

Guaranteed FREE Traffic!



“7 Simple Steps To Massive Free Traffic – Guaranteed!”

TABLE OF CONTENTS

<u>INTRODUCTION.....</u>	<u>3</u>
<u>STEP #1: Finding and Recruiting Joint Venture Partners.....</u>	<u>4</u>
<u>STEP #2: Use Viral Marketing to Create Your Stampede.....</u>	<u>7</u>
<u>STEP #3: Blogging Your Way to Traffic.....</u>	<u>9</u>
<u>STEP #4: Using Contests to Drive Eager Visitors to Your Site.....</u>	<u>11</u>
<u>STEP #5: How to Use a Simple Article to Create an Avalanche of Traffic.....</u>	<u>13</u>
<u>STEP #6: Using Guerilla Marketing Tactics to Pull in Targeted Traffic.....</u>	<u>15</u>
<u>STEP #7: Using SEO Linking Strategies to Grab Your Share of Search Engine Traffic. </u>	<u>17</u>
<u>CONCLUSION.....</u>	<u>19</u>

INTRODUCTION

Welcome to ***Guaranteed Free Traffic***, where you are going to learn “***7 Simple Steps to Massive Free Traffic – Guaranteed!***”

Over the next dozen or so pages you’re going to learn **seven quick and easy steps to driving a stampede of eager buyers to your site.**

Some of the strategies you’re about to discover include:

- ✓ Finding and recruiting joint venture partners.
- ✓ Using viral marketing to drive traffic.
- ✓ How to blog your way to more traffic.
- ✓ How a simple contest can practically crash your servers.
- ✓ How to turn your articles into avalanches of traffic.
- ✓ One of the best guerilla marketing tactics.
- ✓ And how to use a link campaign to pull in eager visitors!

And best of all, **these strategies are absolutely FREE!**

But DON’T think for a moment that “free” means garbage – far from it!

In fact, the biggest, richest companies in the world use some of these methods.

And you know why? Because **these strategies that you are about to learn work like crazy to drive a hungry stampede to your site!**

Need proof?

Just read on to find out what huge companies use our very first free strategy...

Gary McCaffrey

STEP #1: Finding and Recruiting Joint Venture Partners

First, a definition: **A joint venture (JV) is when two or more marketers get together to mutually benefit themselves and their businesses.**

Joint ventures come in all shapes and sizes – from affiliate type arrangements to link swapping arrangements to massive advertising joint ventures.

And the best part is that joint ventures work both online and offline.

Indeed, you're probably very familiar with offline joint ventures.

For example, have you ever noticed that U.S. fast food restaurants such as McDonalds, Taco Bell, Burger King and others tend to team up with the major movie studios during a movie launch? Usually it comes in the form of the restaurant offering movie-related contests, cups, and toys.

It's a mutually beneficial arrangement.

The movie studio gets the benefit of extra advertising through the fast food restaurants' efforts. And the fast food restaurant gets more visitors from movie fans who want to collect the movie-related products or participate in the contests.

As such, the movie studio and restaurant are cross-promoting and drawing from each others' core demographic.

Think about it...

Here are two rich businesses – fast food restaurants and movie studios – that team up for a joint venture. Sure, these businesses have millions to spend on advertising. And yet they still do joint ventures.

What does that tell you?

It means this is a strategy that works!

And in fact, **this strategy works particularly well ONLINE**. You'll see some of your best conversion rates when you use this strategy.

And here's why...

Guaranteed Free Traffic Report

When you do a joint venture with someone – especially someone who has a responsive list or someone who’s well-known in your market – **you’re essentially getting that person’s stamp of approval.**

Getting this sort of endorsement creates a far greater stampeded of traffic or sales than you could ever hope to buy.

Let me give you an example...

Just answer this simple question:

Would you rather run one 30-second commercial for your products during the Oprah Winfrey show... or would you rather have Oprah herself *personally* spend 30 seconds endorsing your product ON her show?

The answer is clear – you’d rather have Oprah endorse your products to her audience personally, as that would turn you into an overnight millionaire. That’s the power of a joint venture!

