

# UNDERGROUND TRAFFIC BLACK BOOK

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*Kim Roach*

– By Kim Roach

For those of you who know me, you probably know that I'm a traffic addict. Finding new traffic strategies is like opening a shiny new present on Christmas day. And in this Underground Traffic Black Book, I want to turn you into a Traffic Yoda.

Below you'll find all of my very best traffic strategies for kicking your website into high gear.

So, without further ado, let's dive in...

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# HARO

(\* The Best Place On the Web to Get Free Press...)



Most of you are probably familiar with traditional press releases and their ability to send extra traffic to your website. However, today I'd like to tell you about one of the most powerful ways to get free press without using traditional press releases.

It's a site called [HelpAReporter.com](http://www.HelpAReporter.com). Also known as HARO (Help a Reporter Out).

HelpAReporter.com is one of the best tools online for getting free press.

HARO has landed people in The Wall Street Journal, The New York Times, Forbes, Good Morning America, CNN, Forbes, StartupNation, MarketWatch.com, coverage on nationally syndicated radio shows, and much, much more!

Here's how it works...

Essentially, HARO is a mailing list that connects journalist to experts who can help them with their stories.

If a journalist is working on a story about online business owners who have left their jobs to start an online business, they'll send out some information on HARO about the types of people they'd like to interview.

If you feel that you'd be a good fit for the story, then you would then contact those reporters directly via email.

Each day, HARO will send you up to 3 emails containing anywhere from 2-10 press queries per email. You can then respond to any queries that are targeted within your market.

This free service actually started out as a group on Facebook called "If I can help a reporter out, I will." However, it got so big that the owner (Peter Shankman) decided to start sending the enquires by email. They now have over 100,000 members getting free PR leads.

You can sign up yourself at <http://www.helpareporter.com/>

You can also follow HARO's PR Queries on Twitter at <http://twitter.com/helpareporter>

HARO is one of the best ways to get connected with journalists who are actively seeking your insights and input for media stories. This is hands-down one of the best ways to get some free press coverage for you and your website.

You can read some of their many testimonials at <http://helpareporter.com/testimonials>

You can also sponsor an ad in the HARO Newsletter, which goes out to over 100,000 loyal subscribers.

Here's what one of the many advertisers had to say about it's effectiveness...

"100,000 subscribers and every one of them looking forward to the next email. I mean, duh... it has been a no brainer for The Toilet Paper Entrepreneur to be a sponsor. Oh yeah, and the results... let me just say for every dollar I have spent, \$100 dollars of sales have come back. I love HARO."

Mike Michalowicz

[Founder, Toilet Paper Entrepreneur](#)

Plus, here are a few extra resources on how to succeed with HARO:

[How to Pitch Reporters on "Help a Reporter Out"](#)

[Top 10 Tips for PR Success Using HARO](#)

[Case Study for HARO](#)

[How to Answer a HARO Journalist Query](#)

# Ad Swaps

(\* **The Best Way to Add 300-500 Subscribers To Your List in Less Than 24 Hours...**)

Once you've built your subscriber list up to 500-1,000 subscribers, you can then start building your list exponentially using ad swaps. Ad swaps are hands-down one of the fastest ways to build your list online.

But first, let's talk about exactly what an ad swap entails...

An ad swap occurs when two list owners each agree to mail their list an offer from the other list owner. This is usually a free offer placed on a landing page/squeeze page in exchange for someone's name and email address. As a result, they are both adding hundreds of subscribers to their lists.

The most effective ad swap occurs when two list owners endorse the other person's squeeze page offer, which gives away a free report, video, or some other content of value.

Even if you just have a small list, you can still leverage that asset to swap ads with other list owners - helping you to grow your list at a rapid pace.

Ad swaps are a little-known tactic that almost all of the big internet marketers are using to add 200 to 500 subscribers per day.

So, once you've built a "seed" list of 500-1,000 subscribers, it's now time to go out and start looking for potential ad swap partners.

Here are some places online where you can find other list owners who are actively looking to do ad swaps:

<http://www.imadswaps.com>

<http://www.warriorforum.com/warrior-joint-ventures/>

[Safe-Swaps.com](http://Safe-Swaps.com)

<http://www.AdswapFinder.com>

[JVME.com](http://JVME.com)

[ListSwapper.com](http://ListSwapper.com)

[HonestWorkFromHomeSuccess.com](http://HonestWorkFromHomeSuccess.com)

[EliteClickSwaps.com](http://EliteClickSwaps.com)

Once you have found some potential JV partners, contact them and propose to do an ad swap with your lists. Keep in mind that it doesn't matter if your potential JV partner has a bigger list size.

For example, let's say you want to swap ads with someone who has a list of 10,000 subscribers and you have 1,000 subscribers. Not a problem! The person with 10,000 subscribers would just send your ad out to 1,000 subscribers of their 10,000 person list. So they would just send it to a segment of their list. Easily doable in Aweber, GetResponse, etc... Problem solved!


**Plus, here's a powerful tip that will increase the chance of your potential partner agreeing to do an ad swap...**

Go ahead and set up a squeeze page that is specific to the marketer you're swapping ads with. So at the top of your squeeze page (directly under your headline), you would have some text that says, "This is an exclusive secret download page only for Bob Smith's subscribers)

This makes it a lot more personal. Not only are you going to get a more positive response from your potential partner, but you will also get higher

conversions on your squeeze page because it's targeted directly to their subscribers.

Here's an example... <http://www.buzzblogger.com/Jay>



**“Discover My Secret Source for Grabbing Front Page Google Rankings Within 24 Hours...”**

*Kim Roach*  
- By Kim Roach

(This is an exclusive download page only for Jay Deiboldt's subscribers)

- Find out exactly how I get front-page rankings on Google within 24 hours. (I will even reveal some of my money-making front-page listings.)
- Discover the 3-step process for finding "buyer keyword phrases" that send hundreds of targeted visitors with credit card in hand.

**Claim Your FREE Google Domination Videos!**

Fill out the form below and you'll immediately receive a FREE Step-by-Step Video about my **Secret** source for dominating the front page of Google and how it can drive **MASSIVE TRAFFIC** for you anytime you want!

Enter Your First Name:

Type In Your Email Address:

**Send Me My Free Videos Now »**

"Your privacy is assured - We won't share your information with anyone"

Do you see how I personalized the landing page just for Jay. I also created a customized URL for him. Not only will this improve your chances of

getting more ad swap partners, it also converts better because you've personalized the page specifically for their subscribers.

Ad swaps are one of the best ways to grow your list quickly without spending any money.

This is some of the very best traffic you can get because someone is endorsing your free offer to their list of subscribers.

Plus, the really cool thing about ad swaps is that you can do them MULTIPLE times... with the same people!

Since both of your lists are growing all the time you can do an ad swap with the same people on a monthly basis by sending the ad swap only to your newest subscribers.

I hope you're starting to see how powerful this is.

Also keep in mind that there are MANY different types of ad swaps. Email ad swaps are the most common, but **you can also exchange banner ad space on your blog, ads on your thank-you page, log-in page, log-out page, etc... Think outside the box.** After you've done an ad swap with someone look for additional ways that you both can integrate your ads into the other person's marketing and sales funnel. This type of integration marketing can create a perpetual list builder that lasts well beyond an initial ad swap.

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# Autoresponder Swaps

(\* Put Your Ad Swaps on Autopilot)

Now, if you'd like to take the ad swap technique a step further, you can do what are called autoresponder swaps.

These are basically ad swaps on autopilot because essentially what you are doing is exchanging autoresponder messages with another marketer.

So, for example, if you and I were doing an ad swap, then I would load up your promo email into my follow-up sequence and you would load up my promo email into your follow-up sequence.

That way, every new subscriber that comes onto my list will see your promo on a certain day after they sign up and every new subscriber on your list will see my promo.

Maybe it's day 3, day 4, or day 5.

You would put the email promo somewhere towards the beginning of the sequence and by doing so you are exposing all of your new subscribers to my promo and I'm exposing all of my new subscribers to your promo.

Pretty cool huh?

Very powerful and it works on autopilot.

# Tweet Swaps

(\* The Power of Social Media Partnerships...)

So, we've talked about the power of ad swaps but now I'd like to put a little bit of a twist on things...

What if, in addition to doing ad swaps, you also did Tweet swaps!

Pretty cool, huh?

When you think about it, your twitter list is very similar to your subscriber list. Both of them include people who have raised their hand and said... "Yes, I want to hear from you."

They are both valuable assets in your business.

And although your Twitter list may not be as responsive as your subscriber list, I can tell you that it's still EXTREMELY powerful.

You can use Twitter to send thousands of visitors to your website every single week.

But we're going to add a little bit of extra ammo to this technique by implementing Tweet Swaps.

This is essentially where you will swap tweets with someone else. So they'll promote your free squeeze page gift and you'll promote their free squeeze page gift (to your Twitter following).

Or they'll promote one of your articles and you'll promote of their articles.

You can see an example of people who are already actively doing tweet swaps at:

<http://www.warriorforum.com/warrior-joint-ventures/174709-tweet-swaps-solo-tweets-we-have-over-44-000-followers-scheduling-april-tweets-now.html>

Now, with Twitter, you'll definitely want to post more than once because people come on Twitter at all different times of the day.

So that means that DIFFERENT people will see your message based on the time that you send it out.

So when you set up your tweet swaps, you should automatically set it up to where you are swapping 2-4 tweet swaps in a day.

If you want, you can even swap 2-4 tweets per day for a 7-day period... or a 14-day period... or a 30-day period.

As you can see, things can really start becoming quite powerful when you've got some good tweet partners lined up.

**Quick Note:** Whenever you're looking for tweet partners, it doesn't matter if the other person has a larger following than you do.

The key here is to exchange "equal value".

So if you have 1,000 followers and someone else has 3,000 followers, you would work on a 1:3 ratio.

So you would send out 3 tweets and they would send out 1 tweet.

So, get out there and start swapping!!

## Ezine Advertising

(\* You Could Use this One Strategy Alone to Build Your Entire Business...)

So now that you know about the power of ad swaps, I'd like to share with you another very powerful strategy that will allow you to send your message out to hundreds of thousands of subscribers for a couple hundred dollars.

It's called ezine advertising and it's one of the fastest ways to build your business and maximize your exposure online.

There are hundreds of list owners online who will allow you to advertise in their newsletters and get your message in front of thousands of people.

Just to give you a quick example, I paid \$600 for a solo ad a couple weeks back that went out to over 60,000 subscribers.

From that promotion, I received 890 laser-targeted visitors, 483 new subscribers and 23 new customers.

So for me, it was well worth the investment.

The biggest key to paid advertising is that you **MUST** know your numbers.

You must know, on average, how much each customer and subscriber is worth to you.

Based on that data and knowledge, you are then able to decide which advertising sources are profitable.

And the higher your visitor value, the more advertising opportunities that become available to you.

Now, back to ezine advertising...

Ezine Advertising is one of the best paid advertising sources online and it provides you with laser-targeted traffic because you're tapping into a very targeted group of readers.

People who subscribe to an ezine have already expressed an interest in that particular topic and have asked to hear more about that subject.

There are a few different ezine ads that you can choose from. The first, and most popular one is the solo ad!

**A solo ad is an email that is sent to everyone on the mailing list and contains only your offer.** This is extremely powerful because you're in control of the complete process. You choose the subject line. You create the email body copy, etc...

And because of this, you're able to have a big influence on how many people open and respond to your message.

Because a solo ad is completely dedicated to your message, it gets a much higher response.

In general, this is the highest performing type of ezine ad.

However, you also have a couple other options.

**Sponsor Ad** - This ad appears at the top, middle, or bottom of the ezine. This ad appears within the ezine along with the main content. This is the second-highest performing ad.

A top sponsor ad would appear at the very top of the newsletter. So basically at the very top of the email.

In general, the top sponsor ad performs better than a middle sponsor ad or a bottom sponsor ad.

**And finally, you also have classified ads.** These are similar to the one's in the newspaper. A classified ad is generally three to five lines of text - a headline, the ad body and a call to action that links to your website.

