

The Truth About Traffic

From Sean Mize at infobusinessuniversity.com:

The Truth About Traffic

I feel compelled to write this today.

You see, folks are constantly telling me that one of the biggest problems they have in building their online business is "traffic."

They tell me that if they had 1000 visitors a month or 10,000 visitors a month, then they could build the list they need and they would have someone to sell to and have people to coach.

And the truth is, that without traffic, without visitors who need what you have, you don't have much of a business.

You can have an email campaign, and products, and a membership all ready to go, accepting payments and clients and everything working - but with no traffic, with no visitors who need or want what you have - you won't make sales.

So if that's you - you need traffic, traffic is the single biggest thing holding you back from the success you desire online - or if you know that everything else isn't in place, but you know you need traffic to build your business - I believe this doc is going to shed some light on some things for you.

It's going to give you the truth about traffic, about buying traffic, about where REAL traffic comes from online, and so on.

Ready to dig in?

Ok, let's get started.

It's easy to wonder when you are getting started about where to get traffic - and maybe that's where you are at. Or maybe you have been looking at - or hearing about - how others are generating traffic (or how they say they are, we're going to deconstruct that in a few minutes).

Let's start with understanding where big sites get most of their traffic.

So . . . where do you think that most of the big profitable sites are getting their traffic?

Google PPC?

Facebook ads?

Bing ads?

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Other popular places to “drive traffic”?

Perhaps make yourself a list of where you think their traffic is coming from -

you might include:

Google PPC

Facebook ads

Search Engine Results

Affiliate traffic (others promoting your products)

Solo ads and email ads

and then you probably either get stuck making the list, or you write down 10 or 20 very small traffic sources that are probably incidental to the traffic of various sites.

Now, let's assume for a moment that that list above is correct, that those places are where the big sites are getting their traffic.

(And the reason we are looking at big sites is it's easier to decompose what they are actually using for traffic, we'll get to that in a moment. In reality, smaller sites tend to end up with 1-3 sources of traffic, and they can be different from site to site).

So let's look at these various sorts of traffic sources and see what happens in the real world.

Let's start with google PPC - let's say a big site out there gets 100% of their traffic from google PPC, although there probably isn't one in the world. You'll see in a moment why :-)

Several reasons:

1) google PPC is hard to do profitably. My guess is 80% of google's PPC revenue comes from huge companies that are able to LOSE MONEY in order to gain market share. Go do some google PPC searches and click through the pages - they are mostly lead collection, or branding, right?

Some of those companies may take a YEAR or more to breakeven on their PPC ad. Which is OK for a big company with \$100 million in revenue and a \$1 million budget for PPC each month. If it takes 12 months - \$12 million - to breakeven and then get into profit - sure, that's okay. You see, generally speaking, big \$100 million and bigger public companies only need to make a 10% or so ROI to keep investors happy. So they can grow big but with small margins.

But could YOU live on 10% of a small online business revenue?

The average full time 1-person web business probably takes in about \$200k or less.

So 10% is \$20k.

Can YOU live on \$20k a year, while spending \$2k a month on PPC that doesn't even break even for a year?

Now, I can hear you know - but Perry Marshall says it can be done.

You are right.

If you already have a \$20,000 adspend and you use Perry's methods and you isolate and optimize winning keywords - sure, you can make that profitable over time.

You can get to where you are doubling or tripling your money.

But you don't have \$20k a month for 6 months to optimize the Perry way, do you?

Just calling it like it is!

You see, it's easy to look at what someone else is doing and say, well, why can't I?

You can, if you have the know-how (which you can get) AND the ability to invest at deep levels.

I can tell you this, though, it is nearly IMPOSSIBLE to start google PPC with \$1000 and get any kind of measurable return for at least 6 months or more - and that's doing everything right.

So next let's talk about facebook ads.

Before we do, let's talk about something else.

The power of observation.

If someone TELLS you they are doing something but you can't see them doing it . . . if you trust them, fine.

But here's what I see with facebook ads: there a zillion people telling you that for \$100 you can learn facebook ads and for another \$100 you can get started and make money.

