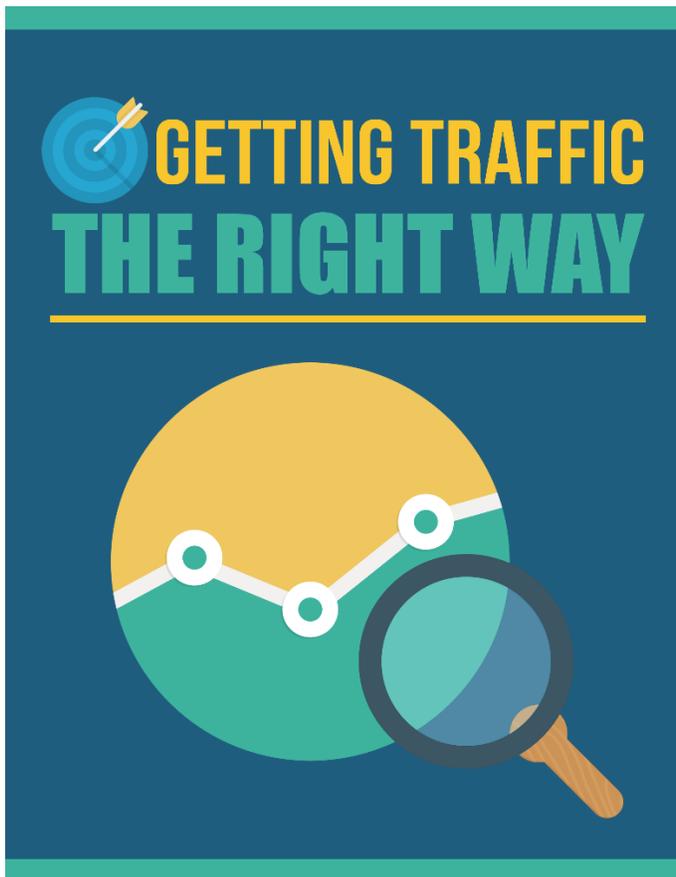




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Getting Traffic the Right Way

In this video, I'm going to talk to you about getting traffic. A lot of people get this all wrong. They put the cart before the horse when it comes to traffic. It's not completely your fault, but I'm going to cover the key fundamentals that you must master if you're going to attract visitors to your website.

The reason that I said that it's probably not your fault is because there's so many gurus out there, so many people out there, so many internet marketing teachers and coaches and whatever you want to call them that they teach you how to make a product, they have training courses that has like ten modules in it and after they teach you module one, how to create your product, module two how to build your website, set up your host, editing your video and all of that then they leave traffic for the last thing. They're do like one little video in the end on how to get traffic.

It's the most important thing. Your business cannot exist without traffic, without customers. There must be a demand for your product. If that demand does not exist for your product before you create the product, then you know what you're going to must do after you create your product? You must create the demand. That's no fun. That sucks. That's going to make you miserable.

Let's talk about it. First and foremost, the traffic comes first. Anybody told you any different, they're either in a totally different industry, they don't understand internet marketing, or they're flat out lying to you. Because the reality is that you need to identify a market. You need to identify and assemble a group of hungry people, and you need to feed them. It's much easier to create a product for that traffic than it is trying to create traffic for a product.

Let me tell you something, if you've got to go and try to get people to your side every single day, your internet marketing life is not fun anymore. It becomes about trying to make sales, it becomes about trying to get people to your site, instead about creating. It just totally dominates everything.

Driving in traffic is not fun. It's time consuming, it's expensive. Speaking of expensive, you need to know this. A lot of people, they're like "I want to know how to get free traffic." You know what? If you're still stuck in that mindset, "How do I get free traffic to my site." You know what? You're thinking the wrong way. You're not thinking like a business owner. You're probably going to fail.

Deal with what I just said and know that you're going to pay for your traffic. One way or the other, you're going to pay. The sooner that you face that reality, the better off you'll be and the much more successful you'll be.

No traffic is ever free. You're either gonna pay for your traffic with money, or you're gonna pay for your traffic with time. But traffic is not free.

I don't know about you, but I can always make more money; I can't make more time. I'd much rather spend money on traffic than time on traffic, especially when that time that you must spend to try and create free traffic, it's not fun. That's much more expensive than paying a couple of bucks to try to get traffic to your site. You're going to pay for it. You know what? If it's me, I'd rather be spending that time with my family doing fun stuff that I like. I don't mind spending a couple of bucks for traffic.

It's so funny because as a society, Frank Curran said it best, not as a society but rather as a community, as an internet market community. You could take any internet marketer, and you'll pull him out of a crowd in an event and you say to him, "Hey, how many products have you bought in internet marketing?" Most people will right away put their hand on their forehead and nobody's like, "Oh God, I spent thousands of dollars, I've tried this."

Maybe you, right now, you're going and saying, "Oh my God, he has been doing this for three years and still hasn't made any money, I've spent \$6,000. That time when I went to that event, I'd spent \$2,000 in the air fare, in this and that and the other thing." If that's you, you'll spend all that money to go to an event, to buy a thousand-dollar product about making videos or whatever, but you won't spend a hundred freaking bucks on pay per click traffic to get to your offer to test something.

Just because of the way you're wired, you want to get it free. For some stupid reason, most internet marketers think that traffic should be free. That mentality is not a business owner mentality.