These ads are very cheap to buy but much less responsive.

Personally, I like to stick to solo ads and sponsored ads, as those two generally perform the best.

**However, you can also get thousands of dollars worth of free advertising by submitting exclusive articles to ezines within your market.**

This technique requires a little bit more work on your part but it's extremely effective.

This allows you to get your article in front of thousands of people for free.

Here's how you find potential ezines to publish your articles...

My favorite source is the [DirectoryOfEzines.com](http://DirectoryOfEzines.com).

The directory of ezines lets you search thousands of different ezines. You can sort them by category, number of subscribers, and more. You can also filter your search for ezines within your category that accept article submissions.

Do you see how powerful this is? Most of these ezines are charging hundreds of dollars to advertise in their ezine. However, by writing an article for them, you can get all of that exposure and traffic for free.

You can also look for related ezines at the following websites...

<http://new-list.com/>

<http://www.ezine-dir.com/>

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

However, using the Directory of ezines is going to be MUCH more effective because you're able to search directories based on category, number of subscribers, ad types, etc...

They even allow you to search exclusively for just the newsletters that accept articles.

Extremely powerful!

I've been a member of the DOE (Directory of Ezines) for over three years and I highly recommend it if you're looking to do any sort of ezine advertising or if you're wanting to find large ezines that accept article submissions.

This is the place to go.

<http://www.directoryofezines.com>

Using ezine advertising, you can instantly start putting your message in front of thousands of laser-targeted subscribers.

It doesn't matter how big your list is now or if you even have a list, you can use ezine advertising to automatically tap into OTHER people's list. This could be a list of 10,000 people or a list of 100,000 people.

There are a TON of different ezines on the Internet that allow other marketers to advertise in their newsletter and instantly access their base of subscriber for a couple hundred bucks.

In my mind, that's a killer deal.

Now, the drawback here is that there is a bit of risk.

If you select a newsletter that's non-responsive, then you could lose your money. If your squeeze page and your offer doesn't convert, then you'll lose money.

But there's a great upside as well.

If you select a responsive newsletter and you create a good ad and your offer converts, then you could easily double, triple, or 10x your investment.

So like all things in business, there's risk and reward.

But once you've mastered this technique, you'll be able to use it over and over again to funnel thousands of laser-targeted visitors into your website.

**\* Plus, once you've found the best newsletters to advertise in, you can basically put your traffic systems and lead generation on autopilot.**

In fact, you could even set up deals with newsletter owners to where you get a discount but you pay to advertise in their newsletter for 6 months in advance. This way, you've put your traffic generation on autopilot. You've created a 'system' in your business that will continue to work for you on autopilot. And those are the best types of traffic sources to have because consistent lead flow is the key.

So, let's talk about how you can make ezine advertising a huge source of traffic and income for your own business.

The first key is to find the best newsletters to advertise in.

We've talked about the best way to do this - which is to become a member of the [Directory of Ezines](#) where you can search for all of the best ezines that accept advertising.

However, you can also find potential candidates simply by going to Google and typing in:

your keyword + newsletter

So you could search for:

fitness newsletter  
internet marketing newsletter  
stock trading newsletter  
forex newsletter  
etc...

Or you could also search for:

fitness ezine  
internet marketing ezine  
stock trading ezine

forex ezine  
etc...

You would then find out which one's of those websites have the best newsletters and whether or not they allow advertising.

Often times, you'll find a link on the website that says "Advertising".

However, keep in mind that if you don't see a link for advertising that's not necessarily a deal-breaker.

You can often times still work out deals with the newsletter publisher.

The biggest key here is that you want to look for high-quality newsletters with a large subscriber base. I usually look for newsletters with at least 10,000 subscribers.

Now, here's something you'll want to stay away from.

If you find a website that says something like "Send your message out to 500,000 subscribers for \$20", that's a HUGE red flag.

Stay Away!!

You really do get what you pay for.

You want to look for high-quality, established websites that have responsive subscribers.

Look for websites that look professional.

Now, once you've found some ezines that you think look pretty good, then the next thing you'll want to do is create a new gmail account and sign up for those ezines yourself.

By subscribing to the newsletter, you can get a feel for the quality of the ezine and filter down to find which one's could possibly be your best advertising options.

Once you're subscribed to the newsletter, you'll want to check for a couple of things.



The first thing you'll want to look at is how often they send out emails.

Is it once per day, per week, per month?

If it's being sent once per month, then it's probably not very active.

You'll also want to check the quality of the newsletters. Are they providing truly valuable content?

Also, how many ads are in each email?

Does it seem like the emails are filled to the brim with ads or is it mostly good content with ads sprinkled in?

If there are more ads than content, then that's not a good sign.

By going through this process, you'll be able to find the best potential newsletters to advertise in.

Now, once you've found some good prospects, the next thing you'll want to do is approach the newsletter publisher about advertising in their ezine.

I recommend that you either email them or simply pick up the phone and get them on the phone.

In your email or phone call, you'll want to mention something specific about their ezine. Make it a point to mention a particular article that you enjoyed. This way you can start building some rapport with the ezine owner.

Next, if you already know that they offer ezine advertising, then you can ask them if their rates are the same as the ones quoted on their website.

Or, if they don't, then you can simply ask them if they accept third-party advertisements.

If so, here's the ad that I would like to place.

Could you take a look and let me know if you think your subscribers would respond well to this particular ad/email.

The reason you want to build this rapport and have them take a look at the ad first is because the newsletter publisher knows their audience best.

So they'll be able to tell you if your style, your offer, your solo ad would be a good fit for their newsletter.

They can often provide you with some very insightful advice.

Once you've set up your solo ad or your sponsor ad, you need to make sure that you have tracking in place to track the results of your newsletter ad.

This is critical!!

If you're not tracking your advertising, you're really wasting your time. Because without tracking, you're not able to find out which traffic sources convert and are profitable and which aren't.

So before you send out your ad, make sure that you have tracking setup so that you can track how many people click your link from the newsletter ad, how many people subscribe, and how many of those people become a paying customer.

You can do all of this using some tracking software called [HyperTracker](#).

And believe me, it's much easier than it sounds :)

Almost any sort of ad tracking software will do. But I personally really like [Hypertracker](#).

Now let's talk about how to create a high-converting solo ad.

Whenever you're creating a solo ad, you have complete control over the email copy. You choose the subject line, the body copy, everything.

So you basically have 2 options. You can create a long email or a short email.

But I can tell you that if you want to get the most amount of traffic, sales, and response from your ad, you need to place a short ad. A short email.

The only goal for this email is to get people to click through on your link and go to your website. I suggest that you send people to your squeeze page.

But if you're paying for traffic, you need to make sure you maximize how much traffic you're getting. And a short email is going to get you the most amount of traffic.

Get people to your website and then let your website do the rest of the work.

If you're making one cent more than you paid for the ad, then you should go ahead and put this process on autopilot.

And you do this by going back to the newsletter publisher where you placed the successful ad and set up a deal where you advertise with them on an ongoing basis. So you could set something up where you place advertising in their ezine once a month for 6 months.

This is a great deal for the newsletter publisher because now they have guaranteed income for the next 6 months.

The best way to do this is to pre-pay for your advertising in one big block. The reason you want to do this is because by pre-paying you're going to be able to work at a discount as well.

So, for example, you might be able to get 25% off because your pre-paying ahead of time.

Newsletters are happy to negotiate deals with you, especially if you're looking to advertise on an ongoing, repeat basis.

When used properly, you can literally build your entire business just from ezine advertising alone.

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# Free WSO's

(\* The #1 Traffic Strategy That You Probably Aren't Using...)

This next traffic strategy I'd like to teach you is a little bit of a twist on traditional forum marketing.

As many of you probably already know, the Warrior Forum is definitely one of the best places to rapidly grow your list (if you're in the IM market).

You can add hundreds of subscribers to your list simply by posting a free WSO in the Warrior Forum. Of course, a lot of people list paid products in the Warrior Special Offer forum, but I like to focus on list building and so what I do is I actually create free WSO's that point people to a squeeze page where they can get my free report, free video, etc...

This allows me to quickly and easily add at least 70-100 subscribers to my list every time I post a free WSO. Very powerful! And something that people aren't doing nearly enough.

Of course, I would also advise that you put some sort of one time offer after your squeeze page so that you can monetize your signups. There will always be people who will want to go to a higher level with you, so if you don't offer them something directly after they sign up, you're simply leaving money on the table.

Most people have a blank thank-you page after the squeeze page (which simply reminds people to confirm their subscription). HUGE MISTAKE!

Your thank-you page is one of the most valuable pages of your entire website. If you don't put some sort of offer on the thank-you page (even if it's an affiliate offer), you're leaving lots of money on the table.

If you're in the Internet Marketing space, you could literally build your entire business using the Warrior Forum alone. It's that powerful.

Here's an example of one of my own Free WSO offers on the Warrior forum:

<http://www.warriorforum.com/warrior-special-offers-forum/124734-free-traffic-uncover-all-24-my-hidden-traffic-sources-free-warrior-special-offer.html>

I have a VERY simple formula for how I create free WSO's.

I basically just swipe the copy from my squeeze page and post it in the thread with a link back to the squeeze page.

So in the example above, you'll see that I used the same headline from the squeeze page.

Below that I posted the bullets (directly from the squeeze page).

And then finally, you have the call to action.

Here I simply create a large blue link that says "Click Here for Free Instant Access!"

That link then takes them to the squeeze page where they can sign up for the offer.

It's a very simple formula but it works extremely well as long as you've got an enticing offer and well-written copy on your squeeze page.

**Extra:** You can also post your free offers on the Digital Point Forums as well (in the Buy, Sell, and Trade section.)

<http://forums.digitalpoint.com/forumdisplay.php?f=24>

This is another very popular Internet marketing forum where you can bring in an additional stream of subscribers.



# Online Marketplaces

(\* Untapped Traffic Source...)

You can also place your free reports, products, software, and scripts in online marketplaces to get a ton of laser-targeted traffic to your website.

For example, did you know that you can post your free reports on ShoeMoney.com, one of the most popular Internet Marketing blogs online.

If you go to ShoeMoney.com, you'll see a section on the right-hand side of every page called "Marketplace Listings".

In this section you can list your services, websites for sale, job listings, or 'other'. And that's the section where I list my free reports.

You can see an example of one of my own marketplace listings at:

<http://www.shoemoney.com/market/marketplace-ad?id=402>

A listing in the ShoeMoney.com Marketplace cost \$50 and it will run for 14-days.

But I've found that it's well worth the cost.

The last one I posted brought me a little over 70 new subscribers.

All you have to do is create an account at ShoeMoney.com (for free). And then buy a listing in the ShoeMoney Marketplace.

<http://www.shoemoney.com/market/marketplace-add/>

What I do in mine is to simply write a short description of my free report, packed with benefits and then I link straight to the squeeze page.

That's all there is to it.

And each of your listings should bring in at least 70 new subscribers as long as you write good, compelling copy.

So go ahead and give it a whirl.

Some other places where you can post your free report include:

[Webmaster Talk Marketplace](#)

[SitePoint Marketplace](#)

# High-Profile Content Syndication

(\* Cause Traditional Article Marketing Just Doesn't Cut It Anymore...)

High-Profile Content Syndication is a little bit of a twist on article marketing.

It takes traditional article marketing one step further. But the results that you can get from it are exponential - allowing you to easily generate 10x as much traffic than traditional article marketing.

And you do this by submitting your articles to high-profile websites, blogs, and newsletters online.

So, for example, if you have a blog about sports, you could submit your articles to <http://bleacherreport.com/> , one of the most popular sports websites online.

If you have a website about parenting, you could submit articles to <http://www.momsnetwork.com/submit-articles.shtml>

If you have a website about finance, you could submit articles to SeekingAlpha.com, which is one of the top 100 blogs online according to Technorati.

Other popular finance sites where you can either submit articles or guest posts include:

ZenHabits.net

TheSimpleDollar.com

WiseBread.com

TheSmartWallet.com

FrugalDad.com

If you're in the health and fitness market, you can submit articles to NaturalNews.com, LifeHack.org, and Mercola.com (all of which get hundreds of thousands of visitors every month.)

