



# THE ULTIMATE FREE TRAFFIC BLUEPRINT **TRAFFICNAIRE**

*How To Get Game Changing Amounts Of Free Traffic  
FAST!*



# The Ultimate Free Traffic Blueprint

**NOTICE: You Do NOT Have the Right to Reprint or Resell this Report!**

**You Also MAY NOT Give Away, Sell or Share the Content Herein**

© Copyright @ Hot Content Publishing

## **Copyright and Disclaimer**

This product is copyrighted by and is protected under the US Copyright Act of 1976 and all other applicable international, federal, state and local laws, with ALL rights reserved. No part of this product may be copied, or changed in any format, sold, or used in any way other than what is outlined within this under any circumstances without express permission from the copyright holder.

The author and publisher of this product and the accompanying materials have used their best efforts in preparing them. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this product. The information contained in this product is strictly for educational purposes.

Therefore, if you wish to apply ideas contained in this product, you are taking full responsibility for your actions. Every effort has been made to accurately represent this product and it's potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. We do not purport this as a get rich scheme.

Any claims made of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, ideas and techniques mentioned, your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions. Materials in our product and our website may contain information that includes or is based upon forward-looking statements within the meaning of the securities litigation reform act of 1995. Forward-looking statements give our expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as anticipate, estimate, expect, project, intend, plan, believe, and other words and terms of similar meaning in connection with a description of potential earnings or financial performance.

# The Ultimate Free Traffic Blueprint

Any and all forward looking statements here or on any of our sales material are intended to express our opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else's, in fact no guarantees are made that you will achieve any results from our ideas and techniques in our material.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided as is, and without warranties.

As always, the advice of a competent legal, tax, accounting or other professional should be sought.

The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this. All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

# The Ultimate Free Traffic Blueprint

## Contents

How To Generate Website Traffic .....	5
Step #1: S – SETUP Your Program.....	8
Step #2: A – ASSEMBLE Tools .....	11
Step #3: L – LOOK For An Edge.....	24
Step #4: E – EXPLAIN The Benefits .....	33
Step #5: S – SEARCH For Partners .....	36
Step #6: A – APPLY Gentle Pressure .....	47
How To Keep Affiliates A.C.T.I.V.E. In Your Program.....	48
Step #7: R – RECRUIT Indirectly.....	71
Step #8: M – MAKE An Investment .....	77
Interview With Nicole Dean, Affiliate Manager!.....	86
Step #9: Y – YEARN To Expand .....	95
CLOSING THOUGHTS .....	96

# The Ultimate Free Traffic Blueprint

## How To Generate Website Traffic

Today we're going to talk about generating web site traffic. A LOT of web site traffic.

In fact, for better than Ten years this has been one of the best methods for traffic for selling information products online, by far.

I'm talking about "*partner traffic*". Traffic that other people send you without any effort on your part.

Let's suppose that you're a great marketer for just a moment and you do all the traffic generation stuff known to man ...

- You buy Adwords® and other PPC advertising.
- You get traffic through SEO techniques.
- You write and distribute free ezine articles.
- You buy solo mailings to popular opt-in lists.
- You interact at forums and post your signature file.
- You create viral marketing tools and services.
- You distribute content-rich special reports.
- You syndicate your blog posts.
- You publish a monthly newsletter.

The list goes on and on and on. You're a marketing machine. You're good at what you do and you get results.

But, there's one thing you need to consider: you're only one person.

Think about it –

# The Ultimate Free Traffic Blueprint

***You are LIMITED in what you can accomplish on your own.***

I don't care how good you are at generating traffic; you can only do so much by yourself.

But –

What if there were others like you? Many, many others like you? What if they agreed to generate traffic for you?

That's the beauty of partner traffic.

- **Other people** buy those ads to send traffic to your site.
- **Other people** do the SEO thing.
- **Other people** write the articles, interact at the forums, distribute the reports and make the blog posts ... each pushing traffic your way.

*By setting up an "affiliate program" where you pay a commission for referred sales generated by your partners, you can generate a LOT of web site traffic ... for free.*

As mentioned earlier, affiliate marketers are the #1 source of traffic, for nearly all the most successful Internet Marketers. Further, it has been the #1 traffic method to sell information products on the internet for greater than ten years.

