TRAFFIC SYSTEM Z

Info Marketing

What you're about to dive into is a traffic guide for coaches, authors, and teachers. 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…**
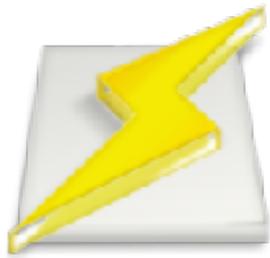
Whatever business you choose will give you certain benefits when it comes to driving traffic. I'll refer to them here as "Super Powers". After all, who wouldn't want some?

As someone in information marketing, your primary super power is the ability to help people through content.

This should be your "go to" strategy when driving traffic and generating leads. Make sure you're sending people to page designed to get them onto an email list.

Once they're on that email list, you're able to send them more content via email and convert them from prospects into customers.

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

1. **Creating content**
2. **Publicly Sharing Your Message**
3. **Nearly Zero Cost of Goods**

Let's break each down:

Creating Content: If you're an information marketer, content is your money. Producing it shouldn't be difficult for us, but the problem I've always faced is this: How much do I give away for free?

The truth is that you could give away 90% of your product and 99% of your customers wouldn't take the time to find it all online. They'd pay for the ease of access.

However, my strategy is to give away simple things, not entire strategies. I'll teach one part of a strategy completely instead of giving away ALL of my best stuff. Make sense?

Publicly Sharing Your Message: To be a coach or trainer (mentor, author, etc…), you need to be comfortable being loud about what you do. This makes social media marketing easy and almost automatic.

You'll attract your best audience by simply talking about the things that matter to your best customers. Do it daily and you'll automatically build an audience that wants to hear what you have to say. If they want to hear what you have to say, they'll probably buy your products, too.

Nearly Zero Cost Of Goods: Selling information or even books means that the cost to produce our products is very low. This gives us the unique ability to spend a lot to acquire a customer. **This may be our greatest super power.**
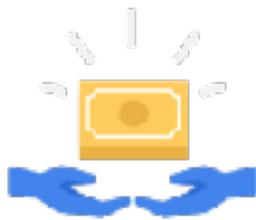
Paths To Profit

Selling your training or the result you provide 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. Content Driven Ads
3. Authority Syphon

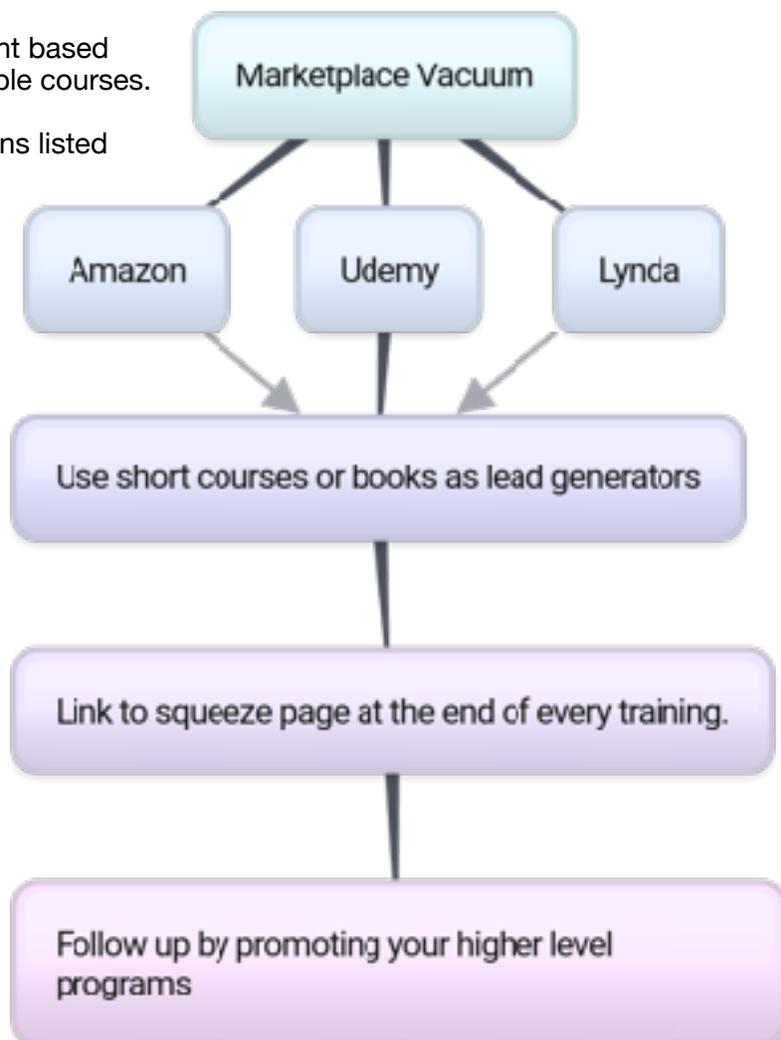Below, you'll find process maps and short text directions for each one:

