

Paid Traffic

How To Buy High Quality, Targeted Traffic

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Introduction

Welcome to "***Paid Traffic Generation: How to Buy High Quality, Targeted Traffic!***"!

I'm really excited about this manual, and once you read it you will be too. And that's because...

You can use it to get instant traffic – as much as you want!

Let me explain...

If you've read other traffic manuals before, then you already know that many of the popular strategies they teach involve long waiting times or big learning curves. But most busy professionals I know don't have a lot of spare time to sit around cramming and learning like a high school student with a big test coming up.

Example: Search engine optimization (SEO) is a tactic that's always changing in response to how the search engines index and rank websites. You may spend weeks learning how to optimize your site. Then you'll spend weeks or even months performing the work and waiting for the results. And if you want to keep your top rankings, you'll need to study SEO continuously.

That sounds like a lot of work, doesn't it?

It is.

But you can get good rankings without learning a thing about it. All you have to do is hire a SEO expert to get your site to the top of the search engines!

That's just one example of how you can buy traffic rather than spending a lot of time and effort getting it for "free."

This manual is jam-packed with dozens of other (twenty-seven, to be exact) proven ways to buy all the website traffic you need.

So without further ado, let's get right to it...

1. How to Find Quality PPC Advertising Venues

PPC (pay per click) advertising is one of the fastest ways to get a lot of traffic to your website.

You can literally put an ad up right now and start receiving traffic within a few minutes to an hour or so. And if you put up several ads (perhaps across several PPC venues), you can quickly create a flood of targeted traffic.

Now before I tell you where to find this type of advertising, let me quickly explain how it works...

First off, PPC ads are the ads you see alongside the regular search engine results in Google, Yahoo! and other search engines. These PPC ads also appear on major websites, such as on Amazon.com. Many small website publishers also allow your PPC ads to appear on their websites.

Tip: If you're using a service like Google AdWords, you can opt out of this "content network" and instead just have your ads appear alongside the regular search engine results. My recommendation is to test to see which venue works best for you.

What you'll need to get started is a short ad (generally one short headline and two short lines of text) and a landing page (this is where your prospects land after they click on your ad). Your landing page may be a newsletter subscription page or perhaps even a product sales page.

The other thing you need is a list of keywords you can "bid" on. These keywords are the words your target market is actually using to find information about your products or services in the search engines.

Example: If you're selling dog supplies, then your keywords might include:

- Nylon dog leashes
- Leather dog collars
- Dog food bowls

You might narrow it down even further with more specific keywords, like:

- Books about miniature poodles
- Clippers for cocker spaniels
- [brand name] dog clippers

And best of all, you might choose “buying” keywords, which indicate your prospect is close to buying something:

- Buy leather dog collar
- Dog collar free shipping
- Review [brand name] dog collar
- Compare leather dog collars
- Discount dog collars
- Cheap dog collars

While different PPC search engines work in slightly different ways, in general your per-word bid amount helps determine where your ad will appear in the search results. That is, the higher you bid, the better your ad’s position in the search results (or in the content networks).

Tip: Some PPC venues like Google AdWords also factors in how well your ad performs. So the better your add CTR (click through rate), and the higher your bid amount, the higher your ad will appear in the results.

When someone clicks on your ad, you then pay an amount equal to or less than your bid amount. So if you bid 25 cents per click, you’ll pay up to that amount each time someone clicks on your ad.

Now, if you’ve never done this before then you’ll need to come up with an ad and a list of keywords. I’ve included ad templates with this package to make this step easy for you. Otherwise, you can hire a copywriter at a freelancing board like elance.com.

As for the keywords? Here are three choices:

- 1. Look them up yourself** using the PPC service’s tools or a tool like WordTracker.com or Google Adwords Keyword Tool.
- 2. Hire a keyword researcher to do it for you.** You can find this person through Elance.com, oDesk.com, GetAFreelancer.com or a similar service.
- 3. Hire someone to manage the entire campaign for you.** You’ll find out how to do that just a bit later in this report (method #8). This is an easy, hands-free way to do it.

Below I've listed some of the more popular PPC venues.

Tip: You can also find more niche-specific venues by searching for your niche keywords alongside words like "ppc advertising."

Example: "dog ppc advertising." Later in this report you'll discover how to uncover more of these niche-specific advertising opportunities.

Here are some popular PPC services:

- Google AdWords: <https://adwords.google.com/>
- Yahoo! Search Marketing: <http://advertising.yahoo.com/smallbusiness/>
- Microsoft adCenter: <https://adcenter.microsoft.com/>
- ABC Search: <http://www.abcsearch.com/>
- 7Search: <http://7search.com/>
- Miva: <http://www.miva.com/>
- Facebook: <http://www.facebook.com>
- Advertise: <http://www.advertise.com>
- Bidvertiser: <http://www.bidvertiser.com>
- Kanoodle: <http://www.kanoodle.com>
- Stumble Upon ads: <https://www.stumbleupon.com/ads/>

Tip: Need more general PPC services? Search for "PPC advertising" or "PPC search engines" in Google. Or just skip all of this and hire a PPC management service... which you'll learn how to do later on in this report.

2. How to Find Quality Forums That Accept Ads

Niche forums are one of the best places to buy advertising. And that's because you're not putting your ad in front of casual one-time visitors. Instead, you're putting your ads in front of highly targeted repeat visitors.

What's more, you're putting your ads in front of a community who cares about the forum and its owner.

Many regular, loyal forum visitors will purchase from a forum's "sponsors" just as a way to support the forum. That means that if you pick the right forum (one with a lot of loyal, regular visitors), you'll likely enjoy a responsive audience.

Different forums allow different types of advertising, including text ads and banner ads. These text and banner ads may appear on the main forum page, between forums or even between posts. You may:

- Pay a per-month, flat-fee rate for the ad.
- Pay per click for the ad.
- Pay per impression for the ad.

So how do you find these ads? The easiest way is to run a Google search for your niche specific keywords alongside words like "forum advertising."

Example:

- Dog forum advertising
- Dog forum ads
- Buy dog forum ads
- Dog message board advertising
- Dog message board ads
- Dog bulletin board advertising

Tip: Be sure to only place your ads on targeted, high-quality forums. Some forums are basically advertising forums, where people come to place ads and that's it. Avoid these and stick with popular communities that accept advertising.

However, keep in mind that just because a forum doesn't specifically offer forum advertising opportunities doesn't mean they aren't open to it. This is especially true if

you see a forum using something like Google AdSense or affiliate links. This shows that they're open to advertising... but perhaps they've just never considered selling the ad space directly.

Getting an ad on these types of sites is as simple as asking. And the bonus is that you won't have a lot of competition with other advertisers (at least in the beginning).

Here's an email template you can use...

Subject: I'd like to purchase ad space on [forum name]

Dear [forum owner's name],

Would you like to make up to [dollar amount] per month with your forum without doing any work? Let me explain...

Hi, my name is [your name] and I am seeking out advertising opportunities for my site [name and link]. I noticed that you have affiliate links and Google AdSense on your forum. Would you consider selling flat-rate ad space for a [banner ad/text ad] directly to me?

The benefit is that you'll make money even if no one clicks on the ad. You don't have to worry about making a few pennies per click or trying to pre-sell someone on an affiliate product. You get easy income just by selling ad space to me.

Please hit reply now or call me at [phone number] to tell me your ad rates. I look forward to working with you!

[Your Name]

Here are some examples of niche communities that accept advertising. To find a forum in your niche, just follow the instructions given previously.

- Work at home opportunities for moms: <http://www.wahm.com/forum/>
- Small business: <http://www.smallbusinessforums.org/>
- Dog-related: <http://www.dogster.com>

- Health and fitness: <http://www.discussfitness.com>
- Christian-related ad opportunity: <http://www.christianforumsite.com/forum/>

3. Where to Find Newsletter Advertising Opportunities

Newsletter (AKA ezine) advertising is another high-converting means of advertising. This is especially true if you choose to advertise in high-quality newsletters where it's clear the publisher really engages the readership.

Tip: For best results, subscribe to a newsletter first before buying advertising. That way you can see if the publisher puts out a high-quality product (or if the newsletter is more advertising than anything, which isn't a good sign).

Now before you buy advertising from a newsletter publisher, you need to know some information about the readers, such as:

- **How the list was built.** Were these names purchased? Was it a co-registration deal? Is this a prospect's list collected one-by-one online? Is it a buyer's list?

Tip: The most responsive list will be a buyer's list. Also, lists that the publisher personally built (rather than bought) will tend to be more responsive.

- **Demographics.** Find out what the publisher knows about the people on the list, such as gender, age and location.
- **List size.** Find out how big the list is and how much it costs (per address) to advertise. Also, ask if you can purchase a smaller "test run" where you send your ad to a small part of the list.
- **Pruning.** Ask the publisher if the list is regularly pruned to get rid of bounced and duplicate email addresses.

- **Other stats.** Ask the publisher about the average “open rate” for a typical mailing. Also, find out how often newsletters are mailed out and what types of ad placings are available.

Finding newsletters to advertise in is similar to finding forums to advertise on. Namely, you can run a niche-specific search in Google, except this time you’ll run a search for terms like “newsletter ads” and “ezine ads.” And once again, just because someone doesn’t sell ad space yet doesn’t mean they’re not open to it, so feel free to approach publishers about them selling ad space in their newsletters.

