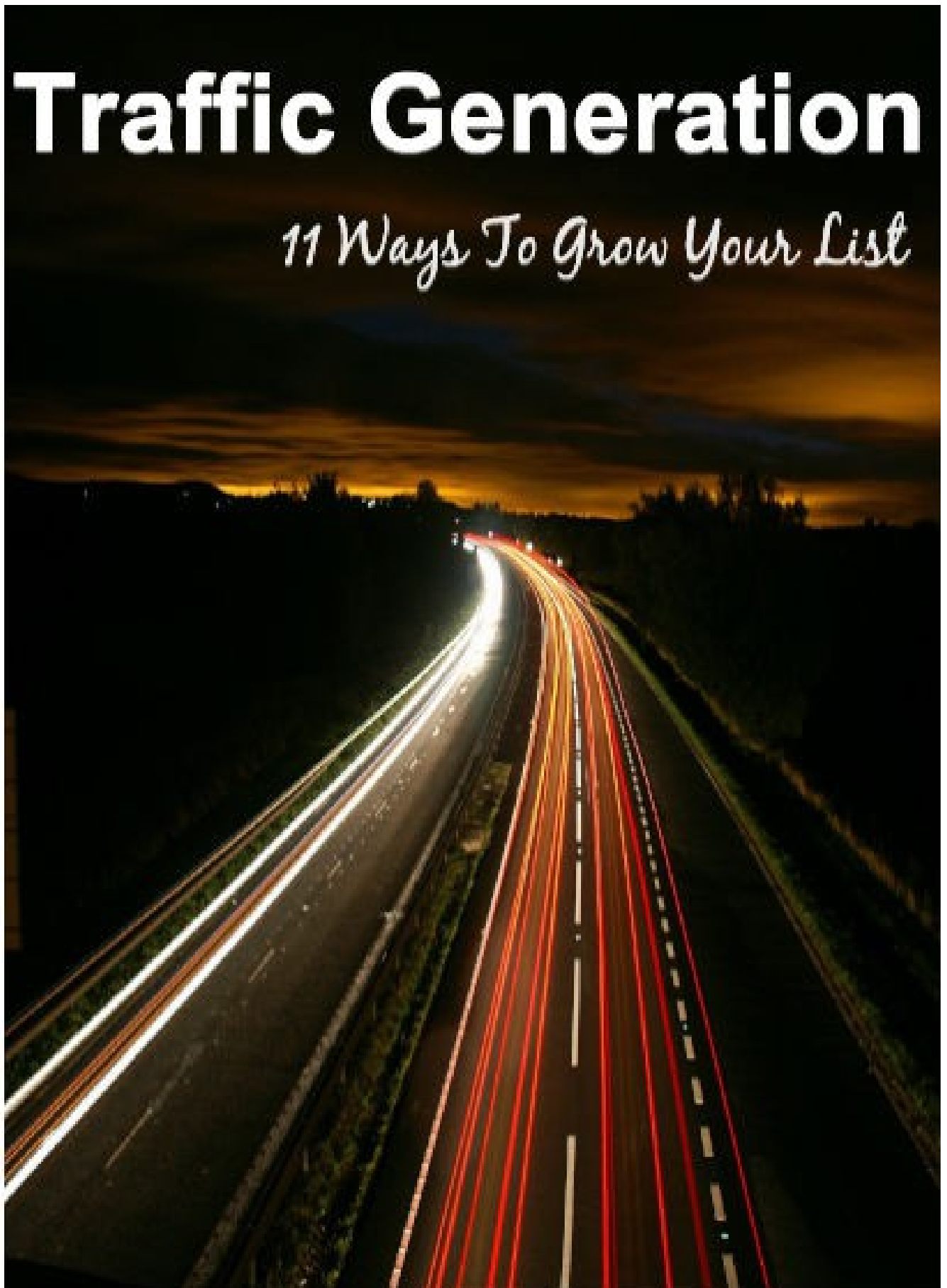


Traffic Generation

11 Ways To Grow Your List



Traffic Generation: 11 Ways To Grow Your List

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There is also no guarantee that you will successfully build a mailing list with the information contained herein. Obviously I don't know if you will actually act on this information. And if you don't bother to act - learn these techniques and put them to use - ***you most certainly will not*** build a mailing list with this book.

