

**Profit**  
ACADEMY

# MODULE 4

## SEGMENT 3



Sean May: In this class, I want to talk about other free traffic methods. I'll go through quite a few different methods pretty quickly. A couple of them I'll go into a little more depth, but I just want to give you a good sense of a lot of different free traffic methods that you can use to drive traffic to your opt-in page and get new subscribers on your list.

In this class, I really want to go over the pros and cons and give a contrast between investment traffic, as well. I want to go through many different free traffic sources and why you might want to go with free traffic and times when you would want to go with investment traffic.

Some of the free traffic sources I'll be talking about in this class are Kindle publishing, or Kindle books, blogging, doing swaps or solo ad swaps, and YouTube videos. Creating a lot of YouTube videos and how to create the description that will drive organic traffic and drive more people to your opt-in page. Podcasting, which is similar to YouTube videos, but more of an online radio and giving information online but it's more in the radio format. Then, I also want to talk about Yahoo Answers and how you can drive traffic using that service as well.

To get started, I really want to talk about the pros and cons of free traffic and then the contrast against investment traffic. Of course, the main advantage of free traffic is there is no out-of-pocket expense. It's trading time for money.

The difference between investment traffic and paid traffic is really, do you have time or do you have money? If you don't have much time but you have money, then definitely go with investment traffic because it can build things very quickly. If you don't have much money and have more time, then free traffic can be a great way because there's no out-of-pocket expense [00:02:00] and you can learn a lot about your niche.

With this, you're going straight to the source. You're creating content for them, you're getting feedback from people that are interested in the niche that you're in. When you get new subscribers, you already have a good idea of what type of content to create.

The main con though is, of course, it takes a lot of time and sometimes you won't see any new subscribers. You won't see the

return on it for some time. You have to be consistent with it and you have to create a high quality ... Depending on what you're doing, whether it be Kindle Publishing, YouTube videos, you do have to create fairly high quality content as well for it to be a good producer for a long period of time.

The good thing is once you have a good traffic source down, you've taken the time, you've put in all the effort, it can be a good producer of traffic to your opt-in page for a long period of time. That's the great thing about the internet. A lot of that material will stay around for months, even years, where you could still be getting subscribers from it a year from now and still getting new traffic on a daily basis.

Let's hop over to Kindle Publishing. If you haven't heard what a Kindle book is, it is an online version of a novel or normal book, but it's all online through Amazon. It's called a Kindle book and people can read it on their computer, smart phone, their E-readers, many different types of items. The good thing about it is, because it's an electronic version, you have a delivery source, Amazon, that will deliver it for you.

Then, within the book, in each chapter, you can add links to your opt-in page for them to learn more. Each chapter it can be on a certain topic within your niche and then you can always say, "To learn more. To get a free gift, go here." It will have the link [00:04:00] directly to your opt-in page, so it acts as a good ... You're creating content and the people, they get something of great value because they see a Kindle book, if you've put the time and effort into it to create a good one, that they got great value from it. Then, it can also link back to your opt-in page.

You can also ask them to leave a review at the end of the book and you would take them right to the review page on Amazon. That helps you build up your presence on Amazon, as well. As I was saying, you can put a link in each chapter. Have a lead-in, so really talk about a certain topic or bring up something that would be related to your opt-in page and then link it right to your opt-in page there.

Another good thing about Kindle Publishing is you can almost get ... It's not really an affiliate, but it's a semi-affiliate. If you have connections in the same niche with people that have a list already, you can do a free launch giveaway period. You can get different

people with lists to promote your Kindle book while it's a free giveaway period. A lot of people with lists like giving good content to their list, especially when it's free so they can say, "Hey, go check out this Kindle book. It's normally \$9.99, but I got it free for you for a couple days, so make sure you check it out and look at it." It's a way to drive traffic that way, so I would recommend doing a launch free giveaway period and getting as many people with lists already that you know to promote it for you if they know it's something that's of value and would resonate well with their list.

