

Trafficology

Innovative & Unique Web Traffic Techniques

Issue # 10 — October 2005

**“Exactly How You Can Get Over \$10,000 in
Offline Web Traffic for Less than \$10”**

No matter how fast the Internet grows, there'll always be more people offline than online. And, no matter how connected the world becomes, we will always spend a majority of our time unplugged. With these facts comes a realization: if you're not using offline tactics to bring visitors to your website, then you are wasting at least 60%-70% of your promotional opportunities.

So, why aren't you promoting your website offline?

A recent survey of 1,300 full-time webmasters and web marketing professionals revealed the answer is not sloth nor apathy; instead the culprit is misconception.

We all want our website to be featured on the cover of the NY Times or USA Today, but we think it will be wildly expensive or just plain impossible. After all, who besides GoDaddy.com has the \$4 Million Dollars to spend on a 30-second Super Bowl Ad? Right??

Like it or not, web marketers think offline marketing equals taping posters to telephone poles, buying tiny classified ads, bulk mailings or costly commercials. And even worse, somehow we've come to believe these time tested direct response advertising methods are either too expensive or too difficult to try ourselves.

The truth is, offline direct response advertising has worked for decades, and it should be an essential part of every serious marketer's arsenal. And, together with the instant gratification capabilities of the Internet, this super-charged marketing combination provides a level of profitability unachievable separately... just ask Monster.com CEO Jeff Taylor, who called their Super Bowl Ad “One of the best decisions we've ever made.”

Free & Low Cost Offline Web Traffic Techniques

There are essentially two main ways to create traffic offline; you can either pay-for-placement or you can utilize free publicity. In past issues of Trafficology we've revealed many affordable paid offline options, now we're going to teach you how to get free publicity.

What is Publicity?

Traditionally, publicity is getting your name in the paper, your voice on the radio or your face on TV. This may be great for building a brand or if you want to become a celebrity, but it does not immediately translate into a significant increase in traffic or sales.

To create web traffic, you need to use what Joe Vitale calls E-DR, or Electronic Direct Response Publicity.

E-DR Publicity is not about making you famous. Instead it gives the media a compelling reason to write a story that drives readers directly to your website. Once they're on your website you can close-the-sale or enlist visitors into an automated follow-up process.

Why Use Publicity?

Besides the fact that you can gain exposure to hundreds of thousands of readers, listeners & viewers absolutely free, there are 3 reasons you should use publicity:

1. The Frame
2. The Writer
3. The Cost

As you learned from Mark Joyner in the previous issue, the frame is the most important part of every marketing system. It is the mindset created when someone first learns of your website. The frame is important because

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WANTED: Innovative & Unique Web Traffic Ideas in exchange for free exposure and \$100 Gift Certificate

it builds trust and credibility for your site and increases a visitors level of comfort when placing an order online. If the article recommends people visit your site, the author is essentially endorsing you.

Another reason why you should use publicity is because you don't have to be a professional writer. The point of publicity is NOT to get a story published. The object is only to get a journalist to interview you. They are the expert communicators, and they will use training and skill to produce a top-quality product.

Readers, listeners, and viewers are already familiar with the reporter. The reporter clearly understands exactly what their audience wants and how to deliver it in the most effective manner possible.

Finally, you should use publicity because of the cost. In most cases, by following a simple 3-step publicity plan you can easily get ten-thousand dollars worth of web traffic for less than the cost of a movie ticket.

Top 10 Ways to Create Publicity

To create web traffic using publicity you need to do more than just stand out from the crowd. Here are the top 10 ways to employ E-DR publicity techniques:

1. News Release or Media Alert

This one-page notice of a newsworthy event is quite possibly the most valuable piece of paper in the world. More than 80% of the world's daily news is a direct result of these objective, fact filled announcements.

Someone seeking publicity crafts a release and then distributes it to various media outlets via fax, email, postal mail or an online news release service.

Reports, Editors and Producers use them as a basis for story ideas. Some stories are created directly from a release, but usually they lead to a follow-up interview.

News Releases are the most important, yet most frequently misused tool in your publicity arsenal.

2. Pitch Letters

Pitch Letters are similar to news releases, but are written in the form of a correspondence. They often

contain the same information as a news release, but instead of announcing a newsworthy event they explain a potential story idea to the editor. Pitch Letters are most often used for soft-news items.

3. Press Kits

A Press Kit is an information packet for very targeted media outlets. They usually contain a news release as well as several supporting documents such as product samples, product reviews, testimonials, pictures, and everything else a reporter may need to write the story.

4. Publicity Events

Events such as book signings, workshops and celebrity appearances can increase the newsworthiness of the story and result in a greater chance of press coverage. Events are usually part of a larger publicity campaign and are coordinated with news releases or press kits.