Those of you who do act on this information do stand a good chance at succeeding and I wish that you all create large responsive lists that help you achieve your goals.

The Money Is In The List? NOT Exactly...

Every entrepreneur who owns a marketing website needs visitors to that site in order to build a list that he can send product offers to.

It's the list that is the meat of his business income.

But is the money really in the list as the old cliché says? Well kinda – but not entirely.

You see, your list might have over 100,000 names on it and not do a thing for your business if the list members don't believe in you or the products that you offer. So you need a second condition that follows getting those names together. And even those two conditions are pretty much useless if you don't create compelling reasons why they need to buy your products.

List building is a three legged stool my friend.

- Leg number one is the activity of creating the list - getting the contact information of interested people that you can send your offers to.
- **Leg number two is creating a relationship with the names on your list - showing them you can be trusted, that your products will help them do what they want them to do, and giving them reasons to believe in you.**
- Leg number three is developing the knowledge and skills necessary to actually sell the products that you offer - presenting your products in a manner that gives your list members the confidence they need to understand that YOUR product will heal their aches, solve their problems - make their lives happier in the future.

Your stool must have all three of its legs. If one leg is missing the stool falls – and all of your marketing success spills out onto the floor.

In this little book I'll talk about leg number one – creating your list.

This book shows you 11 traffic generation techniques and some methods for putting those techniques to work in your business. And you'll find an offer here for a gift from me that you can use to help you build your list of subscribers.

I hope you find it a useful tool toward your entrepreneurial success.

To maintain, and mail to, the names you gather you'll need an autoresponder. I use [Aweber](#) and [Get Response](#) for this. Both offer a free trial so you can check them out and decide which one you prefer. You certainly have a choice of any autoresponder you like. These two are

among the most popular though.

So Let's Talk About Building Your List, Shall We?

As I stated earlier, I'll share 11 list building methods in this book. But I don't advise that you start using every technique here all at the same time.

That often leads to financial and business disaster.

Many people who try to jump in to multiple methods for doing most anything quickly get avalanched by what we call information overload. There's just too much to learn when you attempt to put all these methods to work for you at the beginning.

What I suggest is that you choose one technique and start using that technique. Learn it well enough that you can set a campaign up, start it, and then let it run for you almost automatically. Once you know that method well enough to do that then select the next method that looks like a comfortable fit for you, learn it as you did the first method and put it to work in your business.

Continue implementing the various list building techniques one at a time in that manner and your list will be a valuable source of income for years into the future.

And, with that said, let's get started.

Method 1: Sharing Information That Educates Your Followers

Writing articles about your area of expertise is one traffic generating technique that always works – if you get those articles in front of the eyes of people who can use the information you share in a way that benefits them.

The important thing to remember about this method is *your information absolutely must be high value to your readers*. It should give them knowledge about your subject that they don't already have or it must help them perform a task that they want or need to perform.

This technique builds your list AND starts your activity for the second leg that I mentioned above.

When you give your readers content that helps them in some way, they feel the urge to read more of your articles. The more they read your information (and find it useful) the more likely they'll want to participate in a loyal relationship with you.

And the longer they'll be subscribers to your lists.

Make Sure You Get Their Eyes On Your Content

It doesn't make any difference how valuable your articles are if nobody sees them so how do you place your content where the people who are interested will see it?

First you must find out exactly who the people are. What kind of person has an aching want and need for the information that you share. And second, you must find out where those people hang out.

Those first steps aren't difficult. Consider the reason you decided on your product in the first place. Likely you chose your niche because you needed to solve a problem so you found or created a product that serves as a solution. Or you wanted something that would make your path into the future easier to walk and your product does that for you.

