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## Disclaimer

In this report, we share with you what has worked for us in generating traffic to our websites. We cannot and do not guarantee that you will achieve the same results. This report is provided for informational purposes only. You assume all responsibility and liability for what you do with this information.

# Introduction

As is the case with many ebooks that I write, this one is fairly short and to the point. I believe in giving you the information that you need to take immediate action. I do not believe I need to “trick” you into thinking that you somehow get something more valuable by adding a lot of fluff.

The fact is that most web businesses that I’ve studied don’t do even 10% as well as the owner had originally envisioned. A big part of the problem is simply that they fail to attract enough interested visitors to their websites.

Without traffic to your website, there is no one to read your webpage, no matter how well-written, and so you CAN’T make any sales.

It’s as ineffective as a billboard on an untraveled highway!

In the time that I’ve been online... I started in late-1996, I have tried more website traffic generation methods than many people can imagine.

In the end, I discovered that I don’t really need to try to master every traffic generation technique out there. Neither do you.

There are literally HUNDREDS of things that you can do to generate traffic to your websites. Any of them can work for you under the right set of circumstances.

The problem for most of us is that we often try to learn and use too many different techniques. As a result we overwhelm ourselves, don’t really get proficient at any of them, and in the end, just end up frustrated and with NO TRAFFIC.

In this report, we’ll just focus on 10 techniques that have proven themselves VERY effective for me. All of these techniques can be use without spending ANY money, although you can use them faster and easier if you do spend a little in implementing them. So, we’re only going to look at FREE traffic generation techniques.

As a side note, my number one most effective paid traffic generation technique is using pay per clicks. Once you have a page tested, and at a point where it is converting well, you can turn on that source of traffic and have a literally endless supply of visitors. However, that's not something well get into here. If that does interest you drop by my blog and see what I recommend there. The blog is at: <http://WillieCrawford.com/blog/> That's where I share a lot of my latest thought with the world.

Let's start with a basic fact...

## **The Real Secret Is Figuring Out Where The Traffic Is And Simply Standing In Front Of It**

That's a fact that my mentors proved to me and that's largely what these 10 techniques allow you to do. I'm presenting the 10 techniques in no particular order, but as you assess your situation, you will realize that you can use some of these techniques more effectively than others.

Before I begin, allow me to quickly share two screenshots with you of the website statistics from two of my hundreds of domains that I directly monitor. These screen shots show what happened as I selectively applied some of the very techniques that I'll share with you to just two of my domains.

The screen shots show traffic on those two unidentified domains over a period of a year, but pay particular attention to changes over the last 2-3 months. That's where I really focused on just 2-3 techniques and applied them "concertedly" to those domains. I dare say that if I applied all 10 techniques to those domains, my traffic would be "off the charts!"

The domains are unidentified because they are in relatively obscure niches that I DON'T want to attract attention to. You're perfectly welcome to "Internet Marketing" and the "Biz Op" niches. I love applying my

techniques to “quiet little niches” where most of my competitors are not “really marketers!”

Just note that in screenshot #1 I took my daily “visits” from an average of 139 to an average of 4362. Note that in screenshot #2 that I doubled my traffic between April 2007 and May 2007, and doubled it again between May 2007 and August 2007.

The point in the screen shots below is just to show you that, like you probably are doing now, I droned along without major changes in my traffic until I really started applying what I’ve learned. You can have similar results!

**WEBPanel** What's New (Last Updated 01/12/2007)

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**Summary by Month**

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	kBytes	Visits	Pages	Files	Hits
<a href="#">Aug 2007</a>	26950	17167	12196	4362	48447	33991966	95983	268327	377694	592919
<a href="#">Jul 2007</a>	21789	14989	10423	3371	57614	40895304	104504	323132	464684	675489
<a href="#">Jun 2007</a>	8396	6134	4195	983	17709	10043772	29497	125857	184042	251886
<a href="#">May 2007</a>	2070	1352	916	214	3701	3625235	6656	28414	41915	64175
<a href="#">Apr 2007</a>	1019	657	658	166	2013	640107	4982	19767	19729	30599
<a href="#">Mar 2007</a>	910	650	425	127	2251	1038309	3959	13176	20159	28210
<a href="#">Feb 2007</a>	840	607	379	123	2251	973674	3453	10623	17008	23547
<a href="#">Jan 2007</a>	1060	740	520	193	4255	2946486	6007	16145	22953	32862
<a href="#">Dec 2006</a>	1140	753	596	161	3361	1690798	5021	18506	23373	35360
<a href="#">Nov 2006</a>	1115	583	587	124	2536	1167223	3727	17610	17500	33461
<a href="#">Oct 2006</a>	2018	1315	834	301	5767	15212186	9361	25880	40781	62565
<a href="#">Sep 2006</a>	1246	895	463	159	3205	3721568	4780	13907	26873	37383
<b>Totals</b>						<b>115946628</b>	<b>277930</b>	<b>881344</b>	<b>1256711</b>	<b>1868456</b>

