

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 28** and today we're going to talk about another tactic that is going to allow you to get famous and get a lot of traffic too. This one is similar to the podcast method we talked about yesterday and while you CAN do it with your own podcast you can do it without a podcast too. What is this method?

The Interviewer Method...

This is where **YOU** interview people in your niche (*who have audiences*) and those people share the interview with **THEIR** audience.

Now this is a very involved tactic but is so worth it because of all the different things it can do to bring traffic into your online business. Direct traffic, relationship building which leads to sales, and so so so much more. Let's take a look at this step-by-step...

Step 1: Create A Plan And Be Ready

To pull this off, you're going to need a plan and that's what these steps will help you do, but you need to have some kind of plan to move forward with these steps. I'm assuming you already have a niche, so you need some kind of "theme" that fits your niche for your interviews. Then you need to at least have a landing page setup where you will be driving all traffic to.

Step 2: Research Potential Interviewees

Look for thought leaders in your niche. These could be authors, researchers, successful entrepreneurs, bloggers, or speakers. You can use platforms like LinkedIn and other social networks, industry publications, podcasts, and YouTube to identify experts.

Create a spreadsheet so you can keep up with potential interviewees, their contact information, and any notes you need to make.

Step 3: Decide On Your Interview Format

You can do written interviews, do them via a podcast, or the best option... Do them using something like Zoom where both you and the interviewee are both seen and can interact with each other. This will be beneficial because your audience is more likely to view something in a setting like this, it lets your audience feel like they are right there with you and lets them see that you and the interviewee are real people. This is HUGE for building a relationship with your audience which always leads to sales!

Step 4: Craft Your Outreach Message

Once you have an initial (*and I say initial because you will always be adding people to this spreadsheet as this is an ongoing tactic*) list of experts you would want to interview you need to reach out to them. Create a personal message, but make sure that you have a good "pitch" to entice. Make sure that you show them what being part of your project can do for their business.

Step 5: Prepare For The Interview

Getting prepared for your interview requires several different things. You need to research your interviewee, understand their background, work, and perspectives. From all of that you will create your questions. Focus on open-ended questions that provide valuable insights to your audience and definitely avoid generic questions.

You also need to make sure you have all the equipment you need and test the platform you'll be using.

Step 6: Conduct The Interview

This is pretty self-explanatory 🙄 but you will need to conduct your interview. Make sure that you record it. I recommend doing a short test recording before actually starting the interview just to make sure everything looks and sounds ok.

Step 7: Post-Interview Work

After the interview you've got more work to do! First you'll need to upload the video to where you'll be allowing others to view it from. I recommend that you upload it to YouTube, but also have a dedicated page on your website for the interview and place the video on that page too.

Having your video transcribed and placing the transcripts on the same page as your video is also a great idea. Some people like to read as opposed to listening/watching.

You can also place other money makers on your page that you want. Links, images, etc.

Step 8: Promote the Interview

Once you have your "interview page" up and going now it's time to promote it. Send the page to your interviewee and have them tell their audience about it. Their email list, social networks, etc. You also need to do the same thing.

Hot Tip: To incentivize the interviewee, you could offer to put ads on their interview page for their products, their email list, etc. Make this as enticing as possible so they will actually really promote their interview. Just make sure there's at least an opt-in form on that page so that people can get on your list too.

Step 9: Repurpose The Content

Your interview can be broken down into key points and turned into short video clips and/or images for different social media networks. One interview could end up being several different social media posts.

Step 10: Build Long-Term Relationships

Stay in touch with the experts you interview. This not only opens the door for future collaborations but also strengthens your network in the niche.

Step 11: Analyze and Adjust

This is a really important step and although it takes a bit more work, you need to make sure that you do it! Monitor the traffic and engagement of each interview and

get feedback from your audience to understand what they liked and didn't. You can adjust your approach based on this feedback for future interviews.

Step 12: Rinse And Repeat

Make sure you do as many as these interviews as you can. Shoot for one a week or one every other week at least. Each time you do one of these interviews you will get traffic and make money if you do this thoroughly.

Remember, the key is to provide value to your audience. If they find the interviews insightful, they'll likely return to your site, spend money with you, and even share it within their circles.

This is a proven strategy!

As a matter of fact, several years ago I did an entire video about this strategy. I cover a lot of this information in that video, but if you want more details, I highly recommend you watch the videos on this strategy.

You can see those videos at...

The Instant Authority Method - <https://youtu.be/e8ey8njxiDs?si=safOwdjRJ6mgve2->

Instant Authority Method Follow Up -
https://youtu.be/Miipg_0468k?si=ri3JL5vF3dvg9WCH

Okay... That's a wrap for Day 28! We just covered A LOT, but this is another one of those super powerful tactics. Once you get the ball rolling with this it just gets bigger and bigger and before you know it, you have a constant stream of the best traffic you can get!

And as always, you can post all questions in our **LearningIM.com Discussion Group** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz