

Watch This Short Video and I'll Show You How I Generated Over \$100,000 in Under 90 Days From Warrior Special Offers!



Alex Jeffreys Interview transcript

John:

Hi, John Thornhill here, and today I have the pleasure of interviewing Alex Jeffreys. I have known Alex for quite a few years now, Alex is from Cardiff in the UK so not too far away from me. Alex's claim to fame is, he has earned over \$1 Million in a 21 day period.

Now I was delighted to recently see Alex launch his first Warrior Special Offer, and it was awarded WSO of the day within 3 hours, which is quite spectacular, his Warrior Special Offer has been a huge success and that is what we are going to talk about today.

So hello Alex.

Alex:

How's it going John, thanks for the kind introduction my friend, it's a pleasure to be here sharing the value with you.

John:

No problem, so I have got a list of questions here Alex, I hope you don't mind sharing what you've learned over the last few weeks. The first thing I want to ask is, could you please explain what your Warrior Special Offer was about?

Alex:

Yeah cool, so basically I shared a WSO, it was called Social Infiltrator. Social Infiltrator is really just a video of what I've done recently to penetrate a marketplace and all it does is show how I pre-condition traffic to want to buy my stuff, so that is what the product was about and it's a really cool product. I've made a lot of money from using the tactics so I shared that with other people and it's been a great success I'm very happy with that as my first WSO.

John:

OK so really you were using it as sort of a lead generator, would that be fair to say?

Alex:

Absolutely, 100%

John:

OK, now I want to ask you, obviously this was your first Warrior Special Offer, but I want to ask why did you choose to use the Warrior Forum to launch this instead of having a regular launch with your regular affiliate program.

Alex:

There's two reasons, the number one reason is that about 2 weeks back I did a seminar in London, it was just myself and Dean Holland who ran the seminar, we had hundreds of people turn up and Dean was actually running a lot of WSOs and on stage Dean spoke about the Warrior Forum and he showed how he was doing things and the results he was getting. I was really impressed myself and I was like wow this is really cool and the people in the room when they gave their testimonials at the end of the day, most people remembered that talk.

Over anything, they loved it, and I was like wow people love this, so the reason is because there are instant buyers just sitting there, waiting in the forum, there's just thousands of buyers just sitting there in the forum waiting to buy your stuff.

So that seminar was a few months ago John and I still hadn't done a WSO but I'd seen you put out a lot of WSOs so I'm like OK, now this guys got me interested, and for everyone listening John Thornhill was the very first guy I ever found who was an ethical internet marketer. I found a lot of crappy websites as I'm sure all of you guys have I remember John way back in the day, back in 2004 when I first came across him I was like this guy 'gets it'. So I've followed John since 2004 and anything that you have done has always inspired me, made me think that I could do it and I've always tried to follow your lead, whether it's with eBay or eBooks as you call them or internet marketing on ClickBank or whatever. I've always followed your lead John.

So when you went over onto WSOs I was like ok this guy is definitely onto something and then when you said you'd made \$100,000 from a WSO, I was in.

John:

Right ok, so that piqued your interest, and of course if Dean is talking about doing his own WSOs then it makes sense to put the product on the Warrior Forum doesn't it? It makes perfect sense.

Ok then I was going to ask you as well in case people have not seen your WSO, incidentally I am going to send people there as well in case people want to check it out, but I want to ask, how much was your Warrior Special Offer?

Alex:

We started it at \$7, I was going to go at \$5 like you do.

John:

Right so used the price increase technique yeah?

Alex:

Yeah and this is the funny thing, the price increased by just 10cents per 50 customers, but that little increase really made people want to buy before anyone else. I mean me and Dean were very shocked by how it really made people realize the scarcity. I mean we are talking 10cents here guys, and now the WSO is upwards of around \$10 or something now, I'm not really sure where it is at the minute, but I liked it John and I would recommend you test that one time as well, or at least maybe for every 100 Customers put the price up by a dollar or something, you know what I mean?

