

The \$300k Rookie Consultant



*Using Desktop Notifications to
Build Massive Lists of Online & Offline Buyers*

By Luther Landro & Oscar Gonzalez

The \$300k Rookie Consultant Program

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2 INTRODUCTION

Hey, it's Luther and let me kick this off by saying thanks a bunch for picking up the \$300k Rookie Consultant guide.

I am co-authoring this guide with my friend Oscar Gonzalez, and what he shared with me blew my socks off. I was almost speechless when he finished explaining everything. How did I not know about this notification business? We got to working together on a way to teach this method to others, and this guide is the result of plenty of coffee and amazing Puerto Rican cooking courtesy of Oscar's wife.

Listen, Oscar's wife accidentally sold notifications to the owner of the nail salon she frequents. When the owner asked about her husband's line of work, she knew enough to tell the owner about her husband's web message service that sends notices directly to web site visitors, prompting them to take some action, such as grab a discount manicure or pedicure during slow business times. This was enough to get the owner onboard, and allow Oscar to close the deal. As you'll learn, I mean it when I say anyone can do this.

In this guide, I documented everything about Oscar's business model, tactics, and strategies to give you a complete toolkit to use notifications to make money.

This course is a proven business model that anyone can use to run a part-time consultant business using desktop notifications as a service, to start selling things online, or to increase your conversions on promotions you're already doing.

Even if you doubt your own skill level, this method is extremely easy to learn and implement. It doesn't even matter what niche you are targeting. So long as your audience is using a website, then you can setup desktop notifications to build a huge list, and force your audience to take immediate action on your offers, events, and promotions.

By the time you finish this guide, you'll have everything you need to start sending desktop notifications, which have unique benefits over the usual and tired methods of contact.

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Desktop notifications (also known as “Web Push Notifications”) are another form of direct response marketing. You are presenting a call-to-action to an audience, and asking that audience to take immediate steps to gain some benefit or get some value.

The best part of these notifications is that nobody is using them, which means there is a whole untapped blue ocean of opportunity that awaits you when you implement them on websites. These notifications have not gone mainstream save for a few large companies.

For example, Google’s Gmail allows you to setup desktop notifications to alert you when an email arrives in your inbox, however a local pub is not using notifications to compel people to come to Happy Hour for half-priced draft beer. And a restaurant isn’t sending a lunch special notification just before noon, which can arguably compel and influence the worker’s decision on where to have lunch that afternoon.

Local businesses are not tapping into notifications, and few, if any, online marketers are taking advantage of these time-sensitive notices to their audience. In this guide, I’m going to show you how you can make this happen, and generate a bunch of cash you can shove in your pocket.

3 ALL ABOUT NOTIFICATIONS

A desktop notification is a small pop-up that appears on the user’s computer desktop screen or on their mobile device. This notice will contain a title, a short message, and a link to follow.



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As you can see from the image above, the notification alerts Lex Luthor that there is a sale on some minerals that might interest him. This particular notification appears above Lex's task bar, but it could appear anywhere on the desktop, usually in a corner.

Unlike other forms of messaging, desktop notifications deliver an immediate prompt for the user to take action, and this notice appears right on their desktop regardless of whether or not their browser is open.

Let's take a look at the other methods available to us, and then, we'll compare desktop notifications to other direct response mediums that we, as marketers, will use during our day-to-day.

3.1 EMAIL MARKETING

This is the most widely used medium online. We will send emails to our customer list, advertising products and services, and ask our readers to take action. While this method is "tried-and-true," there are a few problems with email as a method for getting our audience to take action.

There is often a few hours between when your customer receives the email and when they act on it. I personally see this when promoting my offers to an email list. I'll send an email out at 4pm, but most of the opens will occur between 6pm and 9pm. If I were sending out a time-sensitive message that I needed my audience to act on right now, most of them will miss this window.

Then there is also the matter of deliverability. Many emails simply do not make it to the customer's primary inbox. Some will end up in the spam folder and how often do you personally check the spam folder? The end result is a missed message, and no action by your reader.

3.2 SOCIAL MEDIA

This is a very effective relationship building tool; however for time sensitive calls-to-action, Social media is an extremely poor solution. While the audience tends to spend a lot of time on these platforms (such as Facebook, Twitter, and Instagram,) most of them are not in a "buying-mode."

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And you should know that these social media platforms have terrible response rates. You're often looking at somewhere south of a 1% response from your audience. Social Media will best serve as your brand-building / reputation management platform, having a dialogue with them, rather than a notification or prompt for a call to action.

3.3 SMS

I love SMS and built quite an offline business servicing local restaurants & bars with SMS marketing systems. The reason this works is because most SMS will be read and addressed in the first couple of minutes after the message arrives on the audience's device.

The problem is the limited way a person can follow-through on the action you ask them to take in a text message. There is no convenient way to act on an SMS in a timely fashion. Think about it. You send a promotional text message when the user is driving, or happens to be at work. If the action you're asking them to take involves buying something, they are not going to pull off to the side of the road to make the transaction.

That user has to go back and take action on the message later. SMS is good for an in-the-moment prompt; like something that notifies the user, but it can't ask them to take action during a moment in time.

3.4 MOBILE PUSH NOTIFICATIONS

Push notices are a powerful tool for reaching your mobile audience. It is an instant alert that pops up on the device's screen, and sits in the notification tray of the device until cleared.

I've also done Push campaigns for my food service and nightlight clients and they delivered great response rates; however, you can typically only reach one audience – mobile users.

Push notifications do not allow you to target your desktop users, which are about **half of your audience**.

3.5 DESKTOP NOTIFICATIONS

So now that we've gone over the other notification mediums, what have you learned?

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Well, we know that email is a great method, but can only target people who are available to act immediately on your message, providing they receive that message. And we see social media as more of a relationship management tool due to extremely low response rates. SMS has incredible uses and benefits, but doesn't allow an easy way for the user to follow up on your offer. Likewise, Push messages affect only mobile users, require the user to be free to act, and ignores almost 50% of any audience.

Small Business Tend To Ignore 50% Of Their Audience When Using Digital Marketing Tactics

This gap is filled by using Desktop Notifications because it targets the users who are **able to act right this second**. It requires an Opt-in action, so it reduces complaints and qualifies our audience as someone who is interested. **Having an interest is the first step you need your audience to take.** These notices also allow the user to follow up on your offers, and it reaches 100% of the interested audience if they are available.

And get this:

Nobody in the mainstream sphere of offline marketing and online promotions are using desktop notification. This means that the environment for this medium is *way less noisy* than the others you and I discussed earlier.

It is a less crowded space, so notifications for your offer (or your client projects) can stand out in a sea of emails, text messages, and social media posts.

Put simply, desktop notifications drive traffic to your website projects and promotions in a creative and refreshing way.

And get this, too!

Business owners love a novel solution when they see it. The tired sales pitches of social media managers and SEO “wizards” is all noise to the business owner who has become deaf to these over-used tactics and offers.

Pro Tip: Novelty is a curiosity magnet. The power of novelty cannot be over-stated. Novelty can get people interested in things they normally

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would not have considered. This gives you the chance to hook them into a sales pitch, handle their objections, and make a sale.

Come at an audience with a fresh new solution with some real benefits (I'll go over these in the sales pitch section) and you'll earn yourself a client, customer, or sale.

Desktop notifications can drive web site traffic to your blog, and drive sales for your online products. They can be used to drive traffic to review videos that sell affiliate or white label products. They also drive customers to a business' website or even compel the reader to walk through the front door of that business.

The uses of these notifications are practically endless. Any project that requires an audience to act now will benefit from them.

Now, a key thing to keep in mind while going through this guide is the fact that mobile apps, while a huge portion of the market, doesn't actually apply here, even though we're using Push Messages.

You have to understand that the many of the businesses that would buy a Web Push service cannot afford nor have an interest in mobile applications. We're targeting companies that have an aversion to these mobile apps, and instead offering Web Push as a much more obtainable and practical solution.

That isn't to say they cannot be convinced to purchase mobile applications, I'm just letting you know what Oscar has discovered working with this method.

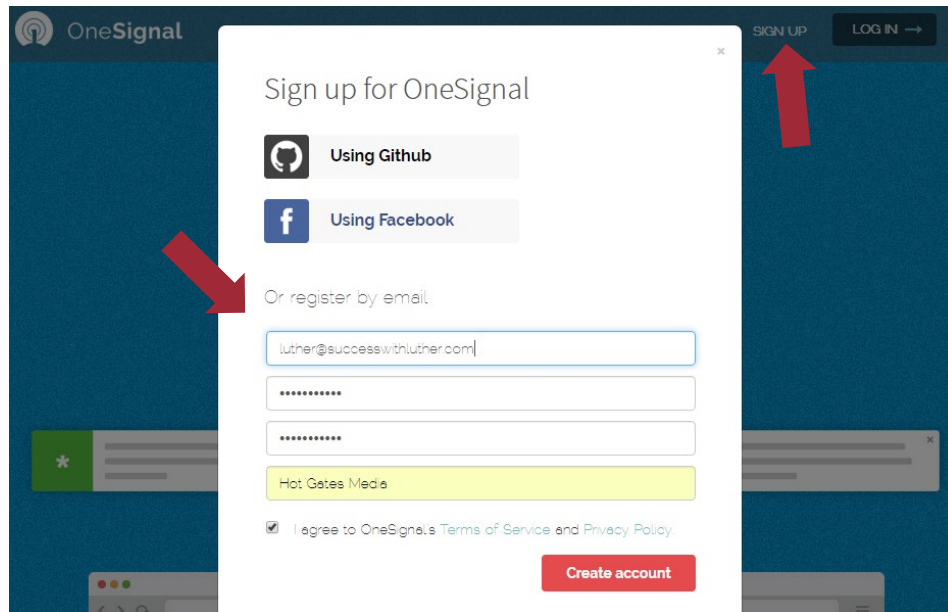
Now, in the next chapter, let's talk about setting up these notifications for your projects.

4 SETUP YOUR DESKTOP NOTIFICATIONS

Setting up a desktop notification scheme on your website is not only easy, but it is entirely **free**.

The service Oscar uses is <https://onesignal.com/webpush>

Now, let's create a free account so we can start sending these notifications.



Click on the “Sign Up” link at the top of the page, and then enter your email and a password. Then click “Create Account.”

You're getting real close to being setup. Can you feel THE RUSH?

Check your email inbox for a confirmation, and click the link in the message you get from OneSignal. Once you do, log into OneSignal, and go through the basic tutorial they display immediately after logging in. This will cover some of the basic features and layouts of their platform.

OS provides message templates that can be used to quickly send common notices and even automate notifications to specific user segments. Of course, they also provide some excellent tracking of click rates so you can see which templates are working best with your audience.

Not unlike an email auto-responder, this platform can send pre-defined notifications once a user signs up to receive them. For example, someone

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signs up for notifications from a local restaurant, and immediately receives a message to visit the website, and claim a free drink with dinner coupon.

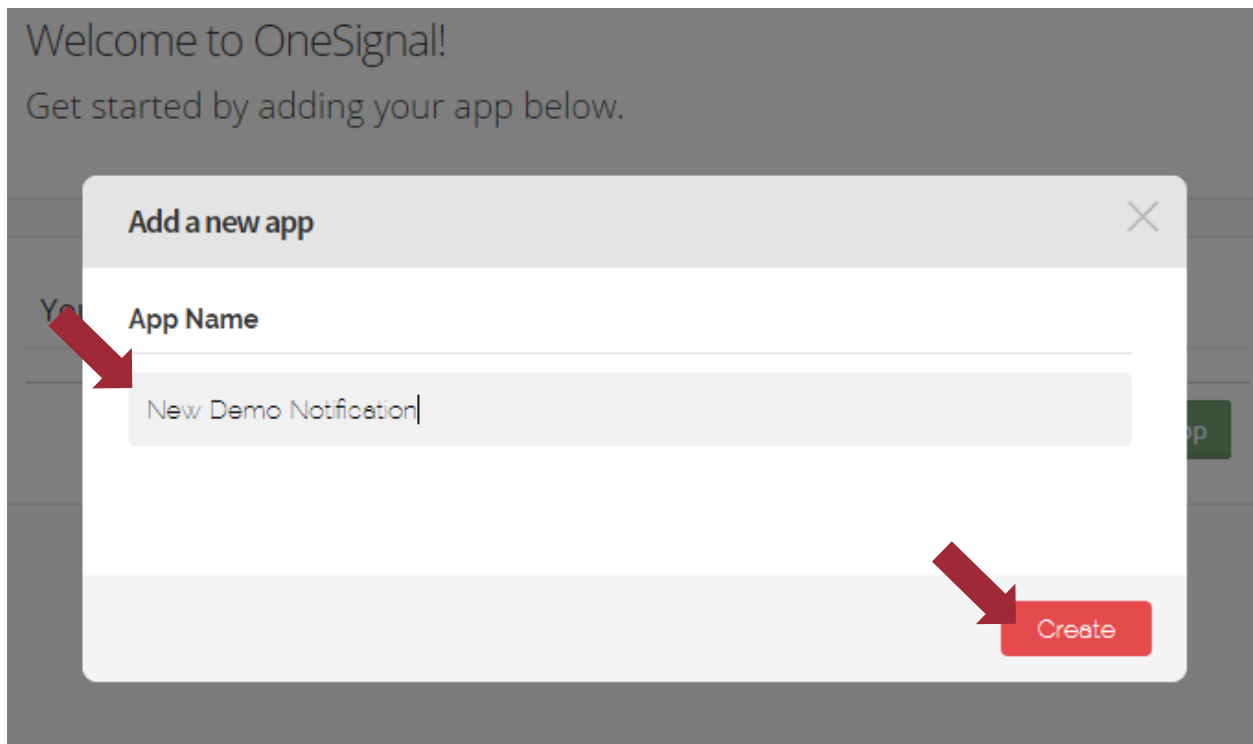
One of the most powerful features is the targeting. You can target all paid users, or just active users within a time frame. OneSignal includes a whole bunch of filters you can use to laser-target your audience with notification that will get you a response.

4.1 IMPLEMENTING WEB NOTIFICATIONS

Using OneSignal, we define the “robot” that handles notification signup and message sending as an “app.” So, to get started, we need to create our first One Signal Notification App.

At the end of the on-page tutorial, you can click “Add a New App” or on the OneSignal Dashboard, click “Add a New App.”