5. Pre-Written Articles

Many publications do publish freelance articles. While most reputable organizations will prefer to write their own story, you can submit fully written stories independently or along with your news releases. This tactic is most effective after you've built a relationship with a news organization or an individual editor.

6. Picture Postcard Campaigns

A picture postcard can often express newsworthiness much better than anything else. The advantage is their 100% open rate as well as their ability to convey a complete thought instantaneously. The key is finding just the right image for the front of the postcard. The back contains bullet points and contact information.

7. Actualities

Actualities are audio clips delivered via CD or made available on your website. They include quotes and other sound bites that can be used in a news story. They often are accompanied by a news release and can also include still photographs or video footage.

8. Public Service Announcements

Often called PSA's, these ads for non-profit organizations and other worthy causes are "aired" free of charge and usually contribute to the better of all.

9. Mailbag / Feedback / Letter's to the Editor

Most Radio & TV News Programs as well as Newspapers & Magazines publish letters that support or disagree with a point of view in past news stories.

10. Interviews

While the goal of a news release is to get an interview, you'd be amazed by how many times one interview will result in multiple new interview offers. This trickle down effect is both a result of increased exposure, as well as the demonstration of your ability to give a quality interview on a compelling topic.

A Killer News Release Campaign

The least expensive, most productive way to drive traffic to your site with publicity is to create a killer News Release campaign. The fact is, 4 out of every 5 stories on TV and Radio and in Newspapers and Magazines begin as a News Release. The problem is, just like most other marketing techniques, 90% of the people using them are doing it completely wrong.

The number one complaint of editors and producers is poorly written news releases. But, it's not the grammar or the wording they object to. What drives them crazy is the amount of time, energy and money wasted on thinly disguised advertisements. Editors are not interested in detailed book reviews or product announcements. What they need is a great idea for a compelling story their audience will absolutely love.

“Golden Rule of Publicity: It Must Be Newsworthy”

The number one complaint of marketers who use publicity is the lack of measurable results. Most find sending a news release results in nothing but a 2-inch blurb in the calendar section of a small weekly paper. This type of publicity is not likely to drive traffic to your website or result in any new sales. For publicity to be effective it must be noticed and acted upon.

“Golden Rule of Marketing: It Must Be Measurable”

The reason marketers (and publicists too) struggle with publicity is because they don't understand what an editor really wants. But, here's your simple 3-step system, guaranteed to get publicity for less than \$10:

1. Plan and Prepare Your News Releases
2. Disseminate Your News Releases
3. Follow-up With Your News Releases

STEP 1: Plan and Prepare Your News Releases

It Must Be Newsworthy

First and foremost, you must start with something newsworthy. This could be your product, an event that occurred or an event you created. Did you have a breakthrough discovery, write a best seller or create a new World Record? If not, target the local angle or tie your business into current events. With publicity you must find something about your product that is interesting, intriguing or entertaining. Newsworthy means focusing on what people truly want to know. *See Pg 10: 25 Ways to Instantly Become Newsworthy*

It Must Drive Visitors to Your Website

Once you've found your newsworthy angle, you must find a way to drive readers to your website. This is done with curiosity or a promise of more information. For example, if your newsworthy angle is how to eat all the holiday candy you want without getting fat, then you may provide 5 tips in the news release and say there are 10 more available on your website. Another effective traffic technique is highlighting a single story epitomizing the broader topic. If your site is about the Holocaust, then your press release may convey a unique story or individual experience. Then mention other Holocaust items that are on your site.

Remember, to be effective, you must do more than work-in a mention of your URL. In most cases you are more than “one-click-away”. Therefore, it is essential that you provide a compelling reason for people to stop and visit your website immediately.

It Must Be Targeted

There are over 15,000 media outlets worldwide, but chances are only a handful will be interested in your topic. Sending a release about the Top Toys for 2005 to Motor Trend Magazine is just a waste of money. Focusing on publications that cater to your niche and looking for the local angle always maximizes results.

It Must Be a Campaign

Just like all the very best web traffic strategies, to generate the greatest number of visitors you must

develop a multi-step publicity campaign, not just a one-and-done press release. Actually, you should attack this opportunity from 3 sides: one, send out multiple news releases over time; two, follow-up with the media after each release is delivered; and three, automatically follow-up with each visitor to your site.

It Must Look Like a News Release

Just like a Resume, a News Release is expected to follow a specific format. Editors for top publications receive hundreds of releases every single day. You do want to stand out from the crowd, but you also want reporters to instinctively notice key details. For best results, be sure to follow this general format:

Anatomy of an E-DR Publicity News Release:

- ⇒ Date & Time for Release
- ⇒ Contact Information
- ⇒ An Attention Headline
- ⇒ A Captivating Opening Line
- ⇒ 3-4 Detail Paragraphs
- ⇒ Where to find more free information
- ⇒ Where to easily purchase your product

The first line of a news release always states when the story is available to be published and how to contact you for more information. The date is often just “For Immediate Release”, but you could also specify a specific release date. If you are giving an exclusive, you would include that information here as well.

