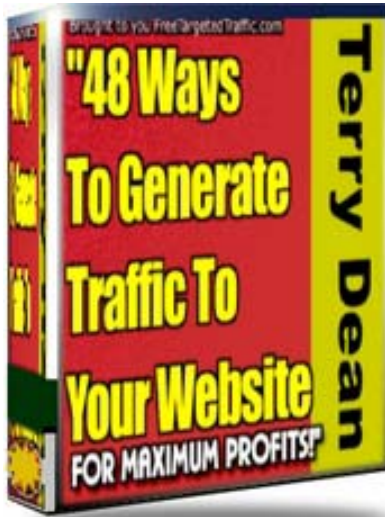


"48 Ways To Generate Traffic To Your Website For Maximum Profits" By Terry Dean

"48 Ways To Generate Traffic To Your Web Site for Maximum Profits"



By Terry Dean

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Introduction...

Generating Traffic To Your Web Site

The question that people most often ask me concerning the web is simply...

"How do I get traffic to my site?"

I get this question constantly...at least a dozen times a day. How can you get traffic to your site? I used to think of it as one of the most difficult questions to answer for several reasons.

First of all, there are so many ways to get traffic. I can't say there is any one single way that I have received all of my traffic. I get traffic coming to my site from so many different methods.

The second problem with answering this question was that I found it hard to explain the exact methods they should take to start getting traffic themselves. I never really stopped and looked at my exact traffic building methods nor had I taken the time to examine other successful webmasters and their methods.

Now that has changed. Since everyone kept asking the same question over and over again, I eventually took the time to study, research, and write down every single traffic building method I have used to get my site to where it is now.

Why is everyone so concerned about traffic?

I know that many marketers say, "It isn't the traffic that matters...It is the buyers." Guess what? I have said that too, and it is 100% true and correct. If you are getting thousands of hits daily from people who aren't the targeted market you are looking for, then you aren't going to make any money with your current product.

You can make a ton of money from this traffic pretty simply though. All you have to do is start asking some questions, taking some polls, and find out what they want.

What do the people who visit your site want to buy?

I guarantee that there are some things they are currently buying. All you have to do to make money is to find out what it is they want. If your current products don't fit the bill, then get some new ones or joint venture with someone who already has them.

So if you have thousands of daily visitors and aren't making any money...you are selling the wrong products OR you are trying to sell them in the wrong way. Find out what your prospects want, and then give it to them.

Hint: It will probably have something to do with what brought them to your site in the first place.

It is extremely easy to make a site with tons of visitors and no product successful by adding the correct product mix.

It takes a much greater effort to sell a great product if you haven't established any traffic yet.

If you have the traffic, there are thousands of companies who want you to sell their products. Who wants to just give you traffic though?

Which comes first...the product or the traffic.

If you look at some of the most successful sites on the web, they established the traffic well before they ever introduced a product.

For example, Yahoo started as a free directory of the Internet. They didn't have anything at all to sale when they first started.

Now, they are the number one traffic site online. As they grew, they added one product after another to their online mall.

Look at the other online portals. In most cases, they sought the traffic first. Then they developed or joint ventured for the products. This is really not a new marketing principle by any means.

For decades, many of the greatest marketing minds have been telling us to look for the prospect first. Find the market. Find the customers. Then, develop or find the products that they are most interested in buying.

Develop a consistent stream of traffic to your site...and finding a product they want to buy will be the easy part.

Please Note: One of the primary ways of getting traffic is to develop a strong Unique Selling Position for your web site or products.

If you are just an echo of what other marketers are doing, you will never reach your full web potential. If you figure out how to set yourself apart by doing something a little better and more customer based, then you will probably never have another traffic problem again.

For specific instructions on developing a Unique Selling Position, please pick up my **Internet Marketing Secrets REVEALED** course.

We are going to be dividing up our traffic generating methods into two separate main sections in this manual.

The first section deals with direct marketing techniques such as free advertising, paid advertising, email advertising, offline advertising, and publicity.

With each of these sections I am going to be giving you specific methods and traffic building techniques.

The second section of this manual deals with the subject of viral marketing. Viral marketing is so-called because it travels and spreads just like a virus. It begins spreading your business without you ever having to lift a finger. This is the ultimate source of traffic, because once you have a viral marketing plan running it will continually grow your business without you ever lifting a finger or spending another penny on marketing.

You will be able to produce almost unlimited traffic at your site using the direct marketing methods you will learn in the first section and the viral marketing techniques that are explained in the second section.

So, if you have been wondering how to produce traffic at your site...wonder no longer.

The answers that you have been desperately seeking are in this manual. A world of unlimited traffic and sales has been opened up to you today.

Almost everyone when they are first introduced to the Internet is told that there are millions of people just waiting to visit their site. I am sure you have been told to build it, and they will come. If you have been online for over a week, you have probably already learned that this isn't entirely true. Just because you build it does not mean that they will come. If you want traffic at your site, you are going to have to advertise it.

The best place to start is with the free advertising techniques which are revealed to you through this first part of section one. The Internet does have a world of possibilities when it comes to free advertising, but you do have to know how to use them to get any use out of them.

So, unlike previous publications which may have just given you a cursory glance at information at marketing for free online, in this section we are going to detail each of our specific techniques in order and tell you exactly how to use them at your web site.

Free Traffic Techniques

12 Free Ways to Generate Traffic to Your Site

Traffic Tip #1: Finish Your Web Site Before You Begin Marketing

There is nothing more annoying to the thousands of visitors you will be receiving than showing up at your site and seeing an under construction sign. Make sure that your site is up and has been tested by several different people using different browsers.

Web sites look considerably different on different browsers.

Have a couple of your friends look at your page as well. The computers that your visitors are using will have different screen sizes and resolutions. You don't want your page to just look good on your computer and look horrible to the rest of the world.

Make sure all of your links work. Test your secure order forms. Test everything you can imagine. Make sure that your web site includes free content or some other type of freebie which can draw more people in and keep them there longer.

It takes time to prepare a good web site, but it is worth it. You don't want to spend your time or hard earned money bringing people to a web site that doesn't pay off.

So, make sure that your web site is content rich and that any sales letters or offers contained on it are benefit rich as well. Make sure that your site will work once you generate the traffic you have coming to you.

Traffic Tip #2: Prepare to Collect Email Addresses

Very few web sites can make enough sales on a prospect's first visit to be profitable. If you plan on building a long term successful Internet business, then you absolutely have to get the prospect's follow-up information.

Some companies use their web sites just to collect leads for offline follow-up. For example, they may just have a free report that they offer online. When someone signs up for it, then they are sent the report by direct mail along with any offers the company has prepared. Some companies are now even moving over to telemarketing the leads that come into their site to get a more personal approach.

For the average web business though, I recommend just making an effort to get the email address. You could offer a free report by an autoresponder which automatically sends out follow-up messages to your leads. You could also start sending out your own newsletter at whatever time intervals are good for you (daily, weekly, or monthly).

Whatever you do, get that email address. Every page on your site should have a form for collecting email addresses and every marketing communication you send out should give an incentive for giving you the email address. Don't let your prospects get in and out of your site without being given every imaginable incentive for becoming a member of your email list.

I credit at least 80% of the success of my business to making sure that I get the email address and using it for follow-up. If you don't do it, you are crippling just about any chance of success your business could have ever had.

Traffic Tip #3: Submit Your Site to the Major Search Engines

Many marketers say that 80% of their traffic comes from the major search engines. For my site, only about 20% of my traffic comes from the major search engines. The reasons that so many people have such a high percentage of traffic coming just from the major search engines is that this is all that they rely on in many cases.

This is only one technique out of dozens of possible ways you could be advertising your site.

For the major search engines, it will be in your best interest to learn as much as you can about each one and what helps you to get a good listing. I spend time studying what works and what doesn't work with the search engines, but I don't focus too much on them.

As the search engines are continually growing "smarter," the tricks that people used to play on them simply don't work anymore.

You can't try to use the old tricks of title spamming, keyword spamming, etc. The best technique for achieving a high ranking position on all of the search engines, especially Yahoo, is to create a web site that contains a lot of content.

If you really want a high ranking though, you will need to do a little work and possibly invest in a program that really helps you get the top rating. The best of these programs in my opinion is Web Position which can help you get a top 20 position...You can find more information at our site in the next section.

Traffic Tip #4: Use a Program such as Web Position To Increase Your Position on the Major Search Engines

If you are really going to work at getting top positions on the search engines, you need to get a program such as Web Position to help you out.

