

## STEP ONE : CHOOSE A PRIMARY TRAFFIC SOURCE.

### Ways To Buy Paid Traffic...

#### 1. PAID Traffic.

- |                           |                          |
|---------------------------|--------------------------|
| Pay Per Click Advertising | Banner Ads               |
| Paid Press Releases       | Buying Email Leads       |
| Co-op and Bulk Mail Ads   | TV and Radio Ads         |
| Print Advertising         | Blog Network Advertising |
| Ads on YouTube            | Social Media Ads         |
| Joint Venture Networks    | CPA and CPM              |
| Post Card Advertising     | Online Classified Ads    |
| Product Reviews 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.  
 $(25 \text{ orders} \times \$7 = \$175.00 / 100 \text{ visitors} = \$1.75 \text{ per visitor})$ .  
 Spend \$1.75 per click to break even 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    | List owners | Podcasters | Video producers |
| Affiliates  | Networkers  | Authors    | Competitors     |
| Advertisers | Managers    | Leaders    |                 |

#### Ways To Get Others To Send You Free Traffic

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

#### Three Tips For Getting Others To Promote You Now

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|--|---|
| Raise the commission rate for a limited time.          | Offer 100% commission just to get customers on your list. |
| Host a 3-day fire sale or special offer.               | Create exclusive bonuses for individual partners.         |
| Manufacture some "news" that they pass on.             | Serve them and their community in a significant way.      |
| Promote others first to get their attention.           | Provide them with customized resources to use.            |
| Show them why it is a big win for them to participate. | Have an amazing product, sales process, and reputation.   |

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

#### 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.

- Use your email list to direct subscribers to your blog, webpages, affiliate links, etc.
- Use your blog to create movement within posts and to external sites.
- 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.                 | Post to Social Media.            |
| Create a 15 Minute YouTube video. | Write a Guest Post.              |
| Interact in a Community.          | Recruit Affiliates.              |
| Design an Infographic.            | Comment On Other People's Blogs. |
| Record a Short Podcast.           | 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...

- Research options for learning to effectively generate traffic through the chosen source.
- Find one training resource that breaks the process down into manageable steps.
- Keep your focus on the next step in the process rather than the outcome.
- As you complete steps, evaluate your progress and make appropriate corrections.

- Outsource any step where you get stuck to a qualified freelancer so you can keep going.
- 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.