



Hello and welcome to episode 16 of the DK speaks podcast. This is part three and the final episode in building a successful solo ad business. In the last couple of episodes we discussed about some of the technical aspects of a solo ad business and what you need to do to build a successful solo selling business.

One of the aspects that you might want to keep in mind is the fact that in order for you to run a successful solo ad business and to generate income from it every day you need a huge, responsive and interactive mailing list. Some of the strategies that we discussed in our last couple of episodes should help you build your email list.

In this episode we will be discussing a few aspects that will help you scale your business.

We will also be discussing some very important aspects of ensuring that you do not fail in your solo ad business. These are some tips that most people will starting out with a solo ad business tend to ignore and hence they end up on the losing side.

Also keep in mind that building a successful solo ad business requires a lot of patience, perseverance, and hard work. If your aim is to make money without putting in some hard work then this business is just not for you. In fact most business might not be for you. Because all businesses require a lot of hard work and time to set up. But the beauty of an online business is that you can set it up and once it takes an autopilot mode you can forget about it and start making passive income from it.

So on to the tips to building a successful solo at business.

Tips to Building a Successful Solo Ads Business

1). **Email subject lines** – one of the most critical aspects in a solo ad business is the click through rate. If your click through rates are not good you might end up burning your list because you will send a lot of emails in order to generate the required amount of clicks.

So how do you better your click through rates? In order to improve your click through rates, it is important that your open rates are good. And open rates can only be good if your emails have a compelling subject line. Your readers should be compelled to open an email and only then will they even attempt to click on the links in your email.

And in order to compel people to open your emails, your subject line has to have the power to make them do that. Hence it is critical that you write compelling subject lines.

So what does compelling subject lines mean?



It means that the subject line has to be something that generates inquisitiveness, doubt, scarcity etc. In short it means that the subject line has to be something that picks on the emotions of your readers.

Subject lines like "This is Scary", "What surprise..", "You are not going to believe this..", "What can you do with \$10?" as just some sample headlines. If you have understood the essence behind this, then you should be able to write headlines like these that do really well.

Something that I have noticed is the fact that subject lines that have the word "FREE" in it, also tend to do well. But my recommendation will be to not overuse it. Because it will then lose the effectiveness and also program people to that specific term who will then only click on your emails if it has that word in it.

2). **Email Body** - Now that you have a good subject line, people will open your emails. But it does not end here. Once they have opened your email, your email body should be persuasive enough to make them click on the link.

Here again the tip is in maintaining the element of inquisitiveness. Your email body should be short, not more than 5-6 lines. Build curiosity in these lines. Continue your email body from your subject line. And don't reveal everything and solve it. Leave it hanging and ask the reader to click on the link to know more.

This technique generates a lot of clicks and if you can write your email body well, you will find that these emails convert well too. So, your customers will be happy and you too will be happy because you will not have to send a lot of emails to generate the desired number of clicks.

3). **Finding Buyers** - One of the biggest problem that most solo sellers face is in not being able to find buyers. Blame it on all the filth that people have spread in the industry and people are reluctant to approach new buyers for the fear of getting scammed.

So, one of your first attempts should be to build credibility in the market. Gather testimonials and flaunt it everywhere. If you have joined some of the Facebook groups that I provided you in the document in one of my earlier episodes, you will find that most sellers keep posting images of their testimonials. And that should tell you how important gathering testimonials is. Once you have a good number of testimonials, your efforts in finding buyers will drop to near zero.

But the big question is how do you gather testimonials?

Like what we had discussed in one of our earlier episodes, one of the best ways to start is at places like udimi.com, solochecker.com and such other marketplaces where people normally go to buy SOLO ads. It is easier to get buyers at such places and also to get testimonials and reviews. But do keep in mind that you need to reach out to your buyers once you have completed the run and ask them for their testimonials. If your SOLO went well, you are sure to get good



testimonials. On that point, it is also important that you take care of your buyers, interact with them, check for their satisfaction and stretch your neck out a little to ensure that they are satisfied. It pays in the long run.

You might also want to offer REVIEW Solo ads and Lower priced SOLO to gather testimonials. This will be priced a little lower than your usual SOLOS and you need to specify that in your ad. You would want to tell people that these solos are priced lower because you are looking to gather testimonials.

Regularity helps a lot in getting buyers. Post regularly on Facebook groups and Skype groups. But at the same time don't over do it and post multiple times. Post only once in a day. There are thousands of groups out there and one post a day in all these groups should get you enough attention. Keep in mind that you are not spamming the group, else you could easily get banned.

You might also want to JOIN SOLO ad buyers group and keep an eye out on people who are posting ads to buy SOLOS. These are easy customers and if you can offer a competitive priced SOLO, you might just be able to get easy customers.

Another trick that has worked for me is "running special offers". You could run special festive offers and just about any offer. I have seen people posting "Comeback offers", "Year end sales" and such others.

If you can send clicks immediately, then that also helps get buyers easily. People are looking for immediate delivery and if you have solos that you can send out in the next couple of hours after you post the ad, you are sure to get a lot of buyers. "Clicks going out in the next hour" is something that I have seen working really well.

Ensure you put together a good sales page. I normally recommend using Wordpress to set up an entire site where you could take orders and fulfill them. You can get any good landing page builder and put together a beautiful looking and functionally good sales page. I recommend Thrive Content Builder which is easy to use with its drag and drop interface.

A few things that you might want to keep in mind is that you need to add all your testimonials to this page so that people can read it. You can use any free screen capture tool to capture a screenshot of the testimonials. If you are on windows, you can use the snipping tool, else you can use Jing which is a free software for snipping.

Put professional looking buy now buttons and also clearly mention your SOLO ads packages on your sales page. Mention special offers if any. Another important thing that you shouldn't miss is your contact information. If possible add your Skype contact information. People want to deal with people who are available for interaction. This in itself can help boost your sales. Be available.



You can use some nice graphics for your sales page. If you don't have one, you could get one designed for \$5 at FIVERR.

If you do not want to invest in landing page builders and are comfortable with HTML pages, you could design your landing page using an HTML editor.

If you are looking for a Done for your solution, we have a service where we can setup a Wordpress site and build a nice landing page using Profit Builder. You can check out our "Hire ME" Services or, reach out to me using the contact us button on dkspeaks.com

Before we end our 3 part series on building a successful SOLO ads business, just a tip that could be the difference between being successful and failing.

People start selling SOLOs and care little about their list. Gradually their list burns out and the clicks reduce and by the time they realize they are left with a dead list and no sales.

The success mantra in selling SOLOs is in keeping your list fresh. Re-invest the money you make by selling SOLOs at least for the initial part. Build your list to a considerable size so that your un-subscribes are not too concerning for you. But ensure that you are continuously building your list. The tip is to add about 4 times the number of unsubscribes to our list everyday.

Resources Mentioned in today's Episode

The below are the resources that we spoke about in today's episode:

1. [Thrive Content Builder](#)
2. [WP Profit Builder](#)
3. [Udimi](#)
4. [SOLO Checker](#)

Thank you for joining today

So, that's it in today's episode. I hope you enjoyed this series on SOLO ads. If you did, then do rate the show here and also post a genuine feedback for the show. It will help in the rankings of the show.

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So, that's it for today. See you in the next episode. Bye.