If you have a website about Internet Marketing, then you can submit your articles to sites like Site-Reference.com, BetterNetworker.com, BizNik.com, AssociatePrograms.com, ImNewsWatch.com, and Mashable.com.

No matter what market you're in, there are very popular websites that you could be submitting articles to for massive traffic.

**(\* I've included a comprehensive list of content syndication points at the end of this report.)**

So if you're already doing traditional article marketing and submitting your articles to places like EzineArticles.com and GoArticles.com then great. But just take that a step further by syndicating your articles to these high-profile websites and you'll quickly see a dramatic increase in your traffic.

**Cool Tip:** Whenever you're paying for advertising on another website, whether it be banner ads or text links or solo ads or whatever.... one of the best things you can do to make your paid advertising even more effective is to create integrated advertising deals.

So what you want to do is work out a deal where not only do they display your banner, but in addition they also publish your content on their blog. This is EXTREMELY powerful and I highly recommend that you start working out these sorts of customized deals.

You're going to get a lot more exposure and traffic from the content integration. Plus, the synergy of these two is even more powerful than either one by itself.

Brought to You By: <http://www.buzzblogger.com/secret/>



# Ebook Syndication

(\* Repurpose Your Content for Maximum Exposure...)

Plus, you can then take that content and turn it into PDF ebooks.

So you would take those same articles and turn them into PDF ebooks to multiply your exposure once again.

I'm using this technique myself to drive thousands of extra visitors and build hundreds of extra subscribers for every article I write.

## Here's what you do...

First, you take one of your articles, or a collection of related articles and you turn it into a PDF. You can do this for free at <http://www.youconvertit.com> or <http://www.pdfonline.com/convert-pdf/>

You then submit your newly created ebook to <http://www.free-ebooks.net/> and <http://www.getfreeebooks.com>

This one simple strategy is going to send you hundreds of extra visitors for every ebook you submit.

**Important Note:** You MUST make sure that you have a promo at the end of your report that sends people to your squeeze page. That's the key to building a list with the PDF report.

That's all there is to it!

Simply turn your articles into a PDF report and then submit your PDF to <http://www.free-ebooks.net/> and <http://www.getfreeebooks.com>

There are lots of other ebook directories you can submit to but I've found that those 2 are going to send you 99.9% of the traffic.

The best part about this technique is that you're able to use existing content. So there's very little additional work involved. You simply convert your existing content into PDF format and then leverage it for additional traffic and exposure.

## Extremely Powerful!

## Complete List of Ebook Directories:

<http://www.changethis.com/>  
<http://www.free-ebooks.net/>  
<http://www.getfreeebooks.com/>  
<http://www.thefreesite.com/>  
<http://www.ebookjungle.com/>  
<http://e-library.net/>  
<http://ebookdirectory.com/>  
<http://www.memoware.com/>  
<http://www.ebook88.com/>  
<http://www.sharewareebooks.com/>  
<http://www.ebookee.com/>  
<http://www.feedbooks.com/>  
<http://directory.pdf-search-engine.com/>  
<http://www.howto.co.uk/>  
<http://www.e-booksdirectory.com/>  
[Google Books](#)  
[Idea Marketers](#)

# Document Sharing Sites

**You can multiply your traffic and exposure once again by submitting your ebook to the top document sharing sites like Scribd.com, DocStoc.com, yudu.com, docshare.com, and ensnips.com.**

You can then repurpose your articles into other formats. Take the article and convert it into video that you can submit to all of the different video sharing sites online. Then strip out the audio and submit that to all of the different podcast directories. You can then convert that same content into a series of Powerpoint slides that can be submitted to sites like [SlideShare.net](https://www.slide-share.net/), [SlideBoom.com](https://www.slideboom.com/), [AuthorStream.com](https://www.authorstream.com/), [PowerShow.com](https://www.powershow.com/), etc...

There are so many people who are simply writing articles, submitting them to article directories and then that's it. But they're leaving sooo much traffic

on the table. They could easily multiply their traffic 10x simply by converting the articles into a couple different formats.

If people just focused on this one thing. If all they did was just create incredibly valuable content every single day, you'd be amazed at how fast your business would grow. Simply by focusing on creating extremely valuable content and syndicating it across the net.

And with the power of social media today, it's easier than ever to get your content spread across the Web.

# Tutorial Sites

(\* A HUGE Untapped Traffic Source...)

Tutorials are a HUGE untapped traffic source online. If you have a website related to graphic design, wordpress, web development, SEO, marketing, or programming, then you can use tutorials to send thousands of visitors to your website. There are hundreds of websites online that you can submit your tutorials to. One of the most popular is [Instructables.com](http://www.instructables.com).

Here's a more complete list of popular sites where you can submit your tutorials for tons of extra exposure, traffic, and backlinks...

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

<http://www.tutorialized.com> - (This one is one of my favorites because it has a section for marketing and SEO.) This site alone has sent me thousands of visitors.

<http://www.good-tutorials.com/>

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

<http://www.pixel2life.com/>

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

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

<http://www.rnel.net/>

<http://toxiclab.org/>

<http://tutorial-index.com/>  
<http://designbump.com/>  
<http://www.designfloat.com/>  
<http://www.photoshoproadmap.com/>  
<http://www.tutorials-expert.com/>  
<http://www.cg-links.com/>  
<http://www.fstutorials.com/>  
<http://tutorialoutpost.com/>  
<http://www.tutorialsgarden.com/>  
<http://psd.tutsplus.com/>  
<http://psdtop.com/>  
<http://graphic-design-links.com/>  
<http://design-newz.com/submit-newz/>  
<http://woork.blogspot.com/2009/02/add-design-news-on-woork.html>  
<http://devmarks.com/>  
<http://www.dzone.com/>  
<http://www.1stwebdesigner.com/contribute/>  
<http://www.tripwiremagazine.com>  
<http://www.webdesignbooth.com/>  
<http://www.crazyleafdesign.com/blog/contributors/>  
<http://psdlearning.com/>  
[http://www.brushking.eu/submit\\_news.php](http://www.brushking.eu/submit_news.php)  
<http://kailoon.com/>  
<http://www.myinkblog.com/submit-news/>  
<http://www.fuelyourcreativity.com/user-link-feed/>  
<http://designm.ag/submit-news/>  
<http://www.flashperfection.com/submit.html>  
<http://www.tutorial-center.com/submit/>  
<http://www.totaltutorial.com/>  
<http://www.designshard.com/contribute/>  
<http://www.knowtebook.com/publish>  
<http://sharebrain.info/submit/>  
<http://www.photoshop911.com/tutorial.html>  
<http://www.cg-links.com/submit-link.php>  
<http://www.tutorialsgarden.com/submit/>  
<http://www.v7n.com/graphics/submit.php>  
<http://www.tipclique.com/>  
<http://gfxxtuts.com/>  
<http://www.tutorio.com/>  
<http://designmoo.com/>  
<http://www.zabox.net/>

### **Additional Resources:**

[Tutorial and Article Websites That Bring Traffic](#)

# Link Roundup

(\* Cool Traffic Trick...)

Here's a cool traffic trick for you...

This one is super simple and can bring you hundreds of extra visitors.

Here's how it works...

First, you need to go to Google and type in the following search queries:

“Daily Link Roundup”  
“Weekly Link Roundup”  
“Monday Link Roundup”  
“Friday Link Roundup”  
“Link Roundup”

If you want to find blogs that are specifically related to your market, then you can add a modifier. Something like:

“Weekly Link Roundup” + parenting  
“Weekly Link Roundup” + marketing  
“Weekly Link Roundup” + moms

Simply attach your main keyword to the search query.

This will give you a list of blogs that do weekly link roundups. Link roundups are basically where blogger's post their favorite links and articles each week in what's called a Link Roundup.

Best of all, there are thousands of blogs that do this on every imaginable topic.

Now here's where you come in...

Once you've found a related blog that does link roundups you can then contact the blog owner and send them a link to your very best content from your own blog.

If you've published truly great content, then there's a very good chance that they will link to you in their weekly link roundup.

This gives you a high-quality backlink and sends you some laser targeted traffic.

This is an extremely powerful technique that I see VERY few people using online.

But it's super simple and can send you lots of highly-targeted traffic.

## CSS Galleries

**CSS galleries are another untapped source of traffic and links.** [FreelanceSwitch.com](http://FreelanceSwitch.com) has [received over 25,000 visitors from CSS Galleries](#) . If you have a savvy CSS design, be sure to submit it to all of the major CSS galleries.

[CSSMania](#)  
[CSSRemix](#)  
[BestWebGallery](#)  
[WebCreme](#)  
[CSSElite](#)  
[CSSDrive](#)  
[CSSHeaven](#)  
[CSSTux](#)  
[CSSGlobe](#)  
[CoolHomePages](#)

Each of these sites can also send you quick and easy traffic.

For a more comprehensive list of CSS Galleries, go to...

<http://semlabs.co.uk/journal/how-to-build-up-tp-550-high-quality-links>

You can also automate your submission to CSS Galleries for \$20 at <http://www.thecssgallerylist.com/>

# Instant Content Creation

(\* Create Content On Demand...)

As you probably already know, content creation is a HUGE asset in your business... Especially on the Web where people come online almost exclusively for information.

You can use your content to drive thousands of visitors to your website each and every month. And you do this by using all of the traffic strategies that we've listed above.... Article marketing, High-Profile content syndication, Free Reports, Ebook Syndication, Tutorial Sites, Document Sharing Sites, Forum posts, Free WSO's, etc...

Content is the lifeblood of any information marketing business. So in this section I want to show you a really cool strategy for instant content creation.

I'm going to show you how you can acquire hundreds of pages of unique, exclusive content for a couple hundred dollars.

The key is product licensing.

And when I explain this strategy in detail, you're going to start seeing just how powerful it can be. Plus, it's a hugely untapped opportunity. There are VERY few people online doing this right now.

I've done this on a number of occasions and you'd be surprised how inexpensive it can be to acquire the rights to another product.

So basically, product licensing is where you license other people's products to sell as your own. And there are a TON of product licensing opportunities online.

And the reason for that is because most product owners have a big product launch where they have a huge spike in sales, but after the product launch, things fizzle out. And they're lucky if they sell a few copies per month after that. So you can come in and offer a couple hundred bucks to license the product and they will be more than thrilled.

Or, often times, you know, people will create an entire product, put it up on Clickbank, but it just never gets off the ground. They might have great content, but they just don't know the marketing side of the business.

**For you, this is an untapped goldmine of literally thousands of products that you could be licensing for your own business.**

And now you've got hundreds of pages of high-quality, unique content that you can use to drive thousands of visitor to your website.

And it's really quite simple, you can go to a website like Clickbank or PayDotCom, find the ones with a lower gravity, and then contact the product owner about buying rights to the product.

So, for example, let's say I want to start an online business in the health and fitness market. I could simply go to the Clickbank Marketplace, click on Health & Fitness.

Now, I want you to look at how many of these products have a gravity of zero. (meaning that they are selling very few copies of their product. Probably none.)

I generally look for a product with a gravity of under 15. Because those are going to be the product owners who are going to be more willing to sell.

Do you think they would be willing to work out a deal with you where you get to license the product? You bet!! Most of them would be thrilled to license their product to you because they're not making any money with it.

And just because these products aren't selling well does NOT mean that they're not good products. It often just means that the product owner or creator simply doesn't know how to do the marketing side of the business.

And that's where you come in.



You can offer these people \$300-\$500 to license their product and most of them are more than happy to do so. And now you instantly have your very own product.

Now, if it's a REALLY good product, I will sometimes offer up to \$1,000 to license the product. It really just depends. But, for the most part, you can generally license a product for \$300-\$500. Possibly even \$250, especially if it's outside of the Internet Marketing space.

Here's an example email you can send to the product owner:

"Hey [NAME],

I just wanted to send you a quick note to tell you how much I'm enjoying your [PRODUCT NAME].  
These are brilliant!

