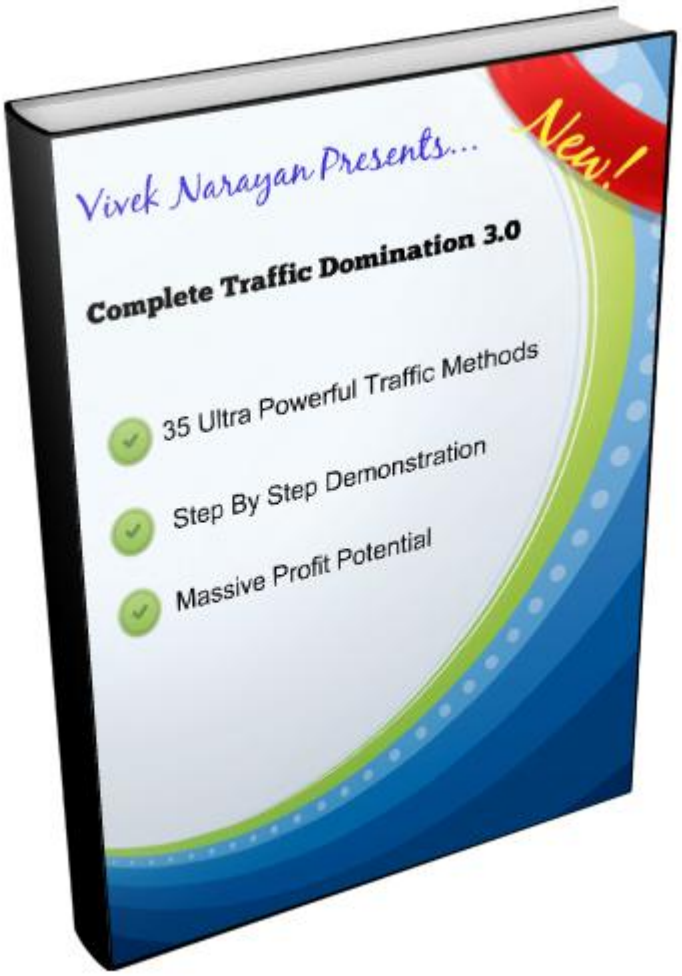
Complete Traffic Domination 3.0

Simple Traffic Tactics To Get Massive Amounts Of Traffic



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Paid Advertising Methods

1)PPC:The Superstar's Way To Make Money Online

PPC is probably the best method of targeted traffic generation and it takes only a few minutes to set up.If you are totally new to internet marketing,I would like to clarify that this term stands for Pay Per Click.

Pay Per Click(PPC) is an advertising arrangement where you pay a pre-set amount to the search engine you are advertising ,every time a user search for the keyword you have bidden and clicks on your ad.

In the IM niche,most of the product sales are generated through two traffic getting methods- PPC and Joint Ventures.The volume that PPC can generate for you is simply AMAZING,as some of the search terms get tens of thousands of searches everyday,and then you can bid on unlimited keywords(obviously the keywords should be related to your product).

PPC advertising plays major role in case of products in niches other than "internet markeing".In these niches,the practices of listbuilding and joint ventures are not as prevalent as in case of IM and most of the product owners and super affiliates rely on the PPC traffic to generate thousands of sales per day.

For an example ,take the case of top product in "health&fitness" niche at the Clickbank marketplace.It has a gravity of more than 600(at the time of writing), meaning a lot of affiliates are generating sales.Most of these sales come through PPC.The product owner himself who is making more than $4 million/year from this cheap,little product encourages the use of PPC.

As the most popular traffic source,a lot of misconceptions have developed around PPC.Most of the False beliefs and misguiding information has been spread by false gurus who try to scare the newbies away from this source while promoting their products on other traffic generation techniques.
For example a great misconception among the starters is that PPC is very costly and they'll lose their shirts if the ad doesn't work well.The truth is quite opposite as most of the PPC platforms like Google Adwords,MSN adcenter and Yahoo! Search marketing allow you to test your conversions for very little amount and with their postpay option,you don't have to shell out upfront cash.

Another misconception that has gained prominence with the rise of CPA marketing,is that PPC no longer work with info products.The truth is quite opposite.If you know what you are doing,info products sometimes provide better ROI than CPA.

Another common fear that is circulating in the IM community is that of "Google Slap".While it's true that Google removed advertisements of several affiliates in the past one year,you can easily pass it's filters by maintaining the quality standards and adhering to the guidelines.There is nothing like they are chasing internet marketers away(as the rumors are spread by some marketers),for Adwords is Google's main income source and no one would not like to kill his primary source of income.

Google Adwords is the biggest PPC advertising network and they give you more than enough options to succeed.No other network can match the volume of Adwords as Google receives more than 70% of all the search engine traffic.More than a quarter billion searches are being made made everyday on Google and this figure is only going to rise as more people join the rank of "internet users".

This traffic is one of the most targeted form of online traffic and if you have an attractive sales page(or offering some irresistible freebie) ,you are going to make tons of money.Thousands of people from all walks of life have made big and small fortunes with PPC ,it's just an art and once you master it there will be no bound to the money and power you generate.

Please note that unlike some other traffic systems,PPC requires you to invest some money in the beginning,but the speed at which you can test your campaigns with this system and the amount of money that you can with it,make it favorite traffic getting system of the top internet marketers.The opportunity that PPC offers you is immense,so I would like to discuss this method in full detail…

PPC marketing has gone a sea change in the recent years.Days are gone when people used to slap thousands of keywords ,sit back and hope to make nice ,hefty commissions.

Today,it's much wiser to go with a few hundred tightly focused keywords,pay close attention to your quality score and improve your landing page continuously.

Nows lets talk about the processes involved in a successful PPC campaign…

Keyword Search:

I have described this process in detail in the article marketing section.You can apply the same knowledge here too.

Your success with PPC starts with you finding keywords that people search for when making up their mind to purchase a particular product.Enter into the shoes of a prospects who is searching for a suitable product in your niche.Here your commonsense will bring you more success than any keyword tool.

To arrive on those "buyer keywords",we will be starting with the most basic keywords(root keywords).Suppose you have created a product in "weight loss" niche.The tool we'll be using for the research purpose is free Google keyword tool that is located at:

https://adwords.google.com/KeywordPlanner

Search for any keyword will return a set of related keywords.Start with your root keyword ,leave the generic ones(even if these are getting a lot of searches) and concentrate on the specific ones.

For example,if you search for the root keyword "Weight Loss",a search term named "Weight Loss Programs" will appear……..This is the "Buyer Keyword".The people searching for this keyword should be actively looking to join some weight loss program.

Creating Your Story and Landing Page

Your "story" and landing page plays a crucial role in the success of your campaigns.Even if you are promoting your own products,I would advise you to create a landing page in story telling review style.
The basic reason behind adopting this approach is that the prospects who search for the "buying keywords",look for some authentic review before taking the purchase decision.

They have a valid reason behind their skeptism..There are two many scams on the internet and it's not possible or a general user to easily believe someone they are hearing for the first time.

It has been experienced that a good review increases your conversion rate by 100-300%.

In the story telling style,you would pretend as to be a person who was severely suffering from a particular problem and the product in question cured it perfectly.

When you create a story,be sure to maintain your tone as neutral.You should never let your visitors suspect that you are associated to that product in some way.Just let your review seem like that coming from a common user.

Quality Score and your landing page

Quality score has caught the attention of internet marketing community with Google suspending accounts of hundreds of affiliates.You cann hardly blame Google for that as they have to oblige their visitors by providing the most relevant and authentic content,both in organic searches as well as in paid ads.Their reputation as the best search content provider has made them the most preferred search engine and if the quality of their search results degrades,the user may move away from them and another search engine may gain prominence.

It has become imperative for us to maintain a high quality score .Not only it makes our Adwords account safe,the best prize comes in form of decreased CPC(cost per click).Google charges you according to your quality score,and if score is poor,you'll have to shell out more money per click.

Not much content can be added if you are promoting your squeeze page or sales page but be sure to add "Privacy Policy", "Legal Disclaimer", "Earnings Disclaimer"(if you in IM niche) and put links to them in your front page.
In the Internet Marketing niche,you can use this privacy policy template as such:

PRIVACY POLICY

Welcome to www.YourSite.com

We understand that privacy online is important to users of our Site, especially when conducting business. This statement governs our privacy policies with respect to those users of the Site ("Visitors") who visit without transacting business and Visitors who register to transact business on the Site and make use of the various services offered by www.YourSite.com (collectively, "Services") ("Authorized Customers").

"Personally Identifiable Information"
refers to any information that identifies or can be used to identify, contact, or locate the person to whom such information pertains, including, but not limited to, name, address, phone number, fax number, email address, financial profiles, social security number, and credit card information. Personally Identifiable Information does not include information that is collected anonymously (that is, without identification of the individual user)
or demographic information not connected to an identified individual.

What Personally Identifiable Information is collected?

We may collect basic user profile information from all of our Visitors. We collect the following additional information from our Authorized Customers: the names, addresses, phone numbers and email addresses of Authorized Customers, the nature and size of the business, and the nature and size of the advertising inventory that the Authorized Customer intends to purchase or sell.

What organizations are collecting the information?

In addition to our direct collection of information, our third party service vendors (such as credit card companies, clearinghouses and banks) who may provide such services as credit, insurance, and escrow services may collect this information from our Visitors and Authorized Customers. We do not control how these third parties use such information, but we do ask them to disclose how they use personal information provided to them from Visitors and Authorized Customers. Some of these third parties may be intermediaries that act solely as links in the distribution chain, and do not store, retain, or use the information given to them.

How does the Site use Personally Identifiable Information?

We use Personally Identifiable Information to customize the Site, to make appropriate service offerings, and to fulfill buying and selling requests on the Site.

We may email Visitors and Authorized Customers about research or purchase and selling opportunities on the Site or information related to the subject matter of the Site. We may also use Personally Identifiable Information to contact Visitors and Authorized Customers in response to specific inquiries, or to provide requested information.

With whom may the information may be shared?

Personally Identifiable Information about Authorized Customers may be shared with other Authorized Customers who wish to evaluate potential transactions with other Authorized Customers. We may share aggregated information about our Visitors, including the demographics of our Visitors and Authorized Customers, with our affiliated agencies and third party vendors. We also offer the opportunity to "opt out" of receiving information or being contacted by us or by any agency acting on our behalf.

How is Personally Identifiable Information stored?

Personally Identifiable Information collected by www.YourSite.com is securely stored and is not accessible to third parties or employees of www.YourSite.com except for use as indicated above.

What choices are available to Visitors regarding collection, use and distribution of the information?

Visitors and Authorized Customers may opt out of receiving unsolicited information from or being contacted by us and/or our vendors and affiliated agencies by responding to emails as instructed, or by contacting us at support@YourSite.com

Are Cookies Used on the Site?

Cookies are used for a variety of reasons. We use Cookies to obtain information about the preferences of our Visitors and the services they select. We also use Cookies for security purposes to protect our Authorized Customers. For example,

if an Authorized Customer is logged on and the site is unused for more than 10 minutes, we will automatically log the Authorized Customer off.

How does www.YourSite.com use login information?

www.YourSite.com uses login information, including, but not limited to, IP addresses, ISPs, and browser types, to analyze trends, administer the Site, track a user's movement and use, and gather broad demographic information.

What partners or service providers have access to Personally Identifiable Information from Visitors and/or Authorized Customers on the Site?

www.YourSite.com has entered into and will continue to enter into partnerships and other affiliations with a number of vendors.
Such vendors may have access to certain Personally Identifiable Information on a need to know basis for evaluating Authorized Customers for service eligibility. Our privacy policy does not cover their collection or use of this information.

Disclosure of Personally Identifiable Information to comply with law.

We will disclose Personally Identifiable Information in order to comply with a court order or subpoena or a request from a law enforcement agency to release information. We will also disclose Personally Identifiable Information when reasonably necessary to protect the safety of our Visitors and Authorized Customers.

How does the Site keep Personally Identifiable Information secure?

All of our employees are familiar with our security policy and practices. The Personally Identifiable Information of our Visitors and Authorized Customers is only accessible to a limited number of qualified employees who are given a password in order to gain access to the information. We audit our security systems and processes on a regular basis. Sensitive information, such as credit card numbers or social security numbers, is protected by encryption protocols, in place

to protect information sent over the Internet. While we take commercially reasonable measures to maintain a secure site, electronic communications and databases are subject to errors, tampering and break-ins, and we cannot guarantee or warrant that such events will not take place and we will not be liable to Visitors or Authorized Customers for any such occurrences.

How can Visitors correct any inaccuracies in Personally Identifiable Information?

Visitors and Authorized Customers may contact us to update Personally Identifiable Information about them or to correct any inaccuracies by emailing us at support@YourSite.com

Can a Visitor delete or deactivate Personally Identifiable Information collected by the Site?

We provide Visitors and Authorized Customers with a mechanism to delete/deactivate Personally Identifiable Information from the Site's database by contacting support@YourSite.com. However, because of backups and records of deletions, it may be impossible to delete a Visitor's entry without retaining some residual information. An individual who requests to have Personally Identifiable Information deactivated will have this information functionally deleted, and we will not sell, transfer, or use Personally Identifiable Information relating to that individual in any way moving forward.

What happens if the Privacy Policy Changes?

We will let our Visitors and Authorized Customers know about changes to our privacy policy by posting such changes on the Site. However, if we are changing our privacy policy in a manner that might cause disclosure of Personally Identifiable Information that a Visitor or Authorized Customer has previously requested not be disclosed, we will contact such Visitor or Authorized Customer to allow such Visitor or Authorized Customer to prevent such disclosure.

Links:

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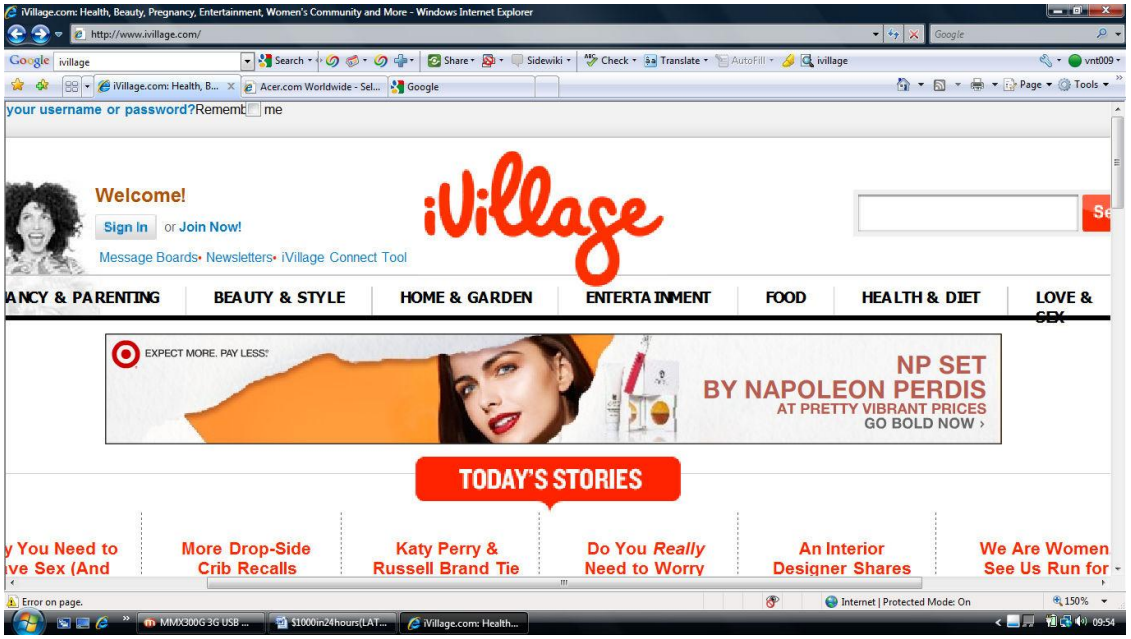
As soon as your landing page is ready…

Start small ,find out "buying keywords" and then scale up your campaigns as profits keep coming in.Also,never turn off the option of showing your ads on Google's "content network".The content traffic is almost as targeted as the search traffic and it's so cheap(you can literally get clicks for as little as $0.02-$0.03 even if you are bidding on highly competitive terms).

2)Media Buying:The Internet Millionaires' Way To Explode Sales And Profits

The traffic source I am going to reveal now is absolutely immense.It's about having your advertisement placed on the sites that are getting a lot of traffic.There are millions of established websites in every niche and these sites anywhere from a few thousands to millions of visitors a month.Media buys have been used by a large fraction of successful online marketers to generate insane no. of leads and sales.

Just look at this banner ad at the top of iVillage.com



According to Alexa,this site has a traffic rank of 2,268,that receives tens of thousands of visits every day.The traffic is predominantly US and is dominated by Females.Just imagine about having your banner before such a targeted audience! I am certain that this ad is receving a few thousands clicks everyday.

Online media receives huge volumes of traffic everyday and with enormous volumes,a great misconception has developed around this fantastic traffic source ,that media buying is the sole right of big companies with deep pockets ……..

The truth is completely otherwise……**Anyone with just a few dollars in hand,can test his products(or offers) with media buys.**

There are several reasons why I am advising you to include this traffic source in your arsenal:

1)Media Can Provide You Much More Traffic Than Google(or any other search engine):

Though Google gets more than a quarter billion searches everyday,there is an upper cap on the no. of searches a particular keyword receives.So the traffic you get from search engines has a limit,no matter how many keywords you bid on.Media buys on the other hand can be scaled up almost infinitely.

2)You Have To Perform Much Less Work:

In order to satisfactorily pass Google's criterias you'll need to do much more than just creating an ad and a landing page.If have some experience of Adwords,you'll be aware that Google doesn't prefer one page sites.To get around this problem you'll have to create a content rich site and build backlinks to it.All this is a lot of work for the newbies

3)You Don't Have To Live In Constant Fear Of Big G:

Google has kind of become infamous for it's constant changing of algorithms and it's putting the IMers to the sword.

No matter how much optimized your landing page is,no matter how much you follow their quality standards,you are always at the mercy of the Google lord.They can nuke your campaigns whenever they like and if you get all of your traffic from Google,that may be the end of your business.

So it's better to diversify your traffic sources even if you are doing great with Google.

