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Traffic Rush

Welcome to this video. This one's called Traffic Rush. I want to talk to you about effective ways to get traffic for marketers, marketers that are marketing and I think that there's a lot of different types of traffic. You can get traffic for blogging. You can get all kinds of traffic. We'll talk to you about the three main ways to get traffic for marketing and for the purpose of eventually selling and monetizing. There are three basic ways to create a rush of that kind of traffic that I'm talking about here, to any offer that you choose.

Some are faster than others. I'll talk to you a little bit about how to get the rush and how to get the slow crawl. I'm going to give you the specific reasons why sometimes it's fast sometimes and sometimes your traffic is slow. That way, you can always create fast traffic because that's what you want. Three basic ways are buying it, borrowing it, or creating it. These are the three very basic ways. You can buy the traffic from someone that already has traffic, already has leads, or already has a way of directing people to your website, your offer, your link.

You can borrow the traffic, meaning, "Hey man, can you lend me some of that traffic? I'll give it back to you later. I'll send some of my traffic your way," kind of like a joint venture sort of a deal. The other way is you can create it meaning, you originate the traffic. You attract the leads and get them interested in your product, or yourself. You assemble that tribe, that audience that's a perfect fit for your product, to your offer. We're going to talk a little bit about doing that, and obviously creating and going through that trouble that's the slowest and most painstaking way.

Before we even delve into those three methods which is essentially what this whole presentation is about, I want to make sure that you understand something. It makes my skin crawl when people are like, "Well, I want free traffic," because everything must be free, because you're an internet marketer, and somebody told you that you can get rich and become a gazillionaire without investing anything into this whole thing. Well, here's the reality, you're going to pay for traffic. That's a fact. I've said this many times. If you've watched any of my videos about traffic in the past, you've heard me say that traffic is not free. Even free traffic is not free. You're going to have to pay for it either with time, or with money, or sometimes with both.

You can choose the currency that you pay with, but which do you value more? Time or money? I'll tell you what, one of those two, you're not going to get any more of. You can't make more time. You can make more money, but you can't make more time. Traffic isn't free. You can choose, are you going to invest a whole bunch of time in traffic and hope that it comes, or are you going to invest money in traffic and see it arrive quickly? Those are things to consider. Let's attack this first one, I also gave you a resource down at the bottom there which obviously, you're going to

have to painstakingly retype. I know, it's just a tough life. It's a hard knock life that you would have to retype that link because it's unclickable.

Number one, buying the traffic. That is the first method. This is the fastest traffic method that you can get because the moment you pay for it, the traffic will arrive. As soon as you pay the supplier, whether it's an ad network, or it's a solo ad seller, or whoever the hell it is, you basically agree on the terms of the delivery of the product. Obviously, somebody that's selling you traffic has it at the ready to provide. You can throttle that traffic. That happens a lot of times when you get to solo ads. I'll talk about what that is in a minute because there's a lot of methods of buying traffic, but you can have traffic spread out over several days, several weeks, or what have you when you buy it.

Make no mistake about buying the traffic being the fastest way to get the traffic. It doesn't necessarily mean that it's the most targeted or high converting or meaning the most quality method. A lot of times, the traffic that you buy is not as targeted/congruent as you wish it would be because you're just buying it. The struggle with buying traffic is getting the type of traffic that is suitable for your offer because not all traffic is created equally. Essentially, understand what traffic is. It's people. It is people that are going to your site. We call it traffic because it's easier to visualize, but it's people. It's people navigating to your website. They're navigating by clicking on a link somewhere and getting to your site. That's what the traffic is.

These people are referred to as traffic because I guess it makes it easier to picture it. Picture it like traffic on a highway and you want to get it to your restaurant which is off the exit. So, you put a banner, like a Billboard on the side, and you're trying to get that traffic to veer off the highway and go to your place. I guess visualizing it that way for some people, it makes more sense, but it's people. It's individual people that are sitting in front of the computer that you want. That's not just the only thing you want. Obviously, you want a human that's going to visit your site. There's a lot of people out there who will try and trick you and they'll say, "Yeah, you're buying the traffic," and then they send you robot traffic, just a bunch of fake clicks, it wasn't human beings. You got to watch out for kind of stuff like that when you're buying traffic.

My point is that, even when you do have human traffic and it is somebody with a pulse sitting there looking at your website and you paid for that that click, that lead, that person, sometimes they're totally the wrong type of person for your offer. Maybe you're selling steaks on your website and the traffic you just bought sent you a vegetarian. Yeah, that person is human, what's to say that that person is ideal for the thing you're selling, or that the thing you're selling is ideal for that person. What's to say that? Well, the targeting is what's going to say that.

Usually, depending on where you get your traffic from, where you buy it from, there's going to be some types of settings and things that you can choose. You might be able to say, "I want you to show my ad to only people that are..." This ad is the way that they see the traffic. Billboards, kind

of like how I described it on the side of the highway, that's generally how you pay for traffic. It's an ad. That ad doesn't necessarily have to be at a big giant banner or a picture like a billboard implies, it could also be a text ad. Something like an advertorial. Maybe even in an email with some text in it, that can be considered an advertisement as well.

The point that I want to make is that these ad networks, or these ads supplier, these traffic suppliers, they tend to give you options when you are setting that ad, or when you're purchasing that traffic, and you can say, "Well, I want traffic to be from this area of the planet. I want males between the age of 40 and 70. I want people only from this country," or whatever. It makes it possible for you to target the specific people that are more prone to buy your product. Make no mistake about it, you are most definitely profiling. You are profiling people. You are putting your offering in front of the people that are most likely to buy it. Hopefully, that doesn't offend you because it's marketing. It's done to us every single day.

Now, where do you buy it? Google is the best place to search for things. You can also buy traffic there. But Google is a great place to start. You can literally go and type, "Where do I buy traffic for digital products?" into the Google search bar thingy, and you're going to get thousands and thousands of results, and you can find websites like singlegrain.com which I've noted below. You can read a blog post like the one that I noted below, singlegrain.com/blog-pull-pay-per-click/44-ad-networks-will-help-open-new-channels-growth. Let this serve as a good example of what to never, ever fucking give your people to click. That is the stupidest URL. Use short and memorable URLs in your marketing. But I digress.

Regardless of if it's ridiculously long, and hard to remember and retype URL, it is a really good resource that you can check out. It lists a whole bunch of ad networks that you can buy traffic at. Generally, we call this media buys. Some networks only advertise on mobile devices. It's cool because you can go to this specific network that kind of specializes in the type of traffic that you want. There are some ad networks out there that you may or may not have heard of like One by AOL, Airpush. One by AOL is for mobile, Airpush, InMobi, Lead Push, AdRoll, and there's many others. As a matter of fact, that reference that I cited a minute ago at singlegrain.com, they list 44 ad networks that you can check out. Some of them require application and approval, and all that kind of stuff. Nonetheless, there's not just one place to buy traffic. There's a lot of places to buy traffic.

Speaking of which, we mentioned the big ones. PPC ads, PPC simply stands for Pay Per Click. These are the type of ads you can run on sites like Google, Google AdWords, you can run Bing ads, these are the big search engines. Again, you can target people based on not just demographics like age, race, country, location, you can also target people here based on behavior. People that have liked certain things, people that have visited certain sites. PPC services like the ones provided by companies like Google, and we're going to talk a little about Facebook in a minute, they're very good at keeping a history of users' behavior. Based on the

history that they keep, they can now provide advertisers with really, targeted audiences that will respond well to their ads based on prior behavior that they have recorded. PPC ads are a good method for generating traffic. You also pay for clicks on social media sites like Facebook obviously, the biggest one. You can also pay for ads on Twitter, on Instagram, just about any website you can buy space on.

I know you have a Facebook account, and I know you've seen the ads in them. They're in the middle of videos, they're in the middle of your newsfeed, they're on the side bar, they're all over the place. Ads are a big part of Facebook. We've just become accustomed to them now. They're very effective because again like I mentioned, Facebook also keeps track of pages the users have liked, videos that they've enjoyed and they've clicked the share button on, and pages that they're a member of, or groups that they're a member of, or people that they follow. Because of these things, Facebook creates a profile for you. Just the information that a lot of people have literally on their profile, on their about me page, not everyone answers all the questions, but a lot of people answer things about their religion, their political affiliation, their gender, their age, their location, where in the country, where they went to school. There are so many things that they've answered and voluntarily put in there that now Facebook can use to offer you, an advertiser, an audience.

