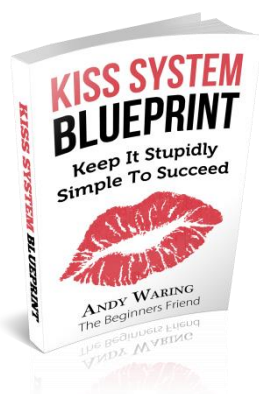


# “**K**ee**P** **I**t **S**tupidly **S**imple System Blueprint”

By Andy Waring  
The Beginners Friend



All Rights Reserved  
© Help Yourself to Success Education

The boring but important legal bits, I'm sure you know them, but here they are in black and white for you ☺

**NOTICE: Sorry But You Do NOT Have the Right to Reprint or Resell this Report!**  
**You Also MAY NOT Give Away, Sell or Share the Content Herein**

ALL RIGHTS RESERVED: No part of this publication may be transmitted, reproduced or copied in any form whatsoever, electronic, mechanical, including photocopying, faxing, recording or by any information storage or retrieval system without the express permission (written, signed and dated) of the author(s).

## DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only.

While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions.

Any slights of people or organisations are unintentional. If advice concerning legal or related matters is needed in any way connected with this publication, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice in any way.

You should be aware of any laws which govern business transactions or other business practices in your country and/or state. Any reference to any person or business whether living or dead is purely coincidental.

Andy Waring

# The Beginners' Friend

Making Money Online With a Little Help From A Friend



## KISS System Introduction

The main principles behind the **Keep It Stupidly Simple** System are *speed* and *simplicity*.

Far too often in IM, people will create grand plans for their business...

...Plans that include every single thing they have read and learnt.

Plans that incorporate all the elements of every successful marketer they have come into contact with.

On paper these plans look fantastic, but unfortunately the vast majority never get any further than the page.

I know this for a fact because this is something I experienced time and time again when I was starting out; lots of good intention and effort and zero to show for it.

The thing is the initial motivation and excitement that creates the grand plan doesn't last that long for most of us.

Before very long the '*Doubt Gremlins*' poke their noses in. They provide that inner dialogue that usually sounds something like:

*'Who do you think you are, thinking you can make it online'*

*'You've never done anything like this before, you're bound to fail'*

*'You're tool old/young/fat/skinny (delete as applicable) to succeed'*

*etc, etc.*

I'm sure you could add your own '*Doubt Gremlins*' inner voice favourite!



So the idea behind my KISS System is to strip things down to the bare minimum and use the blitzkrieg principle on your '*Doubt Gremlins*' (*blitzkrieg* : meaning *lightening war*).

Get something up and running before the '*Doubt Gremlins*' have even pulled their undies on.

Although the KISS System, in itself, is not going to make you rich, it WILL create momentum for you, which in turn creates motivation and it will also create the foundation from which you CAN create a significant online income.

So in summary, as you read the current steps, DON'T try to create the perfect version or over think it, just follow the steps one at a time and get it done...quickly

You are not looking for perfection, you are looking for results.

Good enough will do and then use the learning points to improve later versions.

The system itself takes for granted that you understand the importance of building a list of individuals who all have an interest in a particular niche or topic.

## **The Importance of the 70:20:10 Formula**

Of course the 'WHAT' to do is just a small element of what makes people successfully carry out the tasks.

In Learning & Development circles (which is where I come from originally), we used the 70:20:10 formula.

Translated, this stands for:

- 70% of people's development comes from getting stuck in and doing stuff.
- 20% comes from their interaction with others, through things like coaching, mentoring and discussions with peers
- ...and only 10% comes from the 'formal training information' (*no matter how good or well written it is*)

So although you may be someone who has the discipline and motivation to follow through with this training, you WILL be in the minority.

If you want to ensure you see results from the KISS System, make sure you:

- a. take action
- b. have your own 'mastermind group around you, ie likeminded people with whom you can discuss thoughts and ideas. You'd be amazed how much more you can achieve when you have someone to provide the odd pat on the back for a job well done or a kick up the backside.

The concept of the 'mastermind' group is well known in success circles and has been proven again and again as something that is essential for individuals looking for success in any walk of life.

You can either do this informally with other successful marketers you might know, alternatively it is worth checking out my own [FREEDOM Private Mastermind Group](#), where all the members go out of the way to help and support each other.

**I personally GUARENTEE that you WILL see greater results if you have the support of others. I will also give you details at the end of this guide of how you can DRASTICALLY increase your chances of succeeding.**

That said let's get into the overview of what you need to do to get a sales funnel up and running; building your list and earning you an income, within the next few days...

I do appreciate that you might not know me from Adam, and therefore would like to see what I'm all about before continuing with the training.