With your own affiliate program you get two great traffic generating demographics...

- A few very skilled traffic generators pushing a lot of visitors to your web site.
- Many marginally skilled traffic generators pushing some visitors to your web site.

Bottom line: free traffic (and a lot of it!) to your site.

I don't think I really have to sell you on the concept of starting your own affiliate program. It's a no-brainer.

# The Ultimate Free Traffic Blueprint

If you set up an affiliate program correctly (as we're about to talk about) then you should be able to see a significant amount of traffic consistently driven to your site for months and even years to come.

I call these affiliates your "sales army".

## **S.A.L.E.S. A.R.M.Y. Secrets™**

### **How To Get Thousands Of Other People Promoting Your Product**

I've searched all over the web for quality courses on the subject of starting your own affiliate program and frankly there just isn't much good information on the subject.

So, we're gonna change all that!

***You're about to get a crash course – from A to Z – in affiliate program marketing.***

I'm going to walk you through everything from start to finish in a sequential, chronological, step-by-step format.

I use the acronym "SALES ARMY" to describe the 9 steps of the system. Each letter, S-A-L-E-S A-R-M-Y, will represent one of these steps.

- S - SETUP your program.
- A - ASSEMBLE tools.
- L - LOOK for an edge.
- E - EXPLAIN the benefits.
- S - SEARCH for partners.
  
- A - APPLY gentle pressure.
- R - RECRUIT indirectly.
- M - MAKE an investment.
- Y - YEARN to expand.

NOTE: There is ONE requirement for using the information that I'm about to share with you: you must have your own product to sell, preferably a digital product (I.E. "Ebook"), but a physical product will work, as well.

# The Ultimate Free Traffic Blueprint

So, it's important that you have your own product to sell before proceeding with this particular traffic generation system.

Having said that, let's dive in.

We'll begin with step #1, the first "S" of your **S.A.L.E.S. A.R.M.Y.**, and that is...

## Step #1: S – SETUP Your Program

Of all the sections of our course here, this is the one that I'll spend the least amount of time on.

Not because it's unimportant or that it's so easy that it doesn't require explanation, but rather because there is existing literature available for you to access.

Let me begin by saying that there are MANY affiliate program management solutions available on the market today.

You have two basic options –

1. ***You can do it yourself.***

That is, you can purchase or lease an affiliate program "script" to manage your affiliate program at your own site. You would be in charge of paying affiliates.

2. ***You can have someone else do it for you.***

That is, you can use a service to manage your affiliate program offsite. The service would be in charge of paying affiliates.

Now, I'm gonna make this simple for you: I'm gonna recommend that you go with Option #2 and "have someone else do it for you".

Specifically, I'm gonna recommend [Clickbank.com](http://Clickbank.com) simply because it is an easy, turnkey solution that is the best option for 90% of the clients I work with.



# The Ultimate Free Traffic Blueprint

Note: If you would prefer to use another vendor or “do it yourself”, then please feel free to do so. Everything I’ll explain in the remainder of this course will work regardless of how you choose to setup your affiliate program.

For our purposes, [Clickbank.com](https://www.clickbank.com) is my recommendation for a variety of reasons.

1. Firstly, because I personally use them. I’ve been using their service for years, and thousands of other marketers use them, I feel very comfortable recommending them.
2. Secondly, because of what they offer. They have the affiliate program infrastructure in place which provides affiliate links, offers tracking, processes and fulfills order, pays your affiliates on your behalf and sends you a check twice per month. It’s a total solution. So, that’s why we’re going to go with Clickbank during this training.

Now, setting up your account with Clickbank is a relatively simple process. Everything is explained at their site –

- How to open an account with them.
- How to setup things in order to sell through them.
- How to use your affiliate program admin panel.
- How to check your sales stats.
- How to create payment links.
- How to get listed in their affiliate network.
- How to add products to sell.
- How to test the order process.

There’s really no point in me trying to explain something they’ve already taken years to fine-tune at their own site, so I’m gonna hand off to them.

If you don’t already have an affiliate program in place, then visit their site to setup

# The Ultimate Free Traffic Blueprint

your account. There is a one-time signup fee to get started. At the time of this writing, the fee is \$49.95.

