

# Never Buy Traffic Again

**How Much  
Traffic  
Do You Want?**

**Get Unlimited Traffic To Your Site**

**Easy To Set Up**



## Never Buy Traffic Again (unless you want to)

This ebook is valued at \$97 and you may give it away for free or sell it for any price you can. Enjoy!

Clients are always asking me about the best FREE ways to market online... Well, here they are. Use the below strategies to actually make money every time you generate a lead for your business. When the lead is free, then it's all profit!

Here are my top 4 ways to generate free or nearly free targeted traffic to my capture pages.

1. Press Releases
2. Blogs
3. Articles
4. Forums

Now, these strategies are not "do it once and forget it" type strategies. You must commit to a consistent submission process.

Here is a sample of what I would recommend you do on a weekly basis:

- \* 3 press releases
- \* 5 blog posts
- \* 5 articles
- \* 20 minutes DAILY participating in online forums

Now the key to the above strategy is that it is VERY doable for anyone. Plus, you do not want to over saturate and risk being banned from various services.

Simply post and submit using the above strategies and you'll start to receive a steady flow of fresh prospects submitting their contact info into your capture page.

For those of you who are not familiar with these strategies, let's brake a couple of them down... Always keep the below five tips in mind when creating content for any of these marketing strategies...

Tip: Always provide VALUABLE content.

Tip: Stick to a THEME. Know who your target audience is and write to them.

Tip: Add content REGULARLY.

Tip: Convert traffic to LEADS, send all traffic to your lead capture pages.

Tip: Time is valuable, OUTSOURCE your writing for as much as possible then simply edit for accuracy and fine points.

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Press Releases:

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Having a press release makes you an expert, authority, and respected. Another great thing about press releases is they get your URL's all over the search engines IMMEDIATELY. Yes, Immediately. No waiting 3-6 weeks or even 6 months. Your releases could get indexed within 24 hours.

Top 10 search engine listings are very common.

When is the Best Time To Submit a Release?

Submit them on Thursdays and Fridays, so they are released on Saturdays and Sundays in the media. There is a two day delay if you use PR Web. Your strategy is not for media publication, which might include a release being put in magazines, or newspaper, but mainly for Search Engine Optimization.

You want an online audience to find you, not an offline. When using a service like PR Web, the competition for #1 or a top 10 listing on page one of PR Web's MAIN website is LESS on weekends too, as people are not paying top dollar to be there on Saturdays and Sundays, when media people are not working traditional 9-5 jobs.

What Are the Elements to be Included in Your Press Release?

Title  
Subhead  
Body  
Keywords  
Contact Info

TITLE

Your title should be keyword rich, with the specific niche you are marketing to. Try for the first 5 words to be your keywords you want the press release optimized for. Do some keyword research, using

[www.goodkeywords.com](http://www.goodkeywords.com) to see what people in your niche are most looking for and also buying. Add those popular keywords into your title.

Use good copy writing headlines of the past, and modify them to fit your situation. Many great long copy style "direct response" sales letters have wonderful titles and headlines which you can modify and borrow.

## SUBHEAD

Your subhead should also be keyword rich, repeating some of the main keywords found in the title, but telling a little more info in 2-3 sentences. This is where you summarize what your PR is going to talk about.

## BODY

Your body must contain a great story, which makes readers want to read it. It can be short or long, but add relevant keywords and keyword phrases to it which will

help optimization. You might want to have your keyword or key phrases mentioned 4-7 times in your release. The length of your release should be 100-500 words. Some services take more words than that, but if you can do a power punched release with all the goods in it and make the media take notice, do make it short.

Include the basics in your body which one would find in everyday newspaper articles.

Who

What

When

Where

Why

How

Tell a story and speak to the news media, don't sell to them. Don't make your press release, "Press Release Spam or PRSpam." Don't make it an ad and try to sell the product or service in your release. The idea is to make them curious, and want to go to your sites, find out more, where you can collect a lead or make a sale there. Don't use words like "You can make money". Use words like "One can make money..." Speaking in the right "person" makes it legit. Watch how you use, "I said, you said, or he/she said." Also ad your website URL in the body if you can, and if it is relevant.