The search engines are always changing their ranking systems, dropping pages, adding pages, etc. No one stays in any position for too long (except for the occasional anomaly).

Use a good software program to help you achieve the position you are seeking after.

Web Position is a stand-alone and true efficient search engine top-positioning tool that makes web site promotion a snap.

With Web Position you can easily create HTML pages optimized and ready to reach the TOP20 at the major Internet search engines as well as automatically modify and optimize existing web pages with the same focus as above. It also has an automatic top-positioning support for the top search engines.

Last, but not least, you can upload your HTML documents to your server from within Web Position and automatically submit them to the major Internet search engines; also you are able to check your website position for selected keywords with the easy-fast click of your mouse.

I am not going to list exactly how to get top positions in this report, because by the time you read it they could have changed. If you want to enter the fight for the top positions, then grab a program such as Web Position, learn how to create lead pages, and get to work. Focus on trying to get multiple keyword listings.

In other words, don't go for "real estate." Go for "Indiana real estate." You will find that by targeting your potential customers with very specific phrases you will greatly enhance the chance that you can get one of the coveted top ten positions.

Traffic Tip #5: Submit to Thousands of Search Engines

When you see an ad saying that you can advertise your site on 1,200 search engines, don't get too excited. It sounds a whole lot better than it really is.

Many of these sites get little or no traffic themselves.

Having a link on a page that is only getting a small amount of traffic cannot produce much for you.

Notice I did not say that it would not produce something for you. It is definitely worth your time to submit to these sites if you have it handled automatically for you.

You can build up good traffic by constantly resubmitting your web sites to these smaller search engines.

By using my own experience as a guide and the opinions of other Internet marketers I have spoken with, it is quite possible to build up around 100 hits a day to your site using a submission program over and over. By that I mean submitting your site to over 1,000 search engines 2 to 4 times a week.

You could never even consider doing this manually, so don't try it. Use one of the free submission services to do it for you.

NOTE: When submitting this often make sure that you are not submitting to the major search engines. They will sometimes ban you for spamming if they are being submitted this often.

So, remove them and submit to the rest.

One online free submission service to 1,200 search engines and link pages is available for use at:

<http://www.addme.com>

Traffic Tip #6: Submit To Award Sites

It will increase your traffic when your site wins awards. So, whenever you see that a web site gives away certain awards, make sure that you apply for them. You can also do a search on one of the search engines for "web site awards" to find other award sites.

Below are Links to some of the Most Important Awards on the Web...

<http://cool.infi.net>

<http://www.browsertune.com/flanga/hotspots.htm>

<http://www.startingpage.com/html/awards.html>

<http://www.selectsurf.com/addsite/>

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

<http://www.web100.com/>

Submit to Many Awards on One Site here:

<http://www.award-it.com/>

NOTE: When you win an award, do not put the award on your main page as most award programs suggest. They are trying to get you to do this to create traffic for their own sites, not for yours. Include all of your awards on a separate page of your site.

Traffic Tip #7: Create Your Signature File

If you follow my marketing system, you will be using your email a lot. It will become your primary marketing vehicle and will work right along with your web site. So something that you will want to do before you move on to the other free marketing techniques is to create your signature file.

A signature file is a short message that goes out on the bottom of each of your emails.

It should give people your contact info, usually your email address, and contain a benefit - web site combo. For example, if you were only

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advertising one web site and one product, it may look something like this:

Terry Dean - <mailto:webmaster@bizpromo.com>

Learn How to Develop a \$100,000 Per Year Internet Marketing Strategy, Receive Unlimited Traffic, and Earn Multiple Streams of Income from your web site by visiting <http://www.bizpromo.com>

If you have multiple web sites and/or multiple products you represent, your signature file may look a little more like this:

Terry Dean
webmaster@bizpromo.com

Free Internet Marketing Center - <http://www.bizpromo.com>
eBusiness Automation System - <http://www.makebuyingeasy.com>
Internet Marketing Mastermind Summit -
<http://www.advancedsecrets.com>

Of course, there are hundreds of other ways you could organize your signature file. You can even advertise free reports on the bottom of your signature file and produce long sig files.

You will want to keep your signature files down to 5 or 6 lines when you are posting in newsgroups, forums, or mailing lists.

You will also want to keep it to a minimum such as this when you submit articles to ezines and magazines. Let your content speak for you and don't try to turn those free advertising mediums into a hard sale atmosphere. It will backfire on you every time.

You can set your signature files up in your email software. I personally use Eudora and all I have to do is choose Special - Signature. Then, my signature file will be set up to go out on all outgoing email. Just look in the manual or help file that came with your email software to see how to set up a signature file.

Also remember to save a copy of your signature files on your hard drive for those situations where you want to use them...such as in discussion boards or submitting articles you have written. You will want to have them saved so that you can copy and paste them instead of rewriting them every time.

Traffic Tip #8: Be a Good NetCitizen

It is actually kind of interesting. Any one of these free marketing techniques can keep you in business practically forever. I know of marketers who do extremely well online and only focus on using one or two of these marketing techniques. So, don't think that you have to get every one of these techniques down pat immediately.

Start using the ones you most enjoy and then expand into the others when you are ready.

This technique can be really fun. Basically what you do is search out online meeting places where the traffic you want resides. Then, you begin looking for opportunities to participate in the discussions that are going on. You never directly advertise your business. You post good content to the discussions and help as many people in your area of specialty as possible.

During this whole time you let your very short signature file do the advertising. Your goal is to help people. As you help people get what they want, they will end up trusting you and buying from you.

It will shock you how many orders can be produced just by applying a non-aggressive posture such as this. After a time, people will begin looking at you as an expert in your niche. Then, when they need or want something you have to offer, guess where they will go. That's right. You are going to earn yourself a customer.

To find discussion boards, mailing lists, and newsgroups, simply do a search for them on Google with your keyword phrase + discussion board as the search term.

Find 10 or so discussions, join them, and then start participating. Quietly and without fanfare you will begin earning yourself customers. No other online marketing technique can be accomplished so easily.

Traffic Tip #9: Submit Articles to Ezines

How would you like to reach a couple of million people with your products and services...for FREE?

That is exactly what occurs when you start writing articles and submitting them to hundreds of ezines online. Currently there are tens of thousands of ezine publishers online and almost all of them have one thing in common. They are all looking for good content to publish in their newsletter.

If you have good content (not a sales letter cloaked as an article), then you can be their savior. You can give them exactly what they need. Then, they will give you what you need in exchange. They will give you exposure for your business.

Every article comes with a resource box attached at the end of it. While your article should not be an effort to promote your business, your 4 to 6 line resource box should be an outright ad for you and your business. You are free to advertise your web site, your products, your services, or any affiliate program that you are a member of.

You may say to me that you are not a writer. Well, that just doesn't matter. What do you know about your industry? I am sure there is something you know. The writing style online is not that of English professors. The best explanation of what is popular in the online world would be to define it as a "down home" style of writing.

Since the technology we are all using seems so impersonal, your readers are seeking someone who is real. You can write in a conversational tone. Below is a quick step-by-step system to writing your first article.

1. Decide on a topic.

You want to choose a hot online topic. What are people talking about on the news, in discussion boards, and in ezines that you are receiving. Look at the articles from some of the magazines in your industry to gauge where people's interest is at. You want to make sure that your article is covering a subject people are excited about.

2. Create a Title.

The title will make or break your article. A title for an article is just as important as a headline for an ad. If your title doesn't grab people's attention they will never read the rest of the article. If they don't read the article, they won't see your resource box. Write a minimum of 10 - 20 titles and then let your family or friends pick the most interesting one to use in your article.

3. Write 3 - 5 Major Points (if it was a special report, you may do as many as 10).

The key to making your writing easy is dividing up the content. Through creating these main points you can also establish a flow to the article. Using a step-by-step system will also help you stay organized in your mind .

4. Decide on the number of words...probably around 500 for ezine articles.

Most ezines publish shorter articles than what you see in magazines. The best number to plan for is to create articles that are around 500 words in length although some ezines may ask for a little bit longer of articles.

5. Divide up the number of words and create each section individually.

If you have 5 points, each one only gets 100 words. Once you add on a short introduction and a short conclusion, then you are at about 80 - 90 words per section. If you have 3 points, then each section will have around 150 words plus an introduction and conclusion. It is easier to get started when you think of it like this. You don't have to write 500 words. You need to write 150 words.