Now you probably won’t get Oprah to endorse your products – and that’s NOT my point.

What I’m trying to get across to you is that **there are plenty of “Oprah-like” affiliates and potential joint venture partners in your niche.**

These are people who are well-known and well-respected.

When they show up on a forum, the post they make gets more views than almost any other post. When they blog, tons of people drop by to post comments. And they have huge newsletter lists too – and best of all, these subscribers are very responsive.

Your goal should be to **recruit these influential people into your circle of joint venture partners.**

Tip: Of course, that doesn’t mean you should skip over the less well-known partners. That’s because it’s easier to get a smaller partner to work with you than a bigger partner. Because they’re likely just get started themselves, they’re more eager to take on joint ventures, whereas a well-known marketer probably gets so many joint venture requests that he doesn’t even have time to read them all.

Where to Find JV Partners

Potential joint venture partners are everywhere.

Here are a few places you can find them:

- Run a **search for your niche's main keywords** to see who controls the organic search engine results. You'll also want to run a search for some of the long tail keywords to see who's optimizing their sites for them.
- While you're searching Google and others, **pay attention to who's buying pay per click traffic by looking at the sponsored results** alongside the advertised results.
- See which marketers in your niche are often **discussed on blogs and forums**.
- See **who owns the most popular blogs and forums**.
- Find out **who has the best-selling products** on ClickBank.com, and similar marketplaces.
- **Go to offline events** to meet and mingle with influential marketers in your niche.
- **Ask people in your niche** – both prospects and other marketers – who they respect and admire.

Once you draw up a list, then it's time to start approaching these potential partners.

But remember:

These people get plenty of similar offers every day.

That means you CAN'T just say, "hey, wanna do a JV?" and expect them to drop everything.

You need to show a little finesse. You need to create a proposal that tilts heavily in their favor, and you need to write a letter that's all about them and the benefits they'll receive.

For more tips on exactly HOW to approach your partners – and several ideas about what sort of joint ventures you can do to drive traffic and rake in the cash – [download the complete "Stampede Traffic System™" manual!](#)

STEP #2: Use Viral Marketing to Create Your Stampede

Here's another extremely effective free traffic strategy. And the reason this one works so well is because **your customers are passing along your marketing message, NOT you.**

Think about it...

You could stand on a street corner all day long with a bullhorn and try to convince people that you've created the best product in the niche.

But **most people would ignore you** because, well, you're biased. OF COURSE you're going to say you have the best product!

Now imagine instead that one of your customers grabbed the bullhorn from you, told you to step aside, and SHE started talking about your website and your products. **And then another customer joined her.**

And another... and another.

Pretty soon you not only have people talking about your products on that street corner, you have them talking all over the city. And all over the region. And soon... all over the world.

That's viral marketing – and it's a form of social proof.

It's when your product (free or paid) creates such a “buzz” that people can't help but tell their friends about it.

Once in a while a marketer “accidentally” creates a product that takes the Internet by a storm. But you don't want to count on dumb luck to create a stampede of viral traffic.

Instead, you should **start out with the express intent of creating a viral product** – and that means creating a product worth talking about and/or giving people a compelling reason to tell their friends about it.

- So, what sort of product is worth talking about?
- What makes a product buzz worthy?

To answer that, **consider your own experiences.**

Guaranteed Free Traffic Report

When have you told someone about a free or paid product, either online or offline.

For example, when was the last time you recommended a good restaurant to someone? How about a good book? Have you ever told someone to go see a movie? And when was the last time you forwarded an email or told a friend they just HAD to watch a YouTube video?

Chances are, in all cases you made these recommendations because the “product” was extraordinary.

Perhaps it was *funny*, *controversial* or even a little *offensive*.

For proof that controversy creates a buzz, you need to look no further than some of the most popular figures in the media.

Just look at sports stars, “shock jocks,” celebrities, singers and even polarizing political pundits. They may say and do outlandish things... but that’s what keeps people talking and gives them free publicity.

