



**By Alessandro Zamboni & Neil Day**  
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## INTRODUCTION

Hello and thanks so much for your purchase.

This guide is all about cheatsheets, the way we do them and the way we sell them. Cheatsheets are an essential tool not only to build your list by the hundreds each time you launch, but also to make easy sales, funnel by funnel.

A cheatsheet is a cheap, short document that delivers information about a specific topic, easy to absorb for your readers, and generally made with links from the web. They include no more than 2 or 3 pages of contents.

In the past year alone we've launched many of them with varying topics, including Pokemon Go, Bitcoins, Trump vs. Clinton, eCommerce Trends, How to Survive Natural Disasters, Shopify Secret Niches and more... for a lot of different trends and topics.

In this guide we will show you how to find new trends, how to create your best cheatsheet and how to sell it for profits and leads even once a week.

Thanks and good luck,

**Alessandro Zamboni & Neil Day**

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## **CHAPTER 1**

### **THE SECTIONS OF A GOOD CHEATSHEET**

We love cheatsheets because they are the easiest product you can put out on the market, requiring no more than 30 minutes for writing, and 30 minutes for sales page creation. In one hour you can have a product ready to go live, with a one time offer included.

On this Warrior Plus page you can see some of the latest cheatsheets released in order of time:

<https://warriorplus.com/wsopro/affiliate/get-offers.php?q=cheatsheet&s=&o=7>

There are some making a few sales, but the majority of them go over the 250 sales mark, with some going over 2,000 sales. This is a sign that cheatsheets are loved by readers, and they like to pick them up to know everything about new trends or a new product.

If we check one of our best cheatsheets ever, about Pokemon Go, you can see the elements of a good one.

# **THE POKEMON GO CHEATSHEET**

## **All The Information Ready For You!**

### **Latest News on Social Media and Search Engines**

[Google](#) | [Google News](#) | [Google Trends](#)

[Facebook](#) | [Twitter](#) | [Google Plus](#)

[LinkedIn](#) | [Pinterest](#) | [Instagram](#) | [Tumblr](#)

[Gamespot](#) | [IGN](#) | [TechCrunch](#) | [Mashable](#)

[New York Times](#) | [Huffington Post](#) | [Usa Today](#) | [L.A. Times](#)

[Wikipedia](#) | [Yahoo! Answers](#) | [Quora](#)

### **Latest Updates**

[Pokemon Go unleashed in UK.](#)

[Pokemon Go see the world in its splendor](#)

[Pokemon Go partnership with MacDonald's is on](#)

[Pokemon Go beating Facebook, Tinder and Snapchat](#)  
[Pokemon Go did what Fitbit failed to do: get people moving.](#)  
[Pokemon Go is driving insane amounts of sales at small local business.](#)  
[Pokemon Go may be the greatest unintentional health fad ever.](#)  
[What is really behind the Pokemon Go craze.](#)

## **Training**

[The ultimate guide to Pokemon Go](#)  
[The ultimate muscle and endurance training guide for Pokemon Go.](#)  
[The Pokemon Go interval training workout.](#)  
[Pokemon Go guide: how to train your pokemon.](#)  
[Pokemon Go beginners guide.](#)  
[How to train and evolve your Pokemon in "Pokemon Go".](#)

## **Curiosities**

[As Pokemon Go consumes country, police issues safety tips](#)  
[What the Pokemon Go mania says about modern society](#)  
[9 questions about the game you were too embarrassed to ask.](#)  
[What you should know about Pokemon Go.](#)  
[Here's what happens if you are caught cheating in Pokemon Go.](#)  
[Pokemon Go players have already discovered a bunch of hacks.](#)  
[5 things to know about about the viral game.](#)

## **Local Businesses and Pokemon Go**

[Pokémon Go developer says ads are coming, and shops are already luring gamers in.](#)

[Pokémon Go gets consumers back to the mall, but will they shop?](#)

[How Pokemon Go can lure more customers to your local store.](#)

[25 ways businesses are reacting to Pokemon Go](#)

[Local Costa Coffee shops bombarded with Pokemon Go players after unwittingly becoming a Pokegym.](#)

