

Traffic Explosion Secrets



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Introduction

It is sometimes hard to remember or believe that the internet didn't exist as recently as thirty years ago and that because of the rate of online change, what we now know as the net is very, very different to the way it was back then.

It's therefore quite an oddity that the net as it is now far closer to the original concept than the man who is widely credited with inventing the World Wide Web ([Tim Berners-Lee](#)) had back in the late eighties. He anticipated that the net would be a place where people all over the world would be able to interact with one another.

Whilst this has not been the case for much of the history of the net, it is beginning to be far more so nowadays, particularly with the explosion in what are known as [Web 2.0 resources](#) over the past few years.

And yet, some things about the net have never changed, and most probably never will be. Amongst these non-changing aspects of the web, perhaps the most important and inalterable is the fact that without visitors to your website, your site might as well not exist!

This is doubly true if you have a site or a blog designed to generate an online income because without visitors, there is no way that your site is ever going to be capable of doing so.

It is no exaggeration to suggest that drawing visitors (commonly referred to as site or blog traffic) to your site is probably more important than any other single aspect of running your online business.

You can have the best looking site in the world and a fantastic product but without visitors to that site, it is all a complete waste of time.

The sole focus of this report is on how you can start generating traffic quickly and easily on a step-by-step basis, beginning with methods that take time to drive traffic to your site but continue to do so on a consistent basis thereafter. Follow this step-by-step plan and traffic generation problems that you may have suffered will rapidly become a thing of the past.

However, before looking at the first steps you should take to start pulling visitors to your blog or site, there is one very important concept that you have to grasp about traffic generation.



FOREWORD BY DEAN GRAZIOSI

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FOR FILLING YOUR WEBSITES AND FUNNELS
WITH YOUR DREAM CUSTOMERS

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Visitors per se are not much use...

Having suggested in the introduction that pulling visitors to your site is critically important, you should understand that does not quite tell the full story. Drawing visitors to your site is all very well but if they have no interest in the subject matter of that site or blog, those visitors are not going to do a great deal for your business either.

What you need are *targeted* visitors, people who come to your site because they are already interested in your topic or subject matter. It really doesn't matter what kind of site you are operating or how you run your business, without targeting your visitors, you will not achieve any of the objectives that you have set yourself.

For instance, if you have a site that sells dog accessories, it is not much use to you if the majority of your visitors are more interested in golf or rock 'n' roll music. Of course, this is not to say that people who play golf or listen to rock 'n' roll cannot be interested in dogs or have one as a pet, but it is still true that dogs are not their *main* interest.

Consequently, whilst they may have a dog and might sometimes buy new accessories for their pet, your site would be considerably less interesting to them than it would be if it were focused on golf or modern music.

Hence, the main thrust of your marketing efforts must be on finding people who are already interested in your market sector or niche. There are many ways of doing this. However, almost all traffic generation strategies rely on your ability to find the phrases or terms

that people use when they are searching the net for information of the kind that you provide. This is an important concept to understand because it is by matching your own promotional materials to these search terms that you pull targeted visitors to your site.

Whilst it is not true of everyone, the majority of people who use the net do so to seek information and when they do so, they will usually use one of the major search engines to find what they need. Even though people who are searching for information would prefer to find what they need without having to pay for it, many will nevertheless be willing to spend money if the information you offer is of sufficiently high quality to justify it.

According to the latest statistics, Google command in excess of 80% of the global search market, so it is fair to suggest that most savvy online marketers will focus the bulk of their promotional efforts on getting seen on the Google search results pages.

There are two ways of doing this.

The first option is to pay for advertising through the [Google AdWords](#) program, in which case your advert will appear on the Google search results page when someone who is searching the information of the kind that you offer users a search term that matches the one you use in your advert.

From an online marketing point of view, these search terms are known as [keyword terms or phrases](#) (click the link for a free keyword research

guide) and it is the keyword terms that you build your adverts around which dictates the results pages those adverts will appear on.

The other option is to get your promotional materials (or your site itself) appear on the left-hand side of the results page in what are known as the natural or organic search results:



In this search for 'hair loss' related information, you can see that both the adverts on the top left and down the right-hand side of the page highlight the matched terms in bold type. Exactly the same thing happens with the natural search results on the left-hand side of the page as well, which obviously makes the results that match the search them perfectly stand out considerably more.

Of course, the major difference between the advertising materials on this page and the natural search results is that the adverts cost money whereas you cannot buy a position on the page in the natural search results.

Because grabbing a slot in the natural search results does not have a direct financial cost attached, most marketers focus their efforts on doing whatever they can to get their marketing materials and/or site featured as high up the Google search results as possible. This makes a great deal of sense when you realize that according to the latest statistics, just over 42% of people who use Google to search for information will visit the top-ranked natural search results first.

If you manage to land the number one natural slot, this action has the capacity to drive huge numbers of targeted visitors to your site, but the key question is, how do you do this?

There are several things that you need to do, starting with how you build your site or blog in the first place.



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The on-site SEO concept...

As the name might suggest, the basic concept of Search Engine Optimization or SEO is that you need to build your site or blog in a way that makes it search engine friendly. Whilst SEO by itself will not push your site to the top of the Google results pages, without SEO, the chances of achieving a top slot are minimal at best.

There are two elements to SEO that are known as on-site and off-site (or on-page and off-page) optimization. And whilst Google in particular focuses far more on the latter as opposed to the former, you still need to make sure that your site or blog is optimized for the search engines. Even if on-site optimization is not particularly important to Google, it is important for the other search engines like Yahoo and Microsoft Bing and will certainly do you no harm with Google either.

The one element of on-site optimization that is however critically important for *all* of the major search engines is the fact that your site has to feature high-quality unique content. This does not necessarily mean that everything on your site or blog has to be unique but it is nevertheless true that the more unique content you feature on the site, the more search engine friendly it will be.

There are other on-site SEO considerations as well, with what you need to do being dependent on the kind of site you have. If for example you have an HTML website, then you need to make sure that each page of your site has a title and keywords in the page header code and that each page of the site uses a different title and keyword phrases.

Using articles to drive traffic...

Using articles to drive targeted traffic to a website is a tactic that online marketers have been using for years but as it is still a very effective way of grabbing the attention of targeted prospects, it is still well worth doing.

Nevertheless, the only downside to using articles to market your business is that they often take some time to become effective traffic magnets, which is why creating your first articles should be the first marketing strategy that you launch.

The first thing that you need to come up with for your first article is a subject matter and an 'angle'. Fortunately, this is nowhere near as difficult as you might imagine it would be.

Visit the leading article directory [EzineArticles](#) and type in your main keyword phrase. To continue with the earlier example, I would search the site for articles about 'hair loss':



The image shows a screenshot of a Udemy course page. The course title is "The Complete Digital Marketing Guide - 24 Courses in 1". The description includes "Digital Marketing & Social Media, ChatGPT, Prompt Engineering, Google Ads, Facebook, SEO, WordPress, Instagram, YouTube." The course is marked as a "Bestseller" and has a rating of 4.6 stars from 21,874 ratings, with 114,694 students enrolled.

Marketing > Digital Marketing > Digital Marketing

Udemy

The Complete Digital Marketing Guide - 24 Courses in 1

Digital Marketing & Social Media, ChatGPT, Prompt Engineering, Google Ads, Facebook, SEO, WordPress, Instagram, YouTube.