**Unidentified Website #1, From Less Than 150 Visitors Per Day To 4300 Visitors Per Day**

Summary by Month										
Month	Daily Avg					Monthly Totals				
	Hrs	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Aug 2007</a>	42228	10627	37969	16889	21995	5402202	371568	835324	233799	929035
<a href="#">Jul 2007</a>	33021	10776	29351	11392	35090	7625562	353173	909895	334085	1023657
<a href="#">Jun 2007</a>	28922	13086	25543	8316	34554	8761784	249487	766301	392603	867668
<a href="#">May 2007</a>	22557	8928	20430	7787	32731	5722513	241417	633335	276775	699276
<a href="#">Apr 2007</a>	14545	10330	10926	3838	31866	6346773	115147	327800	309900	436362
<a href="#">Mar 2007</a>	19462	12312	16045	4499	31681	7678137	139481	497399	381672	603329
<a href="#">Feb 2007</a>	18492	12728	14413	4320	30957	6892933	120977	403574	356407	517782
<a href="#">Jan 2007</a>	18819	13639	14228	3594	32113	9187881	111427	441092	422837	583397
<a href="#">Dec 2006</a>	19801	12909	15336	3689	30740	7507446	114381	475428	400203	613860
<a href="#">Nov 2006</a>	22497	16264	17538	4279	37660	8099594	128380	526149	487929	674923
<a href="#">Oct 2006</a>	24451	15725	18037	4091	35786	11939356	126844	559156	487493	758010
<a href="#">Sep 2006</a>	21847	15262	17133	4459	34210	10265762	133778	514013	457866	655424
<b>Totals</b>						<b>95429943</b>	<b>2206060</b>	<b>6889466</b>	<b>4541569</b>	<b>8362723</b>

**Unidentified Website #2, Daily Visits More Than Doubled In Under Two Months!**

Now that you are convinced of what is possible, without you having to master every traffic generation technique in the world, let's get down to business.

The techniques aren't presented in any particular order because you need to apply the ones most appropriate to your business depending upon what stage your business is at.

When you choose techniques thought **Think Synergy**. Use techniques where one technique or tools feeds off of or fuels another. For example, set it up so that your articles drive traffic to a site where an ebook is purchased which naturally leads to the need for a piece of viral software which drive traffic back to the same or a related site.

## Technique #1 - Article Writing

This is a technique that I've been using for at least 10 years now. I came online, notice that some of the most successful marketers were doing it, and decided to do it too. In the last year, as conditions have changed somewhat I have done a few things differently.

The fact is that people come online looking for answers to questions and solutions to their problems. Even those who come online just before making a major purchase, often do their research online, and after making a choice, buy locally. That's a factor to keep in mind when deciding what to sell. You don't usually want to sell something that can be bought cheaper, easier, or with quicker delivery locally.

Given that people come online looking for information, your article marketing is nothing more than you providing information on a problem that your product solves.

In writing articles, I recommend that you even think of it as copywriting. Think of the "Problem, Agitate, Solution" Formula. In your article you:

- 1) Describe a problem
- 2) Point out in excruciating detail why it really is a problem that your reader is going to suffer immensely from unless he does something about it
- 3) Point out that your product is the perfect solution
- 4) Issue a call to action... actually telling them to visit your website or email your autoresponder.

You usually issue the call to action in your resource box, although if you are creative, you can also put it in the body of your articles. Many article directories and publishers will NOT publish your article if it contains too many links in the body of the article. That's where you need to get creative. The links need to "feel natural" in the body of the article. They need to be an element that if they were left out would somehow make the article feel less complete.

