



Traffic Funnels

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Traffic Funnels

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Important: Read the Following:

The information this report is key to helping anyone get started in an internet business.

It is important for you to read, study and implement this report as thoroughly as possible. **DO NOT JUST PURUSE THIS REPORT ON YOUR COMPUTER. PRINT IT OUT AND READ IT. STUDY IT.** It is your report. Put it to use and let it help you to become successful on the internet.

If you just peruse this report on your computer, you might not implement it. It is your report. It is completely yours. You can even give it away to others, but it will be useless to you unless you use it. This is why you want to print it out for your personal use.

If you read, study and act on this report, you will be one step closer to success. It does not cost you anything to print out this report. It is your tool to use to help you get out of the rut that you might be in. Print the report out, and use it to your advantage.

This report is not just a theory. I have used it myself with tremendous effect. As you read this report, you will see how it has been applied in real life, and you will see how you can use it yourself to your advantage.

STOP! Have you printed this report yet? Do so now. Circle and underline the ideas that are important to you. Take notes on it. Scribble your own ideas on it. This is your report to be used by you to make you a success, but this report is just information unless you use it.

Traffic Funnels

Customer lists are built by using emails. This may seem scary to some, but it is easy to do. Someone else does all of the work for you. Even that is automated so that the cost to you is just pennies per day.

There are several advantages to building customer lists:

- **Email Marketing Is Easy To Start.** Auto-responders are used to send out emails to your customers. Find a reputable auto-responding service. I use Aweber, but I understand that Get-Response is good and there are others.

Have them show you how to insert the proper coding in your opt-in form that you have on your sales page. For emails the page is called an opt-in page or squeeze page. Aweber will even supply you with one of their forms that you can use in your opt-in page. And they have tutorials that will walk you through setting up the opt-in form and even the email campaign.

Once they walk you through the few steps to set up your customer list, you are good to go.

[How to Get Tons of Free Traffic to Your Site Check It Out Here.](#)

- **Email Marketing Is Low Cost.** It costs almost nothing to send out 1,000 or 2,000 emails to your customers, or 10,000.

When your mailing list gets really large, it will cost a little more, but you will be making a lot more sales with a large list.

- **They create repeat business** because the customers on the mailing list are always on the list, and available to read about any new products that

you have to offer. They are also available to buy a product that you have presented before if they have not yet bought it from you.

Studies have shown that only 2% of your prospects buy a product the first time that it is offered to them. If you sell direct without first creating trust the percentage is probably a lot less.

Studies have also shown that people need to be offered a product 5 to 7 times before they buy.

This means that when you have a customer list that you are always able to maintain communications with, 98% of your customers will be open to buy a product that you offered them before but they didn't buy at the time. (The other 2% did buy but are still on your list.) Also, 100% will be open to buy a new product from you. (All of your customers are still on your list.) It is called repeat customers.

- **Email marketing builds trust.** Emails are sent out periodically over a period of time to your customers. Each time one is sent out it contains valuable information that the customer might be able to use.

Over time this creates trust.

There are several methods of creating an effective email list. I will list three:

Newsletters/emails

There are two types of newsletters: The type that your mailman delivers which has been around since King Tut, or nearly that long; and Ezines – the stuff that you get in your email.

[This is a Crazy New Way to Get the Traffic That You Couldn't Get Before; AND It Works!!](#)

The old type can still generate business, but it is costly. Just a few pages in an envelope can cost 50 cents, plus the envelope, plus the paper, plus the cost of writing, editing, and printing.

Generally speaking, a little more effort is required to create a quality, polished newsletter that is distributed as a paper printout than an eZine.

Quality should also be a key ingredient of eZines, but the quality of the competition is so low that people do not always expect that much quality in an eZine.

Quality should be part of an eZine though. If you can learn to put quality into your eZine, you will probably soar above the competition. (eZines are also called newsletters.)

The advantage of an eZine is that it can produce repeat sales, and creates trust from your subscribers.

However, if an eZine is of low quality, and is of little value to the subscribers and will not accomplish its intended purpose for you. People will unsubscribe and your efforts will come to not.

It is not that difficult to produce a quality eZine. [The Ezine Bee](#) has a program whereby you can distribute their quality eZine for free.

[Is This Valuable or What? Listen to the Whole Video to Find Out. Click Here.](#)

You read that correctly. The eZine is a top quality eZine that includes at least two top quality articles and four features in every issue; and often offers bonus articles and reports for free to its subscribers. It does this by offering the eZine in PDF format.

The emails have a link to the PDF download sites in them. That leaves lots of room for you to advertize in.

You can become a distributor of [The Ezine Bee](#) right now, at the time of this writing, for free.

