The Anatomy Of Getting High-Quality Traffic That Buys.

By Eric Louviere

One high-quality, laser-precision-guided, specific, relevant, CLICK is worth way much more than some cold, non-relevant, off-the-mark, CLICK…

Let me put it this way, if I have an offer that is high-ticket, let's say around $6,000 per customer, one laser-targeted click is worth 100x more than some cold, non-relevant click.

Further, I could get that one super-high-quality click that becomes worth 6k to me from a simple post on Facebook compared to spending $2,000 on Pay Per Click advertising.

That one laser-targeted click from my Facebook post is seen by my audience, my target market, my followers or my cross-over followers (followers of my followers).

It's easy to spend $2k on advertising and not get one 6k client from all that ad spend. I mean, most out there are just not serious at all and only scratching the surface in every market.

Some fitness enthusiast would spend $6k, while others would not spend 60 bucks. Some golf fanatics would drop 6k in a heartbeat, while others would struggle to spend a penny. Some "online marketers" will spend $150k this year on this, while others will not spend more than $50 total for the entire year.

If you are targeting the best customers and clients (the one's who spend money), then understand that a click is not a click is not a click.

No two clicks are created equal.

Understand that spending money on advertising is much more than just a click. It's top of mind awareness and it's branding and it's "being seen".

If I make a post on Facebook, maybe 500 people see the post total, if I'm lucky.

Where if I spend money on advertising on Facebook and I put my picture in the ad, thousands can see that ad daily, everyday, even hourly, compared to seeing a post from me once in a while.

It's advertising my name and face. I'm reaching lots of people in my target niche market by advertising even if they do not click!

You might have someone PM you on Facebook because they saw your ad, even though they did not opt in!

I've had people call me or email me saying they saw my ad on Facebook, yet I have not heard from these old friends in years. And, they did not opt in.

My point here is far and wide.

A) One solid, quality click that is relevant to what you are after is worth so much more than a bunch of non-targeted, cold clicks.
B) However, cold clicks and advertising is still very much worth it because of so many reasons, one being it's constant top of mind awareness for you and your brand.

I think a big disconnect for many newer marketers who are not where they want to be yet income wise is what I'm talking about here…

They want to hide behind the Internet and they do NOT want to stick their head out of the sand and put themselves out there to be seen.

They hide. They duck and weave. They delay. They procrastinate and they do everything under the sun except for "put themselves out there".

They wonder why people are NOT buying from them often and why their conversions are terrible despite constant tweaking of the sales-copy…

Well, here's the reason why people are NOT buying in a nutshell:

Customers/Buyers… They Don't Know Who You Are!
They Don't Even Know You Exist!
They've Never Heard Of You, Or Barely Have Heard Of You!
They Do Not Trust You Because They Do Not Know You!

This is one of the hardest things to get across to marketers who have not reached the bigger income stages yet.

They don't get this fully. They don't master this insight fully. They are sort of ignorant to this insight.

Let me put it this way instead:

"You can constantly be posting on FB, Twitter, YouTube, Insta-gram, etc.

While simultaneously running live broadcasts, webinars, tele-calls, etc.

While also mailing to your subscriber lists 3 times per day…

While also doing podcasts, launching books on Amazon, and getting interviewed…

While also running advertising…

While also getting affiliates to promote for you…

All in the same day…

And still not scratch the surface of reaching the market.

And guess what, that's just one day. The next day, the entire market forgot about you already and have moved on to

the next thing standing in front of them commanding their attention… be it a cat video or breaking worldwide news."

My point is, (get this and own this)…

"You've got to be someone worth buying from!"

There's a lot of noise out there battling for your customers attention. Therefore, you can be everywhere at the same time… all the time… and still not reach everyone in your market.

This is why it's good to just let it fly.

If you post something or do something that is not well received (like nobody "likes" your post on FB) then keep going anyway. Ignore that nobody liked it and keep on trucking.

It's much better to keep on trying to fly instead of stopping your progress and doing less of it just because the market is not used to you, or your posts, or your messages yet.