Therefore rather than pad this blueprint out, you can check me out a bit more at the following places:

The About Me post on my Blog: <http://www.TheBeginnersFriend.com/About-Andy>

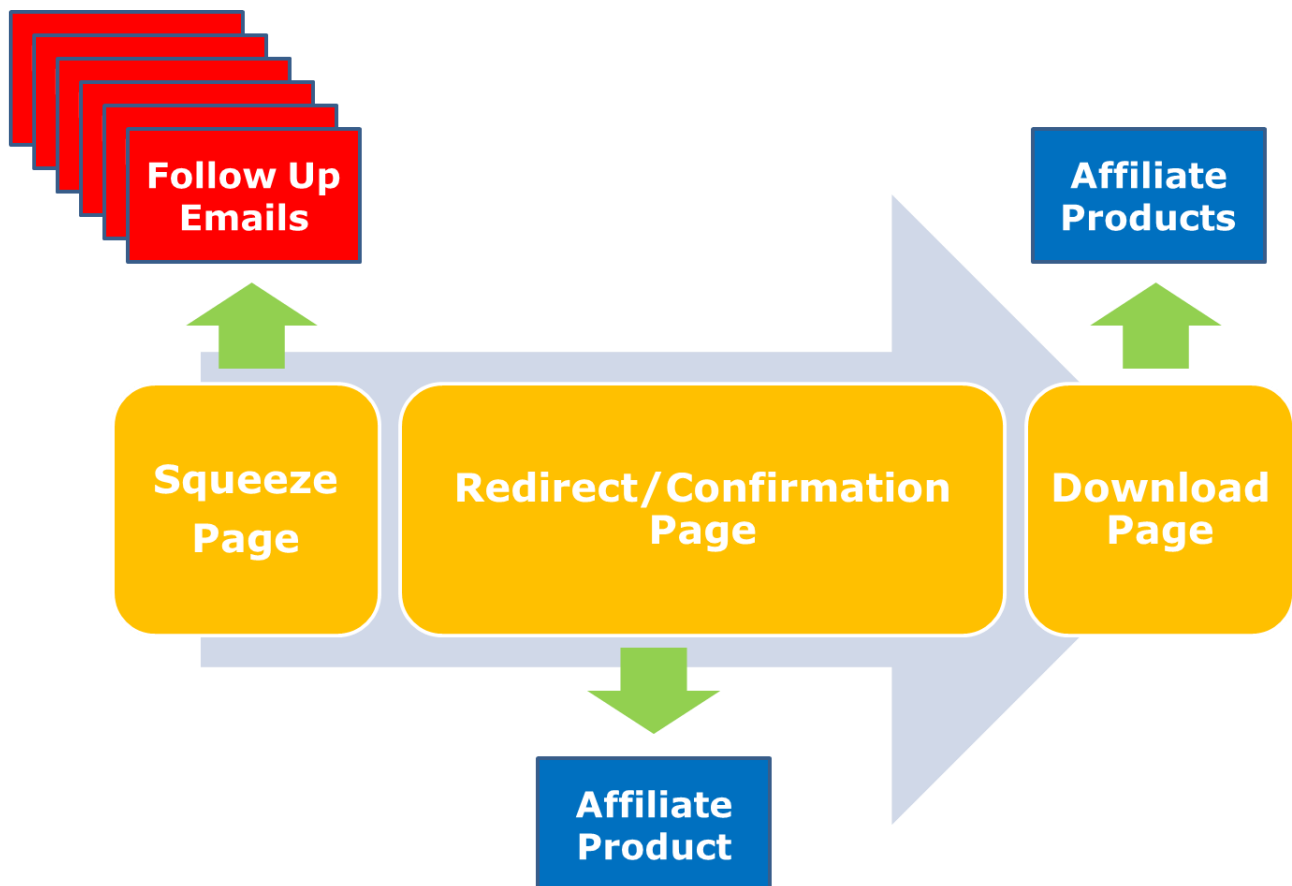
On Facebook (feel free to send a friend request, I look forward to getting to know you better): <https://www.facebook.com/andywaringthebeginnersfriend>



## KISS SYSTEM OVERVIEW

As mentioned already the principle here is to keep things as simple and as effective as possible.

Therefore when you finish the principles outlined in this guide you will have a system that looks like this:



So without further ado, now you have the 60,000 feet overview, let's drill down into how you are going to set this up in the next few days.

# KISS SYSTEM STEPS

## A. Choose Your Main Product

In the ideal world this would be your own product, but unless you already have something, creating something from scratch is going to take time and therefore give time for the doubts to creep in.

In the future when you have got your initial KISS funnel up and running you will be able to spend the time to create and use you own products. However for now, with quick results in mind, you are going to utilise affiliate products.

