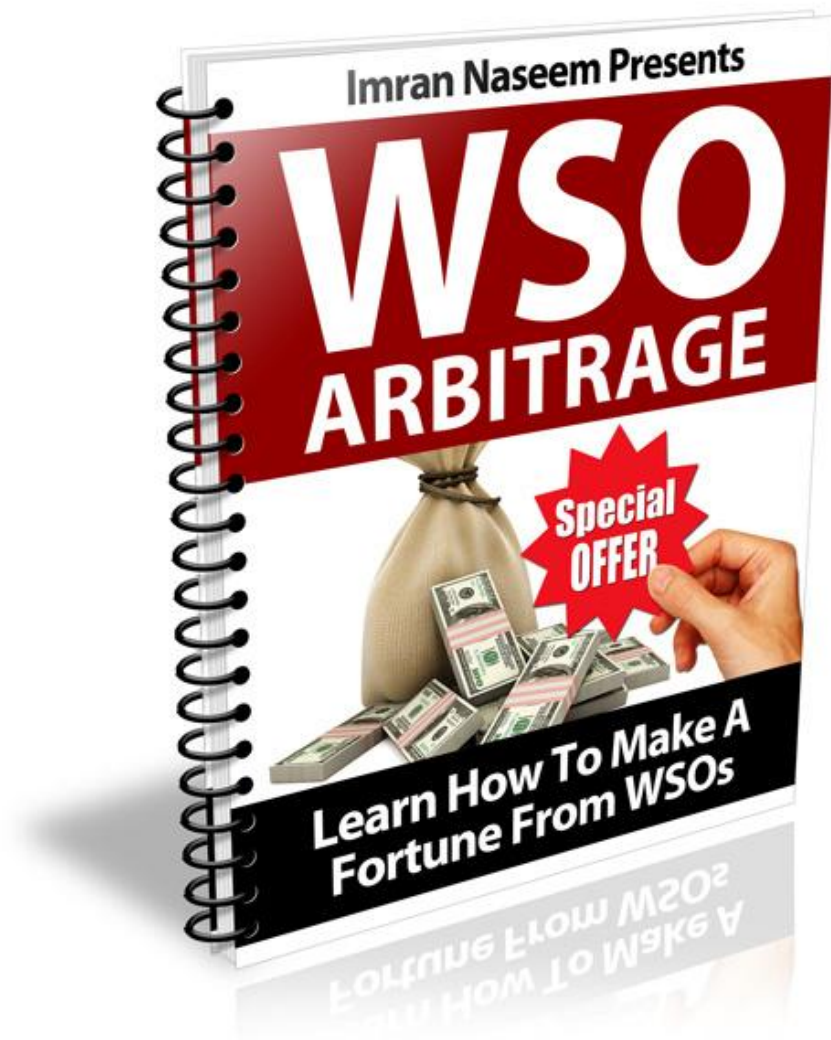


WSO Arbitrage



Learn How To Make A Fortune From WSOs

WSO Arbitrage – Imran Naseem

Hello and welcome to a special report on how to make money from your WSOs. Now in this report I am going to teach you **step-by-step** on how to profit by creating your own WSO on the Warrior Forum.

If you have never ever done a WSO before then you are sitting on a goldmine. There is no place that exists like the WSO forum on the Internet. It is a **unique marketplace** where buyers and people who want to make money are “looking” to buy products.

Before I get into the meat of this report I want you to know that this is not a get rich quick scheme, nor this is an overnight blueprint to success.

However, using my exact methods you will be able to start making money from your own WSO (Warrior Special Offer) if you apply my strategy.

As you know by now I do a lot of WSOs and people have always come up to me and asked me if I was doing anything different. The only thing I am doing is making sure I stick to my exact blueprint and system I have been using for the past 6 months.

I have generated over \$20,000 just from the WSO section alone and that is just part of my online income.

In this report I am going to share with you my ultimate strategy on making lots of sales each time you launch a WSO.

I hope you enjoy reading WSO Arbitrage and start putting my methods into practice.