But you don’t have to be a celebrity to pull in huge traffic to your site... and **this is especially true on the Internet**, where anyone can create an ebook, video or other product that delights, educates, entertains, shocks or even offends people to such a degree that they just HAVE to pass it along to their friends.

Beyond creating content that’s buzz-worthy, **there are two other secrets that will make your product go viral more quickly:**

1. **Treat your viral product as a major product** – and that means you should officially launch it. The more people you can get to see your product initially, the faster you’ll see the viral effect kick in.
2. For best results, **give your prospects a reason to pass the video, ebook or other product to their friends**. It’s NOT enough to merely cross your fingers and hope they spread it around – you need to specifically TELL them to pass it around, and give them a good reason to do so.

STEP #3: Blogging Your Way to Traffic

You've likely heard a lot about blogging.

That's because **it's a great way to make your site "sticky,"** meaning people come back again and again to see what you're blogging about.

All that content is **good for the search engines**, especially if you optimize your blog posts for long tail keywords.

Add those two benefits up, and you can see blogging is good for both **attracting brand new traffic**... and **pulling repeat visitors** back to your site many times a day.

Tip: Blogging positions you as an expert, too! After all, someone with just a bit of knowledge on a subject can probably churn out a few articles. But anyone who can maintain a frequently updated blog that's chock full of good content is elevated to the level of "expert" in the eyes of the reader.

And that's a good thing... it's one benefit that will translate directly to more traffic and more sales.

But blogging is NOT limited to those advantages (even though those are pretty big advantages).

And in fact, you can harness the true power of blogging when you use other free traffic strategies such as viral marketing and social bookmarking.

Think about it for a moment...

You've probably seen people recommending a blog (in general) to other people.

However, more often than not **you'll see other recommending and linking to a SPECIFIC post.**

Just as we discussed in the last section, that's *viral marketing*.

And also as we discussed, chances are **the blogger didn't create such a hot post by accident.**

He probably PLANNED it.

Here are a few examples...

Guaranteed Free Traffic Report

Example 1: Create a post that's contrary to what everyone else is talking about in the niche. For example, if everyone is going crazy about a strategy, you could post why people should NOT use that strategy.

Just posting a different view point will make your blog post stick out in a sea of conformity – it makes you stand out from the “herd”... and it attracts traffic like crazy!

Example 2: Create a “top ten” list or “FAQ” (frequently asked questions) around hot topics in your niche.

People love top ten lists – and they'll happily post these lists on forums and tell their friends about them. And if you draw up a list of answers to frequently asked questions, you can be sure people will point to your blog post the next time that question comes up on a forum or elsewhere.

Just making posts like these on your blog should bring in fresh traffic while delighting your repeat visitors.

But as mentioned before, **you can quickly multiple the effects by using both viral strategies, advanced blogging strategies AND social bookmarking strategies.**

For exact step by step easy instructions that reveal how to blog for maximum effect, [download the complete “Stampede Traffic System™” manual!](#)

STEP #4: Using Contests to Drive Eager Visitors to Your Site

Here's another strategy that can drive a stampede of traffic to your site, in part because it's an inherently viral strategy.

In other words, **there's a natural inclination for people to tell their friends about contests.**

And **if you specifically encourage people to tell their friends**, you'll see an even bigger surge of traffic.

Plus, when you integrate your contest with other strategies such as joint venture marketing, affiliate marketing, social media strategies and content strategies (as described in "[Stampede Traffic System™](#)"), you can create enough traffic that your server might even crash!

But there is one potential downside to pulling in a stampede of contest participants.

Namely, **you might be filling your site and your newsletter list with people who are unwilling or unable to buy your products or services.**

In short, contests often attract freebie seekers.

You don't have to necessarily avoid freebie seekers like the Bubonic plague, however...

While true freebie seekers may not purchase any of your paid solutions, **they may help you kick off the viral effect of your contest.** And in doing so, they could be pulling in site visitors that ARE willing and even eager to purchase your products or services.

Nonetheless, **you need to have a battle plan to help you convert contest participants into cash-paying customers.** Here are a few tips to help you do exactly that...