This is a key step, you are going to go to Warriorplus or JVZoo and find 2 or 3 products that match all or most of the following criteria:

1. Continuity product – ideal as you make one sale and then get paid again and again.
2. Highly converting (ideally around 10% or above)
3. Good earnings per click (ideally \$1+ per visitor)
4. Low refund rate (ideally 5% or below)

Warrior+Plus

99+

99+

The Beginner's Friend

Marketplace

Vendors

Affiliates

Deal of the Day

Support

Affiliates

offers

get links

stats

transactions

contests

launch calendar

<div>SOCIAL Profit PLR</div> <div>Unrestricted!</div> <div>MYDCOM</div>	2017-02-19	25+	19%	\$0.75	\$3.97	▼	0%	6.00	Request
<div>The curved arrow indicates that the sales funnel contains a continuity product</div>									
<div></div> <div></div> <div></div>		50+	55%	\$0.04	\$0.08	▼	0%	2.00	Request
<div> <div>WSOTB</div> <div>Escape Plan</div> <div>AffPro</div> </div>	2017-02-18	500+	35%	\$3.29	\$9.41	▼	2%	56.33	<div>Get Link</div> <div>3 sales</div>
<div>(ACT NOW) Turn \$5 into \$100 in 20Min</div> <div>budzman</div>	2017-02-18	200+	10%	\$0.00	\$0.00	▼	0%	--	Request
<div>Conversion rates over 10% are good</div>									
<div>Affiliate LiftOff</div> <div>PeterComeau</div>	2017-02-17	8	3%	\$0.32	\$10.75	▼	0%	1.00	Request
<div>Book Promotion Fire Hose</div> <div>tpw</div>	2017-02-17	25+	13%	\$3.94	\$17.00	▼	0%	1.00	Request
<div>ProfiteE</div> <div>mshbari</div>	2017-02-17	100+	10%	\$1.00	\$1.00	▼	0%	1.00	Request
<div>Try to look for earnings per click/visitor of over \$1</div>									
<div>Crash the Party: 120 Hacks to Building a Bigger Audience and Mak</div> <div>themiraclejones</div>	2017-02-17	250+	19%	\$2.12	\$11.14	▼	0%	28.40	Request
<div>Look for refund rates as small as possible</div>									

Once you have found them, request approval to promote them.

If you have no history make sure you reach out and communicate with the vendor to maximise the chance of them approving your request. Include things like:

- How you propose to promote the product
- Any coaching, memberships or mentoring you are involved with (I'm happy for you to use my name and my The Beginners Friend brand)
- Anything else that shows you as someone who is serious about promoting the product and not someone who is going to spam the hell out of it.

Ultimately, even if you get a refusal, most will approve your request if you have made the effort to explain yourself to them, and as you applied for several you should have at least one product to continue the process with.

This step should take no more than 60 minutes in total and is important as it will give you the focus of your complete funnel.

## B. Producing Your Free Lead Magnet

It is important that the lead magnet (lead magnet being the free gift you are going to offer to attract individuals to your sales funnel) is VERY closely related to the main affiliate product you chose.

The closer the relationship, the more likely it is that people, who sign up for your free gift, will invest in the affiliate product upsell.

For example I created a funnel whereby I offered a lead magnet of a bundle of swipe emails and for the upsell I offered membership to my AR Mail Genie site.

As you might expect, this converted well.

(You can see the squeeze page for this offer [HERE](#) – feel free to sign up for the free emails if you wish and see how I send new subscribers to the membership offer )

My advice here is, unless you are a wiz at producing short reports quickly, get on to the many MRR/PLR content sites and grab yourself something that fits the bill.

### Marketing Minisite Template



**Comes with Private Label Rights!**

Added on January 31, 2017

\*\*\* Requested By Member \*\*\*

Click here to download:  
[Marketing Minisite Template](#)

filesize: 3.6 MB

Headline: "Minisite Template For Your Marketing Needs!"

Comes with a salespage? NO

### JV Spawner



**Comes with Master Resale/Giveaway Rights!**

Added on January 2, 2017

\*\*\* Requested By Member \*\*\*

Click here to download:  
[JV Spawner](#)

filesize: 751 KB

Headline: "Get Loads Of Affiliates To Promote Your Software Or Ebook, Even If Your Sales Copy Totally Sucks!"

Comes with a salespage? YES  
[View Salespage Here.](#)



I have used Resell Rights Weekly and PLR Profits Club in the past and have found them to be good for the sort of thing you are looking for here.

You can sign up for a free membership which should be good enough for what you want here, but you can get a paid membership (both have a discounted trial period) if you want to get your hands further PLR/MRR products.

You can sign up for the free access below:

<https://www.midastouchsystem.com/PLRProfit>

<https://www.midastouchsystem.com/ResellRights>

PLR products are best as you can then make amendments to personalise the information. It also allows you to include links to the affiliate product so that you maximise the number of sales you make.

If you do go down the MRR route, just makes sure it is of decent quality and it has that close relationship with the affiliate offer.

