

Starting from Scratch Case Study

From zero to 100+ sales, \$2k+ revenue and 65 subscribers in 7 days... All from a simple digital product in the internet marketing niche.

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Welcome!

This report started out as a post in Tony Shepherd's (amazing!) private [Independence Community](#), but the feedback I received from my fellow members was so incredible that I decided to write it up as a full PDF case study.

So, here it is...

The inside story of how I created a simple digital product in the internet marketing niche, launched it on WarriorPlus, and made 100+ sales, \$2k in revenue and added 65 subscribers to my email list in 7 days... all from a complete standing start.

This was just over a year ago now – and since then I've launched several more products using the same method.

But this first launch – the one I'm outlining today in this PDF – is undoubtedly the most significant, because it was the moment I realised just how possible it is to create and launch your own digital products successfully **without** being some kind of guru or having an existing audience of thousands of people.

And you better believe that you CAN do this for yourself, even if have no previous experience or have never even made a single cent online to this point.

When you follow my example, you don't need to be an "expert" of any kind, but rather just be willing to put some work in.

And this WILL require work, no two ways about it.

Creating an information product and launching it into the world certainly requires some planning and effort...

But isn't that worth it if this could help you *finally* achieve success online and kickstart a highly profitable business with serious long-term money making potential?

Because, let me tell you, when you see those first sales notifications landing in your inbox, you won't want to stop. 😊

Now, some might laugh at the sales of my first product, because they're honestly pretty small fry compared to what many marketers bring in from a typical launch...

But I was definitely pretty damn happy considering I was starting completely from scratch with **no** existing audience, **no**

email list and pretty much a none-existent online reputation, having not even touched anything to do with internet marketing for more than a decade.

Besides, it was just the sheer long-term POTENTIAL that got me *really* excited!

While those initial sales were certainly nice (not to mention somewhat surprising to me at the time), by far and away the most exciting thing was that I was also simultaneously building an audience and email list **for free**...

And not just any old email list, but one full of proven **buyers** who I could then sell more stuff to.

By the way, I don't mean this in an exploitative or unethical way – because I try to treat my subscribers well and focus on providing value, which I'd say is reflected in my high open and conversion rates.

But obviously I'm building a business and want to make money. And there's no doubt that the money is very much still in the list!

In short, this is the strategy I've used to literally kickstart my entire online business.

And the coolest thing of all?

Becoming a product creator singlehandedly solves two of the biggest obstacles people face when it comes to seeing success online, especially when just starting out...

Getting traffic and building an audience.

You won't have to worry about either when you create your own products and do an affiliate-driven launch – because, as I'll show you shortly, other people will literally take care of this for you...

Your affiliates *will* send you all the highly targeted traffic, leads and sales you'll ever need on your behalf (in return for a % commission, of course).

And despite what you might think, getting lucrative affiliates on board to promote your product isn't nearly as difficult as many people make out, even when you're a newbie. You just have to approach them in the right way.

In short, creating and selling my own products has been a total game changer for me. I don't really like that expression, but I can't really think of another way to describe the impact it's had on my life and business.

Sure, being an affiliate for other people's products is brilliant and something I do myself... But have you ever noticed that all the successful people in this space *also* sell their own products?

As a sidenote, it also makes it MUCH easier to sell products as an affiliate once you have your own products, because you start to become an authority in the eyes of your audience, AND you'll have a list of buyers to sell to, and not just freebie seekers. 😊

My Results

Okay, so before I get into the actual case study and show you exactly what I did, I just quickly want to outline some of the results I've achieved so far from this strategy.

Here are the most recent stats from my first launch last year:

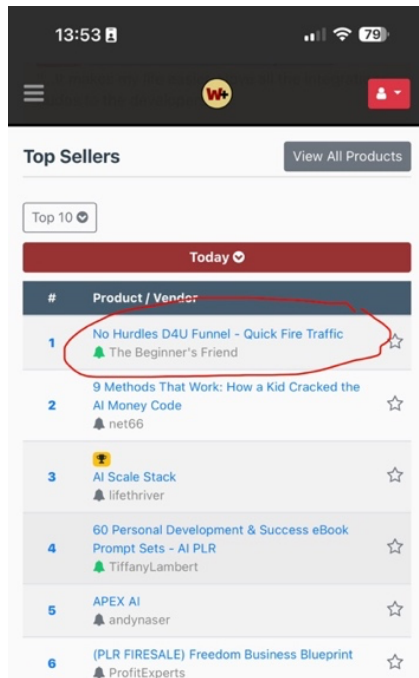
Offer Stats					
List Building Unleashed - PLR					
Views	Visitors	Sales	Refunds	Sales Revenue	Paid to Affiliates
5683	2738	156	0	\$2844.31	\$1477.76

As you can see, the conversion rate isn't great, but I'm definitely happy with over 150 sales in total. By the way, 100+ of those came in the first week, but that's pretty normal. You'll make the majority of your sales during the initial launch period, before things drop off a bit.