You know where you visited when you were searching for the answers to your problem or for the tools to make your life easier. Chances are that others with the same need hang out in those places also. You just need to go back to those places and get their eyes on you.

You don't want to start trying to sell to them right away. At best they would start ignoring you very quickly. At worst you'd get banned from the community.

Start sharing your stories. Tell them how you progressed from discovering your ache, problem, or need through searching for a solution and, over time, to the point of learning various ways for solving your situation.

And then share with them what you finally used for your solution.

Publish your stories on a website and point people there.

Once you become known and trusted people will start asking you for more information. You can share your website with them also. They'll start relying on you for answers – they'll come to accept you as an authority in your niche area. Place a subscription form on your site and they'll join your list.

This is the best list to have. Those who belong to it are people who want to be there. People who want to see what you have to offer. People who will stay on your mailing list for years – as long as you don't abuse their trust and you continue to give them value.

Some Recommended Places To Post Your List Building Content

There are many websites that accept the content that you'll create to inform your prospects about your niche and the products that you offer. This is not an exhaustive list – it's a list of the types of places I've used in the past and places that I still use today.

Article directories. A few years ago these were great places to post your articles. They don't work so well these days as the search engines have de-valued the content that you find on these sites. The reason for this is that too many people took to spamming the directories with

low value and/or duplicate content.

The search engine's customer is the person doing the search and it's in the search engine's best interest to give that searcher the best possible information that most relates to the subject of the search criteria.

And since spammy content does not satisfy the searcher's desire the search engine is not doing its job of supporting the customer needs when it points that customer toward information that has no useful answer to the customer's search subject.

You can still publish on article directories but I advise you don't put your best content on them as you'll likely see very little traffic from those articles. I mention the directories here because I imagine you'll see people recommending them and I want you to be aware that your results probably won't be satisfactory.

Blogging. Maintaining a blog site is very good activity. It's not as strong, I think, as it used to be but it still works pretty well.

You can set up a blog site free at wordpress.com or at blogger.com. I don't recommend that personally but if you're short on funds any online real estate is better than none. Just know that at these two locations you don't actually own the pages you publish and since that is so you don't completely control the content you place on those pages.

If you do go this route I advise that as soon as you feasibly can purchase your own domain name and hosting account. Start a self-published site of your own. If at all possible I recommend that you do this from day one rather than to post your content on a real estate location that's owned by someone else.

There are a number of services available for this. I personally use, and recommend, Namecheap for both my domains and my website hosting services. I especially enjoy the quality of their support.

Guest Blogging. Check around your niche and find blog owners who accept articles from other content creators. Many bloggers are eager to publish good quality content on their sites and gladly include an author's bio that identifies who wrote the article and links back to the writer's website.

Note that I did say "*good quality content.*" The site owner will reject any content that does not add value for the site's readers. And that owner is certainly justified in doing so. If he starts publishing content that does not help the reader in some way he'll lose that reader.

And no site owner wants to shrink his membership.

Forum Posting. This method involves identifying niche related forums that enjoy large, and active, memberships. Forum members share ideas about the subject niche and provide advise to others who need help with their niche related activities.

The member list is made up of individuals ranging from entry level (beginner) all the way to people who are highly skilled and knowledgeable in the niche.

If you don't provide high quality information when you publish on any given forum you will absolutely be told about it. Many newbies open forum accounts and immediately start spamming the members. That type of newbie rarely lasts long as the expert residents quickly straighten them out – or boot them off the forum.

Method 2: Traditional Media Advertising

Advertising that works consists of marketing content that gives your potential customer everything he needs to justify pulling out his credit card and buying your product.

It doesn't make any difference how long that marketing content is – as long as it isn't full of nonsense that has nothing to do with explaining what your product will do to make his life better and why he should buy that product from you.

And it does not matter how many steps that content takes to guide the potential customer from the moment of curiosity all the way through the purchase decision.

Before the internet came along businesses used traditional media to attract customers to their products. This form of advertising still works and if you ignore it you'll miss out on profits that are only available through those traditional marketing sources.

