Instant Traffic Secret

A Step-By-Step Guide To Generating Massive Traffic

by [Darren Olander](#)

[InstantTrafficSecret.com](#)

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You are encouraged to print this book for easy reading.

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Introduction

I've seen people fail time and again... *even with all of the resources they need right in front of them*. I'm writing this introduction because I don't want that to be you. You downloaded this book for a simple reason...

You want to increase traffic to your web site and increase the results from that traffic.

I'm happy and confident to say that you've just downloaded the most comprehensive FREE guide to accomplishing that task... plus more! In this guide I will cover many of the most productive ways to driving visitors to your web site and I'll teach you how to do it all step-by-step. You will also notice I have even included video tutorials that you can click and view right in your browser.

My warning to you is to not take this for granted. Even though you downloaded this guide for free, it will provide more value than most other traffic guides you could pay good money for. At the very least this information is worth hundreds, if not thousands of dollars.

Do not rush through the guide. Take your time to learn and apply. The most important point here is to **ACT**. Action is required to receive any results. I'm sorry to have to state the obvious, but many people who read this will NOT take action, and that is too bad. Don't be the one missing out! Read the guide on a regular basis. Trust me that this information is highly valuable and you will not find this type of high quality trusted material easily elsewhere... especially for free.

Introduction To Instant Traffic Secret

Congratulations on getting access to the Instant Traffic Secret guide and video series! *The fact is, though, Instant Traffic Secret is much more than that :-)*

Before we get into the details of generating traffic, I want to share with you how our site **InstantTrafficSecret.com** can help you to do much more than just generate traffic.

What else can InstantTrafficSecret.com do for me?

Instant Traffic Secret is actually a fully re-brandable ebook and giveaway item, that will enable you to:

- Generate Leads and Sign-ups by giving away this guide and video series to others using the affiliate link provided in your Instant Traffic Secret member area.
- **Earn 50% commissions through anyone you refer who wants to re-brand this ebook.**
- Increase your downline in **ANY** of the recommended resources in this book, and earn commissions from them, passively. This means results on a massive scale!
- Get more customers for your business or affiliate sites while you refer new members to Instant Traffic Secret.
- Build a responsive **EDUCATED** list of downline members!

As you can see, our system accomplishes many tasks, in a very planned out and perfected way. You will soon see that we have made it extremely easy for you and others you refer to create massive results promoting this free guide. **Don't you want your affiliates or downline members to be educated?** What better way to educate them than through an educational resource like Instant Traffic Secret!

If you've wanted to make money without spending money on rebranding.. you can still promote this ebook and earn the 50% commissions, and have the pleasure of helping others!

Introduction to Web Traffic

Traffic is how many visitors you have viewing your web site. We know that without traffic you will generate no sales and thus have no business. This makes traffic the most vital part of your success online. <u>EVERYONE</u> NEEDS TRAFFIC!

What you may not know is that you can get tons and tons of visitors to your web site, but if they are uninterested, non-buying, non-targeted visitors you will still make no money. Some people have had millions view their videos on youtube, but haven't made a penny from it. This means that it is key to attract and advertise to people who want what you sell or provide.

- A lot of TARGETED traffic to your web site can convert into a lot of money. In this book I will be going over methods that are mainly focused to help people who are involved in an online business in the –make money‖ niche. Some examples:
1. If you are a **network marketer** looking to advertise your MLM business... or new and looking for an opportunity to make money online.
2. If you are an **affiliate marketer** or website owner selling something that will help others make money.
3. If you want to advertise **advertising resources** or related information products such as Instant Traffic Secret

If you are involved or interested in any of the above then this guide will help you find laser targeted visitors that will create RESULTS. If you aren't you will still be able to find targeted visitors using some of the provided resources but not all.

There are also <u>many ways</u> to get traffic. In fact, there are countless ways to get traffic to your site, and the opportunities for traffic are continuously growing online... there is no way I could cover them all here. Instead I will share with you what I've known to work well for me.

The problem with so many traffic options is finding the ones that are worth your time and that will create the desired results.

There are three categories of ways to get traffic to your web site. **You can either buy, borrow, or redirect traffic.** Over the years I have tested dozens of resources and strategies for driving traffic to my sites. Tested is really the key word there.

<u>If you do not know what is working then you do not know what is costing you or making you money.</u> You do not know what is worth your time or just wasting your time. So in this guide I will NOT include the wasteful strategies of getting traffic and instead provide only the most productive and time worthy options. **Time is money too.** I will discuss both free traffic and paid traffic.

I will probably discuss a lot of strategies that you are already aware of but I will give you deeper understanding of the inner workings of these networks and what it takes to be successful using these strategies.

Knowing HOW to do it is more important than knowing WHAT resources to use.

Many people will use the same resource. Some people will say —This doesn't work! and others will know otherwise and create huge results from it.

The fact is, if a resource is working for someone else and not for you, then the problem is in <u>your</u> strategy. **If you simply adapt and use the resource the same way as the successful people then you will be successful with it too.**

Again, I'm here to show you the proven and tested strategies that will work for you and your team, this will not be a quick written and unhelpful guide with a hidden agenda. All I need is your promise to follow the steps to a tee, be coach-able, and to not try to create your own way of doing things. There is no need to reinvent the wheel. **It's really quite simple... follow what successful people are doing and you will be successful too.**

<u>Tools To Keep You Sane</u>

Trust me, while going through this guide if you are NOT using these tools you WILL feel overwhelmed, confused, go crazy...or if not... just be wasting time unnecessarily.

