

# Three Simple Ways To Drive Massive Traffic To Your Website Or Offer

by

Patrick A. Taylor

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## **Disclaimer:**

Look, I don't know how else to say it: I'm not guaranteeing you overnight riches. I'm not promising you anything at all. I'm simply sharing with you some information that has helped me and I'm passing it on to you for FREE. Take it or leave it. If you decide to take action and it doesn't work, don't blame me, okay? And if it does work out for you and you become wildly successful and live the life of your dreams, well that is on you too, I won't be coming to you with my hand out telling you to pay me a percentage for all of your success. You get to keep it all (well, minus whatever your government decides is their fair share). Deal?

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Here's the deal. This is my stuff. Don't steal it. I know, I know it's soooooo easy to cut and paste stuff in this digital age. But doing bad things has a way of catching up with you. First, it will give you a bad reputation in the community and when you're online trying to make a living all you have is your good name. I don't know anyone who's going around stealing other folks' copy and making a good living. Secondly, I will find you and make an example of you. Suing people is a profitable revenue stream, so resist the urge, my friend. If you really want to learn how to do this stuff from the ground up, it is a lot cheaper and more profitable for you to simply join my program, "Learn With Pat." It's the best money you'll spend this month and I'll share all of my deep, dark secrets with you. If you're really nice, I might even give you my clam chowder recipe. You can check it out here...

<http://learnwithpat.com/>

## A Little About The Author... **Welcome!**

Oh, hey there!

Welcome.

So, before I got too far into the report I thought I'd introduce myself.

My name is Patrick Taylor and I'm an Internet marketer.

Haha. That sounds sort of like an intro at an AA meeting doesn't it? Okay, so let's try this...

Hi. My name is Patrick Taylor and learning to drive traffic has been a priority for me since 2003 when I was a Realtor in the Chicago area during one of the most competitive times in the history of real estate sales (before the bubble burst in 2008!).

When I became a licensed Realtor in 2003, I had exactly zero knowledge of sales or generating leads. It didn't take me long to realize that I needed a targeted, reliable, steady stream of leads who were planning to buy or sell their home in the next 30 days.

Just so you know where I'm coming from, let me tell you something about being a Realtor. It is not the easy money they talk about in all the sales brochures. It can be a high-stress, high-demand, and low paying enterprise. (Did you know the average Realtor, after expenses, makes only about \$15 per hour?) You have to learn all about the profession of representing clients in real estate transactions. There are a lot of legal principles to understand. You have to master contracts. You need to develop a team of professionals around you (attorneys, home inspectors, mortgage lenders, title services, etc...). You need to be a master of negotiation. You need to master sales skills.

All this and you have not even made a sale!!!

Once you understand your profession, you need to pay fees to get licensed and certified nationally, at the state level, and on your regional or local level. There are professional organizations, fees for access to the multiple listing service, insurance fees, dues, and often monthly or annual "desk fees" to allow you to work in the office of the real estate broker you hang your license with.

Oh, but there's more....

You need CUSTOMERS!!!

On top of learning all of the professional skills required, you need to go out and *find your own clients to work with!* It's not like once you get your license, order your business cards, and set up your voice mail on your desk phone that clients will be lined up to see you.

Contrary to what you might think, your real estate company generally does not provide you with any leads or clients. It's **YOUR** job to bring them in on your own. So, you have to be a marketing department for your business. You need business cards, fliers, and all sorts of online and offline marketing which you pay for out of your own pocket. It's said that *"being a real estate agent is one of the most expensive jobs you'll ever have!"*

And, don't forget, you're not drawing a salary. You're a 1099 contractor—not an employee of the real estate company. You get straight commission on your sales efforts and no benefits. No health care. No dental. No life insurance. Etc...

Unlike a job in the corporate world where you're a cog in the big machine, go to work, apply your skills, and collect a pay check regularly, as a Realtor you have to go find your *own* clients. In fact, most of the training courses aimed at making Realtors successful center on lead generation.

