

How to Conduct Ask Campaigns

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Today we are going to talk about Ask Campaigns.

This is a way that you can do market research that is about as good as any indicator for how responsive a market is and whether or not you should enter that niche. It's a great niche selection system.

Why Use Ask Campaigns?

So first of all let's hone in on some reasons why you want to do this.

My thing is why guess? If you're entering a new market chances are you probably haven't got your thumb on the pulse of that market. Some markets like internet marketing I am just wholly immersed in, I've studied every single day and I interact with people every single day. All my friends come from internet marketing, I hang out with them at seminars and I build my whole life around internet marketing.

So I have a pretty good idea of the pulse of that market because I am in that market continually.

But if I wanted to enter into a new market like the raw dog food market or I wanted to enter into 'How to stop your ferret from biting', well then I'm going to have to do some research.

A quicker way to do research is you simply ask the marketplace to tell you what they want and then you'll be able to hone right in and create a product around that. Let me give you a story that illustrates this.

I used to do ghostwriting and I wrote some copy for some autoresponders for a client on tennis for a tennis product. He was showing how you can use your mind state to instantly improve your performance as a tennis player.

I knew from the get-go that this probably wasn't what the market wanted, because there was nothing else out there similar to the product he was talking about.

So I told the guy this and he says "Man I'm not getting any sales or any response so something's not going right". And this guy's a bright guy - he's a Harvard graduate I believe or a Yale graduate, this guy isn't a dummy, he just doesn't understand the basic mechanics of marketing.

I said to him “Are you sure this is what the marketplace wants because I don’t think this is?” He says “Oh I know it”. So I say “So you have proof?” And he was like “Well what do you mean?” I go “What is your statistical backing that this is what the marketplace wants? I guarantee that there is something that they want that you are not giving them otherwise they would be responding to this right now and here’s how we do this”. So we did an Ask Campaign.

I said this is how you can find out **exactly** what your tennis players want and then we create content around that. So why guess?

And it’s also good because not only will it help you create content but a lot of times, more times than not, it’ll tell you - stay away from this niche, this niche simply is not responsive. And that’s good to know as well because if the niche isn’t responsive then you don’t even want to spend your time on it.

The idea is to find 10 niches, blow through 9 of them and very quickly determine that they’re not responsive and then focus on that 10th one. It’s like drilling for oil, digging for gold, you’re not going to always get it but when you do get it then it pays off tenfold.

This is perfect for very quickly running through niches to find that goldmine or oil well and this is perfect for outsourcing.

When you get all your information back from your Ask Campaigns typically what happens is 3 things occur over and over again. You’re going to find that there are 3 basic facets to every single market and what they want to know.

I did a thing for Product University with my business partner, Robert Plank. We did an Ask Campaign with our list and they simply kept saying they wanted 3 different things over and over again, that was those 3 commonalities. One was how to manage their time to create the products, another was how to do research and the third one, I can’t even remember now! But there were basically 3 things over and over again.

Well, guess what, you now have all the topics to outsource and then all the other secondary things, if you can analyze it in the 10 different chapters on the 10 things that people kept talking about, you’d simply outsource it and be done with it. It’s perfect for outsourcing.

So that’s why you would use Ask Campaigns, in a nutshell.

When to Use Ask Campaigns

I’d say you want to use it with the small obscure niches and by small I don’t mean that you’re not going to get clickthroughs, because that’s a big part of it and how we use Ask Campaigns in very specific ways. You want to get enough clickthrough

campaigns otherwise it's not going to be profitable - it's going to make you money but it's going to take you too long.

What I mean by small obscure niches is don't go after the make money niche, don't go after the real estate niche or the how to lose weight niche. I mean go after those things that have a passionate market where there are a lot of people out there but are simply not being exploited by top level marketers. They are the small niches that won't make you billions of dollars a year but they can make you \$50,000 a year, or they can make you \$20,000 a year and then when you combine all of those together, and if you get into 4 or 5 of them, you're making a high 6 figure income. So that's good.

Hobby niches are also great for this kind of stuff, stuff like photography - this is good, scrapbooking, this kind of stuff is good for niches like that because these are kind of fun little niches that have people who want to get involved with this Ask Campaign and then you're going to get exactly what they want and give it back to them. Typically they are very responsive to direct marketing because they haven't been exposed to it yet.

