

GETTING FREE TRAFFIC WHEN YOU HAVE NO TIME TO LOSE

Cindy: Shawn, it's so great to have you here on this show. For people who are listening in today who haven't heard about you, I'll be surprise if some people haven't heard about you. Why don't you tell us a little bit about yourself?

Shawn: Sure. The shortest possible version for a guy my age is that I practiced law for ten years, and in the process of practicing law I discovered direct response marketing, which became a hobby, and then a passion of mine. That led me to quit practicing law, and partner up in running a company where we did seminars all over the US, and Canada in the real estate education market.

Then the internet arrived in the 90's. If you can remember as far back as the 90's right, and I've thought, man this is a great place to go to apply my marketing training. In 1999 I left behind that other business to focus on the internet, and seventeen years later here we are, and the internet is still a great place to be.

Cindy: Isn't that real wild?

Shawn: In that time, we've developed ... It is. We've built all kinds of information products, and books, and a lot of software now that help people to discover how to create products, market online, sell more stuff online et cetera. The very first book that we did, or I did was Mining Gold on the Internet, which because I was ... Early in the day there is a lot of guys now that are Internet guru's, so to speak, that got started, because they found Mining Gold in the first place.

It's funny, there is a guy that I have known now for a couple of years, that until his wife talked to my wife recently, and said, " You know we love Shawn, because he is the one who got my husband started on this." It was really like here is a guy that I have been doing promotions, and stuff with. Never even knew this, it happened to be how he got started online. It has been really a lot of fun.

Cindy: That is amazing. This month's theme, we are talking about Web traffic. Why don't you tell me a little bit about what kind of traffic we are going to be talking about today?

Shawn: One of the biggest things, obviously there is a lot of ways to get traffic, and particularly free traffic, that we love to help people get, and the way that most people think about getting free traffic is, I am going to try, and build a website, and I am going to try, and add a whole bunch of content, and then I am going to hope that I get ranked in Google. Yes, you want to do all that, because that is great free traffic, and very targeted traffic that you can get, but it takes time, and what most people don't want to do is take time.

They want to get results today, and-

Cindy: Still have some of those things that gets you traffic long term, but also start seeing traffic soon, right?

Shawn: Right, exactly, because what people, and myself included, we all want results now. It is more fun when you can do something, and see the result come quickly, and we have developed a lot of strategies that let us do that. For example, there are people online that are talking about whatever you are trying to sell. Right now, you are trying to sell gun safes, because it's a weird thing that we happen to have a customer that sells those, and you might say to yourself, that is not something that anybody would look for online.

Talk about online. Do online, but if you were to do a search, you would find that there are blogs, and forums where in just today alone, people have posted up asking about gun safes, or what kind of gun safe should I buy? What is your experience with this? Talking about specific brands of gun safes, and all the things that you would want someone to be asking right before they buy.

If you are selling gun safes, and you could be part of this conversation, and you could step in, and say, "I know what your questions are, I have got answers.", and you are selling a gun safe that cost three thousand, or five thousand, or more dollars, and there is your customer sitting, and waiting for you to go, here is the answer to your six questions, and this is why this gun safe I am going to sell you, or be an affiliate for, is the very best one, and you literally can step into conversations where people are ready to buy.

Cindy: How do you find these people?

Shawn: That is the tricky part.

Cindy: Okay.

Shawn: Number one, you can't find most of them in Google, and here is why, part of the problem with Google is that Google will tell you what the top rank sites are. One thing you can do in Google that you can find is, you could go search a series of key words. Let's say for weight loss you find fifty key words, and you go look in Google on the front page, and you find anybody that has got a forum, a blog, or a question, and answer site. Someplace where you can go post a response to someone else's query.

We know if they are on the front page of Google, they are getting traffic. We don't have to question whether, or not they are getting traffic. We know they are getting traffic, especially for high traffic key word. That means we could then go to a forum, for instance a popular weight loss forum here in America is called, 3 Fat Chicks, and yes, it's actually the name of it, and this is a huge weight loss forum. Now some of their pages are ranked on the front page of Google.