Tip #1: Choose to make your own products as prizes.

So often you see cash prizes, iPods and other general-interest prizes. The problem with giving away prizes that everyone likes is that you'll get everyone and their uncle to enter your contest.

But you don't want that.

Guaranteed Free Traffic Report

Instead, you only want highly targeted people flooding your site and entering your contest. That means you want people who are actually interested in your niche and, specifically, interested in your products.

As such, the best prizes you can give away in your contest are your own products, thereby ensuring that all contestants are members of your target market.

Tip #2: Create a contest that helps prospects sell themselves on the benefits of your products.

Running a contest just to create a buzz and drive traffic to your site is one thing. But as long as you have these excited prospects on your site, you might as well engage them in the sales process.

One way to do that is to create a contest that encourages people to think about how your product benefits them. As an example, you could have your contestants write short essays that list why your product is better than any other product on the market.

Naturally, a contest is only a success if it does indeed drive a stampede of targeted traffic to your site.

In order to accomplish this, you need to advertise your contest and get it in front of as many people as possible.

There are lots of ways to do this – indeed **[“Stampede Traffic System”](#)** lists **dozens of free ways to drive traffic to your contest.**

Do **[download it now](#)** to discover which four free advertising venues work particularly well to flood your contest with eager participants!

STEP #5: How to Use a Simple Article to Create an Avalanche of Traffic

If you're an information marketer, then **you already are well aware of just how valuable your words are.**

After all, people are willing to pay handsomely for them.

But **your words are also worth a fortune in traffic...** no matter WHAT you're selling. And one of the ways to turn your words into traffic is through the power of article marketing.

When most people think of article marketing, they think of writing articles and submitting them to article directories in the hopes of picking up a few click-throughs.

But article marketing is much bigger than that.

It can be used to:

- **Pull in search engine traffic** if you optimize your article for long tail keywords.
- **Gets tons of targeted traffic** to your site if a publisher picks it up and reprints it online or offline.
- **Establish yourself as an expert** in your niche, which boosts both traffic and sales.
- **Get backlinks from high ranking websites**, which helps you with your own search engine optimization efforts.

And article marketing isn't just limited to the article directories, either. You can post your articles on other content sites such as Yahoo! Answers, various social media sites, niche forums and more.

But just posting an article in an article directory or on another site won't have buyers scurrying to your site.

You have to **give them a reason to click through to your site.** And that's the purpose of your author's resource box.

Guaranteed Free Traffic Report

Your resource box (also known as “author bio” or “byline”) is that little space at the end of your article where you have an opportunity to tell the world about what you offer (benefits) as well as a compelling reason why the reader should click on your link now.

Many beginning marketers, however, make a grave mistake when they create their resource box.

Instead of giving the reader a compelling reason why she should click on the link, **the beginning marketer just talks about himself.**

I’m sure you’ve seen it. How many resource boxes have you see that are basically a short author biography?

You find out the article author’s name, where he lives, what sort of degree or other credentials he holds, and what kind of dog he has.

That sort of resource box leaves the reader shrugging and saying, “that’s nice.”

That’s because the reader does NOT care about you – he only cares about himself and his problems. If your resource box doesn’t tell him what benefits he’ll receive if he clicks on your link, he’ll be clicking the back button instead of your link.

Your article got him this far – he read all the way through to the end. **DON’T lose him in those final few lines by talking about yourself.**

Instead, offer him a freebie such as a free report or even “Part 2” of the article he just finished reading.

Tell him in no uncertain terms **what benefits he’ll receive** if he clicks your link.

Arouse his curiosity by telling him about a benefit but not quite telling him HOW he’ll receive that benefit.

For example, the resource box for a weight loss article may include something like, “*Click here to discover what common diet food is actually making you fat!*”

The benefit for the reader, of course, is that by clicking on your link he can find out what diet food he needs to avoid. And he will click, because you’ve also aroused his curiosity about whether he’s eating something that’s making him fat.