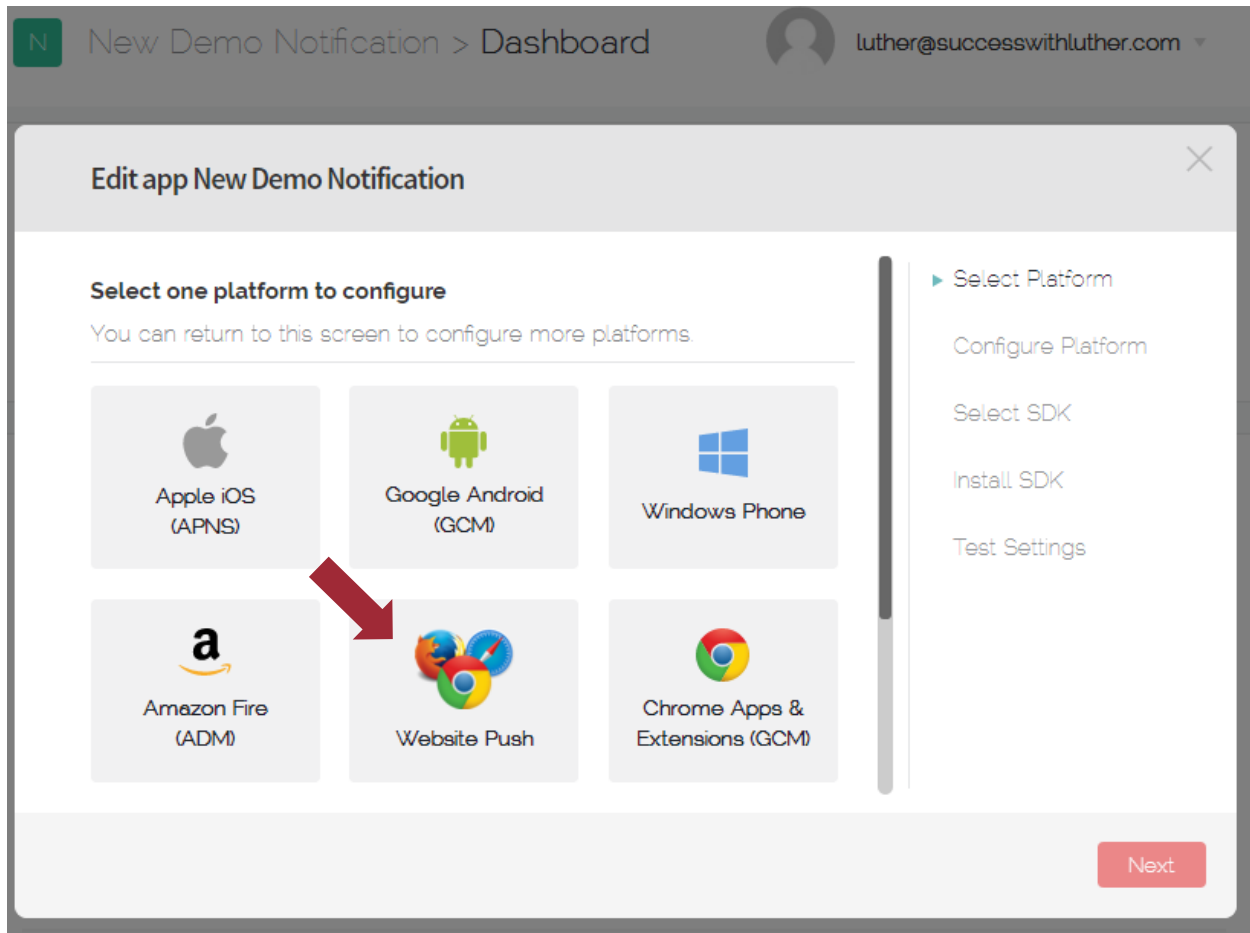
Once you do, it’s time to pick a name. I’m going to create a new notification app to alert my blog readers that a new demo or post has been made.



Once you put in a name, click “Create.”

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Now we'll choose which platform upon which we want our notifications app to work. We'll be working with the desktop or Chrome/Safari platform, so click "Website Push."



Once selected, we now want to configure our Website Push application. This will require:

- Your Website URL (or that of your client's)
- A Google API Key (we'll cover that in a second)
- Notification ICON (80 x 80 pixel icon hosted on your website)

Before we advance any further, let's get you your Google API key that's required to setup the notifications. This is also free. You only need a Google account and to sign into the Google APIs dashboard.

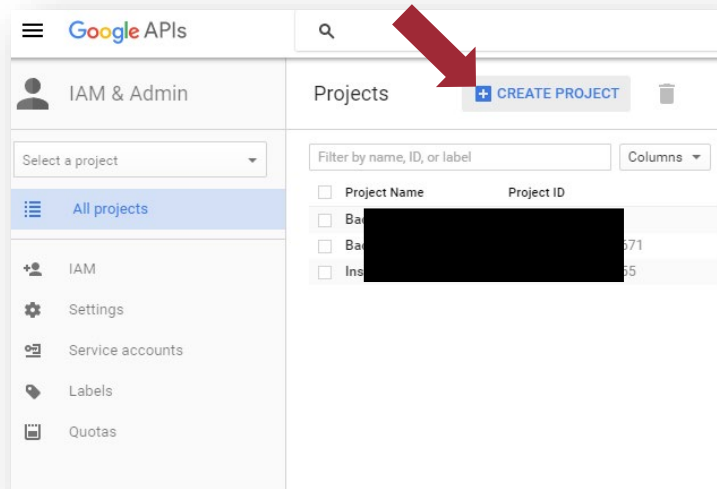
Leave the OneSignal window open, and open a new tab or window and follow the steps in the next section to get the API key.

4.2 GETTING YOUR GOOGLE API KEY

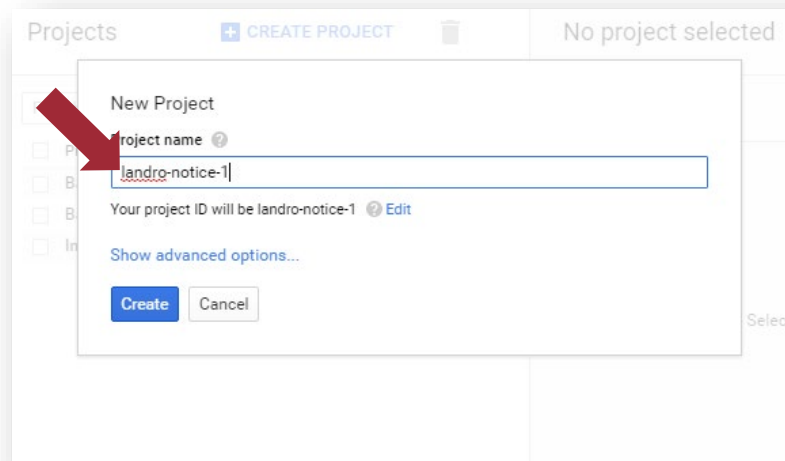
Follow these steps to get your API key, which you'll need to setup notifications on your website using the Web Push app from OneSignal.

Step 1: Sign into the dashboard and create a new project:

<https://console.developers.google.com/iam-admin/projects>

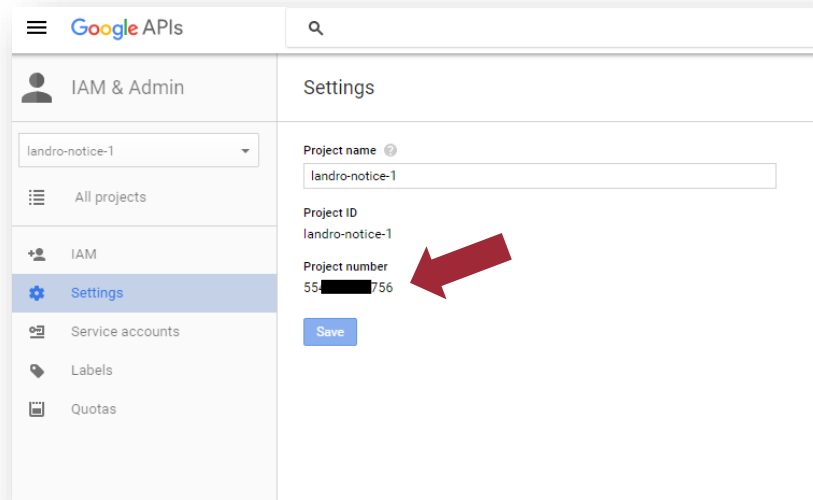


Step 2: Choose a name and click “Create”



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Step 3: Once created, click on your project, and click settings:

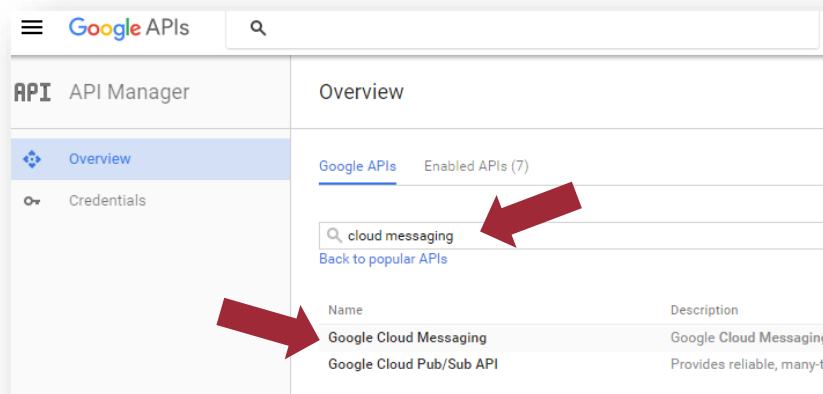


Step 4: Grab the Project Number and save it. You'll need it later.

Step 5: Open the API console. If you have trouble finding it, you can visit this link. In the link below, replace “*projectName*” with the name you used in step 2:

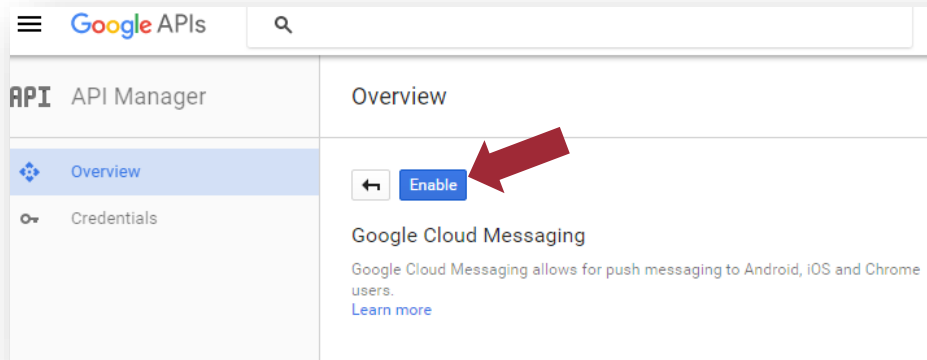
<https://console.developers.google.com/apis/library?project=projectName>

Step 6: In the API Overview search box, type “cloud messaging.”



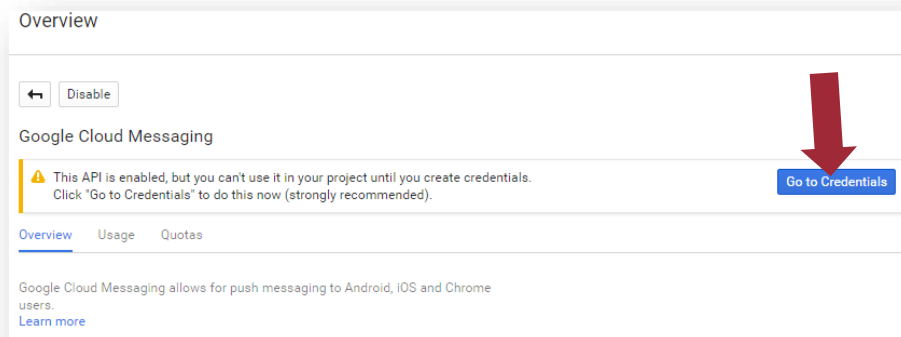
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Step 7: Click on “Google Cloud Messaging” and select “Enable”

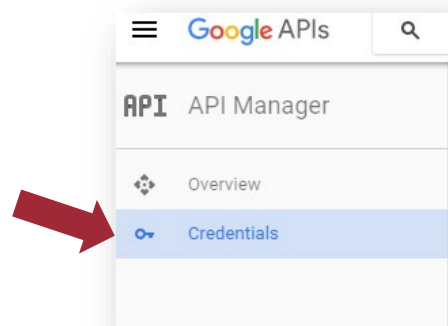


Now that we have Cloud Messaging enabled. We need to set some credentials for our OneSignal app to use.

Step 8: Click “Go to Credentials”

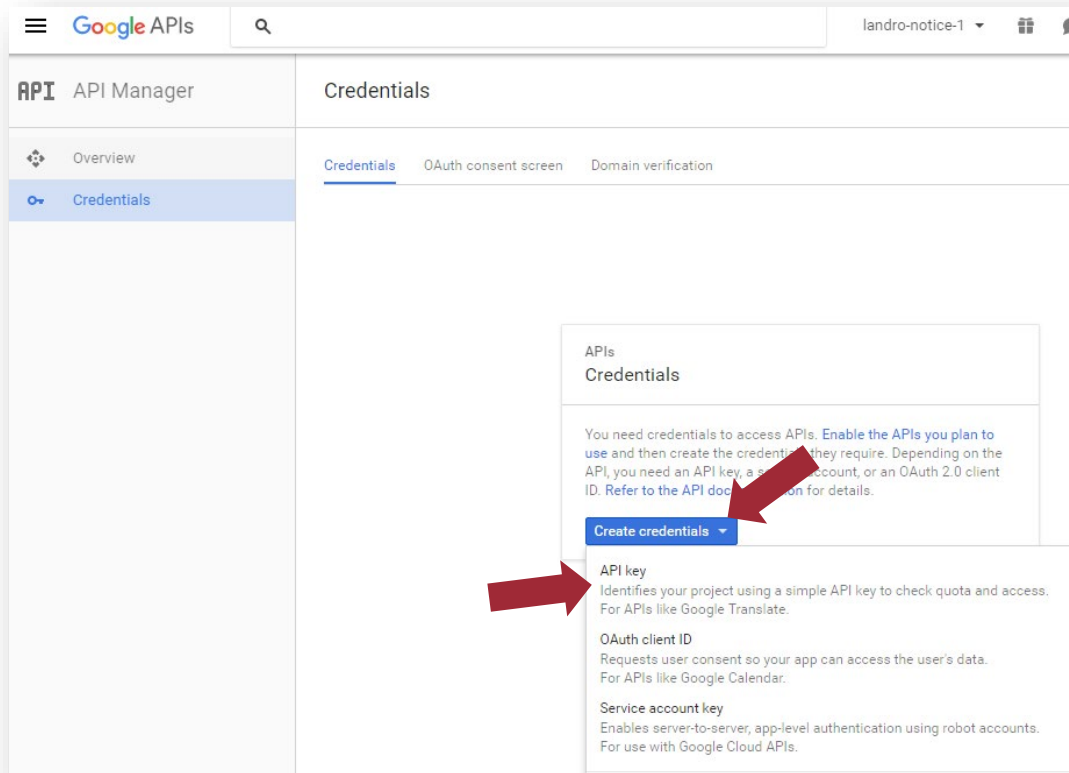


Step 9: On the left bar, click “Credentials”

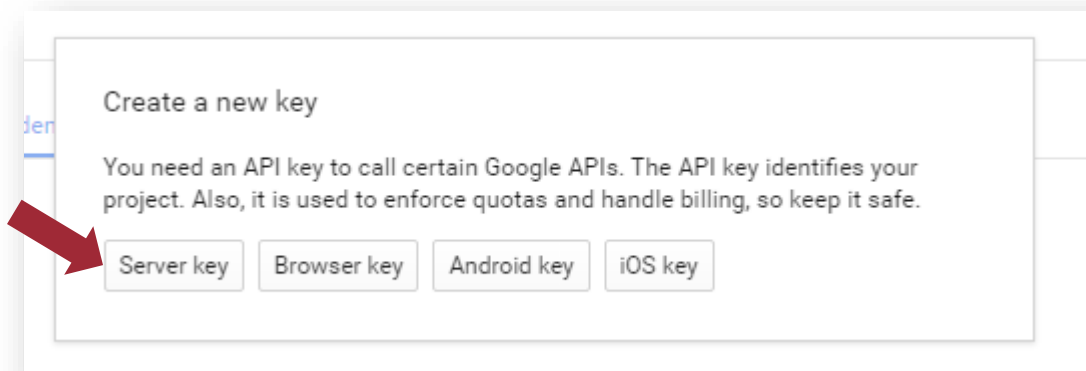


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Step 10: Select “Create Credentials” and choose “API Key” from the drop down