If you're selling something that has to do with a field of study, maybe you could target people that attended that college, or that archaeologist that have liked archaeology pages, that went to an archaeology college, whatever, and then you're selling some sort of bone digging tool or whatever. My point is that you can use things on their profile as well as things that they have done in their past. Facebook gives you some, obviously not everything, but they give you some ways of targeting people that would be very, very tailored for your offer. The same thing goes with Instagram, obviously, Facebook, Twitter, and mostly just about every social media network that you can advertise on.

Solo ads. Solo ads are a little bit different type of traffic that you can buy. Some people swear by solo ads. A lot of people use solo ads to build their email lists so that they have a list that they can continue marketing to over and repeatedly. There's a lot of sellers out there, private sellers like Igor Solo Ads. We've worked with Igor in the past. There are many out there. You can type in solo ad seller on Facebook, you can do it on the Facebook search as well. You could do it on Google and you'll come up with a bunch of people. You're going to want to read the reviews on these people because you're giving them money and hoping they send the traffic. It's not as reputable as something like Facebook, or Google, or something like that. If the traffic doesn't arrive or the type of traffic that you wanted didn't arrive, it's likely with companies like Google, or Facebook, or Twitter, Instagram, or whatever, Bing, it's likely because of some kind of error in your targeting. It's more likely than them just trying to cheat you or not send you the traffic.

When you're buying traffic from private sellers, you're going to want to go with reputation. Igor has a great reputation. They've been doing this a long time, they sell solo ads, we have a good relationship with them. He's not the only guy, there's a lot of people out there. Usually solo ads are, you write an email, or you write some text and Igor's going to send it to his list. His list that he's amassed, he's got like a million subscribers. He's amassed this list over the years through various methods. He talks about how he does that in his training. Then he can send traffic to your offer or to your link. He can send that.

Basically, he's sending your email, or email promoting your thing, your page, your offer to a segment of those people. Targeting in that is kind of tough. It's going to be by niche first and then generally by the level of traffic, like what part of the country it is, or what part of the planet it is coming from. Third world countries, first world countries. Is it coming from the United States, Canada, Australia, and in the UK which are the main countries that buy our products, or is it coming from Nigeria, Uganda, and just countries that are just third world, or second world that just are not really buying a lot of products? Usually, the amount of money that you pay for solo ads will vary based on what type of traffic. They go by tiers, first tier traffic, second tier traffic, third tier traffic. That's something to consider when you're buying traffic.

Let's start my number two, which is borrowing the traffic. We already talked about paying. You pay, you get the traffic right away. Well, borrowing is when you get a company or it could be an individual, to promote or endorse your offer in exchange for you doing the same or like them and their offer. The borrowing term is often referred to as reciprocation. I love saying that because it makes me sound smarter than I really am. Reciprocation is basically the act of 'you scratch my back, I'll scratch your back, you send me some traffic, I'll send you some traffic.' Borrowing the traffic is how I refer to it.

You can create reciprocal email campaigns with other vendors in your niche. That's probably the most obvious way of borrowing traffic. You have a product that you want to promote and you say to that vendor, or that other marketer, that other person, that other company, you approach them and you're like, "Hey look, I've got this thing, I've got this product, I've got this campaign, I've got this website," whatever the heck it is you need traffic at, and you approach that person and, "Look, I've got this thing and I think it would be a good fit for your people."

Obviously, rule number one of approaching someone or some company makes sure it's a good fit. It makes absolutely no sense to go to Omaha steaks and have them promote your vegetarian thing, or vice versa, go to some vegetarian company and have them promote your Omaha steaks offer, that makes no sense. You want to have a congruent offer and approach people. It's not about throwing spaghetti on the wall and hoping that some of it sticks.

Traffic is about getting sales. Getting sales is about having the right traffic. It's not about having a lot of traffic; it's about having the right traffic. You can have a little bit of the right traffic and make

a shit ton of money regardless of whether you had a whole lot of traffic and a million people on your website. That's all irrelevant. What's more important than the volume of traffic is the quality, the relevance, the targeting of that traffic, how prone they are to buy your product based on congruency.