But when you actually LOOK at the ads that are running in facebook:

You find Ryan Deiss's ads

Frank Kern's ads

Ads for meeting sleazy people of the opposite sex

Ads for dating

and a few other things.

If you are in the finance or investing niche, there are ads for webinars.

Let's decompose each of these, assuming they are all profitable (they wouldn't advertise at \$1 a visit if they weren't profitable, would they?)

Ryan Deiss leads you through a \$7 - \$97 - \$197 - \$2000 - \$20,000 or so funnel.

He likely breaks even on the first 2 sales - \$7 and \$97 and maybe starts making a profit at \$197. And his material is loaded, is awesome looking, blah blah blah. And if you dig into his backend and into his actual traffic stats . . . facebook ads is only like 10% or so of his business. If it were truly so profitable . . . don't you think it would account for more?

(By the way, I totally admire what Ryan has done in this business in the last few years. I am NOT dissing Ryan. Simply showing you an example of what REALLY happens in the facebook ads world. You'll see that he's not isolated when I go through the rest of these examples.)

Now take Frank Kern . . . click his ad, go to a webinar, buy a \$2000 training package, then if you want personal attention, it might be \$30,000.

Now, I can't reveal names, but I have had the discussion that has led me to believe personally that the folks who are making the most on facebook ads are running facebook ad leads to a webinar that sells a \$2000 product, that maybe breaks the ad even, then they put the leads into a backend and that's where the profit is.

Now, I know there is a lot of hoopla out there about \$2000 selling webinars.

But in order to sell on a \$2000 webinar, you got to have a pretty big product to sell to put a \$2000 price tag on a box of downloadable mp3s and videos.

Do you have that?

If not, then that strategy won't work for you.

Of course, THEN you have to write a converting webinar pitch.

Sure, the guys selling webinar pitch writing and webinar scripts tell you it's easy.

But if you talk to the guys who actually have profitable webinars - they will likely tell you they tested multiple iterations to get profitable.

Do you have the money and the guts to invest \$1000s of dollars week to get people onto a webinar of yours selling a \$2000 package that you haven't created yet to test and test until you can break even on the front end?

Look, if you do, you don't need to read any further!

You have it figured out!

And you ask why am I telling this to you this way.

Cause I learned all this the hard way.

Insiders told me some of the truth,

I did the research and figured much of the rest of it out.

But I'm guessing that as you are reading this, it's either new to you - and you are going to go to facebook and try to find some ads so you can see if I'm right -

OR you are thinking, yeah, I've thought this, but didn't have the proof.

Now, I know this isn't proof - but do the math!

Think about it, and you'll see I'm right!

Do you really see anybody advertising on google PPC or facebook ads for a \$10 - \$100 - \$30 a month membership and doing it in enough volume that it really means anything?

Ok, a few more then we'll move on if you want.

If you are in the finance or investing niche, there are ads for webinars.

Those sell, again, at \$1000 to \$2000 promising riches in the investing world.

'Nuff said.

I don't even want to go there.

And then the dating ads and all that . . . do you REALLY want to do that?

I sure don't!

Are you beginning to see how with PPC, it's not really set up so that YOU have a \$10k a month business, that you can really generate all or even nearly all the traffic you need?

You'd need to spend like \$9,000 in ads to make \$10,000 a month!

Now, if you are \$10 million company and you have a huge backend - you can spend \$2 million to make \$10 million, pay \$6 million in salaries, \$1 million in other costs . . . and still have a \$1 million profit - and tell people they can copy what they do and do \$10 million a year!!!

Read between the lines???

YOU can't do what someone who can spend \$2 million on traffic, that already has a base of 200,000 subscribers - can do.

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If you think you can, you might be delirious.

Or you have fallen for their hype.

I did.

I've bought those programs, studied what they've done, wasted money trying it.

So what about the other traffic sources we put on the list as being top places:

Search Engine Results

Affiliate traffic (others promoting your products)

Solo ads and email ads

Now, before we go any further - notice we've made a list of what we believe may be the top places to get traffic - but do we actually KNOW any companies who get most of their traffic from those places?

Food for thought!

Onwards:

Search Engine Results -->

This is a huge source of traffic - but contrary to popular belief, it can't be forced. And it can't be done with 5 pages on your site and a bunch of bought links.

