

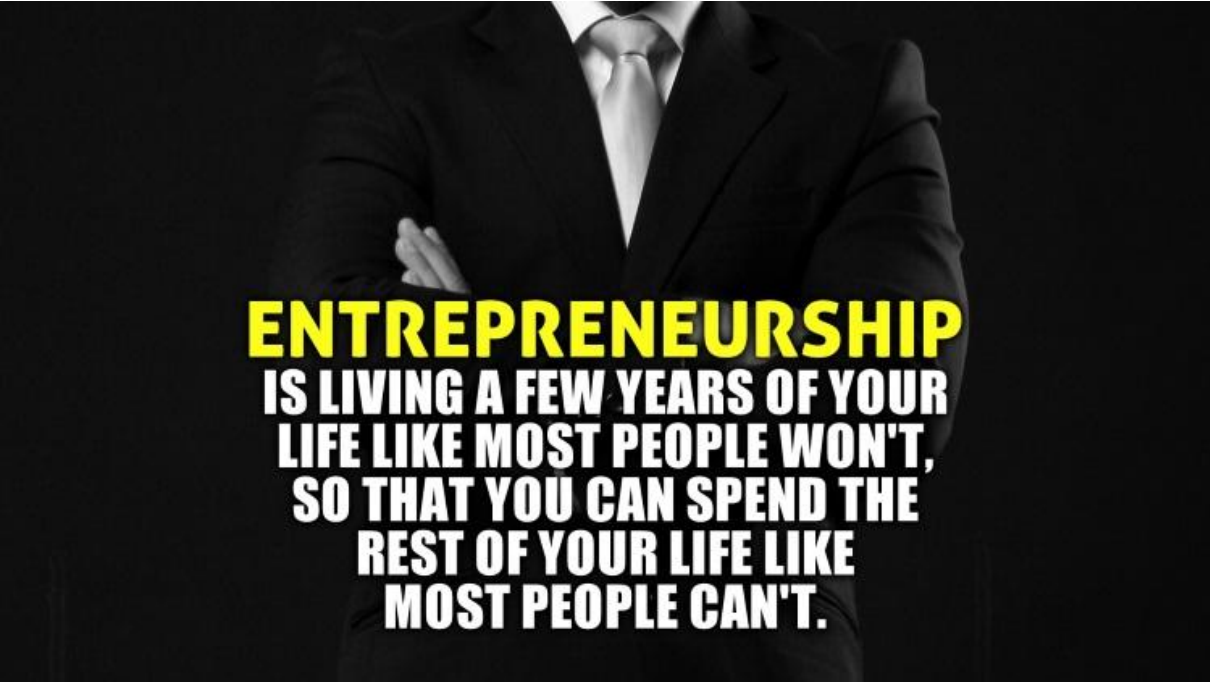


By Michel Sirois © 2015

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A black and white photograph of a person wearing a dark suit, white shirt, and light-colored tie. Their arms are crossed over their chest. The background is dark.

ENTREPRENEURSHIP
IS LIVING A FEW YEARS OF YOUR
LIFE LIKE MOST PEOPLE WON'T,
SO THAT YOU CAN SPEND THE
REST OF YOUR LIFE LIKE
MOST PEOPLE CAN'T.

Opportunities
don't just happen, you create them.



About Me

It all started in 1997... After many years as a bill collector, I ended up in a "burn-out" due to the pressure of my work environment.

While I was on medical leave, I started spending time online... A lot of time! After browsing and browsing some more, I ended-up on a blog offering "Work From Home" opportunities. I was impressed and working from home was something I had been pondering on for quite some time.

To me, it became really appealing when I saw all the possibilities I could get from online marketing. It took a bit of time, effort and investment for me to get there, but I eventually did!

So this how it happened ...

First, I started building a **FUNNEL** in order to create a powerful e-mail list!

Then I learned about "**LEAD GENERATION**" so I could drive "Traffic" (Visitors) to my offer!

Then I learned about **BUILDING MY BRAND** and building authority.