On the top ten of Google. If you want to go to exactly that web page, and you could immediately know that is the page Google is sending traffic to, and if you can find a conversation to get into, and either leave a link back to your site for some free information. The first thing is, doing this you don't want to go spam things, because everyone knows when you are a spammer. When you go, this is my cool new site-

Cindy: [crosstalk 00:05:50]

Shawn: No one is going to respond to that.

Cindy: You have never been on that web site before, and you just-

Shawn: You have never been on that web site before.

Cindy: Yes, okay. You have got to do it with a bit of class.

Shawn: Exactly, perfect description. With a bit of class, and you have got to make yourself look like you are trying to be helpful, because people respond if you are actually giving them information. If you are being helpful. If you are solving a problem. Answering a question that somebody has. For instance, one of our clients is a lawyer, and he goes, and finds questions that are within his field of expertise, that people would be asking, maybe about internet marketing, or marketing laws, or sweepstakes laws, or things like that, and he goes, and he answers the question, and then he says, "Listen, if you want more information, if you need anything, you could always just contact me."

He becomes a good resource, and he picks off clients that obviously pay him a lot of money by this. He gains a lot of credibility in the market place. If you go do this, whatever your topic might be, weight loss, gun safes, diesel oil trucks, furniture, it really doesn't matter, you can put yourself in a position where you're getting people who are immediately talking about what you are looking for, and there's traffic coming in, and you can spin them off to your site, as well as make them aware of what you are doing.

Cindy: The point here would be to make sure you find something that you know a little bit about, so that you can actually help someone to answer their questions. How do you take ... Where do you find your thing. You find your needs. You have answered, maybe you can help people about. Do you funnel them into something? Maybe we could talk a little bit about, do you set up a squeeze page, or do you just send them straight to affiliate links, or how do you suggest that people go ahead, and do stuff?

Shawn: Definitely what we do is ... It depends on the product. Generally, we are selling our own products. If you are selling your own product, then you could send them straight to your web site, where obviously might want them to opt in, or you have got a free report, but you know you are capturing them within your system. You can re-market them with the re-marketing pixels, and campaigns on Facebook, and Google, and elsewhere, but as an affiliate generally you are not going to want to say to somebody, "Click on my affiliate link."

Like no one is actually knowing that you are trying to sell them something. You want to give them something for free. Free report, free article. Give them a reason why they want to come, and interact with you, and get something for free, because one of the things we have to remember in marketers is, people get into the internet marketing, and they start to get jaded, and they start to think nobody is responds to a free offer anymore, but they do.

The massive humanity, all seven, or eight billion of us, that is what we respond most to. We have forever, we still will forever, and you need to look outside the internet marketing community to see how other businesses are doing internet. Works very well. You offer somebody, come get the free thing. You give it to them. In most cases even then, depending upon how you are trying to market, it's probably best not to even bounce them straight to an affiliate page, or through an affiliate link to a sales page, but rather to use some kind of a free sale page.

Where if you are just going to be an affiliate, you maybe write the article about the six problems that woman over fifty have with weight loss, and then in that article you discuss the pros, and cons of different things, and you come to a conclusion that says, we found that XYZ product is really great, and here is how to get a 48% discount for it, click here.

Now you have a very soft approach. You have given away free information. You have pre-sold somebody on buying the product, and you look the complete opposite of the guy who hired three outsources in some low paying country to just spam links all day. Right? You now have a lot of credibility, and you will be welcomed back into on a blog, on a forum, on a Q, and A site.

Cindy: If you target your blog, or forum, Q, and A site, whatever it is that you choose, then you can set yourself up as an expert in that community. You might be fine in your community today, but then six months from now, if you go in a couple of times a week, and find someone that you can help, six months from now you are going to be the go to guy, or woman for that particular topic.

Shawn: Absolutely, and even better, what most people don't think about is the fact that these responses that you post, live forever, which is a good thing. You do the work one time, and you never know who is going to come back through a forum, and read it, on a blog, and read it, read the answer on a Q, and A site like Yahoo Q, and A, and some of these things show up in search engines of people do searches, because people do really long tail searches, and if they happen to search the question that you have answered, a lot of times that response is going to show up.

