



BUILD YOUR BUYERS LIST

How to get people to pay you to be on your list...

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MODULE I: OVERVIEW

Setting expectations and goals with the workshop structure

YOUR BUYERS LIST

- You told us a few things about why you're not as successful with building a buyers list as you want to be



WHAT DO WE KNOW?

Autoresponder?

FALSE	15%
TRUE	85%



WHAT DO WE KNOW?

List Size

0	46.15%
1 to 99	10.26%
100 to 499	12.82%
500 to 999	12.82%
1000 to 2499	7.69%
5000 to 9999	7.69%
> 10k	2.56%



WHAT DO WE KNOW?

Making Sales

A few	28.21%
None	66.67%
yes, enough to support	5.13%



WHAT DO WE KNOW?

Products to Sell

A combination of both	46.15%
Affiliate products	20.51%
Your own	17.95%
None	15.38%



WHAT DO WE KNOW?

Problems With Getting Buyers on Your List



SETTING EXPECTATIONS


Only 33% have made a sale
online



That tells us that MOST of you
don't know how to make a sale



30% of you have a list greater
than 500 people but 46% don't
have a list at all



But most of you will want to
make more than \$100k this
year...



ASSUMPTIONS

- You are:
 - Looking for ways to build new income streams, or...
 - Build your FIRST income stream

BIGGEST ISSUES

- Consistency / focus
- Overwhelm
- Don't know how to sell
- Setting up a system
- Getting traffic
- Knowing what to offer
- Technology and Autoresponders
- And the biggest issue for the most people... Getting Started



LEARN IN THE NEXT 2 DAYS

- Focus on buyers
- Getting prospects to pay you
- Create the right mindset
- Techniques to find buyers
- Find the right products to sell
- Help buyers buy again
- Recurring buyers
- Stop guessing
- Wow your customers



- Use our experience to help you build your buyers list
- Meet buyers where they are
- Determine what success looks like for you
- Exceed your expectations
- Continue to work with you in the future
- And hold you accountable

JENNIFER AND I ARE HERE
TO...












WHY LISTEN TO US ABOUT BUILDING A BUYERS LIST?

More than half of our list are buyers.

On Warrior Plus alone, we have:

- 6,366 buyers
- 5.7% on a recurring plan
- \$84.45 per customer value
- 12,829 purchases
- \$522,741 in sales



Offer	Release Date	Sales	Conv. Rate	Visitor Value	Avg. Sale	Refund Rate
 LifeHost: Fastest Unlimited-Lifetime Hosting anirudhbavra \$\$\$ 🏆 6	2021-01-24	5000+	22%	\$6.71	\$30.59	2%
 TrafficCrush michaelmac \$\$\$\$ 🏆 14	2021-01-22	2000+	12%	\$3.14	\$25.25	6%
 Xtreme digitalpagedesigns \$\$\$\$ 🏆 37	2021-01-28	2000+	15%	\$3.88	\$25.08	0%
 The Breakout Code 2.0 vickybabe \$\$\$\$ 🏆 25	2021-01-08	3000+	16%	<u>\$3.60</u>	\$22.50	2%
 EMPIRE venkata07 \$\$\$\$ 🏆 8	2021-01-12	3000+	10%	\$2.48	\$26.05	11%
 Secret Email System mbacak \$\$\$ 🏆 28	2020-09-28	10000+	18%	<u>\$3.54</u>	\$19.50	6%
 CheckKitz elitemediaonline \$\$\$\$ 🏆 5	2021-01-19	2000+	15%	\$4.54	\$30.83	3%
 Fame Payday vickcarty2018 \$\$\$ 🏆 8	2021-01-21	1000+	8%	\$1.40	\$18.19	4%
 Scriptdio idcreat \$\$\$ 🏆 6	2021-01-17	1000+	11%	\$4.30	\$40.78	9%

BUILDING A BUYERS LIST FUNDAMENTALS

What | Why | When |
How | Pros | Cons

WHAT IS A BUYERS LIST?

- It's the fastest way to building a real business with real customers
- It's contrarian. Most people think you have to build a list of freebie seekers
- It's cheaper and more efficient
- It's a list of people willing to spend money with you



WHY FOCUS ON BUYERS?

Fastest way to
make money
online

Long term
passive income

Get good at
selling and
providing value

Build cash
reserves

Be more
efficient in self-
funding

Create valuable
customer
relationships

HOW TO CREATE A BUYERS LIST?

- First Rule: Buyer buys a solution
- You sell solutions to problems
- Get your solutions in front of the people with the problems
- Create an interaction with the buyer - exchange value for value
- Build relationship to offer more solutions



PROS OF A BUYERS LIST



Faster cash



More serious customers



Quick relationships



More commitment to the customer



Self-funding growth



High motivation to continue

BUYERS LIST - CONS



Market research can be tedious



Launch mode is unsustainable



Complacency – get too comfortable



Sales and product funnels required



Ongoing campaigns and communication can be tedious



Refunds can be an issue

MY 5 FAVORITE METHODS FOR BUILDING A BUYERS LIST



LOW-COST
PRODUCTS



WEBINARS



BONUSES



LIVE EVENTS



WARRIOR PLUS
PLATFORM



UP NEXT

INFRASTRUCTURE: WHAT PLUMBING DO YOU
NEED TO SUCCESSFULLY BUILD A BUYERS LIST