Let's face it: Any Realtor worth their salt can fill out a contract and get you through the sales process. The real trick to being wildly successful is getting clients who will trust you with the biggest financial transaction they will make in their lives.

It takes between 30 days and 60 days to actually close a sale once the contract is signed. So, even if you walk into the real estate office with customers ready to sign a contract with you the next day, you could be 45 days away from a paycheck *if everything goes perfectly* (and trust me, **nothing** ever goes **perfectly**).

**So, there I was with my new license and zero customers, and no paycheck in the foreseeable future.**

The first thing I did was read every available book aimed at new Realtors. However, the Internet was relatively new technology for the average user, and established books did not really address how to use the Internet to effectively generate leads. So, I went online and started investigating.

I got a website from a company that designed sites especially for Realtors. It was \$150 per month for the site, but it was just a static page. It was not **generating** leads.

I bought into several lead generating systems for Realtors, but the leads were too expensive. One system promised you 3 leads per month, but the system was \$50 per month. (Fortunately, I was an early adopter in the area and I ended up getting dozens of leads per month which translated into a decent number of closings which made the system worthwhile.) Some Realtors, however, continue to pay up to \$50 **per lead!!!** Incredible.

So, I backed up a bit. I reverse engineered what the companies were doing and began to try it on my own. It took a couple of years for me to learn how to use adwords, and other paid forms of search engine traffic and direct traffic to my own website, but eventually I got the leads down to a manageable cost.

Once this was working for me, I began to get traffic. And once I began to get traffic I began to make money!

Simple as that.

Of course, once you DO have a steady stream of customers and leads, your phone is ringing incessantly! People are calling you at all hours of the day and night wanting to see property, or wanting to know why their home is sold yet, or trying to tell you what you should be doing with their own crazy (and often illegal) ideas! All of a sudden, you barely have a personal life. So goes the old saying, “*Be careful what you wish for...you just might get it!*”

So, that's just a little bit of my background.

In the previous application, I used the Internet to successfully generate leads that turned into clients and created my sales funnel. This was a sort of hybrid Internet marketing system. The Internet was augmenting my brick and mortar enterprise.

I took the concepts that I learned as a Realtor and am applying them to what is called a “pure play” Internet model. That is, I cut out the brick and mortar aspect and simply applied what I've learned to direct selling on the Internet.

## **The Reason You Got This Report: Your Website Is Lonely!**

*Your website is lonely.*

The number one difficulty I hear from beginning entrepreneurs is the difficulty in getting traffic to their website.

It's easy to build a website. You can go from absolutely no online presence to a flash enhanced, e-commerce-enabled website that can collect money for your wares in less than one hour. As of January 2014 there were 861,379,000 registered host names (give or take).

For someone desiring to make their living online, this can be overwhelming.

Let's be perfectly clear on the problem of making a living (or any money at all for that matter) online.

Your problem is not one of capitalization. Neither does your success depend on the cool factor of your website (if that was true Craigslist would be out of business). Success online does not depend on fancy graphics, a better system, a slick website, or your payment system.

Do you really want to know why businesses fail? There is only one, one reason only, why businesses fail to make money whether online or offline.

**That reason is:  
Lack of customers.**

I don't know your exact situation. I don't know what your product is, whether you're selling a digital product or a physical product like vitamins, but one thing I DO know is that without enough people to see your offer you're going to be finished before you get out of the gate.

Your problem is not one of capitalization. Neither does your success depend on the cool factor of your website (if that was true Craigslist would be out of business). Success online does not depend on fancy graphics, a better system, a slick website, or your payment system.

You need customers.

And you need them NOW!

So, without further ado, let's get to what you came here for: Three simple ways to drive massive traffic to your website or offer.

But...

Before we give you those three free methods, I'm going to throw in a tip that most beginning Internet marketers don't understand:

(It's Not As Obvious As You Might Think...)  
**The Number 1 Purpose For Your Website**

Let me tell you what I have learned about the single, most important service your website real estate serves for you:

**To build your LIST!!!!**

If you are not capturing leads to your auto responder system on your web page, then you are losing money. Your web page is failing at its mission.

