

The Big Business Viral Traffic Training

You can have everything right in your business, and if you do not have traffic, you have nothing. Many of you are familiar with that, you understand that, you get that.

I believe you're going to get a breakthrough in your understanding of traffic. I'm going to dig into why in just a moment.

What is Traffic?

First of all: I want to define traffic. I'm going to use that word, it's a whole lot easier than saying the mouthful: "attracting prospects who need what you have to your website".

If you've been following me long you know that I don't like the word traffic. It's so cold. It's like assigning people numbers. Person 661249 just called. That's what it says when we say "traffic". I think that the word traffic really messes people up. You get this idea that "if I get 10k traffic, 10k visitors this month, I'll make a living." You could get 100 people who really need what you have and you'll make a whole lot more money than 10k visitors who don't know, like, or care about you.

When we think about traffic, when we use that word traffic, what we generally mean is we want to get people to our website. But **in reality what we really want is to get people who need what we have.**

Imagine that you owned a store in the mall. You sell children's toys. Frankly, you could say "I would love to have lots of people in my store. Let's have 10k people in my store every day. I'll make more money." You probably won't. There'll be people bumping into each other. Banging into each other. You probably won't have 10k moms or dads that are buying toys for their kids. You've got 9,900 teenagers that just think your store is cool because you're handing candy out at the front of the store.

You can do that. You can fill your store up by having a free candy day. Everybody that comes in, you get free candy. When you bring in 10k people that are looking for free candy. Instead of buying toys for their children, they overwhelm your business. I think the same thing happens in a web business.

If all you're focused on is getting a lot of people to click on your website, but 99% of them are not the people that you want, then they shouldn't be there. They're going to clog your website up. They're going to skew your results when you do a survey. What you want are people have a need that you solve. And

preferably, the desire to solve that need.

I'm going to use the word "traffic" simply because it's easier. It's simply easier to just use the word "traffic". But, please, I want you to translate it mentally to: you only want people to come to your website who need what you have and want. Those are the only people. I would rather have 100 visitors who need what I have, and want it, than 10k people who just run my web stats up. That's where your mindset needs to be.

Here's the thing, once we get that mindset, all of a sudden we don't need that much traffic. Right now, you may be thinking, I had 1500 web visitors last month. You're looking at your web stats. I had 1500 visitors last month. Only got 20 subscribers. I can guarantee you that if you've got a decent call to action, and you only got 20 subscribers, those 20 people are the ones who really need what you have. If you got 1500 last month, 1480 of them didn't belong there. They just don't count. The 20 count.

When you're building up your traffic, you want to build up a flow of people who want to be there. If you'll spend your money, your time, and your energy getting the people who need to be there, you won't have to have as many people come to your website.

That's principle number one.

The Traffic Firestarter

There's 2 sides to traffic. One is the people that you directly invite to your website through email or organic search or similar. Or, that you pay them to come to your website. Those are the two things we can use to invite them. There's 2 ways to direct people to your website, one is through some free methods, some content, organic, etc. 2nd is paid methods. Those are the 2 ways to directly get people to your website.

The other way that people come to your website is when people who have been directly invited, invite other people to come to your website. That's the difference between traffic, and viral traffic. Viral traffic is when it just takes off, and you don't have to keep plugging away to make it happen.

You might continue to throw fire starter in there. Maybe you have to direct 1000 people each month, and maybe they direct another 10k because they like your content. But if you stop directing the initial people, maybe you wouldn't have so much viral traffic. There's going to be 2 parts to that. If you look at most viral businesses, they started with some component in place.

Here's an offline example: you open up a new hot-dog stand in your town. If you don't invite the first 1000 people, nobody is going to know about it. But, if the hot-dogs are incredible, and you hand out these little coupons that say if your friend comes and orders a hot-dog you get your next one for free, that

makes things go viral. But if you didn't invite the first 1000 people it wouldn't go viral. When we think about viral traffic, we have to start intentional traffic, then we move to viral traffic. It's two components.

I believe that a one of the mistakes that people make when they're focused on viral traffic is they want everything to happen virally, so they don't do anything to get the fire starters there. You've got to get the fire starters there first. Then it can go viral.

Today we're going to have a talk about these various pieces. If you are partial in some way, and you just listen to part of what I'm telling you today, and then you go off and do part of what I'm telling you today, you're probably not going to get the kind of traffic that you want.

The second thing is, I'm not going to give you a "1-2-3-4 this is exactly how you get traffic to your website." Here's why: some of you have weight loss websites, some of you have weight gain websites, some of you have high-ticket websites, and some of you have low-ticket websites, and some of you have free websites, some of you have content websites, all of you have different topics. Some of you are in karate or swimming or crocheting or whatever. And the exact traffic, the exact people that you're going to invite to your website are going to be different. It's depending on your website, depending on who you want to get to your website. You're going to have to go out there and be constructive. You're going to have to be creative and say "where are the people who need what I have hanging out online? Where are they? How can we invite them to come to the website?"

And, the 2nd part is, once we invite them, what can we do to get them to share what we have on the website?

The truth of the matter is, if you have horrible content, nobody is going to share it.

Think about when you go to somebody else's website. What does it take for you to share it? It's got to be good, right? It's got to be something that you want to share. You want people to thank you for sharing. When you're building your website, you've got to put "thank you" content on your website. You've got to put content on your website that makes people want to say "thank you". When they say "thank you" they share.

We're going to talk about that.