With media buys,you get to target your prospects with as many parameters as you want.Sites like Yahoo! Collect a lot of information when a person signs up with them and you can use this information to laser target your prospects.

The Factors That Will Decide How Much Profit You Make

There are 3 factors that will directly affect your conversions:

i)Attractiveness Of Your Banners:

The first impression counts.An ad that instantly generates curiosity is much more likely to get clicked on.You can't hope to see good ROI if your advertisements doesn't attract people's attention,no matter how much optimized your landing pages are and how great sales copy you have.

Before starting a campaign,you should create at least 4-5 banners and test them alternatively.

ii)Your Landing Pages:

This is no doubt the ultimate decider.A highly optimized and well tested landing page is the key to get your visitors fulfill your desired action.

I would advise you to create(or get created) multiple landing pages before you stat out your campaigns.Keep the one that produces best performance and ditch the rest.

iii) Targedness Of Your Traffic:

The quality of traffic you get also plays a big role in the ultimate conversions.There are two things that decide how targeted your traffic is:

1)The Sites You Are Targetting:

If the sites ,you have placed your ads on ,have very little in common with your product,or these have a very broad appeal,the chances are that the traffic you'll get,will convert very poorly.

For example,you are promoting a weight loss product and you have placed your banners on an astrology site.In this case,you would get some conversions because the niche carries a wide general appeal,but not as much as you would have gotten if your banner was placed on a weight loss review site.

2)The Prospects You Are Targeting:

Prospect targeting is very important.In order to get maximum conversions,you'll need to target your prospects according to their geographical locations,their gender,age,education,interests and income.All this seems a lot of work,but all you need to do is intial testing on a small scale.

For example,if you are promoting a weight loss product then you'll be making more by targeting women aged 18-50 than men in the same age bracket.It has also been proven that such products mostly appeal to mid to high income groups…….In a similar way,the appeal of any product varies according to the demography.

When you are buying media on a heavy scale,it becomes imperative for you to first ascertain your target market.Different sites collect different amount of information and you'll have to test all of your traffic sources before allowing heavy budgets.The representatives at the ad network can be of great help in this respect.They'll tell you what combination is working best for other products in your niche.

The Media Buying Lingo

In any industry,you'll come across several insider terms.Having a complete knowledge of these terms is necessary to run your business smoothly.

CPM:

This is the most common term used in media buying. CPM means "Cost Per Millie,millie stands for thousand) .This is the amount of money that you have to serve per thousand impressions.Unlike in PPC,where you have to pay when someone clicks on your ads ,in media buys you need to pay a fixed amount every time your ad is served to the visitors.

LCV(Lifetime Customer Value):

This is the most important parameter in your whole campaign.Life time value of any customer means the amount of money you are going to make from that customer till he stays your subscriber.

The maximum amount of money you can spend on acquiring that subscriber should be always lower than his LCV.

EPC(Earnings Per Click):

This is the amount of money you make per click you get on your advertisement.EPC is calculated as follows:

EPC= Total Revenue/Total Visits

For example,if you made $15,000 from 10,000 unique visits,then your EPC will be = $15,000/10,000= $1.5

EPC is a very important parameter in internet marketing,be it information marketing or CPA .A marketer always aims to increase his EPC,it' EPC that your JV partners and affiliates will be asking about.

eCPM:

eCPM is very useful while testing out new traffic sourcs.You can calculate it using a very simple formula

eCPM = Total Revenue X1000

Total Impressions

Lets say that you got total sales of $1,700 on half a million impressions,so the eCPM for this campaign would be

= $1,700x 1000
---------- = $3.4
500,000

So the highest CPM you can pay for this traffic is $3.4(without loosing money).

Adserver:

An adserver allows you to see and compare all the data related to your campaigns in one place.It enables you to easily analyse the effectiveness of your campaigns and traffic sources.

It'll allow you to see how many times your ad has been served ,how many of those impressions converted into clicks and how many of those clicks converted into sales.

Having so much data in one place will enable you to quickly test all of your ads,landing pages and traffic sources.With sources sending decent amount of traffic,you'll be able to quickly modify your ads and content in your landing pages,and compare their effectiveness.

An ad server is absolutely necessary if you want to taste success in this game.Many of the starting marketers,try their hands on media buys and then end up as loser ,in want of a tool to quickly and efficiently track and test their campaigns.

There are many merchants who will allow you to purchase an adserver on a subscription basis.**There are few criterias you should always keep in mind before making the purchase:**

1)Customized Reports:

An adserver equipped with all the testing and tracking tools can easily allow you to see all your ad spend and revenues from various traffic sources.I would advise you to check these stats at least twice a day(more so if you have allotted big budget).

2)Post click Tracking:

Some of the adservers won't allow you to track what happens after someone clicks on your banner and visits your site,while others will allow you to create your own post click pixels and track how many of the clicks convert into opt-ins and sales.

3)Option For Optimization:

You'll need an adserver that allows you to insert custom optimizers.In order to fully optimize your campaigns and make the most amount of money out of every dollar spent,you would need to look beyond the Click Thru Rate(CTR).

In order to optimize your earnings,your main criteria for choosing the winners should be the eCPM.

4)Advanced Tagetting Options:

Sometimes,in order to extract the most out of your efforts,you'll need more parameters than the ones stated above.This targeting comes in form of behavioural targeting ,re-marketing and time zone targeting.

Types Of Media Traffic

Media traffic comes in many forms.The most prominent of these are:

i)Banners:

The prevalent form of media advertising.According to IAB(Internet Advertising Bureau),banner ads account for more than 50% of all the online US advertising.

Banners come in all shapes and sizes.I would advise you to create (or get created) 5-10 unique banners(and then their variants in different shapes and sizes) before you role out your campaigns.

There are BILLIONS OF UNIQUE IMPRESSIONS are up for grab every month.Try to capitalize on the maximum possible no. of traffic pools.When you test out multiple combinations of ads,landing pages and traffic sources,you'll find that only 20-30% of them turn out to be winners.

You shouldn't worry about the losers.That is just nature of online advertising.Your job is to test out your campaigns as quickly as possible,ramp up the winners and ditch the losers.

The beauty of media buys is that it allows you to test your campaigns in a very short amount of time and you can find out the winners in a few hours of testing.

ii)Pop-Ups:

Pop-ups ,though less popular than banner ads,are the most converting form of media ads.Though pop ups are costlier than banner ads,the conversions you'll get will easily compensate for the cost.

Ad copy plays a very important role in conversions,as there will be quite a substantial amount of text.But you don't need to worry.Just see the "How To Create A Magnetised Squeeze Page" part .The pop-up is very similar to a squeeze page ,you can use the same strategies in creating a pop-up ad copy.

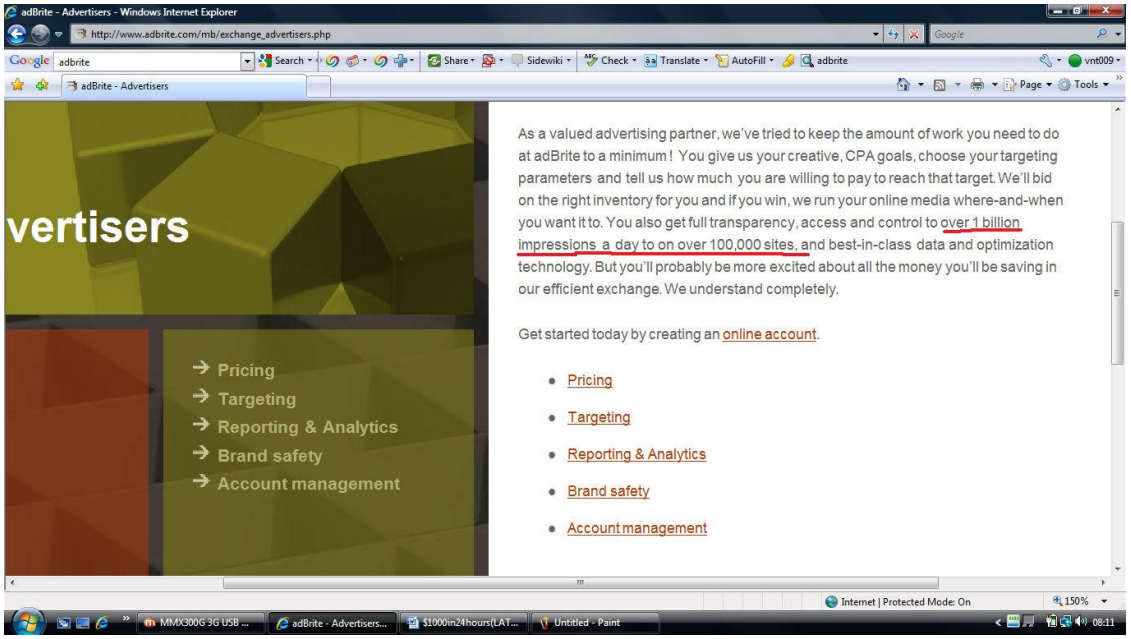
iii)Interstitials:

These are very similar to pop ups and PPV ads .Oftentimes you come across sites(file sharing sites are an example),when an advertisement covers the whole landing page.In the media buying circles ,these ads are called "Interestitials".This type of ads are almost as effective as pop-ups and receive very high click thru rates.

iv)Text Ads:

Text ads are more effective than the banners and oftentimes require much lower CPC(Cost Per Click).

Some media newtworks like Adbrite specializes in text ads and they have reach across a variety of sites.



Just look at their 'Advertisers" page – over a billion impressions a day available on over 100,000 different sites.

Media text link ads are very similar to the Adsense ads,the only difference is that In adsense ads,you need to pay on a CPC basis while in media buys,you are required to pay on a CPM basis.

To succeed with text links,you'll need to create an attractive ad copy.See the "How To Create A Click Magnet Adwords Ad" section for more guidance.

So these were a few types of media ads.Include all of them in your marketing arsenal and optimize each one to extract maximm amount of profit.

Targetting is another aspect you need to pay close attention to……and this is the part that most newbies ignore and it's the no.1 reason behind the failures of their campaigns.

Without proper targeting, it's almost impossible to make your campaigns profitable, as far as large scale media buying is concerned.

Several type of targeting methods is being used nowadays.Most prevalent of these are:

i)Behaviour Targeting:

Behaviour targeting tracks users' internet activity.It includes tracking ads and links people click ,and websites they visit.Once such person clicks on any link or visits a site ,the tracking system starts following him as he visits more related websites.Once the system determines his interests,you can start serving him related ads.

Before purchasing an adserver,you should confirm with your merchant that if their tool has this feature.Some of them may allow you to use a demo version ,free of cost.Make sure that the merchant offers these features:

*Targetting,optimization and ad serving technology .

*The tool can deliver ads on high traffic sites based on the ad clicking,purchasing or website visiting behavior of the potential customers.

*The tool can deliver ads on high traffic websites ,when the traffic is at it's highest.

ii)Channel Targetting:

This one is obvious and all of the Ad Networks offer this option.Once you login to your advertiser dashboard,you'll see categories you can target.In major ad networks,every category has hundreds or thousands of related websites.

If your niche has a wide appeal,you should target as many related channels as possible,even if you just break even with the traffic provided by a particular channel,you should include it in your bidding list.

iii)Geographic Targeting:

Most of your campaigns will generate the best results if you focus it on a particular region and this is especially true if you are generating "offline" or "local marketing" leads.

It's a matter of fact that if you are selling information products,most of your Customers will come from North America,UK,Australia and Western Europe .
In any campaign,you should always start small.Test out all the regions,with small budget ,increase your spend on the ones that are making you profit and remove the ones that send you non-converting traffic.

iv)Day Time Targeting:

Day time targeting is another parameter that will decide your conversions.In many niches ,you'll notice that "At Job" traffic produces very different results than the "At Home" traffic.Only elaborate testing will tell you which one is generating better results.

Please note that the "Day Time Targeting" goes hand in hand with Geographical targeting.In combination of some niches and some regions,you may find out that the "At Home" traffic converts much better than the "At Job" traffic.

Example: I can tell from my personal experience that if you have an "Internet Marketing" product,you'll get the highest conversions with the "At Job" traffic and if you have a "Weight Loss" product,better conversions will come from the " At Home" traffic.A "Self Help" product will get almost equall conversions from both kind of traffic.

Also, remember that certain niches like Recipe,travel,sport betting,gambling,Facebook gaming and all the subniches under the mega niche "Hobbies and Recreation" converts better in the weekends than in the weekdays.

v)Demographic Targeting:

Another very powerful parameter to decide the effectiveness of your campaigns.In every niche,you'll notice that your product appeals most to a certain combination of gender,age and income group.

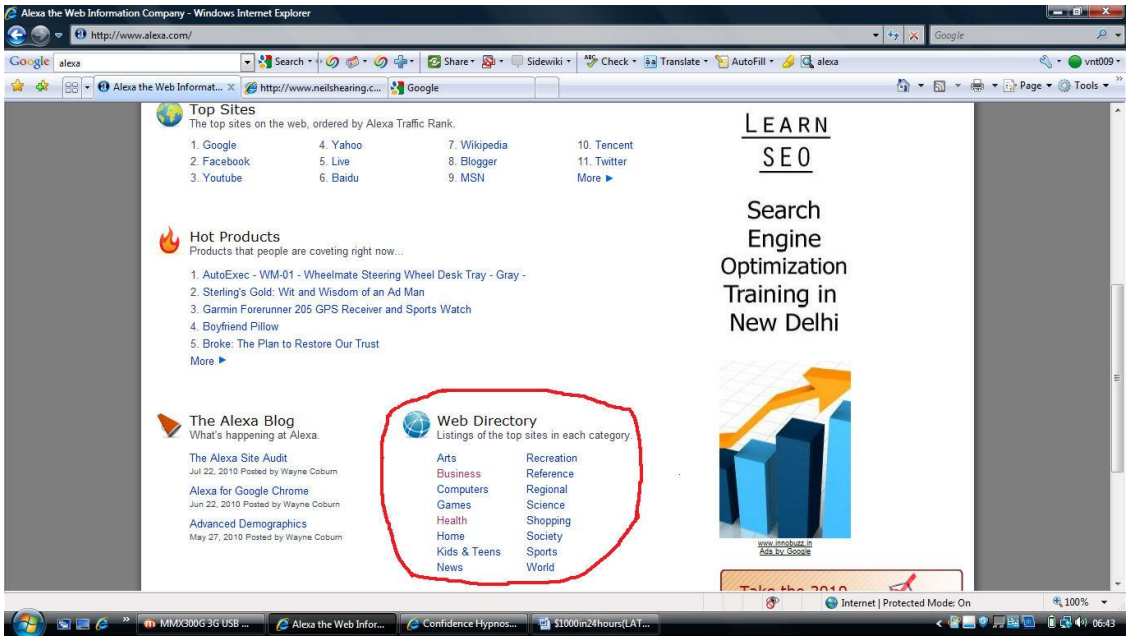
Example: I can cite so many examples in this case.In case of "Weight Loss" info products,I have found that these products appeals more to the women than men.Self improvement and IM products equally appeal to both the genders and dating products' appeal is overwhelmingly tilted towards the male audience.

Now After learning the lingo of ad networks and understanding the common "targeting" techniques,lets proceed to another vital part of the system……

How To Find High Traffic Websites In Your ▾iche

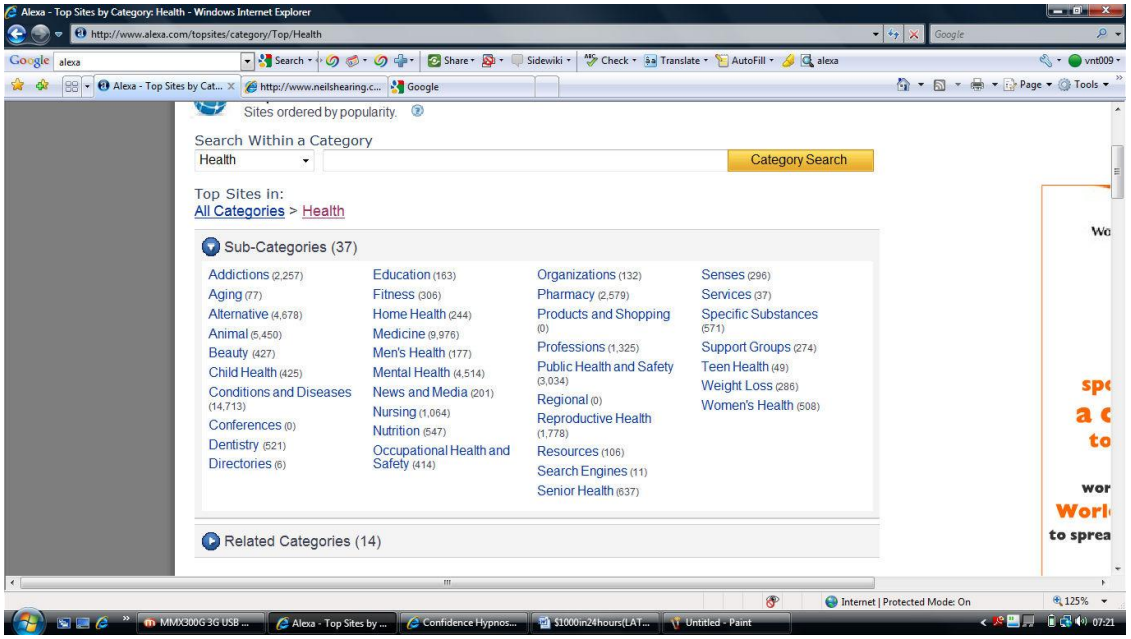
In the beginning of this section,I discussed a few general techniques to find high traffic websites in your niche.

Go to http://Alexa.com and see what sites are getting the highest amount of traffic.The front page will look like:



Scroll down to the bottom of the page and you'll see a heading named "Web Directory",under this headline you'll find several categories,click on any category and you'll see websites getting the highest amount of traffic in that niche.

For example,I click on the "Health" category .There are 37 sub-categories and all sub-categories contains from a few hundred to a few thousands sites



In the "sub-category" section,you can chose all the websites you want to put your ad on.In many cases,you'll find that several sub-categories fits in your advertising critera.For example,if you have a product related to women's health, "Women's health",Reproductive health" and "Teen Health" sub-categories may fit within your targeting critera.