After all, some potential customers like to live off-the-grid and avoid using the internet as a means of maintaining their lifestyle. Others just don't use computers and they have their various reasons for not doing so.

A Variety Of Advertising Activities For Your Consideration

Classified Ads.

Classifieds are available in print versions and also on the internet. These are available at no charge and also for purchase. One example of a classified source is Craig's List.

Newspaper Ads.

Available newspapers (other than national publications) that sell advertising include publications at the city level along with the smaller papers published at the neighborhood level.

Prices for advertising in newspapers vary according to the size of the paper's circulation and distribution frequency. The more people that read it, the higher the cost to place an ad.

Magazine Ads.

Magazines normally publish monthly. The viewing period of a magazine is normally considered to extend over 30 or more days as opposed to the weekly or daily viewing period

for a newspaper.

This is because each publication (according to its publication frequency) is discarded with the arrival of each new issue.

Television Commercials.

Advertising on television varies in length from a 30 – 60 second slot to infomercials of an hour or more.

I'll remind you here that each individual advertisement need only be as long as it must be to firmly describe your product and the reason why the potential customer should buy it from you.

Traditional Advertising Has Its Uses.

All of the traditional media sources for advertising have their pros and cons and I wouldn't rely heavily on any one of them. They can pull in customers, yes, but unless you have a really hot product the number of customers you'll attract this way will be low. And this method of list building doesn't zero in on targeted prospects.

Method 3: Social Media Advertising

Before I talk about this list building technique I want to make you aware that social media platforms are immense time vacuums.

Many entrepreneurs (including myself) sometimes get so distracted by reading through the posts and looking at the graphics on these sites that they lose focus on their immediate marketing tasks – and without actually being aware of it hours have passed with no production accomplished.

It's a struggle that your business success honestly can't afford and you need to continuously remind yourself of this enemy to progress.

Social media marketing is a highly popular form of advertising and it can be very successful if you use it properly. I've found that posting graphics and video that relate to your product and its benefits works well on social platforms.

You have a number of social sites to choose from but be aware that each of these sites have huge numbers of users so you only need to concentrate on three to four to grow a large mailing list.

The idea is to give high quality information on these social sites. And establish relationships with your visitors and those you visit. You must give them reasons to trust you and also reasons to want to see what you post.

If you become known as a spammer on social media you'll quickly lose visitors and that path leads fast to failure.

I recommend (at least at the start) that you focus your efforts on Facebook, Twitter, and Instagram. These three have the potential of putting many thousands of eyes on your posts and in turn give you the opportunity for attracting them to your optin page.

On **Facebook** I maintain a business page and I try to post to it at least once each day. I use a combination of text and graphic posts to create variety, and I often provide links to related videos.

As a matter of fact, if you'd like to join my mailing list you can get a free WordPress plugin for the effort. This plugin is called FB Linkposts and lets you create graphics for Facebook that are clickable to any URL you want it to lead to.

You can find the signup page at:

[Linking Graphics On Facebook](#)

I hope it helps you in your social marketing efforts.

Twitter also offers you opportunities for posting text and video.

The membership majority includes more business owners and caters to business to business users so you can post more business-like content.

Twitter is more of an entrepreneurial atmosphere.

The whole concept at **Instagram** is graphics.

My advice for this site is to create pictures with marketing tips and place links to your landing page in the bio section.

As people put your tips to use and find success with them they'll come to recognize you as an expert in your niche and they'll start following you. In time they'll look for more of your content.

A specific graphic type that works well on Facebook and Instagram are the **infographics**.

Use these as graphics to basically summarize a process – a picture that shows the step-by-step flow of an activity within your niche.

Infographics are also good for showing quick statistical information and facts about products or services. They share a much higher sharing rate than other kinds of posts.

Youtube is not only a sharing site for videos it's actually one of the larger search engines.

By sharing high value information in the form of a video you create the potential of growing a mailing list fast.

