

*Prosperative Presents:*



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## INTRODUCTION

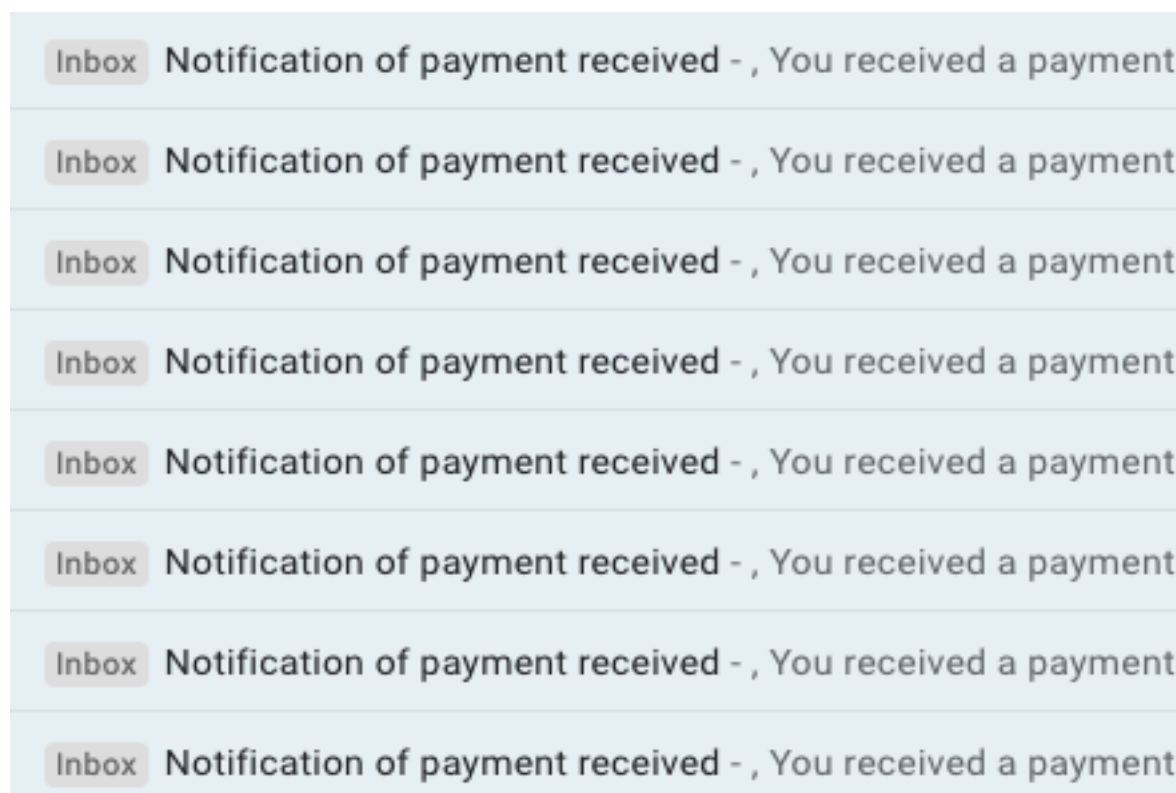
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In 2003 while serving in Germany with the U.S. Army, I got my start in Internet Marketing. For the next four years I learned how to make some nice extra money from my efforts, but it wasn't until 2007 (after I got out of the army) that my Internet Marketing hobby became a career!



So, what happened in 2007?

Well, I had been doing very well promoting my sites with Article Marketing, so I wrote an eBook on the topic called, "Article Marketing Domination." Jon Leger heard of it, bought it, and loved it. Jon emailed me saying he wanted to promote it. One day I wake up and check my email and to my surprise I see:



... and they kept coming in, one after another after another after another. I was absolutely dumbfounded and IMMEDIATELY the phrase, "the money is in the list" came to mind. I finally realized, it's true. The money really is in the list!

From then on, I focused 100% on building a business like Jon's! So, I started watching him like a hawk and I realized his formula was actually pretty simple. Yes, there were important details I learned along the way, but the overall formula was this:

1. Offer something that solves a problem for free via email opt-in ("enter your name and email to receive, "XYZ!").

2. Present a one-time offer on the thank you page that sells something else of value, at a limited-time discounted price (this can even be an affiliate product).
3. Promote the free offer (it's not hard because it's valuable and FREE).
4. Setup an auto-responder series feeding your subscribers free, valuable information via email a couple times per week.
5. Promote affiliate products and/or create paid products (like a longer eBook, or software) and sell it to your list, rather than giving it away!
6. Rinse and repeat!