Today,

- [I own my line of products](#)
- [I am a "known and respected" Solo Ad Seller](#)
- [I own a 1100+ PLR Products membership site](#)
- [I have a Mastermind Group](#)
- [I have a Solo Ads Group](#)
- [I Have My Own Coaching Program And "Done-For-You" Services](#)

I've had the pleasure of helping people like you, from all around the world, build their funnels, generate traffic and build their "Brand"! It is a replicable process after-all!

Enjoy this training

Michel Sirois



If you bought this training, I'm assuming that you know what Solo Ads are and how to build a list... But do you have the basic tools to a web based business such as: a domain, a hosting account, an auto-responder, a web page editor and a tracker?... If not, here are the tools I personally use...

Domain: [Namecheap](#)

Hosting: [Liquid Web](#)

Auto-responder: [Aweber](#) & [RedCappi](#) (I'll explain why at the end of this PDF)

Web page editor: [Optimizepress](#)

Click Management Software: [Quality Click Control](#)

Make no mistake... any online business needs AT LEAST these 5 tools to make money online and AUTOMATE your network and funnels.

You can always use generic products, there are plenty out-there but results may vary. I can only speak for the ones I use!

Before we start, it's important you understand this:

When selling Solo clicks from your list, be sure to...

a) Always have MORE subscribers come in your list... than get out of your list. This will allow you to keep a constant growth, leading to more profits!

Date	Unsubscribed	Subscribed
Yesterday	27	131
May 15th	16	39
May 14th	34	231
May 13th	40	94
May 12th	27	194
May 11th	31	111
May 10th	59	607
May 9th	21	203
May 8th	7	167
May 7th	23	121
May 6th	16	156
May 5th	10	194

List Building Success!!!

More Subs Come In... V.S. Those Who Un-Sub!

It's That Simple!

b) Provide **a minimum of 70% Tier 1 traffic** if you want to provide quality and get happy customers.

Tier 1 Countries are: Canada, USA, New-Zealand, Australia, Great-Britain.

... They are the ones with VALID credit cards or PayPal accounts.

c) Charge anywhere from **\$0.35 - \$0.65 per click**, depending on your Tier 1 ratio and testimonials. Be logical in your fees, especially in the beginning of your Solo Ad Seller career. You can't charge \$0.65 per click if you have no testimonials with SALES for example... Just start at \$0.35 per click and as you get more and more testimonials with sales, you can gradually increase your prices.

d) Build social proof to get people to buy more and more clicks from you. The more social proof you'll get, the more you can charge per click!

Creating Your Solo Seller Funnel...

Please note: On your Solo Seller sales page, the first thing you will need to do is add a "Catchy" headline, talk about yourself a bit and tell your audience why your clicks are the best clicks by gently leading them to your testimonials. It can be done under the form of a text or a video.

Once this part is done, watch the video below to keep building your sales page and the rest of your Solo Seller funnel.



For Reference, here are my funnel pages for:

Selling Solo Ads:

- a) [Sales Page](#)
- b) [Sales Page \(Thank-You\)](#)
- c) [Discount “Thank You” Page](#)

Selling Funnel Clicks:

- a) [Sales Page](#)
- b) [Sales Page \(Thank-You\)](#)
- c) [Discount “Thank You” Page](#)

I’m lazy so when I can save time, I do... So I use the same “Discount Thank-You Page” for my funnel clicks and my Solo discounts...

***** A Good Trick To Create A “Funnel Clicks” Seller Funnel Rapidly, Is To “Clone” Your “Solo Ads” Seller Funnel Pages, Re-Edit Your Content And Change The Pages Colors Like I Did.**

How To Get People To Buy Your Clicks

> **Platform To Sell Your Clicks:** [Solochecker](#) & [Solo Ads X](#) & [Udimi](#)

> **Warrior Forum:** Many marketers use the Warrior Forum to get Solo Ads buyers. I personally don't use this method at this time but it's still a great way to get people to come to you.

> **Solo Ads Facebook Groups:** There's hundreds of Solo Groups on Facebook. Posting in 30 groups per day is enough. Simply write a post, add an image and include your Solo Sales Page link as shown below:



Or it could be a snap shot of a testimonial you had that you can add as an image.

