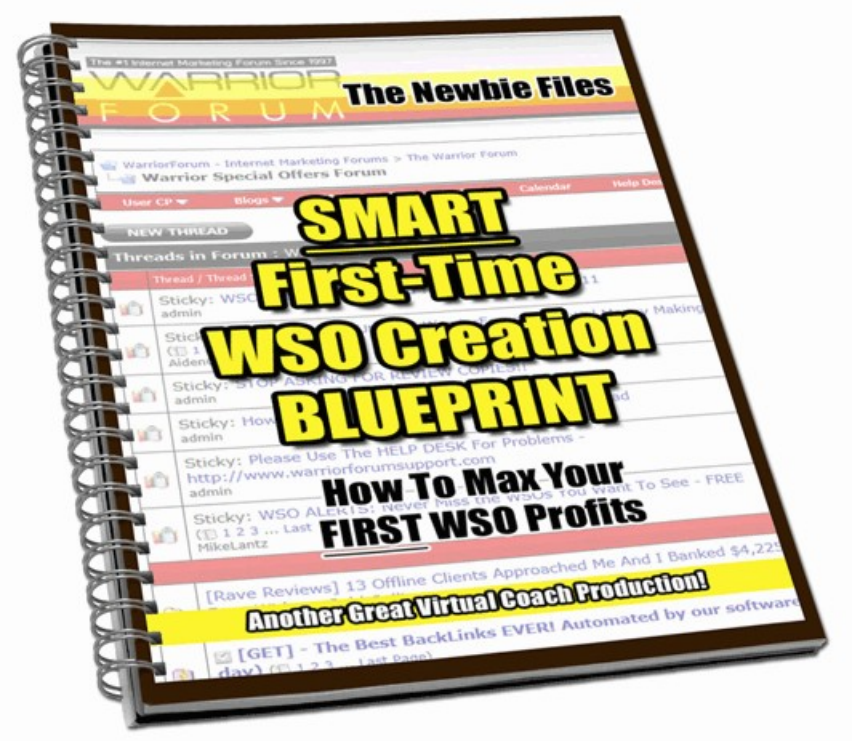

The Newbie Files

SMART First-Time WSO Creation BLUEPRINT

by Barbara Ling

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Next, I am indebted to:

- **Donna Gillespie,** author of the life-changing books `The Light Bearer and Lady of the Light` – one of the most superb writers today.

Last but never least:

My family. My wonderful husband, Moses Ling, my terrific kids, my wondrous mooses, my absolutely fantastic parents - none of this would be possible whatsoever without their love and support. This one's for you, folks!

Dedication

To my husband:

The Newbie Files – SMART First-Time WSO Creation BLUEPRINT is dedicated to my husband, Moses Ling…the man in my life who keeps me sane and gives me the truest meaning to my life.

I love you the mostest. Always.

Barbara Ling

Fortune favors the bold.

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The Newbie Files – SMART First-Time WSO Creation BLUEPRINT

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This page is left intentionally blank.

Well, not really blank, as I've just written in it.

Actually, I typed in it.

Want a yummy snack?

It's a great way to start the day! :)

Introduction

Why hello there and thanks so much for investing in this wondrous guide you're holding in your hands!

Ummm....or at least, reading on your screen. Unless of course you printed it out!

But I digress. :)

My name is Barbara Ling, online entrepreneur now since 1997, and a few days ago, I decided my hair wasn't grey enough so I released my first WSO.

Yep...that about describes it!

Well alright, that's a bit of a tongue-in-cheek review. Basically, what had happened was I was seized by an insane urge to dive earlobe-first into making my first Warrior Special Offer (ie, WSO).

Now, I've been releasing products meself now since 1997 and know how to do it all on me own – I have my 100% affiliate commissin program over at http://www.virtual-coach.com/affiliates/, I use Rapid Action Profits to run my back end, and life, in that aspect, is more joyous than The Fountain of Everflowing Gourmet Coffee.

Thing is, though, by meself...I'm kinda sorta one person (along with me affiliates).

And as you can see on the Warrior Forum, there's more people there than populate a small distant galaxy near the Alpha Quadrant.

So....it made sense to me to tap into that huuuuuge huuuuuge *(all together now - "How huge, Barbara?")* market of both potential buyers AND potential affiliates.

Sounds peachy, right?

Well, to say I embarked upon a comedy of errors more hysterical than a Saturday Night Skit about the presidential elections...that would be an understandment. I ended up having a very serious and earnest discussion with my computer screen about how the field I needed to enter wasn't visible, and why was it not talking back to me?

In the end, all was glorious indeed and my very first WSO, **NEW! HUGE Timely 350+ Page "Done For You" Profit-Producing WSO Affiliate PLR Package by 14+ Year Vet** went off very well indeed.

But how much easier it would have been if I had only known what I needed to do....before I did it!

Hence this report.

I figured that I couldn't be the only clueless person on the Warrior Forum who was totally stumped during me first WSO!

And like I always do, I decided to create a product out of me own experiences.

And that's what you're holding in your hands now!

Chances are, you're:

- Someone who is either considering releasing their very first WSO
- Someone who is looking for advanced tips in releasing their WSOs
- A WSO fan who thinks that some day, they might release **their** first WSO

No matter in which category you fall, you'll find some true gems in this report!

