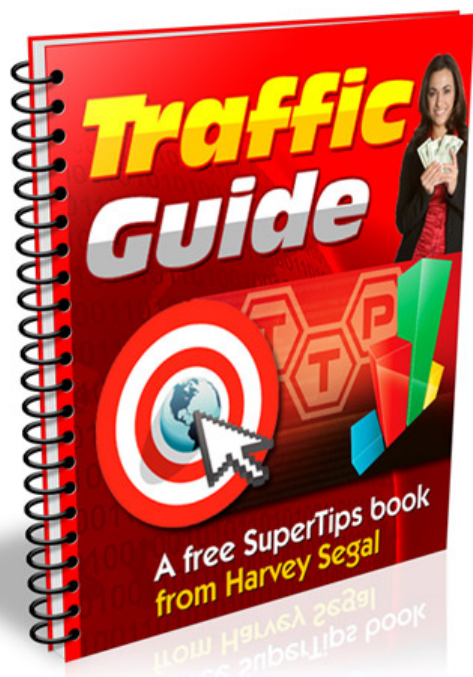


# Traffic Guide



*This is not your usual traffic book.*

*It's a book with a double purpose.*

*Watch for the viral money-making idea.*

*One that you will profit from as you give something away*

*. . . for free*

*to a vast audience.*

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# Table Of Contents

Chapter 1 Introduction

Chapter 2 How to drive traffic to an affiliate link

Chapter 3 How to drive traffic to your site

Chapter 4 How to make money with this book

# Chapter 1: Introduction

Hi,

It's Harvey Segal of [SuperTips](#) here.

Without doubt the most popular way for newcomers to start their online marketing career is through affiliate marketing.

Someone else has done the hard work of creating a product and your job is simply to promote it and receive commission.

But that's where you hit the main stumbling block.

Just how do you find people to click on your affiliate link - in other words how do you get traffic.

And for many affiliates the problem goes deeper

- "I don't have a website"

- "I can't afford to pay for traffic"

The whole area of getting traffic is a huge topic.

You will find countless books, blogs and ideas if you search online.

- Some books require you to plough through hundreds of pages of detail.

- Others list hundreds of tips in a completely random fashion.

- Or explain the intricacies of the latest wonder tip which has a shelf life of a few weeks.



So the object of this book is to summarise the key established methods in a simplified and organised way.



The accompanying information is **deliberately brief** - when you find a method that suits you just Google for more detail.

In Chapter 2 we list the methods in an easy to follow order ranging from those using simple advertising

content (e.g the basic signature file) through to the more advanced (e.g video).

In Chapter 3 we show the **Huge** advantages of having a website (or blog) to promote an affiliate program.

Except where stated - using the tag (paid) - all methods are free.

Finally in Chapter 4 we show how, whether you use these traffic methods or not, this book can be a money-spinner with a hungry audience of staggering size at your mercy.

Wow!

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In a **hurry** to make money ? Skip to Chapter 4

# Chapter 2: How to drive traffic to an affiliate link

## First - some tips about affiliate links

1. There will be sites where you are not allowed to use an affiliate link - such as certain forums, article directories or PPC services. Always check first.
2. You can cloak an affiliate link (using a service such as tinyurl.com) if you want to shorten it or prevent your affiliate code being stripped off.
3. If you want to cloak an affiliate link with a meaningful name you can purchase a domain name and redirect it to your affiliate link. This has the additional advantage that you can switch to a different affiliate program, if the need arises, while retaining your existing advertising campaigns.

Which to choose ?

There are places where a basic affiliate link would lose you credibility. For example if you are an affiliate for a book about traffic and want to establish yourself as an authority on traffic then you would want to avoid

<http://www.vendorsite.com?id=1234>

Instead use a meaningful name via a domain redirect, for example

<http://www.my-traffic-tips.com>

## Types of Advertising

The traffic methods in this chapter are based on three forms of advertising.

