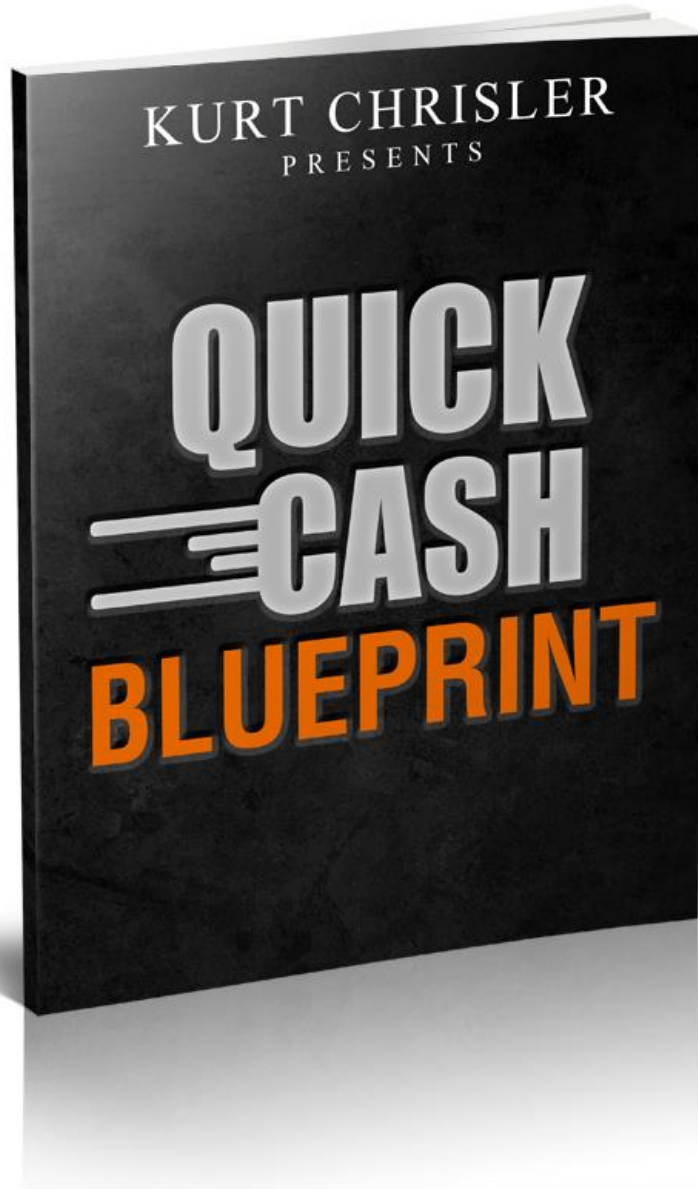


Quick Cash Blueprint



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**Discover The Fastest Way I Know
Possible To Build A \$10K Per Month
Online Business!**

Take what you will learn in this course to the next level with
this advanced training:

RESERVE YOUR SPOT

Overview:

First off, this guide has zero fluff in it. I could have made this guide much longer by simply dragging things out and over explaining everything. But I don't want to waste your time or mine.

Instead, I have simply laid out the entire process in easy to follow steps so you can jump right into it and start making some money!

I wanted to start out this training by just completely laying out the entire process and then we will break it down into more detail later in this guide.

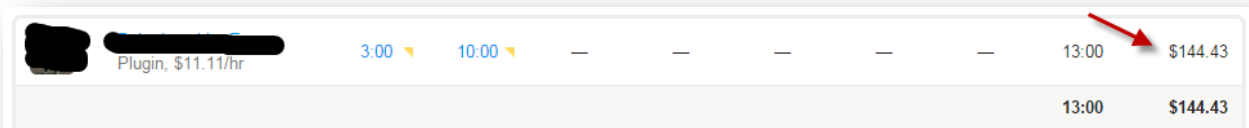
So here is the basic process I use to create quick paydays, build my buyers email list and provide massive value to my customers...

I come up with a product idea that I know would be very useful to a wide array of marketers, I outsource the creation of the tool (I prefer WordPress Plugins) and then launch it on a high traffic marketplace (like JVZoo).

Simple enough? Ok, don't worry...we will break this all down into easy to follow action steps in a minute.