With that, let's dive right into it by turning the page and reading:

Step 1.) Creating The WSO Product

What You Will Need

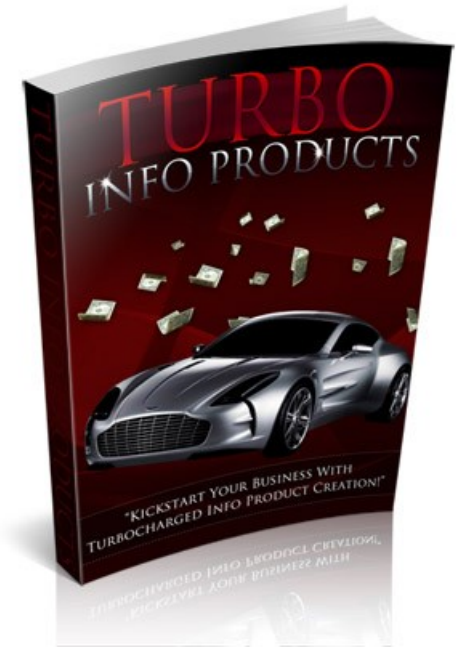
Well.

It does make sense, doesn't it?

To make your first WSO, you first need a WSO product that you yourself have made.

Now, this is **not** a product creation course, so let me give you the product Turbo Info

Products for free. Simply click on the book cover below:



Download it, unzip it and enjoy!

Other resources for creating WSOs include:

- http://resell-rights-weekly.com/forum/marketing/make-a-lot-of-money-running-wso%27s/?wap2
- http://www.warriorforum.com/main-internet-marketing-discussion-forum/400692-whats-best-warrior-special-offer-learn-how-create-sell-warrior-special-offers.html
- http://www.warriorforum.com/warrior-special-offers-forum/440017-free-warrior-special-offer-instant-product-creation-newbies-how-create-killer-sales-funnel-free.html

The best tip I can give you about making your own WSO is do NOT spend days and weeks agonizing over it!

Instead, just freakin' do it.

It may sink, it may swim, it may win the 2020 Olympics, but one thing is for sure...it

will never see the light of day unless you just freakin' do it.

To make a WSO, you will need tools to create the product, ie, a word processor (Word, Open Office) or video creation tools like http://camstudio.org/ or what have you.

Steps to Follow

Like I said earlier, this is not a product creation book, but I **can** give you some key critical components you really do **need** for your WSO if it includes a PDF:

- **Include hyperlinks for more information**. When people read your book online, you want them to have the ability to grab more information if they desire. Hyperlinks to outside resources makes this very easy to do!

  Also, you can include your own affiliate links as well to help generate you passive income after the book has been delivered. For example, some of my favorite Internet marketing resources to recommend include:

  - **aWeber** – it's a great autoresponder for marketing.
  - **WackyCentral** – has fantastic Internet marketing products at extremely cheap prices

  Click on the links above.

  The first goes to http://www.barbaraling.com/learnmore/ar.php and the second goes to http://www.barbaraling.com/learnmore/wc.php .

  Those are my cloaked affiliate links for the products/sites in question.

  That means that should you buy from the above, I will receive passive affiliate commission.

  - http://www.barbaraling.com/insights/hide-affiliate-links/
  - http://www.barbaraling.com/insights/how-to-easily-cloak-your-clickbank-and-other-affiliate-links-for-free/

  goes into that in more detail.

- **Include a header and footer, and have a clickable link in said footer**. You

always want to make it as easy as possible for people to find out more about you or your site. Having a direct clickable link really helps!

- **Include an About The Author.** This bolsters your credibility and also gives you a chance to direct readers to your other sites.
- **Include Recommended Resources**. Here, you can include images and your affiliate links for people to check out other resources. Again, long term passive income.

So! Now it's time to start creating your product.

Let's set up house-keeping, shall we?

When you create your product, ideally you should make a brand new directory on your computer.

In that directory, you'll store your Word files or your Open Office files. Which reminds me, I always use Open Office to create products, it's free and it creates hyperlinked PDFs that work beautifully. You can download it for free over at

http://download.openoffice.org/

Where was I?

Ah yes! Your product creation directory!

Within your product creation directory, you should create the following sub-directories:

- PRODUCTION
- PRODUCTION/FINAL
- PRODUCTION/FINAL/(product name)
- PRODUCTION/FINAL/(product name)/eBook/

That way, when you're finished with making your product, you can simply zip up:

- PRODUCTION/FINAL/(product name)

as (product name).zip

and your delivery file will already be laid out for your customer.

Once your product is done, it's time to:

Step 2.) (Highly Recommended) Creating The One Time Offer Upsell Product

What You Will Need

Yes.

I know.

OTOs (one time offers) or upsells etc. can have a bad reputation.

But it simply makes common sense to include them.

After all, if someone has **just** bought from you, they're in a buying mood and if your OTO complements the original purchase, there's a good chance they'll spring for that too! That delivers more money to you and to your affiliates.

Two ideas for one-time offers include:

- **Resell rights**. For an additional $9.97, your customer can turn around and resell your product on their site.
- **Complementary tools**. Let's say that you wrote a WSO about Dog training. You can include 100 PLR articles about dog training for the reader to put on their blog, or Dog training Wordpress themes etc. Did you write something about building your list? If so, chances are your customer is interested in other aspects of Internet marketing, such as niche affiliate marketing etc. You can offer link-cloaking products as an upsell. A great place to find quality Master Resell Rights products is Resell Rights Weekly.

