

# Internet Traffic Secrets Revealed!

How to get tons of targeted  
buyers to your website fast!

Learn the real Secrets That Will BOOST  
Your Website Exposure & Generate Massive  
Unlimited Traffic!!

**By Steven Diamond**

**Internet Traffic Secrets Revealed! How to get tons of targeted buyers to your website fast!**

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## Introduction

As we all know, without traffic, there is no reason to even worry about having a website or a blog for that matter, unless it's just a hobby. It's that simple. We've all been there. However the real question becomes **"How do you get serious targeted traffic to your website or blog and monetize it?"**

The answers are in this manual. It's everything you'll ever need to know. **The truth.** Not some slimy sales pitch just to get your money. What you are about to uncover has taken me more than ten years of trial and lots of costly errors to learn. I've purchased all the gimmicks. I used all the hyped up software. I have seen it all. What it taught me is what works but, more importantly, what **does not** work.

That's going to save you time and money.

There's a lot to cover as I have been working on this for over a year now. So let's dig right in and get going.

First, let's talk about:

## The Conversion Trigger Formula:

1. Know the triggers
2. Know when to pull them
3. Know how to pull them = **Higher Conversions**

That means you'll make more sales. This truly is the bottom line isn't it?

I'm sure you've heard many people tell you how easy it is to make money online. If you've tried to sell your own products or affiliate products, "easy" is perhaps not the term you would choose these days. The fact is the great majority are having a really tough time. I don't care what they are telling you.

Most internet marketers are liars especially when they begin talking about their income. Scroll down to the bottom of their page and read their disclaimers and you'll find they disclaim everything they just claimed. They do it in really tiny mice type and sometimes in very hard to read grey. You won't find any bold **RED** headlines here! That having been said, I will say that just because they are "Pulling Your Triggers" doesn't mean the product they sell doesn't work. Most of the time they do exactly what is promised.

But this is no surprise. At any given time, the majority of people who run their own businesses, online or offline have a tough time at it. 50% of them close their doors within a year or two. Only about 10% do better than break even.

So, the question is: "What are these successful entrepreneurs and super-affiliates doing?" There are two things that successful business owners have: passion and tenacity.

They have a passion for selling. They enjoy selling their product or service.

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They also have the tenacity to succeed. They have a “stick with it and don’t give up” attitude. The result is that no matter where they begin, usually at the bottom, over time they optimize their products and their marketing strategies for even greater profits.

It’s easy to learn about these triggers. It’s easy to understand why they work. It’s easy to start using them.

The hard part is finding the right mix of triggers. Your passion and tenacity will see you through!

Note: You don’t have to get the mix of triggers right the first time. Through optimization you will create a mix that is just right.

Today I’m going to share with you the mental and emotional sales triggers that make people open their wallets and buy stuff. In varying combinations, these triggers drive all consumer sales. They always have and they always will.

This is because our essential nature as human beings does not change. Even if society changes or technology advances, it’s the very same mental and emotional triggers that motivate us to take out our wallets and buy.

Emotions fuel the action to buy. Intellect does play a part in the process, but emotions do 90% of the heavy lifting in consumer sales. In order for your marketing pitch to convert your prospects, it must stimulate their emotions. Sales triggers inflame your prospect’s “buy now” emotions.

The particular emotions you stimulate depends on the matching of your prospect and your product. For example, if you are selling a stock tips newsletter, you’ll perhaps want to inflame a mix of fear (losing money), greed (getting rich), and insecurity. With a weight loss product, you’ll want to stimulate vanity, fear, and insecurity.

Marketing is not a discipline rooted in business and commerce. It is rooted in the human condition. When you take this to heart, you clear the path to high conversion rates. Knowing the triggers and how they work is the first step but triggers are not an ‘insert trigger here’ solution. In fact, that kind of approach will certainly produce horrible results. You can’t throw these triggers at your prospects willy-nilly, expecting that each one will ratchet up conversion. Like ingredients in a dish, more does not mean better! An incorrectly deployed trigger is like laying down a land-mine for your prospect, instead of a stepping stone on the path to conversion. Yes, a single incorrectly deployed trigger can kill a marketing message.

In fact, this happens more often than not. It’s one of the key reasons why so many businesses and entrepreneurs struggle.

Again, not every dish needs every ingredient. The ingredients (triggers) need to be blended in varying degrees that depend on your prospect and your product. Your mission is to find the right mix of triggers given your particular niche.

That’s the basic strategy, but it’s an epic over-simplification of how to convert the people on your list from prospects to buyers. I can hear some of you saying right now...

**“What if I don’t even have a mailing list? What if I don’t even have a website, product or a blog?”**

Don’t worry. We are going to cover all of that stuff first. But I felt that it was truly important to introduce to you the single most powerful key to success I have ever learned - right up front.

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In order to get good people to buy using their hard earned money, you must create a certain kind of relationship. It's not just about being their buddy by giving them free stuff and high-value products!

The warm and fuzzy relationship you have with your list of prospects (or buyers) is nothing more than fertile ground into which you can plant your marketing message. Within your message you will pull the necessary triggers that result in sales.

**How well do you know your prospect?** This is where that tenacity has to kick in. As someone in business, you must constantly be on a mission to know your prospects better, otherwise you're just taking pot shots hoping to hit "something" and make a sale. **Sometimes you will, most of the time you won't.**

Good conversions are the result of a highly targeted marketing message combined with highly targeted traffic. Getting tons of traffic is useless to me if the audience isn't spending any money. I don't really care about tons of traffic. What is most important to me is getting the right kind of highly targeted traffic. In other words, people who are looking for your information, products or services.

So, you'll want to know everything you possibly can about your prospects first. This means you'll need to know the things they have in common, even if those things seem unrelated to your product or service.

More on triggers later. Right now, let's talk about the basics.

## **Blogs & Why You Need One!**

People love blogs. If done right you can truly develop a massive blog relatively quickly.

**Wordpress is simple, FREE and it works. Period. Get yours at [Wordpress.com](http://Wordpress.com)**

Without question, the easiest way to learn everything you need to know about creating and using a blog with Wordpress, even if you don't even know what a blog is by taking what I consider to be the master class. **Yaro Starak's Blog Mastermind course** has everything you could ever want to know is taught in his online course. Nothing has been left out and it's a small investment that paid me back 1000 fold!

**[Click here for more information.](#)**

I wouldn't even hesitate. Educate yourself if you are just getting into this business or are struggling to succeed. **It's the difference between making money and wasting money.**

## **6 Ways to Monetize a Blog**

While some blogs are published to disseminate information, others intend to create that loyal following marketers crave. Your blog should provide some type of value to your readers. If you supply value, you ought to make money from the value you supply. Here are some ideas for making that happen:

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### **1. Google AdSense**

Placing relevant ads on your blog through Google AdSense is often the easiest way to generate income. Generally speaking, those interested in your blog content will also be interested in relevant advertisements. Since Google pays for clicks on these ads, the cost to you is nothing. A well placed, relevant Google AdSense program on your blog will generate income and profit with very little extra effort on your part as long as you have good traffic to the site. More traffic typically means more income.

### **2. Donations**

Those who visit your blog regularly probably like what you have to say and value what your blog provides. Many are happy to support your efforts, some through monetary donations. Give visitors a way to express their appreciation through voluntary contributions. This can result in income for your blog.

### **3. Affiliate programs**

Advertising and promoting other people's products, and earning a commission on the sale of these products, is the basis of the many affiliate programs on the Internet. Chances are you can find an affiliate (pay-per-purchase) program relevant to your blog's subject or your area of expertise. Placing ads on your blog for affiliate products can earn you significant commissions. I'll show you exactly how to do this later on.

### **4. Selling your own products and services (including subscription products).**

A blog is a great place to market your own products and services. Instead of earning an affiliate's commission, you can earn a full profit margin from the sale of one of your own products. Your products might include books, CDs, eBooks, subscriptions to newsletters or services like consulting, coaching or tele-seminars.

### **5. Selling advertisements to others.**

Depending on the number of readers or site visitors, you may have the right target audience for other advertisers. If you avoid conflicts of interest between the products you sell and advertisers, charging others to advertise on your blog site is an excellent source of income. The more traffic you have, the more attractive you're site is to advertisers, which justifies higher prices for ad placements. Don't overload your blog with advertisements. Instead, place them strategically throughout your site.

### **6. Selling or renting your database of blog followers.**

Mailing and e-mail lists have real value. Selling or renting your database of readers who follow and contribute to your blog is a source of revenue. Remember, though, that your blog's followers may prefer you keep their names private. Disclosing your privacy policy rights on your blog page or offering an opt-in option is always good practice. Be honest.

Multiple streams of income is the key to any serious internet venture. You can always pursue more than one money-making strategy. Creating multiple streams of income is just smart in any

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business venture, especially online. Broadening your income base also broadens your appeal to your audience and increases your opportunities to generate more income.

Diversity of your income stream is also smart so that if one income stream goes away, you will have others to keep the ball rolling.

Also, don't forget that many people access blogs through what is known as a "blog aggregator" (which we will cover later on in detail) in which only the headline of the blog shows up when the user is surfing the Internet for relevant information. So, be creative and smart about your headlines.