You don't want to approach a company or an individual that's not in your niche because it just makes no sense. When you do approach them, you want to just basically say, "Look, I've got this thing and it's going to go really, really well for your people. I believe that not only are they going to love you for telling them about this product, but you're going to make some good money in the process because we're going to give you a percentage of it. Here's what I'll do if you send traffic. Obviously, I've got my own customer base because the same way that I'm doing this deal with you, I've done it with others in the past. We have our own customers. I believe they'll be interested in your product too because we're in the same niche, we have congruent offers. What I'll do is I'm more than willing to send traffic your way as well. If you're going to offer my product to your people, I'll offer your product to my people."

This obviously works if you're a vendor, not an affiliate. If you're an affiliate, then you can't get another affiliate to send you. You're going to end up with like, "Well, why don't I just become an affiliate for that product?" Borrowing traffic is more about borrowing traffic as a vendor and getting it to your page. It doesn't necessarily have to be about a product, it could be about a list swap. This happens a lot. We'll talk about that in a minute.

Before I jump the gun, let's talk about fusing traffic. Fusing traffic is kind of like the reciprocal emailing thing that I just talked about, but in this case, it's about banners. Fusing traffic is about making an offer inside your website, after the person may be on you thank you email, on your thank you page, on your download page, or inside your app, your software, whatever, making an offer, putting a banner for that other company, or that other product obviously using your affiliate link, but then them doing the same. You're fusing traffic. You're advertising their product on your download page, or inside of your product, and they're advertising your product inside of their product, or their download page. You guys are fusing the backend traffic. All the sales that they make, all their buyers will see a banner for your offer, and all your buyers will see a banner for their offer. This is called fusing your backend traffic.

Now, joint ventures. Everything that's borrowing traffic related is a joint venture. But there's other ways as well to borrow traffic. Things like swaps. You do upsell swaps, you do traffic swaps. Upsell swaps is, "Hey, how about putting my product in your funnel, I'll put your product in my funnel." A traffic swap, a lot of people call them list swaps. What list swap is basically, you make a squeeze page and ask that other person or that other company to email their list to your squeeze page, and you do the same for theirs. You're basically saying, "Hey look, I'll give you some of my subscribers, if you give me some of yours." What ends up happening there if you do that a lot is you water down your list quite a bit and you're basically handing over your people for

them to get blasted every day by yet another person. Be careful with doing that, it's not one that I really recommend, but these are all forms of borrowing traffic.

Let's jump to the third one which creates the traffic. I'm going to be very upfront with this. This is the least rush tactic. It's the slowest traffic to arrive. You're literally originating this traffic. You are creating it, and it requires a lot of time and persistence. Remember what I said in the beginning? You're going to pay for your traffic. It's either going to be with time or with money. Obviously if you pay with money, traffic comes fast. If you pay with time, traffic is going to slow. Do you want to pay for an Uber, or do you want to walk to your destination? Free is going to take longer but paying for it can get you there quicker.

This is the reality. Now, you might do one or the other or do a combination of both. Creating traffic generally means this. It means you're assembling an audience in a stadium. Not a physical stadium where people play football, and basketball, and soccer. Well, they don't play basketball in a stadium but where they play baseball and stuff like that, not that kind. I'm talking about a digital stadium. I'm talking about any kind of place online that can contain people, where people congregate. A Facebook group, a YouTube channel, anywhere that there could be a bunch of people, whether it's a social network, an autoresponder. You can aggregate people in Aweber or in GetResponse. How about a database on your website? When people subscribe to your blog or when they buy a product from you, now they're on your website.

I use Wish List to email and contact my buyers all the time inside of my membership site. Basically, creating traffic means you're assembling the people. You're doing this one at a time, whether people had bought from you or people that you spoke to online and you gave them a link to your thing, you're basically creating that traffic. The step that a lot of people miss here is the bridge. The bridge is where you connect them. The bridge is where you take the people and you put them into an audience first, so that later you can monetize that.

I'm not literally taking one by one each of these people to the offer. Instead, I'm taking one by one each of these people to the database, to the stadium, and I'm sitting them in the stadium, and they get a permanent home in my stadium until they decide to break out. I stand on the podium every day and talk about something else that I want them to buy. That is how you create traffic. Now, you can also create traffic by playing the ever-changing SEO game and get into keyword ranking competitions.

