



ZERO TO \$616,120

PER YEAR IN 26 DAYS

「
THE SECRET 7 STEP
FORMULA
REVEALED
」

By Aidan Booth and Steven Clayton

How We Got To An 'Earning-Rate' Of \$616,120/Year In 26 Days With One Simple Website Using A 7-Step Formula

Hi, and THANKS for signing up to get this case study!

Before reading one more line of this report, register to JOIN US on a LIVE Training Workshop where we walk you through this breakthrough system from start to finish and **SHOW YOU a website that has a run-rate of \$616,120/year!**

We have THREE special training calls happening on the 4th of April, at 2pm ET, 7pm ET, and another at 9pm ET!

Register for one of the workshops here:

<http://www.100kfactory.com/training>

Note: The webinar software we use limits us to just 1,000 workshop attendees. Each training call WILL be full to capacity, so make sure you log on to the call 20 minutes early to avoid being locked out!

I hope you've signed up, we're only running three of these live workshops, you will NOT want to miss out!

Let's now get down to business!

This System Is Different To Anything You've Seen Before.

Chances are that you recognize the '100 Factory' brand, perhaps you are even a member of the 100k Factory program we launched in 2015.

Before you read one more line of this case study, it's important that you understand that everything you're going to see and learn in the next few pages is based on a completely different system to what was used in 2015.

The new method we'll share in this case study has allowed us (and our test students) to get results FASTER and more EASILY than ever before. The most exciting part though is that it's more PREDICTABLE and more SCALEBLE than anything we've seen or done before.

This Report ONLY Covers Phase #1

To ensure we don't overwhelm you, in this case study we'll just be giving you an overview of Phase #1 of the system.

You'll find out more about Phase #2 and Phase #3 in the live training workshops.

Before we get down to business, we want to tell you a little more about our background and who we are...

If you don't know us already, I'm Aidan Booth and my business partner is Steven Clayton.

Steven has been an online marketer since leaving his corporate job back in 2003. Steve quickly saw success using Google PPC as an affiliate marketer and it decided right away that he wanted to grow his online business into something much bigger, to take it from a 'hobby' to a business that would support his family as well as the lifestyle he wanted to live.



By 2006, Steven had built an incredibly successful 6 figure affiliate businesses, and had also expanded (in a big way) to eCommerce, specifically drop-shipping.



For me (Aidan), I had the same dream as Steve, but for different reasons.

I started with the idea of building a "small income stream" that'd allow me to be geographically free, totally location independent.

I met my wife on a ski trip in Lake Tahoe back in 2003. We were both 20 years old at the time, working the winter season at Squaw Valley, California. When winter

ended, I went back to New Zealand where I was part-way through University, and Carolina returned to her home in Buenos Aires, Argentina.

It became crystal clear to me that I'd never be able to be completely free if I was tied down to a day job in New Zealand, so I set about finding another way to make money so that I could shift to Argentina to be with Carolina.

After a couple of years of struggling online, I finally got to the point where I could quit my day-job in New Zealand, and I got a one-way ticket to Argentina. I had an online income and was officially free to live anywhere in the world.

Over the past decade our businesses have grown tremendously. Steve and I met in 2010, and became official business partners in 2013. We now have a team of over 35 full-time employees who are based in the USA, the UK, Pakistan and China.

Today we're sharing an incredibly exciting new system with you. It's something we've rigorously tested ourselves, and we've even put a group of test-students through the system to help us refine and perfect it.

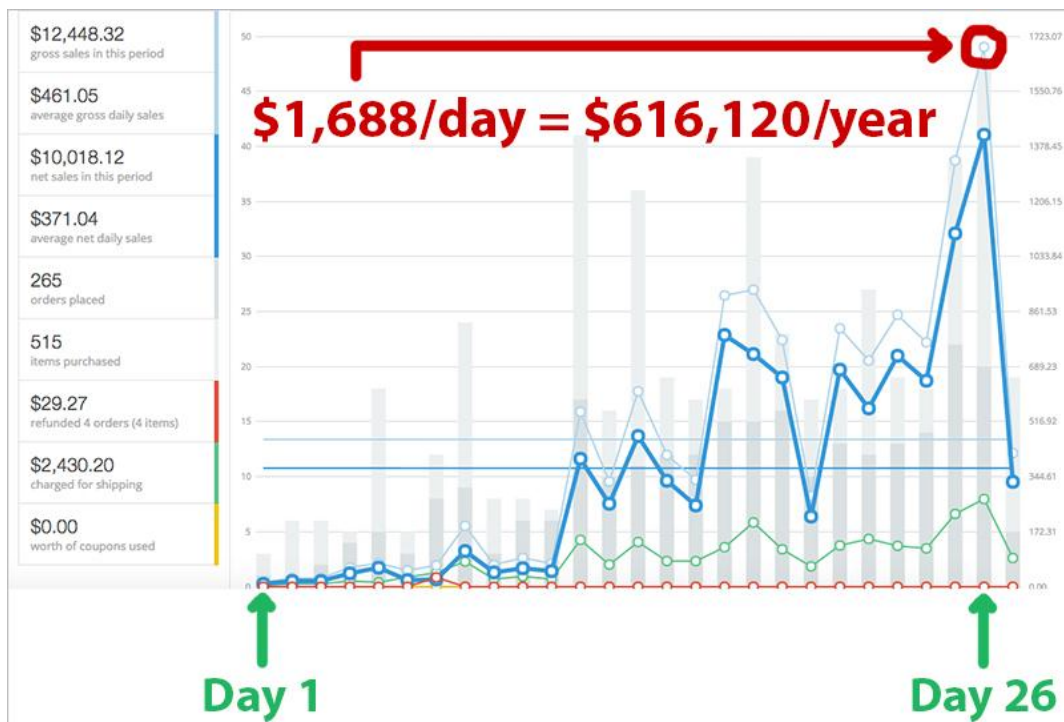
The results we (and our students) have achieved have been absolutely mind-blowing.

This is without doubt one of the most exciting opportunities we've ever seen online, and today you're getting an inside look at the system... how we built a new website and took it to a run-rate of over \$600,000/year in just 26 days.

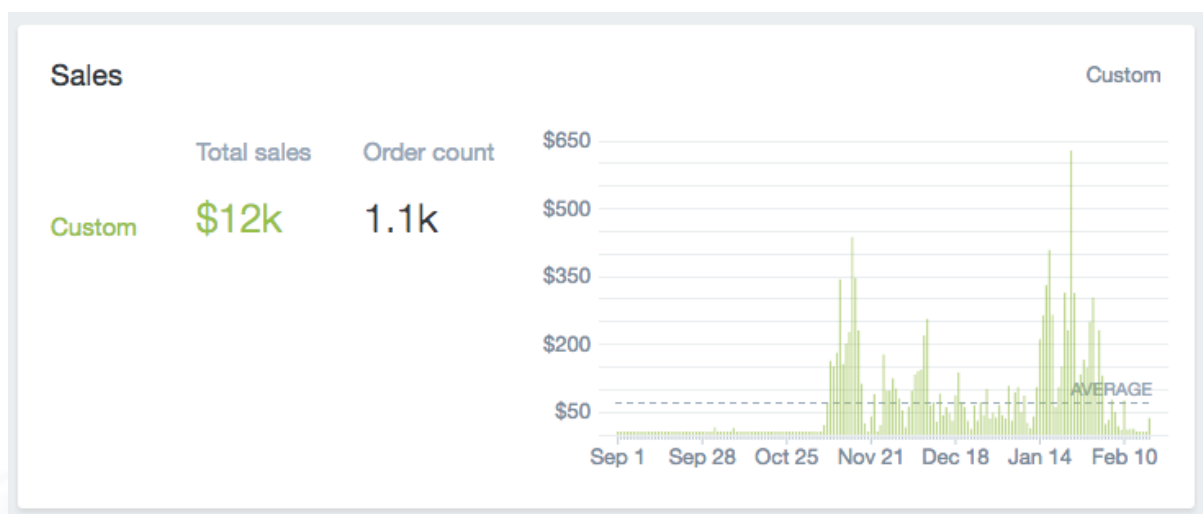
The Incredible Earning Potential Of Our 7-Step System (Phase #1)

To give you an idea of what's possible here, we've taken a few screenshots to show the kind of rapid-fire income you can get when you start using this system, and also some screenshots to show you the mind boggling traffic you can almost instantly inject into your website, AND the type of audiences you can grow on Facebook.

This is just a brief snap-shot of what's possible using this system:



The screenshot above shows how a brand new website went from \$0, to earning \$1,688 in a single day (**a yearly 'run-rate' of over \$600,000**) in just 26 days. It also shows how this brand new website made \$12,448.32 in sales in the first 26 days...



Above are results from another one of our websites. As you can see, this one has also done over \$12,000 in sales and has processed over 1,100 orders between early November 2015 and mid February 2016 (this all happens on complete auto-pilot... more on that later)

Transaction Results (1 - 32) for PERFBUS CHK (...6387)					Next →
All Credits		Show	View checks by check number Search Transactions		
Date	Type	Description	Debit	Credit	
Pending	ACH Credit	TAC PAYPAL TRANSFER PPD		\$3,800.00	
03/09/2016	ACH Credit	PAYPAL TRANSFER PPD ID: PAYPALSD11		\$1,600.00	
03/07/2016	ACH Credit	PAYPAL TRANSFER PPD ID: PAYPALSD11		\$2,000.00	
03/07/2016	ACH Credit	PAYPAL TRANSFER PPD ID: PAYPALSD11		\$1,900.00	
03/07/2016	ACH Credit	PAYPAL TRANSFER PPD ID: PAYPALSD11		\$1,400.00	
03/02/2016	ACH Credit	PAYPAL TRANSFER PPD ID: PAYPALSD11		\$1,750.00	
03/01/2016	ACH Credit	PAYPAL TRANSFER PPD ID: PAYPALSD11		\$3,100.00	
02/29/2016	ACH Credit	PAYPAL TRANSFER PPD ID: PAYPALSD11		\$1,500.00	
02/26/2016	ACH Credit	PAYPAL TRANSFER PPD ID: PAYPALSD11		\$2,000.00	
02/24/2016	ACH Credit	PAYPAL TRANSFER PPD ID: PAYPALSD11		\$4,025.39	

The above screenshot shows bank transfers rolling into a bank account every few days from PayPal, **\$23,075.39 in 15 days to be precise** (between the 24th of February 2016 and the 11th of March 2016). This is a direct result of implementing the new system.