## Your Most Valuable Asset: Your Database

Successful business owners in today's "internet economy," both online and offline all have one common element that is critical to their success, their DATABASE! Database Marketing is BY FAR the #1 common element of successful selling. Databases are the most critical part of successful marketing. Sending the right message to the right person at the right time is the ultimate key to successfully turning a potential client into a customer for life.

The second part of the database is "renting" out your subscribers names to other firms that don't compete with you. Here is a sample of how you might price renting out names in your database.

Suspect.....	\$ .10
Prospect.....	\$ .20
Cold Lead.....	\$ .30
Hot Lead.....	\$ .50
* Client.....	\$ .75
Former Client.....	\$ .60

\* Client values may vary based upon your 1–5 rating system.

## Making Money with Social Media

A common question I hear from people who [call me for private consultations](#), either online or offline in person is: "**How can I monetize my social media efforts?**"

As the founder of [StopStressingNow.Com](#), I'm responsible for providing targeted resources for the entire business. Translation: "I'm a one man show." Through my daily interactions with affiliates and vendors, I have had the amazing opportunity to learn from thousands of success and failure stories each day, so my answer to that question is simple.

Monetizing your social media is about one thing, **building relationships**.

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The affiliate marketers and vendors with the most effective social media strategies focus on creating a trusting relationship with their online community by giving away great content and valuable advice. That is the bottom line. Let's digress and use Twitter as an example for just a moment. When someone sends me a message on Twitter for example, ([@StevenDiamond](#) is my Twitter name.) I personally answer them back. I **want** to talk to them. It gives me the chance to develop a real relationship with that person. You never know who they know or who they are or are connected with. I am constantly amazed by the people I meet and the connections I make using social media. It's mind-blowing sometimes how easy it is now to get to a corporate CEO or even your garden variety Hollywood celebrity. I speak with some truly amazing people every day. By the way, you can find me on Twitter here: <http://twitter.com/StevenDiamond>

Send me a message and see if I don't personally respond to you. I have thousands of followers, growing everyday and so can you. Later, I'll show you how.

With the trust factor established, friends and followers become far more likely to turn into customers. There comes a point where people think, "You know what, this person has done so much for me and I'm so aware of their level of knowledge that I don't mind spending some money." That's a good place to be with your followers.

Fostering a trusting relationship with your online community does take time, but it's a strategy that can increase sales and create a community that is loyal to your brand.

When evaluating your social media strategy, there are four main platforms you should consider:

- **Twitter:**

This has become one of the most popular and effective places for information sharing. It's a great place to post links to valuable free content, which, as I mentioned before, is critical to building a trusting (and profitable) relationship with your community. The other bonus with Twitter is that it's extremely easy for people to spread your content virally and gain you a bigger following. The easiest way to automate your tweets is with a simple piece of software called [Tweetadder](#). [Tweetadder](#) is truly amazing. If you are not using it, you are crazy. It's the Ferrari of Twitter friend adder and promotion software. **Search Capabilities Equals Better Results on Twitter!**

### **Tweetadder Has:**

#### **Hardcore Filters in Tweet Search, Profile Data Search**

- keyword
- location
- recently added
- language spoken
- ability to remove profiles with default picture
- ability to remove profiles with URLs in tweets or biography

**Automated Tweet Search** locates users to follow who tweeted a matching filter or keyword

Example Searches include (combine to form more complex searches)

- Containing a word: twitter

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- Containing multiple words: twitter marketing
- Negation: twitter -marketing
- Exact phrase: "twitter marketing"
- OR: twitter OR tweets
- Containing a hash tag: #twitter
- Not From a user: -from:username
- To a user: to:username
- Mentioning a user: @username

**Profile Data Search:** Search twitter bio, plus filters

**Location Search:** Search by geographic location around the world, plus filters

**Twitter List Search:** Imports another users twitter list

**Followers of a User:** Obtains a list of profiles following a particular user

**Followed by a User:** Obtains a list of profiles a user is following

### Huge flexibility with result filters

- Ability to remove results of users that posted a link in their tweet
- Ability to remove results of users that only have a default profile picture

[Click here for more information on Tweetadder.](#)

- **Facebook:**

Fan pages, rather than regular personal pages, can act as the central hub for your content, the place where you can tie together your free content, as well as information about other products, events, etc. One of the hottest pieces of software I have found for Facebook fan pages is called: [Facebook Maxed](#). I actually saw this product being discussed on **CNBC** and that's how I found it. It's amazing and it really does work.

- **Blogs and Forums:**

Blogs, of course, are a great place to share more in-depth content. For example, you can post links on Twitter and Facebook that drive people to new videos or other content on your blog. Forums, which may seem outdated to some, actually still do serve an important function, but mostly in communities where people are eager to discuss a common interest, whether that's quilting techniques or ways to deal with panic attacks.

- **YouTube:**

There has been a huge move to online video in recent years. The most successful people are making interesting, creative, sometimes funny, videos that essentially sell products, but without being openly sales-focused. YouTube ties in well with your other social media platforms, and is an important tool to have in your arsenal. Video can seem daunting at first, but these days it's actually quite cheap and easy to create.

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An additional, equally important aspect of monetizing social media is [list building](#). Driving people to an [opt-in page](#) can be very effective if you're giving away something people want and are willing to give you their email address for. Most commonly, I see marketers giving away training, a free report, or content-rich videos as an incentive to build their lists. However, what I am about to share with you now is likely the most well kept secret I have ever discovered in terms of building a list and developing a relationship with your prospects. It's a powerful piece of new automated software and I have never seen anything like it. This breakthrough software banked over serious cash for me on autopilot. I'm not joking either.

Access your copy here:

[Click Here](#)

This is extremely limited. Because once millions of marketers began using this, it will be time to look for something new. For the moment and foreseeable future, this little gem can build you a hot list of buyers quick.

Whatever the elements of your social media strategy, it's important to remember that you have ample resources at your disposal. Whether that means showing someone who's never had a website how to make money online as an affiliate, helping people create appealing, salable products or supporting super affiliates who are ready to get to the next level, I have extensive resources within these pages to help you reach your goals.

As you work toward those goals, consider the following three business tips—approaches I've consistently seen among successful bloggers over the years:

- **Promote and create products you really believe in.**

There's often a learning curve as you figure out what kind of marketing and content your audience responds to. You're far more likely to keep trying if you're selling products you believe will help people. Here's where Yaro's course really teaches you the important stuff to know. [Click here for more information.](#)

- **Video-based membership sites.**

I've seen a big shift among information products from eBooks like this one, to memberships. With [membership sites](#), (like mine) once you purchase a product you receive a login to a site where you will be able to access to dozens of training videos, for example. Video, as I mentioned, is a powerful force online right now, one you should maximize as much as possible.

- **Business is business.**

To be successful online you have to treat your website like a "brick and mortar" business. Have a plan, dedicate significant amount of time to it, and spend time learning how it really works before you jump in. The most successful people live by this, and their balance sheets reflect that.

Resources like this "How To" guide are important assets, because they give you access to success and failure stories you can learn from, and strategies that may boost your own bottom line. Remember, I've made all the mistakes. So I know what methods truly do work. **IF - you will put the time and effort into them to make them eventually work for you.**

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If you have a top-notch blog that regularly publishes valuable content (which you should), then you can submit your blog to sites like Alltop.com and 9Rules.com. These are content aggregators that aggregates the best content from around the web automatically.

What is a content aggregator? A content aggregator aggregates content from leading blogs around the Web, allowing you to get the hottest new information all in one place.

As a blogger, Alltop can also be a tremendous traffic source if you can get your blog listed. You can submit your site at:

<http://alltop.com/submission/>

9Rules.com is another top content aggregator online the pulls the best content from around the web into one location. 9Rules accepts submissions throughout the year. You can see when their next opening is at <http://www.9rules.com/about/join/>.

<http://alltop.com/>

<http://9rules.com/>

<http://www.bloggersbase.com/>

## **How to Get More Views of Your Articles:**

The first key to getting more article views is to create an enticing title that instantly grabs your readers attention. One of the best ways to do this is to combine benefits with curiosity. Here are some good examples:

21 Untapped Traffic Sources

Confessions of an Underground Link Building Ninja

How to Become a Gmail Jedi Master

9 Useful Websites You Should Know About, But Probably Don't

100 (Legal) Sources for Free Stock Images

The Fastest Way to Build a List

The #1 Mistake Made By Internet Marketers

10 Things You Probably Didn't Know About Dieting

8 Geeky Ways to Save Gas

20 Dates for Under \$20

10 Habits of Highly Effective Brains

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### 7 Little Known Ways to Drastically Improve Your Learning

Also, notice here the use of attention getting emotional conversion triggers. The concepts that work best are:

- Surprise & Unexpectedness
- Novelty
- Controversy
- Anticipation
- The Event

If you're looking for some good headline ideas, the best place to go is Digg, Delicious, or StumbleUpon and look at the most popular articles there. Social media sites are highly untapped swipe files that can instantly help you create more powerful titles. The title is the key determining factor for whether people are going to click through to your article.