But that was just my first product. And since then, I haven't stopped. 😊

At the time of writing in October 2025, I've now done four 'public' launches on W+, with my most successful coming just a few weeks ago in collaboration with fellow marketer [Andy Waring](#). We managed to make 200+ sales in 4 days, generated

over \$3.6k in revenue, and reached #1 on the WarriorPlus top sellers chart, which I couldn't believe in all honesty!



I've also just finished another launch just last week, which is now up to over 200 sales and almost \$3k in revenue, with 127 new subscribers added to my email list.

In fact, in conjunction with Andy, I've sold over \$7k worth of products in total on WarriorPlus in the last 10 weeks – which is frankly tiny compared to many people in this space, but also not too shabby either. 😊

In between, I've been running additional private 'mini launches' just to my subscribers, and I regularly promote quality offers as an affiliate to my audience.

And all of this is possible because I decided to start creating and launching my own information products.

So, does all this mean I'm now some big-time guru?

Hell, NO! I have a long way to go to be where I want to be.

The figures above are by no means all profit, because obviously I have to pay my affiliates and JV partners – which is quite a hefty percentage, as I'll discuss later.

Besides, the *real* reason for doing a launch like this is to generate leads and build a list of buyers. The upfront profit is certainly nice, but study any successful marketer and you'll soon realise that the main profit is made on the backend.

And I'm definitely not telling you any of this is to boast, but rather to just give you an idea of what's possible when you follow the strategy in this report and take action.

I'd also be lying if I said there haven't been obstacles and roadblocks along the way, most notably not getting products out there as quickly as I'd like.

But I'm just over a year into my business now, and this is really only the beginning.

And besides, it's just the sheer potential that really blows my mind...

and I reckon you'll feel the same once you do this for yourself and get some initial momentum.

Making regular sales and seeing your online business grow is one hell of a motivator to keep going.

You just need to overcome your fears and doubts and do this.

And you WILL have some fears and doubts the first time – because putting your own product out into the world *does* feel a little scary.

But you honestly CAN do it if you take a leap of faith and just go for it.

The Strategy

So, here's a quick 'bird's eye' overview of the strategy I used and continue to use:

1. Create a digital product in a hot niche (e.g. internet marketing / MMO, health and fitness, etc) + at least one additional product as an upsell.
2. List it on a platform like WarriorPlus, JVZoo, ClickBank, etc (depending on your niche)
3. Offer affiliates 50%+ commission on both your frontend product and upsell products.
4. [Recruit some affiliates](#), who will then do the selling for you and send you traffic (not hard, as I'll explain shortly)
5. Add each buyer to your email list
6. Sell them more products by email (either your own, or as an affiliate)

If you're new to all this, you might be seeing two potential obstacles standing in your way...

➤ **Firstly, creating a product to sell.**

“Woaah! Hang on there, I can’t possibly create my own info product?!”

Well, yes, you ABSOLUTELY can – because it honestly doesn’t have to be anything revolutionary or earth shattering.

Many products on WarriorPlus are just PDFs like the one you’re reading right now – and yet the people selling them regularly shift hundreds or even thousands of copies.

And don’t think for a second that you need to be already making money online to enter the internet marketing niche and sell to other marketers.

You just simply need something you can package up that will be valuable to other people in this space.

Perhaps you’ve found a great way to generate traffic using social media?

Or you just really know your way around ChatGPT?

Maybe you've set up a WordPress blog and could show other people how to do that?

Or perhaps you take my idea and create done-for-you content to sell with Private Label Rights.

Obviously, product creation is also now even easier thanks to AI. If you put your mind to it, I reckon you could have the actual product content done in a few days or a week tops.

You can also launch products in other niches... But internet marketing is the one I've chosen, because it's the one that interests me the most and utilises my skillset.