When they find that, they go straight to that forum page, and there you are providing a bit of information in a free resource. This stuff builds lots of traffic for you, as well as great back links, and presence across the web for you.

Cindy: Do you have, for people just wanting to use this approach to start getting some traffic, do you think you could maybe break it down on the items that they need to find, and pull-

Shawn: [inaudible 00:11:41]

Cindy: Together. Yes, maybe we could do that.

Shawn: Sure, in the first place, let's say you are going to do this yourself. Now, we are going to talk about software that we have that makes this really fast, because a lot of times what we have done with my partner [Brian Kosinar 00:11:54], we developed software that takes things that we would do manually, and does them in two minutes instead of hours, but the manual way you would go about this, which is important to understand why you are doing, what you are doing is, you would write down a list of the key words for your market that relate to the product you want to promote.

One of the cool things that you can do with this, by the way, is a good technique is to write down the names of your competitor's companies, and your competitor's products, because this is how you could go steal potential buyers, and prospects from your competition. People often are searching for a specific product, or brand name before they go to buy.

They will be like, "Does anybody have a review of this Samsung LCD 40 inch TV, and if you happen to sell TV's, or you're an affiliate for somebody who sells TV's, you could literally be in there going, "Let me tell you that one is okay, but let me compare to this other one." You are literally siphoning their traffic.

Cindy: You are helping the customer find something that is going to be of solid quality too. It's not just pocketing money, you are helping as well.

Shawn: That exactly, and by being helpful selling quality products, again like you said, you set yourself up as an expert, and somebody that people would want to do business with in that market place. The first thing you do is make a list of key words. Either you do it yourself, go to Google Ad Planner, however you want to do that. Then go search them in Google, and if you are really ambitious search them in Yahoo. Search them in Bing, but at least search them in Google.

From the front page of the web of Google, make note of any other sites that are blogs, that are forums, or they are Q, and A sites. Sites where you can answer questions like Yahoo Q, and A. Copy all that URL's into some notepad, or note doc, that you can then go back to, and visit those sites once you make the list. Let's say you have searched fifty key words, and out of all those results you find seventy seven sites you can post on.

Now, from there you can actually just click, and go to those sites, and you will be on direct pages of Google sending traffic to, and then you can enter into the conversations. If somebody is ... Let's say we are talking about weight loss, and somebody says, "I have heard that the Paleo Diet works really well for this kind of person. Does anybody know anything about that?", and you have an actual intelligent response to give.

You could respond to that question, and explain why whatever you have is good, or why your Paleo version is good, or whatever it is, and-

Cindy: Shawn, you want to give it a try? Here is a report with a week's worth of recipes.

Shawn: Exactly, yes. Those are the basic steps, and then it is just a question of going out there, and planting these seeds that lead people back to you, and as well as wherever you are leading them to, you are planting links that are incoming to your site that are going to help you rank for various key words that you're picking up along the way.

Cindy: Well, that is fantastic. That is really good stuff. I am actually going to share with my email subscribers. If you are not on my email subscriber list guys, you 7 Figure Furnace listeners, make sure that you opt in, and I am going to send also some information on Shawn's new release, because it is coming out.

I just going to order them like this, but for now this is a really great way if you want to get some traffic to your office. Whatever they are, just jump in there, and give it all a go. Shawn, do you have any ... We are talking about quite vaguely here on how to find your product. How do you actually find a good product? Can you share any tips on how to find a good product to sell?

Shawn: Sure. The first thing you want to do is decide what market you want to be in, and a lot of people, if you ask them what do they want to sell, the answer is, anything that makes me money.

Cindy: Right.

Shawn: Right. That is all great, but that doesn't help you in your marketing, because you don't get to sell everything to everybody. Pick a market in which you have some interest in, and as you mentioned earlier some level of knowledge that is going to make it way easier for you to communicate with people. Within that market, look for people that are selling quality products, and you of course can look up, and see reviews on those products, and things to see what people are doing, and see if they are doing volume.

You can find products within that niche, in a fully network like a click bank, or you can find them by searching weight loss affiliate products, and Google golf affiliate products. You will find tons of people promoting their affiliate programs, and then you can make a list of different things that you can try to sell. If you focus on a niche first of all, it means that let's say you get good at generating golf traffic.