That is right: You don't have to do any research for articles; don't have to write any articles; don't have to worry about if your customers like the eZine. Just set it up and send it to your customers.

[The Ezine Bee](#) will even show you how to build a subscriber list. It was compiled by a retiree who just wanted to help other people. He has known what it is to struggle and didn't want others to go through what he went through. This is why he is doing this for free.

I don't know how much longer this opportunity will be for free though. It is too valuable a package to just give away like he is doing.

Free Reports

Another way that you can use emails to create a subscriber list is to send free reports to you customers on a periodic basis.

[Want to Know How to Get an Avalance of Traffic? Check this out here.](#)

There are tons of Private Label Reports (PDF) that you can obtain on the internet at a very low cost. PDF reports are reports that people have created and allow you to sell or redistribute for free. They give you that right.

You can send them out to your customers on a regular basis – once or twice a week. You could do it like The eZine Bee does it. Send the reports in PDF format. Most PLR reports are in PDF format so you wouldn't have to change anything.

Just set up a down load page for each report and have a link to such a page in your weekly emails. One link for each email. A link to a different report each week.

Some of the best reports that you can get can be found at [The Good Guy Site](#) (at the top of the right side bar). These are top quality, well written, full of quality information reports. They are the type of reports people will want to keep and read and learn from.

If you make them available to your followers they will be grateful.

What sets [The Good Guy Site](#) apart from so many other sites is that its owner endeavors to make everything free. The site has well written articles that are helpful to any internet marketer. It has pages that are sources to article directories, PR news sites and a whole lot more. All of this is free – including the top quality reports.

[Double Your Traffic? Check Out This Site.](#)

Most PLR sites have to charge you a small fee for each report, or a fee for monthly membership. They have every thing including junk. You have to read the reports before you can know if you are reading a sales page in disguise, a poorly written grade school paper, or something half decent. They are good sites, but they have to make a living, and their inventory is whatever they could pick up.

[The Good Guy Site](#) is committed to quality and to helping the struggling internet marketer succeed. I would run with what The Good Guy Site has and if you need more reports, try the others.

[The Good Guy Site](#) has a arrangement available whereby you can create your own email campaign in which you send people a quality report each week. Just place a link in each email to a download page that the Good Guy Site provides and you are good to go.

The package is free. Free is a very good price.



Tutorials/eCourses:

You can also send people tutorials and eCourses once per week. These are lessons that you can send out one at a time to help people learn a subject.

[Start Getting FREE Traffic and Making Money Today Find Out How Here](#)

Ecourses are a little more robust than tutorials. They are a little bit like a course that you might take at a community college.

Videos are a good medium for tutorials and eCourses. Tutorials are often a lot of show and tell in which you have to visually show people where to put their cursor etc.

Videos are excellent for show and tell. Often, videos are easier to create than a report.

Be careful though, People learning a subject may want to review a specific topic that was covered in the video. They don't want to rewatch the whole video just to find that one part.

In such cases, it is easier for them to consult a written lesson. They can turn to the exact page that the topic was discussed and review it.

It might be best if you gave people access to both written and video lessons on each topic.

Also, pictures and diagrams are a very important tool to use in written tutorials. Tutorials are predominantly show and tell.

[Do You Need a Powerful Way to Grab Visitors? Click Here.](#)

Don't just stop with just one email plan. Use as many as you can. The more that you can reach out to your customers the better.

[How Do You Get Lots of Traffic Without Spending Money? Find Out Here.](#)

[Capture More Leads; Convert More Customers Find Out How here](#)

[Can You Get 7,646 Leads and \\$83,738 Sales in 14 Days. Click Here to Learn More.](#)

[Do your want to Build your list fast and make money? Check this out here.](#)

[You Must Watch This Video to Succeed at Internet Marketing. This video Will Show You How to Increase Your Sales by as Much as Three times!!](#)

Other ways to Generate Leads

Below is a more complete list of ways to generate leads.

EZines, eBooks, and tutorials have already been mentioned. Blogging has been mentioned.

Twitter is a social media. I am mentioning it here because many regard it as a good platform for reaching out to people. You can get an account with twitter, and you can send people to your twitter pages with twitter buttons and gain traffic to your site.

You can even interrelate with other people on twitter. Twitter is designed for interrelating. Just don't spam.

Networking events

Events like trade shows are an excellent place where you can meet people of like interests. Often you can trade ideas with other people at these events. Sometimes you will find that they have a product that you can use and often you will find that you have a product that they can use.

Make sure to bring business cards and don't be afraid to ask the people you meet for their patronage. If you have a booth at such an event, be sure to have brochures.