I personally use these tools on a daily basis to keep my business and activities more organized and save me a lot of time.

Take a good look...

Google Calendar - This is my organizer that I look at and use DAILY! It helps me organize my day by setting daily tasks, and keeping a to-do list. **It is FREE, USE IT!**

Tip: I will mention to put stuff in your Google Calendar within the guide, this is it!

RoboForm - This tool is a TOTAL time saver! Without this I would be wasting hours and hours each day, literally. This is another tool that I use daily.. you can use either the free or paid version the difference is the paid allows you to save more data (which I needed).

Another important note: Roboform is secure, make sure to set a master password and none of your other passwords can be accessed without it. You will be joining dozens if not hundreds of sites, and you NEED to use a unique password on each site – <u>NO EXCEPTIONS</u>. You will regret it if you don't. Roboform will remember your logins for all of these sites, plus more... and allow you to login with a push of a button.

Skype – Free Phone and instant messenger service. If you've been online much, you probably know what it is, pretty much every online marketer uses it. This is THE communicator that you should use for your team and downline. You can have group chats, one-on-one phone or text chats, you can share your screen, and more all for free. Encourage all of your team members to download Skype and add each-other to their Skype contacts. You can have members from all around the world using Skype and it won't cost you a thing to keep in touch :-)

Action Steps For "Tools To Keep You Sane"

Complete Now!

1. Download the three tools above by clicking the links to visit the site and find the download links.

2. Set Up Google Calendar with a reminder to spend at least one hour working on your business and going through the Instant Traffic Secret guide each day.

   Remember: This is a business... <u>not a hobby</u>!

3. Set Up **RoboForm** to remember your login details for the Instant Traffic Secret member area and begin saving your login details for other membership sites.

It **PAYS** To Know Your Sources...

I feel it would be totally worthless for me to share with you the best strategies to drive massive amounts of traffic – if you don't know which of your efforts are bringing in the RESULTS.

You see, just like it doesn't matter how much traffic you have if it's not targeted (there would be no conversions) , it is just as bad to spend hours (or even money) on getting traffic and not know what paid off and what didn't.

Tracking is often thought of as a scary topic, because many think that it will be hard to understand or difficult to set up.

Although that may be the case for a lot of people, it doesn't have to be for you – because I'm going to share with you a resource that can help you set up tracking (even on sites that you don't own or have any control over – like affiliate links)   in less than a couple minutes.

You won't have to touch ANY code, or go through any lengthy learning process!

I promise it will be as easy as humanly possible!

Anyone who is marketing online seriously is tracking their ads.

Take it from the experts... Tracking your ads **IS** that important. Start doing it whether you are sending a solo ad to a list mailer, rotating your site in a traffic exchange, or any other advertising resource. Once you know what is working and what's not, you can switch over your advertising to the sources that are creating results for you, and keep testing new and other sources in order to constantly get more signups week after week.

We recommend using HitsConnect for tracking your ads, you can start
with a free trial, or upgrade right away to save.

Learn How To Get 3x More Sign-ups...

I'm going to talk about the <u>big mistake</u> that a lot of marketers make that holds them back from achieving greater results in their marketing. That mistake is trying to directly promote their MLM website, long sales page, 5 page website, or generic affiliate pages provided to you by the programs.

Are you making that mistake? It's OK, because you didn't know. But now that you do it requires change.

What you should be doing instead is advertising an opt-in page that quickly grabs the attention of visitors with the intention of later sending them to your opportunity directly while you follow-up with them.

The fact is that in a lot of the advertising you will do online, you only have 10 seconds or less to grab the attention of the visitor. If you fail to do that, you have lost them... *forever.* So if you have been caught up advertising your main opportunity website, I'm sorry to be the one to break it to you, but it has been blocking your true success!

What is an opt-in page?

An opt-in page (also known as squeeze page or lead capture page) is a short, quick loading, and attractive page with the sole purpose of stopping a visitor in their tracks to check out what you have to offer. An opt-in page also has a form that the visitor is asked to fill out with their name or e-mail address.

You may also have heard a variance of this called the splash page. The only difference from this and an opt-in page is that it has a link to another website instead of an opt-in form. I always recommend to include the opt-in form so you are building a list...

Use an Autoresponder System...

To get your own opt-in form you need to have an account with an autoresponder company. There are many to choose from, but I recommend GetResponse.

They have a lot of great tutorial videos showing you how to use their service once you are inside. You will want to create a campaign and then get a web form, you simply use

the code they give you and place it on your pages. It will be easy to do with the opt-in page maker that we will recommend to you shortly, but first you need to get your autoresponder so go here to sign-up for GetResponse.

You can become a paid customer of GetResponse, or start off with a free account. To start off with a free account click on the Pricing link and then look for the Sign up free option. You will be able to get 100 subscribers in your autoresponder for free, and then you will need to upgrade your account. **Having an auto-responder is one of these MUST have tools in your online business.**

The important thing is that you need to be using an opt-in page in ALL or MOST of your marketing so you are building YOUR list, you can't do that effectively without an auto-responder!

Got it?.....Good!

If not I'll tell you this. Opt-in pages have been tested over and over again and consistently proved to increase results! If you want to start experiencing solid results, you need to use one. Don't worry, I will show you everything you need to know.

