The Anatomy Of Getting Paid Traffic!

By Eric Louviere

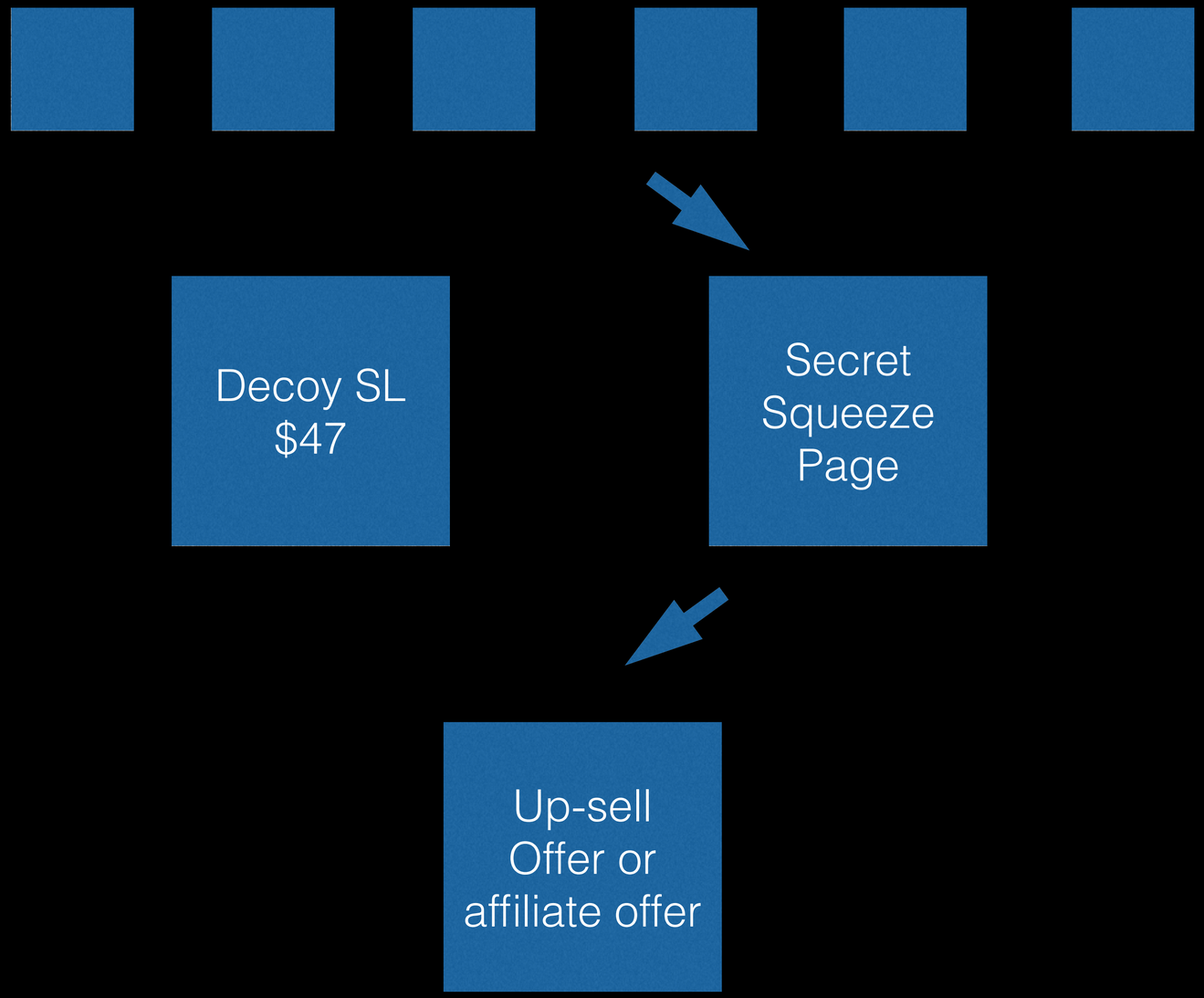
Paid Traffic And Why Everyone’s Scared Of It.

“Eric, why do most people refrain from paid traffic?”

- Me:
- “Because, it tends to cost money.”
- It feels like flushing money down the toilet.
- Most have had the experience of spending a good chunk of money and got zero results.
- “Money be gone!” “Buh bye money”
- Well, there are HUGE missing points (the bullseye 98% miss) when it comes to paid traffic, let me explain

Before we get into paid traffic, here's a technique that works like a charm, is free, but takes some effort

- Get an ebook created (PLR or whatever).
- Get a nice graphic image of the ebook
- Get a salesletter for the ebook that sells it for $47 or so… with a buy now button on the page and everything.
- ABC.com
- Next, create a secret page (ABC.com/secretaccess) and on that page give that $47 ebook away for free there in a squeeze page opt in.
- "Shhh! This ebook normally sells for $47 and please do NOT share this link to anyone. It's for your eyes only. You were sent here by a buddy of mine or colleague who wants you to have this free of charge. Simply opt in to download it instantly"
- Next, go shop this to others out there who have their own products (but maybe no bonuses)
- "I see you have a stellar new product. Hey, I did not notice any bonuses on your offer or only one. I have an ebook I sell for $47 that is very good and if you want, you can give it away for free to your customers as a bonus. This helps me too because I'm trying to build my name in the market, so maybe we can help each other out? Heck, i can even set it all up for you so you don't lift a finger. I can add the bonus to your site, add in the fancy ebook graphic and even add a testimonial that helps your SL convert. Whatcha say?"


Decoy SL
$47
Secret
Squeeze
Page
Up-sell
Offer or
affiliate offer

big points, difference makers

- When paid traffic works, it's freaking beautiful and there's nothing like it in business-land. but, it's not a magic wand and you just click some buttons, toss up some ad spend and presto! Profits spit out like a busted dam.
- The rising tide lifts all boats. <— Key!
- Get your list to 5,000 subscribers any means necessary.
- Some subscribers will be terrible and opt out. Others will ignore your emails for years. Others just want free stuff. You're looking for the 1 to 10% of your list, who are (A) active buyers and (B) who are turned on to buying from YOU.
- If a SL is good at 2% conversions that means out of 5,000 subscribers, only 100 could buy. If the average ticket price in the IM market is $47… then that means you can offer your list a $50 product and look to earn around $5,000 right? (it's less than that actually because not all will open your emails out of the 5k subscribers)
- But, you can promote more than once per month that's for sure.
- So, rule of thumb, if you have a list of 5k, you should make 5k to 10k per month —-
- DEPENDING ON HOW GOOD THE TRAFFIC IS, AND HOW WELL YOU TURN THEM ON TO YOU!

- Here's the avenues I recommend for getting traffic:
- 1) the best traffic IMO is "affiliate traffic" because it's recommended traffic. If Ricky Bobby promotes to his list of followers, they love themselves some Ricky Bobby and if he says buy YOUR stuff, they'll buy it because of him. (word of mouth is even better, but hard to control or depend on)
- 2) PPC:
- Facebook (if you don't get banned), Twitter, Bing, YT, LinkedIn, Adwords
- 3) Quality Solo Ad Blasts
- SelfGrowth.com and others out there, dig.
- 4) CPV:
- TrafficVance
- 5) Solo ads
- These are easy, pay $40 or so, but not often that great as quality traffic. Lots of third world countries, freebie seekers and traffic exchanges and whatnot. Lots of fraud IMO. Got to find the good one's. 4 out of 5 can be crap traffic.

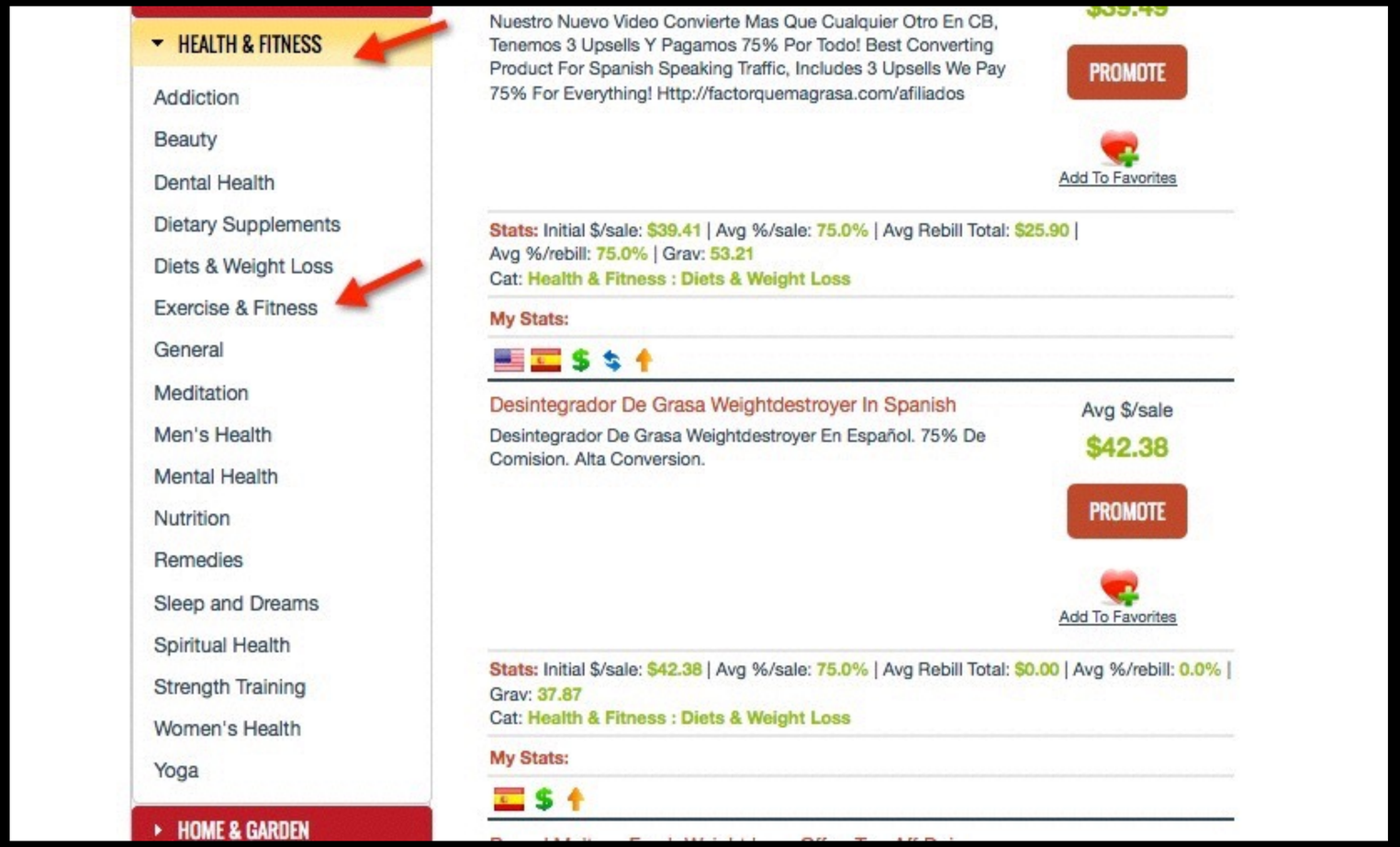
How it really goes:

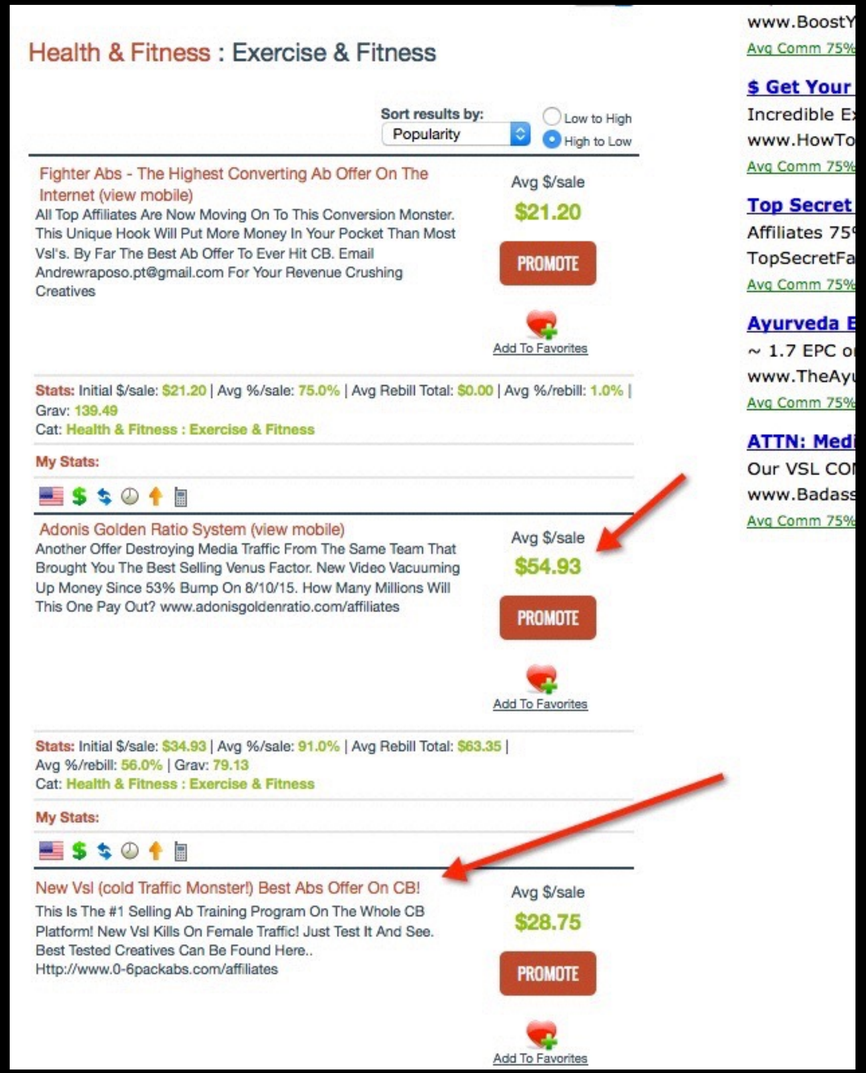
- Buy a solo ad and cannot get opens or clicks. Got 140 subscribers, getting 5 clicks if lucky.
- buy another solo ad, got another 100 subscribers, got 11 clicks from them.
- Buy another solo ad and got 100 subscribers, but getting 25 clicks from it, so spend more.
- Get 270 new subscribers, got only 15 clicks from them.
- Send out a few broadcast emails to list, getting about 50 clicks on average.
- Spend some PPC on FB, got 300 clicks, got 16 subscribers only!
- Tweak, spend, tweak, pause, tweak, spend, pause, now spending about $75 per day and getting decent quality traffic at low price per click. This is now dialed in and figured out better, but it never ends with tweaking and testing.
- Now you have 2,000 subscribers, you hit that good quality solo ad provider again, got 400 new subscribers… getting about 200 clicks per email blast. (not much huh?)
- wrong! those 200 clicks can earn you thousands per month!
- Get it to 2,000 clicks per email blast to your list and it's game over, super six figure income.
- The above is the TRUTH! Not fairytale land.