This section should take you a maximum of 2 hours if you are using a site like Resell Rights Weekly or PLR Profits Club.

## c. Squeeze Page

Now you have your lead magnet, you need a way to promote it.

Often if you are getting your lead magnet from a PLR/MRR site, the squeeze page will be included.

Even if you don't go with the exact page, it will more than likely give you ideas for headlines etc.

If you want more help with the creation of your headline, you will find the following free online resource a REALLY useful:

[FREE Online Headline Generator](#)

Alternatively if you don't like the idea of having to amend HTML here are two alternatives you might want to consider.

Firstly I am offering software that will HUGELY simplify the creation of the web pages I talk about in this guide (squeeze page, redirect page and download page).

Once you download it, you just need to fill a few fields to create the pages for your KISS System Funnel.

You can see further details below:

[KISS System Funnel Creator](#)

Secondly, I have to admit that although I created and used HTML pages in the past I have now changed and use Wordpress as the base for my web pages

I personally use the Instabuilder 2.0 plugin as again it greatly simplifies the process of creating great looking web pages. With the templates available you can create new professional looking web page in a matter of minutes.

In addition to this you can duplicate pages at the click of a button (great if you want to use a design that has worked well for you in the past). It also incorporates (amongst many other things) a split testing facility, which again is hugely useful once you have set things up to create the most effective funnel that you can.

Finally with the Instabuilder plugin, it is a one-off investment, unlike some other page building memberships that are out there. Therefore even though it is a significant investment for those just starting out, it is one that will pay for itself again and again.

You can check the full details out for this plugin below:

<https://www.midastouchsystem.com/Instabuilder>

Whichever method you use, we are keeping to the KISS principle, so the simple squeeze page should consist of nothing more than:

- Headline
- Sub-heading
- Opt-in form



**Online Success Can Be Yours in 2017...New  
FREE 8 Video Training Shows You How!"**

2017 could be YOUR year with this FREE step by step video training.

Email Address

**Get FREE Access!**

\* We will never rent/sell/share your email address \*

Copyright © Help Yourself To Success Education | Disclaimer | Privacy Policy | Tos

Remember we are looking for speed over perfection.

If you feel comfortable with the whole web page building process (or have either of the software options I told you about earlier) you could add an image of the product you are offering. It is true to say that the addition of images tend to increase conversion rates.

Your opt-in form should be created in your Autoresponder – We will cover that in the next section.

This step should take no more than 2 hours in total (and FAR less if you have one of the automated options I mentioned: [KISS System Funnel Builder](#) or [Instabuilder 2.0 Plugin](#)).

## **d. Autoresponder Set Up**

At the hub of your **KISS Sales Funnel** you are going to have an autoresponder. This is where you will be both collecting the contact details of your subscribers, and automatically sending your emails.



A good AutoResponder is ESSENTIAL for the on-going success of your business, as the majority of your earning will come from the follow up emails that you send to your subscribers.

This is a HUGELY important part of the KISS System.

I did try to do this on the cheap when I first started out and as a result lost the best part of a thousand subscribers, when the service I used was hacked. This destroyed many months of hard work, not to mention cash spent. It sent me back to square one and almost destroyed my online adventure almost before it had started – you have been warned 😊

The two biggies currently on the market are GetResponse and Aweber.

Both have a free (or very low cost) trial membership so you have the chance to check out which of them you prefer before having to stump up hard cash.

You can check them out below:

[GetResponse](#)  
[Aweber](#)

Both of these memberships charge a monthly fee after the initial trial period, so if you are just starting out or are watching the pennies very closely, you might want to consider '[InboxingPro Unlimited](#)'.

I will be upfront here and say that I have never personally used this software, BUT I do know the creator and he is a decent guy with a good reputation and there are multiple thousands of happy customers, so well worth a look if you ask me.

As for what it is, InboxingPro is a cloud based autoresponder and claims to be the first autoresponder with no Monthly Fees that sends emails that pass the Google test and get a Trusted Sender reputation.

You can get further details about this option for your autoresponder [HERE](#)

Once you have your autoresponder, you will need to create a new 'campaign'.

This is the location in which you are going to keep the addresses from your KISS system funnel.

All ARs are different, but they will all have comprehensive training on their sites to show you how a campaign is created.

Once you have created this, you will need to create an opt-in form to include on your squeeze page. Again all the big AR providers have tutorials for how you can do this.

**Make sure the '*Thank You*' page setting for the opt-in form is set to the name of your '*Redirect page*' that I cover in the next section. Basically this is where you want new subscribers to be sent as soon as they sign up.**

Once your opt-in form is created for the campaign, enter the code into your squeeze page.

This should take no more than 60 mins or so even with the watching of the tutorial videos.

## E. Redirect/Introduction Page

Once someone signs up to your offer you want them to see the affiliate offer you chose, however if you send them directly there you are in danger of pissing them off.