It would look like this:



Customer Service & Customer RETENTION

Psychology: The best way to keep your customers, is to provide good customer service. Keep in mind that even if a client talks to you for 1 hour before purchase, it's because they want to know you, like you & trust you.

If you truly helped them, that 1 hour can result in thousands of dollars in the long run.

When your customers are not happy, offer them a few extra clicks or worse case scenario, refund them... because you don't want them to post in groups that your traffic or customer service sucks.

Adopt this philosophy, be open-minded, don't try to sell... be the advisor.

Just be cordial, build social proof through testimonials and people will buy from you.

Over Delivering Clicks

Over delivery brings good testimonials & happy customers.

Need I say more?

Just in case ... Here's why ... Because it will allow you to build social proof and create a trust relationship between you and your clients.

The Industry standards recommend that a Solo Seller should over-deliver 10%-20% more clicks then the clicks purchased.

However, over delivery is not mandatory, it always makes your clients happy!

That's part of customer retention.

How To Get Testimonials Through Facebook Groups

Take a look at this popular group. ---> [Solo Ad Testimonial Group](#)

If you ask a satisfied customer to post a testimonial about your traffic in that group, be sure that you'll make 1 or 2 sales in the next few hours. This group has more than 20 000 members.

Keep repeating this process and people will be coming to you instead of the other way around.

But now you might be wondering how you'll get testimonials if you don't have testimonials...

Here's what I did...

I went in the [Solo Ads Testimonials Group](#) and look for ACTIVE people who BUY clicks.

So I approached them and offered them FREE clicks in exchange of a testimonial. – Who doesn't like getting FREE clicks, right?

Most of them accepted and those who liked my traffic, made a testimonial.

After I had a few testimonials, I was able to sell clicks from my list ever since.

P.S. When asking people through that group... Do not try to sell them clicks, they will contact the group admin to have you banned!
– This strategy is ONLY for click “GIVEAWAYS”!

Click Management Software

To sell Solo Ads or Funnel Clicks from your list, it's an “Absolute Must” to use a “Click Management Software”... It will allow you to distribute your clicks where you want them to go, skim your traffic and much more!

The “Click Management Software” I use is Quality Click Control (QCC)

Their “newbie friendly” back-office has all the video training you need to set-it up in a jiffy!

There are other “Click Management Softwares” out-there but I ONLY recommend stuff I use myself, to be sure I recommend only the BEST products around!

So OPEN-UP your [QCC ACCOUNT HERE](#)

Once you login to your “Click Management Software”, it takes 10 seconds to create each rotator...

Here are the most common ROTATORS WE USE:

- “Pay-Per-Lead” Rotator
- “Click Banking” Rotator (To Grow Your List For Free)
- “Funnel Clicks” Seller Rotator (To Sell Funnel Clicks)
- “Solo Ads” Seller Rotator (To Sell Solo Clicks)
- Blog Rotator (To redirect Non T1 traffic)
- **Optional but lucrative... Blog Articles” Rotator:** Each time I make a blog article, I also include the page link of my article in this rotator. This is where I end-up redirecting the NON-Tier 1 Clicks that have seen ALL my offers and I make EXTRA CASH through my Adsense blocks.

Adsense doesn't discriminate on country locations and they will pay you for each click, no matter where the visitor comes from.

It's a great way to "SKIM TRAFFIC" with your NON-Tier 1 traffic and your "REPEAT" T1 & NON-T1 CLICKERS.

Knowing How To "Skim" Traffic Properly

If you want to MAXIMIZE your Solo Ad Spend while building your list AND selling traffic, it's important you use your Rotators the correct way.

Now I'm not saying I have the 100% best way... I don't know! What I know is that there are 1000's of ways to use them and 1000's of ways to lose clicks if you aren't set-up correctly.

So I've done a short video that explains how you should set-up your Solo Ads Rotator, the one where you will be adding your clients who bought clicks from you that is...



Skimming traffic will allow you to grow your list faster and generate revenues that will allow you to scale your business if you don't cash-out your profits!