6. Create Your Resource Box.

Give your contact info such as your name, email address, and web site. Then, give one or two benefit phrases, headlines you could say, along with web site links. You will receive your absolute best results if the benefit phrases coincide with the article you have just written.

7. Edit it.

Take a step back after you have written and prepared your article. Sleep on it. Come back to your article the next day and edit it. Rephrase sections that you can make better. Do a spellcheck. It is amazing what a short rest will do for the creative process.

8. Email it to ezine publishers with a short cover letter.

Find a large section of ezine publishers with their name and contact emails. Send it to them with a short personalized cover paragraph at

the top. Personalization is a major key since most ezine publishers receive hundreds of these emails every day. You need to make your emails stand out of the crowd...

The two best free databases I have found of ezine advertising resources is at:

<http://www.homeincome.com/search-it/ezine/>
<http://www.homeincome.com/writers-connection/index.html>

For \$39.00 you can also join the Directory of Ezines at:

<http://www.directoryofezines.com>

For sending out personalized emails, I like to use Postmaster which has a very demo available here...

<http://www.post-master.net/rs/bizpromo>

Traffic Tip #10: Ask For Links

Most of the traffic that any web site receives comes from Links on other web pages. Sure, all of the other traffic techniques work, but the king of web site traffic is getting as many people as possible to link to you.

These links will continually drive traffic to your web site week after week. Once you have thousands of sites linking to you, you will have an unstoppable traffic machine.

The problem is that most people have no idea how to ask for links or how to find sites that will likely link to them.

Although we discuss this very thoroughly in the second section of this manual, I do want to give you a few quick tips on how to get hundreds of webmasters to link to you.

The best way to find links is to find your competitor's sites and web sites which are similar to you. Then, use the search engines to find out everyone who is linking to them.

For example, if you have an ezine, make a list of other people's ezine subscribe addresses and then search for those addresses on the search engines to find out which web sites are linking to them.

If you have an affiliate program or a free service, then look up other similar competing sites in the search engines to find out who is linking to them. In other words, use your competitor's work to create a network of sites which link to you.

An even better technique is to use a program called WebFerret which can be downloaded for free at <http://www.ferretsoft.com>.

Once you have this program on your computer, you can make your searching even easier. It will search all of the search engines at once for you and allow you to click on the links from your WebFerret browser (plus you can save your list of links to come back to later).

Now all you have to do is put in `link:http://www.website.com` with "website.com" being the name of the web site which you would like to do research on. Then, it will bring up many of the links that are going to this site.

Now, visit each of the pages that come up...examine them...and then possibly send an email to the owner asking for a link (also explaining the benefit they get from linking to you such as a reciprocal link).

Although it sounds really simple this can be one of the most powerful techniques you will ever use in building up your web business. Once you have an established number of links to your site, you will have unstoppable continuous traffic for whatever you want to do.

Please refer to section two for the real insider secrets on how to get thousands of links to your site (including the three tips that really make this work).

Traffic Tip #11: Participate in Online Services

AOL has over 15 million members. Don't neglect it. It has thousands of forums in different subjects. If possible, become a member. Then, join some of the forums and begin posting to them just as you would any other discussion group. Submit articles to selected sections.

Offer to host a chat in your industry. Become a Good Netcitizen and you will reap the rewards that are offered to you as you begin to be seen as an online expert.

AOL isn't a primary target for many people's marketing efforts, but that doesn't mean that you should ignore it for a minute. If you get your articles published and become a participant, you may eventually find more traffic coming to your site through AOL than some of your other free advertising methods.

Traffic Tip #12: Hold a Contest At Your Site

Nothing gets people excited like a contest. Come up with a good angle for your contest and then seek free publicity for it. There are hundreds of online resources for contest listings and there are even newsgroups devoted only to listing contests at web sites.

Make sure that the contest somehow involves a prize relating to your product or service.

You don't want to get a bunch of traffic that isn't interested in what you have. For example, give away one of products to the winners. Don't just give away cash. Not only do cash prizes bring the wrong prospects to your site, but it has also been proven not to be a very strong motivator for contest participants (unless of course you are offering a million dollars or more).

Go the search engines and look up contest directories, listings, etc. Find all of the sites which will list your contest for free. Then, remember to also list it in your offline marketing materials, ezines, and signature files. Make a few mentions of it on discussion groups and the correct newsgroups as well.

Paid Advertising Traffic Techniques

6 Ways to Advertise for More Traffic

Traffic Tip #13: Pick Thousands of Keywords On <http://www.Overture.com>

How would you like to get 10,000 unique visitors at your web site for \$1,000.00?

Webmasters have done it and are doing it right now by purchasing keywords at Overture.com for only ten cents each. Overture.com is a new search engine which is allowing people to purchase any keyword they want by bidding on it. If you bid 10 cents and no one else has bid on the search term, then you get the number one position.

Then, whenever anyone clicks on your link Overture.com will deduct 10 cents from your online account. If you bid 10 cents on your keyword, then they deduct 10 cents from your online account.

There are two keys to prospering on Overture.com. The first one is coming up with hundreds or even thousands of different keywords which describe your products and services. Then, place low bids of 10 cents on each of these keywords.

I know of people who have thousands of keywords with these types of bids on them and receive up to 10,000 hits monthly this way for next to nothing.

The second key is to know exactly how much each web site visitor is worth to you. If you know that each web site visitor brings in an average profit of \$1.00, then you should have no problem bidding up to 50 cents for the best keywords. If you only bring in twenty cents per visitor though, you will need to make sure to keep your bids below ten cents or whatever is reasonable to you.

Make sure your web site has adequate tracking mechanisms in place so you can find out your average profit per visitor. Then, you know how much to bid on each keyword.

There are numerous other search engines you can do this with such as:

<http://www.google.com>
<http://www.findwhat.com>
<http://www.sprinks.com>
<http://www.kanoodle.com>
<http://www.epilot.com>

Traffic Tip #14: Sponsor Ezines

The best bang for your buck in online advertising are ezine ads. You can advertise in publications with 10,000 to 300,000 Opt-In subscribers for less than \$50.00. This method along with Overture.com advertising will produce the best paid advertising results you could ever receive.

The two best free databases I have found of ezine advertising resources is at:

<http://www.homeincome.com/search-it/ezine/>
<http://www.homeincome.com/writers-connection/index.html>

For \$39.00 you can also join the Directory of Ezines at:
<http://www.directoryofezines.com>

Don't forget to track all of your ads...Do a keycode if you receive emails from the ads or prepare a mirror page on your site for responses. Even the best web site tracking software won't show the clickthroughs of email so you need to have a separate page up to track your responses.

Classifieds may be cheap, but they aren't free and money shouldn't be wasted.

Any ad you place without tracking the ad is wasted money!

All you have to do is make a copy of your web page on your site (called a mirrored site) so that you can see how many hits or sales came in from each ezine ad.

Traffic Tip #15: Place Ads On High Traffic Sites

Although you can make money through advertising with banners in link exchanges and Internet ad buys, the best prices will usually come from Internet sites. There are a lot of web sites out there with high traffic that you can purchase ads from (only after you have tried everything to get a free link of course).

The best way to see what kind of traffic is at a specific site is to use the Alexa software which shows you the contact info of each site and a simple representation of the traffic which they are receiving.

Alexa can be downloaded for free at:

<http://www.alexa.com>

Note: This software is very good for organizing Joint Ventures as well since it gives you the contact information for the web sites and it also shows some of the competitors.

Traffic Tip #16: Buy Banner Impressions

When anyone talks about paid advertising online most people immediately think of banner ads. This is the most common form of advertising available and you can find almost unlimited sources of it everywhere.

It seems like any site with a significant amount of traffic has banner impressions available for sale. Plus, most affiliate programs start you off with their banners to advertise on your site.

There are numerous free banner exchanges that you can join and share traffic with. Plus there are several banner exchanges which allow you to refer other members and receive a portion of their traffic as well (we will discuss these and how you can profit from them much more fully later in this section).

Most web sites participate in one or more free banner exchanges to help increase their flow of new visitors. They can benefit you and your site, but they do require you to at least have a measure of traffic already coming to your web site. If you want to really create brand

new traffic at your site, then you are going to have to spend some money on your banner ads.

What you need to understand though about paid banner advertising is that it isn't for beginners and it isn't for those who don't already have a pretty proven sales system.

There is one thing you can be certain about with banner advertising ... It is expensive!