How well does this process work? Take a look below:

This WordPress plugin cost **\$144.43 to be outsourced...**





The screenshot shows a transaction record with the following details:

Plugin, \$11.11/hr	3:00	10:00	—	—	—	—	—	13:00	\$144.43
								13:00	\$144.43


A red arrow points to the \$144.43 amount in the top right corner of the table.

And it brought in **\$8,456.01 in sales** (and growing)...



WP Quick Review Plugin- Developers License 	120157	2014-09-03	911	\$9.28	\$8,456.01
Affiliate Details Page Buy Buttons Edit Add an Affiliate Contest Detailed Sales Reviews					
Tags: 					

And the process is easily repeatable. In fact, I just recently achieved the results below...

This plugin cost **\$100 to be outsourced**...

Contract	Date	Description	Charge
 Plugin	Mar 26	Fixed Price Deposit Milestone 1: Plugin	\$100.00
			\$100.00

And it brought in **\$20,000+ in sales** (and growing)...

AutoTube - Viral Affiliate Video Site Builder 	212713	2016-04-15	1,101	\$18.33	\$20,177.17
Affiliate Details Page Buy Buttons Edit Add an Affiliate Contest Detailed Sales Reviews					
Tags: 					

As you can see this system works very well, can be done with very little money upfront and can be repeated time and time again.

I have personally continued to use this system over and over and the results have continued to grow to bigger results.

So let's jump into the training!

Step 1: Coming Up With Your Product Idea

This is by far the most important step in the process. If no one is interested in your product then you will have little chance of success. Never create a product and then try to find a market.

Instead, find a high demand market and create a product that fills a need in that market.

One very high demand market that has a huge amount of users is the WordPress market. You can easily have WordPress plugins or themes created and they tend to sell very well.

You could also go into the software market. Software will usually have a higher outsource cost but in most cases will sell at a higher price as well.

One market I avoid for this type of process is information products. I have never had good experiences getting information products outsourced and the last thing you want to do is sell a poorly done product.

Once you have picked your market, you then need to come up with a product idea. I am going to proceed with the example of WordPress plugins. Here are the two main methods I use to come up with product ideas.

Method #1: Ask yourself the questions below to help you come up with product ideas (just replace WordPress with your market)...

-What are some of the repetitive tasks with WordPress that could be automated?

-What are some challenges with WordPress that could be made easier?

-What non-user friendly features of WordPress could be improved upon?

-What are some shortfalls of WordPress that could be fixed?

Hopefully, that gets your mind going and you can easily come up with some products ideas. Remember, we want to look for a need that users already have and give them a solution.

Here is an example...With my first plugin (WP Quick Launch) I simply came up with the idea one day as I was building yet another WordPress site and doing all the time consuming tasks like changing the permalink structure, deleting the demo content, adding the standard pages (About, Contact, Privacy Policy) and adding my keyword focused posts.

I thought to myself, what if I could just automate all of this with a plugin. I knew many others would likely be interested in automating all of these tasks as well. And the product idea was born.

Now, it is very important to point out here that you do not need to worry about HOW you will create the plugin, theme, software, etc. You are just looking for ideas. Later on we will see if our idea can be actually created. Don't worry about that at this point.

Method #2: Look at what is already selling to come up with ideas.

An easy way to do this is to go to a site like JVZoo.com and look at what products are currently being sold in your target market.

Just log into JVZoo.com and click on "Affiliates" and then "Find Products". Here you will see all the products currently being sold and also how many sales they have made (this is excellent data!). You can use the search box to narrow them down to your target market.

Category: Filter: Keyword:

Subcategory: Display:

Recent Best Sellers: [Today](#) , [Past 7 Days](#) , [Past 30 Days](#)
 Quick Links: [Clear Filters](#) , [WSOs Only](#) , [Newest Launched WSOs](#) , [Order by Launch Date](#) Showing 1 - 25 of 2282 [1](#) [2](#) [3](#) [Next](#) [Last](#)