They have just signed up expecting to get their hands on your free gift and instead they are being shown a sales page. The likelihood is they will just exit thinking they have been duped.

Therefore you are going to send them to an intermediate redirect page to 'warm them up' to the affiliate offer.

This redirect page should do several things:

1. It should make them fully aware that they have signed up to your offer successfully and they will be receiving a mail with the download link to the gift.
2. It should contain a link/button linking to the affiliate product you found, with words to the effect of:



"If you liked the free gift you will love the affiliate product and what it will do for you...Click on the Button Now!"

3. It should include a very short introduction to you and preferably a picture to start building rapport and a relationship from minute one of day one.

This page could easily be created within an hour.

(If you invested in the [KISS System Funnel Builder](#), this page will be created automatically as part of the process.)

## F. Download Page


The download page should continue the relationship building and the selling, in addition to provide the promised gift.

Your download page should include the following:

1. A download link to the gift
2. A link with another chance to purchase the affiliate product
3. An affiliate link to a sales funnel with a free front end. The link should have text along the lines of "Specially Selected Bonus FREE Offer"

There are many of these 'free' offers on Warriorplus. They have a free front end and also have upsells.

These offers are pretty easy to spot as they tend to have a conversion of 40%+. You should be looking for a conversion rate of 40%+ and also have a EPC of \$0.20+

[FREE] Bonus Page Creator w. MRR & Rebranding Option lookielookies	2016-11-23	500+	<u>50%</u>	<u>\$0.36</u>	\$0.72	▼	0%	3.64	Get Link  <u>198 sales</u>
--	------------	------	------------	---------------	--------	---	----	------	--

These offers are a great way of creating extra revenue from a funnel without trying very hard.

I have included a few free front end offers below you might want to consider. These have the advantage that they are either owned by me, or marketers I know well, so as long as you specify this is for the KISS System, you will be guaranteed to be approved 😊

<https://warriorplus.com/as/o/jvkffl/kiss702010> - Email Training & Swipe File

<https://www.jvzoo.com/affiliates/info/185465> - Email Swipe Bundle

<https://www.jvzoo.com/affiliates/info/235687> - Email Training Series

<https://warriorplus.com/aff-offer/o/19686> - Rebrandable PDF

4. A short bio of you and why they should want to be involved with you or a link to a similar sort of page on your Blog if you have one.

The download page should take you no longer than an hour to set up.

## 6. Follow up Mails

Having got subscribers on to you list, it is ESSENTIAL that you start the communication with them straight away.

**You need to be able to rise above the general IM noise. Therefore you need to get subscribers reading your mails.**



This is one of the reasons you did not send people straight to the download page.

Initially create and schedule a sequence of 5 follow up emails:

**Day 1** – Include a link to the gift, a link to the affiliate offer with a short reason as to why they might like it and finally a thumbnail sketch of you and your business (you want to position yourself as a real person rather than a nameless faceless marketer).

**Day 2** – A reminder of the download link explaining you know that mails go missing. Include a 'ps.' with the affiliate offer link.

**Day 3** – Why you believe the affiliate product will help them and the link to purchase the product.

**Day 4** – A top tip or free gift based around the topic covered in the free gift/affiliate product; If it has a personal connection, all the better.

**Day 5** – A reminder that it is five days since they signed up for your free gift and provide the download link again. Make the point in the mail that the information you have provided will only work if they take action and if they have any questions they can reply to the mail and you will get back to them.

I would suggest that it should take no longer than 30 minutes to create each mail.

### **SPEED IS KING TOP TIP**

**Create the first two mails and then launch the funnel.**

**You can then return to the mails to continue writing them as you have a two day 'buffer' whilst the first two mails are sent.**

**This will ensure your funnel is up, bringing in subscribers and income as soon as humanly possible and gives you the motivation to make sure you complete the other mails.**



## H. Regular Communication

You have now set up the idea that you will be writing to the person with information and links that will help /interest them.



This is a vitally important step as it will be where the majority of your income will come from in the long term.

Therefore you need to get into the habit of sending regular emails. I would suggest 2 or 3 as an absolute minimum every week.

This should take 30 minutes as a maximum on a daily basis.

You can do this by either adding mails to the end of the AutorResponder list, so that new subscribers will automatically receive it x number of days from when they signed up...

...or you can send as a 'broadcast' to everyone on your list.

The first option has the advantage that once it is done you know that everyone who signs up will see it, but has the disadvantage that you won't be able to send time dependant emails as your subscribers will only receive the email when they reach that mail in the list.

On the other hand, sending a broadcast allows you to be bang up to date, but it does mean that you are committed to writing the email on the day that you want to send it. You aren't able to create a number of emails and schedule them to go out automatically in the future.