Plus, banner click through rates are continually decreasing. You have to have a killer banner ad and then you have to track it thoroughly. Then, you have to find low cost sources to advertise with.

It is worthwhile, but don't even try it if your sales system isn't already proven or you don't have significant tracking measures in place. You don't just need to track visitors, but you also need to track sales.

After speaking with some of the top Internet marketers I learned that many of them created an affiliate program at their site to track their own sales more than anything else.

Sure, they make money through helping other succeed in the affiliate program. The major purpose they installed the system for was to track their own ads. They sign up with each banner purchase under a different affiliate number so they know exactly how much money is coming in from every ad they place.

Traffic Tip #17: Buy Banner ClickThroughs

Since banner click through rates are continually dropping, many advertising sources have started offering click through banner advertising.

Instead of paying \$200 for 10,000 impressions of your banner, you pay \$350 for 1,000 clickthroughs on your banner. You don't have to worry about your click through rates. Your web site traffic is assured.

You still will have to track your banner thoroughly, because you won't know how many sales are coming in from each banner ad. You need to always compare price to the number of sales. So, use the above affiliate program technique for your click through banner advertising also.

One additional technique that you can make use of in click through banner ads is that of the branding effect. Many times the service you are buying ads from will have to give you additional impressions to make sure it reaches your click through purchase. To give yourself additional sales later on down the road add your web site address to every banner you create. The people might visit your site later on also.

Don't let this keep you from tracking your current advertising by making up an excuse of later sales. The branding effect does work, but the sales created from it are not to such a degree that they will ever make up for bad results you receive up- front.

Traffic Tip #18: Join The EzineAdAuction

Everyone who plans on using ezine advertising should check out this site. Any unsold inventory in many ezines gets placed here for resale at greatly discounted prices. So it's a great place to pick up some advertising bargains.

<http://www.ezineadauction.com>

Keep an eye on this site from time to time and then jump on any advertising opportunity that is targeted to your current market.

Email Marketing Traffic Techniques

6 Ways to Use Email For More Traffic

Traffic Tip #19: Start Your Own Newsletter

My first successes online can all be credited to one thing...email marketing. I created my own weekly newsletter early on in my Internet career. Then, I noticed an interesting aspect to my online income. Every time my newsletter list grew, so did my weekly income.

You could actually look at my income growing online and have a direct comparison at all times to the size of my list.

What has happened to me is not an isolated incident. Others I have spoken to have also experienced this as well. If they built email lists of people who contacted them and then provided good quality content to them, their incomes would grow with their lists.

If you want to make money online, build an Opt-In email list (an opt-in list is one where every member of your list has specifically requested to be on the list). This is directly opposite from those who choose to try to spam their way to riches.

Spamming is when you email lists of people who have not contacted you first. If you choose to employ spam in your online business, you will quickly find that thousands of people will do whatever it takes to see you and your business completely destroyed off of the Internet.

Your list needs to be Opt-in and you need to build a relationship with your subscribers.

You can do this by sending them good content every month, every week, or every day. Your subscribers will soon start getting to know you. Then, they will trust you enough to buy from you.

Come up with a good subject for your newsletter in whatever industry you are involved with. Then, get started doing it. You can't afford not to!

To mail out your newsletter, you could use:

1. Software such as Postmaster.
2. A service such as MakeBuyingEasy.

Traffic Tip #20: Create an Update List, Daily Diary, etc.

Many marketers just aren't ready to start their own newsletter yet. To them it appears like too much work or they just don't want to spend that much time writing. It isn't as difficult as people make it out to be. All you have to do is divide up your writing into small sections and small steps.

If creating your own newsletter sounds like some sort of medieval torture to you, then you will have to come up with another idea.

Even if that is how you feel, please don't let that stop you from building your own Opt-In list. You could start a free updates list (letting your subscribers know when you have added new resources to your site). You could start a daily or weekly diary letting subscribers know what is going on in your business. You could have a contest list or specials list.

No matter which idea appeals to you or what other ideas you come up with, above all else make sure you come up with a good reason for your visitors to give you their email address. Then, follow up on them and build relationships with your subscribers.

Traffic Tip #21: Trade Ads with Other Publishers

One of the reasons many people create their own Opt-In list is so that they can start getting even more free advertising for their business.

Once you have your own list you can trade classified ads, sponsor ads, and more with other ezine publishers.

Find publishers who have an equal amount of subscribers as you to trade with or offer a larger percentage of space or number of runs to larger ezine publishers. Treat your ezine space as a source for more free ads. Continually make more deals and trade more ads with other publishers.

The key to the success of your online business is promotion. If you don't promote, your business will die.

So, one of your daily goals should always be to make a trade with another publisher or web site owner.

Your email list is valuable...Treat it as such and start using it to get what you want. Offer ad space in exchange for products, email advertising, or web site advertising.

I have even seen some of the larger ezine publishers make trades with magazines for ad space.

We currently have a list of publishers who trade ads at:

<http://www.bizpromo.com/ezinetrades.htm>

Traffic Tip #22: Create Forms On Your Site

Every page of your site should give people the chance to subscribe to your Opt-In list (and it should be offering bonuses for subscribing). You should also be offering people a chance to request information on any product or service you are offering.

I have found that more people will fill out a form on your site to ask questions than will send you an email. So, if you just tell people to email you, then you will miss out on at least half of your potential prospects and customers.

Create a simple page and then offer 3 - 5 special reports on different subjects relating to each of your products or services.

Also ask for comments or questions they may have. Now, use these leads for subscribers and to follow up on. They are definitely hot prospects since they contacted you. Treat them as such and you will find yourself making a large number of sales to these people.

Your web host should have instructions for installing a mail form. If they don't have instructions on this and don't have support to help you, then you should get a new web host.

Traffic Tip #23: Follow-Up On All Free Reports and Sales Letters

You need to become a follow-up master. The fortune is in the follow-up. Direct mail experts have been telling us for years that it takes a minimum of 7 contacts to make the sale. Well, that used to be expensive so most marketers just wouldn't do it.

Now, email follow-up is free and you have absolutely no excuse for not using it to its utmost advantage. Learn how to get the email address and then follow-up constantly on your prospects. Prepare a follow-up letter series for everyone of your products. For example, you may have 10 letters about web hosting...5 letters on your marketing course...and 7 about a software program.

No longer should you think in terms of a sales letter or web site. Think of a sales system including your sales letter, free reports, follow-up messages, and order forms.

The companies with the best systems are going to find themselves the most successful in the coming years.

Traffic Tip #24: Recommend Other Ezines

Not too long ago I teamed up with three other publishers to offer each other's ezines on our thank you pages. The four of us made a deal and we each recommend the other's ezines on our thank you page. This way we all receive three to four times the number of subscribers from our sites.

By joint venturing together we all benefit. Plus, our subscribers get to choose more quality ezine information.

It is a Win-Win-Win situation. By joint venturing we all receive a multiplication in our results. It would be very easy for you to set up a similar deal with other publishers in your market. Find two to four other writers who publish good quality content and make the deal. You will multiply the number of subscribers quickly...

Always be on the look-out for joint venture opportunities. Who is selling products that your market wants? Who has the subscribers you need? Can an endorsement be made?

"48 Ways To Generate Traffic To Your Website For Maximum Profits" By Terry Dean

Who has similar traffic to your site? Do you have something to trade? The joint venturing concept is so powerful that even competitors are banding together for the greater benefit of all. For example, take a look at <http://www.ezinehits.com>

This site was created by Kris Stringham and is a joint venture between some of the top publishers of Internet marketing information. I advertise you to visit here today for a chance to win well over 100,000 ezine ad impressions.

Publicity Traffic Techniques

8 Types of Publicity to Generate Traffic

Traffic Tip #25: Send Press Releases to Magazines

Many webmasters forget the power of the press. And those that do remember the press often get caught up in just sending out product announcements and web site announcements. They don't provide any benefits to the press.

If you have sent out press release after press release and have never received any media attention, then that should tell you something. Whatever you have been sending out is not newsworthy. Publishers publish the news, not an ad for your company.

Pick up a few of your targeted magazines when you are preparing a press release for magazines. Read through them and take notice of those articles or announcements which were probably sent in as press releases. They will be the ones that look like announcements: sites, individuals, industries, etc.

Then, when you are preparing your press release, endeavor to make it as much like the announcements you have seen published in the magazines. Don't try to re- invent the wheel. Copy success.