I just want you to fully get the background of traffic. And whether you're directing it by spending \$1k to get 3k people to come to the website, or you're going to do it with content and organic traffic, recognize that your traffic is going to come from different sources, and it's going to come from different sources than any other website in the whole world. You're going to be literally doing something that's never been done before with your website with the traffic. There's no "1-2-3 formula" that's going to work.

Maybe you're thinking "so many people tell me that they have these training programs that promise me 1-2-3 traffic." Then, why are you here? Because 1-2-3 traffic didn't work. 1-2-3 article traffic didn't work. 1-2-3 video traffic didn't work. 1-2-3 interview traffic didn't work. 1-2-3 snowball traffic didn't work. 1-2-3 blog traffic didn't work. 1-2-3 video marketing didn't work. 1-2-3 pay per click didn't work. 1-2-3 social media didn't work. 1-2-3 retargeting, 1-2-3 forums, 1-2-3 communities, those systems don't work because you've got to adapt them to you, and if you just followed the directions, it's not going to adapt to you!

You see, my business is a very unique business, and it attracts people who have a unique set of qualities. For example, if we were to do a survey of some primary qualities of those who attend my trainings, we would find that 80% make about the same amount of money. 80% have about the same life background. We would find that about 80% struggle with the same things. Now, there will be outliers in each one of these categories. Why is that? It's because they have responded to my voice. That voice may be in print. That voice may be in video. That voice may be in audio. They have responded to something. But see, if you think about it, when I put out a call to action, I use my voice, and my voice attracts a certain type of person for example. That doesn't mean it's a good person, or a bad person; we're just talking about the characteristics that make you up. Your psycho-graphic profile is attracted in a certain way. You see, you learn from me, and then you learn from some other people, and you'll find that if you get on different lists, you get on different coaching programs, the people around you will have a different quality. It doesn't mean that they're better or their worse, just that they're different.

If you're reading 5 people's emails every day, the message that is sent out in those 5 different emails every single day is a little bit different. That message attracts different people. The website that you have is going to attract a certain kind of person.

They're probably going to attract a person much like you. Or, they're going to attract the kind of person who you attract. Have you ever noticed if you look around at your friends, the ones that have been with you for 10 years, they're all alike, aren't they? They all make a similar amount of money. They probably look a little bit alike. They tell the same kinds of jokes. Now, if you meet somebody fresh, you can't really throw them in there, but the types of people you attract fit a similar pattern. If you look at it from a social perspective and you look at the people that you attract, you might say, "I don't like the people that I attract." Okay, great, you're going to change something in the way that you talk or you act so that you'll attract different people.

It's the same thing on your website. If you're attracting the wrong person, you have to switch over and say, how do we attract the right people? When we think about this, driving traffic is really about attracting the right people to your website. I'm going to give you an example:

I want you to imagine that you have a karate website. I'll tell you a funny thing, people will write me and tell me all about their business model, and then say please don't tell anybody about my business model. What they don't realize is that 5 other people have already told me about the same business model about their niche. I mean I've probably fielded thousands of e-mails in the past that have something to do with niches. If I talk about karate, or swimming, or crochet, or anything else, somebody out there is doing it. It's almost impossible to come up with something that's just absolutely what nobody else is doing.

So if you're in karate and I picked that, it wasn't on purpose ;).

Let's imagine that we want to attract people who want to buy your karate course. Of course, I'm using this as an example. Your karate course is going to be about self-defense. How to defend yourself if somebody attacks you.

Your course is \$100 and so you want to attract people who are willing to pay you for that course. Those are the people you want to attract.

You don't want to attract "tire kickers". Your purpose is to sell this \$100 course. Your squeeze page might say "Attention! If you would like to learn how to defend yourself against attackers, then download my e-book XYZ how to do it. It's going to teach you how to do these 3 particular things". Then the first day that they're on your list, they receive an invite to purchase the \$100 training. You are setting the stage for people to recognize that they're going to pay you to teach.

I want you to imagine that you do the opposite.

Instead of having a squeeze page that talks about the things that you can learn if you get onto my list, your squeeze page instead just says "Free karate training, come one, come all, enter your name and e-mail". What's going to happen is: A) you're going to get a lot of "tire kickers", and then if for the first 30 days all you do is send out free information, and then on Day 30 you send an email out that says, "please buy my \$100 training program," you have conditioned people that everything they get from you is free, they're not going to spend \$100. Do you see this? **How you position your website is going to determine what people are going to do.** If you can get people sharing your website on Day 1, they'll share in the future. But if you wait until they've been on your website for 31 days to ask them to share, they're probably never going to share.

Think about this. What is the thing that you want people to do when they come to your website? Do you want them to engage? Yes. Do you want them to share? Make it easy to share. Or ask them to share. And, then if they share, and when new people come to the website you ask them to share, and then you get this sharing mentality. Of course, people share on places like Facebook, Google+, LinkedIn, and all the social media places. That's where they share. Remember that when they share, they're sharing the original content that's on your website with all their friends over there. I think that's one of the problems

with all this training that's out there about how to build a list to 50k people on Facebook. The truth of the matter is, if that training worked, then everybody who bought the training on how to get 50k friends on their Facebook would just follow the training and the next month you would have 50k. But for all of you that have tried the get 50k friends on your Facebook page, and you still only have 200, why?

Here's what I believe. I don't believe you're doing anything wrong. I believe that the training is slightly mixed up, and they don't even know it. They're not purposely doing this. If you look at the people who have the biggest Facebook lists... Who are they?