With that said, keep something in mind. No marketer ever has said, "Stop the traffic!" Just because traffic is something that you should look for first, and that you should find before you create your product, that doesn't necessarily mean that you shouldn't look for ways to keep attracting traffic after your product has been created. That's the kind of stuff that I'm going to talk about right now.

I'm going to talk about the three most important things that you should be doing, the tactics that you should be following to get people over to your site. I think that this is going to be a reality check for you, maybe it already has, maybe just the stuff that I talked about. This slide right here made you realize, "Oh, wow shit. I'm doing this as a business. This isn't a hobby. I've invested time and money." So, if that's what you're thinking, then you're on the right wavelength right now, we're on the same page.

First and foremost, Kerry Wilkerson, I am not gonna take credit for this statement, build a stadium. I saw her talking about this once, she did an excellent presentation about it. A lot of you

out there are trying to build an audience but then you don't have a stadium for them to sit in. Build a stadium first.

People usually jump right to attracting the crowd of prospects. But then they soon realize they have nowhere to assemble them. You need to have a stadium before you start selling tickets. The idea is to be able to stand on the stage and be revered by your audience. I talk about that all the time. The word revered is something you hear me saying all the time.

When you assemble yourself as an authority in your niche, in your marketplace, you're revered by your people. They look up to you; they flock around you; they want to be around you and buy your stuff. You assert that position in your market when you assemble people, but you must have a place to assemble them at.

You don't just start paying for traffic whether with time or money, especially with time. You don't just go and put all this time and effort to get free traffic and then not capture those leads, not put them all somewhere, not assemble them, that would be stupid. Why are you doing that? Because you're probably just following somebody's advice that is just outdated and inadequate and that somebody doesn't know what they're talking about.

You got to assemble a place where you're gonna be revered. A place where you're gonna rule and you're going to be respected. Then, you've got to bribe people to come in; you've got to give them free tickets to the show. They'll gonna love you.

Let me tell you something, I did a job, we used to do door-to-door sales. That's very, very successful at it, that's how I met my wife. When we were doing door to door sales, we were selling Pizza Hut coupon books, for the popular Pizza Hut chain.

Did you know that we sold more pizza at Pizza Hut than Pizza Hut did itself. The business model was brilliant, it was brilliant. You see, what we did is we approached Pizza Hut, and we said, "Hey, how much money are you guys going to spend on advertising this year and hope that it works?" "We're going to spend a million dollars."

"Are you open-minded enough to think of another way? What if I said to you that million dollars, is it going to guarantee you an exact amount of people to walk through the door?" "No, it's not." Yeah, there's no way; there's no way that radio ads and TV ads can guarantee you an exact amount. They can put figures about ratings and how many people watched, but they can't guarantee shit."

We approached Pizza Hut, we said, "Hey, listen, what if I can guarantee you, what if you give me that million dollars, and what if I can guarantee you that people will walk through the door. Instead of putting that money into air waves, why don't you give me \$1,000,000 worth of free pizza coupons? What I'm gonna do is I'm going to go out and give those pizza coupons to people and people must come through the door to redeem them. When they're here, you can sell them

sodas, wings, sandwiches, pasta dishes, whatever else you do. You're literally guaranteeing to get somebody in, and if they don't come in, you didn't waste that money anyway."

It's a brilliant concept, but the thing is you must understand, it's a bribe. It's a bribe. I'm giving them free stuff. It's very smart to do this. Instead of spending that money on advertising and hoping that it works, they were guaranteeing that that money—which is going to cost them a lot less by the way—they're going to bring a person through the door. You got to bribe them in there.

Once you have assembled that place, and that place could be, "What do you mean I've got to buy a pizza," no, listen, assemble a place where you can keep those people, where you can communicate with those people. Nowadays, it could be a Facebook group, it could be a blog, it could be a forum, it could be an auto-responder list.

Have a place where you're attracting them too. How are you going to get them there? You're going to get them there by giving them free pizza coupons. What's your version of a free pizza coupon? What can you do to get people to come and sit down in your stadium so you can stand on the pedestal and preach to them. What are you going to do? Build a stadium first. I thought that was a brilliant concept.

The ideal thing to do is first find the hungry market. I talked about this a minute ago. Find a group of passionate individuals that are willing to spend money to solve a problem.

A lot of people go out there and they find enthusiasts. There's a big difference between just an enthusiast and someone that has a common interest and a common problem. What you need is to find a group of people with a common problem, not a group of people with a common interest, a group of people with a common problem.

Just because you found a whole bunch of people that like PS2 games or whatever, they don't have a problem. If you found a whole bunch of people that have a problem getting into a certain level of a specific PS2 game, now, you've got an audience that you can sell something to. Because all you've got to do is solve that problem and then bring that solution in front of them. Put it in front of them and say, "Here you go! Buy it!" You found the traffic before you created the product.

You've got to find a group of passionate individuals that are willing to spend money to solve a problem. I mentioned the spend money part in there. Back in the day, a lot of people-built ringtone sites, ringtones, like, a big thing that you would buy and put on your phone. But the thing is that adults with money don't buy a bunch of ringtones. Not a long-term big scale profitable market unless you have a whole bunch of other things. It was kids that didn't have the money. It's got to be a group of people that have a need, they have a problem, and they want to send money to do it.

