

HOW TO SET UP A WARRIOR SPECIAL OFFER

A Step-by-Step Process for
Launching Your WSO

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<http://mark-salmon.com>

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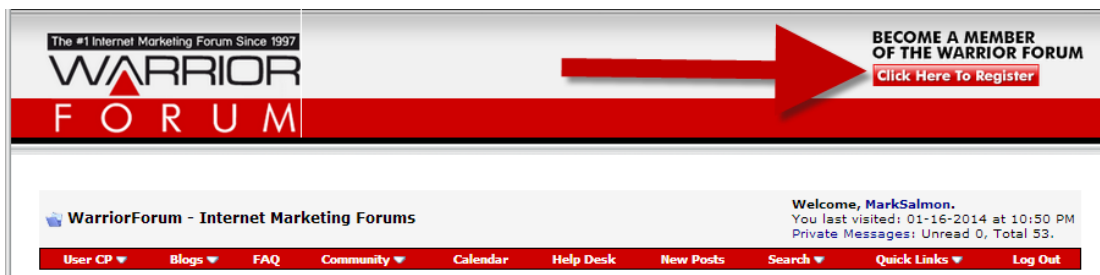
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How To Set-up a Warrior Special Offer

By Mark Salmon

Step 1: Register as a Warrior Forum Member

Go to <http://www.warriorforum.com/> and register as a FREE member



Step 2: Become a Full Member of the Forum

Before you can create a WSO you need to become a full member by subscribing to the War Room – cost is \$37 for 20 years membership.

There are a lot of useful free resources in the War Room so this is a good investment, whether or not you launch your WSO.

Click on 'User CP' (Control Panel) in the navigation menu and click on 'Paid Subscriptions' in the sidebar and then order the War Room subscription.

Step 3: Create a New Thread in the Warrior Special Offers Forum

Once you are subscribed as a full member, you can create a new thread in the Warrior Special Offers Forum for your sales offer

The screenshot shows the Warrior Forum interface. At the top left, it says 'The #1 Internet Marketing Forum Since 1997' and 'WARRIOR FORUM'. At the top right, there is a red button that says 'BECOME A MEMBER OF THE WARRIOR FORUM' and 'Click Here To Register'. Below the header, there is a navigation bar with links like 'User CP', 'Blogs', 'FAQ', 'Community', 'Calendar', 'Help Desk', 'New Posts', 'Search', 'Quick Links', and 'Log Out'. A yellow callout box with a red arrow points to a 'NEW THREAD' button. Below the navigation bar, there is a 'Threads in Forum : Warrior Special Offers Forum' section with a table of threads. The table has columns for 'Thread / Thread Starter', 'Last Post', 'Replies', and 'Views'. The first thread is a sticky post titled 'Rules for participating in the WSO section - Please Read !!!!! Updated May 30, 2012' by admin, with 10 replies and 128,338 views.

Top Tips:

In the War Room you can get a free WSO Sales Letter theme in order to format your sales letter before copying it over to the WSO thread – do a search for the title of the post below and you will find it:

The screenshot shows a forum post by Jason Keith, a HyperActive Warrior and War Room Member. The post is titled 'FREE WSO Sales Letter Theme for WordPress'. The content of the post is as follows:

What's up Warriors?

Last year when creating a Warrior Special Offer I wanted to know how others were making those graphic-intensive **WSO** sales pages.

I did a little research and most people told me to use Photoshop. That was a nightmare! That took way too long.

Instead I decided to create a special WordPress **theme** that matched the color scheme and dimensions of the forum here. I then created my sales letter in WordPress, added all my text and images then published it. Once published, I used Snag-It from Techsmith to grab a screenshot and put it in my **WSO** thread. It was really easy and looked great.

Today I want to giveaway this **theme** to any other **WSO** product creators out there that want to make these types of themes. You can download it (no opt-in required) from the link below:

[Free Warrior Special Offers WordPress **Theme** | Coaching & Consulting](#)

I also did a video showing exactly how I use the **theme** to create my sales letters then get my screenshot and setup the **WSO** thread.

Here's a link to the video:

[How to Create Warrior Special Offer \(**WSO**\) Graphic Salesletters Using WordPress and Snag-it - YouTube](#)

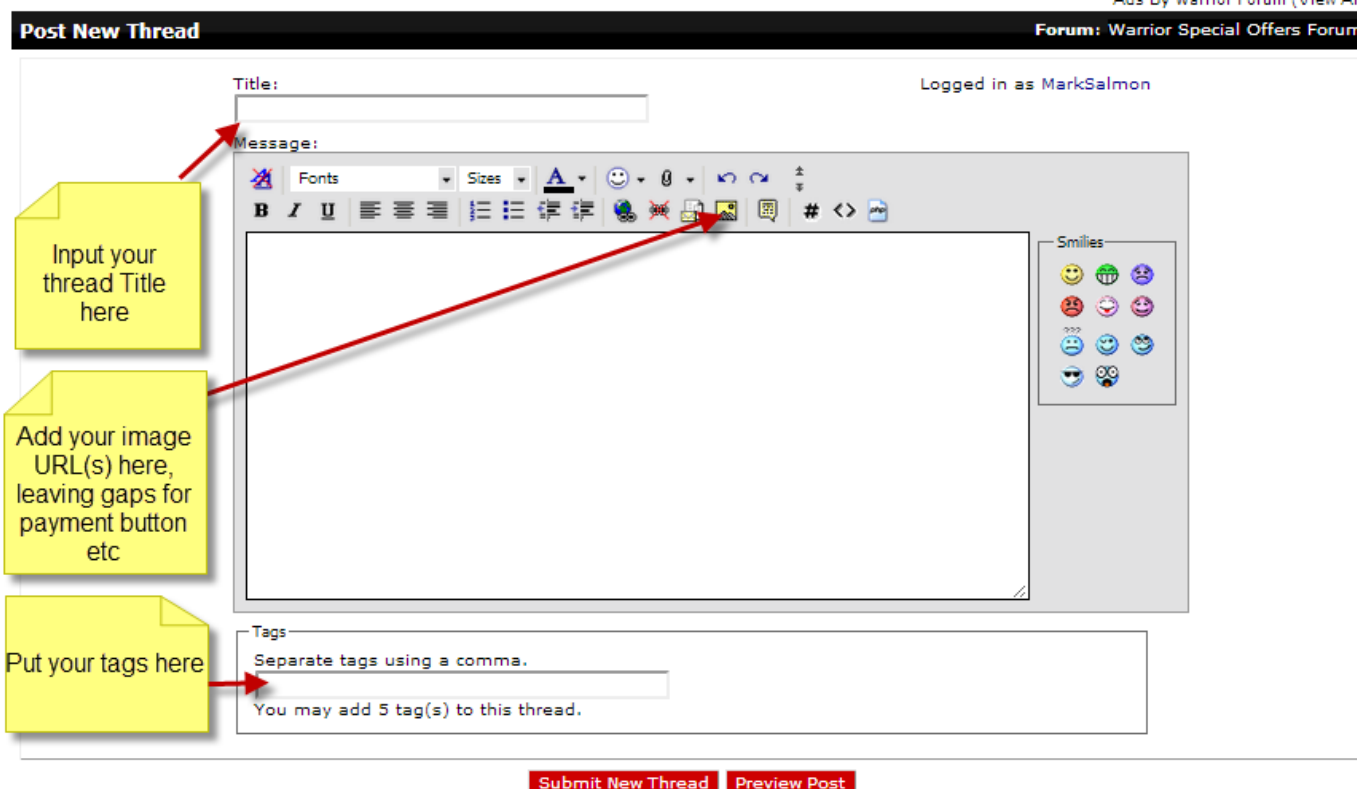
Thanks a lot everyone!