They're people who already have a following. The movie stars already have a following. They're just asking people to go to their Facebook page. The people who have big websites, and big followings on Facebook. Did the followings start on Facebook? Or, did they invite people from their website? I submit to you that they invited people from their website. They didn't grow it on Facebook. Facebook is a reflection of what's happening in their business. It's the same thing all the way across the board.

If you say, I'm going to build this huge community on G+. The problem is, you're building a community on G+ that's never going to go outside of their comfort zone. Sure, the 1%, well maybe. But, can you build a business on 1%? I don't believe so.

Same thing with Facebook, if you build it all on Facebook, where do these people want to hang out? Facebook. What happens on Facebook, people just share stuff for free all day long. Honestly, if you're building this big network on Facebook, how are you going to get them to spend \$100 with you? This is about building your big business website. That's what I want to show you. If you build up your big business website and then ask people to share you on Facebook, that's where the virality comes in, but quit focusing on building this big Facebook list. Quit focusing on building this big G+ list, this big LinkedIn list, this big Pinterest list, this big Instagram list, that's not where it's at!

Where it's at is on your website! But you use Instagram, Pinterest, Facebook, Bing, Google+, YouTube, and all those places to share your message. But, it starts on your website! If your website is worthless, nobody is going to want to share it! It goes back to this idea. Why have I been hammering this home? **Put good content on your website!**

I want to do an exercise now. Go to alexa.com and compete.com. We're going to go to both of these tools. Note that with either of these, the free version is not going to give you what you want. They're going to give you some of what you want. If you upgrade and use the paid version you're going to get more. The numbers on Compete are skewed and not accurate. They're a ballpark. We're going to work with ballparks here. Same thing with Alexa, the numbers are not accurate, they're skewed. They're not accurate, they're ballpark. But if we take some ballpark numbers, and we throw them together with some other

ballpark numbers, and we apply them to a concept, we can work with something.

So, please, no questions or emails asking, "why would I use data that's skewed?" If you want to spend thousands of dollars on data, you might get better data than this. We're just doing a quick, free, exercise. Both data sources are skewed, but, if you're looking at the big picture, and you're looking at relative ranks, relative numbers, you'll come up with something decent.

Here's what I want you to do. I want you to go to alexa.com and then at the top I want you to click on "Browse top sites". That page will get you to something that says the top 500 sites on the web. Click "By Country", and we're going to use the United States. Now we could use any country we wanted, but we're going to use United States because it generally gives you some decent results for the English language. If you're in India, you could look at it by your country, the results will be different, the concept's the same. For most of you, you're going to hit on the top sites.

Now, we're going to skip page 1. You look at the top sites; there's 25 on the first page, and we're going to skip page 1. Why? I've studied these lists before, and I've studied it recently for this – you find on the first top 25, these are things that have gone very viral. They're things that when we look at this like a basket, you can look at how many are social, and how many are content, etc. You're going to find some very interesting things. The truth of the matter is, you're probably not going to make your website top 25 in the world in the next 10 years. Probably. Could you? Yes. Probably? No.

If we go to the 2nd page, we're going to come up with 26 – 50. If you look at #26 – 50, you're going to find more companies. You're going to find a bank, you're going to find retail organizations. You're going to find places that are driving traffic from their stores. You're going to find some newspapers. You've got Fox news, Huffington Post, Weather, Apple.com, Office.com, Yelp. You've got entrenched businesses on this part of the list. I want you to notice the difference. If you look at the 1st 25, it's mostly social websites that have gone viral, or it's content websites that have gone viral. But numbers 26 – 50 are primarily businesses. Big businesses that have gone viral. You're probably not going to have a \$100 billion business that's going to go viral.

So, if we're going to ask, "what's possible?", let's go to the 3rd page on the list. Now if you'll look at this list, the 1st 1/2 of this list, you're beginning to get a mix of the top 25 and the top 50. You've got businesses in here, you've got some stuff that's going viral, you've got Outbrain, you've got Capital One, you've got USPS (the postal service), you've got Stack Overflow. So these are things, these are large, entrenched businesses across the board that have gone viral.

Now if we go to the LAST 100... we begin to notice that these are primarily content websites that are content driven. If you want to really study this, look at page 5, page 6, etc. But I believe that this becomes the zone that you can begin to say that my big business website could get into. I'm not saying that you'll be

number 86 in the United States, or 200 in the world or anything. I'm not saying that. What I'm saying is that the type of website that you're creating begins to fit into this 76+ on the top sites list.

If we went down 1 more we find even more, but we're going to stay here. I'm going to pick a few here. First of all, Forbes.com, that's number 77.

Now, let's go over to compete.com, and where it says enter a website to get started, just copy and paste Forbes.com in there. Compete just tells us that on average, Forbes gets about 50 million, about 47 million unique visitors each month. So, what does it tell us if we combine these two? You may say, well, I don't like Compete's numbers, they're not accurate. Maybe it's 40 million instead of 47. Maybe it's 57 instead of 47. Does it matter when we get to this level? No. Same thing with Alexa. You can say, oh well, that's skewed, Forbes is really 102. It really doesn't matter at this level. If we combine these two, then we've got this general idea that if you're getting 47 million visitors a month you're the number 77th website in the United States at this point in time. These numbers kind of move up and down.

The truth of the matter is if your website only got 2 million visitors a month, you would probably be sitting pretty. Especially for a one-person website. If you were doing 2 million visitors, you would probably be making the kind of money that you would need to hire a couple of people to help you. Let's just say.