If you don't have a booth, leave your brochures at home. You are a guest at someone else's event. Passing out your brochures at someone else's event is rude.

[Click Here to Find Out How to Create an Avalance of Traffic to your Site Just when You are Browsing.](#)

Develop an engaging video

Videos are good for anything that involves show and tell; and they are good for entertainment.

As mentioned above, you can use videos for tutorials and eCourses.

You can also use them to introduce yourself at your site. Nothing makes you seem more human than a video. You should at least have a picture of yourself at your site, but videos make you seem alive.

Videos are good for testimonials. Nothing is better than a real live person testifying.

They can be used for live tours of your site. The video makes the tour feel warm.

However, Videos slow down the loading of a site and should be used sparingly where they are not needed.

You can post your videos on video sites such as You Tube to get extra exposure. Tutorials, human interest, and funny videos are good for that.

Don't post commercials on You Tube. It is insulting.

Once you've uploaded the video, you can make it go viral by using services like [StumbleUpon](#) to drive traffic to your video for pennies per viewer. Video sites like YouTube allow you to put links directly into the video. Use these to link back to specific landing pages on your website.

Infographic

Come up with an original idea. Find a quality (but affordable) graphic designer, then share it socially and ask your network to pass it along. You can also submit your infographics to publications that cover your industry.

Always put your logo and website URL on the bottom of the infographic. This way readers will be able to visit your site.

[You must have Backlinks to Succeed in Internet Marketing. This Video Will Show You the Easy Way to Make Backlinks Work for You. Check it Out!!](#)

Infographics is a new subject for many and I have only touched on the subject. It is a subject that requires its own separate report.

It is an excellent way to attract tons of traffic to your site and many of your competitors have not harnessed its potential yet. Space on this report does not allow me to go into more detail here.

If you haven't taken advantage of this powerful method of advertizing yet, I urge you to get my free report "Infographics". You can get it and other quality free reports at [The Good Guy Site](#).

I have made a genuine effort to make that site helpful to others and only have a few things for sale at the site. And that is only because the prices of those items are so low and the value so high that I felt that I needed to make them available to the public.

The site is primarily a free site to help internet marketers succeed. It is packed with links to helpful pages.

You need to learn as much as you can about infographics in order to get your share of the internet traffic. You deserve to succeed and the report is free.

Strong branding

Branding is a method whereby you make your company stand out among other companies as unique. It is a method by which you make your company memorable in people's minds.

Branding is a good idea for any company or product because it helps to keep it in the mind of the public.

[Do You Want Google to Notice Your Backlinks? Click Here.](#)

The three attributes of branding are a unique selling proposition USP, a logo and the header of your home page. The USP is by far the most important ingredient. Without it you don't have a brand.

Much of your branding will be done in the header of your pages. Many pages have headers and footers at the top and bottom of them. Some may also have sidebars.

The header helps the visitor get a feeling of what the page is about. It is an excellent place to put your logo and USP at.

(Sales pages often don't have headers because headers can distract from the message of the sales page. Logos and USPs may be part of a sales page, but only if they don't distract from the sales message.)

The USP is the one ingredient that sets your company or product apart from all others and must be expressed in one poignant sentence:

- "Ajax delivers faster."
 - "Zing guarantees satisfaction."
 - "We at Biffy's always put the customer first."
- (Names made up)

It is one sentence that describes your company in a poignant manner.

It is not just a pithy sentence. It truly describes your company and you must make an effort to live up to your proposition.

[Start Getting FREE Traffic and Making Money Today Find Out How Here](#)

Do three things to come up with a good USP:

- Look for what people want in a company.
- Look for what companies are failing to give people.
- Look for how you can deliver in that area.

Then look for a way to state what it is that you will deliver in one poignant sentence – your USP.

It is a good idea to have a logo to go along with the USP. The logo helps people remember the company because it is a picture. The logo doesn't have to describe the USP (The Nike logo doesn't describe Nike). It only has to be something for people to remember your company by.

I mention that the header is part of branding. Actually your USP and Logo should be part of everything that you send out and everything that

represents your company. Therefore it should be in the header of your home page.

- When designing a website header that is branding a business, consider keeping it simple and only including your logo and USP tagline to keep the header area nice and small.
- If adding imagery to the header design, be careful not to overdo it. You do not want the imagery to distract from the message of the header.
- Be sure that the imagery is relevant and communicates what the site is about.

[Do You Need a Powerful Way to Grab Visitors? Click Here.](#)

(I mentioned earlier that one sales page one product. An exception to that rule is your home page. You will want to feature as many products and services that you have to the public.