Therefore you need to get into the habit of sending regular emails. I would suggest 2 or 3 as an absolute minimum every week.

This should take 30 minutes as a maximum on a daily basis.

If you think you might struggle to do this, it would be remiss of me as a marketer if I did not mention a couple of my own offers.

Firstly there is my [AR Mail Genie membership](#), this membership provides you with a month's worth of mails on a monthly basis. Each written to both build a relationship and subtly sell to your subscribers.

Even if it was not something you wanted to sign up for in the long term, it could be beneficial in the short term whilst you became comfortable crafting your own mails.

Or you can also get hold of EVERY email I sent to my subscribers in 2016. These are the actual mails I sent that earned me \$1000's and got me into the top 5% of Warrior+ affiliates.

You can check out details of the offer HERE:

[Andy's AR Treasure Trove](#)



Alternatively if you believe in the maxim of '*Show a man how to fish...*', you might be more interested in the training I put together to show you how to create emails that work.

It shows the exact things I do that have resulted in me heading up leaderboards and becoming a top 5% affiliate on Warriorplus despite have a list a fraction of the size of some other marketers: [AR Mail Magic Training](#)

## I. Getting Visitors

For many, getting traffic is a major blind spot, however there are several ways to get traffic pretty quickly for little or no investment.

Remember you are not looking to get rich overnight with this system, instead to quickly prove to yourself that the model works and to give you the faith to be able to invest more time and finances in the future.

Therefore at this point you just want to get enough traffic to see that your 'sales funnel' works.

So the traffic sources I suggest you could try first are:

**Join JV Giveaway Events** – there are several ways to upgrade to make the process more effective, but you can sign up as a contributor for free to test out what you have set up.

You are NOT going to get truckloads of visitors, but there are usually a couple of these events a week going on, and it takes a matter of minutes to set up. So the trick is consistency; just keep entering the events.

You can find upcoming events [HERE](#) (the site is kept up to date with all the latest events)



**Forum Posting** – Quite simply this is about signing up for popular forums in your niche (eg The Warrior Forum), add a signature to your profile promoting your offer, and then spend time posting and responding to posts that are related to what you are offering.

DON'T spam or reference your offer directly. If you are providing useful/interesting posts and your signature is attractive enough, you will get visitors to your offer.

Like the JV Events you are NOT going to get tons of visits, but the secret is consistency (*those small numbers soon start adding up*)

**Solo Ads** – I know that under normal circumstances the investment required for solo ads might be a little out of your comfort zone if you are not yet comfortable with your sales funnel. However there is one provider I have used in the past that provides great value for money.

[Start My Traffic](#), is a traffic exchange site that is worth looking into, especially when you are first looking for traffic. However more specifically they have a hidden gem in their solo ad offering.

It works the same as any other solo ad but the mails are incentivised so that members clicking on the link get rewarded with points. This does mean the

clicks are less responsive than a normal solo ad, BUT you are not charged according to how many clicks you get.

You pay a flat fee \$9.95 (at time of writing) and it doesn't matter how many clicks you get. Once you get people sign up, I have found them as responsive as any other solo ad subscribers. Therefore I thoroughly recommend this as a cheap way of getting a reasonable number of clicks in a short time period to test out your funnel.

A word of warning, it will bugger up your conversion stats a little if you use this method as visitors to your squeeze page are incentivised and therefore are less likely to sign up. As long as you are aware of this though, it is still something worth considering.

[CLICK HERE to sign up for free membership of the Start My Traffic site.](#)

## In Summary

So in summary, the steps are:

- A. Select your 'main' product(s) and request approval to promote.
- B. Find a lead magnet closely related to the affiliate product
- C. Create a squeeze page
- D. Set up an Autoresponder campaign and opt-in form
- E. Create your 'redirect' page
- F. Create your download page
- G. Produce your follow up sequence
- H. Write regularly
- I. Get the initial visitors to test out the funnel (JV Giveaway Events, Forum Posts, [Start My Traffic Solo Ad](#))

**Continue to the next page to see how you can get the support that will make sure you make the most of this system...**

## Shortcut the KISS System

As simple as the steps I've shown you are, I have recently come across a **FREE** membership that can make the process even simpler and easier.

Dual Squeeze is a chance of signing up for a free sales funnel that not only allows you to build a list from your own efforts...



...it also puts your list building on autopilot, by leveraging the efforts of your subscribers.

What you get is a hosted sales funnel.

There is no need to be investing in hosting or domain names, faffing about with setting up websites, messing around with ftp or anything like that...

The squeeze page is even created for you and you just get a link to promote!

### The Options

#### FREE

When you sign up, you get the choice of going for the free option, which allows you to combine your efforts with that of your subscribers to build a list.

Of course once these subscribers have been added to your list, you should build a relationship with them and earn an income by sending regular engaging emails, as discussed in this guide.

