



Product Pipeline System Module #13

How To Get Free Traffic As A G.U.E.S.T. Blogger

By



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Introduction

Today we are going to cover "**How to Get Free Traffic As A G.U.E.S.T. Blogger**".

As the title suggests, you're about to discover a surefire strategy for growing your own traffic by leveraging other peoples' sites and traffic!

Specifically, you'll do this by becoming a guest blogger.

Sounds easy enough, right?

It is. But in order to make the most of this strategy, you need to follow the simple **G.U.E.S.T. formula**. Here's a quick overview of what you'll learn in this report:

G – Group: Your first step is to find a group of blogs in your niche with quality traffic. You'll learn how to do that in this section.

U – Union: Next, you need to form a union with the owners of these blogs. Here you'll discover how to persuade other niche bloggers to post your content – and links! – on their sites.

E – Entrance: Naturally, you can't form a union if you don't have a point of entry. In this section you'll discover how to contact a potential partner. You'll even get a sample letter that you can use!

S – Strategy: At this point you've found partners who've agreed to publish your content on their sites. But this content won't do a whole lot of good unless you have a strategy for getting the traffic to click through to your site. That's what you'll learn how to do in this step.

T – Topics: Finally, you'll learn how to choose the best topic that will please your partners, get the most positive responses from readers and put the most money in your pocket!

You'll learn all this and more over the next several pages.

So without further introduction, let's get started...

G - Group

Your first task is to find a group of suitable blogs. The key here is to choose blogs that match your niche as closely as possible.

The more closely a blog's audience matches your target market, the better results you'll get.

Example: Let's say you're targeting people who want to train toy dogs. You may become a guest blogger on a general dog blog. It won't hurt, because at the very least you'll get a backlink (for search engine optimization purposes). Plus, at least a small percentage of those who visit general dog blogs will be interested in your offering.

However, you'll do better if you focus on getting your content published on those blogs that match your niche – namely, blogs for toy dog owners who want to learn how to train their dogs.

You may also target even smaller niches, provided the smaller niche is a part of your overall niche.

Example: You could post your content on toy poodle training blogs, Yorkshire terrier training blogs, and other blogs about various toy breeds.

So how do you find these blogs?

Chances are, you probably already know about some of the top blogs in your niche (e.g., perhaps you're a regular visitor to these blogs). Add those known blogs to your list. Then you use ten surefire ways to uncover other niche blogs...

1. Google it.

Using Google search is one of the easiest ways to find blogs in your niche. Just search your niche's broad keywords alongside the word blog.

Examples:

- Dog training blog
- Copywriting blog

- Rose gardening blog
- Homeopathic remedy blog

Tip: You may also search for "WordPress," since it's one of the most popular platforms. For example, you might search for "dog training WordPress."

2. Make use of blogrolls.

Every time you find a blog in your niche, look at its sidebar for links to other blogs (this is called the blogroll).

Many blogs have at least a handful of links to other blogs, while in some cases you may hit the jackpot and find a blog that lists dozens of related blogs.

3. See if top sellers on Clickbank have blogs.

Go to the Clickbank.com marketplace and search for your niche category. Then follow the links of the top sellers (those listed at the top of their category) to see if they have blogs. Most do, although they're not always linked from the sales page.

Tip: The good thing about these particular bloggers is that they are all marketing minded, and so they're probably open to your proposal. Plus, top sellers tend to have a large audience on their blogs.

4. Check if the top posters on niche forums have blogs.

If you're browsing the busiest forums in your niche anyway, take a moment and pay attention to the signature files belonging to the community experts.

If you don't see a blog link, private message the top posters and ask them if they have a blog.

5. Use blog directories and blog search engines.

Another way to find niche blogs is by searching blog directories like www.technorati.com or using blog search engines like [Google blog search](http://Google.com).

While those two will get you plenty of results, here a few other sites you may consider browsing and searching:

- www.blogarama.com
- www.bloggeries.com
- www.blogcatalog.com
- <http://blogs.botw.org/> (This is the Best of the Web, which tends to have quality, aged blogs listed.)
- www.blogcatalog.com

6. Check trackback links on popular niche blogs.

Bloggers don't exist in a vacuum. Generally, you'll find that most bloggers tend to join the "blogosphere" conversations. That means bloggers will comment on other niche blogger's articles, often with a trackback link.

