

PERPETUAL PROFIT FORMULA

HOW TO MAKE
\$3K+/MONTH ONLINE

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CHAPTER 1: About Me & How To Use This Report

1: About Me



Hi and welcome to Perpetual Profit Formula! I'd like to make this a quick read for you, so just a few words about me.

My name is Kresimir. I'm from Croatia and since 2014, I've been into Internet Marketing. Actually, I started in 2000, had some amazing results, but after first problems, I gave up. Probably stupidest decision of my life!

2 years ago, I came back and I tried many things, but after some time, I found few things that worked best for me, so I focused on them. So now, the main things I do are list building, solo ads and informational product creation. And of course, how to get traffic to all those. I got my main breakthrough with solo ads and promotion of some high-end products.

For more info about me, you can visit my [Facebook page](#), message me about anything and I'll be happy to connect.

So, let's start with the course!

2: Mindset

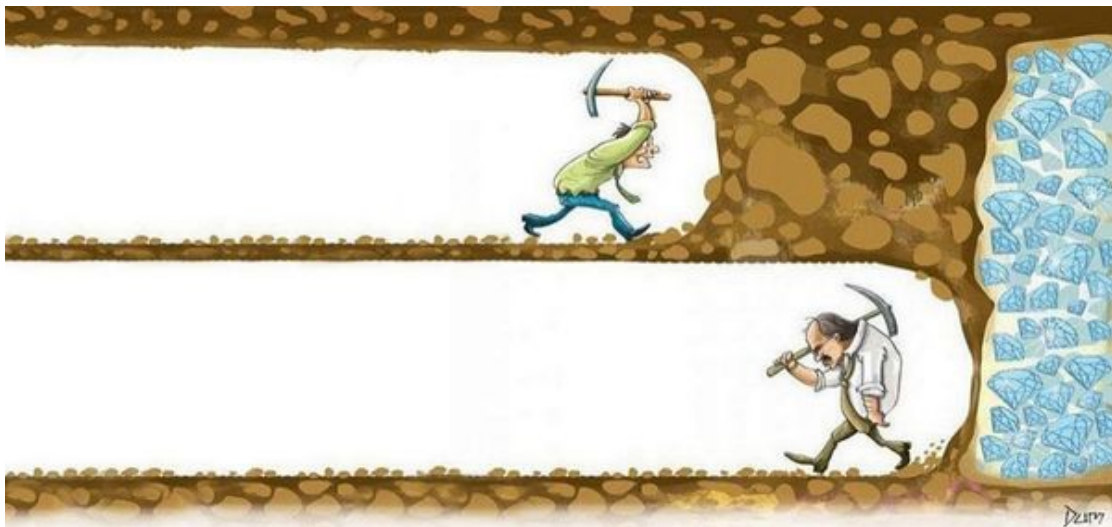
Before we start, I want to say something very very important! Don't make the same mistake as I did (and many other people have done so too). Don't just buy this online course and do nothing with it or any other online courses. It is popularly called 'shiny objects syndrome'. Doing that will get you nowhere!

When starting, focus only on this, what you will learn in this course works. It will bring you results, and if you take it seriously, the results will be here fast and they will be very rewarding! Don't underestimate what you have here just because you spent only a few bucks for it.

It all depends on your mindset, how bad you want to succeed and make some money online and, in the end, it will completely change your life.

If you don't have time, use the time you spend on Facebook, watching TV or similar activities that take your precious time. That's the only way to go if you don't want to take away from your sleeping time! This is a way to achieve success overnight, but only after some time of hard work... For some people, it's a few months, for some few years, for most of them, it never happens.

I dare to say that in 99% of cases, people fail because they give up or try to work on many different things at once. So they feel disappointed because nothing works, and many times give up when they don't achieve big results.



Don't do that! You invested in this course, implement what I teach you.

After you start getting results with this, you can outsource most of the tasks, implement things you learn here in many other different areas and work on your business, and on things that will make your business grow faster.

3: Perpetual Profit Formula

Few words about Perpetual Profit Formula.

It's a list building course focused on selling clicks from your email and from your funnel. Also, in this course, you will learn how to promote CPA offers to your list and where to find best offers to promote.

I will teach you how build a list fast and make some money while doing it. If you do it right, it takes only a week or two, to start selling and making money!

Also, if you're in hurry to make some money, I will show you what to do to build your business fast by reinvesting some or all of your profits. If you are in need of money, I will show you what to do and what to focus on, so you can have great results fast.

This business can be very unpredictable, but once you understand how it all works, and with some tips I will give you here, you will be able to understand it fast and pass all the obstacles that will show up.

If after that, you still want to do something else, then I will show you few options in the last module.

Also, I highly recommend that you widen your knowledge, automate your business and go further - into affiliate marketing, info product creation or something similar.

