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Maximizing Clicks

I am going to give you my best attempt at maximizing clicks. I figured that the best way to do this is the kind of thing I don't know, I think it's best illustrate it. I was going to do slides but yeah, I thought drawing this out for you could help you understand a little bit better, and not only will it help you understand how to maximize clicks, but it's going to let you know of how good of an artist I am because I'm like Picasso with this digital pen. You're about to see that.

Let me go ahead and just set the size of it because right now it's like huge and I don't want to draw that big. So, what I want to do is just reduce the size of this, I'm using a little Wacom tablet. So that's a little bit better. What I want to do is kind of draw out for you what a funnel would look like if you're maximizing the clicks. The type of funnel that we're talking about here is primarily an affiliate funnel. So, it's one where we're trying to get people to click a button and what I'm going to do is just draw that button like this and let's just say this is just a regular button and it just says click here or some kind of action text.

Obviously, you're going to want some sort of call-to-action text or some action text in there. There may be a call-to-action headline above. The button will probably have some sort of call to action in front of it. Now what's important is that this button is located on a page obviously, so let's say this is the page and this page is making an offer here. It'll have a headline and then some sort of an offer. Now, this can be done through a video, it can be done to text sales copy or whatever, the button click is what you're trying to get.

You're trying to get the person, the visitor, to act on this page. Now, what you're going to do with that action is going to determine the benefit of that traffic and this is important because you're going to likely be spending money to get people to this page. It might not be money per se but it's going to be some sort of currency, maybe it's even something that's more valuable than money like time, maybe you're spending a lot of time doing SEO, or driving traffic in one way or another to this to this page.

Now after all that work, you want to get the most possible use out of this button. There are three, four, but we're going to focus on three but there are four things that you want to accomplish. Four things that you want to maximize out of every click. Now, usually what we'll see on pages like this where there is a landing page is, it will be an opt-in form okay so, what I would do is write about here an opt-in forum. I'll make a field here.

This is usually for a name, or an email, it should be an email address obviously. But sometimes, you'll see two fields where it'll be the name and the email, sometimes you just see the email. I've had a lot of success using just an email field as well as the name and email field on a lead

capture page. But there's also one click capture methods like, "Click here to subscribe with Facebook" or "Click here." And it's going to pull your data from some other source that that person might have opened and those are very powerful tools because you're literally skipping a step that the person doesn't know must now type in their name or type in their email.

They just need to click the button and there may be a third party pop up or something that says, "You're about to share your information with this company," or whatever but usually, doing it this way and eliminating that extra step increases the amount of opt-ins that you have. So, it's a very powerful tool. What I want to talk about though is what you should be doing after this part here to maximize your return on that traffic. Whether it's a return on your investment of time or a return on your investment of money.

You want to increase, well this will be my little increase arrow, your ROI and there are a lot of ways to do it. My wife and I have gotten good at this because since a very early time in our career, we started focusing on methods that would go viral. So, we started thinking okay, well, we're not that good at getting clicks. So how can we maximize the little number of clicks that we do get. One of the things I focused on in the very beginning was how do I get the people that clicked to bring more people that will click.

So, we started focusing on viral tactics and offering people bribes, "Hey, if you share this with your friends, we'll give you this extra free thing," or whatever. But generally, giving a free thing on this page is important. That is kind of like the ethical bribe. So, I'm just going to call it EB. The ethical bribe on this page is what gets people to click. But there are four things that we want to do and I'm going to name them here. One of the first ones is what I alluded to and that is, you must have a viral component okay if you want this to grow and grow fast and if you're that newer marketer that doesn't have a gazillion people on their mailing list and you're just starting to do this.

You're experimenting maybe with some paid ads, or some solo ads, or some time, some SCO, or some Facebook posts, or whatever the hell you're doing on this part, whatever you're doing on the traffic part of things right. To maximize it, you want to try to get that traffic to invite more traffic, so the first thing that you should be doing is adding a viral component. That should be number one. At least it is number one for me. Number one is some sort of viral component. What could you do to create a viral component?

Well, you could offer a secondary ethical bribe. Maybe some sort of a contest or an ethical bribe, "Hey, if you share this with your friends, you're going to get this and that. If you post this on Facebook, you're going to get something else free. If you email this to six people," you could basically reward people that opt-in, that click by inviting them to invite more, to bring more people to click. There are various tools that you can use to do that. But do something that is going to generate more traffic from your existing traffic.