The contact information should include a number and email address where you can be reached immediately.

Take your time and compose an attention grabbing, curiosity building, memorable headline; it is the single most important element of your news release. Study other successful headlines and use them as a model. You should not tell the whole story, instead just entice an Editor to read the rest of your release. Finally, think like a reporter, not a salesman. Your goal is for their reporter to interview you, not to sell your product.

Once you’ve grabbed their attention, keep it with a captivating opening line. Begin telling your story and making the case for why their audience wants to hear what you have to say. This is your 5-10 second story pitch. If an Editor likes the idea, they’ll read more. If the opening flops, your release will just be trashed.

The rest of the page contains details reinforcing an editors decision to run the story and convincing a reporter you are “the” right person to interview. Don’t focus on your product or your business, focus on the story. Become a reporter, find the compelling angle and outline the key elements of a newsworthy story.

You want to provide enough information for the media to believe you, but not so many details they can write the whole story without ever doing an interview. You also need to employ techniques to ensure the media will mention your website. This is most effectively done by providing additional information or resources on your site. For example, you may provide more tips or offer a free web-based program related to the topic.

Give the media real news. Within the news embed a compelling reason for people to visit your website.

After you’ve made your story pitch, close with a strong call to action including your contact details.

Finally, don’t forget to include exactly how to get your product. Tell reporters how to get a free review copy, and provide online and offline ordering information.

It Must Be Sent Early

All too often, news releases reach a reporters desk too late for the story to be written. Issues are planned weeks in advance, and the actual writing process does take quite a bit of time. Properly executing a well timed multi-step news release campaign ensures your publicity isn’t “a day late and a dollar short”.

You Must Have a 30-Second Pitch

Convincing the media to run your story is only half the job; you must also be ready for the interview. First, make sure you will be available for a follow-up call before sending out a news release. Second, prepare a 30-second story pitch for when they do call. Your pitch conveys much of the same information in news release, as well as other details relevant to the story.

You Must Have an Opt-In

In your news release, you gave a compelling reason for readers to visit your site. Instead of just posting the extra information on your site, make visitors opt-in to an email mail list and deliver it via auto-responder. This allows you to follow up with each visitor again.

STEP 2: Disseminate Your News Releases

When the planning and preparation is complete it's time to send your news releases to the media. While releases can be sent via postal mail, I prefer using fax, email, or an online distribution service such as Imediafax.com. Sending them electronically is often quicker, easier, and cheaper than a physical mailing.

The first thing you need is a targeted list. This can be compiled from local media guides (available from the chamber of commerce), CD's listing national media contacts, or various online sources.

If going the do-it-yourself route, then one trick is to search through the magazine section of Amazon.com. They list thousands of newspapers, magazines and trade publications that can be searched by popularity or keyword. Once you've identified several niche publications, just visit their website for contact details.

If you are using an online distribution service such as [Imediafax](http://Imediafax.com), they'll help you develop a sizable list of appropriately targeted media contacts. One benefit of using such services is their experience and expertise in finding just the right media outlet for each news story.

Once your contact list is compiled, then you need to decide when to actually send the release. Unless you have a specific reason to send it over the weekend, you should time the delivery for either Tuesday or Wednesday. Early-to-mid week gives you the best chance for standing out from the crowd, while still leaving time to follow-up before the week's end.

If you are building your campaign based on a holiday or other event, you'll also want to consider lead time. The average amount of time between first contact and publication of your story can vary greatly depending on media. Planning for a longer lead time gives you the opportunity to send multiple releases, as well as provides more of a chance to follow-up with specific reporters. My recommended lead times are:

Magazines: Start 4 Months Before the Holiday
TV Shows: Start 4 Weeks Before the Holiday
Newspapers: Start 3 Weeks Before the Holiday
Radio Shows: Start 2 Weeks Before the Holiday
Local Media: Start 2 Weeks Before the Holiday

STEP 3: Follow-up With Your News Releases

There are 3 stages of the follow-up process:

1. Follow-up by sending out multiple releases
2. Follow-up with Editors after sending each release
3. Follow-up with customers after they visit your site

First, instead of sending just a single news release, you should create a multi-step publicity campaign. By sending only one notice you're leaving yourself vulnerable to bad timing, wrong addressing and being lost in the crowd. The best way to overcome these obstacles is contacting targeted media multiple times.

The fact is, everyone is busy. Your best chance for getting a story published is repeat exposures of your message and being in the right place at the right time.

My strategy is to start early and send often. I use these 4-Steps, timed for delivery every Tuesday morning:

Week 1: Send Out Primary News Release
Week 2: Send Slightly Different Follow-up Release
Week 3: Send Press Kit with a Seasonal Theme
Week 4: Send Media Alert with Major Bullet Points

The primary release offers the best story angle we can think of. We want the media to bite-hard on it. But, if they don't, then we'll send a second release presenting the story from a slightly different point of view. As long as it includes a compelling reason to visit our site, the final format of the story is not very important.

In the third week, we send a physical package such as a Press Kit with additional information, or sometimes a package expressing a topical or holiday theme. Even little things can make a big difference; like taping a candy cane to the envelope of Christmas Press Kit, or including Hershey Kisses in the envelope with a Valentines Day Themed Release. Physical packages will help you stand out, but they only get your foot in the door. You must also include a quality news release tying the theme together with your story idea.

If your goal is to get a book or product review, also include it here. One of the top reporter complaints is authors not sending a book. Don't make that mistake.

Finally, in week 4 we send out a super short and

(News Release Campaign CONTINUED on Page 9)

Trafficology's Top Web Traffic Tips

How to Get Publicity Online

When sending out your press releases and making calls to the media, don't forget online media sources. According to PEW Research, websites, e-zines & blogs have become the primary source of news and entertainment for more than 29% of Americans; and that number is growing. If your focus is on getting publicity, you should also target the online media.

The first thing you should do to get online publicity is integrate the major online media sources into your offline press release campaign. Just search using a niche specific keyword at Alexa.com. This will give you a listing of the most popular sites on your topic. Identify which ones are news/information type sites, and add them to your list of targeted media contacts.

A great tool for finding online publicity sources is at: **<http://LinkCapture.TrafficologyResources.com>**. It's the best marketing partner research tool online.

To find the top blogs in your niche, just search your niche keywords at: **<http://www.blogz.com/rank>** and also try: **<http://blogsearch.Google.com>**.

Once you have the contact information, send them news releases and make follow up calls just like with offline media. You'll find contacting online media using offline techniques is surprisingly effective.

More Online Publicity Techniques

In addition to feature stories, there are many unique ways to use E-DR Publicity online. Here's the best:

Write Free Online Articles

This is the absolute best way to get publicity online. Unlike the offline media, most eZines and Blogs do not have a whole staff of writers. Instead just a few people do everything...and that does not leave a lot of time for in-depth story research. If you have a great story idea you know will be perfect for an eZine's audience, pitch the idea and make it clear you'll write the whole story. You can also write the story first and then send it out, ready-to-go, to every relevant news or information websites you can find.

Finally, don't forget, there are services that deliver your article to 17,000+ eZines publishers instantly.

Learn how to use Free Online Articles from Willie Crawford in the Trafficology Membership Site.

Give Testimonials

One of the best ways to increase the conversion of your web copy is to add a good testimonial. The problem is, most sites are horrible at getting their customers to give one. You can help another site improve their sales letter and get publicity for yourself by actively giving out testimonials.

The next time you find a product or website that's particularly helpful, offer to give them a testimonial. Make sure you provide creditable, believable & quantifiable information. And, don't forget to give them your link and a little bit of bio info too.

To super-charge this technique send a picture. If you want to go all-out, then get an Audio Generator account. Nothing (I mean absolutely nothing) will encourage webmasters to include your testimonial on their homepage like giving them a free multimedia clip. Just set up the audio / video testimonial and send them the code to post on their site at no charge. Of course, subtly work in a mention of your product and be sure to include a link back to your website.

Make Posts in Forums, Blogs & Online Journals

This process may take a bit of time, but can easily add hundreds of links to your website. Just search Blogger.com, LiveJournal.com or Google Groups for keywords related to your niche (LiveJournal and Blogger require you signup for a free account first).

When you find a result that matches your area of expertise, make a meaningful addition to the discussion and add your signature with a link at the end of your post. If you are truly adding useful comments and helping answer peoples' questions, then this can be a fun and easy way to rack up hundreds of inbound links.

(Get Publicity Online -- CONTINUED on Page 8)

The 5 Fatal Publicity Mistakes...And How You Can Avoid Them!

In the Trafficology Membership I list the 25 fatal press releases mistakes that will absolutely stop publicity dead in its tracks. Here are the 5 mistakes most likely to kill your campaign:

1. Not Being Newsworthy

If you cannot provide the media with an interesting, intriguing, entertaining story idea that their audience wants to hear, then you'll never create a single visitor using publicity. If you provide a truly excellent product or service, then being newsworthy is just a matter of creativity. Review the list of ways to become newsworthy on page 10 and create a story the media will jump at the chance to publish and the public actually wants to read.

2. Not Creating a Good News Release Headline

Your headline will make or break your entire publicity campaign. Editors receive hundreds of news releases every single day. It doesn't matter if you have the most newsworthy story if your headline does not grab their attention and make them read the release. A good press release headline creates curiosity. It does not give away too much; instead it creates interest and makes editors read every word of release before they are content. Look at headlines that have been effective in past and use them as a model for your own publicity success. Spend time wording and rewording...writing and rewriting until you have it just right. My personal formula is to spend 90% of the time researching and developing a killer headline, then write your news release to fill in the details later.