Anyway,I would advise you to start broad.Only your own testing will provide you a clear indication of which sub-category you should include and which one to exlude.

How To Manage Your Cash Flow And Get The Maximum Amount Of Traffic

Mantaining cash flow and managing your ad spend are two fields where most of the newbies fail after seeing initial success.

Once you see some success with the combinations of your ads,traffic sources and targeting,you would like to increase your ad spend …….But,It's not always so easy(Unless you have large amount of cash in hand).

Most of the ad networks would require you to pre-pay a definite sum before they allow you to scale up your campaigns.

If you are using PayPal to collect your payments,cash flow shouldn't be a problem for you.Clickbank is OK too.But in case of CPA networks,you may face severe cash shortage in the beginning,as they pay on a Net15 or Net30 basis.

Is There A Solution?
Getting Trafic On Credit Is The Solution.

By "Credit",I mean "Business Credit".It has nothing to do with your personal credit.

To enjoy this priviledge,you'll need to register your business as a company.It'll automatically entitle you to get hundreds of thousands(Even millions) in business credits,but you'll need to follow a few more steps that I am outlining here:

i)Get a D&B ▾umber:

Before the ad networks decide to give you business credit,the first thing they'll check is the D&B(DUN & BRADSHEET) database to make sure if any other company has not reported you for non-payments.

I would advise you sign up for their premium service while applying for the number.It'll allow you to add the networks that are going you credit into your profile,which in turn will increase your chances of getting credit from other networks.

ii)Have Your References Ready:

Before applying to a network,you should keep ready as many references as possible.Make sure that the people you are citing for reference have good relations with you and they are ready to provide a great feedback.

Also,you should inform these people beforehand,so that they don't get surprised after getting multiple calls.

iii)Send Them Your Own Credit Application:

Big networks like to work with advertisers who are well versed with the industry practices and come across as professionals.So sending them your own pre-filled credit application will increase your chances of getting accepted manyfold.You should do it at the time of sending the RFP(Request For Proposal).

iv)Take Leverage From Your bank Account:

You'll need to fill out your banking information in the Credit Application Form.The representatives at the ad networks may call at your bank to verify if you have sufficient funds in your account.

This is where you can take leverage from your funds.If you have $20,000 in your checking account and simultaneously apply with 10 networks ,the amount of ad credits you can get = 10x $20,000 = $200,000

If you have proper cash flow management,you can pay everyone without any delay.If you are promoting CPA products,I would advise you to talk with your affiliate manager and set your payouts on a weekly basis.

This is very powerful way to put your business on steroids.Just imagine having $200,000 or $500,000 in ad credits! It can make you a cool $1,000,000 or $2,000,000…….and then you can pay for your credits afterwards.

v)Include Your Bank Reference:

Some of the networks may want to check your credit history.For that purpose,include the contact details of your bank.Make sure that you inform your bank representative about this and tell them that they can expect such calls.A positive reference from your bank will go a long way in getting you tons of ad credits.

Once you develop some relationship with the network,you may even persuade them to grant you a NET 30 paying term.In this arrangement,you'll be having 60 days to pay your bills after getting credits.

In that duration,you'll be able to squeeze out tons of money through follow up promotions.You can benefit from this arrangement in a big-2 way…….**See,In the 60 day time duration you'll be able to extract the most of the LCV(Lifetime Customer Value),assuming that most of the money is made within the first two month of acquiring a customer(or subscriber).So you'll be able to raise**

your bid prices to grab the most amount of traffic,which in turn will result in more sales and more money for you.

When applying to an ad network ,never forget these 7 things:

1)Clearly Specify The Countries You want To Get Traffic From:

While filling up the I/O(insertion order),you should clearly specify what countries you want to your traffic come from.If your product/offer appeals to US only,tell them that you want US only traffic.

You can never rely on the ad networks to adjust your traffic priorities.If you don't tell them the kind of traffic you want to get,they may keep sending you international traffic,ending your campaigns in red.

2)Put An Upper Limit On The ▾o. of Times Your Ad Is Shown To The Same Visitor:

Many times you visit sites where the same ad is shown to you over and over again as you browse through different pages.This is because the advertiser has not put an upper cap on the frequency.

I would advise you to put your cap on 1 in the beginning of the campaign.That means your ad won't be shown to the same visitor more than once,no matter how many pages of the site he visits.

The single factor can decide if your campaigns would be in green or red.It is not wise you burn your advertising credits by showing an ad to the same visitor over and over again.

You can increase your cap to 2 or 3 as long as your campaign remains in green.In that way,you'll be able to get the most amount of traffic and optimize your revenues.I don't think you should ever assign a frequency more than 3.The reason is simple- if a visitor don't take the desired action even after seeing your ad 3 times,there are very little chances that he'll ever do it…….just leave him and utilize your ad credits on fresh,new prospects.

3)Get A 24 hr Clause:

While filling out the insertion order,make sure that you get a 24 hour clause,so that you can pause traffic at the end of day,if it is not generating you the desired results.

This is necessary to avoid further losses if a campaign is going in red.If a campaign remains in red inspite of several pauses,you can talk to their rep and re-negotiate the bids.In that way,you'll be able to save a lot of money on the loss generating campaigns……and even turn them into green.

4)Tell Them That You Would Like To Use The Stats Generated By A 3rd Party Adserver For Billing:

While filling out the insertion order,make one thing clear that the bills should be based off your details.

This is extremely important because the stats provided by two different adservers are always different and you may have to pay a lot more than you thought,if you depend on their tracking to prepare the invoices of.

5)Tell Them That You Want "Even" Traffic:

Extremely important point…….ignore it and you'll have to pay a lot of money for crap traffic.Most of the newbie who start to play with media buys,don't know this point and end up losing tons of money before they could even adjust their campaigns.

"Even" delivery allows you to test small and crank up traffic as you keep finding the winners.This allows you to test,optimize and adjust your campaigns in small budget,before you enter in a big way.

Remember,if you don't mention this thing at the time of completing the I/O,the networks will start hammering you with all kind of traffic from the very beginning,without letting you first test out your campaigns,ads and traffic sources.

6)Find Your eCPM With Remnant Traffic:

During the testing phase,I would advise you to use the remnant traffic,which you can get at the fraction of what you have to pay for the normal traffic.

7)Present Yourself As A "Direct Response" Advertiser:

There are two type of advertisers in the media buying game- The "Brand" Advertisers and the "Direct Response" Advertisers.

The brand advertisers are more inclined towards increasing their long term brand value through media advertising.They don't focus on getting immediate results.

In case of "direct response" advertisers,the networks know that these people are going to count their conversions before continuing further,so they are forced to sell this inventory at it's actual worth.

Present yourself as a "Direct Response" advertiser and ask them the price at which they would like to sell the remnant traffic.Tell them that you need this traffic at the lowest possible price to determine your eCPM and you would like to buy more traffic at higher rates after identifying the eCPM of that traffic.

You may not get a lot of traffic at that price but that doesn't matter,as all you need to do is determine your eCPM and the highest amount you can bid for that traffic.

How To Create Winning Banners

As banners constitute more than 60% of all the media ads,we would like to discuss different aspects of an attractive,converting banner ad.See,buying media ,testing ,tracking and optimizing your landing page is only half the battle won,your victory is incomplete until people click on your banners,visit your site and take the desired action.That is why having high converting banners is so important.

To Create Highly Converting Banners,Follow These Points:

1)Use As Much Text As Possible:

It's a proven fact that text attract more attention than graphics.Many media campaigns have failed due to excessive use of graphics,don't repeat that mistake.

I am not saying that you don't include any graphics,but having your "call to action" written in big,bold red fonts is much better.Using animated text will enable you to easily convey your message in a clear manner.Your banner should always include a headline in bold,red fonts and some supporting text should follow it in smaller,black/blue fonts.

2)Highlight Your Main Benefit:

Your headline should always carry the main benefit of your product.Can your product enable your prospects to make $100/day? Does it help them to lose 10 lbs in 14 days? Does your product teach your prospects how to gain their lost confidence? Can it help them to get the soul mate of their choice?

Whatever your main benefit is,emphasize it.It'll force your prospects to click on the banner and visit your site.

3)Include A Strong Call To Action:

I have learnt it the hard way.Without a clear "call to action",your ad is like a plane without a pilot,it won't get you anywhere,no matter how many benefits your product have,no matter what an attractive headline you have used,no matter how great your targeting is and no matter how much optimized your campaigns are……**The end result will be the same……You'll receive very low no. of clicks and your campaigns will always be in the red.**

You'll always need to tell your prospects what they need to do in order to get the product.You can do this by including a few words like "Click Now", "Click Here Now", "Visit Us Now", "Click Here" etc.

So these were some of the "insider" media buying secrets. ▾ow you know more than 90% of the newbie media buyers out there…….also,I am certain that this information would have freed you from almost all of the media buying phobias(induced by some of the unscrupulous gurus out there). ▾ow start implementing this knowledge .Start small and crank up your campaigns as you test and find out the winners…….Media buys can provide you more

traffic than any other online traffic source.Use these techniques carefully and make a fortune faster than you ever thought.

3)Pay Per View(PPV) :The ▾ew Traffic Goldmine

Pay Per View(PPV) or Cost Per View(CPV) is an unique method of forced advertising,where a user who has some kind of adware installed in his machine,sees your ad as soon as he search for a related keyword or tries to visit a domain you are bidding on.

Let me explain this thing by an example.Suppose you have created a dating related PPV ad with some PPV network and are bidding on a keyword "Hispanic Dating".A user who has an adware from that company installed in his machine ,search for Hispanic dating,so what happens in this case is as soon as he hits the search button,he is shown your ad in form of a pop up that covers the entire page,the pop up doesn't go away until the user closes it.

You shouldn't confuse adware with spywares,Trojans or viruses.Adware is a little application that is installed on the users' machines with their consent and it's only job is to show ads that the users may be interested in.It doesn't play with your sensitive information in any way,as some people may think.

So this is a forced method of getting the users to see a targeted ad.Some purists may frown upon it but it is a very powerful way of presenting your offers to people who are actually searching for them.Suppose you have a make money product,someone who has the adware installed on his PC searches for the term "make money online" and sees your squeeze page that offers a free make money report,he'll not think twice before giving you his e-mail.Such type of advertising can be very profitable as you have to pay only 1 or 2 cents per view.

There is another way you can reach this audience.We all develop a special linking for some sites and visit them regularly.Suppose a particular user(has the adware installed in his machine) regularly visits PlentyOfFish.com and you have a dating related product/offer,so the PPV networks allow you to bid on that domain and present your offer to him when he types that URL in his browser,as soon as he

types the URL http://PlentyOfFish.com ,your offer will cover the entire window in form of a pop up.

One thing is certain about this user that he is interested in finding a mate,so when he'll see the exact kind of service he was searching for,there is great possibility that he'll sign up for that offer ,instantly.

As I said before,PPV advertising is still in it's "evolution" stage.The PPV networks have a combined reach of about 70 million users,which is not a very small no.,but there is a big possibility to increase this user base and create an advertising channel that has volume similar to PPC or media buying.

The PPV companies serve ads in a wide variety of formats.The ads may come as pop-under,toolbar ad,in-site slider ad or pop-over ad.

The pop-over format is the most effective way to show your sales message when the prospect is most interested in them.How does it happen?

For example,a prospect types "how to lose weight" in his web browser and you are promoting a product related to weight loss,so what happens here is that your ad(may be your squeeze page,sales page,an affiliate sales page ,CPA offer,Adsense page or whatever page you want to advertise) will pop open in a new window ,in front of the window he is making the search.

This is one of the most powerful forms of advertising…….

Yes,your prospects will be served your ads at the moment they are searching for that information.So this form of advertising is extremely powerful like PPC ads(especially if you use a lead magnet to collect the e-mails).

Most of the PPV companies will charge you $0.01-$0.03 per impression for some of the most competitive keywords.Just compare that to Adwords where you will have to pay $3-$10 per click or more for the same keywords.

The secret to success lies in optimization.PPV provides you more than enough room for optimizing your search prhases,domains and landing pages.Low advertising costs allow you to improve all the aspects of your ad before you make any significant loss.

The best thing about PPV companies is that they don't slap their advertisers whimstically like Google .So you can be assured about the longevity of your business.

In PPV advertising,the ad pricing is an auction based system and the placement of your ads is solely dictated by the prices.

When you use PPV,you can forget about the:

*Quality Score

*Content On Your Site

*Click Through Rate

*Page Rank Of Your Site

*Age Of Your Site

*Incoming Links

*Outgoing Links

In fact,you can forget about all the criterias that Google imposes on you.You don't need to buy PLR to put on your site,you don't have to pay SEO professionals to get your page rank increased,you don't have to put endless hours to build links to your site.

When you choose PPV to advertise your product or service,remember to create a landing page that attracts maximum attention.You have already read about the traffic exchanges and how to get traffic from them,the PPV advertising is similar to that.In both traffic systems,you have only a few seconds to grab your visitors' attention.

The only difference is that the PPV traffic is much more targeted and you stand to see much higher conversions than traffic exchanges.

In both methods,you'll need to create a fast loading, attractive squeeze page with little content on it.Your squeeze page should be such that it convey your message without being lengthy or boring.

Lets now go deep into the nitty-gritty of PPV advertising……

Like PPC,PPV too needs some market research .I'll covering this part both as a product owner and an affiliate marketer.

The Bigger The ▾iche,The More Chances For You To Make Money

PPV advertising is still evolving.It reaches to a little over 60 million users,though significant,is not comparable to the reach media buys or PPC.So you have to be selective while chosing your niches.

Instead of testing unproven niches,I would advise you to stick to niches with broad appeal.The reason is simple: if your product(or offer) belong to a niche that doesn't have a lot of people interested in it,PPV may not provide you the volume of traffic that you need to do big business.

In big niches,there would be a lot of competition for sure.Many newbie marketers mistake competition for saturation.The truth is quite opposite.If a niche has great competition,one thing is certain about it- it carries big money making potential.

For example ,think about the "Weight Loss" niche.According to a study, over $100 billion are spent every year on weight loss products in the US alone.

Add to this the market in Europe,Australia ,Canada and you shouldn't discount developing countries,a lot of people in these countries are being increasingly health conscious and with increasing income levels,they are not hesitating to shell out some money to get into perfect shape.

So overall this is big market and its general appeal is immense.Targetting this market will result in an avalanche of traffic and sales.

Breakdown of your traffic and how to find "Buyer's Keywords"

The traffic you get from PPV(or any other search traffic source) is consists of 3 types of visitors:

1)Surfers:

These people are basically information seekers.In most of the cases,they want information for free.These people are in the very beginning stage of their research,they may not be even interested in any paid product at all.

How to distinguish these people?

These guys search for very basic keywords like "make money" or "weight loss".Employ any keyword tool and it'll tell you that these root phrases get enormous amount of searches.

Some of these surfers may finally turn out to be customers but overall this traffic is not worth to go after.

2)Evaluators:

This one is of much better kind.These people are potential buyers,but they aren't sure about their choice,they would first make a few searches,read some reviews and then decide what product to buy.

These people would make more targeted searches than the surfers.For example if they are looking for a "make money" product,their searches would be something like "make money method" , "online money making techniques" , "work at home" etc.

Such searches makes up a large volume in every niche.I would not recommend you to directly show up your sales page before these prospects.They need a little bit of preselling and you can do that by getting them on your maling list and creating a mailing sequence.

3)Buyers:

This one is the most targeted group.These people are actively looking for

Suitable products, with credit cards in their hands.Though they perform only a small fraction of the total searches,they offer you the biggest upfront moneymaking potential among all of your prospects.

Their usual search pattern would be something like “Make Money Product”, “Make money guide”, “weight loss manual”, “Hoodia Review”, “Best Christian Dating Site”.

While creating your campaigns,this group should receive your highest priority.Include as many related keywords as possible and don’t forget to bid on the domains of already popular products in your niche.Keep the price of your product a bit lower than your competitors.

In most of the cases,you can see instant conversions by directly advertising your sales pages,still I would advise you to first get your prospects in your list and then send them to your sales page via a follow up sequence.

Domains Can Bring You As Much Traffic

While placing your bids,you should never forget about placing your bids on already popular domains in your niche.Data say that Google gets only…. % of the total online traffic.

Popular domains,collectively receive many times traffic that Google does.So it would be only wise to bid o as many domains in your niche as possible.There are several ways to find popular domains in your niche:

i)Clickbank Marketplace:

Clickbank marketplace contains big lists of top products in a variety of niches.Some of these popular product sites receive hundreds of thousands of visitors per month.

It’s a known fact that a potential buyer visits the sales page multiple times before making the purchase.These repeated visits provide you the ultimate opportunity to siphon a large percentage of this highly condenced traffic.

As these people have already made their mind to purchase a product in that niche, all you have to do is create an attractive sales page and offer your product at lower price than that of your competitors.

ii)Use Google:

Being the biggest online payment processor,PayPal is used by majority of merchants.So I would advise you to expand your horizons beyond Clickbank and use Google to magnify your search results.You'll find that majority of digital product owners,barring the merchants in IM niche,use PayPal or their own merchant accounts to collect the payments.