So here's how this benefits you...

Whenever you find a blog in your niche, glance over a few dozen of the most recent posts to see if there are any links in these posts to other niche blogs.

Next, go to the bottom of the post and look for "trackback links" (they often appear in the comments section). There you'll find links to blogs whose owners have published a comment on the post you're reading.

Bonus Tip: Also, check out the comments section to see what sites visitors are linking too. Many times, bloggers reply to each other's blog posts (and drop a link to their related blogs).

7. Survey your market.

If you want to know what blogs your market is currently reading, ask them. You can survey them on your own blog, via your newsletter or by posting a question on a busy niche forum.

The survey doesn't have to be fancy.

Simply ask an open-ended question such as, "what are your favorite [niche] blogs?"

8. Browse Del.icio.us.

You can find niche blogs on social bookmarking sites like Del.icio.us.com.

Simply go to <http://delicious.com/tag/blog> and enter a broad keyword (like "dog" or "marketing"). There you'll uncover dozens of blog posts and blogs, which you can sort by popularity or by date of posting.

9. Find out if the top EzineArticles.com authors have blogs.

Marketers who market their sites with a blog tend to use other content marketing strategies. That means that many article authors you find in article directories very likely have a blog.

Now, while it's tedious to pour through hundreds of articles in an article directory just to see if the authors have blogs, you can use this tactic if you happen to be visiting an article directory anyway (e.g., you're doing some research or your posting your own articles).

One of the best directories to search is www.ezinearticles.com. But there are others, such as www.buzzle.com, www.goarticles.com and www.articlealley.com (just to name a few).

10. Network online.

Finally, you can find other bloggers in your niche simply by sending a request to your online networks. For example, you can ask your [Facebook](#) and [Twitter](#) networks to send you links to their own blogs or to the blogs they read regularly.

Tip: You can also network offline. The next time you go to an offline seminar, conference or other niche event, ask the people you meet if they have blogs.

Summary

There you have it – ten ways to build a list of dozens or even hundreds of blogs in your niche.

Now before we leave this topic, let me give you one bonus tip: You can also search third-party blog hosting sites like www.wordpress.com, www.blogger.com and www.livejournal.com.

Next, you'll find out the secrets of getting bloggers to say "yes" to your request.

U - Union

Obviously, you can't just send an email to a niche blogger that says, "Can I post my articles on your blog?" That sort of request would go over like a lead balloon.

Instead, you need to give your potential partner some sort of benefit. You need to make them feel like they're getting a good deal, too.

Below you'll find ten benefits you can offer a potential partner.

Tip: Keep in mind, however, that not every partner will respond favorably to these benefits. That's why you need to spend some time studying your potential partners to find out what motivates them. Some may be motivated by money. Some may prefer backlinks for search engine optimization purposes. Still others enjoy being positioned as an expert.

One way to uncover your potential partners' desires is by analyzing their other joint ventures to see what they're getting out of the deal.

Example #1: If you notice that a blogger is heavily engaged in article marketing, blogrolling and other content and link swaps, then it's a safe bet that this content marketer would be motivated by a chance to post his content on your blog.

Example #2: You may notice that a different blogger doesn't do anything unless he's directly rewarded monetarily. For example, all the links on his blogroll are affiliate links. If someone is a guest author on his blog, the link at the end is an affiliate link. You can then approach this person with special affiliate perks.

Here then are ten benefits you can offer your potential partners. For best results, offer several of these benefits to each partner:

1. Give them super affiliate perks.

You'll probably want to include at least one link within your actual article. At a minimum, you'll include a link in the author's byline that follows your article.

Either way, you can post your partner's affiliate link rather than your direct link. And to sweeten the pot, you can offer your partner "super affiliate" perks such as a bigger commission rate and a unique landing page.

2. Swap content.

Here you do a straightforward swap. You become a guest author on your partner's blog.

In exchange, he or she gets to post one article on your blog, too.

3. Add them to your blogroll.

If you're making a proposal to someone who owns a popular niche blog, then you may consider offering a more permanent benefit, such as a link on the front of your blog.

