The Traffic Master

CHEAT SHEET

STEP ONE: CHOOSE A PRIMARY TRAFFIC SOURCE.

Ways To Buy Paid Traffic...

1. PAID Traffic.

Pay Per Click Advertising

Paid Press Releases

Co-op and Bulk Mail Ads

Print Advertising

Ads on YouTube

🦈 Joint Venture Networks

Post Card Advertising

Product Reviews Ads

Banner Ads

Buying Email Leads

TV and Radio Ads

Blog Network Advertising

Social Media Ads

CPA and CPM

Online Classified Ads

Popular Blog Ads

Effective Strategy: Create a high-conversion, low-cost product (\$7) to sell in order to offset advertising costs and effectively build both a lead list (by offering a lead magnet) and a customer list (by selling the product).

A Numbers Game

If your conversion rate on a \$7 offer is 25%, then you make \$1.75 for every person who visits your sales page. (25 orders X \$7 = \$175.00 / 100 visitors = \$1.75 per visitor).Spend \$1.75 per click to break event on advertising costs.

Three Things That Happen As A Result...

First, you build a list of customers who purchased the \$7.00 low-end offer.

Second, you build a list of subscribers who joined to receive a free lead magnet on the \$7 sales page.

Third, you created additional and ongoing sales at varying price points (\$97, \$197, \$497 and beyond) as people on both lists buy upsells, cross sells, one time offers, memberships, coaching, services and more for weeks and months to come.

2. PARTNER Traffic.

Regardless of whether you have a budget, you should always pursue partnerships with others and let them send you free traffic.

Sources For Potential Partners

Bloggers 🦀 Affiliates

Advertisers

List owners



Managers





Competitors



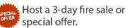


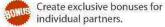
Three Tips For Getting Others To Promote You Now

Raise the commission rate for a limited time.

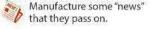


Offer 100% commission just to get customers on your list.





resources to use.



their attention.



Serve them and their community in a significant way. Provide them with customized



Show them why it is a big win

Promote others first to get



Have an amazing product, sales process, and reputation.

for them to participate.

Effective Strategy: Hire an affiliate manager or joint venture broker to recruit, train, motivate, and manage partnerships for a percentage of the sales generated.

Ways To Get Others To Send You Free Traffic

- · Create your own affiliate program.
- Organize a product launch.
- Provide incentives for referrals.
- · Launch a viral marketing campaign.
- · Participate in joint ventures.
- Host a time-limited sales contest.
- Create a giveaway promotion.
- Syndicate your content.

3. PERSONAL Traffic.

You should always maximize your existing and growing resources to recycle traffic to get even more people taking the next step toward a purchasing decision.



- 2. Use your blog to create movement within posts and to external sites.
- 3. Use your social media blurbs to get clicks for your list and blog.

Effective Strategy: Activate "built-in" traffic from things you are already doing.

This would include...

- Create content that is likely to be shared.
- Repurpose and syndicate your content.
- Frequently reference your various content pieces.

Simple Traffic Tasks That Can Be Completed In 20 Minutes Or Less

Create a Freebie.

Interact in a Community.

Design an Infographic.

Record a Short Podcast.

Create a 15 Minute YouTube video.

Write a Guest Post.

Recruit Affiliates.

Post to Social Media.

Comment On Other People's Blogs.

Interview Someone.

Effective Strategy: Research ways to generate traffic from a small amount of work that can be completed in less than half an hour, especially when it allows you to repurpose existing content or piggyback off of things you are already doing.

STEP TWO: MASTER A PRIMARY TRAFFIC SOURCE

It is much better to MASTER one source of traffic than to be MEDIOCRE in multiple sources of traffic. Once you choose a primary traffic source, it is time to become fluent in generating traffic through the source. Here is how to master traffic generation...



- 1. Research options for learning to effectively generate traffic through the chosen source. 2. Find one training resource that breaks the process down into
- 3. Keep your focus on the next step in the proces rather than the outcome.
- corrections.

manageable steps.

4. As you complete steps, evaluate your progress and make appropriate



- 5. Outsource any step where you get stuck to a qualified freelancer so you can keep going.
- 6. Watch what the freelancer does so you can complete the task yourself next time.

Effective Strategy: Once you have mastered a primary traffic source, repeat the steps for a secondary traffic source. Then, add another source. The big picture looks like this: multiple mastered sources of traffic.

