

SOLO ADS TRAINING

James Neville-Taylor here from Taylor your best life



INTRO

I am **very analytical** and **straight to the point**.

There will be a lot of information in short time frames



SOLO ADS 101



First off a little intro on solo ads 101.

There are many different traffic sources I have tried in my time online

Solo ads are my favorite...

Infinitely scalable

Already interested in what you have to offer

They're proven engaging clients

SOLO ADS 101



A great way to get quick results, quickly scale and quickly split test your different offers

Most people expect instant results and sales from just a couple of hundred clicks

Solo ads main purpose is to build your email list

SO WHAT ARE SOLO ADS?



Solo ads are simply where you pay a list owner to send a certain amount of clicks to your lead capture page.

A promotional email which will tell the subscriber about your product and try to illicit a click.

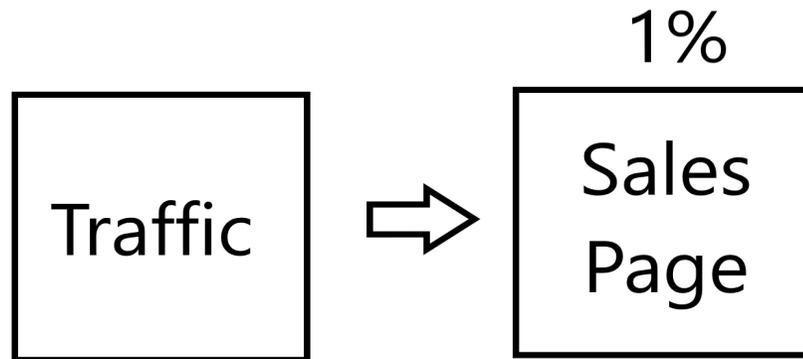
Solo ad sellers send the email to their list and you pay for each click that comes from the email.

Solo ads are a great way to build your list which is their main purpose, **NEVER SEND SOLO ADS TO A SALES PAGE.**

LET US TAKE A LOOK AT SOME SAMPLES



Here you can see traffic being sent direct to a sales page and it converting at the standard 1%.

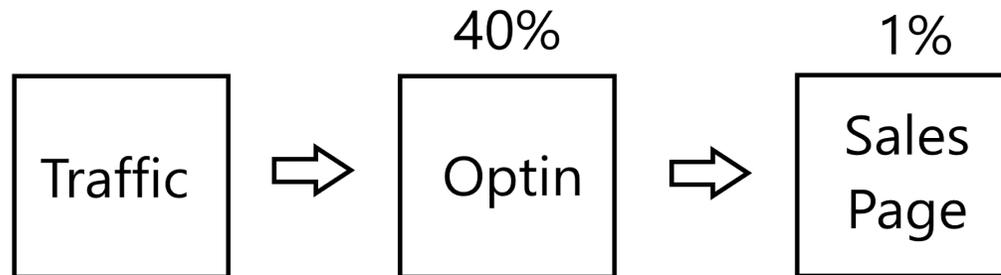


LET US TAKE A LOOK AT SOME SAMPLES



The next example we see the traffic being sent to an optin page and then to a thank you page with an offer.

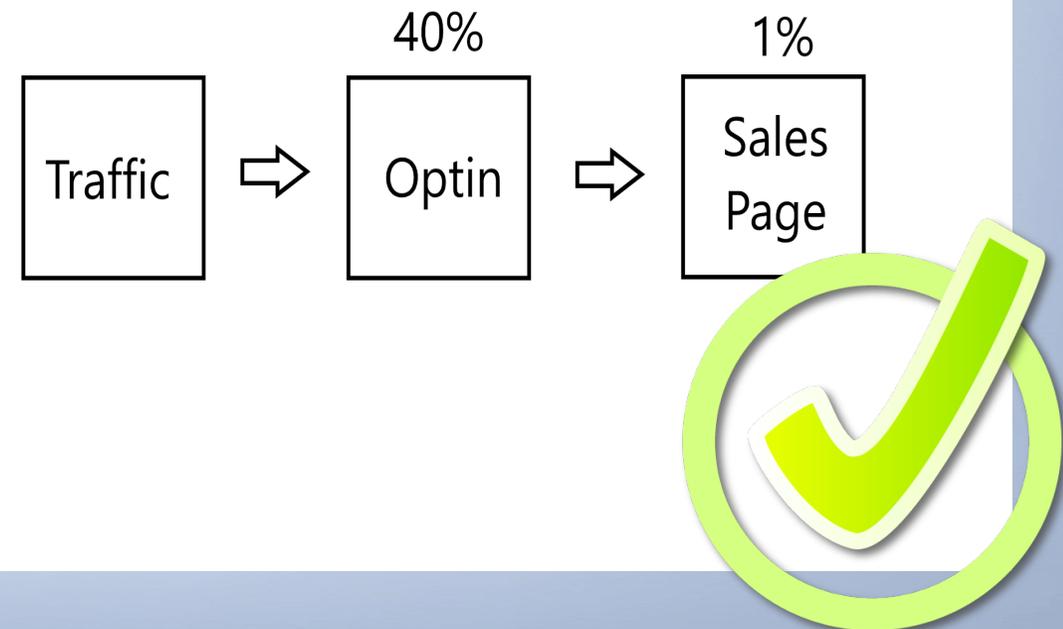
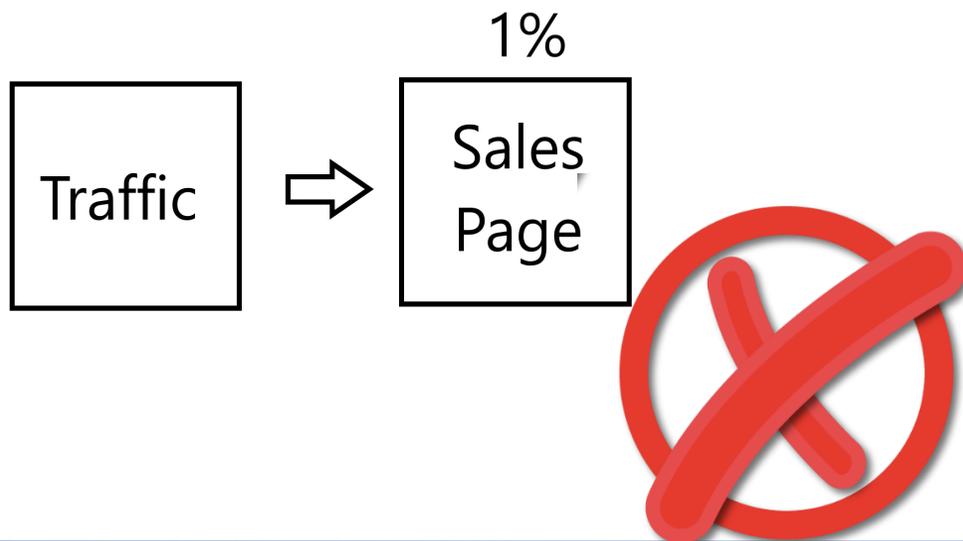
Here we capture 40% of the leads and 1 of them buys.