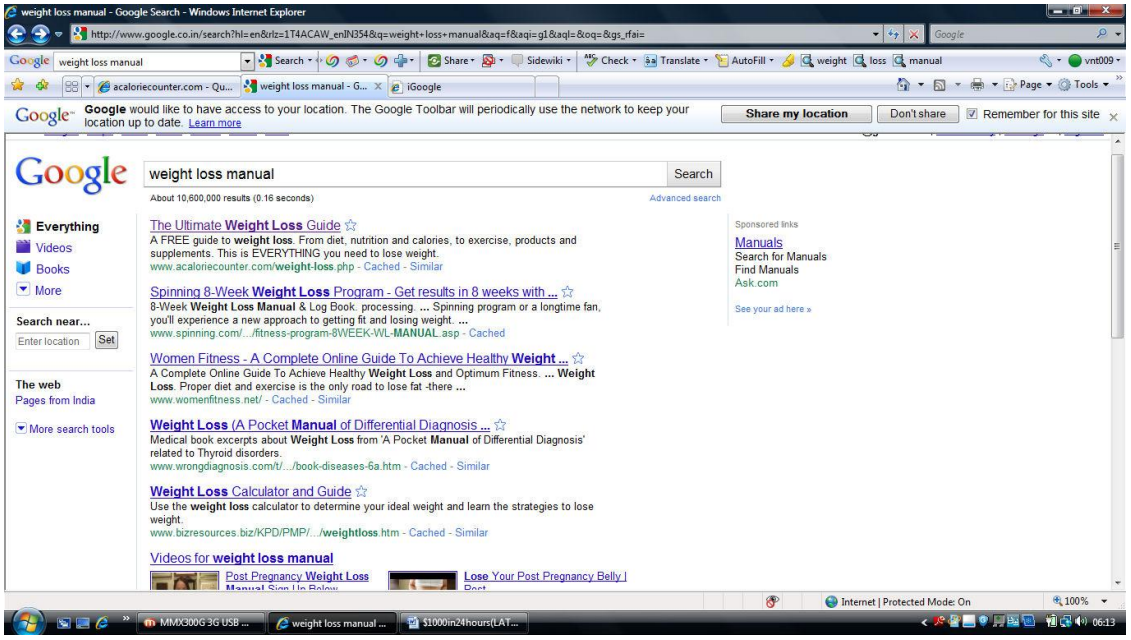
While making the search ,use "buyer" and "evaluator" keywords only .So if you have a product in "weight loss" niche,you would like to type the terms like "weight loss guide", "weight loss e-book", "weight loss manual", "weight loss plan", "weight loss course" , "weight loss product" and similar terms.

Use as many related keywords as possible and go deep into the search results to find domains suitable for bidding.The sites don't necessarily need to be selling something,there will be many that contain free advice.

While choosing the domain,I would like to suggest you to use a tool like Quantcast.

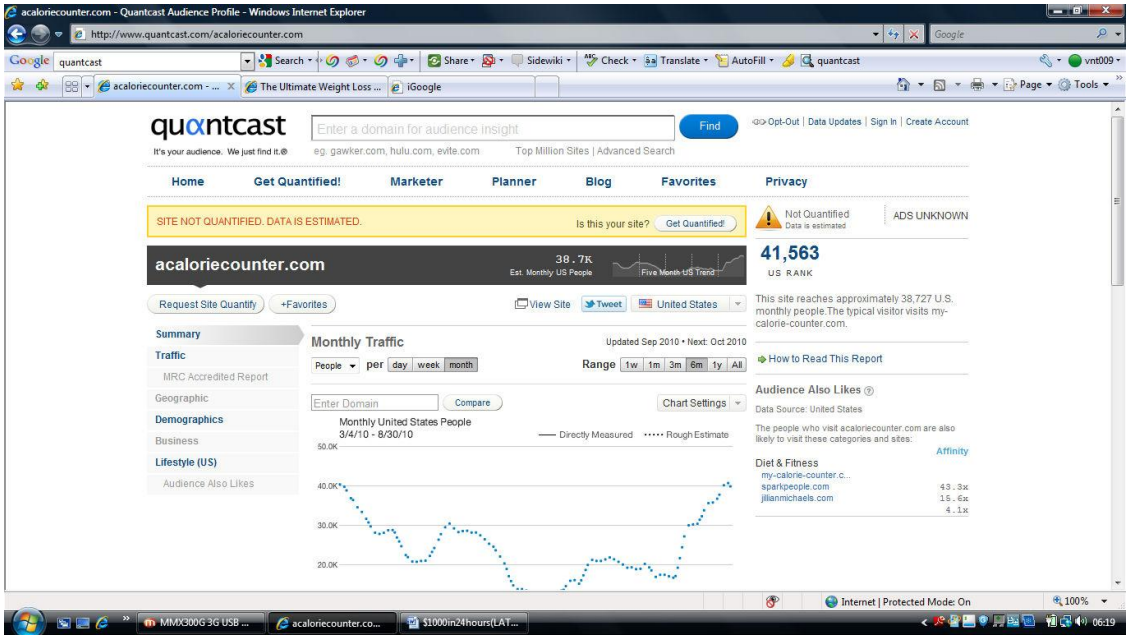
Below is an illustration on how to use this tool:

For example,I search for the term "Weight Loss Manual" in Google and the results look like this:

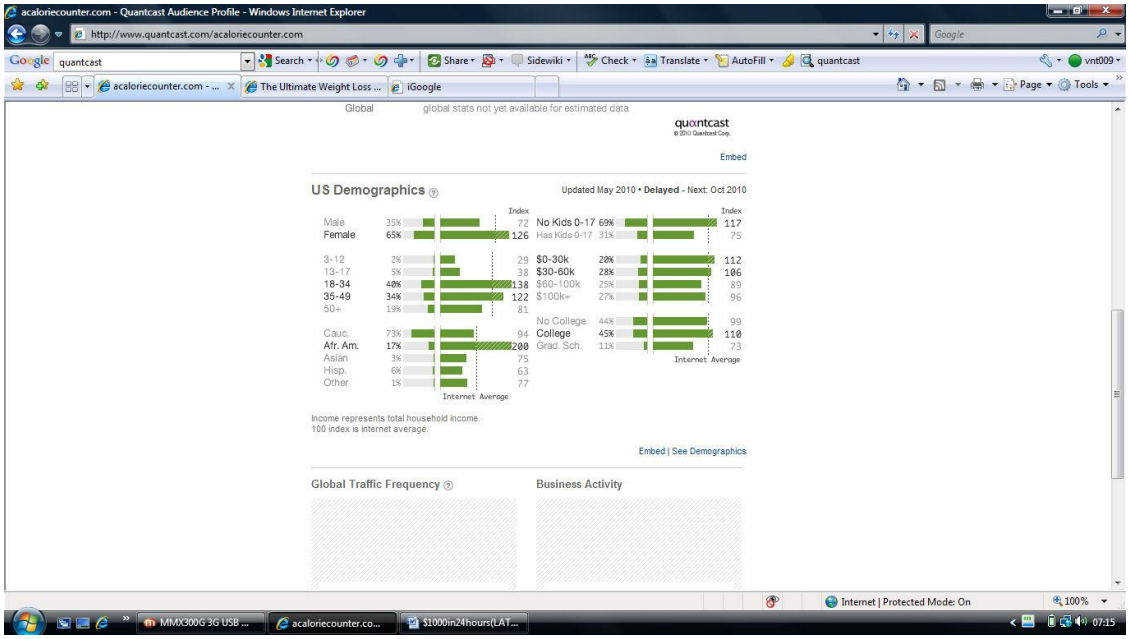


The first spot is occupied by the site http://www.acaloriecounter.com/

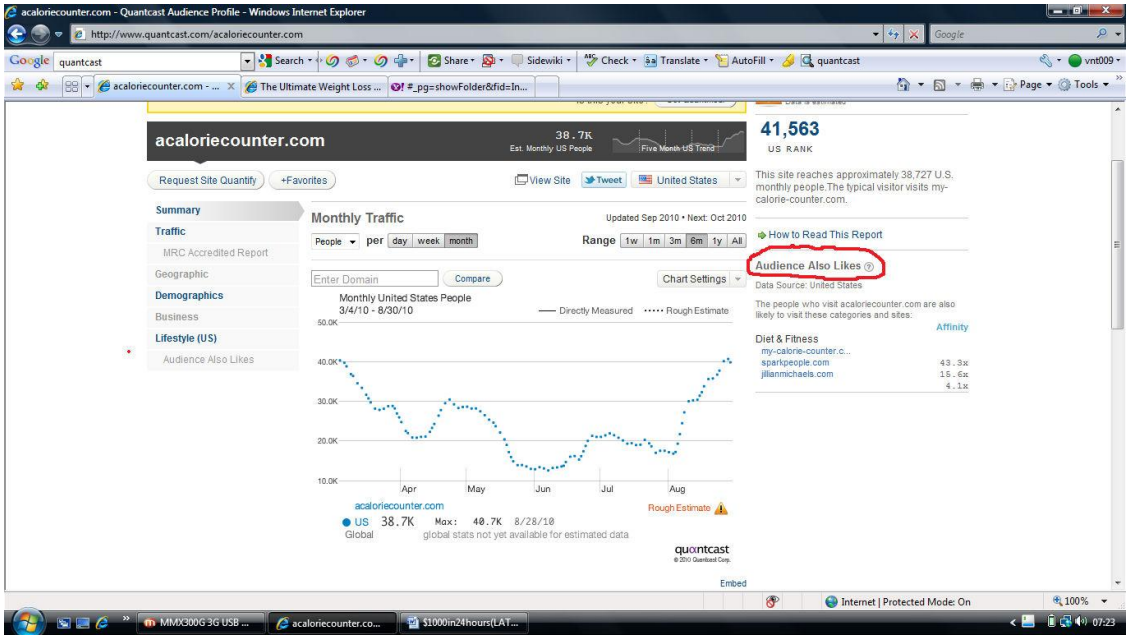
I go to http://quantcast.com ,type the URL and hit the "find" button.The results look like:



So according to Quantcast,this site has an Alexa ranking of 41,563 and reaches to 38,700 US people monthly.Just scroll the page a bit down and you can see the detailed breakdown of your traffic.These analytics will help you in laser targeting your prospects.



In the right hand side,there is an "Audience Also Like" counter.



Here you'll find some related websites(usually 3 or 4 in no.).Include these sites too in your domains list .In this way,you can build a big list of websites from just 2-3 pages of search results.

Best PPV ▾etworks To Work With:

http://LeadImpact.com

http://DirectCPV.com

http://MediaTraffic.com

http://Clicksor.com

http://AdonNetwork.com

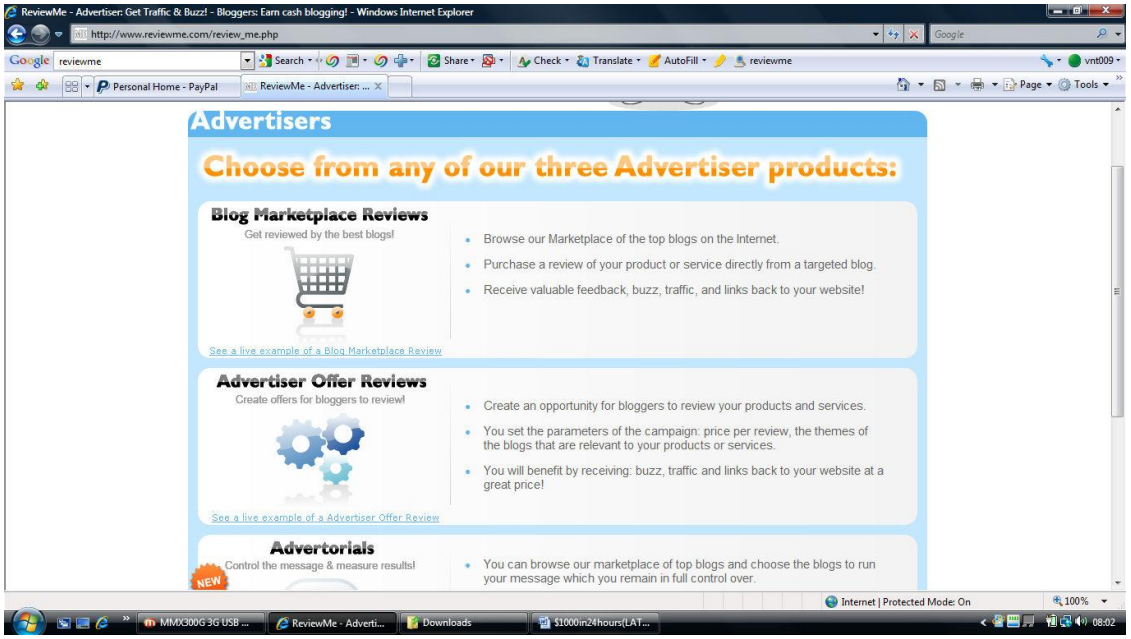
http://MegaClick.com

http://CPVMarketplace.com

4)The Underground “Paid Review” Method: How To Get Authority Sites To Send You Avalanches Of Traffic

The method I am going to discuss now is one of the best ways to get extremely targeted traffic from the authority sites in your niche.According to my experience; this traffic converts as high as that from PPC or article marketing.

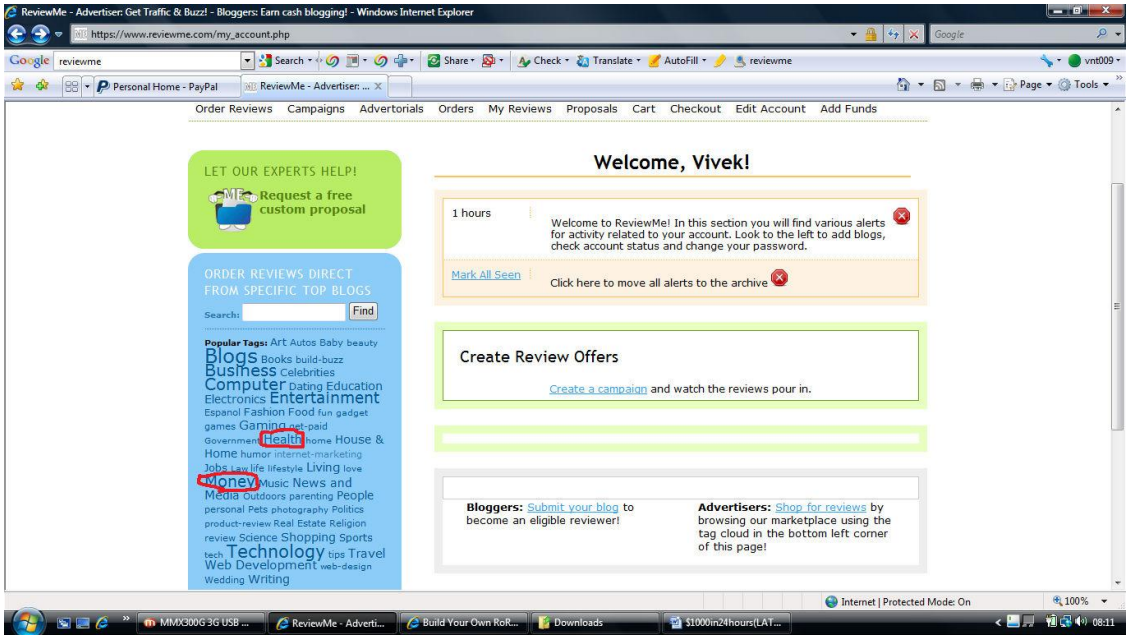
You know, paid blogging is one of the main income sources for many bloggers.There are online marketplaces that act as a middleman between bloggers and advertisers.They allow the advertisers to browse through a list of top blogs and their niche and help in settling a price.



Above is the "Advertisers" page from popular paid blogging marketplace

http://ReviewMe.com

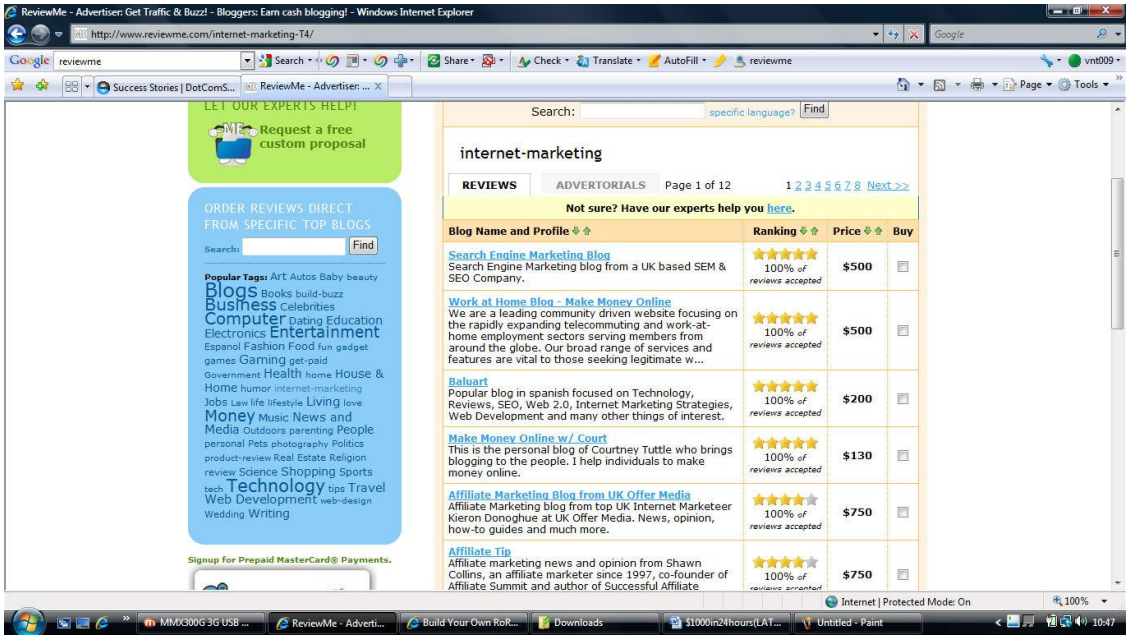
First sign up for their "Advertiser" account.Once inside,the advertiser page will appear like this:



In the left side there are popular tags.Some of these fonts have bigger fonts,some smaller.The size of these fonts changes according to the popularity of that topic at current moment.

Just click on any tag and it will take you to the page where you can browse through a list of popular blogs in your niche.In big niches,you'll find hundreds of blogs listed.

The list also contains the details of area of focus of that blog,their review price and the percentage of their reviews that has been accepted.



Some of these blogs are country specific and focus on a particular area of internet marketing.You can browse through the big list of blogs and select the one matching your requirements and budget.

All the blogs listed in the ReviewMe.com marketplace have a PR of 4 or above.So besides sending you traffic from their site,these blogs can help you immensely in improving your search engine rankings.