Anytime you can get cheap and immediate fast traffic from Adwords an Ask Campaign is perfect and I'll show you more about that in a little bit.

When your original idea flopped, like with the tennis guy, I said "Look, obviously what you thought was right wasn't right so let's go back and really find out what's right".

So if you've invested all of your time and you know you're almost there but not quite there go back and do an Ask Campaign.

How you do an Ask Campaign

The first thing you want to do is download my template and then modify it - the link for the template is:

<http://www.48hourreport.com/asktemplate.html>

It's right here and if you have the Mindmap you can just simply click on the link in the Mindmap and then download it.

All you have to do is go to File, Save Page As... and then save it on your desktop or save it anywhere you want to save it.

There are no images so you don't have to worry about the images and all the CSS is directly in the template itself, so you don't have to worry about that.

All you have to do is go in and edit and then paste in your own Ask Campaign - I'll show you where to go to get that.

Let me give you the mechanics behind it first of all.

Free Ebook On [Insert Title Of Your Ebook Here]

Dear <insert target audience>,

I need your help and I'd be willing to compensate you for it.

I'm putting the finishing touches on a new ebook about <insert subject of ebook here>. I want to make sure that it is the ultimate source for <insert target audience>.

So could you do me a favor and let me know what your biggest <question /challenge/sticking point/whatever> is about <subject>? It could be anything... even if you think it's silly.

Simply type your name, email and question in the box below and click the submit button. And in return, when my ebook is finished, I'll send you a free copy! (It should be done in a few weeks.)

Here is the form.

Name:

Email:

What's Your Biggest <Whatever> About <Subject>

Your headline is Free Ebook On and then [Insert the title of your ebook here] so...

Free Ebook on How to Stop your Ferret from Biting in 3 Days or Less

Or: **Free Ebook on Ferret Care**

Or whatever the title of your ebook is or the subject of your ebook.

Dear Ferret Lover

Dear <insert target audience>, whatever it is.

I need your help and I'd be willing to compensate you for it.

I'm putting the finishing touches on a new ebook about <and then insert the subject of your ebook here> How to Treat Your Ferrets or How to Take Care of Your Ferrets.

I want to make sure that this is the ultimate source for ferret lovers. (I want to make sure that this is the ultimate source for... whatever your target audience is.)

So could you do me a favor and let me know what your biggest question is about ferret care (your biggest question, your biggest challenge with caring for your ferrets, your biggest sticking point when taking care of your ferret, your biggest... whatever about your subject.) It could be anything... even if you think it's silly.

Simply type your name, email and question in the box below and click the submit button. And in return, when my ebook is finished, I'll send you a free copy! (It should be done in a few weeks.)

Here is the form.

Then they simply put their name, their email address and then right there they type in their biggest question. They hit 'Submit' and you'll get this data in your Ask Campaign, where I'll show you where to go here.

At the end you close out with:

This will help me to make this the best ferret ebook possible. I appreciate it very much!

*Thanks
(your name)*

You can do this in any niche. Simply insert the title of your ebook, your target audience and ask them what their ultimate question is or their biggest question is about whatever. And then give them the free ebook when they're done and that's

how you get their name and their email address. Then they type in whatever there.

All you have to do is download this template, substitute it in and then put in your Ask Campaign. Where do you go for that? Well you can get a trial if you go to (and I should have actually if I was smart, I should have created my own little affiliate program for this, if there is an affiliate one, I didn't even check). So this is a non-affiliate link, just go to:

<http://www.askdatabase.com>

It's Alex Mandossian's service and it'll give you the code to paste in for your Ask Campaign then you can login and research what he's saying so you can analyze your results. I believe it's a \$1 trial for 21 days right now, I know they change the offer every so often but I'm pretty sure that's it right now. In any case you can get a trial and all you have to do is take his code, paste it in where you'd paste it in when you are editing the source and then re-upload it to whatever you want or wherever you want to go with it. Then when you login to your Ask Database member area you'll be able to go in and analyze your results.

So that's the basics, that's where you start.

