

# ***X-FACTOR TRAFFIC: The Top 10 Most Effective Totally Free Traffic Tactics in Internet History***

## ***JOINT VENTURE TRAFFIC: “The Best Source of Totally Free Traffic That’s Already Qualified To Purchase Your Product” by Dearl Miller of Trafficology.com***

A good friend of mine wanted to know what’s the real secret top marketers use to build massive email lists and sell thousands of products overnight.

The fact is, professional marketers will use any traffic tactic that is profitable. People who depend on the Internet for their livelihood quickly learn the real secret to online success is taking consistent action and not relying on a single source for all new customers.

But, there is one strategy that every great marketer has used to produce dramatic increases in sales and get the most value from customers they already have... that is Joint Ventures.

If you want to make a lot of money online quickly, this is what you do!

### ***What is Joint Venture Traffic?***

The most basic form a Joint Venture (JV) is nothing more than two people working together.

We all have different strengths and weaknesses.

By building strategic partnerships everyone can focus on what they do best, working as a team to create synergies and produce results simply not possible by anyone working alone.

The classic Internet Marketing JV is where one partner with a quality product and a proven sales process joins with another partner who has a high volume of traffic or a large email list.

The product owner gains instant access to customers (and sales) they otherwise would have spent years creating. The website or email list owner acquires a zero risk source of extra profits and the ability to maximize the value of traffic they already have with very little effort.

### ***Why Joint Venture Traffic?***

If structured properly a JV can be absolutely no cost, take almost no time to set up, and produce thousands of sales in as little as 1 or 2 days.

Additionally, if your partner has built a strong relationship with their list a Joint Venture is the best source of pre-sold, pre-qualified web traffic.

Finally, unlike Search Engines & Pay-Per-Click, there is almost no limit to the amount of visitors you can drive to your site using JV's. With a good product and a proven sales process, you can easily create more traffic just by setting up additional partnerships.

### ***How to Create JV Traffic?***

The process of creating a Joint Venture starts with understanding what you have (or can do) that will be valued by potential partners.

If you have a large volume of traffic or a large email list you can easily build profitable business relationship with people who don't. Once people discover you're looking for partners, JV offers will literally beat down your door. Your job is to carefully evaluate potential partners to find the best match for your traffic or list. Don't wait for the "perfect offer", but also make sure you don't promote something inappropriate or totally unrelated. Your most valuable asset is the bond you've built with your customers.

All JV's should benefit your customers and yourself.

If you're looking to create traffic the #1 thing you can bring to the table is a killer product with a proven sale process. If you have a compelling offer for a unique product with a sale process that will convert visitors into sales, people with traffic want to meet you.

Research shows up to 94% of sites are leaving money on the table. They have poor a conversion process, they don't market to their list email list enough (or at all), and they're not utilizing basic marketing techniques such as an upsell or exit traffic promotion to generate the maximum visitor value.

For you, this means opportunity...9 of every 10 sites that already have traffic need help making money online. You can use the lessons learned in the "Web Traffic Conversion" section of the Trafficology Membership site to build a sales process for your product that is proven to convert visitors into buyers. Then partner with people in your niche that have the traffic you need and show them why working with you is in their best interest.

In most cases, they'll listen because it is a no-cost, zero-risk, win-win opportunity for everyone involved.

Now, if you have no traffic and no product there are still many ways to form combinations that will create a valuable, compelling JV offer.

Many people take for granted what they have and what they can do. First, you must do an honest assessment of your strengths and weakness.

Things you should consider using to build JV are:

- ✓ Specialized knowledge or in-demand area of expertise;
- ✓ Hard-earned experience working in the field;
- ✓ Access or relationships with key players in your niche;
- ✓ A well known brand you've built or been part of;
- ✓ Access to technology or software that solves a problem.

Remember, an asset's value is based on how hard it is to replace. If you have something unique that someone else can use to create profit (and you'll

make money by letting them use it) then you should consider combining your efforts and share the benefits of working together.

### ***Where to find JV Partners?***

The fact is, if you don't have traffic someone else does. Right now, people are looking online for the product or service you have. If they are not finding you, they are finding someone else. It's your job to find out where all the visitors are going and put yourself in front of them.

One good way of doing this is searching for your keywords in the major search engines. Sites that rank in the top 20 are already getting the traffic you want. Visit these sites and find out how you can work with them to drive traffic to your site.

Another good source of JV leads are the sites already linking to your competitors. Use Google or Alexa to identify who's linking to your competitors or other major sites in your niche.

Use the Alexa Toolbar to find out which of these sites get the most amount of traffic.

Generally, sites in the Alexa top 100,000 are good JV candidates. But, don't let that stop you from approaching smaller sites in your niche that are a perfect match for your offer. Often, smaller sites have a better relationship with their customers and are in the most need for someone to help tap the potential of that relationship.