## **Crazy Things**

[Pair of Pokemon Go players arrested at Toledo Zoo.](#)

[Two men fall down cliff while playing Pokemon Go.](#)

[The 8 weirdest incidents caused by Pokemon Go.](#)

[Man playing Pokemon Go gets lured into a pond.](#)

[The 15 weirdest places people have caught Pokemons.](#)

[Pokemon porn searches are way up thanks to Pokemon Go.](#)

[Pokemon Go makes people do crazy things](#)

[Pokemon Go players are waging war over the white house.](#)

[The dark side of Pokemon Go.](#)

## **Videos**

[Pokemon Go training](#)

[Pokemon Go gym training](#)

[Catching rare Pokemon and more.](#)

[Pokemon Go let's play episode 1.](#)

[Pokemon Go training: names and locations.](#)



## 6 Ways To Earn

1. Create a curation site with a lot of Pokemon Go articles, videos, tips and tricks and monetize it with ads or Pokemon stuff.
2. Create a FB Page or Group, call in as many people as you can and share articles, videos and curiosities to keep the followers engaged and promote Pokemon products and previous games.
3. Create a step by step training guide and sell it as a course, course with PLR rights or Kindle ebook, or on your site / FB page or Group.
4. Create a step by step guide for shops around the globe searching for online information.
5. Create an eCommerce shop with Pokemon products from Amazon/AliExpress/Etsy and add Pokemon Go contents to it to drive traffic.
6. Create a video channel on Youtube with trainings, how to's and monetized videos.

**SECRET LINKS!**

[Join my IM Magic Formula Free Group!](#)

[Follow my Blog news!](#)

[Read my daily reviews here!](#)

Thanks so much and see you soon!

**Alessandro Zamboni**

[info@alessandrozamboni.com](mailto:info@alessandrozamboni.com)

This is the complete cheatsheet as customers got it, and you can find a copy in the zip file for you, useful for analyzing it or for using it as a template for your next ones. Together you will find a copy of Instagram one, who got over 1240 free downloads and generated over \$440.

Going in order, the sections you need are:

## **1 - Latest News on Search Engines and Social Media**

In this section you have to paste links that redirect people to the desired search engine, social media site or news site, so that they can read all the latest news, updated on a daily basis. The websites I insert in my cheatsheets are:

Google, Google News, Google Trends, Facebook, Twitter, Google Plus, LinkedIn, Pinterest, Instagram, Tumblr,

Wikipedia, Yahoo! Answers and Quora.

If what you are talking about is a latest trend appearing in the news, remember to add also:

New York Times, Huffington Post, USA Today and L.A. Times.

If you are talking about a videogame you can add some sources, like the following:

Gamespot, IGN

If you are talking about tech or social stuff, use these:

TechCrunch, Mashable

But this can be done with every niche, by adding targeted sites who have articles about the topic you are talking about.

To add the link, go to each one of these websites, enter your trend or keyword as a search term, press enter and then copy the page that comes out with results and paste it as a link on each one of the search engines, social

media, news sites and so on. It's pretty easy and it will only require 5 minutes of your time.

## **2 - Latest News / Latest Updates Section**

This is the section where you can post up to 10 items of the latest news from the web, links redirecting people to read articles, in-depth analysis, reviews, tryouts and expert point of views.

You only have to search on Google, nowhere else. You go through the pages of results until you find 10 good results that can be interesting for your reader to know more about what you're talking about.

I generally post the title of the article, and then I link it to the result. Nothing else.

## **3 - Training Section**

This is the place where you can link articles or resources where the item you are talking about is tested by other people. Your buyers must understand how to use that “thing” right in this section. 5 to 10 results are more than

good enough. To find these, enter “item +training” on Google, where “Item” is the topic you are talking about.

## **4 - Curiosities**

If there are people doing some “strange or curious” things with what you are talking about, place the links here. It’s a little section made up of 5 posts where people can find even more ideas on how to use the product. To find these results, enter on Google: “item +curiosities” and check what comes out. If you find nothing, then jump to the next section.

