What you're about to dive into is a traffic guide for e-commerce sellers. This will help guide you through Traffic System Z.

While every imaginable effort has been made to ensure the accuracy of the guidance in this training, nobody can guarantee your success.

If you take the time to apply everything in this document, systems, and blueprints you'll find in Traffic System Z, you will get more traffic.

How much you get will vary based upon numerous factors.

The bottom line is: Your results may vary.

The guidance you'll find here comes from thousands of hours spent in front of a computer screen over more than a decade.

While some systems will be quick and easy, most require work and upkeep to continue providing fresh traffic.

Anyone that tells you that there is a magic button somewhere that will provide you "Unlimited Traffic" is a liar.

Every audience is limited by it's size. Therefore, the statement "unlimited traffic" is impossible.

The only magic button you'll find is the one you have to press over and over again after you've put in the time and effort to make the button work.

You may notice that we don't discuss Foundational, Sales, or Conversion tactics here. That's because you should go through as much of those categories as possible. Even if you're great at sales, you can learn from the systems. Same goes for Foundation and Conversion.

Whether you've been in business for a week or a decade, the templates and simple guidance in those categories are at least as important as the ones driving traffic. **If you have those wrong, you might as well have built your business on quicksand...**

Whatever business you choose will give you certain benefits when it comes to driving traffic. I'll refer to them here as "Super Powers". After all, who wouldn't want some?

As someone selling physical products, your primary super power is the ability to gain the mailing address of every single person who buys from you.

Direct mail is your go-to strategy when looking to drive new or additional sales. It's inexpensive and every address you have belongs to someone that has already bought from you.

Once they're on your list, you're able to send them more content via mail and convert them into additional sales.

You have other super powers, too. Here's a list:

1. **Marketplaces**
2. **Anonymity Is An Option**
3. **Authority Without Inventory**

Let's break each down:

Marketplaces: While free traffic from Google is lovely, there is a way to get in front of people that only use the search bar to find stuff they want to buy. That's what Marketplaces provide. Ebay, Amazon, Google Shopping, etc…

Generally, the key to getting sales in any marketplace is to get sales in the marketplace. If your product is popular, most of them will show it higher in search listings. Ranking higher means you get more sales.

Anonymity Is An Option: Digital products and services almost require there to be a face of a company. That's not the case with selling physical products.

If you're an introvert and don't want to deal with people, this may be perfect for you.

Authority Without Inventory: Selling certain products will provide you with an instant authority boost. Even better, many manufacturers will be willing to ship the stuff you sell directly to your customers. This removes a huge, expensive issue with having to stock the products you sell. It's called drop shipping and is easily our greatest **Super Power.**

Drop shipping companies are almost never worth using because they create huge competition. Instead reach out to manufacturers directly. Either they'll be willing to ship for you or they'll know you can connect with that will be happy to take care of it for you.
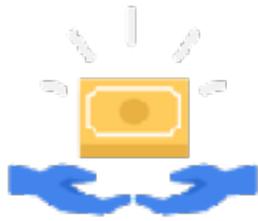
Paths To Profit

Selling your products to your customers is what makes you money, but the path to get there can vary dramatically. What you'll find in this area are 3 specific ways to drive people into your sales processes.

1. Marketplace Vacuum
2. Retargeting
3. No Money Joint Venture

Below, you'll find process maps and short text directions for each one:

Marketplace Vacuum - The idea with this is to take advantage of marketplaces and build your audience with by selling your products

You also don't have to limit yourself to the options listed here.

Any marketplace is viable and useful.

The goal is to be listed for keywords related to what you sell inside of the marketplace to ensure that people find you if they search for keywords that apply to what you offer.