Steps to Follow

To create your OTO, you can either find quality PLR/MRR goodies from Resell Rights Weekly, or create another sub-directory for your product like so.

- PRODUCTION
- PRODUCTION/FINAL
- PRODUCTION/FINAL/(product name)
- PRODUCTION/FINAL/(product name)/eBook/
- PRODUCTION/FINAL/(product name)-MRR
- PRODUCTION/FINAL/(product name)-MRR/eBook/

Within the MRR directory, you'd include your Master Resell Rights license too.

Here's what I used for **NEW! HUGE Timely 350+ Page "Done For You" Profit-Producing WSO Affiliate PLR Package by 14+ Year Vet.**

Here are your MRR rights.
[YES] Can put your name as the author.
[YES] Can be added into PAID membership sites.
[YES] Can be sold.
[YES] Can be packaged.
[YES] Can be offered as a bonus.
[YES] Can be published offline.
[YES] Can be edited.
[YES] Can be broken down into articles.
[YES] Can be used as web or e-zine content.
[YES] Can sell Private Label Rights
[YES] Can sell Resell Rights
[YES] Can sell Master Resell Rights
[YES] Can be given away for free (any format).
[YES] Can be added into free membership sites.
[NO] Can be sold on auction sites.

With that, enjoy! And don't forget to check out our 100% affiliate commission program over at http://www.virtual-coach.com/affiliates - you'll love what you discover.

Grow strong,

Barbara Ling

Online Profits, Made Fresh Daily
http://www.barbaraling.com
http://www.dailywsos.com

Notice how I worked in my links and marketing within my license.

Once everything is created, move smoothly to:

Step 3.) Naming Your WSO

What You Will Need

The plain fact is, people who buy from the Warrior Forum kinda sorta like marketing-type headlines.

I mean, compare the following:

- Sept 2011 Warrior Plus Products

to

- Profitably Convenient Fingertip WSOs – Sept 2011

Which sounds more enticing? Hmmm?

So you want to ensure your WSO intrigues your reader...and doesn't make said reader go YAWN, pass the Nyquil.

To name your WSO, you'll need action words.

Steps to Follow

Take your product thrust.

Ask yourself, what do your readers want to achieve after reading using your product?

- Profits?
- Confidence?
- Bigness?
- Thinness?

Go then to Thesaurus.

Plug in some of the above words and see what related words result.

Take note of them for a title.

Also visit:

- http://www.rhymer.com/naming.html
- http://www.naming.net/
- http://wordoid.com
- http://entrepreneurs.about.com/cs/gettingstarted/ht/business_name.htm

Make sure your Product name is added to your ebook and the like.

Next,

Step 4.) Create the 3d eCover Art

What You Will Need

Make no mistake about it.

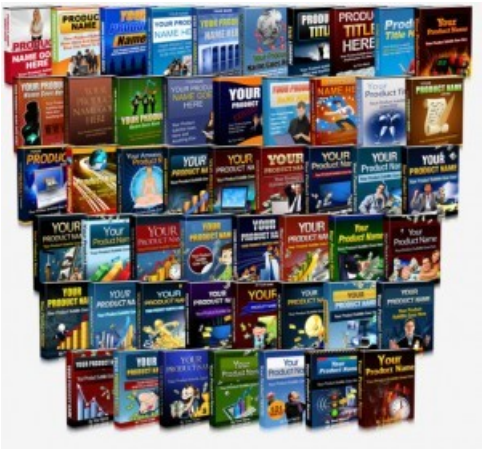
A smashing 3d eCover will dramatically grab attention. It's not a question of, *"Do you need it?"*, it's more of a question of, *"How can I get it?"*

If you already have Photoshop, you can indulge in this free eCover template:

http://www.mintyferret.com/photoshop/free-ebook-action-creator

If that's too complicated, you can invest in either:

52 Smashing eCover Templates



Massive PLR Graphics Creation Service

Or just get all 35 Photoshop eCover Action scripts over at **eCover Black Pack** *(that's what I use meself – it ends up being less than $0.29 per script!)*.

In addition, http://www.barbaraling.com/insights/10-fantastic-free-ways-to-make-rockin-3d-ecovers/ might be useful too.

Steps to Follow

To make your eCover, first ask yourself.

What **is** your product?

Is it a book?

- Then create an eBook ecover.

Does it include software?

- Then make a software box too!

Is it videos?

- A DVD case is what you want there.

What about a smallish report?

- We're talking spiral notebook land!

NOTES

The product **eCover Black Pack** lets you create all of the above and these:

I personally use the templates:

- eBook #4
- Software box #1
- Software box #5
- Spiral Notebook #1

when I make my eCovers.

Key!

Once you make your eCover, make sure to include it in your final product. You'll also be using it to draw attention in your sales copy too.

Next, move to:

Step 5.) Creating The WSO and Upsell Product Delivery Files

What You Will Need

This is a very simple but very critical part of making your WSO!

You'll need a file-zipping utility.

Popular ones are

- Winzip

I myself use

- http://www.izarc.org/

It's free. :)

Steps to Follow

Open your Winzip or Izarc thingee and browse to:

- PRODUCTION/FINAL/

NOTE! Do NOT go to:

- PRODUCTION/FINAL/(product name)

You want to be one directory higher:

- PRODUCTION/FINAL/

Once you're there, you should see your sub-directory

- (product name)

Highlight that and click "Add" *(oh, and also of course name your zip file – generally something like temp.zip)*.