PRODUCTS LISTED ON JVZOO

Product Title	Promote	Launched	Sold	Conv	EPC	Avg Price	Comm	Refund
SEO Zen Pro by: Alex Cass	<input type="button" value="GET LINKS"/> Sales Funnel	10/01/2013	6,000+ 14,500+	3.77% 8.48%	\$2.15 \$3.79	\$57.08 \$44.70	60% N/A	2.19% 2.31%
Covert PinPress by: IM Wealth Builders	<input type="button" value="GET LINKS"/> Sales Funnel	06/12/2012	4,500+ 8,000+	5.59% 9.49%	\$0.75 \$2.81	\$13.40 \$29.59	60% N/A	3.05% 4.43%
Covert Messenger by: IM Wealth Builders	<input type="button" value="GET LINKS"/> Sales Funnel	04/10/2012	4,000+ 7,500+	5.80% 10.10%	\$0.61 \$2.71	\$10.59 \$26.80	60% N/A	2.54% 3.61%
SEO Enlightenment by: Alex Cass	<input type="button" value="GET LINKS"/> Sales Funnel	10/01/2013	3,500+ 14,500+	14.23% 8.48%	\$3.84 \$3.79	\$27.00 \$44.70	60% N/A	1.34% 2.31%
RunClick Webinar And Video Conferencing Software by: Walt Bavliss	<input type="button" value="REQUEST"/> Sales Funnel	03/18/2013	3,500+ 8,500+	9.54% 21.78%	\$2.66 \$8.08	\$27.86 \$37.12	50% N/A	3.36% 4.44%
Webify Unlimited Account License by: Ricky Mataka	<input type="button" value="GET LINKS"/> Sales Funnel	07/29/2014	3,500+ 5,500+	11.07% 17.99%	\$3.70 \$7.76	\$33.45 \$43.15	50% N/A	5.90% 7.42%
Hangout Plugin Webinars From Hangouts Wordpress Plugin by: Walt Bavliss	<input type="button" value="REQUEST"/> Sales Funnel	03/18/2013	3,000+ 5,000+	6.04% 8.93%	\$1.88 \$3.12	\$31.16 \$34.95	50% N/A	5.66% 5.66%
Covert Action Bar by: IM Wealth Builders	<input type="button" value="GET LINKS"/> Sales Funnel	03/06/2012	3,000+ 5,000+	5.49% 9.52%	\$0.51 \$2.93	\$9.20 \$30.78	60% N/A	2.58% 4.22%
FunnelKit - Unlimited Domain License by: Emilis Strimaitis	<input type="button" value="REQUEST"/> Sales Funnel	12/11/2013	2,500+ 5,500+	3.45% 6.90%	\$0.90 \$1.84	\$26.11 \$26.63	50% N/A	4.47% 5.66%
Covert Geo Targeter by: IM Wealth Builders	<input type="button" value="GET LINKS"/> Sales Funnel	05/10/2012	2,500+ 4,000+	8.66% 14.50%	\$0.71 \$4.92	\$8.25 \$33.97	60% N/A	2.43% 4.42%
WP Headline by: Killer JVs	<input type="button" value="REQUEST"/> Sales Funnel	05/14/2012	2,500+ 1,500+	6.47% 9.02%	\$0.96 \$1.67	\$14.76 \$18.49	75% N/A	1.94% 3.11%
Covert Copy Traffic by: IM Wealth Builders	<input type="button" value="GET LINKS"/> Sales Funnel	09/30/2012	2,000+ 4,000+	5.99% 10.70%	\$0.57 \$3.94	\$9.44 \$36.88	60% N/A	2.41% 4.42%

As you can see from my search for “plugin”, over 2,000 products came back. We can now see the products, the sales, the conversions, the EPC, etc.

From here you want to start looking down the list at what is currently selling well and start writing down some ideas.

Of course, I would never recommend that you just copy someone else’s idea. Instead, when you see a product that looks interesting you want to look at that product and ask yourself:

-How could I improve on this product?

- What features is the product missing that I could add?
- How could I make this product easier to use or function better?
- Could I create a product that enhances the use of this product?
- Could I make a complimentary product?

Again, we never want to just copy someone's product. Look for ways to improve on, differentiate or enhance the product.

In addition to JVZoo, here are several other sites to get more ideas from:

- Clickbank.com
- CodeCanyon.net
- WordPress.org – these are all free plugins but can easily be enhanced to make paid plugins.

With these two methods you should have no problem coming up with a bunch of potential product ideas.

Step 2: Outsourcing Your Product Creation

Now that we have some product ideas it is time to see if they can actually be made!