Quickly: Affiliate Recruiting

- I'll talk more about this later, but if you have your own products, then recruiting affiliates can put you on the map faster than anything I've ever seen in 20 years of business.
- If you get just 10 decent affiliates to blast for you, your list can earn you six figures for years to come (if you manage the list well).
- I once did 600k from just 9 to 11 affiliates for the year. Same guys promoting me over and over again all year or two.
- If you are on the "affiliate marketer" system then it's hard to recruit affiliates, but if you are on the "membership model with us" then we provide you with an affiliate program and seriously coach you on how to blow this up fast!
- Email us if you need to upgrade to the coaching plan we have where we provide you with your own membership site and content and affiliate program.

Easiest is Twitter And Bing!




Health & Fitness : Exercise & Fitness
Sort results by:
Popularity
Low to High
High to Low
Fighter Abs - The Highest Converting Ab Offer On The Internet (view mobile)
All Top Affiliates Are Now Moving On To This Conversion Monster. This Unique Hook Will Put More Money In Your Pocket Than Most Vsl's. By Far The Best Ab Offer To Ever Hit CB. Email Andrewraposo.pt@gmail.com For Your Revenue Crushing Creatives
Avg $/sale
$21.20
PROMOTE
Add To Favorites
Stats: Initial $/sale: $21.20 | Avg %/sale: 75.0% | Avg Rebill Total: $0.00 | Avg %/rebill: 1.0% | Grav: 139.49
Cat: Health & Fitness : Exercise & Fitness
My Stats:
Adonis Golden Ratio System (view mobile)
Another Offer Destroying Media Traffic From The Same Team That Brought You The Best Selling Venus Factor. New Video Vacuuming Up Money Since 53% Bump On 8/10/15. How Many Millions Will This One Pay Out? www.adonisgoldenratio.com/affiliates
Avg $/sale
$54.93
PROMOTE
Add To Favorites
Stats: Initial $/sale: $34.93 | Avg %/sale: 91.0% | Avg Rebill Total: $63.35 | Avg %/rebill: 56.0% | Grav: 79.13
Cat: Health & Fitness : Exercise & Fitness
My Stats:
New Vsl (cold Traffic Monster!) Best Abs Offer On CB!
This Is The #1 Selling Ab Training Program On The Whole CB Platform! New Vsl Kills On Female Traffic! Just Test It And See. Best Tested Creatives Can Be Found Here.. Http://www.0-6packabs.com/affiliates
Avg $/sale
$28.75
PROMOTE
Add To Favorites

Adonis Golden Ratio

Helping Guys Get Ripped *Naturally*

FIVE FOODS MEN MUST AVOID



JOHN BARBAN

BEST-SELLING
WEIGHT LOSS AUTHOR
AND
NUTRITION SPECIALIST

Try The Entire AGR System For Men For 60 Full Days...
And Unless You See Tremendous Results,
You Get It FREE!



Limited Time Offer!

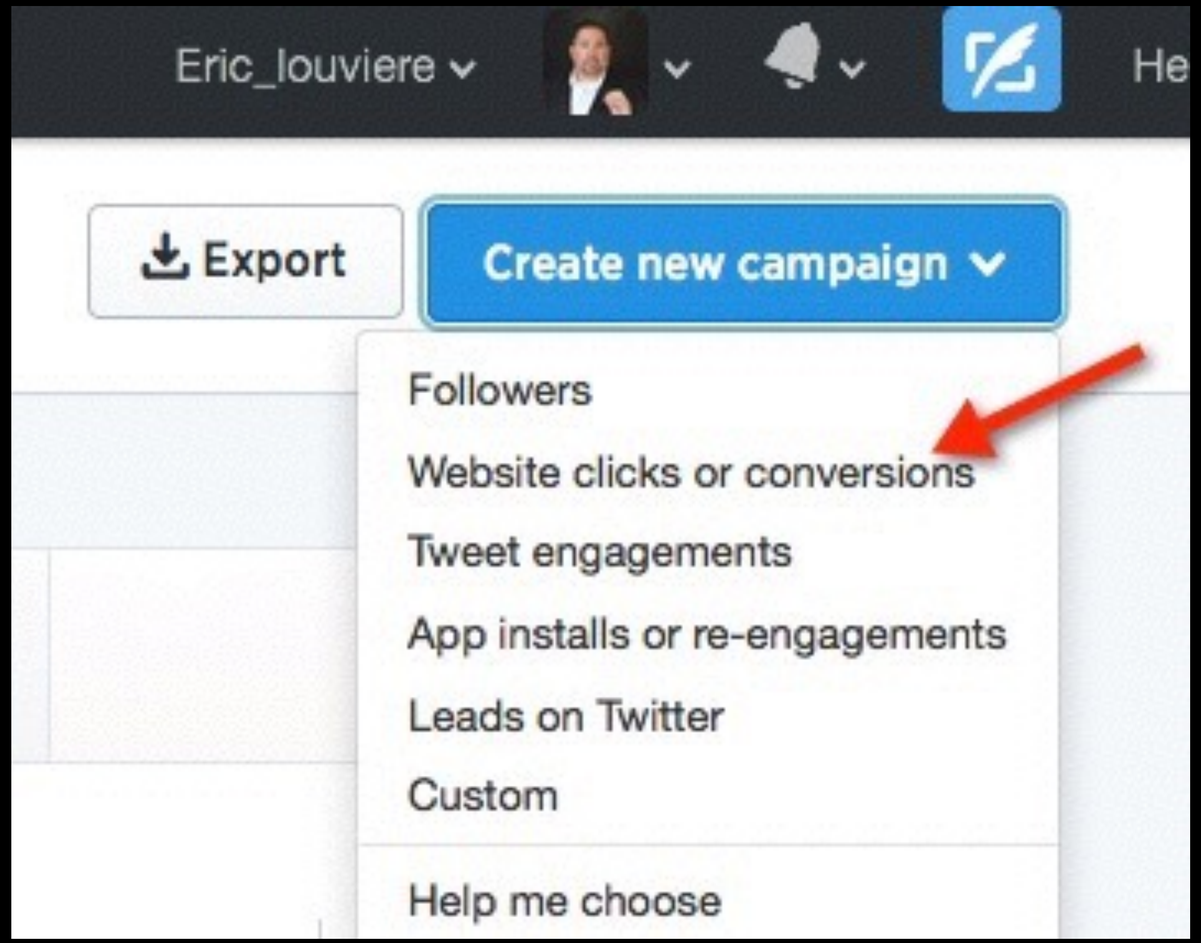
ONLY $37!