Now, this works well because you're dealing with someone that's already proven to you that they are willing to click something and give you their own data in exchange for something free. So, if they're willing to give you their own data for something free, then they're likely to refer someone else to give you data to get more free stuff because what you have on your hands here is somebody that is willing to do stuff to get free stuff.

So, this is why viral tactics work well and that should be the first thing that you're doing because the reason that this is, to me, is so important is that this kind of creates a self-perpetuating process. I don't know how accurate this is anymore, but just Facebook alone. Facebook used to say that the average user has 130 friends. The average user has 130 friends. So, imagine if this person just opted in to get your free, I don't know dog training book, they opted in, they clicked the button to get the free dog training book.

They have friends, 130 of them to be according to Facebook on their account and you got to assume, if they're dog lovers. They must have some friends that are dog lovers and now, your dog lover training book offer thingy is displaying to their 130 friends. What if just 10% or 5% of those people go ahead and come to you. You just got 13 visitors, or you just got seven visitors. You just got seven to 13 new clicks or new visitors rather. Not necessarily clicks, it doesn't mean that the person coming is going to click but nonetheless, from that one click, you just turned it into an average of seven to 13.

That is going by old numbers, I don't know what the average amount of users are on Facebook now that you're watching this because this is obviously being recorded. Putting this in place helps you maximize the amount of return that you're getting on your investment of time and money. so, it just makes sense to do something viral whether getting this person to share your page on Facebook, or getting them to email their friends about it, or refer people and somehow, I've seen people do contests where you accumulate points for the more people you share.

Let's go into another thing. So, what else do you want to do? And I'm going to call this the second most important thing. But it's arguably the first but for me, I would say building your list is probably the second most important thing. You want to capture that person's email address, and this is important for a few reasons. One of the reasons and probably the most important reason is going to be so that you can email this person. Believe it or not, these are symbols or maybe I should just select a little envelope picture.

I told you I was going to show off my mad drawing skills. These are emails that now you can send to this person. Thereby again, once again, increasing your opportunities to monetize them or make more use of that traffic. For example, let's say that the purpose here was to get them to buy something. Maybe you have a dog training course and you're giving away a free dog book to get the person to buy the training course. But they didn't buy the training course. All they did was get the book because they don't know you yet.

You still haven't built enough trust. Now because you're on your email address, you can send them an email every couple of days. Maybe you have a pre-written sequence of 10 emails or maybe 150 emails or whatever and they're going out daily or every two days or whatever. Now, each one of those emails is an opportunity to get that person back to your sales page. Okay, so reinjection is what we call that.

So, you want to do this for reinjection. So, you can re-inject them into this very funnel that they might have abandoned right after they got the free things. So, reinjection or affiliate marketing. You can also promote other things. Maybe you've got a cool dog collar offer, or a flea shampoo, or something and you have now a list of dog lovers and you can do affiliate marketing. So, you've accomplished two things now with this one button. You've created viral traffic, and self-perpetuated the process and you've also started growing a list.

But I told you that there are four things. And at the very least there should be three things. So, the third one, we already kind of alluded to it. The third thing should be that we are selling something. We should have a product. When I say product, I mean this could be one of two things. So, this could be your product. So, you can be a vendor here in this scenario or you could be an affiliate. But what's important is that after you've done the viral thing and the listing. You still got the ability to direct someone or what we call redirect someone the moment that they click the button.

So, there's no reason why we can't have code behind this button that says, "Okay look, when this person opts in, I want you to create a popup that allows them to share, I want you to also take that email address and put it on my Aweber and start sending them email number one. right when they do that, I also want you to when they close that window to send them to this product offer at www.myproducts.com." Right and obviously, that's not a real site that I know of, that's just me giving you an example.

What about if you don't have your own thing. Well, if you don't have your own product to sell, you don't want to waste the traffic. There should never ever be a situation where somebody goes and clicks your thing and then they just end up on a blank page or pages that say, "Okay, thanks. Thanks for opting in. go to your email." No, you should send them to something, you should always send your traffic to something. Because you know what, maybe not everyone will act, but somebody will.

I can guarantee you if you're not sending them an offer, you won't make any kind of sales. But if you send them to an offer, you will make some sale. So why not even if you're not promoting your own dog training course, why not send them to somebody else's dog training course being at that this is a dog lover that you've now gotten to refer more dog lovers that you've now put on your list. Why not go ahead and at that same exact moment and time when they click that button, send them to somebody else's products.

