

# *Really Fast* **Money Revi\$ited**

**A Case Study in Pulling Money from Thin Air**  
*Inspired by Willie Crawford*

**By Rob Fighter**

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**T**ake a journey "behind the scenes" with someone who purchased and immediately applied what Willie Crawford shared in his hugely successful \$5 report entitled "Really Fast Money...How To Make \$1000-\$2000 In 24 Hours Or Less!" available at <http://www.therealsecrets.com/24/>

I'm going to share where all this began for me and what happened as a result in detail. My aim is to help you see another documented example of just how easy it is to "manufacture" money quickly online...even starting from scratch.

Let's start right at the beginning so you know the full chain of events. I've written this in the form of a "story" to make it easier and more enjoyable for you.

This started when I visited The Warrior Forum this past Tuesday, June 19<sup>th</sup>. I came across a Warrior Special Offer (WSO) posting by Willie Crawford and took a closer look.

**Side note:** If you've never been to the Warrior Forum It's a great site to learn from and network with others at every level of talent and experience. You can register for free here: <http://www.warriorforum.com/forum/default.asp>

I've always liked Willie and the kind of information he delivers so I wasted no time in purchasing his offer. I've had the opportunity to meet and talk with Willie and he's as down to earth as a highly successful Internet marketer gets.

I purchased on Tuesday, 6/19/07 at 4:52 AM EDT. I'm RARELY up this early but I couldn't sleep because my dog decided he was getting up and I was coming with him. Thanks a lot, Max!

So allow me to detail the timeline and events that happened over the next 24 hours. By the end of this report you are going to become a believer in Willie's report and the very realistic objective he shares within it.

By a little after 5:00 AM I had my preferred version of a cup of Joe and read the report. My initial reaction was to contact Willie and tell him how awesome I thought the report was. I felt that a whole lot of people on the forum (and elsewhere online)

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really needed to hear what he had shared. I went and posted a reply to his WSO thread.

After I did this I had 2 ideas pop up from nowhere.

The first was remembering a single page full of notes I had lying on my hard drive in a notepad file since February '06. I had done a very unique little experiment that had some amazing results that month.

I always knew I wanted to expand that page into at least a report of some sort. I thought I could share exactly what I did and how I did it or maybe even turn it into a "real product" by adding a little meat to it to give it more value.

I decided there was no better time than right now so I opened the file and started writing.

By around 9 AM I had downed about 4 Diet Dr, Peppers and was feeling pretty wound up. I went for a walk to clear my head and came back to my new project. I had suddenly found myself a bit obsessed with getting this done...mostly because of the inspiration I got from Willie's report.

I thought, "You know...I really need to support Willie with this WSO somehow." I had also often been asked the same kinds of questions Willie spoke of in the report that were his primary reason for putting it together. People coming to him in a bind...both new marketers and those struggling and asking how to make some money online very quickly.

I already realized that, knowing Willie, he was proving himself to be right about what he shared in the WSO by creating and offering the report in the first place. That's the kind of guy Willie is...he walks his talk.

There was very little doubt in my mind he would indeed make \$1-2K in 24 hours or less as a result of his popularity, credibility and his irresistible \$5 WSO offer that made a really "big promise."

As I watched the views and replies to his WSO start to pile up I knew I was going to be right about my assumption. I also knew Willie probably didn't give a crap about any of the money he earned from this WSO.

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He did this from his heart with only the pure intention of helping people. He even ran this from the popular \$7 script so those who wanted to promote it could earn 100% for doing so.

Getting back to my project, I had another flash of brilliance...

I thought, "Hey, why don't I just go ahead and 'piggyback' on Willie's offering and do an offer of my own with the product I was creating." I was doing it basically from scratch and I could even further prove what he shared is both possible and realistic.

That's exactly what I set out to do.

Later that day, Willie contacted me to see if he could quote my reply to his WSO thread from earlier on his site. I quickly agreed and you can find it on his site right now at <http://www.therealsecrets.com/24/>

I tended to my other obligations into Tuesday evening and throughout the day Wednesday but finishing this project/product was really controlling my thoughts. After having dinner with my wife and telling her what I was up to, I headed into my office and decided I wasn't coming out until it was done and had this launched as a WSO.

I had become really determined to get this out there and see if I still had what it takes to start basically from scratch and make \$1-2K in 24 hours. I've been marketing online for many years but still really love a challenge like this.

I turned my notes into a 32 page PDF, recorded the whole thing as an MP3 (knowing lots of people hate to read and may prefer this) and added another "bonus" PDF with 12 more pages of just ideas that were flowing as my year old experiment came back to me.