Then, you can also decide if you want to leave it for free after that launch period or you can actually charge for it. Not only would it drive free traffic to your site, you could actually make some revenue off of it as well. Of course, you would want to get the reviews. That's why I said ask them to leave [00:06:00] a review at the end of the book so once they've finished it, then they can go right to the review page and leave a link there. It's a circular way to get a lot of traffic and possibly some sales as well.

You can start a blog and do a lot of blogging, and also guest blogging. What blogging allows you to do is it allows you to create your brand as an authority. You're putting your name and your content out there on a consistent basis, where you want people to, that are interested in a certain topic. You want to first see what topics your readers are really interested in. You can ask them what they're interested in. There's different ways you can search online and see what other people that are blogging, what kind of content they're creating. It allows you to really build up your brand recognition.

You can do blogging in different ways. You can do written blogs, you can do videos, or vlogging. I'm not sure if I really like that name, but they call it vlogging. You can also do what's called infographics. It's an image, but with a lot of information within the image. It's an easy way for people to consume and digest a lot of information in just a short period of time.

You can also do what is guest blogging. If you feel confident in contacting other owners of blogs, then you can reach out and say, "Hey, I would love to write some content for you on this topic. Is it okay at the end of that guest post that I leave a link to my opt-in page or to my About Me page?" Which would then drive traffic back to your site, your opt-in page, and possibly your own blog as well.

You can reach out and then you can also do swaps with other people that have blogs. That's a great way to gain free traffic as well. Also, when you're blogging, [00:08:00] you can actually do product reviews to affiliate your own products. It's not just within your Email where you're saying, "Hey, you should really go check this out," and you're trying to drive them and you're trying to sell the click. You're actually giving them why they should purchase that product in more of an in-depth review. It's a great way to get some sales out of blogging as well.

You can also use blogging as a testimonial. If you have a good blog and you have a good comment system and a lot of people are commenting, it is a testimonial and place for conversation. It shows other people that other people are rating it and that they trust your brand as well.

The next type of free traffic is solo ad swaps. This is really using your list to build a larger list. The one thing, you do have to already have a list to use solo ad swaps, but it's a great way to continually build it and help other people build their list at the same time. How to do this is it's very similar to just a solo ad, but instead of you either paying someone to send clicks to you or someone paying you to send clicks to theirs depending on what side of the solo ad, it's two different people trading. They each give each other the links to their opt-in page, a solo ad Email creative copy, and then they agree or decide on an amount of clicks they're going to send, be it 100 clicks, 500 clicks, 1,000 clicks. It just depends on the size of each of your lists.

You want to find someone that can deliver the same amount of clicks as you, that's in the same niche as you, and you know that your list will respond well to each other's opt-in pages. The best way to do that is having good communication throughout the entire process. You know you've already agreed on the amount of clicks you're going to send, [00:10:00] when you're going to send them out, that you've agreed that each other's opt-in pages will work well with your lists, and then you want to use a link tracker to confirm how many clicks each one has sent. It's usually always based off of unique clicks and not just raw clicks. Unique clicks is individual people verses raw clicks if someone opens up the same Email a couple times.

You can do this over and over again. Of course, you don't want to burn out your list by always doing this, but you can continually, as

you build your list, you can do larger solo ad swaps. You'll keep increasing your list at a consistent pace. The biggest thing is just finding good, reliable people to do these swaps with, but it's a great way to continue building your list.

The next one is YouTube videos. This is pretty similar to blog, but you're only creating video content and you're using YouTube as the platform to help drive a lot of organic traffic. There's a lot of great ways to create YouTube videos. I'm going to walk through YouTube and actually show you a couple things to do with this as well, but the biggest thing is creating video content consistently on a weekly basis, on a monthly basis. You get to decide, but you want to keep it on a consistent basis because YouTube will help you drive more organic traffic when you create consistent content.