It's that simple.

Okay, on to the first traffic method.

## Traffic Method #1 **Free Article On A Website**

This is my absolute favorite way to build a list!!!

How it works:

- 1) Find a website with a complimentary message (where the subscribers might be interested in your product, but you are not in direct competition with the webmaster's product or message).
- 2) Offer the webmaster a quality, high value article of interest to his or her list. This is free content to the webmaster which provides his list with valuable information and keeps them interested. Webmasters need a steady stream of good content to keep their audience engaged.
- 3) Offer the full report at your website, or allow them to receive it by e-mail by subscribing to your list.

This will help you to quickly build your list.

Let me tell you what sold me on this idea. I read about this method somewhere. I was a bit skeptical, but I had nothing to lose, so I gave it a shot.

I had just created an e-book. It was really my way of giving back (or paying it forward) as I had just landed a good job after a period of unemployment. Once I got on my feet, I thought that I would write a book and help others who might find themselves unemployed.

You can see the book and site which I still maintain out of my own pocket here:

<http://GetaGreatJobFast.com>

And here's the review I got from the webmaster Tawra Kellam at [www.LivingOnADime.com](http://www.LivingOnADime.com).

<http://www.livingonadime.com/getting-a-job-e-book/>

It's a free book with no monetization, so I didn't want to spend any money on traffic, and SEO is painstaking and can take a long time without any guarantees. So, here's what I did. I thought, "Who would be interested in finding a job?" So, I did a little bit of cruising around the Internet and thought, "Well, maybe some moms who are getting back into the workforce after their children are older. They have been out for awhile, things are tougher, maybe I can help there..."

So, I visited a few sites and determined where my free book might be a good fit. Once I decided, I contacted the webmasters. Tawra gave me a nice review and a link to my site (which is still active).

In addition, I made a quick video to promote the book. Others used my video to promote their own "get a job" system, so the video was all over the Internet for a few months.

[My "Get A Great Job Fast" Promo Video on Youtube](#)

I had two or three webmasters promote my site and within a *few weeks* I had over 400 subscribers added to my list!!!

This made me a believer of this method.

This also works with a monetized product, but you have to be certain that you give the webmaster an article of real value for his website, and...you can sweeten the deal by offering to make the webmaster an affiliate of the product. The webmaster can get an affiliate link and if one of their subscribers purchases through you, he or she will make a percentage of the sale.

This is a win-win-win all around. The webmaster's list gets a high value product, the webmaster gets a commission on each sale, and you get a percentage of the sale, *plus* the e-mail address of their subscriber when they buy the product which helps to build you list!

This really works because you're not competing with the owner of the website. You're adding value to their list and providing insight that the website owner may not have. You are complimenting the website owner's content.

## Traffic Method #2 **Endorsed Mailing To Another's List**

An endorsed mailing is when the owner of an e-mail list publishes your message to his or her e-mail list and gives you an endorsement at the beginning. It might go something like this:

*"In this week's newsletter, I want to introduce you to my friend Patrick Taylor who has just released his latest book, "[Zero to Traffic in 48 Hours](#)." If you're like many beginning Internet business owners, you might be scratching your head trying to figure out how to get people to visit your lonely website. This book will clear the fog and provide you with many creative (many of which are free) ways to quickly build your list. Some of the methods can be implemented immediately, and some may take a couple of days. Some are long-term strategies. But here's Patrick to give you the scoop..."*

Then you would go on to give an overview of the product and just enough information to make the reader want to click the link to get your product.

There are many variations of this strategy, you could also do a video. Webinars are also a method that

incorporates this same basic principle.

Again, you might want to create an affiliate arrangement with the owner of the list, so that when his subscriber clicked on the link, it sent them to the offer through the affiliate's link so they would make the agreed percentage on the sale when his list purchased.