2.1 Link Advertising: Basically short ads

2.2 Content Advertising: More substantial informative content.

2.3 Other Media: Online content which does not use the written word, also offline methods.

## 2.1 Link Advertising

### 2.1.1. Signature file

There are 2 types

- a basic sig file showing the title and link

Traffic Ideas  <a href="http://www.my-traffictips.com">http://www.my-traffictips.com</a>
--

- a promotional sig file with an ad flavour

Looking for traffic ? Your search ends here !  <a href="http://www.my-traffictips.com">http://www.my-traffictips.com</a>
---

*Where to use*

- on a forum posting
- at the end of your email messages
- social networking services such as Twitter

### 2.1.2 Short ads

*Where to submit*

- classified ad sites
- special ad sites (yahoo ads, ebay ads, craigslist)
- safelists

*Where to submit (paid)*

- high traffic forums and blogs
- ezine ads
- banner ads

### 2.1.3. Longer ads

*Where to submit (paid)*

- solo ads in ezines
- forum advertising sections (Recommendation: click [here](#) )

### 2.1.4 Pay per click

*Where to submit (paid)*

- *Some PPC services (but NOT Google AdWords)*

## **2.1.5 Profiles**

Places where you can provide information about yourself plus a link

*Where to submit*

- *ebay*
- *amazon*
- *social networking sites*

## **2.2 Content Advertising**

### **2.2.1. Provide quality information**

You can establish yourself as an authority in a niche area by providing answers to questions

*Where to answer*

- forums
- yahoo answers
- comment section on blogs

### **2.2.2. Articles**

One of the most popular methods.

*Where to submit*

- article directories
- Squidoo
- Hubpages

### **2.2.3. Newsletter**

Publishing a newsletter by itself will not attract more traffic - though you will get return 'visitors'. However you can get traffic when you announce it.

*Where to announce*

- newsletter/ezine directories

### **2.2.4. Free Ebook**

Produce a free book on a niche topic and insert related affiliate program links.

*Where to submit*

- ebook directories

### **2.2.5. Product Reviews**

*Where to submit*

- Offer testimonials at a product site



## **2.3 Other Media**

### **2.3.1.Video**

*Where to submit*

- video sites such as YouTube

### **2.3.2. Audio**

*Where to submit*

- audio directories such as iTunes

### **2.3.3. Free Software**

*Where to submit*

- software directories

### **2.3.4. Offline**

This is a vast area with many possibilities. Suffice to say that a meaningful redirected domain name - as opposed to a basic affiliate link - is essential.

# Chapter 3: How to drive traffic to your site

If you want to boost your traffic ten-fold then you must consider having a site where you can place pages or posts which promote an affiliate program.

A site will provide you with many more ways to drive traffic - and these are listed in this chapter.

To which most people will say

- "It's too technical"
- "It's too expensive"
- "You need to learn HTML"

Well the good news is - there's a wonderful simple alternative.

Millions are already using it.

It's a **Blog**.

And you will discover in Chapter 4 how to have a blog ready-made for you and to start getting traffic.

But it will also provide one other outstanding advantage.

I consider this my **number one tip** for making sales.

I could charge for disclosing it but I'm going to give it to you for free.

It's a secret between you and me.

So come closer . . .

Make sure no-one is looking . . .

I'm going to reveal it now.

The best way without doubt to sell any product is to 'presell' it - to provide your own **personal review** of the product.

If it is an ebook show your visitor that you have read it, what you learned, how you used it, what were the results . . .

If it is a software tool what was it like to install and to run, how does it benefit you . . .

Make it interesting, lively, inviting.

Make a brief mention of a feature and say the details are available at the product site.

Leave the reader in a state of excitement saying "I must click through to the site to get all the information".

Hey, I bet you made sure to turn over the page and read that.

Why ?

Because of the build-up I gave you.

Now that's exactly what I mean by a presell.

And **you** can do the same for any product you promote when you have a blog. It's as simple as writing the content and hitting the Publish button.

And now on with the key traffic methods that you can use once you have a site or blog.

### **3.1 SEO (Search Engine Optimization)**

This is about getting your site ranked high in the search engines. If it works well it's the number one method of getting targeted traffic - but you need to study the techniques.

### **3.2 Blog Pinging**

The great advantage of a blog is that you can use blog pinging services to notify search engines of new content.

### **3.3 Forums**

Consider adding a forum to your site. Word of mouth alone will attract subscribers.

### **3.4 Press Release**

You can announce your product in a 'newsworthy' way and gain great exposure.