John:

So your advice would be to people launching a WSO would be to at least test this, at least try the price increase, yeah?

Alex:

Yeah, I have never done it before obviously because this was my first one, Dean has never done it before but we played with it and we were shocked by the results, you know we sold like a thousand units of my WSO, 1000 customers in less than 48 hours. So it worked.

John:

OK, and I know the answer to this question, and I'm guessing what I've been teaching, but I'm still going to ask it. Did you have an upsell?

Alex:

We did, of course we had an upsell. You know my videos John, you've seen my videos in the past, I mean my videos are long right? My sales videos are normally like 40 minutes, we made a video that was 1 minute 44 seconds long, and it went something like this, "Hi Alex Jeffreys here, congratulations on buying my WSO, if you would like to compliment that package and get a product that would really go hand in hand with it, then here it is..." and then there was like an extra 1 minute and 20 seconds of video explaining what the product is.

The OTO converted at 50% that's 'Five-Oh', across the board, thousands of people, its crazy I've never seen anything in my life like it before John.

John:

I think what you have to remember is, you see a lot of successful WSOs, I mean I've bought tons, you've got no idea how many I've bought, but the amount of people who don't include an upsell, your almost screaming at your computer you know like, do you know how much money your missing out on? You see these people who make WSO of the day, they have no upsell.

This is one thing I'm trying to teach people as well it's part of my training, you must have an upsell, even if its something like an upgraded version of your product, at least its something to bring in extra revenue. Because 50% Alex, is unbelievable.

Alex:

Well, it's crazy, and the price was obviously higher and we didn't do a raise in price we just kept it at a single price. Again this was Dean's idea, he priced it at \$11 the upsell, I thought it was a bit of a strange number, then the upsell converted at 50% But what we realized is that, the front end, we were paying out 100% commissions on the front end. The affiliate was getting about 90cents per click for the front end, which is really good. Then on the back end we were paying 50% commissions and the affiliates were getting \$5.50 because of the conversion.

So the affiliate was getting around \$3.35 EPC (earnings per click) \$3.35 John for a \$7 offer!

John:

That is brilliant when it comes to EPC's. I must be honest Alex when I promote a product, if I get anything over 50cents then I'm happy. Ive had the odd one where it has been into the 5-6 dollar area, but that is very rare. On that price point, over \$5 is absolutely fantastic.

I've also had, with one of my WSOs with the upsells in place, we managed to get, I think the best we done was around \$1.40 but even that is good, so you know if someone can send 500 clicks to your offer then they are going to make \$600 in sales. Also we have upsells in place, further down the line in the auto responder series, so our affiliates get rewarded for those as well. So \$3.35 EPC is unbelievable for that price point.

Alex:

Well, let me throw this in there, you know me John, I like to sell thousand dollar products, so I was very reluctant to sell a \$7 product, I was thinking is this really worth it? You know. Yes, it is worth it, amazingly worth it, but on the flip side. My thousand dollar products, If they convert at \$10 EPC, then thats amazing, so \$10 EPC I normally pay my affiliates 50% of that so they are getting \$5 earning per click. My affiliates are crazy about that number, they love it, if I say, "Hey guys you drive traffic and you'll get \$5 EPC for a \$1000 offer" they go crazy right.

For the \$7 offer, let me just say that \$1000 product takes me a long time to create, this \$7 offer that we knocked up in a morning and its paying affiliates \$3.35 EPC... Oh my gosh, you know, I love it.

John:

What I think as well Alex, when you do a small price offer, it gives the little guys hope. You know people who can maybe only drive 50 clicks to your offer, they have very little chance of selling your \$1000 program but they may sell a few copies of your \$7-\$8 WSO and they may bank \$40-\$50, and for the small guy that is brilliant.

