

# **Module 3 – 5 – Reverse Engineering the Process**

**September 14, 2015**

(This isn't the order these steps are presented in the video, but I think that it pretty obvious that this is the proper order.)

## **STEP 1 – Find a Product**

This module starts by reminding us that we started by going to WatchCount.com and finding a product that met the criteria (lots of sales, lots in stock, good rating, ships from the US, etc.).

## **STEP 2 – Research the Best Audience / Splinter Audience for this Product**

This is briefly talked about at the end of this video.

## **STEP 3 – Decide Which Niche/Splinter Niche You Will Target First**

Using Audience Insights and Google and anything else you are comfortable with, decide on a target Audience. This is covered in detail in a previous module.

## **STEP 4 – Create a Page on Your Website for the Target Audience**

This is covered below

## **STEP 5 – Find or Create a Facebook Fan Page to put your post on**

It needs to be somewhat relevant, but you don't need to really build a huge audience on each page.

## **STEP 6 – Create a post on your Fan Page**

This is covered below

## **STEP 7 – Create Your Ad Campaign to Boost the Post (covered in a previous module)**

## **STEP 8 – Check your results**

## **STEP 9 – Send Payments and shipping info to your supplier**

**ASIDE NOTE \*\*\*\*\***

**It will be tempting to start right now. I suggest you resist that urge. Once you understand how, it take less than 10 minutes to drop some code onto the Website Sales page as you create them. If you don't start doing it from the beginning you will find that you have missed collecting thousands of people you could be sending very cheap ads to.**

**The same is true for putting an AWeber list link into each page. PayPal will send the email address for every purchaser to your AWeber list.**

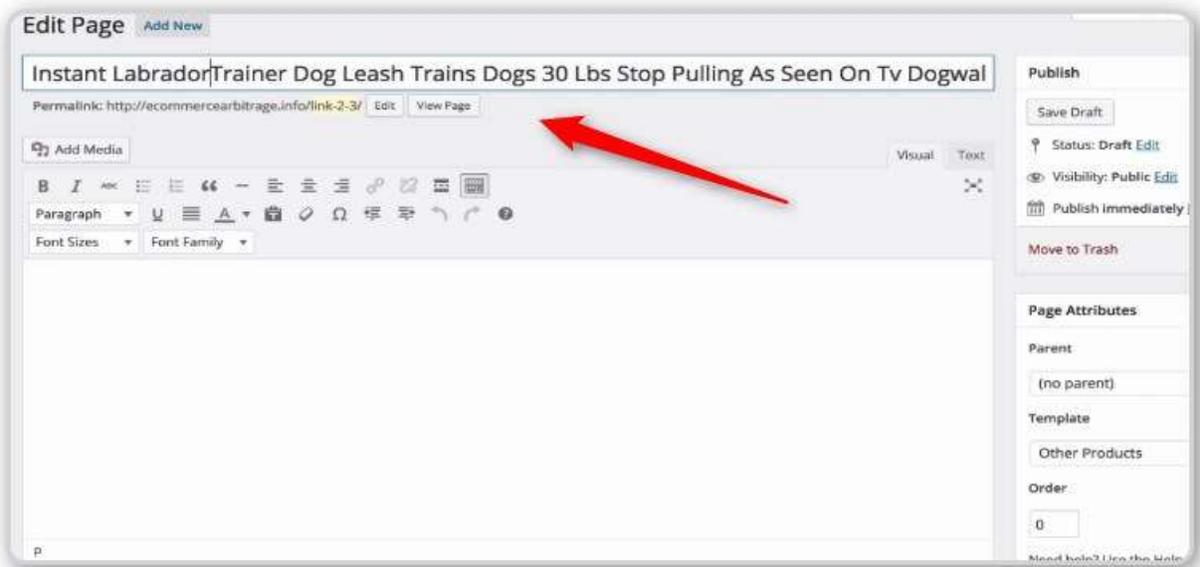
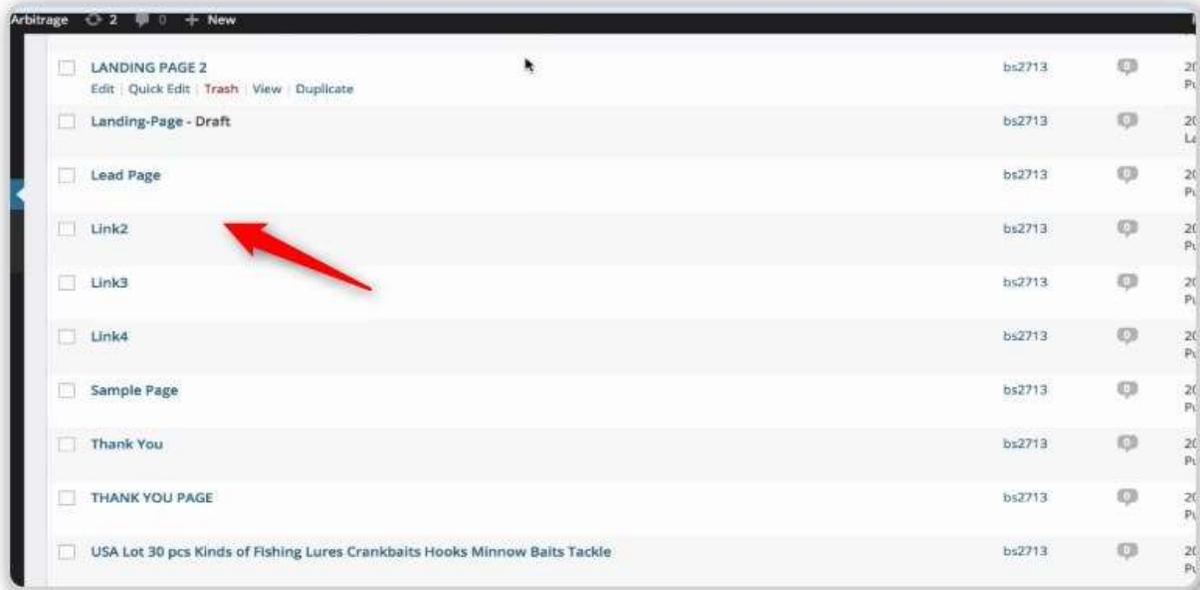
**An Email List Is One Of Your BIGGEST ASSETS. Start collecting those email addresses from the beginning.**