Bestseller 4.6 ★★★★★ (21,874 ratings) 114,694 students

[Health-and-Fitness - Hair-Loss EzineArticles](#)

Hands down, the best treatment for **hair loss** is catching it early. Waiting until all your **hair** is already gone is a terrible time to decide you want it back ...
[ezinearticles.com/?cat=Health-and-Fitness:Hair-Loss - Similar](#)

powered by


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[Ways to Reverse Your Hair Loss](#)

25 Jun 2009 ... The best way to reverse **hair loss** is probably by using any number of powerful medications that are out there to help you in this area. ...
[ezinearticles.com/?Ways-to-Reverse-Your-Hair-Loss&id... - Similar](#)

[Stop Hair Loss and Regrow Lost Hair Naturally](#)

The most common form of **hair loss** in both men and women is androgenic alopecia (also known as androgenetic alopecia.) In males, this condition is known as ...
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[The Best Hair Loss Tips to Help You Regain Your Hair Volume As ...](#)

Do you face **hair loss**? Make sure you take the time to read this article now. By reading this article, you will pick up some of the most curative and most ...
[ezinearticles.com/?The-Best-Hair-Loss-Tips-to...Hair...id... - Similar](#)

[Psoriasis and Hair Loss](#)

Psoriasis affects many bodily functions including **hair loss**. Having the ailment is bad enough, but not knowing what to do to cope with it makes it worse. ...
[ezinearticles.com/?Psoriasis-and-Hair-Loss&id=2525992 - Similar](#)

[Stop Hair Loss Now](#)

Ancient **Hair Oil** Stops **Hair Loss**,
 Re-Grows **Hair** Naturally
[grow-long-hair-fast.com](#)

[Aculas: Hair Loss Laser](#)

Rolls-Royce of **Hair Loss** Lasers
 Only 1 Reason - Effectiveness
[www.konftec.com](#)

[Hair Loss Hospital](#)

Chinese medicine experts offer
 service and products from China.
[www.Tcmtreatment.com](#)

[Nourkin - Free Shipping](#)

Delivery to your door in 2-3 Days,
 anywhere in the World.
[www.quick2you.com](#)

[Hair Loss Concealer](#)

As you can see, there is no shortage of articles that focus on this particular market niche so I would read the top 10-15 articles to get ideas that I can use for my own articles. Whilst you cannot copy other people's work word-for-word, there is no patent or copyright on ideas, so create a list of ideas that you can use and then start writing.

You should aim to create an article of between 400 and 600 words, including a main keyword phrase in the title of that article as near as you can to the beginning. In addition, this keyword phrase should also appear in the first and last paragraphs (in the first and last sentence is even better) as well as a couple more times somewhere else in the body text.

In addition, you should try to include a couple of minor keyword phrases that are related to your main keyword term as well, because this is a tactic that is known to be particularly effective with Google.

This is because Google are believed to use latent semantic indexing (LSI) when they 'spider' (scan) content for meaning. This essentially means that your related minor keyword phrase will help to confirm Google's understanding of what your article is all about.

Imagine that you wrote an article about Microsoft.

If you did so, it would be logical to mention Bill Gates in that article, which is exactly what Google would expect and look for.

Hence, if there are no confirmatory minor keyword phrases in your article, it is possible for the search engine 'spiders' to misunderstand which words or phrases are your keywords, in which case, your article will be indexed completely incorrectly.

Writing an article of this length will probably take you between half an hour and an hour the first time you do it, but with practice, you will probably find that you can bash out articles in 20 minutes or less.

Once this article is finished, you have to create a few more supporting materials to upload to the main article directory sites with your work. The first thing you need to create is a two or three sentence description of your article, which is what appears beneath your article title both on the article directory pages and on the Google search results page if your article manages to feature there.

In essence, your description dictates whether someone read your article or not, so you have to make it good. Think of it as an advert for your

article and write it as such, making it every bit as persuasive and punchy as you would if it was an advert for which you were paying.

Next, you need to create a short list of appropriate keyword phrases that people might use if they were searching for information like that featured in your article before finally moving on to creating what is known as your 'resource box'. This is a description of your business that is added at the end of every article published on directory sites and it is also the most important part of your article submission too.

Far too many marketers use their resource box to tell the reader all about them and their business but this is something you must avoid. What you really want to do is to give the reader a specific reason why they should visit your site. They have read right through your article, so it's a reasonable assumption that they are at least somewhat interested in learning more about what you have to say.

You should therefore focus on what the reader will gain by visiting your site rather than telling them who you are or how successful your business is. For example, if they can obtain a free report or some other form of gift from your site, tell them so in the resource box and tell them how to get the gifts as well.

You also use your resource box to include hyperlinks to your site and whilst many directories allow you up to 3 links, you normally need include no more than two.

The first of these links should be an anchor text link where you use your main keyword phrase as a hyperlink itself.

Replace the URL in the following link and use your own keyword term to create an appropriate anchor link:

```
<a href="http://www.YourSite.com">Your Keywords</a>
```

The other link should be the full URL of the page that you want the visitor to go to after they have read your article, including the ['http://www'](http://www) if appropriate. You do this because not every article directory allows you to use an anchor text link, so this at least gives the reader the opportunity of cutting and pasting the URL of your site.

Again, your resource box should read like an advert for whatever it is you're using to try to persuade the reader to become a site visitor. If you are not sure how to do this, run a standard Google search using a main keyword phrase and 'copy' the adverts that you see on the search page that seem most effective and persuasive.

Now, submit this article to [EzineArticles](#) first and then wait until they publish it. This will usually happen in 24-48 hours so in the meantime, use a free article spinner program like [JetSpinner](#) to create dozens or even hundreds of alternative versions of the same article.

Spend some time on this step because the more articles you can create from the original, the more content you have to distribute all over the net to promote your business. As a first step to doing so, take the best article versions (all of which should be at least 40% different from the original) and post one to each of these major article directories too:

- http://www.articlecity.com/article_submission.shtml
- <http://www.ideamarketers.com/>

- <http://www.articledashboard.com/>
- <http://searchwarp.com/>
- <http://goarticles.com/index.html>

With each article, try including a different version of your resource box as well to test which is the most effective. This will be valuable information for future article marketing campaigns.

Articles that are published on directory sites in this way bring several advantages to your business.

Obviously, the first advantage is that you can use the articles to drive targeted visitors to your site from the directory itself.

In addition however, because other Webmasters can download and republish your article in any way they like as long as they leave your information attached, good articles will often become a highly effective 'viral marketing' resource.

In effect, not only do you pull targeted visitors from the article directory, you also draw targeted traffic from wherever the Webmaster in question has republished your article as well. Furthermore, because anyone can republish your article in this way, you have the aforementioned viral effect.

On top of this, articles on directory sites and published elsewhere all generate one way back links to your site which is an incredibly important factor, especially as far as Google are concerned.

In fact, generating as many links as possible to your site is the essence of off-site search engine optimization which I promised to explain earlier. The more incoming links you have, the more Google takes that as a sign that your site offers quality and value, which is how your content materials gets pushed up the Google results pages.

Hence, articles published on directory sites benefit your business in many different ways, which is why article marketing is such a popular strategy for generating targeted visitors.

However, always remember that article marketing is also a numbers game too. The more articles you write and publish, the more traffic and links you will generate.

Moreover, no matter how many different versions of your article you create by spinning the original, you should always endeavor to use as many of them as you possibly can to publicize your business. You'll learn how to do this in the next chapter.



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Building a network of sites

There are many, many places where you can create mini-sites on third party platforms which you do not control. These mini-sites represent the perfect places to publish different versions of your articles that you created in the last chapter as doing so will help to generate both links to your site and targeted traffic as well.

There is only one small potential downside to using spun articles to create mini-sites in this way. Because you do not control the platform on which that site is built, there is a danger that it can be taken off line by the platform owner if you somehow upset them, which is something that has happened to most experienced marketers.

However, apart from this risk of having your site taken down (with or without reason), the advantages of building a network of mini-sites on several different platforms far outweighs the potential downsides.

For example, because you do not control the platform on which you create a mini-site from your own web server, the links that you can generate to your main moneymaker are all extremely valuable. As each link comes from a different IP address and every one of those addresses is different to that of your main moneymaking site, these links are seen as being independent of your business, hence their value.

On top of this, because many of the platforms that you build your mini-sites on already host thousands of (often very high quality) sites, they are generally considered to be high quality authority resources. In effect, because many other members have already built extremely

popular sites using these particular resources, you can build the popularity of your business by leveraging the established popularity of thousands of other well-regarded sites.

Most of these sites are pretty straightforward to use and they all have instructions, so I am not going to go into detail of how to set up each resource in this report. However, it is nevertheless important that with each of these site (or blog) building platforms, you must endeavor to create a high-quality site that offers any human visitor value and a high-quality experience.

This is important because in addition to using these sites to build a link network around your main moneymaking site or blog, you should also sometimes send links from articles that you publish on directory sites and the like to some of the 'satellite' mini-sites in your network instead of always sending those links to your main site.

This gives these 'feeder' sites that are pointing at your main business more authority and value, which in turn increases the overall strength of the mini-network that you are just about to start building.

