

EXCLUSIVE ECOM SECRETS

5 Simple Steps to Building a Business by Giving Away **Physical Products** for FREE



ADRIAN MORRISON

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TO YOU BY 

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SPECIAL INTRODUCTION FROM ANIK SINGAL, CEO, LURN, INC.

How The Love of My Life (Who Hates Technology, Sales, and Marketing) Launched an \$80,000 Per Month (And Growing) Business

Just weeks ago, I did something I NEVER thought I'd do. Something I had been fighting against for nearly 14 straight years.

I embraced a business model that went against every fiber of my being. Selling physical ecommerce products.

What the heck? That's Not Me!

Anyone who knows me knows I'm a digital publisher by heart. That's my passion. That's what I do well. I didn't know anything about ecommerce.

Then, a couple of years ago, the whole ASM model was heating up. So many of my friends and colleagues were making BIG money selling products on Amazon. They practically begged, *"Join us, Anik. You can make a killing."*

I didn't believe them. It was like I was being dragged kicking and screaming to the Dark Side.

But I Gave It a Shot!

Wow! It was actually so much easier than I expected. Just put up a popular product on Amazon, and the money started rolling in.

Maybe promoting physical products WAS the future. I halfway embraced the model...

Until...

I started LOSING money. Lots of it. Turns out, you have to pay thousands and thousands of dollars upfront in inventory. Then, if anything went wrong with your Amazon listing (*and something ALWAYS went wrong*), you LOSE all that money.

This happened over and over and over. So, I was more than happy to leave this business model in the dust.



Goodbye Amazon! Goodbye Physical Products!

So, I re-welcomed my tried-and-true digital product model with open arms. Right then and there, I vowed I would never again be influenced by ANYONE who tried to push me to sell physical products.

And that's about the time the ONE person who had the power to really influence me came into my life.



My wife, Andrea.

Andrea's passion has always been in ecommerce. She loves sourcing and selling physical products. In fact, while in India she helped build an ecommerce company from scratch.

When she moved to the U.S., she also looked into selling products on Amazon. I gritted my teeth, but naturally supported her. Of course, she also discovered that the risk and potential loss was just too great.

So, what's left?

You Open Your OWN Ecommerce Store!

Here's the thing. When you're newly married and your wife has a plan that you know is destined for failure... you have no choice but to support her 100%.

To say she struggled with her new ecommerce store was an understatement. **Really long hours for almost zero results.**

Though I was ready to say, "I told you so!" in like 10 different languages, I bit my tongue.

But as much as I wanted this business model to fail, **I didn't want my wife to fail.**

So I turned to a friend. An expert.

I Asked Adrian Morrison for Help.

I knew that a good friend of mine, Adrian Morrison, was also all over this business model. But he wasn't struggling. He was cleaning up!

He was doing **multiple 6 figures a month** selling little trinket products. But he was doing it with **ZERO risk** (unlike Amazon) and **ZERO inventory**.



By Adrian Morrison

It was weird... he created these simple little stores combined with one of the easiest ecommerce strategies on Facebook.

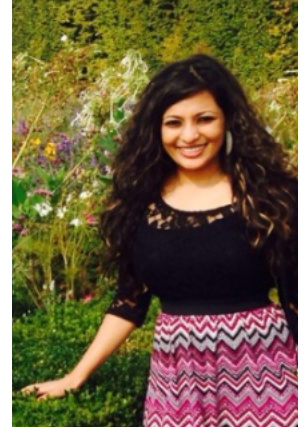
So, to help out my new bride, I introduced Adrian to Andrea. He agreed to train her for just like 2 hours or less. Then, just days after that training...

She Did \$500 In Sales!

I'll never forget that day. She was glowing. *Elated!*

But NOT because of the \$500. She was excited because she had a cool little system that would make her a superstar success in the world of promoting physical ecommerce products!

ME? Well, I was ecstatic for Andrea. But secretly bummed that this business model actually worked. **Curse you physical products!**



Andrea Started Scaling REALLY Fast. Watch Out World!

I always talk about how quickly a business can grow. Like a downhill snowball. But in all my years, I've rarely ever seen growth **THIS big** and **THIS fast**.

It was just a few months ago that she made her first \$500. Now Andrea's doing anywhere from **\$60,000 to \$80,000 a month in revenue**. She's recently crossed **over \$150,000 in total sales and will launch multiple stores soon**.

Saturday, April 9	\$0.00	194	\$2,879.63
Sunday, April 10	\$0.00	183	\$2,695.05
Monday, April 11	\$0.00	204	\$2,964.58
Tuesday, April 12	\$0.00	246	\$3,649.57
Wednesday, April 13	\$0.00	216	\$2,895.62
Thursday, April 14	\$0.00	220	\$2,960.29
Friday, April 15	\$0.00	202	\$3,061.92
January 2016	\$0.00	708	\$10,579.99
February 2016	\$0.00	1,006	\$14,104.82
March 2016	\$0.00	2,636	\$37,186.51
April 2016	\$0.00	4,548	\$64,702.96



She doesn't need Amazon. Heck, she IS her own Amazon!

Right now, Andrea can grow her business just as big as she wants. She can add as many products as she wants and as many stores as she wants, all without worrying about...

- Competition (*there is none*)
- Inventory (*there is none*)
- Risk (*minimal risk if any*)
- Amazon changing their rules (*she's in complete control*)

The best part is she did all of this herself by following Adrian's simple plan.

Now, Andrea will be the first to tell you that she:

- Is NOT a technical person
- Is NOT a marketer
- Is NOT a salesperson

Yet, she was able to take Adrian's model and run with it. I'm so impressed. I'm so happy for her!

90 Days Ago, I Didn't Believe It Was Possible... Maybe I Didn't Want It to Be Possible...

But now that Andrea's on the brink of \$100,000 a MONTH (every month), I know it's REAL!

Before she started using Adrian's amazing system, I always had false misconceptions about promoting physical products. That you...

- Had to have a warehouse and tons of inventory – **WRONG!**
- Had to have employees and overhead and huge expenses – **WRONG!**
- Had to physically be present and couldn't travel or have freedoms – **WRONG!**

Andrea does all of this from her laptop or her phone because it's 100% digital. She's constantly travelling with me all over the world. And everything is 100% outsourced — no employees are needed!

That's Why I'm Fully Endorsing This Program — 100%!