Articles can be a very powerful traffic and sales magnet, but if they are not quality articles, they will likely backfire. Even if the poor quality articles succeed in attracting more traffic, if they disappoint your visitor, what have you accomplished other than using up your bandwidth and turning off a potential future customer.

Writing and publishing articles does not mean that you have to do all of the

writing yourself. You can't be an expert on very many topics so if you want to publish material on a topic that you are not an expert on, I encourage you to use private label articles or ghost writers.

I promised you free traffic generation techniques and most ghost writers aren't free. However, you'll find lots of private label material for free. If you can't easily locate what you need, drop by my blog where I often post about free giveaways that I know of. Many of these giveaways do offer free private label rights material! My blog is at: <http://WillieCrawford.com/blog/>

The way that I suggest using private label rights material is as a starting point. You should be able to take a private label article, rewrite it in your own words... using the same concepts and ideas, give it a new title and publish it as you own.

When you read something, understand it, and then put it in your own words, it IS at that point your own thoughts. Depending upon how sensitive or proprietary those thoughts are, you may really be just sharing what is fairly common knowledge. However, if you're unsure of whether or not it's "ok" to write about a topic, or repeat what you learned from someone else, it's always better to ask and to seek competent legal advice... which I DON'T offer!

One thing that HAS changed in recent years is that in many niches there are so many articles being written that you need to write MORE articles just to be noticed and heard. You may need to write 10-20 articles and get them published just to attract an audience and to rank well in the search engines for your target keywords. So, plan on churning out a series of articles on your topic.

After you write the articles, you need to get them in circulation. Of course you can post them on your sites, blogs, etc., but your goal is also to stand in front of OTHER PEOPLE'S TRAFFIC. That means getting them to publish your articles on their websites, and in their ebooks, ezines, article directories and even physical books. Yes... if you produce materials good enough, you will eventually have people asking for permission to publish your "rambling" in their print books!

I use a number of paid article distribution services for greater efficiency, but you can manually submit your articles to top directories in your niche. If our

articles are good enough, you'll eventually have websites setting up entire sections devoted to your work, and you'll have publishers actually request whole series of your work. At that point, you will have others ACTIVELY working to send you a flood of traffic.

The article distribution services that I've used and can recommend include:

- 1) <http://ThePhantomWriters.com>
- 2) <http://SubmitYourArticle.com>
- 3) <http://EzineTrendz.com>
- 4) <http://Isnare.com>

There are many others out there, and I encourage you to check around. I'll only mention the ones that I've actually used!

To distribute your articles for free, I recommend using article submission software. There is a ton of it available both inexpensively and free. Any of this software can get the job done.

With article submission software, you will have to program the software and you will have to manually register at many of the website before they will accept your articles. The good thing is that for many of the sites, you'll just register once, and then you can submit your articles for YEARS.

And we've just hit our first snag... you DO have to register for many sites before you submit your articles either manually or automatically. That makes using article submission software to generate website traffic just a little harder. Take comfort in knowing that many of your competitors are too lazy to take that extra step. They're out looking for easier methods, which often don't exist. So, you put in the effort up-front, then reap the rewards long-term. A year or two, you'll look behind you expecting to see those lazy competitors and they won't be there. If you turn around and backtrack you might find them, but probably not ☺

## Technique #2 - Writing Viral Ebooks And Special Reports

In all of the niches that I apply this technique in, from internet marketing, to cooking, to hobbies and health related topics, this technique generates an absolute flood of both traffic and sales.

The technique is no more complicated than noticing a problem and then writing a short report on how to solve that problem. Then resell that short report giving anyone who buys it permission to resell the report keeping most or all of the sales price.

I use a script that was included when I purchased Seven Dollar Secrets to run many of my sales. This script tracks who is authorized to resell my reports and requires that their customers download it from my site. By driving their customers to my site for the download, once this ebook is sent viral, I can AND DO have literally thousands of people out working to send me traffic in my many niches.

If you are not familiar with the \$7 Secrets Ebook or would like this script, you can get it at: <http://TheRealSecrets.com/7DollarSecrets/>

Many people have seen this script and even bought products sold with it, yet I see very few people using it outside of the internet marketing niche. I personally use it to sell products in the internet marketing niche, the cooking/recipe niche, the MLM niche, the martial arts niche, and several others. In some of these niches I do it in innovative ways, but I do use the same basic concept.