- Download my template
- Fill in the blanks

Enter Google Adwords

We're going to use Google Adwords and there are a couple of reasons for this. First of all the idea here is to find these little niches that you can make a couple of thousand of dollars a month at on autopilot and Google Adwords is really the only way - we don't want you writing articles, we don't want you creating videos, we don't want you seek out JV's until you're blue in the face, we don't want you to have to hire a bunch of ghostwriters to do all that manual work for you.

We want to find a little cash cow that makes you a thousand or two thousand dollars a month so that you can run this campaign and you know that it's probably going to be pretty good. It's not a guarantee because in business nothing has a guarantee, but it's probably a good indicator as if you run this Ask Campaign and you get a lot of responsiveness and you get people telling you exactly what they want, then you've got a winner.

So that's why I'm only going to use Google Adwords.

The other thing is you'll be able to find out quickly for \$50 or less in a lot of cases or, even if you do it wrong, in \$100 or less, you'll be able to find out the results very quickly.

You want to target **one main keyword**. So you find out what you think is going to be a very good keyword that you can get for a very cheap price where there either is very little competition, the competition is bad, or you just think that would be the perfect keyword to go after in this market.

So target one keyword.

Put the keyword in the headline and in the URL and if possible the body.

So let me give you an example of what that looks like.

Say our keyword is 'stop ferret biting' and I don't know if this is a good keyword or not, I didn't do any research on it, but let's just say that we've found this to be a case that a lot of people are searching for 'stop ferret biting', that's what they're putting in.

So this is what I did:

Stop Ferret Biting Now

How to Stop Ferret Biting

in Less than 24 Hours

www.StopFerretBiting.com

This will give you a very good high quality scoring, it'll make everything bold here when they search for it. So I've put it in once here, once here and once here.

If you have a shorter keyword you can even put it once in the first line, once in the second line, once in the third line and once in the URL. That would be great!

These are good to do because it will give you a good high quality score and it will really hone in right on that keyword. So you'd want to write an ad similar to that - keyword in the headline with a benefit, keyword once here and a benefit and then a keyword in the URL.

Let me debunk a myth now because a lot of people say you can't use landing pages, you can't use squeeze pages these days in Google Adwords. They hate people who do that. Well I know a lot of guys who make millions of dollars a year using Google Adwords and squeeze pages and honestly the one that I showed you will be good enough, because you're only going to run this campaign for 3 to 7 days until you get the results that you need for enough clickthrough rates and enough responsiveness to test the market.

You are going to be in and out of the market anyway so it's you're not going to be running this ad campaign for a long time, so that's not even a big concern.

Squeeze pages **still** work on Google, they **do** work on Google and they **will** work on Google, there are always rules you have to follow and you're not going to be in it for the long run anyway.

If you're scared still I'll show you the ultimate formula that Google absolutely loves the most for quality scores and for not penalizing or slapping your squeeze pages. So if you want to go the extra mile and you're worried about this still here's a solution:

Adwords Video

First of all you want to put a video in your squeeze page for Google because one of the scores that Google uses is how long somebody stays on your page. The longer they are on the page the more Google will give you a higher quality score because it shows them that you have a lot of relevant content for that ad because people stay on your page. One of the best ways to get somebody to stay on your page is to put a video on it.

So the first thing you want to do is put a video on it, ideally one that autoplays.

Adwords Pictures

The second thing you want to do is you want to find relevant pictures. So you see these pictures here, they don't even have to be relevant necessarily to the product but just to the copy. So in secret number 9, an ATM machine, how to use a blog as an ATM machine. Ideally you want to be able to take different things that are keywords like 'ferret', 'biting' and whatever other ones that are related semantically to that keyword and then that way you can name your product.

So if you view this image, I call this ATM, but you could actually name this 'Ferret.jpg'.

Now you COULD do this but Google knows, they have people that come in and will manually evaluate that, so they will slap you if you're trying to cheat them. So take an actual picture of a ferret and then maybe take a picture of somebody getting bitten by a ferret or bitten by any animal, so you could have this called 'ferret', 'animal biting', maybe one of 'training' and so you show another picture on training. Then you could show a picture there and then these things you're able to bold and you can put keywords in there too and that'll give you more power for your quality score because it'll be more optimized for the content. So they'll look at that.

The other thing is, all pictures that aren't related to these things here name them 1, 2, 3, 4, 5, 6, 7 and so on because Google does not count those in their quality score if they are named like that. So the signature link here, you'd want to name that '1', you want to name this '2' - these pictures here. So any pictures, if you

have bullet points for all your pictures you want to name those numbers 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11, 12 because Google doesn't read those.