Now if you've got, two or three hundred small guys promoting you, you know that the equivalent of one email from a "guru", like a 100,000 list, so you've got to think of that as well. When you were talking about the EPC's and upsells there, I've actually got the stats in front of me for one of my Warrior Special Offers, Multi Profit Monthly, we did 3,378 units at \$5 which earned just under \$17,000, but on our \$97 upsell we did 187 units which earned nearly \$19,000.

That shows the importance of having an upsell because we earned more from the upsell than we did from the main offer you know. This brings me nicely into the next question, its not just about the money you bring in. My question is, did you build a buyer list? I know the answer is yes, you did build a buyers list, but I would like you to explain what you will do with the buyers, how do you plan to make money from the people who have bought your product from the buyers list.

Alex:

Well, what I want to do is just quickly go back to the last question to say something which is really important, I think. When we launched this WSO, we didn't have to go looking for affiliates to promote it for us, they were hunting us down, John I have never in my life experienced a scenario where affiliates are hunting me down to promote my stuff. Normally its, "Hey dude will you promote my stuff, etc, etc." you know the game right john?

When we launched the WSO people were literally just coming to us and asking, "Hey can I promote this, will you accept me as an affiliate?" It was pretty intense actually, when we were trying to keep up with it, so thats pretty amazing as well, for your customers and listeners. When you launch a WSO, know that people will start coming to you to promote it for you, which is really cool you know, its instant traffic.

So going to that, you will build a customers list, on mine I give 100% commission away, why I did that? Its quite simple, I built this customer list like John said, what would I do next? Well what I'm going to do next is obviously start sending emails. I'm going to start sending promotions to other peoples products, I'm going to start sending emails for my own products, and its very simple when you think about that I'm just going to send emails.

Im going to make a lot of money, now I pretty much think were going to be doing, well Dean reckons we will at least do \$4000 net per month from that list.

John:

I agree, yeah I agree, I've noticed from the lists I've built so far that a list from the Warrior Forum is far more responsive than a regular list, because these people are conditioned to buy, I just feel that a buyers list from the Warrior Forum is one of the best lists you can build. I have certainly noticed a difference with the lists I've built so far, so I'm guessing your going to be in for some pleasant surprises when you start running promotions.

Alex:

Yeah, we haven't even emailed them yet, but the other thing is as well is that we have a funnel, we are going to put them through sales funnels and we are going to upsell them to

higher ticket products. The thing is, we sold them a \$7 product, we are going to keep sending them back to lots of other WSO that we think are great and you know those \$7 products quickly add up if you get 100% commissions and stuff, right?

The thing is, we are then going to start sending them to \$97 offers, \$197 offers, \$497 offers, \$997 offers and also survey them to find out who wants to buy our \$5000 offers and \$10,000 offers.

John:
That is where the big money is isn't it?

Alex:
Yeah, definitely. I personally said to Dean I think over an average time that we will easily do \$10,000 per month, just from that one WSO.

John:
Yeah, definitely, I agree Alex. You know I do the same sort of thing as you, we both do coaching and things like that we both have high ticket items.

Alex:
Yeah, we have similar business models.

John:
Yeah, and of course you still have to put it across to people the importance of building a list, and if you do it this way, through the Warrior Forum, that's one advantage of WSO Pro. I am going to talk about that in a little while, you know you can build a list directly from it, what I do. I just want to put this across, did you force people to opt in, I don't think you did, did you?

Alex:
Yes, we did.

John:
You did, right, because I personally find that just asking people to opt in for updates usually works for me, but what I did with Warrior Plus with my last WSO was put my Aweber link in and you can have people automatically get your confirm email, so that is a little bit of a different model to mine. I'm not really a fan of the forced opt in, but obviously if that works for you.

Alex:
Yeah, well I said to Dean, we give 100% commissions away and I give a lot of value in my WSO so I'm not just going to give it out to the world for free, when other people are paying me a lot more money for this product. Obviously we want to capture an email address because if they like the product then when we want to send them an email, they are going to be pre-conditioned to buy more stuff from us.