### **3.5 Other submission possibilities**

These include

- link exchange partnerships
  - traffic exchanges
  - social bookmarking sites
- 

So there we have the main methods for driving traffic.

If you have other suggestions or if you would like to see more detail please let me know in the feedback section at the end of the book.

And now for something viral.

**KEEP  
READING!**

# Chapter 4: How to make money with this book

You can now make money by signing up with ANY affiliate program and using these techniques.

There are many affiliate networks around - one of the most popular of course is ClickBank.

By the way if you are wondering what are my credentials for writing about ClickBank

- I own the [ClickBank Success Forum](#) with over 19,000 members.
- I own [The Complete Guide to ClickBank](#) , the only site devoted completely to ClickBank.
- I am the author of [3 major books](#) about ClickBank and numerous guides
- I have participated as an Advisory Board member in ClickBank's [European Client meetings](#)

You will find over 10,000 products at ClickBank but to save you searching why not try a **unique** product

- a product that will provide you with monthly **recurring** commission.
- a product that has been **specially designed** for use by ClickBank affiliates themselves, to help them become super affiliates.

So it will appeal to all ClickBank affiliates - and there are over 100,000 of them.

See, I promised you a big audience

But wait - that's not it !

I'll soon show you one which will **dwarf** that (an amazing statistic).

And the product ?

It's called the ClickBank Starter Package - and one way to promote it is to give out the very book you are reading now.

Traffic Guide !

All you do is promote an affiliate link. It's that simple.

## How does this work ?

We know that every online business needs traffic.

So the most popular topic for affiliates and site owners surely has to be - how to get traffic.

And if you offer them a FREE book about traffic you have an almost guaranteed download.

Agree ?

Imagine having this tempting offer on your site or blog, in your emails, your forum signature, in your twitter messages . . . and so on



*Here's a free book about Traffic generation.  
With a super money-making viral twist.  
Collect it here (your affiliate link)*

Well in order to give away this book or to collect the bonus ClickBank Selling Guide your visitors **must** sign up via your link.

If - and **when** - they upgrade their membership to take advantage of all the benefits of the ClickBank Starter Package **YOU** will start to receive recurring commission from ClickBank.

Now at this point I expect you to say

*"What makes you say **when** they upgrade - how can you be sure ?"*

Well nothing is certain of course but I want you to put yourself in the mind frame of your visitor - and read on.

## **How do we know they will upgrade ?**

Because here is the irresistible offer in front of them

1. They can **treble** their rate of commission.
2. They can optionally have a **ready made blog** on their own domain and benefit from all the advantages of promoting affiliate programs **with** a web site which have been described in Chapter 3.
3. They have access to a Private Forum covering all aspects of IM with **six resident experts** available 24/7 to answer their questions

A package like this could easily sell for \$27 a month.

Our price - only \$7.95 per month.

We've specifically made it **affordable** to appeal to all marketers from the newbie to the struggling affiliate - and even to the successful vendor as you will see.

## Even vendors can cash in

A double supertip for Vendors.

As a vendor you probably have an army of affiliates.

You can tell them in addition to any promotional material you supply "Here's a new book on getting traffic - with a super viral twist"

The result

- you get recurring commission when your affiliates upgrade their Membership
- you get more sales of your own product as your affiliates use blog reviews and improved traffic techniques

## And finally

It's time to start seeing recurring commissions arrive in **your** ClickBank account when you promote the Traffic Guide.

But we've **MORE** to tell you . . . when you collect your Traffic Guide affiliate link

- \* See exactly why ClickBank affiliates fail - and how **you** can cash in
- \* Find out the why this package **surpasses** all other ClickBank offerings which use only the basic ClickBank affiliate link.
- \* And discover the **amazing statistic** (the potential size of your audience) which will have you **rushing** to start promoting this book.

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Take the **FINAL STEP** to earn recurring commissions and sign up as an affiliate [right now](#)

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**PS:** A bonus - the links to all my sites listed in this guide will also contain your ClickBank id so you'll get 70% commissions on the purchase of my 3 main ClickBank books and other products in the [SuperTips Account](#) here.

We will continually upgrade this book with more ways to generate traffic and to make you money. To be informed of new releases just stay on the membership mailing list.

Thanks for reading.

I welcome your comments, feedback, suggestions.

[Harvey Segal](#)