I've seen what Adrian's system can do. I've seen it with my own eyes. And I know Adrian is an honest person who puts other peoples' interests before his own.



By Adrian Morrison

Today, I'm a full-fledged believer. In Adrian's physical ecommerce product system. In the speed and ease at which this system can bring in sales and profits.

But mostly in my wife. I once doubted the model, but I never doubted you, Andrea. I knew you were amazing in every way. Now I know you're an Ecommerce Queen!

- Anik Singal

P.S. Be sure to catch my 3-Part Interview Series with Adrian that I'll be releasing this week! I'll shoot you an email to let you know when each part is released.

P.P.S. Adrian & I will also be hosting a **Physical Profits Workshop Series** that will be kicking off May 24th @ 3pm EST. Register for it now to make sure your seat is saved!

Step by Step LIVE Training - How To Build Your Own Profitable eCommerce Business Using My Personal Software!

Join Anik & Me In This 3-Part Physical Profits Workshop Series:

MAY 24TH AT 3PM EST

(3 LIVE Training Sessions - 100% FREE)



Go to www.lurnworkshop.com/physicalprofits



HERE'S WHAT I'M GOING TO TEACH YOU

I'm willing to bet this is not the first book on "how to make money online" that you've read. So many people, just like you, are struggling to find a way to build a sustainable business online. And after 10 years, I finally cracked the code.

Ok ... go back up and read that last sentence one more time. The keyword I want you to focus on is, SUSTAINABLE.

This book is not about making your first dollar online. It's about building a real online empire, long term money. When I enlighten you on just how simple it really is, it's likely going to blow your mind.

There are three extremely powerful things you are going to learn about in this book. Three things that have earned me over 2.4 million dollars in the last 9 months. ... That is powerful, right?

Ecommerce is the first thing you need to understand. It's tried and proven, year after year, the industry GROWS. It has gotten to the point where you don't even have to invest in any inventory upfront. You're literally selling stuff before you even pay for it. Think about that

The second thing we are going to discuss is the MOST POWERFUL WORD IN THE WORLD. Can you guess what it is?

Last, but certainly not least – I am going to expose how I am making Facebook FORCE FEED ME SALES! Yes, I'm leveraging this little known "Facebook Intelligence" to flood sales to my products.

Oh, and the best part is ... I'm going to show you how you can get started for \$5.00. Just like I did. Let's go!



ABOUT THE AUTHOR - ADRIAN MORRISON

Adrian started his first online business from his apartment in Oxford, MS, where he was attending college. It's important that you know he had no experience with marketing or business in general.

After failing the LSAT 3 times, Adrian gave up on his dream to attend law school. This is what prompted him to turn to internet marketing. He realized there was another way ... a better way to succeed in life.

Adrian went on to build multiple 7 figures businesses online, author 3 books on internet marketing and speak to tens of thousands of people all over the world about building their own businesses leveraging the power of Facebook.

Adrian currently generates up to \$400,000 per month with an Ecommerce store that took him less than 30 minutes to build. Going forward, he is on a mission to teach others exactly how he's doing it and give them step by step details on his exact strategies.

I wanted to see how duplicable my strategy really is. So, I recruited various case studies that you will be introduced to in some of my live videos. Some of those students are doing upwards of \$60,000 per month now after just 3 months of duplicating my strategy.

Now I'm not saying that this is magic. I am not saying that in 3 months you are guaranteed to make \$60,000 or \$400,000. What I am saying is that the strategy has been tried and proven multiple times over. And if you are looking to truly build a sustainable, secure, long term business online, then get ready to take some notes!

I'm hosting two live training sessions just for you at absolutely NO COST. Plus I am going to give you an additional Question & Answer training with me so that I can personally answer any and all of your questions. I want to make 100% sure you get all of the pieces to the puzzle this time, and this is the last book you have to read about getting started with a successful online business.

Please make sure to register for these free trainings right now. They will not be available for long so take action and secure your seat right away!

Step by Step LIVE Training - How To Build Your Own Profitable eCommerce Business Using My Personal Software!

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INTRODUCTION: MY STORY

As I sit here now, writing this book. I am considered by many to be one of the top Facebook Marketers in the country. But, if you knew me 10 years ago you would've never guessed I would end up where I am now.

As far back as I can remember is 12 years old (I am 31 right now), when I was in the 4th grade. I recall being called out of the classroom during recess... and into an empty room with the school principal, my teacher and my mom. I remember being upset that I got pulled away from recess, it was my favorite class.

The teacher told my parents, "We have concluded he is special. He needs to be put into special classes." I was later diagnosed with something called A.D.D.

My parents always told me A.D.D. is BS. They refused to put me in special classes and told the school they were crazy. My parents believed in me. They always told me I was destined to do big things and not to listen to anyone else. It's important for me to let you know, they always had my back. It's actually everyone else telling me that I'm pretty much "stupid" that programmed me for failure in school. If enough people tell you something, you start to believe it, right?

I was always the kid looking out the window. I had a really hard time learning to read. As a matter-of-fact, I never did any of my summer readings in high school. I failed the first test of each and every school year (the test on the assigned summer reading books). Teachers always told my parents I was never going to amount to anything if I didn't read those books....

My point is, I struggled in school. I failed my way all the way through college.

I wanted to be an attorney (well, my dad wanted me to be).

I remember in high school, my art teacher told me I'd be lucky if I even got a job as a garbage man, let alone an attorney.

I remembered her telling me that when I was taking the LSAT. I wanted to prove her and everyone else wrong, very badly. But, I failed the LSAT... 3 times in a row. I never made it into law school.

I basically gave up. I accepted that I was a failure and I'd never amount to much. I turned to video games (I was really good at them) and tuned the rest of the world out.

Meanwhile, my brother was making 6 figures a month running an online business (he is 2 years older than me). He was a dang genius. He single handily saved our family from financial demise when my dad lost his entire investment in WorldCom stock bust.



I remember every single day my dad would catch me as I walked out the door and say "I'll pay you \$100 if you'll ask your brother to teach you internet marketing." And I'd brush him off and decline.

Yeah, I declined \$100 to ask for free help (guess I really was stupid).

Actually, I was afraid. I was afraid of failure. I was programmed from a young age by listening to negative people that I was stupid. I didn't want to fail anymore than I already had.

So many people suffer from the same thing. They are so afraid to fail because they don't believe in themselves. They surround themselves with negative people that drag them down. Does this sound familiar?