The other thing with YouTube is you want to create really high quality content because they will drive more traffic to you through their search results if they know people are watching through your entire videos. You want to create videos that people are very interested in and will watch through the majority of the video, if not all of it.

With YouTube videos, you can do it just on training, you can do product reviews, you can have testimonials, you can have a lot of different things. Just straight content [00:12:00] that will help your list of subscribers and help people in a specific niche.

The biggest thing with YouTube videos is your title, and your description, and the tags that go along with that. I'll show you what that means when I do the walk-through. You also want to pay particular attention to what time you publish your videos and YouTube has its own scheduling service that you can schedule out your videos. It ties back in with consistency and always ... I actually have it twice on this slide, just because that is really the most important part. Post consistently and post really good content that you're subscribers and organic traffic really like watching.

With podcasting, it's very similar to YouTube videos, but it's not video. It's only audio, but it's pretty much the same concept. You want to create your brand as an authority, so you're giving a lot of good value. You want to post consistently. You can do training on there. Really, you can just give a lot of different ... You can do radio shows or interviews, different things with experts in the area.

It's a great way to have a different type of medium to deliver your content as well. When it comes to interviews, that actually is one of the best ways to get more traffic. You would want to reach out to a lot of people that also already have an Email list or have traffic in this space so when you do an interview with them, you would just ask them if they would like to send an Email to their list of subscribers or if they're on any of the social media websites, if they want to send out a blast to the people that follow them and like them to drive them to that podcast and to that interview.

If you can get interviews with many different people, they'll be driving their traffic to the podcast and to that interview. Then, within each of those podcasts, you can actually have a link [00:14:00] and tell them about your website and to your opt-in page, which will drive it and get you new subscribers as well. That's a really good way how using podcasting can drive traffic to your site.

The last one is Yahoo Answers. This is similar to forum posting because a lot of people go to Yahoo and post questions on the Yahoo Answers service. You can go in there and find questions that are related to your niche and give as good of an answer as possible. You really want to go above and beyond and really stand out from the crowd. Everyone, when they are going to look when they're asking a question or they have that same question, they see your answer, you really stand out. Then, within your answer, find a way to link it back to your opt-in page, really where it's available.

If it doesn't make sense to put in the link to your opt-in page, you can always do almost like your own signature at the bottom. You want to be careful when you're posting links in Yahoo Answer because they can actually shut your Yahoo Answers account down if it looks like you're either a spammer or something like that. That's the one thing you would want to be careful with there.

It's similar to forums, as well, and has become a very valued member, a valued poster where a lot of people look to you for answers. Once you become that person, not only do you see what types of questions people have, which is a great way to write your Emails because you know the content that they're looking for and you can actually write Emails about those questions and your answer in your Emails, you also build up your authority as a person that really knows what they're talking about. When people do go to

your opt-in page and subscribe, there's already relationship built there.

Now, let's head over. I want to really talk about in particular, YouTube videos, and do a little walk-through. The first thing I want to do is do more of a walk-through [00:16:00] on YouTube to show you some of the things that will help get you more traffic when you do create videos.

The first one is really finding key words that relate to your niche. Let's just look at the weight loss and health and wellness. YouTube has a really good auto suggestion feature. We'll start with that. I'm up in YouTube, and let me zoom in on this. All right. How to lose ... You can see instantly just by typing in "how to lose," it says, "how to lose weight fast, how to lose belly fat, how to lose weight, how to lose weight fast for teenagers, how to lose belly fat in a week, how to lose 10 pounds in a week, weight fast in 10 days."

Just by this auto suggestion, it's actually giving you suggestions on what people are searching for. Since you know exactly what people are searching for, that will help you get more organic traffic. That's really the first thing. You have videos that you can create right away that you know people are interested in. You could write down all of these if you were in the weight loss niche or the health and wellness niche and create one that can help people with how to lose weight fast, how to lose belly fat, how to lose weight fast in 10 days in a short period of time. That's the first thing. You want to really find what type of videos you should be creating first.