Aside from a niche-specific Google search, you can also find newsletter advertising in these places:

- Here’s a list of niche-specific ezines that accept ads:
<http://www.ezineadvertising.com>
- Here’s a list of over 156 ezines with over 2.6 million subscribers:
<http://www.ezinead.net>
- Another site where you can place one ad in multiple newsletters:
<http://www.adsmarket.biz>
- Here’s a cheap place to test ads: <http://www.10dollars20ads.com>
- Send your ad to multiple business-related ezines here:
<http://www.mywizardads.com/ezine-advertising.html>
- Two ezines run by the same company that deal with affiliate marketing and other promotions:
http://www.submitexpress.com/newsletter_advertising.html

4. Where to Buy Banner Ad Spots

The advantage of buying banner ads is that you get to include graphical elements – like pictures – which help to draw the prospect’s eye to your ad.

You can even design a banner that blends in with the website where you’re buying the ad, which helps reduce “ad blindness” (that’s when people ignore ads that look like ads).

Before you purchase banner ads on a website, be sure to ask the usual questions to unearth the following information:

- **Price.** Are you paying a flat-fee per week or month, a fee per 1000 impressions, or a pay-per-click fee?
- **Smaller tests.** If the ad space is expensive, find out if you can run the ad for a shorter length of time to test the ad venue.
- **Do the ads rotate?** This isn't all that important if you're doing a "cost per impressions" deal. However, if you're paying a flat fee then you'll want to know how long your ad actually appears.
- **Visitor stats.** You'll want to know how many visitors the site gets and where these visitors come from. In other words, you want to make sure these ads appear in front of a targeted audience.

Once again, you can search for niche-specific advertising opportunities by running a Google search. Even if a site doesn't offer advertising, you can certainly ask a site owner if they're willing to provide it. Refer back to Method #2 for an email template you can use.

Besides running a niche-specific search, you can also use ad networks to serve up your banner ad on targeted sites. Here's a list of some of these banner networks and providers:

- Ad Click Media: <http://adclickmedia.com>
- Ad Roll: <http://www.adroll.com>
- This one is primarily for blogs: <http://buysellads.com>
- Traffic Taxi: <https://www.traffictaxi.com>
- Banner Ad Networks controls some large properties. Check it out: <http://banneradnetworks.com/>
- This one displays ads on California newspaper websites: <http://www.californiabanneradnetwork.com/>

5. How to Find and Buy Advertising on Joint Venture and Affiliate Partner Networks

One way to get targeted traffic is by recruiting affiliates and joint venture partners. However, if you're doing this on an individual basis (e.g., writing to prospective affiliates one-by-one), it will take time to find a decent number of affiliates.

One option is to hire an affiliate manager to find and recruit affiliates. Another option is to use an affiliate network to advertise your affiliate opportunity.

An affiliate or joint venture network is just what it sounds like: It's a website that includes a network of advertising and affiliate opportunities for affiliates and vendors. You don't have to look for affiliates, because the website does all the legwork for you.

In addition, most affiliate networks offer a variety of services to you (the merchant/vendor), including:

Payment processing. If your affiliates are owed money, the affiliate network will pay them.

Tracking. You don't need to install any special software or tracking devices on your website, because the affiliate network handles all of this for you. You can log into your control panel or account at any time to see how much traffic you're getting from your affiliates and how much of it is converting to buyers.

Management. The network usually takes care of the details, such as collecting tax information from your affiliates and sending out the proper forms at tax time.

In exchange for these services, you generally have to pay a set-up fee as well as some sort of membership fee. Some affiliate networks also take a small cut of each sale.

Note: Be sure to read and understand the terms of service for the affiliate partner network before signing up.

Here then are some of the most popular networks:

- Commission Junction is one of the largest and most widely known among affiliates: <http://www.cj.com>

- Link Share is another of the “Top 3” networks: <http://www.linkshare.com>
- Share A Sale rounds out many vendor’s and affiliate lists as a top affiliate partner network: <http://www.shareasale.com>
- If you’re selling digital products, try [www.Clickbank.com](http://www.clickbank.com). This is the top affiliate network for downloadable ebooks and software.
- You can leverage Amazon’s brand by taking part in their various advertising opportunities, including an affiliate network: <http://www.amazon.com/gp/seller-account/mm-landing.html?ld=AZAdvertiseviewallMakeM>
- The Google Affiliate Network is another trustworthy network: <http://www.google.com/ads/affiliatenetwork/index.html>.

6. How to Secure CPA and CPM Advertising Opportunities

Before we talk about CPM, CPA and similar advertising opportunities, let’s define some of the terminology...

- **CPM** stands for “cost per mille,” which refers to how much you pay for every 1000 impressions.

Example: If the publisher is offering ad space for “\$150 CPM,” then you pay \$150 for every 1000 ad impressions.

- **CPA** stands for “cost per action.” This is when you’re charged a flat-rate every time a visitor performs a specific action, such as joining your newsletter or filling out a form.
- **CPC** stands for “cost per click.” Basically, this is the same as “pay per click,” where you pay a set amount every time someone clicks on your ad.

As mentioned earlier in the report, you can find these advertising opportunities on individual, niche-specific websites.

Example: You might find a website in your niche that offers a CPM deal to display your banner advertising or even a text ad.

However, another option is to find a CPA or CPM network. These sites have dozens, hundreds or even thousands of web properties where you can buy CPM (for text or banner ads), CPC or even CPA advertising.

I've listed some of the most popular of these networks below. You may seek out other opportunities using a simple Google search (e.g., "buy CPA advertising").

Tip: Be sure to do your due diligence if you decide to venture away from the list below. That's because some networks don't do a very good job of screening their advertising partners. That means you could end up paying out a lot of money for false impressions and even false actions. If you deal with a reputable advertising provider, you won't have to worry about throwing your money away.

Here then are some of the more reputable and popular advertising networks:

- <http://www.adbrite.com>
- <http://www.maxbounty.com>
- <http://www.cpaempire.com>
- <http://network.hydranetwork.com>
- <http://www.adfish.com>
- <http://www.marketleverage.com/>
- <http://www.cpajunction.com>
- <http://www.eadvertising.com>
- <http://www.clickbooth.com/>
- <http://www.clickxchange.com>

7. How to Find and Hire an Advertising Manager

So far, we've discussed various ways that you can go out, buy ads and get traffic to your website. However, even these "quick and easy" ways require some legwork.

Example: You need to research advertising opportunities, talk to publishers and website owners, create ads and in general do your due diligence.

Point is, some labor is required even for the easiest of these traffic-generating strategies. That's why you may want to consider hiring someone who does nothing but drives traffic to your site full time.

Now, you can put this person in charge of carrying out all the strategies outlined in this manual. But if your advertising manager has the expertise, he or she can also drive traffic to your site using strategies like search engine optimization, writing and submitting press releases, writing and submitting articles, landing affiliates and so much more.

Tip: Be prepared to pay for this expertise, because the more skills your manager has, the more you can expect to pay for these skills. But don't look it as an expense. Instead, look it as an investment. When you're negotiating a salary, keep in mind how much of a return you'll get on this investment.

Now, typically if you were hiring someone for temporary job, you'd find a freelancer on a site like elance.com, getafreelancer.com, guru.com or a similar freelancing job site.

However, if you're looking for a permanent, full-time employee, then you'll do better placing an ad where job hunters will see it.

Here then are some places to post ads:

➔ **Your local newspaper.** If you'd like to meet your employee in person and perhaps get together once a week or so, then use your local newspaper classified ad section to find a local employee. If you have office space, you may require this employee to work a regular "9 to 5" at the office, in which case you definitely want someone local.

TIP: If you want to hire someone local for a part-time position, try advertising in the local college newspaper. College students are always looking for jobs. And you may even find someone who needs very little training to complete the required tasks.

Craigslist.org. This site gives you the option of placing a local ad. If you're looking for a telecommuter, then you may consider placing ads outside of your area to reach a wider talent pool.

→ Yahoo! HotJobs.com. This is one of the most popular job-hunting sites.

MonsterJobs.com. This is perhaps the most popular job-hunting site. So while there may be a lot of other jobs posted on the site, there are also a lot of job seekers.

Obviously, the type of ad you place depends on what type of independent contractor or employee you're looking for. Nevertheless, here's a template you can use:

Marketing Director Wanted

Established online company seeks motivated, experienced marketing director to drive traffic to website.

Looking for a self-starter whose skills include SEO, PPC, media buying, press release writing and submission and affiliate management.

Knowledge of HTML and WordPress desired. Experience required.

For more information, go to [link] or call [name/number].

Salary starts at [\$xx,xxx].

As you start going through the hiring process, keep these two things in mind:

- 1. Do your due diligence.** Check resumes, check references (by actually calling the references), and be sure to conduct a thorough interview. Look for someone with a strong work record that doesn't have a history of jumping around a lot.
- 2. Know your local laws and regulations.** If you're hiring a full-time employee (as opposed to an independent contractor), you'll have to deal with extra legal

and tax-related paperwork. Be sure to touch base with your attorney so that you can get all this paperwork in order.

