



# **Disclaimer**

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# Introduction: Know Thy Self

You have no illusions about who you are and what you do. First and foremost, you're an Internet marketer. You market products and sites to make money. But secondarily, you're a procrastinator. And this is important, too.

Why is it important? Because it's a fault (or, trait, if you'd prefer) that you have; and it affects how you think, operate, and market. And if you can't change it, then you must accept that it exists; and figure out how to work around it.

As a procrastinator, you can predict exactly what you're going to do with ease. Got a new project? Great. You'll welcome its arrival, think hard about how to complete it, and then take a break—a long break. When there's a day left to finish it, that's when you'll really get serious, buckle down, and work hard to finish the project.

In the end, you'll put yourself under a lot of stress, and you'll struggle to complete the project on time, but what you produce will ultimately be good. You'll like it, your clients will like it, and your client's customers will like it.

Fortunately for you, knowing that this is who you are and how you operate can be useful. It means that you predict how you will behave; and schedule your day accordingly. It means that if you know you won't be able to do work, you can take a real break (rather than pretending to work). And if you think a light schedule will cause you to procrastinate, you can build it up to put yourself under pressure.

In this guide, I won't give you tips on how to overcome procrastinating. But what I will do is give you some procrastinator-friendly methods for generating traffic. You can do them while you're distracted; you can do them at the last minute; and you can do them in a short period of time.

In fact, it doesn't matter how you do them, so long as you do them right. So, without further ado, let's talk about some easy, lazy (and sometimes enjoyable) ways in which you can generate traffic without devoting every waking hour of your attention to a mindless task.

## **Chapter #1: Traffic the Lazy Way – Forum Posting**

### ***1.a. Why You Should Post on Forums***

As a procrastinator, the idea of work bores you. And that's why you put it off until there's exactly enough time left to finish it—no more, no less.

But what if “work” looked less like work and more like a hobby? Well, that can be accomplished when you generate traffic through forum posting.

For procrastinators, that's the upside to forum posting. It feels a lot more like recreation or leisure than “work.” But that's not the only reason why forum posting works.

Another good feature of forum posting is that it helps you to build credibility within the very communities in which you will market your product, look for joint venture partners, and attempt to extract feedback about beta versions of your products and sites.

Finally, when it comes to generating, fast, easy traffic, few things can beat posting on a high-traffic, well-targeted forum. As soon as that thread becomes visible, thousands of people will be able to view the links in your signature, as well as the content of your post.

## ***1.b. Creating a Forum Master List***

Before you do anything else with forum marketing, your first step should be to create a master list of forums. Once you have constructed this list, you can use it to determine how you should spend most of your time on forums.

One good place to start when constructing your list is <http://www.big-boards.com>. Here, you will find the most comprehensive list of forums, along with a rundown of relevant vital statistics.

As an example, you might be trying to generate traffic for a site that helps people to restore old cars. You would then navigate to the “cars” section of Big Boards: <http://www.big-boards.com/kw/cars/>.

Here, you will find a variety of different car forums: Honda Tech, Club RSX, NAISOC Forums, Bimmerforums, and more than 250 others. Creating a master list is simply a matter of checking out the vital statistics and determining which fit your criteria.

With this in mind, you may want to open up an Excel spreadsheet; and create a row in it for each candidate site. Record all of the related vital statistics, such as the number of posts, the number of members, and the degree of relevance (as judged by you).

In addition to this, you should make an attempt to roughly judge the traffic trends of the board. You can do this by clicking the graph icon next to it. Big Boards tracks and provides information about the number of posts over time, the number of members over time, the number of daily unique visitors over time, and dozens of other categories of traffic statistics. You should attempt to use this information to determine whether the forum is growing or dying (and then jot down notes on this in your Excel spreadsheet).

Once you have finished creating this Excel spreadsheet of forums, you should begin pruning it down to something more manageable. You can do this by visiting each forum individually; and attempting to capture the atmosphere. You might want to ask the following questions:

1. Is it a hostile or a friendly forum? For instance, are questions usually answered or ridiculed?
2. How quickly (if ever) can you add a signature that includes a link to your site?
3. How does the forum deal with commercial sites? Do they strictly prohibit reference to them? Do they allow it if it is reasonable and not an attempt to blatantly market the site?
4. Who typically posts on the forum? Experts, novices, buyers, or sellers? This is important to understand, since a gardening site for gardening equipment sellers will have a very different type of commercial value than a forum for gardening equipment consumers.

Finally, after asking these questions, narrow down your list to less than 10 forums. This is your “master list” of forums. You should bookmark each of these and check them regularly.

### ***1.c. Managing Your Time Effectively***

When it comes to actually posting on forums, it is important to be mindful about how you use your time. Sure, reading and posting is partly recreation and partly work, but remember that running a successful Internet-based business involves a lot more than just posting on forums, so don't let it drain all of your time.

Instead, try to allocate a certain amount of time each day to posting on forums (say, 1-2 hours). Even if you don't follow that regimen perfectly, try to do your best attain that time on average.

### ***1.d. Using a Signature***

One of the most important parts of generating traffic effectively through forum posting is using a good signature. In some cases, you will be able to create a signature associated with your posts as soon as you create your profile; however, in other cases, you will need to accumulate a certain amount of posts before you can do so.

Once you are able to create a signature, you should do so. A good signature should contain a link to your site, along with a brief, enticing description of what you offer there (i.e. a free report, a free newsletter, or a free piece of software).

Once your signature is in place, the next step is to create some high-quality posts; and to respond to existing threads with good replies. This will encourage people to click on your signature and check out the site.

In addition to simply using your signature to point a link to your site, you can also use it to announce sales, provide forum users with forum-user-only discounts, and announce contests. Overall, it can be a tremendously powerful tool for generating traffic and channeling it into a site.