➤ **Secondly, how to recruit affiliates.**

There's no getting around the fact that you'll need to find some affiliates to promote your launch. Otherwise, the chances are you'll launch to the horrible sound of silence if you don't have an existing audience.

Essentially, the affiliates are the people who will sell your product for you. This is fundamental to making the whole thing work.

“But why would anyone promote my product as an unknown?”

Well, they absolutely *will*... IF you create a quality product, make it an attractive offer by offering a decent commission, and approach them in the right way.

Basically, just treat people like human beings when you contact them and you'll honestly be ahead of 95% of newbies and wannabes.

On my very first launch, I was able to get the likes of Tiffany Lambert, Tony Newton and Francis Ochoco to promote for me – despite having no existing track record.

If you want to find out how you can do this yourself, check out my [Affiliate Magnet training here](#).

The Case Study

Okay, so let's get into the actual "meat" of what I did – and why I did it.

Some background info.

What made me decide to create a product and do a launch in the first place?

Well, after 10+ years away from internet marketing, I was inspired by the success I kept seeing other people achieve, and I knew there was still a lot of money still to be made online.

But which way to go?

- Affiliate marketing?
- Dropshipping?
- Creating info products?

Affiliate marketing interested me (and still does) but, as I said earlier, it always seemed to me like the *real* money online was made by people who had their own products to sell.

But what to launch?

Creating Private Label Rights (PLR) products seemed the obvious choice because I'd done this moderately successfully in the past during my first stint as an internet marketer.

I also felt like it utilised my skillset without working directly with clients or trading time for money. After a rough few years as a freelance copywriter, this was something I was definitely keen to move away from.

In case you're not familiar, PLR products are digital products (e.g. ebooks or reports) where the buyer gets the right to use/edit/sell the product as their own.

So, someone buys my PDF training product with Private Label Rights, which they can then turn around and do whatever they want with...

- Edit the content
- Change the title of the product and put their own name on it as the author
- Sell it as their own product

And so on.

This has always been a hot seller in the internet marketing niche – because so many people want to sell their own digital product but find the creation process daunting.

So, I decided what I was going to do, but then the doubts set in...

Was PLR still a thing in the age of AI? Surely the market is saturated by now?

After all, it had been over 10 years since I'd done anything in the internet marketing field myself, and I was starting again with absolutely nothing.

But some initial research suggested it was still selling.

I emailed [Tiffany Lambert](#) (one of the most successful sellers in the PLR niche) asking for some advice, and she basically said it still sold well for her and that I should definitely just go for it.

I also asked Tony Shepherd within his [Private Group](#) and he advised me not to second-guess the market and instead just see what happens, which of course was excellent advice, and especially so for someone like me who has a tendency to overthink everything!

Creating My Product

I figured I'd need a frontend product + at least one upsell, which I decided would be a package of two other related reports.

I wanted it to be as appealing as possible to both buyers and affiliates, so each product would consist of an in-depth report with an accompanying package of sales materials with graphics, sales page, thank you page, etc.

The first thing to say is that sitting at your computer with the intention of creating multiple products from scratch is quite a daunting thing, which probably explains why it took me months to make any serious progress...

That's not because the creation process takes that long – but rather just that I procrastinated and didn't know where to begin.

The first task was writing the PDF reports. I probably had an advantage here because I have some experience of writing for clients, and I've also launched my own products in the past.

But honestly the playing field has been levelled so much with the help of AI.

You honestly don't need to be a writer to create and launch your own info products these days!

Even so, it definitely took me a while to get back into the swing of things.

Once I'd created the reports themselves, there were other things to figure out, such as how to design the ecover graphics and how to create the HTML pages I'd be supplying to my buyers.

In the end, I got ChatGPT to help create the templates, which was such a time saver!

After looking at other competitor offers on WarriorPlus, I then noticed many sellers were also including course slides, lead magnets and autoresponder emails within their PLR packages, so I followed suit as I wanted to pack in as much value as possible and make my offer more attractive.

A good idea... but quite a bit of extra work!

Creating My Funnel

The next task was to create the various sales pages for the frontend offer, upsell and downsell + the thank you pages for the downloads.

I knew how to use WordPress and already had access to Elementor, so I decided to use this rather than purchasing anything else.

In all honesty, it doesn't really matter what you use - ClickFunnels, LeadPages, System io, etc. Any of them will do - just pick one and go with it. The same goes for your autoresponder.

I also created a JV page outlining the details of my offer (very important!), with links to the affiliate sign-up page on WarriorPlus and a swipe email for affiliates to use in their promos.