LET US TAKE A LOOK AT SOME SAMPLES



Solo ads are a great way to test out offers and scale really fast if you have a converting offer...



SOLO ADS 101



Most solo ads vendors will be in a specific industry ...

Finding a quality solo ad vendor that has a good relationship with their list can be tough...

The traffic is usually quite warm...

That can be really powerful...

SOLO ADS 101



The solo ad seller will send out a swipe they have written to their list.

I used to think this was the best way...

As a rule though, you will get a higher optin if you write your own email swipe.

But if you write a swipe that is congruent with your offer, you will generally get more optins.

Almost no solo ad seller will let you write your own for a 2,000 click order or below.

SOLO ADS 101



Solo ads are one of the **simplest traffic sources**

Solo ads are more unconventional than these other traffic sources...

There's also no way to get banned...

This means that the industry is rampant with people trying to make a quick buck from you...

SOLO ADS 101



Because it is so unregulated, there are a lot of pirates out there...

I had it happen to me when I first got online...

The quality of some solo ads can be lower than other traffic sources.

No idea how to properly run or track their clicks

SOLO ADS 101



Anyone can call themselves a solo ad seller, so it's important you know who to buy from.

So here are a few quick tips for getting started with Solo ads

FIRST: Always use your own link tracker such as ClickMagick or Qliker.

SECOND: Always start with a small amount of clicks first to test.

THIRD: Thoroughly vet any solo ad sellers before you start buying clicks.

SOLO ADS 101



Provide them with the URL you want them to send the clicks to.

Your tracking link from your link tracking software

Any legitimate seller will already have a link tracking

If there are any errors or you need to change the link, you can do so yourself

SOLO ADS 101



The vendor will usually send you an invoice and inform you when your traffic is due to start.

Once it does start, you can track the clicks coming through with either your own tracking account

A good solo ad seller will usually ask you how it went and may ask you for a testimonial.

MINDSET & EXPECTATIONS



MINDSET & EXPECTATIONS



There are many misconceptions around solo ads

Some sellers may even straight out lie to get people to buy their clicks.

Here is what you should expect from solo ads and what you should not expect.

It's **very important** to play the **long game**.

With most traffic sources, people are not ready to buy straight off the bat.

MINDSET & EXPECTATIONS



The main metrics you should be tracking are - how many optins did you get and how engaged are the subscribers once they optin.

0 follow up = literally leaving 99% of the money on the table

Absolute bare minimum of **15 days** follow up

Then you should keep emailing them every day.

Most people have one product they offer and that's it.

MINDSET & EXPECTATIONS



Solo ads are not a lotto ticket.

100 clicks will not get you a lot from any solo ad seller.

One thing to keep in mind is the law of averages.

You **COULD** buy 100 clicks and make \$5,000.

You could then go any buy 5,000 clicks and get nothing on the front end.

Just because that happens, it doesn't mean the solo ad seller isn't legit.

As long as you get a decent optin rate and an engaged subscriber list from the solo ad run, it should be counted as a success.

MINDSET & EXPECTATIONS



Everything is a test.