Talk to you later.

Jason Keith

The WSO Forum uses BB Code (not HTML), so what I do is to:

- Create and format my sales letter using the above theme
- Then I get a screen capture tool like Snagit and copy an image of my sales letter – usually in several pieces – leaving gaps for inserting videos, and my payment button between the images.
- I then upload the images to Amazon s3 so that the images is served quickly to the page (this is optional – but you will need to upload your image to a server in order to grab the image URL



'Preview Post' to see how your sales thread looks before you click 'Submit New Thread'.

(Alternatively, you can use the 'Test Forum' to set up a test thread if you wish BEFORE creating a new thread on the WSO Forum – see below)

Warrior Support Forums				
	Programming Talk (210 Viewing) All things programming - PHP, CGI, ASP...etc		Creating A Script That... by michaelgoldstein 01-17-2014 12:02 PM	9,918 63,033
	Website Design (262 Viewing) HTML, CSS, XHTML - All things about Website Design		Making membership videos... by RobinInTexas 01-17-2014 12:23 PM	18,596 132,444
	TEST FORUM Make test posts here. Try things out...etc.		Private	14,006 21,303

Once you have submitted your new thread it will be approved by the forum moderators within a few hours – you will get a private message in the forum, when they have approved it, with a payment link to pay \$40 to make the page go live (DO NOT make your page live by paying the \$40 until you are ready to launch - to do that you need to get some payment buttons and to have a method for delivering your WSO!!! – see below)

Whilst your sales thread is with the moderators, and before it goes live, you cannot edit your sales thread so make sure it is right before you submit it to the moderators.

Other tips:

- To make your sales letter blend into the sales forum page you may want to use this colour #F5F5F5 as your background colour.
- The width of your sales letter images should not be more than 800 pixels – between 760 to 780 pixels is about right. (The width of the thread will adjust)

Step 4: Create Your Payment Process

The payment process is quite separate to the Warrior Special Offers Forum.

You can get payment buttons from any of the affiliate platforms but the common ones are:

- Warrior Plus
- JV Zoo
- DigiResults
- Clickbank
- Deal Guardian

The process for doing this is broadly similar whatever affiliate platform that you use – you need to create a product profile for each product in your sales funnel and then link them together with one product being your front-end offer and any other products in the funnel being subsequent upsells and downsells.

For the purposes of this paper, I will show you how to sell your product through **Warrior Plus**.

Register or login to Warrior Plus at <http://www.warriorplus.com/> and click on 'Vendors'



That will bring you to this page, where you can choose 'WSO Pro Personal' or 'WSO Pro Advanced' – the differences are explained on the page but if you plan to have an affiliate program, partner with others, do off-forum sales, and/or create sales funnels, **Advanced** is what you want – see below:

WSO of the Day Great Deal On This Essential Marketing Tool... (Over 5K Sold)

Check out the short video and see why you need this tool in your business...

[CLICK HERE TO VIEW ALL OF TODAY'S TOP-SELLING PRODUCTS](#)

WSO Pro

The all-in-one WSO sale, delivery and management system

WSO Pro is the first and only tool created for managing your WSO sales -- and now you can use it to manage sales on your own site, too!

Easily setup WSOs/offers, update quantities and prices, and have them automatically delivered to your buyers. Run an affiliate program, partner with JVs, and more...

There are 2 versions of WSO Pro -- Personal and Advanced.

If you plan to have an affiliate program, partner with others, do off-forum sales, and/or create sales funnels, Advanced is what you want.

Check out the comparison below, and start selling in the next 5 mins...

	WSO Pro Personal	WSO Pro Advanced
GET WSO PRO NOW:	Buy a License	FREE Setup >
Auto-updating "Buy Now" button	●	●
Automatic, secure product delivery	●	●
Autoresponder integration	●	●
Track downloads and IP addresses	●	●
Detailed stats on sales, affiliates, products, etc...	●	●
Distribute license keys, passwords, etc..	●	●
Setup dimesales (automatic price changing based on # of sales)	●	●
Blacklist buyers	●	●
Eligible for "WSO of the Day"	●	●
Sell subscription-based products	●	soon
Have affiliates promote your offer	100% commission ONLY	●
Affiliates can give bonuses to their buyers (auto-delivered on download page)	⊖	●
Instant payment split with Affiliates and JV partners	⊖	●
Pay 2nd tier commissions to JV partners	⊖	●
1-click instant refunds	⊖	●
Prelaunch management	⊖	●
★ Off-forum (self-hosted) sales	⊖	●
★ Unlimited sales funnels (OTOs / Upsells)	⊖	●
★ Affiliate contest management	⊖	●
Cost to Use	\$19 / listing	No listing fees (3.9% + \$0.10 per sale)
GET WSO PRO NOW:	Buy a License	FREE Setup >

Have any questions or feedback? Check our [Knowledge base](#) or open a support ticket and get the answers you need.