## **5 - Local Businesses and... Section**

This section can be excluded from your cheatsheet, unless your topic could be a great idea for offline marketing companies, shops and restaurants, for example. In this case find some articles explaining new techniques that have something to do with your topic. A clear example could be: “item +offline marketing” or “item +local” or “item +local businesses”.

## **6 - Crazy Things Section**

This is another section that could be skipped if there are no good things to add. For Pokemon Go, for example, there was a lot of people doing crazy things... on a daily basis. So you have to find content or videos showing crazy things done with that item to take into consideration. For example there's people doing crazy things with phones, putting them to freeze in ice, throwing them from a 10th floor balcony to check their resistance and things like that. Search on Google and see if you can find something crazy enough to be added into this section.

## **7 - Video Section**

This is the unique section where you have to find videos on Youtube. Search for your item and get at least 10 good videos, including reviews, in-depth analysis, reviews, tryouts and expert interviews.

## **8 - The Money Making Section**

This is the final section where you can give ideas on how to make money with your topic. You can take ideas from my example, where I found almost anything, and see what

works and what doesn't for your cheatsheet. If you can find some training videos about that technique, you can add them below. For example, you can find a “how to create a curation website” video to add below that way to make cash.

## **9 - Secret Links Section**

At the end of your cheatsheet you can add some of your links, for example to your blog, websites, FB groups or pages, freebies and your previous products that have something in common with your cheatsheet and that can add value.

So, in 9 easy steps, you can have your cheatsheet ready to be published and sold, without the usual stress of classic internet marketing launches.

Add your contents to a document. I love to use Google Docs, at <https://docs.google.com> which is free to use and automatically saves your documents after every change.

## CHAPTER 2

### WHERE TO FIND NEWS, IDEAS AND TRENDS

If you want to become a real cheatsheet creator, you have to be faster than a journalist in finding good information for your products, and you have to be faster than an editor to write them down on a document for the sale.

A cheatsheet can be made about:

- **Trends**

Something huge impacting the market, television or news. It could be a new product, a new idea, a new technique or a way to solve a new problem.

- **News**

People want to stay up-to-date with the latest news about their favorite topics. If there's something hot going around, release a new cheatsheet about it.

- **Trainings / How-To's**

If something new hits the market, people start searching for how-to's on how to make it work properly, so it's a good time to release a cheatsheet.



Think about new techniques to use something or new ways to do something.

- **Summary**

Sometimes we are scared to read something longer than 1,000 words, and our brain crashes. Create a recap, a summary of something new that people need to do something special. Sell it as a manual.

Now let us show you the ways we get fresh content for our cheatsheets. Follow each one of them to have a good source of information flowing.

## **1 - RSS Feeds**

This is the key for cheatsheets. If something is hot, it will come straight to your RSS feeds. Every blog on the web has an RSS feed you can copy. It's that orange icon with one dot and two curved lines.

You have to find it on blogs, and copy the url of the new page. Otherwise, you have to enter this at the end of the url:

/feed

And you will be taken to see the latest feed contents. Copy that url and paste it into a text file, together with all the other RSS feed urls.

When you have a few, you can open your account at: AOL Reader, the free online RSS reader by America On Line:  
<http://reader.aol.com/>

Once you are in, click the big + icon on the headline menu. It will ask for a link so insert one of your RSS feeds from the text file, and click enter. In the next step you can create a new folder, or add it to one of your existing ones. Check the title, or modify it, and then click “Update”. In a few seconds your feed will be added with the last 10, 15 or 20 articles.

We have different folders inside, including “Internet Marketing”, “Trends”, “Self-Help and Personal Development”, “News” and so on. Everything is ordered, so every time we need new ideas, we login to Reader by AOL and search for the contents from the main window or by feeds. It’s the easiest possible way to get interesting content.

Here you can find 100 internet marketing blogs with direct links to RSS feeds:

<http://effectiveinboundmarketing.com/2014/11/06/100-internet-marketing-blogs/>

## **2 - Google News**

For the latest news, nothing can beat Google News (unless you have your “News” RSS category), available at:

<https://news.google.com/>

Inside it you can find different categories, from Politics to Tech, from Business to Travel. Find the one relevant to your chosen topic.