### ***1.e. Posting with Traffic in Mind***

Another important part of making this method work for you is to keep traffic generation in mind when posting. Of course, you don't want to waste too much

time searching for good opportunities to post; however, you should avoid posting too frequently on posts that are unlikely to receive much exposure.

In addition to this, you should think about what types of responses will elicit attention and possible click-throughs. In general, short responses, such as “I agree” or “Good post” are unlikely to draw much attention. To the contrary, longer posts with detailed information are likely to draw additional responses and possibly click-throughs.

### ***1.f. Becoming Known and Respected***

In the long run, one of the most useful things you can do is to build up a strong reputation on the forums on which you post. This will make people more willing to check out your signature link, as well as any discounts, sales, and product launches you announce.

When it comes to getting respected, the path is simple: avoid flame wars, post only when it is useful to others, and avoid posting about topics where you have little expertise. Doing all of these things will engender goodwill from forum posters; and will improve your chances of experiencing success from this method.

### ***1.g. Getting Traffic***

When it comes to generating traffic from specific strategies on forums, I would suggest using some or all of the following:

- Give away free stuff. Generally, this will be allowed on forums. And, by giving it away, you will be able to direct individuals to your site.

- Allow people to beta test your product for free. Again, this is generally permitted; and, if it is, it will allow you to blatantly post about your product in a forum that receives a lot of traffic.
- Add all sales, product launches, discounts, and contests to your signature immediately.

In addition to this, there are dozens of different ways in which you can generate traffic through forums. It is simply a matter of spending time on forums, learning the rules, and then working within that forum's particular community to generate traffic.

### ***1.h. Becoming a Mod***

One final way in which you can leverage the power of forums to generate traffic is to become a moderator; however, it is important to understand that this role can often be more work than it is worth.

Typically, becoming a moderator means that you will become an important fixture of the community. You will have to settle disputes between members, delete and lock threads, intervene to prevent things from spiraling out of control, keep your own temper under control, and secure the forum from outside threats (such as spammers). This can involve a lot of work; and, in many scenarios, will not provide you with much to show for it.

However, there is one important thing that you will gain as a moderator—and that is respect. If you post something in your signature, people won't worry that it is spam or that the product you're pitching is low quality. They'll see the moderator tag and will quickly know that you are a respected member of the community.

Overall, becoming a mod is a difficult choice; and, indeed, it is one that will largely be determined by the forum's community, existing moderators, and owner. However, if you work hard to make valuable contributions to the forum, then you may end up having to make this decision in the near future. When you do, be careful to weigh out the pros and the cons before settling on anything.

## **Chapter #2: Blogging for Traffic**

### ***2.a. Why Blogging Generates Traffic***

You might not realize it initially, but blogging is a powerful platform for generating traffic. It will not only provide you with a means to generate large bursts of temporary traffic, but it can also help you to improve your search engine ranking positions (and to generate long, persistent streams of traffic well into the future).

Through blogging and related activities, you can rapidly go from having a site with few visitors; to a bustling hub of traffic that receives visitors from dozens of other sources; and then directs them to various product offers, affiliate links, and paid advertisements.

### ***2.b. Blog Platform Options***

When it comes to generating traffic through blogging, one of the most important decisions you can make is which platform to use. I personally suggest that you use one of the following platforms:

- WordPress. This is the platform of choice for many Internet marketers. Its primary advantages include its selection of plug-ins (including plug-ins that automatically optimize your blog for search engine traffic), its high-quality

and user-friendly administrative panel, and its ease of installation. If you want to start using a Word Press blog, you can probably set one up with a click of a button with your web host. However, if they do not offer WordPress through Fantastico or another package of plug-ins, you can get it here: <http://www.wordpress.com>.

- Blogger. Another favorite platform among bloggers (and some marketers, too) is Google's Blogger. Some benefits of blogger include the following: 1) it's free; 2) it has a user-friendly UI; and 3) it is hosted by Google. Additionally, some argue that Blogger sites rank better on search engines because Google hosts them.
- Movable Type. If neither Blogger nor WordPress looks good to you, you may want to consider using Movable Type instead. Similar to Word Press and Blogger, this platform is free. You can learn more about it at <http://www.movabletype.org>.

With all of this said, it cannot be emphasized enough that you should select a platform that you are a) comfortable with; and b) are able to use flexibly and extensively for SEO purposes and traffic generation tasks.

### ***2.c. Creating a Blog***

Now that you've selected a blogging platform, it's time for you to actually create a blog. The initial setup is typically simple. If you're hosting it on your own domain, you will need to select a short, easy-to-remember subdomain to place it on. To the contrary, if you host it using Blogger or another service that will host your blog for you, then the service will typically determine the URL for your blog.

Regardless of which platform you use, you will also need to create a catchy name for your blog that relates to your site's content. In addition to this, you will want to take the following steps to ensure your blog is setup correctly:

- Find a Good Template. If you opted to use WordPress, you will have many options when it comes to selecting blog templates. Additionally, at least a handful will come free with each blog platform. If you want to look for something more unique, try a site like <http://www.thecutestblogontheblock.com/> or <http://www.eblogtemplates.com>.
- Install an SEO Plug-in. If you're using WordPress, you will probably want to use the "All in One SEO Pack"; however, if you are using a different platform, there should also be a myriad of different SEO plug-in templates. Spend some time finding the right one for you; and then put it to work.
- Create Tags for Your Blog Entry Categories. When you begin posting on your blog, you will sort things roughly according to the category of the post. For instance, if you have an Internet marketing blog, you might have the following categories: 1) SEO, 2) Direct Marketing, 3) PPC Marketing, and 4) Copywriting. You should create these categories when you start your blog; and then continue to use them as you post.

If you achieve each of these objectives, you are well on your way to creating a good blog.