One day this all changed. I remember it just like yesterday. I was up in my bedroom (at my parents house) when I heard a MASSIVE ROAR. It was so loud that I jumped out of my chair and dropped my Xbox controller. That is pretty serious, b/c I loved that xbox!

I ran to the window and looked outside and saw something that looked like a freaking spaceship. It was a deep sparkly blue, massive chrome wheels, and had two white racing stripes down it. It was a brand new Dodge Viper... and my brother had just randomly bought it.

This was the moment that I realized I wanted to ask him for "help" getting started.

I ran downstairs and looked at his car. He took me for a ride around the block and I told him "Anthony, I will literally DO ANYTHING if you will teach me how to do this online stuff. I want a car like this one day"

Anthony looked at me and said, "Anything?" and I said "Yes, Anthony, name it and I'll do it. I want to learn." ... his condition ... was my worst nightmare. He said "Throw your Xbox away, prove to me to me how serious you are and I'll teach you. I'm not going to teach you only to watch you go back and play video games. You're either all in or all out."

Ugh, this was tough. But, I unplugged my Xbox Video Game System and handed it over to him. It's still under his bed at my parents house right now. He taught me a simple step by step formula to creating ads online that night.

The next day ... I made my first \$75 commission. I WAS HOOKED!

One of the main things he taught me is that you don't need a ton of money to get started. And you do not need a lot of time.

The maximize risk you take when building an ad online is \$5.00
The maximum time it takes to make an ad is about 10-15 minutes.



By Adrian Morrison

Can you believe that? You can start a potential 7 figure business from the bedroom in your parent's house with as little as \$5.00 and 15 minutes of your time.

Are you willing to make that same investment in your financial freedom?

Overnight I went from broke loser that lived with his parents and spent all day playing video games, to internet entrepreneur, to now 10 years later multi 7 figure internet marketer with a business generating over 400k a month.

... And guess what? The summer reading that I skipped in high school didn't negatively impact my success at all. I guess those brilliant teachers that said I am "special" aka "stupid" were wrong.

And if you have someone saying something similar to you as well. They are WRONG. If I can do this anyone can do it. I full heartedly believe that.



WHY I ABANDONED MY FIRST MILLION DOLLAR BUSINESS

Yes, I completely WALKED AWAY from a business that consistently generated a million dollars a year for me. I literally let it die, overnight.

Now you may be wondering, "Why wouldn't you just sell it, rather than let it die?" ... the answer is quite simple. IT WAS NOT SELLABLE.

And that is the very reason that I abandoned it. I was making over a million dollars per year building up someone else's business. There is no way for me to sell someone else's business, right?

Being an affiliate marketer is no different than being an employee. You are exchanging your time and money for a quick buck, like a pay check. At the end of the day, if that company decided to shut down or your services are no longer needed, you are left out to dry ... with NOTHING to show for your previous efforts and success.

That sucks, right? Well, I figured that out the hard way.

I'm not bashing affiliate marketing. I've made a ton of money doing it. But, I'm at a point in my life where I don't want to "chase paper." I want to build something. I want longevity, stability and security. I want a LEGACY.

Write this down: True Success = Longevity, Security, Stability.

Let me tell you how I found out the hard way.

As an affiliate marketer, 2 years ago. I was running an ad campaign for a company promoting a diabetic meter. They paid me every time I generated a customer for their product.

I was generating over \$200k per month in commissions promoting that offer. It was so successful that I was actually invited and featured on a TV show to talk about the success.

Life was great! I was seriously rolling in the dough!

But then one day the company sent me an email and said "Adrian, we are shutting this offer down and you need to turn all of your ads off."

I went from making thousands of dollars per day to ZERO! ... And there was NOTHING I could do about it. I didn't own the company, I didn't call the shots. I was a mere servant marketing their product in exchange for a quick buck, building up their brand and their company.

I didn't even get to capture the email addresses of the customers I generated for the company.



That means, I couldn't start marketing other diabetic products to them b/c most companies will not let you keep YOUR DATA (email addresses) of customers you generate. They keep it all for themselves.

Now, this company is still in business. They are monetizing all of the customers I generated for them right this very second ... and I'm getting zero for it. I got my quick buck ... and that's it.

I then started marketing T-Shirts, selling well over a million dollars worth of them, for other companies. Same business model, selling someone else's product and promoting their brand in exchange for a quick buck. I sold over a million dollars worth of T-Shirts. I then asked the company if I could have access to my customers email addresses so I could email them more products and generate repeat sales. ... they said NO. Another million dollars worth of success that I cannot leverage long-term, I had nothing to show for it. Nothing to build upon. Just some commissions. I built their brand, not mine.

This made me realize very quickly that I needed CONTROL.

Write that down: I NEED CONTROL OF MY BUSINESS.

Don't be fooled by a quick buck. Always be looking 10 years down the road.

Here are the main reasons you need control.

1. You determine when you start or stop marketing something
2. You determine what your profit margins should be
3. You collect all of the email addresses of your customers [long term money]
4. You build YOUR BRAND, not someone else's.
5. You have an EXIT STRATEGY

The emails and the exit strategy were the most important to me. I know that "the money is in the list" and if I have a big email list I can send promotional emails to my previous customers and generate long term money for year sand years to come.

The exit plan is important b/c I wanted something to show for all of my work. I don't want to just "stop" one day and get nothing for all of my hard work. I wanted to build something that I could SELL to another entrepreneur and get one last big squeeze, a massive payoff, when I sell the business. ... You've heard of people selling their businesses for massive amounts of money, right? Other people are too lazy to build it themselves and they have the money to just buy something that is already working. ... I like that, I'll sell mine to them and build another, wouldn't you?

I wanted total control of my destiny. I wanted long term money. I wanted an exit plan that would pay me a massive amount of money should I ever want to "retire." And do something else.



That is why I abandoned my 1 million dollar a year business and did something that I should've a long time ago.

And the ironic thing is ... what I am doing NOW, what I'm going to TEACH YOU HOW TO DO, is actually 10X easier than what I used to do.

I'm going to help you bypass years of mistakes, tons of money and time wasted building someone else's business for a quick buck, and get straight to where I am right now. Where you're in control. Where you're building a real business, a legacy that will generate long term money, stable income and financial security for you and your family.



