

Build Your Business with Solo Ads!

Generate Traffic,
Leads, and Customers
On Demand!



by

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Build Your Business With Solo Ads

Every business in the world has one thing in common. They all need customers. The purpose of a business is to deliver a product or service to its customers. Your customers are the lifeblood of your business. You can do awesome things, and make cool stuff all day, but if you don't have any customers then you won't be in business for very long.



So how do you get a customer? I'm going to tell about a few methods in this eBook, but I'm going to focus on one method in particular. Solo Ads.

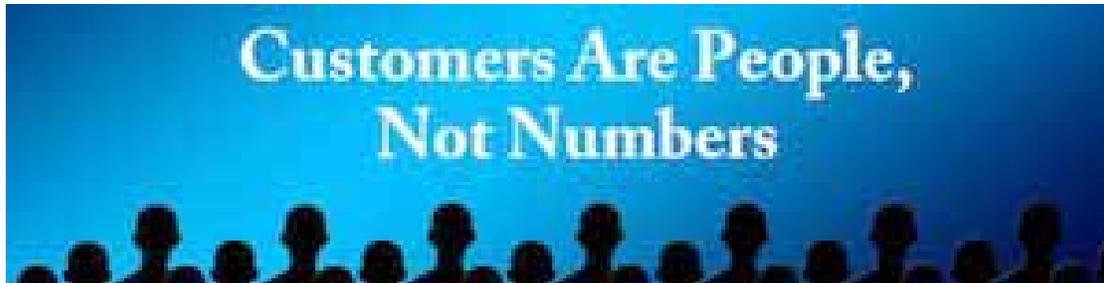
Have you tried using solo ads to bring traffic to your offer using solo ads? If you haven't, then this eBook will help you to avoid some common pitfalls and get started on the right foot. If you have used solo ads, maybe you weren't leveraging them correctly. Perhaps this book will teach you something about them that you don't know yet.

Let's get to it!

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Our Customer

If there's one thing that you remember after reading this book, it's this.



They have some need to fill. Some pain point that they are trying to solve. It's easy to fall into the trap of seeing customers as numbers and dollar signs.

But we should always remember that on the other side of that sale there is a person. Someone is giving you their money in trade for something of value. As an honest and ethical businessperson you should understand the value of that, and always give them value in return.

The value that you're offering is a solution that fills their need, or solves their pain point. But once you have that solution, how to do you find the customers that need it?

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Traffic

I'd like to introduce you to Sally. She's married with two kids at home. She's looking for a way to make some extra money while she's taking care of her family. You have a business opportunity that could help her out. But how do you get Sally to know who you are and that you have what she's looking for?



To get customers like Sally, you first need to get people coming to you. You need **traffic**. You want people to see what you have to offer. Hopefully it's something they want or need. There are two basic forms of traffic. Free traffic, and paid traffic. Each has advantages and disadvantages.

Free Traffic

Let's look at free traffic first. One example of free traffic is people searching for something online, and then coming to your website after clicking a link in the search results.

Sally decides to search Google for "make money from home" or "jobs for stay at home moms". Your web site shows up in the results, and Sally comes to your site. She likes what she sees and becomes a customer. Easy right?

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Not so fast. For this to work you need to invest a lot of time into Search Engine Optimization (SEO). This involved researching keywords, search volume for those keywords, writing content like blog posts that target those keywords, and much more. So while it might be free, it can take a lot of your time to do it right.



With search engines you're potentially competing with hundreds, if not thousands of other business that are also trying to get Sally's attention. It can take a really long time for your site to become popular enough that it gets to the top of the search results.

Here's the reality. To get substantial amounts traffic from search engines you need to be on the first page of results. Ideally you'll be in the top 4 or 5 listings. In the industry we call this "above the fold". That idiom comes from newspapers. Headlines and articles that are on the top half of the front page of the newspaper are "above the fold" of the paper and get the most attention.