Then, the next thing is you will have to create the YouTube video and you want to create videos on a consistent basis. You want to be posting on a consistent basis. There's a lot of examples. You can look at all the YouTube stars and see that they always, they post on a weekly basis or a daily basis.

I'm actually going to hop over to another tab. When I was talking about ... With YouTube, the title name and it ties up with the description. This is the title of the video here: [00:18:00] Profit Workshop Webinar #3. Then you can see down here, the name of the title is actually down. This is considered the description. You want to tie in the title with the description. When people search for it, that helps you increase in the rankings.



You can actually ... I just wanted to quickly show you an example of that. Let's go to "how to lose weight fast," and let's look at the first. See if there's anyone ... Okay, "how to lose weight fast and easy, no exercise" has 8 million views. You can of course get a lot of traffic. I'm just going to click on this first one because it's the first one that shows up.

Once you're on the video, you can look down in the description and it gives more information here. This one actually has quite a bit of information and different tips and warnings, different things like that. Then, you can see that they include different links down at the bottom. That's, whenever you're creating a YouTube page, you want to make sure that you have links at the bottom.

The first thing, the one thing that I would recommend as well that they're not quite doing on this one, you can see, I had to expand this ... Oh, let me go up here. You can see it only shows one line right here. If you can include the link and why they should click on the link right away, you'll get a much higher percentage of people actually clicking on that link to your opt-in page. You'd want to click the link there.

Let me see if I can find an example of someone that does that. There's so many different niches. That's the great thing about YouTube is you can be in so many different niches. There's people watching videos and looking for content. Let's say, "how to learn how to play basketball." Let's see if any of these, because a lot of these actually go to ... Let's see. One that has a lot of views. Let's see if they have a link right at the beginning. See.

This one, "watch how [00:20:00] to play basketball" video. It takes them directly to their website. You would want the link right up top here and taking it to your opt-in page and telling them. Here's it's saying "watch more videos." Yours, depending on what your free gift is, you would want to include that here and then the link to your opt-in page. Then they can click. Anyone watching that video can click on the link right there to your opt-in page.

That's why YouTube is so great with free organic traffic. If you're creating videos, if you first did that first thing I showed you if you are in the internet marketing. Internet marketing, people want to make money online, so "how to make money online." Then, you can see which one, "as a teenager, by typing, for free, no surveys." You could dive even deeper using Email. You can see what type of

videos would pull up there. When you use your title and the description, you can actually rank for these type of key words like "making money online using Email." Then you would show up on page 1 and that's what you're always trying to do with YouTube.

The last thing I wanted to talk about with YouTube is actually annotations. I went to another video and you can see this annotation up here. This takes them right to an opt-in page as well. Whenever you create videos, you can create these little annotations that pop up in the middle of the video, whether it be at the beginning of the video or at the end of the video. If you give them a good call to action, if you're giving away your free gift, you can get a lot of people. If they're not looking down here for the link, of course, they're watching the video, they have a higher chance of actually linking this. If they are interested in that, they can click and go to your opt-in page there. That's another really good way to drive traffic to your opt-in page using YouTube [00:22:00].

One of the other ones that I want to do more of a walk-through as well was Yahoo Answers. It's very similar to YouTube, especially using type of key words in helping you find what people are searching for. I'm going to use that same example of how to lose weight. You just go to Yahoo Answers, or [answers.yahoo.com](http://answers.yahoo.com). In the top search bar, let's type in "how to lose weight." Then it gives you all these auto suggestions. "How to lose weight in one week, how to lose weight on my thighs in two weeks, in 5 days, in 10 days." A lot of people that want to lose weight quickly.

You automatically know when you're creating Emails, you could almost use these as your subject lines in what the Email is about because you know people are interested in it. You don't have to wonder about that. Let's just click on this first one, "how to lose weight in one week." Let me go back. Let's just do the general "how to lose weight." "How to lose weight," and see all the questions that have been posted.