My online buddy [Randy Smith](#) then pointed out that I should have multiple swipe emails on this page, as many affiliates will want to promote more than once, so I added two more...

Thanks again for the amazing advice mate!

Of course, I also had to list my offer on WarriorPlus. There's quite a bit to it (which I won't outline here), but most of it is fairly self-explanatory – and they provide in-depth tutorials.

My top tip would be not to attempt it while coming down with suspected Covid, like I did. 😊

Finding Affiliates

THE most critical part of a launch like this is getting affiliates on board. After all, they are the people who are going to generate the sales, especially when you're starting completely from scratch with no list and no existing buyers, like me.

To encourage as many affiliates as possible to come on board, I made sure to offer them attractive commissions on my funnel:

- 75% affiliate commissions on my frontend offer
- 50% on the upsell – and 50% on the downsell

As soon as I started creating my product, I began contacting anyone and everyone who mentioned PLR.

If an email landed in my inbox promoting PLR, I sent a reply explaining that I was working on my own offer and asking if it

would be ok to send them a review copy when it was ready to go.

Likewise, I researched PLR sellers and got in touch with as many as possible asking the same thing.

A week or so before the launch, I sent the promised review copy to anyone I'd previously contacted. I also did some extra research and found a few more people to ask.

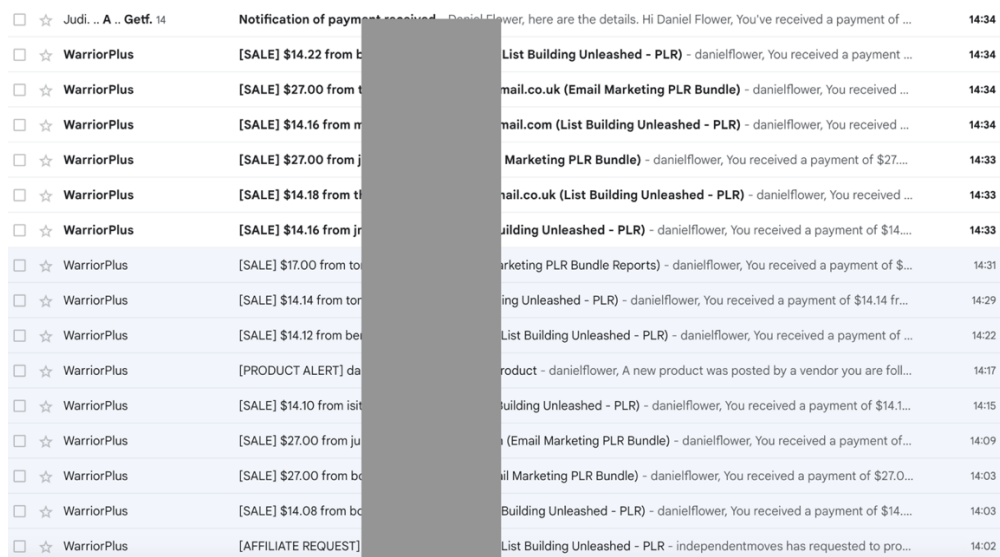
I also posted my launch on [MunchEye](#) and in various PLR/JV/launch groups on Facebook.

I was pleased (and very surprised) to get responses from some well-known affiliates like Tiffany Lambert, Tony Newton, Andy Waring, Britt Malka, Charles Harper, Matt Garratt and more, including requests from many people I hadn't even contacted but had seen around online.

Launch Day

After testing my funnel the night before (always do that!), I sat nervously at my computer waiting for 2pm BST / 9am EDT to come around...

At 2:01pm the first sales dropped into my inbox, quickly followed by another a few minutes later.