CHAPTER 2: Tools & Resources

4: Autoresponder

To start building your business, you will need some tools. The main tool you'll need is **Autoresponder**.

Autoresponder is software that we'll use to collect emails and send broadcasts to those emails. It's essential to make all this work.

The best one at the moment is Aweber (one of the best inboxing rates. Not many good AR's allow online marketing, make money online and similar offers to be sent through their services).

Getresponse was the only one close to Aweber, but recently, they had some problems. It looks like they are getting better again, but that's something you need to test, because things change very fast in this industry.

Aweber is free for the first month. An alternative is Getresponse, Sendlane, Active Campaign and many others.

It all depends on what niche you're in. Active Campaign doesn't allow affiliate marketing. Sendlane doesn't like solo ads, but if you do it right, you should be able to work with them.

So if you are into making money online, business opportunities and similar, than Aweber is your best solution. You can try it for free 1 month, later it's \$19 and more, when your list gets bigger.

But, you should be careful when you send emails through them - be careful especially about complaint rate (max of 1 per 1000 sent emails per day per list is acceptable, but you should keep it lower), bounce rate, also check **if your domain blacklisted** -

<http://multirbl.valli.org/lookup/>

If they happen to be blacklisted, change them immediately!

That's why you should email daily from day 1. Choose unique name that is easy and recognizable. Introduce yourself, and give useful info and make it easy for them to unsubscribe (to be even safer, you can add an unsubscribe link on top of your emails).

Why do I say you should send emails daily? Because your subscribers will forget you if you email them once per week or month, and what's even worse, they will forget that they subscribed to your list, so they will mark you as spam (complaint) and if you have too many of complaints, that will lead to closing of your autoresponder account.

It's also good to let your new subscribers know when they sign up, that they will receive free gift in their email and make sure your subscribers start replying your emails - you should answer to all of them - this will help boost your inboxing rate!

LINKS:

[Aweber](#)

[Get Response](#)

[Active Campaign](#)

[Multirbl](#)

[MX Toolbox](#)

5: Tracking

Tracking is extremely important. You must track all of your traffic, incoming and outgoing. You must understand how it works, because tracking will be your tool to make your results better.

Now, the most popular tracking tool is [Clickmagick](#), and honestly, I haven't used any other for a long time. Clickmagick has all I need and it works great. Later, I will show you how to setup all the rotators and follow everything.

You can try Clickmagick for 2 weeks free of charge [using this link](#).

You will use clickmagick for:

- Rotators
- Split testing
- Engagement
- Sold clicks
- Bought Clicks
- Sales

If you need help, they have lots of videos in the help section that will show you everything.

TRICK: Add engagement code

Engagement will show you how responsive the traffic which is incoming on your pages is.

Please check clickmagick help pages to learn more about how to set it up.

Because there are many people sending fake traffic, you should use this to recognize them!

Engagement will show you which of your subscribers only sign up, or those clicking on your thank you pages. If they only sign up without any action later, it's a sign, almost 100% certain, that the traffic is fake!

6: Squeeze/Funnel

You will also need tools to make squeeze pages and other pages of your funnel. You can do them alone in HTML, but it will take too much time and I wouldn't recommend it. This is especially because you will need to test many pages to find the best ones, and if you start manually, you will lose too much precious time.

I use Clickfunnels in combination with few html pages that I make in Dreamweaver. Dreamweaver is a WYSIWYG(what you see is what you get) html tool. A free alternative is Kompozer.

The advantage of using Clickfunnels is that you can make all the pages you need in few minutes, connect them with your autoresponder and you're good to go.

The disadvantage is that you must pay \$37 per month and you are limited to number of funnels you can have (5), 20 pages and much more clicks.

Alternatives are Leadpages - they work similar as Clickfunnels.

You can use self-hosted ones - Optimize Press (pay one time) Instabuilder - you host them on your Wordpress site - you will need domain name and hosting - I use and recommend Namecheap for both domain and hosting and I recommend them (after having lots of problems with few hosting companies that are very popular!)

So here is a short review of your options for funnel creation:

1. WP plugins and themes

Optimize Press
Insta Builder

you have control
one-time cost

2. Third party

Leadpages
Clickfunnels

Easiest to build your pages
No need to have domain name or hosting
Expensive - monthly

3. Self made - takes you lots of time

Kompozer (free)
Dreamweaver
Notepad

I would recommend Instabuilder if you are on a budget. It's much cheaper than Optimize Press
- \$77 to start with - one time.

Optimize press is similar, but much more expensive.

