

**Free and Low
Cost Ways**

to

HUGE Web Traffic



Discover **6** ways to generating
targeted traffic hives to your
websites on a shoe string budget!

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James W.Brown

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Chapter 1: Introduction

The Internet – The Most Inexpensive Business In The World!

Ever thought about starting a business only to abandon the idea because of a lack of finances? Well, your penny-saving days have come to an end thanks to the Internet’s way of getting customers! I always recommend using Google to it's fullest. With Google, you can find all the free information required to start your business. For example, this Ebook has been edited and improved using a free source-called Openoffice.org. While Openoffice is free, a donation from any earnings you make, would be a great way to help the owners create more free products. With Openoffice, you can create ebooks, slide shows and much more. Use Google to find free video's on how to build your website or blog. Pretty much anything you want can be found for free on the internet. Need PLR material? There are sites that will give you more than you could ever handle.

Welcome To “Free And Low Cost Ways To Huge Web Traffic!”

In this book, you will learn about 5 essential techniques that you can use to greatly boost your website’s

traffic without spending your life savings on expensive ‘traffic generation’ software or even paid traffic!

Yes, you don’t need to invest your life savings in Google AdWords or pay through your nose for private advertising space on high traffic blogs. A lot of people will tell you to invest in AdWords, however I would not recommend it. The competition is huge and you need to be an expert in AdWords or you will lose your shirt.

These techniques are so powerful that it will help you create so much traffic; you will think you are in Internet marketing heaven!

So why do these techniques work? Here’s the reason why:

- Your ‘agents’ of delivery are willing to promote YOU for free!
- You are sitting on fertile soil (high traffic websites)
- The owners of those websites have got something of value from you (and you will be giving it with minimal effort)
- You are relying on the massive duplicating power that the Internet has to offer!

NOTE:

Of course, I am not implying that all paid traffic is bad. Both free and paid traffic has its place in the grand scheme of things, but it is always better to start off with free traffic and monetize it FIRST.

And once you’ve mastered the art of monetizing free traffic, does that mean that you will do away with paid traffic?

Of course NOT!

If you are already making \$1,000 on autopilot you wouldn’t mind investing \$500 of your monthly residual income into paid traffic to pocket yourself another \$1,000 monthly now would you?

The key is for anyone who is just starting out to ‘plant their seeds’ all over the Internet’s soil. You can pick and choose which of your ‘plants’ grow faster and bear fruit and spend more time nurturing it.

It sure beats setting up a shop downtown, sitting there all day waiting for customers to arrive. So let’s tap into the power of the fastest and most inexpensive business in the world right now!

Chapter 2: Viral Marketing Fever!

Why Viral Marketing Is Extremely Powerful

Ever had Chicken Pox? It all starts from one member of the family getting infected by a friend or a relative. He brings the virus home and pretty soon the entire family gets hit by chicken pox... but not before the 'carrier' passes it to another friend's family!

This is what viral marketing is like – when you have the necessary tools to drive traffic to your website, your profits will be unstoppable!

Here are a few key components you will need to accomplish this feat:

- Advertisements placed in strategic locations (e.g. at the back of viral E-books)
- E-products with resell rights (any form that allows the product to be easily passed to another – master resell rights, unrestricted PLR rights, rebranding rights or giveaway rights)
- A viral traffic promotion. Here are a few good places to start:
 1. Traffic Smashers: They also cloak your links.
 2. ListJoe, click to earn credits and promote your site
 3. Leadgushers-you get a free webpage to advertise on
 4. Traffic leads and sales

Finding The Right 'Carrier'

If you want to kick start your viral marketing campaign you will need to find a suitable 'carrier' for your 'viruses'.

By having the right carrier, you will be able to launch your campaign as swiftly as possible because it will take a while before the viral effect starts to kick in.

A suitable carrier would be an E-product that will easily fall into the hands of many readers automatically and it must have a targeted audience (related to that particular niche) who will find your ad useful.

However, you must choose the right kind of carrier. This carrier must either have a lot of credibility or an attraction factor that will appeal to the target audience or the resellers (other carriers).

An example of an effective carrier is that the E-product must have an appealing E-cover that will capture the attention of your prospects.

You must give them a reason to do the viral marketing work for you without you doing it yourself. The key is to set it up correctly **the first time** (choosing the best product to place your ad, writing a compelling advertisement and choosing the best placements).