Sender	Subject	Time
Judi. . A. . Getf. 14	Notification of payment received - Daniel Flower, here are the details. Hi Daniel Flower, You've received a payment of ...	14:34
WarriorPlus	[SALE] \$14.22 from b [redacted] List Building Unleashed - PLR) - danielflower, You received a payment ...	14:34
WarriorPlus	[SALE] \$27.00 from t [redacted] mail.co.uk (Email Marketing PLR Bundle) - danielflower, You received ...	14:34
WarriorPlus	[SALE] \$14.16 from m [redacted] mail.com (List Building Unleashed - PLR) - danielflower, You received ...	14:34
WarriorPlus	[SALE] \$27.00 from j [redacted] Marketing PLR Bundle) - danielflower, You received a payment of \$27...	14:33
WarriorPlus	[SALE] \$14.18 from t [redacted] mail.co.uk (List Building Unleashed - PLR) - danielflower, You received ...	14:33
WarriorPlus	[SALE] \$14.16 from j [redacted] ilding Unleashed - PLR) - danielflower, You received a payment of \$14....	14:33
WarriorPlus	[SALE] \$17.00 from to [redacted] rketing PLR Bundle Reports) - danielflower, You received a payment of \$...	14:31
WarriorPlus	[SALE] \$14.14 from to [redacted] ing Unleashed - PLR) - danielflower, You received a payment of \$14.14 fr...	14:29
WarriorPlus	[SALE] \$14.12 from be [redacted] List Building Unleashed - PLR) - danielflower, You received a payment of ...	14:22
WarriorPlus	[PRODUCT ALERT] da [redacted] roduct - danielflower, A new product was posted by a vendor you are foll...	14:17
WarriorPlus	[SALE] \$14.10 from isit [redacted] ilding Unleashed - PLR) - danielflower, You received a payment of \$14.1...	14:15
WarriorPlus	[SALE] \$27.00 from ju [redacted] (Email Marketing PLR Bundle) - danielflower, You received a payment of...	14:09
WarriorPlus	[SALE] \$27.00 from bo [redacted] ail Marketing PLR Bundle) - danielflower, You received a payment of \$27.0...	14:03
WarriorPlus	[SALE] \$14.08 from bo [redacted] Building Unleashed - PLR) - danielflower, You received a payment of \$14....	14:03
WarriorPlus	[AFFILIATE REQUEST] [redacted] List Building Unleashed - PLR - independentmoves has requested to pro...	14:02

For the first hour especially, my emails were going crazy with sales and payment notifications. I dreamt about this but honestly didn't think it would actually happen, LOL. I don't mind admitting that I was dancing around my kitchen at one point. 😂

After 40 minutes, I was up to 19 sales, and just over an hour later my offer crept into the top 10 WarriorPlus sellers at #7.

After this, the sales continued to come in, before slowing after the first week or so.

My biggest lesson from all this?

Just create stuff and put it out there!

Don't overthink it or procrastinate for months beforehand like I did. If you want to do it, you can.

The system again:

1. Create a simple digital product (in my case, a PDF report, like the one you're reading right now) + at least one additional product as an upsell
2. List it on WarriorPlus or another JV platform like JVZoo, ClickBank, etc.
3. Offer affiliates at least 50% commission on both your frontend product and upsell products.
4. [Recruit some affiliates](#), who will then do the selling for you and send you traffic.
5. Add each buyer to your email list
6. Sell them more products by email (either your own, or as an affiliate)

It's a beautiful method because it completely solves the HUGE obstacle you face as a newbie in terms of having no audience or traffic.

The affiliates do the hard work for you and send YOU all the traffic. And then you're building an email list of proven BUYERS (the best kind of subscribers to have), who you can then sell more products to.

Does this work in any niche?

Well, it could work in any profitable niche where there are active affiliates, but I only really have experience of doing this in the internet marketing niche on WarriorPlus.

There is a HUGE audience of internet marketing affiliates and buyers on W+, so I think that's a key component of my success.

It's a great niche to go into. 😊

and, as I said earlier, you don't have to be making any existing money online to enter this market... You just need to offer something that other marketers will find highly valuable:

- PLR and white label products
- Done-for-you content

- AI tutorials
- Resources lists

It's huge myth that you already need to be making money to sell to other IMers.

You really don't!

You simply need something you can package up that will be valuable to other people in this space.

The only thing stopping you from launching your own products is your self doubt. 😊

And believe me when I say the blueprint I've outlined in this report can work for anyone.

What I've taken you through today is literally *the* thing that has kickstarted my entire online business.

and now it's your turn.

Creating and launching your own product definitely requires some work, but isn't that well worth it when you can use it to lay

the foundations of an online business with the potential to earn you profit for years to come?

I hope you found this useful.



Dan Flower

danflower.com

Now Get My In-Depth Training On Recruiting Affiliates!

Launching my own digital products has literally kickstarted almost my entire online business, but there's one barrier that stops people in their tracks when it comes to doing this successfully themselves... **Knowing how to get the right affiliates on board!** That's where my Affiliate Magnet training comes in:



**👉 Check Out My Affiliate Magnet
Training Here!**