CHAPTER 3: Build

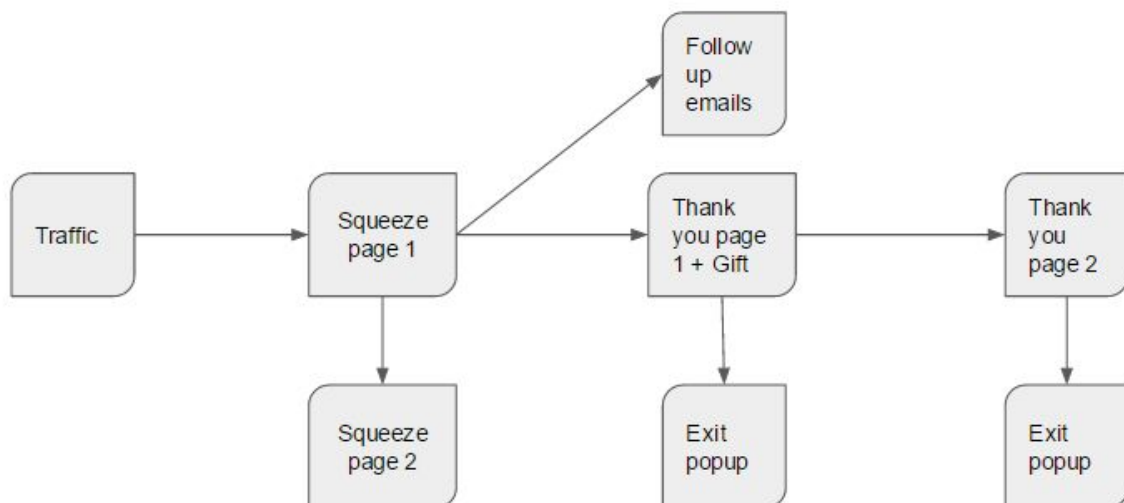
So now you have all tools and services ready to start building your business. Before you start with this chapter, you must have prepared:

- Autoresponder account - Aweber
- Tracking account - Clickmagick
- Tool for making funnels - Leadpages, Instabuilder or HTML editor

7: Build Your Funnel

This is what we are going to build. You will create 2 squeeze pages, 2 thank you pages, a free PDF gift and a 7-day follow up sequence.

Clickbanking funnel



1. Go to your autoresponder and create a form (aweber)

Let me first show you how to create your list in Aweber.

- A. Create a list
- B. Make it single optin (very important)
- C. Create a form
- D. Collect only email addresses
- E. Enter your thankyou page address in form settings - `yourpage.com/thankyou.html` - so after optin, your visitor will go to your thank you page.

After you create a form, you will need to copy that code into your squeeze page software - depending on software you use - just copy and paste this code. Enter your email and test your squeeze page, so you are sure that emails are collected. Go to your autoresponder account and make sure that your email is saved after you opted into your squeeze page!

2. Create a rotator in your tracker and name it Clickbanking (clickmagick)

Go to your Clickmagick account, click on 'Rotators', then 'Create New Rotator'.

We will need 3 rotators

- Clickbanking rotator
- Email clicks
- CPA rotator

Save a link from your rotator, later we would need it for thank you pages.

You need the link for that rotator, so we can add it to your 'thank you' page. Later, you will add links to your clickbanking partners in that rotator.

Also, for every rotator, you can have a Backup url.

Clickbanking rotator - backup url is CPA rotator

Email clicks - backup url is Clickbanking rotator

This will automate your clicks and you will set this up only once.

3. Create a squeeze page in your software for funnels

Whatever tool you have, you will build your squeeze page from a template. You need to change the text and connect it with your autoresponder.

This is an example of a squeeze (optin) page. As you can notice, the most important thing is to catch the attention and curiosity of your visitors. Test different backgrounds and text and find a winner. You should get minimum 40% optin rate - meaning from 100 visitors, 40 will enter their email.

But, you shouldn't be happy with those results - aim to 50% or higher optin rate!

After some time, you will get a feeling what works and what doesn't. For this type of pages, things that usually help to get higher rates are words such as "free, money, fast" and synonyms. To learn more, you should work on your copywriting skills, read emails from your competition and test!