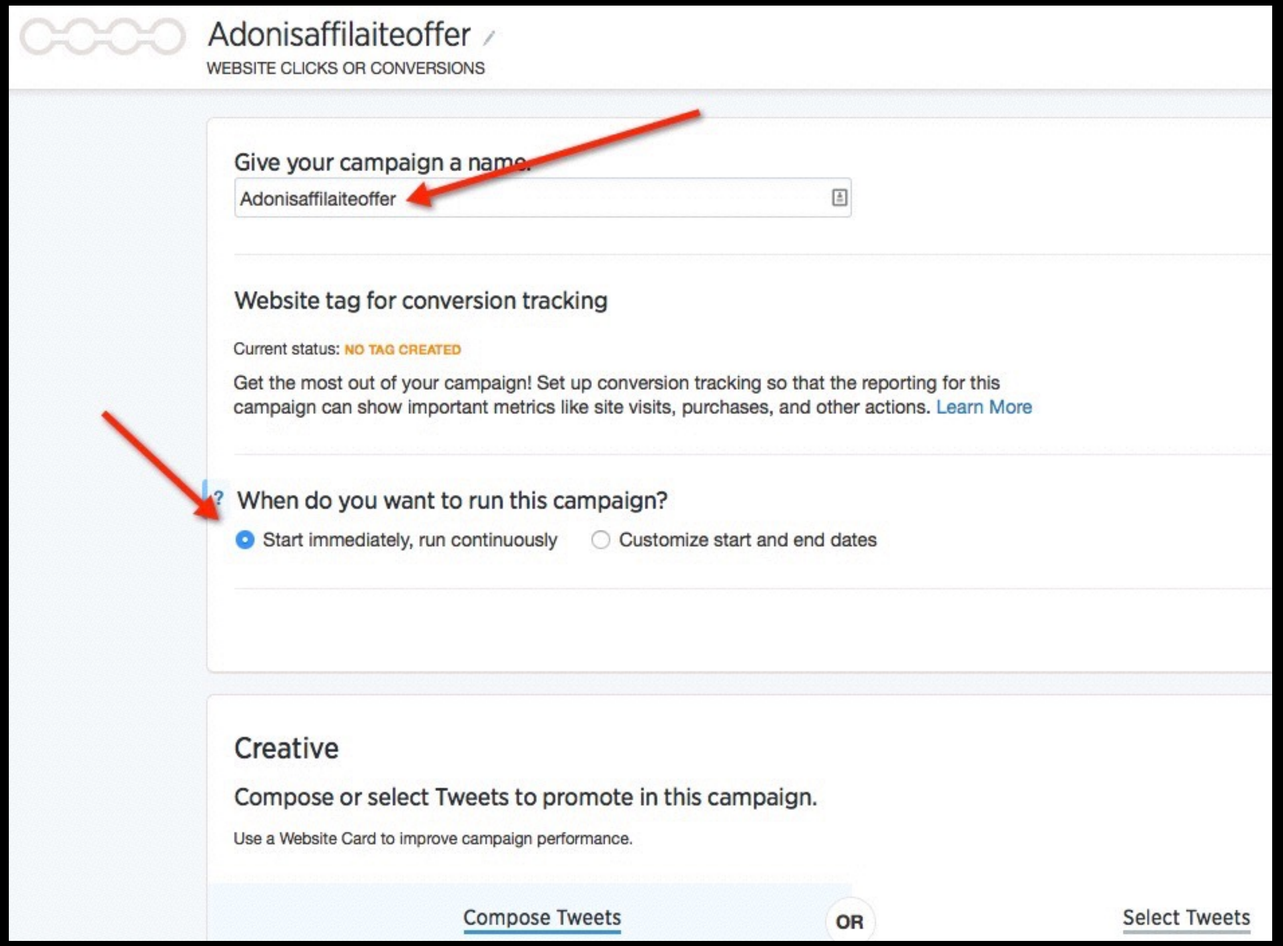
ADD TO CART

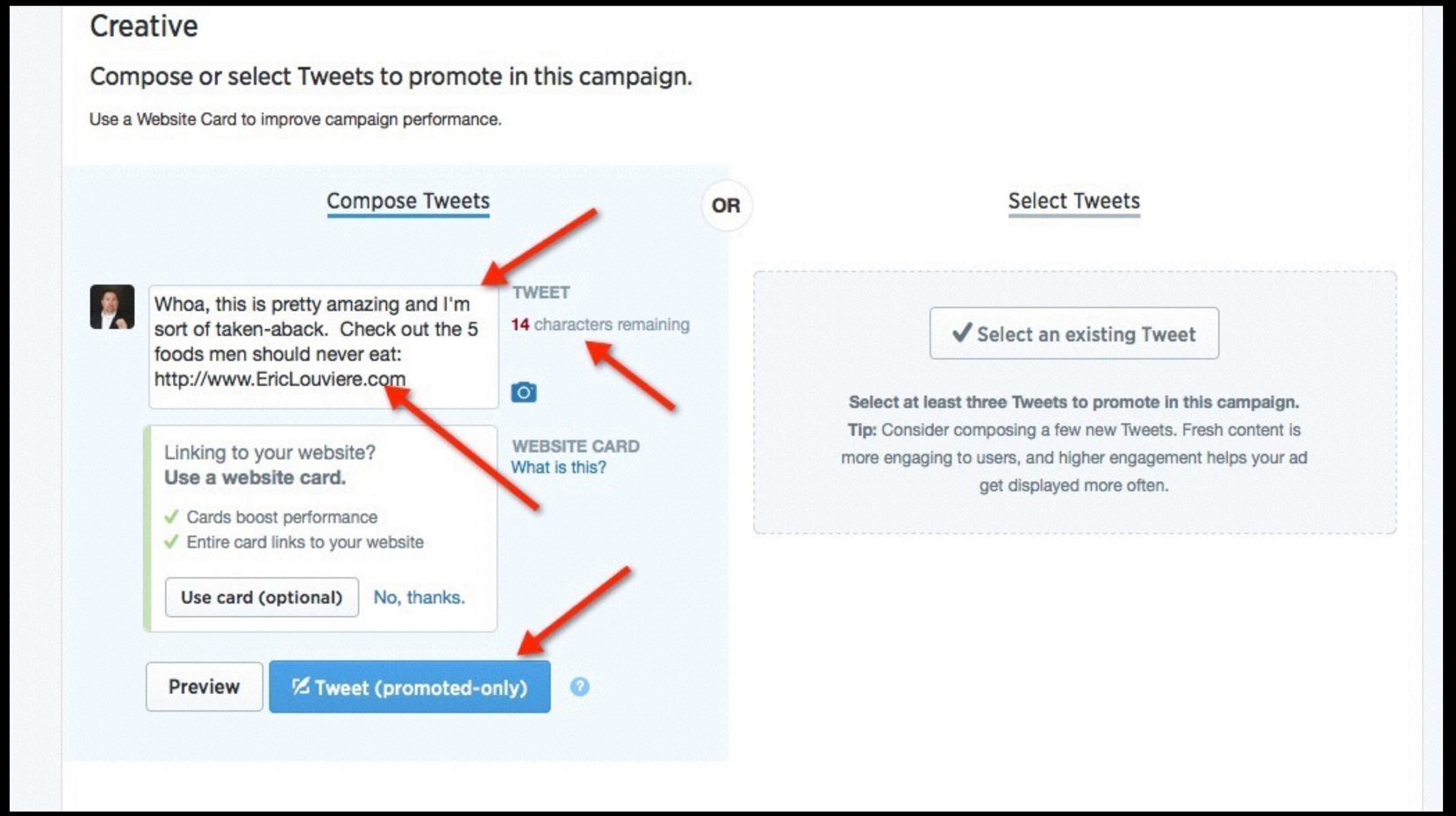
MONEY BACK 60 DAY GUARANTEE

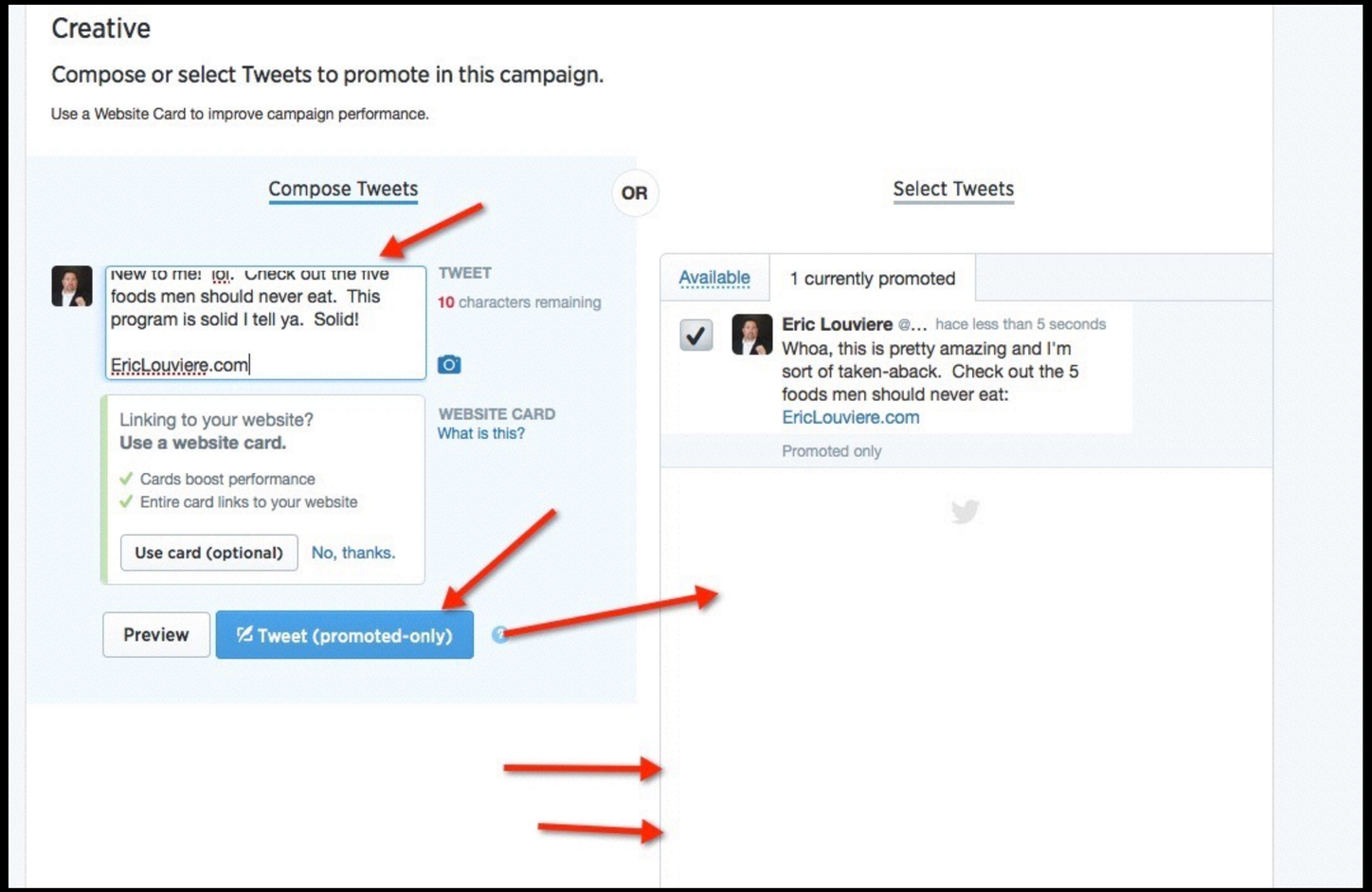
PayPal AMERICAN EXPRESS DISCOVER VISA MasterCard

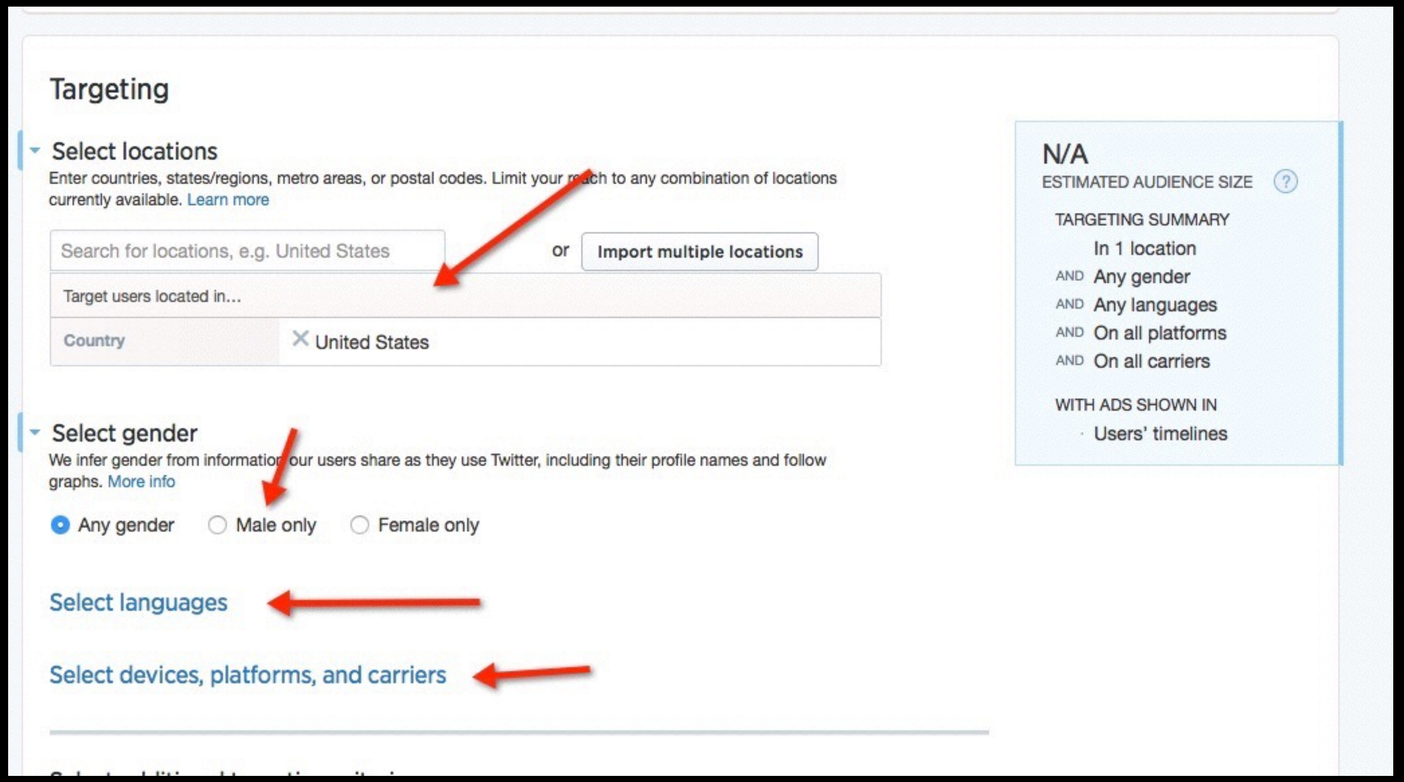


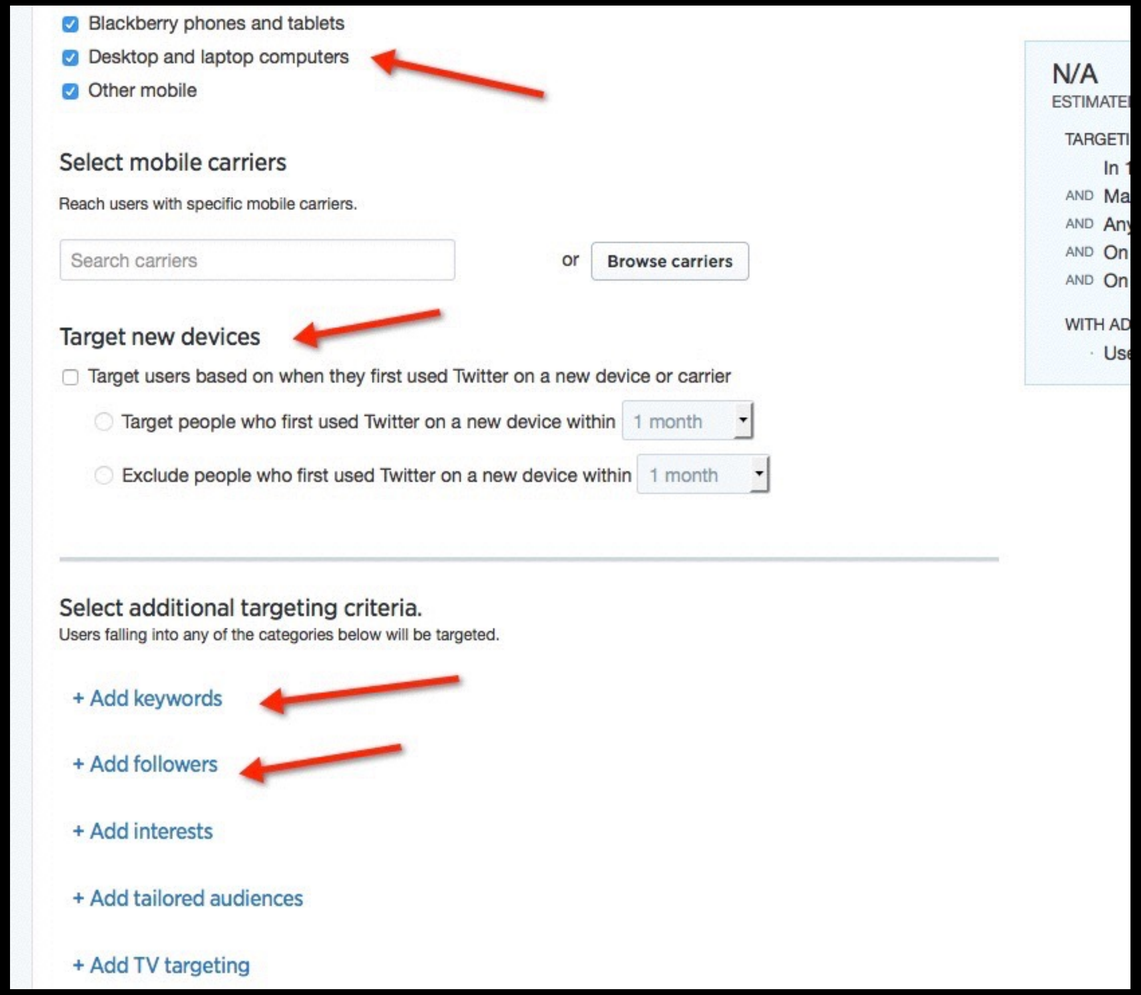

Eric_louviere
He
Export
Create new campaign
Followers
Website clicks or conversions
Tweet engagements
App installs or re-engagements
Leads on Twitter
Custom
Help me choose