So even if you just go for the free version, there is HUGE potential, with very little effort.

#### UPGRADE

This upgrade allows you not only to build your list on autopilot (as in the free option), but it also allows you to earn from upgrade sales as an affiliate AND add a further upsell product (it can be your or another affiliate offer) to the sales funnel.

As described in the rest of this guide, these upsells also bring in immediate income in addition to growing your subscriber list.

The big difference with this sales funnel over the 'standard' one described in this guide, is that just as you are leveraging your subscribers to help build your list in the free option...

...with the upgrade you are also leveraging your subscribers' efforts to bring in affiliate income.

In addition to this, upgraded members also have further options to create their own squeeze pages.

What I like about the offer is there is something for everyone.

If you are just starting out or/and have little or no cash to invest, the free option gives you a great way of building your list at double quick time to start earning without having to be technically minded (you can always upgrade at a later time).

For those who are a little further along the path and have a little to invest, they not only get the benefits of leverage with building their list, but they also get the advantage of leveraging the efforts of subscribers in making affiliate income.

### **How It Works**

You are probably wondering where the 'autopilot' element comes from (I know I did).

Well the simple answer is that there are two steps to signing up for the offer.

So when someone visits your squeeze page and subscribes (whether free or upgraded), they are added to your list in the normal way.



They are then sent to a second squeeze page with a bit more information and if they add their details to this page, they become a subscriber of the person who introduced you.

For those who upgrade, when your new subscribers invest in the upgrade, you will be paid as an affiliate in the normal way.

The autopilot element comes from people who subscribe to your list as a free member. When they promote the squeeze page, if their subscribers upgrade, you will receive those affiliate payments.

If either the free or upgraded membership sounds interesting, then you can sign up below.

#### [Dual Squeeze membership](#)

It is worth stressing, that as effective as the autopilot element of the membership is, it is NOT a magic wand. You WILL need to put some effort in.

However to help you with this, I have included some training and help for those who sign up under my link (just look out for emails).

If you still like the idea of creating your own KISS System sales funnel, let me now show you a more or less guaranteed way of succeeding.

## Guaranteed Success

As promised at the beginning of this guide I want to finish with a way to ensure you get your version of the KISS funnel up and running in the next few days.

To reiterate it has been shown that the best development follows the 70:20:10 formula.

Namely that:

**70%** of the time is getting stuck in and doing stuff

**20%** of the time is interaction with others

**10%** is the formal training

So with that in mind I would like to introduce you to my **KISS System 70:20:10 Coaching Program**.

Due to its nature this is a strictly limited offer proving the following:

1. Members get individual lessons that go into much more depth for each of the elements outlined in this guide.

Each lesson will contain the 'HOW' as well as the 'WHAT' so that you will be crystal clear as to the steps you need to take.

2. Each lesson includes tasks to complete BEFORE the next lesson is released; Ensuring DOING is fundamental to the whole process.
3. Personal support from me, answering any questions regarding the contents of the lessons or what is required for each of the tasks.
4. I review the results of the task and feedback with comments and suggestions where required, to make sure you are on track at each stage.

I will only release the next lesson in the sequence to you when I am entirely convinced you are COMPLETELY happy and comfortable with the preceding step. YOU dictate how quickly or slowly you proceed through the process within the two month time span.

5. This process of learning, doing and communication is repeated until you have your very own sales funnel up and running, bringing in subscribers and income.

By the end of the process you will understand exactly what you have done and why you have done it to get your KISS sales funnel up and running.



This of course means you will be able to create as many other more sophisticated sales funnels whenever you want to in the future!

## What I Promise

If you sign up, unlike other training you might have purchased, the focus here is **RESULTS**, clear and simple.

Training can be beautiful, complete, clever or a hundred and one other adjectives, but unless it creates behavioural change, which in turn produces tangible results you might as well save your hard earned cash.

The success rate for 'normal' training is thought to be around 1%. That is 1 out of a hundred people who invest in training will take the time to download the material, complete it and action it.

From my pilot experiment, I found I got around a **66% success rate** with 100% of customers who responded to a survey said they would recommend it to a friend.

At the end of this development journey, I promise if you commit and participate fully:

- You WILL have a new sales funnel brining in subscribers
- You will have the skills and knowledge to create your OWN sales funnels in double quick time any time you want or need to.
- You will have the core of what you need to build a long term successful online business.
- You WILL have the evidence to provide the motivation to build upon the skills you have gained.

## What I DON'T Promise

I want to be very clear; **on its own this training is not going to make you rich.**

HOWEVER it will provide you with the foundation for a successful online business that could give you freedom from your day job.

This is about providing you with success from your own efforts in a relatively short amount of time so that you have the knowledge and confidence to succeed.

Once you see that movement and those results you can look at improving what you have, safe in the knowledge that you are still building your list and earning income while you work at perfecting what you have.