I'd really like to purchase a license to the [PRODUCT NAME] and include them in my membership site.

I'd like to offer you \$1,000 for a license to the products.

Of course, I would still give you complete attribution.

But I'd love to see if we could work something out.

Your products are by far some of the best I've seen online.

All the Best,

- Kim Roach"

### **What to Do with Your Newly Created Product:**

Improve the copy and sell it as your own.

Bring affiliates on board.

Break it up into articles and reports

Submit the PDF reports to ebook directories.

Submit the PDF reports to document sharing sites.  
Turn the ebook into an audio and post it to podcasting directories.  
Sell Resell Rights to the product.  
Sell PLR to the product.

You now have a complete product that you can sell as your own or you could break the product up into articles. You now have hundreds of pages of instant content that you can use in your marketing to drive thousands of visitors every month.

Brought to You By: <http://www.buzzblogger.com/secret/>

## **Video Marketing**

(\* How to Get Massive Traffic From Videos...)

Videos have quickly become one of the most popular content formats online. If you're not creating and distributing videos, you're missing out on a major traffic source. In fact, 52% of web traffic is video, according to eMarketer.

The New York Times has reported that more than 70% of all web visitors watch online video.

The average YouTube visitor spends 27 minutes watching video every single day. Talk about visitor engagement!

Plus, YouTube alone serves up over 200 million video clips per day. And when you think about it, it's really not all that surprising how well video has caught on online. Video is one of our favorite ways to obtain information. In fact, the average American watches over 4 hours of television every day.

Video is a very engaging format. You can get people to watch 20-30 minutes of video when they would never read 20-30 minutes worth of content on your site.

You're engaging your visitor, and this is extremely powerful, because the longer they interact with your message, the more likely they're going to regard you as an authority... the more likely they're going to buy your stuff... the more likely they're going to come back to your website for more information.... and the more likely they're going to regard you as the authority in your field.

Videos set you apart from your competition. Most people online simply aren't willing to put in the work it takes to create a video. And that's why it has the power to put you so much further ahead of your competition.

It's a lot like being an athlete. The best athletes are the ones willing to do what the rest aren't. They get up earlier. They practice harder. They take it one step further.

And that's exactly what video does for you. It puts you one step ahead of your competition.

You can create videos on How to do something. These types of videos are basically tutorials teaching people a specific skill. You can create review videos where you review different products. You can do a news announcement whenever you want to announce a contest. You can do some personal videos for building relationships with your audience.

For example, you could create a video where you're just like "Hey, today I'm really excited because I just got my new iMac and so I thought I'd pop out the video and share it with you. Isn't it a beauty?"

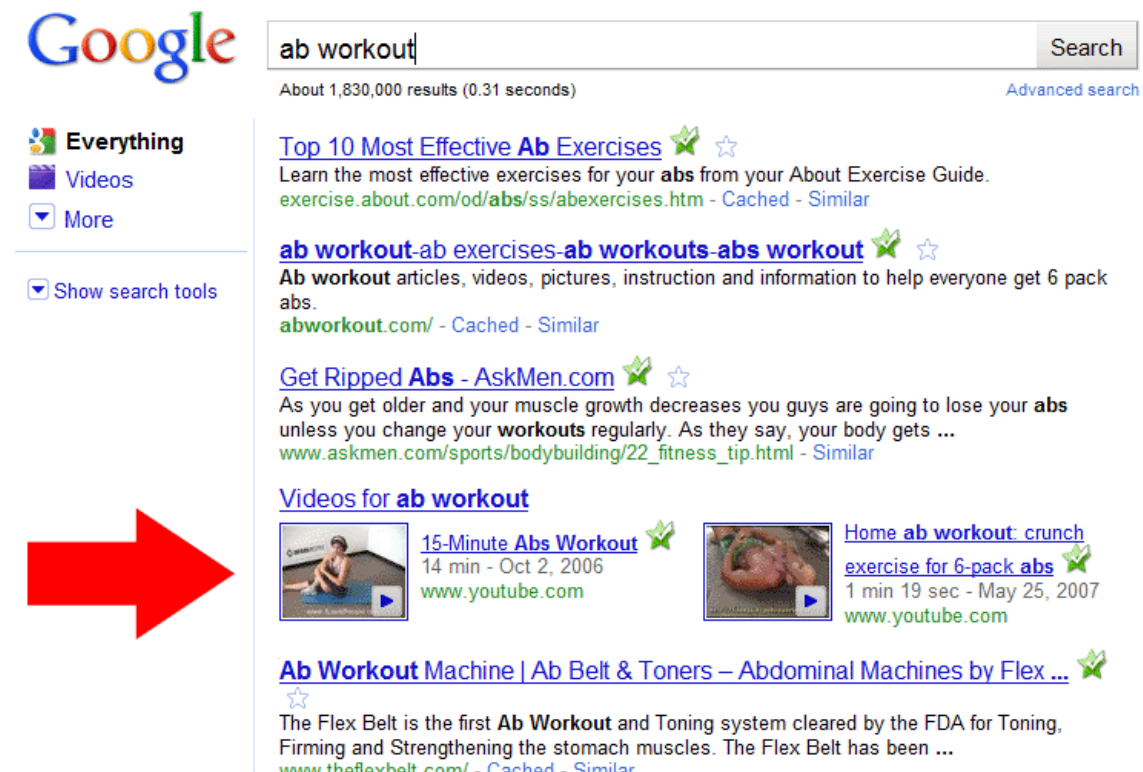
These types of videos create bonds with your audience that you just can't develop in any other format. Video creates an entirely different level of engagement, when compared to articles, emails, or even podcasts.

## **Promoting Your Video to Get Thousands of Views**

There's a lot more to video marketing than just uploading your video to YouTube. In fact, this is why many people are so disappointed with Video Marketing. They just upload their video to a few sites and then wonder why they're not getting truckloads of traffic.

There are key steps you need to take to make sure that your video gets maximum exposure.

First, you need to make sure you're targeting very specific keywords. YouTube and other video sharing sites rank extremely well on Google. In fact, you've probably seen YouTube and Google Video while searching on Google. They're all over the front page for thousands of different keyword phrases. These are very authoritative sites that can rank very quickly. To see an example, search in Google for the keyword phrase "ab workout". You should see some video results. These videos are ranking for a highly competitive term.



Google

ab workout Search

About 1,830,000 results (0.31 seconds) Advanced search

Everything  
Videos  
More  
Show search tools

**Top 10 Most Effective Ab Exercises**  
Learn the most effective exercises for your **abs** from your About Exercise Guide.  
[exercise.about.com/od/abs/ss/abexercises.htm](http://exercise.about.com/od/abs/ss/abexercises.htm) - Cached - Similar

**ab workout-ab exercises-ab workouts-abs workout**  
Ab workout articles, videos, pictures, instruction and information to help everyone get 6 pack abs.  
[abworkout.com/](http://abworkout.com/) - Cached - Similar

**Get Ripped Abs - AskMen.com**  
As you get older and your muscle growth decreases you guys are going to lose your **abs** unless you change your **workouts** regularly. As they say, your body gets ...  
[www.askmen.com/sports/bodybuilding/22\\_fitness\\_tip.html](http://www.askmen.com/sports/bodybuilding/22_fitness_tip.html) - Similar

**Videos for ab workout**

**15-Minute Abs Workout**  
14 min - Oct 2, 2006  
[www.youtube.com](http://www.youtube.com)

**Home ab workout: crunch exercise for 6-pack abs**  
1 min 19 sec - May 25, 2007  
[www.youtube.com](http://www.youtube.com)

**Ab Workout Machine | Ab Belt & Toners – Abdominal Machines by Flex ...**  
The Flex Belt is the first **Ab Workout** and Toning system cleared by the FDA for Toning, Firming and Strengthening the stomach muscles. The Flex Belt has been ...  
[www.theflexbelt.com/](http://www.theflexbelt.com/) - Cached - Similar

Plus, look at how these search results stand out. Your eyes are immediately drawn to the images within the search results. Videos are one of the few ways you can get your search results to stand out to this degree and include images.

Also, keep in mind that there are millions of searches that occur within the video sites themselves. By optimizing your video for specific keyword phrases, you will also rank well within the video-sharing site itself.

So the first step to creating a popular video is to choose a targeted keyword phrase. I usually like to target keyword phrases with competition less than 30,000 when you search for the keyword phrases in "quotes" at Google.

So, for example, if I wanted to rank for the keyword phrase "best man wedding speeches", I would first go to Google and type the phrase in quotes to check the competition. If the results were under 30,000, then that would be a good indication that this is a keyword phrase that is fairly easy to rank for, especially if we're using a powerful site like YouTube.

At the time of this writing "best man wedding speeches" in quotes has 6,000 search results, so it's well within the range we're looking for. Now that you have a specific keyword phrase you would like to rank for, you need to optimize your video to rank for that particular keyword phrase. You can do this by following a simple checklist.

**1. Place your keyword phrase at the beginning of the Title for your video.** (This is critical. The title is one of the most important ranking factors in Google.)

**Quick Note:** If you can, include your keyword phrase in the title twice, once at the beginning and once at the end. But make sure you only use this strategy if your keyword phrase is 1 to 3 words long. My own testing has shown that using the keyword twice in the title can significantly increase your rankings.

**Quick Tip:** Use different titles for your video when submitting to different video sharing sites. This allows you to target multiple long tail phrases. So, for example, let's say you're going to submit your video to YouTube and MetaCafe, you could use 2 different titles for the same video and target 2 different keyword variations. So for one you could use "Maid of Honor Speeches" and for the other you could use the phrase "Maid of Honor Wedding Speeches". You see how this allows you to target multiple variations?

**2. Include your keyword phrase in the description of the video.** This is an area that many people don't take advantage of. You see, search engines do not index the words in your video. So, the only way they know what the video is about is what you tell them in the title and the description, so be sure to include plenty of information in the description area.

In fact, what I like to do is include an entire article in the description area. This allows me to optimize my page for my targeted keyword phrases along with a number of keyword variations.

Be sure to put your targeted keyword phrase at the beginning of your description and at least once at the end of your description. You can

sprinkle your keyword, related keywords, and variations throughout the article. But don't go overboard. The key is to sound natural.

**3. Many of the video sites also let you upload keywords or tags.** This is where you would want to include the desired keyword phrase you want to rank for along with related keywords. This will help you rank higher for these keywords within the video search engine as well as on Google.

**4. Build backlinks pointing to your video.** This is the final step you need to take to rank well in Google using YouTube. Inbound links are one of the biggest factors to ranking well in Google.

Link to your videos using the keywords you would like to rank for. So, for example, if you wanted to rank for the keyword phrase "How to get rid of spyware", then you would use that as your anchor text when submitting your video to social bookmarking sites and all other forms of link building. So go ahead and submit your video URL to all of the social bookmarking sites.

Next, you could submit a press release about your new video to all of the top press release sites. This is going to give you an extra batch of high-powered backlinks.

Once you have finished that, you can also build additional through article submissions, forum links, Ning communities, etc...

### **How to drive traffic from your video to your website...**

Getting people to watch your video is just the first step. Your main goal is to get them to go from your video to your website.

Your video must be designed to send as much traffic as possible to your website. You can do this in a number of ways.

**1. Include your website URL at the very beginning of your description.** This will create a clickable link on sites like YouTube and many other video sites. So anyone watching your video can quickly find your link to find more information.

**2. You should also include your link at the beginning and end of your video.** I like to display my URL at the end of the video for 20 to 30 seconds.

**3. Use a watermark URL in the video**, so that the URL displays at the bottom of the screen through the duration of the video.

**4. All of your videos should include a call to action that invites them to leave YouTube and go visit your site.** For example, if your video was about parenting tips, you could say, "For more great parenting tips, go to my website at <http://www.greatparentingtips.com>".

Another very powerful technique is to use two part videos. You post part one to all of the video sharing sites like YouTube, MetaCafe, Veoh, and Google Video. Then, at the end of the video, you would say "To see part 2 of the video go to <http://www.gotomyurl.com>"

This technique can be very effective for funneling visitors from your video to your website. But you need to make sure you include valuable content in Part 1, but leave them hanging so that they want to see Part 2.