You may break even the same day or it may be 6 months down the line

As soon as you stop emailing them before they unsubscribe, you are leaving money on the table

You should be **tracking, tweaking and testing** everything to get the most possible subscribers and conversions from each run

that only comes from sending many multiples of clicks to your different optin page variations

MINDSET & EXPECTATIONS



When the potential customer first opts in and sees your offer, that is the beginning of the relationship with them.

If you are not nurturing these subscribers and presenting them multiple offers until they unsubscribe you are flushing your potential profits down the drain.

You need to think about how much a customer's **LTV is or Life Time Value**

A subscriber may only be worth **\$7** for the first week, but could potentially be worth **\$1,000s** a few months down the line if you have built a good relationship.

The main thing to remember with solo ads is they are mainly for **Building your list.**

Any front end sales are a bonus.

HOW TO FIND & EVALUATE VENDORS



HOW TO FIND & EVALUATE VENDORS



Now we are going to talk about how to find and evaluate vendors.

You should always start off slow with any new vendor

Most legitimate solo ad sellers will want you to have the best possible run and will offer pointers on how to improve your funnel

NEVER believe any guarantees.

HOW TO FIND & EVALUATE VENDORS



To start, you should ask any new solo ad sellers these important questions

1. What tier 1 percentage do you offer
2. What link tracking software do you use
3. How soon will my campaign begin
4. When is my campaign expected to complete

HOW TO FIND & EVALUATE VENDORS



- 5. Have you ran this offer or a similar offer to your list recently? If so, what were the results like?**
- 6. Do these types of offers work well with your list?**
- 7. Where have you built your list from?**
- 8. Do you have a website and any previous testimonials and do you have the ability to be rated anywhere.**

HOW TO FIND & EVALUATE VENDORS



These questions should give you a great idea of the kind of solo ad seller you are working with.

Start with 100 clicks and check your results.

If you get terrible optins or something goes wrong, you will not have lost too much.

Any reputable solo ad seller will do everything reasonably in their power to help to protect their reputation.

HOW TO FIND & EVALUATE VENDORS



Solo ads by their nature are volatile.

You get what you pay for.

Most solo ads sellers lists are interested in the work from home MMO space

So these people have already proven to be interested in what you have to offer

Perfect for people just starting out because it's easy to start and easy to scale fast

HOW TO FIND & EVALUATE VENDORS



When you are happy that you want to work with a solo ad seller, you will need to provide them with the URL you want them to send the clicks to.

Any legitimate seller will already have a link tracking software and provide you with the public stats link

Also, if there are any errors or you need to change the link, you can do so yourself

The vendor will usually send you an invoice and inform you when your traffic is due to start

HOW TO FIND & EVALUATE VENDORS



Now there are a few telltale signs to tell you if the seller is a **dud!**

First off, most solo ad sellers have a **good network.**

If there's a standalone post in a Facebook group offering clicks for next to nothing, **steer well clear!**

Another telltale sign is if their **Facebook profile is new.**

Do they make big bold claims or have guarantees?

HOW TO FIND & EVALUATE VENDORS



You should **switch up** your vendors if you are buying a lot of clicks 20,000+ per month.

Many solo ad vendors will not refresh their list that often

Your offer may have been seen by the subscribers already

You can make some sales but not in a sustainable way to make profit

Or the offer may just be plain wrong for solo ad traffic

HOW TO FIND & EVALUATE VENDORS



It is possible to find some good solo ad sellers on Udimi

Even if the vendor is decent, the traffic on these sites is usually lower quality than what they send out through direct referrals.

As far as finding good individual solo ad sellers, there's lots of places you can look.

Going into any digital marketing focused group and searching past threads for “**solo ads**”

Remember, test, test, test and vet each solo ad seller you consider thoroughly with the methods in this section.

HOW DO I KNOW IF THE CAMPAIGN WAS SUCCESSFUL?



The **stats** for the first few emails should tell you all you need to know.

Anything over a **40% optin** rate for good engaging subscribers would be a success in my eyes.

30% - 50% plus is not uncommon for the welcome email.

Industry averages for the MMO list is around 15%, so aim for at least 20% opens on a good engaged list.

AIM for that but it will take consistently emailing your list good content and emails on a daily basis to achieve that.

HOW MUCH SHOULD A SOLO AD COST



HOW MUCH SHOULD A SOLO AD COST



You should aim to get \$1 back for every \$1 spent within 30 days.

It will most likely take a lot of **testing tweaking and practice writing emails** to get there.

Solo ads is by no means **an instant gratification traffic source**

Solo ads main purpose is to build a list

Sales are a by product that comes later.

HOW MUCH SHOULD A SOLO AD COST



An email subscriber who resonates with you and begins to trust you can pay off for years to come"

High quality solo ads clicks are usually above the **0.70c a click mark**, but it is possible to find some good sellers for as low as **0.50c a click**.

As a rule, you shouldn't really be paying anymore than a dollar a click unless it is purely a buyers list.

Anything under 0.40c a click and you should always **run in the other direction**

WHAT IS A GOOD OPTIN RATE?



A good optin rate is 50%+ but that will only happen if you have a great optin page with a curious, attention grabbing headline.

Always aim to get the highest optin rate possible and always split test your offers.