People are much more willing to spend money to solve a problem than they are to enhance something that is already working. Keep that in mind.

What you want to do when you find that group of people, you want to infiltrate them. You got to infiltrate that group of people; you got to learn everything you can about them. You have got to create a place now that you're going to be able to assemble them and that they can recognize you as an authority.

For example, I'm not a video game person, so if I wanted to go into that video game needs, the first thing I needed to do is that I've found out that there are people playing this game whatever World of Warcraft. I must learn everything I possibly could about that game, but I don't must be an expert in playing the game itself. But I must be an expert on the game; I must know about the game. I must be able to relate with these people's problems having trouble killing the guy in level seven.

I must figure out a way to do this, so I'm going to go out and research this. I'm going to go out and do the legwork that they're unwilling to do. Because most people just like to congregate and complain about shit instead of going out and finding a solution and elevate themselves.

What I'm going to do, because I'm a different kind of person, I'm an action taker, I'm going to identify their problem and I'm going to go out and find a solution to that problem and I'm going to come back and bring it right in front of them and say, "You want it? You got to pay for it though."

That's how I'm going to make my money, by creating a product for the traffic. The cool thing about it is there's an infinite, infinite number of possibilities out there for people that have problems, groups of people that have problems and that need to be solved.

Here's a cool thing about it, if you assembled a stadium now, you'd get an audience of game players. Now you've got an audience of people that'll listen to you because you solved their problems for them. That's an important thing to keep in mind, once you've solved a problem, now you're building a repertoire, now you're building a relationship, now is when you become revered.

I heard a story once about how stockbrokers would become successful in the 80's, what they would do is just play the numbers game. They played the law of averages. They weren't any good at picking stocks. What they would do is, they would just, "Okay, this stock, yeah okay. It might go up; it might go down."

I got a list, they would buy a list of a thousand people, of a thousand investors. Then what they did was they would send a postcard to that list. One postcard says, "I predict that IBM would go up in the next three weeks." And then send that to 500 of those thousand people. Then the other 500, they'd send another postcard that says, "I predict that IBM will go down in the next three weeks."

What happens? If it went down, then they would keep this market. The other market? We forget about it; we were wrong to them. Let's just keep working on the ones we were right to. So now I've been right to these people already once, now what I'm going to do is I pick another thing, I got a 500 and I pick another thing.

Texas instruments, Texas instruments going to fail. It's gonna fail in three weeks, pull your money out. Now I send 500 postcards, 250 of them say Texas instruments are going to fail, 250 of them say Texas instruments are going to do good. So, what happened now? It's gonna fail or gonna do good. Whichever won, I work with those 250 people because I've been right twice. They reverse me.

Now, I come to those people I've been right to two times, and I'll send them third postcards that says, "Hey, I've been right two times. Ready to invest money to get my third piece of advice?" Guess what? That's how they made sales.

That's not an ethical way of making money, but the point that I'm making is you've been right already. You've created something that they needed for them. Now you've assembled them, now that they're more willing to share with you their other needs and you can infiltrate them even more and they can solve more problems for you. Here's the cool thing, they'll grow that audience for you within that stadium. They'll attract their friends; they will build it for you. And that is how you create traffic.

Research their problems, become an expert in their niche, and then create an info product out of your research and put the solution in front of them. Create an information product, an e-book.

"What do you mean? I'm going to solve their problem. Okay, so here's the answer to the problem. Now what?" You got to expand it, you got to elaborate, you don't just take the answer to the product and say here you go, give me \$10.

You've got to turn that into a product. Give it a cool name, write a report about it, do a video about it, narrate it, create an mp3 about it, make it a complete info course. This is how you're going to envelope them. This is how you're going to be able to get them trained to buy things from you. This is how you're gonna assemble your audience inside of your stadium.

Let's talk about the three traffic tactics, a lot of you screw this up. They think that they have got to leave it to the end. Again, if you already have a product, and now you're going to try to assemble. This is going to become very tiresome, very time-consuming and it's very slow.

If you're getting beat up by your website, if you're looking at your opt-in list every day and it's not growing or it's growing like turtle speed, this is probably what you did, you screwed this up. You went and created a product before you did your research. You didn't go find a hungry market, now you're stuck doing these three traffic tactics and waiting for freaking ever for somebody to come and join your list.

The best thing for you to probably do is move on and do it right now. Start from scratch again but do it right. Identify a target market that you can sell to and create a product for them.

But instead, you spend the next year beating yourself up, trying to drive traffic in your stinking site one person at a time and you keep blaming other things. In the process, you spend another \$3,000 buying things that don't work because you're in the wrong niche. You created the wrong product to begin with. But you're so passionate about it.

Think about it, it's like buying property. When you buy a house, you buy a house for its quality. You buy a house because it's near your school, because it's in a good street, because of the quality of the plumbing, because the roof is good. You don't buy a house because of the pretty color. You don't get emotionally attached to a piece of property. Your product is an asset. It's an asset of your company, and if you got to dump it, you've got to dump it because it's not making you money.

Again, we're talking now about your mentality as a business owner, or rather your lack of business owner mentality if you're stuck in this kind of back and forth. Many people I talked to are common sense solutions. And they're like, "You're not being trying to make traffic design, I've spent those money." Stop! Throw the freaking site away and build one that makes money. "Oh my God, it took me a year enough already." Stop it! Stop! Are you in this to make money or console yourself? Stop! Stop!

