

ARE YOU MAKING THESE 7 DEADLY MISTAKES ?

The One Sheet Checklist To Prevent
You From **Losing Money** In Solo Ads!



GIN SEAH
EMPOWERED CHOICE SOLO ADS

1) Investing In Solo Ads With The Wrong Expectations!

Most newbie buyers think that solo ads is a 'magic bullet'! Truth is, although solo ads is very convenient and easy to get, you still have to make sure your entire funnel is optimised. Sometimes you may get 60% opt-ins with buyer A, but 40% with buyer B. (It's normal because not every list will resonate with your gift!)

You should invest in solo ads with a long term mindset instead of hoping to 'break even' once the clicks are completed. (Of course sales or breaking even is a BONUS, but don't expect that to always be the case)

2) Churning and Burning Your New Leads!

Think of it this way. When you just met a new friend, do you call them two - three times everyday to ask them, "Hey wanna buy this? Hey wanna invest in that?" Yadayadayada

That is the FASTEST way to burn your contacts!

The same goes for solo ads! As they get to know you, you don't just wanna sell sell sell. You wanna get to know them, give them valuable stuff and help them get their results!

There's a way to do it correctly and build relationship and there's also a way to piss them off.

3) Not Training Your Subscribers To CLICK!

See, you don't just want your new subscribers to just read your stuff and not take action.

Taking action doesn't mean just mean BUYING a product. It can just mean clicking on the link which leads them to a valuable blog post, or fill in a survey etc.

If you don't train them to click, they are most likely to not take action in the future when you are promoting other people's product or your own.

4) Not Tracking Your Numbers!

A great saying goes, "If you are not tracking, you are not growing!"

If you don't know your numbers, you have no clue where or what to even do next!

Treating this as a proper business is crucial, you want to know how much is your Click through rate, your landing page's opt-in rate, the conversion of your sales page etc.

If you don't track, you won't be able to improve upon your current results and your results will be stagnant. (Even worst? Slide backwards.)

5) Not Capturing Leads!

This is one of the BIGGEST mistakes newbie marketers make! They assume that new leads will always buy! But guess what? That's not always the case!

An average person buys on the 3rd or 4th time when exposed to something new. So capturing their details and continuing with the follow up is the wise thing to do. (No matter how high converting you think your sales page is.)

Are you capturing the leads?

6) Not Making Sure Your Funnel Is Working! (Omg!)

No doubt solo vendors will help you to check through your funnel in the beginning, but it's your own due diligence to make that your website's or funnels are always working!

Imagine ordering 2000 clicks and half way through the delivery, your website encountered some technical difficulties! All the traffic will go down the drain! OUCH!

That's the number one way to lose money! Don't let it happen to you.

7) **Becoming comfortable!**

Hey, I know it feels good when you are making sales, getting high opt-ins and when everything is good. But this is one of the deadly mistakes that even I admit I've made.

It's just human nature... but don't get me wrong. Being comfortable does not mean being content. It's not the same. (Anyway I don't wanna go into the self help stuff here)

Doesn't mean you're doing well, you'll be always doing the same after a couple of years or even months!

Competition is tough and if you don't continue to optimise, innovate and grow, you'll soon be at the end of the line.

Are you making one of these 7 deadly mistakes? If yes, it's time to make changes my friend!

Even for me, I'll make sure that I remind myself and my team to come back to this checklist time to time.

If all is good, you are **READY** to go!

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