Since setting up a JV is no-cost, no-risk and takes very little time to set up, focus on the volume of JVs not the size of each individual partnership.

Rule of Thumb: 10 JV's with lists of 1,000 members each is equal to 1 JV with a 25,000 member list. The smaller lists will be much easier to approach, will have a better conversion ratio, and are better prospects for long-term business relationships.

Finally, there are a websites and tools you can use to automate the process of finding JV partners. One I use (and has a free trial) is the Arelis Link Popularity Tool from Axandra.com.

Normally used to find reciprocal linking partners, Arelis can also be an effect JV research tool. Just enter a few keywords or the URL of a competitor and it will return an exhaustive list of sites related to your niche or linking to your competitors. It also automates the process of sending out JV Proposals via email & provides convenient contact tracking.

If you are serious about using JVs to create web traffic I highly recommend using a program such as Arelis. Just like with building links, networking and building business partnerships should be something you spend at least a couple hours a week on – every single week!

Another thing you may consider is visiting sites like <http://jvsite.trafficologyresources.com>.

These online meeting places bring together people specifically looking to set up a JV. If you can't find a match there, try searching Google for your keywords and the term "Joint Venture". You may find a few JV sites for your niche.

Three final places you can find good JV partners are niche specific eZines, blogs & newsgroups.

They constantly report insider info and by reading them you'll find out the who-who in your industry. Also don't forget about the people running these online communities. They naturally have targeted traffic & email lists.

### ***How to Approach JV Partners***

If you have a product and are looking to partner with someone who has a large email list, before you even think about contacting them you need a proven sales process. That means at a minimum you have tested your site and know your conversion rate and average visitor value.

If you don't know your numbers don't even think about approaching a professional marketer. If you don't have enough traffic to determine your numbers just spend \$50-\$100 to drive highly targeted visitors to your site using Google Adwords.

Not only will Adwords create sales, it will also quickly determine your conversion rate and average visitor value with easy to use tracking tools. It is well worth your time and money.

If you find your site has a low conversion rate, use the lessons in the Trafficology Membership site to make improvements and create a site that will turn visitors into customers. The absolute last thing you want is to have a major Internet marketer agree to drive traffic to your site only to discover the site is inept at selling your product a service. Not only will the whole experience have been a big waste of time, more importantly they'll never work with you again.

Once you have a proven sales process you also need to create a set of promotional tools. At a minimum you need to prepare an endorsement email, classified ad, and article that editors in your niche feel is informative enough to publish but also encourages people to visit your site.

Other tools you may consider preparing are exit pop-ups, upsell promos, audio/video clips, flash presentations, digital product samples, flyers and anything else that will help partners promote your product or service.

Now that you have a proven sales process, a suite of promotional tools and a list of sites in your niche that have traffic or an email list, you need to start contacting people. This may seem intimidating a first, but there are a few things you can do to make the process quite easy.

First, know what you want to say. Think about your offer and write out what they will gain by working with you. Practice several times and prepare answers for likely questions.

Second, start out by contacting smaller sites.

They are less daunting and will be good practice for when you are ready to contact your industries heavy hitters.

Third, if you are contacting someone with a newsletter or an email list, then sign up for it and become familiar with the topics they discuss, their preference regarding niche specific issues and common topics that you can bring up during your discussion.

Fourth, get a reference or an introduction. If you have friend who knows someone you want to contact, have them mention you. Alternatively, when you make first contact state specifically who recommend you speak to them.

You'll find people are more likely to open up if someone they know and respect referred you.

Finally lead with their interests in mind. Explain how you can be of service. Provide specific, believable numbers. And most importantly keep it short, but include enough details to say yes.

### ***Email, Phone or Fed-Ex***

Most JV proposals will be sent via email. That is fine as long as you can find something to distinguish yourself. Be sure to include your conversion rate, average visitor value and specific information about their site. You must assure the reader it's a personal email from you and not a form letter you've sent to everyone.

For major players my preference is to pick up the phone and give them a call. It only takes 5-10 minutes to set up everything up. Plus, you are more likely to get a yes if you're *mano a mano*.

Conversely, some people consider a telephone to be a distraction and recommend sending your JV proposal to key players via postal mail. The theory being a physical package will immediately be opened. This can be enhanced by the higher perceived value of sending your offer via FedEx.

Actually, the most successful JV approach is a combination of methods used together. The best kept secret of success is persistence. First you send your offer via email, if don't get a response pick up the phone and make a call. If you can't get thru on the phone and never get a call back, try sending a letter. I'm not saying you should be badgering, but you should not give up either.

Keep track of your attempts to make contact and keep trying until you get thru. And be creative.