



**DISCLAIMER AND/OR LEGAL NOTICES:**

While all attempts have been made to verify information provided in this book, neither the Authors or the Publisher assumes any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a qualified professional should be sought. This book is not intended for use as a source of legal or accounting advice. Also, some suggestions made in this book concerning marketing, product sales, or referral fees, etc., may have inadvertently introduced practices deemed unlawful in certain states and municipalities. You should be aware of the various laws governing business transactions or other business practices in your particular geographic location.

Any references to any persons or businesses, whether living or dead, existing or defunct, is purely coincidental.

# IGOR KHEIFETS' SOLO AD CONSUMER EDUCATION MESSAGE

Hi! This is Igor Kheifets. Thanks very much for investing the time to become a better solo ad consumer. I'm grateful for the opportunity to provide you with information about solo ads and help you choose the best solo ad providers to work with.

I've been in the solo ad business for over three years. And in that time, I've learned that solo ads & list building is a subject of much confusion. In fact, people have so many misconceptions about solo ads that I decided to offer this consumer education message so when you select a solo ad provider, you can make an informed intelligent decision.

In just a moment, I'll share with you 5 costly misconceptions about solo ads. Plus I'll offer 4 recommendations. And I'll give you 6 questions you should ask a solo ad provider before you buy traffic from him.

If you'd like to skip over this consumer information and ask a specific question or if you want to speak to me personally, simply use the form below to submit your request and contact information such as your cell phone number and email address, and I promise that either myself or one of my team members will get in touch with you as soon as we can.

Now here's

**Misconception #1:** Solo ads are low quality form of traffic like safe lists and traffic exchanges.

No. While some solo ads perform better than others, for the most part, solo ad lists are of much higher quality than safe lists and \$5 fiverr email drops. In fact, the only reason why someone would allow you to mail 200,000 subscribers for less than ten dollars is only because that's the only way they can make money with their dead list. If it were a responsive list, they'd charge anywhere from seventy cents to dollar a click.

**Misconception #2:** Solo ads are used to generate optin leads with a free gift while sales should be made on the follow up over a period of seven to thirty days.

No. As you know, unless you produce some revenue when running a solo ad, you're risking to quickly run out of cash and that puts halt on your list building. And if you have a huge ad budget, that's fine. You can stay in the "red" for some time before breaking even. Obviously, that puts you in advantage... However, If you're anything like most of my clients, who start their list building businesses on a limited budget, following this strategy is going to quickly kill your list building efforts and cause you to lose precious momentum.

For this very reason, it's important to look for SALES when buying solo ads. Also, it's vital, when reviewing different solo ad vendors and analyzing their testimonials, to look for proof of sales and positive ROI rather than just high optin rate.

In fact, some shady characters will go as far as using "incentivized" traffic to make it seem like they're sending responsive optin leads, but you can still easily spot those, because such traffic never results in sales.

**Misconception #3:** Relying on solo ad creative (swipe) to pre-frame your offer.

No. Solo ad vendors use few different types of creative to send traffic to your offer. Some use targeted emails that talk in great detail educating the subscriber about what's going to happen when they click on the link. That's the traditional approach to email marketing and I'm sad to say it's almost dead. There's only a handful of old school email marketers that still use this approach to email copy.

The email marketing industry has been aggressively evolving throughout the last few years. Since 2011, because of a ridiculously high amount of Clickbank product launches, list owners were forced to transition from educational email swipes to curiosity-based creative that drives the click.

The reason for change is the massive inbox clutter caused by everyone and their brother promoting every product under the sun. Subscribers quickly became immune to the old school email marketing tactics, forcing list owners to step up their game to a new level.

Today, when investing in solo ad traffic, it's important to make sure your squeeze page is able to convert the prospect on it's own, without any additional pre-framing by the email itself, which is (for the most part) is only used to drive the click.

Do that and it's likely your promotions will produce a positive ROI on regular basis.

**Misconception #4:** The solo ad vendor that offers the lowest price is the vendor you should work with.

Maybe - but not always. Here are two important points to consider.

**Point #1:** The price you see offered may not be for the list you want mailed.

Before you select a vendor, decide what you want to accomplish. If you want to generate freebie-seeking optins, you can choose from hundreds of lists built with Adswaps and Giveaway events.

On the other hand, if you want to generate qualified leads & sales - if you want to enroll clients into your downline, product or service - then you need to associate yourself with list owners who generate leads with paid advertising such as Facebook Ads, Retargeting Ads, Media Buys, Email Solo Ads, etc

Even better, seek out solo ad vendors who are actively launching their own products in their niche. As a rule, this means their lists are 10x more responsive to paid offers

which means they are more likely to produce a positive return on your investment right away.

So remember that the price you see offered may not be for the list you want mailed.

**Point #2:** The price you see advertised may not be the price you pay.

Many marketers have learned that the low price they saw advertised was not the amount they ended up paying for the solo ad.

And if you invested in solo ads before, you too may have been the victim of false or misleading advertising. You probably learned the hard way that some solo ad sellers offer a cheap price - usually between \$0.15 and \$0.25 per click - and then send you crappy clicks that result in low optin rates and no sales... Some of them may even break the law by using illegal bait and switch tactics.

As a result, you end up paying \$1.50-\$2.00 per *unresponsive* lead.

As in all businesses and professions, the solo ad industry has its share of bad apples. I take no pleasure in telling you this, but some are unethical - and, sadly, a few are dishonest. By their misleading advertising and false promises, they cast a dark shadow on our entire industry.