3. Not Providing a Compelling Reason for Readers to Visit Your Website

There is no reason trying to get your story published if it does not drive traffic to your website. And, it is not enough to just get your URL listed. You must create a compelling reason for readers to visit your site. It should be more than "order here" or "for more information". Build your story around an angle that will require the reader to visit your site. Provide a free service essential to the story, post updates readers will need, create a curiosity so strong people will stop what they are doing to immediately log on to your site.

4. Not Sending Your News Release at the Right Time

Timing is everything. Send early & send often, but don't send your news releases on Monday, or on the day of the event, or too close to the publications deadline. Most reporters work a regular Monday-Friday work week, and there will be limited staff on hand during the weekend. That means Monday's are usually reserved for digging out from under the pile of information that arrived over the weekend. Give reporters a chance to catch up, and don't get lost in the Monday pile; time your news release for delivery on Tuesday or Wednesday.

Another common complaint from reporters regarding news releases is they arrive too late. "If the release arrives the day before the event, we won't even see it until the day after", remarks one journalist. Again, start early and send often. Create a well thought out news release campaign with plenty of lead time. Send multiple follow ups and even give the news bureaus a few calls. If you want serious traffic, you need to be serious about delivery.

Finally, reporters are always busy...but they're most busy in the hours and minutes right before a deadline. Don't bother them with your story when they're doing everything they can to finish something else. You need to know exactly when your target publications are published and don't contact them anywhere near that time.

5. Not Using Publicity to Create Traffic and Put More Money In Your Pocket

It's the same old story, but it's true, publicity can't help you unless you actually use it. The biggest mistake people make is thinking it is too hard or too expensive to create an effective publicity campaign. It's not. Just follow the simple 3-Step Publicity Plan, and you'll be generating thousands of new visitors in no time at all.

(Get Publicity Online -- CONTINUED from Pg 6)

Writing free eZine articles, giving testimonials and making posts to forums, blogs and journals are three great ways to create publicity online. But, don't forget about building your own affiliate force (Issue #8) and creating traffic using joint ventures (Issue #2). They'll also give you and your product a lot of free exposure.

How to Create Great Publicity from Customer Testimonials

What makes a good testimonial also makes a good news story. Did your product dramatically change the life of a customer? Did someone use your service to make a difference in their city, state or country? If so, then get the details in writing, and use the story as the basis for a compelling news release. Here's how:

First of all, testimonials need to be measurable, verifiable and believable. If the comments do not creditably demonstrate the real power of your product, then do not use them; it'll only create false expectations.

Secondly, it must demonstrate something incredible. No one wants to hear the product performed a mundane task...it's the extraordinary, the above-and-beyond that the media and the public want to know about.

Finally, get sound-bites. Paragraph-long quotes will never make it into the final story. Get pithy, fact filled, concise statements that graphically depict what happens when people use your product or service correctly. And, don't just rely on text. Get audio, images or video clips if possible, and post them on your site as supplemental materials for the news release. Multimedia items add credibility, attract attention, and provide non-print news outlets more flexibility when delivering your story.

Don't have any testimonials? You should. Adding customer comments to all your marketing materials is a great way to increase your conversion rate. I bet if you look, you'll find several emails with very positive comments from happy customers. Just ask if it's alright to use their comments, and add any relevant details they can think of. Build-in an automatic testimonial process by setting up an auto-responder to follow up with clients every 3-6-9 months. You'll never get great comments unless you ask...so do...and then use them for publicity.

Viral Marketing Tip of the Month

Integrate Viral Marketing into your purchase process. It's easy to add a tell-a-friend script to just about anything. But, look a little closer and you'll find many more ways you can encourage customers to tell others about the product or service they've just purchased.

1. Give a Discount For Telling Others

Don't just post a tell-a-friend box on a thank you page. Give customers a compelling reason to spread the word. While the most compelling reason is always an excellent product, offering a discount can also help. Structure the discount so the more people they tell the more they save. For example, give 10% off for each referral, up to 30%.

2. Give a Coupon to Share with a Friend

Instead of giving the buyer a discount, give a coupon that's automatically emailed to friends they refer.

3. Give a Second Copy to Give to a Friend

Take the bonus idea to the next level and give them a second copy to share with a friend. If you sell a physical product, then ask them to just pay shipping. Don't just send them a second copy; ask for the friends address and ship it directly with a note from the buyer. This idea works best for replenishable or continuity products that encourage the friend to make a purchase.

4. Turn Your Customers into Marketing Partners

Immediately after someone has made a purchase, recruit them into your affiliate program. With the commission for an incentive they'll tell everyone they know.

5. Give a Tip or Tool They Can Share

Money and Gifts aren't the only incentives. People love funny lines and useful information. Give new customers humorous and informative tools such as Tips, eCards and eBooks as a bonus...and encourage them to share. Another great way to take advantage of this technique is to deliver the viral tools as updates via auto-responder. This enables your viral campaign to last several weeks.

6. Get a Testimonial from Every New Customer

The buying process is not over when delivery is made. Follow-up to ensure buyers consume the product and then always get a testimonial they'll share with friends.

(News Release Campaign CONTINUED from Pg 5)

directly to-the-point Media Alert. If your release is based on an event or an occasion, the Media Alert should be timed for delivery 2-3 days before it occurs. It is not a story, it is just a bullet point style fact sheet including the answers to Who, What, Where, When, Why and How. Don't forget to mention that more information about the story is available on your site.

After each week, contact individual editors trying to close the deal. Then repeat the process next month, and every month, until the story is either published or the editor says no. Follow-ups are proven to increase coverage by as much as 87%, and interest will often peak only after the eight or ninth contact.

Follow-up with Editors After Sending Each Release

In addition to sending out multiple releases, you should follow-up each release with a phone call. Calling the media is one of the top secrets of getting coverage in the exclusive, top-tier media outlets.

Calls are immediate, and they get results. If you truly want to create web traffic using publicity, then you need to make the call. Editors will give you about 30 seconds to pitch your news. If they like the story, you are in. If they don't, there is no reason to follow-up.

When calling, remember these 3 things: first, have your 30-second pitch ready-to-go; second, the time to call is usually around 10-11am...do not call near their deadline; third, if they don't like your idea, ask them what they would be interested in or what other stories they're working on. This will do more than continuing to pitch a story they are obviously not going to cover.

Another thing to remember when calling is you are doing it because you want to talk about your story. Don't say you're calling to see if they received your release, don't wimp out, and don't act timid. Be firm, be confident, and use this time to pitch your story.

Here are the 6-things to ask when calling the media:

1. Who is the Story Editor or Assignment Editor?
Find their name and ask for them specifically.
2. Are You the Person To Talk To About This Story?
Editors will often refer you directly to a reporter.
Tell the reporter you were referred by the editor.
3. Is this a Good Time? Do You Have 30 Seconds?
If no, ask when they will have a minute and what number you should call to reach them directly.
If yes, give them your 30-Second Story Pitch.
4. What Can I Do To Get Booked For Your Show?
You don't want them to just run the story, you want them to feature YOU and your website. If they're not excited, find out what it'd take to make them jump at a chance to have you on their show.
5. What Other Information Do You Need?
Strike while the iron is hot. Find out exactly what information they want and send it over-night.
6. What Else Can I Do For You?
Even if they don't use your story, find out what other stories they are working on, and do your best to find information or resources that will help.
Don't waste an opportunity to build a relationship you can use to get free publicity in the future.

Follow-up With Customers Who Visit Your Site

Getting readers to visit your website is the first step. Once they've arrived, deliver the info you promised in the story and then creatively monetize the free traffic.

One of the best ways to convert publicity visitors into customers is by creating a free updates newsletter. Just make people register to see the extra content on your site, or give a strong pitch for the updates list. A great application of the updates technique is a list Jeff Mulligan created for his eBook on how to beat any speeding ticket. Jeff proclaims, since speeding laws change, readers should sign-up for free updates.

Once people have joined the list, you can deliver a judicious mix of free updates and product promotions. The thank you page for the list and the landing page for the news story also offer valuable promotional opportunities. And finally, the story you originally pitched and the additional information on your site must inherently make a case for buying your product.

Conclusion

Today, you can send a fax for just 10¢. This means delivering 100 traffic generated news releases to targeted media outlets costs less than a movie ticket. When combined with a properly written E-DR News Release, anyone can quickly and easily create more than \$10,000 in Offline Web Traffic for under \$10.

25 Ways You Can Instantly Become Newsworthy

Mark Joyner said the key to Viral Marketing is to become Buzzworthy. Similarly, Joe Vitale said the key to creating publicity is to become Newsworthy.

If you want to get your story published, you must give them an intriguing, entertaining story worth covering. While at first this may seem difficult, with a little creativity anyone and anything can instantly become front-page story material. Here's 25 ways to consider.

By far the best two ways to create a newsworthy story are to tie your product into current events and to use the local angle. Watch the news every day for what's new and make connections with the biggest items. The seasons are changing and holidays are on the horizons, there's ample opportunity to create a timely story.

Don't ignore the local press. Neighbors love to know even the smallest achievements of a hometown hero. If you or someone associated with your product has done anything unique, unusual or noteworthy, tell the press in the town where they were born...and don't forget the media in the town where they live now.

Sweepstakes and clever contents always get noticed. The public loves a chance to win and newspapers always write about local big-winners. Every fall I read about the Lenny's shoe store rotten sneaker contest. On July 4th, ESPN always has live coverage of Nathan's hot dog eating contest in Coney Island.