Please pick up our free e-book about Publicity at our web site for more info on writing the actual release.

Traffic Tip #26: Send Press Releases to Newspapers

Follow the same strategy for getting published in newspapers. Look over any successful industry media attention that you find in the targeted newspapers. What are they about?

What made them interesting to the publisher?

Remember that the readership is not as targeted when you are sending to newspapers as they are within magazines. Pay special attention that you don't use any industry jargon

that may not be understood by the readers.

The Internet is extremely hot in the minds of most people in the world today. Anyone who is marketing on it in a different way with greater benefits for their visitors is considered hot news.

Take advantage of this current trend as it is much easier to get info published about your web site this year than it will be in 3 to 5 years from now.

Traffic Tip #27: Send Press Releases to Radio Stations

There are hundreds of thousands of radio stations waiting to hear your newsworthy stories. Be prepared. With these you will often be asked to do a radio interview as an expert to discuss your industry subjects.

Most marketers who are new to press releases try sending out their press releases to some of the smaller radio stations first. This way they will have a chance to practice their skills live on the radio without causing too much of a danger to their businesses.

Then, they go after the bigger targets as they become more confident in their abilities.

Traffic Tip #28: Send Press Releases to TV Stations

Don't think that you can't get publicity through TV just because the y are going after the big news. I know an Internet marketer who received over 12,000 subscribers to his Opt- in publication because his site was mentioned on TV.

Watch TV and find out what kind of Internet news they are publishing information about.

Prepare a short press release using the guidelines in our free publicity e-book and send it out to all of the TV stations. One mention on TV could quickly produce more traffic to your site than a year of other types of free advertising.

Traffic Tip #29: Write Articles

Publishers need articles. You need publicity. These two factors work together perfectly.

If you are following some of the other guidelines I have presented to you (writing articles for ezines and publishing your own ezine), then you should be practicing your writing already.

Well, take one of your absolute best articles and submit it to magazines and newspapers. Don't just think of publicity in the terms of press releases. Once you become a good writer many publications will begin giving you free publicity continually by publishing your articles for all the world to see.

Your inside secret is that on every article you have a resource box which drives thousands of visitors to your web site.

Some magazines will even pay you for your articles. So, not only do you get free advertising, but you get paid to boot.

Plus, your readers will begin to see you as the expert on the subject and will look to you for the solutions that your business is already offering.

Traffic Tip #30: Create An Event

If your business doesn't have anything newsworthy to it, then create something. For example, if you are an Internet marketer or sell web services, create a local event on how to get started marketing online. Hold a free seminar on the subject.

Then, send out press releases about it to the newspapers, local TV stations, radio stations, etc.

If you don't have anything that is currently newsworthy, then get started by creating something that is newsworthy.

Traffic Tip #31: Piggyback on National News

Always be on the look-out for national news which relates somehow to your business.

The quickest way in the world to get free publicity is to piggyback on what is already hot.

If the subject of the news is on teenage violence and you run a site focused on parents, teenagers, or schools, then get your press releases out immediately.

Jump on the bandwagon because you never know how long it will last. Create your press release and send it out by email or by fax. For hot news stories, direct mail is just too slow. You want to get in on the beginning of the wave.

Traffic Tip #32: Become Involved in Someone Else's Press

If you see someone is getting a lot of press in their business, then make an effort to do some type of joint venture with them.

What do you have that will help them take better advantage of the press coverage? How can you joint venture links to benefit both of you.

For example, if you have a specific product or service that directly relates to media they are receiving...offer to do a special joint venture deal with them where they get 50% or more of the profit.

If a business is getting a lot of media publicity, then they will also be getting a lot of traffic. How can you create a Win-Win situation out of this?

Offline Traffic Techniques

15 Way to Expose Your Web Site to the World

Traffic Tip #33: Use Business Cards

Create benefit rich business cards which give your web site address.

Then, make every effort to give them away every chance you get. Put them in all of your bills. Post them on message boards. Hand them to business contacts.

Think of every person that picks up one of your business cards as a potential sale at your web site. If you are going to be in business for real, then act like it.

Business cards have been used for making and keeping contacts for decades. Put this age old advertising technique to use in building your traffic.

Traffic Tip #34: Use Letterhead

Create your own business letterhead with a benefit rich phrase and your web site address.

Every letter you send out becomes a business promotion. Does your business currently have a letterhead. If not, you can go to any local office store or printer to have one done.

If you want a small amount of letterheads done, then you can do it yourself at home using Microsoft Publisher or any of the other design programs.

The benefit phrase you use on both your business cards and your letterhead should be the defining characteristic of your business. It should be the Unique Selling Position that sets you apart from your competition.

If you haven't already developed a USP for your business, then you need to stop and do that right this minute. Write down all of the benefits you provide to your customers.

Then, write down what sets you apart from your competition.

A simple technique in doing this involves taking out a sheet a paper and writing "You know how most _____."

The blank should be the type of business you are in: Internet businesses, painters, carpenters, etc. Write down how most businesses in your industry do something. What is it that frustrates most people from doing business in your industry?

Halfway down the page write, "Well, what I do is..." Then, write what sets you apart from the norm. What makes you different? Why should people do business with you instead of the global competitor which is only one click away? If you don't know the answer, you better figure it out quickly.

Samples of USP's could be: better prices, guarantees, customer service, quantity, selection, etc. With each of these you need to define specific reasons why your business is better than all of the competitors.

Then, take down the whole statement you write and cut it down to one sentence or phrase which lists the benefits you provide along with your USP...This is what you use on your business cards, letterhead, web sites, and everything else you create.

Traffic Tip #35: Participate in Postcard Decks

The Integrated marketing approach of using both offline and online advertising techniques together provides the best results in your business.

Online free advertising often brings a large number of freebie seekers who are just lookers and never intend to buy anything. Offline advertising will often not bring the same number of visitors to your site, but they are much more qualified and willing to buy.

One of the best techniques to generate leads and integrate an online and offline marketing campaign together is to use postcard decks. A postcard deck is a group of 50 – 100 postcards which are put together

and mailed together. This keeps the printing, shipping, and lead generation costs to a minimum.

A postcard deck sent out to 100,000 people will usually cost you around \$2,000. This is a cost of only 2 cents per lead (instead of the 50 cents it costs to generate leads, print, and ship each individual card).

A well designed card can produce 1,000 - 2,000 leads for your online business. This isn't a large amount of traffic, but it is a large amount of buyers to add to any newsletter or lead follow-up system. With a powerful follow-up system and the right offer you should be able to close hundreds of people into your products or services.

Traffic Tip #36: Run Magazine Ads

Both display ads and classified ads can be very effective in generating traffic and leads for your web business.

Magazine classifieds have been relied upon to generate leads for decades. The biggest mistake that people make is to try to make sales directly from classified ads instead of just generating leads for later follow-up. By using a lead generation ad to send people to your site you will greatly cut down on the major expense of lead generating ... the follow-up.

People claim that the Internet is the "El Dorado" goldmine that business opportunity seekers have been hunting for, but you can easily notice that magazine ads haven't started dropping at all.

Banner click through rates have declined, but magazine ads are still going strong.

Don't neglect offline leads. Submit articles. Place ads. Keep your business growing and especially focus on offline "buyers."

Traffic Tip #37: Run Newspaper Ads

I know of quite a few people who are generating a good amount of leads and sales by advertising in newspapers.

The main advertising that they are doing is by using classified ads with a headline, benefit phrase, and then their web site address. If you can get a good traffic building system through newspaper classified, then you will find that you have thousands of places you can advertise your site.

It is definitely worth testing to see if it can produce traffic and sales for you (The quick lead times of newspaper ads make them very good for testing).

NOTE: Don't even try offline advertising unless you have your own domain to direct people to. Your prospects are not going to remember a long web address to specific directories. You need to have your own domain.

Traffic Tip #38: Do Direct Mail

Do a direct mail offer with your web site. This can build your traffic quickly, especially if you have a list of customers who have already requested information from you or have ordered from you in the past.

You can also put a print catalog together of your products and services and send that out in the mail to those who request it.

Direct mail has been used for decades to produce sales in direct marketing businesses.

Just because the web is the hot thing does not mean that direct mail doesn't work. You will find that the combination of direct mail and an Internet site can work wonders for your business.

Consider driving traffic to your site with direct mail. Also consider responding to some of your online leads by sending out a direct mail letter. Set up a guestbook on your site and send out a free report/sales letter to those who request it by direct mail. You will find a very high success rate with these customers.