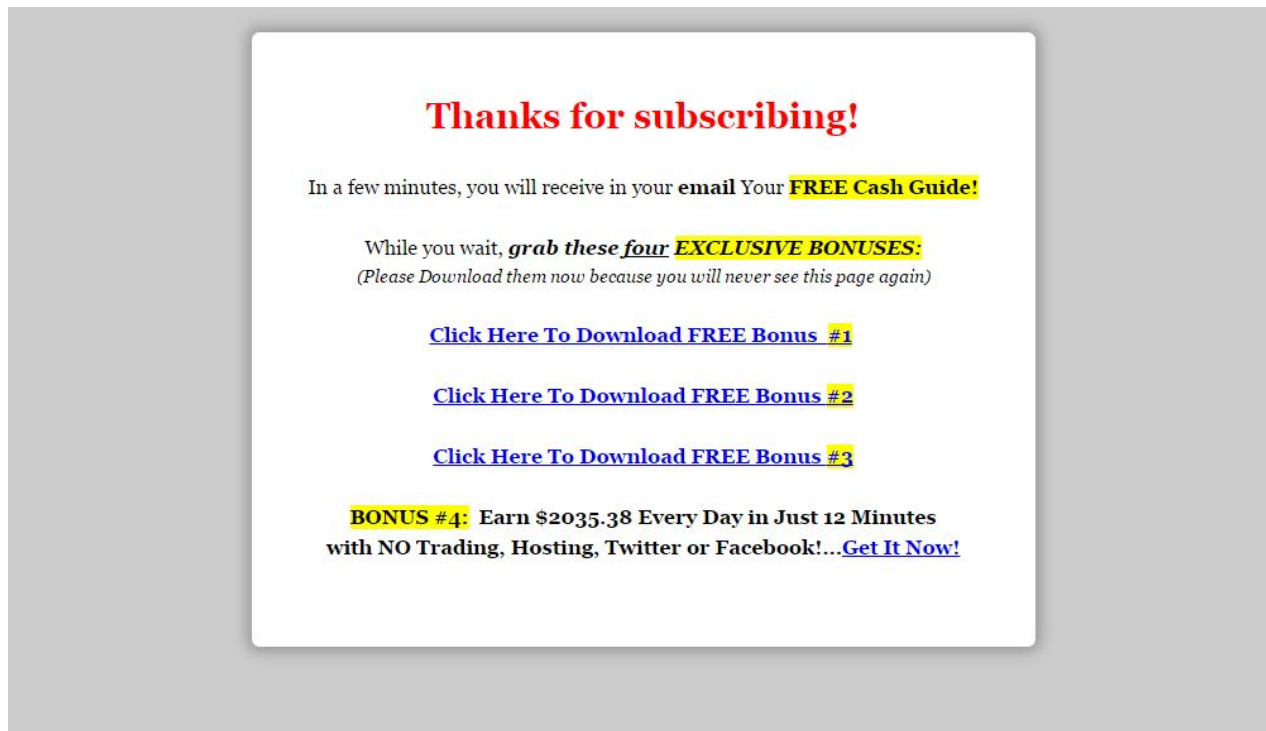
4. Create a thank you page in your funnel software

This page you will call yourpage.com/thankyou1.html.

Here is one example of thank you pages. What you want to do is produce as many as possible clicks out from it, and you can also give a link to your free gift. Usually, I create a second thank you page where I add few more generic links and link to the gift, or even better, give them the gift in the first autoresponder email.

Therefore, you will say thanks for subscribing and let them know that a link to a free report will be in their mailbox in few minutes. Also, recommend them few free bonuses.

Here, you should apply the same rule as your squeeze pages' text - use catchy sentences that talk about making money, free and fast. Also, words like 'special, bonus' and similar work the best.



5. Tracking conversions

We want to know the exact number of people who enter their email for every traffic source. There are two reasons for that - we want to know which of our squeeze pages works best and we want to know which traffic sources are the best for us.

To do this, on the thank you page, you will add **tracking code** (provided by clickmagick).