Once your files are added, go thru the zip file to ensure everything you want is there and everything you want deleted is taken out *(sometimes you'll see .LCK or lock files).*

Once you're happy, rename

- temp.zip

to

- (product name).zip

The reason why I use

- temp.zip

in the beginning is I found that if I tried using the product directory name, the zip utility wouldn't work properly. I don't know why.

Need some help? Here are some tutorials.

- http://www.izarc.org/tutorials.html
- http://www.winzip.com/hints_and_tips.htm

When you're totally, 100% done, you should have two production files:

- (product name).zip *(which we'll now refer to as **WSO.zip**)*

and

- upsell.zip *(which we'll now refer to **OTO.zip)***

These are the two files you're going to deliver to your WSO customers.

So! Now you have two product files to sell!

But an opportunity now arises. How can you let your WSO customers know about your upsell?

So glad you asked! Turn now to:

Step 6.) Creating The "No Thanks" WSO Delivery Page

What You Will Need

You only need to do this if:

- You are adding a OTO upsell
- You want to do additional marketing when your customer downloads your product.

If you're NOT offering a OTO, or if you don't WANT your customer to come back to your site, you can simply upload your WSO product zip to your WSOPro listing for delivery. It's very easy to do.

But! If you want to offer a OTO, or if you want to do additional marketing, you need to create not only this page *(ie, WSO delivery page)* but also a OTO delivery page *(your WSO One Time Offer delivery page).*

How to make a static page is beyond the scope of this report, but here are some plugins that might be helpful:

- http://wordpress.org/extend/plugins/improved-include-page/
- http://wordpress.org/extend/plugins/really-static/

You can also simply create a new directory off of your site, say,

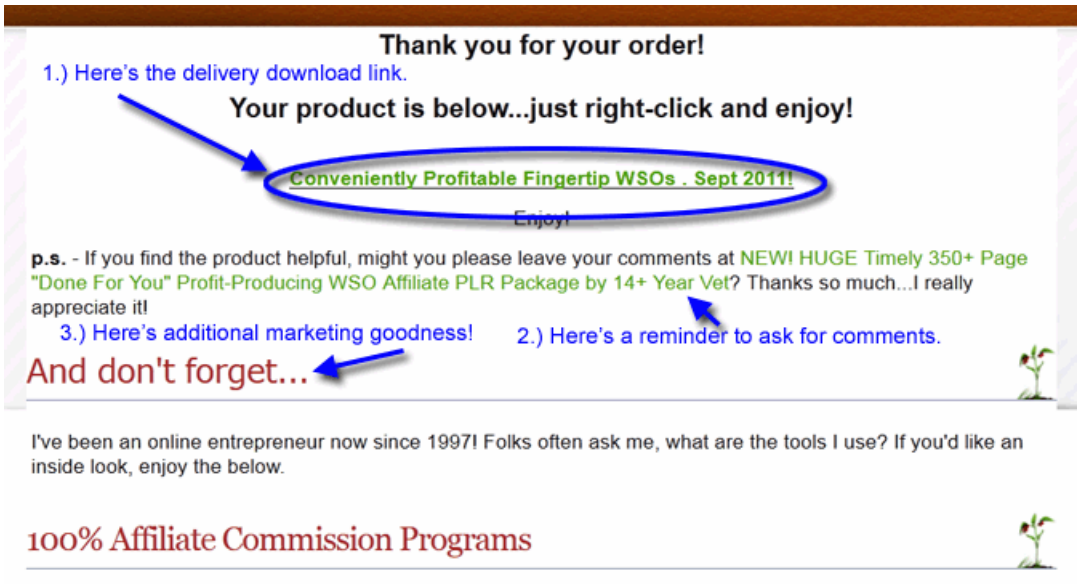
YourSite.com/products/Product-Name

and craft up a nice little WSO delivery page like

YourSite.com/products/Product-Name/WSOdelivery.html

One of the benefits to hosting this page yourself is you can do additional marketing like so:

NOTES



Once your page is created, take a note of the URL. It might be something like:

yourdomain.com/delivery/product-name/WSOdelivery.html

Remember that.

You're going to be using that URL for your

"No thanks, please send me to my download"

link on your OTO upsell page.

Speaking of which!

Step 7.) Creating The Upsell Sales Page

What You Will Need

This was something that really baffled me when I was setting up my first WSO.

When you sell your WSO, you will do so by making a post at http://www.warriorforum.com/warrior-special-offers-forum/ .

Go there now.

Take a good look at it.

Now, tell me.

How many offers there have OTO to signify it's the One Time Offer?

Yep. Confused the heck out of me too!

There's all these great OTOs that are available for all these great WSOs....but where the heck are those pages residing????

It turns out, **you** create the OTO page (let's call it the OTO) yourself on your site.

So simple, so logical, so MADDENING IF YOU DON'T KNOW THAT!!!!!!!!!!!

Thank you, I feel much better now.

So!

You create your OTO offer on **your** page on **your** site.

The overall sales process goes as following:

1.) Customer buys your WSO from your special forum post at http://www.warriorforum.com/warrior-special-offers-forum/ .

2.) You configure your Warrior Pro settings for your WSO to send your customer to your OTO page on **your** site.

3.) On your OTO sale page on your site, you **must** have a *"No thank, please send me to my purchase"* link.