## STEP 4 – Create a Sales Page on Your Website - Details

Go into WordPress (Product Pages Theme)

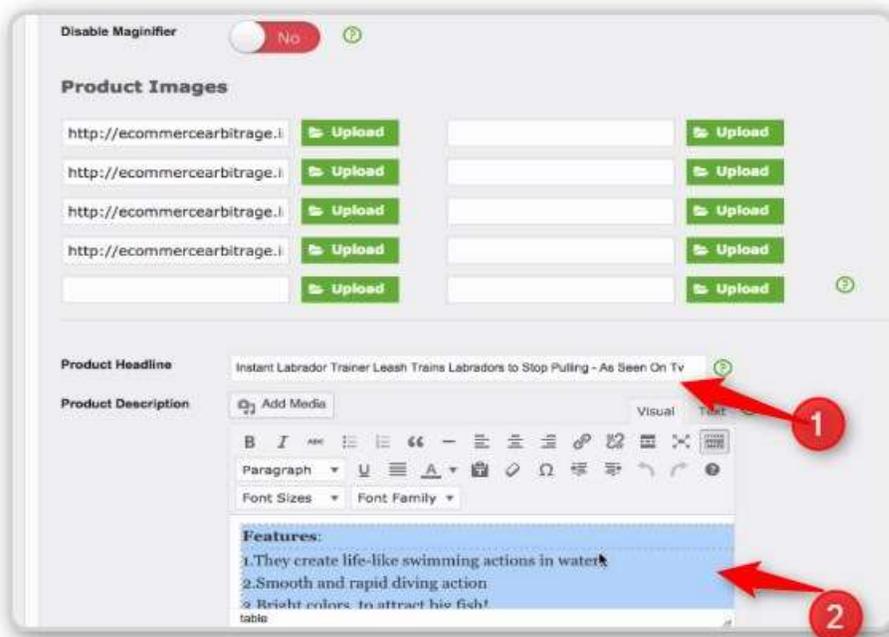
Click on Pages

Clone an existing Ad



Take the Title for Your Product, Replace the Existing Title and Then Modify it to be specific to the Niche you are targeting. In this case he is adding the word Labrador.