You've got to bust through the wall and start getting attention to yourself, your offers, your list, your insights, your style, etc.

Be an authority too because if you are not seen as an authority, people will not pay attention or buy as often.

"Eric, Can I Just Earn Money And Be Behind The Scenes?"

Of course you can, but someone needs to be the face or someone needs to be the authority to make this journey easier.

Think about it.

Ricky Bobby is constantly out there in front of the market as an authority. He's constantly posting advice, sharing insightful messages and getting attention. He then spends $3,000 in advertising.

Sharon also spends $3,000 in advertising to the same market, advertising the same message, but she is not in

public and nobody knows who she is and there's nothing out there online about her. She has no following or audience.

Who wins?

It can be argued that Ricky-Bobby wins big time and Sharon fails miserably because of this.

Again, a click is not a click is not a click. They are not all created equal.

Getting Traffic Is Not Good Enough!

You've got to turn that traffic on to you. Or, that traffic needs to already be turned on to you.

If I post something on FB or send to my list, there are people there who love my stuff (even brand new people who just got turned on to the Louviere Laws!)

Sometimes, writing a good post or doing a solid interview, or something like that is FAR more lucrative to you than spending a ton on advertising to cold traffic. Make sense?

Listen, I'm NOT knocking advertising. Heck, I preach paid traffic all the time. However, the big secret is "build a fan base". Build a following. Turn people on to YOU.

Can you do that?

Can you escape the comfort zones that prevent you from "throwing yourself out there?"

EXAMPLE:

I had a client who bought the exact same solo-ad-email blast I did. It was an expensive solo-ad-blast for both of us, but since I bought it, he figured he would too.

I made 14 sales, he made none.

Same amount of clicks. Same list. Even the copywriting was 90% the same (he copied my copy and barely tweaked it).

His offer was almost identical to mine! Again, he copied it and barely tweaked it.

Why did I get 14 solid sales and he got none?

His name was on his sales-letter and my name was on mine.

When customers went to buy the $97 offer, they "Google'd" me first before hitting "buy". I'm sure his prospects did the same.

When you Google me, you see thousands of pages about me on Google and all kinds of social proof out there. When you Google him, you find a few things that have nothing to do with the "Internet Marketing" market. Instead, you find stuff about his day job… which is he's a school teacher, not an Internet Marketing expert.

I'm not knocking the guy, he was following my advice to take this action, but the one piece of advice I kept preaching and he kept ignoring was:

The Power Of Social Proof!

You've got to be an authority if you want people to buy. They have to believe you can solve their problem. They don't even really care that much about your credentials or all that.

They will only usually glance at your credentials or social proof out there online.

However, they really need to believe you have their **CURE**!

Again, a click is not a click is not a click. You have to make them believe!

One of the best ways to do this is through "social proof".

They "See" and "hear" your messages of authority.

If you have a podcast and you are giving away quality advice up there on the pedestal like that, then you are

brave and you are an automatic expert in their eyes because they are scared to death to do a podcast.

Just being up there on stage like that in your own podcast pegs you as an expert and authority. See how that works?

So, you're out there doing podcasts and giving out advice and playing guru, then guess what happens?

Your listeners to your podcast get pre-framed to you!

Master The Power Of Pre-framing!

You set them up. You set the deck. You prepare the table. You decorate the place. You give them appetizers and dazzle them.

ALL BEFORE YOU SELL THEM!

For example, if I drive traffic to a webinar, then on that call give away valuable advice, plus toss in some "toot my own horn" credibility building, plus toss in some social proof in the form of testimonials, those people are then pre-framed to buy before they even know what the offer is.

This is one reason webinars work so well.

The webinar paints you as an expert (even if they have never heard of you before today, they are turned on that you are an expert simply because you are doing a live webinar in front of people on a topic).

Then, on that webinar, you tap into all the "copywriting" triggers such as "capture attention, gain trust, build credibility, open loops, take-aways, build value, social proof, guarantees, price reveal, justify price, bonuses, close, overcome objections, close again, pull take-aways again, urgency, close, end."

