

# Mapping Out Your Future With Mike: Guide To Internet Marketing



## **STEP SEVEN: GENERATE A LIST - Traffic**

### **BUILDING A LIST**

How do you build a list?

The fast answers are:

1. 2012 Webhosting for Domain Names and Hosting
2. My Free Website Builder to build webpages
3. Autoresponder to provide the capture form.
4. Squeeze page to sign up visitors
5. Traffic strategies to drive targeted visitors to the squeeze page

Step 4 discussed webhosting, domains and web builders.

Step 5 discussed autoresponders.

Step 6 discussed squeeze pages

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## TRAFFIC METHODS

Before we deal with specifics, let's establish a general truth for all enterprises:  
**All enterprises must have traffic.**

It does not matter if you are a library, a small corner store, IBM, or your online business. All enterprises must have traffic.

Traffic can come in many forms:

- think about McDonalds and location, location, location.
- why are all the gas stations at intersections?
- think about advertising on TV, radio, print, etc.
- think about referrals, lost leader sales, etc.
- think about 'ethical bribes' to get our attention and persuade us to visit an 'enterprise'.

Can it be just any old traffic?

If you had thousands of vegetarians visiting a butcher shop, would this be effective traffic?

Of course not.

OK, it is not just traffic, it is traffic which is at least in the market for our products and/or services. Let's call that targeted traffic.

**All enterprises must have targeted traffic.**

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OK, it does not matter if you are IBM, Joe's Meat Market, or Reviews by Mike

A second truth must be stated here:

**All enterprises must have a continuous source of new clients in order to grow and remain financially healthy.**

OK, traffic must be targeted and ongoing.

There are a large number of reports and e-books available which will list various sources of free traffic. Also available are lists of paid ways to generate traffic.

## **FREE TRAFFIC SOURCES**

Here are some free traffic sources. A google search will provide more free traffic sources as your needs dictate.

There is an almost universal truth about free traffic sources. Almost always the free techniques includes a signature line. Inside the signature (resource box) you place the links which bring the visitor to your lead capture webpage.

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Here are some of the types of free traffic available which involve adding content to a website by commenting. When you end your comment, your signature will either be or include a link back to your lead capture page.

- Articles in Article Directories - Commenting
- Forum Posting – Commenting
- Bulletin Boards – Commenting
- Blogs – Commenting
- Squidoo Lens – Commenting
- Hubs – Commenting
- Groups – Commenting
- You Tube Videos - Commenting

Taking that concept a step further, you can produce the original content upon which others will comment:

- Articles Directories
- Blogs
- Squidoo Lens
- Hubs
- You Tube Videos

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Here are some links for these categories of free traffic generation strategies:

[Ezine Articles](#)

[Go Articles](#)

[Search Warp](#)

[US Free Ads](#)

[Warrior Forum](#)

[Blogger](#)

[Hub Pages](#)

[Squidoo](#)

[You Tube Videos](#)

These categories of content and commenting traffic generation are by no means exhaustive. A google search will identify more.

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Other sources of free traffic include:

- Traffic Exchanges
- Yahoo Groups
- 43 things
- Google Groups
- Web 2.0
  - myspace
  - facebook
  - etc.

Travis Sago has popularized a free traffic concept he named Bum Marketing. This method is effective and very inexpensive. Travis offers free information on Bum Marketing at

[http://www.bummarketingmethod.com/Article\\_Marketing.html](http://www.bummarketingmethod.com/Article_Marketing.html)

A final free traffic suggestion is very powerful but also has some expense associated with it most of time.

- Search Engine Optimization for organic traffic

Search Engine Optimization, SEO, is a very popular subject. With effective SEO, one receives 'organic' traffic free to one's website. This is accomplished by achieving a good position on the pages of a search engine. If you search for SEO information, you will find thousands of good resources. Here are several I prefer.

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## [SEO Elite](#)

Brad Callen has developed software which simplifies SEO activities for your website. He uses a similar approach as described earlier for his software product, **[Keyword Elite](#)**. There is a course available which will tell you about many of the on-page and off-page SEO activities and techniques. Then he offers a money for time trade with his program **[SEO Elite](#)**.

The free course is excellent as is the software. Before using the software I believe that you should learn the SEO onpage and offpage activities. Here is a free resource from Brad: **[SEO Made Easy](#)**

## [Traffic Blueprint](#)

Here is an almost free (less than \$10) resource: Traffic BluePrint. Again various aspects of on and offline SEO techniques are discussed.

## [List Blueprint](#)

Dave Bullock's second program focuses on list building and again is almost free at less than \$10: List BluePrint

Matthew Glanfield's 27 day free course covers the basics reasonably well:  
**[Affiliate Marketing Formula](#)**

Matthew Glanfield also has a inexpensive set of traffic videos at  
**[Your Traffic Videos](#)**

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The biggest problem with free traffic is targeting. Even with Search Engine free traffic, beyond using SEO techniques for certain keywords and phrases, we have no real control over the quality of our visitors. This is often ignored in the courses and ebooks you will read, but it is critical. Remember the vegetarians at the butcher shop.

There are several popular paid advertising methods:

- pay per click with google and other search engines
- top position ad with ezines
- solo ads with ezines
- paper media ads
- radio and TV ads
- radio and TV infomercials
- referrals

These and other paid traffic means are covered in Matthew Glanfield's course. A google search will again deliver more paid and free 'how to generate traffic' resources than one has time to properly evaluate.

That being said, I recommend that you review Matthew's comments on the subject in his 27 day free course.

My personal preference is article marketing. I believe that this is the best method to start in almost any niche. Review Travis Sago's comments in his course on Article Marketing – Bum Marketing Method. By creating content for a niche you establish yourself as an authority and a source of information. This is the beginning of a relationship which if nurtured properly you can monetize it.

If you have deeper pockets, then you can use ppc with google to create targeted traffic for your website. Focus your efforts on the AIDA principles and utilize the information in Perry Marshall's [\*\*"The Definitive Guide to Google Adwords"\*\*](#)

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Using PPC at Google and split testing, you can establish for your niche:

- effective “ethical bribes”
- trigger words
- dominant benefits
- effective copy

Then you expand into other methods of marketing both off and online.

The idea here is as follows: If you are prudent, then with a small budget you can quickly establish the key factors which attract your target market.

Then you take it to other media.

Then you step up the ppc activity.

Remember several mantras with regard to advertising and traffic.

Test, Always Test.

Offer information about ‘how to make a hole’ if you want to sell drills.

Other resources are offered at:

[http://rbm3.com/wma/recommended\\_resources.php](http://rbm3.com/wma/recommended_resources.php)

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