*Just compare this with trying to get the perfect system from scratch and on your own.*

As I say places are strictly limited and so if you get the sold out sign, I'm sorry and please sign up to the priority notice for when (and if) more places are released.

Over the next few pages I provide various options that will allow just about anybody to benefit from the training I am providing.

**OPTION #1: KISS System 702010 Skype Coaching**

**OPTION #2: KISS System 702010 Email Coaching**

**OPTION #3: KISS System 702010 Training with Mastermind Group Access**

**OPTION #4: Mastermind Group Membership**

See the full details of the options and what they provide for you over the next few pages:

## **OPTION #1: KISS System 702010 1-2-1 Coaching**

This is the ultimate offering whereby you have up to 30 minutes 1-2-1 access to me each week for the 8 week total to ask questions you have about the lessons or to receive feedback from me.

So you receive:

1. Ten individual lessons covering each part of the process in step by step detail. (*The 10% formal training in the 70:20:10 formula*)
2. Tasks related to each lesson for you to complete prior to receiving the next lesson. (*The 70% carrying out the work in the 70:20:10 formula*)
3. 1-2-1 call with me to ask questions and/or advice about the information in the lessons or the tasks that need to be completed. (*The '20' feedback and discussion in the 70:20:10 formula*)
4. 1-2-1 feedback from me on the results of the tasks (*The '20' feedback and discussion in the 70:20:10 formula*)
5. Access to my private FREEDOM Mastermind group where you can receive help, advice and accountability from a group of likeminded marketers (*The '20' feedback and discussion in the 70:20:10 formula*)

**[CLICK HERE FOR FURTHER DETAILS](#)**

## **OPTION #2: KISS System 702010 Email Coaching**

With this version of the offer you are getting unlimited email contact with me during the 8 weeks of the program.

I will also provide my feedback via email.

So you will be getting the same level of communication with me at a much lower price.

So you receive:

1. Individual lessons for each part of the process.
2. Tasks related to each lesson for you to complete prior to receiving the next lesson.
3. Email access to me to ask questions and/or advice about the information in the lessons or the tasks that need to be completed.
4. Email feedback from me on the results of the tasks

**[CLICK HERE FOR FURTHER DETAILS](#)**

### **OPTION #3: KISS System 702010 Training with Mastermind Group Access**

I recognise that some people, especially if they are just starting out, will not have a great deal of funds to invest. Therefore this is a new option I have introduced to help everyone to benefit from the training.

What you are getting here is access to exactly the same lessons, but without the automatic coaching element. However you do get access to my Private FREEDOM Mastermind Group, so that you still have access to others (including myself) to provide help and support as you go through the development.

In addition if you feel there is an area you would specifically like to discuss you on a 1-2-1 basis with me, you can order 30 minute 1-2-1 Skype calls on a 'pay as you go' basis.

So you receive:

1. Individual lessons for each part of the process.
2. Tasks related to each lesson for you to complete prior to receiving the next lesson.
3. FREEDOM Mastermind Group access where you can get support and help from likeminded marketers.
4. Optional 1-2-1 Skype access to me to ask questions and/or advice about the information in the lessons or the tasks that need to be completed.
5. Optional 1-2-1 Skype feedback from me on the results of the tasks

**[CLICK HERE FOR FURTHER DETAILS](#)**

## **OPTION #4: Mastermind Group Membership**

Finally if you are happy that the details in this guide are enough for you, but still understand that working with the 70:20:10 formula will give you the best chance possible of success, this is for you.

To reiterate it has been shown that the best development follows the 70:20:10 formula.

Namely that:

70% of the time is getting stuck in and doing stuff

20% of the time is interaction with others

10% is the formal training

So with that in mind, I'm sure if you could get access to not one, but a whole group of marketers who could provide help, support, guidance and accountability...

...you'd be able to see the benefit right?

**Especially if you could get access to that Mastermind group for a FRACTION of the price of traditional coaching.**

Well that is exactly what I want to offer you with access to my FREEDOM Mastermind Group

You can sign up for my FREEDOM Mastermind Group membership for as long as you want and need.

There are no long term contracts to sign, you are a member for a month at a time and can just cancel your membership at any time. While you are a member you can ask any questions, ask people for their thoughts etc.

**[CLICK HERE FOR FURTHER DETAILS](#)**

So hopefully there is an option for everyone in the previous list. However if you have any questions or would like to hire me to help you move your business forward, please feel free to drop me a line at:

[workwithme@thebeginnersfriend.com](mailto:workwithme@thebeginnersfriend.com)

I promise I will respond personally as soon as I can (I am a real person with a real family and real interests away from my computer, so I might not always respond straight away...but I WILL respond 😊)

And just remember, "Do what you have always done, and you will get what you have always got".

Make sure today is the start of your success online.

I wish you all the best with your online adventure