When we look at this we say, "What does Forbes do?" We can do 2 things. #1, we can click on Forbes in Alexa, and on the free version, we can look and say "Where did people visit immediately before they came to this site?". We find that Google sent 34% of their traffic. Facebook 5.6%, Yahoo 5%, Google, Envy and Linked in, 1 or 2% apiece. What does this tell us? This tells us that Forbes, and if you go to Forbes you'll find it, Forbes is primarily content. And that Google is noticing what they're doing, and they're sending traffic. We see that 6% is Social Media driven. That's what's going on there.

Now, we're going to kind of go back. We're going to say "What about another?" What else is there, we've got FedEx, we've got Ask.com. With Ask, we're talking a truly entrenched website with years and years and years and years. So what if we go to CBSSports.com we do the same thing, we click on CBSSports.com, and we say where's their traffic coming from? Once again Google is up there, Yahoo is 9%, and Facebook is 7%, looks like the ESPN App is 4%, Twitter is 1%. So, what are we saying? Social sharing is a big part of this, but Google is still the #1 referrer for traffic over there. And what is CBSSports.com? If you look it up, if you go there, you're going to find what is CBSSports.com. CBSSports.com is primarily content.

Now we say how much traffic is going to CBSSports.com? We're going to go back to Compete, now for Compete, if you try to just put something else in that same page, and compare, they'll say hey, you've got to buy a membership. So, you've got to start over, go back to Compete.com and enter CBSSports.com again. Now we're seeing 11 million visitors.

If you were to do this research, and I've done this research on a lot more than I'm just sharing with you... I'm just sharing a few of them, you can do the research, you can figure out what's going on. I want to do just one more:

BusinessInsider.com. 21% of their traffic is coming from Google, 12% is coming from Facebook, and 3% from LinkedIn, I think that if you look down I think you'll find that 20 or 30% of their traffic is coming from sharing. Now I want to do the same thing, I want to take BusinessInsider.com, and I want to put it into Compete, so we're going to go back, and I know for some of you, you already know this. I want to make an illustration here for some folks, I want you to be able to draw some of your own conclusions.

So, BusinessInsider.com is showing about 32 million visitors per month. Now, if we go back to the top sites in the United States, and we go to the 5th page, which is #'s 100 through 125, you're going to find things like WebMD.com, Gizmodo.com, Ancestry.com. We're starting to get away from the tightly controlled, big, big niches, and we're starting to get into more of the smaller niches: Feedly.com, AllRecipes.com, you know the #117th website in the United States at the time I'm writing is AllRecipes.com. WeatherUnderground.com is weather forecasts. There's a number of other newspapers. Then we've got drugsreport.com.

What will happen, if you go to page 6, page 7, you're going to find that these websites are going to become more and more specialized as you go through. What you're going to notice on these websites is that these top websites have one or two big things that drive them. One is content, and one is sharing.

Now I want to go back to page 3. Remember that we said that about page 3: we start to see more content and less socially driven types of things. What I want to do is look at some of the social driven ones. I want to click on Groupon.com. So, actually, that's not even socially driven, that's advertising driven. You're also going to find that even for that Google counts for a third of all of that traffic.

I want to go to AmericanExpress.com. Where is there traffic coming from? Ah, once again, 23% coming from Google, 6% coming from Chase.com, 3% comes from Bank of America, 2.5% comes from Facebook. What's happening there? American Express has done a phenomenal job in the last few years of building what? A content oriented website, that has sharing components on it.

If we look at IMDB, today it's number 28 in the top sites in the United States. Once again, we see that Google counts for about 1/3 of the traffic that they get.

Let's pull one from page 1. An interesting one is go.com. #15 in the united states, I think that is telling.

I want to look at instagram.com, we think of Instagram as social sharing website, and the numbers will reflect that. #1, Google sends them 13.7% of their traffic. Facebook 13.5%, so very close because it's sharing. T.co 7%,

YouTube 4.9%, Twitter 4.7%.

What am I getting with all of this?

Remember it's a social site, or a content site. 1/3 of all the traffic is driven by a search engine. I know I'm always saying, "don't court Google." We'll talk about that in just a moment. I'm using this as an example, this is real life stuff. I wish it didn't say Google, I wish it said Bing, or Yahoo, or it could be something else. We don't find people trying to mastermind the Bing formula, but they still get into Bing. We don't find people trying to optimize the Yahoo formula, but they still get into Yahoo. What we do find is people trying to game Google all the time. If you're gaming Google, they just keep changing the formula.

Do you believe that Forbes and Business Week, and all the others that we looked at, spend 80% of their website dollars, trying to out game Google? I don't believe that. What they're doing is, they're building a real website that people really want to share and Google rewards them. I want you to get that. Google rewards you for building a good website. They reward you for posting items on your website each day. Well how can you do that? You can do something that's crowd sourced. You can hire people to help you out. You can spend an hour a day, you ought to be able to create 6 pieces or 10 pieces of content. It doesn't have to be 700 word pieces to have news updates on your website, etc. That's a different ballgame.

You build a strong website, and people are sharing it on Facebook, and they're sharing it on Twitter, and they're sharing it on LinkedIn. I believe that Google is going to reward you by sending you a significant amount of traffic. But you're not doing to court Google, because if you do it to court Google, as soon as they change their formula, you go down to zero.