It looks something like this:

```

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In clickmagick, find your Action Tracking Pixel and add that code on your thank you page. You add it one time and that's it. It will track all your traffic and you will be able to see your optin rate for every link you create for each traffic source.

6. Exit popups

Yes, they are annoying, but they will help you maximize your results. If you use them, usually you'll get 10% or higher optin rate.

If a visitor to your squeeze page wants to close your page without opting in, they will see a short message that will try to persuade them to check another squeeze page with different text. Still, if they decide to enter their email there, they are added to the same list.

So usually, I add exit popups on every page in my funnel. On the main squeeze page, it goes to second squeeze page.

On second squeeze page, it redirects to the thank you page 1.

On thank you page 1, it goes to thank you page 2.

Thank you page 2 is just another version of thank you page 1.

So that's how you setup your main funnel. Add at least 1 more thank you page - make it a little different than your main thank you page.

8: Create Free Report

You will need a free gift, as a sort of bait, to attract visitors to your squeeze page, so that they enter their email and become your subscribers in exchange for that gift.

That gift is usually a PDF eBook, but it can also be a video, webinar, plugin, email course... Or combination of all of this. To make it simple and fast, a PDF report will be more than enough.

It's enough to grab some low end PLR products to create your gift, but I'd recommend to spend an hour or two and make it of better quality. If you want your subscribers to believe you, to open and click on your emails, this report and emails are the most important things you can do to achieve that.

It's simple, just take one good PLR eBook and make it better. Add your name, change links to affiliate links, and also make sure your book has some value for your subscribers.

If you can brand that report to yourself, it would be great. Change the logo, name, and add some more content (maybe connect 2,3 different products). This will help a lot, especially when you start to bring traffic to your squeeze page - you want to give your visitors value, you want them to remember and open your emails.

Here are 2 websites where you can find good PLR products. If you don't find something useful, use google and you will find many more similar sites:

[Master Resell Rights](#) - \$19.97 per month

[Download PLR Products](#) - join for \$1 - 5 days - you can cancel after 5 days

TRICK:

For producing more clicks, here is one trick on how to package your free gift!

Make a directory with the name of your product, add the PDF file inside and create a few bookmark links where you will add a link to your squeeze page. Zip those file together and that's a file you will give them after they opt in - in the first email follow up or on your thank you page.

9: CPA Networks & Offers

You will always have some extra traffic that you won't sell and if you don't have something ready, you will simply waste money. That's why you must sign up for few CPA networks and choose the best offers that fit your funnel and add them to the CPA rotator.

You've created a CPA rotator and you created your rotators in a way that all the extra traffic is sent to that rotator. Now, we are going to sign up for few CPA networks and add few links to it.

First, open an account on [Cash Network](#), [Maxbounty](#), JVZoo, Clickbank, Clicksure - some of those are little harder to get in - just be honest and say you are newbie (it's good to have a blog to show to them, more chance to get in) and that you're learning...

There you will find lots of different offers - what works fastest are usually \$1 - \$2 CPL offers and some Binary offers. See what are best performing - sort by CPC if possible and test them.

There are few things you need to know. CPA offers that pay \$0,75 - \$2+ will usually have lower CPC for your traffic than Binary offers with higher payouts. The problem is that you have a feeling with low priced offers that you're getting money fast. But in the long term, for this type of traffic, more CPC and more money is made with higher priced offers, from \$40 to \$300.

You need to send at least 200 - 300 clicks to see the results and to see if offers converts.

There is a list of top performing offers (sorted by CPC), so test the ones that are in your niche and when you find converting ones, put them on the top of your CPA rotator. For the best ones, I like to send extra traffic from my top positions; this way, you can get CPC better than when you sell clicks.

Maxbounty has CPC for all their offers and you can sort them anyway you like. They also have more choice. You can [signup here](#).

10: Follow Up Sequence

After you get an email subscriber, you should prepare an email sequence of 7 emails or more that will go out in the next 7 days after day opt in, every day automatically.

Every autoresponder has that option and it's easy to setup. In Aweber, you want to find option "follow-ups" and add your emails there.

In the first email, you should introduce yourself and give them your free gift that they signed up for.

You want to make a good impression and you want them to open your future emails.

TRICK:

Make them reply “how can I help you”. This helps with higher inboxing of your emails! And always respond to your subscribers emails. The reason is the same - it will help you to deliver more of your emails into your subscriber email boxes.

But you’re wondering, what do I write in the next emails?

It all depends on what you want to achieve. If you want to build trust, you should send them some valuable content that is congruent with your free report.

If you want to make some money, go check CPA networks and the offers you want to promote. Many of them have emails ready for you, so you just need to copy/paste them and add links. Also, many PLR products have emails done for you already.

Of course, you can combine these two methods.