Above you can see results between March 1st and March 14th from another website. This one averages daily sales of \$1056.27, that's **\$385,538.55** over the course of a year! You can also see that there have been 215 orders places in 14 days, that's an average of 15 orders each day... they just keep rolling in like clockwork.



Above is one of our **students screenshots** showing results over the last 30 days (screenshot was taken on March 15th), as you can see, this student has pulled in **\$29,496.76 in 30 days**, a yearly run-rate of OVER \$358,000...

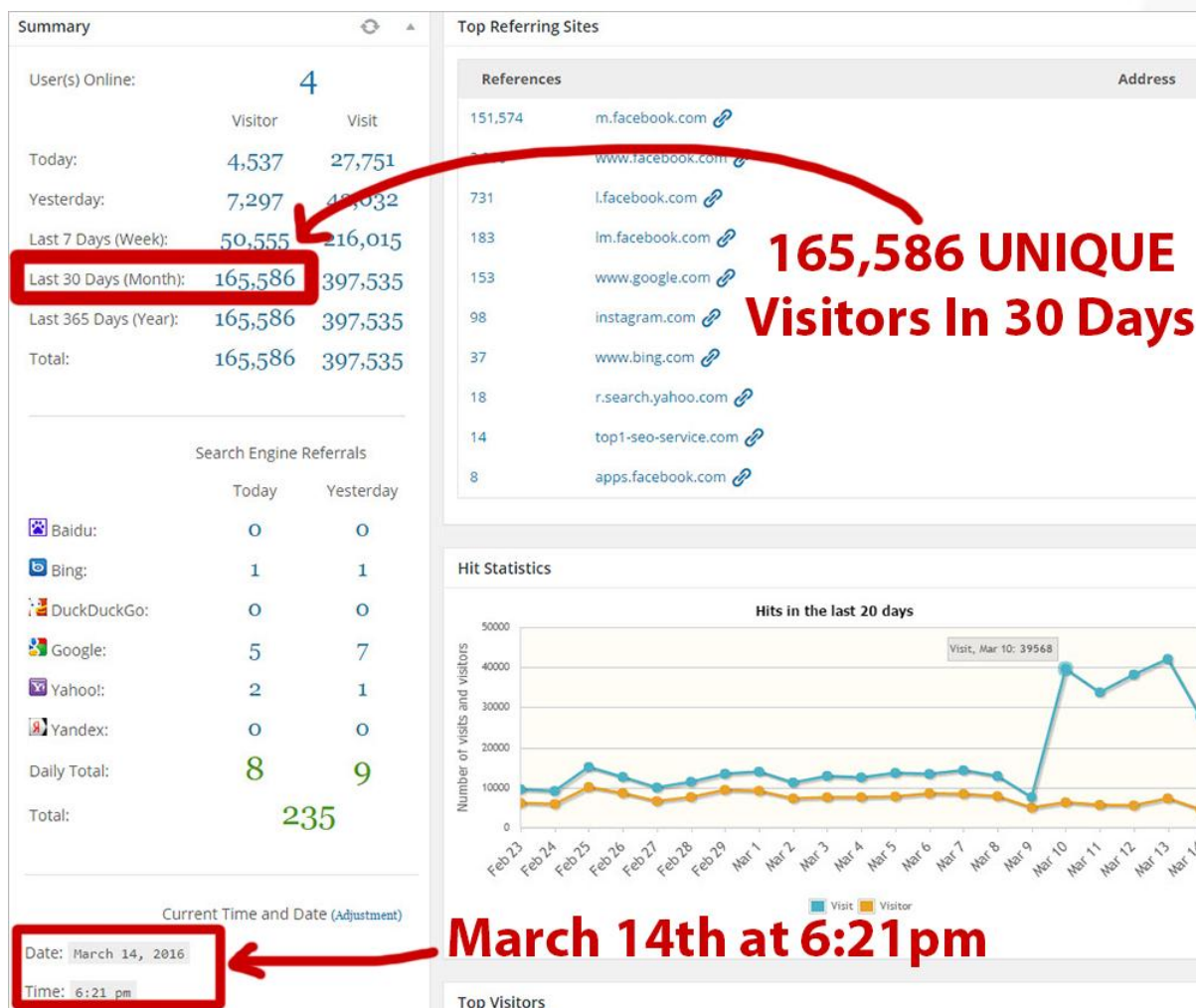
Jaw-Dropping Traffic...

Anytime we launch a new website, we can inject traffic into it almost instantly. Take a look at this screenshot:

Summary		
User(s) Online:	1	
	Visitor	Visit
Today:	2,839	4,287
Yesterday:	7,622	11,425
Last 7 Days (Week):	53,574	81,889
Last 30 Days (Month):	60,576	94,754

Here you can see an avalanche of traffic... 53,574 UNIQUE visitors to a website in just 7 days (and 7,622 JUST on the day before we took the screenshot).

The following screenshot is even more impressive:



This screenshot (above) shows the amount of traffic driven to a BRAND NEW website in the past 30 days. As you can see, we sent 165,586 unique visitors (different people) to the site, and they visited a total of 397,535 pages... again, just to emphasize, this is on a BRAND NEW website which is less than a month old (you can also see the timestamp on the image above... 6:21pm on March 14th).

IMPORTANT: Paid Facebook ads are ONE strategy we use to ignite the system. While it's not an absolute requirement, micro-budgets of just \$1 - \$4/day can be a great way to rapidly *fuel the fire* and set the wheels in motion.

Incredible Tracking & Optimization...

This is one of the things that many people have struggled with in the past... getting good useable information about what traffic actually makes you money, and what doesn't.

Thankfully, we can now easily identify the most lucrative pockets of traffic with **PINPOINT ACCURACY**...

Mobile		Right Column
2,130	Clicks	915
2.031%	Click through	0.493%
\$0.128	Cost per click	\$0.185
2,354	Conversions	1,459
110.516%	Conversion rate	159.454%
\$0.116	🏆 Cost per conversion	\$0.116
\$2.602	Cost per 1k imp.	\$0.914
104,890	Impressions	185,532
\$272.92	Spent	\$169.66
\$799.75	Main Revenue	\$1,005.15
\$799.75	Total Revenue	\$1,005.15
2.93	Return on Investment	5.92

The above image shows results from a test where we compared traffic sent from Facebook. The left hand column is traffic from Mobile devices, and the right hand column shows stats from the 'right column' ad space inside Facebook on non-mobile devices.

As you can see in the example above, BOTH ad positions work incredible well. The Mobile traffic is giving us a 293% return on investment (we spent \$272.92 and made \$799.75), while the Right Column ad position has given us a 592% ROI (we spent \$169.66 and made \$1,005.15).

IMPORTANT: Whenever we use 'paid ads', we start with micro-budgets of between \$1 - \$4/day. We're able to quickly see what works (like shown in the screenshot above), and then systematically scale up!

In the next image we'll show you, you can see an how you're able to 'drill down' and analyze **results from specific age brackets**.

As you can see below, the revenue generated by some age groups is much better than others. For example, we spent \$136.43 on the 35 – 44 age bracket and made \$1250.42 in revenue. Compare that to the 55 – 64 age bracket where we spent \$136.22, and made \$693.17 in sales. Both age brackets are performing INCREDIBLY well, but the 35 – 44 age bracket gives us almost TWICE the ROI as the 55 – 64 bracket (and the 45 – 54 bracket is similar).

NAME	IMPR.	CLICK	SPENT	CONV	MAIN REV.	TOT. REV.	CTR	CPM	CPC	CPA	CV RATE
2 - 45-54 Duration: 2/16/16 - Budget: \$25.00 / daily View target (950,000 people) Show ads	47,950	562	\$135.49	15	\$1,018.76	\$1,018.76	1.172%	\$2.826	\$0.241	\$9.033	2.669%
3 - 55-64 Duration: 2/16/16 - Budget: \$25.00 / daily View target (320,000 people) Show ads	36,365	388	\$136.22	10	\$693.17	\$693.17	1.067%	\$3.746	\$0.351	\$13.622	2.577%
1 - 35-44 Duration: 2/16/16 - Budget: \$25.00 / daily View target (1,800,000 people)	69,475	755	\$136.43	19	\$1,250.42	\$1,250.42	1.087%	\$1.964	\$0.181	\$7.181	2.517%

NOTE: In the image above you can also see that we're spending \$25/day on each of these age brackets. We would NEVER recommend you start with that kind of budget, these campaigns have been ramped up because of how well they're performing. To begin with you'd only spend \$1 - \$4 per day on each ad.

The screenshot below shows how we can see the **performance of our ads for men vs. women**. In this example, the Female group is much more lucrative, earning us \$277.18 for \$117.52 spent (a ROI of 135%). The men on the other hand were slightly negatively geared, earning us \$119.60 for \$150.31 spent.

Gender	CTR	CPC	CLICK	IMPR.	SPENT	CONV	CONV - CPA	CONV - CV RATE	CONV - MAIN REV.
Female	0.504 %	0.955 \$	123	24,395	117.52 \$	11	10.684 \$	8.943 %	277.18 \$
Male	0.579 %	0.849 \$	177	30,590	150.31 \$	6	25.052 \$	3.390 %	119.60 \$
Unknown	0.505 %	0.772 \$	6	1,188	4.63 \$	0	0.000 \$	0.000 %	0.00 \$

NOTE: We normally recommend that you 'kill' negatively geared campaigns instantly (after you've spent just a few dollars). We decided to leave this one running longer to see if it would improve, but this is not what we recommend you do when you're getting started.

It gets even better, because you can EVEN test **how your campaigns perform on based on the device being used!** Below you can see how our results vary depending on if someone is using an Android Smartphone, an Android Tablet, an iPhone and so on!