By clicking the grey “Personalize” button, you can decide how much news to receive based on topics, and enter also your topics. For example we’ve Bitcoins, Pokemon Go and so on.

Anytime you need to know what’s hot, you simply open the site and check your category, so you will see up to date news.

### 3 - Google Alerts

Google Alerts is a gem for getting news delivered to your email or RSS reader. Connect to:

<https://www.google.com/alerts>

Enter one keyword you are interested in in the box, and soon you can set up your alert. Select “Once a day” if you want to receive it by email, or “As soon as possible” if you want to get it via RSS feed.

Then choose your language and your geographical area. Set “Quantity” to: “Only the best”, and then select “RSS Feed” on the last box if you want to add it to your blog, or your Gmail email address if you want news via email.

Our favorite alerts are:

- amazon rolling out  
To get the news of new releases by Amazon.
- facebook rolling out  
To get the news from Facebook about new functions.
- twitter rolling out  
To get the news from Twitter about new functions.

- pinterest rolling out  
To get alerts anytime Pinterest release an update.
- new social network  
To get alerts anytime a new social media is created.
- Your niche  
To receive the latest articles and videos about it.

## **4 - Google Trends**

To check how a new item is doing, Google Trends is really the best. You enter the name of a product, or a keyword, and in a few seconds you can see a graphic to see how much people are going to search for that exact keyword over Google.

Reach it at:

<https://trends.google.com/trends/>

Otherwise, Google Trends can be useful also for random searches over the homepage, where each and every day new trends are added. It doesn't happen everyday that you will find something, but if you keep an eye out you will find things right in time.

## **5 - The Classics**

For “classics” I mean the classic events and festivities that happen all year at the same time. Think about “How to Make Money with” and add:

- Christmas
- New Year’s Eve
- Easter
- Carnival
- St. Patrick’s Day
- Valentine’s Day
- Birthdays

But also about events like:

- Summer Olympics (next in 2018)
- Winter Olympics (next in 2018)
- Soccer World Cup (next in 2018)
- Soccer Copa America (next in 2019)
- Soccer Euro Cup (next in 2020)
- Soccer African Cup of Nations (every 2 years)
- NFL SuperBowl (each year)
- Same for tennis, basketball and more sports.
- New movies and TV series (Star Wars...)
- New videogames or consoles (Nintendo Switch...)

- New Apple cellphones (iPhone 8)
- And much, much more.

Being the first to market any information that you can find via the previous four methods, will definitely put you in an advantageous situation.

That list is small. Consider how many beautiful events or festivities there are in the world or how many tech releases that will change the way we live and entertain... You can have a cheatsheet ready every week, if you want!

Search on Google, Youtube and add everything you think can help people to make money with these holidays or events.

And when you have all the information ready, jot down the final version of your cheatsheet!

## **CHAPTER 3**

### **THE SALES LETTER**

Sales letters for cheatsheets are one of the easiest you will write, considering you don't need any proofreading on it, as it's just a few lines...

Here you can check some of our sales letters, specifically created for cheatsheets:

Nintendo Switch

<http://internetmarketingitaly.com/nintendoswitchcheatsheet>

Pokemon Go Cheatsheet:

[http://internetmarketingitaly.com/pokemongoblackbook/](http://internetmarketingitaly.com/pokemongoblackbook)

FB Live Goldmine

<http://internetmarketingitaly.com/fblivegoldmine/>

2016 Elections

<http://internetmarketingitaly.com/2016electionscheatsheet/>

Ecommerce Trends Vol.1

<http://internetmarketingitaly.com/ecommercetrends/>



By checking the following points, please keep the “Pokemon Go Cheatsheet” page open for reference.

The common points of these sales letters are:

## **1 - A Big Headline**

The headline is the most important part of your sales page, as you have just 5 seconds or less to capture the attention of a visitor. So you have to express all the power of your cheatsheet in no more than 2 lines.

The headlines should express the main benefit for buyers, and something about the product you are presenting. Check our headlines, one by one. Which is the one which convinces you more? Try to copy it and rewrite it for another product. This is the easiest way for you.