MY 3.5 MILLION DOLLAR BUSINESS PLAN: E-COMMERCE

I already mentioned it earlier, but I'm going to say it again. I was SICK of building other people's businesses. I was TIRED of other companies having control over my income and the products that I was "allowed" to market. I knew there HAD to be a better way to enjoy the time-freedom that Internet Marketing was allowing me AND also have CONTROL over my business.

The answer hit me at the most random time.

July 3rd, 2015 – I was sitting on the beach with my entire family in Florida, we were on vacation. I remember, my toes were dug into the sand, my chair was reclined to the max and I was enjoying the smell of the salt water in the air. I was in 100% complete relaxation mode. Then my phone buzzed...

... My good friend had sent me a message saying something along the lines of "Dude, you have to checkout this new platform called Shopify, it's the next big thing."

I instantly jumped out of my chair and ran up to my condo. All I can remember is hearing my family yelling "Adrian, where are you going?!" ... We truly value our time on the beach together.

It didn't take long, after reading a little bit about Shopify I could see that this is EXACTLY what I had been looking for! It was everything I had been missing all these years. FINALLY, a turnkey system that would allow me to market ANYTHING I wanted under my own terms, my own brand name and capture all of the email addresses (we will talk about this later) so I could build a massive email marketing list.

I did have some objections at first, though. I was concerned about starting my own e-commerce business b/c I did not want to deal with investing in products/inventory, warehousing, shipping the items and investing in products that may not sell.

I quickly found out NONE OF THAT IS NECESSARY. It's actually super simple and requires pretty much no risk at all.

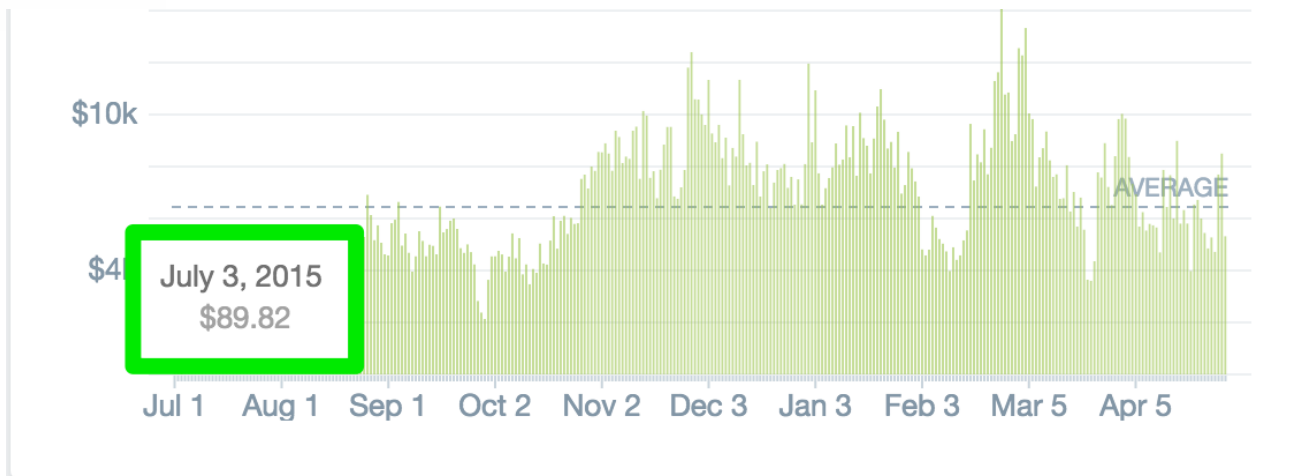
I decided right then and there to open up my own store. It took me less than 1 hour to get everything set up because Shopify made everything so easy. It was literally "point and click" and BOOM, my store was ready to roll.



By Adrian Morrison

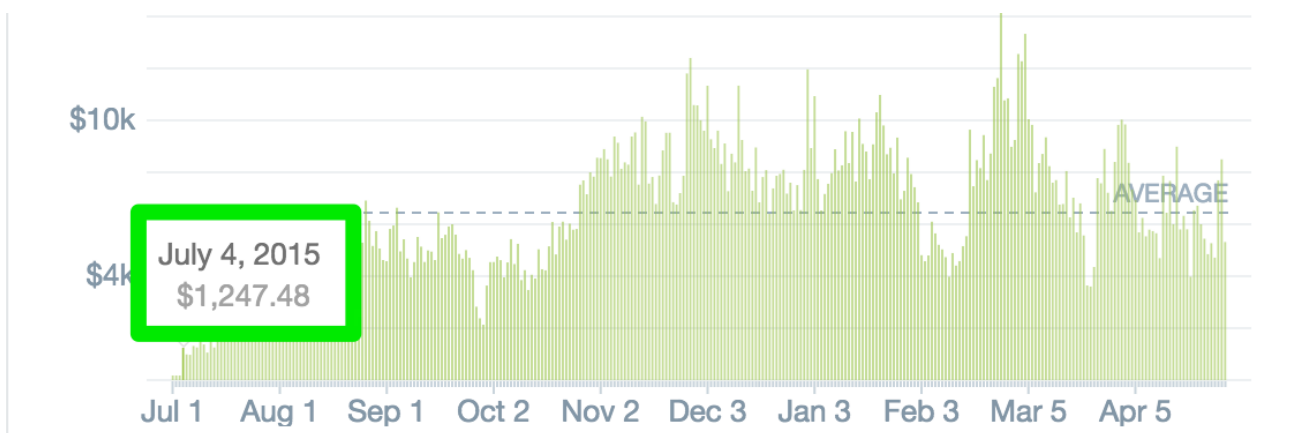
In fact, my very first day I made:

By the end of the night (July 3rd) I had already generated \$89.82 in sales!



However, I didn't go back down to the beach. I was so excited I dedicated the rest of my vacation to build out this business. My family was upset, but I know that when an opportunity presents itself, NOW is the best time to take it. The beach isn't going anywhere, but the opportunity could pass me by if I don't buckle down and take action!

July 4th, 2015 – The second day my store was live online and in business I generated \$1,247.48 in sales! Woahh... that escalated quickly! (Because this is a simple formula)



Overnight I went from \$100 to over \$1,000 in sales! Now THAT IS POWERFUL! ... I'm glad I decided to take action and forget the beach for the day!

Would you be willing to invest your time into learning more about this if you could potentially duplicate these types of results?