But, the best way to get ideas is to sign up to other people’s list and see what type of emails they send. You should open another email account for that. And don’t copy their emails. It’s not ethical; people will feel eventually that it’s not you, and it’s also not good for your email deliverability - you must make sure that your emails are unique!

Here are some ideas: Introduce yourself. What I love to do is to tell them some stories from my life and in the end, connect it with the product that I’m selling.

You should have at least a 7-day email sequence. One email after day signup, and more emails every 24 hours.

Combine sending content and promoting your or affiliate offers. You don’t want to get them used to only free content, so you should start something like this:

Day 1 - send useful content

Day 2 - affiliate offer or your product

Day 3 - content

Day 4- product

CHAPTER 4: Perpetual Profit Secret No. 1

11: Making Your Funnel Perpetual

So now, we are getting to the serious part.

You have finished setting up your funnel.

Your squeeze page is ready and connected to your autoresponder, email follow ups too.

If you followed my advice, your funnel is ready to produce at least 80% clicks out.

When you start sending traffic, your squeeze page should have 40 - 60% optin rate. So, from 100 people that see it, 40 - 60 will enter their email and proceed to the thank you page. You should always be testing and making new squeeze pages.

That means that the number of clicks out from your thank you pages will be about 0,8 - 1 times traffic to your squeeze page.

80% is very good, and you should always test to make it higher.

12: Clickmagick Setup

As I already said, tracking is very important. It's so important that I want to repeat myself a little :)

You must track all your traffic, incoming and outgoing. You must understand how it works, because tracking will be your tool to make your results better.

For every CB partner, you will create a link for him, so that later, you can know exactly the percentage of people who signed up on your squeeze page, what is % of T1 countries (standard is at least 75% T1 is agreed before clickbanking).

1) Links

Here, you will add links you want to track - clickbanking partners, affiliate links, your products links. You can put everything there.

For example, you have a new clickbanking partner that you want to send emails to first.

You create a link with his name, and add URL to your squeeze page as “primary url”. You will send “Tracking link” to your partner. And that’s it.

Here is how I do it (SHOW HOW TO ADD A NEW LINK)

2) Rotators

I already explained how to setup your rotators.

When you add a link to any of this rotators, you are able to choose T1%, number of clicks, bonus clicks, you can even choose exact countries, % of mobile traffic, etc....

Here is how I do it (SHOW HOW TO ADD A NEW LINK)

13: Test Test Test - higher optin rate, more clicks out

Test - it’s one of the most important things in this business - change your pages, see what is happening, test traffic sources and check you numbers.

Test CPA offers and see how much they make you per click. When you find good ones, move them on top and send most of the traffic there.

If you see some that perform even better, you can forward some main traffic there and stop selling...

There are really lots of options!

As I mentioned before, it’s so important to know all your numbers. Optin rate, anything under 35% is bad - I aim for 40-60% or higher.

Also engagement number will show you for every visitor did he click on links out - if zero, then there is a 99% chance that traffic you received was fake! Go to clickmagick and learn how to setup engagement tracker!!!

Here are few suggestion on how to improve your results:

- 1) Test squeeze pages
- 2) Thank you page - link text, images - keep best and add new
- 3) Follow up emails - how many clicks?

Make all of this a little better, and you will practically multiply number of clicks out. If your optin rate goes up, more people will see your thank you page and email, more clicks will be produced to sell or to send to your clickbanking partners and you will grow your list and make money faster.

You will test all this using your tracker. Every link that you use must be created in your tracker, so you can easily know your numbers.

Also, you should use link groups so you can easily follow your daily progress - how many clicks you have from your funnel, from your emails, etc.

CHAPTER 5: Perpetual Profit Secret No. 2

14: More Traffic More Money!

It's as simple as that! There are many ways to get traffic to your funnel, maximize number of clicks, grow your list and maximize number of clicks you can sell - reinvest for even faster growth!

Once you setup your PP funnel, and results are like we planned, you can spend much more time and get traffic. There are really hundreds of options, and it's not hard to get it! It takes time and/or money to make money.

15: Clickbanking & Ad Swapping

Easiest way to build your list and get traffic is clickbanking.

Clickbanking is a way to exchange traffic. You need to find a clickbanking partner. You agree how many clicks you will bank, you agree about T1% (T1 - 5 main countries - US, UK, CAN, AUS, NZ) minimum and who will send first.

You set up a link in your rotator and send traffic to your clickbanking partner if you are the one who send first or you wait for him to send traffic. There are few rules about it, but the most important one is to send clicks back in 1 week. It's not polite to make it much longer (few days more is fine if you inform your partner about it).

If you are sending first, you can be more flexible, but still it's not ok to send those clicks for months...

There are many Facebook groups where you can find clickbanking partners. There are hundreds, maybe more people that use this method.

Clicks you send will be from your funnel (**but not exit popup**), from your thank you pages, emails, your free report, etc...

When you are starting, you will be asked about testimonials. So when you are starting, it will be a little harder. You won't have testimonials, there are many scammers out there and people are very careful with new people, because most of those people had some bad experience, and they want to make sure you won't cheat them.