Always drive people to an email series that promotes your products and services where you can.
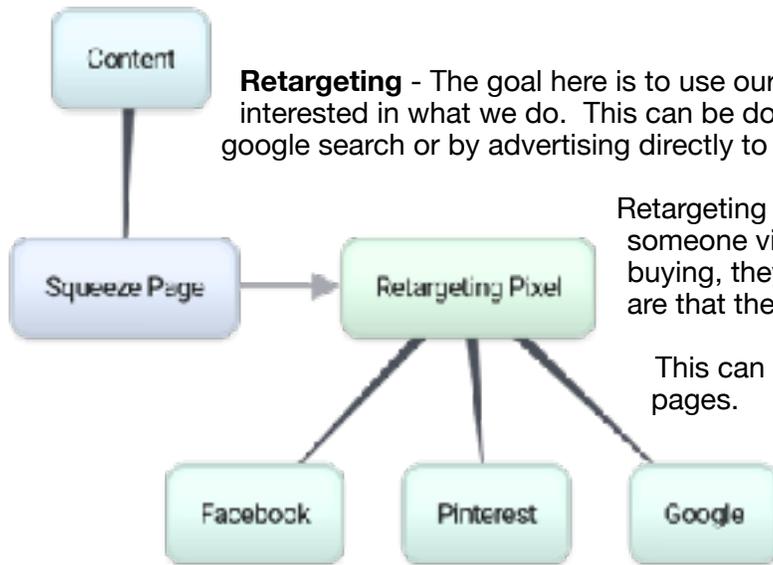
Content

Retargeting - The goal here is to use our content to create an audience of people interested in what we do. This can be done by either optimizing our content for google search or by advertising directly to our content.

Squeeze Page → Retargeting Pixel

Retargeting makes advertising almost foolproof. If someone visited your website and left without buying, they may not have been disinterested. Odds are that they were just distracted.

This can also be done for your individual product pages.

Facebook   Pinterest   Google

No Money Joint Venture - The idea here is to exchange product recommendations with another seller in your market that doesn't directly compete with you.

If you sold phone chargers, it would make sense to do this with someone that sold phone cases.

Generally this kind of thing would provide a commission, but the percentage you'd get for a physical product is very small. Sometimes it makes more sense to simply exchange recommendations.

No Money Joint Venture

Reach out to parallel seller

Offer to recommend their products to your buyers as long as they are willing to do the same for you.

Place recommendation on post purchase landing page and check to make sure they do, too.

No Cart Sales Machine - Shopping carts are great. They almost build your website for you. You add in details of your products behind the scenes and pages are generated like magic.

What if there was another way?

There is and the idea here is to create actual landing pages for each of your products. It allows you total freedom for you envision your sales process should go and allows you unlimited ability to build things the way you want.

You can add upsells and cross sells.
You can create a completely unique sales flow that creates a special experience for your customers.
You get to be different from your competitors.

It's going to be a little more difficult to build, but if you are able to use a page builder like Clickfunnels, Leadpages, or OptimizePress, it's not much tougher to do.

No mind map for this one because the whole idea of it is to be able to build any sales system you can dream up.

The entire goal of this document is to provide you with the clarity you need to get rolling. I'd love it if 100% of people that bought into Traffic System Z got results, but the reality is that many will never log in.

Since you're reading this and have gotten this far, I'm going to assume that you're ready to start learning and implementing.

This list is the order that I feel you should go through the traffic focused systems. However, feel free to deviate from this at any time. **If you know what you want to learn, start there.**

1. **The Facebook System** - You must get retargeting in place if you have any traffic at all. If not, skip for now and come back as soon as you do.
2. **All content systems** - As a physical product seller, you should be using content to teach people how to use your products.
3. **Social systems** - These matter because the audiences you build on social sites will want to see your products. By sharing your content with your audiences, more of them buy your stuff.
4. **Advertising systems** - Advertising is especially risky for you. You have to keep a very close eye on your metrics and data. Know exactly what you can afford to spend to gain a customer and do everything in your power to stay below that amount with any advertising you decide to do.

What next?

Fill in the SOP worksheet. It will guide your vision for your business, but it's not the "old school" SOP. It includes all of your marketing standards, too.

Grab the SOP and get to work! 😉