And then you're going to want to put at the bottom, and I don't have it in this one because I've never ran it on Google, you'd want to put in a Disclaimer, a Privacy Policy and a Contact Us information and a link to other articles here at the bottom and that's how you get around that if you're still scared to death about trying to do a squeeze page in Google. But you don't have to, you can simply just use this Ask template and you're going to be fine.

Analyze Your Results

So then when you're done you're going to want to analyze your results. You want to look at a couple of indicators. First of all you're going to want to run it from 3 to 7 days. Ideally you're going to want to run it until you get about 400 to 500, 600 or maybe even 700 depending on the keyword clicks - clicks from the ad. So you want your clicks from the ad to be about 400 to 700. If you get 400 in 3 days you can stop it there. If you go 7 days you're going to want to get about 500 to 600 so you can some results.

It also has to do with this compliance here, which we'll get into later.

Ideally you want your clickthrough rate to be greater than 1% because that shows you that you have a market that has some interest in what you're showing them based on the Google Adwords that you're running right now.

So you want a clickthrough rate that is greater than 1% and that simply means that for every 100 times your ad shows up you want them clicking on your link.

The second thing here is number of clicks. If your ad is being displayed a lot but has very few people clicking on it that's a good indicator that there's not a high demand there. Or it's either one of two things, you either wrote the ad poorly or there is not a lot of demand for whatever you're offering. Typically if you use my formula for writing an ad where you keep putting the keyword in and benefit, benefit, benefit, that's a good thing. And if you still get very few clicks, don't go into that niche anymore. You've just found out very quickly and very cheaply that that niche is probably not one to target.

Ideally you want something that can give you a hundred clicks a day because, think about it, a hundred clicks a day, one sale - a measly 1% on a \$37 item will be \$37 a day. \$37 a day times a month is roughly \$970, let's say after PayPal fees or after processing and merchant fees that's \$900, so we're talking a little \$10,000 thing. That would be if you just targeted that one keyword.

Now you could branch it out and go crazy but that's not that good. Ideally you want to shoot for 1 to 2% so you're making \$20,000 a year on autopilot and then you can move on to the next thing.

So at the very least you're going to want to get 100 clicks per day. Even better if you can get 250 clicks per day because then we're looking at a little \$30,000 to \$40,000 business a year, but even \$10,000 a year on autopilot is pretty good. You could pay for a house - a \$970 mortgage every month basically with no out-of-pocket expenses based on your turnkey solution.

Compliance

The third thing you are going to want to look at is compliance percent. The number of people who click on this page from the clickthrough, say every 100 people click, then you're going to want to get a percentage of people who actually take the time to fill out their name and email and give you their information because this shows you how responsive your marketplace is. So you want at least 5% of the people who are clicking through to answer your question - that is a good indicator then that you have a pretty responsive market if 5% will take the time to answer a question after clicking through the ad.

So you want at least 100 people a day typically clicking on your ad and you want at least 5% of those to be answering your question. So that over the period of your Ask Campaign you are going to get about 50 to 100 responses, which is pretty good. Then you take their questions, and this is what you're going to do with it. You are going to find the 3 most common questions that are asked over and over again and then some of the other questions are going to be off-shoots of those 3 questions. So you can then pull them together.

You can organize all the questions based on the 3 most common questions, build your product around that and then the rest of them that you can't fit in, you can take those and use them to create bonuses for your offer.

Then you go back and run the same Google Ad campaign basically that you're running before, you can slightly modify and change it, write the copy, get the product created - either go out and research it and do it yourself or hire a ghostwriter - and then you are ready to go.

So that's a great way of using Ask Campaigns.

Now you can use Ask Campaigns for other things too, for example you could send them to your list if you have a list, you could send this on a forum if you're doing a forum, you can do this with a number of cases but basically the real trick is you are going to find the 3 most common areas and this also determines responsiveness. So if people aren't responding then you know not to create the product. If you're getting high responses it shows you've got something.

Then take their 3 most common ones and build your product around that, the 3 things that people keep talking about over and over again, take the rest, create them and use them as bonuses. Put this to use for you and reap the benefits.