### **How to get in the "Most Viewed" section of EzineArticles**

Here's a powerful strategy that you can use to get in the "Most Viewed" section of EzineArticles.com.

As you probably know, at the bottom of each article inside EzineArticles.com, there is a section called "Most Viewed" and "Most Published".

I want to show you a simple way to get your article into these sections.

To get in the "Most Viewed" section, the first thing you're going to want to do is take the URL of your article and promote it on social bookmarking sites like Digg, Mixx, Delicious, etc...

You can do this semi-automatically at SocialPoster.com

You can then share your article on Twitter, Facebook, FriendFeed and any other social networks you use frequently.

By doing this, you will increase the views of your article, pushing it into the "Most Viewed" section within your category. Once your article has been placed in the "Most Viewed" section, it will be placed on every single article within that particular category.

That means a link to your article will be placed on literally hundreds or even thousands of articles within [EzineArticles.com](http://EzineArticles.com).

This is EXTREMELY powerful because not only will your article get more exposure but you now have an instant network of hundreds of internal links pointing to your article.

This can make a HUGE difference in how the article ranks in Google.

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### **Do you see where I'm going with this?**

By getting your article either into the "Most Viewed" section or the "Most Published" section, you will get hundreds of instant back links, which in turn gives you a much higher chance for ranking in Google for your selected keyword phrase.

If you want to guarantee your spot in the "Most Viewed" section you can use StumbleUpon advertising, which is just 5 cents per view. This is one of the simplest ways to get your article in the "Most Viewed" section. Plus, by using StumbleUpon, you're also driving lots of targeted traffic to your article and increasing your exposure.

### **A List of the Top Article Directories Online:**

[EzineArticles.com](http://EzineArticles.com)

[SelfGrowth.com](http://SelfGrowth.com)

[GoArticles.com](http://GoArticles.com)

[Isnare.com](http://Isnare.com)

[ArticlesBase.com](http://ArticlesBase.com)

[Buzzle.com](http://Buzzle.com)

[AmericanChronicle.com](http://AmericanChronicle.com)

[Site-Reference.com](http://Site-Reference.com)

[Gather.com](http://Gather.com)

[Zimbio.com](http://Zimbio.com)

[ArticleAlley.com](http://ArticleAlley.com)

[ArticleDashboard.com](http://ArticleDashboard.com)

[ArticleClick.com](http://ArticleClick.com)

[A1Articles.com](http://A1Articles.com)

[ArticleCity.com](http://ArticleCity.com)

[SearchWarp.com](http://SearchWarp.com)

[Amazines.com](http://Amazines.com)

[ArticleDepot.co.uk](http://ArticleDepot.co.uk)

[ArticlesFactory.com](http://ArticlesFactory.com)

[ArticleBiz.com](http://ArticleBiz.com)

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[ArticleBlast.com](http://ArticleBlast.com)

[Free-Articles-Zone.com](http://Free-Articles-Zone.com)

[ArticleMotron.com](http://ArticleMotron.com)

[EasyArticles.com](http://EasyArticles.com)

[ArticleRich.com](http://ArticleRich.com)

[IdeaMarketers.com](http://IdeaMarketers.com)

[ArticleSphere.com](http://ArticleSphere.com)

[Article-Buzz.com](http://Article-Buzz.com)

[ArticlePros.com](http://ArticlePros.com)

[ArticleTrader.com](http://ArticleTrader.com)

[ArticleFeeder.com](http://ArticleFeeder.com)

[ArticleCube.com](http://ArticleCube.com)

[A1Articles.com](http://A1Articles.com)

[AffSphere.com](http://AffSphere.com)

[ArticlePool.com](http://ArticlePool.com)

[ArticleNexus.com](http://ArticleNexus.com)

[FanPop.com](http://FanPop.com)

As you probably know, article marketing is becoming less and less effective. Simply posting your articles to sites like EzineArticles.com will no longer cut it by itself.

You need to do more than just article marketing if you want serious traffic.

There's nothing wrong with submitting your content to article directories, but you're going to get exponentially more results if you start zoning in on **high-profile content syndication**.

### So, what is high-profile content syndication?

Well, instead of submitting your articles to article directories, you submit them to the top websites and blogs within your market.

So, for example, if you have a blog about sports, you could submit your articles to <http://bleacherreport.com>, one of the most popular sports websites online.

If you have a website about parenting, you could submit articles to <http://www.momsnetwork.com/submit-articles.shtml>

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If you have a website about finance, you could submit articles to <http://www.istockanalyst.com/article/submitarticle.html>

If you have a blog about Internet Marketing, then you can submit your articles to sites like [Site-Reference.com](#), [BetterNetworker.com](#), [Startup.biz](#), and [Mashable.com](#).

No matter what market you're in, there are very popular websites that you could be submitting articles to for massive traffic.

Another great way to get lots of extra exposure and laser-targeted traffic is guest blogging.

Guest blogging is one of the best ways to expose your content to a completely new audience. Best of all, at the end of your post is your name, your brand, and a link back to your website.

So, you might be wondering how you get a popular blog to post your content. As always, it comes down to value. You want to showcase your very best content.

Plus, you'll also need to develop a relationship with the blogger that you want to guest post for. Now, at first this might sound hard but it's really not. Here's what I like to do to initiate the relationship with other bloggers.

### **[Check out my Guest Blogging Program by Clicking Here!](#)**

First, I start making in-depth, insightful comments on their blog, comments that will really stand out. After I do that for a couple of days (maybe even a week or two), then I send the blogger an email telling them how much I enjoy their blog. I also like to make some sort of deeper connection as well so I try and find out what their favorite hobbies are, their favorite music, etc. and I look for something that we have in common so that I can make a deeper connection.

Then I send them a personalized email, which is ALWAYS well-received. You can never go wrong paying compliments, as long as they're sincere. Plus, the blogger already knows your name because you've been leaving all-star comments on their blog.

So now that you've developed a relationship with them, you can approach them about doing a blog post and chances are that they will happily post your article (as long as it contains extremely valuable content). You now have your content in front of thousands of new readers. Guest blogging is one of the best ways to increase your traffic and exposure.

### **Great Resources about Guest Blogging:**

[Check out my Guest Blogging Program by Clicking Here!](#)

### **Why Guest Blog, you might ask?**

To begin with, let's explain what guest blogging actually is. In its simplest form, guest blogging is the exchange of content from one blogger to another. In essence, someone (you, perhaps?) writes content for another website and this act makes you a 'guest blogger.'

**If you're wondering what you get in return with more specifics than the typical "exposure" response, then let me give you a quick run-down:**

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### **Links**

Links control the web. If you want rankings on Google, you need links. If you want authority in your niche, you need links. If you want traffic from other blogs, you need links. Guest blogging is a fairly easy way to get custom anchor-text, high quality one way back links to your website. There are few other techniques that are so effective.

### **Traffic**

There are millions of webmasters out there and they're all competing for targeted eyeballs online. Guest blogging is not only a way to get one fundamental of the web links but also another fundamental: traffic. The difference between someone who makes money online and someone who doesn't is generally because one has a website which gets traffic. It's that important, and guest blogging provides it.

### **Subscribers**

Not everything is about web spiders and the big G, of course. The readers of a blog are more important than anything else. This, of course, is why so many bloggers care about their feed count. Subscribers are the life and soul of a blog and if you can get in front of an audience on another site, it's likely that they're going to subscribe to your feed.

### **Branding**

Research suggests it takes someone eight views of a brand name or logo to have it stored in memory. On the web, your name and your blog are your brand, and guest blogging helps you get them out there in your industry.

You can check out a few of our current guest bloggers here:

<http://www.stopstressingnow.com/category/guest-bloggers/>

Guest blogging is a great method for all parties involved. Blog owners win because they get excellent, free content for their site and bloggers win because they get more links and more subscribers on their blog. Most importantly, our readers win with original, thought provoking content that keeps them coming back for more. If you would like to be a guest blogger at StopStressingNow.Com, Please contact us directly [CLICK HERE!](#)

### **Forum Marketing**

Forum marketing is another excellent strategy for building a list of subscribers and sending tons of traffic to your website.

Forum marketing is a highly underrated, but extremely effective strategy for building a list of subscribers, driving highly-targeted traffic, and establishing yourself as an authority in your particular market.

Forums put you directly in front of your target market, making it a goldmine for driving thousands of highly targeted visitors to your website.

But keep in mind here that the key to successful forum marketing is to become an active participant in the community. Your first priority is to deliver lots of value. This means posting highly valuable content in the forums and helping people with their questions.

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Once you've become a trusted member and delivered some great value in your posts, people will naturally want to learn more about what you have to offer. This is where your signature link comes in...

You'll want to use your signature link to send people to your [squeeze page](#) where you can build your list of subscribers.

### **Here's an example of a good signature line:**

*"Find out how to get front-page Google Rankings in 24 hours with my FREE Google Domination Video series..."*

<http://www.yoursqueezepeghere.com> "

The key here is to entice them with some sort of benefit to get them to come to your website. Keep your signature file short and to the point. You should only be promoting one page in your signature file. Don't confuse people with multiple options.