You need to provoke an emotion in the reader, something that makes him/her interested in the product you’re offering. You must promise something, that could be a problem solution.

Be detailed with your headline. Tell the visitors what you

are talking about, instantly. If it is a new videogame, tell them in the title. If it's a new videogame console tell them its name. If it's a technique for FB or Twitter, tell it.

## **2 - The eCover**

What a good sales page can't do without is a custom eCover of your product, with the title (keep it short, max 3/4 words) and good colors. For our eCovers we use "[Ecover Authority](#)", which, for a fixed fee of \$47, allows us to create unlimited covers with a lot of templates. It's easy, as you can use internal graphics, or upload your own ones.

You will be guided step by step, starting from the background image (you can select one or upload your own), other images to add on the cover, text (try the custom fonts!) and the red "Finalize" button to see how the final version comes out.

Otherwise, you can create a free ecover with [Canva](#), a free graphics website. Go to this link after signing up, and you will be able to create a 2D cover:

[https://www.canva.com/design/DACPJsSb4QU/LHiXloyk84Gf79\\_Vo5goLQ/edit](https://www.canva.com/design/DACPJsSb4QU/LHiXloyk84Gf79_Vo5goLQ/edit)

### **3 - More Details**

After the eCover you can add a few lines to add more details. For example you can say it's not easy to find all the information in one place, because you are talking about a new trend.

Then you can tell with more precision what you are talking about. If it is a special technique, give some hints about it. If it is a new product, tell why people will buy it and why it could be a money making trend.

This area is great to put in the benefits for the people who will purchase your cheatsheet. Things like: saving money, earning money, get better rankings, get all the news on a new trend and so on.

### **4 - What's Inside**

In the central part of the sales page you can find our "What's Inside" area, with all the sections inside the cheatsheet available for readers. You just have to include

the number of links you put in for each section of your cheatsheet and a short description.

You can design it as a table, or put them in your preferred order. I generally use a little icon (InstaBuilder has a lot of them available, but we will talk about this later.)

## **5 - Call to Action**

This is the phrase before the buy button, so you have to convince the visitor it's time to take out their credit card and purchase your cheatsheet.

To do that, I generally use this phrase:

“All These Goodies Can Be Yours For... \$1  
But Be Fast, As The Price Is On A Dimesale!”

Then I set the price a little bit higher than \$1 (generally \$1.65 / \$1.75 / \$1.85) so it seems the sale of this product is going fast.

Your call-to-action must drive the visitor who reads your sales letter to click the buy button. Be direct, tell them they cannot think twice, the price is going up with no pause,

and product will be closed with no notice and so on. You want them to buy now.

## **6 - Buy Button**

We will create this when we work on the sales page design, so just wait and you can have your final button!

## **7 - Your Signature**

There is a lot of people who forget to put their signature and photo on a sales page, so people don't know who created the product, they don't know who to reach out to for support, and they don't know if that seller is someone they can put their trust and confidence in.

Remember to put your signature and personal photo at the end of the document, with greetings. It doesn't matter if you are a Hollywood star in the photo, people want to know who you are, and this is the best way to build confidence in users.

## CHAPTER 4

### SALES PAGE CREATION

Now that you have a sales letter ready, it's time to give it a visual format to proceed with the launch.

Nowadays there are countless tools to help create visual sales pages with drag and drop software. The most often used are: OptimizePress, InstaBuilder, iGloo, ClickFunnels, Profit Builder, Convertri and so on. Considering these tools have single site versions that cost less (we got a single site version of Optimize Press, and one of InstaBuilder.) this is a way to save money.

For our cheatsheet sales pages we use InstaBuilder because we think it's very easy to use, but you can use anything else, or if you are even good with HTML there's the free [Kompozer](#).

If you don't have one of these tools, and you want to launch products, we recommend you to choose one and get a copy or at least access to it. It's one of the best purchases you can do, and it will allow you to create fast sales pages, squeeze pages and download pages.

These softwares are drag and drop, so you can load any one of the available templates, and add elements to the page, in a very easy way.