## ***2.d. What to Post***

With your blog up and running, the next natural question is what to post. This is a lot more difficult than many non-bloggers realize. In fact, this is the part of blogging that eventually leads to the undoing of many blog starters. I personally suggest that you do one (or more) of the following:

- Hire a Ghostblogger. Like a ghostwriter, a ghostblogger will create all of the content for you, but will allow you to claim all ownership to it. You can provide the ghostblogger with some simple direction by giving him or her a fixed number of posts to complete each day, along with categories on which she should focus. You can hire guest bloggers using a site like <http://www.elance.com>.
- Create Interesting Themes. If you've visited any well-established blogs lately, you've probably noticed that some of them repeat blog themes again and again. For instance, they might have a specific post for the "picture of the week" or the "joke of the week." These running themes not only give people a reason to come back to the blog, but they also help the blogger to come up with good ideas.
- Coupons, Sales, and Announcements. Of course, the primary purpose of your blog is to make sales. This is why it is important that you use it to announce important events and discounts as they become available.
- Non-Commercial Announcements. If you just read a powerful tip about marketing, share it with your readers immediately. If you found it useful, chances are that they will find it useful, too. They will appreciate it; and will come back to your blog as a result.
- Thoughts and Musings. From time to time, you'll have thoughts about your niche and about your business. Posting these makes your blog more personal; and invites others to participate in the discussion. This will not only help you to gain repeat traffic, but it could also help you to gain insight into how others perceive your business.

## ***2.e. Ping Your Entries***

Finally, once you begin adding entries, you will want to get into the habit of pinging them regularly. You can do this by entering your blog name, URL, and XML feed here: <http://pingoat.com/>. After that, you will need to check off each blog directory that you wish to ping. Each time you post a new entry, do this again. This will bump your blog to the top of post category for each of those directories (which can potentially give you a short burst of traffic). In addition to this, if people like your entry, many directories allow them to vote for it, prolonging the amount of time it spends at the top.

Overall, pinging has two important effects. The first effect is the short, initial burst of traffic that will send new visitors to your blog. And the second effect is to give you an inbound link from a high-ranking directory site, which can help your search engine ranking positions in the long term.

## ***2.f. Posting on Blogs***

As a new blogger, you might not feel like you have much direction in terms of how and where to promote your blog. Well, as a procrastinator, one good way in which you can do this is to post on other people's blogs.

The main benefit of this method should be clear: it will make all of the promotion work seem like it isn't work at all. However, if you want to make this method work, you will have to make an attempt to actually pay careful attention to the blog entries you are reading; and respond to them with well-thought out responses, including advice, links, and tutorials.

In addition to simply responding, you will want to be sure to include a link that points back to your blog at the end of each comment. This will pull some of the traffic from that blog to you own. Additionally, it will generate an inbound link

pointing to your site, which will improve your search engine ranking positions over time.

Finally, make sure you avoid spamming or posting links on irrelevant blogs. Doing this is unlikely to generate a lot of visitors; and is more likely to get your IP address banned from posting on high-profile blogs.

## **Chapter #3: Getting Inbound Links**

### ***3.a. Why Inbound Links are Important***

When it comes to getting traffic—even the lazy way—inbound links are a must. At the end of the day, most search engines will use inbound links (and the context in which they are placed) to determine how your site should rank relative to others.

If you have dozens of inbound links from high-PR authority sites (and embedded in relevant content), your site will do well in terms of search engine ranking positions. And if you don't, then you had better get working on generating those links if you ever want to have a high-traffic site.

### ***3.b. Link Exchanges***

When it comes to getting links from other sites, one surefire method you can use is a link exchange. In the past, link exchanges were very artificial constructions. Often, members would create a massive “link directory” on an obscure page on their site; and would exchange positions in that directory for a position in other members' directories. Not surprisingly, this method became increasingly ineffective over time.

Today, link exchanges are different. Members typically understand that the “link directory” approach no longer works as it did in the past. Instead, what members often do is exchange links at the bottoms of relatively well-trafficked pages.

Since these links are placed in prominent areas (and in relevant content) and next to few other outbound links, they actually generate some value for the sites receiving the inbound links. As a result, this strategy can be quite effective. It is just a matter of choosing partners wisely; and then upgrading partners as your site improves in terms of traffic generation.

With all of this said, the only thing that remains is to seek out relevant sites, solicit exchanges with them, and then execute those exchanges. You can start this process by going to one of the following sites:

- <http://www.linkmarket.net/>. To sign up for Link Market, all you have to do is supply them with your email address. Other than that, it is a free service. You can then seek out link partners listed in their massive directory; and attempt to solicit a link exchange.
- <http://www.linkwizard.net/>. In addition to Link Market, you may want to consider using Link Wizard as another method for finding linking partners. They provide a relatively simple interface for locating relevant sites and then petitioning them for exchanges.

Now, with all of these sites at your fingertips, you may be tempted to fire off some exchanges without thinking carefully about it. In reality, this is one of the worst things you can do. And, as a procrastinator, this is doubly true, since the idea of tediously sending link exchange request after link exchange request is probably enough of a turn-off to make you ignore the project for a week.

If you want to do this process correctly, what you should do is be selective with your link exchange partners. You can do this by carefully selecting high PR and high-traffic sites. You can then start by placing their link on your site in a prominent place. Once you do this, you can email the site owner and ask them if they are interested in exchanging links. You can mention that you have already linked to them (and provide them with the URL where you have done so). If they like your site, they'll reciprocate. If not, you can remove the link to their site and move on.

### ***3.c. Purchasing Links***

If your site isn't receiving traffic and does not have a Google PR of 3 or higher, you may find it difficult to find willing link exchange partners. Fortunately, there is a simple strategy you can use to overcome this problem—namely, you can purchase the links instead.