There are some things that you need to consider if you do elect to use the \$7 Secrets Script to launch viral ebooks the way that I do. If you are not careful, you can violate Paypal's Terms of Service, and they can freeze your account. Basically, Paypal doesn't want you making get-rich-quick promises, and they don't like you "squeezing" a customer for their email address AFTER they've already paid for a product.

The situation with Paypal, and how to avoid stepping on their terms of service, is covered in-depth in a free PDF ebook called “Seller Beware.” You can download that ebook free from my site at:  
<http://TheRealSecrets.com/sellerbeware/>

The basic idea is to incentivize a buyer of your product to pass it on by allowing them to resell it to their customers at 100% commission. It’s most powerful when that 100% commission is deposited instantly to their Paypal account... which is what my setup does.

When someone arrives at your site to download the ebooks, sold by your affiliates, you offer them backend products and/or ask them to join your list. Your affiliates will build you a flood of traffic... quality traffic comprised of targeted, paying customers. Since you know what they came to your site to download, you also know what topic they are interested in... suggesting what to offer them as backend products.

How you use this method is limited only by your imagination. It will send you LOTS of traffic, but unless you “capture” that traffic, you may never hear from those visitors again.

## **Technique #3 - Your Own Affiliate Programs**

You can take any of the products that you’ve created and set up an affiliate program for them. What makes an affiliate program an unbeatable source of free, highly targeted traffic is that even though you pay affiliates a percentage commission on sales that they send you, you only pay for performing traffic. If the visitor doesn’t buy, you pay nothing.

You’re also often paying commissions on sales that you probably would not have made without a given affiliates. That affiliate often reaches prospects that you wouldn’t.

As with most traffic, the money is really in the backend, and that’s definitely so with affiliate programs. After the customer makes that first purchase,

they should be captured in one of your autoresponder sequences, and you absolutely should offer them other products and services.

You may or may not want to offer your affiliates commissions on subsequent purchases from that same customer. An affiliate management system such as the one that I use allows you the choice. The one that I use is at: <http://ProfitAutomation.com>

Other places that you can quickly and easily set up affiliate programs include:

1) <http://wcrawford.reseller.hop.clickbank.net>  
Clickbank.com

2) <http://paydotcom.com/?affiliate=3305>  
PayDotCom.com

3) <https://www.paypal.com/us/mrb/pal=GTQ2ANFJTKDNG>  
Paypal. Maybe use with systems such as the \$7 Secrets Scripts

If you don't have a product of your own, set aside a few days or even weeks and create one. One of the easiest ways to do that is to take a product that you have private label rights to, and actually turn it into a product of your own. That generally involves:

- 1) Renaming the product
- 2) Rewriting or revising the product
- 3) Creating or having some new graphics design
- 4) Writing a webpage

That's all there really is to it. If you don't realize how easy it is to turn a private label product into your own original product listen to the MP3 recording of a teleseminar that Michael Ambrosio and I did on the topic. You can download the MP3 audio and the PDF transcript from that teleseminar for free at: <http://therealsecrets.com/PLR-Riches/yes.htm>

Turning PLR ebooks, articles, and software source code into your own in-demand products is incredibly easy. However, it's also one of those things that you don't realize just how easy it is to do until you've done it once!

Once you have your product created and your affiliate program set up, you can launch it through:

- Joint Ventures
- Posting Specials In Online Communities
- Using Articles And Ebooks To Sell The Need For The Product
- Running A Sale
- Directly locating and recruiting active affiliates. Noticing which affiliates rank at the top of the search engines for your target keywords is an excellent way to do this.

To grow your affiliate program, in many niches, you can invite your current customers to become affiliates. I do this by adding a message to my autoresponder sequence explaining that they can make money reselling the product that they recently bought from me. What better affiliate than a satisfied customer with lots of contacts interested in the same niche?

## Technique #4 - Public Domain Content On Your Sites

You can take almost any public domain work, break it into pieces and then post it on your website to attract search engine traffic. You can also use that content to create mini-courses or autoresponder sequences to use in building a list.

This can be done in any niche and on any topic. As an example, I have done this with recipes and public domain cookbooks, fairytale classics, and classic self-help books. Traffic attracted to the sites were then sold related products.

Just one example is that I have much of the text from Charles Haanel's "The Master Key System" posted on one of my sites. People can visit this site, read the material, and in some instances even download a free PDF derivative of the public domain work. The PDF derivative itself drives traffic to two of my sites. At the same time, site visitors are afforded an opportunity to purchase the MP3 version of this classic work.