How to Do Direct Mail the Easy Way...

It used to be ton of work to send out 1,000 letters or 10,000 letters...but now there is an easier way.

A new company called ELetter which can be found at <http://www.letter.com> will do all of your mailing for you for a decent price. They will even mail merge your letter so that you can personalize your direct mail offer for the best results.

You just send them your letter and your list. They take care of the rest.

Traffic Tip #39: Send Out Postcards

This is a variation on the direct mail system. Postcards can be sent out much easier and at a lower cost than direct mail letters. Plus, they often receive a larger number of readers since you don't have to go through the effort of trying to get your recipient to open the package in the first place.

Businesses are currently using postcards as a very strong lead generating system. You can send out 1,000 postcards to a very targeted group of consumers for about \$400 - \$500 (including lists, printing, postage, etc.). You will find that those who respond to these cards are ready and willing buyers for your products if you have targeted yourself correctly.

Note: This type of system works best with higher ticket items. You would find it next to impossible to generate a large amount of wealth for your \$20 product using direct mail and postcards to drive traffic to your site. If you have a \$1,000 product though, you just about can't beat the results you would receive through these offline advertising methods.

If you want your postcard mailings done for you, check out <http://www.letter.com>

Traffic Tip #40: Create An Ad Co-Op

How would you like to reach 1,000,000 million or more potential customers without spending a penny of your own money? It can be done and there are web businesses doing it right this minute.

What kind of traffic would you have at your site with this kind of reach going out for you every single month?

What you do is purchase an ad yourself such as a postcard deck which goes out to 100,000 people for \$2,000. Then, you divide the card up into sections and sell off 10 sections for \$200 each. This way you recover your entire investment.

Then you run your ad on top for free!

When you really want to start driving the traffic to your site you can start using 10 or so other postcard decks with the same system and having your own free ad being seen by 1,000,000 or more people every month. If only 1% visited your site, you would be getting 10,000 visitors coming to your site ready to buy monthly!

This same type of system could be used for magazine ads, direct mail ads, and many other types of advertising. Begin to think in the co-op mode. Your customers win because they get low cost advertising. You win because you get free advertising.

Traffic Tip #41: Have Specialties Created

You could have pens, t-shirts, hats, etc. created with your benefit phrase and web site address.

Although you may never have thought of such a thing before, this could be a good way to keep your business in the mind of your customers continually.

Plus, others will see your web site address and end up visiting your web site because of it.

Traffic Tip #42: Use telemarketing

This isn't as much of a traffic generator as it is a traffic seller. A technique that seems to be very effective for many online sellers is to place a contact form on their site where people can request to be called on certain products and services.

The web can be an intimidating place for those of us who are technically challenged. You can produce some extremely effective results by actually showing your visitors that there's a real person on the other side of the web site.

Plus, it is a good way to research what your prospects actually think of your web site.

Traffic Tip #43: Join Local Associations

Join the local chamber of commerce. Start networking with other business professionals outside of the Internet. If you sell any type of Internet service such as web hosting, software, training materials, etc., you will find that this market is even more responsive to you personally than anyone is at your web site.

Sure, automated Internet marketing is fun and it works, but don't limit yourself or your business only to the Internet. There are thousands of local businesses in your area who would love to get on the Internet. They would love to start earning money through a global market. They just don't know an easy way of doing it.

You are currently online and building a business.

Therefore, you already know more than at least 95% of the businesses in your area which have no idea what to do.

These business people can create a very lucrative market for you and your web site if you provide the tools or the training they need.

Traffic Tip #44: Go to Seminars

This point goes along with the last one. Get out there and start networking for traffic.

Meet some business people. Make some new friends. Set up joint venture traffic deals. Do a speech at your local chamber of commerce or any other business event. Let them know about Internet marketing. Look for events going on in your industry which you can attend to make the contacts you need in your business.

Traffic Tip #45: Buy An Auto Plate

Here is a simple little tip to gain some extra traffic.

Have a plate made up for your automobile with your web site address on it. Get ID tags made up. There is a site at:

<http://www.autoplates.com/home1.htm> that can help you do this for less than \$30.00.

This isn't going to create flood of prospects at your site, but it will bring a few new eyes to your web pages.

Use your imagination to come up with as many different ways as possible to drive traffic to your site. What if nine out of ten of your ideas only bring a few prospects, but one of your ideas goes through the roof.

It will drive traffic to you forever.

Keep your eyes open for any advertising opportunity that may present itself.

Traffic Tip #46: Create Place mats

Have you ever seen the place mats at restaurants with all of the different business ads on them? I am sure you have.

Well, some one organized the whole creation of these place mats and earned a tidy profit while doing it.

They called around and made deals with restaurants to put the place mats on the tables.

Then, they sold advertising space on the place mats to area businesses. Finally they paid a printer to create the place mats and they delivered it to the restaurants.

Usually they will bring in hundreds of dollars in profits AND a load of free advertising for themselves using the co-op concept explained earlier.

You could do this same idea with your web site and advertise it on the place mats that are created.

Traffic Tip #47: Use Your Imagination

I probably could go on forever talking about offline advertising opportunities, but by now you should be getting the idea.

Just about anything and everything that goes on can be used for a promotional opportunity for your Internet business.

All you have to do is start being imaginative.

How can you promote your business today? Every day you should wake up with that thought in your head. What new ways will you get your web site address out there in the public eye. How are you going to target more prospects?

You should be looking for new promotional opportunities everyday. If you don't promote, your business will die!

Traffic Tip #48:

How to Start Your Own Traffic Virus

Who said Internet marketing was fair?

I created a computer virus that wiped out my competitors' businesses and drove their traffic to my site.

Does that sound fair to you?

It was so much fun the first time...I'm going to do it again.

This time I am going to let you join me to wipe your competitors off the map. You can read more a little later in this report.

First, let me explain just what I mean by a traffic virus and tell you step-by-step how I used one to propel my site to almost instant success online.

What's a Traffic Virus?

Unlike a computer virus that will destroy your software and damage your business, a traffic virus isn't harmful at all...except to your competition.

In reality, it also isn't a virus at all.

A traffic virus is just termed a virus because it has a few of the same features to it.

A computer virus gets passed from computer to computer automatically without any effort from the creator. If there is a virus on your computer, anyone else can get it on their computer if you share a file, disk, or email attachment with them.

Most of the recent viruses spreading around the net have also been programmed to automatically email themselves to any of your friends (email contacts) and to everyone you send email. They automatically spread themselves and you may not even know about it!

A traffic virus has this same feature built into it. It will spread itself around the Net automatically from person to person without you even being involved.

Unlike a computer virus, it isn't damaging to the recipients. It helps them instead! This is the key aspect to a traffic virus, it helps the users and this causes them to send it to their friends.

For example, one type of "traffic virus" is a web site postcard system. Many web sites have installed a free postcard system so their users can send postcards to friends and family.

They pick a picture, choose an audio presentation, write a short note, and then email it to their friends.

The key to the viral system (another term for a traffic virus) is their friends and family must come to your web site to pick up their card. Your web site gets automatic traffic without you having to actively be involved in it.

Then, hopefully they will send postcards to their friends and family. This never-ending cycle will continually bring new visitors to your web site who you market your products and services to.

It becomes an automatic traffic generator.

Here are few examples of possible viral marketing strategies:

1. Postcards - Visitors send postcards to family and friends. Their recipients visit your site and send postcards to people they know. The cycle continues for automated traffic.
2. eBooks - You give away a highly informative ebook free and then other webmasters take your ebook and post it to their sites. People all over the web get your information and links because those sites are advertising for you.
3. Refer a Friend – You can use these scripts to have your visitors recommend your sites to friends and family. The goal of this is to provide valuable information they will pass on to others!
4. Software - Look at programs such as ICQ. ICQ is available at <http://www.icq.com> and gives you the ability to chat online with your friends. The key is your friends must also have this free software to chat with you. So you automatically try to get them to download the software to.
5. Free Email - Ever wonder why so many companies are offering free email addresses?

It's because they want their own traffic virus. Every email someone sends from a free email address includes a little link at the bottom taking the recipients to your web site.

6. Free Web Sites - This is a traffic virus as well. The web hosts offering these free sites place ads on your free web site. When you advertise, you are also advertising for them.

More people sign up for free sites and the process continues.

7. Two-Tier Affiliate Programs - When you offer a two-tier affiliate program, then your members advertise for more affiliates to promote you.