NOTE: Make sure the title has a keyword or phrase that you can use to identify this page when you go to create a Custom Audience of people who visited this page.



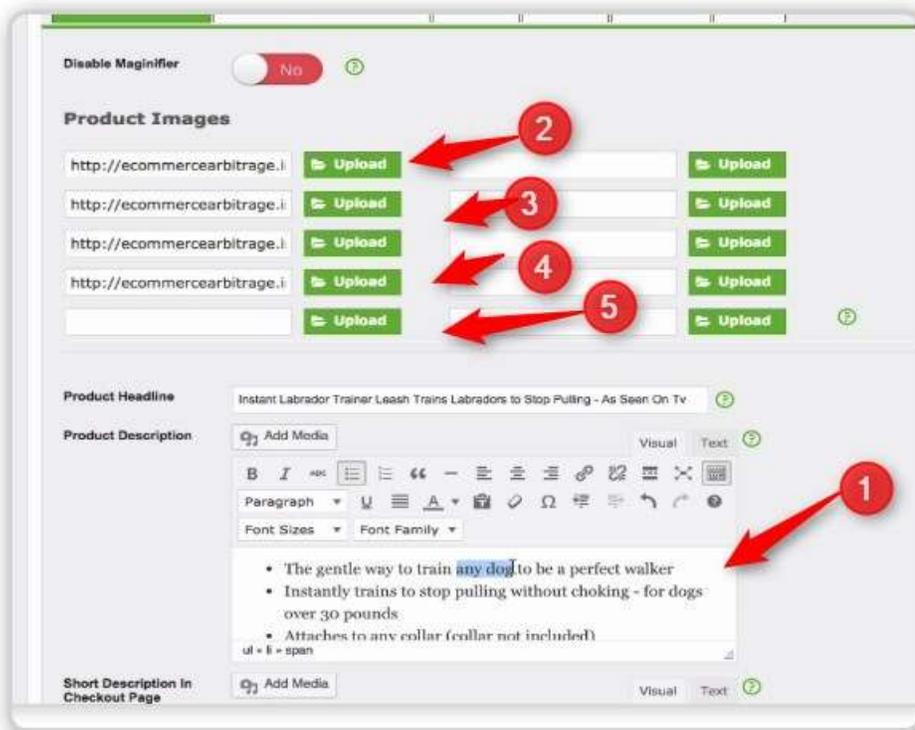
#1 - Copy/Paste the title into this spot

#2 – Delete the existing bullet points/description



Go to someplace like Amazon and copy their bullet points.

Paste them into your Website and modify to target your niche (like Labrador Retrievers)



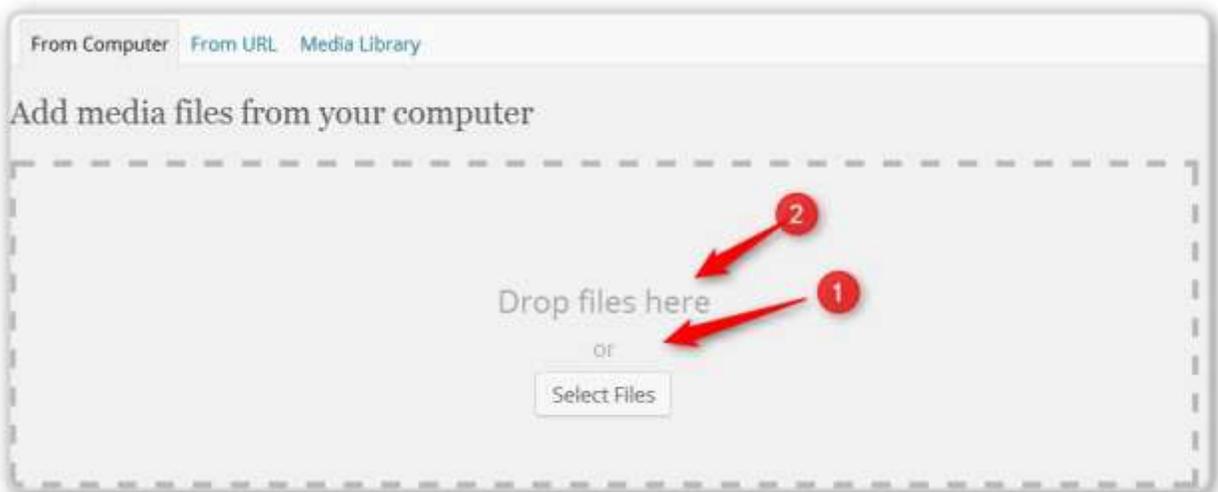
#1 – Paste the bullet points you got from Amazon. Modify to target your niche.