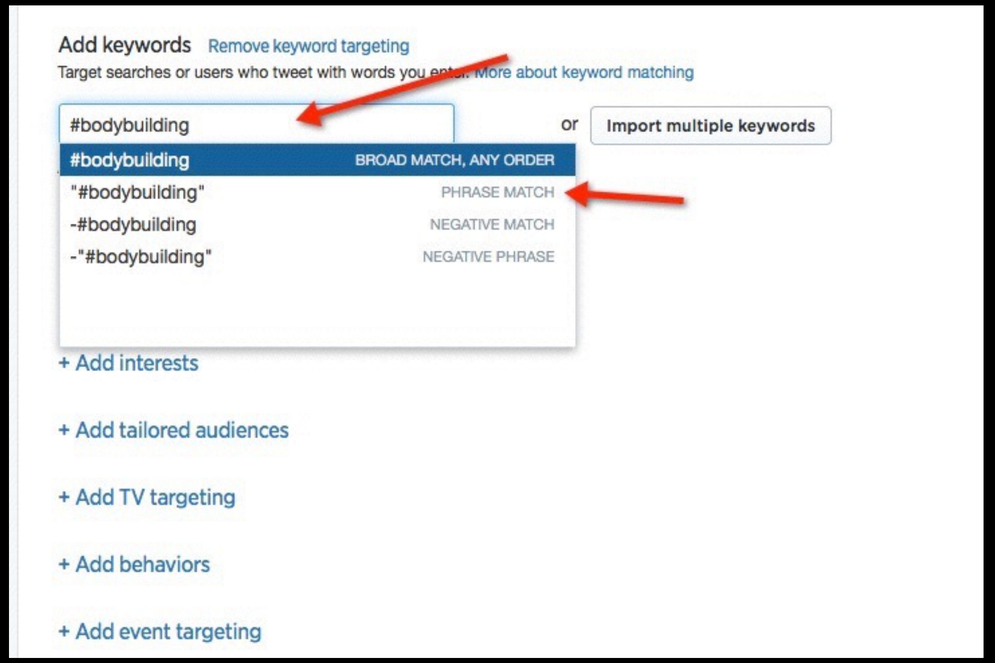

Adonisaffilaiteoffer
WEBSITE CLICKS OR CONVERSIONS
Give your campaign a name.
Adonisaffilaiteoffer
Website tag for conversion tracking
Current status: NO TAG CREATED
Get the most out of your campaign! Set up conversion tracking so that the reporting for this campaign can show important metrics like site visits, purchases, and other actions. Learn More
When do you want to run this campaign?
Start immediately, run continuously
Customize start and end dates
Creative
Compose or select Tweets to promote in this campaign.
Use a Website Card to improve campaign performance.
Compose Tweets
OR
Select Tweets

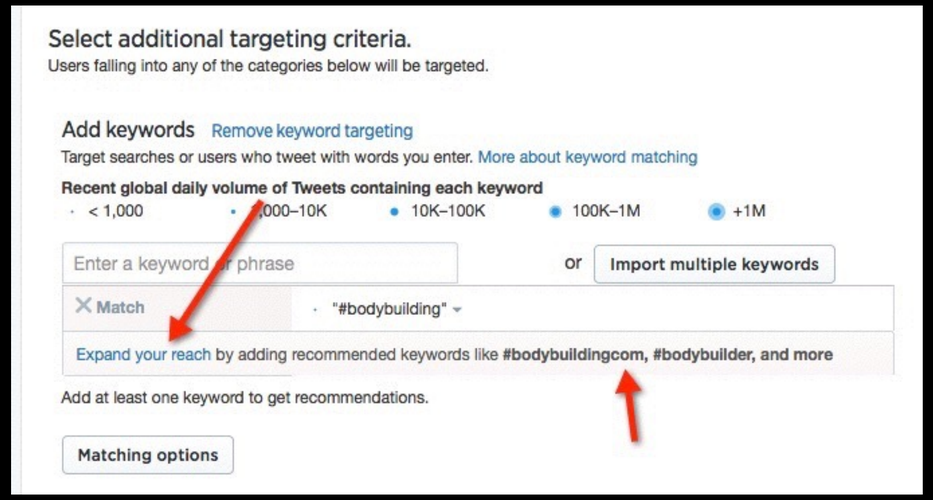

Creative
Compose or select Tweets to promote in this campaign.
Use a Website Card to improve campaign performance.
Compose Tweets
OR
Select Tweets
Whoa, this is pretty amazing and I'm sort of taken-aback. Check out the 5 foods men should never eat: http://www.EricLouviere.com
TWEET
14 characters remaining
Linking to your website?
Use a website card.
Cards boost performance
Entire card links to your website
Use card (optional)
No, thanks.
WEBSITE CARD
What is this?
Select an existing Tweet
Select at least three Tweets to promote in this campaign.
Tip: Consider composing a few new Tweets. Fresh content is more engaging to users, and higher engagement helps your ad get displayed more often.
Preview
Tweet (promoted-only)

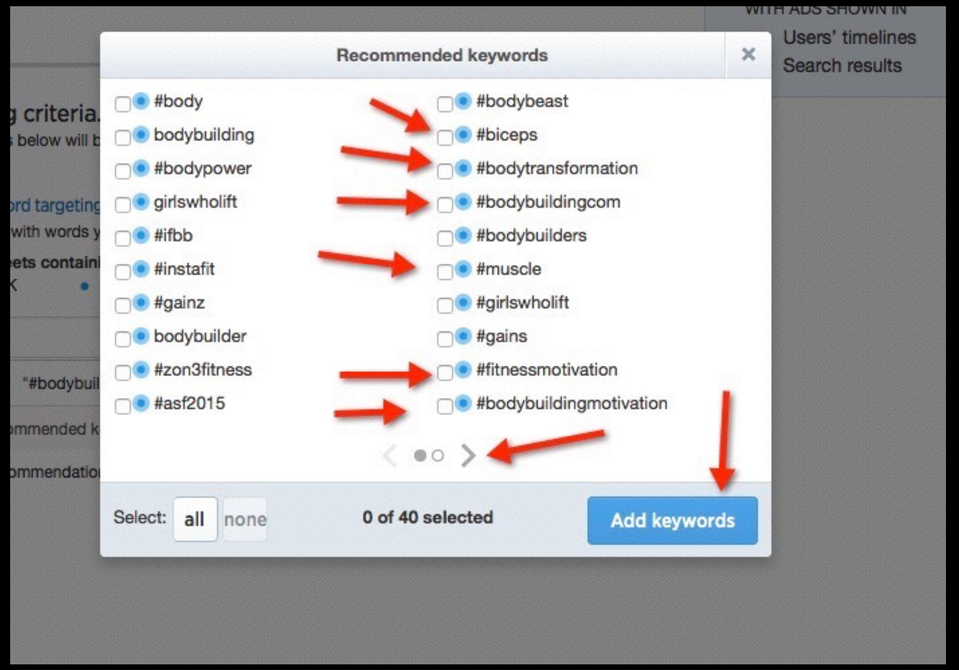

Creative
Compose or select Tweets to promote in this campaign.
Use a Website Card to improve campaign performance.
Compose Tweets
OR
Select Tweets
New to me! lol. Check out the five foods men should never eat. This program is solid I tell ya. Solid!
EricLouviere.com
TWEET
10 characters remaining
Linking to your website?
Use a website card.
Cards boost performance
Entire card links to your website
Use card (optional)
No, thanks.
WEBSITE CARD
What is this?
Preview
Tweet (promoted-only)
Available
1 currently promoted
Eric Louviere @... hace less than 5 seconds
Whoa, this is pretty amazing and I'm sort of taken-aback. Check out the 5 foods men should never eat:
EricLouviere.com
Promoted only

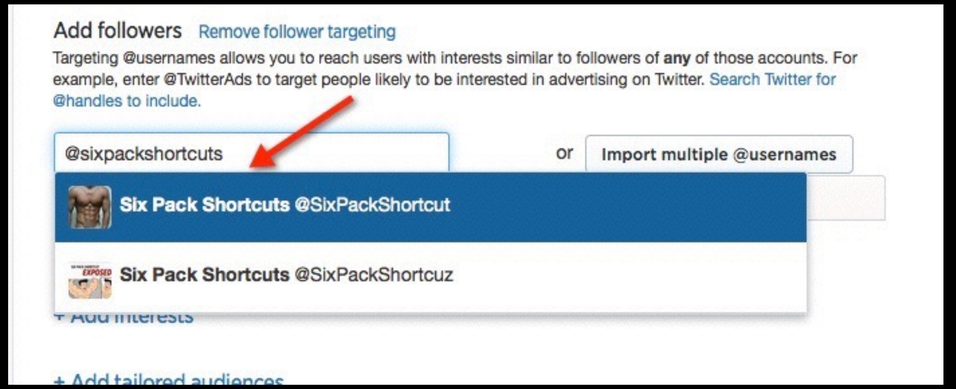

Targeting
Select locations
Enter countries, states/regions, metro areas, or postal codes. Limit your reach to any combination of locations currently available. Learn more
Search for locations, e.g. United States
or
Import multiple locations
Target users located in...
Country
United States
Select gender
We infer gender from information our users share as they use Twitter, including their profile names and follow graphs. More info
Any gender
Male only
Female only
Select languages
Select devices, platforms, and carriers
N/A
ESTIMATED AUDIENCE SIZE
TARGETING SUMMARY
In 1 location
AND Any gender
AND Any languages
AND On all platforms
AND On all carriers
WITH ADS SHOWN IN
Users' timelines

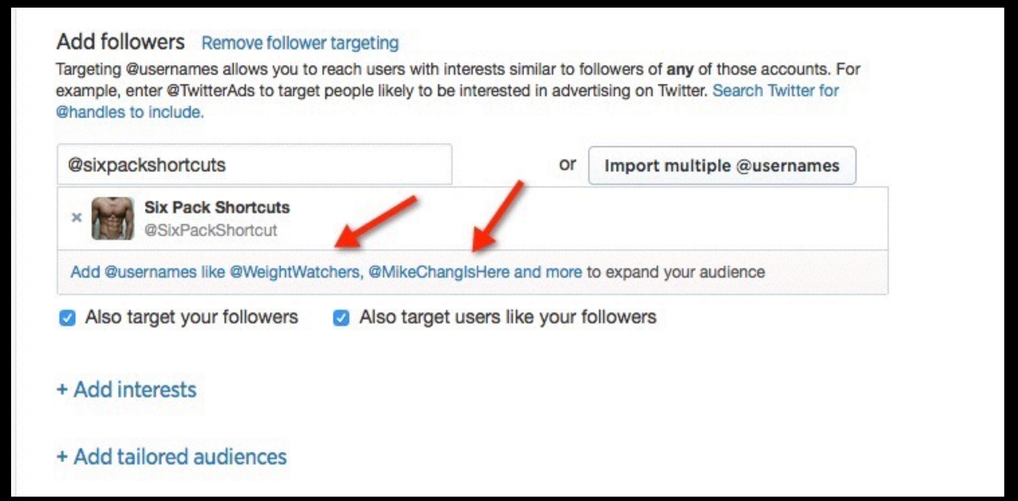

Blackberry phones and tablets
Desktop and laptop computers
Other mobile
Select mobile carriers
Reach users with specific mobile carriers.
Search carriers
or
Browse carriers
Target new devices
Target users based on when they first used Twitter on a new device or carrier
Target people who first used Twitter on a new device within
1 month
Exclude people who first used Twitter on a new device within
1 month
Select additional targeting criteria.
Users falling into any of the categories below will be targeted.
+ Add keywords
+ Add followers
+ Add interests
+ Add tailored audiences
+ Add TV targeting
N/A
AND
AND
AND
AND

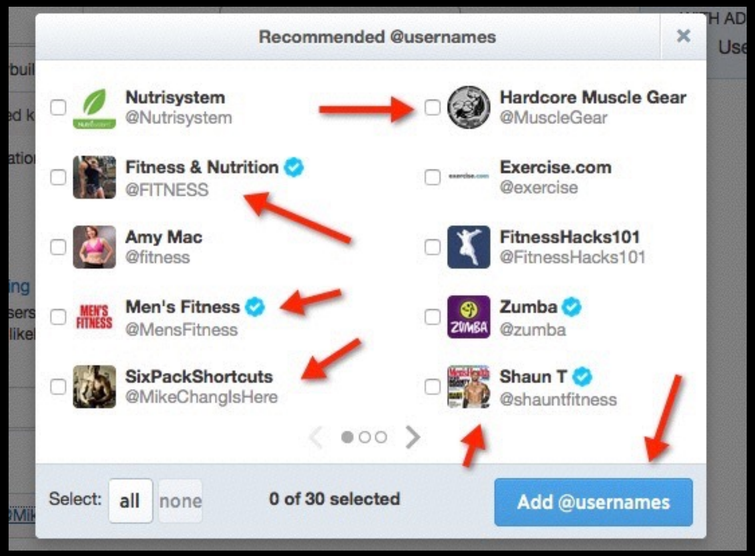

Add keywords
Remove keyword targeting
Target searches or users who tweet with words you enter. More about keyword matching
#bodybuilding
or
Import multiple keywords
#bodybuilding
BROAD MATCH, ANY ORDER
"#bodybuilding"
PHRASE MATCH
-#bodybuilding
NEGATIVE MATCH
-"#bodybuilding"
NEGATIVE PHRASE
+ Add interests
+ Add tailored audiences
+ Add TV targeting
+ Add behaviors
+ Add event targeting

