

**Profit**  
ACADEMY

# MODULE 6

## SEGMENT 4



Tom Hitchens: This is Tom Hitchens. In Module Number 6, we're going to talk about time to get traffic. Now, again, I want to remind you that this is a review of what you've already been doing on this segment of videos. There's a lot of material here, and what we're doing is we're basically reviewing where we are at this point at the end of Phase 1. Because before we get into Phase 2, we're going to be talking about something completely different, something to advance your business, but these are the basics that we're talking about here in review.

Traffic is something that I want you to look at a little bit differently in this video. I want you to step back and look at your business from a distance. I keep saying this and I'll say it again. I want you to look at this video and think about you looking at the forest and not the trees. Don't be so focused on the detail. I want you to think now about actually building your business and think about what it looks like when it's done. I want you to think about a plan to build this business before you actually begin.

It's a real simple plan. I have said many times in other videos that I've done that, and I'll say it here again, the setup of your business to the point where you actually are generating cash flow using a simple sales funnel with a landing page, a transition page, and a thank you page, can be set up in one day. One simple day. I want you to drive traffic to that simple sales funnel in the same simplicity that you built your business in that one day. You don't need to get crazy about this.

All you have to do is some networking. Or you go out and find traffic in some other places that we're about to talk about, but when you send traffic to your landing page, then it basically becomes almost auto-pilot and all you're to do as the pilot of that craft is to just optimize it as it goes along. Once this thing starts to fly, once it takes flight, it really will fly on its own. [00:02:00] You just have to maintain the direction it's going and make sure that all systems are go and it's really not that difficult. Let's look at the traffic ideas and just review them.

Now in this class we're going to talk simply about paid traffic, free traffic, and the various types and sources of traffic that

you can get. Now when you do a Solo Ad, you are essentially renting someone's list. This is the fastest way to build your list, and it is the way that I started my list, and I know most people probably did the same. It's a great way to test out your sales funnel and test out all your mechanics to make sure everything's working before you scale it up and really pump traffic to the funnel.

I would recommend that you start small. Go out and through your networking or through other sites that we're about to talk about, you'll be able to generate traffic any time you want. Many people believe that traffic is the problem. "Gee, I built this wonderful thing and I just can't seem to get enough traffic." Let me tell you in simple terms, traffic is not the problem. It is not. Traffic is a commodity. It's available for you in as ample of a quantity as you want to pay for. There is as much out there as you want to buy, so the easiest place to buy it and the quickest place to buy it, and the most controlled way to buy it is by doing Solo Ads.

When you buy a Solo Ad from someone, you can choose basically how many clicks you're going to get. I'll show you here, in just a moment, some of the sites that I'll use or the sources I'll use where I can literally buy 100 clicks if I want them. And 100 clicks is a great way to start to test out your sales funnel, because now, before you send a lot of traffic to your site, or to your funnel, and you start to recognize, "Oh my gosh, I've got the wrong link in my 'thank you' page offer," or "I wonder why the emails aren't populating my auto-responder." You want to do that on 100 clicks, [00:04:00] not on 10,000.

Use your head and start off small and just rent someone's list, for a very small amount, of traffic to test out all the systems and then you could scale from there. You could buy 300, then you can buy 500 clicks, then you could buy 1,000 if you want – just keep going. Scale it up from there, but just make sure that all systems are go. It's a great way to build your list and as long as you have a way to monetize those leads as they come in, where you're actually able to return the money back to your pocket that you're actually investing. Then it's a good proposition for you and you can just continue to build your list based on this formula.

You can use Clickonomy – Clickonomy.com. It is a website put together, Anik Singal is behind this and I think it's a wonderful thing that he's added it, because it gives us all a chance to go out and find a variety of different people that are selling Solo Ads. People think of it just as a traffic site, but it's not. It's a networking site, because you can meet people that you ordinarily would have never met before, and these people are looking to sell traffic as much as you're looking to buy it. Rent their list for a day or for one email or keep going back to them if you like the traffic they're sending you. Get as much traffic as you want as easily as you can, right here at Clickonomy.