Then, once they come to your website to watch Part 2, you can get those visitors to sign up for your mailing list by including an opt-in box on the page.

So at the end of Part 2, you would say, "If you would like to see more videos like this one, enter your name and email into the box on the right-hand side of this video."

### **\*\*\* How to Promote Your Video and Attract Thousands of Views**

There are lots of ways to promote your video. Here are some of the best ways...

**1. Send out a message on Twitter, Facebook, FriendFeed, and all other social networks you're involved in.** This can be extremely powerful, especially when you have hundreds of followers. You'll notice that lots of people within your circle on the social networks will click on the link and check out your video.

But it doesn't stop there. If your video is really good, many of these people will spread the word for you. They will retweet it, send out a message to their own social network, Stumble it, submit it to Del.icio.us, or even post it on their blog.

This is why it's so important to create exceptional content. Truly great content gets passed around quickly, especially with today's social media platforms. It's easier to spread your message now than it has ever been in history.

**2. Submit your video to all the different social bookmarking sites.** This one simple step can quickly increase your number of views and help you get into the most viewed section for your category.

For a larger list of 125 social bookmarking sites, go to...

<http://www.searchenginejournal.com/125-social-bookmarking-sites-importance-of-user-generated-tags-votes-and-links/6066/>

If you want to automate your social bookmarking submissions, you can use a tool called <http://www.submitbookmark.com/>.

**3. \*\*\* Post your videos on Forums.** Lots of forums will allow you to post YouTube videos, just make sure you read the rules first. Simply look for related forums and post your video. This is one of the easiest and fastest ways to get more views on your video.

For example, the Digital Point Forums allows you to post videos there. However, a site like the Warrior Forum does not allow video posts.

However, most forums outside of Internet Marketing will welcome your videos.

**4. Post Video Responses.** This is a very simple technique you can use to increase your video views. I've used this one simple tactic to get thousands of views on a single video.

Here's how you do it...

Underneath a video, you will see a section titled "Video Responses". On the right side of this section, you will see a link that says "Post a Video Response". Go ahead and click on that link.

You will then be taken to a page where you can post a video response. Click on the link in the middle that say, "Choose a Video".



From here you will choose one of the videos you have already uploaded on YouTube and click on the button that says, "Respond with This Video". You need to choose a related video to post a video response to.

Now, once you have posted a video response, you can go back to the video and you will now see that your video is listed in the Video Responses section.

Now, as you can imagine, if you have posted a video response to a very popular video, you can get thousands of views coming to your video from the video response you've posted to a related video to. This is one of the easiest ways to divert traffic to your videos.

Don't take this strategy for granted. It's EXTREMELY powerful and it has brought thousands of extra visitors to my videos.

Simply find popular videos that are related to yours and post a video response.

**5. Submit your video RSS feeds to the top RSS aggregators and directories.** Lots of people miss out on this technique. By submitting your video RSS feed to all of the different RSS directories, you can get extra traffic to your videos. But more importantly, this will create one-way backlinks into your videos, which will boost your search engine rankings and ultimately drive more traffic to your video.

For example, in YouTube, you can access the RSS feed of your videos using the following URL:

[http://www.youtube.com/rss/user/\[insert username here\]/videos.rss](http://www.youtube.com/rss/user/[insert username here]/videos.rss)  
Simply replace [insert username here] with your own username.

So, for example, the RSS feed for my videos can be found at:  
<http://www.youtube.com/rss/user/buzzblogger7/videos.rss>

.... Because my username is buzzblogger7 (But this is just one of my accounts. Most of my videos are in niche markets.)

**6. Here's another quick, simple tip.** If you're looking to get more views on your video, find existing videos on YouTube that are related to yours and have a lot of views.

Then, copy their tags to the video you're uploading. This gives your video a very good chance of appearing in the related videos in the sidebar, which can send you a lot of extra views.

**7. Keep in mind that YouTube is a community of PEOPLE.** It's a place to make friends and interact with others. So if you want to get the most out of YouTube, then you need to interact with the other people that are hanging out and making videos on YouTube.

Comment on other people's videos. Build up your friend list. Join video groups, and you will soon start to see the number of people who subscribe to your videos increase.

Now, this is a very important factor because when you have lots of people who subscribe to your videos, those people comment on your videos. This is critical in helping you get to the most discussed and most viewed pages, which can drastically increase your traffic.

So, always remember that YouTube is a community. The key is to interact and ADD VALUE to the community.

## **8. Create and customize your own YouTube Channel.**

Your YouTube channel is your home base for all of your videos and information about you. It's kind of like an "About Us" page.

On your channel page, you get to tell people about yourself. Plus, your channel page also allows people to quickly and easily subscribe to your videos, add you as a friend, send you a message, add comments, and share your channel with others.

People who subscribe to your videos will immediately be notified whenever you post a new video.

**9. Leverage your existing assets.** Once you have established a high-traffic blog or a large mailing list, you can leverage these assets to get more views, ratings, and comments on your YouTube videos. Simply post to your blog or send out an email saying "Hey, I just put up a video on YouTube showing you exactly how to get unlimited PR 4 to PR 7 backlinks. If you like it, help me out and give it a rating and be sure to post some comments. You know I love hearing your feedback!"

When you have a popular blog or a large mailing list, you can easily generate the views, comments, and ratings needed to earn YouTube honors and get on the Most Popular page within your category.

### **10. Embed your video for hundreds of extra views.**

There are lots of sites that allow you to embed your videos for further promotion. One of my favorites is WonderHowTo.com. If you have a "How To" video on YouTube, metaCafe, or any video site that gives you embed code, then you can post it to [WonderHowTo.com](http://WonderHowTo.com) and get hundreds of extra visitors.

Some other sites where you can embed your video include:

www.imbroadcast.com/  
www.flixya.com  
www.spike.com  
www.instructables.com  
www.myspace.com  
www.uvouch.com  
www.magnify.net/sites/categories  
www.ulinkx.com/  
www.myvidster.com (Social Bookmarking for Videos)  
www.gemzies.com/  
www.infectiousvideos.com/  
www.videosift.com  
www.vewgle.com  
www.tagged.com  
www.wonderhowto.com  
www.maxior.pl  
www.nowpublic.com  
www.vodpod.com  
www.mefedia.com/add.php

For example, Uvouch.com allows you to import videos from YouTube, Revver, DailyMotion, MetaCafe, Crackle, and LiveVideo.

This is one of the easiest ways to get thousands of extra visitors for your video. I've seen VERY few people taking advantage of this strategy, so I hope you start using it in your own online business.

## How to Mass Distribute Your Video for FREE



You can distribute your video to 20+ video sharing sites for free with a service called [TubeMogul.com](http://TubeMogul.com).

If you're looking for a more robust video submission service I can also recommend 'Traffic Geyser' and 'Video Post Robot'.

These tools allow you to automate your video submissions, which I would highly recommend because otherwise it will take you hours to submit to the top video sharing sites.

For a list of the Top 50 Video Sharing Sites, go to...

<http://www.jackhumphrey.com/fridaytrafficreport/website-promotion/list-of-29-free-video-sharing-sites/>

For a more comprehensive list of video sharing sites, go to...

<http://www.reelseo.com/list-of-180-video-sharing-websites/>

# Cool Site of the Day

(\*Get Your Site Recognized...)



Here's another interesting find. It's called [Cool Site of the Day](#). This site lists some of the most interesting sites from around the web. Best of all, you can submit your site as well if you think it's up to snuff. Not only does this present an excellent link opportunity, but Cool Site of the Day is known for [sending thousands of visitors](#) to their featured sites.

If your site is chosen, it will be featured on the homepage and announced to their email list of over 150,000 subscribers.

Much like Digg, Cool Site of the Day also has a [ripple effect](#). The featured sites are often picked up by journalists throughout the world. Some of the previously featured sites have been quoted on the BBC News website, featured in USA Today, picked up by radio stations and quoted in a number of other media outlets.

Sites similar to Cool Site of the Day that you can submit to include...

[Yahoo Picks](#)

[TopsiteoftheDay](#)

[AskMen](#)

## **Integration Marketing**

**(\* The Key to Creating Perpetual Traffic Machines...)**

There's an untapped marketing goldmine hiding online that most marketers are completely missing. But once you tap into this hidden goldmine, you'll be able to generate consistent lead flow into your business with very little work on your part.

It's called integration marketing.

Integration marketing allows you to leverage OTHER PEOPLE'S thank you pages, members' areas, log-out pages, log-in pages, exit pages, autoresponders, and more for untapped traffic.

Basically, integration marketing occurs when you integrate your offer into someone else's marketing funnel.

And it's one of the fastest ways to create an automated lead generation system that funnels hundreds of subscribers into your sales funnel each and every day. This is hands-down one of the most powerful, yet untapped traffic strategies online today.

It allows you to tap into some of THE most valuable virtual real estate available online.

Instead of just having your opt-in box on your squeeze page, it will also be promoted on dozens, if not hundreds, of OTHER PEOPLE'S thank-you pages. This is the ultimate form of leverage.

Not only does this put you in front of more people, but it also puts you directly in front of the \*right\* kind of people. You see, if a person has

reached someone else's thank-you page, they have either 1.) agreed to purchase something... or 2.) subscribed to their opt-in list.

That's why the thank-you page is some of the most valuable real estate available online today.

The same is true for displaying your ad inside other people's membership sites. This could be on the log-in page, the log-out page, or within the membership content itself.

However, most people are NOT monetizing their thank-you pages properly.

Using just this one strategy of Integration Marketing, you can create systematic, predictable growth in your business with just a little bit of effort.

There's zero risk on your part. A very low investment. All that is required is a bit of your time. And HUGE potential upside.

Are you starting to see why integration marketing is one of THE most powerful marketing strategies that you can implement in your business?

Integration marketing is also extremely powerful because of the fact that VERY few other people are using it.

It allows you to approach potential joint venture partners with a VERY unique opportunity.

If you were to approach them through traditional joint venture methods you'd be much more likely to get a "no".

But when you apply the techniques of integration marketing, you'll be able to hand them a plug-and-play promotion that they can post on virtual real estate that's probably not currently even being used or monetized.

Because of this, you're much more likely to get a "yes".

It can't get any easier for them. You're basically giving them one line of code that they can place on their thank-you page to start bringing in "found money".

## **How to Set Up Your Integration Marketing Growth Strategy:**

For starters, you'll need to create a free product that you'll be giving away on your squeeze page in exchange for people's name and email.

After people give you their name and email, they will immediately be taken to the opt-in confirmation page/thank-you page, where you will present a one-time offer at an exclusive, discounted price.

This is how you make money from your "free offer". You create a one-time offer directly after the squeeze page that offers people a one-time, exclusive discount on one of your products or a collection of your products.

You want to make the OTO in conjunction with the free squeeze page offer and also as irresistible as possible. This will help bring you the highest possible conversions. Creating an irresistible offer that's congruent with the free offer that they just signed up for.

Now, when someone comes to your squeeze page from someone else's thank you page or membership site, they will get a commission from every person they send that purchases your one-time offer.

This is how you recruit other people to put your ad on their thank-you page... because they'll be making a commission for every sale that's made on your OTO.

In return, you get a consistent flow of leads and sales.

As I'm sure you can see, building your list on the back of other people's thank-you pages is EXTREMELY powerful.

## **How to Recruit Potential Integration Partners:**

So, how do you go about finding potential integration partners and getting them place your ad on their thank-you page.

Well, first off, you need to show them what's in it for them.

You'll want to give them AT LEAST 50% commissions on the OTO.



But even more importantly than that, you need to make sure that you have a high-converting sales process in place.

You've got to know your numbers.

How much, on average, is each visitor worth that comes to your squeeze page and goes through the sales process?

You MUST be able to tell your potential integration partners how much they can expect to make if they send 100 visitors, 500 visitors, 1,000 visitors, etc...

You MUST optimize your sales process FIRST before you start approaching potential integration partners.

This is what so many people get wrong. They go out to recruit affiliates before they have optimized their sales process. HUGE Mistake!