I was never ever a fan of SEO. It's a game that you're constantly playing and you're constantly at the tail. You're never going to be ahead of that game. It's so competitive. What happens with SEO is you're basically going to try to figure out the algorithm or the method that those search engines are using to index and rank your website. I have a website that offers vegetarian home-cooked meals, and I want to originate the traffic. What I'm going to do is, I am going to try to create a

website that is keyword rich and that leverages the power of search engine optimization, to rank high on the index for when people search for the word 'vegetarian,' or 'vegetarian meal.'

Somewhere in the results of millions and millions of people, because the word 'vegetarian' is highly competitive and there's going to be hundreds of thousands of results, somewhere in those pages and pages of results, which we call SERPs, search engine results pages, somewhere, my little website is ranked. The SEO game is about doing things that's going to leverage the system, that's going to manipulate the system and get your website to the front page. You're essentially getting into a keyword ranking competition with a whole bunch of other people that are in your niche.

Another way is for you to invest time into creating content that serves to attract attention and persuade people to visit your offer. Essentially, this is basically just providing value and linking back to your offer. Providing value and linking back to your offer, link backs are a big way, or they used to be, who knows, it probably changed by now. Backlinks they're called, were a big way of ranking for SEO. The search engines love to see that a bunch of other websites are linked into yours, and based on the amount of incoming and outgoing, inbound and outbound links, they have a formula that they calculate, and they rank you somewhere in the results of hundreds of thousands, or whatever. Maybe end up on page 70 of the results instead of page 100, if you got a bunch of backlinks. It's like backlinks from specific types of sites. Are you getting backlinks from an aged site, or a site that was just built yesterday? Are you getting backlinks from a WordPress site, a blog, or a blog that people are commenting on? Are you getting backlinks from a .org, .net, and .com?

Here's the thing, nobody knows the exact formula for backlinking, for SEO, for playing that game. There's no question that investing time into creating good valuable content is a really good way to attract attention and persuade people to visit your offer. As a matter of fact, I always tell people to provide value first, especially in today's marketplace. It's a modern marketplace. People are judging companies based on what they hear and see about you on social media. Let's be honest, everybody's on social media. Your customers are on Facebook. Your customers are on Instagram. Your customers are on Twitter. If you have a presence in those places, you're going to be seen. People are going to be that much more likely to do business with you.

Here's the thing, being seen on social networks in today's marketing climate is about providing value, being transparent, and just being open and honest with people. The 'fake it until you make it' days are done. You don't want to be part of that mentality where, "I'm going to market to everybody like they're stupid, because that's what they are." No, that is not the case anymore. People have Google now. People are much smarter and much more connected now than they were when you and I went to college. That sort of marketing mentality of 20 years ago won't serve you in today's modern marketplace.

You want to provide value. "What do you mean "provide value?" Find a group of people that have a problem and talk to them about the answer. Give them a solution, teach them, educate them, become a person of value. When you become a person of value online, you become someone that people seek to follow. You become someone that people click the like button on your post, and they share the things that you say, and they seek to be around you because you're helpful.

That attracts people. When you attract people, you're in a better position to form that audience and assemble that tribe in your digital network, in your digital stadium, and it's going to make it easier for you to sell to people. So, create your own traffic. It might be the least rush or the slowest to arrive, but in many cases, it can be the most powerful and the most dogmatic type of traffic because you develop a very devout tribe and following your people because of all the value that you've provided.

In summary, creating a rush of traffic is about planning and strategy. There's nothing spontaneous about it. Even when you say, ", you said I could buy ads and it will come right away or I can borrow traffic and it will come right away," well, it's going to come fast, it's going to come a lot faster. They are going to rush to your site a lot quicker than if you were trying to do a backlink and SEO your way to the front page.

You've got to really do this with strategy. Even running an ad that's going to get you in some traffic the moment you pay, it's going to require a little bit of planning. Identifying who your market is, figuring out who am I going to target, what are the tick box, what's the headline I'm going to use, what's going to attract attention, what kind of image am I going to use in my advertorial, in my creative for my ad. You must think about where your people congregate and why.