Also keep in mind that it's the value of your post that drives people to look at your signature. If you provide people with extraordinary value, then they will naturally want to check out more of your content. So focus on providing value. One extremely valuable post is worth 10x more than 20 average posts.

<http://www.big-boards.com/>

<http://omgili.com/>

<http://www.boardtracker.com/>

Blog commenting can be an extremely powerful technique for building traffic to your website.

Unfortunately, most bloggers underestimate the value of blog commenting. Not only can commenting bring you lots of extra exposure, it's also an excellent way to start building relationships with other bloggers.

These relationships can lead to guest posting opportunities, back links, interviews, and more.

In order to optimize your comments for the most traffic, you'll want to make sure that you're one of the first to comment. The earlier you comment, the more exposure you're going to get because your comment will be at the top of the page. As always, make sure that your comment provides tremendous value. You want your comment to stand out from the others.

### **You do this by providing in-depth, insightful comments that ADD to the conversation.**

Now imagine if you do this consistently on several high-profile blogs you could drive some serious traffic to your blog and build invaluable relationships with your fellow bloggers.

### **Group Writing**

Group writing projects are an excellent way to drive more traffic to your website and get high-quality back links. They're a lot like blog carnivals, except they have no certain schedule.

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During a group writing project, multiple bloggers will all blog about the same topic or answer the same question through a post on their blog. The group writing project is actually a competition of sorts, in that there are often prizes for the best submissions.

The blog host, will then link to each person who participates in the group writing project. The best posts are generally added at the top of the list.

All you need to do is write a post which follows the guidelines of that particular guest writing project and link back to the host blog. Then you submit your post to the host and they will link to you on their blog, along with the other participants.

Blogger's can host group writing projects at any given time. But if you're looking for upcoming group writing projects, one of the best things you can do is go to <http://groupwritingprojects.com/>, a site that is solely dedicated to announcing the latest group writing projects.

Another great way to find upcoming group writing projects is to use Google Blog Search. Sort the results either by date or within the past week. This will allow you to find the latest group writing projects.

### **Top Resources:**

<http://www.searchenginejournal.com/blog-carnivals-link-building/7999/>

<http://www.clicknewz.com/737/problogger-group-writing-projects/>

Submitting your blog posts to blog carnivals is one of the easiest ways to get some extra traffic, build high-quality back links, and form solid relationships with other bloggers.

A blog carnival is essentially a blog post that is made up of article submissions from blogs all over the Web. Each carnival is based on specific theme/topic and is posted on a regular basis (usually weekly).

The blog carnival "host" is the one that posts all of the articles to their blog on the day of the carnival.

You can submit your blog posts to a wide-variety of blog carnivals at:

<http://blogcarnival.com/bc/>

The really cool thing about blog carnivals is that they don't take any extra work on your part. You simply submit your latest blog post to related blog carnivals.

If you want to automate your blog carnival submissions, you can use a piece of software called Blog Carnival Submitter.

<http://www.keifersoft.com/XinglaPro/>

Want to learn more about blog carnivals? Here are some good resources:

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[http://www.freemoneyfinance.com/2005/08/best\\_practices\\_.html](http://www.freemoneyfinance.com/2005/08/best_practices_.html)

One of the easiest ways to get extra exposure for your articles is to turn them into PDF documents that can then be submitted to document sharing sites or EBook Directories. Submitting your content to sites like Scribd.com and DocStoc.com will instantly increase your traffic and exposure. Plus, these sites rank very well in Google so keep that in mind when naming your documents.

<http://www.scribd.com/>

<http://www.docstoc.com/>

<http://issuu.com/>

<http://www.calameo.com/>

<http://www.yudu.com/>

<http://www.myebook.com/>

<http://www.docshare.com/>

<http://www.esnips.com/>

<http://changethis.com/>

<http://www.free-ebooks.net/>

<http://www.getfreeebooks.com/>

### EBook Directories

<http://www.thefreesite.com/>

<http://www.ebookjungle.com/>

<http://e-library.net/>

<http://ebookdirectory.com/>

<http://www.memoware.com/>

<http://www.ebook88.com/>

<http://www.sharewareebooks.com/>

<http://ebookey.org/>

<http://www.feedbooks.com/>

<http://directory.pdf-search-engine.com/>

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<http://www.e-booksdirectory.com/>

<http://books.google.com/googlebooks/tour/>

<http://www.prweb.com/>

<http://www.ereleases.com/>

This next one is a real gem!

## Press Releases

eReleases.com will send your press release to over 30,000 journalists and editors at more than 17,500 media sources. This includes newspapers, newswire and syndicate services, radio stations, trade magazines, and TV outlets.

Their clients have been featured on the Tonight Show, CNN, CBS, Fox, Conan O' Brien, Fortune, The Washington Post, Wired, MSNBC, the BBC, Forbes.com, NBC, Fast Company Magazine, and many other media outlets.

So if you want to get featured in the media without having to hire a high-priced pr firm, you should definitely check out:

[eReleases.com](http://www.ereleases.com).

<http://www.prlog.org/>

<http://www.helpareporter.com/>

HelpARepporter.com is one of the best tools online for getting free press. Help a Reporter Out, or HARO, as it is often referred to, is a mailing list that connects journalist to experts who can help them with their stories.

For example, if a journalist is working on a story about online business owners who have left their jobs to start an online business, they'll send out some information on HARO about the types of people they'd like to interview. If you feel that you'd be a good fit for the story, then you would then contact those reporters directly.

Each day, HARO will send you up to 3 emails containing anywhere from 2-10 press queries per email. You can then respond to any queries that are targeted within your niche.

This free service actually started out as a group on Facebook called "If I can help a reporter out, I will." However, it got so big that Peter decided to start sending the enquires by email. They now have over 100,000 members getting free PR leads. You can sign up now at <http://www.helpareporter.com/>

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HARO is one of the best ways to get connected with journalists who are actively seeking your insights and input for media stories. This is hands-down one of the best ways to get some free press coverage.

Personally, I use <http://www.prweb.com/>

It's not free however it is highly targeted and allows you to even include video and podcasts interviews.

I also use: <http://www.publicityguaranteed.com/>

I like this company because they are a very transparent "Pay for Performance" based PR company. They are easy to work with and there are no hidden fees.

### **Extra Resources:**

[Top 10 Tips for PR Success Using HARO](#)

[How to pitch reporters on "Help a Reporter Out"](#)

Okay, so that just about covers all the free stuff. Now let's talk about spending some advertising dollars. First I want to talk about:

## **Integration Marketing**

Integration Marketing occurs when you integrate your offer into someone else's marketing funnel.

Integration Marketing is the fastest way to create an automated lead generation system that funnels hundreds of subscribers into your sales funnel each and every day. This is hands-down one of the most powerful, yet untapped traffic strategies online today.

One of the best ways to use integration marketing is to look for people who have products related to your market. You would then approach them about including your content as a bonus for their product.

For example, if you have a product that you are currently selling, I would allow them to include your product as a free bonus. The only catch is that they have to sign up for your list before they are able to download your product.

This is really a no-brainer (especially if you have a high-quality product) because they are able to provide tremendous value to their customers, offering them an extra bonus that they would normally have to pay for. In return, you get a very powerful list of buyers!

By pairing your products with other products within your market you are going to create an instant, perpetual flow of leads to your website, allowing you to grow your list very quickly.

Another way you can use this strategy is to look for membership sites within your market. People who own membership sites are constantly looking for quality content that they can add to their site. That's really one of the biggest jobs for someone who owns a membership site, adding new quality content every month.

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So you can provide them with tremendous value by allowing them to put your premium content in their membership site. In return, you will build a very powerful list of buyers. And as you know, a list of buyers is 10x more powerful than a traditional subscriber.

Another powerful integration strategy you can use is to write a killer report of about 30-40 pages of truly great content. This has to be some truly juicy content and not the same stuff you see rehashed 100's of times over. For this strategy to work, you must create content that stands above the crowd.

You would then offer this eBook to other marketers for them to give away to their list (no opt-in required.) The key here is that you MUST include links throughout the report that point back to your [squeeze page](#) .

To add even more power to this strategy, I would recommend that you personalize the report for each marketer. At the top I would say something like, "An Exclusive Gift for MARKETERS NAME's Friends and Subscribers".

I would send out 50-100 personalized emails offering your report to them for free. You can email bloggers, product owners, and related website. You can find these people through Clickbank, PayDotCom, and traditional Google Searches.

You can also some extra juice to this strategy by including a revenue component by branding the report with their affiliate link peppered throughout the report.

Some other extremely powerful integration points include thank you pages, logout pages, [autoresponder follow-ups](#), [ExitPops](#), and banner space. There is a TON of virtual real estate online that goes untapped. It's your job to look for these priceless integration points and find ways to integrate your content into other people's marketing funnels.

Thank-You Pages

Log-Out Pages

[Auto-responder Follow-ups](#)

[Exit Pops](#)

Member's area

Bonuses

Content Sharing

Up-sells

[Banner Space](#)

[squeeze page](#)

## **Paid Advertising Resources**

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There are a million and one ways to spend your money advertising your website or blog. However, these are a listing of the methods I have found to be the most successful.