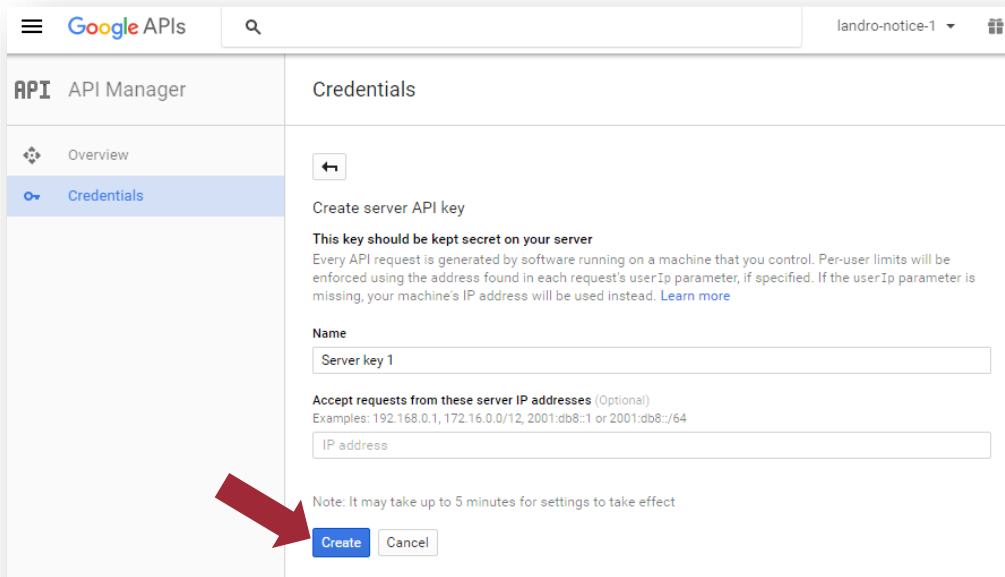


Step 11: Select “Server Key”



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Step 12: On the next screen, leave the name and IP Address as they are, and click “Create”



The screenshot shows the Google APIs console interface. On the left, the 'API Manager' sidebar has 'Credentials' selected. The main panel is titled 'Credentials' and contains a 'Create server API key' section. It includes a warning: 'This key should be kept secret on your server'. Below this, there are input fields for 'Name' (pre-filled with 'Server key 1') and 'Accept requests from these server IP addresses (Optional)' (with examples: 192.168.0.1, 172.16.0.0/12, 2001:db8::1 or 2001:db8::/64). A red arrow points to the 'Create' button at the bottom of the form. A note below the buttons states: 'Note: It may take up to 5 minutes for settings to take effect'.

Once you hit create, a new key will be generated for you.



The screenshot shows a dialog box titled 'API key' with the text 'Here is your API key'. Below this, the generated API key is displayed in a text field: 'AIzaSyCEw0Dgp[REDACTED]'. A red arrow points to the key text. There is a copy icon to the right of the text field and an 'OK' button at the bottom.

Copy this key to a safe place. You'll need it to continue the setup on OneSignal.

4.3 COMPLETE THE WEB PUSH APP SETUP

Now that we have our Google API key, we can finish setting up our web push notification application.

Back at the Edit App screen, enter your website URL, our Google API key, and the link to a notification icon.

Edit app New Demo Notification

 **Chrome and Firefox Website Push Configuration**

[Read the documentation to learn how to fill in the fields below.](#)

Site URL: *

Google Server API Key: *

Default Notification Icon URL

Back Save

Select Platform

Configure Platform

Select SDK

Install SDK

Test Settings

**Continued on next page...

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Next, scroll down and choose an OneSignal subdomain and add your project key.

Edit app New Demo Notification

Upgrade to HTTPS
Instead of using this fallback option, we strongly recommend upgrading your site to HTTPS-only to take better advantage of our platform.

- Non-HTTPS sites present a large modal / popup prompting for notification permissions instead of the native browser prompt
- Your site notifications display as a subdomain of onesignal.com, instead of your domain
- Google ranks non-HTTPS sites lower than their HTTPS counterparts

Choose Subdomain *

https:// lutherlandro onesignal.com

Google Project Number *

5[REDACTED]58

Select Platform
▶ Configure Platform
Select SDK
Install SDK
Test Settings

Back Save

Now click SAVE!

Now we'll setup the SDK. An SDK is a "software development kit" but that isn't important right now.

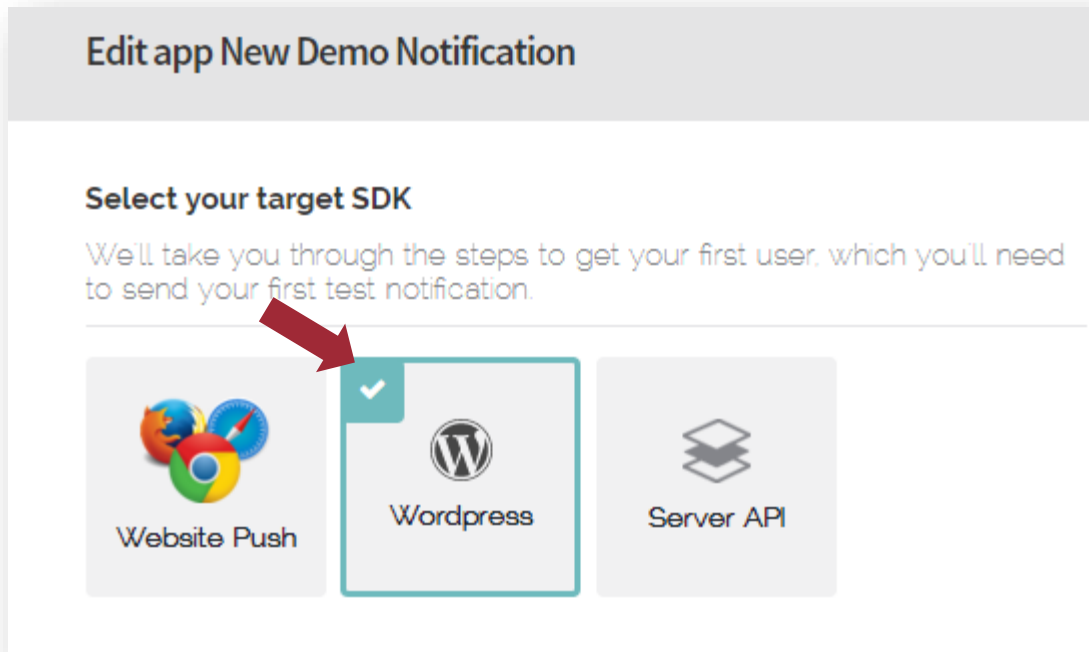
Their SDK is a method for the OneSignal network to allow web push notifications via your website.

The site I am using is a WordPress site, so this is the example we will be using the WordPress Target SDK.

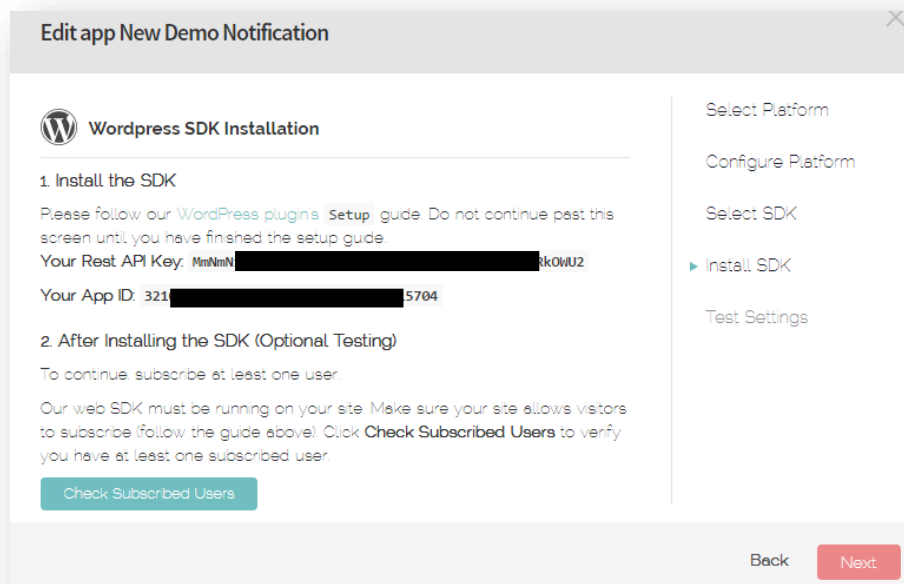
We're going to cover how to setup notifications on a non-WordPress site in just a moment. This is done in much of the same way as the WordPress setup, and is actually a lot easier. First, let's go through the WordPress setup.

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Click on the WordPress icon and click **Next**.



Once you click “Next,” you’re all setup! On the next screen you’ll receive your credentials that you’ll enter into OneSignal’s Notification Plugin. Be sure to save them, as you’ll need them in a minute.



4.4 SETTING UP WORDPRESS FOR NOTIFICATIONS

This section will require that you have a WordPress website. If you don't have one, be sure to check out the [Building a WordPress Website](#) section of this guide.

Now that we have both our Google API key, and our OneSignal application all configured, the next step is to setup WordPress with the notification plugin.

Download the OneSignal WordPress Plugin that you can at the link below:

<https://wordpress.org/plugins/onesignal-free-web-push-notifications/>

Step 1: Log into your WordPress site (www.example.com/wp-admin)

Step 2: Click Plugins and then Add New

Step 3: Click Upload Plugin

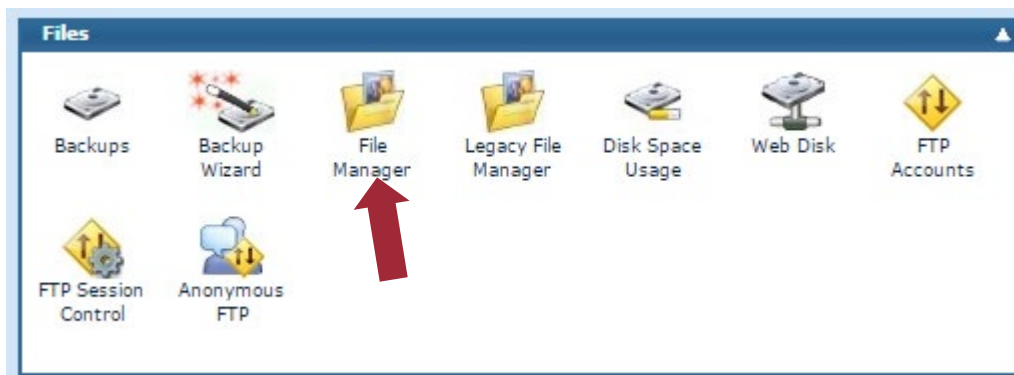
Step 4: Click Choose File and browse to the OneSignal plugin you downloaded earlier. Select it and click Open.

Step 5: Click Install Now

If the file size of the plugin is too big for your web host, you'll need to install the plugin in another way. We will do this by using the File Manager of your webhost. You can usually find your cpanel at www.example.com/cpanel/

When you first signed up for your webhost, you'll get an email with credentials that allow you to manage your hosting package.

Log into your webhost's cpanel account and select the File Manager.



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Once you open the File Manager, double click the “Public Html” Folder and browse to the folder that contains your WordPress installation.

Look for the “WP-CONTENT” folder and double click the folder icon next to the name.

Then look for the “PLUGINS” folder and double click the icon next to the plugins folder.

Now, click on UPLOAD in the top navigation.

Next click Choose File, and select the OneSignal Notification Plugin zip file.

Once it finishes, go back to the PLUGINS folder, and you’ll see “onesignal-free-web-push-notifications.zip” in the folder. Right click and choose “extract” and on the prompt, choose “extract contents”

Now you’ll have a folder called “onesignal-free-web-push-notifications” and you can delete the file called **“onesignal-free-web-push-notifications.zip”**

The plugin is now installed on your WordPress website.

4.5 ACTIVATE THE ONE SIGNAL NOTIFICATION PLUGIN

Return to your WordPress admin panel, and click on the “Plugins” menu item to refresh the page. You should now see “OneSignal Push Notifications” listed in your installed plugin list.

Click on **“Activate”**

Now you have the plugin installed and activated. The next step is to configure the plugin with the credentials we setup in earlier steps.

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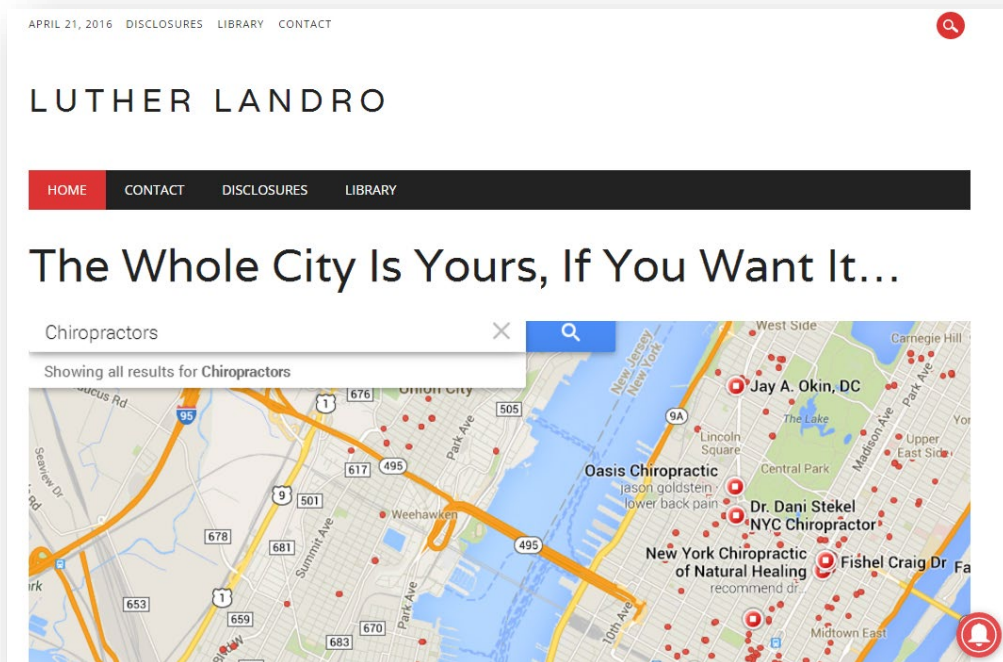
To complete the setup, you only need to populate the following:

- Google Project Number
- App ID
- REST API Key
- OneSignal Subdomain
- Safari Web ID

Note: for the Safari Web ID, we only need to format our website in the correct format. In this example the format is “web.com.lutherlandro” – so your format might be “web.com.yourDomainName”

To allow Apple users to sign up and receive notifications, follow the instructions in the OneSignal dashboard, or see the section called “Safari Push” located in the WP-Admin panel > OneSignal Push > Setup > Safari Push.