You'll want to get the visitor value as high as possible BEFORE you start recruiting affiliates.

So, for example, a visitor value of \$5 would mean that for every visitor someone sends you, they would, on average, earn \$5 for every visitor.

So if they sent you 100 visitors, they should earn \$500.

That's a very good visitor value. If your average visitor value is \$5, then you're definitely ready to start recruiting integration partners.

But, if you're still in the process of optimizing your sales process, then one of the very best ways to increase your visitor value is to add upsells, downsells, and cross-sells.

You must ALWAYS have something else to sell whenever a transaction takes place.

This can be via upsell, cross-sell, as a follow-up offer, etc...) but you Must offer them something else because the hottest buyer in the world is the one who just gave you money.

This is the best time to increase your transaction value as well as your visitor value.

They've already got their credit card out and their actively and intensely interested in whatever you have to offer.

You should always give your customer the opportunity to customize their buying experience.

There will always be a certain portion of your buyers that will want to go to a higher level with you, and if you don't allow them to do that, you're leaving a TON of money on the table and your customer will simply go somewhere else.

So you MUST allow them the option to get higher and higher levels of value.

This allows your customers to customize their buying experience.

So you MUST allow them the option to get higher and higher levels of value. And this is done through the sales process itself.

The key here is that you're upsells are closely related and tied in to the main product itself. These are essentially value bumps, but they should tie in perfectly with the main product itself.

Now, you've probably seen plenty of upsells online, but you may not be quite as familiar with the Order Page Bump, so let me give you a quick example...

<https://the7figuresecrets.com/auth.payment.page.new.php>  
<https://instantclickfusion.com/freedvd/>

### **Where to find Potential Integration Partners:**

[Clickbank](#)  
[PayDotcom](#)  
[JVNotifyPro](#)  
<http://www.imadswaps.com>  
<http://www.warriorforum.com/warrior-joint-ventures/>  
[Safe-Swaps.com](#)  
<http://www.AdswapFinder.com>

[JVME.com](http://JVME.com)  
[ListSwapper.com](http://ListSwapper.com)  
[HonestWorkFromHomeSuccess.com](http://HonestWorkFromHomeSuccess.com)  
[EliteClickSwaps.com](http://EliteClickSwaps.com)  
[Google](http://Google)

### **How to Get Your Ads on Other People's Thank-You Pages:**

The key to getting your ad on other people's thank-you pages is to create an irresistible offer.

Make it easy for your partners to say yes.

There are a number of ways to do this but you should always begin by offering a high commission rate.

I suggest at least 50%, but go even higher than that, if possible.

You could even give 100% commissions. Sacrifice up-front profits because you'll be able to make up for it many times over on the back-end. Plus, you'll be building a HUGE list of subscribers to go along with it.

Make your offer as irresistible as possible because having your ad on the thank-you page could put you in front of potentially hundreds or thousands of people every single day.

You could also offer to swap thank-you page promotions. This way, both of you are creating a perpetual lead generator that will send you both subscribers and sales on a daily basis.

You would put an ad for their product on your thank you page, and they would put an ad for your product on their thank you page. The only drawback here is that you only have a limited amount of space on your thank-you page.

In general, you really don't want to put over 3 thank-you page ads on your thank-you page. Otherwise, it will start losing its effectiveness.

So this means you could swap thank-you page ads with up to 3 people.

You could also create a special discount for your thank-you page partners.

This gives them something special to offer their buyers. You always want to do anything you can to make the offer unique to them.

\*\*\* You could also offer to promote their product. This way you're essentially trading a promotion for thank-you page placement. If you already have a list, this can be a really great way to push your partner's over the edge.

Your list of subscribers give you HUGE leverage to work with when negotiating with potential integration partners.

You can tell them that you'll promote their product to your list if they'll put your product ad on their thank you page. For most people, this is an easy sell. Especially if you have a large, responsive list of subscribers.

You can also barter for thank-you page ad space.

For example, if you're a really good copywriter, you could write someone else's sales letter in exchange for them placing your ad on their thank you page.

If you're really good at graphics, you could set up the same sort of deal.

There are literally unlimited possibilities for trading work for ad space.

So get creative!

You could also Offer to create content for someone else's membership site in exchange for them putting your ad on their thank-you page or on the log-in or log-out page of their membership site.

One of the biggest hurdles of owning a membership site is adding fresh new content every month. So if you come in and offer to create top-notch exclusive content for them, you've created a very beneficial win-win deal for both parties.

## **Other Forms of Integration...**

One of the best ways to use integration marketing is to look for people who have products related to your market. You would then approach them about including your content as a bonus for their product.

For example, if you have a product that you are currently selling, I would allow them to include your product as a free bonus. The only catch is that they have to sign up for your list before they are able to download your product.

This is really a no-brainer (especially if you have a high-quality product) because they are able to provide tremendous value to their customers, offering them an extra bonus that they would normally have to pay for. In return, you get a very powerful list of buyers!

By pairing your products with other products within your market you are going to create an instant, perpetual flow of leads to your website, allowing you to grow your list very quickly.

Another way you can use this strategy is to look for membership sites within your market. People who own membership sites are constantly looking for quality content that they can add to their site. That's really one of the biggest jobs for someone who owns a membership site, adding new quality content every month.

So you can provide them with tremendous value by allowing them to put your premium content in their membership site. And in return, you will build a very powerful list of buyers. And as you know, a list of buyers is 10x more powerful than a traditional subscriber.

Another powerful integration strategy you can use is to write a killer report of about 30-40 pages of truly great content. This has to be some truly juicy content. Not the same stuff you see rehashed 100's of times over. For this strategy to work, you must create content that stands above the crowd.

You would then offer this ebook to other marketers for them to give away to their list (no opt-in required.) The key here is that you **MUST** include links throughout the report that point back to your squeeze page.

To add even more power to this strategy, I would recommend that you personalize the report for each marketer. At the top I would say something

like, "An Exclusive Gift for MARKETERS NAME's Friends and Subscribers".

I would send out 50-100 personalized emails offering your report to them for free. You can email bloggers, product owners, and related website. You can find these people through Clickbank, PayDotCom, and traditional Google Searches.

You can also some extra juice to this strategy by including a revenue component by branding the report with their affiliate link peppered throughout the report.

Some other extremely powerful integration points include thank-you pages, log-out pages, autoresponder follow-ups, exit pops, and banner space.

**There is a TON of virtual real estate online that goes untapped.**

\* It's your job to look for these priceless integration points and find ways to integrate your content into other people's marketing funnels.

# Rocket Deals

(\* Put Your Traffic On Autopilot...)

This next strategy is one of my all-time favorites. You could literally build your entire business around this one strategy alone.

I call them 'Rocket Deals'. Put together 3-5 rocket deals and you can easily put your traffic on autopilot, sending 1,000-5,000 visitors to your website every week. Without any work on your part.

So, here's how you set up a Rocket Deal...

It's basically an exchange of virtual real estate.

The goal is to get your ad on the OTHER person's thank-you page.

The first thing you'll want to do is start building a relationship with the other person. Find out what you can do for them first. Guest post on their blog. Do a webinar for their subscribers. Do an ad swap, etc...

Then, you'll send them an email similar to the following:

**Subject Line:**

Hey (firstname), What can I promote for you?

**Body of the Email:**

Hey (firstname),

First, I'd like to thank you for doing an ad swap with me.

My subscribers loved your free ebook :)

I'm still getting emails from them, telling me how much they enjoyed your report.

So it got me to thinking about how I could promote your product on a more ongoing basis.

I have a lot of high-traffic pages that are currently going untapped.

So I thought I could put your offer in my autoresponder sequence and also inside my membership site (on the log-out page, log-in page, etc...)

I think I could easily send you at least 500 visitors per week.

In exchange, all I ask is that you put my ad on your thank-you page.

Let me know what you think.

Cheers,

Kim

Do this with 3-5 people and you can push 10,000 - 20,000 visitors to your website every month, all on autopilot. That's how powerful it can be when you set up these type of integration deals with strategic partners.

Keep in mind here that you're looking for people who already have access to the traffic. People who do a lot of ad swaps, have a high-traffic website, etc... Those are the type of people you want to strike up deals with. Find the people who own the traffic and then create an irresistible offer that will allow you to swap virtual real estate.

Also, keep in mind that you can exchange almost anything. In the deal above, we exchanged an autoresponder email and ads within our membership site in exchange for an ad on the other person's thank-you page.

But you could exchange virtual real estate of any type. Think about the traffic assets that you own within your business.

Get Creative and start setting up your very own Rocket Deals!

Brought to You By: <http://www.buzzblogger.com/secret/>

# Post Launch Profits

(\* Multiply the Power of Any Product Launch)

One of the biggest mistakes people make after a big product launch is that they don't follow-up with their JVs. And because of that, they miss out on thousands of dollars in potential profits.

After a successful launch, your JV partners and affiliates are highly engaged with you and your product. But don't let the ball drop there. If your offer converted well, then you should be following-up with those JV's to see if they would like to promote your product on their thank-you page. The thank-you page is the page where a subscriber lands immediately after someone opts-in to their list.



Unfortunately, most people only use this page remind their subscribers to confirm their subscription. But when you put an offer on the affiliate page, it is instantly converted into a hidden profit machine.

So after your launch you would simply follow up with your affiliates to give them an ad that they can place on their thank-you page in order to make on-going commissions on your product.

You can see an example of a thank-you page ad here:

<http://www.gettingstartedonlinefast.com/confirm.html>



*Tit Vppal's*

# Getting Started Online **FAST!**

[www.GettingStartedOnlineFast.com](http://www.GettingStartedOnlineFast.com)

**Thanks for signing up!**

*(but don't forget, you **NEED** to click the link in the confirmation email in order to receive your free gift)*

**Enjoy these FREE Bonuses!!**

**FREE GIFT! 'Instant Start Income'**

**Powerful Training Module (\$97 Value) - Yours Today For FREE!**



Listen to this powerful audio training module now and discover how to go from **FLAT broke to \$7,230.95 per month...** by selling less and giving more!

Inside you'll discover a step by step plan that's the **exact opposite to what 98.9% of "gurus" teach**, and will show you how to build a six figure business... fast!

Grab this FREE training now by clicking below now...

**>> [Click HERE To Download NOW](#) <<**

You'll notice that the thank-you page offer above is positioned as a free bonus.

If you truly have a high-converting, proven offer then you're going to get some JV's that would be delighted to place your ad on their thank-you page.

So you've now turned a one-time event (the product launch) into an ongoing, consistent revenue stream.

You can also followup with your top JV partners to setup autoresponder swaps, creating yet another consistent flow of leads and sales into your business.

Do you see how extremely powerful this can be?

It's critical that you followup with your Joint Ventures after a major product launch.

## **Automate Your Social Media Marketing with Fiverr, MicroWorkers, and MTurk.**

Next up I'd like to share a few underground tools you can use to automate your social media marketing.

The first one is a site called [Fiverr.com](https://www.fiverr.com).

Fiverr.com is basically a place for people to share things they're willing to do for \$5.

Thus, allowing you to automate a multitude of tasks for just \$5.

So, for example, here are just a few of the tasks you can get done on Fiverr for just \$5...