[+ Create New](#)

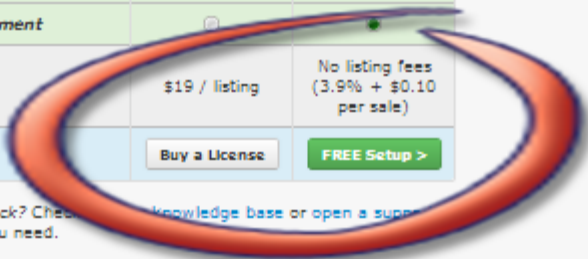
[My Offers](#)

[My Products](#)

[My Affiliates](#)

[Affiliate Center](#)

[JV Center](#)



As you can see, you pay \$19 for a 'Personal' license or you get 'Free Setup' with the 'Advanced' license and pay 3.9% + \$0.10 per sale.



When you click on 'Free Setup' you get to this page, where you complete details of your product – you will need to complete a page like this for each product in your sales funnel:

Warrior+Plus User: merkaelmon [my account] [logout]

Home Marketplace Vendors Affiliates WSO of the Day Support

Vendors my offers my products my stats my affiliates [v center]

WSO OF THE DAY Great Deal On This Essential Marketing Tool... (Over 5K Sold)
Check out the short video and see why you need this tool in your business...
» CLICK HERE TO VIEW ALL OF TODAY'S TOP-SELLING PRODUCTS «

Product Editor WSO Pro Advanced

Offers / Sales Funnels: You are now able to link your products together as part of an Offer / Sales Funnel, as well as create offers for selling outside of the Warrior Forum. In order to do this, create and save your 'product' as normal, and then click the 'linked Offers / Funnels' button to add your products to an Offer, setup your offer/funnel pages, and get the button code you need to put on your WSO post or webpage. DO NOT use the 'Embed Code' from the 'Actions' menu for products you are selling as part of an offer / funnel.

PRODUCT DETAILS

Product Name: The name of your product/service. Buyer sees this when they click on your product.

Delivery File: No file chosen The file to send the user when they click the download link. (ONE file only - add multiple files to ZIP before uploading) Max Size = 100MB

Delivery URL: URL where buyer can access this product (if not a delivery file is present)
DO NOT USE to link to OTOs/Upells -- Use: Offers instead

Payment Email: Your Paypal email address for this sale.
manage payment email accounts

Sale Notification? OFF Check this box if you want to receive a WarriorPlus email notification (in addition to a Paypal one) when a sale is made.

Support Email: The email address given to buyers to contact you for support.

Support URL: Optional: The link given to buyers to contact you for support** will override email address.

Refund Period: days The length of time (in days) from purchase that you offer refunds. Enter "0" for no refunds. For affiliates, affiliates will only be responsible for refunds in the first 30 days. After that, a seller must return the refund amount regardless of who was paid. For this reason we recommend refund periods of 30 days or less.

Quantity: (optional) If you want to limit the number of sales, enter a quantity.

Keywords: (optional) Enter up to 3 keywords/phrases (separated by a comma) that help describe your product, containing only numbers, letters, and spaces. (ie: if you were selling a Wordpress plugin for \$50 you might enter "wordpress plugin" [without the quotes])

WSO Post: NONE -- SELF-HOSTED (optional) Select the WSO Post associated with this product.

Product Status: Open / Available for Sale The status of this product.

Use with Offers / Sales Funnels only: ON Turn this ON if you are promoting this as part of a sales funnel or off-forum offer. This product will then only be able to be purchased and/or promoted by affiliates as part of the Offers / Sales Funnel system. (recommended)

PRICING DETAILS

Sale Type: Buy Now Select "Buy Now" for a one-time sale, and "Subscribe" for recurring payment.

Sale Price: The selling price of this item (or the start price if this is a dimensional-style product).

DIMESALE/TIMESALE PRICING (optional)

Increase Price by: dollars... The amount to increase price by each time it goes up (values less than 1 are okay i.e. 0.15 = 15 cents)

...every: sales How often to increase the price

Max Price: The maximum price your item will sell for (leave blank for no max)

Callout Boxes:

- Input Product Name
- You can either upload up to 100mb to deliver your product through Warrior Plus or specify the delivery URL e.g. Thank You Page
- Insert your Paypal address
- If you want to be notified by Warrior Plus (in addition to Paypal) of any sales turn this 'On'
- These boxes are self-explanatory
- You can only select your WSO thread or post when it goes 'Live' so you will need to return here immediately after it goes live and select your post which should now show up for selection
- This is where you make your product available for sale and turn on your Sales Funnel if you have another offer
- Complete your pricing details here

INTEGRATION OPTIONS (optional)

IMPORTANT DETAILS: For [WSO Pro Advanced](#), the data sent to the URL below is different from standard PayPal IPN data. [Click here to see the data that is sent.](#) More details on special WarriorPlus fields is coming soon. [Questions? Open a support ticket here.](#)

IPN Forwarding URL

Key Generation URL

AUTORESPONDER SETTINGS (optional)

A/R Service

AFFILIATE PROGRAM (optional)

Default Commission

Affiliate Info

WARRIOR+PLUS SETTINGS

WSO of the Day Eligible

Warrior+Plus Commission

Access Info

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If you are integrating with a membership script, you get these details from your membership software - see below re integration with Membersonic

You can integrate with your autoresponder here if you wish but I prefer to integrate with my membership script on registration.