There's three ways to get traffic; you can buy it; you can borrow it, and you can create it. Let's talk about those three ways right now.

First and foremost, buying the traffic is the part that most people are afraid of. I talked about this a little minute ago. People spend thousands of dollars buying every product under the sun but when it comes to buying some traffic and some visitors for their website, "No, no, I'm not gonna do that." Why? "Because I might lose my \$100." Well, you're a moron! Because how else are you going to learn whether your site converts, whether your video is good, whether your e-mail. How are you going to do anything if you can't visit there? "I don't know. I'm going to wait for somebody to release a product to bet and I'll buy that one."

Listen, there's absolutely no magic fairy dust that anyone is going to sell you that you can sprinkle over your laptop that's automatically makes money pop out. It doesn't work that way.

Buying traffic is commonly known as PPC. It stands for Pay Per Click. But there's other methods out there like PPV, pay per view, pay per impression, there's different ways. But essentially, what you're doing is you're paying for a visitor, and you usually put a budget up depending on what source of PPC traffic you're using. It's gonna require an investment, obviously, and there's a learning curve. I'm not gonna beat around the bush about it, it's a reality. There's an investment and there's a learning curve. You know what that usually means? You're going to lose most of

your investment, but you're going to learn. You're going to learn how to drive traffic and be profitable.

Let me tell you something, here's something important. Here's something that I learned, and started researching, and becoming good at way too late in the game. You do not have a self-sustaining business until you know how to advertise and profit from your own advertising. You do not have a real self-sustained business until you've mastered profiting from your own advertisement. You will always be dependent on someone else, whether it be a platform or a marketer; you will always be dependent on someone else for traffic.

Think about it, didn't you get into business for yourself to eliminate the dependency of a corporate structure, of a boss, or whatever? Didn't you literally come into business for yourself for the complete opposite, for financial independence? Isn't that why you're in business for yourself? Isn't that why you're slaving away at the computer even though you have a full-time job?

Why the hell wouldn't you figure out a way to master getting traffic to your site, yourself profitably in a way that's time effective, time efficient. Why wouldn't you do that? I'll tell you why, because for some stupid reason, you've got in your head that traffic should be free, and you shouldn't pay a damn for it. That's why.

It requires an investment and a learning curve. But it is by far the fastest way to get visitors to your website. I can literally put down some money and get hundreds of visitors to my website right now, today, within hours and see if something is working and either start making money or break even or lose money right away.

But the cool thing about it is, when I'm done, whether it cost me \$100 to \$200 to do that, I've learned. I've learned what worked, I've learned what didn't work, I've learned what I must change, I've learned what I must get better at.

You know what? Maybe next week, maybe next month, I'm gonna do it again, and eventually, I'm gonna master this. I'm gonna stop just breaking even and I'm gonna start making money. And now, I have business, because you know what? I don't need any guru to mail for me, I don't must start playing the kick ass JV game, mail-for-me-I'll-mail-for-you, that's a game that you'll never set a war on terror, it's unwinnable.

It's just a battle always fighting, you're always fighting that battle, you can never ever reciprocate for every single person that you need to mail for you to keep a full-time income coming in. You just can't. There aren't enough days in the year. If I were to mail a different affiliate every single day, I still couldn't reciprocate for all the affiliates that promote for me when I have a product launch, and I have multiple product launches per year. It's an impossible game.

Borrowing traffic, this is a lot more common than PPC. It's not as fast, but it's very effective. Borrowing traffic refers to joint ventures of some sort. This is where another marketer somehow sends you his audience in exchange for you doing the same. This could be done in a lot of different ways. This isn't just, "hey, you email for me, and I'll email for you." A lot of people think that "I can't do that because I only have 16 people on my email list." Yes, you can do this because you can barter, you can make deals with people.

Borrowing traffic doesn't necessarily mean that you must send traffic back. What else does that person need that you have? What can you provide for that person? What problem can you solve for them?

A lot of people don't realize that you need to provide value first; you need to provide unconditional value first if you want someone to feel obliged to you. If you want someone to feel like they need to help you, like they should send you traffic, like they should involve you in their business, especially someone that is more advanced than you, someone that's got more following than you, someone that's been doing this longer than you, someone that's already making more money than you in this industry. You've got to come to them with something they don't have, something they need. You've got to solve a problem for them.

One of the things that I did in the beginning was that I went over to a marketer that I wanted to work with and I said, "Hey, let me ask you something. If you could create any product right now, if you had the time to create a product right now but you can't. What's the product? Can you tell me the product that you wish you had the time to make right now? What's the product that you wish you could spend the next week just creating the content and just because you know it'll do well and just because your audience will love it, but you just simply don't have the time. What is it? Can you tell me what it would look like? What would it be called?"

You know what's gonna happen? That marketer, his eyes are going to light up and he's going to think on his mind all the projects he's got written down in his whiteboard that he hasn't had time to get to and all the notes he's ever taken in the last three years, all the different events, all the ideas he's had.

Right away, he's gonna spot one of them off. "You know what man, it would, be awesome if I could create a product about how to make videos." And I'd say, "hey, let me ask you some more questions about that. What would be the ideal product? What would it look like? What kind of the stuff would you teach in there?" I'd write all this down, then you know what I'd do? I go make the product for him. I go make it, and then bring it to him and say, "Hey, remember that product that you said? I met you last week and you said you needed this, and I went out and I researched this, and I made this product. Here you go, this is for you. This is for you to give. I want nothing from this.