It has to happen naturally. More about that later.

Affiliate traffic (others promoting your products)

okay, this is a big source of traffic, especially for info-marketers (which I assume you are)

But . . . and it's a BIG BUT . . .

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this does NOT Happen overnight.

It takes time.

Time.

Lot's of time.

And trust.

Here's what you don't see if you are the person creating your first product, writing your first sales letter (or paying some Warrior \$300 to write it for you) -

Your product just isn't as good as most of the other products out there on your topic.

Sorry, I'm not dissing you.

but if you are creating your first product, I can practically guarantee it's not as good as your 40th product will be.

or your competition's 40th product.

Your first product is your worst!

And if it's YOUR worst - it's probably pretty bad, right????

Now, it still might be good - but it's not something that's going to blow away some affiliate who has a list of 10,000 subscribers and makes \$2 a click normally and you send him a letter and ask him to sacrifice a mailing to your product and he's probably only going to make 10 cents a click and he doesn't know you and doesn't trust you and doesn't know if your product works or if his buyers will unsubscribe from his list.

May I tell you about affiliate marketers?

They are in it to make money.

sure, they want to help people.

But if they do a mailing, it has to make money.

They have spent \$50,000 (over time, not overnight) building a list of 10,000 people.

They send a mailing each day that gets 5% clicks - so 500 clicks.

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If they are promoting a \$10 product at 50% commission, they have to sell 100 units to take in \$1000 gross, and you pay them 50%, so they take in \$500 so that's \$1 a click.

But to sell 100 units at \$10, the conversion rate has to be 20%!!!

YOUR beginner sales letter probably isn't going to convert at 20%

Sorry, but mine rarely do :-)

Ryan's rarely do :-) (my guess, but probably right!!!)

If they have a list of 10,000 subscribers, they probably spend about \$2k a month getting new subscribers, they probably have a couple of virtual assistants that add another \$1.5k to their bottom line, then they have web hosting and software that runs another \$1.5k a month.

So their costs are \$5k a month just to wake up in the morning.

So how much revenue do they HAVE to take in if they don't want go bankrupt or quit the business?

How much do they need to make to be fulltime?

Probably they need to TAKE HOME \$10k a month.

I know, \$5k sounds really good if you are not making anything.

But once you have \$5k a month coming in and the tax man takes \$1500 and maybe you tithe \$500 you have \$3k left.

I can't feed my family, buy health insurance, and put clothes on their back for that.

Maybe you can, I can't.

And that doesn't count a mortgage!

to be full time online, you need to clear around \$10k a month.

So if your expenses are \$5k, you need to take in \$15k a month to take home \$10k.

Barely.

So . . . the guy with a 10,000 person list HAS to make \$15k a month on his list, which is \$500 a day times 30 days.

He gets 500 clicks a day and HAS to sell \$1000 to get paid 50% of that, and then it's really more like \$1200 because of merchant or paypal fees and 3% refunds -

PLUS he gets 5 emails a day that look like this:

Hi, John, I've been on your list for 6 months and I've bought lots of your products and I'm a big fan and I've just created my first product and I've written a great sales letter that's going to convert really well and I'd love for you to promote it. Would you?

And when John takes the time to see what Mark really purchased, he finds it's a few \$10 products, he looks at the sales page and it's ho-hum -

I could go on but you get the point.

If YOU were John, would YOU promote for their no-name first-time products with no track record and no following?

If you say you would, you would drive your business into the ground.

And John has 3 kids, a mortgage and aging parents - he can't risk his business each day on startup marketers.

Just can't do it.

Can you blame him?

So . . . do you see now that in order to get affiliates to promote for you - you have to become an established commodity.

You start with selling to your own list, no matter how small.

You create multiple products.

You develop relationships.

and over time, you get your first affiliate.

And a second.

And a third.

And it takes time.

It's NOT something you can just dial in right away.

So if you don't already have affiliate contacts who not only personally trust you, but also trust that your product is going to convert . . . affiliate traffic is NOT starter traffic.

So here's one more on our list:

Solo ads and email ads

This is where you pay someone to mail their list and tell their list about your offer.

It sounds really good in theory.