4.) On your OTO sale page, you will also have a Warrior Pro Buy Now button.

5.) Depending upon what the customer does *(buys the OTO or declines and clicks on "No thanks")*, the customer gets sent to either your WSO download page *(declined to buy the OTO)* OR your OTO download page *(bought both your WSO and your OTO)*.

Here's how you do it.

Steps to Follow

If you're running Wordpress, you can create a new post but back-date it so that it's not immediately visible...and put your OTO there.

Here's mine for my Profitably Convenient Fingertip WSOs – Sept 2011.

http://www.barbaraling.com/plaza/fingertip-sept2011/

Couple of things to notice.

One, it looks a bit like my overall Wordpress site! But it's really not – I simply viewed the source of my site and made a template for it.

How do that yourself is beyond the scope of this report, but here are some plugins that might be helpful:

http://wordpress.org/extend/plugins/improved-include-page/

http://wordpress.org/extend/plugins/really-static/

You can also simply create a new directory off of your site, say,

YourSite.com/products/Product-Name

and craft up a nice little One Time Offer splash page there.

Some free templates for that are:

http://www.barbaraling.com/learnmore/ototemplates.php

NOTE!!!! Make SURE to include a

"No thanks, please send me to my download" link

on your upsell page, ie like:

This download link will go to your WSO delivery page you created in the last step. See? You already have it waiting! :)

Next you need to:

Step 8.) Creating The Upsell Delivery Page

What You Will Need

Now, this also confused me when I was creating my first WSO.

If you're **not** including a OTO, you can simply upload your product zip file when you configure your Warrior Pro item (ie, selling your WSO).

NOTES

But if you ARE including a OTO, you should create BOTH the:

- **OTO delivery page** (that has links to deliver **both** your WSO and your OTO)
- **WSO delivery page** (that has links to deliver ONLY your WSO).

In other words, you don't have to upload the product zip file to your WSO Pro listing.

Now, I did have a dialog with WarriorPlus about this and was told there are other ways to do this...but this is what worked for me. Your mileage, of course, may vary.

So! You will need to create two pages on your site. The content can be very simple; you can simply provide a link to click on so people can download your zip file.

But....

An opportunity now arises!

Once they're at your site to download their product, why not suggest others they can explore as well?

Check out one of my OTO download pages:

Key!

See?

I give the customer the products they just bought, but then underneath that, I list 4

or 5 other goodies *(with my affiliate link of course)* that might interest them as well. Also notice how I ask the customer to comment at the official thread as well if they're happy with the product too *(Hat tip to John Lehaghan who really helped me out there – he answered all of my pleas for help while I was pulling out my hair in frustration)*.

Steps to Follow

You create the upsell delivery page the same way you create the upsell page – you can use a OTO template or a static HTML page. Call it something simple, say, otodelivery.html .

Wonder why you might not want to use your blog for this?

I discovered why the hard way!

The first time I make my delivery page, I created something like the following.

Talk about a bad idea!

My blog has lovely social networking buttons that pop up on all pages.

So if I used my blog to deliver my WSOs, I'm making it really easy for people to broadcast that unprotected page to the world.

Ah well, live and learn. :)

Once you have created your OTO delivery page, take note of that URL (ie,

yourdomain.com/delivery/product-name/OTOdelivery.html

You're going to be entering in that URL information once you make your OTO live.

Let's take a moment now and see where we are.

- You have your WSO product zip ready.
- You have your 3d eCover art ready.
- You have your OTO product zip ready.
- You have your WSO delivery page ready.
- You have your OTO delivery page ready.
- You have your OTO upsell page ready.

Normally, I'd say that you should get ready to create your WSO listing!

But wait juuuuust a teeny tiny minute....there's one more thing you should really consider. And it's this.

You want to build your list of your customers!

That way, you can automatically send customer-care followups, you can market to them in the future, and more.

That means you're about to dive into:

Step 9.) Setting Up Your Autoresponder

What You Will Need

Well, you're going to need an autoresponder of course.

I cannot emphasize enough the importance of capturing the names of your customers and building your list.

This is one reason why you'll see WSOs that are free! Sure, they might be free, but once someone grabs one, their email address gets on the author's list.

It's a nice way to build one's list, I must say.

I myself use aWeber, some folks like GetResponse. Yes, it costs money, but I view it as a necessary business expense. Anyone serious about making money on the Internet simply HAS to use an autoresponder.

Steps to Follow

WarriorPlus comes pre-configured with the following 5 autoresponder dropdowns:

- aWeber
- GetResponse
- ImnicaMail
- Infusion Soft
- ProFollow

If you use a different autoresponder, you have to provide the code to capture the leads.

But what I want to highlight is the following.

I was pressed for time when I was adding my WSO, so I simply threw together a new

autoresponder without any configurations.

After a test sale, I saw my optin email was this:

Date: Mon, 3 Oct 2011 18:16:09 -0400 [10/03/2011 06:16:09 PM EDT]
From: "Barbara Ling, Virtual Coach" <btl@barbaraling.com>
Subject: Confirm your subscription.
Headers: Show All Headers | Show Mailing List Information

We received your request for information from the fingertipwsos group. Before we begin sending you the information you requested, we want to be certain we have your permission.

CONFIRM BY VISITING THE LINK BELOW:

http://www.aweber.com/z/c/?ywzy032psto1qulnbmzi6mpjamdb2tty036mg==3779

Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.