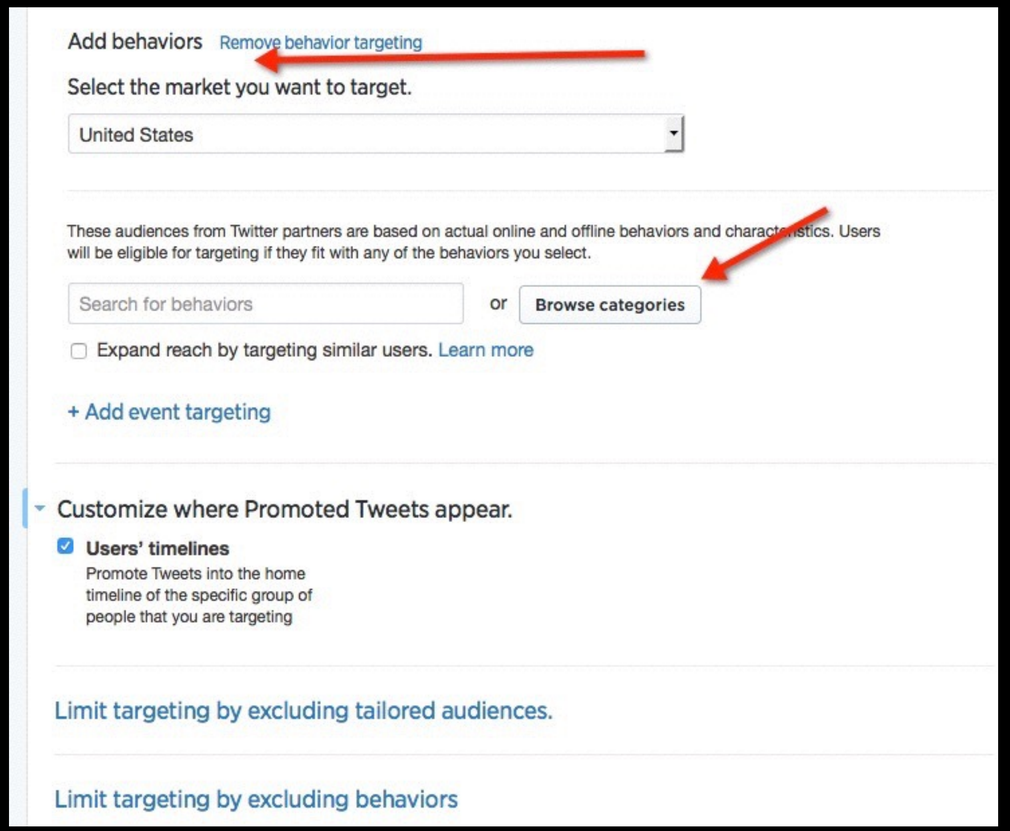

Select additional targeting criteria.
Users falling into any of the categories below will be targeted.
Add keywords
Remove keyword targeting
Target searches or users who tweet with words you enter. More about keyword matching
Recent global daily volume of Tweets containing each keyword
< 1,000
1,000–10K
10K–100K
100K–1M
+1M
Enter a keyword or phrase
or
Import multiple keywords
Match
"#bodybuilding"
Expand your reach by adding recommended keywords like #bodybuildingcom, #bodybuilder, and more
Add at least one keyword to get recommendations.
Matching options

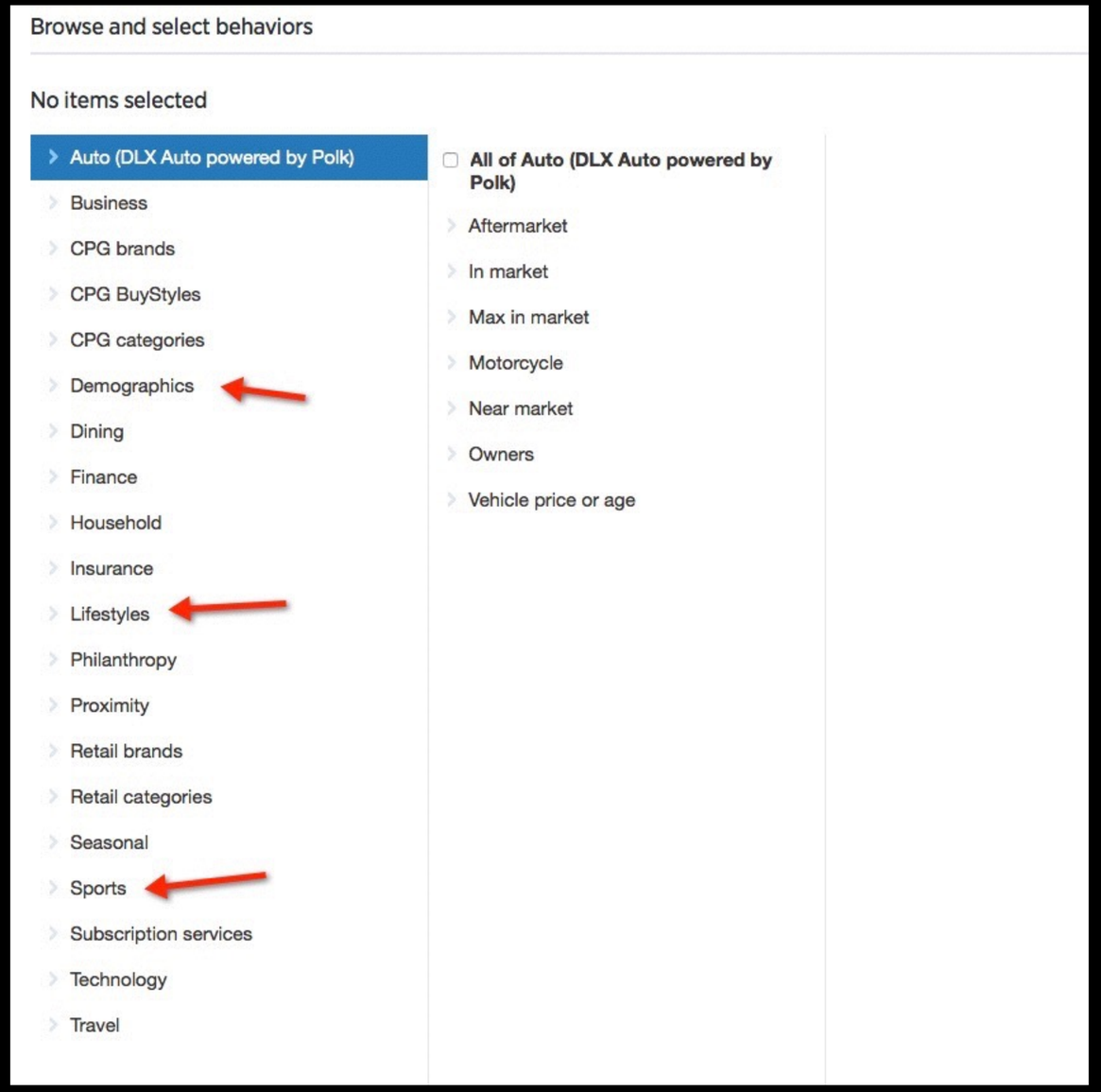

Recommended keywords
#body
bodybuilding
#bodypower
girlswholift
#ifbb
#instafit
#gainz
bodybuilder
#zon3fitness
#asf2015
#bodybeast
#biceps
#bodytransformation
#bodybuildingcom
#bodybuilders
#muscle
#girlswholift
#gains
#fitnessmotivation
#bodybuildingmotivation
Select: all none
0 of 40 selected
Add keywords
Users' timelines
Search results

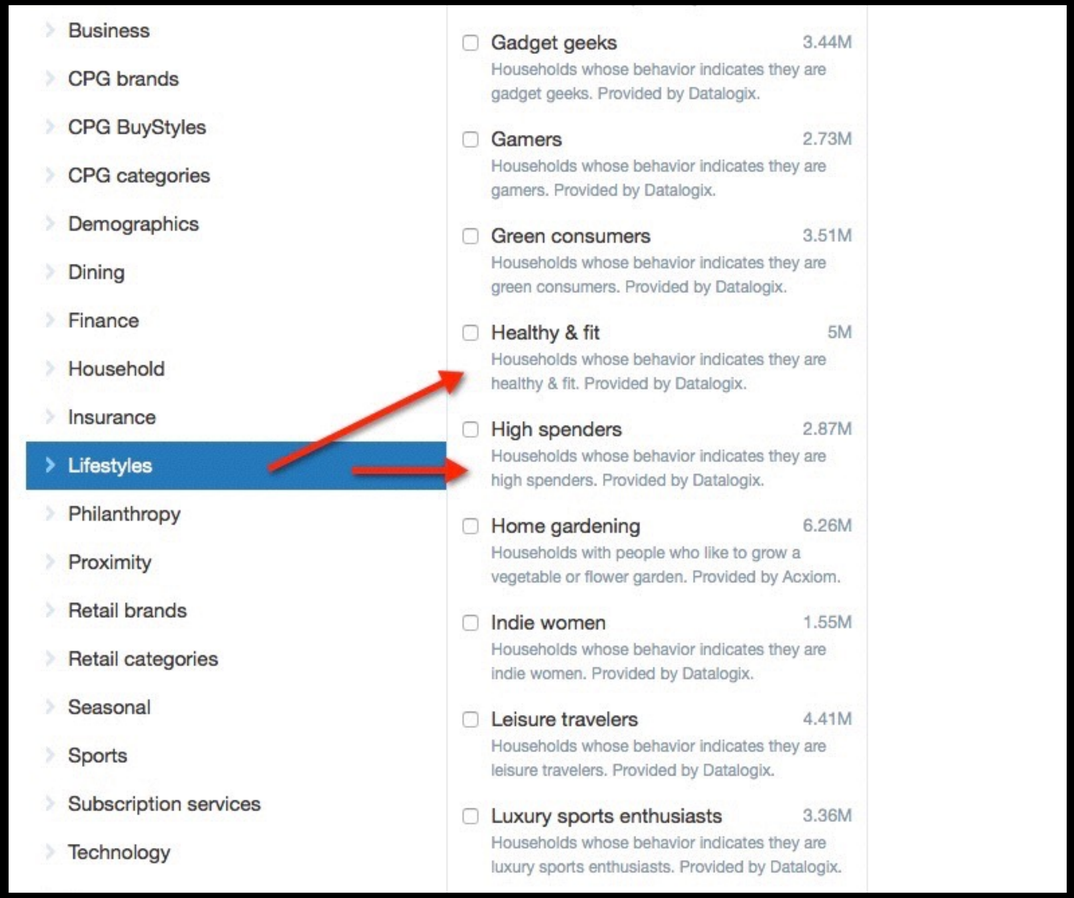

Add followers
Remove follower targeting
Targeting @usernames allows you to reach users with interests similar to followers of any of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. Search Twitter for @handles to include.
@sixpackshortcuts
or
Import multiple @usernames
Six Pack Shortcuts @SixPackShortcut
Six Pack Shortcuts @SixPackShortcuz
+ Add interests
+ Add tailored audiences

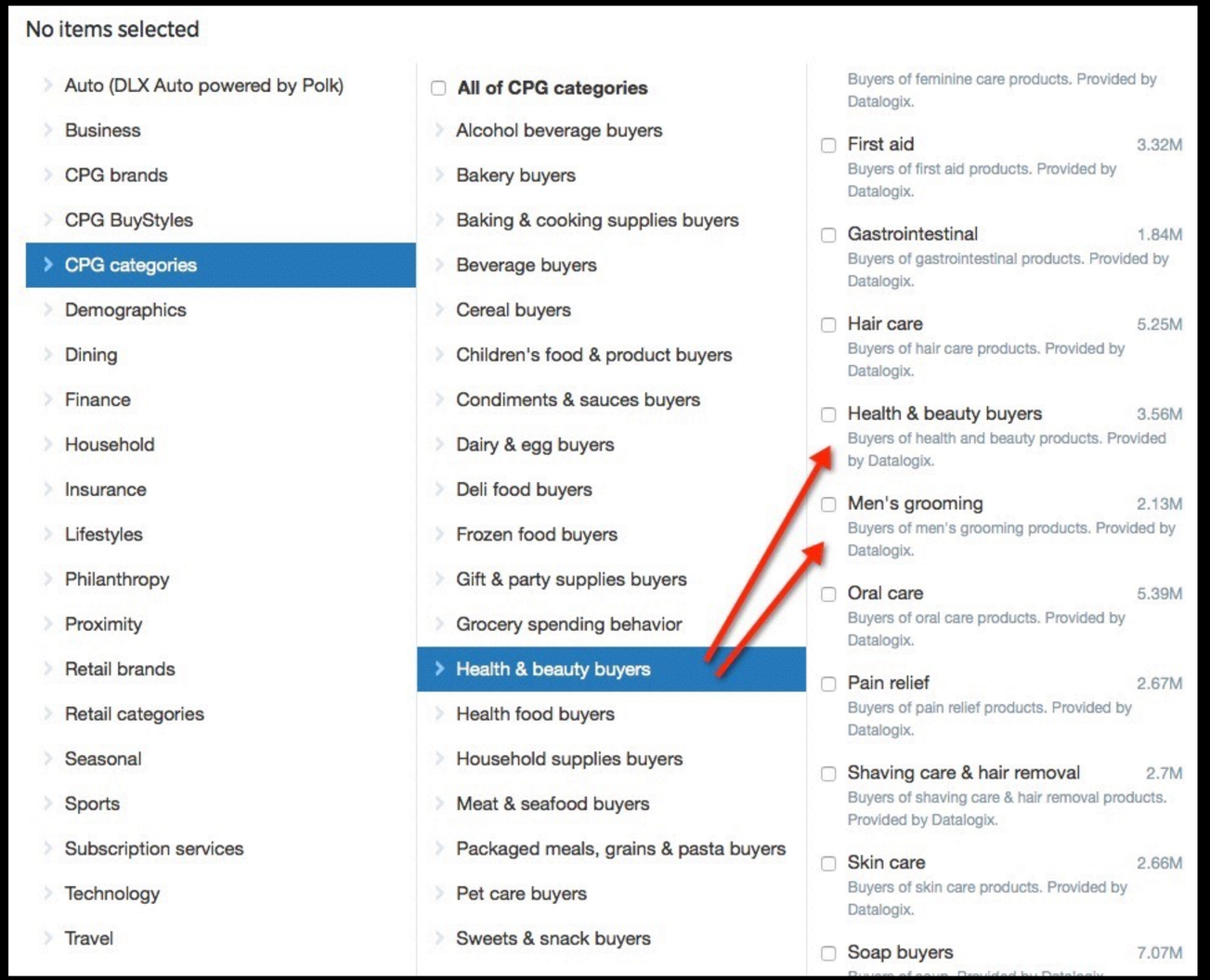

Add followers
Remove follower targeting
Targeting @usernames allows you to reach users with interests similar to followers of any of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. Search Twitter for @handles to include.
@sixpackshortcuts
or
Import multiple @usernames
Six Pack Shortcuts
@SixPackShortcut
Add @usernames like @WeightWatchers, @MikeChangIsHere and more to expand your audience
Also target your followers
Also target users like your followers
+ Add interests
+ Add tailored audiences