These are the places where you should create a site or blog:

- [Blogger.com](https://www.blogger.com)
- [WordPress.com](https://www.wordpress.com)
- [Live Journal](https://www.livejournal.com)
- [Blog.com](https://www.blog.com)
- [Thoughts](https://www.thoughts.com)
- [HubPages](https://www.hubpages.com)
- [Squidoo](https://www.squidoo.com)
- [Weebly](https://www.weebly.com)

- [Yola](#)
- [Bravenet](#)
- [Zymic](#)
- [Mozy](#)

In addition to all of these resources, you can find plenty more sites where you can take advantage of free web hosting to build an even bigger linked network of sites.

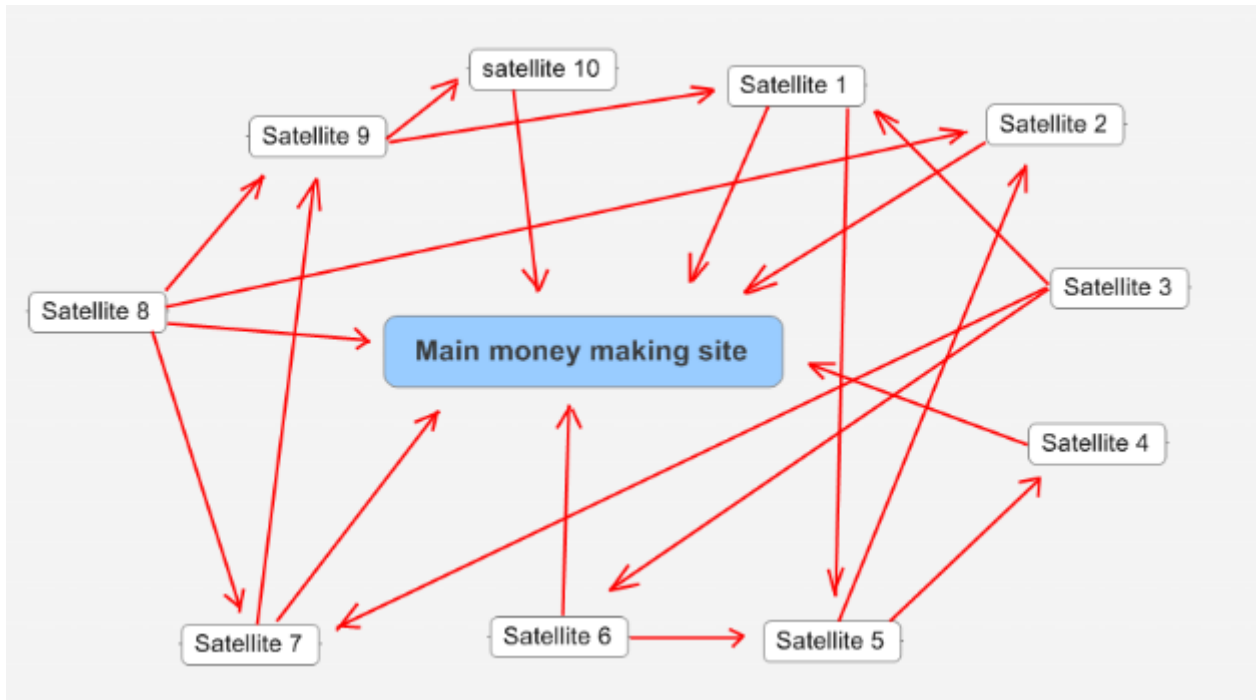
However, before doing so, you must consider the amount of time and effort it is going to take to maintain all of these sites. You cannot afford to create your mini-network and then leave the individual sites to stagnate because this will not help to drive targeted visitors to your main site, nor will the value of the link network remain high either. Constantly adding fresh content is vital, which is one reason why you probably need to restrict the size of the network you build.

Once you have built your mini-sites, you need to start linking them together but when you do so, it is essential that you link them together in the correct way. It is extremely important that there is a degree of randomization inherent in your link network, because a haphazard link network looks natural as far as Google are concerned.

Thus, each of the individual satellite mini-sites should all be linked together in a random manner and not all of them should be linked to your main site either.

In this way, you make it less obvious that this is a network that you have built yourself. Whilst the search engine spiders will probably

recognize that the network is one that you have created, you do not need to shout it at them by linking everything together in an obvious way. Essentially, the linking structure of your network should look something like this:



You can see that all of the links between the satellite mini-sites are fairly 'scattergun' and that they do not all point to the main site either. This makes the link network appear far more natural as far as Google are concerned. This in turn makes it stronger than it would if everything was linked together in a very obvious way, which increases the power or strength of the individual links in the network.

In addition to using this network to generate a powerful web of links, there is one other significant advantage as well.

If every time you publish a new article on your own site or to a directory you also publish a spun version to each of your mini-sites, you

Social bookmarking

Whenever you publish new content of any type anywhere on the net, you must always send information about that content to the major social bookmarking sites. These sites are incredibly popular with many of the social bookmarking resources meriting very high Google Page Rank scores.

The basic concept of social bookmarking is that thousands of people who are members of the largest social sites post information to the site about favorite content that they have found whilst surfing the web. When they submit this information, they 'tag it' with various keyword phrases that enables other members of the site who have similar interests to find the same content.

When they do so, many social sites allow members to vote for (or against) submissions and the more popular a particular submission becomes, the closer it will get to being featured on the homepage of the site. If this happens to your content, then you can realistically expect to see thousands of targeted new visitors in the following 24 to 48 hour period so in terms of targeted traffic, social bookmarking is a must. Furthermore, every time content is added to a bookmarking site, it creates a back link to the site where that content is to be found.

Whether it is an article on your main site, one that is published by an article directory or even something that is featured on one of your satellite mini-sites, social bookmarking is a fantastic way of expanding your link network quickly and effectively as well.

In addition, because the social bookmarking sites are all very highly rated by Google, the value of these incoming links is very high too. But, here's the thing about social bookmarking that you must understand.














Firstly, some of the social bookmarking sites do not really approve if you submit your own information time after time. The idea of social bookmarking is that people bookmark other people's content rather than their own, hence this degree of disapproval.

Thus, if you just have one main site and you constantly submit information about it to the bookmarking services, you will probably end up being flagged as a spammer sooner or later. However, because you have developed a network of mini-sites, you can submit information about new articles published on *these* sites rather than sending them information about your main site several times a day.

Once again, randomization is the key to success here.

Every time you publish a new article across your network, submit information about just one of your mini-sites to the major social bookmarking services. The more you mix it up, the more chance you have of having your submissions accepted by the major sites, so randomization is a must.

There is another important element to this notion of randomizing your social submissions too. As you can see from the list of social sites to which you can submit your information through [Social Poster](#), there are an awful lot of social bookmarking sites out there:

		• Name				•PR	•ALEXA
<input checked="" type="checkbox"/>		Digg.com	R	L	Post	7	143
<input checked="" type="checkbox"/>		Propeller.com	R	L	Post	7	1661
<input checked="" type="checkbox"/>		Reddit.com	R	L	Post	8	1086
<input checked="" type="checkbox"/>		Del.icio.us	R	L	Post	8	401
<input checked="" type="checkbox"/>		Stumbleupon.com	R	L	Post	8	301
<input checked="" type="checkbox"/>		Socialogs.com	R	L	Post	4	71590
<input checked="" type="checkbox"/>		Indianpad.com	R	L	Post	6	5746
<input checked="" type="checkbox"/>		Google.com/Bookmarks	R	L	Post	7	2
<input checked="" type="checkbox"/>		Technorati.com	R	L	Post	8	408
<input checked="" type="checkbox"/>		Slashdot.org	R	L	Post	8	1127
<input checked="" type="checkbox"/>		Getigadget.com	R	L	Post	2	7800363
<input checked="" type="checkbox"/>		Furl.net	R	L	Post	7	5969
<input checked="" type="checkbox"/>		Diigo.com	R	L	Post	4	17899

For many inexperienced marketers, it might be tempting to submit information to every one of the bookmarking sites listed, but this is something that you should never do.

On the contrary, select 6-8 sites for every submission, and randomize the sites that you choose to submit to as well.

Add this to the ability to submit information about a different satellite mini-site every time, and you have as powerful a link and targeted traffic generation system built around social bookmarking as you can possibly have without resorting to expensive software.

