

Click Traffic Mastermind!

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and now...

Click Traffic Mastermind!

The SECRET to making money online is a marketing system. It's that simple. Regardless of the traffic resources targeted, without a marketing system, your efforts are wasted.

Now that you know that, you should be able to easily see why majority of the people trying to make money online are failing. *They are failing because they are advertising the WRONG web page, to the WRONG people, the WRONG way.*

Perhaps the following scenario sounds familiar...

Bob just joined a brand new business opportunity at the recommendation of friend. In his excitement, Bob hunts down his affiliate link, creates a quick ad and starts posting that ad, with his affiliate link, anywhere and everywhere he can find to post it.

After three weeks, when Bob hasn't recorded a sale, or even a prospect, he's left scratching his head, trying to figure out why his efforts aren't working. Why isn't Bob seeing any results?

Because he's advertising

The Wrong Web Page!

Bob is doing the same thing that 97% of all Internet marketers have been doing wrong for years. Instead of funneling traffic into a marketing system and developing a mailing list, he's just trying to sell a business opportunity to people who, most likely, are out there trying to sell the same thing, or something similar to, what he is selling.

Generating sales and sign ups into a business opportunity (using the Internet) requires a bit more finesse than just "here's my business page, now PLLLEEEASSEEE sign up!" Getting great results requires a traffic funnel, otherwise known as a marketing system or lead capture system. A marketing system is made up of a series of web pages that attract your potential client or customer through the use of a very **valuable free incentive**.

This free incentive is what you SHOULD be advertising, not your business opportunity!

So, to simplify things... **a traffic funnel starts with an ad** offering a valuable free incentive that is created and offered based on the market/niche you would like to attract into your funnel.

Your ad, then, is created to direct traffic to a squeeze or lead capture page. This is **THE PAGE WHERE THE TRAFFIC** we are looking to generate **SHOULD BE DIRECTED** throughout our ad, not an affiliate page (link), as discussed above.

The reason we want to direct our traffic to a lead capture page is for the development of a personal mailing list... let's review:

We use our incentive to attract our targeted prospect via an ad and use that ad to direct traffic to a lead capture page. The lead capture page provides enough information about the free incentive, being promoted, to entice the prospect into filling out a form on the lead capture page, thus requesting the information via e-mail.

It's this process that builds our mailing list. The sign ups and/or sales we are looking to generate are IN THIS LIST!

Advertising an affiliate page in an ad is just hit and miss marketing... it's like playing the lottery. Sure, you MIGHT get a sale or sign up every now and again, but direct advertising doesn't give you the multiple chances to share your opportunity like have a marketing system in place does.

Hopefully the description we have provided here has helped you understand how this works. It's this system that keeps the top earners in the money everyday!

Now, let's break things down a bit starting with the traffic resources we chose...

When using ANY resource online for the purposes of marketing, it is IMPERATIVE that those resources are seen as one thing only...

A Source of Traffic!

Most marketers have been lead to believe that **it's the web traffic which is responsible for their success**, thus the passion and obsession for information regarding everything from Pay per Click to organic search engine optimization.

The truth, however, is that **it's how you funnel that traffic that determines your success**. Showing people a sales page as they fly by at ninety clicks per minute, makes about as much sense as panhandling on the highway. Sure, you might get a few coins thrown at you, but you're not going to get rich.

In order to take advantage of any resource with the potential for targeted traffic, we must understand what it really is...

Website traffic is like syrup inside a maple tree. We know it's there. Sometimes we can even see the sap and feel that it is sticky, but the only way that we are going to put it on our pancakes is by tapping into the tree.

If we don't have a way to tap into traffic resources with the potential for targeted traffic, then that traffic is going to race by, completely useless to us, just like the sap hiding under the bark of the maple tree.

Internet traffic runs by at incredible speed. Resources such as traffic exchanges, search engines, safe lists and social networks get pounded with traffic everyday. If we don't have a way to **stop that traffic and force it to pay attention** to us then, again, it's useless.

One of the biggest problems Internet marketers face when it comes to using generic traffic resources is competition. Chances are that if you belong to a business opportunity and are promoting it on a credit based safe list or traffic exchange, then so are the hundreds, or even thousands of others who are involved in the same opportunity. This is an especially common problem with people who are trying to build an MLM online.

When people see the same thing over and over again, it becomes a nuisance. People will become desensitized to your offering, over time, unless

there is something of value offered that has the ability to stop them and grab their attention. Otherwise, after seeing it a few times, they mechanically ignore it.

That being said though, even if your page has the power to stop traffic and convince a passerby to take action, if you are using the same page as countless others, then the results you are seeing are only a fraction of what you could have all to yourself with your own system.

Something most marketers don't take into consideration when using corporate lead capture pages is that marketing the same page as hundreds of others are actually helping your competition more than it is helping you.

For example, if a click surfer is seeing the same page ten times per day, and only one of those pages is yours, there's only a 10% chance that if they make a decision to take action that they will do so on your page. There's a **90% chance that they'll take action on a duplicate page (a page other than yours)**, even if you have a capture form.