Below I am giving you a list of the "Paid Review" brokering sites:
http://PayPerPost.com

http://Smorty.com

http://Blogsvertise.com

http://SponsoredReviews.com

http://BuyBlogReviews.com

http://LoudLaunch.com

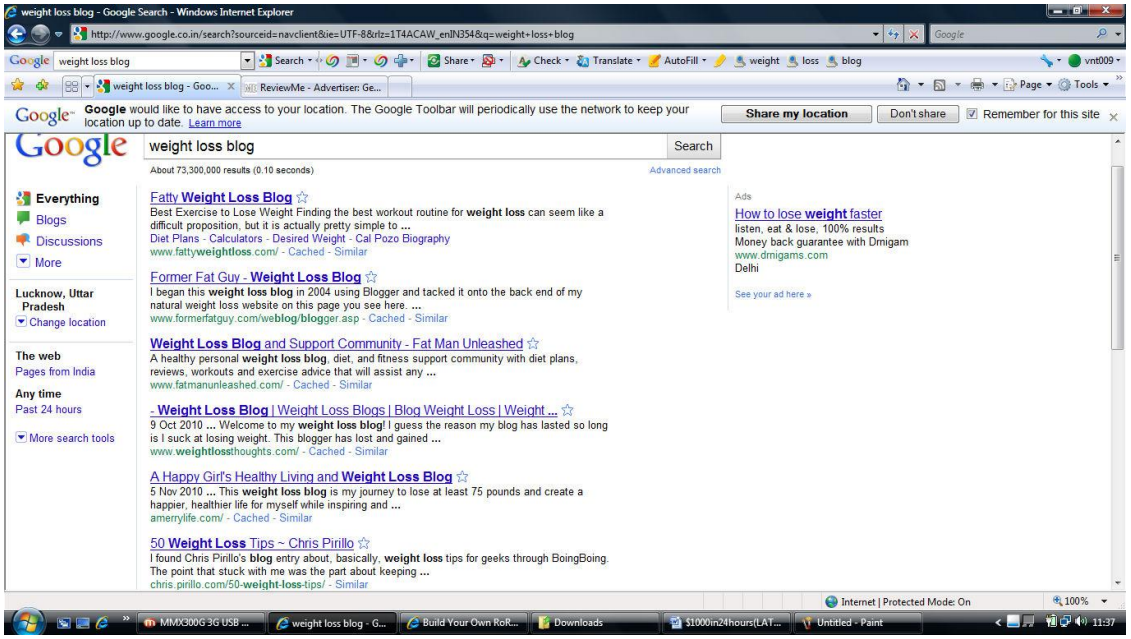
http://Linkworth.com

http://TextLinkAds.com

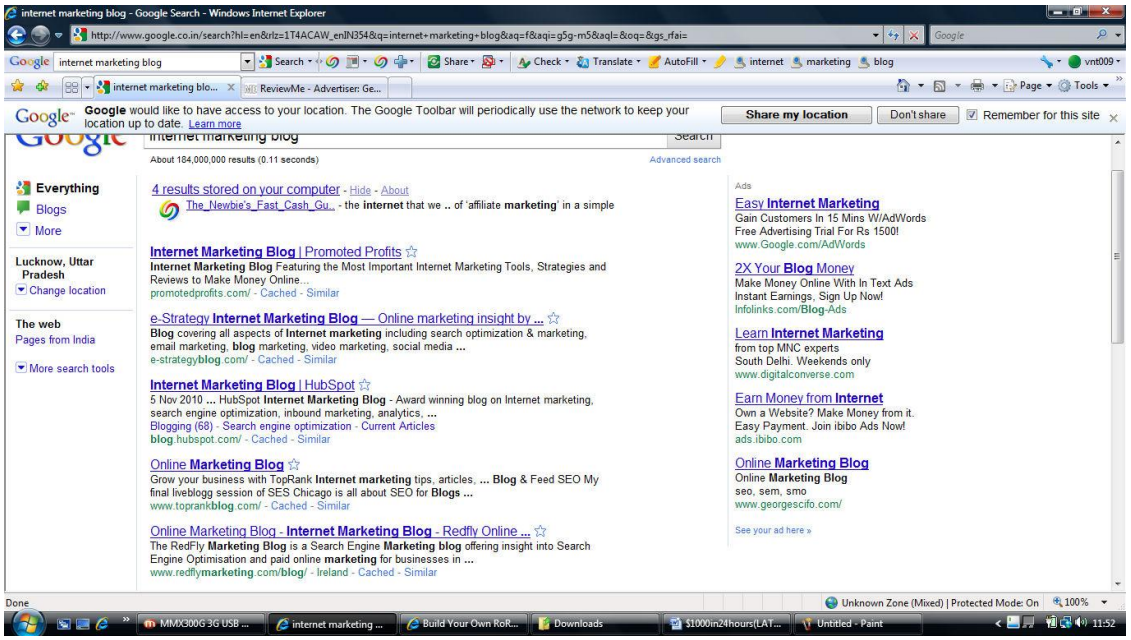
http://SocialSpark.com

Besides the paid review sites ,you can directly contact the owners of top blogs in your niche and settle a deal with them.

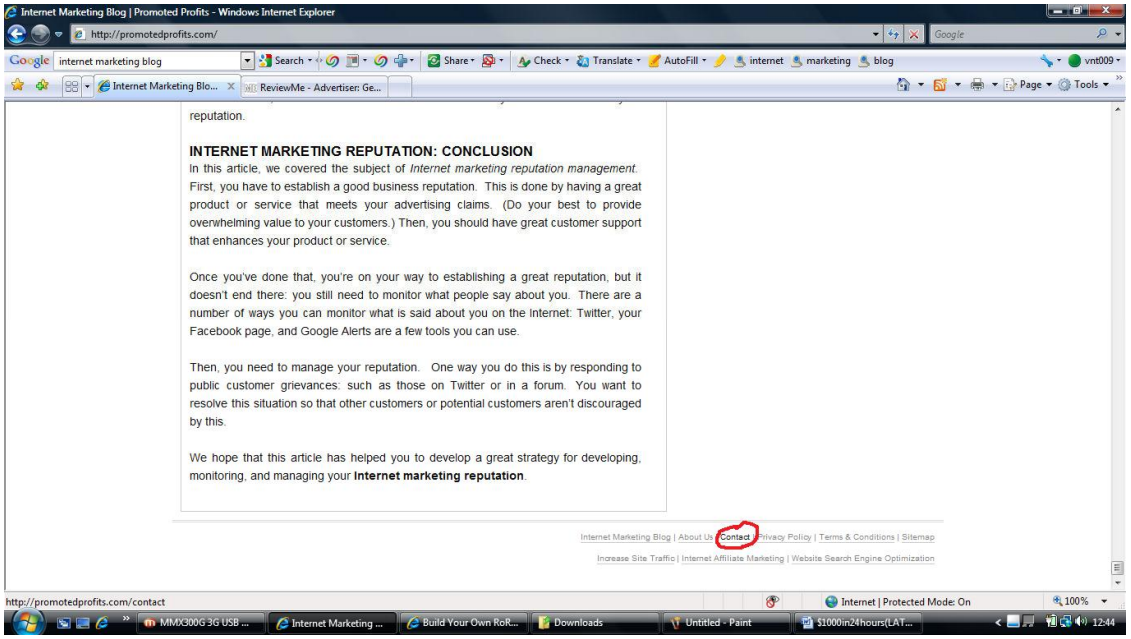
To find these blogs,just type “Your Niche+Blog” (without quotes) in Google and hit the search button.For example,to find suitable blogs in “Weight Loss” niche,I type “weight loss blog”.It returns a total of 73.3 million results



Now I perform the same search for "Internet Marketing" niche.About 184 million results appear



I click on the first link and visit it's homepage.The "Contact" link is situated in the bottom:



The following e-mail has always succeeded me getting the webmasters to agree to my proposal(Don't Forget To Customize it before using):

Subject: Can I send You $500 Via PayPal To Post A Review Of My Product At Your Site

Body: Hi {Firstname},
I have been following your blog for the last 2 years.I absolutely love your content as well as your style of writing.

I have a product on the topic of **{insert your topic} .**I would like to get a review of it on your respected blog.

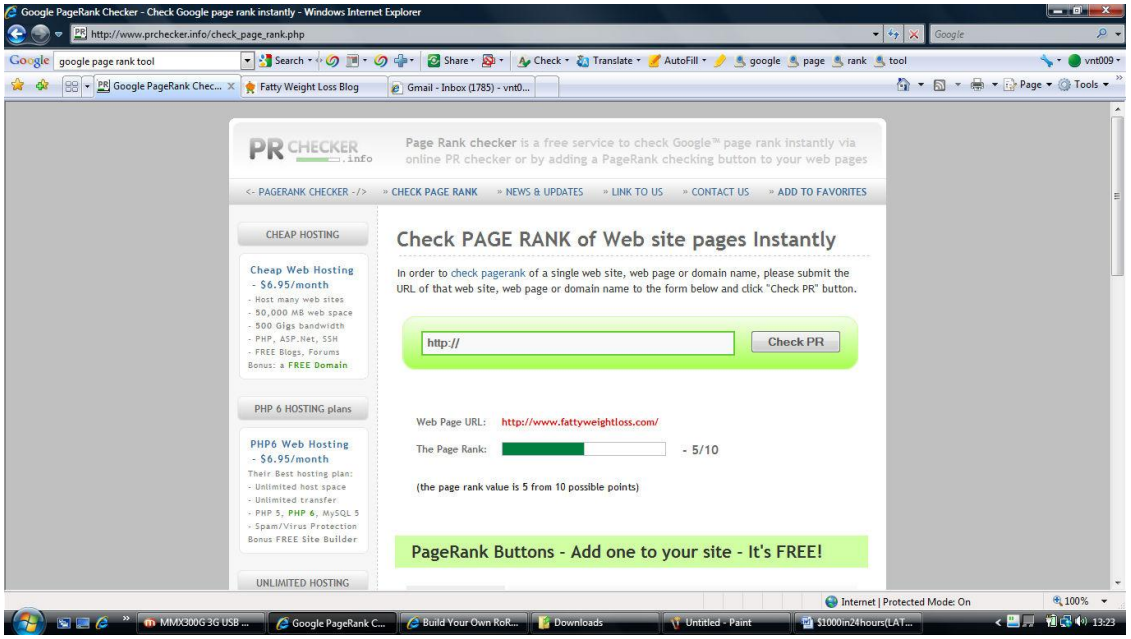
I am ready to pay you $500 for it.Please tell me your PayPal e-mail so that I can send you the money.

Best Regards,
Vivek

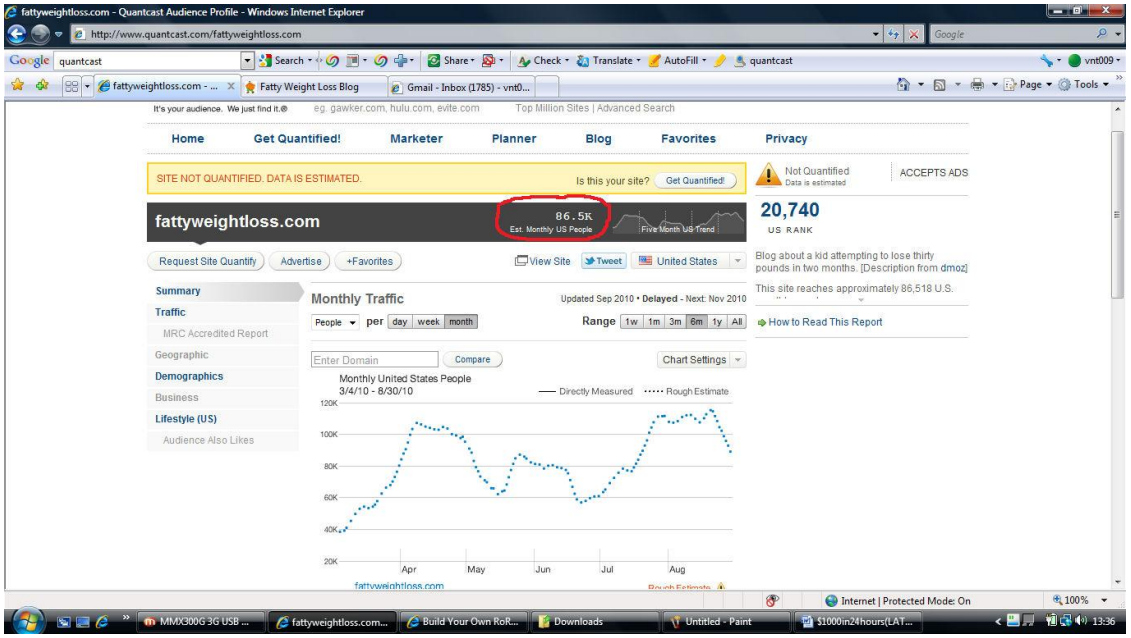
Before contacting anyone with your proposal,you should always check the Page Rank(PR) and traffic stats of that blog .

You can check the Google page rank of any site using the tool situated at the link below:
http://www.prchecker.info/check_page_rank.php

For example,I just inserted the URL http://FattyWeightLoss.com and it returned a PR of 5 out of the 10.



After checking the PR,I'll now proceed to check it's traffic stats with Quantcast.It says that the site reaches to over 86.5k US people monthly i.e around 3k US people per day.



So both the PR and traffic stats of this site are good.With a high converting offer,you can expect to make a nice amount of profit.It is not difficult to make $500 or more in net profit with a converting offer.If you are adding these prospects to your mailing list then I would advise you to continue adding more and more blogs to your target list even if you are just breaking even……..you can make a lot more by promoting more offers in the backend.

This method carries enormous potential.You have almost infinite choices.With these millions of blogs,you can build a perennial stream of targeted traffic.

The beauty of this method is that you can start small and then scale up as you start generating profits.

In the last 3 months,I have tried this method over 4-5 niches and according to my experience,you can get a sponsored review in the most competitive niches for $200-$800(depending on the traffic that blog is receiving,It's Page Rank and how you negotiate with that person).

Don't Pay Too Much Attention To Upfront Revenues,The Big Profits Will Come Afterwards

The biggest benefit of these paid arrangements never lies in the upfront profits.Yes,you can build a big list via paid reviews.You can make a lot of money sending this traffic your own or affiliate products.But the biggest thing you get from this investment is "A lot of JV partners with big lists".

Yes,most of the owners of these top blogs collect e-mails.They send out a newsletter on a regular basis and some of them have lists bigger than the so called gurus.

Getting these guys to agree to post a review about your product is only a small part of the bigger picture.It is like "getting a foot in the door",as they say in marketing terms.

Once you start getting leads and sales through their traffic,your focus should be on getting these guys to promote your product to their lists.

If possible,use the "Rapid Action Profits" script and provide them 100% commission on the front end.You should always track the results from every blog and present those stats to your prospective partners while sending your JV proposal.

Most of these guys will happily agree to your proposal.According to my past experience,50-70% of these people will instantly agree to your proposal.This is true not only to the IM niche but applies to every niche.

Not only these people will wholeheartedly promote your product but also they would be willingly accepting your JV proposals in future.

One more thing,you should never forget to provide them readymade promotional e-mails(very necessary) and other promotional material like banners,PLR articles,re-brandable reports and adword ads.Just try to make everything "Copy-paste".The less work they have to do,the more willingly they will be promoting your products.

5)Instant List Cash Cow:

Why Spend Months and Years In Building A List When You Can Get It 'ow

The method I going to share now is a very unique one and only a handful of marketers know about it.This is not related to co-reg,neither it has anything to do with adswaps,nor it is related to renting lists.

What about buying lists??

Yes,you can actually buy lists.A lot of buying and selling activity takes place at site selling marketplaces like Flippa or the Digital Point forum.Many of these sites are review blogs or product sites or authority niche sites and these webmasters collect the leads to build a list.

This is where actual game begins…
While buying a site,what you have to do is buy their mailing list along with the site.Most of the people who sell their sites are marketers with inefficient e-mail

copywriting skills and poor monetization.They will willingly sell their lists for a few hundred or few thousand extra bucks(depending on the list size).

Besides finding these people on the above mentioned marketplaces,there is another way to find them.

Just use Google search ,type the name of the "Your Niche", "Your Niche+ blog" or "Your Niche+site" (without quotes) ,visit 50-100 sites(or as many as you want),note down their contact details and contact them with your "Website+ List" buying proposal.

You'll notice that not all of them respond you back but even 10% response is healthy.You'll notice that more than 50% of these sites are under monetized.Many of them do collect leads but they don't know how to properly monetize their list.With a little persuasion you can get many of them to sell their sites as well as mailing lists.

The fact is that even if you succeed in completing one deal out of the 100 messages sent,you'll get too much value for your efforts.Please note that before buying a list,you would have to buy that site,as people rarely sell their lists alone.

The 2 Parameters You Should Always Keep In Mind While Buying A List+ Site

1)Search Engine Ranking Of The Site:

This parameter is especially important if you intend to buy an authority site or an affiliate review blog.The search engine ranking(especially Google,but don't forget to check Yahoo! And Bing rankings as well).These rankings will decide how much organic traffic you will get in the future.

I would advise you to buy the site if it is ranked within the first 10 pages for some of it's main keywords.With a little bit SEO,you'll be able to take it to first 2-3 pages and then you can either keep it for adding more subscribers to your list or you can sell it for hefty upfront profits.

2)The Traffic Stats:

This factor is of paramount importance.Before buying the site,you should determine how much traffic it is getting and how much of that is residual traffic(Search traffic,article traffic,forum traffic or social media traffic).

The residual traffic factor is very important.It will decide how much you can make from that site without putting anything extra from your side.

Another factor is the quality of the traffic.Use Quantcast to determine how much of it's traffic belongs to the US.This is cruicial because the quality of leads depend upon the quality of traffic.If the traffic doesn't pass your geographical (or may be demographic too) criteria,you may not get the desired ROI from the list you are buying.

This is an extremely powerful moneymaking method.With good copywriting skills,you can make your investment back within a month of buying a list and there is no limit on how many lists you can buy.

When you are just starting out and have some cash to invest,buying a list can be a great investment.Once you have a list of a few thousands,you can multiply it several times by using adswaps and other methods.

6)Co-Reg Goldmine:The Instant Ticket To Unlimited Internet Wealth

Except PPC and Media Buying there is hardly any method that can generate volumes comparable to Co-reg.This magnificent method has not been overexploited like some other methods and it suits both the newbies(don't have a list) as well as the experienced marketers(those who want to increase their list size as well as profits).

Keeping the huge potential of this method in mind,I would like to go deep in this method…….

Any successful internet marketer would agree to the fact that in order to make a consistent amount of income everyday,you would need to have a list.As far as information marketing is concerned,having a list is almost compulsory ,no matter if you are selling your own products or promoting some affiliate product.