How to start? You should find at least 3, 4 clickbanking partners who will send first 50-100 clicks, and the same number who will send back. Be sincere, say that you are just starting, that you are going through my course and that you need little help. You can also buy 100 or more clicks, to make things easier and faster - if you do that, mention that also!

Here are few Facebook groups where you can find clickbanking partners (and adswap, too!):

<https://www.facebook.com/groups/calvin.jv.events/>
<https://www.facebook.com/groups/536677826422242/>
<https://www.facebook.com/groups/759293050787839/>
<https://www.facebook.com/groups/clickbankingandswaps/322792367871745>
<https://www.facebook.com/groups/134986830030397/>
<https://www.facebook.com/groups/elitesolos/>
<https://www.facebook.com/groups/soloadcartel/>
<https://www.facebook.com/groups/1063798473659960/>
<https://www.facebook.com/groups/223628744452788/>

How to start?

- 1) Check all the links in your funnel, enter email in your squeeze page, check if your autoresponder saved it, and whether you are forwarded to your thank you page

- 2) Check in your tracker, when you click on thank you page links, are you sent to link in your rotator
- 3) When you send a link for you clickbanking partner, check if it really is your squeeze page (do the same when you add your cb partners link into rotator. You don't want to make a mistake there)
- 4) When you have clicks that are coming to your funnel, make sure that you have clickbanking partners in your rotator, make sure you have few CPA offers in your CPA rotators
- 5) Check if everything is ok, optin rates, clicks, etc, especially for first few days. Even if you checked everything few times, there are always some things to improve

Congratulations, now you have started to build your list!

How to find reliable clickbanking partners - there are few very big testimonial groups with more than enough people and testimonials to work with. DON'T work with people that don't at least 5 or more testimonials in those groups. Here are the links to that groups:

<https://www.facebook.com/groups/deekayclickbankingtestimonials/>
<https://www.facebook.com/groups/clickbanking.testimonials/>

Adswapping

It's similar to clickbanking, but you agree to send clicks at the same time from your list. That's why you will search ad swapping partners when you can send 50 - 100 clicks in 24 hours.

This is similar to clickbanking and solo ads. You will find a partner with whom you'll exchange agreed number of clicks. At the same time, you will send agreed number to his squeeze page and he will send the same to your squeeze page. It's like clickbanking but at the same time, no need to wait for someone to send clicks back.

Most of the clickbanking groups are made for finding ad swap partners too!

TIP: I lost a lot of clicks because my setup in Clickmagick had very small difference between T1% minimum and max. I had FE 85% min 87% max. Now I put only minimum T1 and I leave max T1 empty

16: Buy & Sell Traffic - solo ads/funnel clicks How to buy, where to buy...

Another 'trick' for PP funnel is that you can buy and sell at the same time. When you are able to get the same number of clicks in and out of your funnel, you can make this process even faster by selling and buying... Even if you lose a little, it shouldn't be a problem when you are building your list with that traffic! But actually even if you look like you're not getting even, you must not forget the clicks from your emails + money you make with your CPA offers. When you add all this, you should be making money + your list is growing.

You can decide what's best for you: you might keep some of the profits when you buy less than you sell, but at least for the first few weeks you should reinvest it all.

LIST OF FB solo ads testimonial groups - check carefully, best if they have REPEATED SALES testimonials.

Solo ads testimonials - <https://www.facebook.com/groups/SoloAdsTestimonials/>

Solo ads SALES testimonials - <https://www.facebook.com/groups/salestestimonials/>

Funnel Clicks groups:

Best way is to invest your profits into buying funnel clicks or solo clicks or combined - if you can sell and buy for the same / similar price.

Funnel clicks are clicks from thank you pages, usually sold in combination with solo clicks which are clicks from email broadcasts.

If you can reinvest, that is the best. However, you can grow your list fast even if at the same time, you buy and sell clicks. It's almost like clickbanking, but with different partners.

Why funnel clicks? Because they are usually much cheaper than solo clicks, and usually the same or similar quality.

LIST OF GROUPS FOR FUNNEL CLICKS AND TESTIMONIALS

1. **Funnel Clicks (Thank You Page Only) BUY/SELL**
<https://www.facebook.com/groups/ThankYouPageFunnelClicks/1077152892319514/>
2. **Funnel Clicks Buy/Sell ONLY!**
<https://www.facebook.com/groups/1462801947294857/>
3. **KK's Funnel Clicks & Clickbanking**
<https://www.facebook.com/groups/1063798473659960/1064916976881443/>
4. **Funnel Clicks**
<https://www.facebook.com/groups/1529795767282939/>
5. **TrafficPillar's Solo Ads & Funnel Clicks Group**
<https://www.facebook.com/groups/trafficpillarsoloadsfunnelclicksgroup/>
6. **Funnel Clicks**
<https://www.facebook.com/groups/buysellfunnelclicks/>
7. **Anthony Tiley's solo, etc...**
<https://www.facebook.com/groups/AnthonyTilleysTrafficGroup/1016265901768149/>
8. **Funnel Clicks (Thank You Page Only) BUY/SELL**
<https://web.facebook.com/groups/ThankYouPageFunnelClicks/?fref=nf>

17: Types of Emails To Your List - what to check, how to write...

There are two types of email you can send in Aweber:

- 1) Broadcast
- 2) Follow ups

I talked about follow up sequence in module 3.

Those are automatic emails to your subscribers after they sign up.

Second option you have is to send a broadcast. This are emails that you send to all your list or segments of a list.

If you have a follow up sequence of 7 emails, you should segment your list in a way that your broadcast is sent only to those who finished receiving follow up sequence. So it's usually a segment of your list that signed up before 7 days or more.