Your home page is not primarily a sales page though. It is created with the purpose of creating market awareness and the credibility of your business.

You will want to establish brand awareness with your homepage. You will want to select the one quality that you want to make your company stand out from all others and stress that. This brand theme may have a slogan that defines your company – “We strive for quality”; “Customer satisfaction is our most important product”; etc.

Your home page will probably mention all of your products in the best light possible, but the pitch for each one will be short. The home page is primarily there to create brand awareness.)

Branding a Thing:

When branding a product, service, event, or program consider creating a logo for the specific event. You can mention the parent company to add credibility.

- As with a company, include the logo of the item and the USP tagline.
- Include a photo of the item if needed.
- Be sure the imagery used for an event or program communicates the energy of the event or the program.

[Do You Want Google to Notice Your Backlinks? Click Here.](#)

Here are some website header design tips:

- **Keep it simple.** Don't try to cram too much stuff in the header. While it is valuable real estate, the more you stuff into it, the less valuable it becomes.
- **Keep text to a minimum.** Your header is primarily for branding and brand recognition, and it should be primarily visual. Don't include your name, and title etc.
- **Don't put an opt-in in your header.** An opt-in box can be part of a page, but should not be in the header.
- **Hire a professional designer.** Unless you are good at graphic design, hire a professional designer. If you are on a tight budget find a graphics art student to create your header.

Webinars

A webinar is much like a seminar. It is a conference or other meeting for discussion or training. Except, it is broadcast over the internet.

Webinars are an inexpensive way to get your message to thousands of potential customers. There are many services that allow you to broadcast a webinar quickly and easily. And if you make it a recurring event, your following will continue to grow.

At the end of the webinar, ask the attendees to download an eBook, sign up for your newsletter, or visit your site. This will bring the leads in.

Media coverage, Press Releases (PR)

PR is like advertizing except the reader sees it as information or even news. It is intended to be newsworthy. Getting media attention can increase your business.

On the internet there are companies that will send out press releases for you. These often are not the same as stories that PR firms give to the news media. The companies, themselves send out the news stories on the internet, and they usually charge a fee.

However, the stories do get spread around the internet by them, and it makes good publicity.

[If You Need to Sell Lots of Products, This Is the Solution. Check It Out Here.](#)

A press release has a greater appeal to readers than regular advertizing, but news organizations don't like PR firms because they know that their intent is to promote a firm and they know that they do not usually have real news stories.

Your chances of being covered go up significantly if you do the reach out yourself. Your story needs to have news or human interest appeal though, and should be framed in that manner.

By getting your name out in the media, you begin to develop a following, increase your personal brand and come off as an expert in your field.

Do you have a rags to riches story? Are you doing something to help people?

Your story may not directly be related to your business, but your business could be mentioned in passing in the story.

Coming up with a story that the news media is interested in is not easy, but when you do, it has a tremendous effect upon the public's image of you and is free.

Below is a guide on how to put together a press release.

- **Always target your press releases** to the appropriate media.

- **Don't try sell or advertise.** Failure to do this will have your press release in the trash somewhere.
- **Take your time** when writing your press release.
- **Don't just brag** about your product or service - editors could care less how great you think your stuff is.
- **Work with the editor** by providing newsworthy information
- It is either distributed using an online press release distribution service or emailed directly to editors and journalists.
- **Write the press release from the perspective of the readers' benefits.**
- **Keep it usually 400 words or less**
- **The topic should be a single, specific event.**
- **use the keywords** and phrases people are likely to search if they're looking for your product.
- **Discuss Who, What, When, Where, Why, How.**
Who does it involve? What is the event/announcement? When and where does/did it occur? How is it happening?

[Are You Having Trouble Setting Up a Money Making System? Check this Out Here.](#)

Some newsworthy topics include:

- Launch of new business/grand opening
- Launch of new website
- Addition of major client or contract
- Announcement of contest
- Announcement of donation to charity or participation in nonprofit event
- Award received
- Coverage in major media source

On the subject of Keywords:

Make a list of keywords or phrases that relate to your business. Test out the keywords by searching for them in Google to see what results come up. If the results show listings you want to be among, they're good keywords. Use the keywords throughout the release.

Use a distribution service like [prweb.com](#); [Marketwire](#); or [PRLeap](#)

If you elected for paid distribution, you will receive a report that tells you where your release was published. Keep it for comparison purposes for future releases.

After the Release

To see what sites published your release. Set up a Google Alert that will tell you where your keywords or business name are appearing online each day.

Compare your search engine ranking with what it was prior to your release going out. Check your website traffic and orders to see if they went up as well.