Imran Naseem

WSO Forum is a goldmine

The WSO Forum is a goldmine and one that is often overlooked. It costs just \$20 to post a WSO and the beauty about the WSO section is that it can make you into an overnight celebrity if you play your cards right.

For example, the well known Internet Marketer George Brown made his name on the Warrior Forum from his first WSO that resulted in \$20,000 in just several days.

Here is George Brown's [post two years ago](#) on WSOs.

And here is the WSO that [changed his life forever](#).

The money you can make from your own WSO is endless. People are always buying from someone based on reviews and in George's case a lot of people were curious as to how good his system really was and he proved to everyone with his product.

At the time of writing this report there are over 1000+ people browsing the Warrior Special Offer section right now.

I have compiled a small list of the WSOs that are getting a lot of views right now.

Here is the list.

Traffic WSOs

Offline WSOs

CPA

Site Flipping

Niche Marketing

Affiliate Marketing

SEO

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There are lots of other WSOs too but for now these are the most popular topics right now.

Many WSOs come in the form of short reports (I often do this) and videos.

If you do not have an idea on what to base your WSO on then you might want to read the main discussion forum and see what people are talking about. If you are making money online and have a system that works for you then you might want to share it to a limited number of people in the form of a report.

The topic entirely depends on what is “hot” and what people are going to be prepared to pay.

I often find that people who want to buy a WSO are looking for:-

- A unique simple way to make money online/offline
- A system that is easy to use and does not require hard work
- One that required minimum investment
- No fluff report/video
- Something that is scalable and can be a long-term business model

People hate WSOs that are just rehashed and do not show you “how its done”.

People are looking for something that will help them make money in the future so please make sure you take this into consideration.

In the next section I am going to talk about several strategies you can apply to have a successful WSO.

I am also going to be talking about how to avoid mistakes and not do what 99% of people are doing.

Best Days to Launch A WSO

Now I have experimented with lots of different days to launch a WSO and I find that you will get the most response on a weekend.

I usually avoid Saturdays to launch my WSO as people are often out and have a lot to do.

However, I have had considerable success launching my WSOs on Sundays and sometimes even on Mondays. All you have to do is take the example of major PPV sporting events that occur on Sunday. For example, UFC and WWE wrestling always hold their events on Sunday.

However, if you do not have a list (more on this later) then the best days to launch your WSO is on Tuesday and Wednesday. I find that these two days are excellent and there is always a lot of traffic on the Warrior Special Offer section where people are looking to buy a “good product”.

However, Saturday mornings is a bad day to launch a WSO since many people are out and there will be less people browsing the WSO section of the forum.

If you are starting out then you need to make sure you are ready to launch your WSO on a weekday. The one great advantage of the WSO section is that once you create your thread you can control it whenever you want it to go “Live”. Once your WSO is approved you can be flexible as to when you want it go live.

Later on in this section I am going to show you “deadly” mass control techniques that will result in a flurry of sales as soon as you launch your first WSO.

Creating Your First WSO

Now I am not going to bore with you a long background on how to create your first WSO because that is not my style. If you are good at writing short reports on methods that can “solve a problem” then you can sell it as a WSO.

However, please note that any WSO you create must be a unique product, which means it has to be created by you and must be 100% new. The WSO section does not approve anything that is PLR or any junk WSOs – such as Blackhat WSOs or any WSO that will result in violation of their terms and conditions.

Now you can virtually create a WSO on almost anything you want. For example, the buzz word right now seems to be “Offline consulting” and “CPA Affiliate Marketing”. Most of the WSOs you will find on the Warrior Forum all talk about the same topic but explain it differently. For example, all you have to do is head over to Clickbank and type in “List Building” and you will find that there are virtually hundreds and hundreds of list building courses.

The beauty of the WSO forum is that you can virtually model a successful WSO. For example, looking at the WSO forum right now there are a lot of WSOs that have been “bumped” several times from the same people. Some of these WSOs have resulted in 20,000 views over the course of 1-2 years and they are still making sales. Most of these sellers who do this often want to build a list at the backend and want to make as much money as possible from buyers. I call this technique “milking the board” because the Warrior Forum has lots of newbies registering on a daily basis and there are always new buyers who will be interested to buy the “bumped” WSOs – which often result in having lots of reviews and comments from “happy buyers”.