4. Offer to endorse them on your blog.

If you have a busy blog with loyal readers, then many marketers will jump at the opportunity to have you endorse them and their products on your blog. You may endorse their products directly.

Alternatively, you can offer to become an affiliate so that you make a little cash for your endorsement.

The method you choose largely depends on your potential partner and how much you want to do a joint venture with that particular person.

5. Endorse their product in your newsletter.

Instead of (or in addition to) endorsing your partners and their products on your blog, you can endorse them in your newsletter.

Again, this is particularly attractive if your potential partners know that you have a responsive, big list.

6. Barter.

Do you have any special skills that might appeal to your partner? For example, maybe you're a good writer. Maybe you can create graphics,

design websites or modify WordPress blog themes. Or maybe you're a whiz at writing sales letters and other ads.

Whatever your skill, you may be able to barter this skill in exchange for becoming a guest blogger. For example, if you're a writer, then you may offer to ghostwrite five articles for them. You may even offer to post them on EzineArticles.com or other article directories.

7. Introduce them to your JV partners.

If you're well-connected in your niche, then some of your less-connected partners may be interested in being introduced to one or more of your existing joint venture partners.

You can offer to write an introduction letter or email. Or you may even call your existing partner to let him know about your new partner. And then, with his permission, you can pass on his contact information to your new partner.

8. Create a viral report and include links to their site.

Here's a unique opportunity that you can present to a potential partner: Create a viral report and include an endorsement for their products (either direct links, or your affiliate links).

Obviously, this tactic works best if you've launched successful viral reports in the past, as that will serve as a good indicator that you can stir up a lot of traffic this time, too.

Tip: The main benefit for your partner is that their links will appear in a report that thousands of people will download and read. Alternatively, you can create a report especially for your partner that he can give away to his subscribers, give away as a free bonus with his paid products or even offer as an upsell.

Again, the method you choose largely depends on the needs of your individual partners.

9. Do a teleseminar.

One of the quickest and easiest ways to create a product is by doing a teleseminar with someone. You can offer to interview your potential partner on the telephone (just the two of you) or you can conduct the interview during a live teleseminar.

Either way, you can record the interview and give your partner sole rights to the product.

Tip: In order for this to be attractive to your potential partner, you should do as much of the work as possible. That means you should come up with a rough outline for the call, which should include potential questions you'll ask. You should also arrange the conference bridge line, record the call and market it. Finally, you may also want to take the recorded call and edit it so that it's a polished product rather than a raw, uncut conference.

10. Promote them in a YouTube video.

If you're known for putting out well-received, viral YouTube videos, then you may offer to promote your partner in your next video. Alternatively, you can barter your skills by offering to create a video specifically for your partner. In that case, you'd give him all rights to the video and he's free to do with it as he pleases.

Summary

You just discovered the secret of securing a union with your potential partners. Your first step is to study the potential partner by reading his blog, his newsletter and any other content he puts out.

Once you've figured out what motivates each individual, then you can choose several benefits from the above list to offer to your partner – or you may come up with something entirely different.

Your next step is find their contact information online and write a proposal letter. Read on...

E - Entrance

You've found a group of blogs in your niche. You've figured out what these individual bloggers most want so you know how to secure your union. Your next step is to find a point of entry (i.e., contact information) as well as the best way to approach the potential partner with your request.

We'll look at these two issues separately...

a. Finding a Point of Entry

Your first step is to find your potential partners' contact information. Below you'll find five ways to contact a potential partner...

- 1. Check their blog.** Most bloggers have a "contact" or an "about" link on the front page of their blogs. You'll usually find an email address, telephone number, snail mail address or even a link to a help desk on these pages.

If you don't see a contact link on their blog, then look for a similar link on their other sites or other pages of their site.

Example: Look on their sales page or on the main page of their flagship domain.

- 2. Use a private message feature on a forum.** If they own a forum – or if they frequently visit a niche forum – they you may try to use the private message (PM) feature on that forum.

The bonus of using this method is that you're able to sometimes cut through the noise and clutter that generally fills most peoples' email inboxes.

- 3. Look for contact information in their newsletter.** Most marketers provide at least an email address at the end of every newsletter issue. Those marketers who're complying with CAN-spam regulations usually provide their postal mailing addresses too.