So, it's going to be theirproduct.com instead of yours. Obviously, that's not a real website, don't type it, it's not going to take you anywhere. What's the fourth thing? Well, the fourth thing is we again, we also alluded to it earlier and that is the ethical bribe part here. Where I said give them an ethical bribe to get them to reshare or to share more to bring more people. Well, you can also give them a download. What I would say here for number four is give them some value. Those are the four things, and the valuable part is important because some people miss this.

They realize that okay, you got to give them something to get them to click. but don't be so focused on going viral, and building a list, and producing some cash by sending them to an offer that you forget to deliver something valuable which is what they opted in to begin with. So, you might say, "how am I going to send them to both a product and deliver value at the same time?" Well, this is easy to do if you're sending them to your own product because it's easy for you to just put a download link right at the top, or put some sort of a banner that says, "Download your thing here," and then your product offer goes beneath that.

This could be your headline and then your video right beneath that. You can do that because you control this page. It's your page, right? This is my product, so my page. It becomes a little difficult to do though if you're promoting an affiliate product. How the hell are you going to put your download offer at the top of somebody else's page. Well, there is a way to do that, we have a product called Viral Traffic Boost that does that for you. It enables you to do all these things with one click.

So, what I want you to take away from this though is the four main things that you want to be doing to maximize your clicks. Okay you want to maximize your clicks when you are doing any kind of affiliate marketing. If you're not doing this, you're just wasting clicks. You're wasting traffic, you're wasting money, you're wasting time. whatever it is you're doing here to send traffic, if you're not quadrupling your efforts by creating some sort of viral component, capturing leads, putting them on a list, reinjecting them and doing affiliate marketing to them, sending them to a product whether it's a vendor product of your own where you control the page, offer the download, the ethical bribe up on top and then the product beneath it.

Or even an affiliate marketing product, somebody else's product. So, you don't must create a bribe and still make commissions. Well, you can use a tool and I'm sure there's others out there. We could use something like Viral Traffic Boost to layer a banner with your download right on top of it. Literally on top of somebody else's page. You can do that. That technology is available. You can do that, but when you're thinking like this, this is how you maximize your efforts. this is how someone, or a newbie basically, someone that doesn't have a big list, someone that doesn't have a lot of experience, someone that hasn't been in the game a long time can get a competitive edge in affiliate marketing and start growing their list while making money, while driving traffic, while providing value.

If you're trying to do things the old way, if you're just watching some old YouTube videos, or grabbing some old PLR that tells you, "Yeah, make a squeeze page. Give away something free. Build a freebie seeker list, buy solo ads." You know what's going to happen is, you're going to go through those things and you're going to find the process is long, it's tedious, it's troublesome and in many cases, it just doesn't work the way that it used to.

But if you do things like this, you're going to be staying on top of the cutting edge. you're going to be creating clicks and maximizing those clicks by creating viral traffic that self-perpetuates your funnel, by building a list that you're using to reinject that visitor back into the funnel where they're going to either buy your product, or buy that affiliate product, and you're also going to be providing value by giving them something to download. In that value, maybe I should add here, I didn't specify.

In this value, you want to build trust. So, you want to increase trust. So, "How do we do that? How do we give value and build trust?" Well, whatever it is you're giving them, you want to use that as a tool to build a relationship with the visitor. So that thing that they downloaded from you should tell them a little bit about you, should tell them about what you're doing, why you're doing it, and make a connection with that person. Try to build a relationship with them in that text, in that information that they're downloading.

For example, if this is a dog training part or whatever, have some pictures of your dog, have some stories about you and your dog. Make that connection with that person and increase trust because when you're doing that here with the value, it's going to increase the effectiveness of this email sequence, it's going to increase the likelihood of this customer to buy an affiliate product or a vendor product from you in the future. Because there's three things that you need; people need to know you, they need to like you, and they need to trust you if they're going to buy from you and do business with you long term.

Those are the four things that you should be doing to maximize your clicks. I hope you've enjoyed this video and whether you're using something like Viral Traffic Boost or Buzzinar, or whatever to do this, to go viral, to build a list, to promote products and to establish a relational value. I want to make sure that you understand that this is what's needed today in today's marketplace for you to maximize your clicks and build a business in record speed. I hope you enjoyed this video, and I look forward to seeing you in the next video. Take care.

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