But the problem is that most of the commercial solo ad providers are selling only solo ads to their list . . . so their list over time becomes a list of known "clickers" - people who like to click and whine and hope that if they read 50 emails a day they will soak up internet marketing like a sponge and spontaneously become a profitable marketer.

The real buyers unsubscribe from those lists because they are getting the value they need to stay on, in getting a link to a squeeze page every day, really a beginner squeeze page that has a really aggressive upsell on it . . .

The real buyers just don't want to stay on those lists.

Sure, there are good lists out there, but they are expensive.

And if they are expensive - it becomes like google PPC or facebook ads . . . if you are paying \$1 a click - and 1/3 become subscribers - you are paying \$3 per subscriber so to build a list of 1000 people it's \$3000 - and you STILL have to get them to convert to buyers fast or you are just throwing your money away.

Now, we could probably name some more of the common traffic sources that people say and tell you on sales letters, that they work really good.

And you'd see the stories are all the same.

Maybe you've bought every new traffic source wso out there and you know there are many many other traffic sources.

and if you've tried any of them, you've learned that none of them are as easy as they seem, and the traffic doesn't convert to subscribers, or the subscribers don't convert to buyers.

And by the way, if those traffic sources are so hot, how come the big-time marketers aren't using them?

Now, at this point, you may be thinking, Sean, it sounds like you are trying to talk me out of traffic and if I don't have traffic, I go out of business!

But no, that's not what I'm trying to do.

I simply want you to see that all the sources about which there is lot's of hype . . aren't what they are cracked up to be.

Next, I want to show you where the profitable sites online ARE getting their traffic, and then what YOU can do to get traffic like that.

Because YOU want traffic that is the kind of traffic that profitable marketers are using, that are using the kinds of funnels you would create, and would be traffic that would convert well for you, right?

Now, before I go any further, I want you to know that what I'm going to share probably won't make logical, intuitive sense.

But it's the REAL way most profitable marketers are bringing in revenue.

And when you look at real marketers and you see where their traffic is coming from, you might see 10% google PPC and 10% facebook ads and 10% solo ads and it's easy to think, ok, if they are doing it, why don't I?

But think about this: if each of those sources is SO profitable, why aren't they doing more of it?

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Why isn't their business: 30% PPC, 30% facebook ads, and 40% solo ads?

If those were the most profitable things - they SHOULD be!

If YOU were profitable in one source of traffic - you'd buy more of it - especially if you were profitable in the millions, right?

So to me, logic tells me they are NOT that profitable.

They, just like you are - are scraping at PPC, facebook ads, and solo ads - hoping against hope that will a little luck, optimization - that they will be more than marginally profitable.

And since they ALREADY have a 10,000 person - 100,000 person subscriber list that brings in regular income they can AFFORD to keep trying something that's not working well.

but when you look at them doing 10% PPC or 10% facebook and think, ok if Russell Brunson or Ryan Deiss brings in 10% of their traffic from PPC or facebook, that YOU should do it . . .

what about the other 80%?

And that's what I'm going to reveal next . . .

Where does the other 80% come from?

Let's look at some Alexa sources.

(Yes, I KNOW Alexa isn't perfect, it's skewed, but it's the BEST way unless you pay \$300 a month or more for deeper data - that is close anyhow to Alexa's results, in my opinion,. So if you are anti-Alexa . . . just know that I know it's not perfect, but for comparison's sake it's a decent tool):

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Let's choose 6 sites that are profitable:

Digitalmarketer.com (Ryan Deiss's site):



1. ryan deiss	14.25%
2. lead magnet	7.02%
3. blog post ideas	5.35%
4. digital marketer	3.72%
5. digital marketer lab	1.91%

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Upstream Sites

Which sites did people visit immediately before this site?


Site	Percent of Unique Visits
1. google.com	22.0%
2. facebook.com	8.9%
3. infusionsoft.com	7.5%
4. youtube.com	2.2%
5. amazonaws.com	1.4%

Entrepreneur.com stats:

Upstream Sites

Which sites did people visit immediately before this site?

Site	Percent of Unique Visits
1. google.com	26.7%
2. facebook.com	8.8%
3. google.co.in	3.8%
4. t.co	1.8%
5. linkedin.com	1.8%

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Where do entrepreneur.com's visitors go next?