If you do not want to confirm, simply ignore this message.

Thank You,
Barbara Ling

Lingstar, PO Box 219, Holmdel, NJ 07733, USA

Boy, does that make you wanna click MORE MORE MORE!!!!!!

Not.

So I changed the message to reflect the customer care aspect like so.

NOTES

Key!

I think that's far more appealing, don't you?

In any event, do make sure you have an autoresponder ready for when you launch your WSO. Your bottom line will thank you for it.

So let's see where we are now!

You have your WSO ready to sell.

You have your OTO ready too!

You have created your WSO product zip file and your OTO product zip file.

You have created your OTO download page and your WSO download page.

Now, it's time to sign up to WSO Pro!

Step 10.) Signing Up At Warrior Plus and WSO Pro

What You Will Need

Certainly, you can run a WSO without WSO Pro.

The benefits to using it, however, are as following.

It gives you an easy way to DIMESALE your product.

For example, when I first ran my first WSO, I set the price to start at $4.97 and increased it a nickel for every X number of sales.

It gives you an easy way to deliver your product.

If you're not using an upsell, OR if your product file is less than 100 Meg (my upsell, alas, wasn't), you can use their simple, convenient file delivery mechanism.

It makes it really easy to add affiliates!

When you use WSO Pro, you automatically get the ability to run an affiliate program and you can choose the commission rates. 50%, 80%, 75%, whatever you'd like. Nice!

Steps to Follow

First, you need to be a member of Warrior Plus. It costs $3/month. Sign up at http://www.warriorplus.com/user/new .

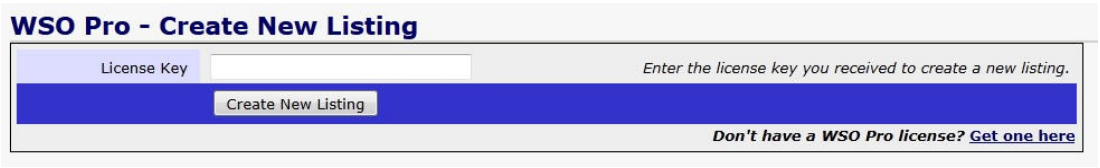
Then, you need to pay $19 to get WSO Pro. Do that over at http://www.warriorforum.com/warrior-special-offers-forum/128050-still-not-using-warrior-special-offer-pro-over-10-9-million-says-you-should.html .

You'll receive your license key in your email.

Then click on WSO Pro | New Listing

ie, http://www.warriorplus.com/wsopro/new-listing .

You'll be prompted to enter your license key like so:



Once you enter in your license key, you'll be brought to the screen to create your new WSO.

Here's the information you'll have to fill out.

Sale Type:

Buy Now or Subscription. Subscription is reoccurring; you would use that if you have a monthly subscription/membership product.

Sale Price:

The price at which you start your sale. You can use one price or start it as a DIMESALE (that will be in the advanced options).

Item Name:

The name of your WSO. Mine was "Profitably Convenient Fingertip WSOs - Sept 2011"

Delivery File:

If you're not using an upsell, or if your WSO delivery file is less than 100 MEG, you'd browse to your WSO delivery zip and upload it.

Delivery URL:

This would be the WSO Delivery page you created earlier. It will allow customers to download your WSO after they decided NOT to buy your OTO upsell.

Payment Email:

This is your primary Paypal account email address. It's how you get paid.

Support Email:

This is the email address you give for people to ask questions.

Refund Period:

Here you'd enter in how long you're willing to refund a product. 30 days or 60 days is generally the rule of thumb.

Keywords:

Here you'd enter in 3 keywords that describe your product.

Status:

Is your product active or closed?

WSO Post:

This was kinda sorta tricky for me. It will auto-detect your post once you make it to the Warrior Special Offers forum. We haven't yet gotten to that point here.

<u>The next section deals with Advanced options.</u>

Quantity:

You can specify how many copies will be sold before the offer closes. Causes a sense of urgency, done right.

Max Price:

This is the maximum price for your DIMESALE. Ie, you could set it to be $9.97 – after it reaches that point, the price doesn't change.

Price Increment:

Here you'd specify by how many cents/dollars the price will increase. Ie, a nickel, a dime, etc.

Increment Every....:

This tells the system when to bump up the price. Ie, every 3 sales, every 10 sales, every sale, etc.

IPN Forwarding URL/Key Generation URL:

Advanced options. I didn't use these, so I really can't say much about them.

The next section deals with Autoresponder options.

Autoresponder Service:

Here you can specify which autoresponder service to use – aWeber, GetResponse, ImnicaMail, InfusionSoft or Profollow.

And the next section is me favorite!

Step 11.) Think About Your Affiliate Settings

What You Will Need

Your WSO Pro affiliate settings is where you can reward other people for promoting your products.

You can select everything from 0% to 100% to no affiliate program. However, I highly recommend using an affiliate program – it gives other people incentives for getting the word out.

I generally will set the WSO affiliate percentage to 75% or 80% and the OTO percentage to 50%. But that's just me; others will stick at 100% on the front end and 50% on the back end, 50% on both ends, etc.

It's really just to you.

The next section is simply a checkbox to :

WSO of the Day:

Checking off this box will allow you to JV (joint venture) with Warrior Plus. If your offer is accepted as the WSO of the Day, chances are...you'll get a huge amount of sales.