BREAKDOWN		Select your conversion → Purchase (standard)							
Mobile Device ▾	CTR ↕	CPC ↕	CLICK ↕	IMPR. ↕	SPENT ↕	CONV ↕	CONV - CPA ↕	CONV - CV RATE ↕	CONV - MAIN I
Android Smartphone	0.885 %	0.337 \$	3,650	412,256	1,228.97 \$	78	15.756 \$	2.137 %	5,640.84 \$
Android Tablet	6.564 %	0.057 \$	293	4,464	16.71 \$	6	2.785 \$	2.048 %	377.61 \$
iPad	1.320 %	0.245 \$	773	58,546	189.51 \$	20	9.476 \$	2.587 %	1,520.65 \$
iPhone	0.850 %	0.315 \$	2,142	252,000	674.11 \$	50	13.482 \$	2.334 %	3,875.96 \$
iPod	0.916 %	0.165 \$	11	1,201	1.82 \$	0	0.000 \$	0.000 %	0.00 \$
Other	0.958 %	0.389 \$	45	4,695	17.51 \$	3	5.837 \$	6.667 %	188.82 \$

The 'CONV – CPA' column above represents the 'cost per action' of this campaign, which in this case is the amount we need to spend to get a sale. You can see that for iPhone users, we're spending \$13.48 for each sale we make, and in total for iPhone users **we've spent \$674.11 and made \$3,875.96.**

For the Android Smartphone **we spent \$1,228.97, and made \$5,640.84,** with each sale costing us \$15.76.

The tablets (both Android and the iPad) have earned far less than the smartphones, but the costs are MUCH lower. We're paying just \$2.79 to get each sale when targeting the Android tablets, and \$9.48 when targeting the iPad users (significantly less than the smartphones).

And it's not just the age, gender, ad position and device that we're able to test either... you can also test **overlapping and hyper defined audience groups** to see how well they perform.

What's this all about?

Well, Facebook allows you to pinpoint a specific audience, a specific group of people who will see your ad. You could, for example, show your ad to people who 'Like' American Airlines or United Airlines or British Airlines.

If you wanted, you could get even MORE specific by saying that your target audience *must be people who Like either of American Airlines, United, or British AND they must ALSO like either of Lonely Planet or Frommer's or Rough Guides (travel guides).*...

But wait... **it gets EVEN better**, because you can *EXCLUDE* certain audience subsets as well. Below you can see how we specified all the characteristics mentioned above, but also defined that the target audience must NOT include people who like 'Easy Jet' or 'Southwest Airlines'.

And after all this audience customization, we're still left with 530,000 people that meet the criteria JUST in the United States alone...

The image shows the Facebook Audience Definition interface. It is divided into two main sections: 'Detailed Targeting' on the left and 'Audience Definition' on the right.

Detailed Targeting:

- INCLUDE people who match at least ONE of the following** (highlighted in red):
 - Interests > Additional Interests
 - American Airlines
 - British Airways
 - United Airlines
- MUST ALSO match at least ONE of the following** (highlighted in red):
 - Interests > Additional Interests
 - Frommer's
 - Lonely Planet
 - Rough Guides
- EXCLUDE people who match at least ONE of the following** (highlighted in red):
 - Interests > Additional Interests
 - EasyJet
 - southwest airlines

Audience Definition:

- A gauge shows the audience selection is 'fairly broad' (between Specific and Broad).
- Audience Details:** (highlighted in red)
 - Location:
 - United States
 - Age:
 - 18 - 65+
 - Exclude:
 - Interests: southwest airlines or EasyJet
 - People Who Match:
 - Interests: United Airlines, American Airlines or British Airways
 - And Must Also Match:
 - Interests: Lonely Planet, Rough Guides or Frommer's
- Potential Reach: 530,000 people** (highlighted in red)

At the bottom left, there is a link to 'Narrow Further'.

You could then see which of these audiences performs best by honing in on the specific conversion metrics for each group.

INTERESTS			
INTEREST	IMPRESSIONS	CLICK	CTR %
🔍 Ultralight backpacking	7877	167	2.120%
🔍 Trekking pole	2695	42	1.558%
🔍 Black Diamond Equipment	2165	28	1.293%
🔍 Hiking equipment	38234	494	1.292%
🔍 American Hiking Society	13333	135	1.013%
🔍 APO Hiking Society	1384	14	1.012%
🔍 trekking hiking walking	1683	17	1.010%
🔍 Hiking boot	10277	96	0.934%
🔍 Backcountry.com	9037	82	0.907%

You can see how you're able to monitor all this on the image above.

What you're seeing here is just the number of times an ad has been shown (Impressions), the number of Clicks on the ads, and the Click Through Rate (CTR). You can get even more granular and look at **specific earnings for each target interest** as well... what you're seeing above is a simple example that is JUST scraping the surface of what's possible!

The ability to laser focus on a very specific profile means the campaigns you run can be more profitable than ever before, it's absolutely amazing, and incredibly exciting!

We truly are in an online marketing era unlike ANYTHING we've seen in the history of the internet... and as you'll see as you read on, you can cash in on this in a HUGE way in a VERY short space of time.

Don't be intimidated by these screenshots.

The reason we're showing you all these screenshots, is to open your mind to what's possible. It doesn't matter if you don't understand everything we're talking about here... what's important right now is that you can see the enormous opportunity.

We also want it to be crystal clear to you, that regardless of your level of experience or where you live, that these results are achievable to ANYONE, and you can get there by taking small steps as outlined in this report.

As you can see, the system is incredibly effective at **Driving Traffic** and then **Converting Traffic** into buyers.

And it's not just Steve and I who've been able to see such amazing results, we've shared some of our test students results above as well. Our students have been able to replicate our results and see huge paydays for their families.

This is the most rigorously tested, most systematically refined, and without doubt the fastest, easiest and most predictable system we've ever used to build online income streams.

What Makes Our '100K Factory Ultra Edition' System So Powerful?

1. **It allows you to enjoy the best aspects of multiple online business models, without any of the downsides.** For example, you can enjoy the hands-off nature of affiliate marketing and info-products WITHOUT the unpredictability. You can enjoy the benefits of an eCom business WITHOUT buying inventory or needing capital up front (more on this shortly).
2. **You can see results in under 24 hours.** As incredible as this may sound, it's an absolute fact. Turn on the traffic machine, and you can begin to cash in literally overnight.
3. **You can start this 'on the side' without giving up anything in your life.** You can continue to work your day-job and stick to your current daily routine if you want to, because this is a business model that requires very little time to start, and very little ongoing maintenance. As you scale your business, you could have all the time freedom, geographic freedom, and financial freedom you want.
4. **You can scale at lightning fast speeds.** Since you don't need cash up front for inventory or to be investing hours and hours into your business each day, you can scale the system unlike ever before. This is the fastest online business model we've ever used.
5. **It's 100% systematic and predictable.** Every part of the system can be analyzed. What this means is that you can pinpoint issues, and fix them.

Similarly though, you can pinpoint the most lucrative areas of your business and build them to new heights.

6. **It makes saturation and competition 100% irrelevant.** There are a limitless number of ways to use the incredible traffic that we're tapping in to, so market saturation and competition are simply "non-issues" in the foreseeable future.
7. **It's something that will continue to work for many years to come.** This isn't some fancy new loophole... this is an evergreen formula that you can use once, then sit back and enjoy the month-to-month cashflow for YEARS to come.
8. **It's something you can feel good about.** You'll be creating simple but high-quality websites with real audiences of thousands of passionate fans. You can be proud to show this to your friends and family (but if you want to keep this business a secret, that's also fine!).

I hope you're getting excited! Before we take a look at an overview of Phase 1 of the system, make sure you've taken a moment to register for one of our live training workshops:

Register to JOIN US on a LIVE workshops where we walk you through this breakthrough system from start to finish. On the live training call **you'll EVEN see the site which hit a \$616,120/year run rate in 26 days!**

We have THREE special workshops happening on Monday the 4th of April at 2pm ET, 7pm ET, and another at 9pm ET!

Register for one of the calls here:

<http://www.100kfactory.com/training>

If you're intrigued and impressed by the results we've shown you so far, you'll LOVE what we have in store for you in the live trainings!

Note: The webinar software we use limits us to just 1,000 attendees. Each workshop WILL be full to capacity, so make sure you log on to the call 20 minutes early to avoid being locked out!

A quick overview of how PHASE #1 of the '100k Factory Ultra Edition' system works...

Here's a visual representation of Phase #1 of the system:



IMPORTANT: Keep in mind that the diagram above is JUST Phase #1... in Phase #2 and Phase #3 we unleash a number of advanced initiatives designed to take your business to the next level through **AUTOMATION** and **STRATEGIC EXPANSION**.

Let me expand a little more on each of the steps shown in the above diagram...



Step 1. Choose A Product

The first step to building a highly profitable online business using the 100k Factory Ultra Edition system is to choose a product.

You may notice a small difference here to most online business models... for this system, we are NOT looking for a niche initially, all we need to find is ONE winning product. This makes things a LOT easier, as

while there may be 1,000's of different niches to choose from, there are **literally MILLIONS of different products to choose from.**

The product you choose could be a physical product (this is probably the easiest route to begin with) or a digital product (such as an eBook or an info-product). For the purpose of simplicity, in this case study we'll use a physical product example, as these are more familiar to most people, and will make it easier to visualize how the business will work.

We'll give you some examples of the types of products we sell shortly, but first, let's take a closer look at the KIND of product you should be looking to sell, and some of the characteristics that product should have...

Already Selling Somewhere Online

Being the first person to sell something is risky... so we recommend you go with something that's already selling well online. If it's a digital product, then often you can access metrics which indicate sales volume (Gravity in Clickbank, BSR for books on Amazon, etc).

If you're selling a physical product, then Amazon is the best place you can get an indication of demand and sales volume.

IMPORTANT: *You don't need to see the exact same product already selling well, you just need to see that there is demand for the type of product you're selling. For example, if you want to sell a cheese grater, then a positive indicator would be that other people are selling similar cheese graters.*

Facebook Friendly

Since Facebook is such an amazing advertising channel, you should make sure you can actually leverage it!

Avoid adult products that are difficult to advertise on Facebook or that people are embarrassed to buy.