<http://www.publicityguaranteed.com/>

<http://buysellads.com/>

<http://web.blogads.com/>

<https://www.leadimpact.com/>

<http://www.trafficvance.com/index.php>

<http://www.cpvmarketplace.com/>

<https://www.stumbleupon.com/ads/>

<http://advertising.ezanga.com/>

<http://7search.com/>

<http://www.admob.com/>

<http://www.facebook.com/advertising/>

## Mobile Paid Advertising

The future of advertising **WILL BE** on mobile devices like the iPad. Those who take advantage of this marketing opportunity still in its infancy will be the ones who gain the most. Mobile paid advertising at this moment is ridiculously cheap but you need the right software to help you create the ads that will truly convert. The software I personally use is without question the best on the market at the moment.

[Click here for more information!](#)

It's super easy to use and I can have very targeted ads running in minutes. The network I use the most is: <http://www.admob.com/>

It's by far the largest network out there reaching more than **5.2 BILLION** mobile devices already out there and growing every day. Keep in mind that the first version of the iPad sold over 14 million units alone. If you are NOT advertising on mobile devices, you are losing traffic and money! **I don't even use Google pay-per-click anymore.**

Once you've built your subscriber list up to 500-1,000 subscribers, you can then start building your list exponentially using ad swaps. Ad swaps are hands-down one of the fastest ways to build your list.

But first, let's talk about exactly what an ad swap entails...

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An ad swap occurs when two list owners each agree to mail their list an offer from the other list owner. This is usually a free offer placed on a landing page in exchange for someone's name and email address.

As a result, they are both adding hundreds of subscribers to their lists.

The most effective ad swap occurs when two list owners endorse the other person's squeeze page offer, which gives away a free report, video, or some other content of value.

Even if you just have a small list, you can still leverage that asset to swap ads with other list owners - helping you to grow your list at a rapid pace.

Ad swaps are a little-known tactic that all of the big internet marketers are using to add 200 to 500 subscribers per day.

So, once you've built a ["seed" list of 500-1,000 subscribers](#), it's now time to go out and start looking for potential ad swap partners.

Here are some places online where you can find other list owners who are actively looking to do ad swaps:

<http://www.imadswaps.com>

<http://www.warriorforum.com/warrior-joint-ventures/>

Once you have found some potential JV partners, contact them and propose to do an ad swap with your lists. Keep in mind that it doesn't matter if your potential JV partner has a bigger list size.

For example, let's say you want to swap ads with someone who has a list that has 10,000 subscribers and you have 1,000 subscribers. Not a problem! The person with 10,000 subscribers would just send your ad out to 1,000 subscribers of their 10,000 person list. So they would just send it to a segment of their list.

### **Problem solved!**

Here's a powerful tip that will increase the chance of your potential partner agreeing to do an ad swap.

Go ahead and set up a squeeze page that is specific to the marketer you're swapping ads with. So at the top of your squeeze page (directly under your headline), you would have some text that says, "This is an exclusive secret download page only for Bob Smith's subscribers)

This makes it a lot more personal. Not only are you going to get a more positive response from your potential partner, but you will also get higher conversions on your squeeze page because it's targeted directly to their subscribers.

Here's an example... <http://www.buzzblogger.com/ChrisFarrell/>

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Do you see how it's personalized just for Chris? They also created a customized URL for him. Not only will this improve your chances of getting more ad swap partners, it also converts better because you've personalized the page specifically for their subscribers.

Ad swaps are one of the best ways to grow your list quickly without spending any money.

This is some of the very best traffic you can get because someone is endorsing your free offer to their list of subscribers.

Plus, the really cool thing about ad swaps is that you can do them MULTIPLE times with the same people!

Since both of your lists are growing all the time you can do an ad swap with the same people on a monthly basis by sending the ad swap only to your newest subscribers. I hope you're starting to see how powerful this is.

[Autoresponder](#) swaps are very similar to ad swaps. But instead of sending a one-time email broadcast you are exchanging [autoresponders](#) with the other person.

So, for example, each of you would put a promo for the other person into your autoresponder follow-up sequence on days 3,4,5,6, or 7. This would create a perpetual traffic source that sends a continuous stream of traffic to your squeeze page. This is the ultimate form of leverage and one of the best ways to create consistent lead flow into your business.

## **Trackbacks**

A trackback is an automated process of notifying another blog that you have linked to one of their articles. Whenever you link to an article on another blog, Wordpress will automatically "ping" the other blog, alerting them to the incoming link.

Trackbacks are an excellent way of letting another blogger know that you have linked to them. Plus, trackbacks are also displayed in the comments section, so your link will immediately show up in the comments section of that blog, which can lead to lots of traffic (especially on a high-traffic blog like TechCrunch, ZenHabits, etc...)

Plus, bloggers LOVE it when you link to them... and out of gratitude, they will often link back to you, which sends even more traffic your way.

Don't underestimate the power of linking to other blogs. It's a very powerful traffic strategy that can also help you build relationships with other bloggers online.

### **Trackback Resources:**

[How Linking to Others Can Get You Lots of Links in Return](#)

[How to Do a Trackback to Get More Links and Traffic](#)

[5 Things You Need to Know about Trackbacks](#)

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**Extra Juicy Tip:** You can also submit your video to any of the [Ning Communities](#) online.

These are social networking communities centered around niche topics (everything from baking and parenting to biking and dog training). Ning.com has thousands of communities on almost any imaginable topic. These social communities contain thousands of users and you can submit blog posts and articles to all of them. Best of all, those articles and blog posts will show up on the front page of the Ning Community. Very Powerful!!!

### **Contests**

Holding a blog contest is a great way to grow your blog's audience, build inbound links, and improve your search engine presence.

Contests are a great way to interact with your community, generate buzz, build back links, and attract new readers.

I actually have given away free products, iPads, and even a round trip Las Vegas Vacation! People love it!

### **Extra Resources:**

<http://performancing.com/5-point-checklist-to-running-blog-contests/>

### **Coupons**

Give away coupons and promote them in coupon directories. If your site offers coupons of any kind, you can submit your site to hundreds of different coupon websites online for additional exposure and traffic. Plus, you're also creating valuable one-way back links to your website.

**Here's a list of coupons sites you can submit to:**

[www.slickdeals.net/coupons.php](http://www.slickdeals.net/coupons.php)

[www.retailmenot.com](http://www.retailmenot.com)

[www.fatwallet.com](http://www.fatwallet.com)

[www.couponmountain.com](http://www.couponmountain.com)

[www.dealspl.us](http://www.dealspl.us)

[www.cheapstingybargains.com](http://www.cheapstingybargains.com)

<http://www.dealtaker.com/forums.html>

<http://www.couponcabin.com/>

[www.dealio.com](http://www.dealio.com)

<http://www.tjoos.com/>

[www.savings.com](http://www.savings.com)

[www.dealigg.com](http://www.dealigg.com)

[www.mycoupons.com](http://www.mycoupons.com)

[www.spoofee.com](http://www.spoofee.com)

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[www.hotcouponworld.com](http://www.hotcouponworld.com)  
[www.smartcanucks.ca](http://www.smartcanucks.ca)  
<http://www.couponcodes4u.com>  
[www.couponcraze.com](http://www.couponcraze.com)  
<http://www.momsview.com/>  
[www.couponalbum.com](http://www.couponalbum.com)  
[www.gottadeal.com](http://www.gottadeal.com)  
[www.dealsoftamerica.com](http://www.dealsoftamerica.com)  
[www.ultimatecoupons.com](http://www.ultimatecoupons.com)  
[www.deallocker.com](http://www.deallocker.com)  
<http://couponwinner.com/>  
[www.couponchief.com](http://www.couponchief.com)  
[www.promotionalcodes.com](http://www.promotionalcodes.com)  
[www.couponsnapshot.com](http://www.couponsnapshot.com)  
<http://www.couponseven.com>  
[www.topbargains.com.au](http://www.topbargains.com.au)  
<http://www.freeshipping.org/>  
[www.couponshare.com](http://www.couponshare.com)  
<http://www.shopping-bargains.com/>  
[www.dailydeals.com](http://www.dailydeals.com)  
[www.myretailcodes.com](http://www.myretailcodes.com)  
[www.anycoupons.com](http://www.anycoupons.com)  
<http://www.couponcactus.com>  
[www.gogoshopper.com](http://www.gogoshopper.com)  
[www.couponheaven.com](http://www.couponheaven.com)  
[www.a2zdeals.com](http://www.a2zdeals.com)  
[www.gotodaily.com](http://www.gotodaily.com)  
<http://www.couponsinc.com>  
[www.couponit.com](http://www.couponit.com)  
<http://www.quicktoclick.com/>  
<http://www.dealstop.com/>  
<http://www.frugalshopper.ca>  
[www.deal hunting.com](http://www.deal hunting.com)  
<https://www.monkeybargains.com/advertising/>  
<http://www.happycoupons.com>  
<http://www.supercoolcoupons.com/>

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[www.jumpondeals.com](http://www.jumpondeals.com)

[www.jackscouponcodes.com](http://www.jackscouponcodes.com)

[www.fullfreestuff.com](http://www.fullfreestuff.com)

[www.clevermoms.com](http://www.clevermoms.com)

Here's another interesting find. It's called "Cool Site of the Day". This site lists some of the most interesting sites from around the web. Best of all, you can submit your site as well if you think it's up to snuff. Not only does this present an excellent link opportunity, but Cool Site of the Day is known for sending thousands of visitors to their featured sites.

