



MODULE 4

SEGMENT 4



Investment Traffic

3 More Traffic Sources



In This Class

Banner Ads

- Google Ad Words
- Ezine Advertising
- Offline Advertising

Banner Ads

Where To Buy Them

- Impressions
- Connect The Wording With Your Opt-In Page

Google Ad Words

Tailor To People That Want To Take Action Right Now

- Trip Wire Product
- Keywords

Ezine Advertising

Where To Buy Them

- 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

Magazines

- Radio
- TV
- Conventions
- Training
- Demonstrations

Let's Review

Banner Ads

- Google Ad Words
- Ezine Advertising
- Offline Advertising