



MODULE 4: TIME TO GET TRAFFIC

NOTES

SEGMENT 5

This segment focused on solo ads – the most effective paid traffic source.

Here is a checklist of things to keep in mind when writing solo ads.

- ☐ Do Reach Out To A Solo Ad Seller Before Purchasing A Click Package
- ☐ Do Ask If Your Opt-In Page & Gift Will Convert Well With Their List
- ☐ Do Ask For Examples Of Good Solo Ad Copy That They Have Used Before With Their List
- ☐ Do Ask What Their Schedule Looks Like So You Are Clear When You Will Start Seeing The Clicks
- ☐ Don't Just Buy A Click Package Thinking That They Can Automatically Send The Clicks That Day & Their List Will Respond Well to Your Free Gift.
- ☐ Don't Purchase A Click Package Before You Are Ready With Your Opt-In Page, Solo Ad Copy, TYP, & AutoResponder Series
- ☐ Test To Make Sure Everything Is Working