#2 – Delete these pictures. Download the images from your source or other people selling the same product. Then upload them here.



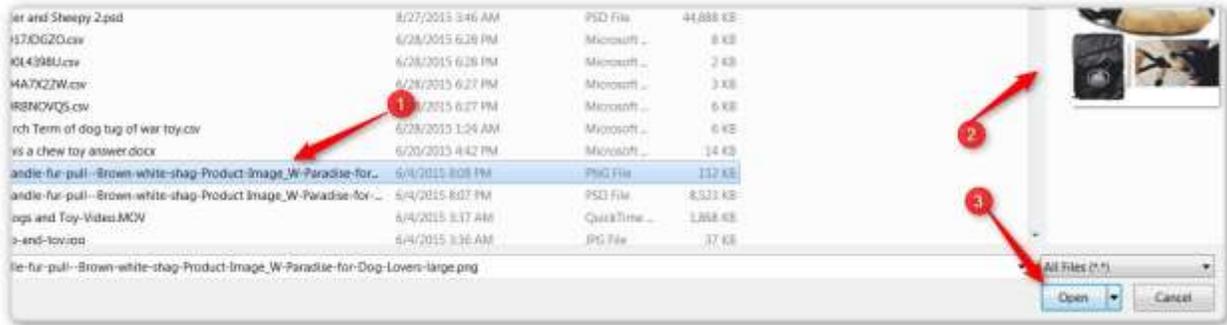
#1 – Erase any existing image URL

#2 – Click on the Upload button



#1 – You can either click the button or

#2 – If you have the images in a Windows Explorer Screen you can drag them anywhere in the dotted line box.