Mirasee.com stats:

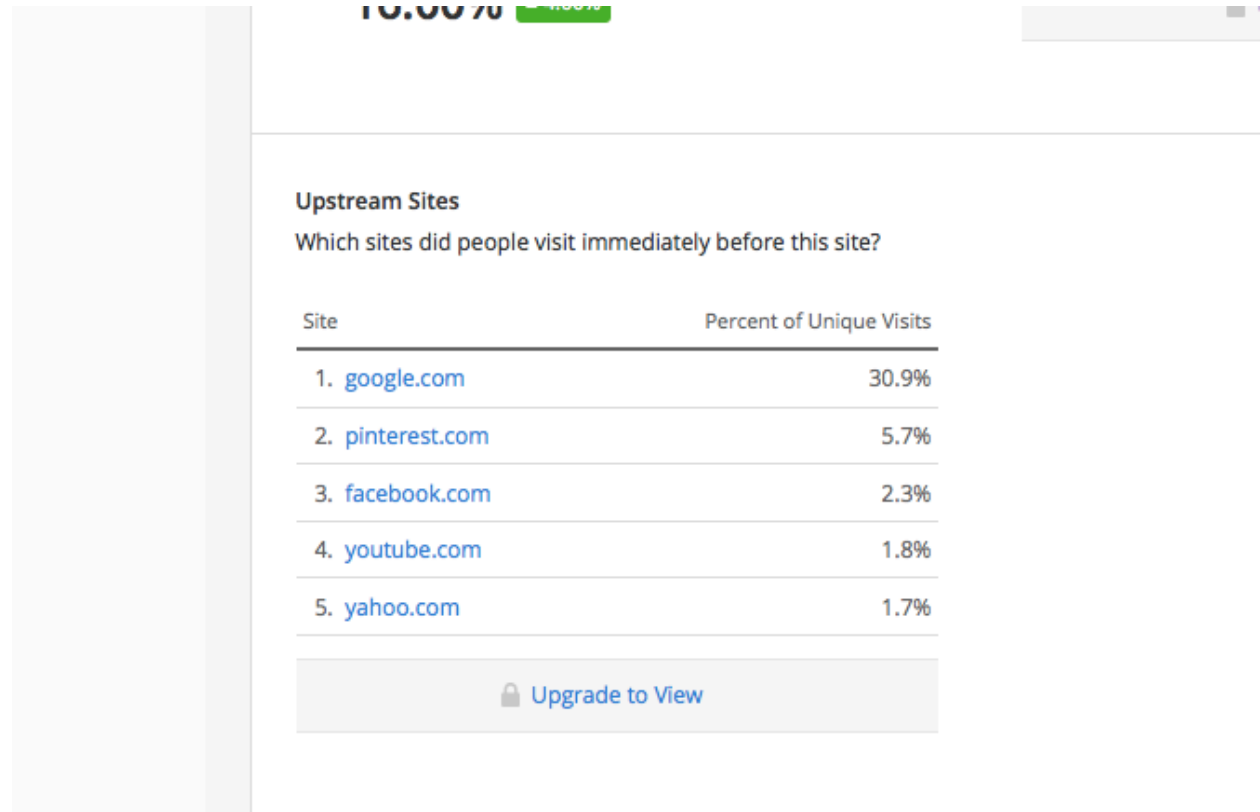
Upstream Sites

Which sites did people visit immediately before this site?

Site	Percent of Unique Visits
1. google.com	25.8%
2. infusionsoft.com	8.4%
3. facebook.com	3.2%
4. live.com	1.9%
5. linkedin.com	1.7%

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Popularwoodworking.com stats:




Scrapbook.com stats:

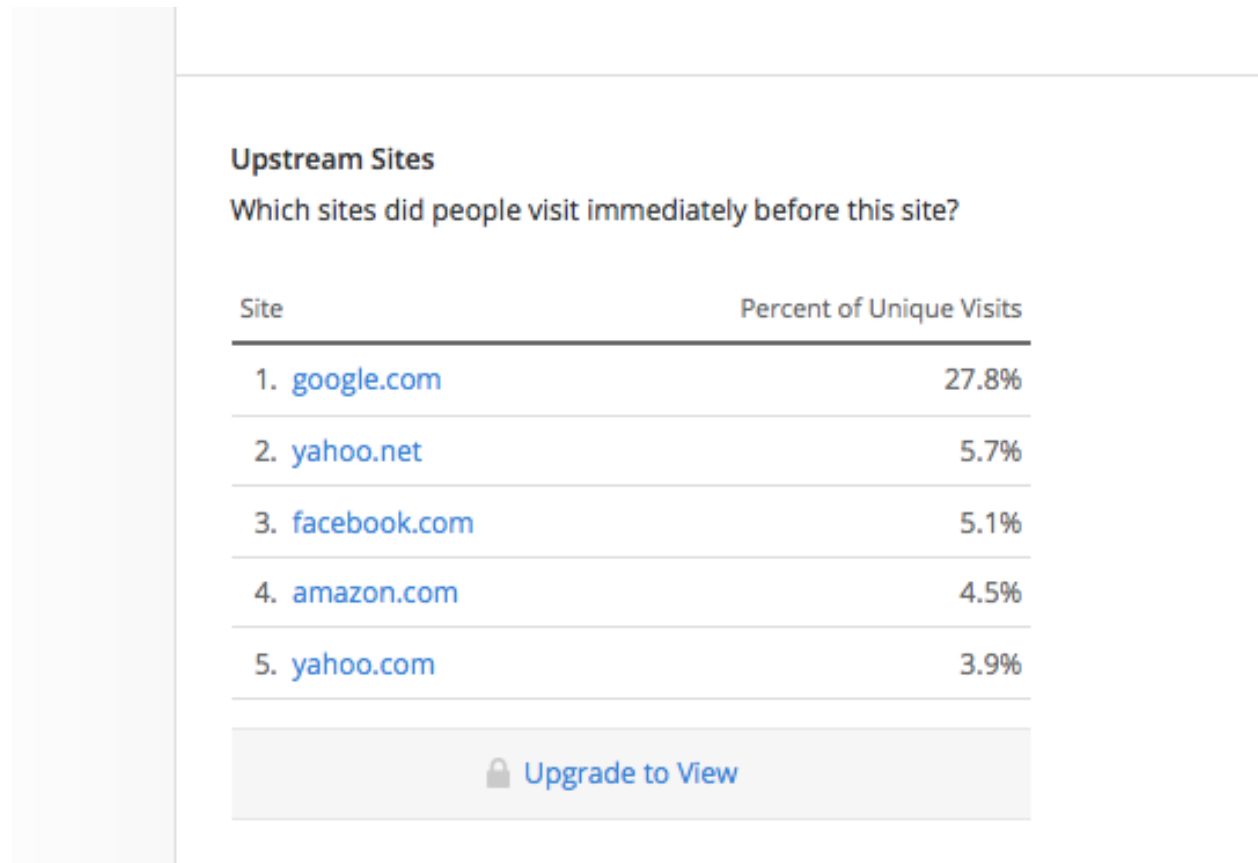
Upstream Sites

Which sites did people visit immediately before this site?

Site	Percent of Unique Visits
1. google.com	21.7%
2. yahoo.com	6.6%
3. pinterest.com	5.3%
4. facebook.com	5.1%
5. mcssl.com	2.9%


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Survivallife.com stats:



Upstream Sites
Which sites did people visit immediately before this site?

Site	Percent of Unique Visits
1. google.com	27.8%
2. yahoo.net	5.7%
3. facebook.com	5.1%
4. amazon.com	4.5%
5. yahoo.com	3.9%

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Now, when you look at these stats (and I didn't handselect these because they fit the profile . . . if you find 100 profitable sites and look them all up, 95% or more will likely fit this profile)

What do you see?

- 1) Google accounts for about 25% of the traffic across the board.
- 2) Everywhere else is a small percentage - even facebook, the near average 2nd place, is about 5-8% - and some less than that.

Now, of course we can't see in this free view where all the other traffic is coming from.

But we know that any other source is less than about 3% on all of them, and so that's maybe 20 more sources . . . and by the time you get to the bottom of the list it's probably about 1% so that would mean another 20-50 sources . . .