Getting traffic from a search engine is kind of like having a storefront on a busy street. All those cars and people going by and you're in your store hoping Sally will notice you and walk in the door. It will happen occasionally. But will it happen often enough for your business to succeed? Maybe. Maybe not.

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There are other free traffic methods, but that's not the subject of this book. I just want to you to understand that the benefit of free traffic is that it's free. At least it's free in that you don't pay money upfront. But the trade off is that it can take a very long time to get any real results. If at all.

Paid Traffic

Now let's look at paid traffic. The basic concept here is that you're paying to speed things up. Yes, the traffic will cost you money, but you're also not sitting around hoping for the best. Waiting for Sally to stop by your store. I don't know about you, but my business plans don't rely on hope.

Paid traffic is advertising. We're all familiar with advertising. We're exposed to it constantly. Advertising is simply a way to try and get people to notice your business or offer. It's like putting up a billboard on that busy street. You're still in your store, hoping Sally will see the billboard and then come see you. But the street is busy and there are 10 other billboards. And Sally is in a hurry. Maybe she'll notice your billboard. Maybe she won't.

Ad Networks — As you browse around the Internet looking at web sites, you'll likely see a lot of ads. Many of these ads are coming from ad networks. Owners of the web sites sell space on their site to the ad networks.

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Advertisers put their ads into the network and set them to target a particular audience. The ad network matches that audience preference to the web site and your ad shows up on that page.

FROM THE WEB

Promoted Content by Taboola

New Policy - If You Drive 35/mi or Less You Better R...
Smart Life Weekly

Economist: Prepare for Massive Wealth Destructio...
Newsmax

What Kids Who Don't Eat Vegetables Look Like Whe...
Nick Mom

6 Alarming Obamacare Facts
Bankrate

WE RECOMMEND

- New Yorker's Seymour Hersh: Obama Lied After Bin Laden Raid
- Infamous Somali Pirate Lured Into Custody With Promise of a Starring Film Role

ELSEWHERE ON THE WEB

- You Won't Believe Which State Taxes Its Poor the Most (*The Fiscal Times*)
- Best Seven Colleges for an Online Bachelor's Degree (*Education Portal*)

Here's an example. The four images above are actually ads that are placed on a web site. The ad network is Taboola. The advertisers pay Taboola to get the ads on to the site, and the web site gets paid by Taboola for providing the space. The advertisers are hoping that the site's visitors will click the ad and come to their sites. In this case, Smart Life Weekly, Newsmax, Nick Mom, and Bankrate.

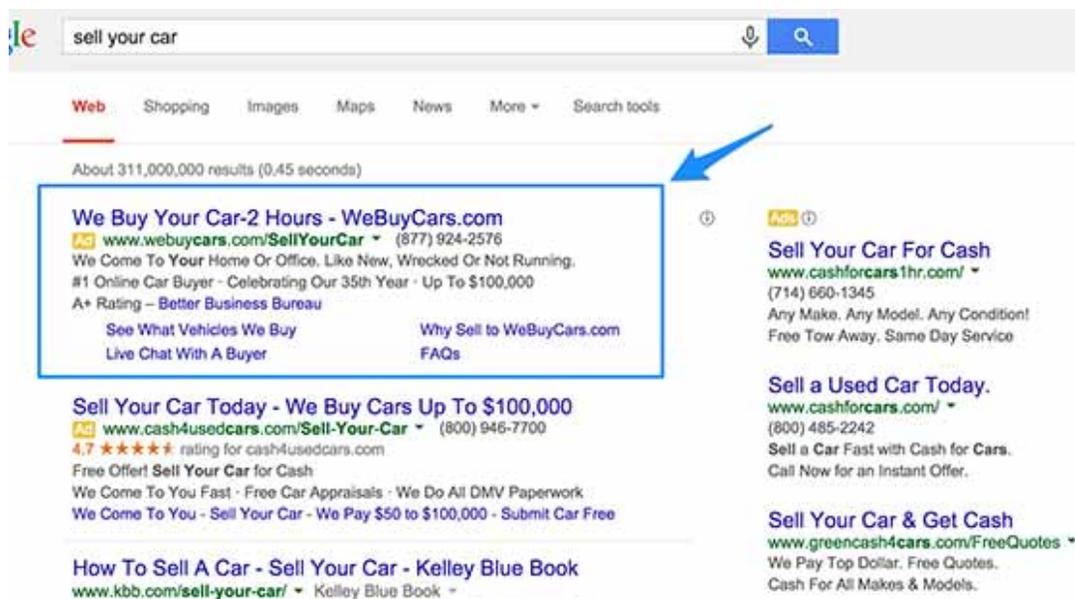
Now, this is a vast oversimplification of how ad networks operate. As with many things there are many details and nuances to how they work. But again, I want to you simply be aware of various advertising methods.