Set your affiliate commission here & add in any other affiliate information like a link to your JV blog or affiliate tools page

This is where you can make your product eligible for WSO of the Day to get more sales - you need to set the affiliate commission and provide complementary access details

Click 'SAVE'

Step 5: Setting Up Your Sales Funnel

If you have turned 'On' the 'Use with Offers/ Sales Funnels Only' above, you need to create Product Profiles (just like the page above) for each of your products in your sales funnel by going to 'My Products' and 'New Product':

The screenshot shows the Warrior+Plus interface. At the top, the user is logged in as 'marksalmon'. The navigation menu includes 'Home', 'Marketplace', 'Vendors', 'Affiliates', 'WSO of the Day', and 'Support'. Below the navigation, there are links for 'Vendors', 'my offers', 'my products', 'my stats', 'my affiliates', and 'jv center'. A promotional banner for 'Great Deal On This Essential Marketing Tool... (Over 5K Sold)' is visible. Below the banner is a search form with fields for 'Buyer Email', 'Item #', and 'Transaction ID', and a 'Search Sales' button. At the bottom, there is a section titled 'My Products - WSO Pro' with a '+ New Product' button. A red circle highlights the 'Vendors' menu item, and a red arrow points from it to the '+ New Product' button.

When you have all your product profiles set up you need to click on the 'Linked Offers/ funnels' button below:

The screenshot shows the Warrior+Plus interface. At the top, the user is logged in as 'marksalmon'. The navigation menu includes 'Home', 'Marketplace', 'Vendors', 'Affiliates', 'WSO of the Day', and 'Support'. Below the navigation, there are links for 'Vendors', 'my offers', 'my products', 'my stats', 'my affiliates', and 'jv center'. A promotional banner for 'Great Deal On This Essential Marketing Tool... (Over 5K Sold)' is visible. Below the banner is a section titled 'Product Editor' with a 'WSO Pro Advanced' label. In the 'Product Editor' section, there is a 'Linked Offers / Funnels' button and an 'Actions' button. A red arrow points to the 'Linked Offers / Funnels' button. Below the buttons is a light blue box with text explaining the 'Offers / Sales Funnels' feature.

This brings up some choices – you can either pick an existing funnel to edit (if you have one – in this example I have an existing funnel called 'Way of the Warriors') or you can 'Create New Offer/Funnel' if you are creating a new funnel – see below:

Now you need to construct your funnel from your available products. This page shows you a simple front-end offer (The Way of the Warriors) and an upsell to 'Product Creation Renegade'.

Play around with this until the 'Offer Map' at the bottom of the page correctly illustrates the structure of your funnel – see below:



Great Deal On This Essential Marketing Tool... (Over 5K Sold)

Check out the short video and see why you need this tool in your business...

>> CLICK HERE TO VIEW ALL OF TODAY'S TOP-SELLING PRODUCTS <<

The Way of the Warriors



Offers / Sales Funnel Setup: This is where you create your salespages and link your 'products' together via upsells and downsells. Create a new 'page' below for every webpage that is part of your offer / funnel, and then add the product(s) you want to sell to each page. You can add as many products and pages as you like. When finished, use the </> icon on each page below to get the code for your buy buttons and 'no thanks' links.

Offer Pages

+ New Page

This offer is currently active. It will show in the marketplace and sales can be made.

Deactivate Offer >

Main page

The Way of the Warriors 50%

+ Add Product </> Get Code

Product Creation Renegade Specia

Product Creation Renegade 50%

+ Add Product </> Get Code

Offer Map (Sales Funnel)

→ Upsell
→ Downsell



You add upsells and downsells to your 'Main Page' by clicking on the green 'New Page' button above which brings up the following light-box where you input details of your next upsell or downsell and then click 'Save':

WSO OF THE DAY Great Deal On This
Check out the short vid

The Way of the War

Offers / Sales Funnel Setup: T
Create a new 'page' below for e
page. You can add as many pro
your buy buttons and 'no thank

Offer Pages

This offer is currently active. It

Main page

The Way of the Warriors

50%

+ Add Product <> Get Code

Product Creation Renegade Specia

Product Creation Renegade

50%

+ Add Product <> Get Code

Create Page

Name:

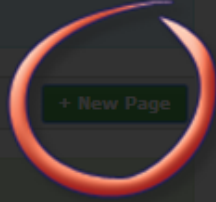
Sales Page URL:

Page Type:

Downsell Page:



a upsells and downsells.
you want to sell to each
below to get the code for

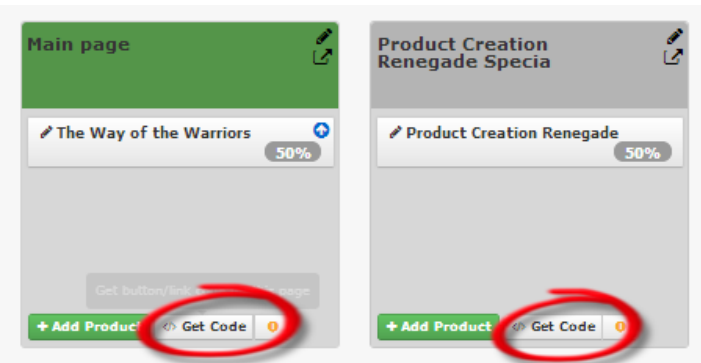


Offer Map (Sales Funnel)

→ Upsell
→ Downsell



You get your payment button code for each page in your funnel by clicking on 'Get Code' – see below:



When you click 'Get Code' for each page in your funnel you get the payment button code for each page.

There are 3 options:

- BB Code for the Forum – you copy this code ready to paste into your sales thread when it goes live on the Forum
- HTML code to put a button on your self-hosted web pages – for example, your upsell or downsell
- Tracking Link – is your Vendor link for promoting your own WSO and you can optionally add a suffix to track your different campaigns.