I guess there's this part of me that just wants to take a hammer out and just really knock this one in. Really hammer this nail home. What happens is, we recognize that 1/3rd of this traffic is coming from Google. Yet, if you go out there and court Google, you probably fail. Why? I've seen it happen again, and again, and again.

People tell me "I've been writing keyword oriented website articles all year long, and I'm not getting any traffic."

That's the problem, write them for real humans, and don't worry about the keywords, and Google will find those articles. In fact, if you go somewhere like Business Week, Business Insider, Forbes, or whatever, you'll recognize that content is written for real humans. Google is picking up on the social stream that's occurring.

What am I saying by saying all of this? We're going to get into some sources here. I really want to drive this one home.

I'm a big believer that we don't want to focus on keywords, we don't want to

focus on SEO, we don't want to focus on Google, we don't want to focus on Facebook, we don't want to go to Fiver and buy a whole bunch of people to do a whole bunch of social linking, or anything like that. We want real people sharing the content. When real people share the content you get a snowball effect as Google picks up on it.

I'm using Google as a proxy... if you added up all the other search engines, Yahoo, Bing... when you add all of them up, I think you'll find that whatever happens at Google is nearly doubled with all the other search engines out there. Meaning that if you just forget about Google, and everybody else features you, you're still going to drive traffic from those sources.

What I want to say is, forget about Google!

Forget about them and build yourself a website that humans really want, and Google will pick up on it.

Enough on Google.

Two sections here, you've got Organic and Content, and then you've got paid.

Let's talk about paid for just a moment.

If you're trying to build your viral site with paid traffic, you'll run out of money before it goes viral.

If you came to me and said, "Sean, I would like to hire you as a consultant, I'll pay you \$5k/hr to help me, and I've got a \$5M advertising budget." Do you know what I would tell you to put that \$5M into? Hire a bunch of writers to put content on your website. I wouldn't tell you to go spend it on pay-per-click.

You say, "all these big companies out there are spending all this money on pay-per-click."

There's 3 kinds of companies that are spending money on pay-per-click. One kind of company is a company that needs market share. The beer companies, the cola companies, the retail companies. They need eyeballs, and probably 1/3 of all that pay-per-click marketing out there is just so that you'll remember that this is the cola that you like, this is the beer that you like.

I believe that the other third of pay-per-click is some kind of direct action. Meaning they're sending you to a page, they're finding a way to let Google let you do it, and you'll find that it's really pretty easy if you know what to do, to get you give them your name and e-mail address so they can call you on the phone, or get you on a mailing list so they can sell you something.

I'll tell you something, I believe the other third are people who are losing money. I really believe that. I believe that a third of all pay-per-click are losing money.

Here's the thing, if you're just trying to drive traffic to something to go viral, and only say 1% of pay-per-click is doing that profitably. Is it probably going to work for you when you're just getting started? No! It's probably not.

Where is pay-per-click really good. I believe that it's good down the road, once you've figured out how to monetize. You're getting a million visitors a month, you've figured out how to monetize, you're making \$100k a month. You say, you know what? I'm going to take \$30k of this to figure out how to make Google profitable on top of what I'm already doing, because you've already got the formula that works and converts. Then you layer paid on top if it.

Same thing with Facebook. I think that if folks are going in and saying, "I'm going to use Facebook to drive my leads before I have a good website, and before people are sharing me," then you're going to be throwing good money after bad. You go in there and you advertise Facebook to get people to your website, where you haven't figured out what it takes to get people to share. You have to figure out what it gets to get people to share what's on your website with other people. Until you've figured that out, I believe you're wasting money on Facebook, Bing, anything like that.

Where does that leave us, when you're starting this big business website. We recognize that Google is 1/3rd of the picture. The other search engines are close to 1/3rd, in my opinion. Sharing is 1/3rd. We can't target Google, we're not going to pay-per-click.

Where does that leave us?

It leaves us coming up with a viral traffic source. Where does virality come from? We talked about it at the very beginning. Virality comes from people wanting to share what's on your website.

What does this boil down to?

It boils down to the fact that if you want Google to recognize you, you want the other search engines to recognize you, you want people to share you on Facebook, Yahoo, G+, LinkedIn, Twitter, everywhere else. What do you have to have? **You have to have stellar content on your website.** If you're not putting stellar content on your website, everything else goes to waste. Because if you're not putting stellar content on your website, nobody wants to share it on Facebook, nobody wants to share it G+, nobody wants to share it on Twitter, Google doesn't want to tell people about it, and on, and on, and on.

You've got to have stellar content on your website. If you go back to the list from Alexa, again, it's not a perfect list. Results are skewed, whatever, but a list is a list. And from a relative perspective, it's probably pretty good. If you'll take the time, and you look at these websites that are top, you'll find that they're all putting new content on their front page every day, all day long.

I know you say, I'm a small guy, I'm a small gal, I can't do it all the time, all the

time. That's okay, you can grow to it. All of these websites started from scratch somewhere at some time. Some of them have been doing it for nearly 20 years. Some of them it's only been a year or two or three, and they're making it happen right now today.