As suggested, you should submit information about your new content that is published anywhere on the net to the social bookmarking sites.

This same proviso certainly applies to the targeted traffic generation strategy that you are going to learn of in the next chapter.



The image shows the cover of the book 'Traffic Secrets' by Russell Brunson. The cover features a person sitting at a desk with multiple computer monitors displaying various data and charts. The text on the cover includes 'FOREWORD BY DEAN GRAZIOSI' at the top, 'TRAFFIC SECRETS' in large bold letters, 'THE UNDERGROUND PLAYBOOK' in smaller text, 'FOR FILLING YOUR WEBSITES AND FUNNELS WITH YOUR DREAM CUSTOMERS', and 'RUSSELL BRUNSON' at the bottom. The book is set against a dark background with a green border.

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Videos as a viral marketing tool...

In the same way that you can write and publish articles on external directory sites to generate targeted traffic and links, you can do a broadly similar thing by creating and submitting videos to major network sites like YouTube and Google video.

However, unlike articles, videos tend to be a resource that you can use to drive traffic to your site extremely quickly and the return on your efforts is likely to be very well rewarded, especially if a video that you publish becomes popular.

If you use Google as your search engine of choice, you have probably noticed that videos are nowadays featured on the search results pages, but here is the thing to understand about why those videos are featured there. At the moment, Google and the other major search engines do not have the ability to parse information from inside a video so what puts the video on the search results page are the keywords included title and description, rather than the content of the video itself.

This is important to know, as it presents you with an opportunity that many marketers miss. If you were not aware of this fact, it would seem logical to create your videos in a similar way to how you write your articles, with the video itself being tightly focused on your keyword terms.

However, this is not necessary, which is a good thing if you want to be a successful video marketer. This is because your video can be about almost anything and as long as you remember to include keywords in

your video title and description, you will still pull targeted traffic to your site even if your video is almost completely unrelated to your topic. Now, I am not suggesting that you should create a video that is totally unrelated.

However, with videos, you do have the flexibility to make a video that is only vaguely related to your main topic that will still draw targeted traffic to your site as long as you use keyword terms in your written supporting materials. This in turn presents you with the opportunity to create and upload a video that entertains, rather than one that attempts to educate or teach.

This is an extremely important factor because people who use sites like YouTube and Google video do so because they want to be entertained rather than through any deep desire to be taught. Hence, you always focus on making an entertaining video that is at least vaguely related to your market sector or niche, although even if they connection is thoroughly tenuous, it doesn't really matter.

When you are planning your first video, remember that the primary purpose of publishing that video is going to be to pull targeted traffic to your website. Hence, the video should be made with this very specific objective in mind.

What I like to do is create two part videos, with the first half being published on sites like YouTube and the second half on my own site. In this way, if your externally published video is entertaining enough, you have a 'hook' to pull people who have watched it to your site.

The video itself can be as simple or as involved as you want it to be, although unless you can create a Hollywood blockbuster in 15 to 30 minutes, I would recommend keeping your video simple and straightforward rather than trying to be too clever. Remember, all you need to do is entertain a potential site visitor for a minute or two before telling them that they can find the second half of the video on your site and they will come.

One option that I use to good effect is to create short videos that ask a series of questions based on trivia specifically related to your niche. These questions should be progressively more difficult, with the externally published video answering the first two questions for the viewer.

However, if they want the third answer (which after the first two questions, they almost inevitably will), they have to visit your site or blog to find it.

Another option is to find an [old time movie that is available in the Public Domain](#) before downloading it to cut a short clip to use as your video. Because Public Domain materials are either no longer copyrighted or were never copyrighted in the first place, you're perfectly entitled to do this, meaning that it is not even necessary to make your own video if you don't have the time or the ability to do so.

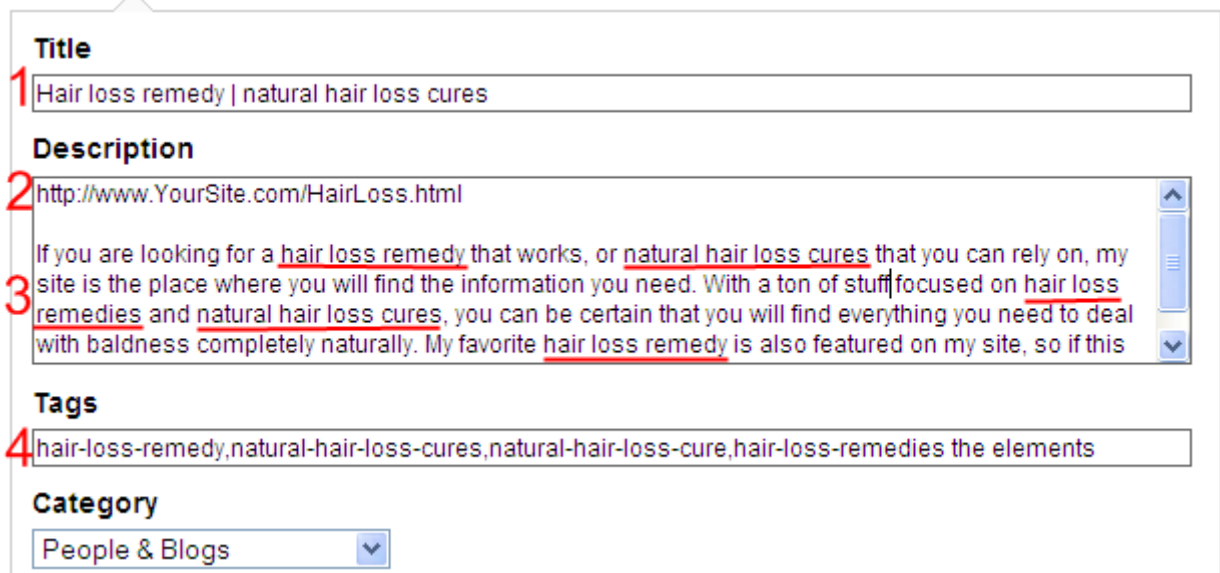
Use Windows Movie Maker (which you will probably find on your machine if you are using windows XP or Vista) or a free cross-platform video editing program like [ZS4](#) to 'cut' the clip you want from the

movie, looking for 4-5 minutes that you can use. Split the clip into two parts, so that the second half can be loaded onto your site.

Next, add a watermark to the end of the first half of the video which instructs the viewer that if they want to see the second half, they have to visit your site and also gives them the URL to which they have to go.

Now of course, unless you leave the URL visible throughout the video (which you can do at the bottom of the screen), it might be quite difficult for the viewer to get the full URL down in time but do not worry about this, as I will give you the solution to this problem in a minute. With your video ready to go, the final job is to create the title and description before uploading it to the major networking sites.

As suggested, it is in the title and description that you include the keyword terms with which you are trying to drive the targeted visitor to your site, with this example from a YouTube upload showing you exactly how this is done:



The image shows a screenshot of a video upload form with four numbered annotations (1-4) pointing to specific fields:

- 1** Title: Hair loss remedy | natural hair loss cures
- 2** Description: <http://www.YourSite.com/HairLoss.html>
- 3** Description: If you are looking for a hair loss remedy that works, or natural hair loss cures that you can rely on, my site is the place where you will find the information you need. With a ton of stuff focused on hair loss remedies and natural hair loss cures, you can be certain that you will find everything you need to deal with baldness completely naturally. My favorite hair loss remedy is also featured on my site, so if this
- 4** Tags: hair-loss-remedy,natural-hair-loss-cures,natural-hair-loss-cure,hair-loss-remedies the elements

Category: People & Blogs

The title (1) is made up of two of my main hair loss related keywords, whilst the first line of the description (2) is the URL of the exact page that I want this video viewer to go to after they have finished watching. The reason that you do this is that it creates a clickable hyperlink that will appear right next to your video, which of course makes it far easier for the viewer to visit your site. Furthermore, leaving a space after the URL makes the hyperlink stand out considerably more as well.

This relatively simple trick is an extremely powerful way of driving targeted traffic to your site and it also generates a one-way link from an incredibly popular site to yours as well, so never ignore this.

Within the main body text of the description (3), I've included my keywords on several occasions, whilst by including dashes in between the individual words of the tags (4), I've done the same again.