Step 6: (Optional) Integrating Your Membership Script with Warrior Plus

If you are delivering your product either via Warrior Plus or via a simple Download or Thank You page then this step is not necessary. However, if you are delivering your product via a membership site, you need to integrate your payment process so that your customer can automatically access their product via your membership site.

With [Membersonic](#) (my preferred membership plugin), these are the steps:

Step 1

Go to Membersonic/General Settings/ Affiliate System Integration

Insert the Paypal Email Address you use in Warrior Plus

'Update Settings' on this page

The screenshot shows the Membersonic Control Panel interface. The main content area is titled 'General Settings' and contains a sidebar of settings categories. The 'AFFILIATE SYSTEM INTEGRATION' category is selected, showing the following settings:

- REDIRECT PAGES**
- PAYPAL INTEGRATION**
- AFFILIATE SYSTEM INTEGRATION**
- CLICKBANK INTEGRATION**
- AUTORESPONDER INTEGRATION**
- ADMIN SETTINGS**
- MAILER OPTIONS**
- AMAZON S3 LINKS SETTINGS**
- USER CONTROL**
- JQUERY TROUBLESHOOTING**

The 'AFFILIATE SYSTEM INTEGRATION' section includes the following fields and values:

- ClickBank Secret Code:** [Empty field]
- ClickBank Secret Key:** [Empty field]
- Your Clickbank IPN URL:** `http://wayofthewarriors.com/wp-content/plugins/membersonic/clickbank.php`
- JVZOO Secret Key:** [Empty field]
- Your JVZOO IPN URL:** `http://wayofthewarriors.com/wp-content/plugins/membersonic/jvzoo.php`
- WSOPRO PayPal ID:** `mark@businessrenegade.co.uk` (highlighted with a red circle)
- Your WSOPRO IPN URL:** `http://wayofthewarriors.com/wp-content/plugins/membersonic/wsopro.php`
- Your WSOPRO Key Gen URL:** `http://wayofthewarriors.com/wp-content/plugins/membersonic/wsopro_keygen.php`
- Zaxaa Secret Key:** [Empty field]

An important note is displayed: **IMPORTANT: HOSTGATOR is NOT compatible with Zaxaa IPN postbacks. So this may NOT work as intended in websites hosted in HOSTGATOR.**

The URL for the Zaxaa IPN is: `http://wayofthewarriors.com/wp-content/plugins/membersonic/zaxaa.php`

An **UPDATE SETTINGS** button is located at the bottom right of the settings area.

Step 2

Copy the WSO Pro IPN URL on the page above

Go to the Product Editor in WSO Pro Listing Editor – scroll down to 'Integration Options' section and paste the above URL into the 'IPN Forwarding URL' box (- be careful not to include any extra spaces!!)

Go back to Membersonic and copy the WSOPRO KeyGen URL and paste it into the 'Key Generation URL' box in the WSO Pro Listing Editor.

Click 'Update Listing'

INTEGRATION OPTIONS (optional)

IMPORTANT DETAILS: For [WSO Pro Advanced](#), the data sent to the URLs below is different from standard Paypal IPN data. [Click here to see the data that is sent](#). More details on special WarriorPlus fields is coming soon. **Questions? Open a support ticket here.**

IPN Forwarding URL

URL to forward Paypal IPN request to (advanced users only)

Key Generation URL

Need to generate a special key or code for your product? Enter the URL of your key generation script and WSO Pro will send its output to the user (advanced users only)

Step 3

In WSO Pro go to your Tracking Link (where you got your payment button code)

Copy the last digits on the end of your Vendor Link URL – see below:

Get Code: Main page

[Button Code \(forum\)](#) [Button Code \(HTML\)](#) [Tracking Link](#)

Use this link to promote your own product. Enter a tracking code so you can track the different places you use it in your WSO Pro stats.

1) Enter a Tracking Code (Optional) [\[clear\]](#)

[this can be a word or alphanumeric string of your choosing; we recommend keeping it short]

2) Get your Tracking Link

[Close](#)

Go to Membersonic/Dashboard. Select the Product and 'Edit' – see below:

- Dashboard
- Posts
- MemberSonic
- Dashboard
- General Settings
- Content Protection
- Mail Broadcast
- Member Mgmt
- Media
- Pages
- Comments
- Contact

- DASHBOARD
- GENERAL SETTINGS
- CONTENT PROTECTION
- MAIL BROADCAST

Dashboard

ADD NEW PRODUCT

Product Title	Members Today	Members Total	Paypal Coupon Code	Forwarding URLs	Actions
Way of the Warriors	1	13	Generate / Edit	Show	Edit Clone Delete
Total Members	1	13			



Paste the WSO Product code into the product page and update the page – see below:

- Posts
- MemberSonic
- Dashboard
- General Settings
- Content Protection
- Mail Broadcast
- Member Mgmt
- Media
- Pages
- Comments
- Contact
- Genesis
- Appearance
- Plugins 2
- Users
- Tools
- Settings

- DASHBOARD
- GENERAL SETTINGS
- CONTENT PROTECTION
- MAIL BROADCAST
- MEMBER MANAGEMENT

Edit Product

Step 1: Configuration

Enter Product/Membership Title:

Select Thank You/OTO Page:

After Login Page:

Integrate with Clickbank?

Integrate with JVZoo?

Enter JVZoo Item Number: Number must match JVZoo

Integrate with Zaxaa?

Integrate with WSOPRO?

Enter WSOPRO Product Code: Number must match WSOPRO Product Code

Integrate with SPBAS?

Integrate Autoresponder?

Select Aweber List:

Enable GoToWebinar?

Step 7: Make Your WSO Go Live & Add Your Payment Button

Add your payment buttons to your web pages in your funnel and make sure you have the Forum button code for your main sales thread ready.

Go to your personal messages inbox at The Warrior Forum, find the message approving your sales thread and click on the link in that message to pay for your sales thread (\$40) – IMPORTANT: you must have your sales funnel, membership integration and payment buttons all set up before going live – there is no going back!