You can get sky high optin and conversion rates **by tweaking your offer.**

If you don't have any tracking in place, you're **dead in the water.**

HOW CAN I INCREASE MY CONVERSIONS?



Get more eyeballs on your offer!

If your page is converting less than 30% then focus on changing the headline first as that is the thing people will read first.

It's also important to market to your fresh leads **asap**.

Email every day and after your initial intro post, sell every day!

You must also test everything.

Always test and always improve.

A magnifying glass with a black handle and a silver-colored frame. The lens is circular and contains the word "TRACKING" in a bold, blue, sans-serif font. The background is a light blue gradient.

TRACKING

TRACKING



So what should you track when running solo ads? **Absolutely everything!**

You need to track all the traffic

You need to track how many optins come from each solo ad seller

You need to track open rates, click through rates, conversions, earnings per click, EVERYTHING!

Tracking is UBER important.

TRACKING



Always use your own link tracker such as **ClickMagick** or **Qliker**

You can see the IPs, country of origin and plenty more stats inside their dashboard, ClickMagick bots all bots, fake clicks and shows exactly where the traffic is coming from.

Most good solo ad sellers will already use **ClickMagick** and send you a public stats link so you can see all the information.

Another great thing about Clickmagick is their **tracking Pixels**

TRACKING



Use tracking links in your emails after the solo ad run has finished

Track in ALL of your digital marketing, especially solo ads or you are dead in the water.

You should also be split testing your pages, tweaking headlines, tweaking colors, tweaking overall layouts.

Only through **proper tracking, split testing and optimizing** can you get the most bang for your buck in solo ads and any traffic source online.

Yes it's a lot of work, but tracking, testing and tweaking is the difference between a 30% optin page which is lucky to get a sale, and a 75% optin page

WRITING YOUR OWN SWIPE



WRITING YOUR OWN



The vast majority of solo ad sellers **will not run your own swipe file**

If you do have larger traffic orders, you definitely should write your own swipe file to **maximize your money's worth.**

To get the most amount of optins from your clicks, your email should match your optin page.

You should then repeat whatever is on the optin page in your email.

WATCH THE VIDEO ABOUT “WRITING YOUR OWN SWIPE FILE DEMO”

Brand New Video Reveals...

The Top Ten Businesses To Make Money Online With In 2019

Plus, insider information on each business model such as...

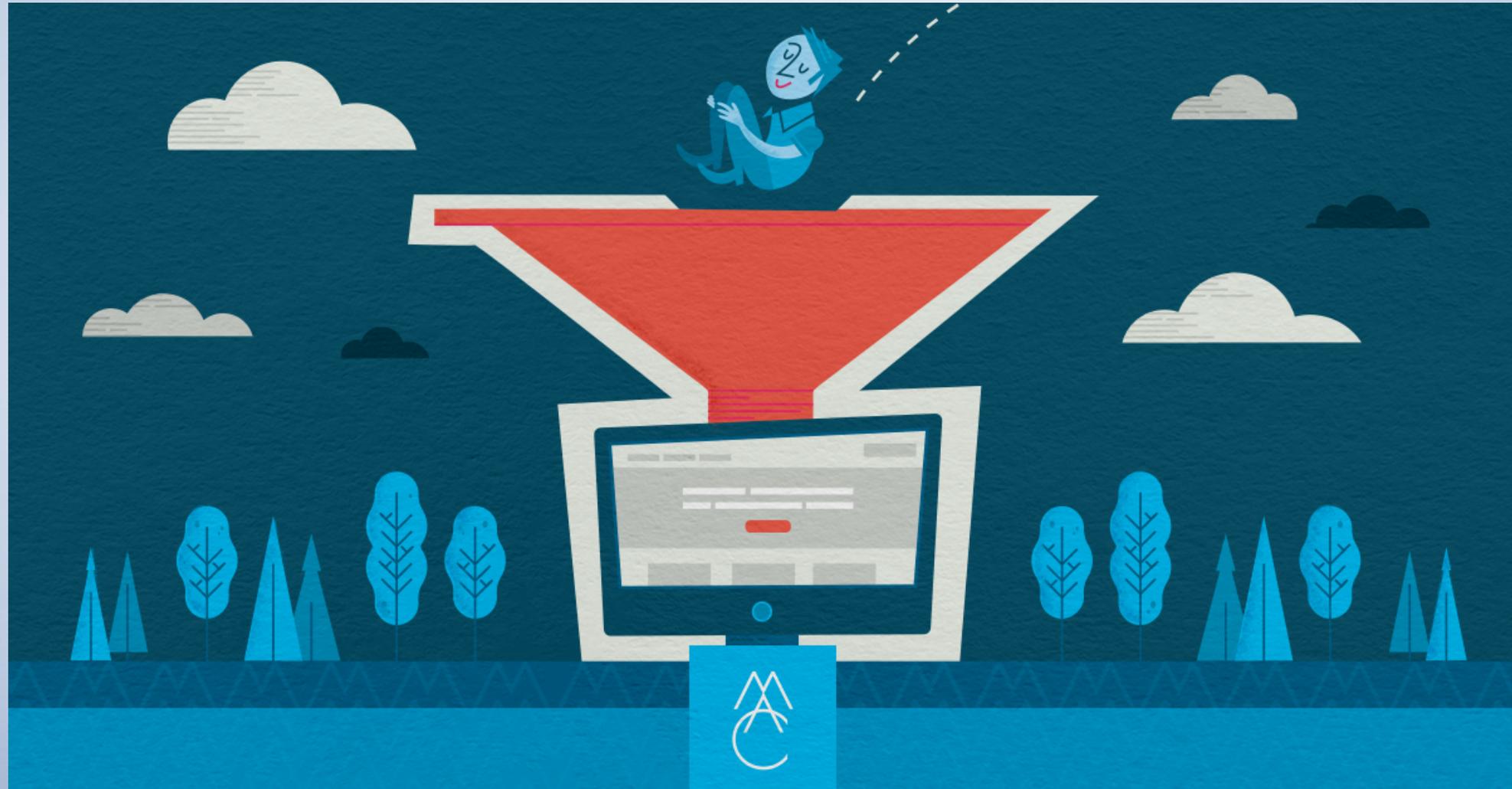
- ✓ Speed with which you can make money and get into profit.
- ✓ Amount of money you can realistically expect to make each month.
- ✓ Skills you'll need to have (or develop) to be successful.
- ✓ Whether the business model is newbie-friendly or not.
- ✓ Plus... How to “stack” businesses together to create multiple streams of income.