For example, I wouldn't recommend selling adult toys, dating programs, or hemorrhoid cream. Facebook has strict restrictions on dating and adult products and ads about hemorrhoid cream have ZERO chance of becoming a viral hit (because no one will share them)!

NOTE: *You do not NEED a viral hit in order to make money using this method, in fact, quite the contrary. We don't rely on viral campaigns at all, they're just a nice bonus when they happen.*

Established Existing Audience

Make sure there is an established audience who are waiting and HUNGRY to buy the product!

The Facebook 'Audience Insights' tool is a great place to do quick research and will give you everything you need to know. What we normally look for are USA audiences that add up to at least 500,000 people, and at least two brand names that can be targeted.

We'll dive in to more details about how to use Audience Insights in the Live Training Workshops on Monday April 4th. If you haven't reserved your spot yet, do it here: <http://www.100kfactory.com/training>

Marketing Assets

For a physical product, the most important thing you need are photos... not just any photos, you need **high quality photos**. And since you don't want to wait to actually receive a product before you sell it, it's important that photos already exist.

For an affiliate product, you want product images (like a software box or an eBook cover), and it's an added bonus if you've also got pre-made advertising banners to work with or pre-written advertising content (emails etc).

Cost & Margins

It's vital that you've got enough margin built into your product.

If you're going to use a Facebook ad strategy, then you'll most likely need to be able to generate \$7 or more per sale to be able to break even, and pocket some profit. This does NOT mean your product needs to cost you \$7 though... you can often make up the difference in other ways, by charging for shipping or other fees.

If you're selling a physical product, it's beneficial if it can't be found cheaper elsewhere, so it's worth taking a quick look on places like Amazon.com or Ebay.com to see what's already on the market.

Research Techniques

There are 6 different methods/tools/websites we use to actually do our research, we'll discuss these in MUCH greater detail during the live training calls on Monday April 4th. Get registered now if you haven't done so yet:

<http://www.100kfactory.com/training>

Let's take a look at some examples of ACTUAL products that we sell on our websites...

Example #1: Minion Toys (Star Wars Theme)



These little toys sell for between \$12 - \$35, and were a HUGE hit when the recent Star Wars movie was released. We sold literally THOUSANDS of these things in the space of a few weeks!

This is a great example of how you can piggy-back on huge market trends.

Example #2: Hanging Hammock



If minions are at one end of the spectrum in terms of price and target audience, hanging hammocks are more towards the other end!

These hammocks sell for between \$99 - \$200 each, and have proven to be a nice little earner for us (you don't need that many sales each day to be able to make a decent profit with these, as the margins are much higher than on the Minion toys).

Example #3: Massage Ball



Here's a simple product we sell on a site we have in the fitness niche. This sells for between \$12 - \$19, and has a 50% margin on EVERY sale.

NOTE: We hold ZERO inventory for all the products we sell, and we don't need to put any money down up front. We're using physical products as an example here, but the system works equally well when selling digital or info products as well. It makes no difference if you're selling as an affiliate or selling your own products... what determines your success is more about the characteristics of the product, and your ability to laser target a buying audience.

Example #4: Knife Sharpening System



This innovative knife sharpening system sells for between \$59 - \$99. It comes with three sharpening stones and a special support system which makes it easy to sharpen kitchen knives.

This is an idea we stumbled upon that we we're not 100% sure about initially, but testing showed it to be very profitable!

Below are 10 more product ideas that we haven't tested, but that we think would work well (note that we've included some info-products in this list as well!)...



#1. Photography Course (info-product / book / videos)

This is a product we found inside the Clickbank Marketplace (a database of products that can be sold by affiliates). The product is a course about DSLR photography, it sells for \$97, and promoting this as an affiliate, you could make 34% on each sale (about \$30!).

The logical question then becomes... "can you send traffic that converts to sales for LESS than \$30 in cost?"

In most cases the answer will be a resounding YES!



#2. Straw Bale Gardens (info-product / book)

This book sells for \$11.99 on Kindle in the Amazon marketplace. If you were to create your OWN book eBook about straw bale gardens (or some other craft/hobby), you could easily use advanced Facebook targeting (like we showed you earlier in the case study) to drive thousands of passionate gardeners to your book and drive lots of sales as well.

Is \$11.99 the right price?

You'd have to test that out, but chances are that you could break even for MUCH less than \$11.99 by laser-targeting your audience and selling an 'off-the-radar' product like this one...



#3. Wine Aerator (physical product)

Wine aerators are an interesting product because they're dirt cheap to buy wholesale, yet they can be sold for \$10+, giving you lots of room to make a margin (some on Amazon.com even sell for \$25 or more)!

The target market for a wine aerator is also typically someone who can afford to spend a few bucks online

(wine drinkers who are interested in aerating wine are not normally poor college students!).



#4. Rearview Camera Mirror (physical product)

This is a cool gadget that sells for \$100+ on Amazon, yet on wholesale websites you can pick it up for \$80 or less.

The thing that's cool about this product is that it's quite unique... these products do already exist and sell well online, but they're not yet known about by most consumers, this helps make the ads you'll run much

more interesting, unique, and appealing (which will drive high 'click throughs' and lead to more sales).



#5. Action Figure RC Helicopter (physical product)

This minion helicopter is unique in the sense that not many kids would have it, but it also fits under the 'proven product' umbrella (there are lots of very successful RC helicopter toys out there nowadays).

The other interesting thing about this toy is that it piggyback's on a huge trend... minions!



#6. Paleo Grubs Book (info-product / book)

This is another Clickbank offer which earns affiliates an average of \$28.12 per sale (this will give you plenty of margin). Paleo is a huge trend with a massive base of passionate fans, so this is the type of thing that would lend itself to getting a viral boost.

The product also has an affiliate area with banners, graphics, product image, email swipes and more.



#7. Marinade Seasoning Injector (physical product)

Here's another example of a physical product which can be bought wholesale for a couple of bucks, but can sell retail for \$15 - \$25 or more!

The product is proven (lots of successful sellers), and the wholesale examples we found had plenty of high quality images which makes the marketing a lot easier. The manufacturers we found also had food grade certifications which are important when selling food related products.



#8. InstaBuilder (software)

You may have heard about this one... it's a tool/software that helps build attractive landing pages in a matter of minutes. It has a Clickbank Gravity of 68.17 (which means a LOT of different affiliates are successfully selling it already), and an average earnings per sale of \$64.86.

The sales page for InstaBuilder is very well written and designed, so chances are it will also convert very well.



#9. Bride & Groom Soft Toys (physical product)

This is something you probably wouldn't have thought of before... a soft toy set for brides and grooms! These can be picked up dirt-cheap wholesale (\$3.53), and sell for \$25+ on mainstream retail websites like Amazon.com!

This is a really good example of a simple off-the-radar product with proven sell-ability. Furthermore, from an advertising standpoint, there are a ton of wedding brands, wedding Facebook pages, and wedding magazines which would make great targets for Facebook ads.



#10. Flashlight With Zoom (physical product)

Pocket-sized flashlights are another example of an interesting product that could sell well. Like many products mentioned previously, pocket flashlights can be purchased for just a few bucks, and sell for \$20+ (even up to \$50+ in some cases).

These kind of gadgets have general appeal to kids and adults alike (more men than women). They're also a 'must have' in any survival kit, and would certainly appeal to people interested in the Survivalist/Prepping niche!

Hopefully you're beginning to see how this model can apply itself to a diverse range of products. As we've alluded to previously, the key is not so much in the specific product you choose, but how you MARKET that product on your website and how you drive traffic to it.



Step 2. Test Profitability

Once you've decided on a product that you want to start with, you need to next **test the profitability** of that product.

Unlike pretty much every other online marketing system, using this new 'hybrid methodology' you're able to test and SEE the actual viability of an idea at the very start of the process.

Before talking more about how we do this, let's compare the "day 1 viability testing" of our new hybrid methodology to a few common online business models:

Selling Physical Products On Amazon

We love this business model, but you never know with 100% certainty that your product will be a success UNTIL you've ordered your first batch and are selling it on Amazon.

There are two downsides here... the first is that you probably need to wait 60 days until your product is online and ready to sell, and the second is that you would have needed to invest a significant sum of money up front to buy the inventory. Neither are ideal scenarios!

Kindle

Kindle is another business model we've used a lot in the past.

It certainly has its benefits (we love Kindle), but there's no way that you can know with 100% certainty that your eBook will sell well. You just can't know that until it's live... Sure, you can gauge viability by looking at how well other people's eBooks are selling, but you don't really know how you'll do until you've written the book and published it on Amazon. Both these tasks take time and money.

Affiliate Marketing

Traditionally, one of the great things about affiliate marketing has been that you could sell someone else's product WITHOUT needing to spend time or money up front.

The main time constraint in terms of testing has been in getting the traffic... Google 'black-balled' affiliate marketing many years ago, and since then, up until now, there hasn't really been a reliable traffic source that allows you to instantly drive traffic.

Dropshipping

This is another business model we've done a lot with over the years, but like the others, it has a pitfall in terms of testing profitability quickly.

The traditional drop-ship model requires you to find a supplier, negotiate terms, and then laboriously add products to your website. Once you've done all this, then, and only then, can you test profitability. Getting to this point would normally takes several weeks.

Your Own Info Products

The time constraint in terms of testing for this business model is obvious... it takes time to create an info product!

Generally speaking, you'll need to invest 'sweat equity' up-front, and based on our experience, it'll take weeks before you have something you can actually sell.

Again, with your own info-product you can't instantly test profitability on day 1... it takes some time to get to that point.

Introducing... 'Test Beds'!

Our new hybrid methodology solves the testing problem, by allowing you to create a simple 'test bed' to quickly test ANY offer before continuing to build out your system.

A test bed is a simple website that can be installed in the blink of an eye, and can be used to test a range of offers WITHOUT needing to be super-specific about any one topic.

Test bed websites are a 'one stop shop' for testing a wide range of products and allow you to make accurate and informed decisions about products and offers before moving on to further develop your system.

In the [live training on Monday the 4th of April](#), we'll delve deeper into how the 'test beds' work, right now, just know that they allow you to see what works, and what doesn't work, before investing time and money on your business.