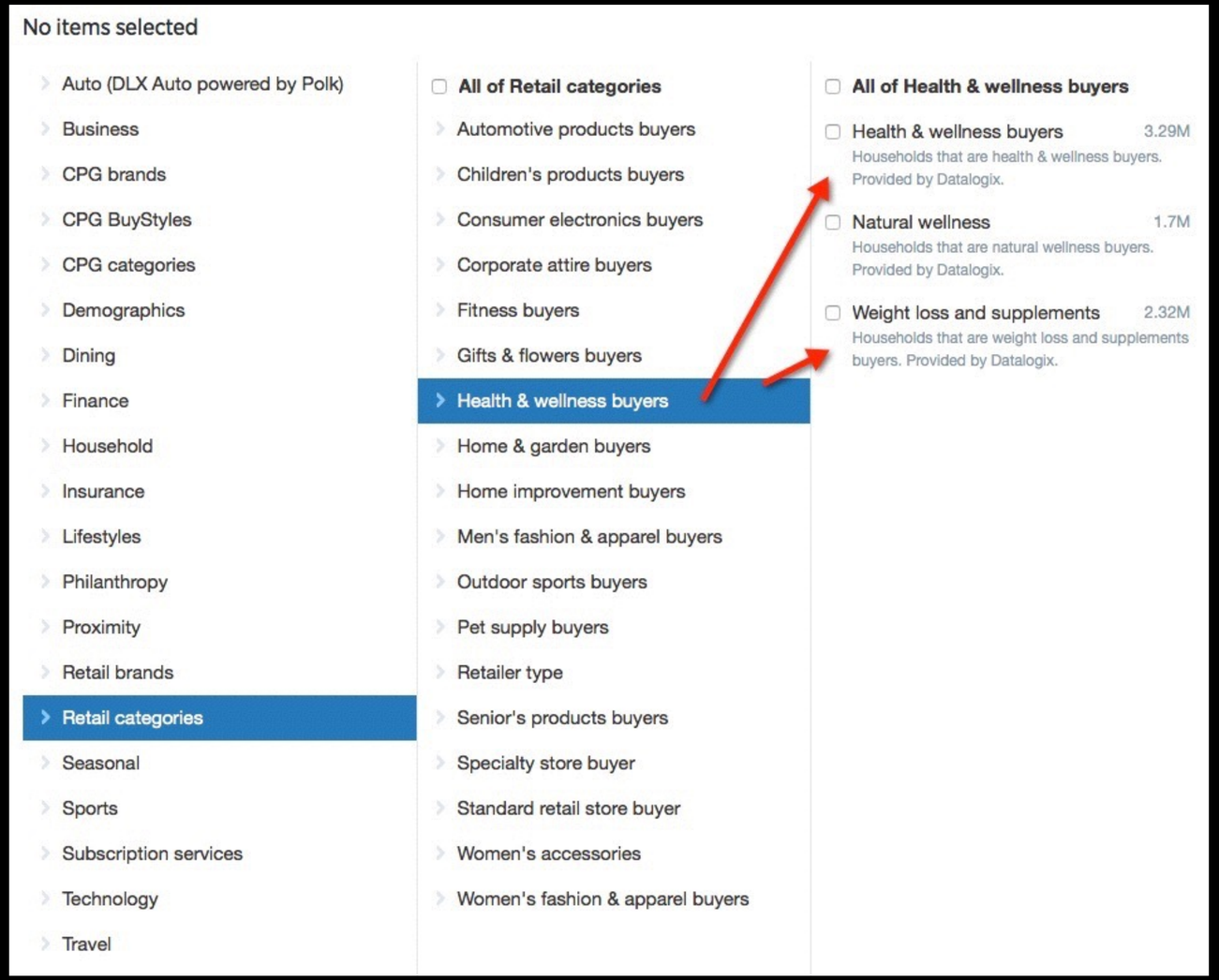

Recommended @usernames
Nutrisystem
@Nutrisystem
Hardcore Muscle Gear
@MuscleGear
Fitness & Nutrition
@FITNESS
Exercise.com
@exercise
Amy Mac
@fitness
FitnessHacks101
@FitnessHacks101
Men's Fitness
@MensFitness
Zumba
@zumba
SixPackShortcuts
@MikeChangIsHere
Shaun T
@shauntfitness
Select: all none
0 of 30 selected
Add @usernames

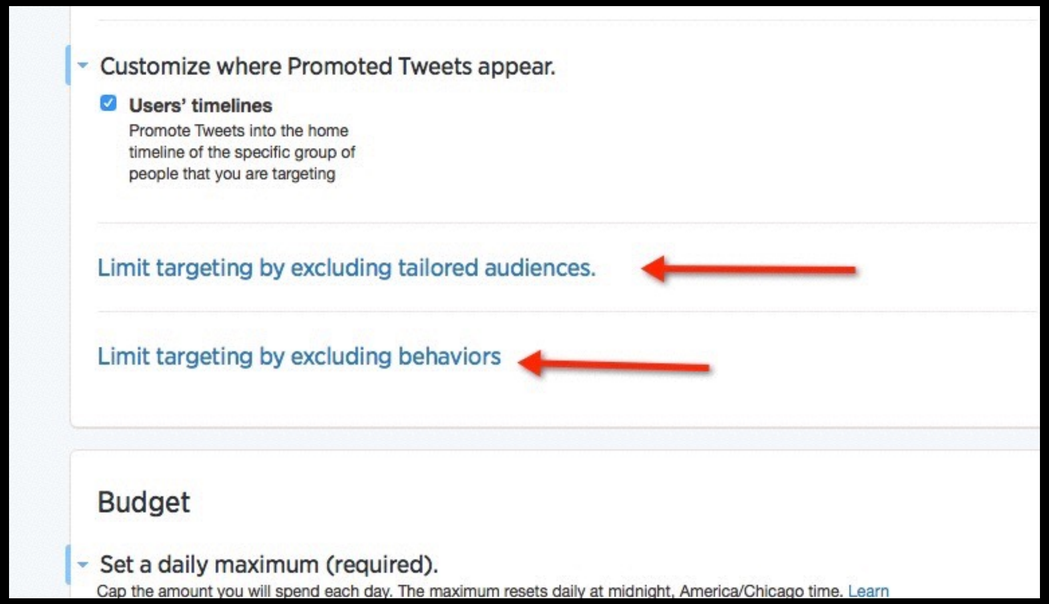

Add behaviors
Remove behavior targeting
Select the market you want to target.
United States
These audiences from Twitter partners are based on actual online and offline behaviors and characteristics. Users will be eligible for targeting if they fit with any of the behaviors you select.
Search for behaviors
or
Browse categories
Expand reach by targeting similar users. Learn more
+ Add event targeting
Customize where Promoted Tweets appear.
Users' timelines
Promote Tweets into the home timeline of the specific group of people that you are targeting
Limit targeting by excluding tailored audiences.
Limit targeting by excluding behaviors

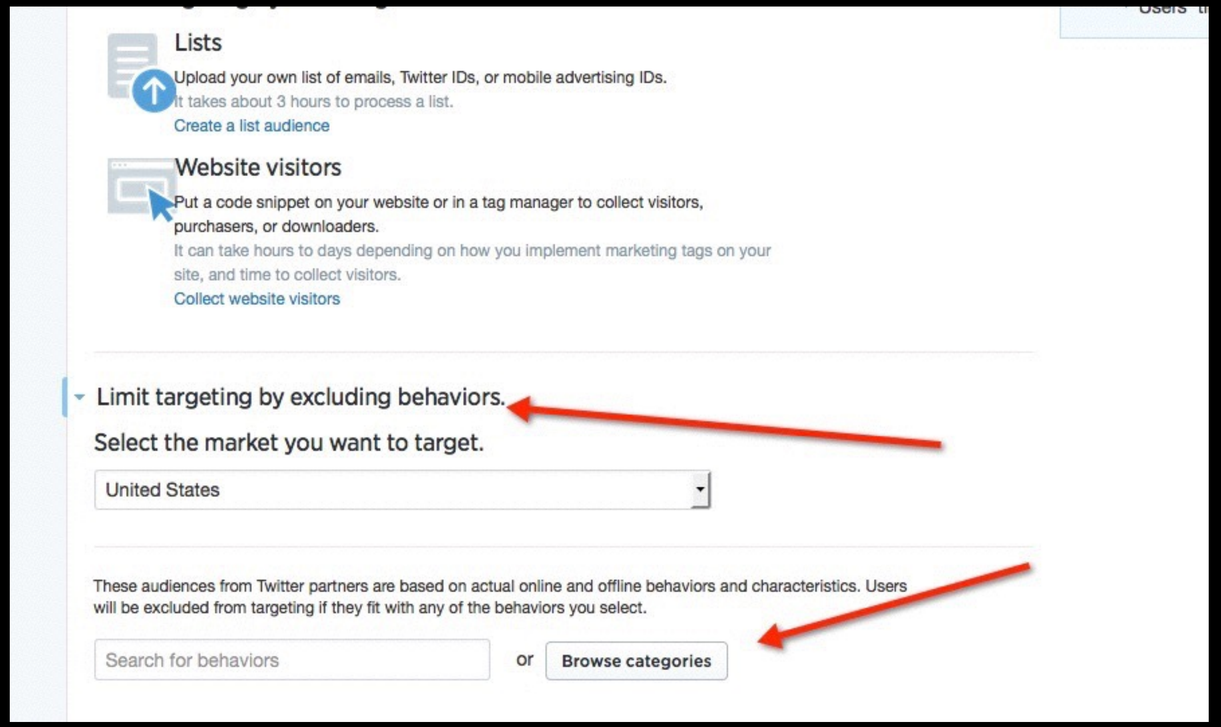

Browse and select behaviors
No items selected
Auto (DLX Auto powered by Polk)
Business
CPG brands
CPG BuyStyles
CPG categories
Demographics
Dining
Finance
Household
Insurance
Lifestyles
Philanthropy
Proximity
Retail brands
Retail categories
Seasonal
Sports
Subscription services
Technology
Travel
All of Auto (DLX Auto powered by Polk)
Aftermarket
In market
Max in market
Motorcycle
Near market
Owners
Vehicle price or age

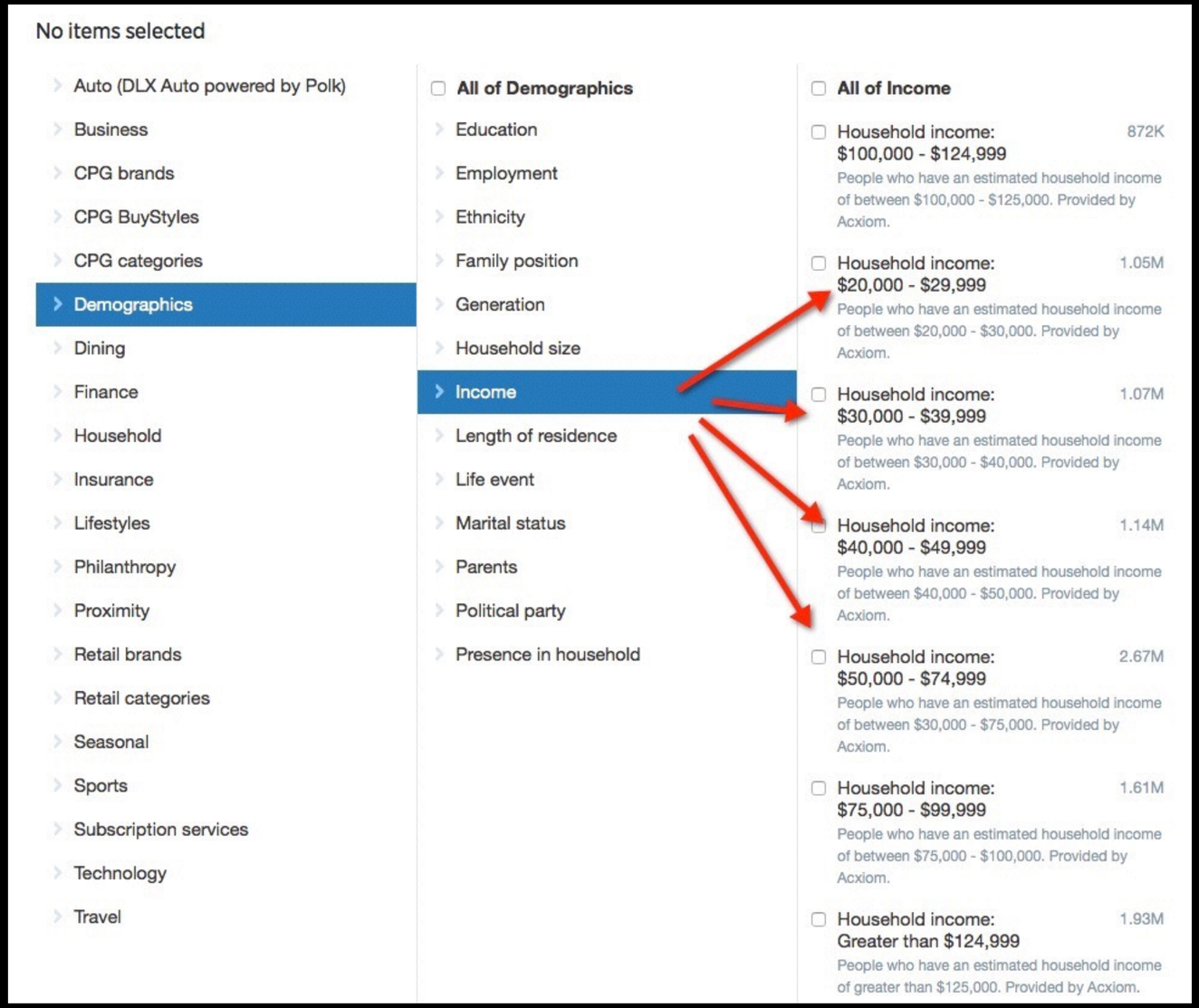

Business
CPG brands
CPG BuyStyles
CPG categories
Demographics
Dining
Finance
Household
Insurance
Lifestyles
Philanthropy
Proximity
Retail brands
Retail categories
Seasonal
Sports
Subscription services
Technology
Gadget geeks 3.44M
Households whose behavior indicates they are gadget geeks. Provided by Datalogix.
Gamers 2.73M
Households whose behavior indicates they are gamers. Provided by Datalogix.
Green consumers 3.51M
Households whose behavior indicates they are green consumers. Provided by Datalogix.
Healthy & fit 5M
Households whose behavior indicates they are healthy & fit. Provided by Datalogix.
High spenders 2.87M
Households whose behavior indicates they are high spenders. Provided by Datalogix.
Home gardening 6.26M
Households with people who like to grow a vegetable or flower garden. Provided by Acxiom.
Indie women 1.55M
Households whose behavior indicates they are indie women. Provided by Datalogix.
Leisure travelers 4.41M
Households whose behavior indicates they are leisure travelers. Provided by Datalogix.
Luxury sports enthusiasts 3.36M
Households whose behavior indicates they are luxury sports enthusiasts. Provided by Datalogix.