I'm going to start with an example. When you joined Instant Traffic Secret you joined through an opt-in page.

Go here to see it.

Let's discuss the main elements of the opt-in page:

- It makes a **strong visual impact.** It looks lovely, doesn't it? This is important, even if it's not beautiful it can't be ugly. Simple is OK with catchy wording!
- It gets to the point quickly and the visitor knows what is being offered by first glance. When someone is looking at this they know it is a $97 value video series and guidebook being given away that provides traffic generation strategies. In fact, it only takes **a few seconds** to realize that.
- There is a clear purpose on what you are asking the visitor to do. It is important that the visitor only has one choice. No links to other pages, No confusion. This page is extremely clear in asking them to fill out the form to gain instant access to the material. If it was a simple splash page you would have a clear graphic or button telling them to click there to go to your web site. The point is that they know what to do next.

Now of course, you can use this same page as an affiliate. That enables you to use our professionally created opt-in page to generate leads, build a downline, educate them, contact them, earn money..

But then again, it will be even more beneficial to create your own opt-in pages too... and that's what I'm going to show you how to do... just keep reading!

What I recommend doing is creating your own opt-in pages to test out (I'll show you how soon). The more pages you create and test the better you will get at it, so don't be afraid to mess up the first time.

Here are some guidelines before we get started:

- Follow what I told you above... make it appealing and captivating.
- Make it personalized. What I mean is add a photo of yourself, put your name in it, BRAND yourself. Let people get familiar with you right off the bat.
- You can create your own personalized opt-in page to give away your Instant Traffic Secret re-branded e-book.
- Make sure to use **HitsConnect** for tracking your pages!

So what is this opt-in page creator we recommend?

Inside GetResponse you have access to landing page builders! And it makes creating stellar looking opt-in pages (or splash pages) point and click easy!

GetResponse also has many video tutorials to show you how to create your own opt-in pages *(also known as squeeze pages)* and put your auto-responder form into them.

Note: Obviously because the autoresponder would be set up to work with your own personal opt-in pages you would need to write and create your own autoresponder messages to match what you are doing. Write a minimum of 7 messages.. if you can write up to 30 or more to follow up with your leads.. the more the better! Once someone has joined through your custom opt-in page, you will want to send them to sign up for Instant Traffic Secret.

So far... You have learned enough to be more successful than 95% of all other

marketers who are trying to make money online! Will you apply this knowledge and cash in?

Action Steps: Do Now!

From what you have learned in the previous lessons complete these steps...

1. Set up your [GetResponse](#) account by creating your first campaign. Next, create a follow up, and a series of a minimum of SEVEN auto-responder messages that will be sent to people who opt-in to your mailing list. On average it takes seven exposures for someone to act, so that is why I said to create a minimum of seven follow-up messages. As a tip.. why not invite them to Instant Traffic Secret using your affiliate link?
2. Create a minimum of two capture pages using [GetResponse](#).
3. Test it yourself BEFORE advertising the capture pages to make sure it works technically. (Does the opt-in work? Does the autoresponder message get sent?)

> *"When I have fully decided that a result is worth getting I go ahead on it and make trial after trial until it comes."*
> *~ Thomas A. Edison*

Introduction To Traffic Strategies

Now we're about ready to dig into the main course, the information that will teach you where and how to promote your splash pages. *(and probably what you joined our site for!)*

But before we get started I want to go over a few things. Within this guide you will have noticed many resources that we will ask you to join. The links to these resources are most likely the links of the person who referred you to Instant Traffic Secret, if they have paid to rebrand this ebook. The advantage of rebranding for them is that all the affiliate links in this report are now pointed to their links – so they will earn any commissions or other benefits that result from you or anyone else they refer from joining these different sites.

You can have this advantage too, if you haven't upgraded in Instant Traffic Secret, I highly recommend to login and do that now so that when you share Instant Traffic Secret with others – you will have had the ability to re-brand all the links. Sure, you can share Instant Traffic Secret with others without purchasing re-brand rights, and still earn 50% commissions when they re-brand, but a big part to marketing is what can be produced on the back-end.. and here the potential is huge!

Next thing to discuss.. All the sites in this report are either free sites or they have a free affiliate program. However, a lot of them will also offer a ―one time offer‖ when you join them. This is an offer that you can only accept when you first sign-up. In the sites we have provided, these offers are incredibly valuable, and I highly recommend investing especially in the list mailing sites.. trust me that the return you receive on your upgrade will come back to you easily. Plus as you refer people to Instant Traffic Secret you will earn commissions on all of those sales (as long as you have re-branded this ebook).. that's big bucks just by itself!

List Mailers

List mailing sites are my **#1 traffic secret**. Just by using this one strategy you can consistently build a list and income. The key is to have the ability to mail to at least 2 or more different list building sites each day, that way you are constantly sending out your offer and reaching more people. I actually send to about a dozen per day, there is no limit to how many list mailers you can or should use.. keep TESTING and expanding your reach by using more and more of them.

Online list building sites help you generate random leads or e-mail their lists in return for receiving mail from other members on their site.

In the instructions that follow I will introduce you to each of our recommended sites (each are highly effective with responsive members) and how you can use each one to profit the most.