By Adrian Morrison

Fast forward to January 1st, 2016 ... I had started a SECOND e-commerce store (in Dec) and had my biggest day in sales ever (between both of my stores), \$22,113.73.



As I sit here, writing this right now here is where I stand:

- Total Sales Revenue:** \$2.4 Million
- Biggest Revenue Month:** \$400K
- Total Email List Size:** 351,000
- Total Company Valuation:** \$3.5 Million

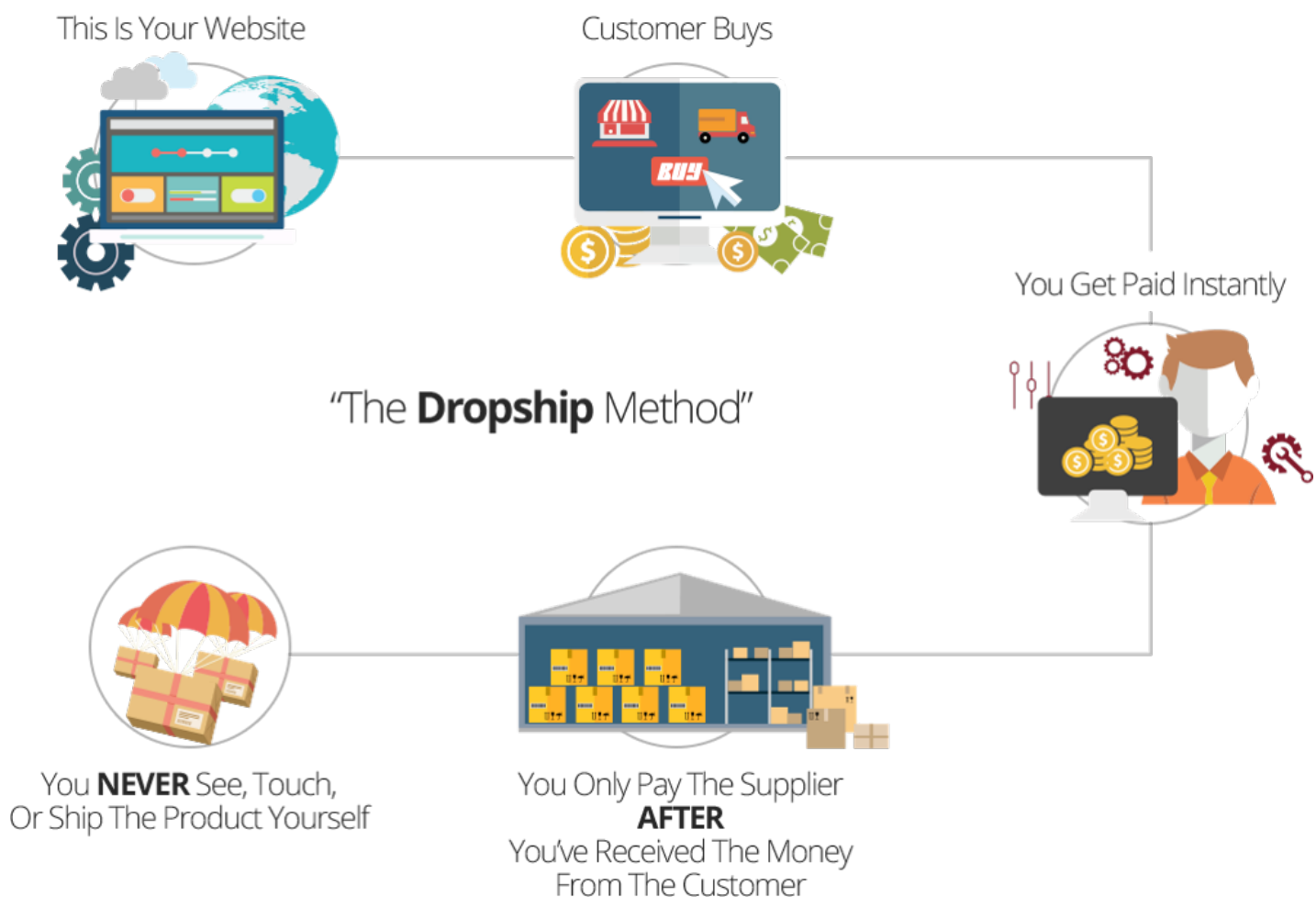
All of this with products that I never saw, I never touched & never invested in up-front. Everything is 100% drop shipped to the customer's door. I don't pay a single dime for the products until AFTER the sale is made. We're talking ZERO RISK here. Amazing!



Let me repeat that:

1. All of the items I sell are drop shipped directly to the customer's door from the manufacturer (*I'm going to tell you where I get my products from on our live webinar.*)
2. I only pay for items AFTER the customer has purchased them. 0 Risk here.
3. I never see or touch the products that I'm selling. And I never get stuck with "over-stock" inventory.

I collect my profits from each sale, send the order to the factory, pay for the item & put what is left over in my bank account. SWEET!



I am going to teach you exactly how I did this in the coming chapters. It's actually very simple to replicate the exact strategy I used to build this business up so fast. Now, I'm not saying you'll make \$1,000 your very first day or \$2.4 million in 10 months. But, I am saying you can learn how to get started the same way I did and be on your way to achieving your own goals very quickly.



By Adrian Morrison

I'm actually going to go over this in great detail in my free livecast training that you can register for here:

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2 FATAL MISTAKES 99% OF ASPIRING MARKETERS MAKE

Most marketers look for a zillion reasons as to why they shouldn't do something or it won't work. All you really need is ONE reason as to why it should. Duh.

Aside from that, there are two main things that people don't do that cost them success.

Let's talk about the first point:

1 - Nobody Cares What YOU Think or what YOU like.

Am I being harsh by saying that, maybe. But I'd rather be honest with you and tell you what you need to hear rather than what I think you want to hear. I didn't write this book to powder you up and make you feel good. I am writing this book b/c I want you to know the truth about what it takes to succeed.

What matters is what EVERYONE ELSE likes. ... Let me explain:



I bet right now you probably have a "GREAT IDEA" that you'd like to start marketing. Either that or you've already failed trying to market that "great idea."