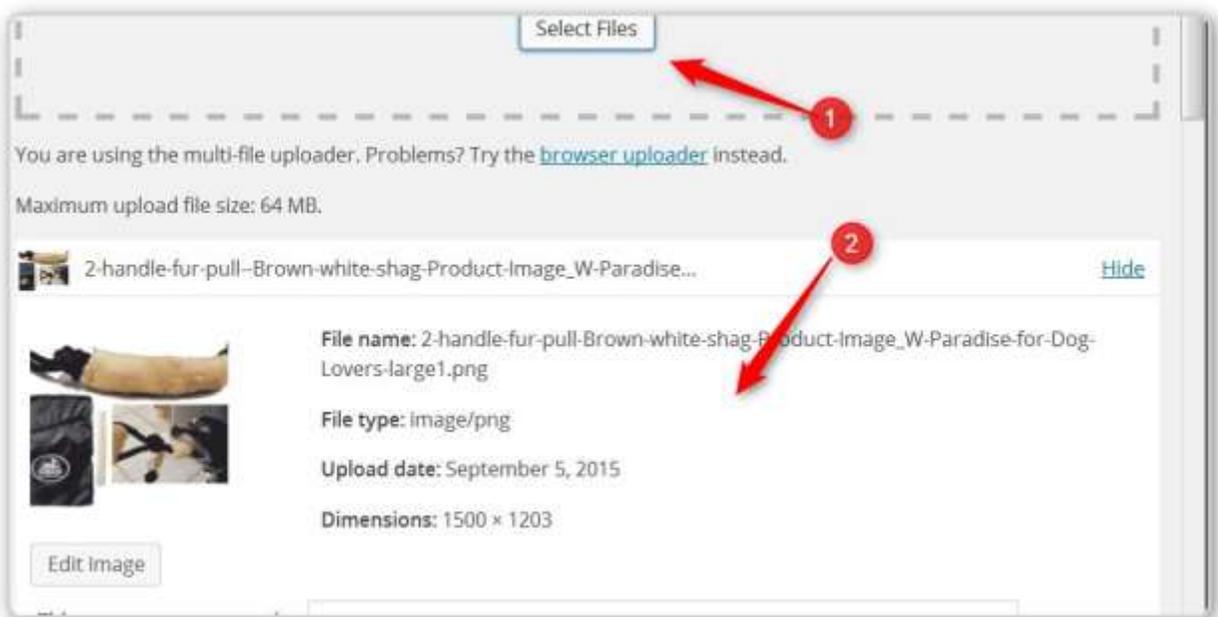


#1 – Find the file you downloaded from eBay or Amazon

#2 – This is what the image looks like

#3 – Click the Open Button

This will appear right below the dotted line box. If you highlighted several images you will see several images here.



#1 – The Dotted Line Box

#2 – Information about the first image

Scroll Down and you will see “Insert Into Post” - Click that

Link URL

*Enter a link URL or click above for presets.*

Alignment  None  Left  Center  Right

Size  Thumbnail (150 × 150)  
 Medium (300 × 241)  
 Large (1024 × 821)  
 Full Size (1500 × 1203)

Exclude from slider  Yes

Set as main  Yes

[Delete](#)

Click the Insert Into Post Button

Now you see the URL for the image is inserted into the text box.

If you have already uploaded the image earlier, click one of the Upload buttons.



#1 - Click the “Media Library”. You will see a list of images like you see here.

#2 – Click the SHOW link beside the one you want

#3 – Not Shown the screen with the “Insert Into Post” button appears, jst like it did when you uploaded the image. Click on that Link and it will be inserted into the textbox beside the Green Upload Button you pressed.

**We have Updated the Images – Let’s Go Down the Page**

Deal Expiry Text	This Deal Expires on:	<input type="text" value="2015-04-16 23:19"/>	
Deal Expiry Date		<input type="text" value="2015-04-16 23:19"/>	
Deal Expiry Redirect URL		<input type="text"/>	
Stock Warning Text		<input type="text" value="WARNING: LOW IN STOCK"/>	
Stock Warning Bar		<input type="text" value="Hide"/>	
Product Price		<input type="text" value="9.99"/>	
Shipping Price		<input type="text" value="4.99"/>	
Buy Button Text		<input type="text" value="BUY IT NOW"/>	
Buy Button Color		<input type="text"/>	
Buy Button Border		<input type="text"/>	

#1 – Set the date that the timer runs out

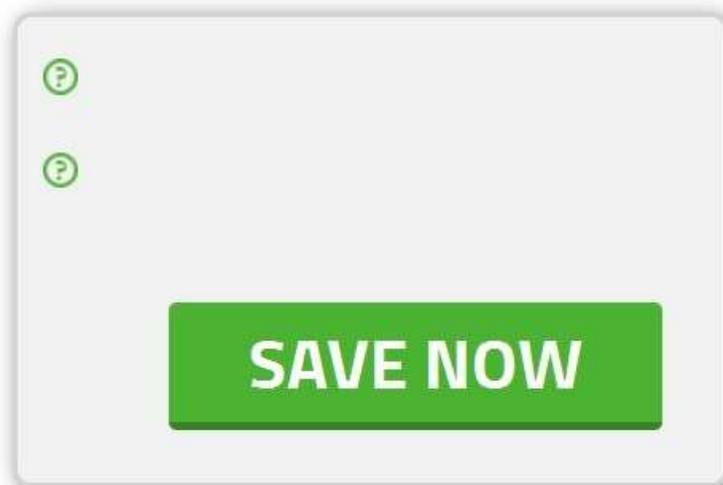
#2 – instead of saying “Warning 10 of 100 left”, you can say “WARNING! Low in Stock”

#3 – turn off progress bar

#4 - Enter Price

#5 – Enter Shipping

If it is there you can take away the Custom PayPal button since this product doesn't have any variations (sizes)



## CLICK THE SAVE NOW BUTTON

After the page has updated, go to the top and click on the View the Page button.

Adjust as needed (It WILL be needed!)