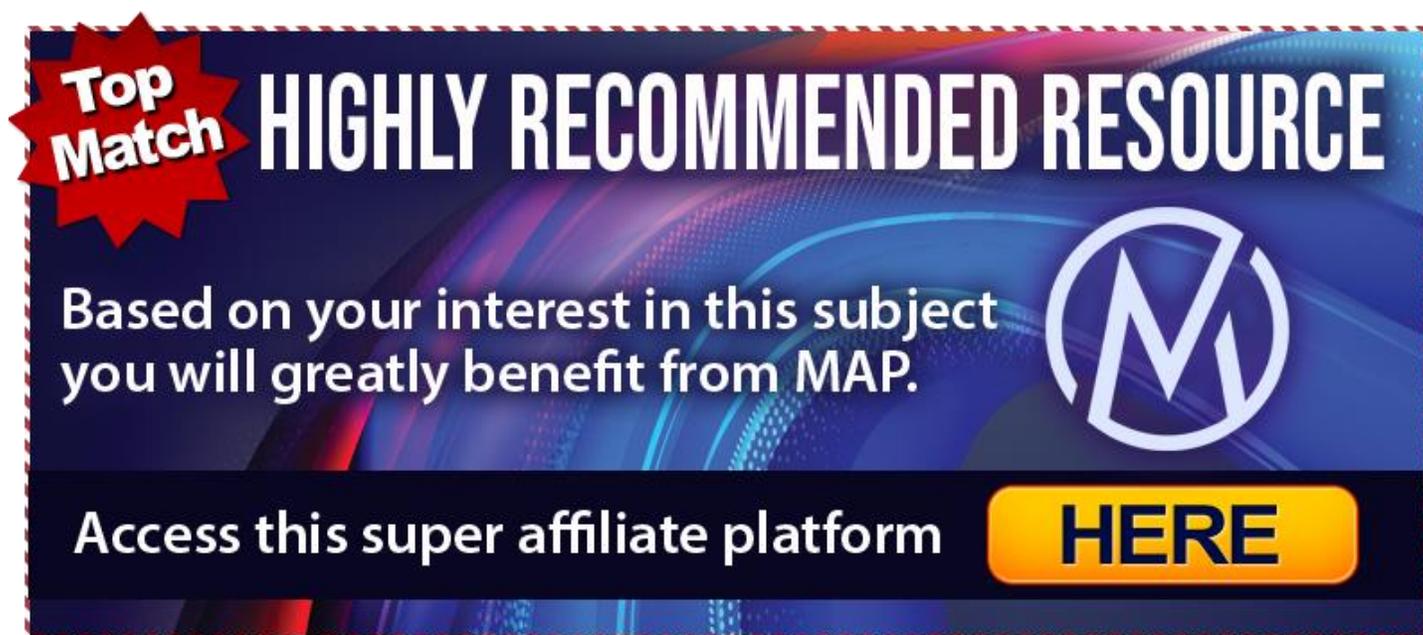
When we're talking about planning and strategy, where are they? Where are the people that are interested in your product? Why are they there? You've got different ways that you can attract these people and that you can create or you could infiltrate that congregation once you find it, that group of people, that Facebook group, that page, that channel, that website, that blog, that forum, wherever, that digital stadium online where they all are, where they're all there, they're all talking about their interest in whatever, Jeep Wranglers or whatever the hell they all go there to talk about.

You can infiltrate the congregation and learn about them, find out what their problems are, provide value, help them with issues, problems, or entertainment. People love humor especially in online groups and things like that. You want to be that person of value. Sometimes, value doesn't mean being a know-it-all. Sometimes, value could just be sharing a funny story, a funny meme, or something like that. But make sure it's congruent, it makes sense with what the conversation is.

You can infiltrate that congregation, or you can pay for access to it. You can pay for access to certain websites to meet the people on that website. Or how about this, you just create your own

congregation. You can go to Facebook and make your own group on a specific topic and run a \$20 ad, and get yourself some members in that group, and request some friends in other groups, and join other groups. Slowly but surely attract your own congregation of people. What you do once you start assembling that, you want to provide unconditional value first. You want to do that because that's going to be how you're going to get the best results from attracting traffic in today's modern marketplace.

Be the person that provides unconditional value first. What I mean by first means, provide value first before you sell them stuff, before you make them an offer. Before you ask them to be your friend or give you their email address or anything like that, become a person of value and you won't have to ask for those things. You'll naturally attract them especially in today's modern marketplace. Be the person that's helpful and you will attract followers. Be the person that is providing value, and people will want to join your list to get more value from you, or join your tribe, or follow you on Facebook, or Twitter, or Instagram, or whatever the heck it is. Do this consistently. Do this repeatedly. Make a habit of it. Do it every day. Every single day, provide unconditional value first every single day.



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