Register to JOIN US on a LIVE training call where we walk you through this breakthrough system from start to finish. During the live workshops **you'll EVEN see the site which hit a \$616,120/year run rate in 26 days!**

We have THREE special trainings happening on Monday the 4th of April at 2pm ET, 7pm ET, and another at 9pm ET!

Register for one of the calls here:

<http://www.100kfactory.com/training>

If you're intrigued and impressed by the results we've shown you so far, you'll LOVE what we have in store for you in the live training sessions!

Note: The webinar software we use limits us to just 1,000 training attendees. Each workshop WILL be full to capacity, so make sure you log on to the call 20 minutes early to avoid being locked out!



Step 3. Engage Your Demographic

Imagine if you could build a business that had HUNDREDS of raving fans, hundreds of people who were waiting to buy from you on the first day you open for business...

In the “real world”, this would be like a hair salon having hundreds of people WAITING to get their hair cut the day the salon opened, and every day after that.

In our new hybrid system, this is a reality!

The final step before taking orders and making money from your business, is to establish a rock solid foothold in your specific market by engaging your demographic. We do this by building a small, but laser focused audience using Facebook.

Before you can build a Facebook audience, you'll need to create a simple Facebook page for your niche. This is EASY, and can be done in just a couple of minutes.

Here are a few quick rules to follow when creating your Facebook page:

- Use the Brand or Product page type option (you'll find this on [this page](#))
- Choose 'Website' as the category
- Make sure your 'Profile Image' is 180 pixels x 180 pixels in size
- Make sure your 'Cover Image' is 851 pixels x 315 pixels in size (it can be bigger than this, but cannot be smaller)
- You don't need to specify a website when you're setting up your page, or to write an 'About' description, you can simply skip this step.

TIP: You can get FREE images (to be for your Profile Image and Cover Image) from <https://www.pexels.com/>. This website is a database of 'Creative Commons Zero' (CC0) images, which can be used without attribution!

Here's what the top section of a simple Facebook Page will look like:



As you can see, it has two images, the small one on the left is the Profile Image (180 x 180), and the large one is the Cover Image (851 x 315).

Once you've created your Facebook page, you're ready to start engaging your audience.

The special system we use will allow you to accumulate 'fans' for between \$0.01 and \$0.05, sometimes you'll be able to grow fans for even LESS than \$0.01/fan (our benchmark is \$0.01 per fan).

Let's extrapolate that out for a second... if each fan costs \$0.01, then for a micro-budget of \$5, you can have 500 fans. Invest \$20 and you could have 2,000 fans!

We recommend that you build a small (but very targeted) fan-base of 500 people to begin with. At the high end, this may cost you somewhere around \$25 (if you're paying \$0.05 per fan), the aim however is to be able to do this for \$5.

IMPORTANT: If you've ever ran a 'Like Campaign' in the past, then it's important to note that the method we use to build a fan base in 2016 is different to how we used to do it (or how other people have traditionally done it in the past). Also, because of the types of fan pages we're building, the Likes can be attained for a lower cost than ever before.

NOTE: This small investment will come back to you 100x over when you start taking orders on your website.

Engaging your demographic should take a couple of days at the most, then you're ready to move on to Step 4 which is where things start to get very exciting!



Step 4. Activate Shopping Cart

In this part of the process, what you're doing is activating a niche-specific super-specialized website AND making the system LIVE by turning on your shopping cart, or at least enabling the order taking process. If you're selling an affiliate product, then it's where you'll make your affiliate links live.

If you're selling physical products, then a regular Paypal account is all you need to be able to take orders. Paypal integrates with our websites easily, and can be used anywhere in the world.

Specialized versus Broad?

We are big believers in building specialized websites, for several reasons.

Firstly, a specialized store that ONLY sells dog accessories and dog training products will ALWAYS outperform a website which sells a mish-mash of a wide range of unrelated products.

Here are a few REAL examples of how specialized stores outperform generic broad websites...

Toys

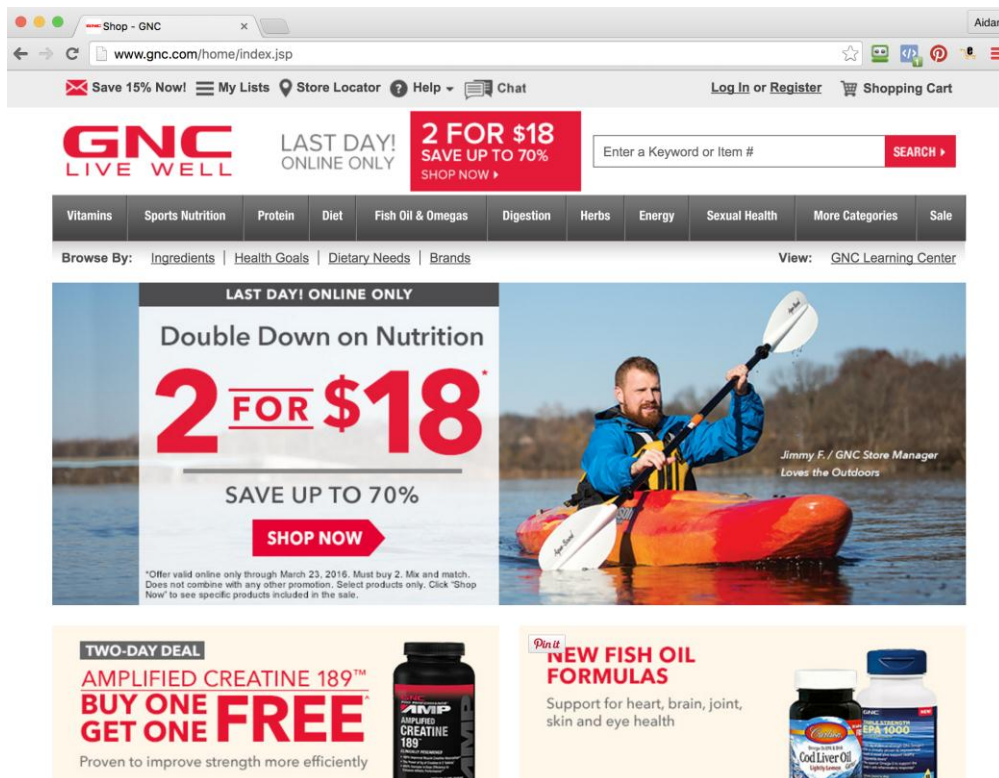
For people looking to buy toys, do you think they'll have a wider range of options and a better overall experience shopping on eBay, or at [Toys R Us](#)?

ToysRUs.com wins EVERY time. It's recognized as being a specialist in kids toys, and would probably out-convert eBay by a factor of 10x!

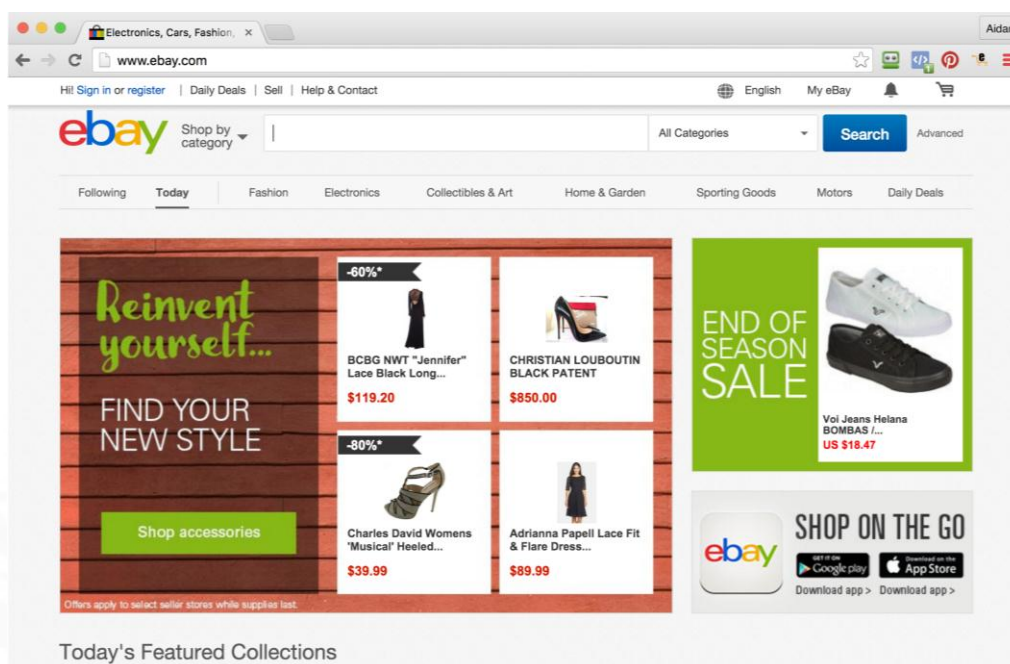
Supplements

Let's look at supplements... for people who are serious about health and fitness and who want to buy specialized supplements and vitamins, which website do you think would perform better?