Scaling your business in the beginning is crucial!

Here's my suggestion for "scaling-up"...

I suggest you keep re-investing your profits until you reach at least 15,000 subscribers!

This will ensure you what I like to call a "Money Nest".

At a certain point, you'll make enough money to be able to take profits AND only use a portion of your profits to keep buying traffic and keep the growth expansion.

Usually, when someone hits 15 000 subscribers in their list, they can easily live from it, no matter the country they live in!

But first, think about growth, not profits.

That's the best advice I can give you!

List building is a scalable process when it's done the smart way!

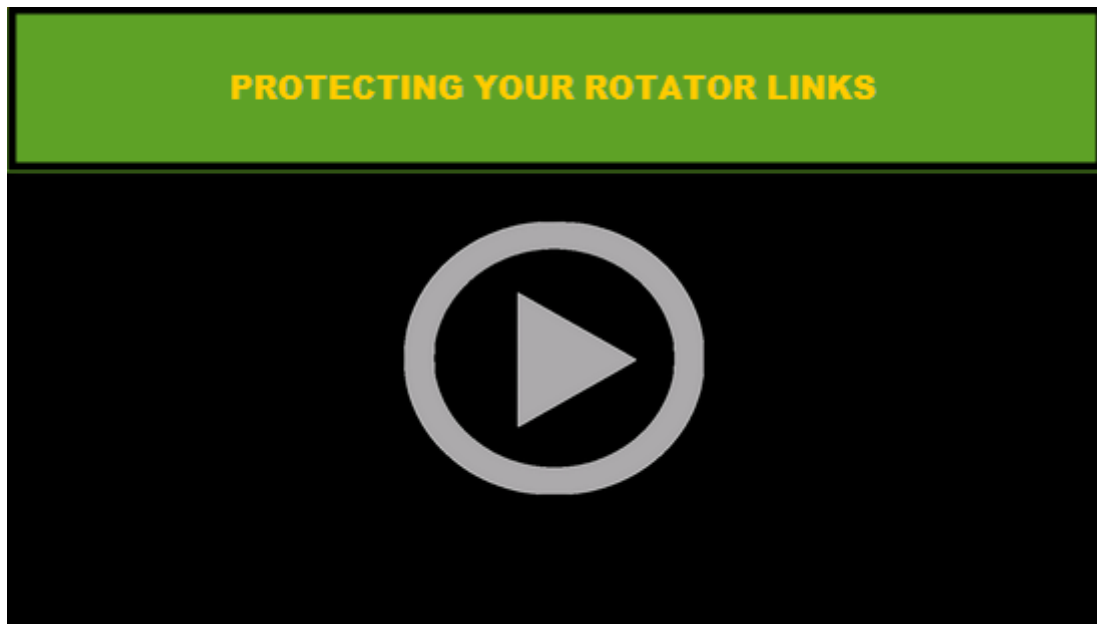
If you have all your tools and elements in place, you can only succeed!

By selling Solo Ads, selling Funnel Clicks, promoting PPL's and/or CPA offers and growing your list for free through "Click Banking", you can only make money!

Step By Step To Make Your Solo Ads Broadcasts

When you have a client who buys Solo clicks from you...

STEP 1: Prepare your "Broadcasts". In your swipes, add your Solo Seller Rotator Link. (You might want to watch the video below before doing this part.)



*** If you have no HTML editor, you can use [Kompozer](#) for free ***

Here's the redirection code I mentioned in the video:

```
<META http-equiv="refresh" content="0.1;URL=add-your-  
ROTATOR-link-here">
```

STEP 2: Go in your click management software and add your client's tracking link in your "Solo Seller **Rotator**".

STEP 3: Set the amount of clicks and Tier 1 countries you want to send them, **including over-delivery.**

STEP 4: After clicks are sent, follow-up with your clients who bought the Solo clicks from you to see how it went for them.

STEP 5: Ask for a testimonial when their results are good. Ask them to post it in the group: [Solo Ads Testimonials](#) and if they made a sale, have them copy/paste the testimonial in the group: [Solo Ads Sales Testimonials](#) as well.