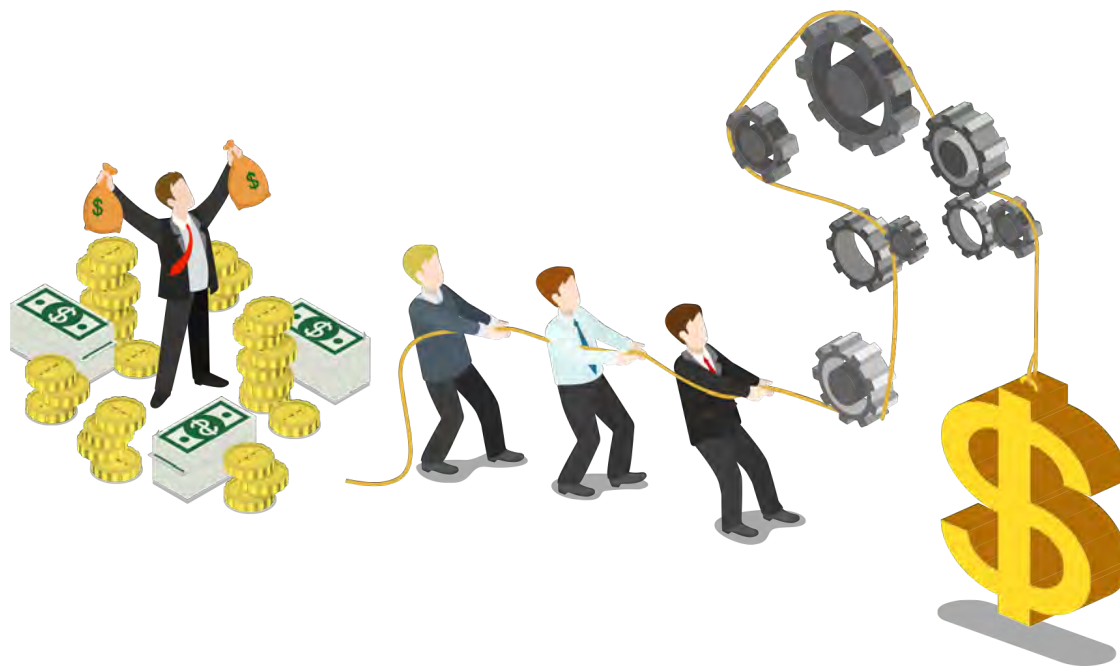
Here is the truth, nobody cares what you think is a great idea. They don't care what product you think is great. They don't care if you think something else is stupid either.

Remember this, you are a MARKETER ... not a consumer.



This is not about turning your passion into a profit. If you spend your career trying to market what you're passionate about, you will most likely end up losing money. You are not selling to yourself, you are selling to EVERYONE ELSE. Therefore, you need to figure out what everyone else is passionate about.

WRITE THIS DOWN: I need to turn OTHER PEOPLE'S passion into MY PROFIT



Once you understand this. It will open up Pandora's box of possibilities for your business & you'll be 10X more likely to find the success you desire.

Once you start generating profits, then you can start marketing your passion as more of a "side project." But, your #1 Priority is to PROFIT, not play around. When you generate profits, you can then afford to enjoy your passions. Money = Freedom to do what you want.

2 - FOCUS:

I recently saw another guy that does e-commerce selling a system. He had created some platform that allows you to click one button and populate your e-commerce store with 1,000 pre-selected products! ... Sounds great, right? WRONG!!

Putting 1,000 products on my e-commerce store sounds like a bloody nightmare! People often confuse quantity with success. Not true at all.

Who said these 1,000 crappy products are what everyone wants right now? Yay, you can sell a bunch of the same crap that everyone else in the world is trying to peddle! This is absolutely terrible in theory and in reality.



Would you agree that selling something unique that everyone else in the world is not selling would give you a HUGE advantage? Would you also agree that it would be better to sell a ton of a few things than a few of a thousand things?

I've mastered the "Less = More" strategy. And this requires FOCUS.

One of the biggest misconceptions about e-commerce is that you have to have a bunch of junk in your store. When, in fact, you only need a few really great and unique products on your store to be mega successful.

It's actually bad to have a bunch of junk in your store. Not only does it take up space, but it's also very bad for customers. This is because most people are bad at making decisions when faced with too many options.

There is a phenomena called choice paralysis, which basically states that when the brain is presented with too many choices, it will choose to not make a decision rather than anything at all.

This is why you see people with these "great big stores" with a 1,000 products on there that are broke. Because it's not focused.

Focus on converting the customer on the product you are advertising. Don't bombard them with a thousand choices once they hit your store. Focus on getting them to hit the "buy it now" button and make the purchase, that is how you make money. Anything else you hear is hype. I'll give you two great examples of this less = more strategy.

My 2.4 million dollars was mostly generated from 4 different products. Literally ... I'm selling a boat load of a few single items. They are hot, they are unique, they are something you don't see everywhere else. I'll show you two example campaigns below:

Store 1, Campaign 1: 56,958 Items Sold

Product type	Product title	Units sold ▾
Product GiveAway	1000-Item Buy 1 Get 1 Offer	56,958
Product GiveAway	1000-Item Phone Case	12,458
Product GiveAway	1000-Item Headset Offer	6,134
Product GiveAway	1000-Item Mouse Offer	3,757
Product GiveAway	1000-Item Keyboard Offer	3,749



As you can see I have other products that are selling. But, I applied the majority of my FOCUS to one single unique product and absolutely CRUSHED IT! (and still am).

I started my store with 1 single product, that very first day that I built it while at the beach. And little by little, as I had success I added more products. But, I applied my focus on just getting one single item to turn a profit, then I moved on to the next and the next.

Store 2, Campaign 2: 16,575 Items Sold

Product type	Product title	Units sold ▼
Product: Giveaway	[REDACTED]	16,575
Product: [REDACTED]	[REDACTED]	4,318
Product: Giveaway	[REDACTED]	2,367
Product GiveAway	[REDACTED]	1,831
Product: Giveaway	[REDACTED]	1,146

And again ... on the second store I told you I created. As you can see, I'm FOCUSING on one single product and sales are FLOODING in. The other items that get purchased are complimentary to my top seller. That is how I ended up adding them to my store. I find things that compliment my big seller and they end up getting purchased as well. I talk about this a lot in my trainings.

Overall, the FOCUS and Less = More strategies are very successful. It also makes life easier because I am not focusing on managing 1,000 different campaigns. I'm focusing on long-term winners. This campaign has almost been running for an entire year at this point.

You want to know the kicker? I think both of my top selling items are absolutely ridiculous. If you would've asked me a year ago if I thought these items were gold mines, I'd have laughed in your face and said NO.