8. How to Find a PPC Management Service That Gets Results

As you just learned, you can hire someone to spend up to 40 hours per week driving traffic to your website. However, an alternative to hiring a full time employee is to hire various independent contractors to perform specific marketing and advertising tasks. This includes someone to manage your pay per click (PPC) marketing campaigns.

Here's what this person would be responsible for:

- **Creating ads for your campaigns.** If the person you hire doesn't have good copywriting skills, you can provide the ads. Or your freelancer may hire someone to create the ads.
- **Researching the keywords your market is already using to find information in your niche.** If you have a local business, this person should also seek out geo-targeted keywords (like "Denver dog trainer").
- **Testing and tracking.** Your PPC manager should have all the tools and knowledge necessary to test and track your campaigns. That means this person will find out what keywords and which ads perform the best, and then he or she will focus on driving traffic with those ads and keywords.
- **Managing the campaign.** Finally, this person will be in charge of general management, such as pausing a campaign if your website goes down, tweaking the process to improve the click-through rate (CTR) and other management tasks.

There are plenty of individuals as well as bigger companies that offer PPC management services.

You can hire someone to simply get your system up and running, in which case you might turn to a freelancing board (like Elance.com, oDesk.com or GetAFreelancer.com) to find an independent contractor who's a PPC expert.

A better, hands-free option is to hire a PPC management company on an ongoing basis. This company sets up your entire campaign for flat fee, and then manages the ongoing campaign for a monthly fee.

Here is a list of reputable companies who provide this service:

- <http://www.orangesoda.com/pay-per-click-management/>
- <http://www.ppcmanagement.com>
- <http://www.leveragemarketing.net/>
- <http://www.networksolutions.com/pay-per-click/index.jsp>
- <http://www.seop.com/ppc-management/>
- <http://www.redflymarketing.com>
- <http://www.absolutelydominate.com>

9. How to Find and Use Paid Press Release Services

When you think of a press release, you might think of free publicity. And while you generally don't have to pay a newspaper to publish a press release, you can pay a company to create and distribute these press releases for you.

Remember, press releases are NOT commercial advertisements. That means if you or your staff create a release that reads like an ad, the editor will send it to the garbage in the blink of an eye. Instead, what you need to do is share "news" that's of interest to the media's listeners, viewers and readers.

This news may be natural. Or it may be news that you artificially create. Either way, there are plenty of things that are newsworthy about your business. For example:

- You just opened a new business.
- You just hired someone new.
- You just promoted an existing employee.
- You're opening another office location or branch.

- You offer an unusual service or product.
- You're having an open house.
- You're holding a contest.
- You're sponsoring a local charity event.
- You have your own charity event going on (like a golf tournament).
- You can tie your business into current news. (For example, if there's been an FDA recall on pet food, you can write an article about how to cook homemade food for pets.)
- You can write a tips article that's tied to your business. For example, if you sell car tires, then you might create an article about checking, rotating and balancing tires.

Tip: If you're looking to get free press in a particular media venue, spend some time examining their previously published releases. If, for example, they regularly publish stories about new hires at local businesses, then it's a good bet that you can create a similar release and get it published.

In other words, model successful past releases to increase the chances of getting yours published, too.

Here are your options:

1. Hire a press release writer. If you plan to distribute your release yourself or by using a service like www.PRWeb.com, then you might just need to hire an experienced writer to create the press release. You can find a writer on a freelancing board (like Elance.com) or by searching Google for "press release writer."

Tip: Look for a writer who has experience getting press releases published. Someone with a journalistic background or a copywriting background is a plus.

Another thing to look for is someone who specializes in your niche. For example, if you're trying to drum up some free press to sell a cookbook, then look for someone who has a track record getting cooking-related releases published.

Finally, you might also look for someone who offers a distribution service, too. Some writers will submit your release to PRWeb.com and other common distribution services for an extra fee.

Some writers maintain a "distribution list," where they'll email, fax or mail your release directly to the editors of various media outlets. If you seek out a local writer, you may even find someone who's already developed a relationship with local editors, which makes it easier to get your release published.

Here then is a list of press release writers:

- <http://www.thepressreleasesite.com/>
- http://www.proprcopy.com/press_release_writing.html
- <http://www.tengocommunications.com>
- <http://www.prbeam.com/>
- <http://www.ereleases.com/write.html>

2. Pay to distribute the release. If you already have a press release in hand, then all you need is a service to distribute this release.

Now, different services distribute releases in different ways. Some services send releases out on a media wire, where journalists and editors scan the headlines daily looking for news releases in their niche. Other services maintain a list of contacts for editors of major national and international publications, and they'll send your release to these contacts.

You can obtain these types of services through sites like:

- www.PRWeb.com: This is one of the biggest and generally considered one of the best online press release distribution sites.
- <http://www.vocus.com>
- <http://us.cision.com/press-release-distribution/press-release-distribution-overview.asp>
- <http://www.send2press.com/promo.shtml>
- <http://www.prnewswire.com>

- <http://www.rapidpressrelease.com>
- <http://www.prbuzz.com>
- <http://www.marketwire.com>
- www.majon.com/advanced/advanced-pr.html
- http://www.burrellesluce.com/lp/media_contacts/press_release_distribution_services_demo

3. Hire a publicity expert. The above services are for those who are primarily looking to get a press released published in a newspaper or other similar media source. However, that's just scratching the surface when it comes to publicity.

There are also individuals and companies online and offline who offer "full service" publicity and PR management. Here's what sorts of services you might get from this type of firm:

- **Brand building and management.** These service providers don't just write and distribute press releases. Instead, they'll consult with you to create a brand-building strategy. They also work with you to integrate your publicity campaigns with your other forms of marketing.
- **Publicity stunts.** Some full-service firms will help you create and carry-out publicity stunts that will garner you free publicity in local, national and even international media. They'll handle everything from giving you a stunt idea to writing and distributing the releases.
- **Landing interviews and other free publicity.** If you're looking to get free publicity by doing interviews (from your local AM talk radio to big spots like Oprah), a qualified publicity professional can get these interviews and appearances for you.

Here's a list of individuals and firms that provide these sorts of publicity services:

- <http://www.allisondawnpr.com/>
- <http://www.zingpr.com>

- <http://www.prconsultantsgroup.com/>
- <http://www.gablepr.com>
- <http://www.rasky.com>
- <http://www.landispr.com>
- <http://www.schwartzcomm.com>

Note: If you don't find what you need using the list above, try this site: <http://www.allpublicists.com>. You can also search Google for terms like "PR consultant" and "PR firm."

10. How to Buy Email Leads

If you'd like to buy email leads for your business, then be sure to read this section carefully.

Important: I've seen too many eager business owners go out and buy something like a CD with one million email addresses on it. They blast their ads out to this huge list, and the next thing they know is that they've lost their accounts at their ISP, their domain registrar, their webhost and maybe even their payment processor.

So what happened? Unbeknownst to the business owner, he or she bought a list of "harvested" email addresses. These are email addresses that are scraped from various business websites, social media sites, forums, classified ad sites and any other website where email addresses are visible. These folks did NOT ask to join a list, so if you send them email, it's spam.

Point is, if you see those "send 10 million emails" offers, run. Instead, look for a reputable co-reg (co-registration) service.

Let me explain how it works...

As the name implies, a co-registration service asks web visitors to register for multiple related newsletters at the same time.

Example: Someone who's joining a travel newsletter might be asked if they'd like to receive information about cruises. If they say yes, then they've "co-registered" for a related newsletter.

This is how a co-registration company collects leads. In some cases, the company asks visitors if they'd like to receive more information about a particular niche topic (e.g., "Would you like to learn more about cruises?").

In other cases, the co-registration company asks visitors if they'd like to sign up for a specific newsletter (e.g., "Would you like to subscribe to the 'Cruise America' newsletter?").

Tip: The personalized co-registration leads tend to be more responsive, because the subscribers are asking to join your newsletter specifically. However, you'll also pay more for these leads since the co-registration company can't sell these exclusive leads to multiple business owners.

Before you buy leads from a co-registration company, you'll need to find out the following information:

- **Is the company reputable?** Here you need to make sure you're buying from an actual co-registration leads company that gets true opt-in subscribers, as opposed to buying leads from a spammer.
- **Are the leads fresh?** Ask the company when the leads were collected. The more recently the subscriber opted-in, the more responsive the leads.
- **Are the leads targeted?** Obviously, buying leads that were collected just for you are targeted (but also the most expensive). So if you don't use that option, then ask how the leads are collected so you can find out if they're targeted (niche specific).
- **How many others will get these leads?** The more times a company sells the leads, the less valuable they'll be to you (as a subscriber's inbox can get inundated with offers). That's why you need to find out how many times the co-reg company sells the same set of leads.

Here then is a list of some of the more well-known co-registration companies and service providers:

- <http://www.coregmedia.com/coregistration.php>

- <http://tiburonmedia.com/>
- <http://www.coregmedia.com>
- http://www.opt-intelligence.com/solutions_advertiser.html
- <http://www.rextrack.com/>
- <http://www.react2media.com>
- <http://www.coregistrationleads.net/>
- <http://www.divinitystar.com/coregistration/>

Tip: Some co-registration companies focus exclusively on collecting leads for specific markets and niches, such as health and fitness. As such, run a Google search for your niche keywords alongside words like “co-registration leads” and “leads” to find a service provider in your niche.