This is the way that you should create your titles and descriptions for all of your video uploads because doing so ensures that anyone who is looking for a video related to your market sector or niche is likely to find your work.

Furthermore, by focusing on your keywords in this way, you increase the chances of this video featuring on the search results pages as well. Okay, with the video ready to go, you could upload it to YouTube and Google video manually, but think how much more powerful it will be if you upload the same video to over 20 of the major video networking sites at the same time.

Social networking

Using social networking sites like [Facebook](#), [Twitter](#) and [MySpace](#) is another excellent way of driving targeted visitors to your site as long as the list of 'friends' that you begin to accumulate are business targeted. In other words, you cannot use these social sites to drive targeted traffic if the list of followers or friends you gather together is not similarly targeted.

For instance, using Twitter as the example, if you already use Twitter on a personal basis, the first thing to do is register a new account for your business activities. Use one of your main keyword terms as your account user name, although you should try to ensure that it does not appear too nonsensical (or plain silly) if you do so.

Now, create your profile, again using some of your niche related keywords in your description before searching the site for other people who are in your niche.

Search with the [Search Twitter](#) resource using your appropriate keywords to find others who are in the same niche as you. Everyone you find who is in the same market as you are, 'Follow' them by clicking the small button under the account avatar after you sign-in:



When you follow others in your niche, many of those people will have set their account so that they automatically return the favor. Others will not follow automatically but will do manually so the end result is the same either way.

Now, if you have a self-hosted WordPress blog as your main niche site, install one of the [many plug-ins](#) that tie Twitter accounts and WordPress blogs together so that every time you add new information to your blog, a message about it will be automatically added to Twitter. This means that everyone who is following you will receive notification that there is new niche targeted content on your blog and many of them will follow the link in your 'Tweet' to see what it's all about.

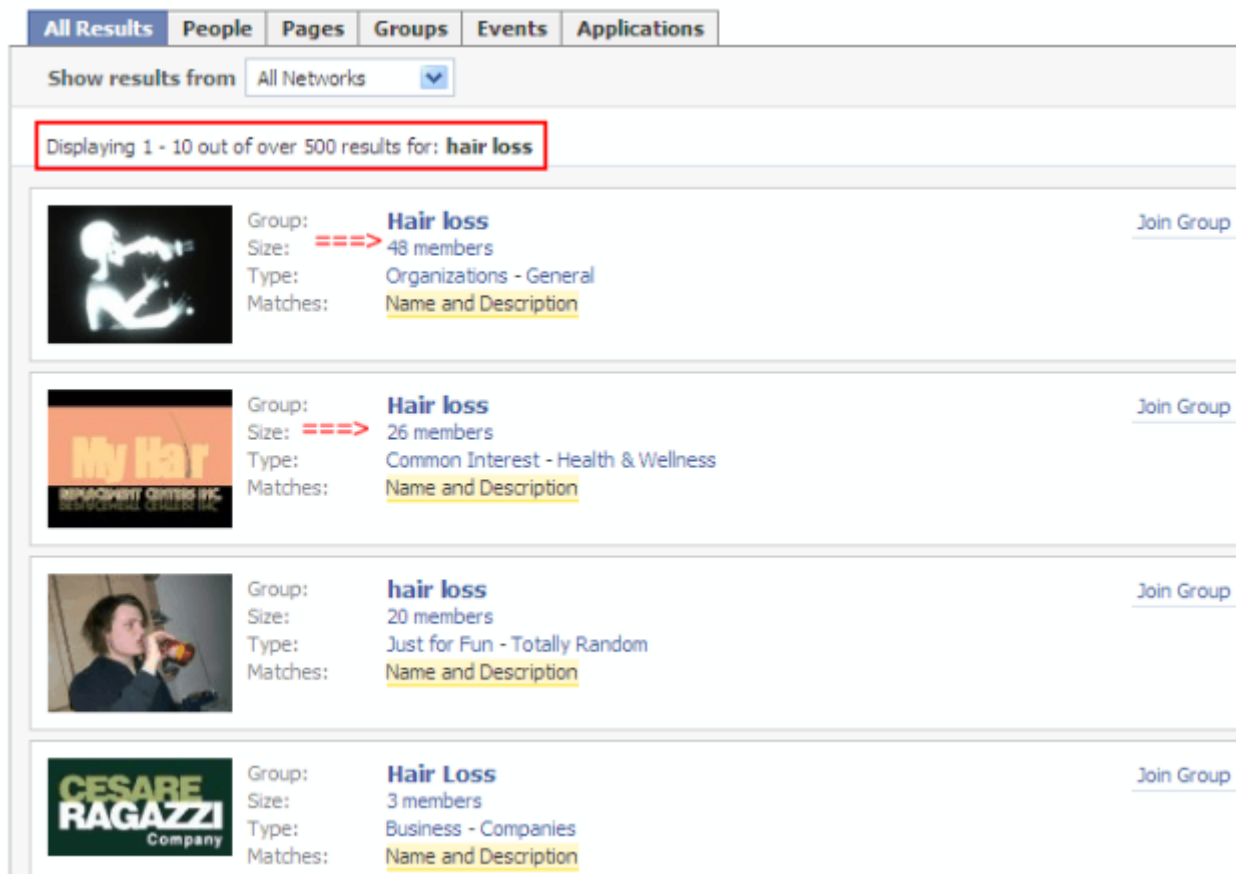
If on the other hand you do not have a blog site, you can either add information to Twitter about new content on your site manually, or make the whole job easier by adding a WordPress blog in a subdirectory of your site so that the whole process can be automated.

The process that you just followed to grab yourself a huge group of niche targeted followers from Twitter is pretty much the same process as you follow using other social networking sites like Facebook and MySpace as well.

For instance, open up your (business targeted) Facebook account and use the search utility to find individuals and groups in your niche:



Say that I am again looking to expand my network of people who are focused on the hair loss niche. This is what my Facebook search would produce:



There are over 500 results on the site including both groups and individuals, and as you can see, all the groups shown have a reasonable number of members. Consequently, you can use Facebook and MySpace to find lots of others who are focused on the same niche as you are.

However, when you find other members with similar interests, do not be tempted to 'mass-bomb' friend requests or invitations at a ridiculous

rate to all and sundry. Doing so makes it blindingly obvious that the reason for your sudden interest is something to do with money, so this is not the way of building your friend network effectively and profitably. What you should do is drip feed friend invitations, limiting yourself to a small handful every day.

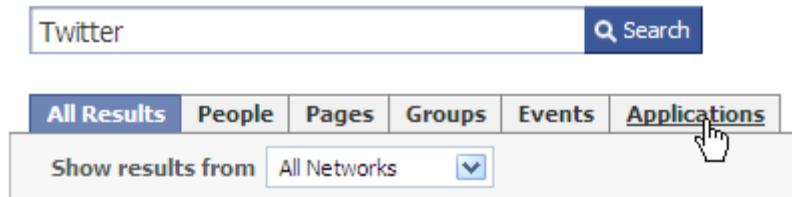
Furthermore, when you send invitations to individual members, make those invitations friendly and useful. Make it clear why you're asking them to be a friend as it may not always be as obvious as you perhaps imagine it is.

For instance, if you are asking other members of a hair loss focused group to accept your friend invitation, explain that hair loss is a genuine concern or problem for you and that you want to network with like-minded individuals for whom the same problems loom large in their life. Take it slowly, build your network gradually whilst all-of-the-time trying to provide value to the people you befriend. As an example, if you find interesting or useful information about your niche on other people's sites, make sure that you tell your friends about it.

