

# Juggernaut Copywriting "The Mini Offer Blitz"

## Assess

- What's hot?
- What's selling?
- What do I understand?
- Who do I know?
- What do I own?
- Where do I sell?
- Who is my avatar?
- What is my goal?
- When will I launch?
- How can I reuse?

## Alignment

- Bundle (aggregate)
  - Break (pieces)
    - Nicole Dean -- Easy PLR -- <http://srhelp.com/easyplr>
    - Ronnie Nijmeh -- <http://srhelp.com/plr-me>
- PLR (in market)
  - PLR Sellers
    - Complete Startups -- <http://srhelp.com/complete-startups>
    - White Label Reports -- <http://srhelp.com/white-label>
    - Resale Vault -- <http://srhelp.com/resale-vault>
  - Tradebit -- <http://tradebit.com>
  - eBay -- <http://ebay.com>
  - Warrior Forum Classifieds <http://www.warriorforum.com/warrior-forum-classified-ads/>
- Research and Good Ideas!
  - OTO / Upsell
  - Bonuses (Bundles)
- Tools
  - Mindmaps
    - Mindjet MindManager
    - Freemind
    - Xmind
  - PowerPoint / OpenOffice
  - Camtasia
  - Screenflow
  - Jing
  - YouTube
  - Audacity (plus LAME)
  - Transcription (Fiverr)
  - Images - Paint.NET
  - HTML Editor - Kompozer
  - FTP - Filezilla
  - Bluehost -- <http://srhelp.com/bluehost>
  - Hosting
    - Hostgator -- <http://srhelp.com/hostgator>

## Research Summary

- WSO EXAMPLES
  - Maria Gudelis - Best WSOs Report <http://srhelp.com/best-wso>
  - Edwin Bolten - Top Sellers Uncovered <http://srhelp.com/top-sellers>
  - John S. Rhodes -- Juggernaut Clickbank <http://srhelp.com/jug-cb>

## Case Study

- Cheatsheets
- Mindmap Walk Through
- Templates
- Shortcut List
- Short, Simple, Sexy (Sniper's Motel)
- 10-25 Page Report (sell as PLR?)
- Spreadsheet / Fill in the Blank
- Scripts

## Sidebar: WHY do these work?

- Saves Time
- Understandable
- Actionable
- Can Explain to Others! (HINT: Testimonials)

## SECRET: 100% commission? (WHY?)

- SECRET: 5lbs. into a 10lbs. bag? GREAT, then set up...
  - Upsell
  - OTO
  - John S. Rhodes -- "Upsell Monster" <http://srhelp.com/upsell-monster/>

## 5 Easy Ways....

- 3 Simple Steps...
- Instantly Download...
- How I Added...
- Discover How to Avoid...
- Get Your Hands on My New...

## BONUS: (Headline) Language?

- "How'd you write the headline?"
- "How'd you pick your price?"
- "How'd you deliver the product?"
- "How'd you get affiliates to promote?"
- "How'd you pick your topic?"

## Example: 20 WSOs, 20 PEOPLE, 1 ANSWER (each)

- Related Benefit = Sales = \$\$\$!
- Secret Benefit 1 = New FRIEND (easy!)
- Secret Benefit 2 = Promote for You (long shot)

## TWO PRODUCT CREATION MONSTERS

- Warrior Forum
- YouTube
- Skype
- Tradebit
- Gmail

## The Cave Painting System

1. Target a Marketplace, Environment or Data-Rich "Zone"
2. Gather Basic Data
3. Drop Into Spreadsheet, Mindmap, PDF
  - How many...?
  - How often...?
  - How well...?
4. Analyze Data
5. Trends, Common Things, Most Effective
6. "What YOU need to do... step 1, step 2, step 3..."

## Idea Generation (Content)

- Domain Name Opportunity
- New Niches
- Keyword Analysis

## What's Selling?

- Profit Potential
- How to Set Prices
- Views

## How Much Demand?

- Spreadsheet Aggregating ABC, 123, etc. ....

## What Bonuses?

- Halloween Affiliate Program(s) [http://www.buycostumes.com/categorypage/affiliateprogram\\_0.aspx](http://www.buycostumes.com/categorypage/affiliateprogram_0.aspx)
- Write a short report about (3-4 simple pages!)

## Attack

## STUDY: "Halloween Costume Sales Report"

- How to Set Prices
- Views
- Spreadsheet Aggregating ABC, 123, etc. ....
- Halloween Affiliate Program(s) [http://www.buycostumes.com/categorypage/affiliateprogram\\_0.aspx](http://www.buycostumes.com/categorypage/affiliateprogram_0.aspx)
- Write a short report about (3-4 simple pages!)

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