The truth of the matter is, if you want a big business website, you're going to have to do big business things. What that may mean, is hiring a few people, in various time zones around the world, and asking each one of them, and you could literally hire 24 people, one for every time zone around the world, pay them \$5 / day, or whatever. And all they have to do, is write a 100-word blurb, about some other good content online, and post that to your website. Just have somebody do that every single hour. What would happen if you did that for a year? And you were inviting people to your website, and you were telling everybody you knew, all the other things we talked about, everything we've talked about as preliminary viral traffic training, and all of those types of things. But if you were doing things to make that thing go contagious, and you were posting things like that, and you were making some YouTube videos, and you were to embed those YouTube videos on your website, you were to do some Instagram, you were to do some Pinterest, and you were to participate in forums, everything you did you linked to from your website, and you did that for an entire year, what kind of traffic could you have on your website? I believe that you could have a lot of traffic. I can't put a number on it. I believe you could have a lot of traffic.

That's the concept. Now I want to talk about some of the things that you can do. What are some of the things that you can put on the website that people want to share? Articles! You write new articles.

I want to tell you a story. Well, it's not a story, it's my opinion.

People say that video streaming is like the #1 content online? Well, how are they measuring that? They're measuring it in the number of minutes that people are spending online, consuming information. Let me ask you this, if you personally are spending 2 hours online, what are you doing during those 2 hours? Are you spending a full hour watching video and doing nothing else? Or are you spending an hour reading e-mails from other people that are trying to persuade you and convince you of their way? Reading articles online, skimming articles online, and watching YouTube the other half of the time?

Or, is it possible you're actually spending an hour and a half reading, and you've got some YouTube going on in the background. Let me ask you this, at the end of the day, when your brain is full of new knowledge, where did the bulk of that knowledge come from? I submit to you that 90% of you are getting 90% of your new information from something that you read? Why? Because it's faster. Because you can read more in an hour that you can watch in 12. I believe that still – the #1 way that people are consuming information is through reading it. Some of you are saying that's just wrong. You're wrong, because all of statistics tell us you're wrong.

Let's look up some words using Google. Go to Google and type in 3 keywords:

The first keyword is, "how to create a scrapbook". Now, in theory, if video was the #1 way that people are learning about things, and Google is very good at showing people what's going to get the most clicks, they should be showing video 8 out of 10 times. Not just theirs, not just YouTube. They should be showing video. But, they're not. How to start a scrapbook, WikiHow, print! Everything about scrap booking, print. Paper Wishes, print! Then there's some images. Great scrapbook ideas from Martha Stewart. C'mon, Martha Stewart has her own scrapbook page. It comes up for how to create a scrapbook.

Then there's 3 YouTube videos, then there's Facebook, then there is "How To Scrapbook" which is on Dummies.com.

If Google is pretty good at figuring out what people want, if they're good, they've chosen to feature a video 3 out of the 10 results.

Next let's look up "how to build a list". What do we get?

First thing is Hubspot, next thing is SocialTriggers – print, next is helpscout – print, experian – print, 5 forbes – we just talked about forbes that's 6, copyblogger is 7, kissmetrics 8, smartpassiveincome 9, bufferapp.com 10, this looks like 11, that's an interview that I would imagine is current, then there's some ads.

Let's look at one more. Type in: "how to karate chop through a brick;" you would think that this should be video, right? Should be all video. And, 3 of the 10 options are video.

You do have a good shot at Google rankings if you do a popular Youtube video, but stop right there, nothing else is showing in Google rankings except print. What does that tell you to put on your website for people to consume? I believe that #1 it's print, #2 it's videos that are hosted on YouTube. Videos on YouTube are #2. And I'm not talking about 51% articles 49% video, **I'm talking about 90% print and 10% video. Or 80% print, and 20% video.**

I believe that when you do this and you go build your business around what I've just written, it probably it isn't going to work. But when you build your entire business around everything that we've covered in this training, and you're posting 5, 10, 15, 20 times a day to your website, with print content, and you're telling people about it on Facebook, you're telling people about it on G+, and you're making pictures and putting them on Pinterest, and Instagram, and you're involved in Forums, and you're involved in communities, things will being to happen.

Let's talk about Forums and Communities. People talk all the time about how difficult it is in Forums and Communities. I don't get it, I've gotten some of my best traffic in the world from Forums, and I've had clients that have done amazing well with Forums. Yes, it's mindless work. Yes, it's a matter of finding

the right post to respond to. Yes, it's a matter of becoming a trusted poster so that you can put a squeeze page in your signatures. No, that's not easy. Yes, it takes 2 to 3 months to do. And if you're not willing to invest 2, 3 months in building a source of great traffic, then Forums and Communities are not for you.

You're posting great content with a few videos, and you're posting in a forum or community. Now layer on interviews. Where do I get interviews? Here's the thing, if you write enough articles, people will ask you to be interviewed. I get interview requests a lot. I turn most of them down, because I just don't have the time anymore. In fact, I wish that I had found a way to do them all, I really do. But, if all I did was interviews, I couldn't create trainings like this. I couldn't do all the other things that I hope add value to the world. If when you're starting out, you write a few hundred articles and put them on your website, and you write a few hundred more, and you get them posted here and there, and you start ranking in Lifehack, and you start ranking in the websites in your niche, and you start ranking in the forums... I can almost guarantee you'll get interview requests.

You may say, how do I figure out if it's a good interview or not? Do them all! Do them all until you're overwhelmed! Then we'll talk about when to cut back. And then you start noticing things, cut back. Here's what you do, when somebody interviews you, you're going to post that interview. The first thing you do when someone asks you to interview is, you ask, "can I have the right to record it as well, and use it in my marketing the same way you're going to use it in yours?" They'll almost always say yes, and if they say no, say no thank you. Unless it's obviously somewhere you're setting out to be interviewed by.