No, I do want something. I'd like for my name to be at the bottom of it next to yours, or maybe even just my little link down, or maybe just keep this whole thing but maybe somewhere else down the line in one of your websites or something you can put a little banner for me where I can get some traffic as well. Because I want to start a relationship with you, and I admire you, I saw that you wanted this product, but you didn't have the time to do so I went out and I did this." This is how you build relationships, providing value. That's just one idea, that's one of the things I did in the beginning, one person has only ever done that with me.

I think it's a very, very powerful way to make a connection with someone. You can do things; you can solve problems in exchange. You can barter. I could use help with right now. I wish that I had somebody that knew how to upload my videos, do this, or edit my videos or I have this project where I need something transcribed, I need this done. I need that done.

Listen, I think we both have a need here, I think I could solve that for you because you know what, I'm an excellent transcriptionist. I used to be to be a stenographer, I used to work for the Atlanta City Courthouse. I'm saying that you can find common needs and you can create a borrowing or a barter type of scenario.

Borrowing traffic generally refers to a joint venture, an agreement. A lot of people think that it's only about swapping ads or swapping promotions, but it isn't. It's about swapping value. "Hey, I need something, you need something. What I need is traffic. What if I contribute a blog post to your site? What do you wish you could write about?" There are so many ways if you think about that you can get creative with borrowing the traffic that you, could make that work for you.

Let's talk about creating traffic. When I say creating the traffic, I mean originating the traffic. It means you're not buying it from some other platform that has it. You're not borrowing it from some other marketer that's assembled it. You're creating it yourself; you're organically going to build an audience. You're gonna get people to find out about you on their own.

The problem here is that it is the slowest method. It is very platform dependent. As a matter of fact, there's no other way to do this except to depend on platforms like search engines and article directories and things like that. You're literally gonna become best friends with SEO, and here's a thing, SEO works. If you know the keyword research, if you know the algorithm flavor of the month, whatever animal they're calling it this month, panda or whatever it is, because it's constantly changing. You literally become a slave. You become dependent on that platform. You're constantly trying to please that platform, and when that platform changes something, it's very likely that all the work you've been doing up until then to please that platform is no longer any good. If you're lucky, it doesn't hurt you because sometimes you gotta go back and undo all those links and all that stuff you've done because Google changed something that they no longer like or what have you.

You can organically build an audience and get people to find you by doing a lot of link building, by doing a lot of social networking. Organic creation of traffic requires saturation of the internet with your link. We're going to talk a little bit more about each one of these now in detail.

First, let's talk about buying traffic. Facebook ads, I love Facebook ads. They became very popular because you get targeted people, and you can assemble that audience to people right in Facebook.

Look, I can't even say this anymore, if you're not on Facebook, if you're not using Facebook in your business, you're silly; you're kidding yourself thinking that you shouldn't be on Facebook. We no longer use Yellow Pages, Yellow Pages are the thing of the past, and it's stupid. People don't pick up Yellow Pages to find products and services nowadays. They turn to the internet.

Now, with that said, they don't necessarily go to Facebook to find products, which is another thing. When I talk about Facebook marketing, it's important for you to realize that Facebook marketing is pattern interrupt marketing.

People that are on Facebook didn't go there to find you and buy from you. They went there to socialize. They went there to post pictures of their cat. They went there to find out what their friends were doing. That's what they're doing on Facebook, they're socializing. It's called a social network.

But you can get your product in front of them while they're there because Facebook makes it possible for you to identify people that have certain interests. People that have liked certain things, people that have certain trends and behave in a certain way, and now you can put certain ads in front of them. You can assemble them, you can assemble them on your own Facebook page, you can assemble them on your own Facebook group. You can build your stadium right within Facebook, and when you do that, Facebook rewards you and charges you very, very little per ad that you run.

Facebook is a favorite of mine when it comes to driving traffic. I'm becoming better and better at it. You can also assemble custom audiences. You can target people and retarget people that have visited your site.

One thing that you must realize is that every single one of your customers is on Facebook. Every single person that will ever buy your product has a Facebook account, and if you want to communicate with them, you can find them on Facebook, you can follow them on Facebook, you can literally market to your people. You could build your entire business around Facebook. Don't dismiss this, don't think it's not true. Trust me, everybody you want to do business with is on Facebook.

Google AdWords and Bing and all these search engines, these are also good places to run pay per click ads. The important thing to remember here is you become a metrics person. When you

are investing money daily in ads, you've got to check in and check the performance of those ads every single day. You've got to. You've got to or else you're going to get in a position where you're losing money. This is why buying traffic isn't my favorite thing to do.

Of all the ways that I can buy traffic, I like Facebook the most, but buying traffic in general is not my favorite way of driving traffic. I generally don't like driving in traffic. I don't spend enough time doing it. Because what I do is assemble an audience first, and I create a product for the traffic that I found. I'd sell them, find myself in a position where I got to buy traffic for the product. I buy traffic, then I generate traffic and create traffic and borrow traffic to enhance my already preexisting traffic based on the good research and decisions that I made to create my product.