In the past, this was often difficult to accomplish, but today, markets for paid links are robust and thriving. If you're thinking about paying to get high-quality, inbound links, you should consider the following sites:

- <http://text-link-ads.com>. Of all available sites that sell text links, one of the best is Text Link Ads. The way the site works is simple: site owners who want to sell outbound links post the site URL, vital statistics, other information, and price. Buyers can then shop around to find relevant sites with a lot of traffic and high PR; and then purchase links from these sites.
- <http://www.sponsoredreviews.com>. Similar to Text Link Ads, Sponsored Reviews allows you to purchase contextual links. However, they let you place your links on a massive network of blogs. It is up to you to decide where you want to place them, which you can do by searching according to Alexa rating, PR, and other filters.

- <http://www.linkadage.com> and <http://www.textlinkbrokers.com>. In addition to the first two sites listed, it is always a good idea to check out the available link inventories on these sites. They are some of the oldest and best-respected paid linking sites.

Overall, when it comes to purchasing links, there are a number of questions you should ask yourself before buying:

1. What does the link cost per month? Obviously, this is the first question you should ask, since it will help you to make easy comparisons between paying \$X to place your link on a site; and paying \$X to advertise your site through some alternative method (such as Google AdWords).
2. How much traffic does this site receive? If the site in question does not generate a lot of traffic, then you should not be willing to pay much to place your link on it unless it has other beneficial features, such as high Google PR. To the contrary, if you are simply looking to increase your search engine ranking positions, but do not have an interest in direct, click-through traffic, then you may actually want to seek out links that do not receive a lot of traffic on the page in question (since you will probably have to pay a premium).
3. Where will your link be placed? Another important question is where your link will be placed. If your link is placed at the top of the site, on the sites, or embedded in the text, it is a higher value link and you should be willing to pay more for it accordingly. To the contrary, if it is placed in a directory or at the bottom of a page, you should pay less for it.
4. What do you hope to achieve from purchasing the link? Do you expect to receive lots of traffic (based on the site and the link position)? Or do you expect to see a boost in your search engine ranking positions?

5. What is the opportunity cost of purchasing the link? If the link costs \$60 per month, would you be better off spending those \$60 on PPC advertising through AdWords? If so, then you should do that instead.

Now, taking each of these five things into consideration, you should wade through the massive markets for paid links; and look for some good bargains.

### **3.d. Link Directories**

In the past, it was common to use link directories to improve your site's PR and to get it better positioned in the search engines. Today, this practice isn't quite as common; however, it can still provide an excellent starting point when attempting to get your site inbound links and traffic.

In short, there are three tricks to using this method correctly:

1. Find a large list of link directories. Post your link in as many of them as possible. Focus especially on the ones that are high PR and receive a lot of traffic. For a good place to start, check out the following list:  
<http://www.strongestlinks.com/directories.php>.
2. When posting your link, vary the site description. When search engines find and index the link to your site and the surrounding text, they will flag it as duplicate text if it is identical to a site that has already been indexed. For this reason, you will want to vary it slightly, so that it is recognized as unique.
3. When writing your site description, intersperse several different keywords throughout the text. When search engines index your site descriptions in these directories, they will notice that your link is surrounded by text that contains keywords related to your site, which will improve your search engine ranking positions.

In short, getting your site in link directories is unlikely to generate a flurry of traffic in a short amount of time. However, in the long run, it can provide a strong initial foundation for your overall SEO strategy.

## **Chapter #4: Article Marketing**

### ***4.a. Why Article Marketing Works***

The idea behind article marketing is simple: you write (or hire someone else to write) articles about your niche. Within these articles, you repeat one keyword and some related keywords. When the search engines spider this content and index it, they will rank that content highly for the main and related keywords.

Now, from there, article marketing can take several forms. One form involves your creating and optimizing articles; and then placing them on your own website. And another form involves creating and optimizing articles; and then submitting them to article directories.

Each of these different forms of article marketing can be a cheap and effective means of boosting the amount of traffic your site generates. It is simply a matter of learning how to do it correctly, harnessing the power of those techniques, and then watching everything play out. In this section, we will second form of article marketing: creating articles to place on other sites.

### ***4.b. Writing the Articles***

The first step of any good article marketing campaign is, of course, to create the articles. Most skilled marketers know that this should always start with the generation of a keyword list.

In brief, you can generate the keyword list using a tool like the following one: <http://www.wordtracker.com>. Your goal should be to select keywords that receive a lot of traffic, but do not have a lot of pages listed. If you do use Wordtracker, this value will be summarized by the KEI score.

If you've never done this before, you may want to use an Excel spreadsheet to compile your first keyword list. You can start by locating keywords using Word Tracker or Google's keyword tools. From there, you can write down the number of page views, the number of competitors, and other vital statistics. You can then use these measures to pare your list down to a manageable size (perhaps 10 to 15 keywords).

Once you have completed your keyword list, it is time to write the articles. For each article, select a main keyword and 2-3 secondary keywords. In the actual article, you will want to use the main keyword 4-5 times and the secondary keywords once each.

If you don't want to write the articles yourself, you can always contract out the work to freelancers. Sites such as <http://www.elance.com> and <http://www.guru.com> provide excellent platforms for locating, vetting, and hiring freelance writers.

#### ***4.c. Submitting the Articles to Directories***

Once you have finished writing (or have purchased) the articles for your marketing campaign, the next step is to begin submitting them to directories. Now, when you do this, there are roughly three things you should keep in mind:

1. Create a Compelling Resource Box. Each time you submit your articles to a directory, you will have the option to include an author's resource box at the bottom. Instead of simply slapping down two corny sentences and a link to your site, put some serious thought into what your resource box should include.
2. Post your article on a handful of the top sites on this list: <http://www.vretoolbar.com/articles/directories.php>. Sort by Google Pagerank or Alex Rating to get a good idea of which sites generate the most traffic and are weighed the most highly by Google.
3. Partially re-write the text in each article. Use a site like <http://www.dupecop.com> to compare two articles to determine how "unique" the second version is. If you think it would be easier and cheaper to do so, hire a writer to do it for you.
4. Make sure your article fits the site's guidelines. Most sites now have guidelines for the quality of the articles, the formatting of the articles, the headers, and the word count. If you don't fit these guidelines, your articles will just be rejected.

