{NAME}

Lesson Fifteen was the first half of the answer to the question of whether or not solo ads are effective, and what other types of ads might be effective. Let’s continue to explore the question.

If the top sponsor ad does not produce, the solo is probably not going to produce either. The idea here is that the top sponsor ad will tell you if there’s any traffic at all, and then by doing a solo with them, you get the bulk of the traffic.

Run what you use as your classic email. Our example marketer’s classic email subject line might read, “[First name], a free gift for you.” Sometimes the entity (person) would not want to run the marketer’s email, because they would say, “Free doesn’t get through the spam filters and I don’t like to send that out to my subscribers.”

But that subject line worked really well, and still does. Then the body of the email would simply say, “Dear [first name], here is a free gift for you from Internet Marketing Expert xxx,” and then the link to the squeeze page. That worked really well for the marketer.

Now, having your name in there does not really increase conversion rates initially but will increase buying rates later, because it creates relationship and makes it look like it’s a personal recommendation from the person running the solo ad. Now, notice that it’s not a personal recommendation, and some entities would not let allow that ad to be run.

In the next lesson, we’ll examine another question—the use of social media in driving traffic to the squeeze page.

{SIGNATURE}

P.S. There is a great resource on building your own responsive list. Make sure to pick it up here:

{LINK}