But nonetheless, when you're buying traffic, you become that day trader type of person, that guy who's always looking on that Facebook graph, okay, how much are we spending here. Okay, this ad is outperforming this one, let's shut this one off. Let's put a little bit more money into this one. Let's shift this one. This one got too much of an ad spend, not enough profit. We're not getting the right number of clicks. Why isn't this one showing? Let's check the frequency on this. I think we've got the money too high on this, let's lower this.

You've become that person now. I don't think about you, but for me, that isn't fun. I don't enjoy doing that, if I enjoyed doing that, I would've gone into stocks. But I'm not a stockbroker, I'm an internet marketer because I love producing products. I don't like having to be that person that must go in and do that.

If you have got the funds and you can outsource that, and you can hire somebody to monitor all that for you, then go ahead, that's the way to go. But again, it's gonna create a situation where you've got to monitor your conversions every single day.

Another thing that people do when they buy traffic—and not spoken enough—media buys. Media buys are when you purchase banner spots on other people's websites. It doesn't necessarily must be directly with the website owner. There are agencies out there that sell these banner spots in bulk. You can go and run ads.

You may have heard of AdWords, where you've heard of a system call AdSense where you're running ads on Google, and they're being placed on other people's blogs. It's a form of media buying. You're buying a visual ad that Google is gonna place on a site somewhere that's part of their network. Google has the biggest chunk of money to be made on this.

But nonetheless, this is the way that it works. There's usually an agency, there's usually a middleman. There's a perfect audience in another company for retargeting. There are a lot of them out there. Some are a little bit different.

The point that I'm making is that you can buy clicks in the form of visual impressions. You can buy actual banner space on ads. Solo ads are another thing, mail traffic, email traffic. Solo ads are

when you purchase email promotions from marketers that are already in that niche, that already have an audience assembled that you need to get in front of.

There's also a generic list company like nextmark.com. You can go to a site; this is a good resource for you. list.nextmark.com. It's not free. You've got to pay for it, because again we're talking about buying traffic here. But here, you're buying targeted email traffic.

These are companies that compile leads. They literally compile data, subscription services, like magazines. If maybe you want to market to the Maxim magazine audience, the Maxim magazine subscriber list is available for purchases in chunks of 800 or chunks of 700 leads at a time.

You're paying to blast a message to that group of people, and you could say, "Okay, I want to blast only people in Georgia, or I want to blast people that are in this area. I want their phone numbers because I'm gonna send them to my telemarketer, or I want their email addresses."

These companies sell their data, and they sell their list data, and you could look at this hundreds of thousands of lists in there. You can go to list.nextmark.com then type in any niche. You could type in guns, crochet, basket weaving, fishing, anything and there are lists that are owned by marketing companies that are available for you to purchase solo ads, and email promotions too.

Here's the thing, when you do that, you better make sure you have a funnel in place. Remember, if you don't have the stadium built, don't start bribing an audience because you have got nowhere to put them. When it starts raining, you got no cover, you got no place for them, they're gonna leave you, you're gonna waste your money. Again, make sure you've assembled the stadium first, have a funnel in place, have a place to gather and be revered.

You could also buy offline traffic. That's something that a lot of people won't do. Physical mailing list like what I was just talking about is one. How about magazine space and other trade publications that cater to your audience? How about billboards? How about ads in a local area, local markets or even national or international publications or markets where there's a physical position of your website.

This is a good marketing that happened to, especially in the enthusiast niches. Fishing, bodybuilding, health and fitness, there's magazines, there's publications. There are all kinds of places that you can go and run your ad or put an advertisement.

A lot of times, something that people don't realize they can do is trade for space. If you go to a local gym, or to a local dry cleaner, you can literally say, "Hey, look, I've been coming here for a long time. I know that you've got a lot of business professionals, would you put a little sign about my company right here on your cash register? I would like a sign here that says website creation or whatever. I'd like you to advertise my website right here on your cash register.

And in exchange, here's what I'll do, I know that you don't have a website yourself, I'll build a website for you, or I'll do this or do that." There's a lot of things that you can do. Another thing you

can do if you don't want to barter with them, you can say, "Hey, can I buy this little space on your cash register? I bet you got 50, 60 people a day come over to this cash register and look at it right there while they're paying for their dry cleaning." I could have my logo, my website URL, or a little QR code that people could scan with their phone that's probably in their hand while they're waiting for you to get their dry cleaning anyway. I can literally tap into that audience. "What can I pay you for that? Can I pay you \$50?" Again, buying traffic, it could also be offline.

Let's talk about borrowing traffic, the third of the three. Ad swapping, it's a way to share your audience with someone else by mailing their offer to your list and vice versa. A couple of things to be mindful of here, obviously you need to have a list if you promise somebody that you're going to send clicks to them.

The other thing that you got to worry about with ad swapping is unequal click metrics. It is a reputation-based type of industry where you kind of want to know, who did you buy a solo ad from? I'm not sure if I'm going to swap with you because you're only going to send me 300 clicks, but I might send you 500. You must be wary of that.

Ad swapping is generally when you say to somebody, "hey, look, what if we cross promote? What if I mail to your squeeze page and you mail to my squeeze page." We're literally swapping a list. But another thing to remember is that you now share the same customers, so that guy that you got on your list is also getting offers from the person that you just got from. If you two guys tend to promote a lot of the same products, you've now just got a competitor. You're now competing with one another, on promotions, on launches and things like that.