I find it would be silly not to put them on a list, from our perspective and the buyers perspective, we would be doing them a disservice if we aren't going to send them more good stuff, so that's how I saw it John.

Dean said to me, that we are definitely putting them on a list there's no questions about it, so all we did was, we didn't make them double opt in, it was a single opt in list that we put

them on to. They come in, once they bought, they see the one time offer, then they would go to a page depending on whether or not they bought it, enter their email address, and then they land on the download page.

John:

Would it be a cheeky question for me to ask how many buyers you've managed to put on a list from this offer?

Alex:

I would say around 1400 front end customers so far, then I'd say around 700 people bought the one time offer, and this is the thing John, I said to Dean, "Hey bro we just did a \$7 offer into an \$11 offer, we should have really put a \$97 offer after it." I should have, and I spoke to you on the phone about it, and you said I should do it.

Because this is what Steven Pearce told me before, he said this "Do not stop selling, until the buyer stops buying" which is very good advice, but I have never followed it, he told me that many years ago and I've never really followed it properly, but that is what I'm trying to build into my company now. So we've got the 5, 10 and 25 thousand dollar infrastructure there, we are just trying to make it available.

I was like OK lets do the \$7, \$11, \$97 then if they buy the \$97 lets show them the \$197. They don't have to buy it, we are just showing them the offer. I would have bet that we would have made another \$10000, easy.

John:

I would agree, I mean like I say I had a \$97 upsell, mine was a \$5 front end and then straight to \$97, which is a big jump, but that seemed to work well for me, so to me its all a case of testing different things.

Alex:

Yeah, I wanna ask you a quick question, what was the conversion rate form a \$5 offer to the \$97 offer, what was the percentage of buyers?

John:

I don't know but if your good at maths, we sold 3378 on the front end and then 187 of those bought the upsell.

Alex:

Ok, so a smallish number but a higher price point, I will do the maths later, so for anyone listening it was 3378 and then 187.

John:

Then we also sold 144 down-sells at \$67 so if you add those up.

Alex:

Cool, so ill do some maths after and check that out myself, but for me this is why I think we could have made another \$10,000 because we sold 1400 units on the front end, we then sold 700 units of the one time offer, thats 50% of the people, and those 700 people, could we have got 70 or 100 to have bought the \$97 product, so could we have got like 10-15% of those avid buyers to buy another product, and I'm thinking, out of that 700 maybe 10-15% would have bought it so there would have been another \$10,000 you see?

John:

Yeah, ok, so my next question is one that I was debating whether to ask you but here goes.

There are some strange characters and negative individuals on the Warrior Forum which you have found out, now one or two seemed to jump on your thread and were very negative and getting quite nasty, but you dealt with it brilliantly. If people go and look at Alex's thread you'll actually see I started to back Alex up, I was actually getting angry for you, you know, because these guys just didn't seem to get it. You dealt with it brilliantly, and I'd like you, if you don't mind, to share with everyone the sort of things you did when this was happening.

Alex:

Yeah, well I was getting angry too, I was thinking like these guys just don't get it and let me just make this clear, out of the 1400 people who bought the front end product we have had less than 20 people refund.

John:

Yeah, I looked on WSO Pro and I think you were at 1 or 2 percent last time I checked, which is brilliant.

Alex:

Well, yeah. Anything that's at 5 percent is amazing and I'm not sure about 2 percent but it could be around there. So basically refunds are very low, the customers are loving it, the emails are coming in, people are amazed. You know the thread's nice when there are a lot of good comments on the thread, people are liking it. There are some people who just say, "Rubbish WSO this is not for newbies."

So what I try to do is educate them in my protection you know, but I was really getting annoyed, I was saying to Dean, these guys are idiots. There was a few people who have just came to work for us who were sitting in the office, I was like, don't these people get it? I'm running this offer for like \$7, you have a 30 day refund period, just refund if you want.