As soon as you go live you need to do three things FAST:

1. In the 'Product Editor' for your front-end product select the live post (it will now show up in the dropdown selection) – see below:

Product Editor WSO Pro Advanced

Linked Offers / Funnels Actions

Offers / Sales Funnels: You are now able to link your products together as part of an 'Offer' / Sales Funnel, as well as create offers for selling outside of the Warrior Forum. In order to do this, create and save your 'product' as normal, and then click the 'Linked Offers / Funnels' button to add your products to an Offer, setup your offer/funnel pages, and get the button code you need to put on your WSO post or salespage. DO NOT use the 'Embed Code' from the 'Actions' menu for products you are selling as part of an offer / funnel.

PRODUCT DETAILS

Product Name	<input type="text" value="The Way of the Warriors"/>	The name of your product/service. Buyer sees this on their receipt.
Delivery File	<input type="button" value="Choose File"/> No file chosen	The file to send the user when they click the download link. (ONE file only - add multiple files to ZIP before uploading) Max Size = 100MB
Delivery URL	<input type="text" value="http://wayofthewarriors.com/thank-you"/> <small>DO NOT USE to link to OTOs/Upsells -- Use Offers instead</small>	URL where buyer can access this product (if no Delivery File is present)
Payment Email	<input type="text" value="mark@businessrenegade.co.uk"/> <small>manage payment email accounts</small>	Your Paypal email address for this sale.
Sale Notification?	<input checked="" type="checkbox"/> ON	Check this box if you want to receive a WarriorPlus email notification (in addition to a Paypal one) when a sale is made.
Support Email	<input type="text" value="info@wayofthewarriors.com"/>	The email address given to buyers to contact you for support.
Support URL	<input type="text" value="http://mark-salmon.com/helpdesk"/>	(optional) The link given to buyers to contact you for support -- will override email if given
Refund Period	<input type="text" value="30"/> days	The length of time (in days) from purchase that you offer refunds. Enter "0" for no refunds. For affiliate sales, affiliates will only be responsible for refunds in the first 60 days. After that, the seller must return the full refund amount, regardless of who was paid. For this reason we recommend refund periods of 60 days or less.
Quantity	<input type="text" value=""/>	(optional) If you want to limit the number of sales, enter a quantity.
Keywords	<input type="text" value="internet,marketing,strategy"/>	(optional) Enter up to 3 keywords/phrases (separated by a comma) that help describe your product, containing only numbers, letters, and spaces. [ie. if you were selling a Wordpress plugin for SEO, you might enter "wordpress,plugin,seo" (without the quotes)]
WSO Post	<input type="text" value="The Way of The Warriors - Lesson 101 From A 7-Figure Marketer"/>	(optional) Select the WSO Post associated with this product

2. Add your payment button to your sales thread – do a 'Search' in the forum for the title of your sales thread and then click 'Edit' to add the payment button code that you copied earlier (IMPORTANT – it needs to be the Forum code) – 'save' and then click the payment button to ensure that it is working and goes to Paypal. Make sure all sales buttons in WSO Pro are Activated on all products in your sales funnel

The screenshot displays a forum thread interface. At the top, there is a blue-bordered box titled "Priority The Way of the Warriors Order Form". Inside this box, it says "YES! I want these exact strategies to boost my business." followed by three green checkmarks and their descriptions: "I understand I will be billed \$7 today to receive [sitename]' membership site", "I will receive instant access to the eBook which I can read at anytime 24 hours a day from anywhere in the world", and "I can refund for any reason or no reason whatsoever within the next 30 days". To the right of these points is a gold seal that says "MONEY BACK 100% GUARANTEE". Below this box is a yellow "Buy Now \$7" button with "powered by WSO Pro" written underneath. The main body of the thread contains a signature "Mark Salmon" with a handwritten signature above it, followed by two paragraphs of text: "P.S. The Way of the Warriors is a single payment membership site. You will need Adobe Reader to read the PDF eBook." and "P.P.S. After signing up, your account will be instantly activated and you will have instant access to this incredible business model in the next few minutes." At the bottom of the thread, there are buttons for "EDIT", "QUOTE", "MULTIQUOTE", and "QUICK REPLY". A red circle highlights the "EDIT" button. Below the thread, a red arrow points to a comment box that says "Reserved For FAQ's". The forum header shows the user "MarkSalmon" and the thread title "Re: The Way of The Warriors - Lesson 101 From A 7-Figure Marketer".

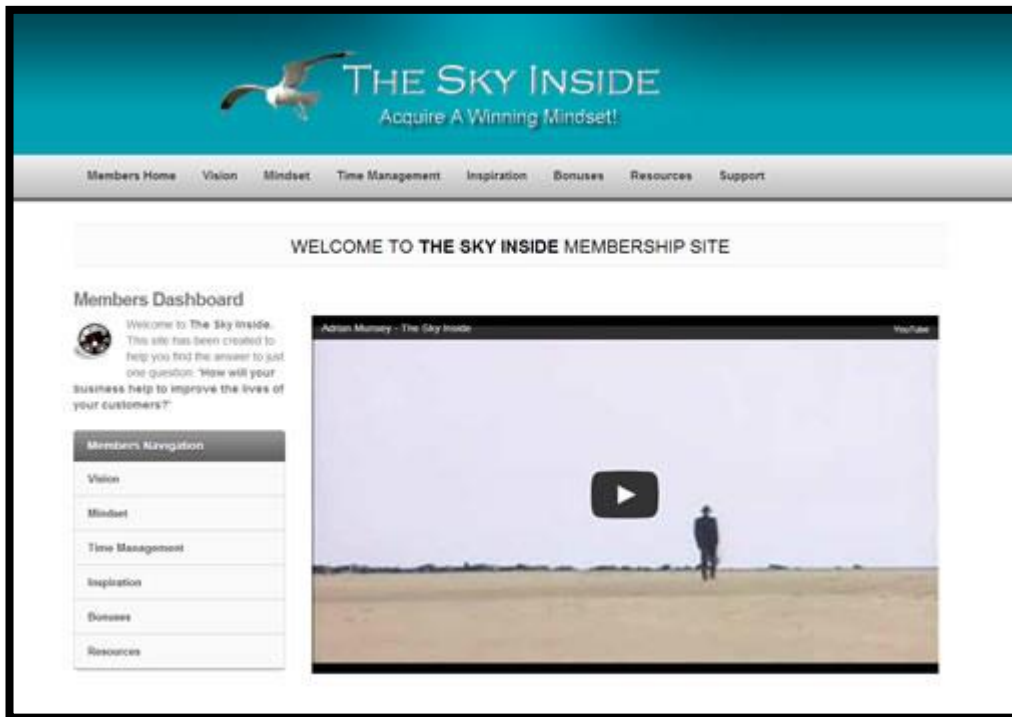
3. You then need to reserve the first comment box below your sales letter for FAQ's – as shown above – before customers start to interact on the thread