11. How to Use Postcard Advertising

Even if you have a business that’s run entirely online, you should still be using offline advertising to drive prospects to your site. That’s because your prospects still live, work and play offline. And that means you can get your marketing message in front of them (while beating out the competition) if you use offline ads.

One popular way to advertise offline is by using direct mail. While you can certainly send catalogs, direct-mail letters and other marketing pieces to your prospects, postcards are extremely effective. That’s because your marketing message is in plain view, so you don’t need to depend on the receiver to open an envelope. The other bonus is that their small-size makes printing and shipping them very affordable.

Here’s how to do it...

1. Get a List

If you’ve collected postal information from your own prospects or buyers, then you can use this list. The list of buyers should be particularly responsive.

Tip: If you have a list and you know another business owner in the same niche that have a list, you can either swap lists or create a co-op mailing.

The other option is to buy a list. While many full-service design and distribution shops also provide mailing list services (which you'll learn about in a moment), one of the most popular places to get a list broker and other resources is at <http://www.srds.com>.

2. Write Your Copy

Your next step is to write the ad copy for your postcard.

You can use one of the templates in the bonus package included with this manual. Or you can find an experienced direct-response copywriter by doing a Google search or by going to www.Elance.com.

3. Design, Print and Mail

Once you've created your copy, then you need to design the postcard, print it and mail it.

If you'd like to work with someone locally, then your first stop is to check out the Yellow Pages in your local neighborhood. Check for those providing designing, printing and mailing services. (Hint: Look under "printing".)

Otherwise, you can certainly find a printer online. For example: <http://www.vistaprint.com>.

However, your best option is to find a "full service" shop that specializes in designing, printing, and mailing postcards. Many of these places also act as list brokers so you can buy a targeted offline mailing list from them as well.

Here are examples of full-service designers who specialize in postcard marketing:

- <http://www.postcardmania.com>
- <http://www.cactusmailing.com>
- http://www.carolann.com/services_directmail.cfm

12. How to Find and Buy Co-op Ads and Other Bulk Mail Ads

You just learned how to create and send postcards to targeted prospects. In that section I hinted at co-op (cooperative) mailings and ads. Let's look at this advertising strategy a little more closely...

Just as the name implies, a cooperative mailing is when two or more marketers share costs in order to send postal mail to prospects. There are a variety of ways to do it, including:

- If you're a distributor for a product, **sometimes the manufacture will split the ad costs by doing co-operative mailings**. Check with the company to see if they offer this service.
- Two or more marketers in the same niche may decide on their own to **merge their mailing lists (or buy a mailing list together) and split printing and shipping costs**.
- Two or more marketers who own local businesses **may split mailing costs to send a group mailer to people in a specific location**.
- Certain businesses (like newspapers) **may create a special booklet or other insert to include inside their regular newspaper**. Thus your ad will reach the newspaper's readers.

As you can see above, some forms of co-operative mailings require a bit of work.

That is, you may have to actually round up marketers in your niche and convince them to do a mailing with you.

While this isn't a bad strategy (indeed, you may even get a free ad if you organize the mailing), these types of long-term strategies aren't the focus of this manual. Instead, let's look at ways you can take advantage of co-op and bulk mailings nearly immediately.

One of the easiest ways to join a co-op mailing is to see if ValPak does a mailing in your city or in a city where your prospects live. Check it out here: <http://www.valpak.com>. Or you can also search Google for your city name alongside

the word "ValPak" (e.g., "Chicago ValPak"), as some cities have set up separate websites.

If you live in the U.S., you've probably seen the blue ValPak envelopes that are stuffed with glossy coupons and ads. Look closely and you'll see both local businesses as well as mail-order and online businesses participating in these promotions.

Tip: Do you want to know what types of promotions work best in a ValPak mailing? Start saving these mailings and then pay attention to what ads appear again and again for months at a time. If the company tests and tracks their ad results, then there's probably a reason they keep running the same ad or coupon promotion in the ValPak mailing.

Your next step is to contact newspapers (in your city or in the city where your prospects live) to find out if they do co-operative mailing inserts.

You can also run a search (or check the Yellow Pages) to see who in your area does coupon mailers. For example, www.jbdollar.com runs a big coupon mailer in Ohio, Michigan, Kentucky, Indiana and Pennsylvania. Another example is <http://www.promotionexchange.com/> in Los Angeles.

If you'd rather not do all the legwork yourself, you can hire a consultant who has experience with co-operative mailings. Here's one such consultant: <http://www.a2.com/coop-advertising.html>

Finally, the Direct Marketing Association maintains their own online "yellow pages," where you can find consultants and other resources pertaining to co-operative mailings. Check it out here:

http://thedirectmarketingsearch.com/results.php?category=Fulfillment&headingname=Co-op%20Mailing&heading=158&category_id=477

13. How to Find Marketplaces to Sell Lead-Generating Products

Most of the advertising strategies we've discussed so far are focused on driving targeted leads directly to your website.

However, another option is to tap into an existing marketplace, sell a product, and then drive your newfound customers to your website to buy more products and more expensive products on the backend.

There are two ways to do it:

- 1. You can sell your main products directly with the intent of making a profit.** That way you make a profit while you build your mailing list. For example, if you're in the business of selling automotive paint, then you just sell the paint directly using a busy auction site or other marketplace.
- 2. You can sell a "loss leader" or "lead-generating" product.** This is where you sell a relatively inexpensive product with the intent of building your customer list quickly. You may even take a loss on the product since you know you can make it up on the backend (hence the name "loss leader").

Example: If you sell something like antique car restoration parts, then you might sell something relatively inexpensive yet popular (like door handles) at a low price with the intent of building your customer list.

Some marketers sell reports, software and other cheap, easy-to-deliver products as loss-leaders.

Example: The person selling car-restoration products might offer an ebook about how to restore a 1960s muscle car. The ebook would include links to the vendor's website. Plus the vendor would also build a customer mailing list to pitch products on the backend.

Tip: If you're sending physical products via postal mail, then be sure to include a flyer or other advertisement for your products and website. You may also want to include a coupon, such as "20% off on your next purchase." For best results, use a limited-time coupon to create a sense of urgency and to get your new customers to your website.

Below you'll find a list of some of the most popular auction marketplaces. However, nearly all of these sites are general auction sites. You may find that a niche auction site gives you the best results since it's a more targeted audience.

To find these niche auctions, just run a search in Google for your niche keywords alongside words like "auction" and "marketplace." For example, if you sell antique

weapons, you might look for an “arms and armor auction.” Or if you sell toys, look for a “toys auction.”

Here are other auction sites where you can start placing your ads immediately:

- <http://www.ebay.com>
- <http://www.ubid.com>
- <http://www.onlineauction.com>
- <http://www.swoopo.com> (This one is mainly focused on selling electronics.)
- <http://www.haggle.com>
- <http://www.swipebids.com>
- <http://www.bidstart.com>

14. How to Find Effective Places to Buy Online Classified Ads

You’ll notice that there are a lot of free places to upload a classified ad online. Perhaps you’ve even used some of the more effective sites, like Craigslist.org. However, there are also plenty of paid sites where you can post your ads.

Here’s a question you might be asking yourself: Why use a paid site when there are so many free sites available?

For starters, many free sites offer premium (paid) listings. That means if you opt for a premium listing rather than a free listing, you’ll get perks like:

- **Better visibility.** Most sites that offer premium listings place these featured listings right at the top of each category. You may even have the option of buying a front-page listing, so that all site visitors are more likely to see your ads. At a minimum, you may get the option of bolding your ads or using other text and graphical elements that make them stand out more.

Tip: Some classified sites have “partner sites” or a network of classified ad sites. When you pay for a premium listing, your ad is often shown across the network.

- **Clickable links.** Some classified ad sites only allow clickable links in ads for those who pay for a premium listings. In some cases, the premium ad fee makes the listing more “search engine friendly.”
- **Easier account management.** One of the benefits of paying for a premium listing is that you get a premium account. Here you can add, delete and edit all your ads with a couple clicks.
- **Use of tools like ad templates and tracking tools.** Some sites offer ad templates and the ability to track your conversion rate... but only to those who pay for a premium listing.
- **Ads that stay up longer.** Often, premium ads stay up longer. For example, a free ad might stay up for a week, while a premium ad might stay up for months.
- **Ads that include pictures.** Some sites only allow pictures on premium ad listings.
- **Longer ads.** Finally, some classified sites offer short ads for free. If you want a longer listing, you’ll need to pay a premium.

So, where should you start to find a paid classified ad sites?

- a. **If you have something of interest to local buyers – or if you offer a product or service of interest to readers in another city – you might start with a major newspaper’s online classified ads.** Some newspapers offer the option of purchasing an online classified ad even if you don’t purchase a regular ad in the newspaper. Other newspapers offer an online classified ad only when you purchase a regular classified ad.
- b. **You may seek out online classified ad sites that are geared towards your niche.** Just run a Google search for your niche keywords alongside a words like “classified ads.” For example, “dog classified ads.”