Types of emails you should send

1) Generic emails

Those are emails that you write to produce as many clicks as possible. This is some kind of science and you will need to learn about copywriting and have experience what your list likes to click on.

Also, you should optin to other people's list and see what type of emails they send. Don't copy them, but use as a model for your emails.

2) Content & Affiliate promos

If you want to sell in your emails or promote CPA offers, you can use emails from those offers. However, you should make some changes, and there are few reasons for that. If everybody sends the same emails, your deliverability will be lower, and if you do that all the time, you will have less opens; less clicks equals less money.

18: More Free Traffic - forum, blog comments

So actually this part is the main idea of profiting from Perpetual Profit Formula.

As I explained to you before, when you set it all up like I showed in this guide, you will have lots of extra clicks to send from your clickbanking that are left because of the way your funnel is setup.

That's why you should always search for ways to bring more (Free) traffic to your funnel. This method with free traffic is of course best if you don't want to invest. But as time goes by, you will see that it's faster and easier to use paid traffic, especially when you will be able to find good offers that make you money or when you will be able to reinvest money made selling clicks.

So here are few ways to get free or cheap traffic to it:

1) Forum comments

Find blogs and forums similar to the niche you are targeting, and join them, and then add a link to your squeeze page in your signature and comment. You will be surprised how easy it is to get some nice amount of traffic this way.

2) Blog comments

This is one easy way on how to find blogs where you can comment:

`inurl:blog "post a comment" -"comments closed" -"you must be logged in" "INTERNET MARKETING"`

3) Solo Ads

I know I mentioned them before, but they are one of the best ways to build your list, especially if you use Money Funnel and you optimize it correctly.

4) Youtube

You will make useful videos, 2-3 minutes short and rank them for some of the keywords you choose. Making and ranking videos is easier than you think. I will give you my Youtube Rank Blueprint if you buy upsell to this course and teach you how to implement it properly.

5) Slideshare

Slide share is a social media website where you can upload and share your presentations. You will make your presentation with useful content to your targeted audience - insert link and call to action on last slide because links are not allowed in description), upload it to slideshare and share on social networks (Facebook, Twitter, Pinterest, Linked in, Twitter). This shares will help you rank higher.

Also it will help if you share your slideshare presentation on your blog.

6) Make free wso / info products

CHAPTER 6: What to do next

19: Sell Solo Ads & Funnels Clicks (pros and cons)

As your list grows, you will be able to send more clicks out from your funnel and more clicks from your emails. That's why your main goal should be to grow your list. You should know that clicks that your list produces will start going down if you don't add new subscribers to it.

In Perpetual Profit Formula, I focused on showing you how to build your list fast with the goal of making money soon and selling traffic.

GOOD AND BAD

Good:

Fastest way to start making money online

There is always need for traffic

When you set it correctly, you can spend 1 hour per day or outsource it

Bad:

There's always risk of autoresponders closing your accounts

20: Build A Tribe (trust and relationship, sell affiliate products, make sell your products (pros and cons)

So if you want to have minimal risk and do something with your list, there are more ways to do it.

Actually, this is for another big course, but I must let you know your best options.

1. Promote affiliate programs - I talked about that a lot. I can recommend you this program - IM Affiliate Funnel (link below this video). Everything you need to know

about that, while building your list there - only about \$9. It perfectly fits into what I am talking about here

2. Build list using your info products ⇒ better leads, more responsive/buyers, helps build authority. This is hard to start, but it's really a big step forward towards building authority, trust and some kind of celebrity status! I highly recommend that you start doing this
3. Sell solos - -pros and cons - I was talking about this already, there is certain, I might say big risks for you to lose everything. So I've been there, I was hit hard and didn't have a backup plan, and it's not a nice feeling... But if you decide to go there, I might have some people to recommend. Contact me if you really want to risk doing that
4. Now that you know all this, you can start using this in some other niches like Health, Insurance, etc. LIST OF HOT NICHES AS GIFT / BONUS

21: Shortcuts: Outsource - Fiverr, upwork, Freelance, ...

This is something you should always have in mind. It's impossible to grow your business by yourself. Think about what you can outsource and do it!

Find someone who will do things part time for you, or full time- for \$300 - \$400, you can find quality people to do it. Here are few websites:

[Upwork](#)

[Freelancer](#)

[Fiverr](#)

CHAPTER 7: LINKS

[Aweber](#)

[Getresponse](#)

[Active Campaign](#)

[Sendlane](#)

[Clickfunnels](#)

[Leadpages](#)

[Multirbl](#)

[Mxtoolbox](#)

[Clickmagick](#)

[Master Resell Rights](#)

[Downloadplrproducts](#)

[Cashnetwork](#)

[Maxbounty](#)

[Upwork](#)

[Freelancer](#)

[Fiverr](#)



This short guide is proven to work and it will make you \$3k per month if you follow it!

But, if you want to **learn much more and get to those \$10k+ months FAST**, please take a look at this [video from a 7-Figure Digital Marketer](#)

I'm recommending this and I stand behind it 100%. In case you decide to join, contact me at kklukovic@gmail.com and I'll add a gift for you that will help you add turbo charge to your new business - total value \$650!