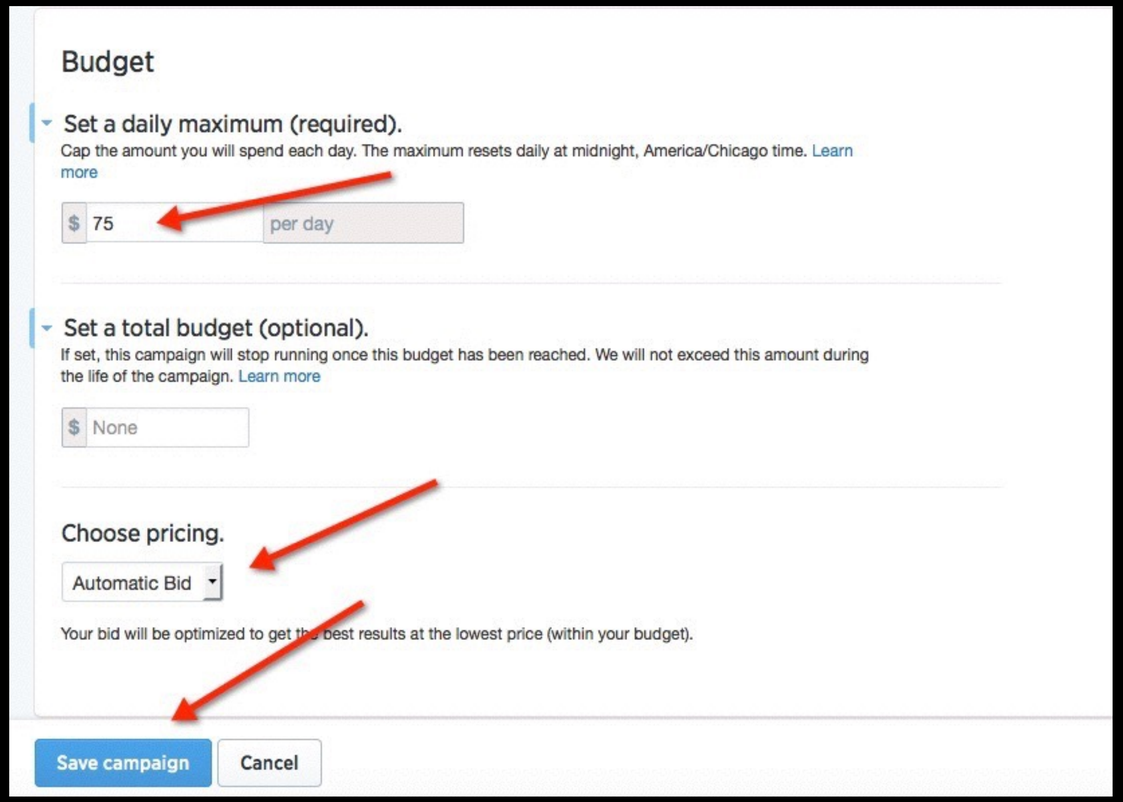

No items selected
Auto (DLX Auto powered by Polk)
Business
CPG brands
CPG BuyStyles
CPG categories
Demographics
Dining
Finance
Household
Insurance
Lifestyles
Philanthropy
Proximity
Retail brands
Retail categories
Seasonal
Sports
Subscription services
Technology
Travel
All of CPG categories
Alcohol beverage buyers
Bakery buyers
Baking & cooking supplies buyers
Beverage buyers
Cereal buyers
Children's food & product buyers
Condiments & sauces buyers
Dairy & egg buyers
Deli food buyers
Frozen food buyers
Gift & party supplies buyers
Grocery spending behavior
Health & beauty buyers
Health food buyers
Household supplies buyers
Meat & seafood buyers
Packaged meals, grains & pasta buyers
Pet care buyers
Sweets & snack buyers
Buyers of feminine care products. Provided by Datalogix.
First aid 3.32M
Buyers of first aid products. Provided by Datalogix.
Gastrointestinal 1.84M
Buyers of gastrointestinal products. Provided by Datalogix.
Hair care 5.25M
Buyers of hair care products. Provided by Datalogix.
Health & beauty buyers 3.56M
Buyers of health and beauty products. Provided by Datalogix.
Men's grooming 2.13M
Buyers of men's grooming products. Provided by Datalogix.
Oral care 5.39M
Buyers of oral care products. Provided by Datalogix.
Pain relief 2.67M
Buyers of pain relief products. Provided by Datalogix.
Shaving care & hair removal 2.7M
Buyers of shaving care & hair removal products. Provided by Datalogix.
Skin care 2.66M
Buyers of skin care products. Provided by Datalogix.
Soap buyers 7.07M

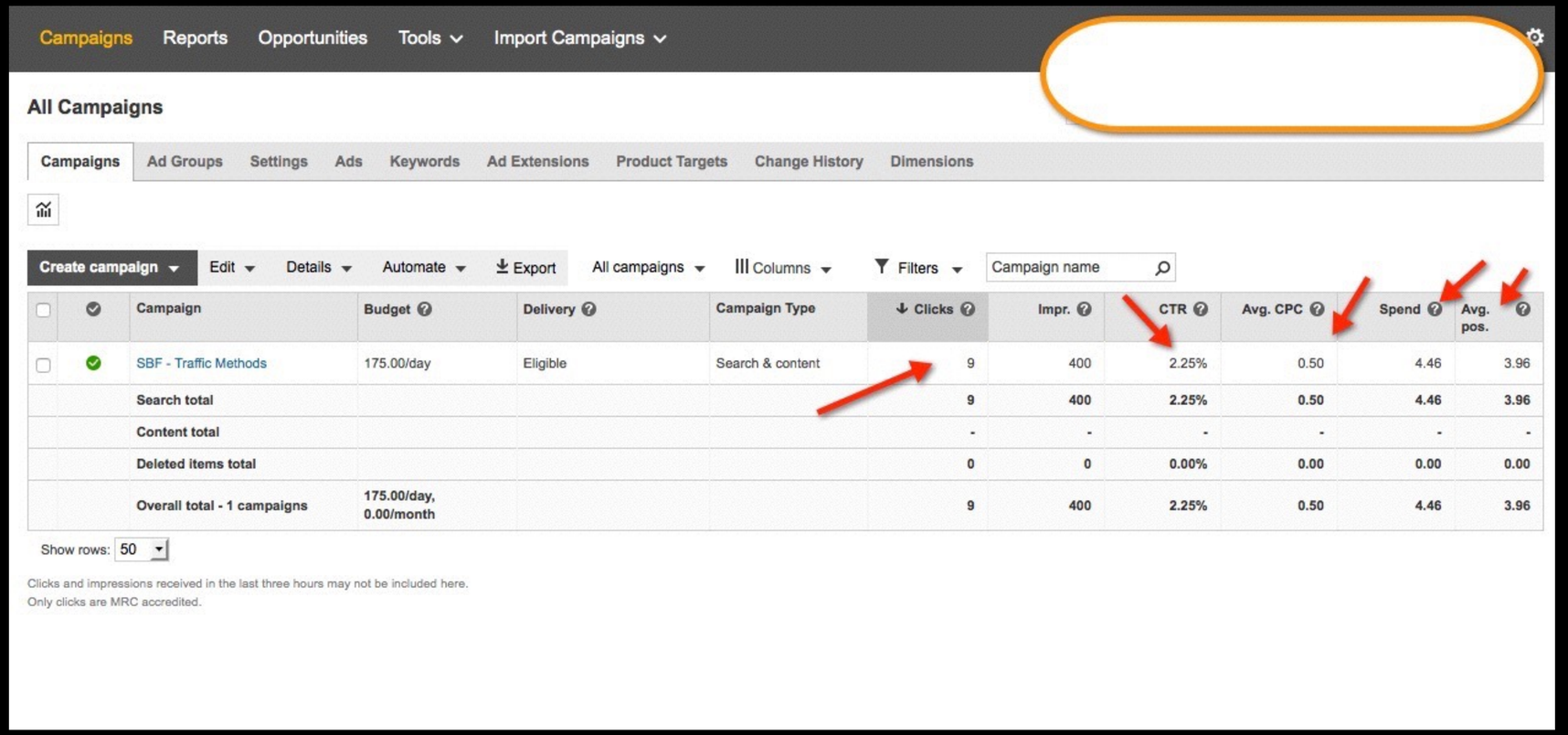

No items selected
Auto (DLX Auto powered by Polk)
Business
CPG brands
CPG BuyStyles
CPG categories
Demographics
Dining
Finance
Household
Insurance
Lifestyles
Philanthropy
Proximity
Retail brands
Retail categories
Seasonal
Sports
Subscription services
Technology
Travel
All of Retail categories
Automotive products buyers
Children's products buyers
Consumer electronics buyers
Corporate attire buyers
Fitness buyers
Gifts & flowers buyers
Health & wellness buyers
Home & garden buyers
Home improvement buyers
Men's fashion & apparel buyers
Outdoor sports buyers
Pet supply buyers
Retailer type
Senior's products buyers
Specialty store buyer
Standard retail store buyer
Women's accessories
Women's fashion & apparel buyers
All of Health & wellness buyers
Health & wellness buyers 3.29M
Households that are health & wellness buyers. Provided by Datalogix.
Natural wellness 1.7M
Households that are natural wellness buyers. Provided by Datalogix.
Weight loss and supplements 2.32M
Households that are weight loss and supplements buyers. Provided by Datalogix.

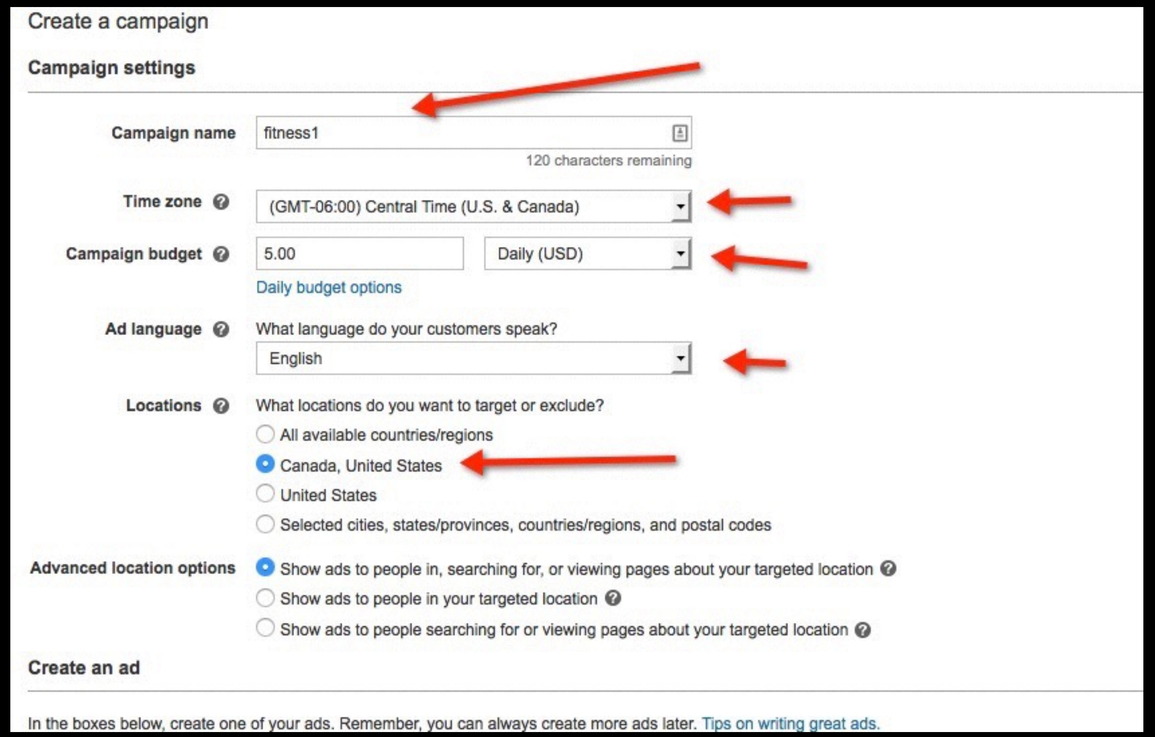

Customize where Promoted Tweets appear.
Users' timelines
Promote Tweets into the home timeline of the specific group of people that you are targeting
Limit targeting by excluding tailored audiences.
Limit targeting by excluding behaviors
Budget
Set a daily maximum (required).
Cap the amount you will spend each day. The maximum resets daily at midnight, America/Chicago time. Learn