Usually in these sites if you are a free member you need to earn credits by clicking credit links in other members e-mails to you in order to send your message to other members. But if you choose to upgrade (especially by taking the one time offers.. just one payment for a lifetime account), you will be able to send to a set amount of members every few days without having to work towards earning credits. If you can afford nothing else... make sure at the very least to take the one time offer upgrades in Adchiever, List Surfing, and List Jumper. You will learn more about them soon in the guide.

Before we begin I want to give you a suggestion to reduce e-mail in your personal e-mail account. I have two addresses that I use.. one is my **personal e-mail address** and one is my **list e-mail address**. The reason why I have two is because I regularly check e-mail in my personal e-mail address but I expect to receive a lot of e-mail in my list e-mail address that is mail I won't be reading all the time. This limits the amount of messages I receive or am forced to look at because I can simply just delete the messages in the account used for my list e-mail if I choose to. Also, when I'm earning credits I can simply login to my list e-mail account and I'll have all the e-mails to receive credit from. What I would suggest before signing up under any Online List Mailing site is to signup to that site using an e-mail address that you will expect to receive a lot of mail. These sites I am showing you will not give you an extreme amount of mail but it is still in your best interest to start using this strategy. By signing up in these sites you will agree to

receive mail from a few other members as well, so if you use a list e-mail address when you sign up you can remove the bother of looking through all of the e-mail. To get a free e-mail account I would suggest either Gmail or Viral Inbox as a great resource. They have no problem with blocking mails.. I do NOT recommend yahoo, msn, aol, att, comcast, or many other free e-mail accounts.

Action Steps: Complete Now!

1. Create an e-mail account at Viral Inbox that you will use for signing up at List mailing sites.
2. Sign up to the following sites using your new **List e-mail address**...
   Quick note: Upgrading in these sites is highly recommended, when you join for free you will be usually given a one time offer... if you have the money then take it because it will be well worth it giving you the ability to mail members on a regular basis for life (or yearly, depending on the site)!

   Join these sites now: Adchiever, The Lead Magnet, and List Jumper

–I'm in! How do I use these sites on a daily basis?''

As a member you will start receiving mail from other members of these list sites. You will want to login to your list mail account and go through these e-mails to earn credits by clicking on the provided credit links. As you earn credits you will be able to spend those credits towards mailing other members (unless you took the upgrades in some of the sites.. then you won't need to earn credits towards sending mail, but any additional credits you earn can be used towards sending to even more members). That is the difference between the free and paid memberships. I recommend going through each site individually to learn how they work. You will probably want to join even more list sites than we have provided, so go through the downline builders in these sites to find even more to join.

I also created a video to show you how to best organize your list mailers using Gmail.

✓ Go to this page and opt-in to gain access to it.

Once you join The Lead Magnet you should also view Stefan's video tutorial on using list mailers, it is excellent. To find it login to your The Lead Magnet account and on the left menu select **Video Coaching**.

Action Steps: Complete Now!

1. You will want to spend no less than 10 to 15 minutes each day earning credits. If you are even slightly serious about being successful online then you must have 10 minutes to spare each day. Make sure to include this in your Google Calendar schedule as a daily task. (To create recurring tasks in Google Calendar go first to Create, as you are creating the event check ‒Repeat...‖, then you can set how often it will repeat. **But don't forget this last part**.. make sure ends is set to never so that this event you set up will not expire.)

2. Also insert your new list builders into your Google Calendar. Add them individually. Some list sites will enable you to send a mail every 3 days, some every 4 days, etc. If you are allowed to send mail every 3 days on one site I would recommend setting Google Calendar to recur that task every 4 days, that way the time will not overlap and you will not have to wait before sending mail.

3. **Make sure to keep on schedule and send your mails on the day scheduled!**

Another Cool Tip: When you send mail you can save the forms first using RoboForm, that way when you login to the site the next time to send mail again all you have to do is click one button and RoboForm will automatically fill in your subject, message, and affiliate link... it makes sending mail very easy! You can use **RoboForm** to remember any fields you would otherwise need to manually fill in, and save you lots of time if you would have otherwise filled in the same forms very often... Roboform was mentioned earlier on page 8 of this book as a needed resource.. get it if you haven't already!

Traffic Exchanges

Many people do not know the true value of traffic exchanges.. or they underestimate them just because they are a free traffic source. I will now teach you about this free marketing strategy used by many to generate many leads each day, and sign-ups daily, into their programs! Combining this knowledge with the tools I will provide you with, you can see the same results....

A traffic exchange is basically a site that exchanges traffic... for viewing other peoples sites enables you to earn credits so others view your site! You will not get traffic to your site unless you earn credits by surfing, buy credits, OR refer other users to their site.

So lets look at how to effectively use a Traffic Exchange.

Some important advice is to NOT use Auto-Traffic Exchanges. People just turn these on, and do not even look at the sites that are showed. Always use Manual Exchanges, and your results will be much higher (manual means you have to actually click to view the other members websites) . On average you should be able to generate at least one sign up for every 1,000 to 2,000 credits spent. If not.. you need to improve or change your splash page.

But in this training I'm going to specifically cover the newest and biggest trend in Traffic Exchanges called Social Surfing. Traffic Exchanges have become social by allowing users to interact and opening up a variety of branding opportunities. This is huge for the users because it turns it a likeness of a social network that will enhance your results all across the platform if you take advantage of it.

Action Steps: Complete Now!

1. [Download Mozilla Firefox](#) - This is definitely the best browser for using these advertising networks.
2. Sign-up for the following exchanges to get started using the best of the best right away: [List Surfing,](#) [EasyHits4U,](#) [TrafficG,](#) and [Tezak Traffic Power](#).