You might be wondering, is this still effective today? Though it's true that many Internet Marketing businesses have gone under since those days, many more have been built and we continue to use this strategy. This very report you're reading is our own company acting on step 1 of the formula. Yep, you can expect to receive some really useful, free info via email over the coming weeks and months, and yes, we'll also offer you useful products from time to time at a discount.

After that realization my one-man operation company shot up to 6-figures before joining forces with Jon and his 7-8 figure company, which I am now co-owner of!

In this free report you'll learn exactly how I did it, how I still do it, and how you can replicate my, "Info Success Formula" for yourself. This is actually the second report of its kind. The first was written many years ago, sold a LOT of copies, and I've since sold the rights to it to another company. It was called, "The Info-Product Success Formula." This, "Info Success Formula" is a completely new report, that is free, and

includes new things I've learned in the many years that have passed since writing that.

With that being said, let's get started!

## 1. OFFER A FREE SOLUTION

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In order to sell anything, you need people to sell to. You could skip to step 5 promote it via Facebook ads, Google ads, or some other paid method, but it is very difficult to make a cold sell!



That's why ad agencies almost always start an ad campaign with thousands of dollars spent just to warm up their audience to the company/brand.

Generally speaking, people need to have at least a little trust in a company or brand before they will buy from them.

That paid ad strategy can work. If you want to go that route, go for it. But it's not easy and it's not cheap! I like cheap and I like easy! I'm not afraid of hard work, but unless I'm doing it for my health, I prefer to work smarter, not harder. Which sounds easier to you, convincing someone to give you their name and email in exchange for a valuable product, or convincing them to give you their credit card number? You and I both know it is MUCH easier to get their name and email. THAT is why the Info Success Formula is so powerful, and profitable!

It's because rather than relying on Google or Facebook, and forking over thousands of dollars to give us access to an audience of potential buyers, we build our own pool of buyers! We do this by giving something of value away for free in exchange for the user opting into our email list!

So, what do you give away? Well, it doesn't matter what it is, honestly. The only thing that matters is that it has value. Here is an in-exhaustive list of things you could give away for free in exchange for email opt-in:

- a piece of software (it could even be super simple)
- a short report (like this one you're reading)
- a WordPress theme
- a website template
- some sort of graphics you have designed
- a database full of some sort of valuable data
- recipes
- checklists
- PLR articles/ebooks/websites etc.

... and these are just a few things off the top of my head. Literally ANYTHING of value can be used. The question is, will people in my niche see value in this? If your answer is, "yes" then it's a good option to give away.

So, do some thinking and come up with a free idea ... then create it!

Next, you'll need to create a "squeeze page" where you'll send people to download the freebie. There are tons of options for this. The good thing about squeeze pages is you don't need to write a long sales page. It's a freebie... people don't need to sold on it. You can see what we used for this report at <https://InfoSuccessFormula.com/> Simple, clean, straight-forward. That's what you want!



You can use WordPress and google, "WordPress Squeeze page theme," or "WordPress opt-in theme" or various other similar phrases. You could also sign up for a service like Instapage, or ClickFunnels. Your email autoresponder service may even offer squeeze pages you can use. That leads me to the next thing you'll need - an email autoresponder service!

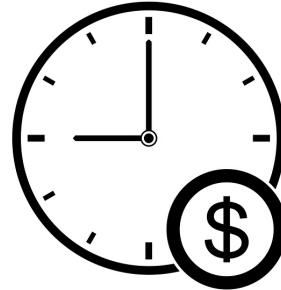
We use both Aweber.com and GetResponse.com (you only need one). I lean toward recommending GetResponse over Aweber, but both are sufficient. There are other options that would be fine as well. I do recommend sticking with one of the time-tested, legitimate options though, because these services come up, and go away, all the time! You don't want to have to mess with moving your list after it's grown substantially. Just sign up (if you don't already have an account) and create an opt-in form for your squeeze page.

The headline for your squeeze page should hit on the primary benefit. (i.e. "Lose 50 lbs. in 5 Months") Stay focused and don't get into too much detail. With a squeeze page you're not laying out every detail of the product. You're basically just saying, "I know you have "XYZ" problem. I have the solution. Enter your name and email and I'll give you that solution." That statement is basically what you want to aim for. Make them wonder what it is and build up their anticipation. Don't spill the beans before getting their email!

## 2. PRESENT A ONE-TIME OFFER (OTO)

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Now that you have people in your niche who have shown interest in what you have to offer, you can make them a quick offer and make some money right away, while truly helping them move forward in solving the problem they have.