<http://www.gnc.com/>

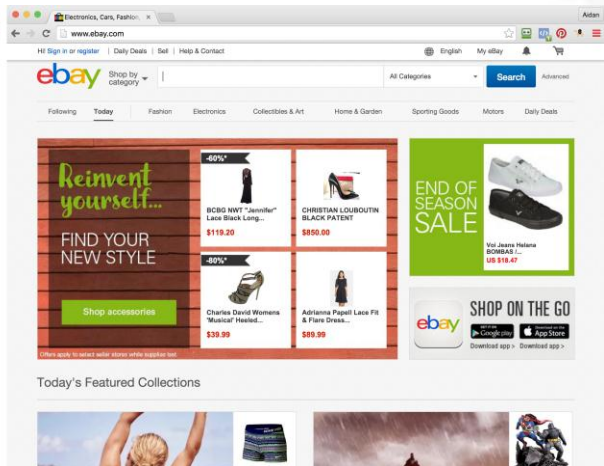
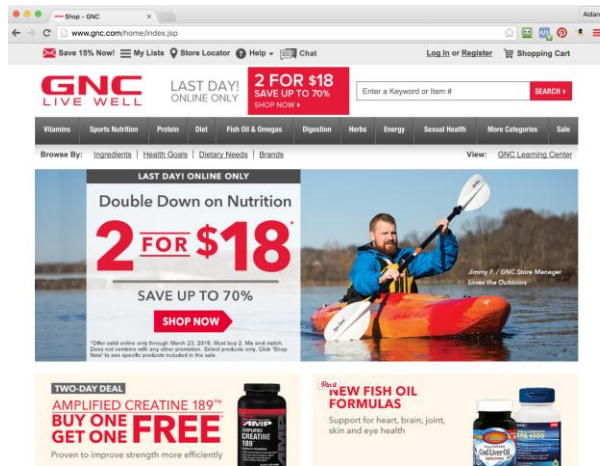


or <http://www.ebay.com/>



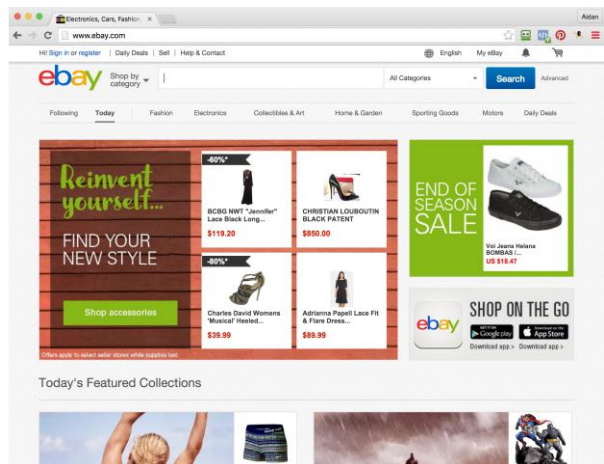
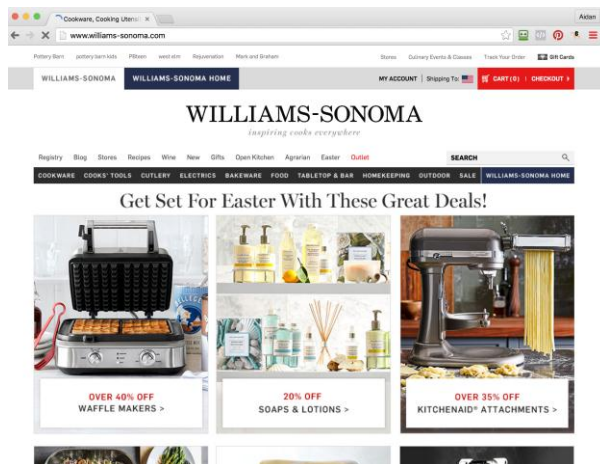
Of course GNC would!

It's a specialized store which only deals in health related products! Also, think about first impressions... let's assume you hadn't heard about GNC or eBay before, and you visit each site for the very first time. Visually, you know within a milli-second that GNC is the specialist option:



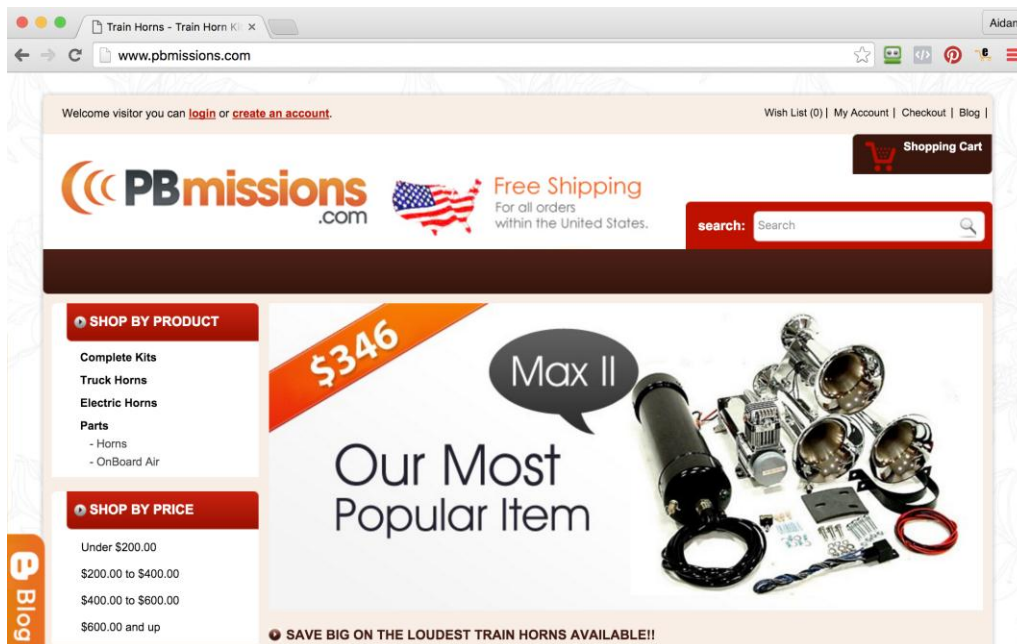
What about Homeware?

This is a broader category than Supplements or Toys, but it's still a good example to look at... Compare Williams and Sonoma to eBay:



Again, at a glance the visitor can see that Williams and Sonoma is the specialist option (even if you've never heard of Williams and Sonoma before, you'll know in a milli-second that they're homeware specialists).

The list of examples goes on and on and on. The "Specialist" position is something we've been cashing in on for a LONG time now. Here's an example of one of our eCommerce websites which specializes in selling Train Horns:



<http://www.pbmissions.com/>

This website has done millions in sales over the years, and as you can see, it's a laser-focused niche specific store.

Here's another example for you of a Niche Specific training website we set up a few years ago (this is not an eCommerce store):



<http://cdltraininghub.com/>

The website above is very specific and even the name gives a 'specialist' feel before anyone lands on the website ('CDL Training Hub). This website has made us tens of thousands of dollars over the past 4-5 years.

The bottom line is this... specialist stores will ALWAYS outperform broad stores. Specialization has a HUGE impact on conversions, in fact, having a specialized site can often times DOUBLE your conversions.

What about Amazon.com?

Amazon is an example of the most successful 'broad' eCommerce website in history. But it wasn't always broad in it's scope... it started out JUST selling books!

Book sales are what allowed it to get a foothold initially. If Amazon had tried to be 'everything to everyone' on day 1 of its life, it never would have succeeded.

But doesn't using specialized websites mean you'll need MORE websites?

No, not really!

What's important to remember is that earning power from the websites we build is MAMMOTH.

In the [live Training Calls on Monday](#), we'll be revealing a SINGLE website that earns us over \$600,000 per year... **that's \$600k from ONE website**... as you can imagine, you don't need many of these sites, in fact, just ONE will probably be enough for most people!

Register to JOIN US on a LIVE training call where we walk you through this breakthrough system from start to finish. During the live call **you'll EVEN see the site which hit a \$616,120/year run rate in 26 days!**

We have THREE special workshops happening on Monday the 4th of April at 2pm ET, 7pm ET, and another at 9pm ET!

Register for one of the calls here:

<http://www.100kfactory.com/training>



Step 5. Initiate Traffic Machine

After you've been through the system and set everything up in the previous steps, then you'll be ready to unleash an avalanche of sales by turning on a tidal wave of traffic.

Actually, **you don't need a tidal wave of traffic**, although that's what you'll eventually get... check out the example

screenshot below:

Summary		
User(s) Online:	1	
	Visitor	Visit
Today:	2,839	4,287
Yesterday:	7,622	11,425
Last 7 Days (Week):	53,574	81,889
Last 30 Days (Month):	60,576	94,754

One of the things that is so great about this system is that even with 30 visitors per day, you can make sales. The sites you'll build can easily convert at 3% or higher, so you can very realistically get one sale for every 30 visitors you get.

The dollar value of each sale will normally fall between \$40 - \$100. The average order value in the screenshot below is \$62.60.

Date	Description	Actions	Amount
Mar 1, 2016	Purchase from ramirez Completed	Print shipping label -	\$62.94 USD
Mar 1, 2016	Purchase from Rushing Completed	Print shipping label -	\$71.88 USD
Mar 1, 2016	Payment from Ross Completed	Print shipping label -	\$57.94 USD
Mar 1, 2016	Payment from PayPal Smart Connect Johnson Completed	Print shipping label -	\$120.88 USD
Mar 1, 2016	Purchase from Miller Completed	Print shipping label -	\$62.94 USD
Mar 1, 2016	Payment from Brunner Completed	Print shipping label -	\$57.94 USD
Mar 1, 2016	Payment from Maples Completed	Print shipping label -	\$57.94 USD
Mar 1, 2016	Payment from GRIFFIN Completed	Print shipping label -	\$62.94 USD
Mar 1, 2016	Payment from PayPal Smart Connect Pierce Completed	Print shipping label -	\$16.95 USD
Mar 1, 2016	Payment from Connors Completed	Print shipping label -	\$62.94 USD
Mar 1, 2016	Payment from Tschida Completed	Print shipping label -	\$57.94 USD

Profit margins vary from 100% at the high end (in the case that you're selling your own info product), to a low-end level of about 35% - 40% if you're selling physical products.

The screenshot above shows sales of physical products, and the overall average margin we have on this site is 43%, which means that overall, each sales has an average profit margin of \$26.92 (43% of \$62.60 is \$26.92).

NOTE: Physical products can sometimes have profit margins of above 50%, but a conservative estimate to use initially is more like 40%.

So how do we get the traffic?

By leveraging 'Conversion Ads' inside Facebook.

The beauty of Conversion ads (as opposed to 'Boost Post' ads), is that you know your EXACT conversion rate and profit on each sale, and you can pinpoint the most

lucrative audiences (there are lots of examples shown in the “Tracking & Optimization” section of this case study).

Here’s an overview of the systematic process we use to drive Facebook traffic:

1. Identify overlapping audience groups with high interest levels in your product/niche
2. Run a series of different ‘\$1 ads’ (micro-budgets) to identify your most profitable demographic
3. Scale your most profitable demographic by targeting new overlapping audience groups
4. Ramp up further by using advanced strategies, such as Custom Audiences, Retargeting and other advanced tactics
5. Rinse and repeat

The 5-step process above naturally takes care of four things:

- Audience growth
- Brand building
- Traffic
- Sales

Let’s discuss the 5 steps mentioned above and highlight a few key points.