When they interview you, you record it as well, and you put it on your website as the interview by so and so. It creates instant credibility for you and you share it on Facebook, you share it on G+, and you get instant credibility. And when 50 different people over the next year interviewed you, and all of those are showing up on the front page of your website, and they're starting to show up in Google, what's going to happen? You're going to have instant credibility.

Before we go any further, I'm going to touch on about three more things that I want to give you. Some of you are still asking, where's the 1-2-3 formula? THERE ISN'T ONE!

Hopefully by now you've got this idea that you've got to know what your website is going to look like, you've got to know how you're going to change the world, and you've got to start changing the world right there on your website, and then tell everybody that you know about it.

One thing I've talked about in the past is, you've got a list of 100 Facebook friends. And most of you probably have 100 Facebook friends. You should be able to post a post on your Facebook page that says, "hey, as you know I've been working on starting my own business, and I've started one. How to create a scrapbook is my new business, and I know you're probably not interested in scrapbooks, but could you please tell everybody you know that might be

interested in scrapbooks?” Here's the thing, if anybody unfriends you, because you spammed them on Facebook, because you told your friends about your personal pet project. Do you REALLY want to be Facebook friends with that person?

If you're scared to tell your friends about your business, maybe you need to create a business that your friends would like. Or maybe you need to reevaluate some of your friends. I'm serious! Your friends should be the #1 people that are supporting you. You say, “well, so and so doesn't support me,” maybe you just need to unfriend them for 3 months. I don't know what the answer is, I don't know all the social etiquette rules, I don't know if you unfriend somebody that your kid goes to school with and they won't speak to you anymore, and your kids can't play together. I don't know how all that stuff works. You're going to have to figure that out on your end, I'm not a relationship expert.

What I'm saying is, if somebody dislikes the business that you're building so much that they want to unfriend you? I question their friendliness.

I believe you should be able to tell everybody. I believe that you should be able to go get a business card made up that all it has on it is your website name, and your logo.

And any time you meet people in the grocery store, and you're talking, and you say “hey, what do you do,” and they tell you, and they ask you what you do, you pull out your card and you say, “I run this website.” Doesn't make any difference if you started 3 days ago, you run that scrapbooking website, right? Great, “I run this website, and let me ask you this, do you know anybody that's interested in scrapbooking? Here's another card.” You may not want to be that aggressive, but I'm just trying to give you the point, you can do this offline as well. This should not be some secret project that you have online. Do you think that Dropbox was a secret project? Do you think that Taskrabbit was a secret project? Is Google a secret project? Is Facebook a secret project. Is Business Insider a secret project?

NO! They're not secret projects, they're social projects!

When you take your website and allow it to become a social project, you'll find that amazing things are going to happen.

Three final things (actually, there are four!)

First of all, people have got to share what you put on there. Don't put junk on your website. Make it stuff people want to share. Ask your friends what people want to share. Ask people in the niche what people want to share. To find out what people want to share, type in “how to karate chop through a brick,” those are the kinds of things people want to share.

How do we know? Because Google likes to feature things that other people share. What does that mean? These 10 results are probably things that people

want to share. Read them. Same thing with scrapbooking, how to create a scrapbook. If you will look at Google searches, Google will tell you what people are looking for, because what they are featuring is what people are looking for.

It's like an infinite loop.

Google features what people are looking for, so if you look at what Google features, you'll know that what Google features are what people are looking for. I know that's circular, but that's the way that it is. If you'll put stuff on your website that people are looking for, Google will tell people because that's what people are looking for.

I want to give you an idea that you can use. Maybe you're getting 3 e-mails a day asking you questions. What if you were to respond to their question in Facebook? What if you were to respond to their question on your website, and then give them the link, instead of responding in your e-mail, hit reply to your e-mail but have a link to the content that you wrote answering their question on your website. At the end of the email you say, hey, I wrote an article to answer your question, I hope this answers your question. By the way, if this was helpful, will you like it on Facebook? What's going to happen? People are either going to like it, or they're not. Same person comes back to ask you another question, and they haven't liked your content, what do you do? Well, you could answer their question, or you could write them back and say hey, I'd love to answer this, but I would sure like to know if you liked what I helped you with initially.

Some people are leeches and they send you an e-mail every single day to ask you another question, and they really don't care what the answer is, they're just bored, and they just want to send an e-mail just asking a question. Off topic here, but this will just cut that right out.

What will happen is, you'll have people sharing you on Facebook. What do you do? You reward them by continuing to create content for those people. And what you're doing is you're finding the social shares in your niche, and the people that are social sharers on your niche will help you grow big.

Third thing I want to share is: you've got to dominate in your space. I don't use that word dominate much, and I'll tell you why. I did a split test one time, I created this training, and it was called "Dominate Your Niche", and hardly anybody bought it. I thought, that's just really strange. I changed the name to something really lousy and lame, and I can't remember what it was, it was like "Social Sharing" or something like that. Sales went up like 10 times. I think people just didn't want to go with that word "Dominate". I don't know if I just had a bunch of really weak people on the list at that time. Maybe they were just like, "I don't want to dominate anything. I'm not a leader, and I don't want to dominate." I have no idea. The word "dominate" killed my sales. I pulled it out.

I'm going to use it today because I don't know a better word to use.

If you want a really big website, you're going to have to dominate. If you open up a pizza joint, you want to sell 1k pies each weekend. You're going to have to sell more pies than the guy down the street. I don't care if you use the word dominate, or social share, or what, but you've got to social share those pies until you're selling more pizzas than him, if you want to sell more pizza than anybody else in town.