Do not be afraid to give away too much public domain content. It's available in the public domain anyway, so WHY NOT use it as content? Just make sure that those visitors are somehow monetized ☺

## **Technique #5 - Leveraging Existing Traffic (Recycling It)**

This one is so simple that it almost doesn't need saying, yet it's one of the most often overlooked traffic sources. Webmasters and product owners work like crazy to get visitors and make sales, and then they only "extract" a fraction of the potential value from that new customer.

When you attract a new visitor or customer, never leave them hanging when you finish the transaction.

## **Always, Always, Always Give Them Somewhere Else To Go!**

Always have a link, a banner, a blurb, etc. suggesting someplace that they checkout next. That somewhere could be a reciprocal link to a partner who is sending you traffic, it could be to one of your other sites, or it could be pointing them to one of your freebies that will only further endear you to them ☺

## **Technique #6 - Use Email Newsletters To Bring Back Visitors**

Your existing customers and previous website visitors are really the ones that you should be focusing your efforts on more so than bringing in new visitors. Given that it often takes several pleasant contacts before a prospect warms up to you, if you're not using email to bring that one-time customer or visitor back, you're not really a marketer ☺

Without a reminder dropped into their email boxes from time to time MOST of your visitors will only visit your site ONCE... and they won't buy anything on that visit! Remind them of who you are, and invite them back!

Ask them to join your mailing list... offering a gift of some type if you desire. When they join your list, promise them some very specific benefit (sell the opt-in) and then deliver what you promised. People will join your list because of a specific interest. Nearly all of your follow-up emails should pertain to that topic.

After they're on your list, you need to maintain top of mind awareness. That means that you absolutely must email them frequently. That also means that you must have something interesting and worthwhile... something related to the reason that they joined your list, to email them about.

It may seem counter-intuitive, but given how unreliable email delivery is, and the sheer volume of email that we all get, you probably should be emailing your list even more than you do. Use reason here, BUT frequent mailings will send you a flood of visitors.

Most ezine publishers that I have discussed the topic with confirm that they consistently get a surge of traffic after they send out an issue AND that they experience a big DROP in traffic when they haven't published an issue in a while... if they aren't aggressively using other traffic generation techniques.

## **Technique #7 - Use Autoresponders To Bring Customers Back**

Many marketers set up an autoresponder to send a download message after a product purchase, or to provide requested information on a topic. That autoresponder sequence often include ONLY one or two very LONELY messages.

If you sell a customer a product, you may only have that one contact and that one purchase with them unless you use your autoresponders to remind them of who you are. You can add messages to your autoresponder sequence to:

- 1) Confirm that they got the product
- 2) Teach them how to get the most out of their purchase... perhaps pointing out hidden feature or benefits
- 3) Recommending related products or services
- 4) Letting them know of free upgrades or updates to a product. This apparently isn't done that often since my customers are always surprised when I send them a free update to an ebook or piece of software☺
- 5) Letting them know about your affiliate program and the opportunity to earn some money from telling those that they care about... all about your product which they enjoyed immensely.

You get the idea!

Here's something that I picked up in a conversation at one of the dozens of internet marketing seminars that I've attended... add a message to the end of one of your autoresponder sequences recommending a partner's product. Either use an affiliate link, or have the partner recommend one of your products in exchange.

You don't want to abuse your customers through your autoresponders, but just having ONE message go out from an autoresponder is overlooking a very powerful free traffic generation technique.

Many years ago, they use teach in articles and at seminars that "you follow up until they buy, die or unsubscribe!"

## Technique #8 - Viral Software And Other Products

This technique is very similar to the method of selling ebook at 100% commission. You can do the same thing with simple pieces of software, audio and video products, website templates, etc.

You can set these up to be resold or given away with the affiliate or partner sending the person to your website to download your product.

With website templates or software you can also just include live links within the software itself so that when that template is actually used or that software is actually installed on the server, you are generating live links pointing back to your site.

The template idea sounds great for a graphic artist, but works for anyone given that most people who use your template will be too lazy to edit out a live link that you discretely place across the bottom of a page.

You can use this idea when “pushing out PLR products, mini-sites, etc. They can all have links back to you as the originator or copyright holder.