If the first product you try to promote doesn't sell well. Now you know that you are good at golf traffic. Now all you have got to do is flip over, and put a different product in your funnel that is going to convert. Instead of being like, golf didn't work, let's go to weight loss now, and then you are going to make yourself jumping around. That is how I would first do it, and then within this thing to try to find a good product, you want to find products that are either top selling products already, because then you know that first of all the sales page is going to convert.

One of the most depressing things in the world, and you certainly know this feeling is you send traffic to somebody's offer, and nothing happens, and you are, that really sucked. Sometimes that will happen, but usually if you get something that is already proven to sell. That is going to help you a lot, and if you find products for example-

Cindy: [inaudible 00:18:01].

Shawn: What's that?

Cindy: What I like about finding products that are selling really well, is that you also know that they are backed by the owner. If someone is selling a hundred copies a day of something, you know that they are actually going to support their product. There is more of a chance that they are going to be very supportive, and that is going to help. I don't know about you, but refund rights are really bad sometimes.

You don't want to go through all the work of getting a sale, get excited of getting a sale, and then the product is not supported, or it actually sucks, or whatever, and then you lose your money. Keeping the sale is a really good thing.

Shawn: Yes, it is. Absolutely. That is also a reflection, and especially it is market dependent, but overall it's certainly a reflection on the quality of the product. How well it is represented in the sales process, and as you mentioned how well people support it at the end of the day, because something that just launched yesterday, from somebody that created their first product ever, is not necessarily going to get the greatest support.

The greatest follow through, because that person hasn't necessarily created they whole business model yet, that somebody will have that is set, selling a hundred copies a day, or more. If you look, and you see products that you see advertised all over the place. You can see products advertised on Google, and you see them on banners, probably they are getting a steady stream of traffic, and you have got a good selling, well supported offer that you could look to follow through with.

The more you get to know to niche, the more you are going to see products as they come through, because people will start contacting you to send them traffic.

Cindy: Chances are too, we are all online people, so maybe you play World of Warcraft, or something, and you happen to be, or Clash of Clans, or whatever game it is you are playing, and you are already in forums, you may be, some people are in forums, or Facebook groups is probably a good place to find some people, and you are probably naturally are doing this kind of thing already.

This could be something, and I know I am just jumping in here, but while you were talking it made me think, you could actually just look at the Facebook groups that you are in, and say what are your current interests already. What are you already doing, and then broaden that a little bit.

Shawn: That is very true, and again when you look in those groups, you are going to see people asking questions. If it is a game, where do I find this? Does anybody know how I can get these cheat codes? Anybody know the best deal, what controller I should buy, or what computer I should buy? These guys are asking questions of things you can be an affiliate for.

Cindy: Exactly. Awesome. We are probably going to wrap this up. It has been amazing having you here. Do you have any final words of wisdom that you can share with our guys?

Shawn: Yes, really if I have to share any wisdom from my way too many years in this marketing game, it's that not everything is going to work, and you can't just quit. The picture I saw the other day is probably perfect. If you are driving a car down the road, and you get a flat tire, do you actually abandon the car? No, you obviously fix the car. You fix the tire, and you keep on going. You are going to hit setbacks; you are going to hit challenges. Don't worry about them. Just keep moving forward, because you can be in your own business. You can promote your own products.

You can form affiliate products. You can do whatever you want to do online, but there are billions of dollars being made by millions of people online, and you can go out there, and make as much, or as little as you want to. It is really up to you to ... How good you want to get at this, and how much time you want to put in. The money, traffic, it's out there as you know.

Cindy: Yes, it is, and it's all about finding that one product that sells really well. Your audience, it could just be around the corner, and people often just give up, before they get to that, which is sad.

Shawn: Yes, it is.

Cindy: Yes, well thank you so much-

Shawn: You are going to make me cry.

Cindy: No, don't cry. You know lots of crying. Thank you so much for being here, and I look forward to seeing a little bit more of you, and I am going to put out to my email list about your stuff coming up very soon as well. Thank you.

Shawn: You are welcome. Appreciate the opportunity to talk with you.

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