You have several choices for sites to use to find outsourcers, here are just a couple:

[oDesk](#) (I personally use this one)

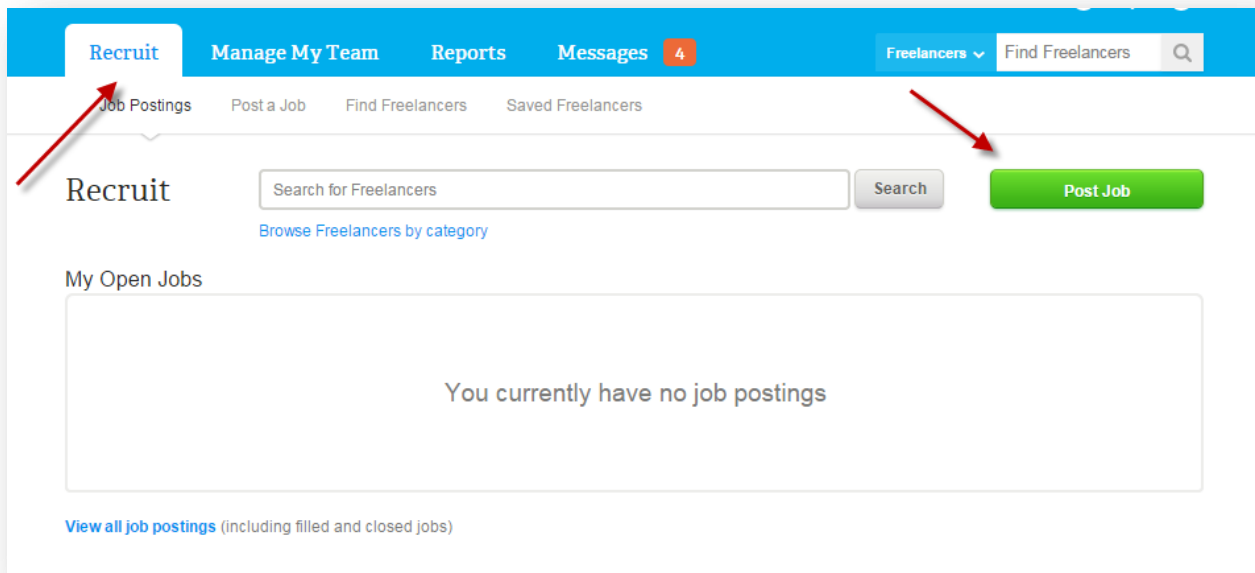
[Guru](#)

[Eance](#)

[Freelancer](#)

The process on all these sites is quite simple. First, you want to create your account if you do not already have one.

Then you want to post a job....



In the job description you want to be very clear on what it is you are looking for, what features you want, the look and feel, and the experience level of the developer.

It is very important to clearly lay out exactly what you are looking for in order to get an accurate quote.

Here is an example of one of my own postings:

I am looking to have a WordPress Plugin developed. Here is what the plugin needs to do:

Once the plugin is installed on a new WordPress blog it will automatically:

- Change the blogs permalink structure to: /%postname%/
- Delete the example pages, posts, and comments
- Create 3 new pages with pre filled content (An About Page, A Contact Page, A Privacy Policy Page)
- Install several free plugins from WordPress (I would also like a feature that lets you pick and choose from a list of plugins which you would like automatically installed and activated)
- Allow for the user to enter a list of keywords. The plugin will then automatically create a new Post or Page for each keyword with the keyword in the title.

Those are the main features but more may be added as we go.

I am only looking for developers who have created WordPress plugins before. Please include samples of plugins you have created that I can look at to assess your experience.

I have several other plugins I would like to have created so this can easily turn into a long term relationship with numerous jobs in the future.

You should also be available to assist in keeping the plugin updated or to address any issues that may arise from users.

I am looking to create a long term relationship with a talented developer that can help with additional ongoing projects.

I prefer to pay on an hourly basis for small projects like this. If you feel the project will take a longer time to develop (a week or more) than getting a fixed price may work better.

Fill in all the details that are required and post your job.

Weeding Through Applicants:

Once your job has been posted, you will start getting applicants. Here are some tips to narrow down your list of applicants:

-I reject any applicant that has not already completed a similar job. If I am hiring for a WordPress Plugin to be developed, I will reject anyone who has not made one or can't provide examples of plugins they have created.