This IS the model used by practically all of the popular blog platforms, discussion forum platforms, etc. They all have a link somewhere saying “powered by Willie’s Super Duper Software” and those links DO get clicked on a lot. Those links also work wonders for search engine ranking and link popularity.

When thinking of software think of simple software like automated link exchange software, popup generators, etc. You can get private label versions of many of these and then “push them out” with your links!

# Technique #9 - Joint Ventures

In thinking of locating your desired visitors where they already congregate in “HUGE swarms”... and then standing in front of all that traffic, joint ventures should immediately come to mind. Joint ventures are nothing more than you going to another person and suggesting that you work together for your mutual benefit. In the world of internet marketing, the term is often used to refer to what is essentially an affiliate relationship.

When thinking of joint ventures, consider how you should approach someone who has a large list, a busy website, terrific contacts or credibility, and how you can convince them to work with you. You are really looking for ways to:

- 1) Leverage Other’s Lists of Subscribers
- 2) Leverage Your Own List of Subscribers
- 3) Leverage Other’s Website Traffic
- 4) Leverage Your Website Traffic
- 5) Form Strategic Partnerships And Alliances
- 6) Leverage The Relationships Of Others (JV Brokers And Friends Of Friends)

There have been dozens of ebooks and courses recently published on the topic of joint ventures. However, when I watch people setting them up online I see them often miss some of the finer points. So, let’s briefly touch upon those. I’m going to address the joint venture from the perspective of the internet marketer, but what I’ll cover applies in many other niches too.

Internet marketing is actually becoming one of the tougher niches to set up a joint venture in... largely because there are so many new product releases lately. One of the things that this makes critical is that you allow plenty of lead time for your JV. Approach your potential JV partners weeks, if not months before your planned launch date. Give them plenty of time to flow

promoting your product into their calendar. If you do otherwise, any promoting that they “squeeze in” will be minimal, and it will be your fault!

In preparing to pose your joint venture offer to potential partners, the question to have foremost in your mind is what’s in it for them and their customers. Realize that these prospective partners are often getting approached by a LOT of others with similar offers. I personally get about 30 offers per week lately... and that’s as I look at the schedule for promoting my own products and those of strategic partners.

Speaking of strategic partners, that is how you should view joint ventures partners...not as someone to lure into just doing a one-time promotion. You want someone with quality products that you can get to know and trust, and then work with over and over again. You want someone that you can perhaps work with for many years to come on various projects. You want someone who will promote your products, and you should anticipate promoting their products from time to time.

People like helping out and dealing with their friends. That means that one way to get the attention of a potential JV partner is to take the time to actually become their friend. Another way to do it is to become the friend of one of their trusted friends, and then ask that friend to present your JV offer.

Along the same lines, you may want to use the service of a JV broker. A JV broker is someone who has the trust and attention of many of the super affiliates that you may want to partner with. Those super affiliates “use” the JV broker to filter the offers before they look at them. The JV broker knows better than to present the busy potential JV partners with “junk” offers, so they are more likely to gain an audience with the potential partner!

That leads to a critical point. You want to make sure that your product is absolutely top notch before you approach a potential JV partner with it in the first place. It’s simply not fair to ask someone to risk destroying their credibility promoting substandard products. They may even inadvertently do it once, but never again!

When looking for potential JV partners subscribe to the lists of those that you’re considering approaching. Look at what they typically promote... that’s what they probably consider a match for their list. Ask if yourself if your product is really a match for their list BEFORE hassling them.

When making an offer to a “high value” potential JV partner, be prepared to give up the lion’s share of the profits on that first deal if necessary. Consider the relationship long-term and think of how you might profit more from subsequent deals, or even from an association with a given JV partner.

Consider offering a particular JV partner an exclusive deal... or consider allowing them to promote a given product first. This is how I’ve landed a number of JV’s with people who RARELY promote outside offers to their lists.

Landing a lucrative JV with someone with a huge responsive list can be amazing. Just watching thousands or tens of thousands of new website visitors flow in... and then buy your product will confirm what a valuable source of traffic joint ventures are. This traffic arrives at your site pre-sold because they were sold on the JV partner before ever hearing of you or your product.

One final thought is that “guilt” is a terrible tool to use in attempting to land a joint venture. Many of your potential JV partners get approached by dozens of people who lament that they deserve a break and that that particular JV partner is the only one who can give it to them.