3. You can also check out the downline builders of [List Surfing](#) or [Tezak Traffic Power](#) to find even more traffic exchanges to use. Don't just stick with social traffic exchanges, the other ones work incredible as well!
4. Go to the top of your firefox browser under bookmarks and then "manage bookmarks". Create a folder named Traffic Exchanges.
5. Bookmark all the traffic exchanges into the folder by going to each url and clicking Bookmarks > Bookmark this page. Now when you click to open that group/folder, it will open all the pages for you, so you don't have to redo it every time. (Just go to the folder and choose "open all in tabs")
6. Set up your accounts and url with the traffic exchanges. **Always promote splash or squeeze pages! NO exceptions!**
7. Open all pages and start surfing. Simply go through all the tabs clicking for the exchanges, and once you get back to the beginning you simply start all over again. For the ones that have chat make sure to say hi to the other surfers to get your name out there and be seen even more!
8. After you finish surfing, login to each account and make sure to assign available credits to your sites. For List Surfing go to Ads > Member Mailer since credits are used towards sending a mailing instead of putting your site in rotation.
9. **Put a reminder in Google Calendar to surf daily!**

A little warning: Do not spam in chat or site comments of these sites – it will only get you banned and hurt your reputation with other surfers! Anything self-serving is not tolerated (advertising/links/requests to check you out) – be helpful and friendly.

The key to remember is that these exchanges are like a built-in advertising machine for you. As you promote your Instant Traffic Secret website through these and other strategies discussed in this guide you will automatically be referring new members to the exchanges and you'll earn extra advertising credits for each new member that joins under you and as they use the exchanges themselves, they will also be contributing to

daily growth of your free advertising credits!

If you want to earn even more free credits from any of these exchanges, you might want to consider their upgraded version. I'm upgraded in all of these myself and earn thousands of free credits along with a solid residual income too simply by promoting my Instant Traffic Secret Site.

I suggest making sure you click at least 20 minutes to 60 minutes each day (if not more) with these exchanges for best results. Once you get more referrals doing the clicking for you then you can do it less and less (if you want) as your downline creates traffic for you! Personally my downlines are earning me THOUSANDS of free traffic credits EACH DAY! If you follow this book and strategies then you can achieve the same thing!

"The more you do of what you're doing, the more you'll get of what you're getting."
~ Brian Tracy

Social Media & Social Networking

Marketers *(and, well, everyone)* are beginning to embrace social media and networking more and more. Social Media allows like-minded people to connect and share with one another. It's an environment where professional relationships come first before selling. New social networking sites are popping up every day. My goal is to direct you to the business social networks, where you can find and grow relationships with other people with online businesses.

Networking Sites are a great way to build relationships and your downlines through meeting like-minded people. Basically how it works is you join the networking site, add friends, and build relationships with them while advertising your site through your signature, your profile, or other indirect ways. As we just touched on Social Traffic Exchanges, those are also places where you can take these tips and put them to use, but I will be sharing some specific social networks you can begin using right away.

Netiquette is the acceptable behavior within a social marketing (Web 2.0) or social networking atmosphere. Failure to recognize these unspoken rules could mean little or no marketing results, or even worse, a disastrous effect on your image.

It is actually quite common for people to misuse social networks, and thus, receive no real benefit from them. In fact, more than anything among professional social networks people naturally have the wrong idea, and the few that do know what they are doing are experiencing great results.

What is the common problem? The problem is that marketers view these sites only as a means of advertising and sponsoring people into their businesses. Don't get me wrong though, if used properly these sites will increase your businesses and income, but with a much stronger foundation.

First let's go over what not to do through social marketing. As a side note, social marketing can mean any Web 2.0 social book-marking, content sharing, or social networking site. You should not blatantly shove your product or opportunity. Instead, you should be <u>attracting</u> people to you by offering **value** and information to other users.

If you are becoming friends with users just to send them advertisements without attempting to build a personal relationship then you are misusing the site. In most cases

it is also true that these users will not be responsive at all to your message and will just block or report you. However, once you have built a relationship with your contacts it is ok to send them an announcement of your product or opportunity along with an informative message on how it will help them. You should limit how often you do this, do not promote your stuff to them every day, try to keep it to once per week. Instead, bring them value 90% of the time and 10% promoting yourself or business. You will find that you are attracting more and more people to you instead of chasing people.

Another pitfall that some people fall into is conflicting with others within the social network. Know the difference between discussion and attacking. If you have a different view than someone else it is ok to voice your opinion but make sure to use facts and keep a constructive atmosphere.

Now let's go over some tips for what you should try to do and accomplish through social networking sites.

1. You should build relationships

This one is obvious, but still needs to be mentioned because of its huge importance. People buy from people they like and trust. If that is you they will buy from you. Introduce yourself to other users, but spend more time asking and talking about them than yourself. Discover their goals and needs and help them achieve them. A simple way of showing value to your contacts is by teaching them how to use the social network if they have questions about certain features or customization options. You also need to keep a regular communication with your friends, are you creating new content such as blog posts? Let them know and ask for their input. The communications should be value based and mostly informational, this will increase the likelihood of their interest in what you have to offer.