Inside the ZIP file you will have found our example sales letter in HTML format and in InstaBuilder format, so you can edit it with any tool you desire, Kompozer, that is free, or InstaBuilder. Try changing a few words, background colors and adjust it to your look and feel.

Save it, change the filename and upload it to your server via your hosting CPanel, via FTP or you can create a copy of that step by step on Wordpress.com, Blogger or any free online website if you don't have funds.

## **CHAPTER 5**

### **THE ONE TIME OFFERS**

To make your sales funnel (the set of products you will sell) good for affiliates, you have to know that one product is too few.

We always suggest to do one thing that requires just an extra 10 minutes, and that is to create a One Time Offer by offering PLR rights to your cheatsheet. In short, PLR means Private Label Rights, so that whoever buys these rights can make changes to your cheatsheet and resell it with his/her name on it instead of yours, earning from the sales.

The cost of a PLR version can vary from \$5 to \$12 based on the topic and how much demand there is for it. If it is something about marketing, go for \$10/\$12. If it is something about news, go for \$5/\$7.50. If you want you can put this on a dimesale, getting the price higher as we will show you in the next chapter, or leave it at a fixed price.

To create a PLR version, you need:



- Editable document of your cheatsheet (.doc, .rtf)
- Sales Page in HTML format with no buttons and links.
- eCover without your name.

You put everything in a ZIP file and you're ready to go.

Another thing you can offer is other cheatsheets you have sold in the past, alone or in packages, for the price you think is right, or for the same price they have reached on their sales.

Finally, you can also add some additional training you have ready, or other PLR products. Nowadays there are some great PLR authors you can trust, including: Tiffany Lambert, Arun Chandran, Sue Fleckenstein, Dr. Amit Pareek, April Lemarr, Justin Popovic and so on.

You download the PLR pack, you edit the ebook and website by adding your name on them, and you have another product ready for the sale.

Organize your products in folders, like Front End, OTO1, OTO2, OTO3 and so on. In this way you won't lose track of items and changes because everything is in order.

## **CHAPTER 6**

### **STEP BY STEP SALE PROCESS**

When you have your cheatsheet document, cover and sales page ready, and also at least one One Time Offer (OTO) you can start creating your sales funnel.

We love to sell cheatsheets on Warrior Plus, our favorite place to sell infoproducts. You have to get an account on [WarriorPlus.com](https://www.warriorplus.com). Take the time to sign up and complete your details, including your Paypal email address, to receive payments on time.

Before starting, remember you that you can watch the bonus videos of our three webinars about product launches to get a lot of more information about this phase.

Another step you must take is uploading your files to your hosting, via FTP or CPanel. It's not difficult, and here you will find a step by step video I recorded two years ago:

<https://www.youtube.com/embed/Fern2JoGsRs>

Once your files are uploaded, check your web address to see if everything works fine, and when everything is OK, connect to Warrior Plus and go inside the Vendors area.

## **Step 1 - Create Your Products**

At first you have to insert your products, one by one. So select “Products” on the sub-menu of the Vendors area. A new window is loaded where you have to find the green button with “+ New Product”. Click it!

At first you have to enter your product name. Be clear with it. On OTO1 you can use the suffix OTO1 and so on, to get their names right if you need to edit them, and for the creation of the funnel.

On “Delivery File” we suggest you upload your complete zip file for the front end. We recommend this to let you avoid having to create a download page. So add it, and when you save your page at the end, the file will be uploaded to the Warrior Forum servers.

“Delivery URL” is to be left empty if you used the “Delivery File” section.

We always leave the “Sale Notifications” active to see when we get sales.

Then you can set the “Refund Period” to what you prefer. For a cheatsheet you can enter “0” if you don’t accept any refunds, or “30” if you want to allow 30 days for people to ask for a refund.

Then there are three fields: Content Type, Category and Keywords. In the first enter “ebook”. In the second select your best category. You have to click inside the blank form and select one of the choices in the menu. Finally, on Keywords you can enter up to 3 keywords about your launch: we generally enter: cheatsheet, niche cheatsheet (where niche is your niche) and just the niche term alone.