So, by setting up **Clickbank®**, you'll have your affiliate program actually in "working order" ready to begin.

You can normally have a Clickbank account approved within 48-72 hours. So, I encourage you to get that in the works before you proceed so it can be in the process of being established while you're working your way through the remainder of the course.

# The Ultimate Free Traffic Blueprint

## Step #2: A – ASSEMBLE Tools

That is, you'll want to create an **affiliate center** to equip, educate and enlighten your team for success in promoting your product line.

Listen to me carefully –

***There is no better long-term strategy for your affiliate program than the practice of developing an ever-growing affiliate center.***

I can personally attest that the affiliate programs which have stayed around the longest during the last half dozen years, the ones that are considered “Five Star”, the ones that continue to produce stellar sales and loyal affiliates are the ones which ***devote themselves to developing their affiliate centers.***

Let me share a little secret with you. If you just breeze by this and don't give it the proper attention due, then it won't mean anything to you. But, if you let my words sink in here, this is going to permanently change your business approach and success from this point out.

If you really want someone to point to **ONE THING** that you need to do in order to make a lot of money online; if you really want someone to point to **ONE THING** that will significantly increase your profit; if you really want someone to point to **ONE THING** that should be your priority among all the “tactics” that are being promoted to your inbox on a daily basis;

If you really want that then...

**It's all about the affiliate center.**

You educate and equip your affiliates with what they need to make money and they'll do it. And they'll keep doing it for as long as you keep educating and equipping them.

This affiliate center should be the **#1 priority of your traffic generation** efforts simply because your affiliates can take care of your marketing for you if you provide them with the tools and training they need.

# The Ultimate Free Traffic Blueprint

Got it?

For the remainder of this step, I'm going to talk about developing your affiliate center. As I make my way through this step, I'm going to give you some great information that will make all the difference in the future success of your affiliate program.

Also, it should be known this isn't stuff I just pretend, it's stuff I practice!

Now, if you really want to explode your affiliate program sales, you have to use what I have dubbed **Affiliate C4TM**.

As you probably know, C4 is a military grade plastic explosive.

Well, I refer to the 4 elements of a great affiliate center for your program as "**Affiliate C4TM**". And if you use it, you'll definitely ignite some explosive sales from your affiliate team!

So, let's talk about **Affiliate C4TM**.

## Affiliate C4TM #1: Creatives.

**Affiliate C4TM** #1 is "Creatives". That is, you should develop "marketing materials" for your affiliates – both **content** to distribute and **advertisements** to publicize.

Let's talk about these for a few minutes. First, let's talk about "content".

There is a long list of "kinds" of content you'll want to provide your affiliates with to distribute.

Things like –

- Articles
- E-books
- Reports
- Mini-Courses

# The Ultimate Free Traffic Blueprint

- Blog Posts
- Quick Tips
- Interviews
- Bonuses
- Follow-Up Sequences
- Audio Files
- Videos
- Surveys
- Compact Discs
- Tele-seminars
- Ongoing Series

For example, let's say I wanted to give out a report that my affiliates could rebrand.

Here are some of some things I would make sure I include for my affiliates. . .

- 1. Description.** The name of the report should be listed. The contents of the file should be listed. The purpose should be explained.
- 2. Instruction.** Step-by-step instructions should be included in the file to explain how to rebrand the file. You need to provide links to listings of places to share the free reports.
- 3. Consultation.** Also, include an offer for assistance, along with a contact email address to offer support for any affiliate needing help.

It's brief – it's simple – it's effective.

We can even take it a step further with our content by providing ads and solo mailings to promote the free report! ...

# The Ultimate Free Traffic Blueprint

Now, what I consider to be **MANDATORY** when it comes to creating “content” for your affiliates to customize with their affiliate link and give away is...

- 3-4 ezine articles.
- 1 special report.

That’s the minimum amount of content you should have inside your affiliate center **PER PRODUCT** in order to get your affiliates started.

If you can add in other things that I’ve mentioned (I.E. Mini-courses, videos, blog posts, etc.), then that’s even better.

The important thing is to provide quality content for your affiliates to customize with their affiliate link and begin distributing to their network of contacts.