2. Help connect people to others

One thing you can do that will earn you major points with others is by introducing people to each other. You can do this through recommending friends who have similar interests. If your friends are involved in the same opportunity or sell the same product connect them so they can share with each other. If one of your friends sells something and another friend is looking to buy it, then that is a simple connection you can make. Now your friends will want to help you and the favor will be returned.

3. Evaluate your perspective

Are you constantly thinking about what others can do for you? Instead consider what you can do to help them. If your goal is to help others first you will build solid relationships and receive phenomenal results in your business. Ask others how you can possibly help them and they will see you as a valued friend.

Trying to constantly pitch your businesses or affiliate sites will NOT work in these environments.. just forget it!!

4. Upload a photo and build a quality profile

Profiles with photos receive up to 70% more exposure. This shows the importance of adding a photo to your profile. If you do not have a photo of yourself you can put a photo of anything *(but I highly recommend it be you)*, the important thing is that you have a photo uploaded on your account. You also need to take the time to build a quality profile. First, write briefly about yourself, provide some marketing tips or advice, and then feel free to write about the value that you can provide to others. Every friend of yours should be visiting your profile at least once, and if the network allows for you will be having views from non-friends or even non-members also.

5. Add and accept unlimited friends

Finally, your goal within the social network is to connect with as many people as possible. The more people you are friends with then the more exposure you can potentially have to your products or opportunities as they see your updates.

Social networks offer you the ability to get exposure but so much more. A huge benefit to social-networking is learning from others and being in an environment of shared knowledge. Take advantage of everything social networks have to offer and take the time to build quality relationships. I still work with other network marketers I met online over six or more years ago and these relationships have become highly valuable!

The important thing with social networks is to simply **PARTICIPATE**! The results will follow...

Action Steps: Complete Now!

1. Join the **Apsense** business social network.
2. Once joined, set-up your profile and start to add new contacts, comment on their blogs and articles, and get ready to start spreading your own content! *(more on content next...)*

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."
~ Dale Carnegie

We also have a community forum, where you can get rewarded with mailing points just for making posts! It's called Marketing Checkpoint.

Make sure to join us and earn some free advertising while you network! I'll see you there!

Click here to Join Marketing Checkpoint

Article Marketing and Content Creation

Now I will teach you how writing articles and creating valuable content will build your business as well as sustain it long-term! If you don't want to write a single article I will also show you how you can get that taken care of for you!

It's time to write YOUR OWN article **or have one written for you** so that you can post it on your own blog AND get it published in other people's blogs, websites, e-mail newsletters, article directories, and even social networks for FREE.

Why would you want to do that?

Because getting YOUR OWN articles written, distributed and published on the Internet is one of the very best *FREE* Internet marketing technique in existence. Think about it...

Once you have an article written where YOU are the author, you become an instant authority. When people find your article, read it and get some good information from it, they appreciate you. That appreciation quickly grows into trust and when they click the link in your article resource box to visit your website (or visit your profile and then your blog or site), they will be much more likely to sign up with you in one of your recommended business opportunities or buy one of your recommended products.

The more links you get on quality websites pointing back to you, the more money you will make online.

It's really that simple.

Plus, once you get one of YOUR ARTICLES published on someone else's blog or website, that article and the links within it are probably going to remain there FOREVER. In fact, people who distributed articles years ago are still pulling in traffic and profits to their website today and they will still be working for them 20 or more years from now... for FREE! Think long and hard about that...

Getting your articles published on other people's websites is 100% FREE advertising for life.

Again...

Getting your articles published on other people's websites is 100% FREE advertising for life.

So why aren't you doing it yet?

OK, then...

Let's get started IMMEDIATELY!

First, you need to decide if you want to write your own articles or pay someone to write articles for you.

Let's examine these 2 choices.

1) Write your own article.

The main benefit of writing your own articles is that it's "free" and only costs a little bit of your time. Also, writing your own articles will give you a sense of pride in accomplishment. Further, many people are "natural educators". You might *ENJOY* writing articles and sharing information about what you know.

NOTE: You might not feel like you know enough to write a good article. **I couldn't disagree more**. If you've gone through this guide up till now, you know more about affiliate programs and marketing online than most people EVER will. Simply write a short article about 500 words long about things you've learned in your journey of building an Internet business. Take 15 minutes or so to brainstorm for ideas about what you want to write about, put those ideas into a **short outline** making 3-4 major points within the body of the article and then fill in the blanks with your own point of view. It's pretty simple and I know you can do it if you really want to! :-)

2) Hire someone to write articles for you.

This is a great solution for people who are not comfortable writing their own articles. You might feel like you don't know enough or you simply might not enjoy writing... You should NEVER let either of these factors stop you from authoring your own articles and getting them published online. Simply use an article ghost writing service from Guru.com or Elance.com

I write articles myself because I enjoy it and am able to personalize the content more to

fit my audience exactly.

At those websites you will be able to find professionals who will write articles for you at a cost. Make sure to review them first so that you know you will be paying for high quality articles. Don't just go with cheaper, the quality is usually much worse... you should be willing to spend $25 or so per article.

NOTE: For article marketing on the Internet, I suggest having articles written that are somewhere between 300-600 words. The purpose of your articles is to promote your blog or splash pages so the topic of your articles should be related to: "working at home", "home business", "Internet marketing", "Network Marketing", "making money online", "promoting a website", "advertising your business" etc. Therefore, when choosing to write your own articles or to hiring someone to write articles for you, you will want to have your articles written about one ore more of these topics — or something generally related to these topics.