Here is our image

The image shows a product listing for 'Instant Labrador Trainer Leash'. The title is 'Instant Labrador Trainer Leash Trains Labradors to Stop Pulling - As Seen On Tv'. Below the title are social media sharing buttons for Facebook, Twitter, and Pinterest. A list of bullet points describes the product's benefits. A countdown timer shows the deal expires on '06' '20' '17' '59'. The price is '\$9.99'. A large green 'BUY IT NOW' button is prominent, with a 'WARNING: LOW IN STOCK' message below it. A 'Before' and 'After' photo shows a dog being trained. At the bottom, there are three small thumbnail images. Red callout boxes with numbers 1 through 8 point to various elements: 1 points to the title, 2 to the bullet points, 3 to the 'This Deal Expires on:' text, 4 to the countdown timer, 5 to the price, 6 to the 'BUY IT NOW' button, 7 to the 'WARNING: LOW IN STOCK' text, and 8 to the bottom thumbnails.

#1 – This was the title we edited

#2 – The bullet points we took from Amazon and edited

#3 – The message about the “deal expiring”

#4 – The date the deal expires

#5 – The price we entered (They won't see the shipping charge until they get to the Checkout page)

#6 - The standard button with “Buy It Now” – you could have changed these words.

#7 – The “WARNING LOW IN STOCK” that was changed from “10 of 100 left” and the progress bar below that message is gone

#8 – The images we uploaded.

When you View the Page – copy the URL at the top of your browser. This is where potential customers need to end up when they click on any of your ads.

ASIDE \*\*\*\*\*

I use a plugin called Pretty Link. This adds an extra step, but it does give me a count of how many people clicked on the link. A Pretty Link is a short link (e.g. MyWebSite.com/prod-fb1) People you click on this link are redirected to the actual page on you website (e.g. MyWebSite.com/Training-Dog-Leash). If you want to you can use the Google Link shortener to send people to the Pretty Link.

Note: It is my understanding that Facebook does NOT like shortened links in posts and they reduce the reach for these posts.

I can also have multiple Pretty Links pointing to the same page. There can be one for my Facebook ad, another for a different Facebook Ad, one for a Google ad, etc. etc.

END ASIDE \*\*\*\*\*

ASIDE \*\*\*\*\*

I believe you should create a system for yourself early on where you keep information about you different ads. For example I use Evernotes and create one new note for each product. Then I have a folder where all the images for that product are stored. You can use a Word Document in that folder if you want to store links and notes. Regardless of how you do it, you need to do it!

END ASIDE \*\*\*\*\*

NOTE - I would add a list to AWeber and link that list to this page (Header called LEADS) I’ve written a whole page of this.

NOTE: There is a place for conversion tracking pixel. I'm not sure why it is here since conversion tracking is using done at the end of checkout.

## STEP 6 - Create a Facebook Post Ad Pointing to this Page - Details



#1 – Upload the image for your ad. Make it the same or very close to the same as the main image on the sales page in your website. When people arrive at your site you want them to know that they have arrived at the right place.

#2 – Enter your sales text

#3 – Enter a link to your page (or to a Pretty Link that will send them to your page)

# Transcript

## Case Study: Reverse Engineering The Whole Process

All right and welcome to the final video of this module where we're going to put it all together and almost reverse engineer the whole process.

Now remember when we started we had absolutely no idea.

We simply went over to what Watch Count website and found a product that seemed to be somewhat popular with almost two and a half thousand watchers, over nine thousand sales a low price meaning a low price entry to the customer, they don't have to make a huge decision on think too long whether they can afford it or not, even if we double this price of \$4.99 and essentially that started a whole process.

So what I want to do now is go back to that process of creating a website and walk through the process of literally putting this together and then going over the whole aspect of how we put this whole thing together, once we do have a product. Now remember when we were looking at this product we essentially wanted to make sure that you know there's a lot of them available that this is a product that's being shipped from the U.S. that you know this is being sold all the time. Now this is a product, now that we're putting taking a step further that this is a product that can be kind of almost segregated into different parts where we don't have to you know target a broad audience like Dog owners or dog lovers but we're basically we can segment this whole large audience of dog owners and lovers into the owners of specific breeds that are obviously as we found over you know the breeds that are over thirty pounds for dogs that are over thirty pounds which happen to be a lot of dogs actually and some of the most popular dogs in USA luckily fit that criteria. So we thought about all that process. Everything seemed to go well and matched the criteria that we're looking for and now we need to essentially build the page so that we can drive traffic to it using Facebook.