And, if you can't call that dominate, I don't know, find another word.

Dominate!

You want to dominate your space online.

If you want to have a big website, focus on Dominating.

It's kind of like if your children come to you and they say "Daddy, Mommy, what kind of grades do you want me to get in school?"

Most of you would say, "I would love for you to have A's." And then some of you are really loving, understanding parents, and you'll say, "I really don't care what kind of grade you get, I just care that you put a lot of effort into the work. I don't care what kind of grade you come home with."

Let's face it, most of you will say, "Go get an A." You wouldn't tell your kid, you know, "I'd like for you to focus on being #10 in your class of 30. Just be #10!" Now, I think that being #10 is a great place to be. But the truth of the matter is if you try to be #10 in the world for your niche, you'll probably be like #180, because you won't try very hard. But if you say, "you know, I want to be #1, or #2, or #3, you'll try really hard." You know what drives me folks? I want to change more lives this year than ever before.

You say, "that's awful prideful language. That's awful aggressive language."

It sure beats saying, "I don't want to help as many people as I did last year this year. I want to scale back."

I want to do more! I want to help more! I want to dominate! That's what I want. I want to dominate! I want to change lives!

I hope that as you're reading this today that this is the best traffic training that you've ever seen in the whole world.

Even if you don't realize it!

That's what I hope!

I didn't set out today to say, you know what? I'm going to try to create the tenth greatest training of all time on traffic. I hope this is #1! Depending on exactly what you're looking for, this may not be #1 to you, but what I set out today to

do was to be the very best. If you'll set out to be the very best in your niche, I think you'll be absolutely amazed at what begins to happen in your life, and in your business.

Your strategy... how will you dominate?

You're going to have to take everything I shared with you today, and then ask yourself what makes sense for me?

There's people out there that have built million dollar+ businesses, by advertising on YouTube. My first 4 or 5 years online, almost all of my revenue started out at Ezine articles. It's not the case anymore. I've had a time where most of my revenue, or half anyway, came from the Warrior Forum. I'm not saying this because I want you to go copy any of those things – I don't know that any of those strategies are a likely strategy for today.

But it's got to be the strategy for you! For me, Ezine articles worked well for a few years. Probably still would have, but I made a crucial mistake in the middle. Warrior Forum worked really well for me for a time, once again probably continued to do that, had I not said, we're going to make a shift in some things. People are out there dominating on Youtube.

Here's what I believe you've got to do: I believe you've got to say “where do I want to dominate?” Start with your website, don't start with Ezine articles, or Lifehack, or YouTube, or building your list out. Don't start with Yahoo, or Google, or Instagram, or Pinterest. Start with your website. Make your website the very best, and then ask yourself "How do I want to encourage people to share?"

You ever go to one of those websites that have like 80 share buttons for every possible site? I get overwhelmed and I don't share it anywhere. But if at the end of the article it says, if you like this just share it on Facebook, click here, you've probably got a much better shot that somebody is going to click. Determine where you want people to share. Do you want them to share on Twitter? Do you want them to share on Pinterest? Do you want them to share on Facebook? Make it easy for them to share. Give them 1, 2 or 3 options. Not 80 options!

You've got to determine your strategy. Take everything I've given you and determine your strategy.

Some of you are readers. I want to recommend a few books that have influenced my thinking on this. A lot of times folks come to me and they say "Where do you learn from?"

By the way, if you just go to Amazon, and go to books, and type in the search bar, "growth hacking", and just buy all 20 books that show up on the 1st page, and read them all, you'll be amazed at what you learn. But I've curated 3 of them for you.

The first one is "Growth Hacker Marketing" by Ryan Holiday.

I'm not telling you that everything in these books works! I'm not telling you that I agree with everything in them. In fact, if I remember correctly in this "Growth Hacker Marketing" I might disagree with a lot that's in the book. If I remember correctly, I don't like the way it's written. I hate to say anything negative about anybody, but without having the book in front of me I probably shouldn't say anything. Here's the thing, if you read the book, you'll get conceptually what you can do on your website.

Next one is "Startup Growth Engines: Case studies of How Today's Most Successful Startups Unlock Extraordinary Growth" by Sean Ellis and Morgan Brown. If I remember correctly, it's a bit of a weak book. It's about 50 short blurbs about 50 companies. But, if you read that, if you don't get an idea by the 37th company, you're not learning to be creative.

Last one, now this one is almost a classic in today's times, that's called "Contagious: Why Things Catch On" by Jonah Berger.

If you will read these 3 books... you don't need to memorize anything in them, you don't need to take a test, but if you'll read these 3 books, combine the concepts in those books, not the steps, the concepts, with what I've shared with you today.

Sit down and say, "What's my strategy?" How will you dominate? I believe that if you've listened to me today, taken notes, and you want to, you can build your website to the top 500 or the top 1000 in the United States, or in the world.

I believe you can do it quite quickly. You've got to do all of these things. I don't say you have to do EVERY thing, but you can't just say I'm going to take one tiny little part I learned and use that. If you will assimilate all of this, and create a growth strategy, and evaluate that growth strategy, every single one of them, tell everybody, and evaluate virality, evaluate how people are sharing, and focus on sharing, and focus on great content, focus on getting people to share, and why aren't they sharing, and asking people why are they sharing, and really dig into content and sharing. I believe that you can take your website to the top 500, or top 1000 in the world. I believe that deep down inside.

I want to see you do it!