5-2 - Warrior Tips To Traffic



\$1: Hi there. We reached the final chapter of the Warrior Special Offer series. In this final module you will learn 5 tips to ensure your WSO success.

1. Bump Your Special Offer Thread

- ➤ Your thread title is the first thing that the audience view.
- ▶ Bumping your thread means your thread title will be placed on the first page of the WSO marketplace.
- ▶ The cost for bumping your offer is \$19.95

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S2: The first tip is to bump your special offer thread as often as you can. When members visit the WSO marketplace, your thread title is the first thing that they view.

Bumping your thread means that your offer title will be placed on the first page of the WSO marketplace. Usually when new offers come in, your offer will be pushed further behind if you choose not to bump it. The cost for bumping your offer is usually \$19.95.

2. Subscribe To The WSO Thread

- ▶ This is done once your WSO is made life.
- When you subscribe to the thread, you are able to reply to your client's reply promptly.
- ▶ This creates a better chance in securing your clients.

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S3: The second tip to ensure you optimize your WSO is by subscribing to the WSO thread. This is done once your WSO thread is made live. When you subscribe to the thread, you are able to reply to your client's query promptly. This creates a better chance in securing clients, as they know you are serious of the offer.



S4: Thirdly, get more views of your offer through banner advertising. Banner advertising is one of the best strategies to reach all Warrior Forum members, not just restricted to the WSO community. Majority of the Warrior Forum members are interested in Internet marketing, online entrepreneurship and business in general.

Therefore, banner ads are capable of driving highly engaged traffic to your product or landing page if your product matches their interest. There are two main spots to advertise your banner ad; the Top Banner Ad and the Bottom Banner Ad. Most advertisers will choose the Top Banner Ad .This is because it is an above-the-fold ad that can be seen by almost all visitors to the Warrior Forum.

The banners on the Warrior Forum are charged based on CPM, which is cost per impression. The Top Banner will cost you \$5.99 per 1,000 impressions and the Bottom Banner will cost you \$1.49 per 1,000 impressions.

4. Incorporate Videos In Your Sales Letter

- This will increase the conversion rates and sales of your offer.
- ▶ People are more attracted to an interactive sales offer as compared to a traditional one.
- ▶ Place the video above the fold as an introduction to your offer.

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S5: The fourth tip is to incorporate videos in your sales letters to increase the conversion rates and sales of your offer. People are more attracted to an interactive sales offer as compared to the traditional one. The most strategic way in implementing this is by placing the video above the fold as an introduction to your offer.



S6: Last but not least is to incorporate testimonials as proof that your product is worth the purchase. However, there is such thing as too many testimonials

in a sales letter. When you put too many testimonials on your page, the effect will be diminished. Put a maximum of three and provide a link if you have more, so that it is seen only by those interested.

Always ensure that you create your WSO strategically to maximize your return on investment and minimizing loss. Find ways that work for you to drive traffic to your offer.