Not only do you have affiliates you sign up advertise your site, but they refer others to advertise you as well.

People are always asking why they need to start their own viral marketing strategy...It's simple. A traffic virus means you may never lose money advertising again!

You Never Have to Lose Time Or Money On Advertising Again

That's right. Having your own traffic virus could mean that every ad you place from now on can be a winner!

The above sentence is a pretty strong statement, isn't it?

It's true.

I almost surprised myself at just how powerful a traffic virus can be when I first put mine in place. Every ad I placed instantly became a winner...even when I lost money!

Let me explain.

Let's say you place an ezine ad, which costs you \$200. You make \$20 for every item you sell. You sell 9 of them through the ad so you bring in \$180. You have now lost \$20 on your ad. Most people would call it a failure.

I use a different system, which reduces my advertising risk. Instead of advertising directly for a product, I advertise to bring in email leads. My goal is to get people to give me their email address so I can follow-up on them.

Using autoresponders that automatically follow-up gives me the ability to set up a completely automated follow-up system for the product.

Three, Seven, or even Thirty email follow-up messages can be used to generate sales for my product.

Instead of only having one shot to sell my visitors from a web site, I have thirty tries to sell them. Who do you think will make more sales?

My system actually goes one step further. I always try to use an element of viral marketing in the promotional aspect of the offer. My favorite technique is the traffic virus ebook offer.

In exchange for prospects giving me their email address, I will give them a highly informative free ebook, which they are allowed to pass around and give to their friends.

Not only will the book teach them, but also they can use it to produce more traffic and sales at their web site.

They win by getting a very valuable book for free. I win because my traffic virus gets started. I still get to follow-up by email to sell them my products and services...so I am still bringing in immediate profits from my advertising.

Let's say I place the ad above for \$200 and only bring in \$180. I lose \$20 today, BUT this is only the beginning of the traffic the ad will generate for me.

All of those people who visited my site...who may or may not of bought my product...are now passing around my free ebook and sending more visitors my way.

More sales are made next month...and the month after...and the month after. It is a neverending process of sales being made.

The \$20 I lost originally from the ad will be replaced hundreds of times through new visitors I never have to work or pay for. Every single ad I place becomes a launch point for another aspect of my traffic virus.

Having a traffic virus reduces your advertising risk.

Look at this way. If you are paying for your advertising, then every time you place an ad you are risking your money.

Your ad may or may not produce a profit. You could make \$1,000 from your \$200 ad or you may lose \$100. If you have a traffic virus in place, then your ad can continue to work for you years into the future and it reduces your advertising risk. Even when you lose money, you still win in the long run.

What if you are only using free advertising methods? This system still reduces your risk. Free advertising costs you time (and we all only have 24 hours in a day so it is limited just like money).

You may spend your time placing free ads and produce \$100 in profits.

If those ads took you 10 hours to place, then you only earned \$10 an hour for your time. Ten dollars an hour wouldn't be very good time investment for your business. If you had a traffic virus in place, other people would then start advertising for you by taking and handing out your traffic- generating machine to others.

You may have only earned \$10 an hour while working on your free advertising, but your traffic virus then goes to work for you 24 hours a day 7 days a week.

You generate traffic forever for the 10 hours you spent advertising this week.

Wouldn't it be better to profit today...and build a residual income for the future at the same time?

Let's take a look at some of the major corporations using their own traffic virus and let's also look at what happens when you don't have a traffic virus working for you.

Some Major Companies Understand the Internet...Others Just Don't Get It

Some companies are using a traffic virus as the key to their whole Internet strategy. Look at these four companies as perfect examples for your Internet business:

Company Number One: Hotmail

Hotmail gives away free email addresses to anyone who wants them. They have quickly grown from a small company to being bought out by Microsoft.

They did this with very little advertising needed.

They had a traffic virus working for them instead. Whenever anyone signs up for Hotmail and sends email they are also advertising for Hotmail. Every email leaving their system comes with a little link at

the bottom telling you to go to <http://www.hotmail.com> for your free email address.

With millions of users sending emails daily, it is like having hundreds of millions of advertising impressions being given for you every day free. While the rest of the Internet spends enormous rates for opt- in email advertising, Hotmail gets it for free.

Notice how many companies have now copied Hotmail to create their own free email address services. There are literally well over ten thousand companies offering free email addresses because the traffic virus works so well. Copy success.

Company Number Two: ICQ

ICQ is the number one most downloaded free software for the past three years. If there was ever an Internet success story, this is it.

Mirabilis was a small software company who only had a total budget of \$100,000 to spend on their web strategy. They wanted to sell their software, but they just didn't have a budget to compete with the million dollar mega-spenders.

So, they decided to give it away for free.

ICQ can be visited at <http://www.icq.com> . This software enables anyone on the Internet to engage in chats or to personally contact anyone else who is online at the moment and a user of this software.

The key to this traffic virus is you are only able to contact and chat with people who also have this free software. You need to contact and tell all of your friends to download it!

How does this success story end? Well, the program is still the number one downloaded software program on the Internet, but the original creators cashed out when AOL bought them for \$287 million dollars.

Company Number Three: Blue Mountain Arts

This is one of the popular greeting card sites and they are at:

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

The key to their traffic virus is providing you with good graphics, cards, music, and more to create online postcards with.

When you send out the postcard, the recipient must visit their site to pick it up...and then they are asked to send out cards to their friends. Every time someone uses them to send postcards, their traffic and users grow in number.

Then, they sell the site impressions to advertisers in the form of banner advertising.

Company Number Four: Pass This On

Although this is not a large company, it is competing with them on their level. Pass This On is owned by Sanford Wallace and requires only a few hours each day from him to maintain. Check it out at <http://www.passthison.com>

He earns over five million dollars a year in profits working by himself on this site. Pass This On is number 20 of most popular sites on the net, has 17 million opt-in email names, and produces all of it's income from joint ventures.

If I had to give you a model of success for a small home based entrepreneur, it couldn't be much better than what Sanford has accomplished with his site. He competes on an even level with billion-dollar corporation with thousands of employees...Only he earns a profit unlike them.

The traffic virus at his site is accomplished by asking you to send all of his "jokes" to your friends. Basically it is just putting a Refer-A-Friend script to maximum use.

Visitors refer dozens of their friends to his site everyday.

What About Those Companies Which Don't Get It...

Now, let's take the reverse viewpoint and look at the companies going out of business daily online. In almost every case, the problem isn't a lack of sales, lack of good products, or a lack of good management.

In almost every major failed company, the primary reason for their failure is that it costs too much to advertise.

They spend more money on advertising than they bring in through sales.

They're dropping like flies...Take a look at your local paper for the newest one and then apply the below test to them to prove I'm right.

They don't get any major traffic for free...

Every piece of traffic they receive costs them something. If they advertise during the Superbowl, then that's another million. If they do publicity and spend time during radio interviews, then they have to pay the staff member doing it. If they work on search engine marketing, then they are paying the search engine guru.

They don't have a traffic virus working for them...

Up till now, we haven't even covered one of the most valuable aspects of a traffic virus and just why you need one working for you.

I love creating and using traffic viruses for my web sites. They beat losing money on advertising any day. My favorite ones are the eBooks. Not only do they spread themselves around the Internet automatically, but they also build credibility for my business at the same time.

It becomes a double-edged sword for the growth of my business.

Webmasters take my ebook and post it to their web sites to build content at their site. They use it to bribe people to give them their email address for follow-up on their products or services.

Those people download it and then use it on their sites. It is a constant traffic building cycle for my site.

Not only is it building traffic, but it is also building credibility for me at the same time. This may be the most powerful aspect of all to the process.

Every time someone offers it from their site, they tell their visitors about how I'm an Internet expert. The person reads the book and finds information they can use. They then visit my site. By the time they get to my site, they have already decided I'm an Internet expert, can help them in their business, and that my information is very valuable.

"48 Ways To Generate Traffic To Your Website For Maximum Profits" By Terry Dean

Can you find a better state of mind for your visitors to be in?

I don't think so. The average web site visitor is already on guard when they visit your site.

They don't trust Internet merchants and are very suspicious of any "catches" you may have on your offers. They flat out don't trust you.

About eighty percent of the selling process at your web site is to convince your visitors you are trustworthy and know what you are talking about it. It's risk free for them to buy from you. You have to create this type of atmosphere through testimonials, proof, free demos, etc.