For participating in other marketers' product launches and register your presence in the JV leaderboard(which is utmost necessary to get you big name marketers as

your JV partners),you will need a list,……for doing adswaps,you will need a list …….and for joint ventures,you will need a list.

Having a list is not as simple as it seems(I am not talking about junk lists).Conventional list building methods may take you months(even years) to build a big enough list to generate considerable amount of money.

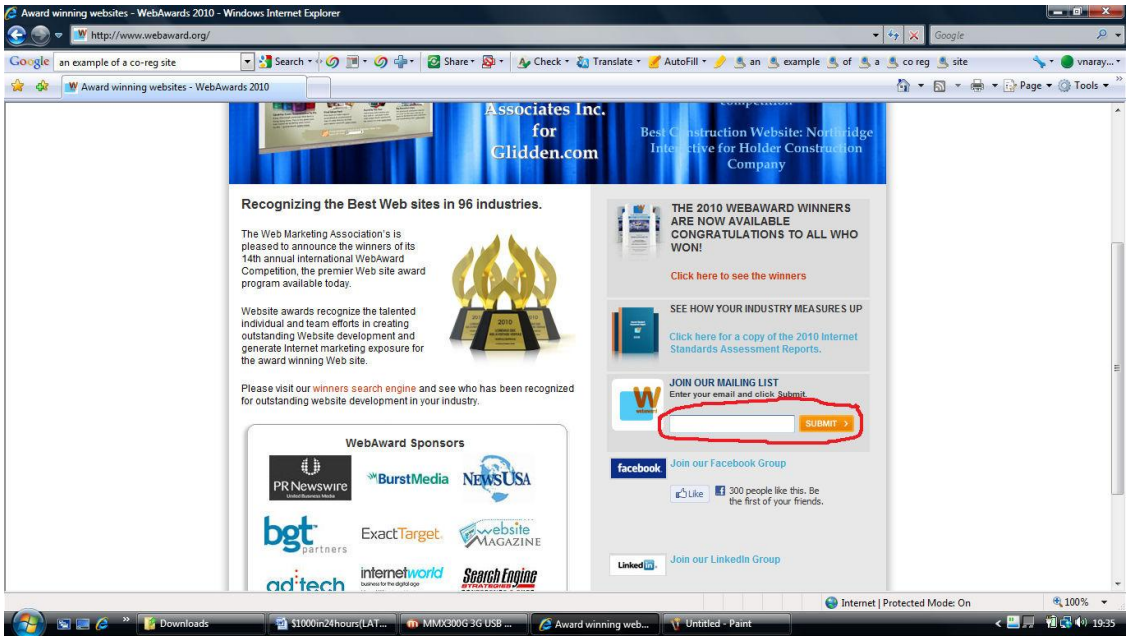
Is there any shortcut to build a profitable list?

Yes,there is a low cost and very profitable way to build a big list of targeted subscribers- It is called "co-registration" and this one is applicable to every niche.

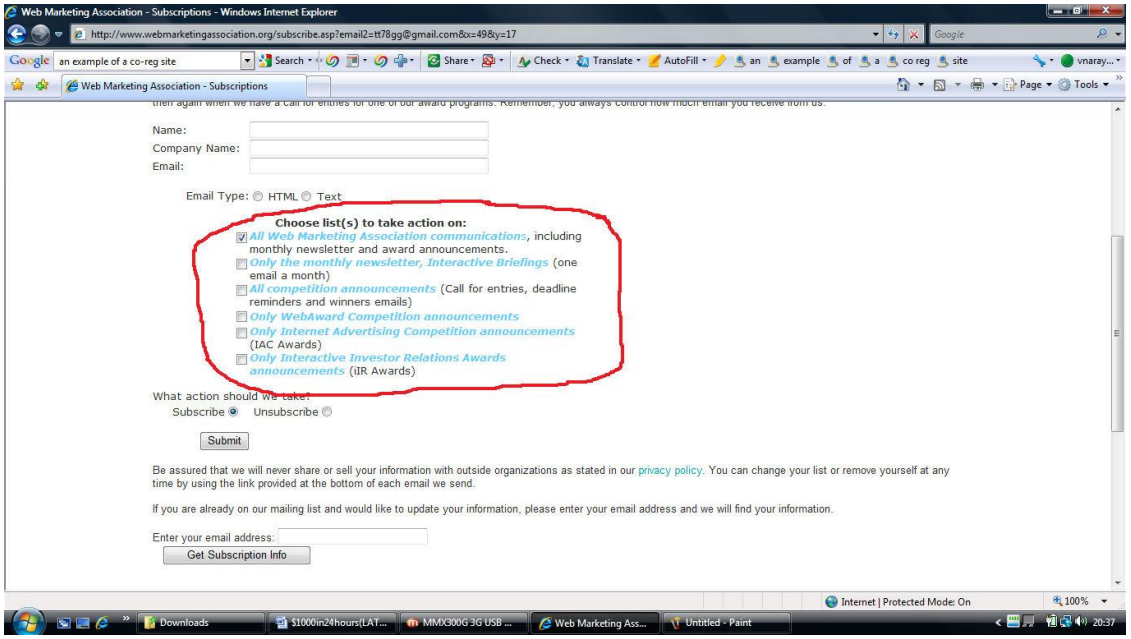
What Is Co-Registration?

Co-registration or co-reg as it is generally called,is little bit different from the regular opt-in marketing.The co-reg leads are generated when prospects,while signing up for the freebie they were searching for,sign up for one or more related newsletters.

Below is an illustration of how this system works:



There is a one field sign up form .Once you submit your e-mail,it'll take you to a page that looks like :



See there is one box that is already checked and the visitor has the option to subscribe to the remaining 5 lists too.He is going to receive newsletter and promotions from as many lists as he check the box against.

This is how you get leads through co-reg services.Now you can clearly see what co-reg is.Once you pay for this service,your check box will be included and the prospects that want to receive your newsletter will be able to subscribe to it.

3 Types Of Co-reg Leads:

i)Opt-in Leads:

These are single opt-in leads,collected by the method described above.These leads are generated in the same way as in any other form of e-mail marketing i.e a user gives his e-mail in exchange of some kind of freebie.Right after signing up,he is presented with options to sign up for some related lists.

ii)Double Opt-in Leads:

In double opt in method,the leads are added to the list only when the prospects goes to their e-mails and confirm their e-mails by clicking on the confirmation links sent.This type of lists are usually of the highest quality.

iii)Opt-out Leads:

In such arrangement,when someone unsubscribes from one list,he is shown with the options to subscribe to other related newsletters and ezines.Autoresponder service provider GetResponse used to have this kind of arrangement in their "Opt-out" pages where a user used to get an option of subscribing to 5-6 "Work At Home" newsletters,after unsubscribing from a similar list.

This method of leads collection is similar to the pop ups that appear when someone tries to close a squeeze page.The fact that he is unsubscribing from a particular list doesn't mean that he has lost interest in that topic…….So overall,the leads you get from this method are targeted leads.

Why Should You Use A Co-Reg List?

Benefits of using co-reg leads are numerous.Some of these are:

1)It Allows You To Build A Huge List Within Very Short Time:

Using a co-reg list,you can build a huge list of subscribers using the "Snowball" strategy.

The strategy is very simple but extremely effective.Just purchase a decent sized list with co-reg,next visit some Adswap forum and find a few adswap partners,increase the size of your list through adswaps,then create a product,find JV partners,do the launch and build a huge list by collecting the e-mails during the pre-launch.

2)Allows You To Reach Out To A Huge Pool Of Potential Buyers:

The reach of co-reg is vast.Thousands of established sites across a variety of niches apply this method to maximize their revenues.The co-reg companies just act as a broker between you and the high traffic websites.The bigger of them can provide you hundreds of thousands of hot leads.

Using this method of lead generation allow you to reach out to the extreme depth in any niche.You can build a very big business solely relying on this method of lead generation or you can add this to your existing sources.

I would advise you to use this method in your arsenal even if you are getting a lot of traffic from other sources.

3)Enable You To Quickly Test Out Your Offers:

The bigger ones of co-reg services can provide you thousands of "Ready To Buy" leads everyday.So you don't have to wait for weeks to test your conversions and quickly optimize the different components of your product/service/offer.
This is extremely beneficial if you are just starting out.After testing out your conversions,you can just focus on maximizing your backend revenues and joint venturing.

4)Help You To Instantly Become An Authority In Your ▾iche:

Using co-reg, you can build a very profitable list within a couple of weeks.Then you can use that list to dominate product launches in your niche…..This will raise you to an authority position in the eyes of other marketers in your niche and you can take the benefit of that while launching your own product.

Selecting A Provider

Though there are dozens of co-reg leads providers,you'll find that not all of them fits in your needs and budget.Most of the providers have a lower and upper limit on the number and leads they sell.You will also need to find suitable autoresponder services to communicate with these leads.

There are several parameters that you should keep in mind before using a particular service:

*Which kind of leads these are? As a rule, double opt in leads produce the best results.But you may be required to pay double or more in compared to single opt-in leads.

*What is the LSV(Lifetime Subscriber Value) of your prospects?Before purchasing from any provider, you should determine how much can you make from your subscribers.The co-reg leads are generally very cheap but you should make sure that the amount of money you spend in obtaining a subscriber should not exceeed the LSV.

*What is the maximum and minimum no. of leads they can provide? Is your budget compatible with their upper and lower requirements?

*Is your autoresponder service allow to import such leads? Many autoresponder service providers like Aweber and GetResponse don't allow to add such leads.Before purchasing the leads,you should confirm this thing with the co-reg service.Many of them have their own autoresponder services that will allow you to communicate with these leads,if they don't provide such facility,you would like to use co-reg friendly autoresponders like "Email Aces".

*How Often Would You Need Fresh Leads? This point is self explainatory.Once a articular service generates you nice amount of profits,you would like to purchase more leads from them.Make sure that they can fulfill your growing requirements.

*Would you prefer buying "Live" leads or pre-existing list.The "live" leads convert at a much higher rate but you may need to wait a lot before building a big enough list of such leads(These are collected only after someone orders them). pre- existing leads,though of significant lower quality(due to aging of the leads),will provide you instantaneously with a list to promote your products……Before you buy a "Pre-existing" list,make sure to enquire about it's "Age".

*Make sure that they are not incentivizing the leads by means of giveaways/sweepstakes.They may provide you a lot of subscribers by means of these promotions but you'll not be able to recover your money due to the poor quality of leads.

*Confirm that they are not using pre-checked boxes.Some of the co-reg services may try to cheat by getting leads thru means of already filled "subscribe" boxes.These leads are simply useless as those people will unsubscribe from your list faster than you thought.

*Make sure that the service provider does not employ a "Check All" option.Here a prospect is subscribed to all the participating lists once he optins to one of them(even though he may not be interested in several of those lists)……The leads generated in this way are untargeted and you'll not be able to generate the desired ROI from them.

*Do you have a follow up series ready? This point is extremely cruicial and will decide if you make $100 or $10,000 from a list.As a co-reg list may be sold to several people(though reputed co-reg services have an upper cap on the no. of people to whom a particular list can be sold to),you'll need to separate yourself from the crowd.

Most of the marketers make the mistake of over-promoting to such lists and fail big time.If you want to develop a fruitful relationship with your prospects,give them as much as you can.By providing quality content for free,you can gain the trust and respect of your prospects and then you can promote them whatever you want.

You should have your autoresponder series ready before you purchase a list.After 1-2 week of free content,you can start recommending paid products and services(both in follow ups and broadcasts) .

Top Service Providers

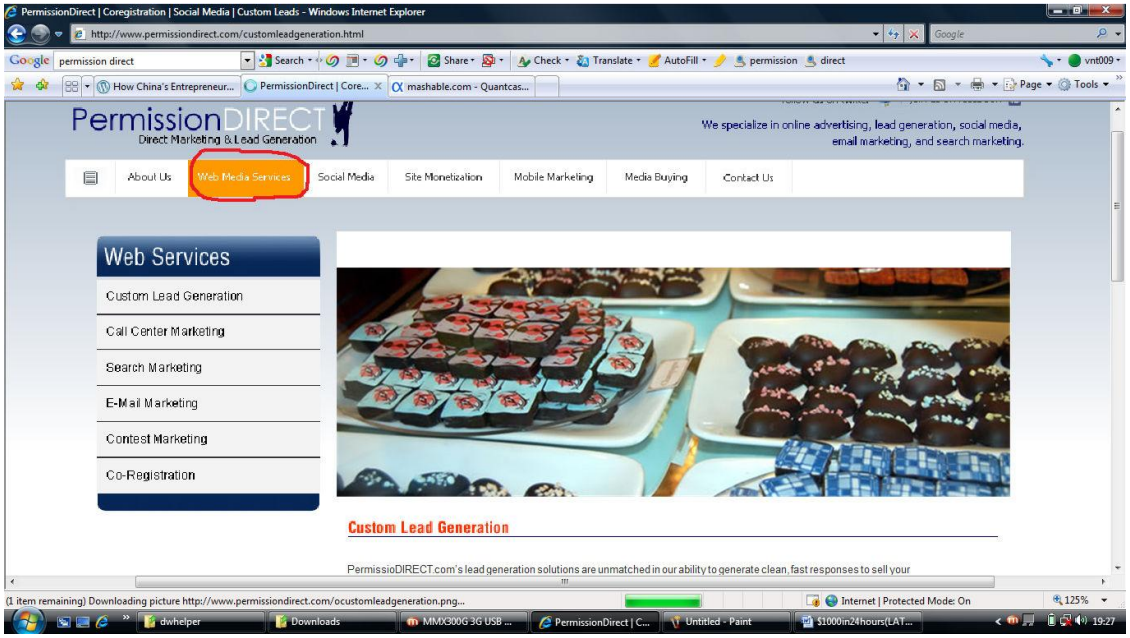
Permission Direct:

One of the biggest co-reg service providers.Some of the biggest companies in the world avail their services.They can provide you hundreds of thousands of fresh leads according to your preferences(the parameters you provide them).With access to millions of customers and some of the most trafficked sites in a variety of niches,they can help you in building a huge list in any niche you want.

Their prices vary from $0.04-$1 per subscriber(depending on the quality and quantity of leads).The minimum purchase should not be less than $1,000.

Though the min. purchase is a bit high for the beginners,their service is absolute best quality and I would recommend their service if you want to be seriously envolved with this method.

Just go to their homepage http://PermissionDirect.com and click on the "Web Media Services" tab



They have categorized their leads in a variety of niches.The leads in "Biz Opportunity" niche are further categorized according to their methods of collection and confirmation status.



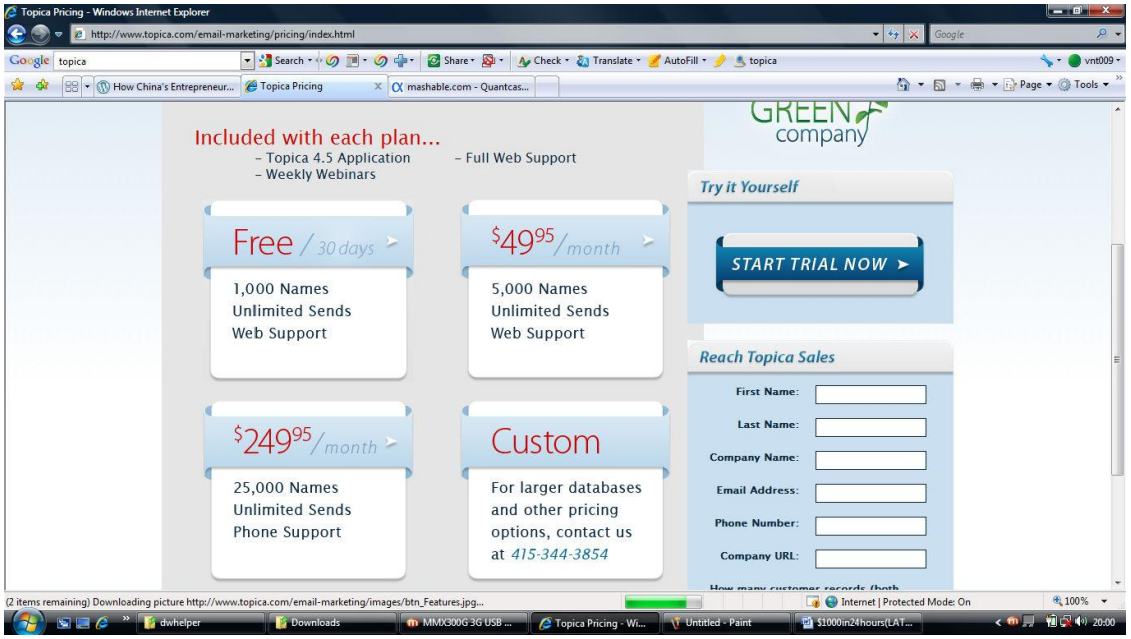
There is an option of "Custom Leads".You can use it if your niche is not listed there or you want to apply more specifics on the methods of collection,quantity and quality of the leads.

Topica:

Topica is another big co-reg service provider and has several fortune 500 companies as its clients.They offer an autoresponder service along with providing you with the leads.

Rates at Topica are among the lowest in the industry.Their prices start from as little as $0.01 per lead.One of the best source if you are looking to buy in bulk.

The also offer you a free 30 days trial,so you can evaluate their service before making the purchase.



▾itro List Builder:

They are one of the most trusted co-reg leads provider in the "biz opportunity/MLM" space.

They allow you to buy as little as 5,000 leads to as many as 1 million leads in a single go.

7)Postcard Marketing: ▾ever Ignore The Power Of Direct Response Marketing

Most of the IM courses teach you to limit your traffic generation efforts to internet only.While I agree that internet is like a vast ocean of prospects to supply you leads and sales as long as you want,it has it's limits too.

The CAN-SPAM act has already clipped the marketers wings to a lot extent.Now you can send promotional messages only to the people who have opted in to get information from you.

The offline world has no such restriction.**Moreover,your print message is 10 times more likely to be read than the one delivered via e-mail.The reason is**

that e-mails have been extensively used by spammers and people now tend to ignore more than 95% promotional messages,even if they are very targeted.

The offline world is different.It is never going to be saturated and the probability of getting your sales letter read,increases many times.

If you limit yourself to online tactics only,you put a serious limitation on yourself and miss a whole lot of easy money.