These are some of the issues that you have with people that create a lot of ad swapping lists. Yeah, your list grows but the effectiveness of it drops. The number of clicks and sales that you're making off that much larger list goes down dramatically because you've been swapping with all these people that are promoting the same products that you're promoting. You did this to grow your list thinking you're getting much better. Not only did you just get somebody that was on somebody else's list already, but you also gave them people that were already buying from you. Again, there's ups and downs you have got to consider when you're borrowing traffic.

Traffic fusion, this is when you share fast action bonuses with one another. A lot of people have that brick-and-mortar mentality. They think they need to invent something to be successful on the internet. Look, chances are in this global marketplace, your first product right off the bath is not going to be a home run. Chances are, you're not going to be inventing a revolutionary life changing new internet marketing product right out of the gate.

The reality is that somebody else out there probably has a product already about your niche or about your thing. And unfortunately, I've seen this mistake happen so many times. So many people say, "I'm going to do some research before I determine." They're like, "Okay, I'm gonna set

out to do some research because said that I should go and try to find the traffic first. Let me go and find out.”

I’m going to start by going to ClickBank, let me type in model airplanes in ClickBank. Let me see if there’s any prices, oh my God, there’s 35 people, I’m not gonna get that because there’s already 35 people with products in there. That’s an ideal niche! Why do you think that there are 35 people out there? Because obviously there are people buying model airplanes tutorials. That’s why it is a good niche to get into. Again, I just pulled this out of the hat, don’t take my word for it. Do your own research.

In the traditional brick and mortar business, you go, and you look in an area, scouting out an area to open up your barbecue restaurant or your fur-coat store or whatever the hell it is you want to sell. One of the things you do is you look around for competition, and you say, “Oh man, there’s a barbecue restaurant right on the corner there. This isn’t a good street to open on because you know what, I’m gonna be competing with that guy. I need to find a street where there’s no barbecue restaurant.”

That’s the mentality that you kind of bring from the brick-and-mortar world. That mentality is garbage on the internet, it’s only gonna get you into trouble. It’s stupid, don’t think that way, it’s a scarcity mentality. We live in an abundant technological world where technology is rapidly, rapidly advancing and when your competitor is your friend.

Yes, take that brick-and-mortar mentality, turn it upside down and realize that if there’s a lot of people that already has the similar product in that industry, you automatically just got yourself a whole bunch of affiliate partner, you have a whole audience that you can approach for fusion of traffic. You have a whole audience that you can approach to borrow traffic, for swapping traffic. You’ve got a whole bunch of products now that you can look at and see what is good and get ideas from.

You have friends now, and traffic fusion is when you approach one of those people and say, “Hey, look, I’ve got a product that could complement yours and I’d be willing to put a free version or free download. I’ll give it to you; you could give this to your people inside your members’ area and would you be willing to do the same for me?” And vice versa.

What happens is his buyers see your product in his members area, and they download it for free, now they’re getting to know you. You’re fusing one of another’s traffic. You literally have a little offer that says, “Hey, fast action bonuses for those of you that just purchased. My friend, neighbor, partner, joint venture partner or affiliate friend, wants to give you this free gift as a bonus for you for joining my site. Here you go, get to know him.” And now, that guy is adding value to his own product, he’s giving something free, an unadvertised fast action bonus to someone that just joined his site, and those people are now getting to know you because they’re gonna see

your site, your link, and that product. This is how you fuse traffic and borrow traffic from somebody else.

Guest posting on other people's blogs is another big way of exposing yourself, not exposing yourself the way you're thinking. But, exposing yourself to a new audience, getting in front of more eyeballs.

The thing with this is when you're doing this, make it valuable, approach that person like I was talking about earlier. Approach that person and ask them what they need, what's the blog post that they wished they had time to create? Go out and create it for them. Go out and co-write it with them, and say, "Hey look, here's the content, do with it what you will, post it on your blog, if you want, I can do it for you. Make me an editor on your blog, and I'll be more than happy to go in there and help you out with stuff like this. Add just like a little research box, or maybe a little widget or maybe you could just put my link on your blog roll so I can get a link back."

The key that you want to do with here when you guest post is don't use duplicate content; always create original content. Don't be that guy. "Hey, I'd like to do a guest posting," and then just copy and paste some shit that you did somewhere else. That's just lame; don't do that, that's a shame. It hurts you because it gets ranked as duplicate content. It hurts you SEO wise.

Creating products for more prevalent marketers, I touched on this before. It's a good way to get their support while you're solving a need for them. Find out what's the ideal product. What would they create if they had the time to create it?

Speaking of creating, let's talk about the actual origination of traffic. Making that traffic appear on your site from scratch. The best way to create traffic is to just saturate the internet with the links back to your site.

We've all heard the term back linking. Basically, that means that you're just placing a link wherever a potential visitor could find it. What'll happen is the search engines, they start reading the internet every single day. They constantly are scrolling the internet, reading the content. When they start literally ranking and they start scrolling. Like wow, look at these people that are linking back to this site. This site must be important. Let's start putting it higher in our result, let's start putting it on page one, because there's just like a hundred links out there for this, so obviously our audience is trying to share this material, so let's give it a higher priority on our search engine results page. That's what back linking does for you, but you must manually get those links out there. They've got to be good quality links on good quality sites if they're going to work for you.

