

UNLOCKING THE POWER OF CLEAN EMAIL TRAFFIC

Cindy: Oh my gosh Harris. It is fantastic to have you here. As always I love catching up with you and I'm really excited about what you're going to be sharing with these guys today, because you really know your stuff when it comes to email traffic. For people that don't know about you, why don't you give us a brief description about how you got into email traffic?

Harris: Oh, okay. Actually it's probably been, oh, 17 years or so. What year is it? Back in 1998 or 1999, something like that, I had ... 1999 we started a company that did email. Email deployment we called it, but basically that just meant that we sent a bunch of emails. We got to a point where we were mailing probably, I don't know, seven, eight million emails a day. Some people might call that spam, which many people mailed me back and did tell me that. That's where I got my start in email, 17, 18 years ago. We had permission to mail people and stuff like that.

Then somewhere around 2004, I think it was, that the laws changed a little bit in regards to email. We were around for that as well, but then I really, I shifted away from that company and got in 2005, went into a company that ... Not really a company. I just got into the internet marketing space, which is where I really, where you and I met. I started building lists that were very relationship driven, meaning people knew who I was. They like my personality. They could pick up my personality. I would do interviews like we're doing now, teleseminars, live interviews, and what I found was that literally, I don't think that list ever got to be more than 80,000 people, but I probably made as much money with those 80,000 people that I had "relationship with" than I did mailing to the six or seven million people a day, which was really interesting.

I've got chops on all sides of it. I was in the [inaudible 00:02:36] space doing my own launches for a while, and then eventually settled into ... First I helped some, I did JB brokering. People are probably familiar with that where you get affiliates to mail for you, but you'll mail back for them. I was setting that up for people, and then eventually fell into more the solo ad space.

One of the clients that I had that was doing, that we were doing swaps with said, "Hey, I don't want to do swaps anymore. Do you have anybody that I could just pay to do a mailing with?" I talked to people on the other side of the fence and somebody said, "Yeah." We paid them upfront for the mailing. We guaranteed them some sort of performance. It went well, and the guy said, "Let's do that again with somebody else." I started building my book of list owners that were willing to, instead of doing a swap or do things on an affiliate basis, they were willing to be paid on a per click basis. That was in 2012.

Cindy: Basically that's what solo email marketing is, isn't it? You pay someone and then they send out an email to their list about your products for you.

Harris: Yeah. I try to stay away from the word solo ads in my company now, because there's a whole bunch of people that are abusing what it is as well. There's another side of the industry that calls it a dedicated email broadcast. Another side of the industry calls it just an email newsletter. Ultimately we're used to hearing it called solo ad. What that means is you're sending a solo, one, advertisement to somebody's email newsletter to all of their subscribers. Alternatively, you could pay to have a little tiny advertisement on the top of it. That's not what a solo ad is and it's not nearly as effective as the entire message being about what it is that you're wanting to sell.

Cindy: Okay, so today I want to talk a little bit about email traffic and about if you're buying, if you're actually paying out money for someone to do it, how do you avoid losing your money? How to make sure that you really benefit from that? If you're putting money in, you want to pay for those clicks and you want them to make you money. How do you do that?

Harris: Yeah, first of all I guess it's important and fair ... I don't know what level of experience your audience is, but one of the things before I say that is there's nothing you can do to make sure that you don't "lose money" unless you have the attitude of I'm testing to make sure to see if this list is a good match for my offer. Now, if you've got let's say a health offer that's going to help somebody lose weight, you're probably wasting your money to go to somebody that has a list of people that are interested in search engine optimization or something that has nothing to do with it.

That would be step one, but firstly just you want to say, have the attitude of testing but then there's a bunch of things that you can do to protect yourself and the truth of the matter is is that this industry's grown up really fast and I say that there's a lot of new people that hear about solos and they just throw their money around. There's a lot of experienced, or even inexperienced people that will take advantage of people. I always say it's, often what I observe, it's where the uneducated meets the unethical. You have to be really careful if you're the uneducated. The unethical are going to take advantage of you.

Yeah, there's a number of things to look for and to make sure that, just have a ... I don't know. Just be smart about it. If you find somebody. If you go out on Facebook group and you find somebody that you like, look through the group and see if there's any testimonials on them. Go to Google and Google the person and add the person's ... Like if it was you or me, Harris. Add the word scam after my name and see what you find out. I probably shouldn't have said that, because maybe there's something out there. Or Harris review, or the name of the website that you're buying from, review.

