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EASY PRO FUNNELS

Hi, Tony Marriott here.

I just wanted to talk to you about traffic. Not so much how to get it but how to avoid wasting it, and your time and money. I want you to understand that traffic can be accumulative and so can your sales funnel. This is the easiest and most successful way forward to build a great affiliate business.

First off let's get it in the open.

Everyone who does not make money online thinks all they need to succeed is traffic. So there are plenty of traffic training courses that sell like hotcakes. And new ideas coming out all the time. But still people fail and blame the traffic.

Of course it is true traffic quality varies but it is also true that any traffic source can only really be measured by what you send it to. Not what others have sent it to. So in this sense just because Bill used traffic source A does not mean it is guaranteed to work for you. There are just too many variables.

Fact 1. The only way to know if a traffic source is good for you is to test it.

Tip 1. Always buy/send small amounts of traffic first to test it. If it looks like it is good then buy more and test further. If it looks like it is bad. Forget it and move on.

Cheap Traffic

It is also true (as it is generally) that you get what you pay for. So “cheap” traffic by it's very name can indicate it is also not good traffic.

Cheap of course is a relative term but in this sense I am referring to \$5 and \$10 traffic sources.

Traffic is always a sought after commodity and that makes it a target for crooks and scammers.

Fact 2. Very cheap traffic is almost always fake and/or useless. Often simply robotic traffic and not even human.

Tip 2. Don't even bother buying traffic for \$5 or \$10. Even the cheapest solo ads (in the IM niche) will cost you 40c-60c per click.

Just to clarify I mean buying traffic from Fiverr (DONT DO IT!), see this investigation on my blog

<http://tony-marriott.com/fiverr-traffic-scam-the-truth-revealed/>

Also from sites like \$10 solo ads.

Another waste of time is something called safe lists. They are a misnomer of course and generally a waste of time. Safe lists usually require you to sign-up to the site (so getting on the safe list). That means that the list is simply made up of people who want to make money and get traffic. Not people who want to buy anything.

I know that even with that said many of you will buy these cheap traffic sources and waste your time, your money and my server bandwidth.

After all if you can send 10,000 clicks to a someone might buy it, right? (Wrong!)

It also has a secondary effect and that is the conversion figures of the product you are selling will look very bad indeed. This is one of the reasons why new affiliates find it so hard to get approved. Product owners don't want their conversions and EPC (value of each visitor on average) wrecked.

I am a realist though and I know people will still try these rubbish traffic sources for themselves. This will reflect on the conversion numbers in JVZoo. So if you see terrible conversions please don't blame the product because that isn't the problem :)

Targeted Traffic

Traffic is all about being targeted. By that I mean it must be people who are actually interested in what you have to offer. Think of it like this.

If you advertise in a classified ads to sell your car. You put in something like

Nice shiny Red Porsche 911 for Sale. 1998 Perfect Condition

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EASY PRO FUNNELS

Very targeted right. So the people coming to view the car will already be looking for exactly that. Of course they still may not buy it for all sorts of reasons. Some may just be curious to see what a Porsche looks like.

But all things being equal you will have a good chance of selling your car.

OK, You put up this ad.

Car For Sale 1998 Perfect Condition

Is that well targeted? Well think about it. What are the people coming to look at the car be thinking.

Wrong make, wrong color, wrong model, wrong body shape etc. What are your chances of selling that car. I'd guess pretty slim. Your "traffic" is just not targeted enough.

OK, lets try ad 3 (This is 10 equivalent to a \$10 solo ad)

Something For Sale! How's that for bad targeting? Are you going to make a sale?

Fact 3. Traffic needs to be targeted. The more targeted to your product the more you will sell.

Tip 3. Targeting traffic by choosing your traffic source carefully and correctly i.e. country, buyers,/subscribers, demographics (age, sex, income, hobbies etc.). Also by use of the subject line and headers. i.e. '5 low cost diet options for women'.

Free Traffic

In reality no traffic is free. It either cost money or it costs time. And time is money right?

To generate free traffic you need to put in time. Writing content, optimizing web pages, building social media groups and fans, creating and uploading

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EASY PRO FUNNELS

videos to YouTube etc.

There are many ways to get free traffic. Social media (Facebook, Pinterest, Instagram and Twitter etc.) and Video sites (YouTube, Vimeo etc.) are both good methods.

Building websites and ranking them also works but is likely to take much more time.

Syndicating Articles and other content also works but can take a while to establish yourself and your distribution network.

How To Estimate The Value Of Your Traffic

Lets' get another one out in the open.

You are unlikely to make a profit on paid traffic by sending it to one product.

Accept that to make a profit you need to send your traffic to multiple products. There are all sorts of reasons why someone will not want your product the day you send them to it. So you need to make sure you have other offers and other days.

The only way you are likely to be successful is to build a list. I know you will have heard that the money is in the list? Well that's what it means. If you have a list you can send your list subscribers to different offers on different days and often for many months if not years into the future.

That means each "visitor" will have a much higher value (make you more money) than just sending them to one offer.

So in Affiliate Rex you can do one of two things (or both) you can

1. Sent traffic direct to the sales page. You will also build a list from people who do not buy. The sales pages have an exit-pop and a free offer in exchange for their email address.
2. You can send traffic direct to a free offer to capture their email address and then onto the sales page.

Sending traffic to a free offer and capturing emails is almost always the best way to use your traffic. You will simply get more subscribers by sending it directly to a free offer.

However as I said I am a realist and people will want to send traffic direct to an offer. So I have included that option. But it is not the one I recommend.

Fact 4: Paid traffic recoups its value over time by building a list and sending out multiple offers.

Tip 4: Send traffic to a lead magnet free offer, You should be getting at least 20%-40% sign-up from targeted visitors that you send to a free offer page. That will of course depend on the traffic quality and how targeted it is!

Subscribers V Buyers

Of course your goal is to sell stuff!. So all the subscribers in the world are no use to you if they don't buy.

With Affiliate Rex you will build two types of lists:

- 1. Free offer subscribers**
- 2. Buyer**

You will get a lot more subscribers than buyers no matter how you drive your traffic but the buyers list will generally buy more stuff than the subscribers list.

Of course as you promote to your subscribers they can become buyers. In practice that means they were already "buyer" type people but you just didn't know it when they first subscribed.

It is also true that buyers, assuming they were happy with their product(s), will become confident in you and be prepared to spend more money with you. It's about trust, and to some degree familiarity with your subscribers/buyers.

Fact 5. You have no way of knowing if a subscriber is valuable or not, until they buy something.

Tip 4. If subscribers are difficult to convert to buyers try low price (\$7)

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EASY PRO FUNNELS

“entry level” products.

Mailing Out Offers

Your initial plan is get as many subscribers onto your list as possible. As I said this is best done sending them direct to a lead magnet (free offer).

Of course you can mail out to any offer from your list. You already have their email so the important part is done.

Once they are on your list the real fun can begin. It makes sense to mail out your list to Affiliate the offers they have not yet seen. So take the Affiliate Rex link for your other products and add them to emails in the GetResponse autoresponder they are subscribed to.

There are email swipes on the JV pages you can use or modify for this.

In GetResponse Select Messages/Manage Autoresponders and add your emails a few days apart. These will now get sent out automatically.

Fact 6. Automating your sales process will make it hugely more profitable and a lot less work.

Tip 6. Any “evergreen” affiliate product should be added to all your autoresponders so they get those promotions automatically. Over time your system will grow and each new subscriber will be taken through the sales funnel/emails so maximizing your profits. All on autopilot!.

You can find additional training on GetResponse Autoresponder in the GUIDES section.