Tip: You may uncover some of the online/offline combination classified ads during your search. Here’s an example of what I mean: <http://www.traderonline.com/>. The

Trader Online is known for being a print publication where people can sell RVs, motorcycles, boats and accessories. However, you can also buy an online ad.

Finally, you can use some of the bigger and most well-known general online classified sites to sell your products or services. Keep in mind that some of these sites tout “free” ads, but their premium listings will get you more visibility.

Tip: You may also consider selling a loss-leader product or even offer a free lead-generating product via these classified ad sites. Then you sell additional products and services on the backend to these prospects. This is referred to as two-step marketing, and it works particularly well in those instances where you have to place a short ad.

In other words, if your ad doesn’t offer enough space to directly sell a product, then you can “sell” your prospects on buying a very inexpensive product or claiming a free one.

Here are some of the most popular classified sites:

- <http://www.usfreeads.com>
- <http://www.sell.com>
- <http://www.oodle.com/>
- <http://www.1second.com/fread.htm>
- <http://www.ebayclassifieds.com>

One last word of advice...

When you create your classified ad, keep these two factors in mind:

- 1. The category you place your ad.** Sometimes you can pay extra to get your ad to appear in multiple categories. This usually provides more visibility and thus better results. However, you’ll want to methodically test it to see if it really does boost your bottom line.
- 2. The keywords you use in your ad.** Remember, many classified ad sites are regularly indexed by Google and other search engines – and the classified ads tend to rank well. As such, consider carefully what types of

keywords to use in your ads. That way you can get even more visibility as prospects come in through the search engines.

Tip: Use a tool like WordTracker.com or MarketSamurai.com to find out exactly what words your market is currently using to find products, services and information in your niche. Then be sure to include some of these words in your ads.

15. How to Find and Buy Offline Advertising: TV and Radio Ads

I mentioned this previously: Even if your business is run entirely online, you shouldn't exclude offline advertising from your marketing arsenal. And that includes radio and TV ads.

Tip: For the purposes of this manual I'm focusing on your regular 30-second radio or TV advertising spots. However, if you find success with your short ad spots, you may want to consider running infomercials. See www.guthy-renker.com/ for an example of a company that has had big success with infomercials.

Radio and TV ads are likely any other type of ads. Namely, they work best when they're highly targeted. That means you need to choose ad spots that play when your target market is most likely listening or viewing.

This includes:

➔ **Choosing the right market (location).** You'll generally have the choice of running local ads or national ads. Indeed, you can even buy local air time during national programming, meaning your ad will only show to local people.

If you have a product or service of interest to a national audience, you may want to test your ads first by running to smaller markets.

Example: If you're running ads in the U.S., you might start by running your ads in a few specific cities (like Chicago and Houston) before rolling out a national campaign.

→ **Playing ads during related programming.** The second factor you need to take into consideration is what type of programming your target market is likely to be viewing or listening to. The more related the program is to your business, the higher response you'll get.

Example: If you're selling sports merchandise, then you might advertise during a "sports talk" program on TV or even AM talk radio.

After you profile your market and decide what type of advertising you want to buy, your next step is to create your ad spot. You may choose to hire a full-service production company to handle the entire video or radio commercial. This means the company helps you decide on a concept, writes it and records/films it. Some full-service companies even help you buy the best and more related time slots.

Here are a couple sources that can help you with TV commercial production:

- This one is based in Los Angeles: <http://www.showreel.com/>
- You can also search Google's directory: <http://www.google.com/adwords/acm/#adtype=video>

If you're doing a radio ad, you might try a full-service company like this: <http://krashcreativesolutions.com/radio-ads.html>

The links above are to national companies that primarily work in the United States. As an alternative, you might want to check your local phonebook to uncover radio and TV commercial producers.

Still another alternative is to hire separate freelancers to produce your ad spot. Generally, this works best if you're doing an ad on the radio, since you don't need to hire local actors or rent expensive high-quality cameras.

Here's what you do need:

- **A copywriter.** If you don't plan on writing your own ad, then you'll need to hire a copywriter to create it for you. For best results, find a copywriter who has experience writing for radio. You can find your copywriter by running a Google search ("copywriter" or "radio ad copy"), or you can post a project on elance.com.

- **A voice-over artist.** Once your text is ready, then you need to find a professional voice-over artist to do the speaking. You can find, sample and hire voice talent at voices.com.
- **Someone to produce the commercial.** This is particularly important if you need to clean up the sound, add music or other effects or change it any way. While you may be able to do this yourself with good editing software (such as audacity.com), it's best to leave it to the professionals (whom you can find on elance.com).

Once your ad is ready, then you need to buy ad spots. See if your producer sells these spots (many do). If not, check out these companies:

- <http://www.google.com/adwords/tvads/index.html>
- <http://www.capitolmediasolutions.com>
- <http://www.promedialabs.com>
- <http://www.lenfestmedia.com>
- <http://www.nationaltvspots.com>

16. How to Find and Buy Offline Advertising: Print Advertising

When you think of offline print advertising, you might think of classified ads in newspapers or even niche magazines. That's one type. But there are other types of print ads you can buy, including:

- **Display ads.** These are the small ads that appear sprinkled throughout a print publication. Generally, these are small squares. (See your local newspaper or any other print item for an example.)
- **Full-page ads.** You can usually buy full-page display ads in both newspapers and magazines.

- **Half page ads.** If you don't have the budget for a full-page, you can a half-page ad (or even a quarter).
- **Advertorials.** These are ads that are made to look like newspaper or magazine articles rather than advertisements, which is generally thought to produce a better response since it reduces "ad blindness."

As with other types of advertising, you need to place your ad in publication that your prospects are likely to read.

Example: If you're selling dog supplies, then a magazine like "Dog Fancy" is a good choice for a print ad. Or you might put an ad for a business book in the business section of your local newspaper.

If you'd like to buy advertising from a local newspaper or other specific print publication, your best bet is to call them to discuss your needs with their ad representative.

Alternatively, you can use nationwide services to purchase ad spots in dozens, hundreds or even thousands of newspapers at once. Here are examples of these services:

- You can purchase display and classified ads in 21,000 newspapers in the US. Their distribution also covers publications like local "penny savers" and shoppers: <http://www.nationwideadvertising.com/>
- Here's an auction site where you can bid on ad spots: <http://www.mediabids.com>
- This is the Newspaper National Network, LP, which has a wide distribution across many newspapers in the U.S. : <http://www.nnnlp.com/>
- Here's another firm with wide, national distribution: <http://www.wideareaclassifieds.com/>
- One more: http://www.hpowermarketing.com/print_ad.asp

Now let's turn our attention back to online venues...

(Please see the next page.)

17. How to Find and Use Blog Feed Ads and Blog Network Advertising

Earlier we talked about how to place banner and text ads on forums and other websites. Now let's turn our attention to securing advertising on blogs.

There are several ways you can advertise on blog, including:

- Buying text links.
- Purchasing text ads.
- Purchasing banner ads.
- Buying ad space on the RSS feed.
- Buying blog entries and reviews.

Note: This section will focus on the first four of those methods. See the next section for information about how to buy product reviews on blogs.

There are a couple benefits to advertising on a blog, especially as opposed to merely advertising on a general website, including:

- **There's more credibility.** Because the blog is a community, an ad that appears on a blog is generally viewed as an endorsement by the blog owners. If the blogger has built up a loyal audience, you'll enjoy a good response to your ad (provided it's targeted).
- **There's the interaction factor.** Sometimes a blog's community members discuss the products and services that are advertised on a blog. If you get a good buzz going, you'll have built-in social proof (which boosts conversions).
- **You get a one way incoming backlink, which is good for search engine optimization purposes.**
- **You can buy multi-media ads.** You aren't just limited to text or banner ads. Some blogs offer audio and video ads.

So where can you buy blog ads?

You can start by visiting the most popular blogs in your niche to see if they offer advertising. Even if they don't, you can drop them an email to see if they're interested

in selling you ad space. See Method #2 in this manual for an email template you can use.

One of the easiest ways to buy blog ads, however, is by buying clicks or impressions from an advertising company that buys and sells online ad space... especially one that focuses on blog advertising.

Here are examples of companies that sell ad space across a network of blogs. Please note that they offer a wide range of choices, including homepage text links, featured ads, banners, and even video ads...

- <http://www.blogsvertise.com>
- <http://web.blogads.com/>
- <http://www.advertisespace.com/>
- <http://www.contextual-style.com/>
- <http://adclickmedia.com> (This one isn't limited to blog advertising, but they do give you the option of buying ad space specifically on blogs.)

Another option is to purchase advertising on blog feeds (also known as "feedvertising"). This trend has been a bit slow to catch on, perhaps because a large number of web users didn't use RSS readers (especially those outside of certain tech markets). However, this is changing... and thus this form of advertising is becoming more popular.

Here's where you can purchase feedvertising:

- <http://www.bidvertiser.com>
- <http://www.text-link-ads.com/feedvertising/>
- <http://www.pheedo.com/>

Now let's look at the other main method of purchasing ad space on blogs...

18. How to Get Product Reviews on Popular Blogs

You just learned how to buy ads on blogs. While this is certainly effective, the downside is that these blog ads look like... well... ads. That means a certain percentage of the blog's visitors will just completely ignore them (also known as "ad blindness").