[Free Trial. Could This Be Your Solution? Check It Out Here.](#)

Think of an effectively written Press Release as being complimentary Advertising! Any article written about your product, company, event, or promotion, and published by an third party, will deliver a sense of credibility that PAID advertisements just can't bring.

Those press releases help attract new prospects to your brand and website. It will help build your brand and trust with existing customers.

You can see sample press releases for many industries and news angles at <http://www.PressReleaseSender.com>

Convert Your Articles into Press Releases

If your articles are good, consider converting them into press releases. A press release is not an article so make the appropriate changes according to the guide given above.

50 Free Press Release Submission Websites

Before I give you the list, a caveat is in order. I have read one report that suggests the following:

“Most free press release sites can do more harm than good to your website, brand, and overall online reputation. The free submission service

may cost you not only penalties from Google but also the hard-earned customers' trust you have earnestly build for years.”

A study conducted by a public relations company reveals that press releases submitted in free press release distribution sites are never picked up by the media.

[How Can You Sell Thousands of Products? Find Out How Here.](#)

(I found one instance where a listing by such a service got published in Google News. Only one though.)

There is some suggestion that Google will penalize you if such PR articles link to your site, **but I haven't been able to verify that.**)

The article goes on to say: “For reliable press release service that guarantees inclusion in Google News and large news networks, visit <http://www.submitpressrelease123.com/>”

It is my opinion that the article that discouraged you from using free PR services wanted to promote submitpressrelease123.

[How Easy Is It to Get Commissions from Home? Find Out Here.](#)

With the above information in mind, here are the sites.

50 Free Press Release Submission Websites

All of these sites are free, but most of them require you to register. If they do, they will have an asterisk (*) beside them. You will notice that most in this list have asterisks beside them. That's OK, they are still free.

<http://www.npr.org/>

<http://www.betanews.com>

<http://www.directionsmag.com/>*

<http://news.thomasnet.com/>

<http://www.nanotech-now.com>

<http://www.prlog.org/>*

<http://www.downloadjunction.com>

<http://www.newswiretoday.com/>*

<http://www.pr-inside.com/> *

<http://www.24-7pressrelease.com>

<http://www.pr.com/>*

<http://www.prleap.com/>*

<http://www.free-press-release.com/>*

<http://www.clickpress.com/>*

<http://www.pressbox.co.uk/>

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

<http://digitalmediaonlineinc.com/>*

<http://www.onlineprnews.com/>*

<http://www.i-newswire.com/>*

<http://www.cgidir.com/>*

<http://www.przoom.com/>*
<http://www.openpr.com/>
<http://www.sbwire.com/>*
<http://www.1888pressrelease.com/>*
<http://www.theopenpress.com/>*
<http://www.free-press-release-center.info/>*
<http://www.prfree.com/>*
<http://www.ukprwire.com/>*
<http://www.itbsoftware.com/>
<http://www.itbinternet.com>
<http://www.freepressreleases.co.uk/>*
<http://freepressindex.com/>*
<http://www.prwindow.com/>*
<http://www.prurgent.com/>*
<http://www.freepressrelease.com.au/>*

<http://www.afreego.com/>
<http://pressabout.com/>*
<http://www.pressmethod.com/>*
<http://pr-gb.com/>*
<http://www.pressexposure.com/>
<http://www.mediasyndicate.com/>*
<http://prmac.com/>*
<http://www.publicitywires.com/>*
<http://www.seenation.com/>*
<http://www.afly.com/>*
<http://www.addpr.com/>*
<http://www.pressreleasecirculation.com/>
<http://jkhanok.com/>
<http://news.eboomwebsolutions.com/>*
<http://emeapr.com/>*

Just because they take your news release does not mean that the free PR companies consider the piece to be newsworthy. Check their guidelines if they have them and try to stay within their guidelines.

The following eight seem to be good at publishing press releases:

Traffic Funnels

- BusinessPortal24
- Exact Release
- Information Online
- IT Director
- PR Inside
- PR Log
- Press Box
- Press Release Circle

Press releases can be written by the company, a public relations agency or a publicity or marketing consultant who understands your industry and the media.

Many credible media sites want to print press releases on their web sites so they can give their readers access to original company material.

[Is This an Easy Way to Sell Your Own Products Even If You Don't Have Any Now? Check This Out Here.](#)

[Is This the Easiest Source of Getting Traffic? Check It Out.](#)

[How Easy Is It To Get Set Up to Sell Thousands of Products? Find Out Here.](#)

[Can YOU Tripple Your Proffits in Any Niche? Find Out How here.](#)

[How Do You Get up to 71% More Readers for Your Blog or 84% More engagement for Your Facbook? Find Out Here.](#)