need to find a company that private labels the same product your testing with or has a formula very similar.

Here are a few of the companies I dealt with:

Now
http://www.nowfoods.com
Phone: 800-999-8069
Ask for Lin Wisniewski
Huge list of products and a top notch company.

Vitalabs
http://www.vitalabs.com
Ask for Daniel SantaMaria
Phone: 800-664-7475 ext 1224

NHS Labs
http://www.nutritionmanufacturer.com/
I like these guys. Very competitive pricing and you can private label small quanities while still catching a price break.

Step 2: Product Naming

You need a name for your product. My advice is to run a few split tests in Adwords and test some different product names. You want your product name to include a benefit and be relevant to what you're selling.

Step 3: Label Design

Most private labeling companies offer design services. It's convenient and if it looks like a good deal give it a shot. You can also design your own label or outsource through Elance.

If you design your own label or have it outsources remember you have to follow whatever rules your private labeling company requires. They'll give you all this information along with bottle dimensions, size, etc.

Step 4: Orders and Fulfillment

Once you've completed steps 1-3 then it's time to make your first order.

The Private labeling company you use will hold your hand through the process and make it seamless.

You do have to make a decision whether you want to fulfill the orders yourself or use a fulfillment company. Again, some private labeling companies offer fulfillment services.

I recommend if the volume you're selling isn't over 5 orders a day do the fulfillment yourself.

If you decide to use a fulfillment service, search locally. A local fulfillment company will be smaller but have better pricing and less restrictions.

Part 13: Living the dream

I've always been horrible at writing conclusions. I think it's because of high school- you know, you work like crazy to finish your paper then you're stuck with this stupid "conclusion" section where you have to sum everything up.

It's so annoying. Why in gods name would you have to sum up a paper for someone that just read it?

It's a mystery.

I'm assuming it's for the skimmers. Well unfortunately I don't support you skimming this so I ain't going to tell you anything in this section. I'm just going to ramble for a minute.

If you've just done steps 1-12 it's about time you relax anyway.

Everything you've read or done I've done.

The best part is it didn't take me long to do.

I've spent about 3 years studying direct marketing and have never made a dime until March 7th, 2011. I'll never forget seeing my PayPal account.

 A whopping $28.72.

I'll also never forget my first customer-Theresa from North Carolina. She still buys from me today. I've been shipping her supplements for 3 months.

Why am I telling you this?

To motivate you!

It's taken me 3 years to make any money on or off-line and I've done a TON of work.

This program is how I made money after 3 years of failing! Don't you see the value in this? Even if you've never tried selling anything or haven't spent more than a month in direct marketing:

It doesn't matter!

This formula works. It cuts YEARS off the learning curve. I'm serious.

I wish I could meet you in person so I can look you straight in the eye and tell you you're just months away from financial independence. But unfortunately, right now, my words will have to do.

I'm done convincing. I'm tired and have been writing all day. My minds racing-I'm days away from seeing my results from a few direct mail pieces I've written to local distributors.

My grammar is beginning to suck it's time to tap out.

I'll leave you with this:

It's time for you to escape your current reality and create your own. Go build whatever life you chose.

-Chris