What I did do was I asked people to leave their comments, good or bad in the thread, Because I know that whenever I have had bad comments, I don't ever have to go against them, because my customers then come and support me and this is something that Rich Schefren taught me. He was like 'Dude, if people attack you, make it public to your fan base that your being attacked in a certain place, they will rush and look after you and they will pad out the fire for you'. I like that, any time in the past that anyone has done this, I tell my customers you know, "Hey guys look whats going on here, what do you think?" Normally there are floods of people coming to support me so I loved it that I didn't have to say that to you and that you were backing me up in my thread. I was really thankful as I told you on the phone.

How do you think? I obviously could have told them "You are idiots" on there but I didn't want to say that publicly right? I would do John because I'm there for two things, to add value to the community, which I think I did. Did you watch the product?

John:

I did, I watched it all I thought it was fantastic, I watched the upsell video, I learned some things from that and I'm going to implement some of what you taught. For anyone listening, it's a 70-80 minute video or something like that, and its basically a recording of

Alex at the seminar giving a presentation and its just great stuff, and its those sort of products that I love devouring because those are the sort of things where people have to go out of their way to attend, people pay thousands of dollars. If you can watch a recording for \$11 dollars, I mean come on.

Alex:

Yeah, so I knew the value was there, I was adding the value, I wanted my first WSO to go out with a lot of value, bang! You know. When these people are complaining like "This is crap, this only works for the internet marketing industry" I'm like come on guys, have you got a clue? This works in any industry you want to put it into, if you use the Social Infiltrator, you could use it in the knitting niche if you wanted to. It works anywhere, thats just a fact, and I tried to get that across but they kept coming back with more, they just wanted an argument at the end of the day John.

John:

I noticed you were highlighting all of the positive things, that you did brilliantly as well, everyone who was praising you, you were replying to. There was one guy I think who was asking for a refund, and being quite nasty about it you were just saying yeah you'll get your refund no problem and leaving it at that. I think that is the best thing you can do because like you have already said, Your customers, people who know you, and people who know what you're all about will turn the thread around.

The danger of a public forum is, if things get nasty it can get very bad, but as long as you believe in your product and have a good customer base, then you will never have anything to worry about as long as it gets turned around and your thread did. I actually think, personally that it could have maybe helped with sales because it brings attention to the thread, because people want to see whats happening, I think a little bit of controversy can help with sales.

Alex:

Definitely, thats why I said leave your comments, good or bad, I knew the product was good, I knew not everyone was going to love it, I knew we were going to get refunds, I knew that there are a lot of moaners in the forum that just go to the forum to moan, they don't go on the internet to make any money. There was one guy who was like "How much money have you made, I wanna see recent screen shots and things" I said to Dean, when he said that literally the day the WSO went live, I made several thousand dollars net that day, so people were paying me \$5000 in clumps, and I was selling this for \$7, so then that guy was asking for screen shot's, and literally about an hour before that guy said that, I made like \$3000 in my pocket before that guy had said it.

So I said to Dean shall I just take a screenshot of what I made in the past hour and show him, and Dean said nah I don't think so, and I think he was right. Theres a couple of things, number 1, people were calling me a guru over there and you know I never call myself a guru John, so the reputation is there anyway so I don't need to start showing whats in my pocket and number 2, to the people who aren't making money it will kind of make them feel down too.

So I thought it was a good choice not to do that, and Dean steered me very well on the forum because I could have just gone out there and got a little bit cheesed off and let my mouth go. So we kept it nice, I think the thread has been nice I like the banter and things, people who do stupid things you know like say things like "This guy said he would give me a refund on Wednesday its 'fricking' Friday now, wheres my refund?" I've sent them a PM

like “Hey dude, the refund is being taken care of by my PA they do all that kind of stuff for me, sorry if you've had a 48 hour delay, please keep the thread going thought if you feel there is any unnecessary delays please mention it in the thread, I like people like you in the community because you tell the truth, I Like to by WSOs myself.” I’m also letting these guys know behind the scenes, I’m thanking them for kind of attacking me in the thread, because I know its helping me in the community, I know it is, like you said, controversy sells.

