

***"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>***

***KEVIN WILKE'S  
TOP TRAFFIC TACTIC***

***How "Mr. Personality" Generated \$170,000  
in under 2-weeks with very little effort!***

My top web traffic tactic of was adding personality to my email marketing.

This is what I call a business multiplier. By specifically focusing on building personality, I dramatically improved the results from all my online marketing efforts... especially the amount of traffic and number of sales generated from email lists I built over the past year.

Why should you develop and use your own personality in everything that you do online?

First it positions you as "the expert". People use the Internet to find information. They are looking for an expert to answer questions or provide guidance. That means...if you want visitors to pay attention to what you are saying, you need to become "the expert".

There are 2 ways to become an expert. One, you can work diligently over a long period of time, climbing the ladder, and finally make it to the top. Or you can employ what the Robert Ringer calls the "Leap Frog Theory".

You might not necessarily consider yourself an all-knowing expert. But in the eyes of someone who does not possess your knowledge or experience, you in fact are an expert. Everyone has expertise in one area or another.

Therefore, Ringer contends, all that's necessary to become an expert is to declare your knowledge and immediately transport yourself to the top...claiming your rightful place as 'the expert' in your chosen field.

To improve your traffic, declare your expertise and use it as part of your personality. The second reason to use personality in your marketing is to differentiate you from everyone else in your niche. No one else has the same set of experiences, no one else has your background, and no one else can tell your unique story.

By injecting distinctive personality into your marketing you'll develop a brand that distinguishes you from competitors and in a way that cannot be copied.

And finally, the third reason for developing personality, it's what people want. They want information that is interesting and unique. They want to know what other people are doing. They don't want boring corporate type marketing. They also don't want someone who delivers content with no unique angle or no personality in it.

In everything you do...especially your email marketing... you want people to know who you are, look forward to hearing from you, and to trust what you have to say.

Letting people know who you are and what you do will increase response. If prospects recognize your name and know you're "the expert" in their area of interest, when they receive your email...they'll open it right away.

Next, you want people looking forward to hear from you. If they want to receive your message it's not an intrusion. It's now something they are waiting and hoping for.

Finally, they must trust what have to say. If they believe in you, they will gladly purchase your products and services and the products and services you recommend.

Accomplish these 3 things and you'll make an extreme fortune from your own email list. I personally used these techniques to generate \$170,000 in less than 2 weeks with very little effort. So make a point of adding personality into your marketing this year and it will have an amazing impact on your traffic and sales for months and years to come.

### ***3 Easy Ways to Add Personality***

A simple way to add personality to your marketing is to use stories. Even if you're not a great writer, stories can be fun and easy to create. Just think about your life, who you are, and the things you've done.

Everyone has their own story inside. The best topics are normal everyday events told in an interesting way.

Another way to find a good story is by keeping an open mind as you go about your daily life. With each tick of the clock ask yourself, "How can I turn this into a story" and "What can I tell readers about this".

A second way to inject your personality into your marketing is understanding the concepts you're trying to communicate. What are visitors looking for? What are you offering? What are your main selling points?

Creating a list of key concepts will make it easy to recognize everyday events that produce a good story. And, once you have these key concepts you can create your own marketing tool-bag to everyone.

Just place inside your tool-bag all the various selling points used to market your product or service. The next time you write an email, pull out your tool-bag and creatively mix-and-match. Don't struggle to come up with something brand new off the top of your head ever again. Just re-work the concepts and points already stored in your marketing tool-bag.

This will help readers see your personality and will make them feel like they know you. They'll look forward to hearing from you, they'll trust what you have to say, and they'll take action on your emails.

A third way you can add profitable personality to your marketing is understanding that your email list is a relationship building tool not a dull, dry newspaper.

Most people think there are two different kinds of email you can send out. One is content emails full of great information; two is a sale pitch trying to get readers to take action on what you're selling.

First, I don't look at email as just a content delivery mechanism. It is a relationship building tool.

If all you do is send out content...that's boring.