Tip: See [“Stampede Traffic System™”](#) to discover which eight article directories you should be submitting your articles to – plus you’ll discover what you need to know about submitting the same article to multiple directories.

STEP #6: Using Guerilla Marketing Tactics to Pull in Targeted Traffic

First, a definition: **Guerilla marketing is a form of promotion that relies on and requires your time and energy, rather than a big marketing budget.**

As such, guerilla marketing tactics fit perfectly into our free traffic report since many of them are free.

And **these tactics work particularly well for small business owners or those who are just starting out** because you don't have to blow a big wad of cash to see nearly instant results.

There are literally hundreds of ways you can promote your business using guerilla marketing.

Some of the tactics involve activities like handing out fliers at events and locations where you expect your target market to congregate. Other tactics rely heavily on your creativity. Still others ask that you seek out publicity.

You might be thinking that your small business isn't very newsworthy and you won't be able to get the kind of press that big businesses get.

In fact, in most cases **you'll find that the opposite is true.** It's actually easier for a smaller business to get press than a larger business.

This is because your local and regional press is most interested in local stories. So if a national or international company sends a press release, they'll likely print the story because the newspaper readers are familiar with the business.

But when YOU submit your story, suddenly the reporters have a local angle. And these sorts of "homegrown" stories always capture the readers' attention better than a big business story – and the newspaper editors know this.

But here's the catch:

You need to submit something newsworthy.

Maybe you're holding a contest. Or perhaps you're sponsoring a charity event. Or maybe your business is doing something that's novel and not seen anywhere else.

And if you can't find a story and an angle?

Guaranteed Free Traffic Report

Then create one!

Go ahead and make news with a publicity stunt. Depending on your stunt, you may alert the news media ahead of time so they can be on-hand for the stunt. Even if the media doesn't show up for the stunt, be sure to take pictures and write a "report" so you can alert the media about the results of the stunt.

Need an example?

Let's suppose you run some sort of exotic food site. One stunt that you could do locally is to have a free "exotic gourmet lunch" made from bugs.

You'll likely have a few people show up to actually sample your lunch. For the most part, however, you're likely to draw a horde of curious onlookers who rushed over just to see OTHER people eat bugs.

The publicity you'll get both before and after the event will make the stunt well worth doing. But **DON'T forget to offer something free in exchange for email addresses to those that gather to participate in your stunt.**

Advertising History Footnote: Quick, what is the first thing you think of when I say, "Name a big annual bicycle race?"

You probably thought of the Tour de France.

Here's a fun fact – the Tour de France started in 1903 as a way to get publicity for a new newspaper (L'Auto) in France. That's right – the original Tour de France was basically a publicity stunt of sorts to increase readership for the paper.

And boy did it ever – L'Auto's readership jumped from a mere 25,000 before the race to 65,000 readers after the race. By 1908, the Tour de France helped L'Auto pull in a staggering quarter of a million readers who wanted to follow the race... and by the 1920's, readership had doubled to half a million!

That's proof that publicity (and "guerilla marketing" style stunts) DO indeed work!

Of course getting publicity – while powerful – is just the tip of the iceberg when it comes to guerilla marketing strategies. Check the [**"Stampede Traffic System"™**](#) for even more free tactics to pull eager buyers to your site!

STEP #7: Using SEO Linking Strategies to Grab Your Share of Search Engine Traffic

Many years ago it was easy to rank for almost any keyword in the major search engines.

All you had to do was make sure the content on your page included that keyword several times. It was almost a contest of who could “stuff” that keyword the most times on their web pages... and this contest blossomed into spammy web pages.

Soon the search engine engineers grew wise to these tricks and immediately began penalizing anyone who “stuffed” their pages full of keywords.

Eventually, with Google leading the way, the **search engines began to put less emphasis on on-page optimization tactics and gave more weight to off-page optimization tactics like linking.**

It made sense.

A link is like a “vote” from a third party that says, “yeah, this site IS about dog training.” And because a link serves as a vote, **most search engines give more weight to:**

- **One way incoming links.** While most people trade links with other webmasters, ideally you should be searching for one-way links. If you trade links, it works best if you or your link partner has two niche websites so that you can “triangulate” links.

