

"X-Factor Traffic" – The Top 10 Most Effective Totally FREE Web Traffic Tactics in the History of the Internet, Get All 10: <http://xFactorTraffic.com>

Dr. Joe Vitale's TOP TRAFFIC TACTIC by "Mr.Fire" Dr. Joe Vitale

"How to Get The Attention of 30,000 Strangers"

This was the year I finally decided to start my own blog at MrFire.com.

But then I thought to myself, who reads blogs? How am I going to get traffic to it? What's the best way to drive strangers, friends, and fans to my blog?

I wanted to stand out from the crowd. Yes, I have a blog...but I needed readers.

Of course I sent a note to my mailing list, and that did get traffic, but I wanted to do something better. So, I wrote a very simple news release and sent it out via PRWebDirect.com.

Now, anybody who knows my work knows I love publicity, I love public relations and I love sending out news releases. So I thought, why not send one out for something almost as boring as a blog.

The whole process was extremely easy. First, I wrote a very simple headline, "Internet Skeptic Finally Put's Up His Own Blog."

Next, I explained who I am and that my blog could be found at JoeVitale.com.

"X-Factor Traffic" - The Top 10 Most Effective Totally FREE Web Traffic Tactics in the History of the Internet, from Trafficology. <http://www.xFactorTraffic.com>

Finally, I went to PRWebDirect.com, selected the media I wanted it sent to, and just stood back to see if this news release would work or not.

Now, it may not have been the best news release, but it certainly did work.

Over night, 30,000 people read the news release and more than 1,000 people went to my blog almost immediately.

Now you have to stop and consider how powerful this is. In my opinion most blogs are boring. Most blogs are self-indulgent. Most blogs are like diaries. Most blogs are only popular to the person who is actually writing the blog.

So, my favorite web traffic tactic of the year, which of course works all the time when you do it right, is to send out a news release over PRWebDirect.com.

“Hitching A Ride On The List Owner Guru Status”

Another innovative traffic creation technique I really liked this year is a creative twist on doing a traditional Joint Venture with large email list owners.

Here’s how it works:

I’ll approach someone who owns a large email list and request an interview on the subject of their list. It’s extremely easy, I just email them and say, “I’d like to interview you about your topic.”

Did you notice the twist?

I’m not asking the list owner to interview me. I’m asking if I can interview the list owner about the same topic they already cover in their newsletter or in their email autoresponder series.

This is a joint venture where you are hitching a ride off of the guru status of that list owner. So, how does that drive traffic to my website?

Easy...I'll provide them with a recording of the interview. Sometimes I'll also write up a quick article based on what we discussed and give it to them too.

You don't have to be pushy or formal. Just say, "feel free to share this audio and the article with your list." If I did write an article, I'll also let them know they have exclusive use of it for the next 30 days.

Seven out of ten list owners will send the message out to their email list the very same day. And, following up will bring it to an almost 100% success rate.

I mean, why wouldn't they share *their* interview with *their* list?

If you pick a good topic, there's no reason. It's their information, on a topic their list wants to know about...with absolutely no cost or effort for them.

Bottom line, if they agree to being interviewed, they'll share it...especially if you offer an exclusive.

Now, that's a good traffic tactic...but one very important part is still missing; the call to action. List owners will send the interview to their subscribers.

Subscribers will listen to the interview. But, unless you provide a compelling reason for listeners to visit your website, you'll see very meager traffic and sales results.

Here's what to do. During the interview give away something that will drive listeners to your website. It could be a free bonus or a free special report, anything related the interview topic that listeners find valuable.

Ensure you directly connect the give-away with the information provided by the list owner. If you don't have something already, then create something new.

Giving away this bonus will not only drive traffic to your site, it will also increase your chances the list owner will send your interview to their subscribers. It increases the value of the interview...they always love sharing freebee's with their list.

Mentioning the freebie in the email and article will also increase the number of subscribers who listen to the interview and drive even more traffic to your site.

This technique is a simple, easy and creates a flood of high-quality, targeted traffic very, very quickly.

Here are a few quick adaptation of this technique that will generate even more traffic and sales:

1. After the list owner shares the content with their list reuse it. Post it in your blog and on your website. The article and transcripts is great content and will draw in free search engine traffic.\
2. Turn the audio clip into a PODCast. Again, the great content will draw in people searching.
3. After the 30-day exclusive period is over, publish a news release about the interview.
4. Share the article with other newsletters and use article dissemination services to spread the word.
5. Make it viral. Turn it into a free viral report, embed brandable affiliate links and add a tell-a-friend option that drives people back to your website after sharing the article.
6. Finally, ensure people opt-in to your email list before they access the free bonus. Then create an autoresponder series delivering a good mix of content and affiliate offers relevant to the original interview topic. One of best things to promote are products from the list owner you interviewed.

The Worst Copywriting Mistake of the Year

Everyone is a little guilty of this.

The worst web copy mistake of the year was putting up a website that is truly self-indulgent, that is truly boring, and only concerns the person who wrote the website.

My philosophy, my mantra, is to get out of your ego and get into your browsers ego, your prospects ego, your potential customers ego.

That is the key to copywriting success. The worst copywriting mistake is writing all about you.

Now, I am also guilty of this. Let me confess: I put up a website recently, but the first draft was atrocious. We put up a website that had poor copy and when we drove traffic to it... nobody would buy anything. They would not buy anything because the copy was boring.

When we re-wrote it the results were dramatic.

We did not change the product. We did not change the price. We did not change the offer. We sent the same email to the same audience and we got the amount of visitors going back to the website.

The only thing that changed was the website copy.

We went from boring copy to hypnotic copy

Within 24 hours we made \$8,000.