Why do you want to write articles that relate to the content of your website?

Because once people start reading your articles, you'll be viewed as an **authority** on whatever subject matter your article is about. Once you've established that "expert status" in your reader's mind and they come to visit your website through the link in your article resource box, your website needs to supply additional information, opportunities and resources related to the content of your article. **That's how you turn targeted visitors into sales**. People will read your article, visit your website (this site, your blog, or another opt-in page of yours), click on the links to learn more about the opportunities and products presented inside your site, and get started!

As a note, all of your articles should be purely informational.. not promotional in nature.. your resource box is where the readers will find out more about you, and that is included at the very end of the article.

Now you need to make decision.

Will you...

Write your own articles? If so, DO IT NOW!

Will you hire someone to write articles for you?

Whatever you decide, **DO IT NOW!**

Nothing in the world happens without **ACTION!**

Article writing and distribution is your path to **100% FREE** advertising for life! :-)

There are only 2 steps in this magical process...

Get your article written AND get your article distributed.

You can accomplish both of these things **today**!

OK, get your article written NOW!

Remember, if you don't want to write your own article...

Hire someone at Elance.com or Guru.com to do it for you!

YOU HAVE NO EXCUSE TO FAIL.

Action Step: Get your article written now!

OK, now that you have your article, let's put it work so you can get **100% FREE ADVERTISING FOR LIFE!!!**

Are we done yet?

You've got to be kidding me, right?! ;-)

You want to make some serious money with this strategy, don't you??? Well, writing an article is NOT ENOUGH...

Now that you have YOUR OWN article, it's time to *actively* get your article published on hundreds of other websites.

Here's how:

One of the best ways to promote your website online is to write and submit articles to article directories. As discussed earlier, people primarily get online looking for INFORMATION. If you start providing information that other people can find and benefit from, you'll become an "expert". As an expert, people will trust your

recommendations and they will buy products, services and opportunities that you recommend.

The reason you want to write and submit articles to article directories is so that other people can find your articles through various websites, read your article and then visit the link in your article resource box which points to your website. **An article resource box is basically just an ad at the end of your article that allows the reader of your article to learn more about you and the products you promote (because you won't be promoting anything in the article itself).**

Here's how the process usually works:

- You write an article (or hire someone to write an article for you).

- You submit that article to article directories (websites that accept article submissions). Also submit it to social networks that accept articles.

- Other people visit those article directories or social networks and read your articles. If a person likes your article, they are very likely to visit the website listed in your resource box... or check out more of your articles.

- Other webmasters visit those article directories looking for articles they can reprint on their own website. Website owners are constantly looking for new articles to include on their site. When they publish your article on their website, they are required to include YOUR resource box. (including your website). This is massive free exposure!

- Other email newsletter (ezine) publishers visit those article directories looking for articles they can reprint in their newsletter. Ezine publishers are constantly looking for new articles to include in their newsletter. When they publish your article in their newsletter, they are required to include YOUR resource box. (and website!)

So the ultimate benefit of submitting articles to article directories is that you will become an "expert", you'll get free traffic to your website and you'll start making sales through the sites you promote in your resource box! :-)

Pretty awesome stuff, isn't it?! Let's get started...

Your next step is simply to submit your articles.

Doing it by hand: Submitting your articles by hand to the following sites is recommended. To submit your article you simply go to the article directory and find a link for "submit articles". It used to be that you wanted to spread your articles to every possible article directory, and people would use automated submitters to do that. That actually has a negative impact on you, so don't do that. Simply submit your articles to a FEW high quality directories and social sites, and your blog *(we'll talk about setting up a blog later)*

Article Directories to Submit to:

- EzineArticles
- ArticlesBase
- GoArticles

Social Networks to Submit to:

- Apsense
- Plus any others you are a member of that accept articles or blogs

Article marketing is one of my personal favorite Internet marketing strategies. You see, I'd rather submit articles that get listed on other people's websites for **free** than to continue paying a lot of money to advertise my site. What about you???

You can make money both ways but there's just something about the word **free** that really motivates me. ;-)

By submitting articles, I can stop working anytime and the traffic and profits will keep coming in like clockwork! Do you think those free listing's on Google are going to disappear anytime soon? **Don't count on it!**

GET STARTED NOW!

Submitting your articles and getting them re-published on other people's websites and newsletters is probably **one of the most powerful Internet marketing strategies of all**. And, for the most part, it's free. Once you get your article re-published on someone's site, that's **prime-time advertising space** that you NEVER have to pay a dime for!

Plus, once you get the article submitted, it can be working for you **forever**. There are articles that I submitted years ago that are pulling in traffic and sales for me today. In fact, I expect that many of those same articles I submitted years ago will still be working for me 20 or more years from now... That's because most webmasters don't remove your articles from their site. Instead, they just keep building their own site's content with your

articles and working hard to drive traffic to their site. Now, with your article on their site, **they will be working hard to drive traffic to YOU too!**

Now get busy writing and submitting your first article **RIGHT NOW**!!! :-)

Repeat this process with each new article you write. Article marketing is *very* powerful. **There are marketers online who make a full-time income using ONLY this strategy**.

I encourage you to start submitting <u>at least</u> one new article every week from now on. This entire process can take you as little as 30 minutes of work per week... However, it will be the most rewarding 30 minutes of your life because **article marketing can bring you free traffic and profits forever**. It will take a little bit of time to get the ball rolling, but once it's rolling, the only way to stop it is to shut down your own website.