You could arrange it so that you sent a mailing to your partners list, and the next week, your partner could send an offer to your list with the same arrangement, except this time you would be the affiliate making money on the link.

This can be a great way to pull yourself up by your bootstraps when first starting out as it costs nothing for either of you to make the offer and both of you benefit when a sale is made.

Poor conversion doesn't negatively impact either of the partners financially. In this arrangement, there is only upside.

The one caution here is to ensure that you provide a quality product. Always over-deliver to your customers, provide great content, and back it up with superlative customer service, and you cannot go wrong!

### Traffic Method #3 **Buy Solo Ads**

Okay. You're asking, "What's a 'solo ad?'"

In a nutshell, a solo ad is a paid mailing from someone who owns a large e-mail list. You contract with a mailing list owner to deliver a message about your product or service. Sometimes you write the ad copy, sometimes the list owner who already has rapport with his list will write the ad. The list owner sends a specific number of prospects to your ad, and hopefully prospects are interested and subscribe to your list.

This is similar in method to the endorsed mailing, but in this case you're buying a specified number of

eyeballs to be sent to your squeeze page offering a product for free in exchange for the prospect's name and e-mail address. The cost of each prospect sent can range from 30 cents up to 75 cents depending on the list quality.

The goal is for you to create a very enticing offer in order to get the maximum number of prospects to subscribe to your list. Generally you offer something for free to get the prospect on your list, introduce them to your products and services, and hopefully (if you gain their trust by providing good quality, superlative service, and over the top value) they will purchase from you in the future.

Think about it. This is probably how you came to be reading this report, right?

You saw my advertising somewhere. Then, you thought my offer was valuable and could be helpful to you. You are reading it, getting some good ideas, and hopefully chuckling a little bit and being entertained by my writing style.

My hope is that we connect in some way and that as I continue to provide you quality information you will eventually become my customer.

This is how all business is done, online and offline, isn't it?

Here are a few cautions about solo ads:

**Be wary of bad lists and low opt-in rates.** You should get at least 35% opt-in if you have a good offer. If you're getting 2% opt-ins there's either a problem with your offer or their list. The folks I work with to get my solo ads guarantee 45% opt-in rates if they approve your ad. Usually my ads get over 60% opt-in. My best opt-in rate has been 78%.

**Be certain you're working with reputable list owners.** You want to be sure that the lists you're sending to are opted-in. You don't want to be spamming anyone. You want to be sure the list owner's subscribers have all properly subscribed and the list isn't built from names that have been “scraped”

from the Internet and have not opted in. This is spamming and is against the law. You'll get in hot water for that sort of activity.

A solo ad is one of the fastest ways to build your e-mail list, and if you use good, reputable list owners, you could be building a great list, and getting a stupendous ROI (return on investment).

# **WHOA!!!! WHAT'S THIS??? AN UNANNOUNCED BONUS!?!**

## **Traffic Method #4 Facebook Advertising (WARNING!)**

Some people swear by Facebook advertising. However, before you get too excited about spending a lot of your money on social media advertising, I want you to take a look at what one researcher found out about advertising on Facebook.

[Veritasium: Facebook FRAUD!](#)

Now, does this mean that you can't make money with Facebook advertising? No, but it means you'd better know what you're doing before you dump hundreds or even thousands of dollars into your social media campaigns.

I would like to introduce you to a colleague of mine, Jeffrey Romano. Jeff is an expert at SEO and Facebook lead generation, and has recently written a book. In fact, he asked me to review it before the publication went to press and I found it to be indispensable if you are planning to make use of

Facebook as part of your marketing strategy.

**[Here is a link to Jeff's book in case you want to delve deeply into traffic development using Facebook. \(Click here...\)](#)**

It doesn't matter if you're an Internet marketer or a plumber. If you want to make effective use of Facebook in your market, this is a fantastic book. (Okay, commercial over...)