-If it is a rather simple task (like creating a plugin) I will weed out any applicants that are asking above normal fees. If you have a more complex project (like creating a software program) then you may likely have to pay top dollar to have it done right.

-I prefer to deal with individuals and not agencies, mainly because if the person does quality work I want to be able to simply keep hiring that individual for more projects. This is much easier with individuals compared to agencies.

After I have it narrowed down to a handful of qualified applicants I then like to send them a message and see how quickly they respond. Make sure you are aware of any time differences but if they do not respond in 24 hours I usually take them off the list.

To me this is very important. The last thing you want is to have a launch coming up or a launch currently going on and not be able to get a hold of your outsourcer to make changes to your product.

You also want to make sure that they will be available after the job is complete to make small changes or updates. Be certain to ask that question.

Once you have it narrowed down to several qualified candidates who respond to your messages in a timely manner it is time to hire one. I tend to go with the candidate that seems fully qualified and is asking the fairest price. In the end, it is really up to you to who you feel the most comfortable hiring and working with.

Working With Your Outsourcer:

I always like to ask for a working demo as soon as they have it ready. Once I have a working demo, I can start requesting changes that need to be made to the functionality, layout and look.

You also want to be monitoring the work hours that they submit to make sure it is accurate. I have never had an issue with this but it is something to keep in mind.

Step 3: Launching Your Product

Once you have your completed product it is then time to start setting up your launch. The first thing you need to do is to **Set A Date For Your Launch.**

That sounds simple but setting a date and giving yourself a timeline will make you much more productive. Don't let your product sit there and collect dust. Set a date and get it launched.

Creating Your Salespage

Setting up a salespage does not have to be hard, especially when you are selling a tool or software. All you really need to do is give a demo of what your tool does and how it will **benefit** the buyer and you are set.

I prefer to create almost all my salespages as videos. I always find that they convert better and are much easier to make as well.

I use screen capture software (Camtasia) and Powerpoint as my only tools for my sales videos.

Tell your visitors what they are going to get, how it works and how it will benefit them (make them more money, make their life easier, save them time, etc.). That's all you need. If you are selling a simple plugin for \$17, you do not need a long form salesletter.

I create all my salespages with [Optimize Press](#). Optimize Press makes it very simple as they have numerous templates for you to use so all you have to do is fill in the blanks. It makes creating **Professional** looking salespages very easy.

Getting Affiliates:

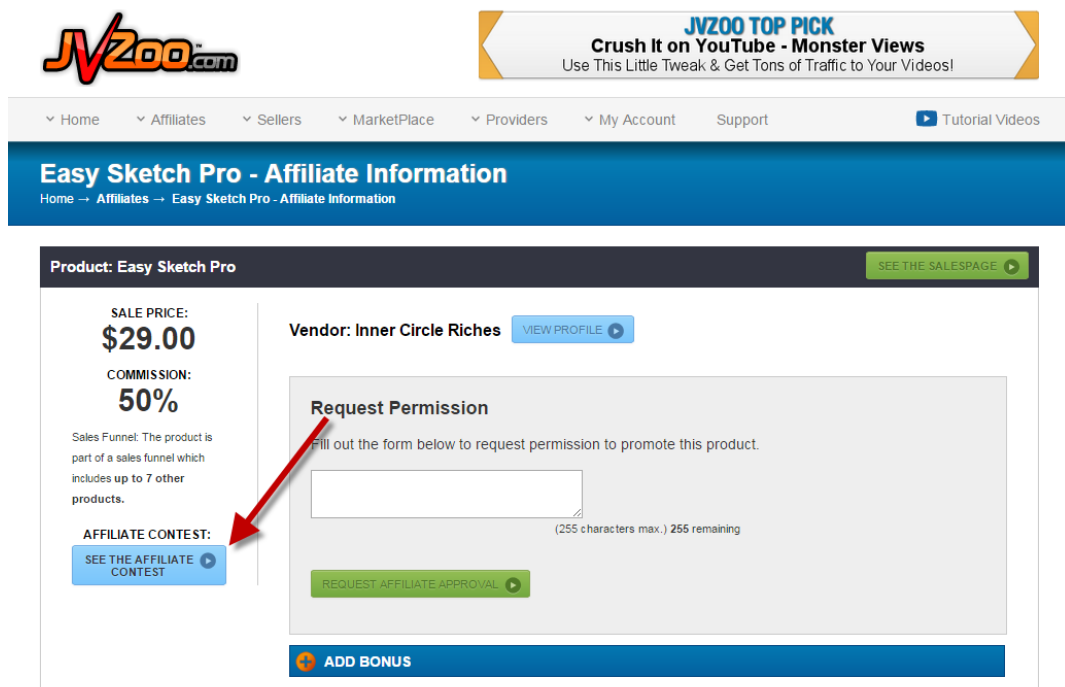
If you want a successful launch then you need to get affiliates on board.