John:

It does, it does. It is something that I think, with the Warrior Forum you’ve just got to roll with it, you’ve got to go with the flow because you could probably put a Warrior Special Offer out and say PM me and ill send you \$10 and people would still complain. That is just the way the Warrior Forum is unfortunately.

Alex:

Yeah, one guy said, “I want to see something, I want to see proof” I just told him to google me, so he came back to me and said you can go to fiver.com and get that kind of stuff, well I must have a lot of fivers to put that kind of stuff out there on the internet.

John:

That was the video testimonials he was talking about, yeah I think he was trying to say that you could have bought all of those testimonials.

Alex:

Yeah, like you say you've just got to roll with it, I didn’t like it to be honest with you John at the beginning, but now I’ve embraced it and now I’m really excited about my next WSO.

John:

Funnily enough that was my next question. Do you plan to list more WSOs? Even though I knew the answer to that question, I would like you to just explain what your plans are with the Warrior Forum and WSOs now.

Alex:

Yeah, definitely man, just keep doing them. I mean not every WSO is going to take off like this one did, like John’s did 3378 units. I want this one to keep growing and get to that stage. We plan to release a lot more WSOs, in fact we meant to release one two days ago, but it didn't happen for technical reasons, hopefully it goes live today, but again it might not. Thats Dean’s WSO but we are still rolling them out of this office.

I’m going to release one in about 2 weeks and I think I’m going to create a product called Guru Swiper, and its basically the next step of this WSO that I just did, Social Infiltrator, but all of the Questions that people had, all of the things that they couldn’t get out of social infiltrator, is going to be in Guru Swiper and then tie them both together. It will sort of be like the sequel to it. Thats what I’m thinking anyway and I think we could smash it with it.

John:

Right, so I will ask this question now. Now that you have your first successful Warrior Special Offer under your belt, looking back is there anything you would have done differently? Because, you’ve only done it once so far, obviously when you’ve done it ten times you will have had the opportunity to try different methods, but is there anything you would have done differently?

Now I think one of the things you said, was having a \$97 upsell that is one of the things you maybe could have done? Is there anything else that can maybe point people in the right direction, who have never listed a WSO yet?

Alex:

Really, probably not, because I think we did a good job, I'm still very new to this John. I'm by far not an expert on this. I think we did stuff pretty good by accepting affiliates and yeah I think that a \$97 upsell should have been part of it, and thats really it if I'm honest.

John:

Ok, that is actually a good thing I suppose, it means you feel that you've done everything right, so yeah ok that's fine.

Alex:

Sorry John, there is one other thing, I would have a notification by email, which I learned from you in the product, I would sign up for my own thread that is the only thing I did wrong because you actually text me yesterday, I just had a baby yesterday, and you were saying that there were people in the thread and they were asking for refunds and getting a bit nasty about it. I still wouldn't have logged on today, because I'm thinking of other things you know. That would have been the one thing though, sign up to my own thread.

John:

Yeah, I think it is important. Obviously you've been having a baby, but you can understand. I think people on the Warrior Forum want their questions answered within an hour or so. I actually think if you can provide the answers quickly then it also helps with sales, especially when you get the questions coming in. Obviously going into the thread tools and signing up to be notified when theres been a response, I actually do that with tons of WSOs because I watch a lot to see what is going on.

Right heres a big one for you Alex. How do you feel about using WSO Pro? You know the split pay with PayPal and things like that.

Alex:

Yeah, OK, when we said we were going to do it, number one, we wanted to get it out fast to see what was going to happen, we didn't want to wait for ClickBank and all that kind of stuff, in the future we will start using ClickBank with all of our WSOs. I think its the better way to go because then people can't start slamming your thread with refund requests.

John:

That is a very good point there, a very good point.

Alex:

Yeah, I said to Dean that we should be using ClickBank, we were all talking about it, like we knew you were using a cool little script which I was blown away by, using ClickBank, it was really cool. That is one thing I would do, what do you think about refunds though on ClickBank, are they as high over on ClickBank or is it still lower than normal?