Now imagine if instead the blogger reviewed and perhaps even strongly endorsed your product. Imagine if you could buy a blog entry rather than just purchasing a link that gets relegated to the sidebar of the blog. You'd have the rapt attention of the blog readers, right? And that means more sales!

Good news: These options are now available at thousands of blogs in dozens of niches across the web. You may be surprised that some of the bigger and well-known blogs in your niche participate in these programs.

Now, if you're going to use paid blog reviews, there are a few things you should know, including:

- **Know your local laws.** If you're paying for an endorsement, and if you live in the U.S., the FTC requires certain disclosures. Check with the FTC directly or contact your attorney before paying for an endorsement.
- **Beware of all-review blogs.** Some blog owners set up blogs specifically for the purpose of selling reviews and blog entries. Chances are, these blogs don't have a very loyal readership. And that means you may get a less-than-anticipated response from your review or entry.
- **Look out for blogs with "reviewer" badges.** These serve as footprints that tell Google and other search engines that the blogger sells links on his or her blog. Google may in turn penalize the site (perhaps by dropping it from the search engine index altogether), which means you won't derive any search engine benefits from your review or other entry.
- **Make sure your review looks natural.** On the one hand, having reviews of your product pop up all over the niche at the same time creates a buzz and gives your product some momentum. This is particularly true if these reviews are written by the blog owner.

However, if you're creating the content and then buying blog entries to display it, having the exact same content across multiple blogs in a niche is going to look fishy and not natural. Indeed, this is the type of thing that can kill your credibility.

Before you buy a blog review or entry, be sure you know what you're buying. These entries come in two flavors:

- **You buy the entry and create the content.** If you buy an entry, you need to make it clear in the blog post that you own the product. In essence, you can use this blog post as an advertorial, but you can't pretend that you're a neutral third-party who's reviewing the product. Some people do this, yes... but they risk having three-letter government agencies like the FTC knock on their door.
- **You buy a review.** In this case, you don't control the content. Instead, you basically pay someone to review your product and then post about it on their blog.

Tip: Even if the reviewer has complete control over the content, the FTC still generally requires certain disclosures. That's because the reviewer usually gets compensated in addition to getting the product for free, both of which can influence the reviewer. I'm not a lawyer, so check with yours before buying reviews.

Here are some of the most popular sites where you can buy product reviews or blog entries:

- <http://www.sponsoredreviews.com/>
- <http://mylikes.com>
- <http://www.buyblogreviews.com/>
- <http://linkfromblog.com/>
- <http://www.payblogreviews.com>
- <http://www.publishmyarticles.com>
- <http://www.reviewme.com>

19. How to Find Video Production and Distribution Services

You've probably noticed that the popularity of web videos continues to grow. YouTube.com is hotter than ever right now, as are other video-sharing sites like break.com. Most social media sites (like Facebook.com and Squidoo.com) encourage you to post videos. And some people post vlogs (video logs) rather than regular text blogs.

Point is, if you're NOT using video *then you're missing the boat*.

You can use videos to advertise your business in a few different ways, including:

- **Posting infomercial-type videos.** Basically, this is where you post a commercial or infomercial for your business. But instead of running your ad on TV, you post it online. You can buy ad space from blogs and other websites. (Refer to previous methods in this manual to get links for places where you can advertise your videos.)
- **Using "how to" videos.** Here you post an informational "how to" video that's designed to educate your prospects. Here too you can upload them on video-sharing sites like YouTube as well as purchasing ad space on blogs and other sites.

Going back to a previous example, the person who sells car-restoration parts might post a video about how to replace a car's headliner. Then the video would include a call to action at the end that encourages viewers to go to your website to get more information and products.

- **Uploading viral videos.** These are videos that are so unusual, novel, entertaining, funny, offensive or otherwise unique that viewers pass them along to their friends. In other words, your prospects help spread your marketing message.

Due to the nature of the Internet, viral videos in particular are great ways to advertise your business. If you can get people talking about your business and spreading your marketing message among their friends, you could see a great return on your investment.

If you're interested in viral video and/or using social media to seed your videos, then you'll want to work with a company that specializes in creating and distributing viral videos. Like these:

- <http://www.northridgeinteractive.com>
- <http://www.comotionpresents.com/>
- www.spotzero.com/

While this company won't help you produce your video, they will help you seed it on social media sites: <http://www.unrulymedia.com/advertisers/>

Tip: Some people "jump start" their viral videos by purchasing traffic and reviews for their YouTube videos. Here are five websites that provide this service:

- <http://www.workingyoutubeviews.com/>
- <http://www.tubeplays.com>
- <http://www.buyvideoreviews.com>
- <http://www.realvideoviews.com>
- <http://www.getmoretubeviews.com>

If you're interested in using video to boost your brand or otherwise advertise your business, then you can use these video production companies:

- <http://www.turnhere.com> (This one distributes as well as produces videos.)
- <http://www.pixelfish.com>
- <http://www.corpshorts.com> (This company's focus is on creating videos to build your brand.)
- <http://www.go2productions.com>

(Please see the next page.)

20. How to Find and Buy Niche Domains with Existing Type-In Traffic

Here's a way to not only tap into an existing traffic source, but actually take control of it. Namely, you buy domain names with existing type-in traffic or keyword-laden names that are likely to rank well in the search engines.

Let me define these terms...

By "**type-in traffic**", I'm referring to people typing a domain name directly into their address bar, such as "dogtraining.com." Because most people automatically type in dot com (.com) names, any domain name you purchase should be a .com name.

As for "**keyword-rich names**", I'm referring to domain names that include the exact words your market is searching for in the search engines.

Example: If WordTracker.com says your market is searching for "dog training tips," then you'd buy "dogtrainingtips.com."

Tip: You can buy these sorts of domain names and then hand them over to a search engine optimization (SEO) specialist or to your marketing director to ensure high rankings. Because this method requires some additional work in order to jumpstart the traffic, we won't focus on it. Instead, we'll turn our attention to the premium names with the existing traffic...

The domain names with the type-in traffic are most valuable, simply because they don't require any work on your part. That is, you don't have to do any search engine optimization to ensure good traffic. The type-in traffic is automatic and generally won't diminish (unless you have a "fad" domain name). All you have to do is redirect this traffic to your main website.

Now, these sorts of valuable names were all snatched up long ago by other savvy marketers. That means you can't go to NameCheap.com and hand register them. Instead, you need to find a website broker who'll keep his or her eye out for premium domain names in your niche. Here's one such broker: <http://www.ricklatona.com/>.

Alternatively, you can visit the most popular domain name marketplaces yourself and buy premium names in your niche:

- <http://www.ebay.com>

- <http://www.sedo.com>
- <http://www.greatdomains.com>
- <http://www.afternic.com>
- <http://www.moniker.com>
- <https://auctions.godaddy.com/>
- <http://www.namepros.com>
- <http://www.dnforum.com>

Finally, another source of domain traffic is by purchasing domains that recently expired. These domains often have a ready source of traffic, but the previous owner either forgot to renew the domain or they let it naturally cancel. You can buy these sorts of domains here:

- <http://www.snapnames.com>
- <http://www.upname.com>
- <http://www.pool.com>
- <http://www.deleteddomains.com>
- <http://www.justdropped.com>
- http://www.name.com/recently_deleted

21. How to Find and Buy Established, Highly Trafficked Niche Websites

When you advertise your business, you tend to buy ads on sites that have existing traffic. You do this with the goal of siphoning off some of the traffic to your own site. But imagine instead if you just purchased a highly trafficked website. In that case, you'd own the existing lead generation system... and you could do as you please with all the traffic.

That's exactly what you get when you buy established websites with existing traffic. Depending on what type of site you buy, you may even be able to buy an existing prospect and/or customer email list.

Tip: This list tends to be more valuable than most co-registration leads, because you'll have exclusive rights to this list. And if the former owner developed a relationship with this list, then these leads will be "warm." Plus if the former owner is willing to introduce and "endorse" you to the list, the list will be even more responsive.

The easiest way to buy an established website is to go through a reputable website broker.

That way, you don't have to go through the legwork of validating claims on your own. Instead, you just tell your broker what types of sites you're looking for, and then let him or her bring them to you.

Here are a few examples of these types of brokers:

- <http://www.w3businessadvisors.com/>
- <http://www.acquisitionsdirect.com>
- <http://www.wesellyoursite.com/>
- <http://www.websiteproperties.com/>

Another alternative is to hire someone to do the research and report back to you with his or her findings on a weekly basis. Basically, this person sorts through the various "for sale" listings across a variety of marketplaces, validates that claims are true, and then gives you a list of websites you might be interested in buying. Then all you have to do is purchase those that interest you.

If you have existing staff, just put one person in charge of finding and researching suitable websites. This is your best option, since this is the type of project where you need someone you know and trust in charge of it. You need to know the person is capable of thoroughly researching claims and tossing aside frauds or scams.

Tip: Alternatively, you can hire someone separately to do this research. But if you're going to hire someone separately, then you should just hire a website broker who's professional and experienced.

The other alternative, of course, is to do the legwork yourself.