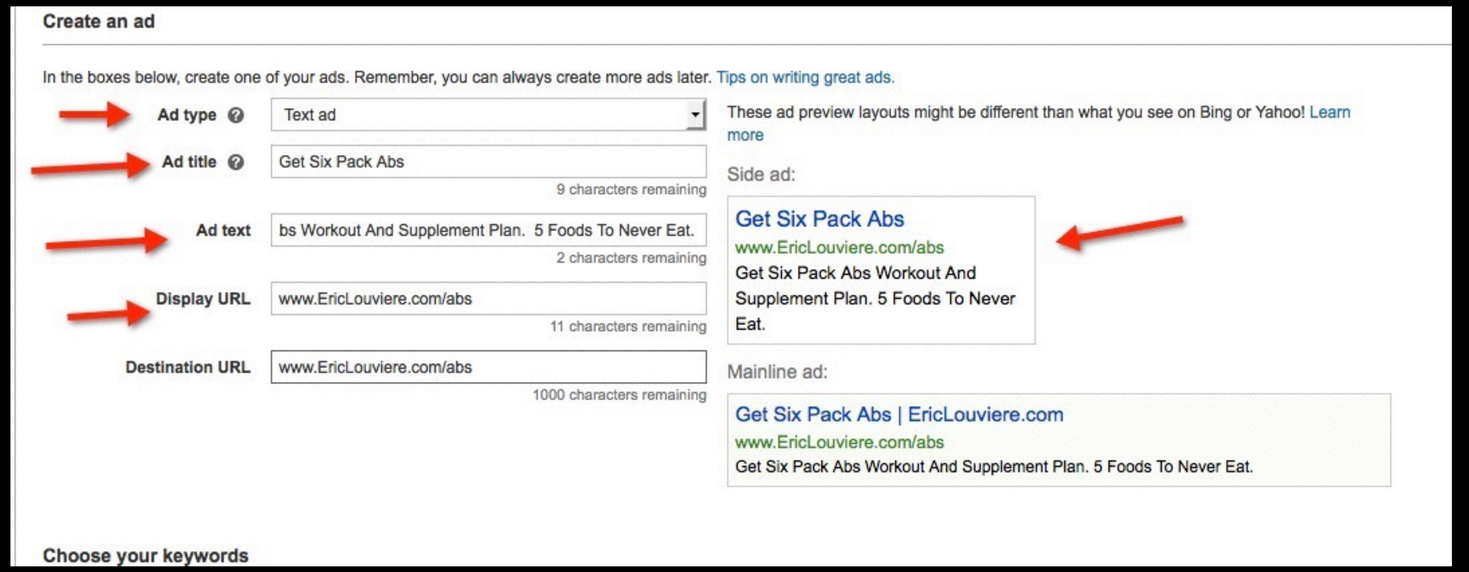

Lists
Upload your own list of emails, Twitter IDs, or mobile advertising IDs.
It takes about 3 hours to process a list.
Create a list audience
Website visitors
Put a code snippet on your website or in a tag manager to collect visitors, purchasers, or downloaders.
It can take hours to days depending on how you implement marketing tags on your site, and time to collect visitors.
Collect website visitors
Limit targeting by excluding behaviors.
Select the market you want to target.
United States
These audiences from Twitter partners are based on actual online and offline behaviors and characteristics. Users will be excluded from targeting if they fit with any of the behaviors you select.
Search for behaviors
or
Browse categories

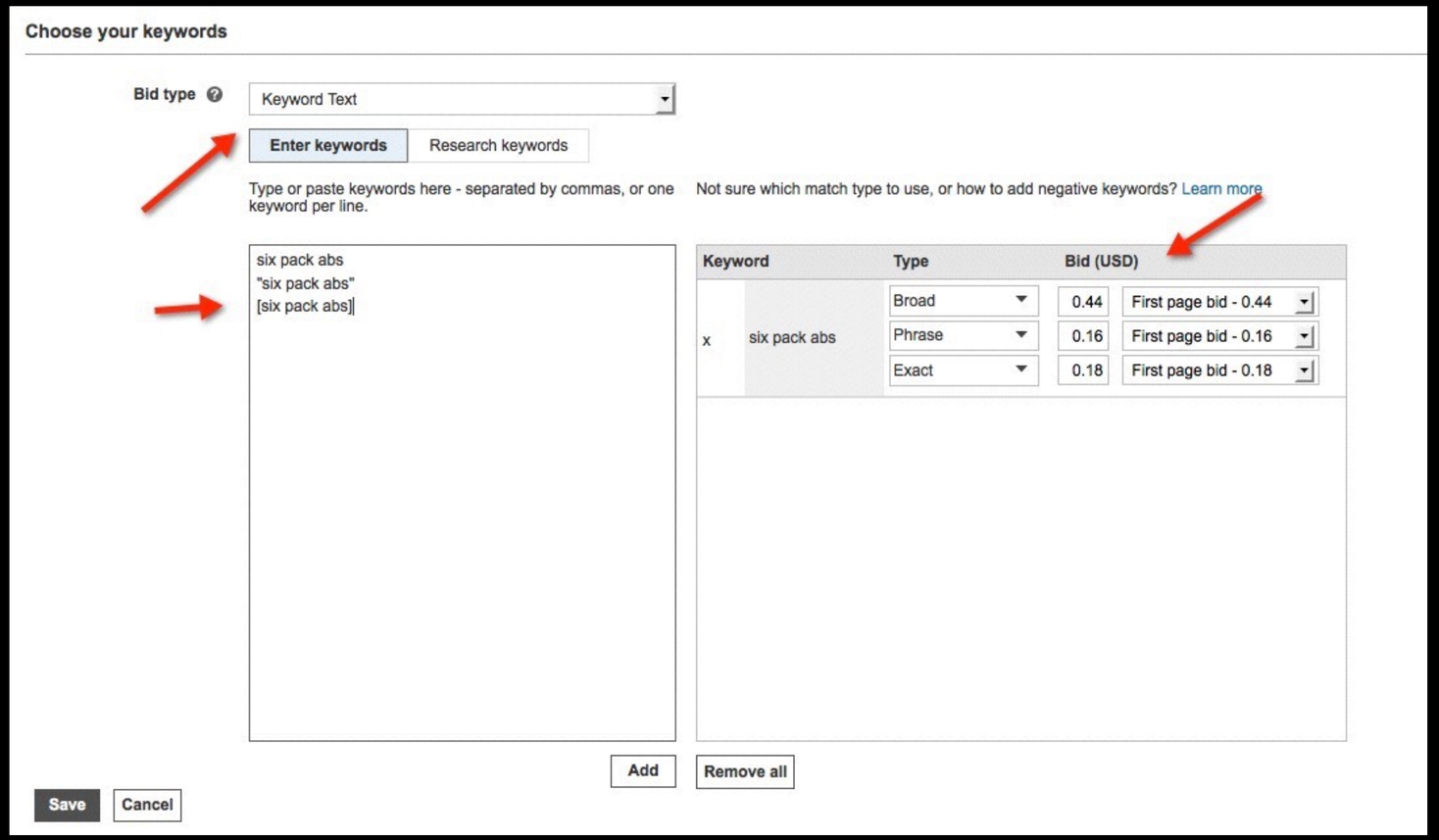

No items selected
Auto (DLX Auto powered by Polk)
Business
CPG brands
CPG BuyStyles
CPG categories
Demographics
Dining
Finance
Household
Insurance
Lifestyles
Philanthropy
Proximity
Retail brands
Retail categories
Seasonal
Sports
Subscription services
Technology
Travel
All of Demographics
Education
Employment
Ethnicity
Family position
Generation
Household size
Income
Length of residence
Life event
Marital status
Parents
Political party
Presence in household
All of Income
Household income: $100,000 - $124,999
872K
People who have an estimated household income of between $100,000 - $125,000. Provided by Acxiom.
Household income: $20,000 - $29,999
1.05M
People who have an estimated household income of between $20,000 - $30,000. Provided by Acxiom.
Household income: $30,000 - $39,999
1.07M
People who have an estimated household income of between $30,000 - $40,000. Provided by Acxiom.
Household income: $40,000 - $49,999
1.14M
People who have an estimated household income of between $40,000 - $50,000. Provided by Acxiom.
Household income: $50,000 - $74,999
2.67M
People who have an estimated household income of between $30,000 - $75,000. Provided by Acxiom.
Household income: $75,000 - $99,999
1.61M
People who have an estimated household income of between $75,000 - $100,000. Provided by Acxiom.
Household income: Greater than $124,999
1.93M
People who have an estimated household income of greater than $125,000. Provided by Acxiom.


Budget
Set a daily maximum (required).
Cap the amount you will spend each day. The maximum resets daily at midnight, America/Chicago time. Learn more
$ 75
per day
Set a total budget (optional).
If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. Learn more
$ None
Choose pricing.
Automatic Bid
Your bid will be optimized to get the best results at the lowest price (within your budget).
Save campaign
Cancel


Campaigns
Reports
Opportunities
Tools
Import Campaigns
All Campaigns
Campaigns
Ad Groups
Settings
Ads
Keywords
Ad Extensions
Product Targets
Change History
Dimensions
Create campaign
Edit
Details
Automate
Export
All campaigns
Columns
Filters
Campaign name
Campaign
Budget
Delivery
Campaign Type
Clicks
Impr.
CTR
Avg. CPC
Spend
Avg. pos.
SBF - Traffic Methods
175.00/day
Eligible
Search & content
9
400
2.25%
0.50
4.46
3.96
Search total
9
400
2.25%
0.50
4.46
3.96
Content total
-
-
-
-
-
-
Deleted items total
0
0
0.00%
0.00
0.00
0.00
Overall total - 1 campaigns
175.00/day, 0.00/month
9
400
2.25%
0.50
4.46
3.96
Show rows: 50
Clicks and impressions received in the last three hours may not be included here.
Only clicks are MRC accredited.


Create a campaign
Campaign settings
Campaign name
fitness1
120 characters remaining
Time zone
(GMT-06:00) Central Time (U.S. & Canada)
Campaign budget
5.00
Daily (USD)
Daily budget options
Ad language
What language do your customers speak?
English
Locations
What locations do you want to target or exclude?
All available countries/regions
Canada, United States
United States
Selected cities, states/provinces, countries/regions, and postal codes
Advanced location options
Show ads to people in, searching for, or viewing pages about your targeted location
Show ads to people in your targeted location
Show ads to people searching for or viewing pages about your targeted location
Create an ad
In the boxes below, create one of your ads. Remember, you can always create more ads later. Tips on writing great ads.


Create an ad
In the boxes below, create one of your ads. Remember, you can always create more ads later. Tips on writing great ads.
Ad type
Text ad
Ad title
Get Six Pack Abs
9 characters remaining
Ad text
bs Workout And Supplement Plan. 5 Foods To Never Eat.
2 characters remaining
Display URL
www.EricLouviere.com/abs
11 characters remaining
Destination URL
www.EricLouviere.com/abs
1000 characters remaining
These ad preview layouts might be different than what you see on Bing or Yahoo! Learn more
Side ad:
Get Six Pack Abs
www.EricLouviere.com/abs
Get Six Pack Abs Workout And Supplement Plan. 5 Foods To Never Eat.
Mainline ad:
Get Six Pack Abs | EricLouviere.com
www.EricLouviere.com/abs
Get Six Pack Abs Workout And Supplement Plan. 5 Foods To Never Eat.
Choose your keywords


Choose your keywords
Bid type
Keyword Text
Enter keywords
Research keywords
Type or paste keywords here - separated by commas, or one keyword per line.
Not sure which match type to use, or how to add negative keywords? Learn more
six pack abs
"six pack abs"
[six pack abs]
Keyword
Type
Bid (USD)
x
six pack abs
Broad
0.44
First page bid - 0.44
Phrase
0.16
First page bid - 0.16
Exact
0.18
First page bid - 0.18
Add
Remove all
Save
Cancel

It’s a journey, not an event

- It’s a process, not an event
- It is a game of tweaking
- Most, 98% in this market never get to where they are even focused on traffic & tweaking. They never make it that far. They are too busy on the “pre-business stuff” the prep stuff
- Get to 5,000+ subscribers ASAP!
- Manage them well (coming soon)
- $5,000 to $10,000+ per month if done decently
- Most get 200 subscribers and want to quit.
- I started counting calories a week or two ago. The other day I’ve only lost a few pounds. Maybe this does not work? It’s the app! liars!
- Wonder where I’ll be if I do this for six months? One day I stay under the count, next day not so much, then two days in a row baby! next day is weekend and wine, don’t make it. See? Same with traffic and conversions
- But…

Most people NEVER make it to this point where they ONLY focus on T&C. It’s impossible to do 12 different business opportunities, IMPOSSIBLE!

STEPS:

- FIRE UP BING!
- FIRE UP TWITTER!
- FIRE UP FACEBOOK!
- Tweak, tweak, tweak… then after you've tweaked and are sick of tweaking…
- tweak some more, then when you've been tweaking for a month…
- tweak some more, then more and then more
- ABT'ing.

Questions?

- :)