There's no personality in that. People can get content anywhere. In fact, if you just send out content you're actually hurting your business. You are training your list to always expect great free content and never take action on anything you offer. As a result, when you do present your list a great deal, nobody will take it.

Instead, when you use email as a relationship building tool, you can tell stories and include a call to action.

Stories enable to you deliver good content in a way that will make your list look forward to what you have to offer. Do not present facts in a dry formal manner, be interesting and unique. Then recommend a truly helpful product directly related to your story. Your list will trust you and will immediately take action.

### ***The Result***

Let me give you an example of what's possible by incorporating these principles into your marketing. In November we decided to do something that produced a high return in a short period of time without writing any sales letters.

And, in less than 2 weeks we generated more than \$170,000 in profit without writing a single sales letter.

The reason this was possible is because we used our personality and the relationship we built up with our list. First, we selected a product we already created.

Then using our personality we sent out emails that made our list interested in what we had to offer.

Just by focusing on using our personalities and using the key principles we talked about, we generated \$170,000 in under 2-weeks with very little effort.

In the end, simply incorporating your personality into your marketing will have an amazing impact on your traffic and sales for many months and years to come.

# ***THE WORST TRAFFIC TACTIC*** ***by Kevin Wilke***

## ***Auto-Generated AdSense Sites***

There was hot trend was of purchasing a piece of software that would create hundreds or thousands of web pages with the sole purpose of getting free search engine traffic and making money with Google AdSense.

Everybody jumped on the bandwagon, but when it all came crashing down it ruined a lot of people's lives.

This was a problem because people were making thousands and even tens of thousands of dollars with what was nothing more than a get-rich-quick-scheme.

Then, when Google finally caught on to what was happening, all the traffic disappeared overnight...and all their income disappeared overnight too.

While losing all your income overnight is not a good thing, lets dig down deep and examine exactly why this was the worst web traffic tactic.

Let's also discover out what you can do to make sure you don't ever make the same mistake in your business.

This way, when the next hot traffic tactic comes along you'll know how to evaluate it properly. You'll be able to find out for yourself whether it really is a good idea to try or just another scam to avoid.

First, it's important to understand this whole tactic was based on taking instead of giving.

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There was no value created in this process. People were taking free traffic from search engines and trading it for free money from Google AdSense. They gave no value back to anybody in this transaction.

No value was given to the search engines in the form quality content for people to find. No value was given to the visitors of the auto-generated sites in the form of useful information. There was no value given. The people using this tactic were only interested in taking.

If you've studied the laws of prosperity, you'd know success in life is about giving first and then receiving.

If all you do is take, you're going at everything the wrong way and things are going to fail for you. Nobody prospers in life by only taking. You prosper by giving first and then receiving.

Second, there was no differentiation between what you did and what everyone else did. It was based on buying a software programs, plugging in keywords, creating mass-generated pages, and posting them to the Internet.

What you do is the exact same everyone else in the scheme does. Some people might have different keywords, but it's basically the same.

Third, you learn no skill by doing it. To be successful in life you have to grow as a person, you have to grow your skills and knowledge. Creating these sites only required following simple instructions.

Users did not grow in knowledge or skills. They gained nothing except for the temporary income.

When the scam failed, they were left at starting from ground zero. They were forced to start from scratch with no marketable skills or useful knowledge that can help them get back on their feet.

Fourth, the entire process created absolutely no assets.

It did not create a sustainable source of traffic, it did not create a recurring revenue stream, it did not create an email list, and it did not create any useful content.

And, the last reason why this was the worst traffic tactic is because it wasted people's time.

They may have made some money in the short term, but it did not build a real business. As a result, when the bottom fell out, all the time invested in creating these pages was completely wasted.

Time is absolutely your most valuable resource.

Make sure any time you put into a project will result in you getting something out of it...not only income but also knowledge, skill, and assets you can use again and again down the road.

That's why, in my opinion, Auto-Generated AdSense Sites were the worst web traffic tactic.