If your site is chosen, it will be featured on the homepage and announced to their email list of over 150,000 subscribers.

Much like Digg, Cool Site of the Day also has a ripple effect. The featured sites are often picked up by journalists throughout the world. Some of the previously featured sites have been quoted on the BBC News website, featured in USA Today, picked up by radio stations and quoted in a number of other media outlets.

**Additional Resources:**

[Find Customers and Backlinks by Adding Your Site to Coupon Directories](#)

## Traffic from Affiliate Marketing

Affiliate marketing is almost an art form. Basically, you are selling other people's products for a cut or commission of the sale. It can be **EXTREMELY** profitable. You find these offers on affiliate marketing sites like ClickBank.com. It's free to sign up.

**However, there is a little known secret.**

**The secret to becoming a successful affiliate marketer: WORK BACKWARDS**

*This might seem odd so let me explain...*

Over the last few years, I've generated some good money in commissions and taught thousands of budding affiliate marketers how to make more money online. After many unsuccessful attempts throughout my career, I finally realized what I was doing wrong.

Statistics show there's a 95% chance that you aren't as successful at affiliate marketing as you'd like to be, and even if you're doing great, by simply applying the little 'mind shift' I'm about to share with you, you'll be able to take your current success to an entirely new level.

**Before you begin any promotional campaign you need to identify your end goal.**

Think about it for a second, and ask yourself why are you even working as an affiliate in the first place? Although affiliate marketing can be fun, **making money is essential.**

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Like everyone else, you're an affiliate because you need the money. Making car payments, paying bills such as rent or mortgage, family vacations or the 101 different things that factor into our cost of living add up.

One of the biggest problems is that most people never sit down and add the cost of all these expenses. Once you begin to crunch those numbers and figure out exactly what it takes to live without the worry of how much things cost, or where the money for the next bill is coming from, is when you will start to see the true power of affiliate marketing.

**The revelation is that affiliate marketing doesn't just have the power to make you some 'extra cash,' it has the power to set you free!**

So how do we start? First you need to know how much you need (pretty simple right). We aren't talking rocket science here.

Grab a notebook and make a list of everything you spend money on each month. At the top of your sheet, you want to write "living expenses." Go through the fixed costs that you have each month (everything should go in here, rent/mortgage, car payments, cell phone, utilities, food etc.).

Then you want add in your entertainment expenses (the fun stuff!). You can estimate the monthly costs but include things like movies, eating out, monthly mini-vacations etc. Next combine your living expenses with your entertainment costs and you'll have a total monthly expense figure. Got it?

**Don't underestimate the power of doing this.** This has been the number one exercise I ask my coaching students to do because affiliate marketing is not the be all and end all – it's the tool that gets you there. Without the end goal, you don't have any kind of way to evaluate your progress!

**Let's work an example:** Say \$5,000 is the amount you need each month. If your affiliate income can match \$5,000 (which is peanuts compared to what you can do if you really push things), you'll have all of your expenses covered!

**Now it's just a matter of building your system that will generate this income for you automatically, every month.** We need to calculate how many sales we need to achieve our income goal. What I want you to do is take your income goal and divide it by the net amount of commission you plan to make with each sale.

For example, let's say that we're going to make \$30 per sale. \$5,000 divided by \$30 is equivalent to 166 sales a month. **When you break that down, it's just 6 sales a day.**

Now, if you think it's hard to sell 6 Clickbank products a day, just understand that there are people who can sell 150 Clickbank products a day and more. What I'm talking about here doesn't even take into account rebills and future payments and how they can compound over time!

**So how much traffic do we need to get to those 6 sales?**

Just take the monthly number of sales you need (which was 166), and divide that by the vendor's sales page conversion rate.

We can make a quick assumption that sales page conversion rate will be around the industry standard of 2%. Then, we divide the total number of sales we need by .02, and see what we get

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from that. Don't worry if you don't want to do all the calculations right now, I have handy 'one click' resource for you coming up at the end.

For example:  $166 / 0.02 = 8,300$  unique visitors a month. Break that down and it becomes just 277 unique visitors a day.

The point is, with this formula you'll know how to figure out exactly how much traffic you need to reach that goal, and vice-versa. If you know how much traffic your site is getting right now, you can reverse the calculation to determine which programs to promote based on commission amounts. *It's not just random numbers floating around anymore!*

### You have a target to aim for!

Well, kind of. That's the number of visitors you need to get to the vendor's page (the page of the person you're promoting), however, you'll probably want to send them to your own site first, and then get them to the vendor's site. In a perfect world you could get every visitor to go from your site to your vendor's page (that would be a 100% conversion rate), but it's not a perfect world. So the big question is how many do you actually need to come to *your* site to reach your goal?

For a quick and dirty answer just divide the number by 0.3 (this is a 30% conversion rate from your site to a vendor's site). Although you may be able to achieve a higher conversion rate (we have pages that convert to 40%-50%), we will estimate on the conservative side. So,  $8,300 / 0.3$  is 27,666 and that's the traffic we would need to reach the goal in our example. The next step is to take that 27,666 and divide it by 30. That tells us how many visitors per day we need to arrive at our own website. **That's 922 visitors a day.**

And that's everything you need for financial freedom! Beautiful how this works isn't it?

## Conclusion:

When you calculate your own personal freedom formula number, you might be surprised how close you are to it already. It's just a matter of setting up your traffic plan and finding the best programs from the Clickbank Marketplace to promote.

You can also run more than one campaign, identify programs that offer recurring billing to automatically add fresh commissions each month to your tally without having to drive more traffic and test and tweak your own pages to increase conversions to ultimately reach your goal. In fact there are many easy-to-apply adjustments that will reduce the time it takes to achieve your objective. Just remember that knowing your objective first is the best way to achieve it.

## Important Habits of Highly Successful Affiliates

Although there are many techniques and tricks for being a successful affiliate marketer, I have identified the following seven habits that help create lasting success.

### 1. Promote products that address specific needs:

While most fledgling affiliates focus on an Internet marketing vertical that they think will make

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them quick money, it's important to consider the wide range of products on the Clickbank Marketplace that cater to a huge variety of needs. Many successful affiliate marketers sell products that address a specific need or answer a particular question.

### **2. Promote widely:**

Many successful affiliate marketers rely on a wide range of promotional methods—[e-mail marketing](#), blogs, review sites, and pay-per-click advertising, and today - most importantly is [mobile marketing](#)—since various promotional methods work well with particular demographics.

### **3. Promote seasonally:**

Successful affiliates tend to vary the products they promote based on the season. Consumers tend to seek self-improvement products at New Year's when resolutions are being made, while they look for outdoor recreation and fitness products in the summertime.

### **4. Persevere through hardship:**

Many novice affiliates tend to assume they cannot be successful if their initial attempts to promote products don't go well. Nothing succeeds like perseverance. Stick with the effort and don't allow early disappointment to deter you. Many the most successful affiliate marketers have attained success after disappointing early results.

### **5. Broaden your portfolio of products:**

In general, all products don't do well at the same time. When some products are doing well, other products are not. Promoting a variety of products will allow you to benefit by smoothing out the peaks and valleys in the lifecycle of each product.

### **6. Test relentlessly:**

Since your commissions depend on the links from your site to the publisher's site working consistently, test everything and test regularly. Simulate a visitor's journey from your site to the publisher's site and then on to the Clickbank order form, and make sure that the order form displays your nickname as the affiliate. You should also test and tweak the language you use in your promotions to make sure it is compelling.

### **7. Make realistic claims for the product:**

Refunds are high when products don't meet the claims made by the promotional material. By making extravagant claims for the product you may be able to get more people to buy the product initially, but this success is short-lived when customers end up refunding a product that doesn't measure up.

I personally know top affiliates that generate several million dollars worth of business each year, even in difficult economic times, by adopting these seven simple successful affiliate marketer habits. Perhaps now you can too!

### **The fundamental traits of the success-oriented affiliate mindset**

The Internet is growing at an alarming pace, and with that growth comes enormous opportunity. It is an opportunity that is available to everyone, regardless of background, education, and

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experience. Especially now that everyone will soon be carrying the internet around with them, thanks to [mobile device marketing](#).

While that statement is absolutely true, in reality only a small number of people will pursue that opportunity. Far fewer will achieve success as online marketers.

And of course, everyone wants to know why. What is it that successful Internet marketers do? What mistakes prevent so many others from becoming successful online?

In my years of working with thousands of vendors and affiliates, it has become clear that the most successful Internet marketers share something far more fundamental, and much more powerful, than effective marketing strategies.

They share a mindset that allows them, propels them, even, toward success.