Another area is to network, as I said, and you can start that process by either networking with the people that you're knowing and meeting in this business right now or you can meet new people through Clickonomy. You can go to other areas, but networking is a really cool way of doing it because once you network with someone, you can share ideas. You can share traffic through Solo Ad swaps, where you actually send a Solo Ad for each other and try to match the number of clicks one is sending to the other, and it doesn't cost you a penny.

Networking is wonderful and I strongly recommend you do that because it's a great way to start your business in that one day. You plan your business out, you [00:06:00] talk to the people that you're networking with, and you get it all set up and then all you do is execute your building plan, your execution plan, you test the systems and then you start driving traffic. Now you're in business. It's as simple as that. It just doesn't have to be any harder than that.

E-zines and newsletters are a wonderful way to also get traffic to your list, and you get that through networking. Paid traffic on the Internet can also be done through Google, like pay-per-click ads, or keyword search terms, things like that. You can buy a click and pay for each click as they come in. You can get involved with newsletters. You can go out and find, just search for newsletters and you'll find people that are actually advertising their newsletter. Then you can go to that newsletter, contact them by email or by phone, however they allow you to contact them, and ask them if you can rent

their list for the day through an email, or buy an ad on their newsletter.

You can also pay a flat fee for a mailing to someone's newsletter where they're not guaranteeing clicks to you, they're just charging you a fee to send traffic to you. I've done that. It just depends on what you like to use. You can also advertise using banner ads, and when someone clicks on that banner, it drives the traffic to your landing page and your sales funnel. You can always use other Internet ads as well.

You could do offline events. For instance, if you're getting involved with someone that is doing an event and they're advertising it through a newsletter or a newspaper ad, you can advertise in their print advertisement, what your landing page URL is. If someone likes the message that you're conveying in your ad, they will actually jot down that URL and on their mobile device type it into their mobile browser, and there they are, landing on your landing page.

Paid traffic and social media works hand in hand. [00:08:00] I wouldn't even consider doing one without the other. Facebook is a wonderful place to buy ads. Twitter Pinterest, Google – put a YouTube channel together. Put videos out there and talk about your subject, and keep your videos short and in that YouTube channel people will be looking for keyword search terms and find your videos. Next thing you know, with the comments you've made in the description area and with the link that you'll provide, there they are on your landing page and entering your sales funnel.

All of paid media is wonderful, and you should do this in your emails as well. When you send out emails to your list, make sure that you add all of your social media icons that are linked to your various pages, and have posts in your various pages that will all automatically link back to your landing page. Make sure that you do the cross-pollination here because it's just a long-term source of traffic. Once you put out a post on a blog or on a Facebook page, you'll get immediate traffic from that, but then there'll be people that will find it later on, like your YouTube channel. Your videos will be up there for years, generating traffic for you.

Free traffic can also be found through forums. How to post through the forums, I'm going to leave up to you through other videos that we've posted here for you, but I will tell you that forums are a great place to be and a great way to start off. It is a little time consuming, but when you start to develop a following and a trust level with people that are reading answers to questions that you're posting on forums, or different information and contributing factors that you're adding to the forum conversation, you'll find that you'll get a lot of traffic from that.

By putting or embedding links into your comments, it's a great way of actually taking a phrase that you've written that is a key phrase, and answering a question and linking it to a blog that you've written. Or some other form answer that you've given, or your Facebook page, will find [00:10:00] traffic for you because people that will tune into your message will then click your links because they'll want to hear more about what you have to say. Many of the people I'm following today, I'm following because of that reason. I found them through all of these different methods I'm mentioning to you.

