

Print out this worksheet and have it in front of you during the class. Fill out the blanks as the answers are revealed on screen.

LESSON 1: Solid Reliable Traffic

The Truth About Creating Traffic That Actually Makes You Money

_____ are like fish, no matter how amazing your hook is you can't just lay it on the shore and expect the fish to jump over and line up on the sand to bite it.

You need to attract them with chum to create a _____ rich environment to fish in.

Drive traffic with _____ (that purpose is not just "making money") you have to line up the shot like your playing pool.

Creating an _____ for the traffic is easier than creating traffic for an offer. Many people get this wrong and end up in what we call a "traffic trap".

There are three ways of getting _____: you can Buy, borrow or create it. Buying it basically means paying for it through ppc or solo ads.

Creating your own traffic means assembling an audience in your own digital _____ through various methods.

Just because you can send clicks to an offer does not mean you'll make money. TARGETED Clicks do NOT equal _____ but they are required to make money.

As an affiliate you must focus on sending your _____ into a vendor's funnel and you should always be wary of how they'll be treated.

Launch competitions are not won with _____ they are won with sales and remember that more clicks do not necessarily mean more sales.

_____ your traffic with the proper marketing like bridgepages, bonus pages and well written emails will set you apart from the gurus that are too busy to do it.

LESSON 2: Creating Perpetual Laser Guided Traffic

Unleash The Power Of Unstoppable Targeted Traffic

Post content _____. It should be a mixture of your own stuff and stuff you share from other sites. (informative Youtube videos, blog posts etc.)

_____ are more for businesses or influencers. It is a great idea to have a page for your online business but remember to post to it just like your groups and profile.

YouTube channels can be digital stadiums where you can collect _____ and communicate with them similarly to a Facebook group.

Similar to blog hopping, _____ hopping is when you go and leave comments on other peoples videos in hopes that people will click through to see your channel.

_____ are an excellent source of targeted traffic. Create a blog and post to it daily. Create useful educational and entertaining posts that actually help people.

Your blog can have an _____ form which is a great way to build a list and assemble a tribe of people that are interested in the niche.

Use creative lead capture techniques like quizzes, contests and share gates to capture _____ in your autoresponder database.

Create simple landing pages that offer valuable resources in exchange for their _____.

Have a _____ that you put your new tribe members through. I.e. your Fb group can point to your YouTube channel, then that points to the landing page etc.

Understand your _____ audience. Don't just "make up" a wishful profile of an ideal customer and think that's what you're marketing to.

LESSON 3: Evergreen For The Win

Create Long Term Reliable Income From Perpetual Traffic Sources

Fusing traffic is when you and another marketer agree to share one another's _____ by swapping adverts on one another's download pages.

Joint ventures are a powerful way to drive traffic somewhere, by you being a seller of a product and giving affiliates a _____ they will SEND you their leads.

_____ are a great way to link back and drive traffic to your websites. Forum signatures and even email signatures create traffic to your site.

_____ marketing is a method where you write articles and publish them on Ezines for exposure. When the articles are found the prospect is exposed to your links.

You can create various forms of _____ for the purpose of giving it away... Ebooks, Reports, Checklists, Videos, Powerpoints, Images, Charts, Infographics, Software... anything digital.

If you are the host of your own giveaway event you get to keep ALL the _____ from both contributors and freebie shoppers.

_____ is where advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results.

_____ or remarketing is when you show ads to audiences that have already visited a site. Companies like Adroll and the like offer these services.

You can buy an email blast of clicks to your offer. Solo Ads are _____ broadcasts that you BUY from vendors to promote your product or service.

Solo ad traffic is sold in _____ and is generally broad and untargeted. Sometimes it's not even English speaking.

LESSON 4: Free Traffic Forever

Set Yourself Up For Success With Time Tested Traffic Strategies

Create the perfect traffic plan with both a _____ budget and _____ budget that fits your business needs AND fits your lifestyle.

Interconnect everything you do, the last thing should lead to the next thing. You are building a BUSINESS _____ and their order is NEVER complete.

Get yourself a loyal tribe. Establish a following by finding or assembling a group of people with a common _____ or _____.

Put the ideal _____ in front of your tribe THAT is what creates highly targeted and profitable traffic.

Reward them for bringing you more _____. Even if only half of your prospects refer just ONE person, your results would be staggering. Doubling a penny per day for a month gives you \$5,368,709.12

Use tools like Viral Traffic Boost and Buzzinar to incentivize every _____ to bring you more _____.

Focus on lead capture and cultivation through _____ building email campaigns. Don't waste your clicks.

Segment your subscribers by _____ and use automation rules to move them from list to list based on their behavior.

_____ traffic takes time to originate, attracting, capturing and cultivating leads can take days or even months. SEO is an ever changing dice roll.

PPC pay per click traffic comes in many forms but the most common are _____ ads, _____ ads, _____ ads