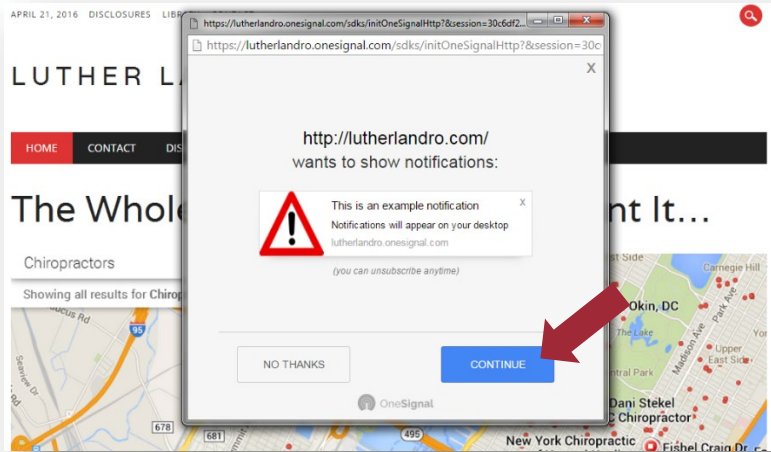
Once all that information is entered correctly, click SAVE at the bottom of the page.



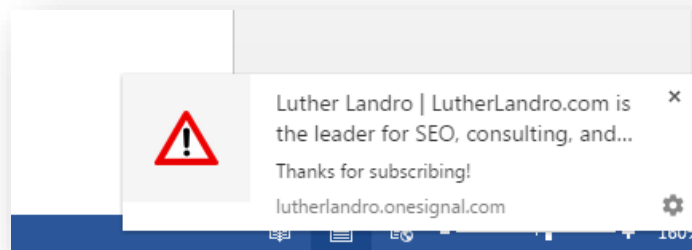
Now the Notification icon is displayed in the bottom right corner.

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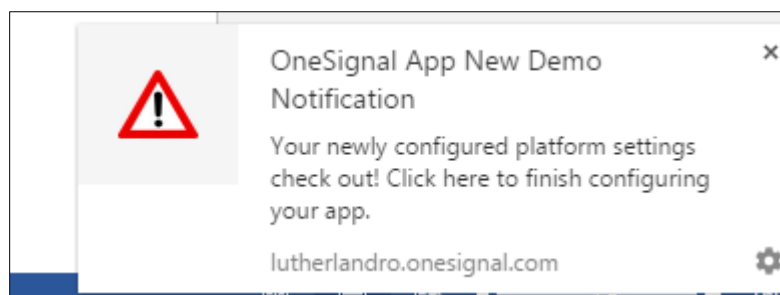
When you click the icon, it prompts the user to sign up for notifications:



You should now see the prompt, and the notification icon we selected earlier. The visitor will now click continue and will be subscribed to your web notification messages. By default, a new notification pops up to thank the user for subscribing, confirming that our notification system is working.



Be sure to subscribe to notifications yourself for your test. Now back in the OneSignal Dashboard, and click on "Check Subscriber Status" and then "Check Notification Status." OneSignal will send a test notice to you.



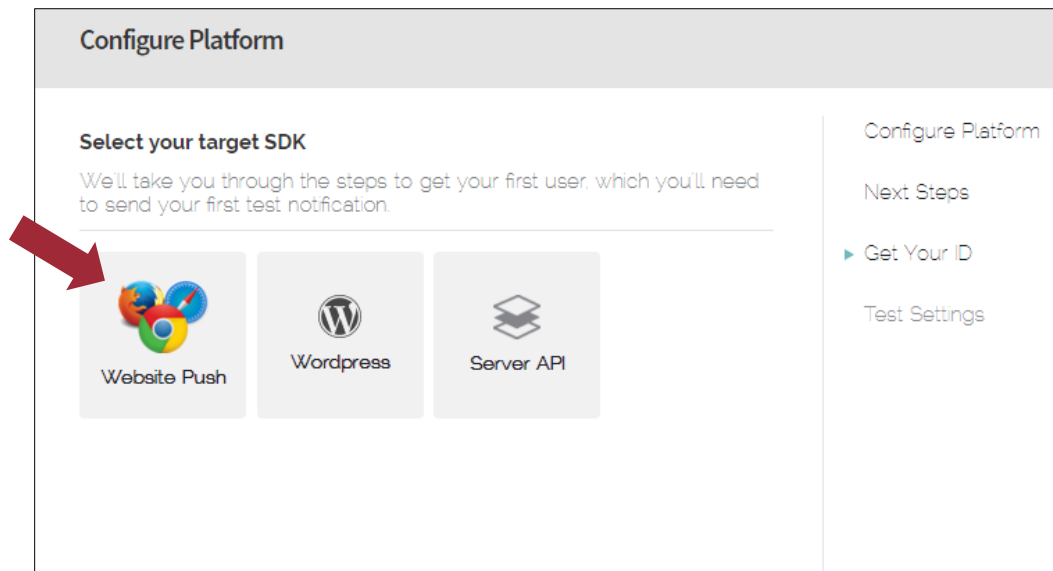
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Click the notification and it will take you to congratulations screen confirming that all is working well.

4.7 NON-WORDPRESS SETUP

The difference is setting up the Non-WP or (HTML) version of the notification software is simply a matter of putting in a small snippet of code in the index.html file of the website upon which you want to enable notifications.

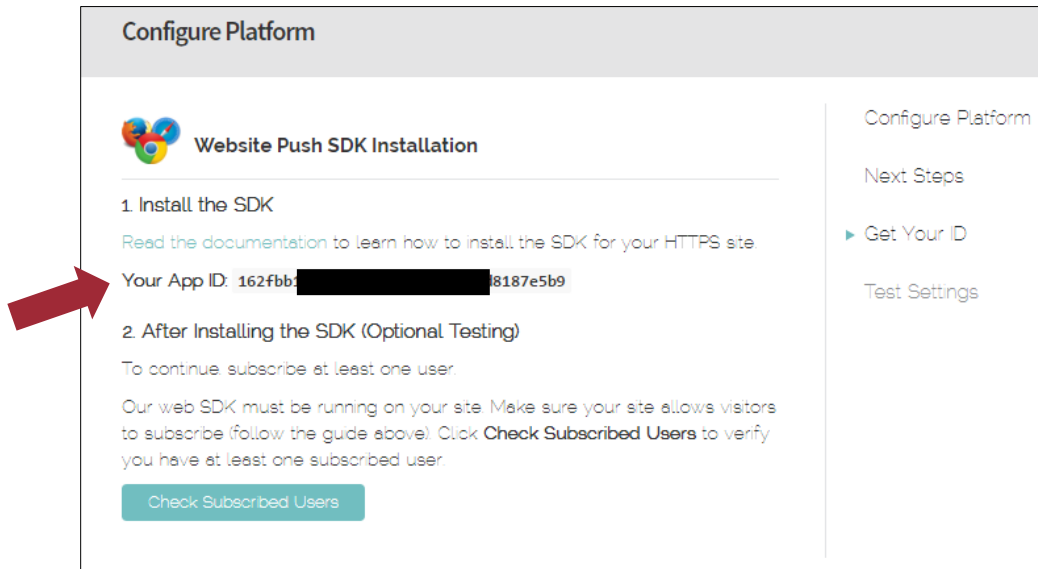
First, in the App Configuration – Select SDK screen, choose “Website Push”



This will then take you to a screen that will present your API key.

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Once you click “Website Push,” you’ll be given your APP ID:



When you click “Read the Documentation” you’ll get the same code snippet for using notifications on your HTML website. I highly recommend you read that stuff, but you don’t need to do so in order to setup the notifications.

The code you use is:

```
<script src="https://cdn.onesignal.com/sdks/OneSignalSDK.js" async='async'></script>
<script>
  var OneSignal = OneSignal || [];
  OneSignal.push(["init", {
    appId: "YOUR_APP_ID",
    subdomainName: 'SUBDOMAIN_NAME',
    notifyButton: {
      enable: true // Set to false to hide
    }
  }]);
</script>
```

Notice the two sections called “APPID” and “SUBDOMAINNAME?”

Remember that OneSignal provides you with the APP ID and Subdomain Name after you complete the App Setup.

Using a text editor, simply replace “Your_App_ID” with the API key provided, and do the same for “SUBDOMAIN_NAME”

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Once you populate the code with your APP ID and Subdomain, it should now look something like this:

```
<script src="https://cdn.onesignal.com/sdks/OneSignalSDK.js" async='async'></script>
<script>
  var OneSignal = OneSignal || [];
  OneSignal.push(["init", {
    appId: "751fba7-562f-46a7-5124-b8fa08a3f508",
    subdomainName: 'demo.onesignal.com',
    notifyButton: {
      enable: true // Set to false to hide
    }
  }]);
</script>
```

Now that this code snippet is ready, we simply put the code in the HEAD section of our index.html or homepage of our non-WordPress website.

For Example:

```
<html>
  <head>

    <script src="https://cdn.onesignal.com/sdks/OneSignalSDK.js" async='async'></script>
    <script>
      var OneSignal = OneSignal || [];
      OneSignal.push(["init", {
        appId: "751fba7-562f-46a7-5124-b8fa08a3f508",
        subdomainName: 'demo.onesignal.com',
        notifyButton: {
          enable: true // Set to false to hide
        }
      }]);
    </script>

  </head>

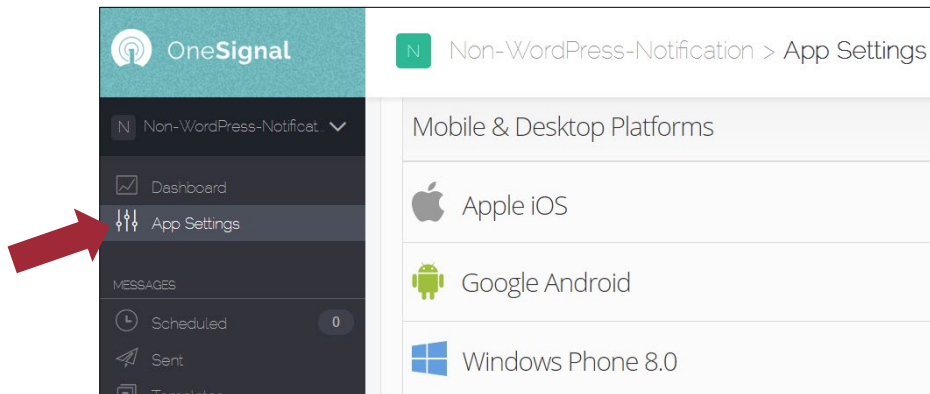
  <body>
    <p> This is my website! </p>
  </body>

</html>
```

4.8 NOTIFICATIONS FOR SAFARI BROWSERS

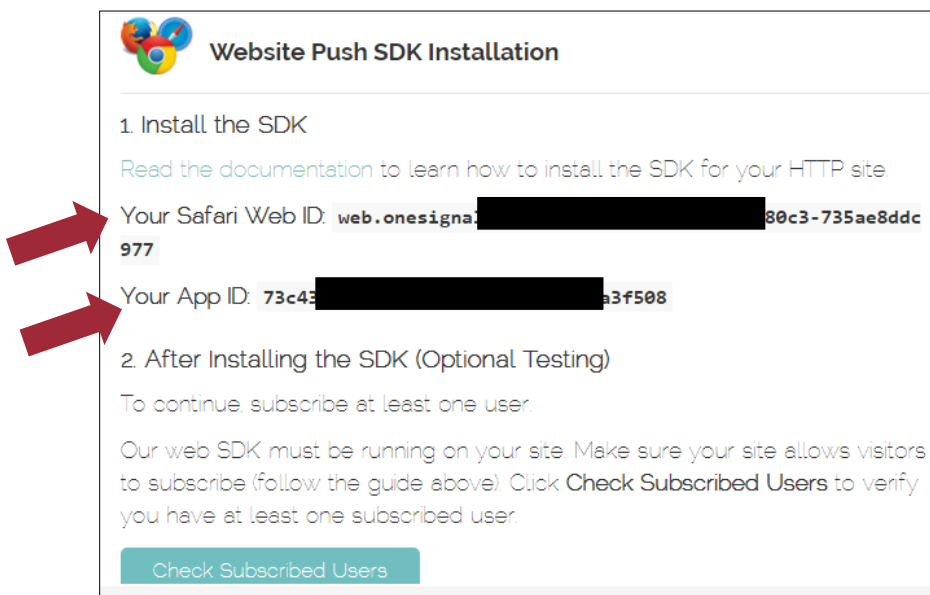
There is a slightly different setup for notifications for Apple users.

After you configure your application and test is successfully, go to the OneSignal dashboard, select your application from the dropdown, and choose “App Settings”



Scroll down, and find “Web Platforms” and select CONFIGURE for “Apple Safari” Enter the name of your site, and then enter the web address.

You can safely ignore the p12 and icon checkboxes unless you want to have a custom setup. Now click “save.”



Take note of your **Safari Web ID**. We'll need this address in a moment.

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You now need to add a small change to our <head> section again by adding:

```
safari_web_id: 'YOUR_SAFARI_WEB_ID'
```

Now, remember that block of code we used to install the Chrome/Firefox notifications? Here it is again:

```
<script src="https://cdn.onesignal.com/sdks/OneSignalSDK.js" async='async'></script>
<script>
  var OneSignal = OneSignal || [];
  OneSignal.push(["init", {
    appId: "751fba7-562f-46a7-5124-b8fa08a3f508",
    subdomainName: 'demo.onesignal.com',
    notifyButton: {
      enable: true // Set to false to hide
    }
  }]);
</script>
```

Simply add your “safari web id” under the “subdomainName:” line

```
<script src="https://cdn.onesignal.com/sdks/OneSignalSDK.js" async='async'></script>
<script>
  var OneSignal = OneSignal || [];
  OneSignal.push(["init", {
    appId: "751fba7-562f-46a7-5124-b8fa08a3f508",
    subdomainName: 'demo.onesignal.com',
    safari_web_id: 'web.onesignal.auto.2r5463f6-19a6-4c7e-80c3-73598kddc977',
    notifyButton: {
      enable: true // Set to false to hide
    }
  }]);
</script>
```

And you're all set!

4.9 OTHER PROVIDERS

Now, there are other provides out there you can use. I just happen to have an affinity for OneSignal because I found it the easiest to setup and use.

Still, I encourage you to explore the other platforms as you might find them helpful or more suitable for a particular project or client.

<https://pushover.net/clients>

<https://goroost.com/>

5 PROMOTING WITH DESKTOP NOTIFICATIONS

Now that you are all setup, let's spend some time talking about how to use these notifications for promotional campaigns.

Regardless of what your website or your clients are focusing on, if you want to build a responsive audience using these web push notifications, you need to understand that audience and why they might want to subscribe.

I want you to really think about the following questions:

- Why do you want to send notifications?
- Why would a visitor sign up for notifications?
- What actions do you want your subscribers to take?
- What is the real benefit the visitor wants?
- How can I deliver that benefit?
- How can I keep them subscribed?

The answers to these questions will help you to understand your audience and come up with promotional messages that engage and satisfy your visitors.