On “Product Image” load your cover. Then insert your best email into the “Support Details”, if someone wants to email you.

On “Payment Methods” you have to select your Paypal email. If you inserted it on signup, you should find it in the menu. Select it.

Then it's time for "Pricing Details." Enter your first price where it says "Sale Price," for example \$1.92 is our favorite starting price. Finally, on "Variable Pricing" you have to set your dimesale so your price will go up after the desired number of sales.

We generally insert:

Increase Price By: 0.01  
Every 1 sale  
Max Price: \$3.95

You can follow this example if you want. We leave the increase on every sale so people see: 1 copy left below the price button, and this can convince people to buy their copy fast, without waiting.

Where it says "Email / Webinar Integration" you have to configure your own autoresponder, so that once someone purchases a copy, it will be added to your list for promoting more things day by day. This is probably the most important field. Warrior Plus accepts Getresponse, Aweber, ActiveCampaign, Constant Contact, MailChimp, SendReach and some more. If it is the first time, you should get a two click operation, nothing else.

Leave “Advanced Integration” as is, and proceed to the “Affiliate Program.” Here there are many schools of thought... You can give 100% to affiliates on the front end to grow your list only, or give less to make some money, like 75%. On “Affiliate Info” enter a message for affiliates, something good for tempting them to promote. We usually enter: “Promote the first and newest [ Your Niche Here ] Cheatsheet!”

Then, it’s better to leave off the “Affiliate Program Accelerator” as it’s useless and costs you 15% of your earnings. It’s for letting Warrior Plus advertise your affiliate program, but it can be a good solution with bigger launches only.

On “Warrior+Plus Settings” leave “ON” on “Deal of the Day Eligible” and set a Warrior Forum commission. It can be the same you give to affiliates, more or less. Sometimes we cheated and set it at 0 to get money from the sales they bring me...

Then give them a review copy giving them the link to download it.

Save, and your first product is ready.

To create OTO products you have to do exactly the same, one by one by adding OTO1, OTO2 and so on at the end of the title.

## **Step 2 - Create the Offer**

Once your products are all ready, it's time to create an offer, that is like a box where you have to include all your offers in the right order for the customer. This is funnel creation, which is pretty easy once you get used to it. We needed a bit of time to learn this thing when Warrior Forum changed the way to sell items!

Click "Offers", always inside the top "Vendors" menu. Click the green button "+ New Offer." Enter a title and a description. Then you will be asked again for category and keywords, so enter the same you entered before in the product's area. On "Offer Image" load your cover.

Finally there's a very very important Public button that you can't activate because it's frozen. When you save, remember to come back and activate it, or your offer will be invisible on the marketplace! This is very important!

In the next window it will ask you for the sales page, so enter the exact url where you have uploaded your sales page file. Leave blank the other two options, that are “WSO Post” and “Checkout Banner.” Leave unchecked the box for the prelaunch phase.

Finally, re-enter the information for affiliates. Now you can save, and come back to activate that Public button that was not clickable before. Sorry if we tell you this twice, but leaving it off means no views for your offer!

In the empty boxes of the next page you have to insert products in the order you want them to appear. First you have to add the front end, then OTO1. If you have more, add more.

After you enter your sales page address, you will see the “Get Code” button. Click it and copy the code as it appears, in HTML format. You have to paste it where you want the purchase button to appear. Not easy as WarriorPlus wants your pages active, but gives you the buy button code right after you enter them! So get back to your front end sales page, enter the new code, save and reupload. When ready click the little orange button to



check if the address is right: it will turn green if it is right, or red if it is wrong.

Do the same with OTO1, but remember here you also have to enter the NO THANKS link. Check the link in the high part of the popup window and click it. It will open a new tab where you can copy it in HTML format. Paste it at the end of your OTO1 sales page.

Save and now it's time to connect your products... Click the black + sign and select the OTO1 you entered before in Products area. It will be connected to the front end, right after. So when someone purchases your front end product, they will see the OTO1 offer that they can purchase or refuse with the "no thanks" button.

Congratulations, you have completed the setup of your first cheatsheet!!!