Then, when your campaign launches, you won't need to do anything more other than watch the traffic flow in!

Spreading The Love

Now that you have found your 'carrier', 95% of the work will be done by your 'sales force' while you sit back and watch them spread the love.

They will promote the carriers for their own profit or benefit, while your ads and your links are sitting cozily in their books.

Here are a few examples of how the viral effect works out in the form of your E-products:

- Unrestricted PLR E-books or special reports. The easier it is for people to get their hands on your book, the better the traffic! Do not worry about people altering your ads – people are usually too lazy to alter the book. They will promote your links for you! The most appealing thing about unrestricted PLR is that people can SELL the PLR rights to others making it highly valuable!
- E-books or special reports with Master resell rights. The same applies as unrestricted PLR. Resellers can resell your books, bundle your books together as a package or into a fire sale or offer them as a bonus. You can watch as your books (and your links) fall into the hands of readers all over the world!
- Products with giveaway rights. If you have excellent content, people are more than willing to give away your book to others and the virus spreads. Although it carries less perceived value compared to a 'paid' product, nevertheless, it still has its usefulness if your content is good.

You can create as many viral campaigns as you can for your website. Once they are all setup, all you need to do is tweak your sales pages or landing pages to maximize your profits.

Chapter 3: Fire Sale Contributions

A Great Source for Paid Leads

What better way to get highly targeted traffic other than being a contributor for a fire sale!

If you don't know what a fire sale is, it is a special type of sale with three important characteristics:

- Time limited (only last for a couple of days)
- Rock bottom pricing (but full of value)
- And it all comes with a theme

So what does that got to do with getting paid leads?

The nature of Fire Sales requires the merchant to sell tons of valuable products for a rock bottom price. Therefore, they would want to **provide as much value for the prospects as possible in order to guarantee a sale.**

In order to maximize the value, the merchant either:

- Sources for products on his own
- Or he can do it the easy way by asking contributors to add their own products to the fire sale!

If you know about a fire sale going on, what you can do is to ASK the merchant if you can add your own product as a bonus. Normally, they will allow the buyers to **download YOUR product by directing them to YOUR landing page!**

This is pulled off within a limited time frame so the scarcity factor involved. Paid leads are also very valuable because they are highly targeted traffic. The fact that they are willing to pay money to buy Internet marketing products shows that they are serious about making money online.

No Hard Selling Required!

One of the best things about being a contributor for fire sales is the fact that you do not need to exert additional effort in collecting paid leads.

Firstly, because people are **already pre-SOLD on the idea that your product is of value** and they will gladly opt-in to download your product.

You don't need to do a lot of 'convincing' either on your landing page or lead-capture form. All you need to do is write a simple, "Download here, exclusively for the subscribers of the Fire Sale!" and it

will suffice!

Furthermore, there is always a theme involved with every Fire Sale. A good theme ensures that the subscribers are all willing to help you out and buy your product (if they are not sold on the idea of the product's value, at the very least, they will support your REASON for holding the fire sale and buy from you).

For example:

There was one highly successful Fire Sale executed during the year of 2007 called Send Us To U.S.

The theme was to send 3 desperate guys from Malaysia to the U.S. by funding their trip through the fire sale.

This garnered a lot of support all around the Internet community and people everywhere are contributing products and buying their package – the traffic they got is huge and if you happened to be a contributor to their fire sale, imagine the number of people downloading your product by opting in at your landing page!

Chapter 4: Blog Barrage

Find A High Traffic Blog

How does one maximize from a high traffic blog when that blog doesn't belong to you or when your own blog has little traffic to begin with? How does one cope when he is new to Internet marketing?

Well, one of the fastest ways to get started out is to search for blogs that are constantly looking for content from contributors like the blog on the previous page.

Contribute Relevant Content

The Marketing Blog Zine talks about Internet marketing and making money online. It provides targeted traffic for anyone who wants to learn about Internet marketing.

If you want to divert traffic from blogs like these, what you can do is to contribute your own blog posts as a contributor.

Talk about topics that are relevant to their blog as well as your own. This is a good way to capture the reader's attention.

You will reap the following benefits:

- You get to tap into their traffic and drive traffic to your website
- You get to build your credibility online because you get to leverage on their 'authority'
- The blog post remains there for a certain period of time ensuring that you will get maximum exposure

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