Whether you do it yourself or hire one of your staff to do the research, the person who does the research should be taking note of these factors:

- **The reputation of the seller.** Is the seller known in the niche community? Does this person have an established history online? If not, then scrutinize the traffic logs and claims especially carefully... and be sure to use an escrow service to complete the purchase.
- **The domain name.** Is the domain name valuable? Is it a .com (which is preferable)?
- **When the site was established.** Well-established sites with steady traffic are better than sites that were built more recently.
- **How much traffic?** How many unique visitors does the site get on a daily basis? Be sure to get access to the traffic logs so that you can sort out real traffic from search engine bots and the like.
- **Where does the traffic come from?** If the traffic comes from one source – like pay per click search engines – then this traffic isn't as valuable since you could create it using your own PPC campaign.

Instead, look for a variety of traffic sources including long-established sources such as search engine optimization, a network of related sites, a big army of affiliates, content marketing and similar sources.

- **How much money does the site make?** Most established sites make money. How long a site has been making money will give you some idea of how consistent and steady the traffic has been. How much money it makes will give you an idea of the volume and quality of the traffic.
- **What other assets are included?** Do you get a complete lead-generating system? Do you get access to a list? Do you get a blog that's regularly pulling in traffic? Do you get ownership of a network of sites or even social media accounts that pull in traffic?
- **Will the traffic continue without additional work?** If the site requires a lot of work in order to maintain the traffic flow, then it's not really a good choice for your purposes. Instead, look for "ready made" traffic sources such as an existing newsletter list and high-rankings in the search engines for multiple words.

With those points in mind, you can search the following marketplaces to find websites for sale in your niche:

- <http://www.ebay.com>
- <http://www.flippa.com>
- <http://www.websitebroker.com>
- <http://www.buysellwebsite.com>
- <http://www.dealaside.com>

22. How to Find and Buy Ads on Popular YouTube Videos

Earlier you learned how to use powerful videos to advertise your business. And just a moment ago you discovered that one easy way to get more traffic is by purchasing a website with an existing traffic stream and, preferably, a mailing list.

Now let's combine these by buying ads on YouTube.

Here's how...

1. Buy Ad Space on YouTube

YouTube has various advertising programs, including displaying your ads (via Google AdWords) across YouTube and promoting your promotional videos. Since these options are fairly straightforward, I'll just direct you to this link to get more information:

<http://www.youtube.com/t/advertising>

2. Buy Links on Popular Videos

If you start looking around YouTube, you'll quickly discover that there are some very popular videos that aren't monetized or commercialized in any way. That is, someone loaded up a personal video of their dog doing a cool trick or

someone ranting about something. They did it for personal reasons rather than monetary gain.

Thing is, many of these folks would be thrilled to earn money with their videos.

In some cases, it just never occurred to them that they *can* make money with them. So all it takes is for someone (like you!) to offer to pay them for their videos... and they might just happily accept!

Here's how to do it...

Step 1: Find the Right Videos

Obviously, you want to start by finding videos that are closely related to your own products or services. That way you get your link and ad in front of an audience that's as targeted as possible.

So use your niche keywords in YouTube's search engine to uncover these videos.

Next, you're looking for popular videos with a lot of views and comments... but no links other forms of monetization.

Step 2: Decide What You're Going to Offer

Next, decide your price range and what you want to buy. For example, do you want to buy a text link and ad from the owner that will appear next to the account? Or would you like to spend more and ask the owner to rebrand the video with your link?

Tip: It's easier to get an owner agree to a link on his or her page rather than rebranding the video. You can start with a page link and, if you get good results, inquire about rebranding the video later.

Step 3: Contact the Owner with a Proposal

Finally, your last step is to contact the owner (using their YouTube contact information).

Here's a template email you can tweak and use:

Subject: Make [\$x] per month with [name of video] - details inside...

Dear [name],

My name is [your name] and I recently came across your [name of video] YouTube video. It's a great video! I especially liked [insert sincere compliment].

The reason I'm writing is to offer you the chance to make money with your video. Specifically, I'd like to purchase advertising from you by buying a link on your YouTube page for about \$x per month.

This is a win-win situation. You get easy money - month after month - just by taking 30 seconds today to add a link to your page. Your video remains unchanged. The only thing that changes is the new money in your pocket!

Hit reply right now or call me at [phone number] so that I can arrange payment and we can hash out the other details.

Talk soon!

[Your name]

P.S. Contact me today to get started, because this sort of offer doesn't pop up very often...

23. How to Find and Buy Ads on Popular Social Media Sites

This is basically the same idea as the previous method, except here you're not focusing solely on purchasing ad space next to viral or otherwise popular videos. Instead, you expand your search to buy ads (or accounts) on other popular social media sites.

You'll notice that on some of these sites you can buy ads directly from the website owners.

Example: If you want to place ads on Facebook, you can buy them through Facebook's official advertising program.

However, what I'm referring to here is buying links on popular pages or even buying the pages themselves from the person who opened the account. In other words, you're giving someone the chance to make money with their content.

Now, in some cases you'll find people who are selling their entire accounts. You can usually find these sorts of deals on auction sites like [eBay.com](http://www.eBay.com). Otherwise, you may get a "package deal" – if you buy an existing website, you get the network of social media sites that are linked to this account. (Usually it's these social media sites that are pumping traffic to the main site.)

However, another way to tap into these sources of traffic is to simply approach the account owners and ask them if you can buy a link on their webpage (or buy their entire account).

You can use the email template provided in the last method (the YouTube method). Just change the details to reflect that you want to buy a link on a content page rather than a video.

Here are some of the more popular general social media sites:

- <http://www.twitter.com>
- <http://www.facebook.com>
- <http://www.myspace.com>
- <http://www.ning.com>
- <http://www.squidoo.com>
- <http://www.hubpages.com>

All of these sites have internal search engines that you can use to uncover pages and accounts in your niche. Simply choose the most popular pages and drop a note to the owners offering to buy advertising space.

Tip: You can also offer to buy an endorsement or review. For example, you can pay someone to recommend your product or service on their Facebook account.

You can also offer to purchase ad space on niche social media sites. As usual, just run a search in Google for your niche keywords alongside terms like “social networking” or even just “networking.”

Example: Dogster.com is a popular social networking site for dog owners, while ActiveRain.com is a popular site for real estate professionals.

Finally, you can use a “middle man” source to buy sponsored links. For example:

- <http://www.sponsoredtweets.com>
- <http://www.mylikes.com>

24. How to Find Legitimate “Guaranteed Traffic” Sources

Guaranteed traffic is just what it sounds like: You pay a certain amount of money, and in exchange you’re guaranteed to get a certain amount of traffic.

Sounds good, right?

It is. But only if you find a legitimate source of traffic. And only if you have the right offer to put in front of this traffic.

You see, many “guaranteed traffic” sources send you hits... but not necessarily visitors.

Example: Some of these traffic sources simply load your web page up in a very small frame on another website. This frame is so small that an average person can’t even see it. What ends up happening is that you check your traffic logs and discover loads of traffic being referred from the site. But none of this traffic turns into subscribers or sales.

In other cases, the visits aren't from people but rather from bots. And in still other cases, there are real people visiting your site, but they're not paying attention.

Need an example?

Example: Just check out some of the "start page" traffic sources. This is where webmasters earn traffic credits by viewing other people's websites. For every website they view for a certain length of time (such as 20 seconds), they get a partial credit. For every full credit they earn, they get one "hit" (supposed visitor) to their website.

As you might suspect, this isn't targeted traffic. If you have an offer for webmasters, you might get some mild interest. This is particularly true if you're offering some sort of traffic-generation program, as that's one thing that all of these webmasters have in common.

However, the bigger problem is that the webmasters who are sitting in front of their computers doing this generally aren't paying attention.

Chances are, they're multi-tasking and thus absent-mindedly clicking through the sites as quickly as allowed, just so they can rack up traffic credits.

In some cases, they may have set up a software program (bot) that clicks through the sites for them. In either case, the quality of this traffic isn't very good... and the traffic may not even really be visiting or paying attention to your page.

This doesn't mean you shouldn't try these programs. However, leave this on the backburner of your advertising campaign. There are far better places for you to spend your money.

Now, one guaranteed traffic source that you might consider using are those that consider themselves "traffic resellers," CPV (cost per view) traffic sources and wholesale traffic sources.

These services work by redirecting legitimate traffic from a real website to your website. Most often this comes in the form of exit traffic, meaning when a visitor leaves a website they'll be directed to go to your website.

Before you use these services, be sure that you understand where the traffic is coming from. Look for answers to these questions on the website, or ask their support desk if you can't find the answers:

- **Is the traffic targeted?** In other words, is the site that's sending you the traffic related to your website? For example, if you have a Christian music site, then another Christian or music site should be sending you the traffic.
- **How is the traffic sent?** For best results, find resellers who send traffic via exit pop-ups. Just be sure that it's a regular pop-up window, and that the traffic isn't somehow tricked or forced to come to your site. Also, make sure that the visitors really are coming to your site (and that your site isn't merely loaded in some tiny, almost invisible frame).