You can dig deeper if you want, I've been doing this so long and seen so many stats, they are so similar across the board, I don't need to.

But go ahead if you want.

I'll assume you'll take my word for the rest if you aren't checking :-)

So what do we gather from this?

1) google - 25%

2) facebook - 5-8%

3) everything else - less than about 3%

So if all these profitable sites haven't taken it on themselves to boost one traffic source to 50% and rely on that one traffic source - why should you?

Sure, you might be an innovator - but wouldn't you think that 1000s of profitable sites, run by intelligent people for 5-15 years - would do something like that if it made sense?

Here's my personal conclusion:

--> Most profitable sites get traffic from many, many places - most of which they DON'T pay for!!!

--> Most profitable sites are getting much of their traffic from referral sources - people liking them on facebook, myspace, google+, youtube, and so on.

--> Most profitable sites ARE harvesting some traffic from google (and I'll show you how in a moment)

--> Most profitable sites are NOT paying for most of their traffic!

--> Most profitable sites are getting some paid traffic, then mostly organic traffic, and then the content on their site is exciting so readers share that content - and THAT is a huge piece of the traffic puzzle for most profitable sites.

--> A small source of traffic on profitable sites is power-sharers - so instead of one person sharing with one person - one person shares with their list, so they share the content with 1000 or 10,000 readers all at once.

Now, after reading this entire doc, what I just said makes sense, right?

Sure, it's not what you thought.

It's not what I would have thought before doing 10s and maybe 100s of hours of research on this over the years.

But the stats tell us this.

Logic tells us this.

If you dig deep into the sites, you'll start to see evidence of it.

Now, all of this to say: if you are looking to "buy" your way into a profitable traffic stream - it's probably not going to happen.

You are going to waste most of your money buying traffic, and waste MORE money buying all the traffic manuals on how to buy the traffic.

Or you can learn to do it the way the profitable sites are doing it - even if it's very boring and blah and hardly anyone is teaching it the way it's really been done.

Why don't they teach it?

Cause I've written 4000 words so far to explain this to you, I don't get paid a dime for doing it, and if I wrote a sales letter that said, "Discover the Secret to the Most Boring Traffic in the World" you probably wouldn't buy!

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You see, marketers who make money teaching traffic methods have to teach what sells or they can't feed the babies, or feed mama or pay the mortgage or put shoes on children's feet. Just economics.

So they teach what you WILL buy - which is google PPC, facebook ads, and so on - exciting topics that make you think you can get quick traffic (you can, but it's not profitable.)

Look, my mission is to empower YOU to make money online.

That's what I DO.

And I believe this traffic piece is one of your big missing pieces.

And I want you to understand it so you can make changes to how you think about driving traffic.

And who knows, maybe you'll want to pay me for my effort, if it changes your life :-)

So are you ready to dig into what you have to do to set things up to get this traffic?

You see, I've already goofed, haven't I?

I've shifted from talking about driving traffic to "setting things up to get this traffic"

And that's the paradigm shift.

May I show you something?

Open a browser window and look at each of these sites:

The Truth About Traffic

digitalmarketer.com

entrepreneur.com

survivalife.com

scrapbook.com

popularwoodworking.com

mirasee.com

Have you looked at each of these sites?

Ok, then here goes:

With the slight exception of digitalmarketer.com, which I incidentally put on the list to show you that even a well-known im marketer gets most of his traffic organically!

All the rest (and dm to some degree) - have tons of good looking content on their site.

You see, the underlying fundamental to the entire premise of getting traffic from people sharing what's on your site, and from google and yahoo and facebook linking to your site . . .

is that you have to have lots of easy-to-access content on your site that google, facebook, yahoo and humans WANT to share (or they won't share it)

Now, I'm going to get mean and down and dirty here.

Please forgive me in advance.

I have your best interest in mind.

Does YOUR site have as much content (or at least ALOT of content) like these sites?

Does YOUR site look as good as these sites?

Does YOUR site navigate as well as these sites?

Would someone feel PROUD to share YOUR content on your site with their best friend?

Because if any of the above statements is not true, then people aren't going to share your site.