YES! I WANT THIS

SWIPE
FILE



HOW TO STRUCTURE YOUR FUNNEL



HOW TO STRUCTURE YOUR FUNNEL



Most MMO opportunity seekers **are looking for fast cash**

You need to make your Optin page speak to that impulse and instant gratification while staying compliant.

Once they are on your list, you can begin to break down their belief systems

Some people will be turned off, but they're on your list now, you can work on them

HOW TO STRUCTURE YOUR FUNNEL



Your landing page should be simple and as easy to digest as possible

Injecting **urgency and scarcity** into your offers while arousing curiosity is going to be a winner.

putting too much on a capture page can overwhelm some people and may cause possible optins to **lose interest**.

After the optin page, your optins will go to a thank you page.

If the special offer is the lead magnet, then you can redirect straight there.

WHAT PRICEPOINT DO SOLO ADS WORK FOR?



Solo ads on the front end usually work well for low ticket offers.

It's all about pre framing

The main aim of the game is to **build up** so much **trust, rapport and good will** with your subscribers that they don't think twice about buying a high ticket \$1,000 to \$10,000 product from you through an email.

AFTER THE OPTIN – HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



Follow up is the key to solo ads.

Once someone opts into your list, they will start receiving follow up emails from you.

The first 3 - 5 emails should introduce you, your story and any struggles you had online.

People connect with people just like them,

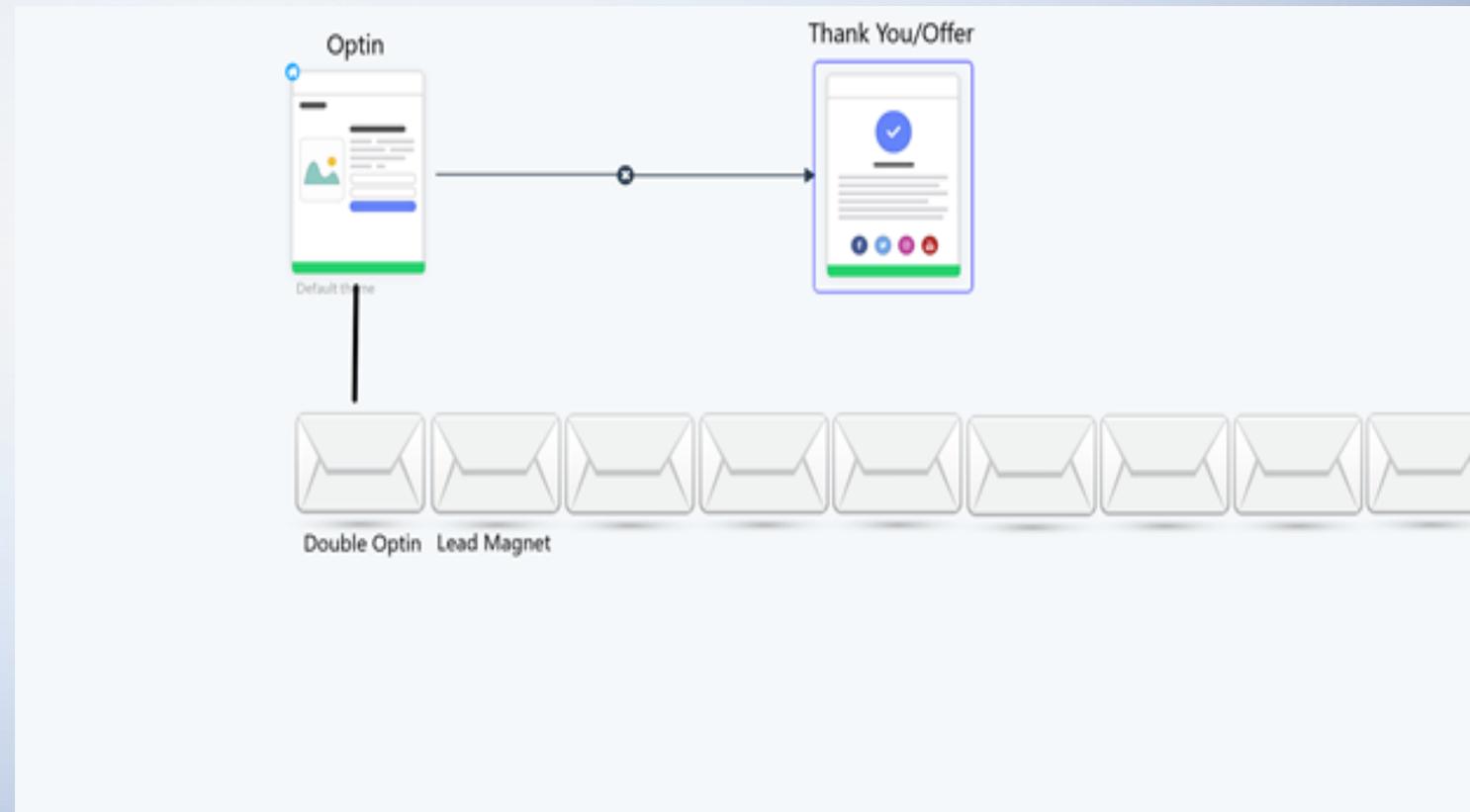
No one is perfect and if you try to portray yourself as perfect, everyone will resent you for it.

HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



When someone opts in they're going to get sent straight to your offer and they are going to get the lead magnet in the very first email...

Starting off, your first email should introduce them to you and set the stage and deliver any lead magnets you promised.



HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



The 3 -5 intro emails should lead into each other

Your first few emails should be:

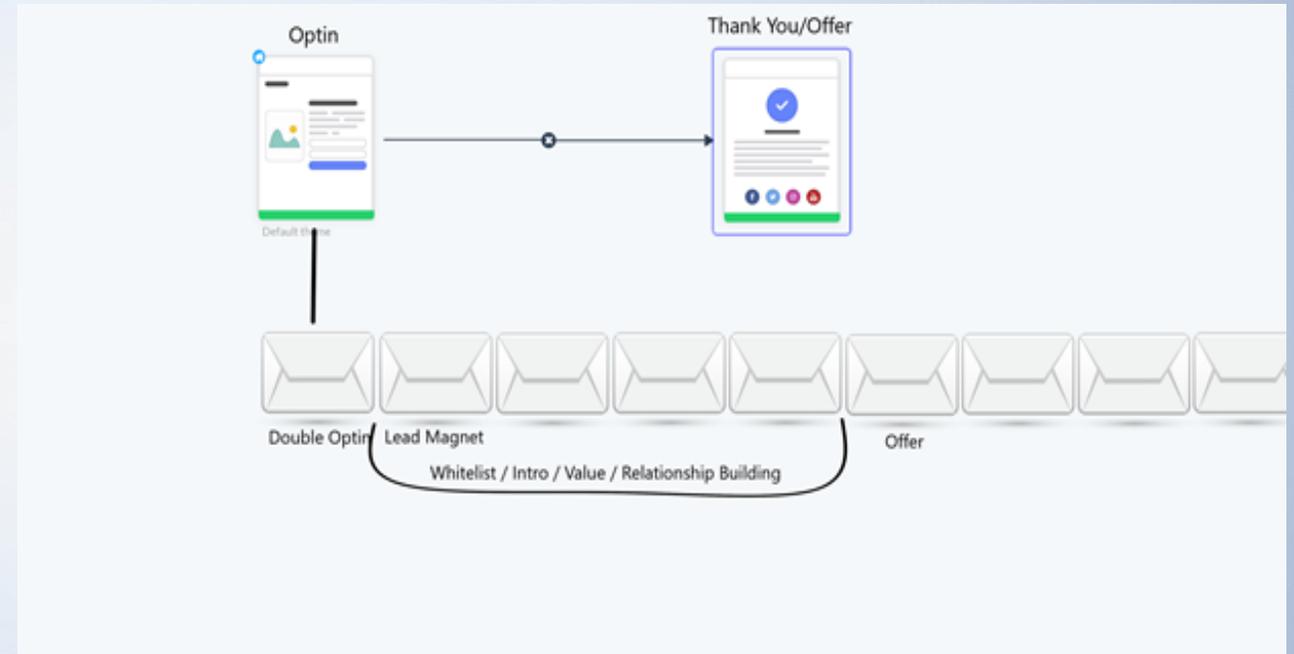
Welcoming them

Telling them to whitelist your emails,

Providing some value,

Introducing yourself

Building a relationship,



HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



You should have an absolute bare minimum of 15 days follow up

5 for your story/intro, 10 for your initial offer.

I'm going to let you in on a very powerful way to promote offers that I have discovered.