Here are examples of traffic resellers and CPV sites:

- <http://www.sell-traffic.com/>
- <http://www.traffichits.com/>
- <http://www.revisitors.com>
- <http://tresellers.com/>
- <http://www.cpvmarketplace.com/>
- <http://www.visitorboost.com>
- <http://www.planet-traffic.com/>
- <http://www.buildtraffic.com>

25. How to Find and Sponsor Charities and Events

This method is a little different. Instead of spending money to place an ad, you spend money to sponsor a charitable organization or an event. In exchange, you typically get one or more of the following benefits:

- **A link on the organization's "sponsored by" page.** Some organizations list their sponsors on their homepage.

- **Your business name and logo on marketing materials pertaining to the event.**

Example: If you're sponsoring a 5k run fundraiser, your business name and logo would appear on the website, in the newspaper ad, on race-day items (like t-shirts), on race-day banners and so on. Your business name might even be mentioned in advertisements for the event.

- If you sponsor an organization like your local Little League baseball players, **your business name may appear at the ballpark, on their uniforms and on any programs that are handed out.**

These are just possibilities, but there are no set rules about what you get in exchange for your donation. As such, you need to discuss these issues thoroughly with the non-profit's marketing director.

So, how do you find these sorts of sponsorship opportunities?

Most charitable organizations are desperately seeking sponsors, so they're typically the ones who are seeking the partnership.

If you make it known (perhaps even on your website) that you're open to sponsorship opportunities, you'll probably get some phone calls and emails.

However, because these organizations are actively looking for sponsors, you'll do better if you get more proactive. Here's how:

1. Get listed in sponsorship directories.

You'll get far more inquiries if you get your business listed in a sponsorship directory.

You may want to check locally first to see if there anyone has pulled together a local directory. If not, then you can get yourself listed in directories like this:

- <http://sponsoreverything.com/sponsors.cfm>
- If you live in the UK, check out: <http://www.companygiving.org.uk/Default.aspx>

2. Seek out sponsorships.

While it's customary for charitable organizations to seek out sponsorships, if you're just getting active in this activity than very few directors are likely to know that you're willing to sponsor events.

As such, you can contact charitable or other non-profit organizations in your area to inquire about sponsorship opportunities.

For example:

- Contact your local animal shelter to inquire about sponsoring a "puppy kindergarten" class.
- Contact a Little League organization to offer financial support for uniforms or equipment.
- Contact a cancer organization about sponsoring a "race for the cure" event.

Those are just three examples, but you'll likely find dozens of others in your local area (even if you live in a small town).

Tip: For best results, of course, you should choose organizations and events that are related to your business. For example, sponsoring a dog shelter event is a good match if you have a dog training business. Or sponsoring a breast cancer awareness event is a good match if your target market is primarily women.

Of course you don't have to confine your search to local opportunities. Plenty of national and even international organizations are seeking sponsors.

Some of them sell what amounts to ad space on their websites as a way to raise money. Others need major corporate sponsors who are willing to make six, seven or eight-figure donations. And there are plenty of organizations that need something in between.

To find plenty of sponsorship opportunities around the globe, use this Google search: *"become a corporate sponsor"*

As you can see, this search uncovers sponsorship opportunities from some very well-known organizations, like the Humane Society.

If you run into organizations that you don't recognize, be sure to do your due diligence first, perhaps by using charitynavigator.com to see if the organization is legit.

26. How to Generate Leads at a Trade Show

Chances are, your niche market holds regular events like seminars, expos, conferences and trade shows.

There's also a good chance that your city (and other cities in your area) also regularly hold trade shows or similar events. And in almost every case, you can rent booth space at these shows.

That means you can put up an exhibit snag some of the hundreds if not thousands of visitors who attend these shows.

Here's how...

Step 1: Find Local or Niche Events

Your first step is to find an event that's a good match for your business. For example, if you sell horse supplies, then a horse expo is a good choice. Or if you sell home remodeling products, then you might opt for a home and garden show.

You can find these sorts of events two ways:

a. Using Google.

Example: Search for "horse expo [year]" to uncover horse expos all over the globe. Or narrow your search by pinpointing a region, such as "horse expo Colorado."

b. Subscribe to trade magazines. These publications will list the trade shows, expos and other events. If you choose local publication, then generally you'll just get information about local events. If you choose national or international publications, then you'll get information about events held around the country or even around the world.

Tip: Check the publication's website. Some of them list events on their website. Others offer a free newsletter that lists events.

Step 2: Rent Booth Space

Once you find a suitable event, your next step is to contact the event organizer and rent booth space. Be sure to find out as much information as possible, such as:

- How much traffic the event typically draws.
- Where your booth is located (which building).
- Whether your booth is in a high traffic or low traffic area.
- What types of booths you'll be near. If possible, get a booth near a "big name" in your industry, as their booth is likely to get a lot of traffic... thus plenty of people will walk by your booth, too.
- How big is your booth? Obviously bigger booths are more visible... but they're also more expensive. If you've never done a trade show before, you may want to start with a small booth and gauge response.
- Cost to rent the booth.

Step 3: Set Goals

Your next step is to decide your goals for the event.

- **Do you intend to sell products from the trade show floor?** If so, are you selling loss-leader (lead generating) products, or are you selling your main products?
- **Is your goal to build your online or postal mailing list?** In other words, do you intend to generate leads? If so, you need to give your booth visitors a reason to join your list. You might offer a free report, a free sample or something else enticing.

Some trade show exhibitors offer free contests to drum up leads.

Example: Everyone who puts their business card in bowl or fills out a contest submission form with their contact

information is eligible to win a prize. For best results, choose a prize that's directly relevant to your niche. That way, only those who are interested in your niche will participate in the contest.

Tip: Just be sure to check local laws and regulations to ensure that it's legal for you to offer a contest.

Step 4: Design Your Exhibit

Once you've decided on your goal, then your next step is to design an exhibit that reflects this goal.

Example: If your goal is to sell products, then you should lay out your booth to draw the eyes to the products. If, on the other hand, your goal is to generate leads, then you should have a big banner and other signage that tells people the benefits of joining your list.

Tip: Brightly colored signs, banners, table top tents, posters, display cases, balloons, flowers and other items help draw event goers eyes to your booth.

Be sure to have plenty of marketing pieces such as business cards, flyers, brochures and coupons that your booth visitors can take along with them.

You might even offer advertising specialties for free, such as pens with your business name and web address on them.

Step 5: Get Interactive

Finally, during the event you need to represent your booth well to draw foot traffic to you

For starters, this means making eye contact and smiling at those who walk by. When people approach your booth, stand up and greet them. Don't be afraid to engage people in conversation, even small talk.

Tip: Of course you don't have to do this part yourself. You can certainly send one of your staff or even hire someone with the express purpose of representing your company at the trade show.

27. How to Get Listed in Online Directories

If you run a search for “free directories,” you’ll find thousands of places where you can submit your site. However, many of these free directories get very little if any traffic. No wonder they offer free listings.

A better choice is to get your site listed in high-quality paid directories. Just as the name implies, you need to pay to get included. Many times this is because a human editor checks all sites first to make sure that the directory only includes high-quality sites. Other times this paid inclusion fee is basically an advertising fee.

There are a lot of these types of directories on the web. While I’ve listed some of them below, these are some of the bigger and more popular sites. Depending on what you’re selling, you might get a better response and more traffic by finding local or niche-specific directories.

Fortunately, this is pretty easy to do:

- **For niche-specific directories,** just search Google using your niche keywords plus the word “directory.”

Example: “dog training directory” or “homeschooling directory.”

- **To find local directories,** search for your city name alongside your niche keywords and the word directory.

Example: “Chicago dog training directory” (don’t use quotes).

Aside from that, here are some of the bigger directories you may submit to (if your business fits):

- Business services and products: <http://www.business.com/info/advertise>
- Best of the Web (with niche-specific categories): <http://botw.org/helpcenter/submitcommercial.aspx>
- Go Guides (niche-specific categories): <http://www.goguides.org/advertisement.html>
- Linkopedia (niche-specific categories): <http://www.linkopedia.com/>

Conclusion

And there you have it: **27 proven ways and dozens of resources that you can put to use immediately to buy a boatload of traffic for your website!**

Whether you're just getting started with a small budget of less than \$100, or you have an ad budget that would make most people's eyes pop out, there's something for everyone in this manual.

Whether you need a trickle of traffic or you're looking for a flood, these traffic strategies are just what you need.

Here's a quick recap of just some of what you learned in this manual:

- ✓ **You discovered how to tap into other people's traffic, using banners, text ads, and ezine ads.**
- ✓ You found out the best places to quickly purchase a classified ad that will appear simultaneously in hundreds or even thousands of offline newspapers.
- ✓ **You learned the best paid classified ad sites, directories and auction marketplaces.**
- ✓ You discovered a simple way to get all of a site's traffic... and even ownership of their mailing list!
- ✓ **You learned how to find and buy targeted email leads.**
- ✓ You discovered the truth about guaranteed traffic sources.

And much, much more!

Point is, now that you're finished reading this manual you know exactly how to go out and buy all the traffic you need.

That means there's just one thing left for you to do:

Take action!

Start back at the beginning of this manual with Method #1 and work step-by-step through every strategy I've listed.

By the time you've completed a mere handful of these strategies, you should be swimming in traffic.

Just think what will happen when you get through all 27!

Want FREE Traffic to Your Website?



[CLICK HERE](#)