But remember, "nobody cares what you think." Also applies to me.

What matters is ... what sells. What everyone else wants.

I'm not saying there are only a few great products out there. There are actually thousands of focus products. You just have to learn how to snipe them out and start using my strategy to promote them.



By Adrian Morrison

The sky is the limit. Just don't get caught up putting a zillion things on your store. Stay focused and remember, other people's passion = your profit.

I have many other items that I'm selling thousands of. But, they are all very focused. These are just two of my big winners. And guess what? You can duplicate this exact strategy. You can quit focusing on all the BS HYPE that is out there and apply my formula and actually succeed.

So answer me this: Would you rather have a website with 1,000 products on it that nobody wants? Or would rather FOCUS on what everyone else wants and scale it to the moon and back? Less stress, less work, more money = I'm happy :)

On my LIVE Training I'm going to show you EXACTLY WHERE IM FINDING THESE PRODUCTS and how you can leverage the most powerful word in the world to achieve massive amounts of sales like I'm doing.

Step by Step LIVE Training - How To Build Your Own Profitable eCommerce Business Using My Personal Software!

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LEVERAGING THE MOST POWER WORD IN THE WORLD

By now you are probably wondering how I am selling so much, so successfully. I'll tell you this, I've succeeded by reverse engineering what most people do.

See, most people think they need to sell super expensive items to make more money. I actually offer 70% of the items that I'm marketing FOR FREE! I'll explain more in just a moment.

I'm actually selling super cheap products. I'm talking about, they only cost me upwards of \$2.00 per item MAX. And I'm selling a TON of them!

This is good for 2 main reasons:

1. Cheap products are easier to sell.
2. Higher volume sales = more customers = more emails for my email marketing list.



Wouldn't you agree that it is easier to sell something that is super cheap than something expensive? Wouldn't you also agree that more customers going on to your email marketing list will generate more profits for you in the future?

Most marketers fail because they are trying to sell expensive items. It's harder to get someone to spend \$100 online than it is to get them to spend, say ... \$10.00.

Using this strategy, I've been able to take many students that were struggling and failing and within 24 hours, have them making sales for the first time ever, profitably.

The model I am using is called the "Free + Shipping" model.



By Adrian Morrison

See, the products that I am selling online are so cheap, that I can offer them for "FREE" and build all of my profits into the shipping and handling charges. Remember, I'm only paying around \$2.00 for the product. If I charge \$10 for shipping I'm generating a sweet profit of \$8.00 per sale.

There are more details on this, but those are going to be discussed on the live webinar training that I'm doing. You can attend that training for FREE by registering below...

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FREE is the single most powerful word in the world of marketing. It literally stops people dead in their tracks. People will go to great lengths to get something for free.

I actually camped out in the parking lot of a Chick Fila' for 48 hours when I was 17 years old for the grand opening. The first 20 customers received FREE Chick Fila' for a full year! ... Just so you know, I live in Mississippi and it is extremely hot and extremely humid here, and it was mid summer!

Anyways, the word FREE is mega powerful. It stands out. It makes people STOP. It creates URGENCY and creates IMPULSE purchasing. Another thing FREE does, is create VIRAL traffic to the offer.

Think about it ... when you see a really good deal, after you get it for yourself, what is the first thing you do? You share it with your friends, right? It's awesome when using Facebook b/c Facebook makes sharing so easy, have you ever seen that little "share" button below posts and ads? IT'S HUGE!



Here is an example of a viral ad using the word FREE:

The screenshot shows a Facebook post with the following elements:

- Interaction buttons: Like, Comment, Share.
- Engagement icons: Like, Love, Wow, with a blue box around the number 28K.
- Sort order: Chronological.
- Share count: 22,060 shares (highlighted with a green box).
- Comment count: 7.1K comments (highlighted with a red box).
- Comment view: View previous comments (44 of 7,183).
- Comments:
 - Steven W. [tagged] Andrea Myers (highlighted with an orange box). Like · Reply · 4 hrs.
 - Kimberly A. [tagged] Manuel (highlighted with a blue box). Like · Reply · 4 hrs.

Pretty impressive, right? Let me explain everything you see real fast:

There are 4 main things people can do when they see your ad on Facebook.

1. Like your ad (blue box)
2. Share your ad (green box)
3. Comment on your ad (red box)
4. Tag other users to see your ad (orange box)

As you can see, this “free + shipping” ad above has 28,000 LIKES, 22,060 SHARES, and over 7,100 people have commented on the post.

Remember when I asked you the question “what do you do when you see a good deal?” Take a look at the orange box and the green box. Those are people sharing the deal with their friends or tagging friends directly to the post so they can see the deal.

The SHARES are HUGE. Shares = FREE TRAFFIC = 100% PROFIT. It’s basically word of mouth advertising. That is some of the best type of advertising you can get, by the way.

The average Facebook user has 338 friends. My one ad above had 22,060 people share it with all of their friends on Facebook. Do the math and you can find out how many potential people saw my ad with me having to pay a single penny. $338 \times 22,060 = 7,456,280$ people.



By Adrian Morrison

Yup, that is over 7 million potential eyeballs on my one single ad without paying a single penny to advertise to them. Now THAT is the POWER of the word FREE.

No other marketing strategy out there can compete with the most powerful word in the world. I don't care what anyone else says, this is the powerhouse of marketing. This is actually just the tip of the ice-berg for this strategy. It's much easier to show you live demos and such on a webinar, to see more in-depth training on this register for my free webinar training below:

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FORCING FACEBOOK TO OPTIMIZE MY ADS

As you likely already know, Facebook is the largest social network on the planet. This is the most premium traffic source on the internet. And I've figured out how to FORCE Facebook to feed me high converting customers. On top of that ... it only takes \$5 and 9 minutes to get you're your first ad live! Do you have \$5 and 9 minutes to invest in something huge? This is a freaking gold mine, so get ready!

"No one likes to sit around all day and analyze numbers. The only numbers I analyze, are the ones that show me how much money I've made at the end of the day." - (Insert Your Name Here)

The above is in quotes because this is what you're going to say after you become a master of my Facebook Marketing strategy.

It's true, no one likes to sit around all day and look at numbers.

It sucks.

I don't even like doing it, and for a long time my business depended on it. But NOT ANYMORE!