Usually the format to give to your customers for them to make the testimonial should look like this:

Seller:

Ordered/Delivered:

Tier 1:

Optin:

Sales: (If no sales, remove the word: SALES... before sending it to your client or they will put: 0 and that wouldn't make you look good.)

Comments:

Here's a real example:



➔ **STEP 8:** Import your new Aweber leads to Redcappi.com each day.

What's fun about RedCappi is that they allow you to IMPORT your lists DAILY, no questions asked...

- **Broadcast up to 2 times per day from your RedCappi auto-responder as well, to increase your DAILY click count!**
- **For your RedCappi auto-responder, I suggest you use a different Pen Name and a different "DOMAIN" for your "FROM E-MAILS"...**

This will allow you to generate more DAILY clicks simply because your subscribers will not associate you with the "pen name", from 1 auto-responder to the other.

Just so you understand what I mean by this:

- **Aweber Follow-up swipes: (15-21 follow-up messages)** Sign the end of your e-mail message with your real name and "Pen name". **EX: Matt Munn & Jessica Blake**
- **Aweber Broadcasts: (2x per day)** Sign the end of your e-mail message with your pen name + another pen name. **Ex: Jessica Blake & Mike Starr.**
- **RedCappi: Follow-Up Swipes -> No follow-ups in this auto-responder!** Simply use this one for "Broadcasts".
- **RedCappi Broadcasts: (2x per day)** Sign the end of your e-mail message with your Pen Name.

Email #1: Sign Ex: Jessica Blake

Email #2: Sign Ex: Mike Starr

- **"From" E-mail Addresses:** If your "From" e-mail addresses on Aweber is xxx@abc.com, then your RedCappi "From" E-mail addresses should be yyy@def.com.

Needless to tell you that the more DAILY "broadcasts" you make, the more DAILY clicks you generate, the more profits and growth you get!

This is why it's important that you have at least 2 auto-responders to broadcast from.

If ever you want to add a 3rd, 4th, 5th auto-responder to keep increasing your business leverage... [contact me for coaching here.](#)

Wrap Up

So this wraps up the training on how to build your Solo Ads Business.

I really hope that you enjoyed it as much as I did making it for you!

If I was to give a final advice, I think it would be something like this:

Always remain humble and helpful.

Being nice insures client retention and the more clients who come back to you on a regular base, the less you need to spend time on getting clients!

Remember, I'm Always Here To Help!

STEP #1

If you have questions about the video training, please don't hesitate to contact me anytime. I am here to help you become successful!

Connect with me:

Facebook: [Michel Sirois](#)

Skype: Misteremarketing

STEP #2

Subscribe to my Mastermind Group On Facebook



[Subscribe here](#)

STEP #3

Subscribe To My Solo Ads Group On Facebook



[Subscribe Here](#)

You Want To GET MORE SUPPORT...

If you bought "Scalable Profits Pro", you're probably starting-up your business or are struggling.

It's perfectly normal... Some people go to university to do what we do and spend 1000's of dollars!

But You Don't Have To Go Through This!

Just like any other job or career, Internet Marketing requires education, training and there is not 1 product that can answer all your questions.

Sure, I can lay-down the essentials and show you the "big picture", but the human mind is programmed to ask questions. Because we are all individual beings, each individual has different questions that disables them sometimes to progress.

I understand that it can be overwhelming when you start your own internet marketing business and I'm here to help you as much as possible to make your dreams become a reality!

Learn From A Pro,

Become A Pro!



Because Internet Marketing is like any other job it takes...

The right tools. The right training. The right business model.

You like how I promote myself through my websites, reports, e-books and business model?

Then let me bring my 17 years of online experience, directly to you!

I can help you replicate what I do very fast and for a very low cost!

As you know by now, the first step to success is to Take Action and figure out how much you want it, to get where you want to be!

You want a Business Like Mine...

Check-Out Why My Students Love My

[“Done-For-You” & Coaching Service](#)

To your success,

Michel Sirois



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