- Get people to build backlinks

- Post your content to social media sites
- Write Articles
- Setup Wordpress,
- Install plugins
- Create Squidoo lenses
- Build your Twitter following
- Setup your shopping cart
- Create your ebook cover design
- Create a professional logo
- Design your banners
- Create Customized Twitter Backgrounds
- Gather Research
- Setup your Facebook Fan Page
- Transcription
- Design Your Powerpoint Presentations
- Create Customized Comic Strips for your website
- Keyword Research
- Social Bookmarking
- Create Accounts on each of the top social bookmarking websites
- Install Scripts
- Voiceovers
- Post to Yahoo Answers
- Setup Google Analytics
- Create PayPal Buy Now Buttons for your website
- Audio Intros/Jingles
- Manually submit your article to the Top 25 Article Directories
- Press Release Submission

Here are some additional examples from the webiste:

<http://www.fiverr.com/users/siddharthslm/gigs/send-3-tweets-about-your-website-blog-to-my-18000-followers>



**siddharthslm: I will send 3 tweets about your website/ Blog to my 18,000+ followers for \$5**

In: [Advertising](#)

Work Duration: ~3 days

★ 100% Positive

<http://www.fiverr.com/users/siddharthslm/gigs/review-your-productservice-on-my-high-traffic-blog>



**siddharthslm: I will review your product/service on my high traffic blog for \$5**

In: [Advertising](#)

Work Duration: ~2 days

★ 100% Positive

[Order Now](#)

[Contact Seller](#)

I will review your product or service on my high traffic blog [www.tech4world.net](http://www.tech4world.net)

It will be permanent

You will get traffic from my Twitter / Facebook / Digg / Stumble Upon and all other social media platforms where i place my blog posts



<http://www.fiverr.com/users/smarkman/gigs/write-5-tweets-about-you-to-my-over-16000-followers>



**smarkman: I will write 5 tweets about you to my over 16,000 Followers for \$5**

In: [Social Marketing](#)

Work Duration: ~5 days

★ 100% Positive

<http://www.fiverr.com/users/tribak/gigs/install-wordpress-a-theme-3-plugins>



**tribak: I will install WordPress + a theme + 3 plugins for \$5**

In: [Technology](#)

Work Duration: ~1 days

★ 100% Positive

\*\*\* <http://www.fiverr.com/users/leomanian/gigs/make-your-ebook-cover>



**leomanian: I will make your ebook cover for \$5**

In: [Graphics](#)

Work Duration: ~1 days

★ 97% Positive

<http://www.fiverr.com/users/boknoykatok/gigs/design-covers-for-cddvdbooks>



## **boknoykatok: I will design covers for cd/dvd/books for \$5**

In: [Graphics](#)

Work Duration: ~3 days

★ 100% Positive

[Order Now](#)

[Contact Seller](#)

i will design the FRONT cover and SPINE. (back cover if necessary)  
i will then send you, the high res file...  
including:

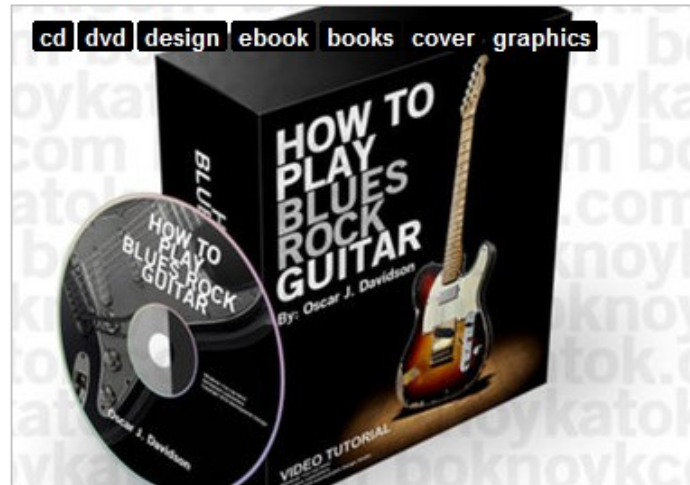
- a flat image file to be printed (300dpi)
- and a 3d picture showing the design..

all for only 5bucks...

Share this:

[facebook](#)

[twitter](#)



<http://www.fiverr.com/users/jbent10/gigs/design-a-custom-twitter-background>



## **ibent10: I will design a custom Twitter background for \$5**

In: **Graphics**

Work Duration: ~1 days

★ 100% Positive

**Order Now**

Contact Seller

I can design custom Twitter backgrounds giving the world a great first impression of you, your brand, or company.

Share this:

**facebook**

**twitter**

**email**

**SHARE**



<http://www.fiverr.com/users/relaxabe/gigs/make-a-cartoon-drawing-of-you>

<http://www.fiverr.com/users/mohsinsa/gigs/do-research-gather-relevant-accurate-data-and-send-you>

<http://www.fiverr.com/users/deakaz/gigs/tweet-about-your-blog-postproduct-or-service-to-over-4000-followers>

<http://www.fiverr.com/users/jammy47/gigs/write-an-seod-article-of-500-words>

<http://www.fiverr.com/users/bestfxsystem/gigs/get-you-an-extra-1000-followers-to-your-twitter-account>

<http://www.fiverr.com/users/deliciouslife/gigs/transcribe-a-15-minute-audio-file>

<http://www.fiverr.com/users/deliciouslife/gigs/enhance-your-powerpoint-presentation>

<http://www.fiverr.com/users/fodgeeboy/gigs/submit-your-site-to-150-bookmarking-sites-pr2-pr8-using-bookmarking-demon-with-report>





## **fodgeeboy: I will submit your site to 150 Bookmarking Sites PR2-PR8 using Bookmarking Demon with report for \$5**

In: [Social Marketing](#)

Work Duration: ~1 days

★ 96% Positive

[http://www.fiverr.com/users/Cathy\\_Rey/gigs/create-an-account-on-the-top-20-best-social-bookmarking-websites-for-you](http://www.fiverr.com/users/Cathy_Rey/gigs/create-an-account-on-the-top-20-best-social-bookmarking-websites-for-you)

<http://www.fiverr.com/users/artcarlson/gigs/do-a-movie-trailer-style-voiceover-for-your-websitepodcastbusiness-etc>

<http://www.fiverr.com/users/holozo/gigs/create-a-corporate-logo-design>



## **holozo: I will create a corporate LOGO Design for \$5**

In: [Graphics](#)

Work Duration: ~5 days

★ 99% Positive

**Order Now**

[Contact Seller](#)

up to 5 Logo Design Concepts  
Unlimited Revisions

Files You will receive:

.psd  
.eps  
.jpg  
.png

To view our portfolio please see:

<http://holozo.com/fiverr/>

To view our complete line of  
fiver gigs see:

[Logo Design](#)

Share this:

facebook



<http://www.fiverr.com/users/Lovetip/gigs/answer-5-yahoo-answers-with-links-to-your-website>



<http://www.fiverr.com/users/djadey/gigs/record-a-personal-voice-overjingle>

<http://www.fiverr.com/users/ademmeda/gigs/manually-submit-your-article-to-25-dofollow-pr1-6-article-directories>

Plus, the cool part is that they have a review system so that you can make sure you're working with a reliable service provider.

You'll find similar services at [MicroWorkers.com](http://MicroWorkers.com) and [MTurk](http://MTurk).

But Fiverr is definitely one of my favorites right now.

They have an incredible variety of tasks you can get done for just \$5.

Highly Recommended!

### **Warrior Forum:**

Another great place to hire people is in the Warrior Forum. They have a [Warriors For Hire Section](#) where you can get a wide array of services.

You can hire people to do build backlinks, submit to article directories, social bookmarking, article writing, press release submission, logo design, graphic design, linkwheels, and much more!

Here are just a few examples...

<http://www.warriorforum.com/warriors-hire/200399-elite-social-media-marketing-service-viral-media-strategist.html>

<http://www.warriorforum.com/warriors-hire/167168-special-offer-125-press-release-submission-only-20-limited-time.html>

<http://www.warriorforum.com/warriors-hire/138068-high-google-pagerank-manual-social-bookmarking-service-50-150-bookmarking-sites-25-reviews.html>

<http://www.warriorforum.com/warriors-hire/107249-professional-minisite-design-ecover-video-squeeze-banners-twitter-new-guru-package.html>

<http://www.warriorforum.com/warriors-hire/199950-easily-best-link-building-service-warriorforum-unbelievable-prices.html>

# Buy Existing Websites

(\* How to Buy Existing Traffic Assets)

I'm always surprised how few people are buying existing websites online. You can easily buy an untapped website and quickly turn it into an automatic lead machine for pennies on the dollar.

There are lots of webmasters online who simply do not realize the full potential of their website. With just a little bit of marketing knowledge, you can maximize the site's potential and start generating hundreds of subscribers per day.

Here are some of my favorite places to buy websites:

<http://marketplace.sitepoint.com/> - lots of good deals here

<http://www.viperbusiness.com/listings/> - pricey but these are golden gems that are already generating large profits. (Many of them even come with an existing list of subscribers.)

Another very powerful technique is to go buy under performing web sites on Clickbank and PayDotCom. The majority of products on Clickbank are getting little to no sales per month. Either they did a big product launch and now things have sizzled out or they simply don't have the proper marketing knowledge to get things rolling. Either way, it's a HUGE opportunity for you.

You can easily come in and buy entire products for pennies on the dollar. You can then either use your marketing knowledge to immediately increase conversions and traffic and bring the site back to life.

OR, you can use the content inside the product to build a huge plot of juicy content real estate online. Many of the products on Clickbank have up to 200 pages so you can take that content, split it up into articles and then drip-feed it to your website.

Or you can syndicate the content around the web. Turn it into video and submit them to all the top video directories. Break the product into multiple ebooks and submit them to all the top ebook directories online.

The possibilities are endless. You can use that content to easily generate thousands of visitors by repurposing it into podcasts, viral reports, blog posts, videos, and articles that you can syndicate around the web.

# Automate Your Marketing

(\* Now It's Time to Put Your Traffic on Autopilot...)

The final step in the marketing process is to create systems to automate all of these traffic generation strategies. In order to create systems for each of your traffic strategies, you'll need to go through a simple 4-step process.

1. Document the process.
2. Record Video Training.
3. Track Your Results.
4. Optimize Continually.

So you're going to document, record, track, and optimize.

Let me explain these a bit further.

Once you have mastered a particular traffic strategy and you know that it works, the next step is to document the process.

All you do is simply turn that particular traffic strategy into a step-by-step process.

So, for example, if it were ebook syndication, you would document every step of the process like this...

Step 1: Turn your ebook into a PDF using Doc2PDF Online at <http://www.pdfonline.com/convert-pdf/>

Step 2: Prepare all information needed for ebook submission.

(Ebook title)  
(Author's Name)  
(Category)  
(Description)  
(Keywords)

Step 3: Submit ebook to <http://www.free-ebooks.net/> and  
<http://www.getfreeebooks.com>

This is very simplified but you get the idea.

Next, you'll want to record a video of the entire process. This is VERY effective for being able to train virtual assistants to drive traffic to your website.

So next you would record a video of the entire ebook submission process. You could do this in Jing, Camtasia, or CamStudio.

The great thing about creating videos is that you create them once, and then you can use them to train anyone in your business.

So anytime someone new comes into your business, you can simply hand them the process map and the training videos. This way, you're not having to individually train each person yourself.

Sure, you might have to answer a few questions, but by having these systems in place, you will have created a much more efficient business that is now primed for growth.

The next step is to track your results!!

Like anything in your business, you must always be keeping a close eye on the numbers. Anytime you syndicate articles, submit ebooks, guest blog, or do an ad swap, you MUST always track how many visitors, subscribers, and sales are generated from that specific traffic source.

You can do this using almost any link tracking software. But one of my personal favorites is [HyperTracker.com](http://HyperTracker.com).

By keeping a close eye on the numbers you'll be able to find out exactly which traffic sources are most effective in your business.

You'll also be able to make data-driven decisions based on those numbers.

This is one of the biggest differences between those who build hugely successful businesses online and those that remain more of a side hobby.

When you know your numbers, you're able to zone in on the high-leverage activities that are producing the best results.

So, for example, if your numbers show that 3 of your traffic strategies are wildly out-performing the others, then you can dedicate more resources to those particular 3 and cut some of the others.

That alone, simply re-focusing your efforts on the higher-leverage activities in your business, will create massive growth in your business.

The final step is to Optimize Continually. Creating systems in your business is a never-ending process. It's not a static process. Instead, it's always evolving. Continually improving.

If you start implementing a new traffic strategy in your business, you create a new system to document the process. If you find a better way to do something, then you modify your existing documentation.

It's a continual process of improvement.

But your systems are the foundation of your business.

They allow you to do things the same way every time so that you're not reinventing the wheel every time.

So every time you write an article, you'll have a specific process for creating a powerful title, opening paragraph, body copy, conclusion, and resource box.

