



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