If you do all of these things, you have a good shot at having your article accepted. From there, the article marketing will take care of itself, generating traffic over time.

# **Chapter #5: Content-Driven Traffic – Slow, but Reliable**

## ***5.a. Why Putting Good Content on Your Site is Critical***

It's best to avoid broad generalizations; however, this one usually holds true: whatever else you do with your site, you should spend a lot of time ensuring that the content is high-quality and is optimized for search engines.

In the long run, high-quality content will keep visitors coming back. And as visitors repeat visit, they become increasingly likely to become customers. In addition, high-quality content will be recognized and rewarded by search engines and by social bookmarking sites, which will provide you with additional rewards down the road.

For these reasons, it is always a good idea to optimize your site for search engine traffic; and to tweak that optimization over time.

## ***5.b. How to Optimize Site Content for Traffic***

As I mentioned in the previous section, optimizing your site for search engine traffic can be accomplished in two steps. The first step is to construct a keyword list, which you can then use to structure the content on your site. This list should contain the keywords in your niche that are most likely to generate traffic at the lowest cost.

After you have created your keyword list, you should begin building content around it. Purchase articles that are optimized for a primary keyword and secondary keyword. Post these on your site; and wait for them to be indexed. After they are indexed, purchase another batch; and add those to your site.

Over time, your site will become increasingly better optimized, drawing traffic from a variety of different search engine sources and for dozens (if not hundreds) of different relevant keywords.

From there, the only thing left to do is to channel that traffic away from those content pages to the pages desired (i.e. sales pages, newsletter sign-ups, forums, and other places).

### ***5.c. Using WordPress to Build Your Site***

Another great way to optimize your site and content for search engine traffic is to use WordPress (not just for your blog—but for your whole site). WordPress (and independent sellers) now offers a number of templates that are better suited for sites than blogs. Using these, you can remake your site so that it is both beautiful and better optimized for search engines.

One benefit of using WordPress, rather than commercial (or open source) site builders is that it comes with a wide variety of different SEO plug-ins; and, additionally, has one of the more user-friendly administrative panels.

In brief, if you're thinking about re-making your site to improve its ability to attract search engine traffic, WordPress may be your best option for doing so.

### ***5.d. Getting Cheap, New Sources of Content***

Another component of generating traffic persistently in the long run is finding cheap, new sources of content. Now, if you have a good, cheap writer, then it may be best to lean primarily on him or her to keep the content flowing over time.

However, in addition to that, here are three ways in which you can get cheap, new content:

1. Find public domain content related to your niche that only exists in un-indexable sources (i.e. pdfs, old books, etc.). Take that content and unpack it on your domain. If you don't want to spend the time doing this yourself, you can always hire a transcriber to do it for you using <http://www.elance.com> or <http://www.guru.com>.

2. Hire writers to transcribe public domain audio and video content and then use the transcriptions on your site. Again, this is an easy way of generating content that will bring in traffic in the long run; and will cost you nothing other than the transcription fees.

3. Find freely re-publishable reference material offline and post it on your site. Again, this will add loads of relevant, keyword-rich content to your site, which will improve your SERPs over time.

In general, you should make it a point to collect and re-publish public domain and other freely available content on your site whenever you get the chance. This constant flow of new content will ensure that your site appears fresh and consistently generates new sources of traffic.

# Chapter #6: Recycling Old Traffic into New Traffic

## *6.a. Creating a Newsletter*

When it comes to recycling old traffic into new traffic, few strategies are more effective than creating a newsletter. Having a newsletter will allow you to instantaneously connect with hundreds (or thousands) of previous visitors and attempt to entice them with a coupon or discount.

If you would like to use this strategy to recycle old traffic, you should start with the following steps:

1. Create an autoresponder account at <http://www.aweber.com>. You will use this to create opt-in forms, collect and manage subscriber information, protect yourself against spam complaints, and generally run your newsletter.
2. Create a newsletter to go with your autoresponder account. This should be related to your niche and should cover a short, 7-part “how to” topic. If you don’t feel comfortable creating this yourself, you can always hire a writer to do it for you.
3. Use <http://www.aweber.com> to create an opt-in form. Add this opt-in form to your site; and surround it with a strong squeeze-page style sales letter. That is, use roughly one paragraph of text (or, better yet, 4-6 bullet points) to explain what your newsletter is and why they should subscribe to it.
4. Over time, solicit newsletter readers. Send them discounts, coupons, and information about promotional events. Keep them interested; and entice them to visit your site.

If you follow these steps and always provide outstanding content, your newsletter should prove to be a powerful tool for recycling visitors.

### ***6.b. Giving Visitors a Reason to Return***

One of the best ways to recycle traffic is simply give visitors a reason to return. In many cases, marketers craft sites with search engine optimization in mind. They go to great depths to generate sites that are optimized for this, but put little thought into retaining that traffic once it arrives. You should avoid doing this.

So, instead of focusing exclusively on SEO, think about what it will take to ensure that visitors return after visiting your site. Usually, this will involve creating a forum or updating content regularly. These types of site features will tend to pull visitors back in, so that they do not miss anything.

In addition to these features, you should consider periodic, limited-time giveaways. This will give visitors an incentive to return, so that they do not miss out on the latest free ebook or audio content.

### ***6.c. Using Contests Effectively***

One final way in which you can recycle content is to use contests. By constructing contests, you can give your visitors an incentive to return: if they don't, then they will miss the opportunity to win a cash or product prize.

Now, when it comes to holding contests, it is important to do so efficiently. Since you will typically be giving something away that costs you something (say, exclusive content, coaching time, or cash), you will want to make sure that the return you get is at least as large.