Pitching something in this way, right away, is OK, because people expect to be sold to in some way when getting something for free. If they really feel they're about to get something valuable, they may even feel they owe you something (seriously... this is a scientific fact).

Once you start sending them emails, I do not recommend pitching paid products immediately. You need to build more trust with them before you pitch to them over and over again. It's a different approach and you need to build their trust. But we've found that the initial OTO offer is acceptable to most people and well worth doing.

After a person opts into your email list, your autoresponder service (i.e. aweber, getresponse or whatever you use) will give you the option to specify the web page the user lands on after successfully opting in. This is the perfect opportunity to offer them something of further value at a small fee.

This one-time-offer (OTO) sells something else of value, at a limited-time discounted price (this can even be an affiliate product). It is very important that this truly is a special, limited-time offer. If they know they can get it any time, many will pass while they think about it. But if they know that they have to make their decision NOW, the conversion rate will increase drastically!

It is also extremely important that the product is as related to the freebie product as possible. It's ideal that you sell some sort of add-on, since that is the most relevant. It could be more extensive training, add-ons to a software freebie, anything that ties in with the freebie can convert very well. Offering coaching on the subject matter of the product can work very well too.

Relevance is crucial, and not just broad relevance, I mean detailed relevance. Let me give you an example. Let's say you're in the dog training niche and your freebie is, "The 5 BEST Caesar Milan Dog Training Tips." Now let's say you love a certain type of dog food that can only be found online and they have an affiliate program. You might think that's related.

They love dogs and this dog food is great. After all, all of your leads have to buy dog food because they have dogs! Wrong. That is not relevant enough. Though they all buy dog food, they are not thinking about feeding their dog at this moment, they are thinking about TRAINING their dog! Neither have they expressed any signals that they have any problem with the dog food they currently buy. That is the road your OTO needs to take.

Do not just offer them the product, offer them an amazing product at a steep discount that is only good at that moment. We often use wording like this:

"WAIT! Do not close this page. You will only see it once!"

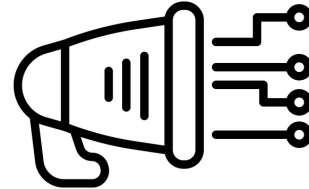
We usually duplicate the sales page onto a special page and add that text to the top of the page, ideally big, bold, and highlighted.

You can use an affiliate product if you don't have a product to sell yet. Contact the product owner and tell them you'd like to offer everyone who opts into your squeeze page their product and ask for a special discount you can offer your people. Most will approve and do it for you. It is idea if you can get them to create a special landing page for your people with the line of text I mentioned previously, "WAIT! Do not close..." Of course, you only get a cut of the sale, but if you don't have a product, it's still money in the pocket!

### 3. PROMOTE THE FREE OFFER

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Now that you have your free offer and squeeze page ready, it's time to promote it. The bad news is that it will take a little time and work, but the good news is that it's not hard because it's valuable and free.



PROMOTE

Convincing someone to give you your credit card info so you can charge them for your product takes a little more convincing (and more importantly trust) than convincing them to give you their name and email!

Just think about it for a moment. Let's say you could stand to lose a few pounds of body weight. A random stranger approaches you and says, "I have a product that helped me lose 20 lbs. in 30 days. Just give me \$20 and it's yours" you'd probably be reluctant because there are all kinds of weight loss gimmicks and you don't know this person.

BUT if that same person made the same offer, but rather than charging \$20 he just asked for your email address, you'd be MUCH more likely to give it a shot! The same is true online.

So how do you promote it? Here is a list of methods we've used successfully. Again, this is not exhaustive. When it comes down to it, any way you can get relevant traffic to your squeeze page is a good way!

- **Facebook Ads:** Facebook Ads can be very effective in generating leads to your squeeze page. Again, relevance is key! Hit the most targeted audience possible and you stand a good chance at getting people to opt-in. For our business we find that the average opt-in is worth several dollars. It's difficult to know for sure the real value per lead, but if you put everything into practice that we teach in this report, in most cases, each lead should be well worth a bare minimum of \$1, so any spend below that should be worth it.

- **Discussion Forums:** Participating in very popular discussion forums in your niche, and building up some respect there, can go a long way. Put a one or two sentence description, pitching your free "whatever" in the forum signature that shows up under all of your posts. Some big forums have special sections where you can post offers... look for them!

- **ContactScraper:** Though this is a shameless plug on one of our own products, I mention it because it is effective. [ContactScraper.com](http://ContactScraper.com) is a simple tool that allows you to reach out to site owners in any niche via email and/or contact forms. Let other site owners know about your report and offer them incentive to promote it. You can get leads directly as well as people to promote it!