Now, before leaving this section, remember to send me the affiliate link to [info@alessandrozamboni.com](mailto:info@alessandrozamboni.com) so that I can promote your cheatsheet to my list for you, OK?

You will find it by clicking the blue button "Offer Setup / Options" and by selecting "Affiliate Signup Page". Copy

the link of the new page opening in a new window and save it in a text document as your affiliate link.

When it's time to launch your offer, you can set it up on the Warrior Plus clock. To do that you have to login to Offers at the right time, select your offer and click the “Activate Offer” button, where you see a red label. Once it's active, it will become green.

Remember also you can set it up to start automatically, by entering your day and time in CST time zone.

So we have finished the setup and we're almost ready to go live!

Now get that affiliate link you got from WarriorPlus, and insert it with a good description on [Muncheye.com](https://muncheye.com), that is the best network for JVs. You choose a date, and you add your product details. It should be approved in 24/48 hours and it will appear on the home page list.

For free products only, there's a thing you have to do and then create the product in the same way we have shown you. You have to select “Free Product” on “Sale Type” menu, as soon as you enter the Product creation page.

## **CHAPTER 7**

### **HOW TO GET TRAFFIC**

You can get some affiliates to promote from Muncheye.com, especially if you remember, once you get the email alerting you that your product was approved, to post it also in their FB group for more visibility.

Here are some ways to sell more cheatsheets.

#### **1 - Upload it as a Kindle Version**

Amazon Kindle marketplace lives for books, so why not upload your book on Amazon, with a competitive price (probably around \$1)? Remember for every sale you can get a signup to your list, if you remember to add a free bonus squeeze page link.

#### **2 - Share the Link on Social Media**

Remember social media is one of the best places to sell your cheatsheet. Keep your followers updated during your launch phase, day by day and ask them to try the quality of your cheatsheets. You can build trust this way. If you have the opportunity, you can create a FB Page or Group

where you can advertise your cheatsheets together with other products and free links to interesting contents for your followers.

### **3 - Record One or More Videos**

Videos are the new way to enter people's houses. In the last few years there are more and more people watching videos, on Youtube. So you can create one or more videos by telling people why it's important to stay informed on your cheatsheet topic, and how they can do it for 2 or 3 dollars.

If you are happy to appear on video you can talk directly, otherwise you can use any video software like [Camtasia Studio](#), or something free like [CamStudio](#). Or, as a third choice, you can record a video directly on Youtube, by clicking the "Upload" icon and then selecting "Photo Slideshow" on the right column: all you have to do is add photos, your audio file and... boom! Your video is ready.

Once your video is uploaded, you can purchase some video embeds to get better rankings. Here is a selection of them on Fiverr:

[https://www.fiverr.com/search/gigs?utf8=%E2%9C%93&source=top-bar&locale=en&search\\_in=everywhere&query=video+embeds&page=1&filter=auto](https://www.fiverr.com/search/gigs?utf8=%E2%9C%93&source=top-bar&locale=en&search_in=everywhere&query=video+embeds&page=1&filter=auto)

#### **4 - Forum Comments**

Another great thing you can do is leave comments on forums related to your topic, by adding your link on the signature, from options. You can do the same on WarriorForum.com, probably the best place to do that.

Once your link is in position, you have to leave some constructive comments each and every day, so that whoever reads sees you are helping the forum, and can click to visit your link. The low price of your cheatsheet will do the rest.

This is one of the best methods if you dedicate 10 minutes every day to it.

## LAST NOTES

Thanks again for purchasing your copy of “Cheatsheets Empire.”

If you didn't purchased yet my collection of cheatsheets with full PLR rights, sales pages and covers, go here now and don't think twice!

<http://internetmarketingitaly.com/cheatsheetsempire-oto1>

If you need any help, support, or you want just to exchange some words with us, you can reach me at the following email:

[info@alessandrozamboni.com](mailto:info@alessandrozamboni.com)

Or you can find me on Facebook, at this link:

<http://facebook.com/Alessandro.Zamboni>

Thanks so much and see you soon,  
**Alessandro Zamboni & Neil Day**