John:

I logged in yesterday to Multi Profit Monthly which was a WSO and the refund rate was 3.2% or something like that. Which is brilliant especially on ClickBank because people know that on ClickBank they know how to refund.

Alex:

That's the problem with this industry isn't it, people take advantage of refund policies, especially with ClickBank, which I why I don't do much over there.

John:

I want to just tell you about something Alex that happened with the split pay, I had to do some videos, obviously I launched the 7 Key Elements just a few days ago using WSO Pro because I wanted to train people how to do it. One thing you mentioned earlier on was the amount of affiliates, now with in like 10 minutes I had about 20 affiliates requesting to promote my product but one thing I had was a refund request, but it was from a sale made by an affiliate, so then I had to contact the affiliate to refund the 100% commission. I think that can cause problems, do you know what I mean?

Alex:

Yeah, that is what I was looking at yesterday. This one guy had requested a refund on Wednesday and it still hasn't got here, we have checked our records, we haven't taken the payment. This is the other problem though, this is what it comes down to, so you press a button in WSO Pro to contact the affiliate and say hey this guy needs a refund and then they take care of it. That part is fine but its still a bit 'crappy' isn't it.

John:

Yeah, like what if the guy doesn't check his emails for like 3 days or what if his email account isn't working or something or what if it goes in his spam, the part I don't like is that it is out of your control.

Alex:

That is where the conversation went, I was like we definitely need to move over to ClickBank, but then this is the other thing. Now the guy is complaining in the thread that his OTO hasn't been refunded, and because they were two different transaction ID numbers he had only given us his first transaction ID thinking that he will get refunded for both. He has then gone to the affiliate and asked him to refund it, he must have refunded it, but we haven't got the OTO receipt for the guy, so he was like 'guys whats going on, your taking the mick out of me trying to scam me or something'. So now we need to get the transaction ID again, but was it processed by the affiliate or processed by us? Because its with that split pay so we don't know so I'm like damn man this gets tricky.

John:

It does doesn't it? I think it would help if WSO Pro had a choice whereby you could just take all of the payments and then pay manually, I think part of the appeal for smaller affiliates though is the fact they get paid instantly. What it is Alex is that all of the systems have their pros and cons. If you could take a system which was a combination of a few of them and put all of the best bits together then you would have the ultimate product because they all have good and bad features.

Alex:

Yeah, thats it, I mean out of all of it we've still only got like 20 refunds so is that headache worth \$10,000 a month? I think it is, of course man. It's like Dean said, he said they are attacking me in that thread now, tomorrow they will be attacking someone else, that is all they do.

John:

You're right there Alex there are people who just have a negative attitude and think everyone is out to scam them. The Warrior Forum is a fantastic place to get good advice but at the same time there is a lot of negativity in there so you have to be careful, look for the positives.

Alex:

That is what I do, look for the positive in every negative.

John:

My next question Alex is, what advice would you give anyone who wants to list a Warrior Special Offer, who hasn't listed one before, if there is anything, you could maybe tell the listeners what would you advise.

Alex:

Ok, this is the best advice I could give, we have actually got a meeting today at 2 o'clock, with someone who did this. Dean is the man who is going to take over. This is what happened, someone interviewed me a few weeks ago, then he launched it as a WSO, and he sold 3 units of that WSO, It converted at like less than one percent, so it was obviously very low. So I was like oh man these guys over at the Warrior Forum just don't like me. It was like less than one percent conversions because he had several hundred people view it or something so it was less than half a percentage.