I cleaned everything up a bit, zipped it up and uploaded it to my server. After I had that all ready to go I started on my sales copy for the WSO posting.

I had what I thought was another great idea while I was writing. I would add a little contest, of sorts, to my offer to send the perceived (and real) value completely over the top.

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I decided I would ask the buyers to email me separately and ask to be picked and I would then randomly pick one of them who replied as the "winner" after my WSO closed.

Actually, as I had it written, I asked them to post back to the WSO thread with the words "PICK ME" somewhere in their post along with their name. Only buyers of my WSO were eligible.

I would then work with the winner personally to help them fully implement everything I shared in my product...just as I had done a little more than a year prior with amazing results.

I told all the buyers of the WSO that, even if they didn't win, they would still benefit. That's because I was going to record and document everything that happened with the winner...as I helped them launch a real and sustainable online business in 24 hours or less.

By now it was after midnight and approaching 1AM on the 21st. I had my WSO all ready to go and posted it to the forum. I waited what seemed a little longer than usual for a post at this time of night to get approval. I know Michael, the Admin, is in South Africa and it was daytime for him so this is usually a pretty good time to get a new WSO approved quickly.

Instead, I got a "post on hold" message from him. He didn't like my "having people post back to the thread" idea and nixed it. I tried to plead my case and rationale behind it but it didn't work. He claimed all this would do is add a bunch of useless posts to the thread that would give a false impression of how popular my WSO was.

I argued that his rationale was wrong because only actual buyers would be posting. My claim was that it was actually a MORE accurate impression it would create because of this. Even so...no dice...I had to change things to having the buyers email me instead.

But hey, at least I didn't cave in without a fight (how could I with a last name like mine?)

And yes, if you're reading this Michael, the whole idea was actually just a creative ploy...but brilliant one I thought...to send the reply numbers off the charts and guarantee every

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visitor to the forum wouldn't be able to resist seeing what the heck was going on with my WSO.

I had a pretty good idea it wouldn't fly but what the heck...never hurts to try, right? Now you know your instinct and rationale was definitely correct, Michael 😊

So by now its 1:51 AM in the morning and I finally got the auto admin reply that my WSO was approved and I could PayPal my 20 bucks to the "Allen Says Foundation for the Improvement of Mankind," which I did immediately.

OK, I just made that foundation thing up...the \$20 helps support and monetize the continued existence and growth of the Warrior forum. The posting went live at 1:53 AM exactly.

I doubled checked to make sure everything was set up properly, did a test buy through the PayPal sandbox and sat back to wait for the first order to come in. At 2:35 AM it did.

I made sure my delivery software got to the product to the buyer OK and headed off to bed around 3:00 AM...it was a very long day and I was completely spent.

I could only sleep for about 4 hours because I still get excited when I have a WSO running. I like to be available as much as possible to answer questions and post replies. I also like to continuously monitor, test, track and tweak as the WSO goes along.

I had some other business to tend to throughout the day on Thursday and also had to leave my office several times for short periods.

Each time I returned I was absolutely slammed with questions, comments, replies and the like. Good problems to have though as my WSO seemed a hit and the orders were rolling in. Now it was down to nursing things along and watching the clock to see if I could reach my objective of \$1K+ in 24 hours or less.

I spent some early evening time with my wife and headed back to work (as she rolled her eyes and said "whatever - have fun...I'll see you this weekend"). By now it was after 10 PM. I only had about 4 hours to go.

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I've noticed from some of my previous WSOs that Thursday nights always seem to be kind of "dead" on the forum. I'm not sure why that is. Maybe the people here in the US who have "real jobs" are gearing up for their last day of the workweek? Maybe those in other parts of the world are already either done working or headed out to play???

I filled up my time waiting with writing the words you're reading now. In what seemed like no time at all it was 1:53 AM and my 24 hours was up.

I checked the forum and I had 901 views with 24 replies to the thread at that point. About half of the folks who purchased had taken the time to send back their "PICK ME" email. I really wondered why in the heck any of them didn't send one since it was the only way they could be eligible to be chosen in my contest.

My guess is those are the easiest to spot of the "ebook collectors" amongst my buyers. They bought my WSO because my copy and offer were solid and I had some great comments and reviews to go along with them.

These are the type of people who will probably never even read or listen to my material...much less take action on any of it.

Instead, they'll keep wondering why they aren't where they want to be. They'll keep waiting for the "next latest greatest" idea, tool, script or trick of the day to land in their lap that promises to make them rich on auto pilot without any effort.

Unfortunately that will be a long wait. Taking action is what they needed to do instead.