Create an interesting award. If you're a pet groomer, give a best and worst dressed celebrity pet award.

Conduct a survey. Try to be as scientific as possible, but for publicity the question is more important than the answer. Find a way to word the question so the answer will be a surprising headline no matter what the result. I mean, who really knew 3 out of every 4 dentist in your hometown do/don't _____ daily.

Useful, arcane or just plain silly...people love tips and trivia. Everyone can create Top 10 List or "This Day in History" story. You can try adapting other notable lists and even create your own "10 commandments".

Break a record or conduct a public challenge. Entire shows have been dedicated to record breaking events. Weight loss, money making and dare devil challenges have become legendary. Ever heard of Evil Knievel?

Take sides on an issue or create a controversy. News Talk radio is notorious for creating social, political or cultural discussions out of nothing on slow news days.

Make wild predictions on your topic. It does not matter if you are right...no one checks them, but you will need factual evidence to back up your claims.

Tie a famous name to your product. It doesn't matter if they are a celebrity, a celebrity impersonator or just named after a celebrity...the press loves using famous names. Creating a partnership or striking a deal with a big name company or a well known non-profit organization will also grab people's attention.

Are you offering a 100th Anniversary special? Maybe you'll be celebrating an unusual milestone. In 1991, Bove's Restaurant turned 50. To celebrate they rolled prices back to what they originally charged in 1941. Besides being simply the best pasta sauce available, serving primarily spaghetti, Bove's is known for their low-cost & healthy fast-food. Combined with the fact they opened on December 7th, their 25 cent dinners and nickel sodas received plenty of media attention.

Did Wal-Mart almost put you out of business? Talk about mistakes you've made and how you struggled to overcome them. Talk about a problem many people are experiencing and how your product resolves it.

Create a new Holiday, create a new use for your product, or create an event people love to attend. Create something wild and crazy, then sell it on eBay. Everyone wants to know what freaky, disgusting, unbelievable thing is being sold this week. Jay Leno does a skit just guessing bids on wacky eBay items.

Offer your services for free to needy or non-profit organizations that are making a difference in the world. If your contribution helped someone, both you and the organization can use it to get free publicity.

Offer advice to the public free-of-charge. If you are an accountant, create a recorded tax-help line.

Do something nice for the environment, switching to recycled material is always big on Green-Up Day.

Finally, try running for public office or raising the price of one product to a unbelievably high level. Candidates always draw attention and who hasn't heard of the \$100 hamburger from New York City?

Real-Life Case Study

How to Convert Exits into Customers... by <http://JimDaniels.TrafficologyResources.com>

What happens to *your* visitors when they choose to abandon your site? I convert my "exits" into Customers. Here's how...

It's a well-known fact of online business...most website visitors will NOT make a purchase at your site. In fact, if you convert one in every 75 website visitors into a customer, you're doing pretty well. But what you do with the other 74 visitors can be just as important. Last month I tried a little experiment, here's the surprising results.

My Experiment

As I mentioned above, no matter what you do at your site, it is impossible to convert every visitor into a buyer. One of the main reasons is most visitors will not take the time to read your site, let alone your offer. Some visitors read only your headline then leave. Others read a little more then become distracted and exit. And many visitors only scroll to the bottom of your page to see how much they are going to have to pay for your product or service. *These web surfing habits are ingrained in many of your potential customers, and you cannot change that.*

But in my experiment I set out to do just that.

After all, like many businesses online, I have a product that I *know* many people need -- the perfect solution for my website visitors. So I owe it to them to make every effort to get it into their hands.

Based on the hard facts of web business I mentioned, I needed a way to "rescue" some abandons and convert them into customers. So I setup a new web page to do just that. The web page makes just one extra effort to slow down my visitor, and I set it up to appear only when someone is in the process of abandoning my site.

It's important to understand the message I'm trying to get across:

1. I really do have the solution they have been looking for.
2. I want to give them more incentive to read my offer.
3. I want to assert just a little pressure to read my offer right away, so they don't leave my website without giving me a fair shake.

So, I created a special order form that appears on exit offering a one-time \$20 discount. Bold red text shows a live countdown so they know it is a one-time offer that will expire automatically. Again, this page appears only when visitors abandon my site -- and not all visitors see the offer. What's more, it does not distract visitors who surf within my site or continue reading my main page.

The experiment results...

The very first week my experiment went into place, 22 new orders were received from the special order page. Remember these orders are above and beyond my regular orders. And the orders came from visitors who were about to abandon my site completely! If the stats hold up over a month's time, that's 90 additional orders from 90 new customers who were about to leave my site. Not too many strategies can keep pace with those results!

Of course when using any new strategy, there can be drawbacks. So you should always be flexible. For instance, on occasion a customer who paid full price will complain. It's sort of like when some folks see an item go on sale that they just paid full price for. They'll bring the flyer to the store and ask for the sale price.