Steps to Follow

In the dropdown box next to “Default commission”, set your affiliate rate.

Yay!

So now we have all of the backend stuff done for your WSO....but we're still missing one of the most key components!

Move now to:

Step 12.) Write The Sales Page For Your WSO

What You Will Need

Before you can sell your WSO, you need a sales page to sell your WSO!

I know, I know...I major in the obvious :)

But the point remains. You need to write a smashing sales copy and make it into a post over at

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

In a nutshell, to do this, you'd simply click on **New Thread** and write your sales copy.

But let's give some additional goodies for that, aye?

Steps to Follow

You'll need a great subject title and compelling content.

One excellent way to get some tips is to go to your Warrior Plus account, click on

Affiliates | Request Offers

and then sort the display by number of sales or Visitor conversion.

Then check out how **those** ads were written.

What are some of the components of the title? Lots of them will have numbers, some of them will have bold claims, some of them will have catch-phrases like

Newbie, Guru, College Drop-out, etc.etc.etc.

http://www.warriorforum.com/main-internet-marketing-discussion-forum/457366-i-have-great-warrior-special-offer-now-what.html

has some good ideas.

Http://www.barbaraling.com/discover/wso/wsosalescopy.php

is a very reasonably-priced WSO How-To for sales copy writing.

Other good resources include:

- http://www.microsoft.com/business/en-us/resources/marketing/customer-service-acquisition/how-to-write-an-effective-sales-letter-11-tips.aspx?fbid=W8kcyBPjA-W
- http://www.copyblogger.com/the-greatest-sales-letter-of-all-time/
- http://streetguidetocopywriting.com/blog/writing-copy/10-steps-sales-page
- http://www.copyblogger.com/smart-people-sales-letter-1/ (social media marketing)

And this thread is great for a swipe file!

http://www.warriorforum.com/main-internet-marketing-discussion-forum/122519-all-one-copywriting-swipe-file.html

Once the above is done, it's time to:

Step 13.) Pay For Your WSO To Go Live

What You Will Need

Once you've submitted your WSO, it will have to first be approved. Once it's approved, you'll be given a link to pay $40 for it to be made active in the Warrior Special Offer forum.

Steps to Follow

Submit your post.

Wait for it to be approved.

Once approved, pay for it.

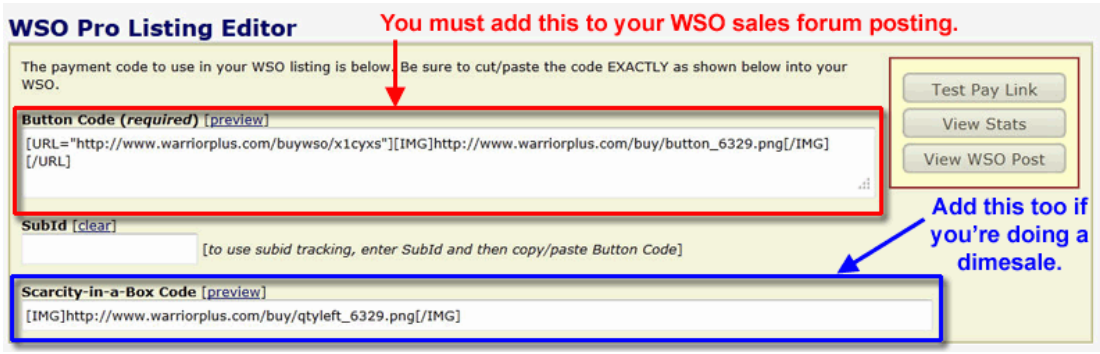
Then IMMEDIATELY.....

Step 14.) Get Buy Button Code From WSO PRO

What You Will Need

Once your listing is active, you **need** *(as in really need!)* to revisit your WSO at http://www.warriorplus.com/wsopro/my-listings .

You can test the pay link to Paypal and once everything works out, you'll be given the button code to add to your WSO sales letter. Ie, something like:



Once you have that information, highlight it and press **<CONTROL> C.** That will copy it to your computer memory. Then:

Steps to Follow

Go to your approved WSO forum post and click Edit.

Wherever you'd like the Buy Now button to work, paste in the code by clicking your mouse cursor at the right spot and pressing **<CONTROL> V**. That will do the paste!

You're almost done (WOOT!). Your WSO is now active but.....

You have to activate the BUY buttons for your OTO!

Turn now to:

Step 15.) Buy Another WSO Pro for your OTO

What You Will Need

You now didn't forget about your OTO, now did you? :)

Don't be down on yourself if you did – I did too when I did my first WSO.

So let's get that fixed, aye?

Steps to Follow

Buy another WSO Pro at http://www.warriorforum.com/warrior-special-offers-forum/128050-still-not-using-warrior-special-offer-pro-over-10-9-million-says-you-should.html .

Then fill it out with all the information you had created earlier in this book, ie:

- The OTO name
- The OTO download file
- The affiliate commission

- etc.etc.etc.

Once you get the Buy button code, revisit your OTO sales page and add it via **this** mechanism.

See, you can't just copy and paste the button code, because most likely, your OTO sales page doesn't use BBCODE.

So you have to tweakize it a bit.

Instead of:

[URL="http://www.warriorplus.com/buywso/x1cyxs**"]**
[IMG]http://www.warriorplus.com/buy/button_6329.png[/IMG]**[/URL]**

Do this.