With this in mind, you make every attempt to ensure that your contests are well marketed. A good first step is to announce them in advance to your newsletter subscribers. After that, you should post about it on forums, post about it on your blog, and write about it on your site.

Overall, make sure that you have announced your content thoroughly and exhaustively, so that your contests are greeted with a great deal of participation and interest.

## **Chapter #7: Getting on Authority Sites**

### ***7.a. Cut a Deal with the Site Owner***

One of the best ways to get inbound links to your site on an authority site is to cut some type of a deal with the owner. Initially, you might be intimidated by this idea. You might think that there's no chance that the site owner will respond to you positively; however, what you must keep in mind is that this exact worry prevents thousands of other people from doing the same thing.

So, in short, how can you use this tactic effectively? I personally recommend that you take the following five steps:

1. Make a list of relevant authority site owners. Don't be too ambitious, but don't be too timid, either. Shoot for PR 5, 6, and 7 sites. These will be difficult targets, but not out of your reach.

2. Think about what you can offer these site owners that few others can. For instance, do you have a product that the site owner in question could give away to his newsletter readers for free? Or could you allow him to sell one of your own

products for an 80% commission to his newsletter readers only?

3. Draft personalized emails to each site owner. In your letter, make it clear that you know who they are and you know a lot about their website. Also, make your pitch clear; and leave them with no doubt in their mind that you can bring something to the table.

4. Follow up after 10 days. If the site owner hasn't responded yet, send a second email after 10 days. Again, make it clear that you know who the site owner is and you know what he or she does on the site. Also, reference the previous letter.

5. Negotiate a contract with all interested parties; and then move forward with the projects in question.

Whatever you do—no matter how you negotiate this—keep the end goal in mind: to get inbound links from an authority site to your own. If you can accomplish this on even 1 high PR site, your marketing project will have been a success.

### ***7.b. Write a Feature Article as an Expert***

If you're a good writer and have a high degree of expertise in your niche, you can always offer to write feature pieces for high-profile blogs and sites. Furthermore, you can offer to do it free of charge.

Now, initially, you might think this is a bad idea, but think about it again: if you can post regularly on 2-3 high-profile blogs in your niche as a "guest blogger," your status within the niche will rise tremendously. Even if you don't have permanent, inbound links pointing from those sites to your own (and you likely will), the increase in status could significantly improve the strength of your brand and your ability to sell.

Again, when it comes to something like this, everything will come down to your ability to make a strong pitch; and your willingness to follow through (and potentially be turned down again and again).

### ***7.c. Allow the Owner to Review Your Product (and Have a Free Copy)***

If you have a excellent product (say, software, an ebook, or a set of videos or audio), one good way in which you can get traffic is to ask for reviews. You can do this by simply emailing the owners of various sites and blogs with a simple pitch. I personally suggest that you say something like the following:

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Dear <Site Owner's Name>:

You probably don't know who I am, but I read your blog regularly. I am also a <your title/job role> in the same niche.

I recently developed <name of your product> that does <whatever your product does>; and I am looking for reviews from prominent bloggers and site owners in the niche.

I have created a special coupon code (<coupon code>), so that you can download it for free at <URL>. If you want to say something about it on your blog after you have used it, that would be great. If not, I also understand.

Thanks in advance for your consideration. I hope that you enjoy your copy of <product name>. And if you have any interest in promoting it to our customers, I would be happy to arrange a special discount and a large affiliate commission for you.

Yours,

<Your Name>.

---

Again, you might think it is presumptuous to send an email like this on the first contact, but if you don't, you risk the possibility of getting ignored before the person even reads your pitch.

In summary—make a list of contacts, narrow it down to the best, and then make your pitch. Follow up if necessary; and be sure to stick around to close the deal.

## **Chapter #8: Take Your Marketing Campaign to the Streets**

### ***8.a. Why Offline Advertising Could be More Effective***

Many online outlets for advertising are saturated with similar ads. Visitors who land on the site are bombarded with similar offers, leaving them turned off or simply overwhelmed. For this reason, advertising offline, where viewers are less likely to have just seen a similar ad related to Internet marketing, is perhaps one of the best ways to ensure that you grab the reader's attention. In this section, we will consider this tactic.

### ***8.b. Creating and Posting Flyers***

One of the simplest and least expensive ways to market offline is to create and post flyers. This works particularly well if you do it on a college campus; or in an

area where there is a lot of foot traffic, and where it is also free to post advertisements.

If you want to make your flyers especially effective, you should include rip-off tags that contain the URL of your site, so that passers-by can take one off for future reference.

Finally, this method can be especially potent if you combine it with Internet-based resources. For instance, you could use Craigslist.org to locate college students who live in various metropolitan areas (i.e. Chicago, New York, Boston, etc.). You could then offer to pay them some fixed rate (perhaps \$25) for posting a stack of posters or flyers in various positions around campus. As a means of ensuring that they're actually doing it, you could require them to take a picture of each flyer posted with a camera phone; and then submit it to you.

### ***8.c. Bumper Stickers***

Another simple, inexpensive, procrastination-friendly method of advertising offline is creating a bumper sticker with your site's URL and some interesting graphics on it. You can do this using a site like <http://www.cafepress.com>. Once you have created the sticker (or have hired someone use to do the design work for you), you can simply order one online, slap it on your car, and wait for the traffic.

One good way to extend this method further is to hire other people to drive with the bumper sticker, too. Again, you can use a site like craigslist to find someone who will do this for \$50 or \$75 per month. Of course, when you accept applications, you will want to ask how many miles per month they drive; and where they drive most frequently. Additionally, you will want them to periodically provide you with pictures of the bumper sticker, so that you can verify that they have kept it on the vehicle.

# **Chapter #9: Traffic Comes from Within – Improving Your Products**

## ***9.a. Why Good Products—Not Marketing--are the Key to Success***

At the end of the day, good marketing is most effective when paired with good content and good products. In the absence of those things, good marketing is simply a cheap trick that can only work for so long. In this section, we will review ways to improve your traffic by improving your business.