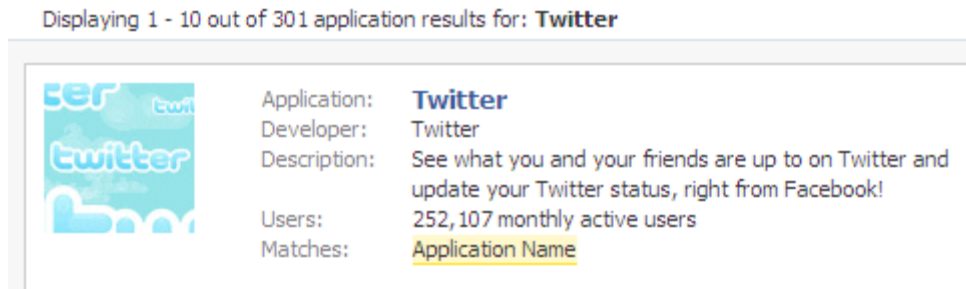
In this way, when you ask them to visit your site, it will not appear quite so obvious that you are trying to promote your own business. One final thing that you can do with Facebook is tie it together with your Twitter account. To do this, use the search utility for 'Twitter':



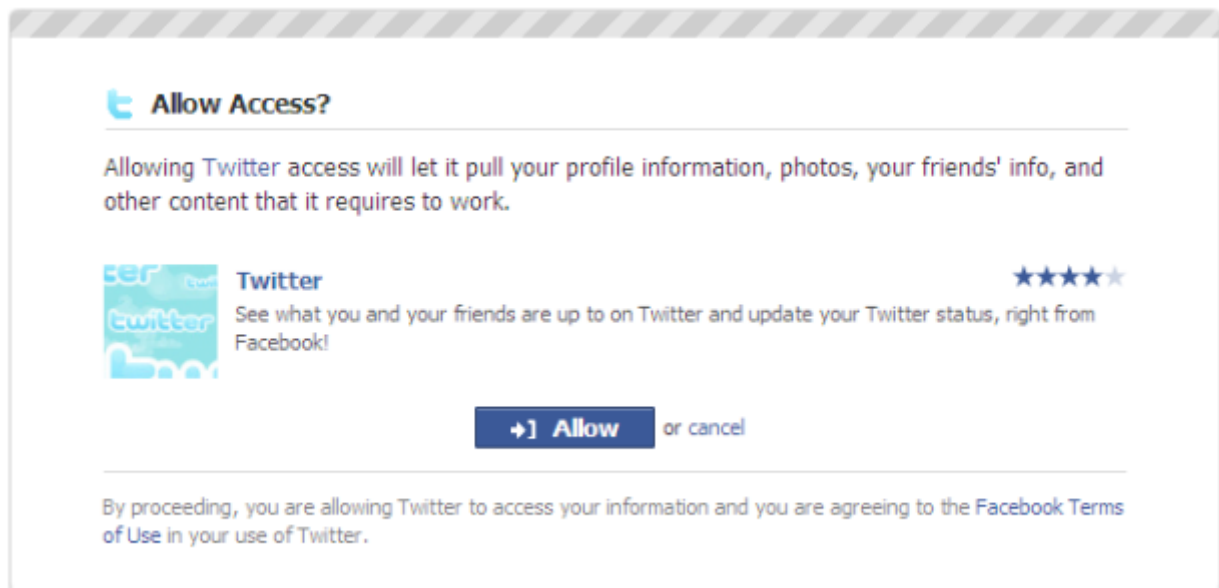
Next, change the default 'All Results' setting at the top of the results chart by clicking on the 'Applications' link on the far right:



The one that should appear at the top of the page is called simply 'Twitter':



'Allow Access' to the application and you will have tied Facebook and Twitter together as well:



The key to generating targeted traffic from social networking sites is to use these sites responsibly and in a manner that does not look too pushy or 'spammy'.

Pull this off and it is easy to build a loyal network of friends and followers who are all interested in your target niche very quickly. When you do so, strive to keep them updated with what you're doing on a regular basis and you will pull significant numbers of targeted visitors to your site from the major social networks on a regular basis.



TRAFFIC SECRETS

New FREE Book Reveals How To Fill Your Website and Funnels With Your Dream Customers...

TrafficSecrets.com

Advertising

As mentioned right at the beginning of this report, when you are looking at a Google search results page, what you see at the top left hand corner and down the right-hand side of the page are paid adverts. There is no doubt that in terms of generating targeted traffic to a site quickly, there is nothing more effective than placing AdWords adverts on the search results pages but of course, doing so costs money.

And unfortunately, it can also be a very expensive way of promoting your business particularly if you do not have a great deal of experience of creating effective adverts that convert visitors into customers. There are several reasons why many new AdWords advertisers lose a great deal of money before they ever start making any.

The first reason is, AdWords is Pay Per Click (PPC) advertising which means that you pay Google for every click on your advert. Hence, unless your advert converts a significant numbers of visitors into customers, it is very easy to lose money.

Secondly, the amount you pay per click will depend upon how much you're willing to bid per click and the market you are operating in. When you understand that there are some markets where to grab the number one advertising slot, you would have to pay in excess of \$50 for every click, you can see why it is possible to spend so much money:

Keywords with Highest Cost Per Click

Rank	Term	CPC
1	loan consolidation student loans	\$53.76
2	online life assurance quotes	\$53.30
3	accident no win no fee	\$53.27
4	get auto insurance online	\$53.02
5	cheap life assurance quote	\$52.58
6	tax attorneys los angeles	\$52.42
7	scottsdale dui lawyer	\$52.34
8	tampa dui lawyers	\$52.10
9	dui phoenix arizona	\$52.08

For most relatively inexperienced marketers, using AdWords to promote their business can be a very expensive mistake. For this reason, I would not really recommend doing so, especially in the early days. However, there are plenty of free classified ad sites where you can place advertising at no cost whatsoever, and some of these sites have the ability to pull significant numbers of targeted visitors to your site. Sites such as [Craigslist](#) and [US Free Ads](#) attract thousands of visitors every day so placing free ads on sites of this nature can work very well. However, there are a few guidelines to be aware of.

Firstly, do not create a spammy looking or sounding ad because almost all free classified ad sites are moderated and the moderators do not like ads that are clearly over the top or full of hype.

Secondly, because by their nature, classified ad sites tend to be regionalized, you sometimes need to be a little 'creative' when you are writing your advert.

For instance, it is generally agreed that if you want to use Craigslist to advertise your business, you should advertise in one of the major US

cities like Los Angeles or New York. If however you are not based in either of these two cities, this could represent a problem unless you create an advert that is relatively generic but still to the point.

For instance, if you want to promote your natural hair loss blog (as an example), you might use something like this:

'Natural hair loss remedy information for free. Advice costs nothing...'
You have used one of your main keywords in the ad, thereby ensuring that it is targeted and kept it short and sweet as well, but because it is not a blatant sales pitch, the chance of your advert being 'bombed' is fairly low.

Create a handful of different versions of your advert so that when the original version expires in seven days time, you have a replacement already made. Furthermore, when you repost, redirect any interested visitor to the URL of a different site in your linked network to minimize the chances of being accused of spamming.

There are literally millions of free classified ad sites on the net and as many offer both the possibility of drawing targeted visitors and of generating links, your ability to post advertising materials all over the net is only limited by the time you have available to do so:

Results 1 - 10 of about 71,600,000 for "[free classifieds](#)".

Forum posting

No matter what market niche you operate in, there will be forums sites where like-minded individuals come together to discuss their passions or interests with others of the same persuasion.

Many forums are extremely popular and active, with hundreds or sometimes thousands of individual members, all of whom share the same interests. Consequently, if you can find the most popular forums in your market niche, you know that everyone who uses those sites is already a red hot prospect for your business or product.

The easiest way of finding the most popular forums in any particular market niche is also the quickest. Run a standard Google search using 'your topic + forums' as your search term.

No matter what niche your investigating, there will be forums available:

Results 1 - 10 of about 31,800 for "[hair loss forums](#)".

And of course, because this is the result of a Google search, you know that the sites at the top of the results page are the most popular in your market. Hence, you should start at the top of the results page and work your way down to do some further research.

In particular, you should check the activity levels and the quality of the information being provided in the niche forums that you are considering joining. You also need to confirm whether you are allowed to add a signature file to your profile as well because if you are not, it makes it very difficult for you to promote your business through that forum effectively.

A signature file is a short two or three line 'pitch' for your business in which you are generally allowed to include an active hyperlink to take someone who follows a link almost anywhere (although some forums do not allow you to link directly to an affiliate product sales page).

Now, this signature file has to be a relatively understated promotional message rather than a full-on sales pitch but this is generally okay because most people in the forum are already interested in your topic anyway.

And the beauty of using a signature file to promote your business is that every time you add a new post or start your own thread in that forum, your signature file is automatically added after whatever you have written.