I was like man! Now Dean said that all of his WSOs have converted at least 10% on the front end, at the very least, so I was like is Social Infiltrator going to work, I had my reserves, I didn't think we were gonna do very well from it. So when we launched we started of at like 2% or something, because all of the traffic floods to the WSO then no body buys because they are waiting for comments and feed back first. Then it started to grow to 3%, 4%, 5%, 6%, 7%, 8%, 9%, and we got it up to 14% and then across the board for the whole launch we got 10% overall, which is amazing, so obviously it isn't me that they are not buying into, it was the way the offer was presented. On one side we had a conversion that didn't convert and on the other side we had one converting at 14% by the same product creator. Why?

John:

I'm guessing, well a lot of things, I would say, affiliates not promoting, sales copy could have been an issue if you didn't write the copy.

Alex:

Yeah that is the one thing it comes to, the copy, the way the offer is presented.

John:

Obviously if the copy looks unprofessional affiliates don't want to promote it and things like that. So that has a massive bearing on it.

Alex:

Yeah, so it really comes down to the way the offer is presented and the copy, and then obviously once it starts to convert then the affiliates approach us. So what were are going to do today is we are going to help this guy who interviewed me. We are actually going to have Dean work with him to change the way his offer is presented and then take an offer that died and bring it back to life.

Then that is going to become a case study, and is actually going to be a testament to actually carving up the cracked offer. Dean writes a sales copy in like 25 minutes for his WSOs, like it takes me like 2 or 3 weeks to write sales copy, you know it takes me ages.

John:

I'm the same Alex that is why I've started to go to video more and more because even though video takes me days and days to put together and edit and produce and everything, it still isn't as lengthy as writing sales copy. I think though that on the Warrior Forum you can get away with let's say, less professional sales copy, I don't mean things like really bad grammar and really bad images and that sort of thing but some offers make 10s of thousands of dollars even if the copy isn't perfect. Simply because of maybe the comments people get, that has a massive bearing on it, you do see a lot of WSO of the days and products that sell thousands and thousands where it has just been a little bit of text with some testimonial images that sort of thing.

I agree with what you're saying about the copy, but at the same time, sometimes its the comments and feed back as well, you have to obviously make the initial sales thought to get the comments and get it going.

Alex:

Yeah, you're right, so it's the copy and then once people buy then it's the comments, so like we said, at the beginning my WSO only converted at like 2% because people weren't excited about it because there was no feed back. So like I was saying to Dean 'look its bombed man!', but then the percentage increased, affiliates, then the comments were coming in, then Boom! So what Dean is going to do with this guy is take it form being an interview to showing all of the features and benefits of the interview then sell that as a product, you are going to learn this, this and this.

John:

Alex I have one more question for you and it is just, is there any advice you've got for anyone, not just for listing Warrior Special Offers, but if there is anything you want to just throw in now, also people may want to find out more about you, is there anywhere people can go to find out about you or is there anything you want to mention?

Alex:

The main thing is, I'm not gonna say take action, because its sort of thrown around, but get off your bum and do something and just get results. It doesn't matter what kind of results you get, whether it is negative or positive, if the results are negative then you can learn from and better them, if they are positive then use that as a milestone to beat.

It is just really important to just do something to get some sort of results. It doesn't even matter if you get no results as long as you have done something, your moving in the right direction, your taking action and the universe will reward you for that. The people who don't do anything and hang around in the Warrior Forum and just sit there ridiculing WSOs.

Just start putting something together, listen to John's advice, this guy has been teaching me since 2004, the very first person I trusted way back when. I know the product is going to be amazing I've been looking at some of the mind-maps, well done with those John.

If people want to learn more about me you can check me out at:
www.internetdocumentary.com or www.marketingwithyou.com.

John:

I will also put a link online www.wsodomination.com/wso/alex that will be Alex's Warrior Special Offer as well because you can learn a lot by just watching that. People who look at this and take action and take a look at what I'm delivering, well there is no excuse for failure really. What Alex just said there, take action, do something, at least get a Warrior Special Offer listed and then you can take things from there.

Alex:

Even if you just want to interview someone, if you can't create a product yourself, interview someone, list that WSO, if it bombs, know that it can become a rising success. All you need to do is change the way the offer is presented, so you will become successful.