So...I bet by now you're wondering how many sales I made and if I hit my target, right? Great, because that's exactly what I want to share next!

My WSO went pretty well for the first 24 hours.

I offered this package at only \$19.00 in hopes I could help as many as possible by keeping the price within reach for the average person. I honestly believe the package is easily worth 3-5 times that amount.

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The problem I expected all along was, no matter how much I tried to convey my actual and documented results of what happened for me the 1st time applied this stuff...it still seemed almost "too good to be true" - even to me.

You may think that's a good thing but it's really not. It requires even more work because you have to show some proof what you're claiming is truly possible.

The other thing I had going against me is that I have always tried to maintain a pretty low profile online (even on the Warrior Forum). I never liked or desired all the "guru" status BS.

Sure, I've been marketing on and offline much longer than many of the so called gurus out there right now...and probably have had as much or greater success than many of them. But the fact is I'm a pretty simple guy and just don't need or want all the added crap that goes along with that title. But I digress.

Oh...my sales numbers. I left you hanging, didn't I? (That's called the Zeigarnik effect or "the power of unfinished thoughts" in marketing terms by the way, just in case you wondered) 😊

In the first 24 hours I made a total of exactly 56 sales with 0 refunds or complaints.

That comes to \$1,064.00 gross profit. Voila...I did it! I had hit my objective and further proven Willie right.

Even after PayPal fees and the \$20 to post the WSO I came out just a hair over the 1K that I was certain I could make with this project. I'm happy, my customers are happy and Willie Crawford is about to be happy when I call him later this morning to tell him my story.

Its past 2:00 AM again now and I'm still up writing. What the heck is the matter with me? Nothing actually...I love this stuff!

Looking at how I've done so far with conversions...not too shabby there either, in my opinion.

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But first, here's a stat I really found interesting. 58% of my visitors are using Internet Explorer and 34% use Firefox. Microsoft couldn't be too happy to hear this. Less than 2 years ago they still controlled over 80% of the browser market share...poor Bill Gates :-)

So, looking at just the numbers that matter, I can see that there were 158 unique visitors who made it to the WSO page where the buy button was outside of the forum and 63 of those visitors actually clicked the buy button.

56 of them went on to complete the purchase. There were also lots of people trying to poke around where they shouldn't...too bad there weren't any scraps there for them to pilfer.

The most important 2 numbers to me are these:

There were 226 visits to my buy page sent from The Warrior Forum of which 158 of were unique. That means my WSO's sales copy got 25% of the 901 viewers of my WSO over to my buy page.

Actually, there is probably at least three dozen of those 901 WSO views that don't count because they were either my own (making adjustments or replying to people) or the Admin checking out the post initially.

So let's use a round number of 860 for the real views on the forum and we'll use just the unique visitors that came to my buy page from the forum, which was 158.

That makes the more accurate percentage of people who came from the forum to the buy page 18.4% (158/860). That's rather weak in my opinion. I would have liked to see that number over 40% which probably means I wasn't changing the right things in my WSO post to make it more enticing.

The more satisfying stat is this:

Of those 158 unique visitors, 56 of them bought. This is the real conversion percentage I'm interested in...and its a solid 35.4%.

What that tells me is keeping the page I sent people to from the forum very simple was a good idea. A majority of it was just 3 of the most solid reviews/testimonials I received with a few

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short paragraphs of additional text and the buy button. A very respectable percentage (35.4%) of those who arrived there with some interest went ahead and bought...nice.

Yes, more than 24 hours did elapse overall but I'm focusing here on the 24 hours after launching my WSO. In his report, Willie didn't really advocate creating a new product from scratch like I chose to do. It's really the most difficult and time consuming amongst the options Willie presented. I did it this way partially because I was also thinking about the long term back end potential I could build in later.

Here's a recap of my timeline:

- I bought Willie's report at 4:52 AM on 6/19. I read and starting applying it nearly immediately.
- I intermittently worked on creating a product, basically from scratch, on the remainder of 6/19 and 6/20.
- I had everything completed by around 11:30 PM on 6/20 - about 40 hours or so after I started to create my new product.
- My WSO went live at 1:53 AM on 6/21
- Within exactly 24 hours I made 56 sales for a total of \$1,064.00 in gross profit before fees (and sales continue to come in as I'm writing this).
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So there you have it. Irrefutable proof, in addition to Willie's own proof, that what he shared in his report at <http://www.therealsecrets.com/24/> **can and will work** for you (if you take action).

I could have more easily chosen one of the many PLR products lying on my hard drive instead of creating a new one from scratch and likely had the same or better results.

So what's your excuse?

Take action, have fun and go make some money!

Rob Fighter