Then you'll find other solo ad vendors - professionals like me who work hard to earn your trust and respect.

As a way of improving our profession, I've dedicated my business to educating the public. The only way you can make an intelligent decision is to have all the facts you need. This is why I've recorded this message.

**Misconception #5:** Solo ad provider should mail out your solo ad right away.

I wish this were true, but it isn't. Consumers often think that if they want a solo ad mailed out today, they can. This isn't always true.

Honest, reputable solo ad vendors usually run a strict mailing schedule on first come, first served basis. So to lock in your mailing spot, you need to pay for it first. Here's why...

Naturally, there's dozens of marketers demanding my traffic every single day. And while some need more time to make up their mind on the type and size of a solo ad they'd like to run, others know exactly what they want and jump right in to get it. Due to an overwhelming demand, no mailing spot can or should be guaranteed to anyone until it's 100% paid for.

You'll be glad to know that often you won't have to wait too long to mail out an ad. For example, if you're just getting started and you're looking to "test drive" our traffic with 100-200 clicks, it's likely we'll be able to mail out your ad fairly quickly, because it's easier to squeeze in 100 clicks than it is to blast 1,000 visitors your way.

So even though I can't give you an exact mail out date before you submit your order, here are things I consider when scheduling an ad.

*First, type of the ad.* Certain types of solo ads require extra segmenting and targeting. For example: US only solo ads and buyer solo ads. That's why I need to know the type of an ad you want to run.

*Second, size of the ad.* 1,000 click solo ad takes longer to deliver than 200 click solo.

*Third, type of an offer.* If you'd like to mail a popular offer/business opportunity such as Empower Network, Six Figure Mentors, Pure Leverage, 20 Minute Pay Day, iPAS, etc, in order to guarantee you get fresh eye balls, rather than clicks who've seen these pages before, I need to space out the ads in order to replenish my list with fresh leads before the next promotion.

To recap, I consider the type of ad, the size of the ad and the offer type. So you can now imagine, every solo ad is different.

If you're thinking to run your 1<sup>st</sup> solo ad, I offer these 4 recommendations:

**Recommendation #1:** Make a commitment to yourself to get your solo ad efforts off the ground. The longer you remain motionless, the more you're leaving on the table. Plus, the more people are discovering solo ads every single day, further decreasing your chances to profit with this traffic source.

**Recommendation #2:** List your objectives. Do you want to only generate freebie-seeking optin leads, or do you want to generate sales too, like my many clients do. Do you want to work with an honest, reputable vendor - or are you willing to risk working with a solo ad vendors that offer you the lowest price - knowing they may not be there tomorrow to answer your emails.

**Recommendation #3:** Ask questions. The way you learn about a solo ad vendor is to ask specific questions and listen carefully to the answers. Here are the questions I suggest you ask:

- 1. Are you able to present me with case studies/testimonies from your previous clients? Did they make any sales with your list or just optins?*
- 2. What method of traffic generation do you use to build your list?*
- 3. How long have you been selling solo ads?*
- 4. Do you mail both free and paid offers or just free offers?*
- 5. How long does it take to deliver \_\_ (insert number) clicks?*

**Recommendation #4:** Once you're satisfied that you're working an honest, competent professional, initiate contact with them and ask them to confirm their pricing and other vital details in writing. A written confirmation gives you the

CONSUMER EDUCATION MESSAGE -- All Right Reserved © [IgorSoloAds.com](http://IgorSoloAds.com)

assurance that you know exactly what your order will cost and the guarantees you're getting - no surprises.

By following these four recommendations, you'll gain all the information you need to make an informed, intelligent decision. If you want a quick, cheap solo ad, many vendors on fiverr and safelist sites can help you.

But if you want your solo ad delivered on time - providing you with quality leads, back end sales and fast & professional customer support - then I invite you to get in touch with me.

Me and my team will be happy to answer your questions - guide you to choosing a solo that fits your needs and budget best, thoroughly examine your offer and make suggestions on how it can be improved in order to ensure higher optin rates and more back end sales during your next run - without an obligation of any kind.

To reach us, please email us at [kheifets.igor@gmail.com](mailto:kheifets.igor@gmail.com) using subject line "Solo Ad Consumer Awareness Message" or if you prefer just go to [IgorSoloAds.com](http://IgorSoloAds.com) to read and listen to many successful solo ad case studies, including some of the biggest names in the industry.

*Here's one last point:* I know that many consumers are skeptical about solo ads. Before I got into the business, I was skeptical too. So in addition to dedicating my business to consumer education, I do one more thing as well.

***I guarantee my work. That's right. I fully guarantee every solo ad to be delivered on time or I insist on refunding your entire investment. If I don't deliver, you pay nothing. Not one cent.***

What could be more fair?

As a matter of fact, add this question to the list. Question #6 is "Do you guarantee your work?" Not all vendors do - and it's important that you have this information before you make a decision.

Thanks very much for listening. I hope you found this consumer message helpful. If you have questions or comments - or if you'd like to have us review your offer for free, please email us at [kheifets.igor@gmail.com](mailto:kheifets.igor@gmail.com) using subject line "Solo Ad Consumer Awareness Message" or if you prefer just go to [IgorSoloAds.com](http://IgorSoloAds.com).

*On behalf of myself and my team - I thank you for your kind attention.*

*This is Igor Kheifets.*