- 4. Contact them at offline events.** You can propose your guest blogging joint venture directly at an offline event (such as a weekend seminar or

trade show event). Alternatively, you can ask for the marketer's preferred contact information so that you can make your request at a later date.

5. Use social networks. If you're in a potential partner's network on social media sites such as [Facebook](#), LinkedIn or [Twitter](#), then you can contact them directly on these sites.

Note: Another way to get a marketer's contact information is by doing a "[who is](#)" search on his domain. In many cases you'll find that marketers may hide their domain contact information. In other cases, you're likely to uncover an email address or other contact information that the marketer prefers that you do not use. After all, the marketer usually gives his preferred means of contact on his website. As such, I urge extreme caution in mining contact information from a "who is" search.

b. Crafting the Entry (Proposal) Letter

While you may consider making your proposal in person or on the phone, in most cases you'll likely end up sending an email, private message or some other online text message. As such, I've provided you with a template that you can swipe, modify and use to land partners.

Tip: While you can send this letter to "cold" prospects (those who don't know you), you'll do MUCH better if the potential partner at least recognizes your name... or better yet, if you've built at least a preliminary relationship with this person. That's because most people are more willing to do favors for or business with someone they know, like and trust.

To this end, you'll notice that this letter is somewhat informal (e.g., using the "hey" greeting in the subject line). If your potential partner likely doesn't even recognize your name, then you may want to present a more formal proposal, which means avoiding some of the informal language.

One final note: Be sure to modify this letter so that it reflects the specific benefits you're offering your

individual partners. For this example, I've used some fairly generous benefits to land a desirable partner...

Subject: Hey [potential partner's first name], it's [your first name]

Alternative subject: [Potential partner's first name], I'd like to interview you...

Hi [First Name],

It's [your name] here from [your blog/site]. My reason for writing is to request the honor of doing a teleseminar with you on [niche topic]. Since you're the most-respected expert on this topic, I can't think of anyone more suited for this interview.

Here's what you get out of the deal:

- You get 100% rights to the recording. You can sell the MP3, give it away, post it on your blog, or do whatever else you please with it.
- You can promote your products on the call, meaning you'll get a nice backend income stream from this product.
- You don't have to lift a finger. I'll take care of the bridge line, the pre-interview prep work and the marketing.

In short, this could be one of the best and most profitable return you'll get when you invest just 30 minutes of your time.

In exchange for all of these benefits, I have one simple request: Allow me to publish one guest article on your blog on the topic of [niche topic]. We can even use your affiliate link at the end of the article so that any converting traffic puts money in your pocket.

Give me a call or reply to this email as soon as possible so that we can set up a time for your interview. You can reach me at [contact information].

I look forward to working with you!

[your name]

P.S. Since you're the [niche] expert, you're my first choice to interview on this topic. However, if you're not interested in creating this product, let me know so that I can ask one of your colleagues for an interview instead. Thanks!

Summary

Now that you have a group of bloggers who've accepted your proposal, it's time to turn your attention to those who'll actually be reading your article...

S - Strategy

In the next section you'll learn how to choose a topic to write about for your guest article. For the moment, however, I'd like you to turn your attention to your prospective readers. Specifically, I want you to think about how you'll get these readers to click on your links.

You may have one or two links embedded in your articles. Just don't make your article look like an ad with these links. However, your author's byline (the couple lines appearing at the end of the article which credit you as the author) CAN be an ad. This is where you persuade readers to click through to your site.

Here's how to do it...

1. Offer a free report.

Your prospect just finished reading your article. Obviously they're interested, because they read the entire article (right down to the byline). So now is the perfect opportunity to take advantage of their interest by offering them a free report on the exact same topic.

Let's suppose your article was all about how to recognize the symptoms of a schnauzer dog with a sensitive stomach. You might then offer a free report that reveals how to treat schnauzers with sensitive stomachs.

Example: Did you recognize your schnauzer in the above article? Then get relief for your beloved dog by claiming your free report, "How I Cured My Schnauzer!" Click here to get yours now...

2. Link to Part 2 of the article.

Here's a clever way to boost your click through rate: Create a two-part article. You post Part 1 of the article on your partner's blog. Then you post Part 2 of your article on your own site. Your byline should entice people to click through.