## ***9.b. Asking Customers for Feedback***

If you are selling products regularly and/or have a consistent stream of traffic, then you should begin asking your customers and visitors for feedback. You might do it through a poll on your site. You might do it by asking for email feedback in prominent places on the site. Or you might do it by offering your newsletter subscribers to respond to a questionnaire (in exchange for some monetary or product incentive).

Soliciting, collecting, organizing, and analyzing this feedback is a key component of any good business. If you are not currently doing it, you should begin doing it, so that you can learn how to improve your products and your site.

## ***9.c. Fixing Major Problems***

Once you have received feedback, the next step is to get to work. You now know the flaws of your site and your products; and it is time to get to work fixing them. Allowing the customers to download a new copy of the product (be it an ebook or

piece of software) could go a long way in persuading them that you actually care about them and about the quality of your work.

#### ***9.d. Continuously Fixing Minor Problems***

When it comes to many products (and, in particular, software and ebooks that contain rapidly changing information), continuously update your product to include newer information and bug fixes. Customers will appreciate this; and will reward you by purchasing future products without any hesitation.

#### ***9.e. Adding Features***

One final way in which you can improve your business is to consistently add new features to your site and to old products. For instance, you might release an abbreviated action guide or a workbook to accompany one of your major ebooks. Give this away for free to your customers and they will remember you.

# Chapter #10: Pay Per Click Advertising – The Procrastinator’s Dream

## ***10.a. How PPC Advertising Can Transform Your Business***

As a procrastinator, you want to get traffic fast and without much effort. If you have to spend dozens of hours on tedious tasks, you’re going to lose interest; and move on to something more exciting. And this is exactly why PPC advertising can transform your business: it’s easy to setup, it’s effective, it’s fast, and if used correctly, it can generate more traffic than all of your other campaigns combined.

## ***10.b. How to Become a PPC Advertiser***

When it comes to PPC advertising, you have a number of different options (although some are certainly better than others). The main benefit of PPC advertising is that you can carefully target your traffic sources. Not only can you narrow down your sources according to the keywords they search for, but you can also geo-target them if you believe it would be beneficial.

When it comes to PPC advertising, you have roughly four good choices:

1. Google AdWords (<http://adwords.google.com>). As far as PPC advertising is concerned, few services can match what Google AdWords provides. As the largest adspace seller in the PPC game, it allows you to bid on text link ad slots; and receive massive amounts of traffic in short periods of time.

2. Bing! Advertising (<http://advertising.microsoft.com/search-advertising/bing>). Similar to Google, Microsoft offers a platform for PPC advertising. Once you run

your advertising campaigns on AdWords for long enough to determine whether or not they are profitable, you should then begin replicating them on Bing!

3. Yahoo! Search Ads (<http://searchmarketing.yahoo.com>). Much like Bing! Advertising and Google AdWords, Yahoo also offers a similar advertising platform. Just as you replicated your AdWords ads on Bing!, you should consider next migrating them to Yahoo.

4. Facebook Ads (<http://www.facebook.com/advertising>). Once you have exhausted your options with Google, Yahoo, and Microsoft, you can move next to Facebook. Here, it will not be as easy to replicate your ads from previous campaigns, since Facebook offers primarily contextual—not search—ads; and the format is slightly different.

In the remainder of this section, we will focus exclusively on Google AdWords; however, this advice is generally applicable to the other three sources of PPC traffic.

### ***10.c. Using Google AdWords***

When it comes to PPC advertising, AdWords is probably the easiest and cheapest way to generate a lot of traffic. If you do decide to use AdWords, I personally suggest that use the following four steps to setup and manage your campaigns:

**Step #1:** Select Multiple Groups of Similar Keywords. Before you create any campaigns with AdWords, you should start by creating groups of similar keywords that can be used in a single campaign. As a rule of thumb, each keyword in a group should share the same base keyword. For instance, if you're an Internet marketer, you might have a group that contains all keywords that

share the base “Free Traffic,” such as “Get Free Traffic,” “Find Free Traffic,” and “Cheapest Way to Find Free Traffic.”

Initially, the benefit to grouping keywords like this probably won't be obvious; however, you will see why it works well in the following steps.

**Step #2:** Sketch Out Individual Campaigns for Each Group. After you have finished creating the relevant keyword groups, your next task should be to sketch out individual campaigns for each of these groups. While some would suggest that you immediately begin one campaign; and then move to the next, I suggest that you don't.

I personally suggest that you begin by taking your list of keywords and then searching for them on Google. This should pull up the top ads related to your keyword group. Look at these ads and try to extract a common thread. For instance, do they have similar opening lines? And do they have similar calls to action? And what type of information do they include in the ad?

Work through each ad group, one-by-one, looking up keywords in the group and then writing this information down on paper or in a document on your computer. Once you have collected this information, you should begin sketching out ads for each group (not just one). Read your ads multiple times aloud; and ask yourself if they would entice you to click.

When it comes to writing ads, there are a couple of simple guidelines to keep in mind. The first is to include the base keyword for the campaign's keyword group in the headline and possibly in the body of the ad. Since the ad will be pulled up when people search for that base keyword, the parts of your ad that contain it will be bolded, making it stick out to viewers.

The next tip is to avoid full sentences. Remove articles like it, the, and a. Additionally, use the little space you have to highlight at least two benefits or features of the product, as well as the price (if it is low).

Another important tip is to include the keyword in the displayed URL. Since you aren't actually sending clickers to that URL, you can write down any subdomain that you want. And if it contains the keyword they searched for, it will be bolded in the results, making it more likely that they will click on your ad.

As a final tip, keep your benefits and features out of the headline. Instead, succinctly summarize your product like this: "Learn Spanish in 5 Days." Or include a bold statement related to your product: "Don't Ever Pay for Shoes Again."