Many newbies develop the misconception that the postcard marketing is very expensive,requires too much work,is untargeted and the marketers based outside of the US can not do it.

All these notions are completely wrong.You can start with as little as $50,it needs a little time for one time set up ,is much easier than most of the online promotional methods and anyone can do it from anywhere in the world.

Learning The ▾uts and Bolts Of Postcard Marketing

In this section,I am going to discuss the intricacies of postcard marketing.Like other methods,this one too is like an art and the more you practice it,the more

i)Choose A ▾iche That Has Universal Appeal:

As you general rule,the niches that have wide appeal are best suited for the offline world.You shouldn’t try microscopic niches with this promotional method.

Fitness,weight loss,dating,biz opportunity,forex,credit repair,gambling,self help ,acne and sin care and hobby related niches like “playing golf”, “learning guitar”, “learning foreign languages” etc are well suited to be promoted via this method.

ii)Choose A Good Mailing List:

This is the most important factor and the overall success of your campaigns,to a great extent,will rely on this factor.A poorly targeted list will never generate you the expected amount of profit,no matter how great your product is.

Before buying a list,don't forget to take a look at the SRDS Direct Mail List Source book.While buying a list,you should never get swayed by the flashy advertisements of lists published in biz opportunity magazines,most of these are poorly compiled and you'll not be able to making profit from them.

Before proceeding with your buying decision,carefully scan the pages of the SRDS book and match your niche with the lists included there.After selecting the lists related to your niche,you would like to contact the list brokers.

A list broker is a person who acts as a middleman and represents a buyer.

The first thing he will present you is the "Data Card" of the list.A data card is basically the specific details of a list like the total member count,age of the list,how the list was generated,what product these people bought,price of the product and demographics of the subscribers.

Size Of The List Is Important

The direct response marketing is basically a number game.The total no. of members in a list is generally referred as "universe".You would like to get this no. as big as possible.

Types Of Lists

Not all the lists are alike.They are collected from different sources,using different techniques,include a variety of demographics and may have different purpose of collection(generating leads or immediate sales).

Some of the most common varieties of lists are:

Subscribers List:

This one is the most common variety.These are the people who have subscribed to a magazine or a newsletter.The subscription can be of many type such as – free

trial subscription,pay-later-subscription,sweepstake based subscription and directly sold subscription.

The "Directly sold" subscription is the best one and the subscriptions generated through sweepstakes are usually of the lowest quality.

Buyers' list:

This type of lists are usually the best.They consists of the people who have actually bought one or more products from the company.Most of the list brokers will usually give the data about the date of the purchases too.These data are important,the more recently a buyer has bought a product.,the better are his chances to buy another similar product.

The buyers' lists are very easy to convert but difficult to find.Try to grab as many such lists as you can.Make sure that the lists are not too old.

Compiled List:

These are the lists compiled from a variety of sources,least targeted of them all.There are several companies that compile lists that include buyers of a particular product.These buyers are then asked a variety of questions(many of these questions may be about several other related products) and depending upon this survey,several lists are created for the purpose of promoting suitable products.

This kind of lists is very much similar to the RON(run of the network) traffic from the media buying.Sometimes these promotions will work,on the others you may loose a lot of money.

So these are the 3 types of lists.There are some basic points to remember every time you rent a list:

Remember These Points:

You should always try to get the buyers' lists..These lists are proven to convert much better than other types .Studies show that the shopping activity is impulse generated and the influence of this impulse may remain from a few days to a couple months.If you can get such persons while they are under the "Shopping Impulse",you just hit the jackpot.

- Always try to rent big HOTLINE lists.In that way,you'll not need to look out for fresh lists every time you need a fresh supply of prospects.
- Always rent the lists from company/magazine that are well known.Never get caught in the trap of scam advertisements pretend to be having big lists.
- Ask for the "usage report".This report contains two parameters –test and continuation.The common practice is that when someone tests a list,the list managers add it to "Usage Report".When someone tests a list and continue to use it,it is added to "continuation".This report gives a good indication about the quality of the list.If there are a lot of "tests" but very few "continuations",the quality of the list is certainly poor.On the other hand,a good continuation to tests ratio shows that the list converts.

Should You Buy A List Or Rent It?

After learning about lists,you may be tempted about buying the lists instead of renting them.You might ask – Why to rent a list everytime I want to mail,when I can use it forever by buying it?

In this industry it's a common practice that a marketer would need to rent a list every time he wants to send a mailing.The rented lists are seeded with decoy addresses and the list brokers track down each mailing.

This is a great practice actually and this restriction keeps these lists productive and spam free.Every reputed list broker in this industry applies this practice.

Once in a while you'll come across crook list brokers who sell their lists.These lists are of no use actually because their members have already been spammed to death.

Renting a list is good in another sense too.Suppose one time rent for a 10,000 strong list is $2,500 and you have a $50 offer that converts at 1%.So overall you make a profit of $2,500.Now the next time you want to send a similar offer to this list,you can do that by investing your profits only,keeping your seed capital intact…….**This arrangement is great for the learners.**

Repeat and Multiple Mailings:

As the renting happens for a one time mailing,you'll need to pay everytime you send a further mailing.The first mailing provides you excellent chance for testing.I would never advise you to spend all of your start up capital on the first mailing itself.Start small,find a big list (so that it can provide you with a contant supply of fresh leads) and rent a small portion of it.

The first mailing should provide you a clear indication about the quality of the list.If you are not losing heavily,tweak your sales letter and mail to another batch of prospects.

As I have already said, "buying" is an impulsive behavior that comes in bursts and the intensity drops after first few weeks.As a marketer you would like to capitalize on this psychological phenomenon while the "Buying Impulse" of your prospects is at its highest.

Repeat mailings occur when you send the same offer to the same batch of prospects multiple times.It has been observed that sending the same offer to a batch of prospects generates better results than mailing it to a totally different group of prospects.It's a proven fact that the buyers' brand awareness and their willingness to purchase increase with every progressive display of the offer.

It has been observed that if a particular person purchases a product,his likelihood to purchase similar products increases manifolds.If a particular list is converting well,you should go for multiple mailings with different offers..

How To Design Your Postcards

After picking up a product and a list,your next job is to design your postcards.This job is very similar to creating a mini site.

In direct mail business,you should avoid using too many graphics.People have become accustomed to associate flashy,multi-colored postcards with junk mail.Simple,subtle 4x6 cards with light yellow or pink bakground are much more likely to bring you leads and sales.Text in black ink gells well with these background colors.

Here I would suggest you to avoid the use of red color.This color may work well for headlines in online sales letters but the offline prospects would, generally associate this color with overhyped products and scams.

How To Write A Powerful Message

Like in any form of advertising,this part plays the lead role in converting prospects into sales.

With postcard marketing,you have very little time to capture the attention of your prospects.If your message fails to arise their curiosity in that time span,it is likely to be thrown in a dust bin,more speedily than you ever thought.

There are 3 basic components of any promotional message:

i)Headline:

The title of your message will decide if your prospects are going to read out your message further or throw it in the dust bin.Always use an attention grabbing,catchy headline but try to keep it as brief as possible -1 or 2 sentence.

Below I am giving a few samples of eye-catching headlines In Biz Opportunity Niche:

“Discover How A 30 Year Old Single Mom Makes $4,000-$6,000 Per Month From Her Home,Working Just Two Hours Per Day”

“Unemployed,Ex-marine Finally Reveals His SECRET Techniques To Make As Much As $135,780.75 Per Month. ▾o Technical Skills Or Experience Required”

“How Would You Like To Make $50-$75 Per Hour Taking Paid Surveys From Home”

“Exposed!! All the Underground Secrets Of A $100,000+ Per Month Clickbank Affiliate Are Finally Exposed.Get Your FREE Report ▾ow.”

ii)Body:

The body part of the message should be such that it re-inforces the message of your title.You should refrain from making it bulky,just 3-4 sentences are quite sufficient.

iii)Call To Action:

A promotional message without a strong “Call To Action” is like a rudderless ship.If you don’t clearly tell your prospects what they have to do,most of them won’t take any action.

Whatever you want them to do,clearly specify- be it going to your squeeze page and signing up to get their free report,purchasing something or calling a 800 number to get more information.

So this is how you are going to structure your postcard marketing campaigns.If you are selling your own product or promoting an affiliate info product,I would advise you to collect the leads before sending them to a sales page.

Once everything is ready,you would like to order your postcards to be printed.There are several companies online that will do this work for you.

http://USAprintingTrade.com

http://PrintingCenterUSA.com

http://PrintingBlue.com

http://VistaPrint.com

http://GotPrint.com

http://PostCards.com

These companies will take about a week to complete your order.You can place a rush order for an extra fee.Some of the above mentioned companies may do the mailings for you too,for a little extra cost.

Anyway,you can do the work of putting stamps and address labels yourself,if you have the time.Otherwise just get one of these companies to do the work.

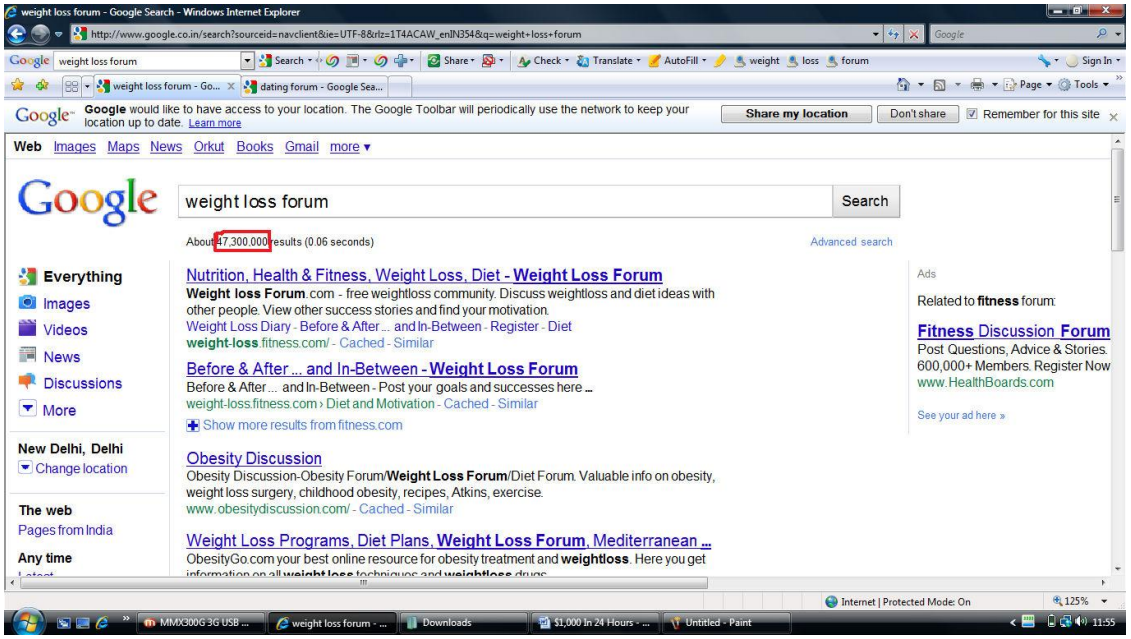
8)The Absolute "Forum Domination" Technique:Why Work Hard When You Can Make Money The Easy Way

The "Absolute Forum Domination" technique is different from the general forum marketing method.This method contains three different ways to set up a perpetual traffic machine that sends you thousands of visitors with minimal effort.

Owing to the large no. of forums in every niche,the scale up potential in this method is almost infinite……..In fact the potential is so large that you may never need any other traffic source to send you leads and sales.

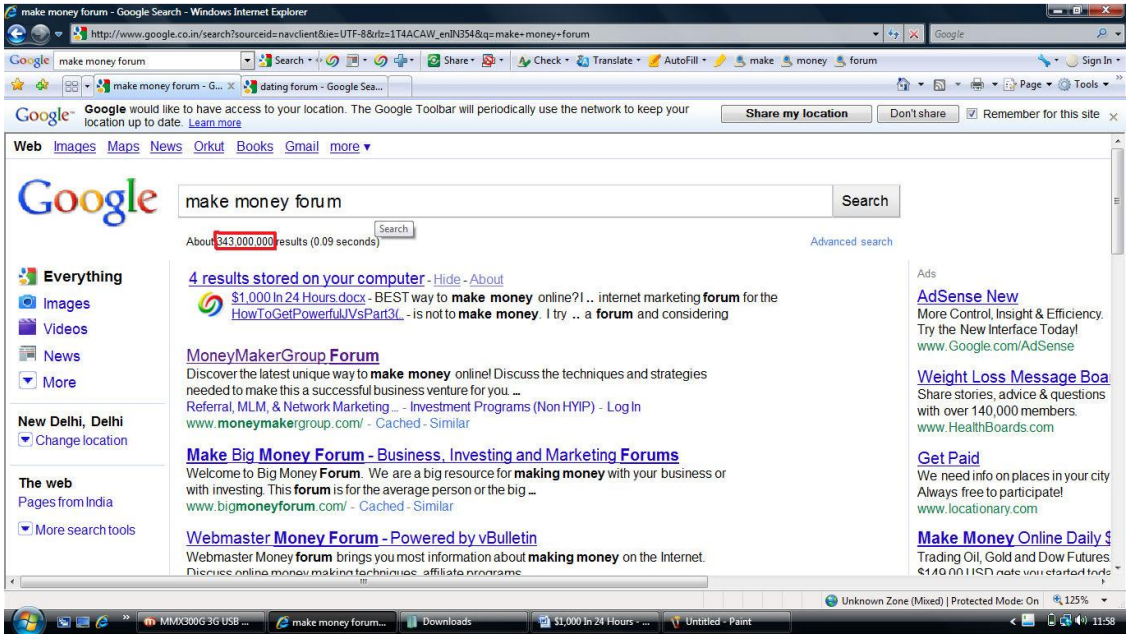
Lets get into the details…

Just type the name of any big niche+ forum in Google .For example,I type "weight loss forum"



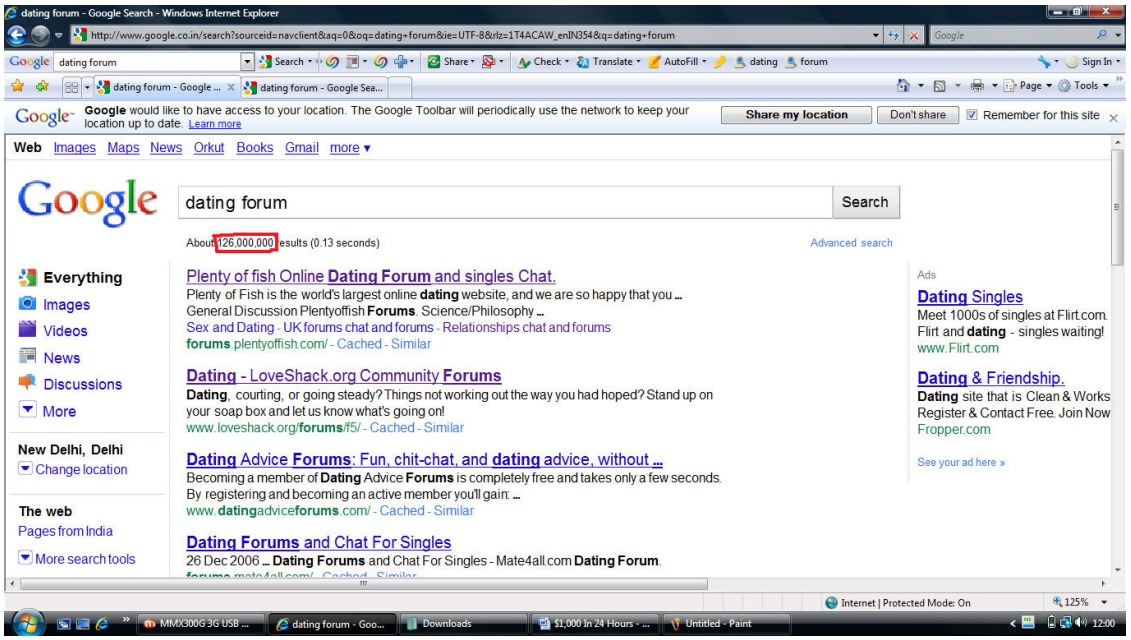
There are a total of 47.3 million results.

Next I type “Make Money Forum”



It returns 353 million results.

The search for “Dating” forums brings 126 million results:



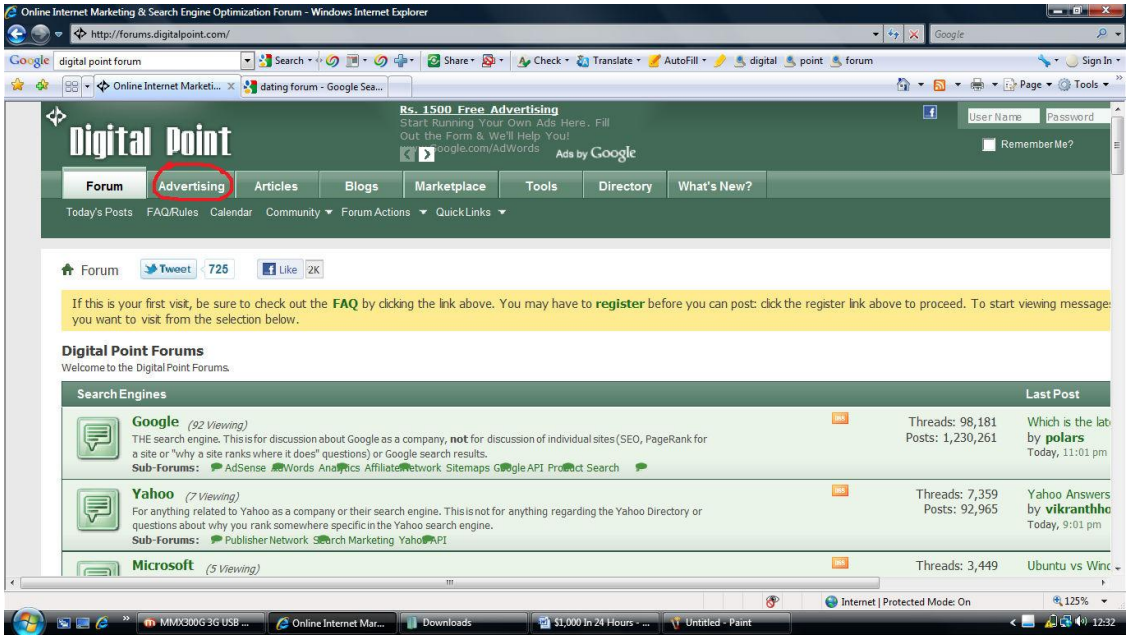
Now you can see that there are millions of forums in every big niche.Hundreds of these forums have tens of thousands(some even into millions) of active members ,who spend a lot of time everyday hanging out at these forums.This is ultra targeted traffic(as the forums are made either to discuss a common problem or learn and fine tune skills in a particular hobby) and placing your link or banner on these sites mean you get thousands of visitors to your site on complete autopilot.