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Paid Search Engine Placement — I mentioned that search engines like Google could be sources of free traffic. But you can also pay Google for advertising. In fact this is where Google makes a lot of if their money.

To place an ad with Google, you use their AdWords system. You decide what search terms or keywords that you want to target, and post up an ad for that keyword. If someone searches for that keyword, then Google moves your site listing to the top of the search results. You pay for how often your ad is seen.

Here's an example Google search for 'sell your car'. Notice the top results have the little yellow Ad logo. Those are paid ads that were pushed to the top of the search results.



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If you placed an ad for that same keyword then you're also bidding for placement. If that competing company bids more than you, then their ad moves to the top. If more than a couple bid higher than you, then your ad won't show at all. And even if it does, there's still no guarantee that you'll get traffic. Google can't force Sally to click on your link.

Solo Ads — Now to my favorite part. The Solo Ad! These are still a form of advertising. But now you're paying a certain amount of money to get a certain number of people to see you and your offer. Basically solo ads are guaranteed traffic.

To understand this better, let's go back to your store. Down the street there's a big company that already has a lot of customers. People like Sally. If only you could get that business to send a few of their customers your way.

So you strike up a deal with the business owner. They say that they will send people your way, but they will charge you \$1 for each person. So you pay them \$100. They send a message out to part of their customer list letting them know who you are, and say that they should go check out your great store.

Once 100 of their customers have stopped by your store, the company stops sending people to you. So you paid

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\$100 and you got 100 people to stop by your store. That's basically what a solo ad is. But it's the form of emails and links that people click on.

How Do Solo Ads Work?

When you place a solo ad, you're basically paying someone to send a person your way. Just like the deal with the company down the street. Let's say someone has a list of subscribers that are potentially interested in what you're offering. Or you find someone that has access to source of traffic where your potential customers hang out. You pay that person to \$100 to get 100 people to click on a link that goes to your website or offer. (Don't get me started on what it takes to quickly get 100 hits from organic search engine results.)

If you do your job correctly, and your sales process is working, you could make up to \$100 in sales to those 100 people that clicked on your link. Maybe more. But it's reasonable to get 70-80% return on investment (ROI).

You might be thinking; "If I only make back 80% of my expenses then I'm losing money". At first glance that may seem true. But remember, you also have new people on your list that are aware of you and your business. You can communicate with them and let them know

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about other products that you're selling, and new products that you launch. You can give them helpful information. They tell their friends how great you are and your tribe grows. Just remember that you're building your subscribers list, which is your business's greatest asset.

So don't look at a solo ad as a failure if you don't get front-end sales. The true value of a solo ad is that it builds your tribe and creates a money machine that damn near runs on autopilot. We'll get to that part soon, but first let's look at how to get started with your first solo ad.

Finding Solo Ad Vendors

To place a solo ad you first need to find a solo ad vendor. Some people think that solo ad and traffic vendors are just out to steal their money. They think that if they don't see sales from the ad right away the vendor is a thief and only sent them fake traffic. They think that they can jump online and make thousands per week with no work or investment into their business. No learning or professional development. This is often the furthest from the truth.

Just like this whole making money online thing, there are a lot of misconceptions out there. But I believe that most solo ad vendors like myself, are ethical and truly

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want to help you succeed. Here are three things that I know to be true about solo ads and solo ad vendors.