Tip: For a compelling two-part article, you might outline a multi-step procedure, where you list the first half of the steps in article #1 and the second half in article #2. As

such, anyone who wants to understand the full process needs to click through to your site to read article #2.

Another way to do it is by using a "tips" article, where you list half your tips in article #1 and half in article #2. The key to making this work is to arouse your prospect's curiosity and/or build their anticipation about some of the tips listed in article #2. That is, you tell readers that one of the BEST tips is in article #2.

Example: "You just discovered the secret of writing a great sales letter. Now click here to read Part 2 so you can learn how to craft the most important part of your letter – the headline!"

Note: For best results, Part 1 of the article would have mentioned that the headline is the most important part. Thus the seed was already planted in the reader's mind that he needs to learn how to write great headlines in order to have a high-converting letter.

3. Give away a related video.

Instead of giving away a free report, you can give away a related video instead. The video may be a continuation of the article or it may expand on the article discussion. Alternatively, your video may provide visual instruction that supplements the article.

Example: "Click here to watch a free video that shows you how to clip your poodle's coat like a professional groomer. You'll save thousands of dollars in groomer's fees once you know these secrets!"

4. Create curiosity.

No matter what type of freebie you're offering, you can use curiosity in your byline as a means of persuading your prospects to click on your link.

Example #1: "Do you make these dog-nutrition mistakes? Click here to find out..."

Example #2: "Now you too can discover what the super affiliates know about pulling down huge commission checks. Click here now to discover these secrets for free!"

5. Use a call to action.

No matter what you're offering to your prospects, you need to tell them exactly what you want them to do.

Yes, I know. It seems obvious that you want the prospect to click on your link. But you'll improve your click through rate by including a specific call to action. That means your byline should include some variation of "click here now."

6. Create a sense of urgency / fear of loss.

In addition to creating a call to action, you need to give your prospects a reason to click on your link. Obviously, offering a freebie is a good reason. But you can make your call to action even more compelling by creating a sense of urgency, such as by offering a limited-time or limited-number bonus.

Example: Did you recognize your schnauzer in the above article? Then get relief for your beloved dog by claiming your free report, "How I Cured My Schnauzer!" Click here to get yours now...but hurry, this offer ends [date]!

7. Utilize social proof to get the click.

Social proof works by having other people show your prospect what the "correct" course of action is. That's why bartenders pad their tip jars at the beginning of their shifts. For your purposes, you can use testimonials or refer to "other people" in your byline.

Example: "Find out what 19,389 other women know about losing weight quickly, safely and easily - get your free video by clicking here now!"

8. Offer access to a membership site.

Free reports, videos, teleseminars, software and other gifts are all good freebies that you can use to entice a blog reader to click through to your site. Here's another idea: Offer free membership to a membership site. This

is particularly compelling if it's a paid membership site. To create a sense of urgency, just make this offer available for a limited number of people.

9. Use trigger words.

There are some words that are known to capture attention and even prompt a prospect to take action. To improve your click through rates, you should use these "trigger" words whenever possible: you, how to, how, secrets, revealed, discover, guaranteed, amazing, announcing, introducing, new, free.

10. Make a big promise.

Your prospect has a problem. If you promise to ease his suffering if he clicks on your link (that's a big promise), you'll increase your click through rate. Just be sure that you actually deliver on your promise.

Example: "At last: Say goodbye to bad skin forever! Click here to find out what the world's most beautiful super models know about flawless skin!"

Summary

Here's the bottom line: You should figure out what it is your prospect most desires... and then promise to fulfill his desire if he clicks on your link.

Now, we have just one step left: Deciding what you should write about. Read on...

T - Topic

You have every piece of the G.U.E.S.T. formula in place, except for this final piece: Topic. In this section you'll discover how to choose an article topic that virtually guarantees you'll get the most positive responses and click through rates.

Tip: Offer unique content to every partner. You see, your partner has a popular blog because she posts information that her readers can't find anywhere else. As such, she'll appreciate if you give her readers 100% unique content, too.

Here then is a simple three-step process for choosing your topic:

Step 1: Know your audience. As mentioned previously, you should choose blogs that are as closely related to your niche as possible. If you're not writing to the exact niche – such as when you might be reaching a slightly broader or slightly more narrow audience – then you need to tailor your content so that it appeals to this audience.