Now, let's put this in graphic perspective so we can get a solid understanding of how this works. Here is image number one...



Potential Traffic Resources

Search Engines - Google, Yahoo, Bing

Social Networks - Facebook, Twitter, FriendFeed, Ning

Generic Resources - Traffic Exchanges, Safe Lists,

Ad Exchanges, Link Exchanges

Ad Sites - Craigslist, Hoobly, Backpage, Classifieds

Image number one gives us several examples of resources loaded with **potential traffic**. It's potential traffic because we have not made it our own, but we will!

While we have only listed a handful of our favorites, any resource that is receiving large volumes of traffic, on a daily, (or even hourly), basis is a **potential**

traffic resource that we may want to tap into, especially if that particular resource affords us the opportunity to target that traffic, based on our niche market.

What generally happens when Internet marketers find a potential traffic resource is what is commonly referred to as spam, nowadays. People find the resource, they get excited and they start posting banners and sales letters all over the place with a direct link to their sales page. In graphic format, that looks something like this...



The majority of the people marketing or advertising a business online are making their first critical mistake here.

Image number 2 represents the WRONG way to market a business opportunity or affiliate sales page online, for many reasons. Not only does the second image represent the perfect recipe for a “spam” sandwich, it also causes us to miss out on the most vital aspect of marketing online... the development of a mailing list.

If you’ve been an Internet marketer, for any length of time, you’ve probably heard someone, somewhere say, “**The money is in this list.**” That, my friends, is the absolute gospel truth when it comes to marketing online. Your sales and your sign ups are absolutely, without question, in your personal mailing list. **If you ARE NOT targeting traffic resources for the purpose of building your mailing list then *there is a 97% chance that you will fail* as an Internet**

marketer. Don't shoot the messenger! I know that's not a pretty thing to talk about, but it's an unfortunate truth that has plagued our industry for years.

If you want to be successful as an Internet marketer then the formula for success must be followed.

Before we dig too deep into the topic of list building we need to get a firm grip on how to entice potential traffic from the resources above and funnel traffic in our direction. ***The best way to stop traffic, turn its head and bring it your way is to offer an AWESOME incentive!***

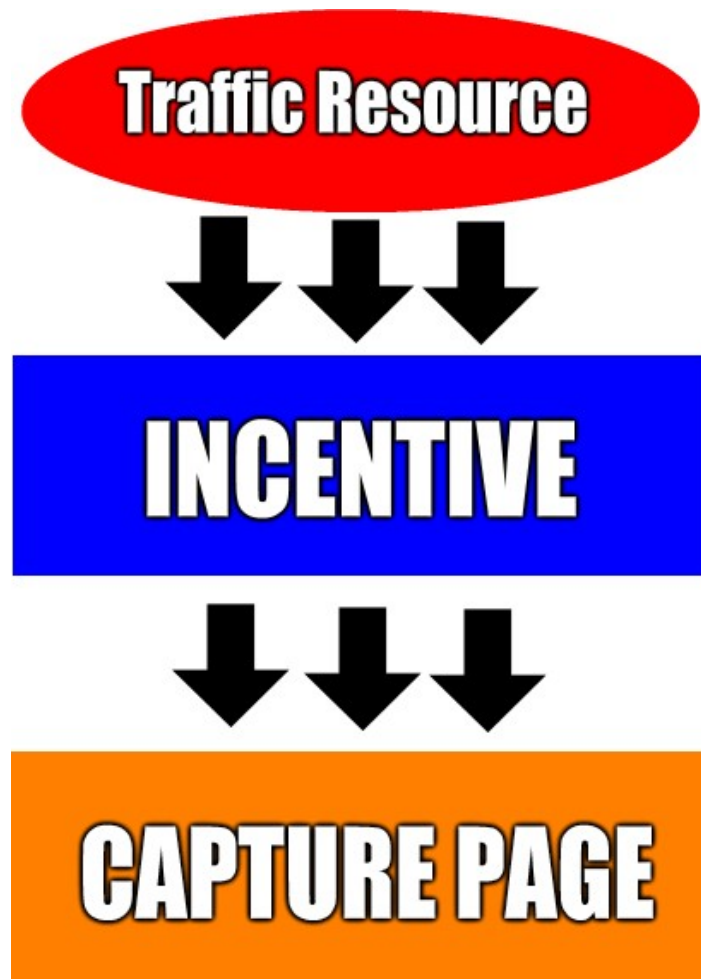


An incentive is an informational or tangible freebie, of INCREDIBLE value, that we offer for free (give away) to entice our potential traffic to stop, pay attention and take action.

The incentive you use to attract the right traffic must be created based on your target market. If I'm building a weight loss MLM, for example, then I want to create an incentive that is going to attract a weight loss market. Perhaps I could do a little research online and create an informational incentive on "How To Lose 10 Pounds In 10 Days!" If I'm selling an e-book on how to tie dry flies then I want

to create an incentive that is going to attract fishermen. It's pretty simple when you think about it.