The idea with this is to take advantage of content based marketplaces and build your audience with simple courses.
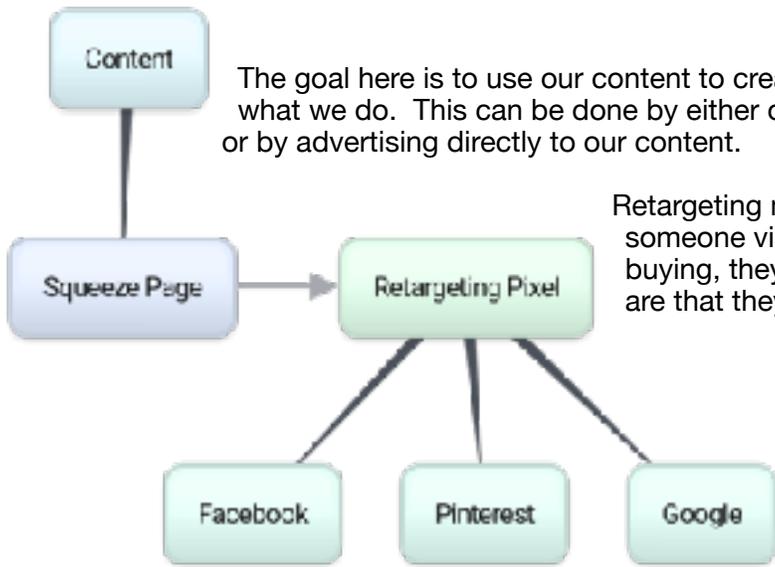
You also don't have to limit yourself to the options listed here.

Any marketplace is viable and useful.

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

Always drive people to an email series that promotes your
products and services.

Marketplace Vacuum

Amazon   Udemy   Lynda

Use short courses or books as lead generators

Link to squeeze page at the end of every training.

Follow up by promoting your higher level programs

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Content
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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.

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Squeeze Page  ───►  Retargeting Pixel
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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.

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Facebook        Pinterest        Google
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                 Authority Syphon

Forbes     CNN Ireport     Huffington     Entrepreneur     Business Insider
                            Post
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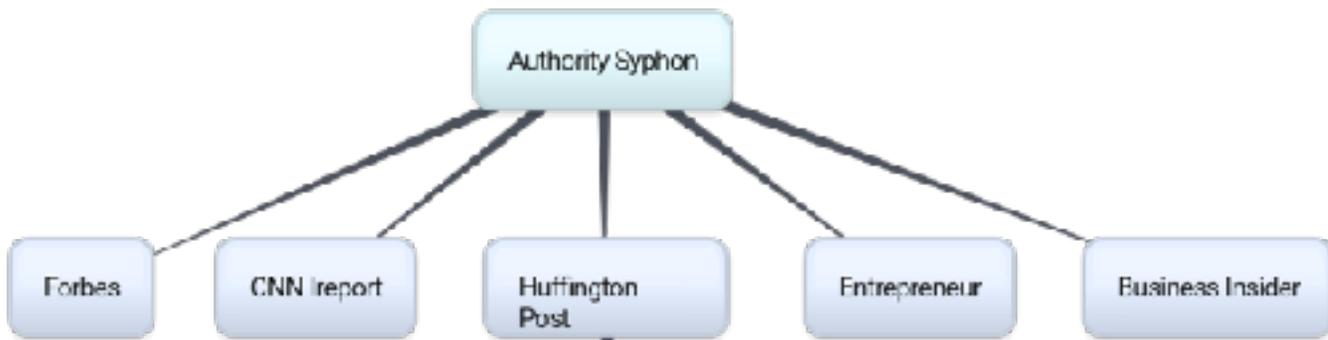
Get posts featured on the highest authority sites in your market.

Link to squeeze page from your author bio and inside of your content (where allowed)

Follow up with emails that sell them on your products and services.

The goal with the Authority Syphon is to get your content listed on sites that make you an automatic authority.

The options listed here are specifically for the B2B space, they may not apply to your market.

Whatever your market is, you should instantly be able to have a few options come to mind. CNN and Huffington Post are viable for almost any market, but you should be able to find a few more with ease.

Do whatever it takes to get your content on their site. Check with their policy to ensure you're within their limits, but always link to an email capture page if you can.

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 an information marketer, this should be your biggest strength. Focus on it.
3. **Social systems** - These matter because the audiences you build on social sites will want to see your content. By sharing your content with your audiences, more of them buy your stuff.
4. **Advertising systems** - Other than Facebook, you should be advertising as much as you're comfortable. Especially if you have ads that convert.

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! 😉