Now there are several places where you can research on the latest “buzz word”. The best places are the Warrior Forum “Discussion Board” where people are talking about the latest websites and the latest business models that people are using to make money.

For example, the website Fiverr.com has resulted in a lot of people teaching others how to make money. The website is a goldmine for people because

not only can they make money “selling Gigs” but people can hire people for as little as \$5.00 to do simple tasks.

Now what most people do is simply study the “website”, and the business model and then they launch a WSO putting their own little “Twist” to it.

For example, I remember when the buzz word was “Bum Marketing” in 2007. This was just another word for Article Marketing and how to use the power of Article marketing to make money from Clickbank products. This buzz word became saturated as people sometimes “give up and move on” to the next “buzz word”.

I also remember the buzz word, back in 2005, when AdSense was the most talked about money making system. There was a flurry of AdSense-related WSOs that resulted in people talking about the best ways to monetise AdSense and make money.

In 2008/2009 there was also a lot of CPA-related WSOs. This is still the buzz word. Remember when I told you that people want an “easy cash method” business model? Well CPA fits the bill and there are now literally thousands and thousands of CPA products out there that more or less overlap each other but are explained differently.

The buzz word now seems to be “Offline Consulting”. All you have to do is browse the WSO forum and there will be hundreds of offline-related WSOs that all claim to “show” people how to get clients and make money from Local business owners.

Before you create your WSO the first thing you need to do is considering the following.

- **Your target market** – For example, who will buy your WSO? Is it aimed at newbies or Advanced marketers? Does your method require investment? Is this the WSO aimed at Offline consults only? And if so is it a worldwide method that can be done from anywhere?
- **Refund Policy** – Do you offer a refund policy?

Now personally I have mixed opinions on this. For low priced WSOs I often find that people tend to buy the product and then 15 minutes later come up

with an excuse and say something like “this WSO was not for me...refund please”.

However, if you are just starting out then you might want to offer a 7 day refund policy. This means after the 7 day period has expired then the buyer cannot get a refund. It is always good to offer a refund policy on your product but make sure you answer all the questions beforehand so you have less refund requests.

- **Price of your WSO** (More on this later) – Are you going to price it low? Is it going to be a high-end product? If so what is your guarantee?
- **Scarcity** – Are you going to sell a certain amount of copies? If so, then make sure you stick to your word. If you are going to sell just 100 copies then make sure you close the WSO once 100 have been snapped up. This will result in many people “complaining” and they will “bitch” about you but you need to stick to your word because this way you will gain a lot of respect and they will make sure they do not “miss out” on your next “WSO”.
- **E-book Format/Video Course?** – Is your WSO going to be a PDF or a collection of PDFs and videos? I find that the more you **over-deliver** on your WSO offer the more praise you will receive. I tend to stick to short PDFs and bonus PDFs. I only tend to do videos if I want to launch a high priced product. However, it is entirely up to you.

If you totally suck at writing reports or creating videos then you can always outsource. In the next section I am going to touch upon a few controversial topics such as testimonials and “forum trolls” and how to deal with them.

How to gain testimonials for your WSO

Now I am always hounded with a lot of emails and private messages from people who want me to “review their WSO”. I do not really have a problem in reviewing anyone’s WSO but if I think the product sucks then I will not leave a review or I will leave an honest review.

If you are just starting out and are desperately in need of people to review your product then the best thing you can do is offer to give your product for FREE to 10 people. Now you have to be very careful when using this technique because if someone happens to give your WSO a “negative” review then your sales could be affected.

I personally never give my WSO to anyone to review because I am 100% confident in my product. This is why when you create your WSO you need to be confident in your product. So if you are offering a “review copy” then you need to state that in your sales page.

For example, let’s say you launched a WSO on CPA Marketing and you want your name to get out there then you might put something like this on your sales page.

“I am going to let 3 people review this. Please PM me if you want to review this. No more than 3 people”.