****<img src=http://www.warriorplus.com/buy/button_6329.png>****

In other words, instead of:

- [URL="

use

- <a href="

etc.etc.etc. Replace the first line of red code with the second line of red code, replace the first line of green code with the second line of green code, etc.

That will cause the BUY button to be displayed like so.

http://www.barbaraling.com/plaza/fingertip-sept2011/

And now...you're finally done.

Feel great about yourself – your WSO and your OTO are now active!

Now go and promote. And best of skill to you!

Conclusion

This concludes the Newbie File Report: **Smart First-Time WSO Creation Blueprint.**

Good stuff, isn't it? Remember....your first WSO might not be perfect, it might not be the homerun you had hoped for....but at least, you've done 95% more than everyone else.

You've MADE one!

And you can only go up, up and up.

I hope you found it useful indeed!

Grow strong,

Barbara Ling

http://www.barbaraling.com

About The Author

Success…it's an attitude!

Welcome! My name is Barbara Ling, and in a nutshell, I'm all about sharing what I've learned over the past decade about creating and running a profitable business online.

My credentials include:

- **Writing 30+ books/ebooks** about various/sundry ways for people to generate income online (entrepreneur, recruiting, real estate, auctions, SEO, finding a job, safe weight loss, hidden customers, etc.etc.etc.)
- Being quoted/featured/etc. in various publications/blogs online like:
    - Barbara Ling: Secrets of a Veteran Webmaster
    - Empower Your Children To Out-Earn Their Professors
    - Nailing a good contractor
    - **Microsoft Small Business Success Story**

There's 'way too much to write here….you can visit my **Barbara Ling About Me** page to learn more!

Appendix A – 100% Affiliate Commission Program

As well as making my own products, I also run a 100% affiliate commission program over at Virtual Coach affiliates!

Confused as to why anyone would offer a 100% affiliate commission? Methinks you'll greatly enjoy:

Why Marketers Offer 100% Affiliate Commissions To People

The program uses **Rapid Action Profits**, so you're paid instantly to your Paypal account!

Want to see some of the goodies you'll find?

Turn the page....

Appendix B – Recommended Resources

Here's some of the products I really like.

Ecover Black Pack

This is wonderful collection of 35 Photoshop actions you can use to make your own professional 3d eCovers. Love it love it love it, I now design all of mine meself. Click HERE to learn more!

Facebook Games Master Pack

Enabled you to cash in on the Facebook gaming frenzy! Not only that, but you can also monetize the games with your own ads as well. **Click HERE** to learn more!

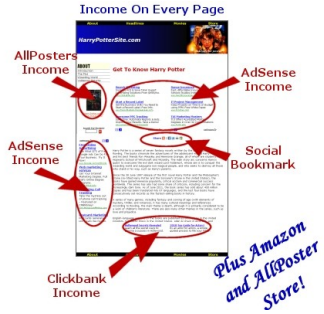
Easy QR Code Maker

This simple program gives you a one-click way to make mobile QR codes for anything online – custom website pages, promotions, email addresses, SMS and much much more. **Click HERE** to learn more!

Classic! 501 Online Business Graphics Package

A truly nifty way to jazz up boring websites with 100 great people images, 250 editable PSD header files and much more! **Click HERE** to learn more!

15 Turnkey Monetized Sites



Really nice – 15 turnkey sites where all you have to do is add in your affiliate IDs, upload and you're on your way! Adsense income, Clickbank income, more. **Click HERE** to learn more!

Wordpress Dealpon Coupon Plugin

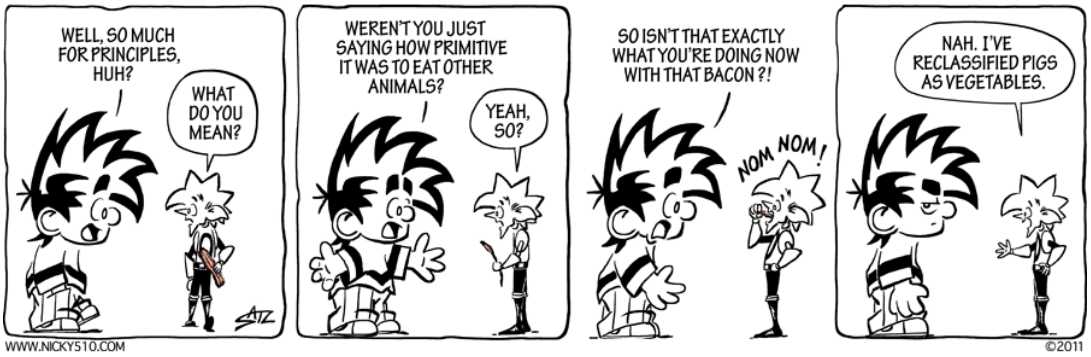
Very nice indeed – lets you offer your visitors all sorts of special, time-limited coupons. **WP Dealpon** is a completely automated, turn-key wordpress plugin that will let you run automatically **controlled special offers** right from your wordpress blog. No other wordpress plugin does what WP Dealpon does. **Click HERE** to learn more!

Clickbank Cash Raider

Easy push-button way to churn out niche websites that are monetized by specific Clickbank products. Nice easy "fill in the blanks" software....**Click HERE** to learn more!

Appendix C – Humor!

Humor makes the world go 'round, and you just can't get any better than Nicky510.



Remember.....

Fortune Favors the Bold.

Go out and make yourself fortunate. . .

TODAY!