It's not something you should do for every product every week,

HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



Send out the product you are promoting first

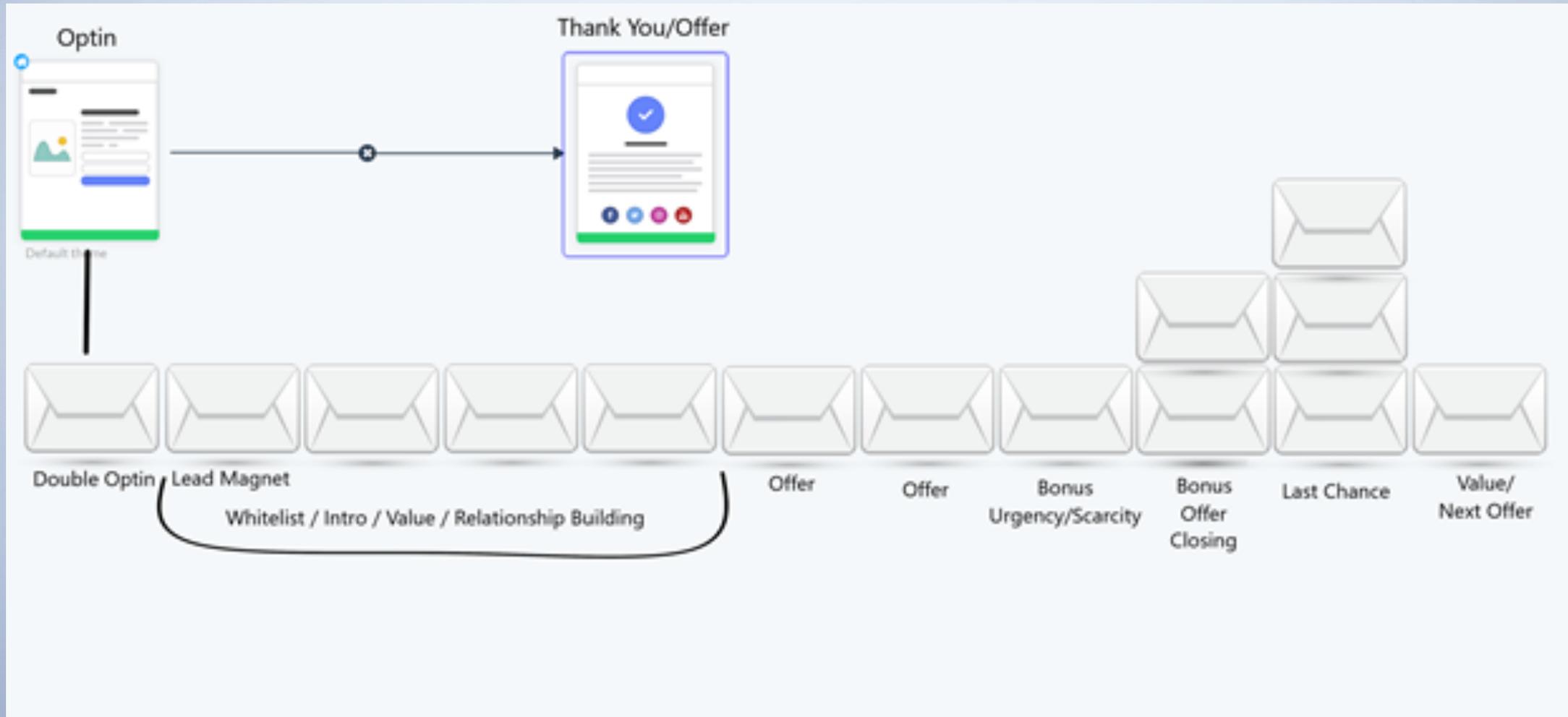
A day or two later send out a bonus for that product.

By now, they are already half sold on the idea of what you are offering...

Tell them that you want to kill their procrastination

Then continue to email them for the next 3 days injecting **scarcity and urgency** into each email.

HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



It's perfectly ok to email someone 2, 3 and even 4 times in a day

Then you should keep emailing them every day.

Yes EVERY DAY, sometimes multiple times a day.

I know some people who email their list 6+ times a day and it works for them!

HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



Most people have one product they offer and that's it.

On the flip side do not promote a different product every day.

People generally need to see your offer 7 – 10 times before they consider buying.

I have 5 core products that I promote and believe in completely.

HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



Keep an eye on the first few emails.

30% - 50% plus is not uncommon for the welcome email.

Your emails should be broken up into short sentences, not long run on paragraphs.

This helps break up your copy and makes it more digestible for your readers.

HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



Try to weave your emails into your every day life

Don't write the same generic crap everyone else does and tie a story into it

Stories sell. They entertain people and they also sell products

Some of the master email marketers take stories from nothing

Get creative and look a little bit deeper into what's happening in your day

HOW TO SET UP YOUR EMAIL FOLLOW-UP SERIES



Never start off an email with, this is awesome, Joe made X amount in X days,

Tie it into something tangible into something inside your life

Stand out and put something unique to you and your experiences in your emails.