## KEYWORDS

Usually you can select 5-10 keywords, depending on which services you are using, which are the ones you used in your press release content, which helps get you listed for them with Search Engine Optimization, and that will bring you targeted niche traffic.

## CONTACT INFO

Your Contact info should be a website, or phone # where you can capture a leads contact information.

### \*\* CAUTION:

Beware of getting in trouble with the companies you represent. Some do not allow press releases to be published with out permission. If you are lucky, you will get off with just a warning but you could be risking your whole business relationship.

So, be sure what you are writing about is okay and always get permission first from a compliance department if you are not the owner of the company or representing something or someone else. If you would

like to write about a newsworthy event of another company and use their publicity to get you publicity, ask permission first.

## How to Write Press Releases

Do a search for keywords similar to yours and read how others have written their releases to get more of an idea how to write yours. [www.prweb.com](http://www.prweb.com) has a search box, which you can type in your keywords and see the patterns, flows and styles of similar press releases.

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Forums:::

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Internet forums are a great place to market your business if used correctly. If used incorrectly you can totally discredit yourself and your opportunity.

### What are Forums?

They are concentrated communities of highly targeted prospects that are all interested in the same things.

Why are they a great place to market your home business?

1. Forums are HIGHLY targeted.
2. You can learn great new tips and tricks on any particular topic.
3. Your links remain over time and increase in number with every one of your posts.

The biggest reason that forums are a great place to market your business is that people that click through to your ads will already be familiar with affiliate marketing or internet marketing because those are the types of forums where you'll be promoting your business.

If a prospect from a home business or affiliate marketing forum sees value in what you're promoting and joins your business they'll already know how to get off to a fast start without your help. You'll be promoting your business through what's called a "signature box". I don't get thousands of hits a day, but I probably get 20 - 30 highly targeted hits on average. With forums, that's enough. It's a constant flow that slowly grows over time.

If you post a comment on a highly viewed thread hundreds of prospects in a single day may see your signature box advertising your lead capture page.

I want to make it very clear that you should not post a comment just to get your signature box seen. This is SPAMMING and it's distasteful.

The other forum members will know what you're doing and they will remember you as being someone that tries to take away from the community instead of trying to add to it. Only add to the discussion if you have something of value to include otherwise just read, learn, and wait for your turn to chime in.

How do you find forums?

Just go to google and do a search for home business forums or network marketing forums, you get the idea. Save yourself some time, if it looks like no one has made a post in a forum for the past month it's probably not worth your time.

Here are a couple I visit regularly:

<http://www.wahm.com/forum>

<http://www.warriorforum.com/forum>

How do you participate?

First you just register as a member of the forum, set up your "signature box", and then simply participate. Like I said before don't SPAM! Chime in when it's your turn and don't be afraid to ask questions. If you've had a burning question that you haven't been able to find the answer to - forums are the best place to ask that question.

Find 5 forums in your target market and register yourself as a member. Commit to making a least three posts per day per forum from here on out.

Signature Tip: Always send people to your personal capture page that will grow your own list!

Sample Signature:

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Automated Residual Income

FREE Report adds \$1000's to your  
monthly income: <http://www.internet-business-world.com/secrets.html>

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Go ahead and check out the page above and you'll see what I mean about capture page...

All of these strategies are very simple to implement. If you ever get stuck, simply post your question in a quality internet marketing forum.

Now that you know how to generate a consistent stream of leads for FREE, it's time to really ramp up your efforts so you can begin to see some exponential results. Start putting the above free methods into action today and you'll have more traffic than you can handle.

For more tips and tricks about affiliate marketing visit - <http://internet-business-world.blogspot.com>

To Your Success,

Bryan