To accomplish this simply include the link to your landing page in the description box of the video. Viewers who find your video educational and useful will follow your link to get a look at

more of your content.

A well produced, high value video might go viral at any time and when that happens that video will create a huge list for you all on its own.

Method 4: Solo Ads

Solo ads work very well if you know how to work them.

This technique involves buying clicks from a solo ad provider. Providers are marketers who own very large lists of people who have an interest in specific niches.

The key is to find a provider whose list members have a strong interest in your niche. These are often proven buyers.

You pay the provider for a specified number of clicks to your landing page and supply him with your advertisement. The provider then mails your ad out to his list.

Established providers have the ability of providing the advertising content for you if you wish.

When members of the providers list click through to your page the responsibility of converting to list signups or sales goes to your marketing message.

A word of warning here so you don't fall into this trap:

Guaranteed sign-ups and/or sales (made by solo ad vendors) are not legitimate traffic generation techniques. Any time you're approached by someone who claims he can guarantee you any number of actual subscribers to your offer, and sales of your product, when selling you clicks - you are talking with a scammer. If you place an order with this person your money will disappear - right into that person's pocket!

There are an abundance of scammers in the solo ad market and you really do need to research your selection of vendors carefully.

Method 5: Press Release

The press release is a highly effective technique for getting your company name in front of lots of eyeballs. This is an article - typically 300 to 800 words in length - that contains newsworthy information.

And I want to emphasize newsworthy here.

The press release can be in the form of a written article, an audio recording, or a video.

Press releases are sent to journalists who prepare the content for display or broadcast for their media platform. That platform type includes newspapers, magazines, television, radio, and online news sites.

If you submit any type of marketing message (product pitch) as a press release the item will be rejected.

A company merger, a major promotion in upper management, and the opening of a new business location are examples of subjects suitable for press release submission.

Before you try using this method I suggest you study it. If you get yourself the reputation of submitting advertisements as press releases journalists will soon start ignoring everything you send them.

Method 6: Quizzes

Sponsoring a quiz is a great way to get attention. It gets people involved and if you create your quiz properly people will join your mailing list.

Say you're marketing a source of income model that not only helps people build a successful business but at the same time provides a platform for marketing other income streams.

Part of this business site can include lessons to teach the member how to write sales copy.

Your quiz can consist of questions about copywriting.

For instance:

What one element of your sales letter has the largest impact on whether your visitor reads your message?

- A. Body**
- B. Headline
- C. The Post Script**

What is the most successful voice to use in your sales letter format?

- A. Teacher to student**
- B. Salesman to customer
- C. Friend to friend**

What are the most product descriptive components to discuss in your sales letter?

- A. Benefits**
- B. Features

C. A combination of features and benefits

Three questions are enough to accomplish the task of encouraging participation. Set your quiz up so that the answers lead the visitor to your list optin page that talks to how having the right knowledge about copywriting can quickly help him build his list with the income source you're marketing and how that income source provides training about writing copy.

(I use copywriting as an example only here. When you decide to create your own quiz you should use a subject that relates to your particular offer.)

Method 7: Word-of-Mouth Marketing

Word of mouth is without a doubt the most inexpensive advertising you'll enjoy for your business.

This is a method that any entrepreneur has access to. At its basic form your customer likes your service and/or product so well that he tells his friends and relatives all about it. Those friends and relatives become customers and they in turn tell their friends and relatives.

You get a growing customer base with very little effort or expense on your part.

Always invite your customers to spread the word about what you offer. And make sure that you reward them when they do so.

Ask new customers where they heard about you so you can track where the leads are coming from. On occasion send the customers who send new people your way a surprise gift.

Set up a referral system and tell your customers about it. This system will include specified rewards for predefined numbers of new customers who they individually send your way.

That old saying, "The customer is always right" isn't exactly true. But your business does depend on your customers buying your products. Without them you can't succeed. Keep those customers happy and you'll enjoy loyalty that keeps you moving forward.

Method 8: Giveaways

Participating in giveaway events gives you a way to grow your mailing list without a lot of effort on your part.