You can see, here's all the questions down here that people have asked. If you were coming in here, let's just do this first one. It has 19 answers. You click on there. "How do you lose weight faster?" That's the question, so you would want to come in here and give a great answer. You would want to step out from the crowd and really shine so people see you as an authority in here. This first answer, it's been voted the best answer. If you can get voted the

best answer so it always shows up first, even better. That's why you always want to give great content. As you can see, this is a really long answer. There's quite a bit, but the more important thing here on how it's going to drive traffic is you can see, "The beginner's guide to dieting." Then, it takes them to a URL.

What you could do is you could do the exact same thing. If you were in the weight loss niche, you could give [00:24:00] a guide. That could be your free gift, "The beginner's guide to dieting." Then, you put a link in right there, so anyone that also had this question that was looking for it and they see this best answer. First off, you're getting authority just by people voting you as the best answer. Then, they have more trust in you right away. Then, when they go to this link, they want that "Beginner's guide to dieting," driving it to your opt-in page and getting a new subscriber there. That's why Yahoo Answers can be so good as well.

You would want to create a really good answer like this. Go above and beyond, include the link to your opt-in page and maybe, if you have any other free gifts, you can include multiple links. As you can see, there's multiple links in this answer here. They just gave a lot of great information and just kept going. You can see, compared to some of these other people that don't really get ranked as high, they don't include ... This one does have a website, but they're not going above and beyond, so it's not something that's giving a huge value to the person that's asking this question. They don't stand out as much. When you're using Yahoo Answers, you want to make sure that you really stand out.

In review, I first talked about the pros and cons compared to free traffic and investment traffic. The pros, of course, there's no out-of-pocket expense, but it does take a lot more time and effort for it to really pay off and get a good return from it. When you do create a lot of this content from this free traffic, the great thing is it can stick around for years. You could potentially be getting traffic to your opt-in page for years down the road by all the effort that you put in up front.

The other thing is you can learn a lot about your niche through different sources. I showed you the walk-through on YouTube and Yahoo Answers and how they actually tell you exactly what the people are looking for. The people by their searching and their search results [00:26:00] will tell you what contents you should be creating in those type of niches.

I also went through Kindle Publishing and how to, when you're creating a Kindle book or electronic book that's delivered by Amazon, to put in links in each of the chapters to your opt-in page and also at the end to ask for reviews. You're creating a lot of valuable content and using Amazon as the delivery source, but then it's a great way to create yourself as the authority or your company as the authority and drive traffic to your opt-in page.

With blogging, it's creating a lot of content written, video, infographics, using different traffic sources. With blogging, the one thing that I did want to mention also is it ties in with search engine optimization. Search engine optimization is, in its own right, should be a multi-hour class, but all it is it's making you show up higher when people search on Google. Getting your ranking higher. If you can tie in search engine optimization with blogging as well, then you have a really good combination to drive more traffic.

With swaps or solo ad swaps, that's when you have to have a list of a certain size to get started, but you're swapping with other people that already have lists in the same niche and you're sending traffic to each other to continually build your list while other people are building their list at the same time. That's a great way to throw in swaps once you have your list, on a weekly basis or on a consistent basis, to just keep growing your list.

Then, I did a full walk-through with YouTube. How to find the key words to create content, posting content on a very consistent basis, tying in your title with a description so you can get higher ranked on YouTube, and also putting a link in the description, as well as a link with those annotations [00:28:00] when it shows up right on the video itself.

With podcasting, it was really the main thing about creating interviews with other people that have a following and having them post that interview to their list and their subscribers or social media sites. It's being a win-win situation so you both get more coverage and then driving more people to your opt-in page whenever they come to the podcast.

Then, Yahoo Answers, we just finished up with where you're finding what people are looking for, the type of questions they're asking, and then posting just really, really great value answering it above and beyond. Getting the best answer and then having links in that post to drive back to your opt-in page.

That's it for this class.