Example: You link to your partner’s #1 site, and he links his #2 site back to your site. That way you exchanged links... but you both received one-way incoming links.

- The search engines also prefer that **your links come from “good” sites**. That means you shouldn’t get links from link farms, FFA pages, websites that are known for spamming, and other “bad neighborhoods.”
- **Google gives links from sites with high PageRank (PR) more weight** than links coming from sites with a PageRank of 0, 1 or 2.

That doesn’t mean you should avoid sites with low PR. If the site is new and it looks promising, you may consider getting a link. After all, today’s

Guaranteed Free Traffic Report

site with a PageRank of 2 or 3 may be tomorrow's authority site with a PageRank of 5 or 6.

- The search engines also rank your site better **if you're pulling in one-way incoming links from related sites.**

For example, your dog training site will benefit from getting links from other dog training sites. Links from gardening sites, weight loss sites, optometry sites and other unrelated sites will hold much less weight.

Does that mean you shouldn't get links from unrelated sites? Not at all. As long as the sites are good content sites and, preferably, have a high PageRank, then it's ok to link. The point is that you should focus your efforts on getting links from similar sites.

Those are the four general guidelines you should take into consideration when you first start your linking campaign.

So where, specifically, do you get links?

In other words, **HOW do you even start your linking campaign?**

One of the most common ways to do it is to search in the search engines for your niche's most common keywords. **See who holds the top spots in the search engines** (they usually have a good PageRank, which is a bonus). Then write and ask them to do a link swap with you.

That's just one strategy – there are actually plenty of ways to get good links...

The **[“Stampede Traffic System™” manual](#)** reveals **eight main linking strategies** that will likely give you a dozen or more ideas about how to drive traffic and improve your search engine position through linking!

CONCLUSION

We've covered a lot of ground during the course of this report.

You've discovered a simple seven-step plan to drive massive traffic to your site.

These seven steps include:

Step #1: Finding and Recruiting Joint Venture Partners

Step #2: Use Viral Marketing to Create Your Stampede

Step #3: Blogging Your Way to Traffic

Step #4: Using Contests to Drive Eager Visitors to Your Site

Step #5: How to Use a Simple Article to Create an Avalanche of Traffic

Step #6: Using Guerilla Marketing Tactics to Pull in Targeted Traffic

Step #7: Using SEO Linking Strategies to Grab Your Share of Search Engine Traffic

Could you truly implement these seven steps and pull in massive traffic?

You bet you could!

Some of the world's top marketers (including myself) use these exact same strategies day in and day out to send their servers crashing.

In fact, using just ONE of these strategies to full effect could crash a server.

Just think back to the last time there was a big product launch and someone crashed a server. Chances are, that flood of traffic came from joint venture partners.

Or think back to some of the huge "news makers" you've seen online over the years. Do you remember the "Million Dollar Homepage" that did indeed pull in a cool million for its owner? That site worked using Step #2 – viral traffic!

Crashed servers and million dollar web sites prove that these strategies work.

These aren't "fly by night" fads that won't work tomorrow.

Guaranteed Free Traffic Report

They're time tested and proven – the kind of tactics that will work just as well next year as they do today... and as they have in the last few years.

But to make them work – REALLY work – enough to crash servers and pull in huge six and seven figure incomes, **you need to understand the advance tactics and know how to integrate these strategies so they work together.**

And that's where the ["Stampede Traffic System™"](#) manual comes in.

["Stampede Traffic System™" is your ultimate step-by-step plan that snaps all the traffic puzzle pieces in place for you!](#)

This is NOT a skimpy ebook that throws a few strategies out and asks you to fill in the gaps.

On the contrary – this is a COMPLETE system with detailed instructions and screenshots to help you out every step of the way. You'll literally learn dozens of strategies – some of them such well-kept secrets (until now) that you may have never even heard about them.

See for yourself...

[Go to "Stampede Traffic System™" now](#) and then imagine yourself with a crashed server and big bank account!

Gary McCaffrey.