Online, the solution is simple. Just pass along an added bonus with all full price orders. I'll include a surprise gift worth at least the value of the discount and I add more value if someone complains. You really can please everyone if you want to, as this experiment shows, your imagination can solve any problem that comes along.

OK, are you ready to try your own experiment? You'll need...

The technical details...

If you think this is a strategy you'd like to try at your site, this final section will show you exactly how I pulled it off.

I'm not much of a technical wiz. So I had a choice of either hiring a programmer to set everything up, or finding a software tool and do it myself. Being a cheapskate, I chose the latter method.

And wouldn't you know it: someone had already built a tool that could do it all for me. (After sharing the results I've had, I'm almost embarrassed to admit how little the tool costs - just \$47. Or even better, get it for just \$27 using your Trafficology Membership Discount at: <http://ExitPage.TrafficologyResources.com>)

Once I had the tool I simply opened it and followed a step-by-step tutorial. I entered in my text. I set the options. (One important option I chose was to have the web page show only once and only upon exit from the entire site. That means it would never show again to the same visitor - truly a one-time offer.)

Next, I opened the included countdown timer tool to create my ten minute timer. I pasted all the code into my webpage, tested it, and uploaded it to my web host.. To my amazement it all worked perfectly the very first time.

The total time it took me to implement everything was less than an hour. Again, I am not a technical wiz. I know how to copy and paste text, and how to upload my web pages via FTP. And that's really all you need to be able to do to try this strategy at your site.

That's it! One hour to convert 90 exiting visitors a month, into happy customers! You've gotta admit, that's pretty impressive.

Oh, and remember, you are not limited to the exact strategy or implementation I used at my site. There are many more things you can do with that special tool, and you are limited only by your imagination. Remember, when you're in business online, you've got to keep trying new ideas and technology. 😊

So use yours and come up with a great offer for your visitors.

The folks that are staying and the folks that are leaving!

The Nitro Corner

by Kevin Wilke and Matt Gill



***“If you want to earn more,
you must _____.”***

One of my first mentors used to say, "If you want to earn more you must learn more."

That is so profound and a major reason the rich get richer and the broke stay broke.

Broke people are busy coming up with excuses why something won't work, reasons why they are broke and all of their whining and playing "pass the blame game". While the rich are out there taking responsibility and learning more because it always results in them earning more. Hey, I was broke and became rich this very way.

Let me give you an example.

Every year for the past 5 years I have spent more money than the previous year on my personal business and marketing education. And every year my income has went up, a direct result from the information I learned that year.

In 2004 alone I spent \$32,392 on information products, seminars and newsletters. Looking for the big ideas and the fundamental concepts in areas I want (or need) to learn more about. Or just "sharpening my saw" to make it easier and faster to "cut down" the proverbial business tree.

Now I am not saying you should go out and spend 30 grand this month. I am saying by smartly investing in your knowledge and using what you learn and taking action, you will see greater success.

Heck, just one idea I got from one product I bought (totally unrelated to "internet marketing") resulted in an extra \$80,730 in sales within a week of reading about it. And it took just 2 hours to implement this one idea.

How to "Feed Your Brain" for Free.

The second thing I do is subscribe to more than two dozen free email newsletters for the sole purpose of feeding my brain with ideas.

Some of these are newsletters and people that you have probably heard of, but most I guarantee you've never heard of. In fact, for some of these I literally have zero interest in the topic/niche they are related to, but the people are expert marketers well worth studying.

When you implement this you'll get dozens of emails a week (maybe even in a day). Don't read them (unless you are interested in the topic), instead "quick read them" spending less than 5 minutes per email. This is somewhere between scanning and reading.

You are not trying to soak in every word, instead you are quickly feeding your subconscious brain ideas on the marketing aspect of that email. Your subconscious will silently file away that information for later use.

Your brain is an amazing tool and while I'm not an expert on the mind, I DO know that if you "feed it" information, it will go to work silently figuring out how to put that information to use in the coming weeks, months or even years from now. (This is another thing I learned from another smart marketer.)

And sometimes big ideas come from things you will see other people do. Definitely write them down in your "idea notebook" to use in the future. Then file that email away in a "swipe file" email folder set up just for that list.

Next month I will share with you a complete system on how to successfully use email in your business. It will be **completely free for you as a Trafficology member**. My goal is to **help 1000 people make \$10 million in 90 days** using these email tactics. Be sure to get the special access link here next month!

Publisher

Kevin Wilke, Matt Gill and Dearl Miller

Nitro Marketing

Phone: 866-422-5921 (please leave detailed message)

Email: feedback@trafficology.com

Website: www.Trafficology.com

Editor

Dearl A. Miller

**Should you wish to communicate directly
with Mr. Miller's office directly:**

Email: [:Dearl@trafficology.com](mailto:Dearl@trafficology.com)

Phone: 866-422-5921 (please leave message)