Most people teach you how to get "traffic" to your website. They talk about focusing on just simply getting people to click on your ads.

WRONG!

See, what most people do not know about Facebook is they will actually OPTIMIZE your ads for you. Meaning, they'll automatically put your ads in front of people that are likely to BUY.

You should be focusing on CONVERSIONS (sales). You need to optimize your ads for CONVERSIONS, not clicks. As a matter of fact,

Write this down: My Goal = Conversions, not clicks.

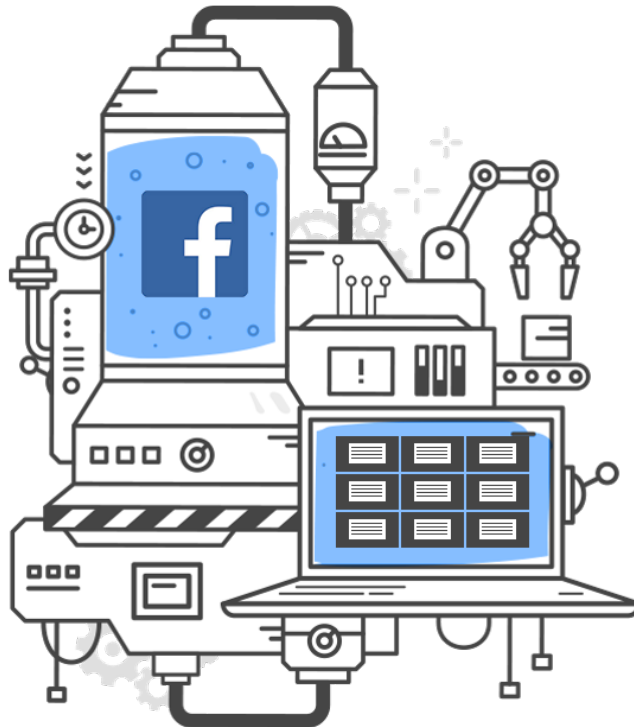
~~CLICKS~~ CONVERSIONS



By Adrian Morrison

I am going to show you how to “flip the switch” and turn on an unknown “Facebook Intelligence” that will literally force Facebook to optimize your ads for you!

Who better to optimize your ads for sales other than Facebook? I’m literally saying, “Let Facebook take the wheel.”



Now, this is not magic. There is a strategy to it and I break that strategy down into 4 Phases.

This is something that even some of the top 7 figure marketers on Facebook don’t even know about ... and they have asked me to teach them.

Here is an example of a campaign that I’ve utilized Facebook Intelligence on:

Ad Set Name	Reach ⓘ	Link Clicks ⓘ	Purchase (F... ⓘ	Amount Spent ⓘ	Purchase Conversion Value ... ⓘ
[Blurred]	12,157	661	21	\$128.08	\$902.43
[Blurred]	2,369	160	7	\$132.69	\$398.59
Results from 2 Ad ...	13,902 People	821 Total	28 Total	\$260.77 Total Spent	\$1,301.02 Total



By Adrian Morrison

In the orange box you can see how much money I've spent on each ad.

In the green box you can see how much money I've made in return.

The first ad I invested 128.08 (over the course of a few days) and earned back \$902.43. That is a 604% return on investment, on one single ad, using my strategy!

Yes, there is some product cost involved that we cannot see. But, as I said before ... the products we are offering are very, very cheap, so it's not even worth doing the math right now. I think you get the point, right?

Using my strategy combined with Facebook's Intelligence makes profiting extremely simple, regardless of what product and niche you are marketing

As I said above, I don't like analyzing numbers. When your ROI is mega high like in the example above, you don't have to worry about the numbers so much. Do you agree?

I will be talking about this more in-depth on the live webinar training I'm doing.

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Ok ... so what do YOU NEED TO GET STARTED? Obviously, it's going to be very beneficial for you to get onto our livecast and learn by watching the live training. But, let's go over some basics that will help make this super simple for you (I've taught people that are completely new how to do this and had them profiting in a matter of 48 hours).

- 1. Select a product to start marketing**
- 2. You need \$5 to start your ad (I don't recommend anymore)**
- 3. You need a good image to put in your ad (showing the product)**
- 4. You need to put some short text in the ad describing the product (duh)**
- 5. You need to set the ad to use Facebooks Conversion Intelligence and go LIVE!**

All 5 steps together take about 9 full minutes to complete. Yup, only 9 minutes and you can have an ad live. And ... you aren't even taking a huge risk, you're risking \$5.00 a day to let your ad run.



By Adrian Morrison

Would you be willing to risk \$5.00 and 9 minutes of your time to test duplicating my exact strategy I've used to generate over \$2.4 million dollars? I hope so!

The key is starting small and then growing your campaigns as you see them profit.

I'm not teaching my students how to go crazy and start an ad and spend 100's or 1,000's of dollars' over-night. That is actually stupid and the wrong way to do it.

You need to let your ad run on a very tiny budget for a few days, this is a testing phase. And you can tell within 3 to 4 days if your ad is going to work. When you see it start producing sales, then you can start ramping it up using my strategy to scale it to the moon and back.

I'm all about CALCULATED RISK. Make sure your ad is working and profiting before you spend more. And then take those baby steps to keep it CONSISTENTLY producing sales and profits for you. And that is how and why I have ads that have been running for over a year that still produce profits for me every single day on auto-pilot.

There is a formula. There is a strategy. Don't try to re-invent the wheel. Don't get trigger happy. Just simply plug yourself into the formula and follow the exact steps that I've utilized to get to where I am right now. Makes sense, right?

Ok - so now you should have a great overview of what I'm doing.

The next step is to come to my webinar and see for yourself how simple it is to get started and how successful you can be using my strategy.

I am excited to show you my step by step strategy on how I built a \$3.5mm business in 9 months on our live training. If you're not registered yet, I highly suggest you get registered now as there are very limited seats.

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By Adrian Morrison

My goal is that after reading this short book you'll be knowledgeable about eCommerce and the power of Facebook.

My goal after you attend our live training event is that you'll start a successful ecommerce business similar to mine. Armed with the knowledge and the tools to maximize your profits & bypass any mistakes that could slow you down.

Does that sound good to you?

If it does, then you'll want to immediately secure your seat at my live training event.

I can only help you if you are willing to take action and show up. It's one thing to register ... it's another to actually show up ready and willing to be trained! I'm ready ... are you?

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