Firstly, let’s discuss...

Overlapping Audience Groups

Without specifically saying what they were, we alluded to ‘overlapping audience groups’ earlier in this case study, here’s the screenshot we used:

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Interests > Additional Interests

- American Airlines
- British Airways
- United Airlines

Add demographics, interests or behaviors | Suggestions | Browse

and **MUST ALSO** match at least ONE of the following

Interests > Additional Interests

- Frommer's
- Lonely Planet
- Rough Guides

Add demographics, interests or behaviors | Suggestions | Browse

EXCLUDE people who match at least ONE of the following


Interests > Additional Interests

- EasyJet
- southwest airlines

Add demographics, interests or behaviors | Suggestions | Browse

[Narrow Further](#)

Audience Definition

 Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Exclude:
 - Interests: southwest airlines or EasyJet
- People Who Match:
 - Interests: United Airlines, American Airlines or British Airways
- And Must Also Match:
 - Interests: Lonely Planet, Rough Guides or Frommer's

Potential Reach: 530,000 people

Here's a visual representation of how overlapping audiences work:



The red circle on the left represents people who LIKE American Airlines, British Airlines, and United Airlines. The green circle on the right represents people who LIKE Frommers travel guide, Lonely Planet, and Rough Guides.

Where the two circles overlap one another (the yellowish section in the middle), represents the group of people who like at least one of American, British or United

Airlines AND at least one of Frommers, Lonely Planet, or Rough Guides... this is what we call an **Overlapping Audience**, and THIS is where you'll find your best converting audiences.

Now, you can get even more targeted, by EXCULDING certain people as well, but don't worry about that for now. Just know that you need to find relevant overlaps to target initially.

\$1 Ads (Micro-Budgets)

Once you've found your Audience Overlaps, it's time to run a few \$1 ads. We normally get started with a total budget of about \$5/day, this gives you enough to run 5 different ads.

IMPORTANT: *You're not going to just churn through your money without getting anything back! Even when you initially start out and are refining which segments of the overlapping audiences work best, you'll likely be able to break even or even turn a small profit. So you might be spending \$5 per day, but likely earning \$5 or more back per day as well.*

The ads we run normally have a couple of variations.

The first is gender. We run one ad for women, and one for men. By doing this you'll quickly see (within a day or two) which gender converts better for your offer, and you can focus on only that gender.

The second variation we use is the image. We like to test two different images out to see which one performs best. Once you've done this, you'll be well on your way to having completed the initial optimization phase because you'll have a winning gender, and a winning image.

A few of the other things you can easily test are:

- Age bracket
- Overlapping audience group (create multiple overlapping groups and see which one converts best)
- Ad position (Mobile vs. Newsfeed vs. Right Column vs. Instagram etc)
- Location (country or city)

Scaling Winning Demographics

Lets assume you identify the following to be a your most lucrative demographic combination:

- Men
- Image 2 (this is a hypothetical image, it's not shown anywhere here)
- 45 – 54 age bracket
- Mobile
- Australia

Now that you know the winning demographic, you can easily use this specific audience to scale out into more overlapping audiences. Perhaps the next audience you target would overlap the following airlines:

1. Qantas Airlines
2. Air New Zealand

With one of suitcase brands:

1. Samsonite
2. Tumi
3. Desley

You can do this multiple times, and you get a MAJOR shortcut this time, because you already know the winning audience demographic.

Advanced Strategies


We've got 9 different advanced strategies that we use once we've identified winning audience segments, we'll discuss what these are in the Live Training Calls on Monday April 4th, if you're not already registered, do it now:

[Click Here To Register For One Of The Training Workshops](#)

Other Traffic Sources

Up until now, we've spent a lot of time focusing on Facebook traffic. While Facebook is awesome, it's only ONE of our traffic sources. Others include:

- Retargeting
- Google PPC (paid ads on Google)
- MediaNet PPC (paid ads on Yahoo and Bing)
- Media Buying (paid ads on a range of hand-picked websites)
- SEO
- Crowd Force 'Pockets of Traffic'
- Email Traffic
- And more...



We can't dive into all of these in this case study, but it's important that you at least know that while Facebook is great for instant targeted traffic, it's not the only game in town, there are other options too!

Once you've got a stream of traffic coming to your website, even if it's a very small amount, you need to optimize conversions, that's what we do in Step 6.



Step 6. Optimize Conversions

Optimization is often thought to be time consuming, complicated and even scary to some people. Other people just find it plain boring.

The good news though is that it's NOT complicated, and when you can see dramatic 'one-day-to-the-next' improvements, it isn't boring either (quite

the contrary!!!).

You can look at optimizing conversions in two ways:

1. By optimizing your traffic (perfecting your ad targeting)
2. By optimizing the performance of your webpages

Let's look at traffic optimization first, then we'll give you some tips about webpage optimization.

Traffic Optimization

For the purpose of simplicity, we'll focus JUST on Facebook traffic, as that's what we recommend you use when you start building your system.

For Facebook ads, the easiest ways to see FAST improvements in your ad performance is by testing the following three things:

- **Target audience group** (this is what normally makes the biggest difference)
- **The image used** in the ad (ALWAYS test two different images)
- **The placement** of the ad (Mobile vs. Newsfeed vs. Right Column etc)

Finding different overlapping audience groups to test is easy. As we've spoken about previously in this case study, it's really just a case of using common sense and thinking about things that your target buyers would be interested in. And since testing is so cheap, it doesn't matter if you don't get your audiences perfect every time (that's the reason we test).

Below are some examples of different images we've tested for some of our websites, and the results are shown below them.

Image 1 (pink text):



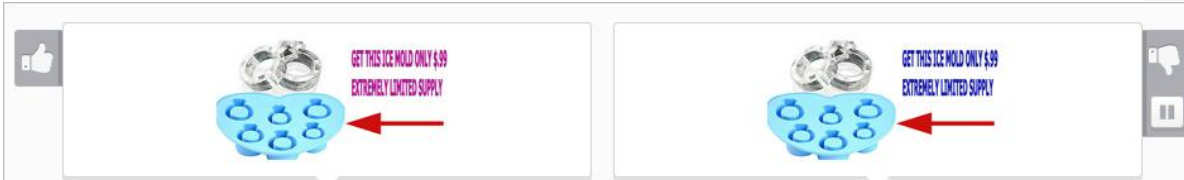
Image 2 (blue text):



As you can see on the two images above, the ONLY different is the color of the text. Amazingly, this actually had a huge impact on the performance of the ads.

Which ad do you think performed better?

The results are shown below:



45	Clicks	88
0.350%	Click through	0.299%
\$1.098	Cost per click	\$1.041
9	Conversions	6
20.000%	Conversion rate	6.818%
\$5.490	🏆 Cost per conversion	\$15.265
\$3.838	Cost per 1k imp.	\$3.117
12,873	Impressions	29,388
\$49.41	Spent	\$91.59
\$117.41	Main Revenue	\$67.94
\$117.41	Total Revenue	\$67.94
2.38	Return on Investment	0.74

Spent

Earned

See all conversions ▾

The image with the pink writing resulted in a 238% ROI (we spent \$49.41, and made \$117.41). The image with the blue text only had a 74% ROI, meaning we actually lost money (we spent \$91.59, and only made \$67.94 back).

NOTE: Just to re-emphasize, when starting out you will NOT let 'losing' campaigns continue to run as we have done in the blue-text example above. You'll kill them off quickly to ensure you never have more than a few dollars at risk.

Ad placement can also have a HUGE impact on overall ROI. Check out the image below:

Desktop Feed		Right Column
2,663	Clicks	333
1.298%	Click through	0.176%
\$0.362	Cost per click	\$0.813
60	Conversions	13
2.253%	Conversion rate	3.904%
\$16.060	🏆 Cost per conversion	\$20.832
\$4.696	Cost per 1k imp.	\$1.429
205,206	Impressions	189,492
\$963.61	Spent	\$270.81
\$4,548.13	Main Revenue	\$945.31
\$4,548.13	Total Revenue	\$945.31
4.72	Return on Investment	3.49

As you can see, the 'Desktop Feed' (left hand column shown in the image above) sent 2,663 clicks, at a cost of \$0.36 (36 cents) per click. It resulted in 60 sales, for a total revenue of \$4,548.13. The total amount we spent on ads in this example was \$963.61. **The ROI of this Desktop Feed ad is 472%...** in other words, we made back almost *FIVE times what we spent*.

If you now look at the 'Right Column' placement (shown in the right hand column in the image above), you can see we sent 333 clicks, at a cost of \$0.81 (81 cents) per click. It resulted in 13 sales, for a total revenue of \$945.31. The total amount we spent on 'Right Column' ads was \$270.81. **The ROI of these Right Column ads is 349%**, which means we MADE three and a half times more than what we spent.

As you can see, both ad placements above are VERY effective. Both are making great returns, and it'd be a good idea to leave BOTH of these ads running.

It's not always the case though that both ad positions are so profitable, sometimes you'll only break even, and when this happens, you should turn off the ad or make some change to it to make it more profitable.

Inside Facebook it's possible to turn off ads, and turn on ads, at the click of a button, so it's something you can do VERY quickly.

Webpage Optimization

Optimizing website conversion is not JUST about the webpage where your visitors first land. For example, if you're selling physical products, then the checkout/cart pages are also critically important and have a BIG impact on conversions.

Here's a list of things you can use to boost conversions:

- Timers on your pages (to increase urgency)
- Demonstration videos (equally important for info products and physical products)
- Page copywriting (headlines, sub-headlines, etc.)
- Multiple payment options (applicable to physical products and info-products which you're processing payments for on your own site)
- Coupon codes
- Images
- Social Proof
- Exclusivity
- Bonuses and other limited offers
- Viral sharing widgets
- Multiple 'calls to action'
- Exit pop messages (as well as regular pop-ups)
- Colors
- Asking questions

The list goes on and on.