The Good, the Bad, and the Ugly

There are ton of solo ad vendors to choose from.

The Good ones provide excellent services, advice, and support.

The Bad ones send you clicks, but they don't really bring any other value.



The Ugly ones are terrible. They send fake clicks from computer bots, or even pay someone to click on the ad to get a click count.

It's important that you do your research before buying solo ads from anyone. You should have a good level of confidence that the vendor will provide you with good leads, and that the money that you spend on the solo ad will not be wasted.

One of the best places to start your research is Facebook. There are many Facebook groups for solo ads. Vendors list their services in these groups, and customers leave testimonials for vendors. Find these groups and join

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them. Look through the groups for vendors that have a good online reputation with recent testimonials.

Udimi.com is another good source. Udimi makes it easy to research vendors and buy ads. [Click here to get started with udimi.com and get a \\$5 discount after you register.](#)

Contact your friends and get a direct referral from them.

Once you find a vendor that you're interested in, check out their Facebook profile and business page, (assuming they have one). Do they provide any content or value? Or do only have posts about their solo ads?

Find out if they have a web site. Does their Facebook profile match the information on their web site? Do they have an option to buy their traffic through their web site? Does the information look current? Is the copyright date at the bottom outdated?

Basically you're trying to find out if they are a real person or business, and not just a scammer. Be aware of any red flags that would lead you to not trust them. If you have any suspicions, then move on and find someone else. Like I said, there are many to choose from.

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Match the Niche

You also need to know what the vendor's niche is. A niche is a particular subject or area of interest. Perhaps it's health and fitness, or make money online and work from home. Even something like dog training is a niche.

If your offer doesn't match the interests (the niche) of the vendor's traffic, then your ad will not work. Think about this for a second. Let's say you sell men's health products. Would you place an ad in a quilting magazine? Probably not. If your niche were quilting, would you place an ad in "Field and Stream" magazine? Again, probably not.

It just won't work because people that are interested in quilting probably don't look to hunting and fishing magazines for quilting information and products. Is that the magazine's fault that your ad won't work? Of course it isn't. It's your fault for targeting the wrong niche.

The Good solo ad vendor will check your offer and sales funnel before they accept your ad. They will make sure that your offer matched their niche. They will provide you with good advice and offer suggestions to improve your sales process.

If your offer is not a good fit for their list then they should ask if you truly want to send it out. They may

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even decline your ad. If they accept your ad then they will communicate regularly. They will give you a stats link so you can keep track of the traffic that they are sending to you.

The Bad vendor will work with you to get your payment and your link, they may send you a stats link, but they won't provide any extra value. Your solo ad with them might work, or it might not. It's a risk.

The Ugly vendor will just take your cash and send out the ad knowing that you'll get nothing. Or they won't send out an ad at all and will pay someone to click your links. Stay away from the ugly ones.

The Sales Funnel

A sales funnel is a series of web pages and follow up emails that we use to turn traffic into leads, and leads into customers.

When you place a solo ad, you'll have the vendor send your traffic to a tracking link. The best click-tracking tool in my opinion is ClickMagick. It's what most solo ad vendor and customers use.

A click tracker gives you a lot of information about the traffic that is coming through your funnel. Particularly the quality of the traffic, the countries the traffic is com-

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ing from, the number of unique clicks, duplicates, fake clicks, etc. In my opinion, if you're not using a click tracker with solo ads then you're flying blind.

[Click here to claim your 14-day free ClickMagick trial.](#)

[Click here for great ClickMagick guides and tutorials.](#)

Your tracking link will direct the incoming traffic to a Landing Page, or Squeeze Page. These are different names for the same thing. Your landing page is the first page of your sales funnel. It's your first (and possibly last) chance to make a good impression. It's where you convince the person to give you their email address and join your list.

Your most effective squeeze pages have a killer headline, a bit of enticing information to engage the visitor, and a form where they give you their email address.