Here are the 9 fundamental traits of the success-oriented mindset shared by today's most effective online marketers:

- **They work hard.**

To be successful online, you don't need a university degree, or even a resume. But if you're just starting out, you do need to be prepared to work really, really hard. It can be very rewarding, but it is hard work. The fact is, fifteen new vendors launch on Clickbank every day, and most of them don't make it because they treat online marketing like a field of dreams, believing in the idea that if you build it, buyers will come. That's not how online marketing works. Yes, there are a select few who can vacation while making huge online profits, but those people can afford that lifestyle now because they put in a huge amount of work upfront to achieve that success.

- **They follow their passion(s).**

Enjoying your work is something most people aspire to do, but pursuing your passion can also translate into good business. The most successful online vendors are passionate about what they do. That passion is critical to success, because if you're going to work this hard, you need that passion to keep you motivated.

- **They persevere through hardship.**

Most successful affiliates and vendors have failed several times. Instead of allowing failure to discourage them, they use it as a learning experience. The knowledge they gain is valuable, and their ability to persevere through hardship allows them to continue working toward the success they eventually achieve.

- **They seek out information, and enjoy learning.**

Whether it's reading articles, networking, or attending industry events, successful marketers understand the power of information. The Internet is constantly changing, so even very experienced online marketers constantly seek new knowledge. Rather than seeing learning as a chore or a threat, they appreciate and enjoy the opportunity to get advice from peers, improve their strategies, and find new ways to grow their business.

- **They take action.**

Inevitably, we all face tasks we would rather put off for another day. Successful Internet

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marketers understand that getting those tasks done now can translate into more sales today AND tomorrow. Procrastination can, and will, prevent you from becoming successful.

- **They believe in themselves and they have a strong support network to prove it.**

To transform the failure that you will inevitably experience, particularly early on, into a positive learning experience, you first need to believe in yourself and trust that you can, and will, find your path to success. You also need a strong support network to reinforce your belief in what you're doing. Whether it's a mastermind group, family members or close friends, find people who will help you stay motivated through the good (and not-as-good) times.

- **They are not afraid of competition.**

Successful online marketers understand that competitive markets can also be the markets with the most sales potential. In other words, big niches can mean more opportunity to make big money. Health and fitness, for example, is a big niche, and there are a lot of people making a lot of money from it as a result.

- **They pursue multiple revenue streams.**

When you're just getting started, it's important to create several different sources of revenue. As the old saying goes, never place all your eggs in one basket. This is especially true online, where things can change very quickly. By diversifying, you protect yourself so you're not wiped out if one market or niche goes down. As you gain experience, you may be able to focus on a particular niche, but at the outset, play it safe and experiment with different markets and revenue streams.

- **They invest in their own efforts.**

Becoming an affiliate does not require massive financial investment, but you cannot build a million dollar business by spending twenty dollars. It just can't be done. Successful online marketers spend a reasonable amount of money buying tools and software, educating themselves, learning about their industry. Don't be afraid to do the same for your business.

Maintaining a productive mindset is critical for achieving success online because it influences which actions you do (and don't) take. As you embark on your online journey, we look forward to seeing (and hearing from you) how your mindset helps to advance your own goals.

## Tips to Stand Out From the Crowd

In a competitive environment where products and services are all competing for market share, it is more important than ever to make sure you're doing what it takes to maximize your affiliate marketing efforts. Over the past three years the Internet has changed substantially—"Web 2.0" sites have become very popular, YouTube has become a major player both for entertainment and for Internet marketing and there are more people online than ever before. To get people's attention these days, your affiliate marketing efforts have to be truly special.

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### **Design, Has to Look Great:**

The days where you can just have a page of text, a few pictures and a Buy Now button are over. Focus on making your site design fit the niche you are in, and work on making the design look really professional so potential customers trust you.

A good way to ensure your design will resonate with your audience is to learn from the best in your niche. If it is a gaming site, then check out some of the biggest game companies on the web and follow suit. Make sure your images, colors and even fonts are in line with what visitors to gaming sites would expect.

### **Video, Take Your Site to the Next Level:**

Many of the most successful affiliates have started using [video on their site](#), and there's a good reason for it.

[Video can improve conversions ten-fold](#) if executed properly, so make sure you have a professional video made that focuses on the benefits of your products.

Some of the most profitable sites now use a simple video on their main sales page. If you're not taking advantage of video yet, you're missing out.

### **Products and Services: You Have to Stand Out:**

Even though there is a lot of competition in any given category, the top products find a unique angle or selling point that helps them stand out. Make sure that you put some thought into what makes your product or service different from all the others in your niche.

Is it a totally new technique? Do you provide better support? Really cool tools or bonuses? Make sure you've got something unique that will resonate with buyers. If your product has a unique selling point, it can do very well!

### **What's the Bottom Line?**

Be yourself! There is no one like you in the whole world and your product and website should reflect that.

Of course, don't ignore learning the basics of skills like copywriting, web design, and [video creation](#), but when you are using them, make sure to add a little bit of your personality so you stand out, and you'll see your conversions improve.

## **Convert Visits to Sales with “Buyer Keywords”**

One of the biggest lessons I learned in my Internet marketing career is understanding how to find people online that are ready and willing to buy! This is called “Targeted Traffic”. Once I worked out how to do this, my Internet marketing efforts really started to take off. In this section I'm going to share with you some tips to help you master this vital online marketing concept.

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### Finding the Buyers

**Keyword data** is the biggest factor that distinguishes online marketing from the offline world. Before the days of Google and **keyword data**, businesses relied heavily on market research companies to provide insight into the mind of the consumer.

These days we can simply analyze the **keywords** they type into Google and base a lot of our decisions on this. You might think this is obvious; however you would be amazed at how many people fail to grasp this.

### Commercial Intent

This leads me onto my next point; 'Commercial Intent'. This is simply judging how likely a person is to buy, based on the keywords they use in their search.

Ideally, you want to be driving traffic to your sites on **keywords with high commercial intent**, as these keywords will convert at much higher rates than more general, information-seeking keywords.

### Example Searcher

Let's look at an example to demonstrate this point more clearly. If a person types "acne" into Google, I would consider this to be a low commercial intent keyword, the reason being that we can't tell what their intention is at this stage. They may just want to learn about acne and how many people have it, or the main causes of acne. These searches are known as "information seeking keywords," and they're not likely to result in high conversions to sales for you.

However, let's say that the person who typed "acne" into Google did in fact have bad acne and needed a cure. The next thing he/she might do, after they browsed some websites about acne, is head back to Google and refine the search a bit more.

They might start researching the kind of acne they have, and type into Google "Types of Acne." This is not a buyer keyword, but it may reveal to the searcher that they have a type of acne known as **cystic acne**.

So they might now type into Google "**cystic acne treatment**" and read some more web pages about possible acne treatments that you can use. At this stage, the commercial intent of the keyword has increased, and the conversions to sales also increase with it. We know exactly what the searcher's problem is and that they are looking for a solution for it.

You can take this even further by getting very specific, and get extremely high commercial intent with keywords like "**buy cystic acne treatment**." When you see the word "buy" in the search phrase, the searcher is blatantly telling you that they are ready to buy.

### Conversions & Profits

Essentially, the higher the commercial intent, the higher the **conversion rate for keywords and the more profit** you will make. Therefore, it is important to build your websites on keywords that have a high amount of commercial intent.

What you must keep in mind, though, are the traffic stats for a keyword. It's all well and good to be targeting a super-high commercial intent keyword, but if no one is searching for it, then you won't make a penny.

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When I look at keyword figures I usually aim for no less than 500 exact match searches a month in the local market I am targeting. I then start with half a dozen keywords and build my sites from there, with the intention to grow the list of keywords I'm targeting out over time.

Also, I will often target lower search volume buyer keywords as my secondary keywords for a page. For example, if my primary keyword for a page is "cystic acne treatment" I might target "buy cystic acne treatment" as a secondary phrase to collect that extra bit of buyer traffic to that page.

Although there are several more steps to creating profitable affiliate sites, building on a solid foundation of [buyer keywords](#) is the most important thing to get right.

### **Capitalize on Global Opportunity**

It's no secret that there's enormous opportunity and lots of potential profit in the global market. Sales of German products are tripling year after year, and sales for Spanish language products in Latin America and South America are showing impressive growth.

The question is "How can you, as a vendor, capitalize on this opportunity?" Is it as simple as translating your marketing and product content into, say, Spanish?

The reality is, hiring a translator is a great first step, but it's just one of the many steps you'll need to take to achieve success in foreign language markets. Culturally accepted norms differ from one country to another, and those differences affect everything from your marketing strategy to how you accept and process funds.

My goal is to help you grow by making it easier for you to capitalize on each and every opportunity.

Clickbank has made tremendous progress with their new globalization strategy, they now:

- Accept payment in 13 currencies.
- Transact in over 200 countries on a daily basis, including supporting the myriad of payment methods in use globally. For example, Germans rarely use credit cards for online purchases, and rely on ELV direct debit as their main payment method. The French prefer Carte Bleu, while the Dutch and English use real-time banking relatively more than other countries.
- Have the Clickbank experience—web site, order form, all client functionality, and customer/client telephone and ticket support—available in French, German and Spanish.