Don't spam in a forum. Keep the conversation conversational. Keep it friendly and cordial. Don't get confrontational at all in a forum because that's the fastest way to get kicked off the forum and to build a bad reputation for yourself. You're looking to contribute, you're not looking to pick a fight. Get the traffic. Don't get kicked off. Ask questions with a back-link. That back-link was what I was talking about earlier. If you actually have a conversation that you're contributing to, link some of the words or a key phrase or a term in your answer to one of your pages.

Forums will generally allow you to do that. Check the rules in the forum before you start posting so you don't break the rules, but if they allow that back-link then please, by all means do it, because that's why you're in the forum. Answer questions with a back-link. Answer questions with a back-link.

Now free traffic can also be found on Kindle book launches. You can do SEO advertisement, blogging, set up a blog post, do article marketing. Article marketing is nothing more than

you simply placing articles as a guest blogger on other people's sites, or you may be looking for places that will allow you to guest blog or write a guest article on their website. These are a great way for you to build a following because someone will be reading an article that you've written on another website and they'll tune into your message. And with your back-links, there they are over on your sites, looking at your Facebook page, checking out your blog, going to your landing page, getting on your email list.

You can do free reports and offer them for free on some of these [00:12:00] sites that you'll be visiting. And you could do press releases, talking about various things that you're proud of, launches that you're now instituting in your own business. These are all ways to generate free traffic. Free traffic can also be done by joint ventures with some of the people that you're networking with or people that you're friends with. You may develop a product and cross market that together on each other's platform. Joint ventures are a great way of actually promoting each other's business and also building each other's list.

Social media is a way that you should be meeting friends and asking them for opinions and cross-posting on each other's pages. Solo swap ads that I mentioned earlier are a great way, I just did one this morning. I had a friend contact me and ask me if I wanted to do a swap and we did that. I took that person's ad copy with their link and sent it out to my list. These people were actually giving out free gifts today, so I'm always looking for free content for my list. I want to send it out as a form of good will, so I sent it out.

I don't get any money from that when someone actually sends out a Solo swap ad for me. They're sending, though, my link to my landing pages or whatever I want to send traffic to, so this is a no-cost, win-win situation for both of you. Maybe you're into communication and you like to use audio and you're good at audio. Set up a podcast channel. When you set up that podcast, put regular content out there that you will eventually be recognized for. That's branding your own message, finding your voice. Podcasting is a great way to get free traffic, and then you can generate that into tele-seminars if you want to.

You can actually start driving people to a landing page or an opt-in page, promoting a webinar series or a weekly webinar or a monthly webinar, whatever you want to do. These tele-seminars are a wonderful way to generate free traffic because you can link inside that tele-seminar for someone [00:14:00] to write down the URL. Or, you can post it somewhere with a clickable URL under that webinar video replay, or just do live webinars and record them and send them out to your list, which will get passed around. Put it on your Facebook pages and your social media pages. Do a critique of it and put it on your YouTube channel.

These are all methods of getting free traffic. You see what I mean? Paid traffic or free traffic, traffic is not the problem. If you have a problem getting traffic to your website, it's probably the problem is you. You're just not buying things properly and spending your money to get a good ROI, or you're not generating enough sources of free traffic. Of course, free traffic is going to be monetized just like the traffic you're paying for. If you blend the two together you should be breaking even, as close to breaking even as you can, very shortly after you spend money to invest in paid traffic. Work this into your strategy of doing both: free traffic to offset and augment your money that you're paying for paid traffic.

Let's review. Paid traffic and free traffic can be used together as a strategy to generate dollars to your sales funnel, and we've talked about the types and sources. I wish you luck on that. Now I want you to start thinking, as you end this video, about how you can actually make this work in your business. Think about it on the macro, not on the micro. Look at your business from a distance, and look at your traffic issue and your strategy from a distance and think about, as you build your funnel, how you're going to feed that funnel with traffic. It's an easy strategy to do and the more you learn about traffic, the more success you'll have. Good luck to you.