



## Checklist 11 - Solo Ads

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Solo Ads are a proven method to getting a large amount of new leads and traffic to your website. These ads are like email campaigns that you send to another person's subscribers list. Are you looking for ways to generate leads from solo Ads? Follow these steps:*

### STEP #1: GET EVERYTHING READY:

1

First set up your Optin Page using any page builder or template.

 

2

Include the word FREE on your optin page to increase results and provide a gift such as short report, case study, audio file etc.

 

3

A two step popup optin is proven to deliver the best results but you can create different pages and layouts and split test your results.

 

4

You can use ClickMagick, Google Analytics or search for free WordPress tracking plugins to setup tests and track results.

 

5

Set your auto responder by writing on thank you email, sending people to the thank you page and recommending your paid product.

 

6

Create an email series for 3 – 5 days informing people more about your business, your products and any special offers available to them.

 

Notes



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- 7 Now, in the final step, give your sample email to the Solo Ad seller. This will be called the swipe email. Include giveaway and a strong call-to-action in your swipe email.

### STEP #2: NOW BUY A SOLO AD:

- 8 For this, first make sure that you have everything settled already, and you have a clear idea about your niche, your funnel ready, everything works and tracking is in place.

- 9 Now, find some solo ad sellers in your niche. Udimi.com, soloadx.com and Facebook Groups are good place to get started.

- 10 Once you've found a seller, provide your opt-in page URL so they can get an idea about your work.

- 11 After completing the payment and sending your seller the URL to your site, send them your email swipe.

### STEP #3: CHECK IF SOLO ADS IS RIGHT FOR YOUR BUSINESS:

- 12 Every campaign you start should be on a low budget. This could be \$50 or \$100. Track your results from every traffic source and reinvest in the ones providing results.

- 13 Solo Ads work for Make Money Online Offers and there's hundreds of sellers. The quality will differ a lot. You'll also find Solo Ads in the health niches, investments and others. Ensure your offer matches the type of traffic you purchase.

*Notes*