



CASE STUDY

How John Voss made \$75,000 in 30 days marketing to PowerSignups.com guaranteed signups.

Phase 1: John created a landing page that sold an e-learning course teaching newcomers to the Internet how to get their web presence set up correctly. The price of the course was \$47.

Phase 2: John ran a campaign of 4,000 guaranteed signups to his auto-responder, and sent a customized email to each person, explaining why they should re-visit his website and consider ordering his course.

The response was about a 20% open rate, a 50% click through rate to the landing page after the email had been opened, and less than 2% unsubscribe.

(NUMBERS: 800 people opened his auto-responder email, 400 people came back to his website, and only 80 people unsubscribed from his mailing list)

The landing page converted sales on the first day around 8%, and made over \$1,000. The guaranteed signups were paid for with a single email campaign so far, and less than 25% of the leads had even seen his email yet.

Phase 3: Once the lead had become a student of John's e-course, the conversions to his mlm business opportunity was almost 50%.

(NUMBERS: 32 people paid \$47 for the e-course, and 15 people signed up into his mlm).

Phase 4: John marketed to the first list of 4,000 3-4 more times, and then ran another campaign of 6,000 guaranteed signups to his auto-responder, and duplicated the exact same email with even higher numbers than the original campaign.

Phase 5: John created a second landing page that offered the same training course for \$7 instead of \$49. This doubled the conversions for the course, and kept his high quality leads coming in.

After 30 days, John had sold over 500 e-course subscriptions, and signed up 100 people into his down line who each earned him a minimum of \$500.

John's total spend on guaranteed signups was: \$3,500.

John made over \$75,000 in only 30 days by simply offering an inexpensive online course to train the interested leads on how to make money in his business, and using that system to create leads that converted extraordinarily well.

The subscriber list that he created from his first two guaranteed signups campaigns ended up at about 5,000 (after all the unsubscriptions) and continues to be very profitable every month.