Visitors who come through my ebook traffic virus are different. They have already jumped over this hurdle and they are primed to buy from me.

You're fighting an uphill battle with your visitors while mine are ready to enter a "slippery slope" on the way to ordering.

The key principle behind this is "Give First and Prove Your Worth."

Your eBook allows you to do this automatically while generating traffic at the same time.

The next section shows how I accidentally stumbled over this breakthrough one Christmas week.

Breakthrough: 101 High Profit Businesses You Can Start Online

It was a cold weekend in December 1997. Christmas was fast approaching and I decided my ezine subscribers deserved a free Christmas surprise.

So I spent three days scanning through my notes and writing the ebook "101 High Profit Businesses You Can Start Online with Little Or NO Money."

It was a short book and most people could probably devour it in one sitting. It isn't the length that matters. What it did do was open up people's eyes to the tremendous

possibilities of marketing online and all of the different options available to them.

It gives you 101 possible Internet business ideas and starts you down the path of building your own profitable Internet business.

Well, I uploaded the ebook to my site and offered it as a free gift to my Web Gold subscribers right before Christmas.

We had 7,000 subscribers at the time and over 1,500 downloads were made of it in the next seven days.

I thought that would be the end of it. Some people would download it, learn from it, and then move on. I never fathomed what was going to happen next.

By the middle of January I had received somewhere near 500 emails asking if they could give away the ebook from their web sites. Of course, I said yes, knowing this would put me in contact with more potential customers.

Up to this day, I still receive at least two requests a day to distribute that ebook from other people's web sites.

This is after two years of it being out! It is still growing and expanding on it's own.

One Christmas present in 1997 turned into free traffic for me forever.

An eBook traffic virus can do the same thing for you.

Sure, you may not have 7,000 subscribers to send it to. So, it won't launch as fast and furious as mine did. You can easily purchase an ad in someone's ezine who does have that many subscribers though.

You can use the other traffic tools available in this eBook to generate the first download of traffic virus.

You can do what I did, because you know even more than I did at the time after reading this book.

How You Can Create your eBook Traffic Virus

You're convinced. You have to create your own traffic virus.

Rule #1: If you wouldn't be able to sell it, then people aren't going to pass it on.

I see other people trying to copy what I've done and almost without fail...they break rule #1.

They are trying to pass around junk and call it an ebook traffic virus. Then, when it doesn't work, they get mad at the system.

You can't just put a sales letter together and call that an ebook. It won't work. People aren't going to pass your sales letter to anyone else for you. They're not going to put it on their sites. They're not going to talk about it.

It simply won't work.

You also won't be able to just put together an ebook with dozens of articles from different publishers and call this a traffic virus either. Sure, it will build traffic, but not for you. It is going to generate traffic for the writers themselves since you have to post their resource boxes with their articles.

If people wouldn't pay for the information, then it won't become a traffic virus.

You have to give good quality information in a format people will understand. Ninety-nine percent of the ebooks out there aren't doing this. They are just rehashed junk people won't waste their time with.

For my ebook, I would have priced it at \$19.95 if I hadn't planned on giving it away. It would have sold thousands of copies at this price as well.

You need to work on your traffic virus just like you would if you were writing a real hardcover non-fiction book.

Study the subject you are writing about. Become an expert on it. Interview experts on the subject and then transcribe them into a book.

Three Quick and Easy Ways to Create your Traffic Virus:

1. Interview Experts

I always get this excuse when telling people to create their own information products, "I'm not an expert and don't have anything to write."

Here's your solution. Find an expert. Interview them. Write down what they say.

It sounds pretty easy, doesn't it? Well, it is easy. People just don't get off their butts and do it. Find three or more experts on the subject you want to do your traffic virus on and interview them. Send them a personalized email asking if you can interview them on the phone while you record it.

Send them over a copy of the questions you will be asking them so they have time to prepare and make themselves comfortable. Go down to your local Radio Shack store and tell the associate there you need something to record a phone call with.

They will set you right up and it will only cost you around \$20 for a cheap phone record system you plug into your tape player.

Do the half- hour or hour long interview and then use the tape to create an ebook out of.

You can either transcribe it yourself if you are very short on funds and want to do a lot of editing. Or you can also look on one of the search engines under "transcription" and find a secretarial service to do it for you.

Do three or more of these interviews and you have your first traffic virus.

2. Create a Tips eBook

This is one of the easiest formats to write and is the one I recommend for anyone wanting to write their own first ebook.

"48 Ways To Generate Traffic To Your Website For Maximum Profits" By Terry Dean

Anytime you look at the top 100 books you are sure to find at least several which are tips books. For example, "1001 Ways to Be Romantic" is a top selling book.

So guess what? Gregory Godek came out with a follow-up book: "1001 More Ways to Be Romantic."

Just take a notebook with you during research and throughout your day and write up 77 ways to, 784 easy designs, 176 golf tips to lower your score, and 283 ways to make more money online.

This notebook will become your writing fuel. Every time you visit a web site and see a new tip idea, add it to your list. If you think of an idea while in the shower, put it down. If your friend mentions an idea, write it down.

You can ask for people to send you ideas from the mailing lists, forums, and newsgroups you have been participating in. Under each tip you may make a paragraph of simple notes.

It is quick and easy to create...and is built in the exact model that Internet users love.

Remember what everyone loves most is to be able to have more free time. With a tips booklet format, you are able to give them a large amount of information without taking up much of their time. It is the perfect Internet product.

My traffic virus, "101 High Profit Businesses..." is a tips book.

2. Do a Resource Guide

Most people don't want to spend their lifetimes searching the net to find information.

They want all of the best resources given to them in one easy format.

The hot selling "Net Detective" is an example of this type of product. It gives you thousands of web site links for finding relatives and doing background research on other people you deal with.

It is one of the hottest selling products online and all is basically is a resource of links for private investigating.

"48 Ways To Generate Traffic To Your Website For Maximum Profits" By Terry Dean

I have seen Internet Marketing Resource Guides, Wholesale Resource Guides, Import/Export Resource Guides, Fitness Resource Guides, Network Marketing Resource Guides, Free Advertising Resource Guides, Magazine Resource Guides, Publicity Resource Guides, etc.

I know the experience of trying to find information I need for whatever (maybe even a simple Java code to create a popup box on a web site) and it takes hours or even days to find this type of thing. For me as a webmaster, I would be more than willing to pay for a resource guide of all of these types of tools.

I am sure you have had the same experience at sometime or another. You know exactly what you want, but no matter what search engine you use you just can't find the simple resources you want. It takes days! So, a resource guide with all of the top resources given specifically may have quite a value in your market.

If you want to create your traffic virus with almost NO work and writing...join me in my newest project

You Haven't Seen Anything Yet...Now Comes My Three Pronged Attack

"101 High Profit Businesses You Can Start Online for Little or NO Money" was only the beginning of my traffic viruses.

I have now created my brand new ebook you hold in your hands today....Plus I took my old ebooks and updated them for this year as special reports.

Every webmaster on earth wants and needs the information in this book. Their sites are like old- fashioned ghost towns where the traffic counters never move...and all there is just tumbleweed rolling through.

The book you are reading right now can change all that. Not only does it reveal the most powerful traffic-building concept...a traffic virus ... but it also reveals 48 ways to get your traffic virus started.

It gets even better...I am going to let you profit from my traffic virus...For FREE.

You can now profit from all of my work.

This ebook has been created with a very special feature.

There are master's versions available from my web site for anyone who signs up for my free ezine.

This special master version allow you to go in and change the front page of the ebook so that it has your web site link on it in addition to mine. It becomes your own traffic virus.

People download it from your web site. Then, they go back to your site because the link is already contained there. When they return, your site has already built credibility in their minds and they can't wait to order from you.

Plus, you can now sign up for my MakeBuyingEasy affiliate program and have the opportunity to promote ALL my products and services. When you brand this ebook with your affiliate link, it will automatically update every link in here to your own affiliate link.

So you'll be making MONEY from anyone who downloads this ebook from your web site through any products or services I sell to them.

Other webmasters download the ebook from your site. They post them to their own sites and instantly start generating free traffic for your web site. Your traffic virus has started with almost no work on your part.

What should you do now?

You should go to my web site now [by clicking here](#) , sign up for my free ezine, and then follow the instructions at my site for creating your own personalized copies of my ebooks.

Upload them to your web site and get started with the other traffic techniques in this book.

Your traffic virus will do the rest.

Terry Dean.