So if you remember we had that fishing page or fishing lures page before which looked like this, we used that with previous modules to go over these details but we're going to do now simply just like before duplicate it and we're going to create a page for Labradors by putting the title and modifying that title just like we spoke a couple videos ago because when we generate the traffic to this page we want the people who come here to really think that they're in the proper place. So instant Labrador trainer leash, trains Labradors to stop pulling As Seen on T.V. let's take this away and you can even put a dash here and there's your title. So now instead of dogs we said Labradors and instead of Labradors it could be poodles or bull dogs or pit bulls or any other breeds that we're trying to essentially target because that will make it that much better for the prospect and they feel much more comfortable, yes we're in the right place this perfect this is exactly what I need this is for my dog and that's exactly why we're going to be changing it every single breed. So this title also of course goes here and then as far as futures are concerned we're going to delete every thing we have here and we're going to go to something like Amazon where this is being sold and we're going to literally take this description which is obviously perfect and place it right over here, gentle way to train your Labrador, actually train a Labrador retriever to be a perfect walker. Instantly trains to stop pulling without choking for Labradors attached to any color color not included six foot leash, vet and trainer approved as seen on T.V. All right perfect. That's it, that's all need.

Now we just take this title again, take this and place it here. We're good. Now we just basically say maybe not ten left but twenty five left or better yet you know what warning low in stock. That's it, now we don't have to explain anything we can just hide this bar all together low in stock. Now the original price is \$4.99 you might make it \$9.99 and \$2.99 shipping and handling. Now we're selling it for almost thirteen dollars right so we're basically making eight dollars profit which is pretty fantastic considering the other guy selling something like a hundred of them a day. So we're only looking to potentially sell eight. Now that doesn't mean we don't want to sell a hundred but that's just one breed again with one

simple product but you know you do this for two breeds and three breeds and so on and you get the picture we spoke about before it's really really amazing. So we take away the PayPal button because we don't have any size, so we simply need pictures. So let's go back to that Amazon. We have that picture, let's grab this picture. What I'm going to do is pause grab some pictures and then come back with these pictures posted already on the page. It's pretty simple I'll show you how to do it. I just don't want to bore you while I'm saving the images so I'll be right back. Right now all we're going to do is upload those pictures, I'm going to delete what we had here before and I'm going to upload the new pictures. I'm going to use this as the main picture. All right. So I simply upload the images right here I haven't uploaded them yet. I just simply added them right here and I'm just going to say save now and in just a few seconds we're going to have a page completely ready with our Labrador targeted product title and description. And there you go. We basically have a page as it said you know with a title that we put. We have the perfect picture in plastic and everything we have the separate pictures the before and after image which is great. We have the Labrador pointed out essentially this is again once again for them the price of only \$9.99 but when they click of course the shipping is added \$2.99 so it becomes \$12.98. Once they check out it goes to PayPal it can have your brand on it as we covered before but in just a matter of minutes we have this page. Now that we have this page, that means we also have the link. So when we go to Facebook and essentially create, let's go to our page, create that post instead of you know that text that we put there, we can create a new post and just copy paste. And if you don't want to show

your whole website you can simply go to Google shortener by typing in Google shortener and go to the first link and simply paste your website click I'm not a robot, click on select the coffee image. All right there you go, so we shortened the U.R.L. we grab this short URL then we place it inside of posts and we delete this and we basically, we could just say it here, get it here, there we go. Now we could just delete this text and all we have is the text right here so we need to upload that photo and I believe that was it and now we have the ad with the proper link, we have the image and we can just post this image and once we post this image we're going back to the ad where we're basically using the tools that we've covered to generate the proper targeting. And once that proper targeting is set people are going to come to essentially this post start liking commenting sharing talking about it clicking on this link and ending up on this website and essentially some of them will actually buy and all you have to do is watch your spending and come here to this theme of yours and essentially watch the cart orders fill up your website. And that means that the payments have been made to PayPal and that means you've made a profit on every sale and all you have to do is make sure that your ads are generating sales while basically spending less money than of course the actual sale gives you. So as long as that's the case you are profitable and that is how you essentially reverse engineer the whole process. You find the product and then you work backwards from having the page set up to basically looking for the obviously for the picture for the title and then if you remember once we have the product before we actually ended up going to the Facebook ad we went and did a little bit of research into what is a popular dog breed right so popular dog breeds because this was a dog product