All of these globalization services and many others are now available to all Clickbank clients, including members of our International Bestseller Program. That's why I use them.

The International Bestseller Program is essentially a risk-free opportunity to replicate the success of your English language products in multiple foreign language markets.

The reality is, achieving the same high conversion rates in foreign language markets often means localizing not just the product content, but also how that product goes to market—a potentially risk-laden process that we've made straightforward and accessible for members of the International Bestseller Program.

Through the program, which currently includes German, French and Spanish speaking countries, your product is licensed to in-country businesses who invest in the product translation and the sales page translation and localization provide affiliate management, as well as the customer

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support needed to deliver significant in-country sales. The affiliates are paid as normal, and the vendor fee is split between the licensee and the original product owner.

The International Bestseller Program not only minimizes your risk, but has the potential to make your transition into new foreign markets significantly more profitable in a much shorter time.

Still unsure about the licensing route? That's understandable and you're right. You can find your own local translation support.

But before you invest in a foreign-language market, consider these five hidden risks of doing business overseas:

### **1. There's more to it than translation.**

What works in the US market will not necessarily work in other countries, so translating your sales page word for word into another language can actually lower your conversion rates. For example, the level of hype typical to a US sales page needs to be significantly toned down for most European countries.

### **2. Limit the use of extravagant claims.**

Your landing page quality scores on Google may already suffer if you make extravagant product claims you cannot validate. This problem is exacerbated in the European market. For example, in Germany people commonly take the time to submit formal complaints about web sites they think are making unreasonable claims.

### **3. Test each market.**

When working with a new license partner in a country for the first time, test the market with a "slimmed down" product version before moving into full product translation. This is a particularly wise investment for products with a lot of video content, which is more costly and time-intensive to translate. In addition to fostering a good working relationship with the licensee, this strategy ensures that you invest in localizing only the products with significant growth potential in a given market.

### **4. Expect higher customer support requirements.**

Europeans, for example, tend to demand higher levels of customer service than you may see from your existing customer base. Customers will certainly demand support in their own language, although most are happy with e-mail support. If your product typically attracts a high number of customer service requests, working with an in-country licensee who can provide comprehensive customer support will save you time, money and headaches.

**5. Use as a stepping stone for software and foreign exchange.** If you have a software or foreign exchange product that is already selling in English in another country, full localization may not be necessary right away. However, localizing your sales page may increase conversion rates (just make sure to tell your customers that the product is in English!).

At Clickbank they are really excited about the growth potential I see around the globe and are looking forward to helping you replicate your success in multiple overseas markets.

## Joint Venture Giveaways

Another great way to build your list quickly is to enter Giveaway events as a contributor.

A Giveaway

event is basically a site where multiple marketers contribute a free gift. This can be in the form of free

eBooks, reports, videos, audios, etc...

Then, all of the contributors promote the Giveaway Event to their list, which puts your offer in front of

thousands of people. Your offer is listed among all of the other contributors. When people come to the site, they'll see your offer. If it's something

they're interested in, they'll click on it, go to your [squeeze page](#)

and get signed up for your free report.

Giveaway events allow you to piggyback on the traffic of other marketers, allowing you to quickly add a couple hundred subscribers to your list.

Giveaways are a great way to start building your list quickly.

They're also one of the best ways to build your "seed" list for future ad swaps.

By contributing to giveaways, you can quickly build up a list of 500 subscribers, which you can then use to start exponentially growing your list through the power of ad swaps.

If you want to grow your list quickly, then I would look to contribute to at least 1 or 2 giveaways per month. At the same time, you don't want to burnout your list promoting giveaways. You must continuously keep a careful balance between promotions and giving away valuable content.

It's critical that you provide your subscribers with TREMENDOUS VALUE and focus on building a relationship with your subscribers.

### Where to Find the Best Giveaway Events Online:

<http://www.bestgiveawayevents.com/>

<http://thegoldengiveaway.blogspot.com/>

<http://www.facebook.com/group.php?gid=6405644093>

<http://www.giveawayriches.com>

### Hosting JV Giveaways

I would also strongly encourage you to host your own JV Giveaway. This will allow you to add thousands of people to your list instead of just a few hundred.

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The key to hosting a great Giveaway event is to have lots of good contributors. To do this you must already have a sizable list of your own that you can promote the Giveaway to. So whenever you approach a potential contributor you can say, "Hey, I will be promoting this Giveaway to my list of 10,000 subscribers so you'll be able to get plenty of exposure."

I would recommend that you build a list of at least 10,000 subscribers before you start hosting your own Giveaway Events. This gives you lots of leverage when contacting contributors, because you now have something of value for them. And that's the key!

Once you have that seed list that you can promote to it's easy to get people involved in your Giveaway Events.

### **Hidden Traffic Sources**

I'm always surprised how few people are buying existing websites online. You can easily buy an untapped website and quickly turn it into an automatic lead machine for pennies on the dollar.

There are lots of webmasters online who simply do not realize the full potential of their website. With just a little bit of marketing knowledge, you can maximize the site's potential and start generating hundreds of subscribers per day.

### **Here are some of my favorite places to buy websites:**

<http://flippa.com/> Lots of good deals here

<http://www.viperbusiness.com/listings/> Pricey but these are golden gems that are already generating large profits. (Many of them even come with an existing list of subscribers.)

Another very powerful technique is to go buy underperforming sites on Clickbank and PayDotCom. The majority of products on Clickbank are getting little to no sales per month. Either they did a big product

launch and now things have sizzled out or they simply don't have the proper marketing knowledge to get things rolling. **Either way, it's a HUGE opportunity for you.**

You can easily come in and buy entire products for pennies on the dollar. You can then either use your marketing knowledge to immediately increase conversions and traffic and bring the site back to life.

OR, you can use the content inside the product to build a huge plot of juicy content real estate online.

Many of the products on Clickbank have up to 200 pages so you can take that content, split it up into articles and then drip-feed it to your website.

You can syndicate the content around the web. Turn it into video and submit them to all the top video directories. Break the

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product into multiple ebooks and submit them to all the top ebook directories online like the ones I have listed in this manual.

The possibilities are endless. You can use that content to easily generate thousands of visitors by repurposing it into podcasts, viral reports, blog posts, videos, and articles that you can syndicate around the web and the world.

Finally...

Here is an amazing resource list of different tutorial sites that will teach you pretty much anything you **want to learn about the internet and marketing on it.**

<http://www.noupe.com/>

<http://www.tutorialized.com/>

<http://www.good-tutorials.com/>

<http://www.pslover.com/>

<http://www.pixel2life.com/>

<http://www.tutorialsphere.com/>

<http://www.tutorialkit.com/>

<http://www.rnel.net/>

<http://toxiclab.org/>

<http://tutorial-index.com/>

<http://designbump.com/>

<http://www.designfloat.com/>

<http://www.photoshoproadmap.com/>

<http://www.tutorials-expert.com/>

<http://www.cg-links.com/>

<http://www.fstutorials.com/>

<http://tutorialoutpost.com/>

<http://www.tutorialsgarden.com/>

<http://psd.tutsplus.com/>

<http://psdtop.com/>

<http://graphic-design-links.com/>

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<http://design-newz.com/submit-newz/>

<http://woork.blogspot.com>

<http://devmarks.com/>

<http://www.dzone.com/links/index.html>

<http://www.1stwebdesigner.com/contribute/>

<http://www.tripwiremagazine.com/>

<http://www.webdesignbooth.com/>

<http://www.crazyleafdesign.com/blog/contributors/>

I truly hope that this amazing guide has helped save you the tens of thousands of dollars I have wasted on internet marketing scams, courses and gimmicks over the past decade I have been selling my products on line. The items I have recommended in this guide I personally use. So I know they work.

Content is still KING even though the methods of delivering that content is ever changing. Those who adapt and adjust their strategies with the new emerging technologies will be the true winners in the field.

If you would like for me to help you develop the best campaign for your specific needs, please feel free to contact me by [clicking here!](#) I have very affordable rates and it would be my pleasure to help you succeed.

Warm regards,

Steven Diamond

Twitter: [@StevenDiamond](#)

### **Who Is Steven Diamond?**

**Steven Diamond** the founder of [StopStressingNow.Com](http://StopStressingNow.Com) has been seen on **NBC's "The Jane Pauley Show"** ABC, CBS and hundreds of other radio, television and media outlets around the world. He is a thought leader, author, [keynote speaker](#), [entrepreneur](#) and expert curator for the popular website OrganizedWisdom where he was hand selected and vetted by their Medical Review Board, scoring a 10 out of 10.

His current project is a life changing membership course called ["The Life Skills Master Class"](#) where he and best selling author, two time cancer survivor - Seth David Chernoff teach people real life skills that can truly change their lives.



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## Boring Legal Stuff

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ANY CLAIMS MADE OF ACTUAL EARNINGS OR EXAMPLES OF ACTUAL RESULTS CAN BE VERIFIED UPON REQUEST BY CONTACTING THE DEVELOPERS OF EACH PRODUCT. YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

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