Example: Let's suppose you have a toy dog site. If you write an article for a miniature schnauzer site, then your article should be about miniature schnauzers (rather than focusing on the more broad category of toy dogs). The more closely you match your article to your audience, the easier it will be to hold your readers' attention.

Step 2: See what's already working. Next, look at the blog to see what sorts of posts the owner usually posts. Pay particular attention to those posts that get lots of comments and trackbacks. You'll want to write something similar.

Example: If the owner usually posts "top ten" tip-style articles, then you'll want to post something similar. If he tends to focus on a handful of narrowly focused topics, then you'll want to make sure your article focuses on one of those topics too.

Step 3: Write! Now that you know your audience and you know what types of topics and formats are popular on the blog, you can start writing.

Here are a few tips that will keep your readers hooked and reading right through to your byline...

- ➔ **Craft an attention-getting title.** Writing a good headline is similar to writing a good byline. Specifically, you should make a big promise, use trigger words and, whenever possible, arouse curiosity.

Example: "How a 100 Pound Weakling Warded Off Muggers (And How You Can Too!)"

- ➔ **Use a standard article format.** Your article should include an introduction, a body and a conclusion.

The introduction should build anticipation and/or curiosity about the article (which keeps readers reading).

The body should list your step-by-step "how to" process or your tips.

Your conclusion should recap the high points of the article and perhaps offer a parting tip or it should encourage the reader to take action on what they've learned.

- ➔ **Embed "nested loops" (cliffhangers).** You can get readers to read an entire article simply by starting a story or sharing part of a tip in the beginning of the article with a promise to finish it "later" in the article. Since most people dislike unfinished business, they'll keep reading just to find out the end of the story and/or satisfy their curiosity.

Example: "In just a moment you'll discover a surprisingly simple way to get rid of pimples virtually overnight. But first, let me reveal the secrets of ..."

- ➔ **Engage the reader's senses.** You can hook a reader by engaging his senses.

Example #1: Instead of simply saying, "it was red," you might say, "it was fire-engine red."

Example #2: Or instead of saying, "it was cold," you might say, "it was so cold my eyes felt like they were going to freeze and get stuck open."

Example #3: Yet another example: "The smell of burnt toast filled my nostrils..."

→ **Spice up your writing.** Finally, you can make your explanations more clear and your writing more engaging by offering examples, metaphors and analogies.

Example #1: So instead of saying, "some people get nervous before they give a speech," you might say something like, "Before a speech, some people get more nervous than a long-tail cat in a room full of rocking chairs!"

Example #2:: "The dough will be as soft as melted wax rolling down the side of a candle."

Example #3: "Marketing is like dating: You need to court your prospect before she'll say yes."

Summary

The key to getting a great response is to write an article that the blog readers want to read. You can further improve your response rate by creating attention-getting titles and engaging articles.

Now let's wrap things up...

Conclusion

Congratulations – you now know the secrets of leveraging other peoples' blogs and their traffic in order to get more traffic, build your list and put more money in your pocket! Let's quickly recap how the G.U.E.S.T. blogger formula can help you get all of these benefits – and more:

G – Group: Here you learned ten easy ways to find a group of suitable, popular blogs in your niche.

U – Union: You found out how to sweet-talk your way to posting your content and links on other marketers' blogs!

E – Entrance: Here you discovered five points of entry for contacting potential partners. Plus, you even got an email proposal letter that you can swipe and use.

S – Strategy: Here you learned ten tactics for getting prospects to click through from your article to your site!

T – Topics: Finally, you learned how to choose a topic that pleases your partners, gets the most positive responses from readers and puts the most money in your pocket!

It's a little-known, yet incredibly simple (and profitable!) strategy. And now that you know these ***G.U.E.S.T. blogger secrets***, you can leverage other peoples' traffic to grow your business... starting today! Indeed, I suggest you take action immediately.

Don't put this issue aside, or you're likely to forget about it. Instead, I strongly urge you to begin immediately, starting with Step #1 (Group), where you start compiling a list of suitable blogs.

Bottom line: The sooner you get to work, the sooner this amazing strategy will work for you!