Most marketers tend to just contact every affiliate they can find and try to get them to promote their launch. This method is always going to get you lackluster results.

If you want to drastically increase the amount of affiliates that you get to promote your launch then you need to be focused on finding other product sellers that sell similar products or affiliates that promote similar products.

If you are selling a WordPress plugin then go find other sellers who also sell WordPress plugins and contact them about your launch. Find sellers who sell WordPress themes and contact them about your launch. They are going to be much more likely to promote for you because there is a high probability that their list responds to those types of offers.

Take a look at launch leaderboards for similar products and contact those top affiliates. You can easily find all this information on JVZoo.com as shown below:



The screenshot displays the JVZoo.com website interface. At the top, there is a navigation menu with links for Home, Affiliates, Sellers, MarketPlace, Providers, My Account, Support, and Tutorial Videos. A prominent banner for 'JVZOO TOP PICK' promotes a YouTube strategy. The main content area is titled 'Easy Sketch Pro - Affiliate Information' and includes a breadcrumb trail: Home → Affiliates → Easy Sketch Pro - Affiliate Information. The product details section shows a sale price of \$29.00 and a 50% commission. A 'Request Permission' form is visible, with a red arrow pointing to the 'SEE THE AFFILIATE CONTEST' button. The form includes a text input field with a character limit of 255 and a 'REQUEST AFFILIATE APPROVAL' button. An 'ADD BONUS' button is located at the bottom of the product information section.

In addition, you also want to make sure to list your upcoming launch on “Launch Boards”. This is a great place to get exposure for your launch and get on the radar of potential affiliates.

My favorite place to list my own launches is on [MunchEye.com](https://muncheye.com)

There are many other “Launch Boards” out there and some FB Groups as well.

As you are getting affiliates on board to promote your launch you want to make sure you are creating a JV list that you can go back to the next time to launch.

Stay up to date with your affiliates as your launch gets closer and continue to tell them the benefits they are going to get for promoting and the benefits their list is going to get for buying. You need to sell the affiliates on why they should promote your offer.

Make sure to have email swipes available to all affiliates and send them out to all affiliates the day before the launch (or sooner). You want to make it as easy as possible for affiliates to promote your launch.

On the day of your launch, contact all affiliates and let them know that is it time! Provide them with an email swipe to use and let them know the launch is live.

It is also a good idea to continue to update affiliates on the launch as it is going on. Let them know how well it is converting and why they should keep emailing their list about it.

Follow these steps and you are on your way to a successful launch.

Launch Tip:

Anytime you launch a product it is critical to have a sales process in place (Upsells/Downsells). The great thing about selling plugins, themes or software is that you have a very simple upsells already built in. And that is a “Developers License”.

For example, if you sell a plugin, your front end offer could be the plugin with personal rights for \$17 and then an upsell for a “developer’s license” for \$27. In most cases, a developer’s license allows people to use it on client sites or sites they sell.

OR...You could sell a plugin that can be used on a single site for \$17 and then the upsell can be the ability for the customer to use in on unlimited sites for \$27.

I think you get the picture.

Upsells and Downsells are critical for maxing out the revenue on your launch and also for keeping the EPC high, which is something almost all affiliates will be looking at.

Conclusion

I hope you can see the power and simplicity of this business model. It is very easy to get started with and does not require much money upfront.

However, it can still produce very nice paydays!

Don't sit on this material! Get out there and get started on your own product and get it launched!

And when you are ready to step this business model up a notch, then make sure to join us for the [advanced training here](#).

If you have any questions or comments, you can contact me at:

support@imarketersclub.com

To Your Success,

Kurt Chrisler