But Wait.. Read These Bonus Article Distribution Strategies!...

Always make sure to attach a resource box to your article! (this includes your name and website) This is VERY important.

In addition to posting your article on the social-networking sites, I should also remind you that you should ALWAYS be posting your articles on your blog! We will discuss how to set up your blog in the next section. With fresh articles constantly being added to your blog your visitors will want to continue to come back and you will generate more visitors to your blog from the search engines!

Blogging

Creating and managing your own blog can have many benefits.. if you are unsure what a blog is you can take a look at my blog here. This is an easy way to both build trust and long-term relationships with your list while getting placed in search engines for creating on-going free traffic! Plus you can do a lot of other cool things on your blog... like putting widgets on it, advertising, and more!

The software I use for my blog is Wordpress. Did you know you could even create your very own website using this blog software? Unlimited pages and everything! It is the most popular blog platform in the world.

You have two choices when setting up Wordpress, you can either have wordpress host it for you, or download wordpress and install it on your own hosting account.

Using the wordpress hosted option has limitations in your control, but if you want to do it this way you can create a free blog hosted by wordpress by going here.

If you want more control you will need to get your own hosting account and domain name, and then install wordpress on it. To get wordpress you can go to wordpress.org – once you become more familiar with online marketing you should definitely consider hosting your own blog anyway.

Since this training is about driving more traffic to what you have to offer, I'm not going to go into the specifics of setting up a blog, and honestly that could be a whole other course, but I am suggesting that you set one up because it can be a huge traffic source from the content you should be creating.

You can also pay someone to set up wordpress for you after you get a domain name and hosting account. There are many people on fiverr who may do it for only five dollars. Otherwise you can also outsource that task through Guru.com or Elance.com

One way to get more traffic back to your own blog is by commenting on other people's blogs. Many blogs will allow you to put the URL to your site while making the comment, so your name will be linked with your own URL. This creates more links

back to your site and especially if you are one of the first to comment on a very popular blog post – everyone else who reads the comments will see yours as one of the first. If you provide great input they will be likely to check out your blog as well... you may have then earned an active reader and commentator!

Viral Tools

Using Viral Tools is a completely hands-free way of getting extra traffic.

I am able to generate many signups by doing NO extra work whatsoever.

Let's look at the specific types of Viral Tools that I use.

Traffic Codex Promo Codes

Traffic Codex is a site I've created along with Jared Silver which is a huge directory of promo codes you can claim on both viral mailers and traffic exchanges. There are literally 100's of thousands of FREE credits just waiting for you to claim.

It also works as a downline builder, meaning if you refer anyone to Traffic Codex they will be joining any sites listed there under YOUR affiliate links as long as you have updated them.

Make sure to join it and check for new codes often!

Click Here to Join Traffic Codex

Viral Text and Banner Ad Blocks

Using Viral Ad Blocks is another way to leverage your blog, or any other website you own – while leveraging the traffic other people are getting to their own blogs or websites!

Viral Nugget is another site owned by me that makes this possible. You can copy and paste some simple code into a widget on your blog or into the HTML section of your site to display the ads on your site. Every time you get legitimate clicks, you will earn credits or cash! You will also earn free credits down 5 levels from whatever your referrals earn!

Viral Traffic Coop

Viral Traffic Coop is yet another site of mine where you can get incredible pricing on traffic from traffic exchanges. I've made deals with the top traffic exchange owners to buy credits in bulk at huge discounts and then I pass those on to you!

This way, you can get double, triple, or even quadruple the traffic for the same price!

> "Having once decided to achieve a certain task, achieve it all costs of tedium and distaste. The gain in self-confidence of having accomplished a tiresome labor is immense."

How To Use E-mail Signatures

Before we close, let's get back to the basics! E-mail Signatures are practically the same thing as Forum Signatures except the fact that they are automatically placed below each e-mail that you send. No matter what you are selling you should ALWAYS have an e-mail signature!

It's surprising how many people don't use an e-mail signature, and how much traffic they are missing out on!

How Do I Change My E-mail Signature?

Changing your e-mail signature depends on what client or service you use to send and receive e-mail. Most of them will have an options or preferences menu where you can choose to edit your signature.

If You Use Gmail (recommended):

Click on the gear icon on the top right of your inbox while logged in and click Mail Settings. On the general tab (default) you can put in your email signature, make sure to create a signature for every e-mail address you have set up within Gmail.

How Will This Help Me?

You probably have business contacts, these people will see your signature and take a look. E-mail Signatures and Forum Signatures are a great way to passively build your business, it takes no further effort after you have them set up! All you need is one simple line with a website link.. that's it!

Learn Even More

For a free guide, I trust that this has provided a lot of valuable information to you and some tips to help you start getting massive traffic to your sites.

I'm happy to say that if you want to learn even more, and get in depth training to even more advanced tactics, you can join The Prosperity Marketing System

The Prosperity Marketing System is a fully customizable marketing and training platform designed to help network marketers build their primary business, or just learn how to effectively drive traffic and market online.

Plus, you will have access to the full system and the ability to earn extremely generous 100% commissions! The Prosperity Marketing System ties together all the strategies you've learned in this ebook to build your list, track your results, build opt-in pages, and more all in one neat package... so its super easy!

Join the Prosperity Marketing System today and start growing even more!

Thanks for reading and I wish you the best success!