In effect, all you need to do is keep adding quality content to the forum as often as you can make a meaningful contribution and you will keep promoting your business to a group of people who possibly represent the hottest prospects imaginable.

There is one other critical factor about using forums which can also provide a significant boost to your targeted traffic figures.

This is your ability to establish your expertise and authority in your market through the medium of a leading forum in your niche.

Once you have managed to convince people that you are someone who is an expert in your business, it becomes considerably more likely that they will want to do business with you.

Look at it this way.

If you were a leading member of a specialist search engine optimization forum and you constantly posted valuable SEO tips and ideas to the site on a regular basis, don't you think it is highly likely that other less experienced members will visit your site or blog to see what else they can learn?

The answer is obvious. Of course they would.

Using forums as a promotional tool can therefore be an extremely effective tactic for generating masses of targeted visitors to your site. However, it is also necessary to sound a note of caution here, because the downside of using forums is that they often become addictive. I know of many marketers who spend hours every day posting on forums whilst other far more important jobs are left undone.

Even though using forums can be highly effective, you have to discipline yourself when you are using sites of this nature.

For example, I *never* spend more than 30 minutes in the morning and again in the evening on my favorite forum sites (and generally far less than this).

I would recommend that you do something similar as otherwise, you will look up at the clock to find that four or five hours have passed without you noticing it, and you're still no further forward with the work you meant to do.

Directory submissions

There are hundreds of different directory sites all over the net, places where lists of websites are gathered together and categorized.

Now, because directory sites of this nature are effectively places where you can search for websites of a particular type, they are not generally sites where too many human visitors will search for what they're looking for. After all, that is what they are using Google or one of the other major search engines for.

On the other hand, some of these directory sites are very highly rated according to Google Page Rank so if your site details are added to the directory in question, this creates yet another invaluable link to your site.

As an example of how popular directories can be, Google accords the homepage of the [Open Directory Project](http://www.dmoz.org/) directory a page rank of 8/10:



Now, there is one important factor to note about Google Page Rank, which is the fact that each individual page of a site is credited with its own individual page rank, and this is the Rank for the homepage.

Hence, when you submit your site for listing, it does not mean that by getting it listed, you will generate an incoming link from a PR8 site.

Nevertheless, at least a part of the 'power' of the homepage having such a high Google Rank will pass to your site in the quality of the link, so applying to free directory sites like this for listing is well worth doing.

Links of this strength will undoubtedly aid your efforts to push your site up the Google search results pages, so it is something you should do.

However, the downside of the ODP site is the fact that every application is manually assessed by a volunteer editor, which can take weeks or even months sometimes. Furthermore, there is absolutely no guarantee that your site will be accepted for listing, although if you are submitting your main content site, the chances are very good that it will be.

Nevertheless, you might need to be very patient!

And there are of course many other free directory sites to which you can submit your information, with a list of many hundreds (plus a semi-automated system for making your submissions quicker and easier) [featured here](#).



Marketing > Digital Marketing > Digital Marketing

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Blog comments...

Finding suitable blogs in your market sector and adding comments to them can be another highly effective way of generating targeted traffic and incoming links to your site, as long as you follow a few guidelines when you do so.

Firstly, if you are looking for links (and you should always be looking for links!), any blogs that you post comments to must have the 'do follow' link set up, because a lot of blogs (even those built with WordPress) are automatically set to tell the search spiders not to follow links.

This means that the link that you should be able to generate by posting a comment to someone else's blog does not exist as far as the search engines are concerned, hence you are wasting your time posting in linking terms.

Before adding a comment to someone else's blog, it is therefore necessary to check whether the search engine spider will or will not follow that link.

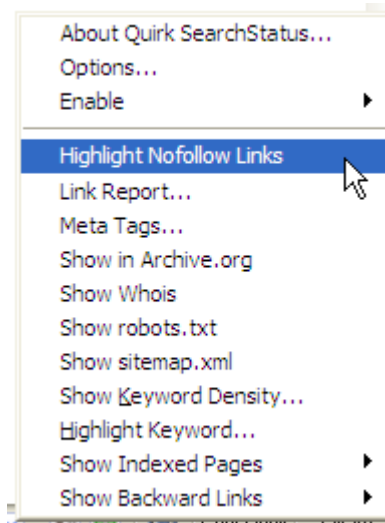
The best way of checking this is to download and install the excellent ['Search status'](#) add-on for the Firefox browser because this tool highlights whether any site you are looking at is using the 'do follow' or 'no follow' attribute almost instantly.

Once it is installed, you will see a tiny toolbar at the top or bottom of your browser window that looks like this:



As you can see, you are immediately presented with the Google and Alexa ranking for any webpage you're looking at, but for checking whether it is worth posting comments to an individual blog site, you need to right click on the 'q-in-a-circle' icon on the left.

This produces this pop-up menu wherein you need to activate the 'checker' by clicking the 'Highlight Nofollow Links' icon:



Okay, now, grab a free copy of the [Comment Hut Lite](#) software to find suitable WordPress blogs where you can post comments according to your niche keyword, or use the Google blog search utility to do the same thing.

With the 'Highlight' utility switched on, if you see any links to previous commentators names on a blog which you are considering adding comments to that are 'pinked out' like this:

 [15 Comments](#)

RHE

July 6, 2009 at 2:41 pm

You know that this particular blog does not allow the search spiders to follow any outgoing links. Consequently, in terms of link generation, posting your comments to this site is a waste of time.

However, this does not mean that you should not post your comments because even if doing so does not generate links, it can generate targeted traffic as long as your comments are valuable and insightful.

On the other hand, it is far better to post comments to blogs where you will generate both traffic *and* links whenever possible, because given that we are all operating under time constraints, you should focus on posting comments on those sites first.

Using blog comments in this way is probably not as effective as a traffic generation strategy as it was a few years ago, but it can still be used to send both targeted visitors and one-way incoming links to your site.



FOREWORD BY DEAN GRAZIOSI

TRAFFIC SECRETS

THE UNDERGROUND PLAYBOOK
FOR FILLING YOUR WEBSITES AND FUNNELS
WITH YOUR DREAM CUSTOMERS

RUSSELL BRUNSON

TRAFFIC SECRETS

**New FREE Book Reveals
How To Fill Your Website
and Funnels With Your
Dream Customers...**

TrafficSecrets.com

Get others to do the work for you...

You have probably guessed by now that if you follow every step of the traffic generation program set out in this report, there is a degree of work involved and it obviously makes sense to get others to help you whenever you can.

There are a few ways that you can do this, some of which may be more obvious than the others.

The first option is to outsource some of the work to freelance workers because apart from dealing with the money side of your business, there really is no single aspect of running an online business that cannot be outsourced. How you do so will to a certain extent depend upon what it is you are outsourcing (and how much money is available), but there is always somewhere to find freelancers who will do the work for you.

For example, if you need articles or blog posts writing, there are hundreds of highly competent professionals who can do this work for you through sites like [Elance](#). In addition, sites like [Rent-a-Coder](#) and [Scriptlance](#) are great for finding script writers and programmers who can write software with which you can automate various aspects of your business.

Then there are plenty of organizations behind sites who will manually submit your site information to thousands of directory sites on your behalf, with costs as low as \$.10 per submission:

Results 1 - 10 of about 13,700,000 for [directory submission services](#).

Similarly, there are plenty of businesses and individuals offering article writing and submission services combined:

Results 1 - 10 of about 275,000,000 for [article submission services](#).

As you can see, no matter what part of your business you want to outsource (and therefore automate), it can be done as long as you have the money to pay for it.

Unfortunately, for most new marketers, money is probably at a premium, so using outsourced freelance workers may be something to think of in the future.

However, this does not mean that you should not seek others to help you in building your business from the very beginning.

What we are talking about here are affiliates and joint-venture partners, people to whom you can offer financial benefits in return for their assistance.

From my own knowledge and experience, I have always found that attracting affiliates and joint-venture partners to help is undoubtedly the most effective and profitable way of finding targeted visitors before drawing them to any product website.

After all, even if you do not have a targeted mailing list of loyal subscribers, the ideal scenario is if you can find affiliates and joint-venture partners who do have their own lists. If so, it is likely that just a couple of e-mail messages to those members from the list owner promoting your product or service can literally drive hundreds or sometimes thousands of targeted visitors to your site very quickly.