If you are a member of The Internet Marketing Inner Circle, then you should listen to the interviews by Mike Filsaime, Yanik Silver, Frank Garon, Paul Myers, Lynn Terry, Stephen Pierce, Marlon Sanders, and dozens of other. In these interviews, I asked these experts exactly how an ordinary unknown marketer could land a lucrative JV with them. They gave some very frank answers... with one of the overriding themes “being be my friend first!”

If you are not a member of The Inner Circle, check it out at:  
<http://TheInternetMarketingInnerCircle.com>

The REAL secret to landing lucrative joint ventures is twofold. First, ASK. Secondly, don’t be afraid of rejections. Don’t take it personally. Try to figure out why they rejected your offer and then either make a counteroffer or move on to the next prospective JV partner.

# Technique #10 - Recapturing Misdirected Existing Traffic

While numerous webmasters struggle with getting enough traffic everyday, millions of people click on links everyday and don't get what they are looking for and would have happily paid for.

Let's focus on just two of these cases.

First error pages...

If you look through your websites' logs or the summarized statistics that many web hosts make available to you, you'll frequently notice that a large percentage of the visitors to your website generated error messages. Maybe they tried to access pages that they weren't authorized to access, maybe they misspelled urls, maybe they tried to guess the url to your download page. For whatever reason they encountered an error, and on many sites they got a generic error message saying, sorry, that page is not available..

What you want to do is offer them a "custom error page that either helps them to find what they were probably looking for, or that at least redirects them to a page where that traffic is more useful. On many of my sites I have a custom error page that explains how they ended up on that page, and gives them somewhere to go. On some sites, I give them a sitemap. On others I offer them a sales letter or even a gift as an apology for the inconvenience.

To see an example from my sites enter:

<http://WillieCrawford.com/yourname>

or

<http://TheRealSecrets.com/yourname>

Where it says "yourname" in the url above enter your real name, or any word that's not likely to be a filename on my server. You'll see one of my custom error pages.

The idea is that if you don't send this traffic that you already have some place useful, you just lost a visitor, and many websites lose thousands of them every day!

To understand the different types of error message that you might encounter on your site, “Google” “html error pages” or just look through your logs.

What you basically want to do is create a custom error page on your website that you send errant traffic to. Then you want to modify your .htaccess file on your website so that it knows to send that errant traffic to this page.

Consult your web host’s help files for more information on how to properly set up your .htaccess files... or ask your webmaster. Many web hosts already have a page set up on your site, and the easiest thing to do in that case is to download that 404 error page and reword it so that it points your visitors to where you want them to visit. Some other web hosts have control panels where you just paste in the .html code to your custom 404 error page. Again, it’s preferable that you consult with your web host rather than me explaining how it’s done on my server here.

You can also grab a nice free video tutorial on how to set up and monetize your 404 error pages from my friend Jason Diner. Get that here:

<http://www.404secrets.com/404/?thankyou-page=20090>

The second type of misdirected traffic that you can step in front of is traffic from expired domains. You can often purchase expired domains (domains that weren’t renewed by the previous owners) for as little as \$5 each. If these domains are still listed in the search engines they could still be generating TONS of hits for related keywords. While this isn’t totally free, when you acquire one of these domains, and then look at the traffic that they generate, compared to the price of pay per click traffic, it IS practically free.

This is also a reason that I frequently purchase websites off of webmasters who no longer have time for them. My decisions are based largely upon the value of traffic that they are already getting that I can redirect, or place one of my offers in the path of. If a site is getting just 50 visitors per day, all things being equal, and you assume that you’d pay at least 5 cents per click for similar traffic, then that site is worth:

365 days X 50 visitors X 5 cents per click or \$912.50 per year.

That’s a very simplistic example, but it shows you that if someone came to you with an existing site that’s getting traffic, maybe not making a lot of

sale, but has good search engine placement for your target keywords, then you might consider purchasing it just to “stand in front of that traffic.”

There are dozens of places where you can buy cheap expiring domain names. I won't recommend a specific one... just Google the term. Most of the domains that I've purchased recently have been from webmasters who have approached me and could provide me with proof of all of the relevant statistics.

Ok, we've just gone over my top 10 FREE website traffic generation techniques. There are certainly many, many more that you can use, but given that one can only effectively manage so many, I don't generally bother with most of the others... and I get all of the visitors that I can keep up with 😊

Willie Crawford