And I don’t want to get off on a tangent here, but I think it’s worth reminding you of the purpose of this content:

## ***To pre-sell.***

That is, you want this content to be good enough to show that you know what you’re talking about so the reader will click on inserted links to arrive at your product sales page.

I always use the phrase “*useful, but incomplete*” to describe this method of pre-selling. You want the content to be “*useful*” enough to the reader that they can get some benefit from it on its own, but “*incomplete*” enough that it can be maximized by investing in your product.

That’s the ultimate freebie-to-product conversion ratio.

So, that’s the “*content*” side of things.

What about the “*advertisements*” side of things?

What kinds of “advertisements” do you need to include in your affiliate center? Again, there is a wide variety of items...

# The Ultimate Free Traffic Blueprint

- Classified ads
- Solo mailings
- Product reviews
- PPC Keywords
- Banners and Buttons
- Thank You Pages
- Error Pages

The more different “kinds” of advertisements you can provide your affiliates, the better.

And make it as **EASY** as possible for your affiliates to use the materials.

Make sure you do more than just provide the affiliate with graphics to use ... pre-populate those graphics with the affiliate referral link so all they have to do is copy some code into their page.

We’ll talk about this more later, but I want you to learn this immutable law of affiliate management –

***The easier you can make it for your affiliates, the more likely they are to actually take action!***

So, what’s the “mandatory” requirement for ads to include?

Here’s what I recommend –

- 3-4 classified ads.
- 2 solo mailings.
- 1 banner, button and cover graphic.

Now, before we move on the **Affiliate C4TM** #2, let me share the single biggest mistake most affiliate managers make with their affiliate centers.

# The Ultimate Free Traffic Blueprint

You ready? Here it is –

***The biggest mistake affiliate managers make with their affiliate centers is allowing them to become dormant.***

In other words, they initially stock it with a little bit of content and a little bit of advertisements ... and they move on.

And sooner or later so will their affiliates. My money's on sooner.

*A smart affiliate manager (you, you, you!) will continue to provide additional content and advertisements (especially content) for their core products so their affiliates can continue to promote those products.*

It's the difference between a passive and active affiliate team. Don't let your affiliate center gather dust. You heard it here first. ;-)

So, on to **Affiliate C4TM** #2 which is...

## **Affiliate C4TM #2: Checklists.**

This may surprise you. Did you know that you can actually get affiliates more active by simply **telling them what to do, in what order?**

Over the years, I've watched affiliates in various affiliate programs and I discovered a **noticeable difference** in action among affiliates when they are provided with a chronological listing of steps to take in promoting offers.

Here's what usually happens –

Affiliate program manager offers some content and ads with a quick "Let's make some money together" rah-rah speech. And that's it.

Here's what should happen –

Affiliate program manager offers those same things, blurts out that pep talk and adds "This is what you do first. Then, when you've completed that, do this. Next, you'll do this."

Something that has been effective for years in affiliate management, is you provide affiliates with what is called an "**Affiliate Attack Plan**".



# The Ultimate Free Traffic Blueprint

For example, you might walk the affiliates through detailed marketing steps for **EIGHT WEEKS** of promotion.

Do you get that?

You give affiliates something different to do to promote you for eight straight weeks (that's two months!).

That's a huge canyon of a difference between the usual 1-2 times an affiliate does something proactive with an affiliate program.

What's the difference? We handed them a plan.

Week one, you do this. Week two, you do this. Week three, you do this. All the way through eight weeks.

You can set it setup so you're not bombarding their subscribers with ad after ad. It is very strategic.

- Solo mailing is week one.
- Free report is week two.
- Newsletter article is week three.

And it works beautifully.

Listen to me carefully: people, in general, want a sequence of steps to follow. They don't want to have to figure it out on their own. They don't want to have to make decisions about what to do next.

They'd rather follow a proven plan. They'd rather check off this step and then move on to the next step.

For example, let affiliates know the first thing they should do is mask or redirect their affiliate link to diminish affiliate theft.

Then, systematically move them through steps 2, 3, 4 and so on, getting them to rebrand the PDF report, distribute articles, etc.

***It's all laid out in step-by-step order, with detailed instructions on what to***

## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