Now just to be on the safe side I offer review copy to someone who has a good reputation and someone who is always generating positive comments from their products. Just because a person has 4000+ posts will not necessarily mean they have a good reputation or good products. You need to be extra careful here.

People buy based on customer testimonials so make sure you are careful when gaining testimonials.

How to deal with “Forum Trolls” – “£\$%£\$ STOP HIJACKING MY THREAD!!!!!!!!!!”

Once you become successful in your WSOs and start generating good responses you will find some people who might start getting jealous. This is quite normal because it shows you are doing something right and they are not. I have several fan club websites and “underground forums” where people are constantly sharing my WSOs and talking negative about me because I am making money helping other people.

Now once in a while you will often find someone who is not happy with your product or WSO and they will decide to leave very negative comments. If they bought the WSO then they will either leave a good or a bad comment. However, if that is the case then you can message them and apologise to them. Here is something I would say.

“I am sorry you did not like the WSO and I understand you left a review on my thread. As a gesture of goodwill I am willing to refund you and offer you my next WSO for free”.

This is not only showing that you are providing good customer service but it also shows you are honest and are not simply going to “scam” people.

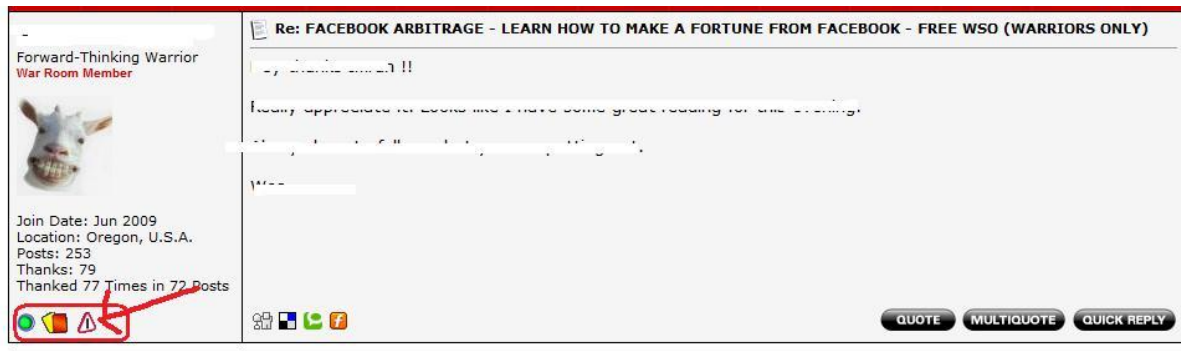
This is a good way also to establish a relationship with the person so that in future when they buy from you they are going to be happy with the purchase.

However, sometimes you will find other “forum trolls” who are not buyers but simply want to “hijack” your thread for the sake of sabotaging your sales. You will soon find these people have no real morals and will attempt to destroy your reputation.

Now the best way to deal with things like this is to remain calm and not get involved in a “flaming war”.

The first thing I would do is report their posts using the report feature located on the thread.