Let's assume that before running any website optimization campaign that you have a 1% conversion rate. If each of the 14 things listed above could increase your conversions by 0.1% (so, from 1% up to 1.1% and so on), then you'd end up with a conversion rate for your website of 2.4%, more than DOUBLE what you started with.

Now, 2.4% might not sound like a lot, but in the example above, that would more than DOUBLE your bottom line.

If you were originally earning \$1,000/month, you'd now be at \$2,400 per month! These small incremental improvements add up in a BIG way!

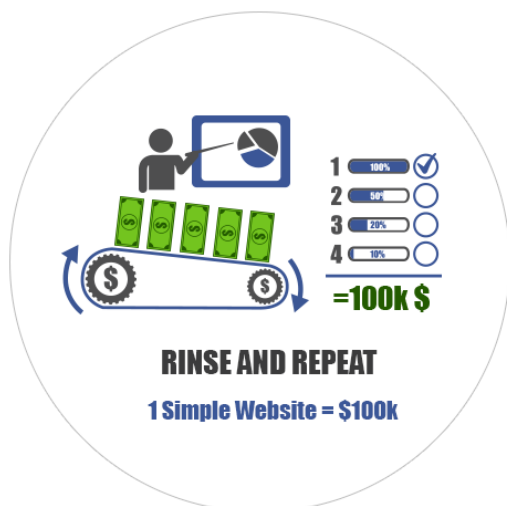
Join us on one of our Monday training calls to learn more about these 14 factors:

[Click Here To Register For One Of The Training Calls](#)



When you combine both Traffic Optimization and Website Optimization, the improvement compounds and the results can be incredible.

Many people often give up on campaigns that could be profitable, just because they don't know how to optimize. Optimization is a KEY business skill (in ANY business) and is well worth learning.



Step 7. Rinse and Repeat

We originally started testing this hybrid methodology about 9 months ago. Since then, we've built a wide range of websites using this new technique, and **EVERY SINGLE ONE makes money (because we verify a positive ROI in step 2!)**.

Some of our simple little websites earn over \$40,000 per month, and remember,

these are NEW in the last 9 months.

Once we started seeing such phenomenal results, we asked a few of our friends and students to be 'guinea pigs' and give the system a full and thorough test. Unsurprisingly, these people have had amazing results as well, with some earning tens of thousands per month, and with one person ramping up to over \$120,000 in his first 60 days using the system.

However, what we propose you do when you begin is to **aim low**.

Set a conservative goal of just **\$8,000 profit from your website each month**.

With one simple website earning \$8,000 profit, you'll be at a yearly run rate of just under \$100,000/year.

This is very very achievable, and is something anyone can start to do in addition to whatever else you may already be doing.

Perhaps you're looking for a side income to add to your day job, this can be that side income.

Or perhaps you're looking at a way to add stability and diversification to an existing online business, this system can do that.

Problems You Might Face In The 7-Steps Of Phase #1 Of The System...

We've boiled the 7-steps of Phase #1 down to the bare basics.

We've tried hard to explain it in the simplest way possible and provide you with dozens of examples, but there are still a few things that could trip you up, especially if you don't have much experience leveraging Facebook and building these types of websites.

#1. It might take you longer than you think...

Our test students were able to 'work smart' to keep the time investment manageable. They also had the benefit of working directly with us, and sharing knowledge and tips with the other test students. In addition to this, they had access to our full suite of tools to make website installation (and population) as easy as pushing a couple of buttons.

If this is your first time leveraging the enormous power of Facebook, or if you're new to online advertising, it may take you longer to get the simple tasks done and see results.

#2. You might struggle to find the right product...

This is something that comes with experience.

We've given you a few tips here today and a list of example products, but even if you use the guidelines outlined in this report, there's still a chance you could 'miss the goal' and promote a product that causes a disconnect with your audience.

If you promote the wrong product to your audience, it will not resonate with them, and results will be poor. This is a place we often see 'newbies' fall over online.

#3. Your ads might flop...

Creating good ads is a process that takes time to perfect. Even experienced online marketers often struggle to walk the fine line between creating an ad that works, and one that flops.

Each ad has 5-6 components which determine if it'll become a winner or not, but each of these components is more of an 'art' than a science... good ads are hard to

create all on your own (and even harder when you have no ad creation tools to use).

#4. You will need some technical skills...

Building a website from scratch and customizing it to fit the optimized layout will require some technical skills. Even if you have the best instruction in the world, if you're doing it yourself, you should still expect a few hiccups.

And it's not just setting up the website either, it's also buying a domain name, integrating important plugins, setting up hosting, and so on.

For someone with experience, it may take just 2 minutes to change nameservers and a few hours for servers to propagate, but these types of little obstacles can turn into insurmountable road-blocks (and psychological barriers) if you don't have a perfect grasp of the technical side of things, or someone or something to help you blast past them.

#5. It's hard to look trustworthy...

Nobody will visit your website or Like your Facebook page if you look amateur, and if they do land on your site, they'll leave in a heartbeat. They just won't want to risk wasting their time when there are so many other places they can go online.

And if you're looking to build an email list (which you should), then 'looking the part' is even more crucial. If you don't have the right tools, templates, and design skills, then this can be a real challenge.

#6. You need a proven business plan...

You can start making a little money online by leveraging a proven blueprint, but to turn that into a sustainable long term business that you and your family can rely on for many years to come takes skillful planning which comes from years of experience. Also, there's a big difference between earning a little money online, and building a business that earns at a 'run-rate' of \$616,120 per year in just 26 days...

Most people start online businesses without a structured business plan – this is a recipe for disaster. Even if you only want internet marketing to give you a 'side income', you still need a professional plan to guide you to the finish line. The lack of a solid plan based on years of experience is another thing that leads to the downfall of way too many online businesses.

#7. It's just hard doing it alone...

Whether it's staying motivated, or having support on call when you need it, if you're alone in business, it's tough. It's also extremely easy to lose sight of why you want to build an online business in the first place.

Remember what you're working for here:

- **Financial Freedom** – You can be completely financially free by building one simple website as we've explained in this case study. But you don't have to stop there... unlike a regular rat-race day job, you do NOT have a glass ceiling and can build this business as big as you want to... in Phase #2 and #3 we show you how to build an online empire (to grow to a 7-figure yearly income or more).
- **Time Freedom** – You can build true 'lifestyle' business and live the REAL 4 hour work-week if you want to. After you've done some initial groundwork, these websites practically run themselves which means you'll have all the time you want to pursue the things you've always dreamed about doing. Perhaps it's more time with your family, more time on the golf course, or maybe you just want to wake up each day without an alarm clock.
- **Geographic Freedom** – You get to choose where you are in the world. With a successful online business, you're able to live wherever you want to. You don't need to limit yourself to a 2-week vacation in order to get back to the office; you can simply take your office with you. For me, I shifted from New Zealand to Argentina, then in 2014 chose to live in Paris for 6 months, Barcelona for 3 months, New York for a month, and the French Alps for a month. In 2015 I spent over 6 months travelling, and I spent all of January 2016 visiting my family in New Zealand... I know that's not what everyone wants, but the point is, you get the freedom to choose where you want to be.

As long as you keep these three big life-changing realities at the front of your mind as you're working through the system, you'll find a way to push through.

Or you could take a **BIG** shortcut.

Steve and I have over 25 years of combined online business experience. We've got a track record of success, not only with our own projects, but also with thousands of our students.

Building lucrative online businesses and teaching our customers how to get similar results is like second nature to us now.

It could take you months or even years of trial and error until you get your lucky break, but for us it only takes a few hours of strategic planning to set the wheels in motion. We have the staff, the experience, and the resources to make it happen.

I'm sorry if this sounds like I'm rubbing salt in the wound, but we do have a solution for you...

Would you let us give you expert guidance and lead you by the hand to the finish line?

Would you let us use our experience, our staff, our resources, our technical team, and our special tools and software to help you build your business in a fraction of the time at a fraction of the cost of doing it by yourself?

What would it be worth for you to take a huge shortcut, jumping all the hurdles we mentioned a moment ago and leaping directly to the finish line?

If that sounds like a dream come true, then you're going to LOVE what we've put together for you.

Register for one of the live workshops right now to get MORE information about this breakthrough system, and to find out how we can do all the heavy lifting for you, and catapult you to the finish line:

<http://www.100kfactory.com/training>

Remember, this is a strictly limited opportunity to get on a call with us, to learn the system, and to get ALL your questions answered.

Who Will Get The Most Out Of 100k Factory Ultra Edition?

Newbies



If you've never built a website before, then this is a simple push-button solution that will allow you to get your own online business making money without making all the rookie mistakes.

If you want to get it right first time and see fast results, you need 100k Factory Ultra Edition.

Intermediate & Advanced Marketers

You'll find the 100k Factory Ultra Edition training and tools valuable because you already know the time it takes to perfect an online marketing system and the value of expert guidance.

You're going to be astounded at the effectiveness of our methods and you're going to LOVE how you can apply them to existing businesses you may already have.



100k Factory Ultra Edition can give your business stability and a significant injection of cash, all WITHOUT the downsides that most online businesses face.

You've Tried & Failed In The Past



If you've tried in the past but never managed to make any real breakthrough, then you'll love the detailed training and hand-holding we're going to provide you with.

Best of all, you can see results FAST.

We'll hold your hand and guide you to the finish line.

You've Still Got Time To Make 2016 YOUR Breakthrough Year...

We're almost exactly one quarter of the way through 2016... regardless of where you're at in your business, you still have plenty of time to make this your best year yet.

The next thing to do is to block some time out of your schedule and attend one of our exclusive training workshops.

In our live training sessions you'll get ALL your questions answered.

- You get more details about the process we've discussed in this report.
- You'll find out more about Phase 2 and Phase 3 of the system
- And you'll find out exactly what 100k Factory is all about
- And you'll SEE the \$616,120 website first hand...

We'd LOVE to speak to you on a live call, so register using the special link below.

Click the link below to register for one of the live workshops:

<http://www.100kfactory.com/training>

Remember, spaces are very limited, register now and turn up early!

Thanks for reading, we wish you all the best!

Aidan Booth and Steven Clayton