Once the person submits their email address they will progress through your sales funnel where they see the sales pages for you offer, and hopefully buy it.

When they submit their email address into this form, they are also added to your subscriber list. This is your big goal with your landing page; to build your list.

Once they join your list you'll begin sending them a

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series of follow up emails. Your follow up series emails are where you further introduce yourself to your lead.

There are a variety of systems to help you manage these emails. We call them auto-responders. Some of the most popular include AWeber and GetResponse.

[Click here to claim your free month of AWeber.](#)

[Click here to sign up with GetResponse.](#)

Solo Ads Are Cold Traffic

Let's compare your online business to a physical store.

Let's say you have a clothing store. For people to know about your store and for it to be successful you need to advertise. TV and radio commercials, or magazine and newspaper ads are designed to get people to your front door.

Once they get to your door the sign in your store window gets them interested in the clothing products that you sell. It's what gets them to walk through your door and introduce themselves.

This process is the same for and online business. For your online business to succeed you need to advertise. The solo ad is the commercial that gets the person to

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your front door. In your online business your front door is your squeeze page, or landing page. It shows the visitor what you have to offer, and it has an opt-in form where they give you their email address. Their email address is the handshake after they walk through your door. It's their first introduction to you.

But just like a new customer that walks into the clothing store, when someone clicks a solo ad link and arrives on your squeeze page there's no trust or relationship yet. This is what we call "cold traffic".

It's your job to build the relationship. We call this "warming the lead". This is an important point to remember. You need to provide them with something of value right away instead of slamming them with our offers. This is key to building that trust.

So what do you provide to accomplish this? We call this a lead magnet. It can be virtually anything. Regardless of what you give them though, keep them engaged and show them that you are real! Always, always, always bring value!

Step Up Your Game With A Lead Magnet

So you have your landing page, the killer headline, the enticing info, and the form. But maybe that isn't enough for your visitor to give up their email address. They

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might be looking for more than just the promise that you're giving them.

Remember the visitor likely has a problem that they are trying to solve. You're there to provide lots of value and solve that problem. This is why you offer a "lead magnet".

A lead magnet is something enticing that you give away to get people in trade for some information about themselves. Usually their email address.



Let's go back to your store on the busy street, and all those potential customers walking buy. Let's say you run a donut shop. To get people to come into your shop you decide to stand outside and offer free donut samples to anyone who will come into your store. That donut sample is a lead magnet.

Some of the people will taste the sample, look around your store, and then leave without buying anything. But some will stay, and they will buy a dozen donuts. Now you have a customer.

Lead magnets for an online business serve the same purpose. But since we're running an online business we

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can't hand out donut samples. (Not yet at least, but maybe Elon Musk will get on that soon.)

Instead we offer some form of a digital product. Something that will bring value to our potential customer. Here are some examples of what you can offer.

- A how-to guide
- A 10-step checklist
- Access to a series of training videos.

Use your imagination. Try to remember Sally. Why did she click on your solo ad and come to your landing page? What could you provide that would help her out? What would show her that your product offers the solution to her problem? What would get her to know and trust you a bit more?

Take Action!

Before you place your first solo ad you should have a few things in place, and tested to know they are all working correctly.

- A ClickMagick tracking link that points to your landing page. You'll give this to the solo ad vendor.
- A landing page with a killer headline, some compelling copy, and your lead form.

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- The funnel pages that your visitor sees after they opt in.
- Your email auto-responder with the follow up emails set to send on schedule.
- A vendor that you have researched and that looks legitimate.

Place Your First Ad!

Now it's time to TEST the vendor's traffic first with a small ad. Don't begin with a big 2000 click package. You want to start small, but not so small that you don't have enough data to make a good decision. Usually smaller tests are less likely to get good results. But this depends on your offer.

I used to test with 100 clicks, but for me that just wasn't enough data to know if the traffic was good. I think 200 or 300 clicks packages are better because you're casting a wider net. It all depends on how much money you're willing to lose to test the vendor.