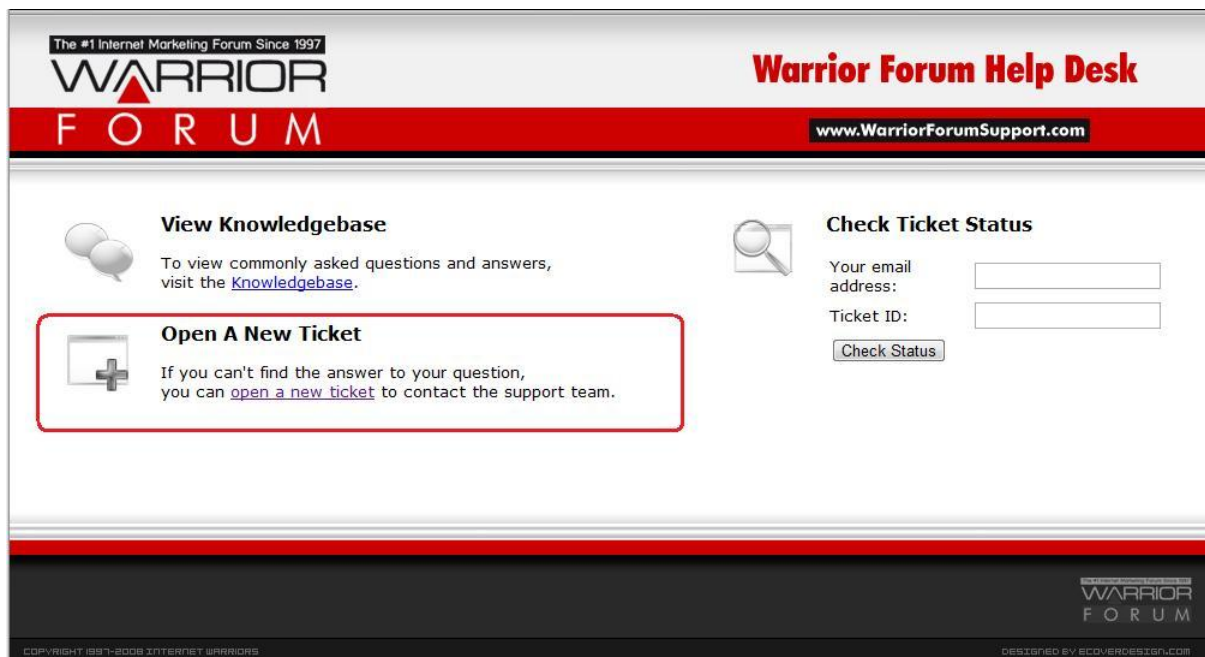
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This will immediately inform one of the moderators.

There is also another quick way to report a post that might “harm” your sales and that is the Help Desk.

I find that the Warrior Forum Help Desk is excellent when it comes to dealing with “forum trolls”.



All you need to do is “Open a new ticket” and simply submit your complaint.

Thomas (the moderator) is very fast and will delete any posts that flame you.

Pricing Your WSO

It is important you price your WSO so that it reflects the true value of your product. If you are new to the scene and are going to be launching your first ever WSO then you might want to start with a low price.

However, I have my own system of pricing my WSO and this has worked well over the many months that I have been doing this.

I usually offer the first 50 people a chance to buy my WSO for just \$10.00. People usually find this has a great deal and I always make sure I over deliver on the product. For example, sometimes I will offer a bonus with the main WSO and I will make sure the content is easy to follow and there is no fluff in the report.

Start with a low price and then increase the price.

I also find that \$5.00 WSOs tend to fly off the shelves.

I always average around 100 sales per WSO mainly because I have a list and it helps if you have a responsive list.

If you have not got a list then you might want to start building one as it will become much easy to launch a WSO with success.

My first ever WSO was just \$7.00 and I sold around 8 copies. That was a big achievement for me because this showed that people were willing to pay for the right product at the right price.

Always be testing the market. You might want to price your WSO low then start to increase the price after X amount of sales.

For example, the first 25 sales can grab the WSO for \$10.00 and then the next 25 people can grab it for \$12.00.

Now a result of this price increase some people will flame you and get angry at you. But do not let that bother you as they will be more willing to grab your WSO quickly the next time around 😊 I usually always end up offering them a discount in the end and apologise.

Deadly Mass Control Method – How To Make Thousands Of Dollars In 24 Hours

Sometimes you can send a surge of traffic to your WSO listing by using a deadly **mass control strategy**.

If you have ever watched Frank Kern videos then you will notice that he loves to give a lot of good quality free content to his list. This not only helps build a good relationship with his prospects but people are willing to spend their money on his products because of the fact that he gave them good content.

Now sometimes before I want to launch a WSO I will do a “teaser” report or a video so when I launch 2-3 days later people will buy in “huge numbers”.

I used this strategy for my Offline Restaurant Profits WSO and it resulted in over **\$2120 in just 24 hours**.

Here is proof.

From: July 4, 2010 To: July 4, 2010	
NUMBER OF TRANSACTIONS:	198
ITEMS SOLD:	198
SALE AMOUNT:	2124.69 USD

Now before I launched this WSO I wanted to do a “teaser” approach to the launch. So what I did was simply give away a FREE report on how people can generate leads easily for offline consulting.

