



MODULE 4: TIME TO GET TRAFFIC

NOTES

SEGMENT 4

This segment covered additional paid traffic methods. Here is a checklist of important things to keep in mind.

Banner Ads Checklist

Connect The Wording With Your Opt-In Page

Google Ad Words Checklist

Tailor To People That Want To Take Action Right Now

Trip Wire Product

Keywords

Ezine Advertising Checklist

Very Targeted

Find The Ezines That Are In The Same Category & Sub-Category If Possible

Test Different Sources

Before You Purchase A Large Click Package, Make Sure You Find Review Of The Ezine & Confirm that The Subscribers Of That Ezine Will Respond Well To Your Free Gift

Offline Advertising Checklist

- Magazines
- Radio
- TV
- Conventions
- Training
- Demonstrations