You do all of that, and you just pre-framed the heck out of them before they even know what you are selling. Then, it's easier for them to get all pumped up and buy.

But None Of This Is What Most Marketers Ever Do!

They are too busy hiding, ducking and weaving their way to just going through the motions. They are not known and yet they are doing nothing to be known and most of them would be in "defense mode" to what I'm talking about right now.

They hate this report.

They are arguing with me at this very moment!

"Eric, you are wrong, it's the Internet, we can make big money without being known!"

Yes, this is true, but MOST marketers cannot do that and never will be able to succeed just driving cold traffic.

People do not buy from people they do not know, like and trust. People buy from those they BELIEVE can solve their problems. The better you are at making them BELIEVE, the more you will make… EASIER!

A click is not created equal to another click.

Content Traffic!

Start thinking about ways to get traffic through providing quality content out there in your market. Start thinking about ways to get attention and get people in the market to KNOW you even exist.

Start focusing on solving problems for people in your market. Start focusing on "making them believe" you have the cure.

Start getting attention by sharing content.

I had a client who spent a few hundred dollars on paid traffic, yet made more sales from a solid post on Facebook that was free.

This happens a lot.

I have had plenty of days where I spent money on traffic that day (automatically)… yet I made more income from a post I made that was free.

I've had more subscribers come in from a post I made or a video I did, where that same day I spent a lot of money on paid advertising and got less subscribers from the ads.

- Imagine dropping $300 today on ads
- You got 75 subscribers today!
- However, when you look at your tracking stats, you see that 90% of those subscribers came from your post you made on Facebook and not from the paid advertising you did.

In other words, the paid advertising was useless for subscribers today. That does not mean it's useless fully, because you got exposure and branding.

Here are some things you can do to get content marketing rolling for you:

- Start building Facebook audience by positing valuable content
- Start building a Twitter following.
- Start building a blog following.
- Start doing webinars, or podcasts, or interviews, or chats, or something like this.
- Start building relationships out there so they can support you and you support them.

Find content out there that aleady exists in places like:

- Existing products and courses
- EzineArticles.com in articles found online
- Videos found online (YouTube)
- On Sales-letters for other products in your market
- Through podcasts, etc.

If you are passionate about your niche market, then you are already learning stuff left and right… right? You are picking up on insights all the time.

Heck, you found some quality advice here in this report!

You can take that information you learned and go out there and teach it, share it, express it, make opinions on it, in your own words and style.

Once you learn something, you can now go teach it, just don't copy it word for word. Teach it in your own style.

Some more tips:

- Be everywhere you can be, all the time
- Get attention
- Get noticed
- Be an authority
- Be a trusted adviser
- Build a following, a fan base, a tribe
- Build a mastermind of key people
- Teach
- Escape comfort zones
- Be the face of your business or find someone else to be the face.
- Sell or find someone who is good at selling
- Be brave!
- Be, do and have.
- Study and learn for the sake of teaching and selling and turning people on to you!
- Even if you are an affiliate only, you still need to turn them on to you or they will stop opening your emails.
- Paid traffic is great, but when combined with "content marketing" and "building up a following" and "being an authority"… paid traffic works much easier!
- Even if you get paid traffic and it works like crazy for you… you still have to turn those subscribers on to you.
- Yes, you can still make money online by not being "public" but it's much harder for most people.

Conclusion.

It's all connected.

The rising tide lifts all boats.

If you are all in, then you are all in. You are either all in, or you are dabbling. Dabbling does not work. It's not good enough.

If you are all in, then you're doing all kinds of stuff to get sales.

You are out there doing whatever it takes.

You are willing to escape comfort zones and do this stuff anyway, even if it's uncomfortable or scary.

You are willing to go out on that limb.

You are willing to suck it up and do it anyway even though it makes you nervous.

So, you're out there doing a podcast or a webinar. You are posting on Facebook even though it's not natural for you to be an expert yet.

You are doing those things that gain attention. You are turning people on to YOU.

If you are going to be in the INFO-marketing business, then realize one main thing:

We Are In The Reputation Business!

Thanks!

Eric Louviere