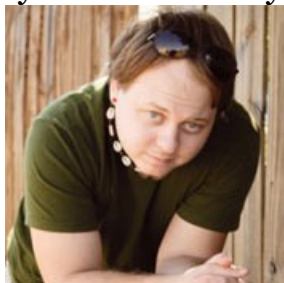


Secrets Of The Mini WSO

By: Chris Ramsey



Hey, it's Chris Ramsey here.

Over the last year I've put well over \$1,000 into publishing WSOs.

I've had a chance to try a lot of cool techniques, but what I'm going to share with you is, by far, my favorite way to make money from the Warrior Special Offers section.

I don't want to waste your time, so I've distilled everything I'm doing into a couple pages of pure content – so please take the time to read through this short report in it's entirety.

There are no “sections”, so it's important that you read it from beginning to end.

Once you do, actually get out there and do it. Whatever your excuses are, realize they're nothing but excuses and you can get past them in 10 seconds flat.

So let's go...

First, let's define what a mini WSO is.

A mini WSO is a low priced offer with an incrementing price based on sales.

They usually follow a very simple sales letter formula, which we'll discuss later in detail.

The great part about running mini WSOs is how quick they can be put together.

This report will take me about 30 minutes to write, but will likely add hundreds to my Paypal account in the next day or two.

The first version of this guide did – and I have no doubts that this one will too.

Next, we need to talk about your product.

What you're offering shouldn't take more than an hour to put together.

I highly recommend short (3-4 pages) reports or screencast videos because of their ease to put together.

Software sells very well here, but unless you're using Ubot, or something similar, that will take more time than it's worth.

After all, we're after increasing profits first and foremost... So stay away from software unless you can have it developed REALLY quickly and cheaply.

One way I've found to get great product ideas is to head into other popular WSOs and look through their bullets.

Almost every one of the bullets can be a product idea in itself – so take the time to come up with 10-15 ideas every time you're out looking.

Once you have your idea, you need to have a way to put it together.

Screencasts are the quickest method – and there's tons of free software out there for that.

Jing
Screentoaster
CamStudio

Those are some of my favorites.

If you decide to write a report, I recommend doing it in a style similar to this report.

By making the report look nice, reader's will assume the content inside is great.

Believe it or not, this design was done using very simple tables in Open Office in about 5 minutes.

It doesn't take long, but it can easily add some much needed credibility

to your small reports.

Of course, you'll want to back it up with quality information, like I do.

Next, let's talk about your sales letter.

This needs to be extremely simple...

Don't over-think this.

I've had the best success using a simple Q&A style sales letter.

Rather than explain every step, just take a look at the following mini WSOs I've recently run to see how it all fits together for yourself.

[-List Conversion Tactic #1](#)
[-Twitter Marketing Bot](#)
[-The \\$1,200 Bag Of Balloons](#)

There are slight differences as I test various elements in that style sales letter, but you can see how dastardly simple it really is.

Here are the questions you NEED to answer...

- What is your product all about?
- How will it help the buyers?
- Why will it help?
- How long does it take to work?
- What's possible?
- How much does it cost?

Now, for your headline – again, too many people complicate this.

Focus on doing one thing – keeping it

simple and people will respond.

Remember to keep it benefit-driven as well. Don't try to be cryptic in your headlines and don't try to be clever.

Put the main benefit of your product in the headline, and leave it alone.

Good headlines would read like...

“\$408 In Under 4 Hours?”

“PLR Profits By Tomorrow...”

“More Subscribers = More Money”

No need for long, drawn out headlines here. People want what you have to offer – so just give it to them.

Lastly, let's talk about the footer of your post.

Use a big “Download Now” link with the current price underneath it.

To do the incremental pricing, you can do it by hand, watching how many units sell before replacing your add to cart link with a higher priced one – or, if you can invest \$97 a month – use Nanacast.com. (Yes, that's an affiliate link)

It's who I use, and I can recommend it 100%.

Honestly, it has a bit of a learning curve – just because you can do literally anything with it – but once you get the hang of it, you'll never want to use another shopping cart again.

If you're just starting out though, stick with doing it by hand.

You'll also want to use a good image of yourself with your contact information at the bottom.

This increases your credibility and shows people that you're not just some scammy guy trying to sell the latest “trick”.

So we've covered the basics of getting your next mini WSO up and making sales.

One last thing we need to cover is getting traffic to your WSO page.

If you haven't already noticed, Warrior Forum pages rank easily in Google.

Consider doing some backlinking when you first publish your WSO. By starting early, you'll be able to get it high in the rankings in a week or so – and start making sales without ever having to bump.

Also, if you have an email list, absolutely send your WSOs to them.

In fact, check out my List Conversion Tactic reports for more information on how to effectively sell through your email list...

[List Conversion Tactic #1](#)

When I mail to my list, I can sell out two price tiers in an hour – and I don't even have 4,000 active subscribers on

my list.

Here's a hint...

Make sure your list knows that the current price tier is limited – so if they're an early adopter, they can save a few bucks.

A closing thought...

I started these mini WSOs as a way to make some quick cash – but with a little extra effort, these can fuel your business for a long time to come.

Please do try to get your WSOs to rank well, as there's a lot of money to be made that way.

Keep in mind, the Warrior Forum is a HUGE authority website in Google, so it's ridiculously easy to get your WSOs up in the rankings.

I've had fantastic luck with profile links – so find a Warrior offering profile linking services, and you'll start to see results pretty quickly.

Thanks for taking the time to read through the report.

If you liked it, please consider returning to [the thread](#) and leaving your thoughts.

Thanks again!

Chris Ramsey