This method involves submitting a product of some sort (often in the form of an ebook, report, audio, video, or software) that people who join the event can download and use for free in return for their contact information. The product **MUST** be one that you personally own or have giveaway rights to and it's best to make it a product that you create to make sure there's no chance of duplication.

You can take part in a giveaway event by hosting it yourself (often with partners) or by joining as a contributor.

I recommend that you always clean any contacts gained by a giveaway for non-responsive addresses. You will get a lot of those as many people become members for the sole purpose of getting the freebies and often submit email addresses that they never visit – except maybe to download giveaway items that they request.

If your giveaway is helpful enough, and includes links back to your paid products, you will attract some high value subscribers and that's what makes this technique a wise choice on occasion.

Method 9: Case Studies

Case studies are reports that feature the step-by-step activities of a customer who used your product in a successful manner.

People who read, listen to, or view these case studies progress through the story and find events that relate to their own situations. The success of the study's subject often convinces them that they can use the product to solve their own problems or heal their aches.

The fact that these revelations prove the product will work for them turns them into receptive customers.

Method 10: Partnering

This technique has the potential of delivering fast results for your list building efforts. The idea is to partner with an entrepreneur who already owns a list in your niche area or in related niche area.

Choose a partner who has products that will function as a complement to your products as your products can complement his.

Here you launch a joint venture campaign where your new partner mails your marketing message to his list. You get new subscribers to your list and your partner receives a payment based on the percentage of sales from the campaign. The payment is established up front and agreed to by all partners.

Method 11: Webinars

Holding, or sponsoring, a webinar is often a successful list building activity. A webinar is the online equivalent to the seminar that's held at a local hotel or convention center.

You provide a training session that informs the attendees how to perform certain tasks that are required for them to reach predefined goals. At the end of the webinar it's normal to market a higher level of (or closely related to) training or tool that makes the performance of those tasks easier to accomplish.

In addition to gaining new subscribers from the group of attendees you also make product sales that help pay the cost of doing the webinar and sometimes results in a profit.

11 Traffic Generation Techniques For Your Business

There are 11 methods you can use to grow your marketing list. There are many more but as I stated earlier it's unwise to try to implement too many new techniques at one time. And these 11 will keep your traffic generation activities busy for a while.

Before you put your first choice to work it's time to perform a little marketing research.

It's simple enough to start using an individual traffic generation method. But where will you place your ad and who will you point your ad too? I mentioned this research earlier but it's important enough I think to refresh your memory with it here.

To discover the best use and placement of your technique, you want to learn:

Who your best customer is.

What are your best customer's likes, dreams, goals?

What are your best customer's aches, itches, and needs?

Where does your best customer hang out?

With the above knowledge you'll know what advertising platforms are most ideal for you to find the people who will most likely be interested in your future product offers. And you'll also have an idea (by studying other ads on those platforms) how to optimally format your marketing messages for those people.

The ideal list only contains targeted prospects – those individuals who are strongly interested in buying what you have to offer and are readily willing to actually make the purchase.

Want Another Way To Put This Book To Work For You?

Remember when I said I have an offer of a gift for you?

Along with this book I'm giving you 100% re-branding rights. That means that you get the ability to change most of the links that I have here into the links for your business offers and products.

And I'm giving you giveaway rights to this book also.

You can use this book as a list building tool for your business.

Before I let you have access to the re-branding tool I want to introduce you to the following traffic generation platform for your consideration.

I know the title claims 11 techniques but this one is just too good not to include it here. Along with it being able to grow your list it also offers the opportunity for an income stream that will help your business grow.

Of course, I can't promise it'll work for you as I don't know how you will work it. But it does provide me with additional income sources that help pay my bills.

[My Lead Gen Secret](#)

To become a member just follow the individual link above.

If you're a member, or wish to become a member, of this list building opportunity you can rebrand the link by accessing the re-branding tool via the link below:

Rebrand this PDF [here](#).

Good luck and all success.