

CHEAT SHEET FOLLOW-ALONG GUIDE to:

"The Underachiever Formula For Creating Lazy Online Income Streams" On-Demand Training

LOCATION: www.UnderAchieverFormula.com/webcast

Please print this cheat sheet so you can follow along.

Follow along with this Cheat Sheet as your guide, and be sure to fill in the blanks so you can take this valuable information with you when it's over.

You will want to have this page printed off BEFORE you listen to the audio training.

The Underachiever Formula Webcast

On this webcast, we're going to cover the exact strategies that are helping us sell thousands of dollars of downloadable info products every day, **without** having large affiliate programs, email lists, or joint venture partners.

We're also going to show you real world examples of profit-pulling web sites and ad campaigns.

Part One:

What is the Underachiever Method All About?

- The Underachiever Method is pretty much the exact **opposite** of how most folks are trying to succeed online.
- With the Underachiever Method, the focus is on finding SMALL, ultra-TARGETED markets...and finding out exactly what they want to buy.
- "Normal" internet marketing usually involves you trying to sell to a very large market with tons of competition.
- For example, the "How To Make Money" market. This market is extremely difficult to sell to because there is so much market saturation, skepticism, and competition.
- In "underachiever" markets, these factors are very limited, if not non-existent.

Part Two:

What to do first.

- What you don't want to do is **_CREATE_** a **__PRODUCT__** first.
- Instead, you want to find a **_MARKET_**.

Key takeaway: A product will never take out its wallet and give you a credit card. Only a person can do that. Focus on the people in your **_MARKET_**.

The three basic steps to success:

1. Find your **_MARKET_**
2. Find out what they **__WANT TO BUY__**
3. **_GIVE_** it to them.

The mystery step that no one considers is to **_REPEAT_** the process.

Action Steps:

How to find a hot market.

There are three primary characteristics that a market must have.

They are:

1. They must be insanely **_PASSIONATE_**.
2. They must have **_MONEY__**.
3. They must be great in **__NUMBER_** and easy to **_REACH_** on the **__INTERNET_**.

Step one:

Where to look for crazy people.

- Browse the magazine rack at the bookstore. (Look for subcultures)
- Watch T.V. (Chickens?!?)

- Talk to people you **know** are crazy.
- Keep your “crazy radar” on at all times.

How to tell if they have any money:

- Are there **MAGAZINES** for them? (Wouldn't be **MAGAZINES** if they weren't buying them ... and responding to the **ADS**.)
- What are their **BUYING HABITS** already? (Example: Competitive bodybuilders, like Matt's Mom, spend huge sums of money on bodybuilding supplements, books, and gym memberships every month.)

Are they great in number and easily reached?

- Find out at <http://inventory.overture.com/>
- Look for markets between **30,000** and **100,000** people.
- If your market is more than **100,000** people, then it needs to be targeted more tightly.

■ See live example during the Webcast.

How to find out what they want to buy using a Flycatcher Page:

- Offer them a **BRIBE** in exchange for **INFORMATION**
- See case study at:
<http://www.underachieverformula.com/webcast/ask.html>

Send traffic to your Flycatcher Page from **GOOGLE AD WORDS**

<http://adwords.google.com/>

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Make sure it's clearly an ad! Like this:



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Important:

You want to make this look like an ad because if you offer a free bribe on Google, you'll get a misleading amount of traffic.

In other words, you want to imitate the actual selling process as closely as possible. If people in your market will click on an ad in Google ...knowing it's an ad, then you've already cleared one hurdle.

But if they'll only click to get something for free, then how will you sell them something later?

At this point, here's what you know about your market:

1. If they're responsive in general. (If nobody clicks on your ad in Google, the market isn't responsive. If you get clicks, they are interested.)
2. If the market is **RESPONSIVE**. (If they won't accept your FREE bribe, they sure won't PAY you. But if they DO accept your bribe, you're on to something.)
3. You know EXACTLY what they want ...because they just told you.

BEFORE YOU MAKE ANOTHER MOVE....

- Make sure at least **1_%** of the people seeing your ad are clicking it.
- Make sure at least **10%** of the people who hit your flycatcher page take your offer.
- Make sure they're asking you REAL questions, and not a bunch of crap.

Getting your products created

It's best not to create your own products. The reason why is it takes to long ...and the real money is in marketing. Not writing ebooks.

Two places to get your products created:

1. **ELANCE**
2. **RENTACODER**

Three types of products:

1. **Ebooks**
2. **Screenam videos**
3. **Downloadable Audios**

How the product creation process works:

1. **Hire an author from the sites above.**
2. **Give them your QUESTIONS.**
3. **Tell them to ANSWER the QUESTIONS and make a product out of it.**

What to do once your product has been made for you:

- **Write Sales Letter**
- **Put Up Website**
- **SEND TRAFFIC**

How to write your sales letter:

- **Use the EXACT WORDS of your customers.**
- **Each question they submit to you is free fodder for your sales letter.**
- **Make Their Main Questions Your Primary Benefits And Main Bullet Points.**

How to send traffic

- **Simply change the website from your google ads. Instead of sending them to your Flycatcher page, send them to your sales page.**
- **Once Google traffic is converting and you're making sales, roll out to other Pay Per Click search engines.**

Finally, after getting all this down, here is specifically what to do next:

- **REPEAT THE PROCESS .
DON'T GET THIS WRONG!**

This is *almost* too good to be true...

Would you like:

- **all of the nitty-gritty details and mapped out game plan for creating "Underachiever Web Businesses" of your own that are not only easy to create (you do very little) but actually produce for you day after day while you are out doing fun things you would rather be doing?**
- **all 12 pounds of these audios/videos/binders full of Frank's secret private documents mailed to you.**

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