It's something that you have to learn and work on

Its not something you are going to be able to do next week

Before you know it you will be able to write emails from any experience and weave a powerful marketing message into it

WATCH THE VIDEO ABOUT "AFTER THE OPTINS"

The screenshot shows the MailingBoss email campaign editor interface. At the top, there is a navigation bar with a "MENU" dropdown, a "MailingBoss" logo, and buttons for "Subscribers", "Lists", "Campaigns", and "Workflow". On the right side of the navigation bar, it says "Hello, James Neville-Taylor" and has a power icon. A large blue circular icon with a white envelope symbol is overlaid on the top right.

On the left side, there is a sidebar with a "+ Add Email" button. Below it, there are two email entries:

- You're Awesome!**
0 day(s) > subsc...
trash icon pause icon
- From the Depths of Despair...**
1 day(s) > subsc...
trash icon pause icon

The main editing area is titled "CAMPAIGN NAME" and "First E-mail #". Below that is the "SUBJECT" field, which contains "You're Awesome!".

The email content is displayed in a preview window with a blue border and a checkmark icon. The text inside the preview window is:

Hey [FNAME]!

Thanks for being here!

I have a very special message and gift for you as a new subscriber, but first introductions are in order.

If you are reading this message it means you signed up on one of my optin pages or affiliate pages.

I am super excited you are here!

You may already know who I am, but in case you don't...

My name is James Neville-Taylor and I am currently travelling the world speaking on stages all around the world!

On the right side of the preview window, there is a "Builderall" logo and a "Content tools" panel with the following options:

- Heading
- Text block
- Image
- Button

AFTER THE OPTIN – RETARGETING



RETARGETING



You should **ABSOLUTELY** run retargeting ads to those that don't optin to your list!

That way you can remarket to 100% of the people who visit your solo ads page!

Pixel and retarget for each step in the funnel

Don't stalk people!

TERMS

(TERMINOLOGY)

TERMINOLOGY

Open rate - The percentage of people who open your emails

CTR - This is your click through rate, the amount of people who click links in your emails.

EPC - Earnings Per Click, the amount of money that is made per click to your offer, for example. 100 people click to your offer, you make one sale. That's an epc of \$1

CPC - Cost Per Click, this is how much each click costs

ACV - Average cart value

ROI - Return on investment

LTV - Lifetime Value of a customer

RESULTS!

I am a very recent Ambassador Member

I use these methods myself

**I have earned over \$2,000 with
Ambassador so far**

RESULTS!

**My Solo Ad List Is Separate To My
Personal List**

If You Will Allow Me...

I Will Make You a Very Special Offer...

RESULTS!

The best way to run solo ads is to have a capture page before the offer

Solo ads do not work best to a webinar page...

You obviously like automation, done for you setup etc.

So if you place any traffic order. You will receive 3 done for you capture pages that you can download and plugin with your affiliate link in a few minutes FREE

RESULTS!

Ambassador Solo Ad Pages

Create members area

Members areas

Search



Add Sharing Image

Edit Page

Page A
home



Add Sharing Image

Edit Page

Page B
home-B



Add Sharing Image

Edit Page

Page C
home-C



RESULTS!

Make a traffic purchase of 500 clicks or higher...

You will receive the 3 done for you capture pages

+

11 follow up emails uploaded into your Aweber account with your full links just like the Ambassador emails setup

+

The full training on setting it all up and integrating with your new capture pages in seconds.

+

GUARANTEED to get a congruent email swipe that I will professionally write

(Usually restricted to 1000+ orders)

RESULTS!

Campaigns

Create and manage multiple Follow Up Series all within the same list.

Create a Campaign

Campaign List	Status	Campaign Stats	Messages
<p>Ambassador WebReg Created: 2 hours ago Last Updated: now Delete Copy Copy to List ▼ Sharing Options</p>	<p>Draft ▼</p>	<p>Start Campaign: On Subscribe Trigger campaign for New subscribers</p>	<p>Send Message: ✉ [IMPORTANT] Your Requested Information</p> <p>Wait: ⌚ 1 day before performing the next action</p> <p>Send Message: ✉ [Must Attend Webinar] How to Build Automated Sales Funnels</p> <p>Wait: ⌚ 1 day before performing the next action</p>

RESULTS!

Campaigns Create and manage multiple Follow Up Series all within the same list. [Create a Campaign](#)

Campaign List	Status	Campaign Stats	Messages
Ambassador WebReg Created: 2 hours ago Last Updated: now Delete Copy Copy to List Sharing Options	Draft	Start Campaign: On Subscribe Trigger campaign for New subscribers	<p>Send Message: [IMPORTANT] Your Requested Information</p> <p>Wait: 1 day before performing the next action</p> <p>Send Message: [Must Attend Webinar] How to Build Automated Sales Funnels</p> <p>Wait: 1 day before performing the next action</p>



[HTTPS://SOLOADS.TAYLORYO.URBESTLIFE.COM](https://SOLOADS.TAYLORYO.URBESTLIFE.COM)

Ambassador Solo Ad Pages

[Create members area](#) Members areas

 [Add Sharing Image](#)

[Edit Page](#) **Page A** home

[Add Sharing Image](#)

[Edit Page](#) **Page B** home-B

[Add Sharing Image](#)

[Edit Page](#) **Page C** home-C