At least get ... See what people say. Take it with a grain of salt. There could be somebody that ... The more business you do, the more people are going to come up with reasons to complain about you maybe. At least find out what you're dealing with. Then the other ... Yeah, go ahead.

Cindy: Oh no. You carry on. You've got some more stuff?

Harris: Oh yeah. I was just going to say the other thing, that's 101. We have the Googles. You can Google and also check on Facebook. See who their friends are and see if you happen to recognize anybody usually if you have a biz op offer, a business opportunity offer, chances are you have friends that are in that as well. Then if you go and find a solo ad provider, you can check Facebook and see if he's friends with anybody. Then you can ask those people if you can find somebody that pretty much vouches for them. Somebody tells you, "Hey, I've tried this guy's traffic, and it did really well," and it's somebody you know, that's a pretty good sign. The most dangerous thing out there that you really have to watch out for and I have a safe traffic checklist that you can give a link out on your blog or whatever and people can go grab that, it's got 10 things on it, which we're not going to go through all 10 of those right now.

The biggest thing that you have to realize is people do cheat. If an email is "supposedly sending" you something, it's being sent via computer while somebody can create a ... They're called bots. They can create a little script that makes it look like somebody's going to your website and opting in. That's the biggest thing to watch out for. You want to make sure that you have protection against that with, there's a number of click tracking companies out there that are really good at it. The best one out there's probably Click Magic right now. They're really good at blocking bots and fraud and things like that. I don't know if you know of any that you like.

Cindy: Yeah, I really actually don't have much experience. I email my list, but I haven't done a lot of paid emails. This is really exciting for me to learn about, too.

Harris: That's the biggest thing that you just want to watch out for. If you're just smart about it, and a little bit of buyer beware, but the bottom line, if you deal with a reputable company ... My company is a broker, or an agency. I think that's what I actually say on my website. At the end of the day, I'm a list broker. We have 35 or 40 different lists in something like six or seven different niches. We vet all of the publishers that we work with per the safe traffic checklist that I mentioned. Again, we deal with people we know. We deal with people that someone else can vouch for. There's a lot of great services out there. There's marketplaces out there like [inaudible 00:10:43] and Clickonomy. They're trusted, but they're still people inside of them, because it's a direct marketplace, with no protection, there's still people inside of them that are going to try to take advantage of people. They're going to send them, they're going to try to trick and try to cheat.

Now, is it 100%? No. In fact these guys are, everybody is getting much better at, and when I say everybody, I mean the companies that a marketplace or a broker agency, is getting much better at keeping the fraud and that away. Because it used to be where people would just turn a, I wouldn't but, we as an industry would turn a blind eye because we would say, "Hey, I'm paying for clicks and I'm in the middle. I don't care. The customer thinks he got 1,000 visitors."

Cindy: I got money and they got money and everyone's happy, but it's not beneficial for the person that's buying the traffic. That's what it's all about. It's making sure that when you buy traffic it's going to actually do what you want it to do. It's going to get you real customers, real people that are going to buy stuff.

Harris: Right. By the way that fraud, that click fraud, that's not just email. That is every single freaking online advertising industry. There's a bunch of cheaters out there that'll try to get a little bit of extra money, or a lot of extra money by doing stuff like that. Yeah, let's talk about the good. The good is, I told you I've been in this thing for a really long time. I got away from it in 2004. I literally as I ... That's what? That's 12 years ago. I said, "Okay, I can see the writing on the wall. This email thing, it's going to be gone soon. Nobody's going to be able to do email advertising anymore." I got out of it. That's why I went into the internet marketing space and teaching info courses and stuff.

Eight years later, I pop my head back up and say, "Oh my gosh, it's still the best return on investment if you get good clean traffic. It's the best return on investment." I'm talking by leaps and bounds. You can Google best ROI for digital advertising and you'll find that it's something like, that one average, it returns something like $40 for ever dollar you spend.

Cindy: That's crazy. The customer, yeah.