However, there is one important thing to understand here.

If you want to attract affiliates or JV partners, you have to have a product or service of your own to offer. Whether this is a single digital information product such as an e-book or a series of videos or whether it is a monthly membership site is irrelevant. You have to have a product or service that is unique to you that you can offer to your partner that they will be happy to offer to their list members, prospects and customers.

Depending on the type of product or service that you are offering, finding affiliates to promote it on your behalf might involve various different approaches to making your affiliate program publicly known. However, doing so should not necessarily be all that difficult.

For instance, you can offer an affiliate program from your own website and it is a relatively common practice for online marketers to make customers automatic affiliates.

Furthermore, whether you are promoting a physical or a digital information product, there are plenty of online network sites where there are hundreds of affiliates looking for opportunities every day. If you are offering a physical product or service, there are sites like [Commission Junction](#) and [Link Share](#) through which you can bring that in product or service to the market. These are incredibly popular network sites, so using one of them will make it relatively easy to find suitable affiliates.

If on the other hand you are promoting a digital information product, then you would use a site like [Clickbank](#) to do the same thing in the knowledge that with over 100,000 active affiliates looking for products to promote, it should be relatively easy to find suitable affiliate partners.

With digital products (which are after all far easier to produce than physical, tangible ones), the way you attract affiliates is very simple. As long as you have a good product, then the more commission you pay, the more likely it is that you will have hundreds of affiliates promoting your product. This is why it is increasingly common for Clickbank products to be sold with 65% to 75% of the commission being payable to the affiliate.

As far as joint-venture partners are concerned, the process of finding such people and convincing them to work with you is somewhat more involved but the benefits of bringing powerful JV partners on board are also considerably higher too.

The first thing that I always do when looking for suitable partners is to go back to my favorite forum sites to establish who the authority figures are in the market place. If you have already been following the forum for a period of time (which you should by now), you may already have a pretty clear idea of who the experts and authority figures are and these would be the people to approach first.

If you are focused on online marketing, another place where you can find joint-venture partners is [JV Notify Pro](#), a site where marketers who have an upcoming product launch announce it several weeks in advance

to attract potential JV partners. You can join the site for free and post information about your project in an effort to do the same.

However, before even thinking about approaching joint-venture partners directly, you need to do your ground work because other marketers who have already established authority and a significant degree of presence in your market are not just going to agree to anything.

For example, you need to test market your product or service before putting together your joint-venture proposal because potential partners will ask you about traffic numbers, conversion rates and earnings. They not only want to establish that they are going to make good money if they decide to work with you, they are also interested in establishing that you know what you are doing and that your approach is as professional as their own.

One way that you can test market your product is by selling it at a bargain price directly to other forum members if such a thing is possible.

As an example, in online marketing terms, the [Warrior Forum](#) is unquestionably the best known forum site and there is a section of the site known as the Warrior Special Offers section:

Forum	
The Warrior Forum	
	Main Internet Marketing Discussion Forum (539 Viewing) Where We Talk About Making Money
	Warrior Special Offers Forum (522 Viewing) This section is for making Warrior members a Special Offer. A Special Offer means making Warriors a deal like no others get. Usually that comes in the form of a much lower price. No junk offers will be approved here. Sub-Forums:  Complete Web Sites For Sale!

Through this section of the site, you make an offer to other forum members that is unlike any offer they can find elsewhere.

As an example, if you were selling a \$67 e-book from your publicly viewable site, you might offer 20 or 30 members a copy of your book for \$37 or \$47 to gauge response and conversion rates, as well as to bring in some cash as proof that the product will sell.

This is also a good way of acquiring testimonials too which can then be added to your main sales site as social proof that your product does what it is claimed it will do.

Okay, once you have found experts who you believe would represent ideal JV partners for your business, the next thing to consider is how you approach them. Although you have prepared a highly professional presentation which shows them exactly what benefits they will gain from working with you, how are you going to put that presentation in front of them in the most effective manner?

The most obvious answer is to send them the presentation by e-mail but the sad fact is, this hardly ever works nowadays.

Most recognized experts receive several JV proposals every day and 99.9% of them never stand any chance of being read. In fact, most top line authority figures have someone who filters their incoming e-mail for them and part of the job is to remove everything but the most outstanding opportunities (or opportunities put together by people they already know).

In truth, getting your presentation in front of your potential JV partner could well be the hardest part of setting up the deal, so you need to apply some lateral thinking here because what you need to do is be different.

For instance, most marketers are going to create a written presentation of their proposal which they will to e-mail.

However, as a far more interesting and engaging alternative, why not create a screen capture video of your presentation using software like [CamStudio](#) to capture evidence of earnings, site activity and everything else related to your presentation 'on camera'?

Now, take it one stage further.

Instead of sending them a download link for the video, make CD or DVD copies using the services of a company like [Kunaki](#) (or you could do it yourself, but it looks far less professional) before sending the DVD by 'snail mail' or courier to your prospective partner.

Even top line marketers are not averse to the buzz of excitement caused by an unexpected parcel arriving so a DVD with a polite covering

letter asking them to view your presentation is far more likely to have a positive impact than is an every day, common-or-garden e-mail message.

Another option is to send a paper copy of your presentation via the fax machine. Nowadays, almost no one uses faxes which means that the arrival of a fax is far more of an event than it ever used to be.

Furthermore, because fax machines almost always sit in relatively public areas in the office, the chances are that your fax will be picked up by a clerk and delivered to the boss by hand.

In fact, one strategy that I have employed to get my presentations in front of potential JV partners is to follow up the original posted DVD presentation with a fax of the written version as a reminder.

Doing this 48 hours after the original mailed version of the proposal should have arrived has proved to be remarkably effective.

If you get the proposal in front of the decision maker and what you are asking them to do is something they can work with, the chances of landing your deal are fairly good.

But, in order to do so, what are you going to give them to convince them to work with you?

Nowadays, 50% commission is not going to cut the mustard unless you are offering 50% of *all* of the sales that you will make to their list members.

In other words, if you have a backend offer or have included an OTO, 50% might work if you offer then an even commission split on these sales on top of half of the revenues generated by the front end sale. However, you might have to be prepared to let them have 75% of the commission whilst you only take 25%. If you do so, then even at this level, if you have landed a deal with a top level JV partner, it still represents a major coup for you.

Think about it this way.

Every customer that you land because of this JV project is someone to whom you can promote your products and services for as long as they remain on your customer mailing list, which should be a long time as long as you continually offer them quality and value.

Hence, whilst you give away the majority of the commission on the front end of this JV arrangement, you are in a position to generate a continual stream of commission earnings for many years to come because of this deal.

So, be prepared to be generous because by doing so, you make it far more likely that you will land the joint-venture partnerships that you need if you are really going to make your product fly.



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Conclusion

If you do everything that you have read of in this report, you will very quickly put your business in a position where you are seeing hundreds of targeted visitors arriving on your site every day, with increasing numbers visiting daily.

However, you should not get the idea that what you have read in this report represents *every* possible idea and strategy for driving targeted visitors to your site. Indeed, whilst what you have read of it does represent a very effective and ultimately profitable step-by-step traffic generation program, there are hundreds of different ways of driving targeted traffic to your site, with new ideas being developed or discovered all the time.

In fact, the only real limitation to your ability to drive targeted visitors to your website is your own imagination and willingness to try new things out.

As one simple example, I have made no reference or mention in this report of marketing your online business in the off-line business world. Nevertheless, if your product or service is appropriate and you have the time and resources available, marketing off-line can be extremely effective as well. As one simple example, because those who do not have their own business online are far less regularly exposed to online marketing offers, they are often far easier to turn into customers than more cynical regular net users.

So, do not get the idea that there are no other effective marketing strategies apart from what you have read of in this manual, nor should you allow yourself to close your eyes or your mind to new opportunities and concepts.

Nevertheless, if you work through this manual step-by-step as I have suggested, you will put in place a very powerful targeted traffic generation program that will almost certainly guarantee that the business you are operating will be a success.

But never forget that achieving success is all about determination, willpower and persistence. Sometimes things do not happen quite as quickly as you would like them to which is when way too many would-be online entrepreneurs quit.

With a well structured traffic generation program together with the necessary personal attributes, you will succeed, of that there should be little doubt, so don't ever think about giving up!



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