- **Other people's lists:** This can be one of the quickest ways to build a list! If you can find other people in your niche with a list, you can do one of several things.

You can to pay them so much per confirmed opt-in (this can be very effective, but you need to be careful about who you allow to promote in this way, as some untrusted affiliates may send fraudulent subscriptions your way.

You can also offer those same affiliates a standard affiliate commission on the OTO as an added incentive. Or, rather than paying per confirmed opt-in, you can offer your affiliate 100% commission on the OTO offer. You can also offer a rebranded version of the report for each affiliate that has their affiliate links in it for any product(s) you recommend within the report.

You can find these affiliates using ContactScraper (mentioned above), or by manually emailing blog owners in your niche.

## 4. SETUP AN AUTO-RESPONDER SERIES

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Once you get people on your list it's time to start building trust. Don't worry, this isn't difficult either! All of the people who care for nothing other than making money make it easy for YOU to stand out.



Especially at the beginning you want to feed your subscribers good, free information. Don't pitch anything for sale (aside from the initial OTO). Just feed them blog posts and/or other free info that will help them with problems or difficulties in their niche. Show them that you care about them and prove that you're not just trying to make money off of them!

The fact is, if they learn from you and ease or solve their problems in their niche, it's going to make you more money helping them with other things! So, it is in your best interest to truly try to help them as best you can, and that isn't always via a paid product.

We recommend mailing them every few days with something free and useful for at least a week or two before pitching anything that is not free. After that time period you can start pitching products that are useful, whether they're your own or affiliate products.



This step is crucial because the auto-responder series is automation and the more automation you can integrate into your marketing, the more money you'll make long-term!

Every new lead starts on the series. The series can be as long as you like to make it! Once they finish the series you then send them whatever is new... whether it's free or paid... you feed it to them.

But that initial series is what builds their trust in you, so be sure to feed them emails that you would send to your own family or friends. In fact, in marketing, if you speak to every potential customer as you would speak to those closest to you, you will make way more money than if you didn't!

Think of them as loved ones. "Would I recommend this to my son?" "Would I say this to my daughter?" Integrity and honesty really does go a long way and it, along with the lack thereof, can be seen by your subscribers!

## 5. CREATE PAID PRODUCTS

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Once all of this is setup, it's time to start working on a new paid product! A good rule of thumb is to always be working on a new paid product if possible. Outsourcing will allow you to have someone else working on the paid product, while you're working on more free products. Or, you could even outsource the creation of both!



The fact is, your own products are always going to sell better than affiliate products, because they're coming from YOU and YOU are the one your list trusts. On top of that, and obviously, you're also going to make much more money off of them because you're not having to share any of the profits (though offering an affiliate program and sharing commissions with those affiliates is highly recommended).

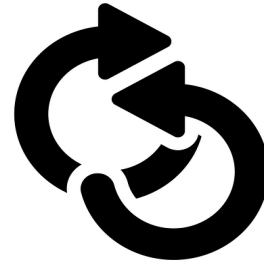
Your paid product should be a more complex product (like a longer eBook, or some sort of software). Be sure to get the buyers on your list too! Buyers are the BEST kind of subscriber to have on your list and some of them will come from external sources, outside of your list.

However, the goal is to continuously grow your email list, while continuously creating new, VALUABLE products to promote to your list. Be sure they truly are good products, so they'll keep buying as they keep benefiting from your products.

## 6. RINSE AND REPEAT!

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You've completed the formula!  
Now do it as often as possible. The more you complete each step, the easier it will get and the more resources you'll have to duplicate certain aspects of it.



Ideally, over time, you should outsource as much of the process as possible. Product creation, for example, can be outsourced in most cases. There are tons of skilled people out there who can do a great job with a little guidance. If you follow the formula as laid out in this report, I have no doubt you'll see a growing list, which growing profits! The sky is the limit.

**Repeat**

**And here's to your success!**

*Josh Spaulding*



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## MAKE MONEY RECOMMENDING THIS REPORT!

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Did you know you can make big commissions by recommending this free report to others? It's true!

We pay cash for every legitimate lead you send to the Info Success Formula! If you have a list, or means of sending quality, relevant traffic, email me at [joshspaulding1@gmail.com](mailto:joshspaulding1@gmail.com) and I'll get an affiliate link over to you so you can join other affiliates making big money giving away this valuable report!



**Have other questions or concerns?** Submit a ticket to our help desk at <http://support.prosperative.com>