If you go through these forums,you'll notice that most of them are undermonetized.Majority of the forum owners try to monetize their site by placing Adsense links ,resulting in almost next-to-nothing revenues.

These people are your easy prospects.They will happily advertise anything that promises them to make more than their paltry Adsense earnings..

Method 1:

First search for forums in your niche.Visit them one by one.In most of the forums,you'll see links and tabs named "Contact Us" and "Advertise With Us".



Click on that and fill out the forms.Most of the forums prefer long term advertisers,so saying something like "First I would like to test your forum for one month,if we get satisfactory ROI,we would like to buy a year advertising..

Most of the forum will require you to pre-pay them(you'll need to pay them before your ad goes live).In most of the high traffic forums,you can get one month advertising for $50-$300.

The secret to making big with this method lies in proper testing and tracking.The good thing about this method is that you can start with just $50 and scale it up to the level when you make thousands of dollars per day with this source of traffic.

Method 2:Buying Advertising On CPA basis

The second way to get forum advertising is to buy it on CPA basis.The Pay-Per-Lead is that it allows both the advertiser and publisher to be always in control of their numbers.

First it has been repeatedly proven that Cost Per Action model generates better revenue for the publisher than any Pay-Per-Sale or Pay Per Click arrangements.

Then the advertisers too have full control over the no. of leads they want to get from any particular publisher.If the leads are not of the desired quality,they can simply stop the payments of that partner.Here first would need to test your LCV(Life Time Customer Value).

Suppose some particular forum sends you 100 leads and you make on an average $1 per lead per month.Lets assume that the average life span of leads is 9 months(amount of time an average subscriber stay on your list).

So the LCV of each lead is = $1x9=$9

Now you can safely invest anything upto $9 to aquire a lead,without loosing on your investment.

You may argue that knowing the actual LCV of a subscriber will take you 9 months.Well ,you can determine it by knowing how much you make from your subscribers in a month.

According to my personal experience,the typical “lifespan” of a lead varies between 6-12 months(Holds Good For The Internet Marketing Niche But Will Definitely vary in other niches).So we can safely take the mean value.

The good thing is that in most of the niches,you would not be even required to pay $1/6^{th}$ of of the LCV.So the safe bet would be to test one month earnings from that lead source and offer the average earning per lead as the commission paid on every acquired lead.

In most of the niches,you should get the forum owners sending you traffic for as little as $0.25-$0.50 per lead.

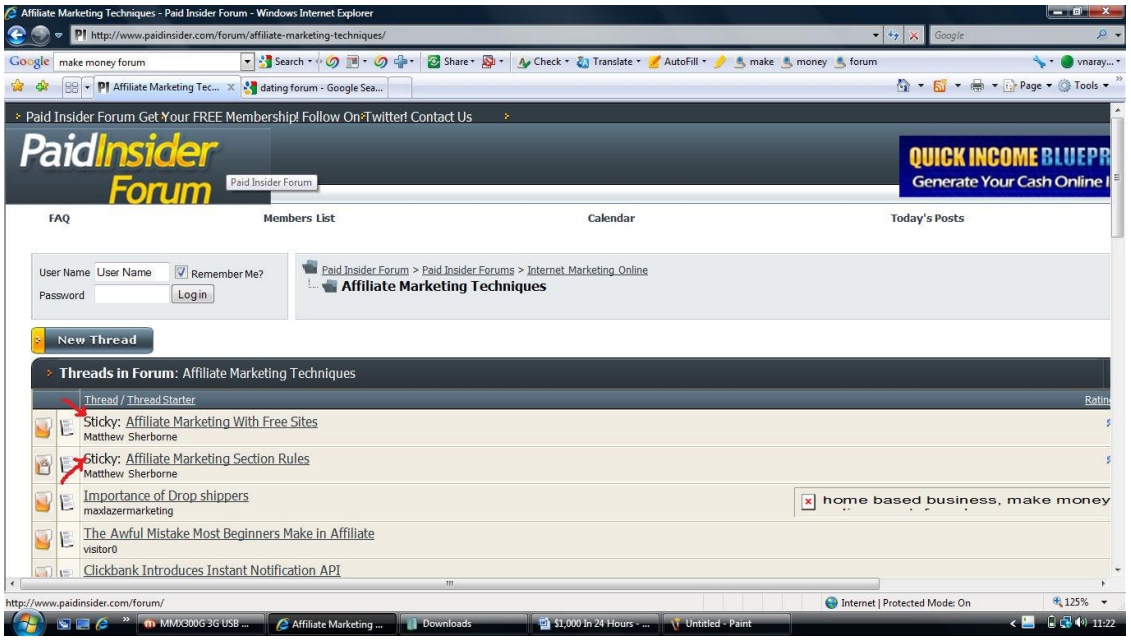
It is very easy to get your product/offer advertised if you offer the payments on CPA basis.The only drawback is that you'll need to constantly track the quality of your leads.

Making Your Posts "Sticky":

There is another excellent way to get traffic from these forums and in fact,it generates better ROI than placing banners or links.

If you have visited any online forum,you might have noticed that there are some threads that always remain in the same position(generally in the top of the first page).This thing is not limited to IM forums only.

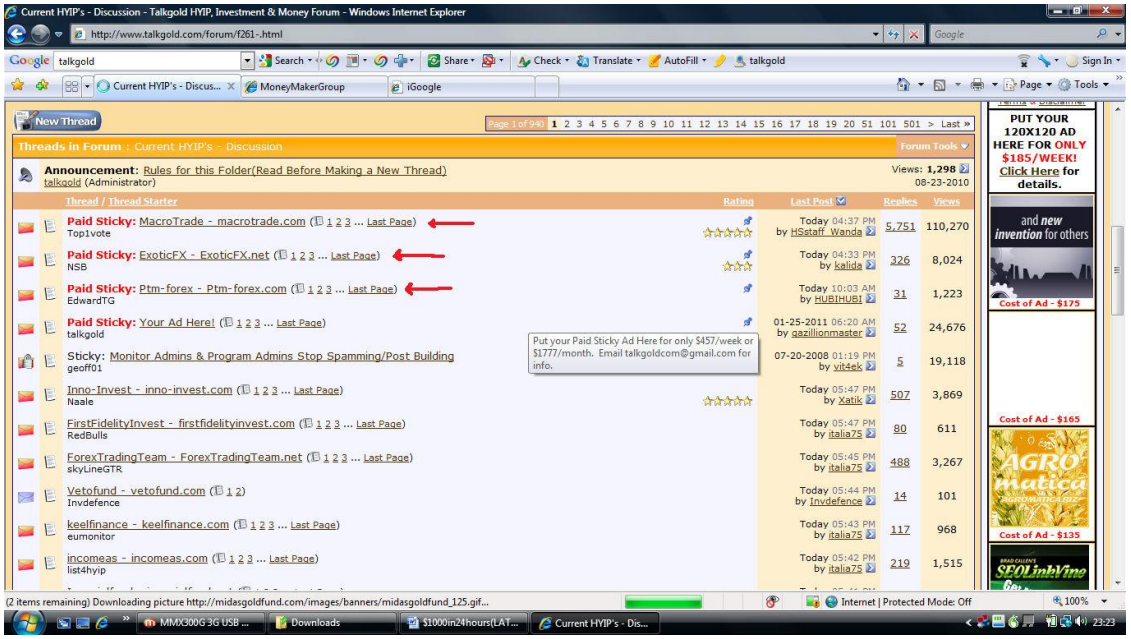
For example,see the screenshots below:



You'll find such posts in forums across all niches.These are usually the threads that forum administrator or moderators find very helpful and make them "Sticky" ,so that other members can easily find them.

So one method to get your threads “Stickied” is to make helpful posts(preferably opening discussion) and then ask the moderators to make it “Sticky”.

Then there is the ‘Paid” way.Just see the screenshots below:



You can negotiate with the admins about the weekly,monthly or yearly fees to get your posts “sticky”.

Getting your post stickied at the top of forum means large amount of targeted traffic to you.It is a proven fact that a detailed promotion within a thread is ten times more effective than placing a banner or link.You’ll surely need to visit your thread once in a while and answer the questions of the members but that is well worth the effort.

Remember

While applying this made,you should craft your opening post in such a way to make your readers asking for more.Neiher blatant ad nor too much giveaway will help.Remember the dictum “Helpful but incomplete”.If you can impress your readers with your opening post,they will be coming to your squeeze page in droves.

A few positive reviews about your freebie are only going to add momentum.A detailed opening post followed by a few supporting review posts will work like a magic.

You can get your post "Stickied" at most of the high traffic forums for $50-$500 a month.Actualy you can apply this method equally well to affiliate info products and CPA products too(effective in all non IM niches) and there is no limit on the no. of forums you can apply this to.

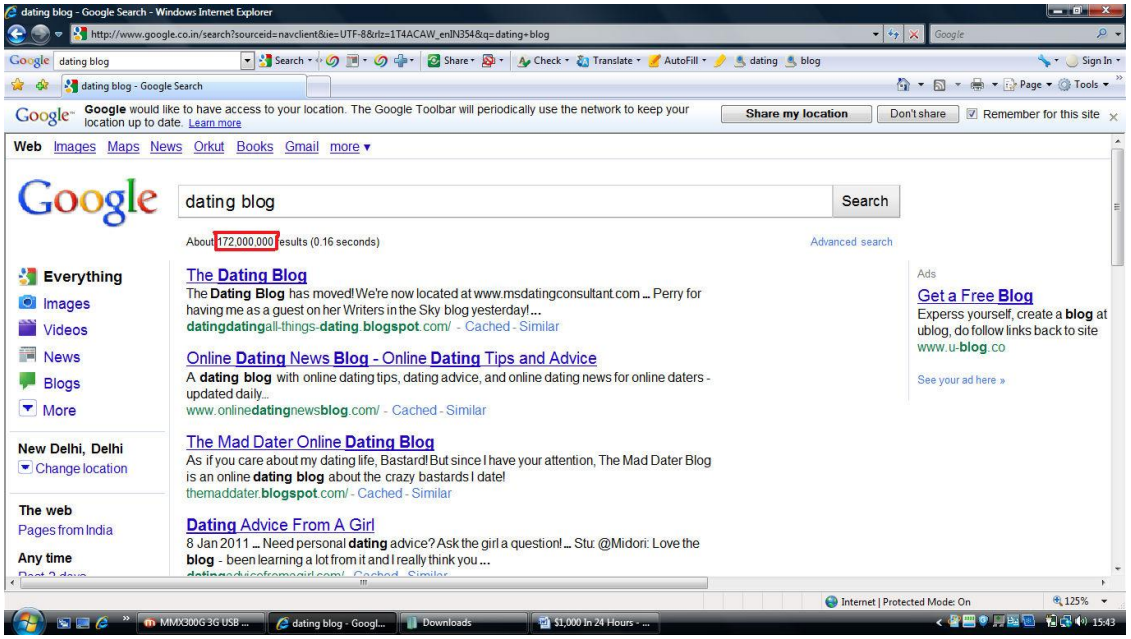
With just 5-10 forums,you can expect to get 1,000+ visitors to your site.This is one of the most high potential yet very little exploited traffic method.

Besides upfront profits,getting in touch with the forum owners can make you rich beyond dreams.Most of the forums have some sort of newsletter that is subscribed by thousands of forum members.Just imagine the forum admin himself recommendending your product to his entire member base.

Hitting a JV deal is just the first step towards exploiting a vast sea of opportunities.Forum owners are generally very influential people in their niche.Offer them high commission(if you can afford offer 100% commission) and get your product recommended by them in front page of the forum(and elsewhere too).

You can also set up a two tier commission program and motivate your JV partners(forum owners) to get other members of their circle promoting your program.

This method is not limited to forums only.You can apply it with the blogs and membership sites in your niche equally well.Just a quick search about "dating blog" returns 172 million results.



The blog owners are even easier prospects.Most of them too,depends on Adsense to monetize their content and they'll not think twice before accepting your proposal.

All the above described 3 techniques apply here equally well.You can either get your banner/link advertised on these sites for a fixed monthly fees or you can pay them on the CPA basis.A third way to get your product advertised would be to get it reviewed by the blog owner,which I have discussed in the previous method.

Membership sites are another great place to advertise your product.Though it would take more time to find these sites,the fact that all the traffic you would get from such sites would fully consists of paying customers(on an average 10 times more likely to purchase your product)……

If you want to JV(which I would highly recoomend) then I would advise you to go with the CPA arrangement.

See the advertising arrangement on CPM or CPC basis ,you are just like any other asdvertiser.But if the blog owner is envolved with you on a Pay-Per-Lead basis and they see nice ROI,they are most likely to promote your product by every possible mean.

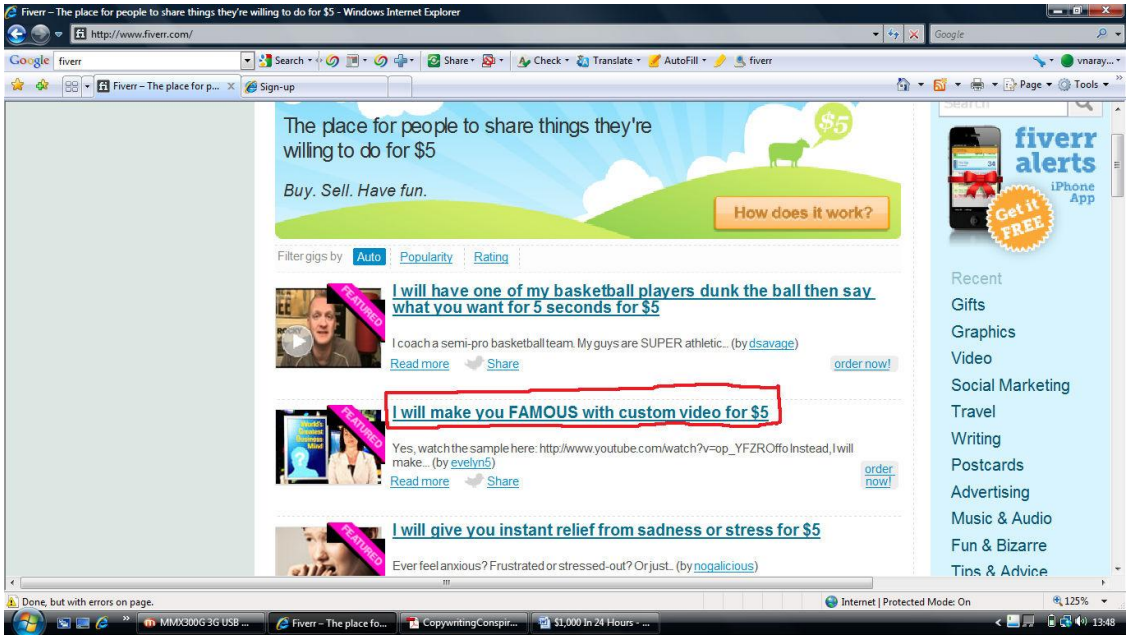
Most of the bloggers build subscribers lists.You can tell them to include your offer in their "Thank You" pages ,In the end of their free report,In their RSS feed etc.

The best thing is that,besides building your list and making upfront cash,you would get hundreds of long term JV partners.

9)The Fiverr Method:Make Hundreds By Investing $5

Fiverr is an awesome site.Here,you can get a lot of work done for just $5.You can get a custom video or blog post ,twitter ,facebook or forum posting for $5.In fact ,in many senses ,this site is better than top freelancing sites.

Just look at some of the screenshots below:



In the right hand side,the "Offerings" are listed in different categories.I click on the "Social Marketing" link:



See,he is ready to recommend your page to his 3,300 friends for just $5.If you have a music related website and want to build a following or want to promote some rigtone offer,this should be a great investment.



Just look at the offering above.He is willing to tweet your link to his 16,000+ followers for 5 days,for just $5.If you have a great offer with broad appeal,this could be a very profitable investment.

While,using Fiverr,you should always remember the rule "If something appears too good to be true,it probably is".You'll come across several tempting "Listings" that promise you like:

"I'll send your tweet to my 50,000 followers for $5".

"I'll recommend your fan page to my 30,000 Facebook friends for $5".

I know that there are several people who are expert in getting followers,friends etc ,feel themselves unable to monetize them due to their lack of marketing skills.Still I don't think that anyone with 50,000 targeted followers will provide his service for $5.

In these cases,you can either ignore such listings,ask the provider for a video proof of their claims or wait for some real reviews to come.

I would specially recommend Fiverr for listbuilding purpose.According to my recent experiments,this site is better than several big name freelance sites in several aspects.

In order to avail an offering you just have to pay $5.You can use the traffic generation service to build your list.Just suppose you pay someone $5 to send your tweets to his 10,000 Twitter followers.Given that the followers are targeted and your tweet is attractive,you can get anywhere from 100-500 clicks.Lets assume that your squeeze page converts at 50%.....so in total you'll be adding 50-250 new subscribers to your list.Which is not a bad result by any standard.

So these are some traffic generation method you can apply to take your business to the next level.

▾ow please start applying these methods.This information will only help you when you take action on it.

I have discussed more than 30 methods in total.Choose the ones you think to be easiest and start implementing them…You can even outsource a lot of menial work scale up your efforts by taking leverage from others.

http://Fiverr.com

http://Odesk.com

http://Microworkers.com

and http://eLance.com

are some of the sites where you can hire highly talented workers for cheap.If you want to hire workers on a monthly payment basis,visit these sites:

http://BestJobs.ph

http://OnlineJobs.ph

May we all succeed and prosper…

To Your Success,
Vivek Narayan