More General Advice & Tips

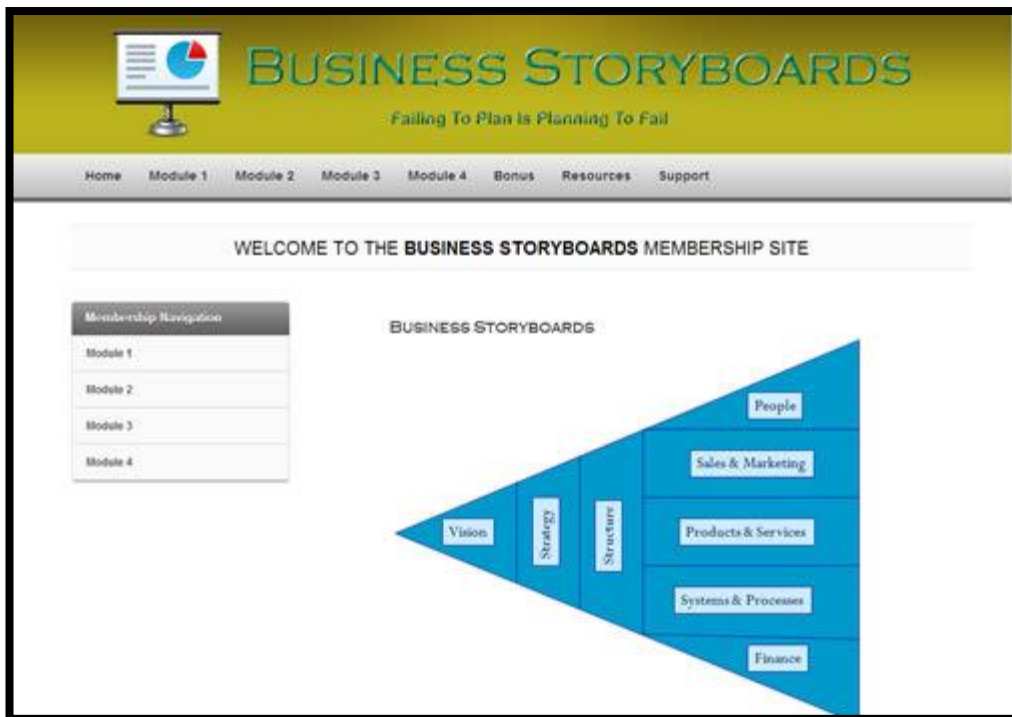
- Be on hand when your WSO goes live to deal with any problems or questions quickly
- Direct problems to your Help Desk if possible – you don't want problems raised on your sales thread if possible
- Make sure that you have back-ups of your sales page
- Make sure that affiliates are advised of the progress of the launch and when the salestthread goes live
- Send a launch email to your list

Mark's Other Products

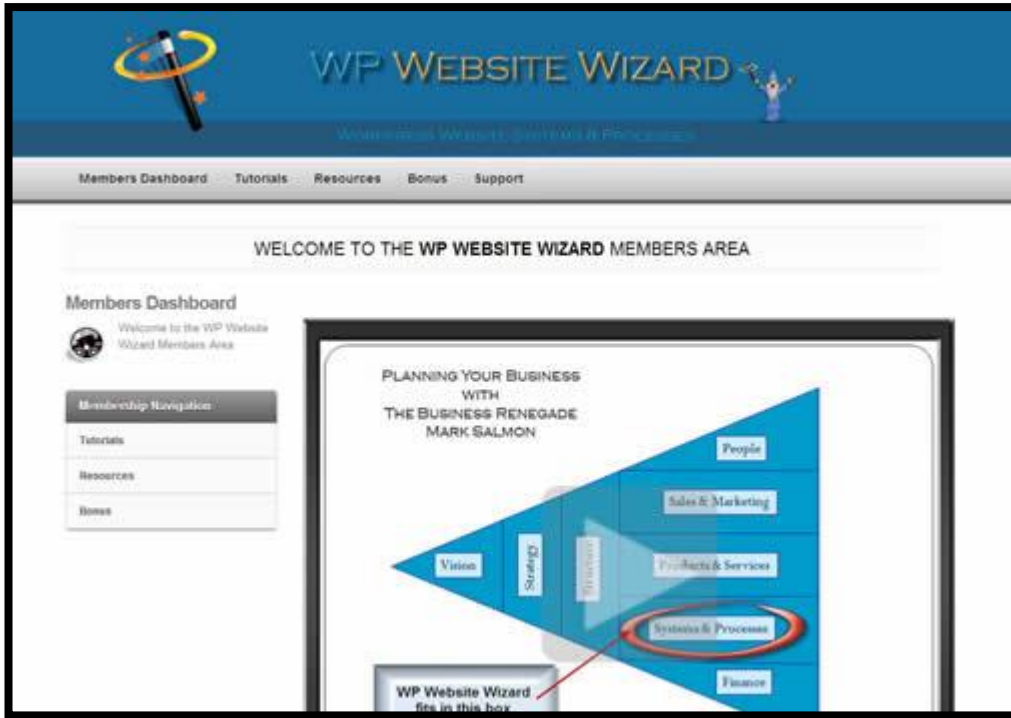
The Sky Inside – Vision, Mindset, Time Management



