

## How To Get Traffic Using Solo Ads

**S1:** Hello! In this video, I will lead you through the techniques of getting traffic with solo ads. Without further ado, let's get started!

**S2:** Buying solo ads with the other vendors is the fastest and most effective way to generate traffic to your site.

Additionally, the calculation of how much you spend depends on how many traffic the vendors send to your page by pay per click.

Meaning that solo ads are inexpensive and they are a great way to go for people who are just starting out and wants to rapidly build their list.

With the help of solo ads, getting thousands or more clicks with super high conversions in a short time is definitely achievable!

If you have the cash, solo ads are the first thing you ought to buy.

**S3:** Moving on to crafting your solo ads emails, a profitable solo ad is the one that's targeted to a particular audience and gets individuals to read it.

All the while it produces excitement in the reader and instils a need to take action.

So how do you do that?

First, solo ad success begins with the very first thing a reader sees which is your headline.

Headlines like “Great new chance for thousands a month!” Simply isn’t going to work.

It’s blatantly an ad.

You can refer to the slide for the example of a good headline.

Solo ads are to return a lead and you shouldn’t do any hard sell.

Make your ad to instil an emotional desire to approach your prospect, think in the terms of prospects and not sales.

Furthermore, solo ads ought to take on the same form as an article.

What I mean by that is to keep it brief, concise and clear.

Do not misguide or use any shady word tricks.

Sprinkle some good and usable information in the body of the ad to level up the quality.

Also, there has to be a clear cut sense of urgency.

It has to read from start to finish like you’re in a race. Speed and urgency are crucial.

If you write it in a flow that doesn’t pause, no gaps or chance to think, you're producing a sense of urgency.

This is to urge reader’s feeling to accomplish something by the time they reach the end of the ad.

Once you have developed the urge, next up, you have to have a call to action.

A true call to action makes the reader wish to do something.

It's the climax of the entire ad.

A call to action takes everything you've done with the ad, acts upon the emotions that have been ignited, and leaves them no other choice but to "click here now."

**S4:** If you're looking to buy solo ads you'll notice almost everybody uses the term "Guaranteed" clicks, but how effective they can be?

Most of the time solo ad vendors won't utilize your swipe at all, what they did on the other hand is that they send a really generic email like: "Hey, here is something interesting for you, click the link below!"

So, what happens is, your link gets added into a link rotator software with a bunch of other marketer's links so they may sell more solo ads all together.

By the end of the day, you will get traffic but it is not targeted to your niche at all!

What you can do to prevent yourself from getting into these situations above is ask questions.

Ask the vendor you're purchasing the solo ad from, what lists he/she sends your ad to and then go subscribe to it.

In this manner, you are able to see if your e-mail message has been altered and to what degree.

Also, you need to ask them if they're going to utilize the "e-mail swipe" you have supplied, or if they're going to alter it at all.

If the individual you're purchasing the solo ad from doesn't want to provide you any information, I'd say it's better to move on and don't purchase from them.

**S5:** Last but not least, I'd like to help you discover those truly red-hot solo ad suppliers.

There are several sites you can go to search for solo ad sellers who fit your standards and budget.

Go to [warriorforum.com](http://warriorforum.com). Search for people looking to sell solo ads.

Click on their post and read what sort of feedbacks or comments they have as well as their terms and information.

However, you will need to have an account to submit a post.

Next, you can also go to Safe-Swaps. This web site is well known for assisting with ad swaps in a safe, controlled environment that makes life a whole lot easier for everybody involved.

It's a dynamite place to get your very own high-quality solo ads at fair prices.

But take note on this, you will have to register a paid account to answer or place a post.

**S6:** Here's the end of the tutorial, I'm really glad to have you with me! Thank you so much for your attention in this tutorial and I'm sure you can be successful in generating your traffic with solo ads.