Let's walk through an example to help you understand how these notices will be used.

When you land on www.lutherlandro.com with your desktop computer, you are prompted to receive notifications from me. Now, a visitor may want to learn about new products, case studies, and other news. To get the latest news right on their computer, the visitor only needs to subscribe using the little notification widget at the bottom of the page.

I know my audience is actively seeking software and training for promoting their online business or starting/growing their offline consultancy.

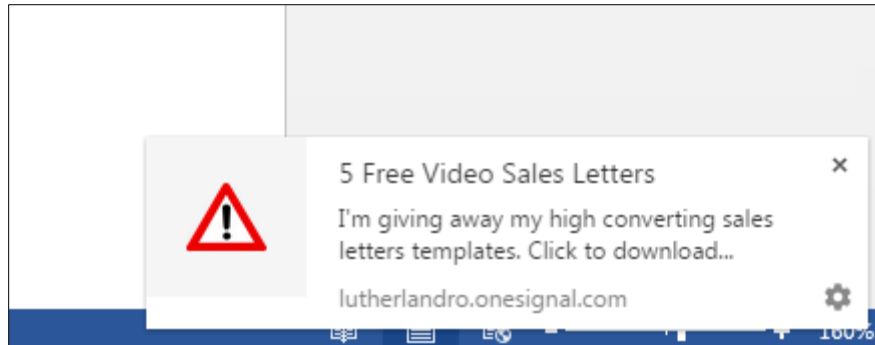
What might my audience want to learn?

Well, what might my audience find helpful?

Couldn't I provide them with templates to help make their lives easier, speeding up their marketing campaigns, and giving them tools for promoting themselves?

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So for this example, one such promotion could be a post that delivers free sales video assets so the visitor can simply publish the videos, and have those videos do all the hard work selling for them.

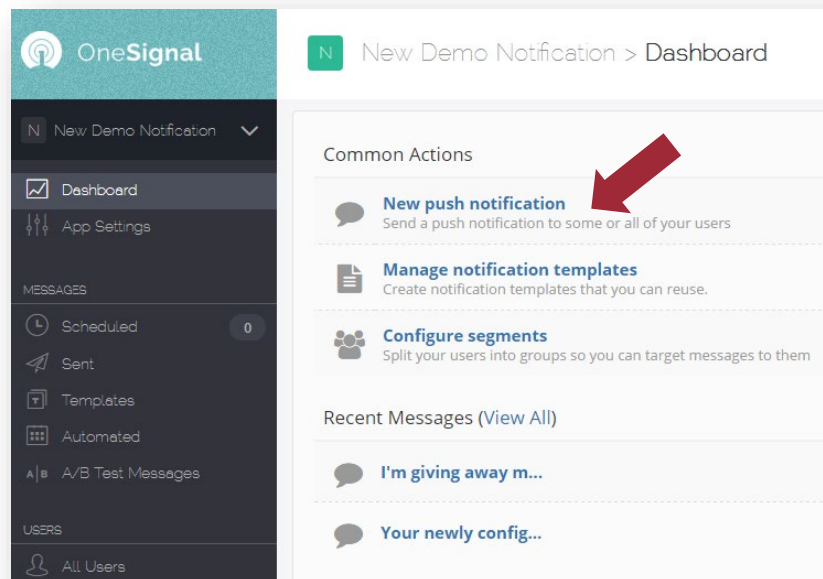


As it stands now, you're the only subscriber on your website, but let's assume we have built up an audience, and they want to get this benefit of free done for you video sales letters.

So let's walk through sending this promotional message to them.

5.1 SENDING WEB PUSH NOTIFICATIONS

Using the OneSignal Dashboard, I click on "New Push Notification"



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On the next screen, I'll give my notification a title and a brief description:

New Demo Notification > New Message

Message

Title: 5 Free Video Sales Letters

Content: I'm giving away my high converting sales letters templates. Click to download...

Options

Segments

Schedule / Send Later

Then you will set the options. We want to send to Chrome and Firefox users. If we configured a Safari application, we'd also be able to include Apple users. Likewise for mobile devices.

We will make sure send to subscribers is set to YES, and because we want the subscribers to visit the website to download the free video templates, we will set the Launch URL to <http://www.lutherlandro.com/free-videos/>

New Demo Notification > New Message

Options

Send to Chrome Web Subscribers? YES

Send to Firefox Web Subscribers? YES

Include Additional Data? NO

Launch URL? http://www.lutherlandro.com/free-videos/

Include Action Buttons? NO

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Now that the message details and the options are set, we can now send the message immediately or schedule it at a time that we measure as the most effective timeslot to reach our audience.

Assuming we want to send the message now, we select “No deliver all at once” and “No. Send them now.” The message box will tell you when the message will be sent. In this case, “right away.”

New Demo Notification > New Message

Include Additional Data? [?](#)

☒ NO

Launch URL? [?](#)

☒ YES

Include Action Buttons? [?](#)

☒ NO

Segments [v](#)

[Schedule / Send Later ^](#)

Optimize per-user delivery time?

☒ No. Deliver all notifications at once.

☐ Yes. Deliver to each user at the same time of day as they last used

☐ Yes. Deliver to each user at a specified time of day in their own loc

Schedule notifications for a later time?

☒ No. Send them now.

☐ Yes. Send them at a later time or day.

Will Deliver

Right away

If we wanted to schedule the message for a later time, we set “Schedule for a later time” and choose a date and time when we want to send.

Now click, Preview at the bottom right of this screen.

This will take you to the preview message screen which will show you which platforms will receive your message, and when that message is schedule...

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Preview Message Screen:

New Demo Notification > New Message

luther@successwithluther.com

Platforms

ChromeWeb

Recipient Count	1
Additional Data	None
URL to launch	http://www.lutherlandro.com/free-videos/
Icon	http://www.lutherlandro.com/wp-content/uploads/2016/04/warningIcon-80x80.png

Firefox

Recipient Count	0
Additional Data	None
URL to launch	http://www.lutherlandro.com/free-videos/
Icon	http://www.lutherlandro.com/wp-content/uploads/2016/04/warningIcon-80x80.png

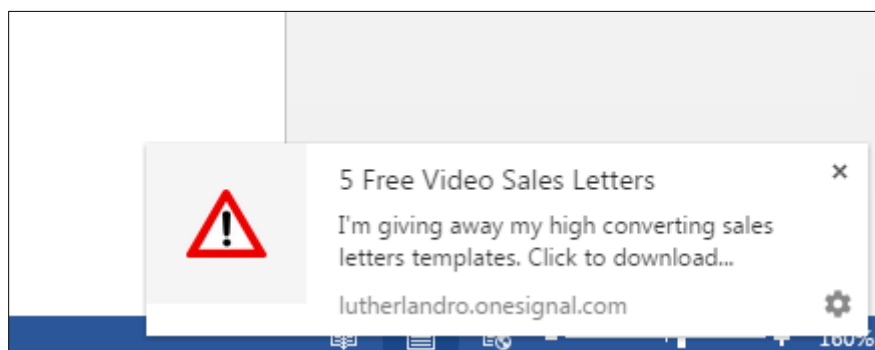
Schedule

Setting	Value
When to send	April 21st 2016, 5:03:39 pm UTC -04:00

Back

Send

If you need to make changes, just click “Back.” Right now, everything looks great! So we go ahead and click “Send” and the message is immediately delivered to desktop notification subscribers.



5.2 TIMING YOUR MESSAGES

One of the most important aspects of sending desktop notifications is hitting your audience at a time when they are able to receive, digest, and act upon our marketing messages. We call this time slot “**Prime Time**”

I know through experience that my prime time is between 5pm and 9pm. That is when I know the majority of my subscribers are online, able to receive and act on my messages.

This is the sweet spot, and the time I want to notify my audience.

I know this because of my experience. For your business or projects, once you build the audience, you’ll have to do some testing to see when your sweet spot will be.

Still, there are some generally acceptable times to send most marketing notifications via email and desktop notifications. This is determined based on what the end user wants to do and what we assume they are doing at the time we send the message.

- Lunch Notification For Food Service: 10am to 11am Weekdays
- Dinner Reservations: 3pm to 5pm
- Consultants: After 5pm
- Retail Shopping: Early morning while people plan their day, late afternoon after work
- E-Commerce Shopping: After 4pm when people can make purchases

It is best to focus your message timing on the morning and evening rushes for businesses. These are times when people are not working and are free to focus on other things like our messages. The best time is to catch our users when they are not saddled thinking about other things.

A good example would be to message them before or after dinner when they are messing around on their computer reading email or browsing the web.

For marketers, you want to take a different tactic. Send during the times you would normally email subscribers. Either send earlier in the morning before they leave for work, or in the late afternoon when people have all but

checked-out of work or have arrived home, and are free to consider your offers.

Avoid sending messages too early or too late. Not many people are in front of their computers at 4:00am, and most people will not be on their computers during dinner time or later in the evening when watching TV or spending time with their family.

For marketers, one of the best times to send are during the weekends when people are more likely to be focused on themselves doing the things they like to do on their computers.

Your exact market and audience will determine when the best time to send will be. Again, you'll have to test this. It will be unique to each audience you create.

5.3 HOW OFTEN TO SEND NOTIFICATIONS

For a local business, the best frequency of messages will be daily or semi-daily (every other day)

For targeting offline businesses and consultants, send a weekly message on a Tuesday or Thursday. And one other message during the weekend prime time to catch the people who primarily do their computer time during the weekends.

It is important you experiment here, too. Learn everything you can about your audience, send test messages at different times and use the metrics reporting features of OneSignal to gauge your response.

You'll be looking for the highest click through rates and using this rate as your guide to test both message timing and title/content effectiveness.

Just remember never to overdo it. Never blast your subscribers with tons of messages. They will simply unsubscribe. Don't make knee-jerk reactions either. For example, if you make a spelling mistake, never correct it by sending a follow up message apologizing, unless it's really bad, and unless it directly affects the URL for the click-through.

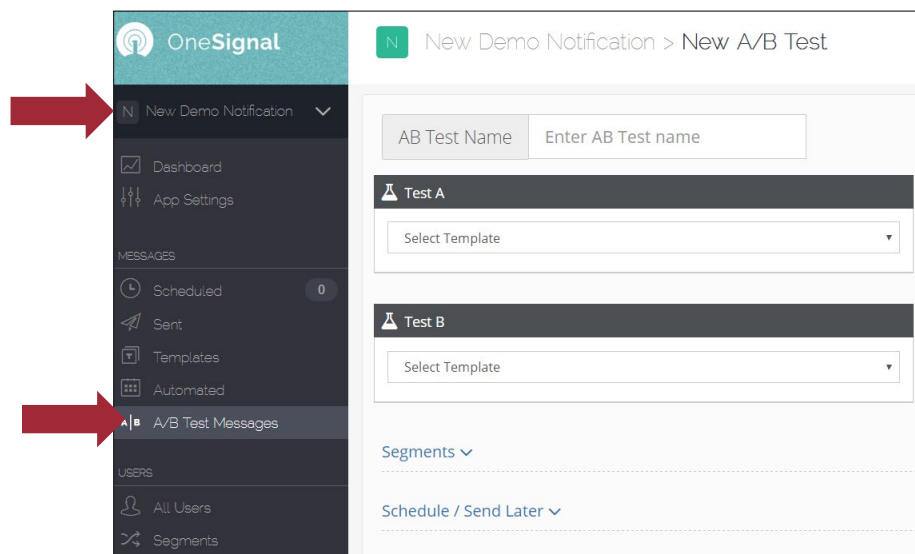
5.4 SPLIT TESTING MESSAGES

One signal gives us a way to test the effectiveness of our messages. This is called “A/B Testing.”

Put simply, we’re going to send one message (A) to a random sample of our subscriber audience, while also sending message (B) to another sample of that audience.

We then measure the click through rate of each message to see which one gathers the most amount of clicks. This is a great way to test headlines, and messages to see which one will bring us the best response.

Inside of the OneSignal dashboard, select your app at the top. In this example, I’m using the “New Demo Notification”. Then click on “A/B Test Messages.”



This screen allows us to set two messages to test, and send them to our subscriber list.

First, enter the A/B Test Name. Let’s call it “Demo AB Test.”

We have to now create templates for each test condition. One for A, and another for B. Click “select template” and then “new.” You’ll see that this screen looks a lot like the new notification setup screen.

Enter a title and content for the first message. You can also include the launch url or web address and target specific users of your list.

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Next, create another for your B message. When split testing, we want to test things that are meaningful, and we also want to make sure we're not changing things too much so as to invalidate our test.

For instance, you may just want to test headlines, and leave the content the same for both messages. You wouldn't want to test two headlines and two content messages because you won't know which change forced a better response from your audience.

So for now, let's just test headlines to see which one produces the best results.

Later, after we test a few different headlines and have a clear winner; we can then start testing content messages to see which one gains the most clicks.

You can then choose to send this test to our entire list, or just a portion or percentage of the list so we're not using our test on the entire list until we have some idea of the message's effectiveness.

Now click "Preview" and you'll get a summary of your two test messages and the options you've selected on the previous screen.

If everything looks great, click SEND. Your message will be sent according to the options you set. Otherwise, click BACK to make any changes.

Note: You need at least 8 subscribers to perform a valid A/B Test.

The key to split testing is sample size. You want to have a few hundred to a few thousands subscribers so you can send your test messages to a sizable list and get back usable results. With a small list, or sample size, the test data you will get back will be less accurate verses having a larger sample size.

5.5 AUTOMATED MESSAGES

You can send automated messages to your subscribers. This is useful when you have a “welcome” message to send, but don’t want to send it immediately after a person signs up.

Automatic messages will look at the entire subscriber list every 30 minutes, and determine if any member has been sent the automatic message. If it finds someone who just signed up and has never seen the message, it will fire it off to them,

Before you use auto-messages, you need to define a new template.

Click on “Template” on the OneSignal Dashboard. Select “New Template” and then choose a name for, and create the message. Click the “Options” dropdown to segment your template message or add a URL to launch when the user clicks on the notice. Once you’re finished, click Save.

Now, click on “Automated” in the OneSignal control panel and select “New Automatic Message.”

Set a name, and then choose the template you created earlier. Then choose which users to send to. These are defined in Users > Segments. For now, send to all.

A really cool feature is a checkbox that says “only deliver at the same time...” This allows the notice to be sent at the exact time of the visitors last session. The thinking here is if the user was online at 2pm yesterday, they may be online (and able to read your notice) at 2pm today.

Once you’re done with the setup, click CREATE, and the system will send your message according to your settings.

5.6 GETTING YOUR NOTIFICATION CLICKED

We want our audience to click on our message, so in addition to sending the message at the right time, we need to carefully consider how we are asking them to take action, and use the proven methods that compel action on behalf of our users.

The first method is pre-selling with some real benefits that we know the reader will be interested in. Statements such as *“These Video Templates Closed 3 New Clients Today...”* really hits home, and tells the reader that there is a path for getting clients using the templates. In the body copy or description of the notification, we can then use another method; scarcity.

Scarcity is a lovely thing. It lets our audience know that the benefit we’re proclaiming will not always be available. This creates a sense of loss in our reader’s mind. It has been proven that the sense of loss is a greater motivator than the prospect of gain.

Also, adding some social proof is key to making the content relatable and noteworthy; implanting the idea in the user’s mind that “yes, I could get this benefit, too.”

So in this example, we can send a short message that incorporates all of these elements:

*These Video Templates Closed 3 New Clients Today...
Watch My Student Jennifer Uses Free Templates to Book 3 Clients...
Download these templates – available for today only!*

This message is compelling as it uses elements of a benefit-driven pitch, social proof of Jennifer booking three clients, and drops some scarcity; stating the templates she used won’t be available after today.

Keep this formula in mind when crafting messages:

Hot Benefit + Pre-Sell Your Offer + Scarcity + Social Proof = CLICKS

Now, in the next section, let’s talk about some of the best practices for building your audience and sending notifications.

6 DESKTOP NOTIFICATIONS: BEST PRACTICES

Ok, so we've covered what notifications are, and how to set them up on your WordPress website. We also covered some of the core concepts of writing notices and sending them.

Now we need to discuss some of the other important facets of using notifications. This section will detail some of those strategies and present two of the most common use cases.

Get excited! Most of these examples will apply to 95% of people looking to use desktop notifications to make money.

6.1 USING NOTIFICATIONS ONLINE

I went over an example in an earlier section discussing how I might promote my free templates using notifications. If you recall, we discussed how to write the wording of that notice, and some of the methods for selecting the best time to send it.

Two great uses for notifications will be:

- Digital Product Sales
- Ecommerce (retail products)

There are plenty of uses. I just see these two areas as being the greatest opportunity/

So for the first area, let's say you publish eBooks online and these books teach people how to lower their home expenses and bills.

Naturally, you'd want to create an audience around the ways of reducing the monthly expense of owning a home.

What might some of the topics be?

- Upgrading appliances to more efficient newer models
- Replacing old lightbulbs with LED lighting
- Adding more insulation to the attic and walls
- Replace old single-pane windows
- Refreshing all the exterior caulking and sealants

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All of the topics above will lower the amount of money spent on energy needs. If you've ever had an old single pane window, you know how much colder it can get by that window, verses some of the newer window systems out there. This one example is a major and common source of energy waste in older homes. Replacing these windows, over the long term, will reduce the monthly heating and cooling costs by a substantial amount.

So, how might we use desktop notifications to promote something like this?

First, you'd want to build an audience around people lowering their bills. In fact, there are a number of these communities out there (this isn't a new idea) – these people get together and share tips and tricks for lowering their expenses.

In a simple form, you'd have a blog that makes a few posts per week about methods for lowering their bills. Each post would contain a helpful tip or tutorial for performing self-improvements cheaply and target the do-it-yourself market.

Your notification pitch would be to get people subscribed to receive instant updates each time a new money-saving method is published.

These followers would be your general audience or 'free audience.'

Now you could find affiliate products on Amazon or other networks such as home insulation and window kits, weather stripping, and a host of other goods designed to increase the energy efficiency of the home, which, as you know, saves money.

Your helpful posts are the reason why people visit your blog. Your product advertising is the means to monetize that traffic, and your notifications to your audience will be the driver of the traffic.

Taking this a step further, you can go out there and buy all the DIY home improvement books you can find and create unique articles that you publish on your blog. All the while, you are pushing for people to sign up for your web notifications. And meanwhile, you are working on a comprehensive eBook that walks them through all the means for saving money.

After you build a sizable list, you now have a targeted audience to which you can announce the launch of your online product.

6.2 SEGMENT YOUR SUBSCRIBER LISTS

Now, you can even pre-sell this book in a series of blog posts, and accept signups for notifications for people who are waiting for you to sell this helpful guide. These people would be a subset of the regular audience of your home improvement blog as not everyone will be interested in purchasing things from you. Some people just read and never act on a product offer.

This is why we segment our lists so we only pitch the people who have given us some indication that they will spend money.

Pro-Tip: You need to use the list segmentation features of notifications so you can target specific audiences with specific content and calls to action.

For example, having a notification signup on your homepage will be a great way to build a general audience of people who are interested in your content. However, we need a way to gather subscribers who showed some time of buyer intent.

We can do this by setting up a separate notification pitch on a page that asks them if they are interested in buying, or on a thank-you page for some small purchase or qualifying action.

Let's say you are also selling affiliate products, and can send the buyer an email. After the sale, you direct them to a special member's-only page. Since they would have had to buy something to get onto that page, we know they are a buyer, and can ask them to subscribe to a special update notice. Or we can even dangle a discount – *“Subscribe Now and Get a Discount on this Exclusive Home Improvement Guide”* ...or something to that effect.

Now this audience would be primed to buy your eBook, because we already know they spend money on the items related to your content.

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When your eBook is finished, you send the launch notification to this audience and you'll see a higher click-through rate than if you solely promoted the book to your general audience.

Include a coupon code for a discount and you'll immediately see an improve conversion percentage verse the "cold," unqualified audience.

6.3 USING NOTIFICATIONS WITH OFFLINE MARKETING

Notifications for retail and commercial businesses have a huge kinetic potential to bring in tons of cash, mostly because they are almost completely untapped. Nobody on 'Main Street' is using them.

The big opportunity areas are:

- Promotional Events
- Discounts and Sales
- Holiday Specials & Deals
- Breaking Business News

I recently did a project with a local retail clothing store that specialized in trendy women's styles. She would host events on Thursdays called "Lady's Night" where the store would be packed with women, and she and other staff would work individually with customers on picking an entire ensemble from shoes to accessories.

The methods of promotions were a window sign, a banner on the website and an email newsletter. We would send emails on Monday to sell the event, and Wednesdays to remind customers to attend.

The event was free, and participating gave you a 20% discount off of your entire purchase. Thursdays were thus fairly busy days, with about 10% more walk-in traffic than other days.

We both recognized the need to improve this traffic. More foot traffic was needed so I proposed that we use desktop and mobile push notifications to remind the women who were interested that the event was Thursday evening.

We began by pushing all paying customers and web shopping cart traffic to a notification list. After about 4 weeks we had a few hundred on our list.

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By sending notifications on Thursday afternoons, as a reminder for the event, we practically doubled the attendance, and tripled the revenue from these events.

As I mentioned to you earlier, a restaurant can use notifications to alert the small business crowd to lunch specials. A bar can use notifications to compel office workers to spend their happy hour at the establishment.

Practically any business can use notifications for pushing visitors into customer education programs, free trials, and discounts.

You can even use web push to drive the business's online reputation by offering incentives for the buyers on customer subscription lists to leave testimonials about the products or services. Then the business uses these testimonials to lure even more buyers to their products.

Just use a message like:

Did you enjoy your meal at Joe's Steakhouse? Leave us an honest review at [www...](#)

During holiday rushes, everyone is getting bombarded with email offers. Any promotional email messages sent during this time are buried under a mountain of advertising and few ever get read.

Yet, a desktop notification appears right in front of the user. If that message is of interest, it will get clicked and read, effectively pushing your message through the noise and getting it to stand out.

You Need To Be Building Holiday Promotional Lists For Retail Now So By Christmas, Your Clients Have Tens of Thousands Of Leads...

You can get even more creative by solving problems.

A good example of this will be my local car wash. He pushes his web visitors to sign up for "Wait Date" notifications. He also has signage at his register and instructs his cashier to tell customers about the program.

By using segments, he builds lists of regular customers who opt in to notifications for particular days when they are likely to want a car wash.

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During slow times, and for each list segment (separated by preferred day,) he'll send a notice that says *"Wait times are less than 5 minutes, but not for long. Hurry down for a quick rinse & free wax."*

This has the effect of prompting subscribers to rush to the car wash to when his business is normally slow for the day. The outcome is more revenue generated during times where he historically LOST money with idle expenses like water, soap, electric and employees standing around doing nothing.

For example, you create a local news site reporting on events in the local area. You then build a lead generation page that pre-sells visitors on specific services, and on each of these lead gen pages, you place a unique web push application. Ask the visitor to subscribe to notifications, and in the follow up messages, pre-sell the service or pre-qualify them, and ask the subscriber to submit their full contact information to a form. Now you have a lead to sell to local businesses, and sponsors of the events.

You can even go so far as to offer this service to ANY local business who is not offering notifications as part of their web promotions, and you can ask big money from them, above and beyond what I detail in the packages.

The creative solutions for offline business are endless, and don't have to be very complex or overly thought-out. Biz owners are paying thousands for the help, and this type of service stands out from other sales pitches because it is a fresh pitch, and these messages create tangible results.

Just remember to drive your programs with businesses who stand to obtain real benefits, solve their lead generation, communication, and reputation problems, and use the click-getting method we discussed in section 5.4 to drive participation.

7 SELLING THIS SERVICE TO BUSINESSES

Now we're getting to my personal favorite part. Here is where we will make money by selling notification services to businesses.

7.1 A VIEW FROM 10,000 FEET

Any service you offer should be designed with a singular purpose, and an intense focus. Your four main goals for this notification service are to get business owners to:

1. Realize that they have a problem – lost revenue via lost customers
2. Understand what a web push notification is, and why it is a highly effective yet untapped solution to their problem
3. Recognize how the notices can grow their business and that you can provide this service
4. Make a commitment to pay you to manage the promotional campaigns

With these four goals in mind, we are going to create three offer packages, a sales pitch, and a business model which we can replicate across multiple clientele.

7.2 DEFINING YOUR PACKAGES

Before we offer this service, we need to first develop your packages. Here is a structure that is working for me:

<u>Gold</u>	<u>Silver</u>	<u>Diamond</u>
\$500 Setup Fee	\$500 Setup Fee	Setup Waived Fee
Account Creation	All Package Gold Services	Gold & Silver Services
Site Setup Support	Self-Service	Fully Managed Account
10 Scheduled Notices	50 Scheduled Notices	Unlimited Notifications
250 Subscribers	1000 Subscribers	Unlimited Subscribers
\$197 Month Or \$1,997 / Year	\$497 / Month Or \$1,997 / Year	\$997 / Month Or \$9,997 / Year

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You are not limited to this package breakdown; however I spent a great amount of time testing this out in the consumer retail and food service markets in the Northeast United States. This package should be a fluid thing until you determine what your market responds to.

This is especially true with pricing. You'll have to discover what the price points will be, and also be flexible when dealing with certain types of businesses.

Pro-Tip: Never take a failing business as a client unless you're prepared to never get paid for your work. This sounds harsh, but they are high risk. It will usually require more than just some notifications to save a dying business. The best strategy is to work with healthy, striving businesses who have been around for a while and are looking to grow.

Now refer back to the chart on the last page:

Gold is the basic entry level service that includes setup and 10 monthly notices, plus 250 subscribers for \$197 a month or offers a 2 month discount if they commit for a year. There is also a setup fee of \$500.

Silver also has a setup fee of \$500, and includes all of the gold level services, except the buyer gets 50 notices and 1000 subscribers. This package is intended for the business owner to do the majority of the work, although you can offer services to help him.

The **Diamond** level of service is the one we really want to sell. This includes unlimited subs and notices, plus hand-holding account management where you help them write the notices, and manage their lists. We waive the setup fee here as a means to entice the sale.

Each of these packages offer an increasing level of service that you perform for the client. You do have the flexibility to waive the setup fee (after all it costs you nothing to set this up) as a means to lure clients into doing business with you.

Now imagine selling just 10 of these Diamond accounts each month, which is a really obtainable goal, even for someone who has little to no sales experience.

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After just three months, you'd have 30 clients, paying you \$997 a month. That's \$30,000 in **income – per month!**

After 12 months of committing yourself to selling just 10 clients per month, and with customers just sticking with you for three months (in truth, they stay with you longer), you'll have yourself a business revenue of hundreds of thousands of dollars.

And that doesn't even include longer commitments, upsells, and personalized consulting services.

If you really hustle, you can nab 20 clients in a month. Just spend each day getting at least 1 client sold per day, and you'll be sitting on over a quarter of a million dollar a year business in just a few months.

I will give you the exact sales pitch we're using in the upcoming sections. If you're kind of new to all of this, don't worry; expect 1 or 2 closes per 10 prospects just sending the outreach email, and making the closing pitch that I give you.

On a final pricing note, you can also offer, for a monthly or quarterly fee, an exclusivity agreement, meaning that you will only offer promotions for that one company in that niche & region. This way your client corners the market, so to speak. Mind you, that fee has to be 2 to 3 times the size of a client to make it worth it. \$2,000 to \$3,000 per quarter year is a reasonable request, but feel free to charge what you want.

7.3 CREATE A SALES DEMO

One of the best ways to lure new business is to create a custom demo for that type of business. You can do this two ways:

1. Generic Niche-Specific Demo (a site for Pizza Restaurants)
2. Company-specific Demo (a site for Dan's Pizza Inc)

A generic demo will be an example you can show any pizza place. The entire site is geared to demonstrate the notification service to multiple prospects and requires the least amount of setup time.

A company-specific demo is purpose built with one client in mind to show them how they, and only they, will use the notifications. You mirror their

existing website, using the same logo and colors. This is a powerful sales tactic that works like magic. It takes a bit more time, but it has a huge payoff. I discuss setting up a quick WordPress site in Chapter 8 so be sure to read that section.

7.4 FINDING AND SELLING TO BUSINESSES

Prospecting

Now since you are armed with the knowledge to setup, implement, and package web notification services, let's find us some potential partners to work with.

Begin by thinking of your customer first. We want businesses who have a retail space and an existing online audience, with a website that already has traffic. Remember, we only want to work with established businesses who can afford to pay us!

There are a few ways of finding potential clients and there are no shortages of resources out there. Before we start, let's really consider the niche we're targeting.

Start by picking a single niche. You can't be everything to everybody, and we want to develop a replicable sales-pitch. Having 30 different types of clients will also be a bit more difficult to manage and sell since you'll need 30 different sales pitches!

For this example, we'll be seeking local nightlife entertainment venues who are hosting events and looking to boost attendance. These can be music halls, bars, pubs, and even local event venues like catering halls, pool halls, and restaurants with full bars. A great subset of the latter will be Sports Bars.

Before I had my daughter, I used to love spending time at the bar with friends watching hockey games. On occasion, I'd get wrapped up with the day's goings on, and forget there was even a game. I had to get a phone call from a friend, and sometimes that didn't happen because all of us were too distracted by other things.

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Had I received a notification earlier in the day to remind me of the game, I would have been at this bar watching it, kicking back a few beers.

Ok – so, I think it is pretty clear that our mission is to find some Sports Bars to pitch web notifications to drive more patrons to their money makers: Happy Hour and Televised Sporting Events.

7.5 SEARCHING FOR PROSPECTS

We're going to be using a variety of tools, and most of them can be employed to find you a nearly limitless supply of prospects who need this service.

Pro Tip: Build a good sized list of 100 or more prospects, or have an outsourcer do this, before you start approaching businesses. This will make sure you have a bunch of leads you can go to and keep trying to sell with outreach email templates.

Do this in a cycle. Get 100 or so leads, beat the hell out of them, exhaust them, and then repeat.

Also, make sure you follow up; once you outreach the first time, be sure to reach out again every 5 days until you get an answer. Don't complain to me if you don't get a response, and have only ever sent one email to a prospect. You must follow up!

You can also use lead scraper programs to help you build a lead list, but they will be of lower quality verses intelligently picking out your Dream 100 clients.

The Dream 100 concept was taught by Chet Holmes. In short, pick the top 100 clients you want to work with, and do everything within your power to get in front of the decision maker and deliver your pitch. I highly recommend you read about this strategy in his book called, The Ultimate Sales Machine.