Business Storyboards – Business Planning, Strategy & Structure Using Pictures



WP Website Wizard – WordPress Site Building Systems, Membership Sites etc



Product Creation Renegade – How To Create Your Own Digital Products



List Building Renegade – List Building, Sales Funnels & Email Marketing

The screenshot shows the homepage of the 'List Building Renegade' membership site. The header features a bomb icon and the title 'LIST BUILDING RENEGADE' with the subtitle 'LIST BUILDING, SALES FUNNELS & EMAIL MARKETING'. A navigation menu includes Home, Module 1, Module 2, Module 3, Module 4, Module 5, Bonuses, Resources, and Support. The main content area is titled 'WELCOME TO THE BUSINESS RENEGADE LIST BUILDING MEMBERSHIP SITE'. On the left, there is a 'Membership Navigation' sidebar with links for Module 1 (Intro & Offer), Module 2 (Sales Funnels), Module 3 (Email Marketing), Module 4 (Traffic), and Module 5 (Tracking & Testing). The central area contains a diagram illustrating a sales funnel process, with steps like 'List Building', 'Email Marketing', and 'Sales Funnels'. A video player is embedded in the center of the diagram. On the right, there is a vertical sidebar with various options like 'Traffic Generation', 'Email Marketing', and 'Sales Funnels'.

Membership Millionaires Bootcamp – My Membership Site System

The screenshot shows the dashboard of the 'Membership Millionaires Bootcamp' membership site. The header features a logo of a person running and the title 'MEMBERSHIP MILLIONAIRES BOOTCAMP'. A navigation menu includes Dashboard, Module 1, Module 2, Module 3, Module 4, My Products, Resources, Bonuses, Support, and Affiliates. The main content area is titled 'You are here: Home / Module 1'. In the center, there is a large red banner with the 'MEMBERSHIP MILLIONAIRES BOOTCAMP' logo and text. On the right, there is a 'MEMBERSHIP DETAILS' section with a welcome message and links for 'Edit Profile' and 'Logout'. Below that is a 'MAIN MENU' section with links for Affiliates, Bonuses, Dashboard, Module 1, Module 2, Module 3, Module 4, My Products, Resources, and Support. An '(Edit)' link is visible at the bottom left of the main content area.

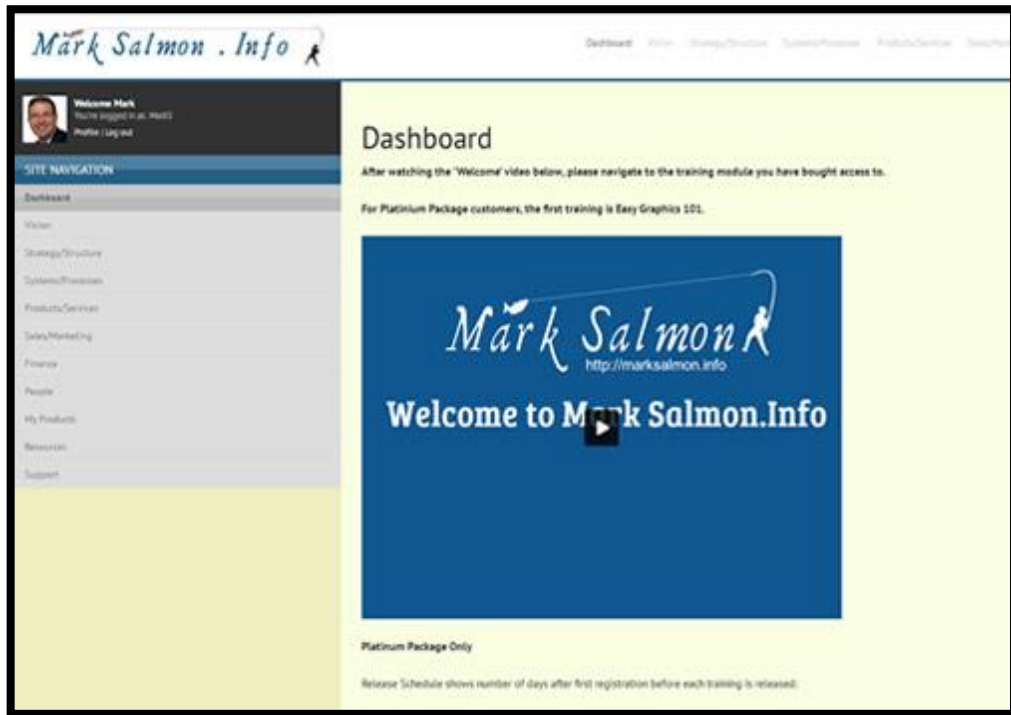
The Way of the Warriors – A Complete Online Business Strategy



Measure n Manage



Mark Salmon . Info



Free Software – Software Freely Available to Internet Marketers



WP Blueprint – Useful WordPress Resources



Coming soon:

Solo Ads Assassin, in partnership with my friend, Daniel Madeira



Email ATM – Email Marketing Strategies



Easy Web Page Graphics – how to make exciting free graphics for your website



Business Creation Mastery – Coaching re Building A Sustainable Online Business

Welcome to the Business Creation Mastery Coaching Programme

BUSINESS CREATION MASTERY

Dashboard | Vision | Strategy/Structure | Systems/Processes | Products/Services | Sales/Marketing
Finance | People | My Products | Resources | Bonuses | Support

Welcome
You're logged in as:
Profile | Log out

SITE NAVIGATION

- Dashboard
- Vision
- Strategy/Structure
- Systems/Processes
- Products/Services
- Sales/Marketing
- Finance
- People
- Support

Dashboard

The BCM Model

VISION

STRATEGY & STRUCTURE

PEOPLE

PRODUCTS & SERVICES

SYSTEMS & PROCESSES

SALES & MARKETING

FINANCE