Google isn't going to send people to your site.

Yahoo isn't going to send people to your site.

People on facebook aren't going to like your site.

Other people in your niche aren't going to send an email for your site.

Just not going to happen.

Now, you might be thinking, ok, but I've heard that if you do the google dance and get 1000 inbound links from some mysterious source in a foreign country and you get lots of fake likes to your content, then you can trick google into giving you some traffic.

Well, yeah, you can, sorta - for a short time.

IF you have content to send them to!

But then as soon as they catch you they ban your site.

And if they are fake likes then they aren't real visitors, so who cares?

And if they are fake links, then google sends a little traffic to one page on your site, who cares?

Seriously, do you think that \$100,000 a month or \$1million a month marketers are tricking google into giving them the traffic they need to make \$100k a month or \$1m a month?

Sure, maybe 2%, MAX of their traffic comes from spurious sources - and I only cede that so if someone comes out with proof that one marketer does that I'm not wrong, lol!

But really, do you think that list of 6 profitable websites and 1000s more are relying on fake links and fake facebook likes to get their traffic???

I don't!

And neither do you, right?

So it's time to forget about "seo"

Forget about doing things to trick the search engines.

Forget about doing backlinking for the purpose of hoping google will send you some love.

Those are short-term tactics that rarely work.

So based on everything we've talked about, what do you REALLY need to get the traffic you want?

If you've read all of this, and not skimmed, you've probably come to this conclusion:

- 1) you need a good looking site that is navigable and has a lot of content on it that you can get fast access to on the front page
- 2) you need lots of good content on your site - the kind of content that people will WANT to share
- 3) once you have those things in place, you can THEN start having folks who have strong lists recommend some things on your site (and you'll appropriately compensate them for doing it)
- 4) once you have all those things in place, THEN you can layer on SOME google PPC and facebook ads if you want (less than 10%)
- 5) once you have that in place, you can THEN start doing some retargeting to send non-action takers back to your site

Now, if you are like many others reading this right now, you are skipping ahead to points 4) and 5) and thinking, okay, I'll just do that.

it won't work, though, until the other parts are in place:

- 1) you need a good looking site that is navigable and has a lot of content on it that you can get fast access to on the front page
- 2) you need lots of good content on your site - the kind of content that people will WANT to share

THAT, my friend, is the foundation of massive traffic, of profitable traffic, of viral traffic, of traffic that changes your life.

good looking site with lots of good content, regularly updated

And when you have that foundation, NOW you can start going to the sites in the world that are in your niche and individually finding ways to lead people on THEIR site to YOUR site.

But if you do that before your site has content and looks good - it's a waste.

So, having said all this, where to go from here?

My advice:

- 1) make sure your site looks professional and has lots of accessible content on it. Make sure it loads fast (if you have to wait and wait for a site to load - even a few seconds - you might click away - and so do YOUR visitors)
- 2) once that's in place, start adding great daily new content that is so great people WANT to share
- 3) once those 2 things are in place, it's time to really get serious about telling others about it. Now, you can do this WHILE you are doing steps 1) and 2) but ONLY if you are serious about making sure 1) and 2) get done.

You do this by getting into places where your target prospects already are, and giving them a reason to go to your site (telling them about your great content).

Also, if - and only if - you know some reputable people in your niche, you might consider asking them for what price they would tell people about your site. It's not easy to find marketers who are willing to share their traffic easily, but when you can find a few and pay them a reasonable fee, you can get some strong traffic fast.

And of course, you can layer any kind of profitable traffic to this foundation. I want to be clear, I'm not saying (although it might have sounded like it at times) that you can't or shouldn't use paid traffic - but I just want you to see that it can't be FIRST before you have the other things set up, and that is can't be the PRIMARY traffic.

It can be like a traffic firestarter, to get things going.

With the idea that once those people start coming to your site, your content is so good they want to share it.

So what's your next step?

Sean Mize

P.S. I initially sent this to my clients and subscribers, but so many people have asked to forward this to their list or post it on facebook, that you might not know me personally . . . so if you liked this training and want to learn more from me - or about me - you can just google me ("Sean Mize") or go to infobusinessuniversity.com

Hope this training helps you out!