The more links you have back to your site, the higher it'll be ranked in the SERPs, that stands for search engine results page, don't freak out. That's obviously going to make you more visible and it's gonna attract buyers. This is slow. Organic traffic is slow, but it builds like an avalanche. Once you've got it going, it continuously comes in.

I get traffic from links I put out there years ago. I have literally thousands, thousands and thousands, very positively hundreds of thousands of back links from all the article spinning and all the article directories and services that I did in the early days.

In my first couple of years, I was an article writing, article posting, article purchasing maniac; anything that had to do with articles, I was doing it to get traffic back to my site. I literally saturated the internet with all these articles on various topics about sales, about internet marketing, video creation, about product creation, about information product publishing, about info marketing, about telemarketing, about any kinds of selling; door-to-door selling, face selling, online selling. I tried to get myself established as a sales expert and then try to bring those people who are interested in sales over into the internet marketing arena and build my audience within my blog, within my auto responder, and now, most frequently within my Facebook groups.

Organic traffic, even if it's slow, it does count. If you type my name in search engines now, you literally get thousands of results from all these different things out there that I've worked on throughout the years.

Good form of creating traffic is posting articles on ezines, it's an electronic magazine. There's an article directory. When I first started, I used a company called submityourarticle.com, it was like \$30, \$40 at that time, I don't know what it costs nowadays. But it was cool. There are other services like it out there.

What I liked about it is that I can write an article then I could put it in here and I could spin that article using software, and it would literally turn that one article into 200 articles by moving this word to here, that word to there. It has intuitive technology that makes it sound readable. It was built in thesaurus technology; it would place certain words.

It would change the article enough so that there were 200 versions that would not be recognized as duplicate content. I would literally with one button be able to post 200 articles to 200 different ezines out there, and this is all done behind the scenes. If you do that two, three times a week, talking about 600 articles each week, you're talking about couple of thousand articles a month, you do that for a couple of years, again, you have tens of thousands of articles and tens of thousands of backlinks coming back to blog and to your website. This all builds up over time. These articles get indexed, and they bring visitors to your site. It's just inevitable.

Posting and commenting on forums and blogs with a signature link, all those kinds of stuff. Resource box, a little bit about you. SEO is a big thing to consider, this is all part of search engine optimization. The important thing when you're posting on your own blog is to make sure that you're considering things like your tag, your H1 tags, your keywords.

The number one thing that I can tell you is that you want to take away from this, if you want to originate traffic, if you want to create traffic from scratch is create valuable information that's original.

Copying and pasting, curating, and going down that whole mentality is not going to lead you to the place that you want to be if what you are trying to do is create a long-term brand for yourself and a business that continues to bring you money in years down the road.

Curating, in my honest opinion, is an industry buzzword for stealing content. I don't do it; I don't think it's right to do it. I don't care that you're crediting me when you're doing it. I don't like it when it's done to me. You should be creating your own original content, and you should be doing guest posts on other people's blog with your own original content.

If you're going to spin or curate, spin or curate your own material like I used to do. Use services like submityourarticle.com, there's free ones out there like Article Queen, and there's a lot of them out there where you can write your own original article and then go and use this service to curate and spin multiple versions of your very own article. It's always original.

You can use PLR articles; God knows I have. I have assembled a collection of thousands and thousands of articles that I would take in specific niches and I would rewrite, I would use them as a guideline, I would use them as a way for me to learn about a topic that I might not have been familiar with, and I would use them as a source to start from, as a template if you will to write my own article from. But I would get in there physically and rewrite these articles, get in there physically, spin them and curate them myself, and this is how I would create original content from that. This is the way to create; rather, the better term is originating traffic. Buy, borrow, and originate traffic.

In conclusion, remember these things, I will leave you with a couple of thoughts.

First and foremost, traffic alone is not equal to money. If you just go out and get only traffic, don't think that just because you're getting traffic, there are other parts to the puzzle of having a business. It is just like having an awesome formula for fried chicken does not make you rich. You've got to have a system for creating it. You've got to have a chef, distribution channel, you've gotta have a lot of other things in place, and that's important.

Traffic does not alone equal the money. Targeted traffic plus a high converting offer equals money. The best way to assemble this formula is to reverse engineer the product for the traffic. That's the best way to do it. Make no mistake about it.

I'm going to leave you with this; it's much wiser to build your hut by the river than to pray for water in the desert, that's me, the dude that always quotes himself.

If you think that you can save some money on space by building your hut all the way out that's far away from the river, you're going to have to always make trips back and forth to get water. You're going to create more work for yourself. Build your hut by the river, even though it'll cost you a little more for that real estate, you're much better off because you're close to the water. You're not going to pray that it rains every day.

What do I mean by that? It's better to create a product for the traffic, for the existing traffic river that's there. It's better to go over there than it is to go and create a product and put it up in the desert and try to deviate from that river or pray for that rain.

I hope that you've learned some stuff here about buying, borrowing, and originating traffic. The most important thing I want you to take away is that you shouldn't put the cart before the horse. Find the traffic first. Find the group of people that have a problem. Research it, infiltrate that group, create a stadium, assemble than audience, solve their problem for them, stand on that platform, present that solution for them and watch them revere you.

I hope that you enjoyed this, I sure did. I look forward to seeing you at the next MUA webinar. Take care!



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