Google for Business

You can use Google for Biz or Google Places to find clients. Simply search a local keyword (Sports Bar) and go to the top of the list to find the best websites and businesses.

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Just enter a related search term and a location and then click on the “More Places” link at the bottom of the top 3 results. This will bring up a huge list. Just go through them, recording the biz name, website URL, and contact information.

Google for Biz is a powerful tool, but it is not the only one available to us.

Google Maps

Google maps is tied directly with Google for Business, but you can use it to quickly scan an area for prospects of a particular type in a location. If they have a website, the icon on the map will display the info so you (or an outsourcer) can visit the site and decide if they are a good prospect.

Manta.com

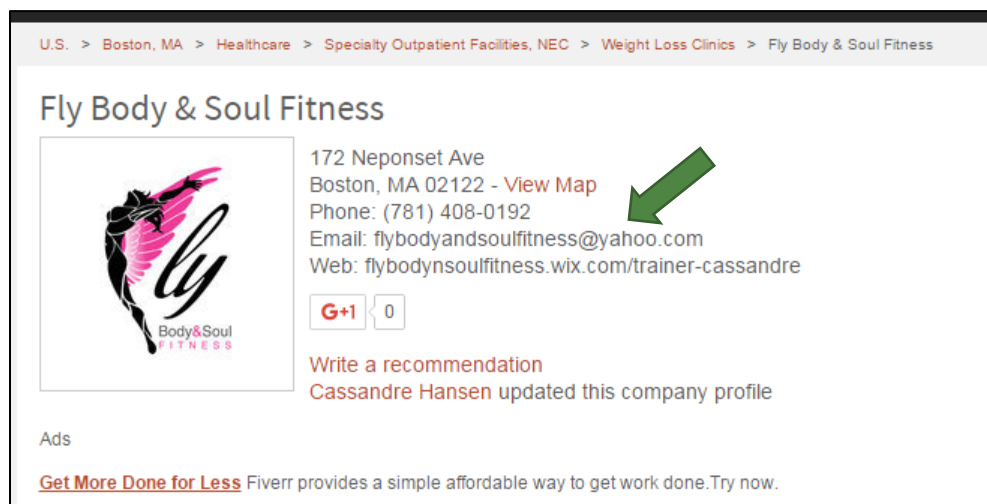
You can use Manta.com to find the business owner’s name, and in many cases, his or her email address.

Head over to www.manta.com and enter in a keyword (or the name of a business) and then enter a location, and click FIND.

You’ll get a list of businesses and some contact information.

When I click through to a business, I will get a wealth of information, including the owner name, their telephone number, address, personal email address, and website address.

In the example below, notice how this business owners has all of his information for us.



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The point here is to use all of the tools available to you and build a list of potential prospects. Pick 100 companies you want to work with, companies you know will be able to afford your fees and could benefit from sending their clientele web notifications.

7.6 CONTACTING PROSPECTS

Once you build your list of prospect, you will be contacting them via email and/or telephone.

Outreach Email Template

Subj: Your customers are being ignored?

Hey name,

What if there was a way you can stop ignoring the customers who land on your website, and instead, put them on a notification list so you could target them with offers?

Listen, I know you have a website, however I noticed you are not building an audience of people who want to get web updates from you.

You might have an email newsletter, but did you know that greater than 80% of your email subscribers NEVER see your promotional messages? That's a huge waste, and I'm writing you today to tell you there is a better, most targeted, and cost effective way...

*What I am proposing is that we use my desktop notification technology. This is some new, cutting edge stuff, and will build a targeted list of people who are directly interested in your products and services **without** the need for spending money on advertising.*

My normal price for this one time service is only \$197, and I have other packages available that we can customize to fit your exact needs.

Please reply back with "I'm interested" and we'll go from there.

Cheers,

Name

Contact Info

P.S. I've only reached out to you for now, but other [prospect's niche] are out there and will benefit from highly targeted promotions to buyers right on their desktop or mobile device. Please let me know soon before I take this opportunity to them.

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This email will prompt a great response from the majority of business owners. Just remember to send it to your 100 leads at a time when those leads are most likely to read it.

To accomplish this, you need to know what times are best for a particular business owner.

For example, a restaurant owner is more likely to read his email in the wee hours of the morning, before breakfast, and again post the lunchtime rush, and once again when he gets home at night.

If you don't know when your prospect will be most likely to read your message, do some sleuthing. Just call them up, start a conversation about their products or services, and then sometime in the conversation, slip in a question or two:

“Hey, when is the busiest time of year for you?”

“Do you often find yourself slow in the mornings or afternoon?”

“When can you usually find time to read a proposal?”

Ask the questions and this will usually get the owner talking about his business, which most owners love to do. He or she will reveal when they are busiest and slowest. This is great intel because we can use this to not only get our prospecting emails read; we can get an idea on when the owner would like to see more business coming through the doors.

Be Advised: You have to follow up with your leads! Just sending one single message to a lead and expecting a response is you not doing your due diligence. Emails get filtered, owners forget to respond, and they can easily get distracted.

A follow up message can make all the difference between a sale and a dead lead. Use the following follow-up message to prod your leads into action after you send the initial email:

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Follow Up Email

Subj: did you forget your online customers?

Hey

I emailed you last week regarding a program for generating red-hot buyers right from your existing website without spending on advertising; however I have not heard back from you.

You really need to learn about this new technology that is currently being used by Google and other large companies to bring red-hot buyer traffic to their websites.

You have never seen anything like this, and I guarantee this will attract new buyers to your business...

I just need a few minutes to demonstrate how this works, and you will see for yourself how this will grow your business, improve our online reputation, and allow you to generate sales on-demand with a simple notification.

Please reply back or give me a call at 555.555.5555.

Cheers,

Name

Contact Info

7.7 CLOSING THE DEAL

Now when you get a reply with an interested business owner on the hook, you want them to:

1. Realize that they have a problem – lost revenue via lost customers
2. Understand what a web push notification is, and why it is a highly effective yet untapped solution to their problem
3. Recognize how the notices can grow their business and that you can provide this service
4. Make a commitment to pay you to manage the promotional campaigns

So explain to them that they are leaving money on the table, by ways of lost customers who are going to their competitors because they were not prompted to act on offers & promotions.

Tell them how web push notices work, how the subscribers are gathered, and how the notices appear right on the customer's desktop computer or mobile device.

Let them know that people who visit their website are the most likely buyers, and that they would act if pushed in the right direction using a regular stream of targeted notifications.

Detail how they can build targeted lists of customers who have purchased in the past and that the notifications can prompt them to spend even more money with the business.

Finally, ask them to take action. Ask for the sale! Offer the \$97 package as a means to “test the waters” – which will be a great way to get them to adopt the idea at a price point that is very easy to swallow.

As the list builds, follow up with them and propose they move to a more active campaign of regular messages and custom promotions like the ones we discussed in this guide.

7.8 SERVICING THE CLIENT

Now that we've booked the client, it's time to set them up. This is as simple as just follow the training we discussed in sections 4, 5, and 6.

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As a general rule, it is best to create a separate OneSignal account for each client. This way they are easier to manage and transfer in the event you and the client go your separate ways.

This is not always the case, as you can be 'that guy' who hold their lists hostage. This tends to breed some bad blood, which I avoid because I like to keep clients happy at all times and at almost all costs.

Provide the services for the package service level you sold them. After you complete the work, propose that they move up a level so you can provide more value to their business.

The steps for servicing are:

1. Setup their OneSignal Account
2. Setup a dedicated Google API key
3. Implement the plugin on their website
4. Configure custom optin messages
5. Test all systems
6. Start building the general website subscriber list

After a week or two, the client's subscriber list would have grown, so you can now start sending promotional messages in accordance with the best practices you learned in section 5.

Just work with the client to develop the nature of the message, and types of promotions they want to pitch to their subscriber list.

7.9 IN CASE YOU CAN'T CLOSE THEM

Some people just can't be made to see the value in web push messages, so a business owner may refuse your offers. And you know what, that's ok.

To salvage this lead, we want to remain professional, because one day, this owner may change his or her mind, plus they will know other people.

A Lead Is Never Really Dead. It Is Only Waiting To Be Reborn

You'll want to do two things:

First, mark this lead as someone with whom to follow up in 3 to 6 months.

People change their minds without warning, priorities change, and their budgets may have grown (or shrunk) and they might need another unique solution, such as your web push notifications system.

Second, you will want to ask, *"Hey would you know someone who could use the extra business these notifications generate?"*

This could get you a warm-referral lead, because you can say *"Joe from XYZ company told me to give you a call and thought you could get new business with my solution..."*

A warm referral works wonders because the person who was recommended will have their guard down. Think about it – you get a phone call from someone out of the blue trying to sell you something. Your guard immediately goes up. It is almost an evolutionary response.

Now, you get a call from someone who more or less said, "One of your friends said we should meet."

Because of the "friend," reference, their guard will be lowered and they will be a lot easier to convince.

This is why you should ask every single person who rejects you for a referral. Offer an incentive if you have to. If you find an owner who doesn't want to buy, but is willing to give you a plug at the local chamber of commerce meeting, you'd be sitting on an opportunity worth tens of thousands of dollars. A finder's fee would go a long way towards keeping this guy (or gal) feeding you some warm referral leads.

7.10 OUTSOURCING THIS SERVICE

One of the best things about this service is that most of it can be completely outsourced, so all you have to do is focus on being the project manager, making sure all your systems and people are in a good running state.

In short, you can use outsources to:

- Conduct Prospecting & Lead Generation
- Perform Telephone Sales
- Setup WordPress Websites & Install Plugins
- Write Promotional Messages

Below, you will find a list of outsources who can do all the work for you:

Generate Leads for You

Just tell them what kind of businesses you are looking for.

<https://www.fiverr.com/mahafuzarrahan/be-your-virtual-assistant-and-telemarketer>

<https://www.fiverr.com/plaban70/do-b2b-lead-generation-email-address-by-using-linkedin>

<https://www.fiverr.com/luckypralhad/create-facebook-lead-generation-ads-for-your-business>

<https://www.fiverr.com/nexteqbd/find-linkedin-email-contact-location-and-website>

Telemarketing

Use these outsources to conduct telephone sales for you, and even help customize a phone script for your niche

<https://www.fiverr.com/milanboz/do-telemarketing-for-1-hour-in-the-us-and-canada>

<https://www.fiverr.com/complete100/serve-all-your-telemarketing-and-cold-calling-needs>

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<https://www.fiverr.com/jeezo8/do-cold-calls-lead-generation-real-estate-telemarketing-and-set-appointments>

Install Push Notification Systems

These outsourcers will install the notification system for you. You can even give them a copy of the setup sections to help them if they need instructions.

<https://www.fiverr.com/socialbabs/add-onesignal-push-notification-services-to-your-wordpress-blog>

<https://www.fiverr.com/sparxs02/integrate-onesignal-push-notification-for-web-and-mobile-app>

Install WordPress & Plugins

These guys will install WordPress for you and any plugins. Just point them in the direction of OneSignal or give them the OneSignal plugin to install, and provide them with the API keys

<https://www.fiverr.com/irfanmahmud95/install-wordpress-and-setup-wordpress>

https://www.fiverr.com/mofazzul_wp/install-wordpress-setup-theme-do-customization

<https://www.fiverr.com/saqibmahay/do-programming-in-php-and-wordpress>

<https://www.fiverr.com/codespring100/install-any-wordpress-theme-and-fix-wp-issues>

Content / Message Creation

These outsources will write great content for client's notifications

<https://www.fiverr.com/mediagirl/write-website-content-that-sells>

<https://www.fiverr.com/andradabonea/write-articles-for-your-blog-as-if-it-were-my-own>

8 BUILDING A WORDPRESS WEBSITE

In this section, I'll cover how to setup a WordPress site so you can have a demo to experiment with the Desktop Notification plugin. We are installing a WordPress site so you have a demo to practice, to show prospects, or so you know how to install WordPress on a client's site.

8.1 INSTALLING WORDPRESS

WordPress is a feature-rich content management system that is widely used for personal and business sites. The best parts are, WordPress is easy to install, free, and there are endless amount of themes, plugins, and tutorials out there to make amazing websites.

If you're an intermediate user, you can do a manual install of WordPress using the famous 5 minute install:

https://codex.wordpress.org/Installing_WordPress#Famous_5-Minute_Install

New users will find the server-side script install much easier.

In order to use this method, you'll need to get a domain name and a webhost that has cpanel installed.

If you don't already have a host and domain, first get a domain name from either name.com or godaddy.com. If you're just setting up a demo, get a name that is easy to remember, short, and relates to the type of marketing you are doing.

Then get a webhost. I use [Host Papa](#) as a web host because they give free cpanel, unlimited storage and server install scripts. Their higher tiered plans are also very reasonably priced.

If you don't already have one, get a webhost now by [clicking here](#).

Once you order your domain and your webhost, you'll have to link them together. This is done by using name servers. Your webhost will send you the name servers for your hosting plan in an email. These name servers must be entered in the control panel of your domain registrar. Contact your

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domain registrar or webhost to have them walk you through setting this up. It is easy and takes only a minute.

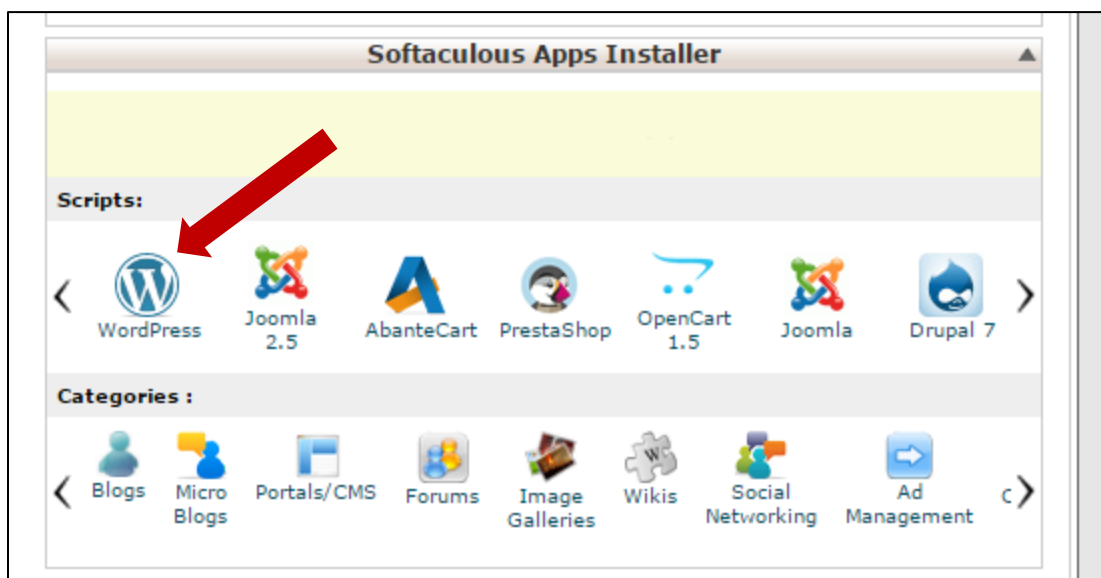
8.2 USING SERVER INSTALL SCRIPTS

Once your webhost is setup and connected with your domain, you can install WordPress using the 5 minute install or using the server-side scripts.