we went and looked for popular dog breeds. When we saw the popular dog breeds we knew who we were going to be targeting. When we knew who were going to be targeting was above thirty pounds, we started going into the targeting area of Facebook and looking for those keywords right. So that is essentially the process that you would use for any product in any niche. You would do a little research including things like Amazon as to what the market is paying for this product including you know how we can split this general idea of a dog or any products into breeds, into basically different parts where we can break apart and start using it as smaller pieces and sell those smaller pieces or targeting the sub-niches and the sub-cultures off the general dog owners culture. That was not only going to allow you to scale but it's also going to allow you to target much better which is why when we look for a product we look for a product that will allow us to do that. And if you remember when we covered sunglasses we didn't want just sunglasses we wanted sunglasses that the I believe skiers wore or somebody who is much more segregated than the general person who wear sunglasses. If we go and type that key word again in the watch count we'll find the cycling it was the cyclers who we were giving examples with. You could also obviously sell sunglasses for skiers or any other products where you basically splinter off into a subgroup of that product and that's going to help you a ton with the targeting. So as long as the product is hot and it fits the criteria of dogs or sunglasses or any other product maybe it's a sports product right. So if we take a

sports product for example and we find, go to eBay and write NFL. We're going to find a ton of products for the football fans and if we happen to like this product or this product and we're selling it only to one single team we're not going to sell it to t

he football fans

we're going to sell it to New York Giants we're going to sell it to Baltimore Ravens, we're going to sell it

to one single team first and if we see that this product is being basically sold at a profit after the ads to

one team guess what

we're going to find another team and another team and another team and before

you know it you have one product from one seller that allows you to sell to so many different sub

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groups whether it's breeds, whether it's cyclists or you know any other sport wh

ether it's different

sports teams. Basically you are you able to not only target better but you're also able to scale better

with only one product and that my friends is the secret of the E

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commerce Arbitrage. This is how you give yourself an opportunity t

o grow fast with only a single product. What if you were able to do that with many different products in any niche, right so after you found that people love to the dog leash,

you found another dog product that will be able to be splintered off to differen

t breeds and not only

offer it again to the same people because you have their emails because they come and become your

customer so they give you all their information but you can also do this again and again and again.

And in additional modules in the fu

ture modules, I'll show you how we can basically pixelize or cookie or

put a tracking device if you will for the lack of a better word to every person that comes to your page

whether they buy it or not and once you have that special audience of people separated those who did buy versus those who didn't, you can retarget them either with a different product or those bought one product you can start offering them a different product. And all of a sudden your business starts to escalate and grow at such a speed that you are thinking well I'm in the middle of a full business and I started with only looking for passive income. That's how powerful this. That's essentially what happened to us and led us to where we are today which is running a multimillion dollar business. It all started with this process and that's how simple it is guys. There's nothing complex or difficult. It's very straightforward, it's very simple. It's so simple that a lot of people may not even believe the power of this thing. But that's exactly what we did and that's exactly what I'm sharing with you and this is no more complex than what you're seeing. So this has been a very exciting module I hope you are excited about this whole E

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commerce Arbitrage business as much as I am. The next module we're going to go further and deeper into Facebook and explore all kinds of ways you can optimize, you can retarget and you can do so many more things to grow your business exponentially and this is all still a drop shipping business. We haven't even touched the modules where you grow your business into something much bigger and a brand related where you can have central brand in many different products. Even white listed products that carry your brand on them and much much more. This is simple drop shipping that allows you to do this business from anywhere in the world and allows you

not to carry inventory. So wait till we get to the other stuff which takes your whole business to a stratosphere. So I'll see you in the next module where we're going to take a completely different look into Facebook ads optimization, targeting and many more interesting things. I'll see you there.