You have to assume that your test will not work. Assume you won't get many opt-ins to your list, and that you won't get any sales for your offer. If you go into the test with the assumption that the money you spent on the ad will be lost then you won't be disappointed. Remember that your test run is a just that. A test. It might work, it might not. But you won't know until you try.

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Once the test run is finished, then give your follow up emails a chance to work. Only then will you know what the results are. If the results were good, then put the vendor on your Good list. If the opt-ins were low and the traffic was slow, then maybe they go on your Bad list. If the traffic was horrible, was low quality with lots of bots, or not delivered at all, then put the vendor on your Ugly list. These are the ones you definitely want to avoid.

Once you've found a good vendor it's time scale up with them. By scale up, I mean buy another ad that is a little larger than the last one. If your test run was 200 clicks, then try 400. Eventually you'll build up to that 2000 click order. Maybe more.

But always keep track of your numbers in ClickMagick to make sure the vendor is still delivering quality leads to you. If the traffic started out good, but then turns bad, well then maybe you shouldn't go back to that vendor any more.

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The Money Is In The List

We've all heard that "The money's in the list". This phrase has been floating around since before the Internet, and it holds true even more so today!



Your primary goal for solo ads is to get people signed up to your list. Maybe you made some initial sales too. Getting immediate sales from solo ads is great. I love it when that happens! But we need consider the bigger picture. With solo ads you should be looking more for opt-ins so you can build your list. Immediate sales are good, but don't expect them.

Once you get people on your list and you've warmed up that relationship properly, the person will become more responsive to your messages. Then you can send them information about your offer. Once they become your customer then they are HOT. They've shown that they are willing to buy what you're selling. Perhaps they will buy more.

There's More Money In The List!

Hot customers are your best opportunities for larger ticket sales. Large tickets items cost more, but they bring a lot more value. Maybe you have a training course. Or you offer one-on-one coaching.

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These items might be difficult to sell to cold traffic. But once a cold lead warms up and is part of your tribe and they trust you, then they are more likely to buy. Once they buy your initial offer they are more likely to buy again. Remember, a customer, is a customer, is a customer. And that's what we want. Customers!

Make A Plan

Ready to get started? Here's your action plan.

1. [Sign up for your 14-day free ClickMagick](#) and learn how to use it by following [their guides and tutorials](#).
2. Sign up for an email auto responder. Two of the most popular are [AWeber](#) and [GetResponse](#).
3. Build the landing pages and sales pages for your offer.
4. Add your lead opt-in form to your landing page.
5. Write your follow up emails.
6. Test everything above! Test it again and make sure everything is working.
7. Research solo ad vendors and choose one.
8. Place a test ad with the vendor and track your numbers.

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This is EXACTLY what all the top marketers in the industry do. Believe me when I tell you that ANYONE can follow in their footsteps. Why not YOU?!

If you've built your list correctly, then it doesn't have to be that big to provide you with a steady stream of income. Just remember to always provide value to your list. They have shown interest in what you have to offer. So give it to them! It won't happen overnight, and it will take work. But your investment will pay off.

As the salesperson for your business it's your job to constantly build the customer relationship. It's an ongoing process. It only ends if the person leaves you and unsubscribes. Do whatever it takes to keep that from happening!

You need to understand that you're running a business, and like any business you must advertise to draw in customers. Solo ads are just one form of advertisement. I happen to think they are a very good form.

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Looking For A “Done For You Solution?”

I understand that technology can be daunting for some people. Building your business with solo ads will require that you have some tech skills. But you can hire someone like me for most, or all of the steps above. Let me know if you'd like to discuss what I can do for you Send an email to me@darreltenter.com, or [connect with me a message on Facebook](#). We'll get connected and see if we're a good fit for each other.

Do you have an offer or opportunity that you'd like to promote with solo ads? I can help you with that too. [Click here to check out my solo ad packages](#).

I can also help you with training on solo ads, building an effective sales funnel, your web site, or anything else in your online business.

If you have any questions, please let me know.
Wishing you success in your business!

~Darrel

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