Let's now cover how to install WordPress using server scripts.

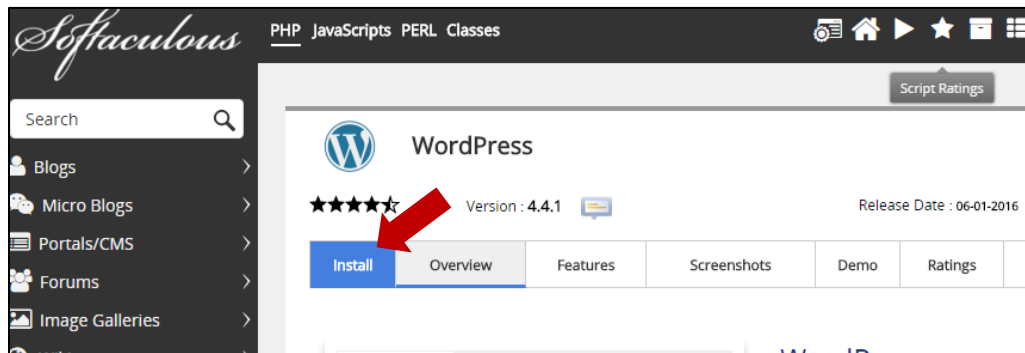
Sign into your control panel and scroll down to the Apps Installer. Depending on your host, it should be either Softaculous or Fantastico.

Locate the WordPress icon and left click it. It will look similar to the image below:



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On the next screen, click 'Install'



Then, you'll set the following **WordPress Install Steps** on the next screen:

1. **Choose Protocol:** HTTP://
2. **Choose Domain:** Your Domain
3. **In Directory:** Clear this or put a folder name here
4. **Leave The Site Name & Description Default**
5. **Choose Admin Name & Password**
6. **Enter Your Email Address**
7. **Check 'Limit Login Attempts'**
8. **Don't Select A Theme**

When you've set these parameters, click "Install."

Don't worry if your cPanel install script is not the same as the above. You can always check out your host's help documentation for how to install WordPress.

Once installed, you can now navigate to your new WordPress site in your browser using the address of your domain:

www.example.com

You can always hire an outsourcer to do this entire install for you for about \$5. Check out the Outsourcing section for links to sources who can do this install and setup for you.

8.3 CONFIGURING WORDPRESS

Now that WordPress is installed, log into the admin panel using the username and password you entered in the WordPress Install Steps:

www.example.com/wp-admin/

Here you will configure WordPress and install the theme. Before we install the theme, there are a few things we need to setup.

1. Click on Settings in the admin panel, and then click on Permalinks.
2. Set the Common Settings to “Post Name”

Next, click on “Users” and then “Your Profile”

1. Set your ‘First Name’ to something admin
2. Set your Last Name to something other than admin
3. Choose “Display name publicly as” and select your new name

The purpose for doing these steps above is to hide your admin username from any unsavory characters. This is a WordPress safety tip brought to you by Aspirin and other headache medicines.

If you are not really familiar with WordPress, then you can have someone set this up for you, or you can just keep experimenting and exploring until you are comfortable. WordPress, or any web technology for that matter, is a contact sport. You need to touch and play to learn.

Now go into the POSTS and PAGES admin menus, and delete the sample page and “Hello World” post.

Your WordPress site is now ready to receive a theme install.

Pro Tip: If you are working with multiple themes, it is best to have multiple subdomains or folders under a top domain to setup unique demos. Never setup one site under the same domain, folder, or subdomain. You’ll make a mess of things and will have to delete it all and start over.

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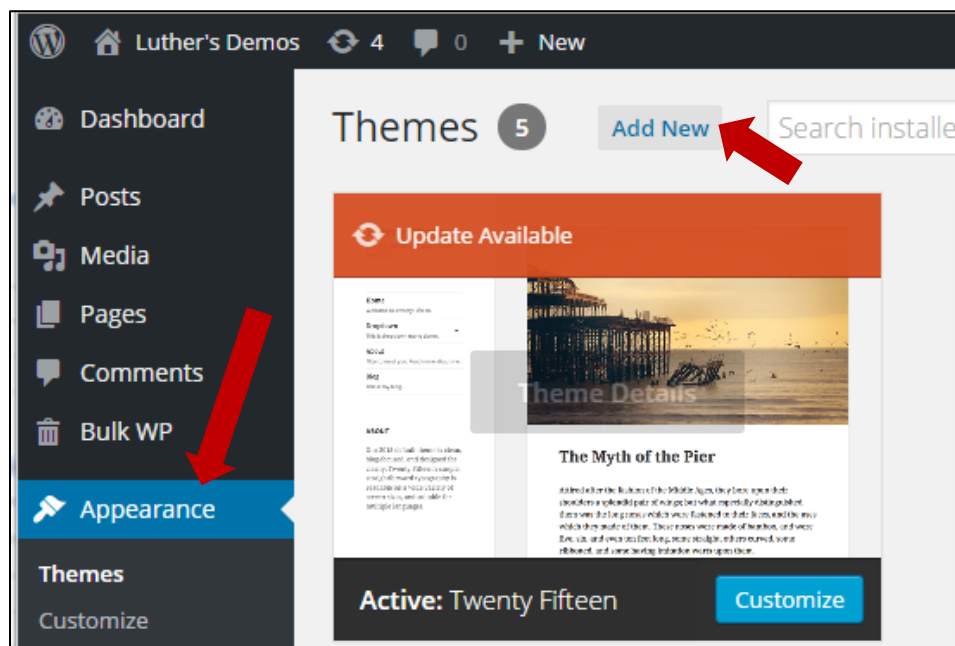
When working with multiple themes, you'll have to repeat the WordPress Install and Configuration steps, but this will save you time over the long term, and allow you to display multiple demos to a client.

Using WordPress as our backend web solution allows for an easy platform to work with, lets us use inexpensive solutions, and also allows us to find just about any outsourcer to do all the busy and technical work for us.

8.4 INSTALLING A THEME

Installing themes in WordPress is darn easy.

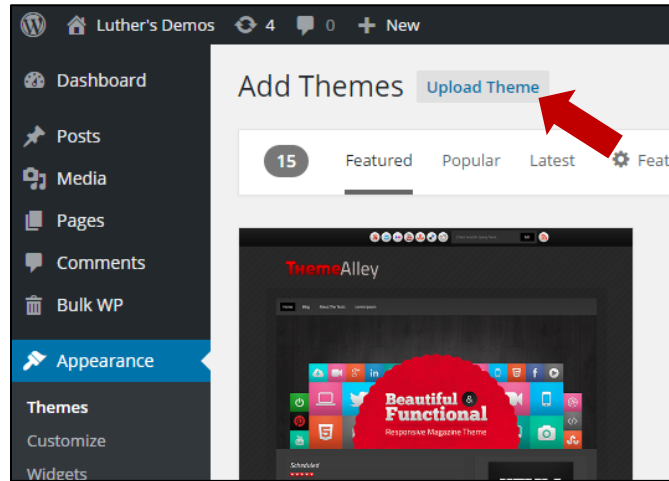
Step 1 – Navigate to the Appearance admin menu



The first step is to navigate to the 'Appearance' section in your WordPress admin and click the link titled 'themes'. Your screen should look like the picture above once you are in the right section. Click on the button that says "Add New" on the top of the page.

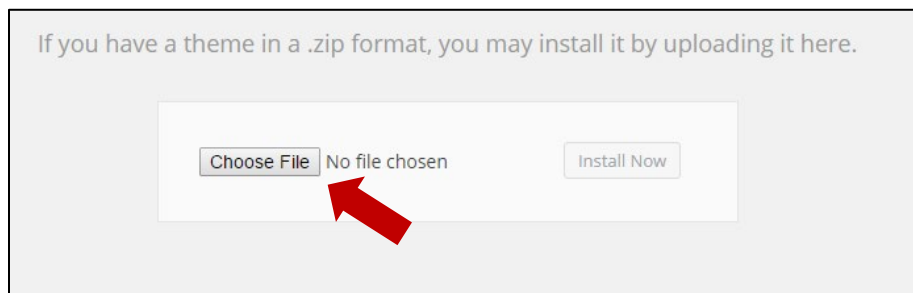
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Step 2: Upload a New Theme



On the Add Screen page picture above, click on the button labeled 'Upload Theme' in order to upload a theme to your site.

Step 3: Find a Theme and Upload It



On the upload screen pictured above, click the button labeled "Choose File" and select the theme zip file you wish to upload.

After clicking on the 'Choose File' Button from step 3, a dialog will appear to help you choose the theme to upload. Navigate to the product files you downloaded and find the zip of the theme you want to install. Select it in the dialog and then click "Install Now" in order to upload and install the theme.

WARNING: Make sure you are installing the theme zip file and NOT any other zip file. If you make a mistake here, you will get the "Stylesheet Not Found" error. Check the zip file to make sure the theme zip is not contained inside. If it is, extract the theme zip file from the downloaded zip, and install.

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Step 4: Activate the Theme

After the installation is completed successfully, you will get the option to activate it. Simply click the link labeled 'activate' to activate the theme for your site. The theme will now be installed, and live on your site.

Next, we'll have to install the demo content (if the theme comes with content) to give us a quick demo to show clients and make our customization easier.

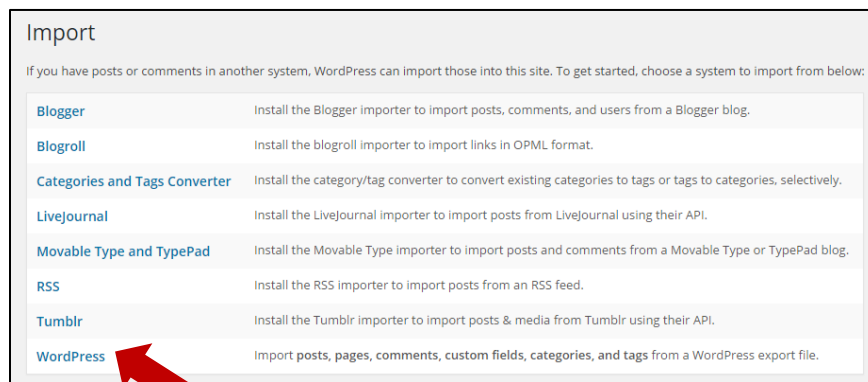
8.5 INSTALLING DEMO CONTENT

Generally, you install demo content from an XML file contained in the theme download zip (not the install zip!)

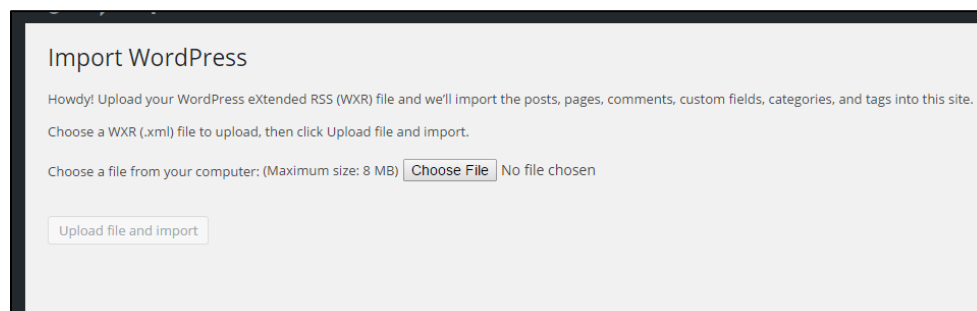
You must first install the WordPress Importer Plugin.

Click the Tools item under the WP admin menu.

Select the 'Import' option.



Install the WordPress import plugin showed above. Once installed, you'll have the option to import demo content.



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Once you click on the import WordPress link you will be brought to the screen above. Click on the button labeled “Choose File” in order to select the demo content XML file that is included with your theme.

***** Be sure to read the theme’s documentation for theme-specific instructions on installing Demo Content. *****

Note, a theme is not included with this package. This section is for education purposes. Any WordPress theme will work for you here.

9 Partner With Me

I'm looking for 5 people who want to partner directly with me to launch a product to my subscribers, and I think you fit the bill.

Everyone who has taken me up on this offer in the past has built 6 and 7 figure businesses as a result. The most recent one pulled in \$30,000 in sales his first month (*you can read his story in the success stories section of Profit Hackers*).

Here's how this partnership would work:

First, we work together in a one on one call to come up with a simple product idea that my customers and affiliate's would love.

You can either create this product with my help, or I can help you find an outsourcer to get it done cheaply.

Next, I'm going to help you develop the perfect sales funnel and copy to earn as much money as possible from the launch. Over the past 6 months, my launches have been pulling in 6-figures each using strategies and ninja copywriting that has been developed and tested for the last 5 years.

And on the day we launch your product, I am going to promote the funnel to my customers and subscribers which will give you an immediate boost in sales.

This would be your product, you would keep all the profits and keep the buyers list (*which is worth more than just the sales*).

The last promotion I did for a student brought in over \$5,000 in sales from my list alone, and the student went on to do over \$30,000 in sales on their launch... Not to mention having a buyers list that is pulling in 5-figures a month consistently for him.

This is not for everyone.

You will have to commit to doing the work in creating a product and putting this launch together. I will guide you every step of the way to make sure

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you create a funnel capable of bringing in 5-6 figures however you must be willing to do the work.

We'll start with a 1 on 1 coaching call to establish a game plan and determine what first steps need to be taken. After that we can correspond via email/skype to keep everything on track until the day we launch your product.

As I said before, I am only looking for 5 serious people to partner with.

To make sure that you are willing to commit to doing the actual work, and will follow through until we have a launched product you will need to make a small one time deposit of \$3,500.

This is only to make sure I am paid for my time. My normal fee for 1 hour of coaching is \$5000 so I'm sure you'd agree that a \$3,500 deposit for unlimited access to me is quite a bargain...

...especially since you are getting an email blast to my subscribers when you launch (which can easily pull in over \$10,000 in sales – just ask Eric Dimi and Lee Nazal in the Profit Hackers forum)

Here's what you can expect after having gone through this launch partnership:

- \$10,000 - \$30,000 in sales on a typical first time launch
- Buyers list that you can email new offers daily earning money every month
- Be part of my inner circle of affiliates so you always have people ready to promote your offers
- A proven system you can repeat for every launch (you will have short cut the learning curve by years with this)

Remember: These benefits only apply to you if you are willing to follow through and do all the work involved.

I will guide you, help you, and tell you what to do step by step, but YOU must be willing to take the actions necessary.

Send me an email right now with the **subject:**

“Yes, I Want A Partnership”.

Just put a simple "I'm interested in this partnership" in the body of the email and we'll go from there.

My direct email is: Luther@landroinnercircle.com

I look forward to hearing from you.

10 CONCLUSION

That's it for this course, the only thing left is for you to put what you've learned in this guide to work and take action!

Remember: Reading this book will not make you any money, only taking action, serving clients, and growing your notification accounts will bring you the benefits.

I'd love to hear from you personally, your successes, your troubles, and any suggestions you may have for me. If you need fast help, submitting a ticket to my help desk is the **fastest** way to get a response:

<http://whitewavesupport.com>

If you have a question or comment for me directly, feel free to drop me an email here: Luther@landroinnercircle.com

I do get a lot of email, but I try to check it every day and respond when I can.

And remember, the more action you take... the more money you will make.

-Luther