You will create templates of sorts so that you're able to write articles much faster. Because now you have a formula for doing so.

If you'd like to check out some of my LIVE traffic case studies, click on the link below...



## Resources:

Listed below you'll find all of the resources mentioned in this report...

### High-Profile Content Syndication Points:

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

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

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

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

About.com (Many of the About.com guides publish guest articles.)

- Here's an example:

<http://marketing.about.com/od/marketingtipsandadvice//blartsubmission.htm>

[http://blogcarnival.com/bc/submit\\_126.html](http://blogcarnival.com/bc/submit_126.html) - Submit your article to blog carnivals

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

\*\*\* <http://current.com/>

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

\*\*\* <http://wotnews.com.au/post/>

\*\*\* [Ning.com](http://Ning.com) - The Ning Social Networks are incredible content syndication

opportunities. There are thousands of Ning Social Networks online centered around almost every topic imaginable.

Simply go to Ning.com and search for a community related to your target market. Find one with over 1,000 members and start getting involved in the community. Best of all, you can contribute articles within EVERY Ning community and they are displayed on the FRONT PAGE.

### **Tips and Lists:**

The following sites allow you to post tips with a link back to your site.

<http://www.tipstrs.com>

<http://www.onmylist.com>

<http://www.listible.com><http://www.listropolis.com/submit-a-list/>

### **Sports:**

\*\*\* <http://bleacherreport.com/>

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

<http://football.about.com/library/weekly/blsubmit.htm>

### **Weddings:**

\*\*\* [http://www.brides.com/blog/weddedbits/guest\\_blogger/](http://www.brides.com/blog/weddedbits/guest_blogger/)

<http://www.weddingwire.com/community/CommunitySearch?area=1&action=landing>

\*\*\* <http://www.favorideas.com/submit-wedding-articles/>

<http://www.do-it-yourself-weddings.com/article-link-exchange.html>

<http://www.weddingzone.net/px-write.htm>

<http://www.lovingyou.com/info/file.shtml?ID=submissions>

<http://www.weddingbee.com/weddingbee-bloggers/>

### **Internet Marketing / Business:**

\*\*\* <http://mashable.com/writers/>

<http://www.businessknowhow.com/newsletter/articleguidelines.htm>

<http://members.work.com/nlr/CreateGuide.do>

<http://bx.businessweek.com/>

<http://smallbusinessonlinecommunity.bankofamerica.com/blogs>

<http://articles.massivelinks.com/>  
<http://marketing.about.com/od/marketingtipsandadvice//blartsubmission.htm>  
<http://advertising.about.com/blarticlesubmission.htm>  
<http://www.sitepronews.com>  
\*\*\* <http://bizcommunity.com/SubmitNews.aspx>  
\*\*\* <http://www.site-reference.com>  
<http://www.searchengineguide.com>  
<http://www.promotionworld.com/submit/submitcontent.html>  
<http://www.zeromillion.com>  
\*\*\* <http://www.associateprograms.com>  
<http://www.webpronews.com/submit>  
<http://www.isedb.com/db/pages/Contribute-Articles-to-ISEdb.COM>  
[http://www.marketingprofs.com/about/article\\_submissions.asp](http://www.marketingprofs.com/about/article_submissions.asp)  
<http://www.sbinformer.com/submit/submitcontent.html>  
[http://www.workz.com/content/view\\_content.html?section\\_id=537](http://www.workz.com/content/view_content.html?section_id=537)  
<http://www.entrepreneur.com/contactus/writersguidelines/index.html>  
<http://www.allbusiness.com/3471574-1.html>  
<http://www.sparkplugging.com/contact/> (SparkPlugging does not accept articles directly, but they do link to individual pages, articles, blog posts, or news stories about business. If you're content is good, they're likely to link to it. But don't email them. Instead, tag it in del.icio.us for:sparkplugging. You can find out more on their contact page...<http://www.sparkplugging.com/contact/>  
\*\*\* YouMoz - <http://www.seomoz.org/ugc> - Content created by SEOmoz readers. Anyone can contribute and the best submissions are promoted to the main SEOmoz blog!  
\*\*\* <http://www.netprofitstoday.com/blog/become-an-npt-guest-blogger/>  
\*\*\* <http://www.associateprograms.com/authors/register>  
\*\*\* <http://www.imnewswatch.com>  
<http://www.evancarmichael.com>

## Technology:

\*\*\* <http://makezine.com/submissions.csp>  
\*\*\* <http://www.makeuseof.com/write-for-make-use-of/>  
<http://cameras.about.com/library/weekly/blguestsubmit.htm>  
[http://inventorspot.com/page/contributing\\_writers\\_5858](http://inventorspot.com/page/contributing_writers_5858)  
\*\*\* <http://www.slashdot.org>  
\*\*\* <http://www.pcmec.com>  
\*\*\* <http://www.geekpedia.com>  
\*\*\* <http://freelanceswitch.com/blog/contribute/>



\*\*\*\* <http://www.instructables.com>  
<http://laptoplogic.com/write-for-us/>  
<http://techie-buzz.com/write-for-us-guest-post>  
<http://wpscoop.com/>  
<http://hackspc.com/write-guest-post-for-pc-hacks/>

### **Life:**

<http://www.diy-life.com/tips/>

### **Love / Relationships:**

<http://www.lovingyou.com/info/file.shtml?ID=submissions>

### **Pregnancy:**

<http://pregnancy.about.com/library/blsubmit.htm>

### **Parenting/Women/Mom Sites:**

[http://singleparents.about.com/library/bl\\_submit\\_an\\_article.htm](http://singleparents.about.com/library/bl_submit_an_article.htm)  
<http://www.mommiesmagazine.com/write-for-us/>  
[http://www.mothering.com/sections/submission\\_guidelines/submission\\_guidelines.html](http://www.mothering.com/sections/submission_guidelines/submission_guidelines.html)  
<http://www.momsnetwork.com/submit-articles.shtml>  
<http://blogs.smarter.com/babieskids/want-to-be-a-guest-blogger-on-smarter-babies-kids/>  
<http://www.familycorner.com/services/submit.shtml>  
[http://www.mainstreetmom.com/media\\_write\\_guide.htm](http://www.mainstreetmom.com/media_write_guide.htm)  
<http://www.workitmom.com/submissions> - This high-profile site accepts articles on parenting, working, moms, family, home, business, and productivity.  
<http://www.sheknows.com/write>  
<http://www.mombloggersclub.com/page/article-and-essay-submissions>  
<http://allwomenstalk.com/writing-opportunity/>

### **Travel:**

<http://www.streetdirectory.com/contributors/>  
<http://www.travelnotes.org/travel-write/submit-article.htm>

## **Citizen Journalists:**

[http://www.sourcewatch.org/index.php?title=List\\_of\\_citizen\\_journalism\\_websites](http://www.sourcewatch.org/index.php?title=List_of_citizen_journalism_websites)  
<http://www.cyberjournalist.net/submit/>  
<http://www.groundreport.com>

## **Finance:**

\*\*\* <http://seekingalpha.com/page/submit-an-article>  
<http://www.istockanalyst.com/article/submitarticle.html>  
<http://www.pfblogs.org/> (PFBlogs is an aggregator of all the personal finance blogs. So if you run a blog related to personal finance, this is an excellent place to get all of your blog posts syndicated. Simply send them an email and they will add it as long as it meets their requirements.

\*\*\* <http://blog.mint.com/blog/category/guest-post/>  
<http://www.moneysavingmom.com/> (Accepts Guest Posts)  
\*\*\* <http://www.savingadvice.com/blog/author/guest-writer>

## **Finance Sites Where You Can Write Guest Posts:**

\*\*\* <http://zenhabits.net>  
\*\*\* <http://www.thesimpledollar.com/>  
\*\*\* <http://www.wisebread.com/guest-post> \*\*\*  
<http://www.iwillteachyoutoberich.com/write-a-guest-post-for-i-will-teach-you-to-be-rich/>  
\*\*\* <http://www.fivecentnickel.com/>  
<http://thesmarterwallet.com>  
<http://www.lazymanandmoney.com>  
<http://www.moneysavingmom.com/>  
\*\*\* <http://www.frugaldad.com>  
<http://genxfinance.com>  
<http://www.bargaineering.com/articles/author/guestcontributor/>

## **Self-Improvement Sites Where You Can Write Guest Posts:**

\*\*\* <http://www.cleverdude.com>  
\*\*\* <http://www.pickthebrain.com/blog/write/>  
\*\*\* <http://www.dumblittleman.com/2006/08/submit-article-to-dlm.html>

## **Productivity:**

<http://www.lifehack.org/about/contribute>

## **Health/ Weight Loss/ Fitness:**

<http://www.naturalnews.com/021982.html>

<http://articles.mercola.com/submit/>

<http://www.naturalhealthweb.com/nhwarticles/submitarticle.html>

<http://healthywealthynwise.com/submissionguidelines.asp>

<http://focusorganic.com/contribute-to-focus-organic/>

<http://greenoptions.com/writewithus/>

## **Unusual / Fun Content:**

<http://funzu.com/index.php/submit-content/submit-content.html>

<http://www.i-am-bored.com>

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

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

<http://www.boredatwork.com>

## **Other:**

<http://www.fulltiltpoker.com/poker-from-the-rail/> - One of THE most popular poker blogs online accepts guest articles. Here's the quote from their page, "Poker from the Rail is a poker blog from Full Tilt Poker covering news, inside info from our Pros, general commentary from our writers, and guest posts from other poker bloggers." This website has an Alexa Rank of 2,843, talk about MASSIVE EXPOSURE.

## **Blogs that Accept Guest Bloggers:**

These are blogs that are actively looking for good guest bloggers.

<http://www.quickonlinetips.com/archives/guest-blogging/>

<http://www.netprofitstoday.com/blog/become-an-npt-guest-blogger/>

<http://www.carlocab.com/get-featured-for-free/>

<http://www.getrichslowly.com>

<http://freelanceswitch.com/contribute/>

<http://www.wisebread.com>  
<http://www.thedigeratlife.com>  
<http://www.copyblogger.com>  
<http://bloggin-ads.com/submit-a-post>  
<http://www.bloggingtips.com/write-for-us/>  
<http://www.onlineopportunity.org/guest-bloggers-wanted/>  
<http://www.earnersblog.com/submit/http://www.revenews.com/write-at-revenews/>  
<http://www.pureblogging.com/2007/05/14/would-you-like-to-write-for-purebloggingcom/>  
<http://www.imbloggingthat.com/2008/04/10/promote-your-blog-on-im-blogging-that/>  
<http://onemansgoal.com/be-a-guest-blogger/>  
<http://freelancefolder.com/write-for-us/>  
<http://blog.searchanyway.com/writers.html>  
<http://webtalks.blogspot.com/2007/06/we-are-looking-for-good-writers.html>  
<http://courtneytuttle.com/2007/12/10/you-can-now-blog-on-courtneytuttlecom/>  
<http://www.canimakebigmoneyonline.com/index.php/20070613-do-you-want-to-be-a-guest-blogger/>  
<http://www.seo-scoop.com/2008/03/29/use-seo-scoop-as-a-launch-pad-for-new-exposure/>  
YouMoz - <http://www.seomoz.org/ugc> - Content created by SEOmoz readers. Anyone can contribute and the best submissions are promoted to the main SEOmoz blog!  
<http://dayjobnuker.com/2007/11/18/guest-posters-welcome/>  
<http://www.cybercashology.com/now-accepting-guest-posts/>  
<http://dereksemmler.com/2008/05/15/share-your-voice-write-a-guest-post/>  
<http://www.readwriteweb.com/contact.php>  
<http://www.netprofitstoday.com/blog/become-an-npt-guest-blogger/>

### **Top Blog Syndication Points:**

<http://www.newsflashr.com/site/about.html?a=2>  
<http://blogcarnival.com/bc/>

### **Distribution Points:**

<http://news.ycombinator.com/>  
<http://www.newsnow.co.uk>  
<http://9rules.com>

If you'd like to check out some of my LIVE traffic case studies, click on the link below...

NEED TRAFFIC?	
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