Harris: Do my clients always get that? No, but the smart ones they know that they ... The biggest thing for people that are coming from, like you and me, that come from the affiliate mindset, we're used to, we don't have to pay anybody for anything unless a sale is made. We only have to pay for half, or whatever. If we have a info product we pay 40, 50%. When somebody, I'm thinking of somebody in particular and I won't say his name, but this is somebody that's been in the [inaudible 00:14:00] space for longer than me, and he bought some traffic from us. Some of the lists made money, and some of the lists were a little bit under.

By that, what I mean is say he bought $1,000 worth of traffic from me on list A. It returned him maybe $900 in sales immediately. From his standpoint, that's a loss. He wanted to make money on that initial mailing, but the truth is he had 45 or however many customers it was, 40 or 50 customers that bought whatever the front end product was, and those people are now in his funnel. Those are buyers that are going to be lifetime customers that are going to buy other things from him.

Cindy: Exactly.

Harris: The large companies that I see that buy a ton of email and other traffic sources, they are willing to lose money. My supplement buyers, somebody reported back to me whatever the loss was, and I said, "What do you need to do? Do you need to break even?" They're like, "No, no. We're happy. We'll keep mailing on that list if we just get half of our money back." If they spend $1,000 and get $500, they know that people are going to re-bill for two or three months and they're going to get their money back and then some after that period of time.

Cindy: It's about knowing the lifetime value of your customer. Once you get a lead, even if you're sending to an opt in and they buy nothing, they just opt in and then maybe after they opt in you send them to an offer, because you'll make a little bit of money there. Once you've got them on your list, then you can mail them forever and just keep blasting different offers to them, and you'll definitely get your money back but you've got to make sure that you have a funnel that is going to make you back money.

Harris: Right, it's funny too, whenever we say all of these little industry terms like funnel, if somebody's brand new they're like, "What the heck are you talking about?" A funnel is just the idea that somebody, like Cindy said, they opt in to the front page. We call it a squeeze page or a landing page. A lead capture page is probably the easiest way to say it. Then from there maybe it goes to a one time offer page, or a sales page of some sort. Then now they're in your ... Maybe they buy something, and you give them a chance to buy something else. You say, "Hey, you got this product," whatever. "You got this vitamin supplement. Maybe you want this to go along with it," or something along those lines.

What I've found in really focusing on the differences between a long term successful offer that just I just mail week in and week out, is that they have a backend. Like you said, that they know their lifetime value, but that they have a lifetime value, because if somebody just buys one product and is gone, and you made 10% ... Let's say you bought $1,000 and you made $1,100. That's great, but imagine if you were able to do the other way where you're able to lose money because you know you've got seven other things and they're going to buy three of them. It's going to make you three times the money. That's the thing. That's what I really, really honed in on lately. If it's got the ability to have a lifetime value, then there's a really good chance that they'll be able to find, you will be able to find lists out there that are going to match your offer.

Cindy: Exactly. I know that you've got places to be. We'll probably keep this pretty short. Do you have any final words of advice for people looking to get started on traffic?

Harris: On email traffic or any traffic?

Cindy: Sorry, email traffic. Let's just stick with this without opening a whole nother set of cat of bags.

Harris: Yeah, just be smart and be careful.

Cindy: I just said cat of bags. What the hell is a cat of bags?

Harris: I thought because you're down under, I thought that that's what you say. I was going with it. Yeah, I guess just what we really started off with. It's just know for a fact. Google it for yourself that really email traffic is going to return you the best ROI. However, that only applies if you're buying good, clean traffic. Be smart about it.

Cindy: Right. Excellent. Thank you so much for joining me. Guys, you listeners who are listening in via iTunes, if you came via a podcast somewhere and you haven't visited the blog, come and visit 7FigureFurnace.com and find Harris's presentation. It'll be up there on the 7 Figure Furnace blog. Underneath it we'll have a whole bunch of resources. If you want to access his safe traffic checklist ...

Harris: Safe traffic.

Cindy: Safe traffic checklist. Come over and grab it and it'll be there free for you to download. Come and check it out. Thank you so much, Harris for being on the show today, and thanks for sharing your advice on grabbing some safe traffic and making sure that you avoid all the pitfalls.

Harris: Thanks a lot for having me, Cindy.

Cindy: It's been awesome catching up with you.

Harris: It's been great catching up with you, too. Take care.

Cindy: See you then.

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