Our incentive, for less than a better way to describe it, is the bait on our hook. **"The better the bait, the better the fishing!"** If I try to use a sorry incentive in my marketing efforts then I'm going to get sorry results. A great incentive is an incentive you are giving away that you could easily charge money for. If you wouldn't pay money to get what you are giving away, neither will someone else. The incentive you create should be so good that you are questioning yourself as to why you are giving it away. That's when your incentive is going to attract attention and bring about results!



Once we have created an AWESOME incentive, we can use it to funnel traffic through to a capture page. *A capture page is used to share the benefits of the incentive and provide a method in which the reader can obtain the information you are giving away.* This method we are speaking of is a capture form leading into an auto response system that will help you automate your business.

You may have heard the term traffic funnel in other circles. A traffic funnel and a lead capture/squeeze capture system are the exact same thing.

It's the funneling of traffic through a system like this that is going to help you generate the leads, sales, sign ups and (most importantly) mailing list that you are looking for.

When you advertise a system using a quality incentive it brings the targeted traffic on to your "turf", so to speak. Once they are in your system, you can market and advertise to them over and over and over again.

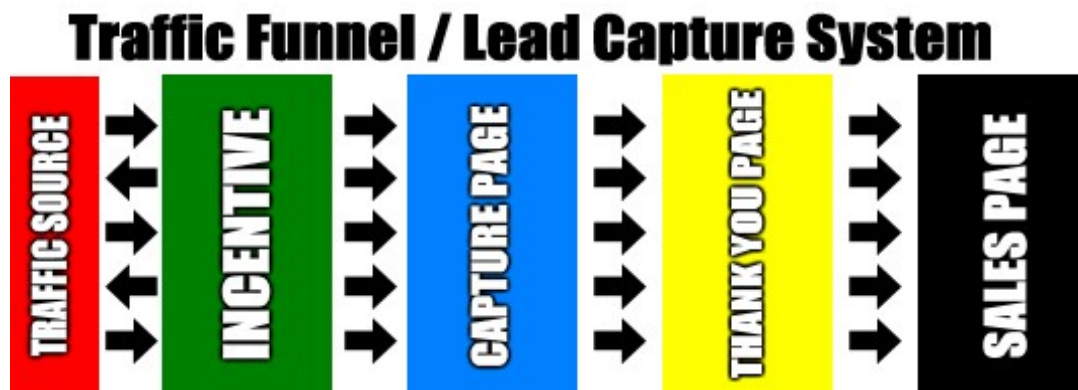
Keep in mind that you will want to do this professionally and with respect. If you build a list for the purposes of spamming the daylight out of it then your list will die a quick and painful death.

When it comes to building a great list, you have to wine and dine your subscribers, for lack of a better way to phrase it. You have to take care of them, continue to give them great information and resources that will help them accomplish their mission. When you do that, **you are building a relationship, based on trust** that will endear your readers to a point where they will have no problem spending money with you.

People run from used car salesmen and women. A smart marketer keeps people coming back for more through GIVING!

The next step in our system is a thank you page. The thank you page is very important. Its function is to inform your prospect as to the next step they need to take. In most cases, it will instruct them to check their inbox for the information they have requested from you (incentive) whether via a download link or otherwise, just like you did when you requested "Newbie Traffic Formula".

When setting up a thank you page ALWAYS remember to instruct the reader to DO exactly as you need them to. If you don't tell them what to do, rest assured, they won't do it.



As you can see, what most people believe is the right way to advertise their business online isn't even close. This is the system that I have been using for a long time now and will continue to use so long as I remain a full time Internet marketer. Why? Because it works without fail!

If you have even basic html skills you can put together your own system in a very short period of time.

If you don't have the time to develop the skills then you can hire someone to build you a system or find a business opportunity that already has a system in place.

Unfortunately, if there is already a system in place for a particular business opportunity then you won't be the only one using it. Therefore, as we mentioned above, you have to deal with the overwhelming competition.

As an 11 year industry veteran if I've learned anything about making money online, it's that you make the best money when you have your own branded presence. When you can create your own informational products and give them away (incentive) or sell them, you are going to get the best results. You can then use any leads you harvest, through your system, to build any business you like provided you have taken the initiative to create your system and incentive to make a HUGE impression on your target market.

Now, you have the formula that the guru marketers sell for hundreds and thousands of dollars, and it didn't cost you a dime. Now it's time to take the next step and put a system of your own in place.

If you don't already have a system in place, here are a couple of great resources where you can get started for free!

[Click here](#) to get a free splash page! [Click here](#) to get a free auto responder!
Links will open in your default browser window.

Once your system is in place you'll need to plug into GREAT traffic resources!
We highly recommend...



**Plug into more than 100 of the top traffic
generating sites online today!**

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Link opens in your default browser.

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and greatest income earnings and commissions!**

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