**Step #3:** Begin Running Your First Ad. Once you have sketched out all of your ads (not just one), you can begin running them. Start with the one you believe is most promising. After you have tweaked it, split tested it, and have determined that it works, move on to the next campaign.

**Step #4:** Continuously Manage and Improve Your Ads. As a procrastinator, your instincts tell you to set things; and then forget about them. And when it comes to Google AdWords, this is all too easy to do. However, in this case, it is very important that you do not take this approach. Ignoring your ads could lead to serious losses; or unrealized potential.

I personally suggest that you check on your ads at least three times a week to monitor revenue, click-through rates, and other vital statistics. Additionally, I suggest that you use some type of tracking method to determine which campaigns are sending visitors who buy and which are not. For this, you may simply want to create an identical subdomain for each campaign, so that you can keep track of visitor's actions carefully.

# **Chapter #11: Joint Venture Partnerships – the Fast Track to Fast Traffic**

## ***11.a. Why JV Partnerships Can Skyrocket Your Traffic***

If you've never done a JV partnership before, you might not fully comprehend the transformative power they offer. Not only can they turn a lackluster launch into an explosively high-selling event, but they can also permanently improve your status and viability within your niche. In this section, we will briefly cover how to get JV partners who can generate traffic for you.

## ***11.b. How to Find JV Partners***

The most important question you can ask is how to get a JV partner. Many new and intermediate-level marketers try this; and don't succeed. And the reason is simple: instead of lobbying other intermediate-level marketers, they immediately aim for gurus and millionaires. And, not surprisingly, those same gurus and millionaires have many offers from other people already on the table.

So how can you find JV partners? You can start by thinking about who is an appropriate JV partner for you, given what you have to offer, and given your prior JV partnerships and your product or site's potential.

Who are these people? Are they intermediate-level marketers? Are they new marketers? Or are they lower tier gurus? Ask yourself this question; and then begin compiling a list of names and email addresses.

If you're not sure where to find potential partners, you might start by looking at a forum you frequent and post on regularly. Try to find people there who have similar interests and also own sites in related niches. Think about what they need as business owners; and how you might fill that need with a JV venture that ultimately generates traffic for you.

In addition to searching forums, you should look for prominent product sellers, prominent site owners, and prominent bloggers. Focus in particular on people who don't have something that you do (i.e. a product that they own and can sell).

Finally, get to work pitching. Begin working through your list of contacts one-by-one. And give them an offer they cannot refuse (i.e. an 80% or 90% commission). Remember that getting a measly 10% cut could be worth it if it means you gain a massive amount of traffic in the long run.

### ***11.c. How to Work with JV Partners***

Once you have secured a JV partnership, there's still a lot of work left to be done. For many, working and completing projects with JV partners is actually the most difficult part.

So how can you work a JV partnership successfully? I personally suggest you do the following:

1. Make a contract. If you have a contract with your partner, everything will be clear. It will be clear what she is expected to do; and it will be clear what you are expected to do. And this leaves a lot less room for misunderstanding.
2. Be open and honest with your JV partner. Keep your JV partner abreast of your progress and any problems you run into. Work through things together.

3. Hold up your end of the bargain. At the end of the day, if you've done exactly what you promised (and, ideally, more), your JV partner should be satisfied and interested in working on future projects with you again.

And there you have it: creating and working through JV partnerships does not need to be a difficult and trying process. It's just a matter of doing things carefully and correctly.

## **Chapter #12: Give Stuff Away for Free**

### ***12.a Giving Your Products Away for Free***

One thing many Internet marketers do not understand is that giving things away for free can be much more lucrative than selling them. At first, you might balk at this idea, too. How can it be more profitable to give away, rather than sell products?

But, in fact, it can. Many Internet marketers have built a business exclusively around doing this. In the section below, I will explain how you, too, can use this strategy to generate traffic for your site.

### ***12.b. How to Generate Traffic by Giving Away Products***

When giving away free products, you should always be mindful of your final objective: to generate traffic for your site. And, when it comes down to it, the best way to do this is to create a great product that will circulate far; and will bring traffic back to your site.

So, how can you do this? I personally suggest that you use some or all of the following strategies:

1. Create and giveaway an ebook that contains links to your site. As an example, you might create an ebook that gives an exhaustive overview of how to use PPC advertising. In this book, however, you can give multiple references to links on your site, where readers can find more information or an extensive tutorial. You can then allow readers and business owners to circulate your ebook for free, increasing its reach.
2. Allow a select group of people to sell your video content or audio content. Of course, in the content, you will want to have multiple places where your site is referenced and where the URL is displayed. However, you can offer to give it away to membership site owners for free to increase the probability that they will take it and give it to their members.
3. Circulate a re-brandable ebook. Re-brandable ebooks make it easy for business owners and individuals to make money from your product. For this reason, giving away re-brandable ebooks with good content and links pointing towards your site is a good way to generate traffic in the long run.

In addition to this, there are dozens of ways in which you can generate traffic by giving away products for free. It just a matter of identifying opportunities, taking advantage of them, and keeping in mind the entire time that your goal is to generate traffic—not to make money instantaneously.

# Conclusion

As a procrastinator, you want to avoid work whenever possible. In fact, that's the very reason why you don't do it until the last minute. But, now, after having read this guide, you are armed with a number of ways in which you can do work without it seeming like work. In fact, work now looks a lot more like automating things and letting them do the work for you. Or spending a day posting on and reading forums.

Using these new (and old) methods, like joint venture partnerships, forum posting, blogging, and pay per click advertising, you can find ways to add fun and enjoyment to your day; and reduce the amount of times you find yourself doing boring, repetitive tasks.

Now that you have these tools, you no longer have an excuse to procrastinate. So get to work now. Begin putting these methods to work; and making money today.