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This report was downloaded by over 700+ people and it had excellent reviews and it also helped build a nice “pre-launch” list for my upcoming WSO.

On launch day I was undecided as it was 4th July and that meant Independence day in USA. I was in a dilemma. So I simply asked my list on what day they want me to launch the WSO. Most of the people on my list wanted me to launch immediately and this is what I did ;)

I often ask myself the question as to how much would I have generated if I priced the WSO fairly high. For example, I priced the WSO at \$10.00 for the first 50 people and this literally flew off the shelves.

If I priced this at \$27.00 and I sold 198 copies then I could have generated just over \$5346 in just 24 hours!

This is why you should always be testing the market.

So when you create a WSO you can “tease” your future buyers by giving something away for **free**. By doing this they will be willing to purchase your product once you launch it. They will become addicted.

All you have to do is take the example of the Apple Iphone 4. On launch day there were big queues around the world where people were eagerly waiting to buy the product in anticipation.

I call this concept “skimming the cream of the product” (also known as “Market Skimming”).

(I intend to create a full product called Product Arbitrage and I will give this away for free soon, so you will know how to create your own product in a bit more detail)

In the next section I am going to talk about increasing conversions for your WSO and how graphics can make a difference.

Increasing conversions for your WSO

When it comes to creating your WSO sales page the one thing you should consider is how you can attract attention to your WSO. Remember people are going to be visiting your listing so you need to make sure you have the following.

- **Attention grabbing headline** – if you take a look at some of the headlines on the WSO forum they are all in uppercase (most of them). The ones that state “Make \$1000+ WEEK WITH AFFILIATE MARKETING + PROOF” tend to generate a lot of views because people are always curious. The headline of your WSO can make the difference.
- **Sales Copy** – You do not have to be a professional copywriter to do a sales copy. In fact my sales copy is always short and sweet and straight to the point. I make sure I have a good big headline, followed by a video or an image. I find that images and videos increase a lot of conversions.
- **Highlight certain words in bold or red** – I have also noted that certain words can generate a lot of response. For example, if I want to emphasise certain words in my WSO I will highlight them in red or bold.
- **Reviews should be at the top** – Sometimes people will leave a review on your thread and reviews can drastically help increase your sales. If you have several good reviews make sure you put them at the top of your sales page so when people are browsing the sales page they are more likely to have confidence in your product before they make a purchase.

In the next section I am going to talk about list building and why it is important that you build a list from your WSOs.

Building A List from your WSOs

Each time you launch a WSO you should always be building a list of “paid” buyers. If these guys have paid for your WSO then they will keep buying from you again and again if they liked you at the start.

I have a special [WSO VIP List](#) for my prospects where they can sign up to receive notification each time I launch a WSO. This not only gives me confidence that they are always going to buy each time I launch a WSO but it also shows you that your prospects have showed an interest in your previous products.

Now the best way to build a list is send your prospect to a squeeze page before they purchase your products. However, everyone does this and it can get very boring – people hate “forced opt ins”.

Therefore, I have decided to do OPTIONAL opt ins.

Take a look at my download page for one of my old WSOs and you will see what I mean.

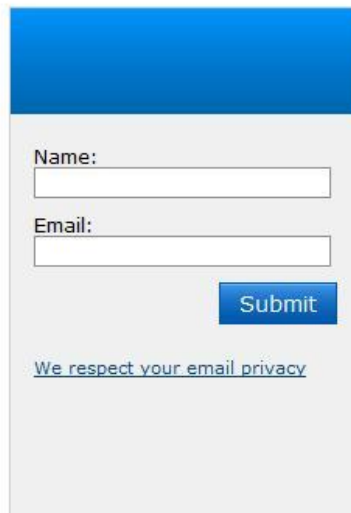
Optional Opt In

Pre-Notification WSO List

If you are a fan of my WSOs and reports in general then get yourself on the list below.

If you have already opted entered your name then you can ignore this!

Remember this is entirely optional!



Name:

Email:

[Submit](#)

[We respect your email privacy](#)

By giving people a choice to enter their name and email it helps to build up trust. I always get people opting in when I give people a choice.

Now depending on the payment processor you are using you can always build up a paid list automatically.

E-Junkie is excellent when it comes to building a list of all your previous buyers. Each time someone buys your WSO then it automatically is stored in your database when you log in E-Junkie.

This way you can always get in touch with your prospects each time you launch your WSO.

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You can do this by clicking the “newsletter” link (see below).

The screenshot displays a dashboard with several management sections:

- MANAGE PRODUCTS**
 - Add Product
 - View/Edit/Delete Products
 - Get BUY NOW/CART buttons for your products
 - List products in your E-junkie shop and our marketplace
 - Setup product specific affiliate programs
- MANAGE BUYERS**
 - Re-activate expired links and Re-send "Thank You" email
 - Send Free Download Link / Code
 - **Send Updates / Newsletter** (highlighted with a red box and a red arrow)
 - Block Buyers / Transactions
- MANAGE AFFILIATES**
 - Pay Your Affiliates (pop-up)
 - View/Edit Affiliates (pop-up)
- MANAGE YOUR SELLER ACCOUNT**
 - Edit Profile
 - Edit Account Preferences
 - Edit Payment Preferences
 - Edit Affiliate Program Settings
 - Edit E-junkie Cart Shipping Settings NEW!
 - Edit E-junkie Cart Sales Tax & VAT Settings
 - Add / Edit E-junkie Cart Discounts / Gift Coupons NEW!
 - View Account Summary
 - Start / Update Paid Subscription
 - Cancel Subscription
- RESELL E-JUNKIE**
 - Reseller Account Details
- VIEW LOGS**
 - View/Download Transactions Log (pop-up)
 - View/Download Free Downloads Log (pop-up)

Simply click “Send Updates /Newsletter” until you come across a screen that looks like this (see below).

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STEP 1
To send a **PRODUCT UPDATE**, select the **product** in the dropdown below. Make sure that product has the file(s) you want to send out. To send a **NEWSLETTER**, select "**NEWSLETTER**" in the dropdown below.

Newsletter

STEP 2
Customize the SUBJECT and BODY of the email being sent out.
E-mail Subject
E-mail Message (no HTML) - An email containing this message will be sent along with the **greeting** (including **buyer's first name**).

☐ Enable templated email [\(more info..\)](#)

STEP 3
Select BUYER GROUP(S) to send out UPDATE/NEWSLETTER to.

Autoblogs On Sterioids WSO - \$ CASH In Now (#729162)
CPA CASH BOMB METHOD (#644578)
CPA DETOX - UNIQUE METHOD \$\$ CASH IN NOW! (#703314)
CPA Encore - Cash In Now From Poker Niche + FREE Mystery Gift (#660960)

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This is where you enter your E-mail subject and the body of your message.

The next thing you need to do is select the group of buyers you wish to target. So for example, if you used E-Junkie to handle your payments then you can easily select the same group of people who bought your WSO and send them an email telling them you have launched another WSO.

Once you have created your email simply click "Calculate Update Cost".

E-junkie charges anywhere from a few dollars to \$10.00 to send your email.

You will easily make your money back from the sales your WSO generates for you.

Get More Exposure For Your WSO

You can also get more exposure for your WSO by using [WSO Pro](#).

This is a special service that is offered by Mike Lantz from the Warrior Forum. If your WSO has good reviews and you have made good sales he will send you a PM offering you a chance to have your WSO as “WSO of the day” in exchange for a small percentage of sales. This is like doing a JV and the main advantage to you is that your WSO will potentially be seen by thousands and thousands of people.

Now the great thing about creating your own WSO is that you can bump it as many times as you wish once it leaves page 2 of the forum.

The WSO is a true goldmine and you should harness the true potential of this before anything else. People have gone on to launch million dollar businesses as a result of the WSO forum – treat it as gold 😊

I hope you enjoyed this short report and I hope you take action.

Imran Naseem

<http://www.ImranNaseem.com>