## Traffic Method #5 **Youtube Video Marketing**

Are you aware that Youtube is the #2 search engine *in the world!*

It is easy to make a video, and while it may be difficult to be ranked in the search engines, it is generally easier to get ranked on the world's second largest search engine--YouTube.com!

You should be making videos to promote your own products, and those you're an affiliate for. As an example, here are a few of my own videos:

[My Clickbank University Honest Review...](#)

[My CB Passive Income Honest Review...](#)

[Keeping several balls in the air...](#)

As you can see, they're not professional and polished. They have a home grown feel to them, and actually, I'm told that it's better to do it this way because when people are looking for reviews of products they just want a regular person's opinion about what they thought of a product. So, in that respect, they aren't looking for a slick, commercial production. They just want a guy in front of a camera giving their honest opinion: Is the product good or is it a scam.

Of course, in the description, you give a link to your site, or squeeze page, or affiliate offer. Remember, people in this mode are thinking about buying the product! They're not looking for reviews for nothing. They're wanting to buy. So you want to have a link to the product your reviewing. Unless, of course, it's a bad product...then you want a link to the product you're promoting that you think is of greater value than the one you're reviewing. Right?

You can use this method to promote your own product or an affiliate product.

(You'll be seeing a new product from me soon focused on driving traffic specifically using Youtube. Stay tuned!)

## **Conclusion**

Okay, so I've given you enough information to make you dangerous on the Internet. You are a force to be reckoned with!

Really, if you use just these methods diligently for the next few weeks, I'm confident that you will begin building a decent-sized list and, more importantly, that you will actually begin making money, which, of course, is the ultimate goal, right?

I don't know exactly where you are in your journey of making your living online, or exactly what your specific goals are, but while we're talking here I wanted to extend an offer to you.

Something I personally found as I was trying to figure this all out is that there is a TON of information out there. Some is good, but a lot of it is bad. I personally wasted a lot of time jumping from one system to the other, trying out a lot of things that didn't really work. (This is known as “shiny object syndrome” in the online marketing world.)

In every endeavor I have pursued, I've found that it's always helpful to connect with a mentor--someone who has traveled the road and who can give me pointers and specific direction.

My forte is technology. I have been teaching people to use technology and troubleshooting it for decades. You are going to find that it is imperative to learn some specific pieces of software and set up some processes in order to accomplish what you need to do.

I have created a membership site to help you get through the entire process of setting up your online digital empire *which includes a weekly conference call / webinar*. We discuss technology, and provide you with specific marketing strategies, and some basic understanding of affiliate marketing.

In addition, I have acquired the rights to the full text of David Vallieres' "You CAN Make A Living Online" and I'm serializing it for my members. This is one of the best courses ever created (in my opinion) to help the beginning entrepreneur learn how to build a viable, sustainable online business. It is over 200 pages of meat, with generous references, plus audio, and video clips.

And it's *included* in your membership!

If you have investigated such memberships on your own, you know that it can be quite expensive. I have not seen one under \$97 per month and that included a *monthly* webinar. (Mine is WEEKLY!)

My team and I get on the call and provide a weekly marketing or technology lesson, then we open up the lines and answer everyone's questions. There is no time limit to this call. We stick around until every single question is answered. If we need to research, we'll do the research and get back to you.

You're going to be amazed at the price.

**Currently it is only \$30 per month.** But I cannot guarantee how long it will remain at that ridiculously low price. In fact, the gurus will probably put a hit out on me if I leave it at that price much longer.

They charge upwards of \$7,000 for their programs that, in my humble opinion, don't compare. I'll tell you straight--most of the gurus are great at marketing, but don't know *anything* about the technology they're telling you that you need to use. They have made their millions and have a staff of people or

hire out all of their technology issues. Most of them talk about technology, but when it comes to solving a problem or making recommendations they tell you to Google it!

Just my opinion, but when they're charging \$7,000 for their course, I think you ought to get more than “Google it.”

One MORE added BONUS is access to my private membership group on Facebook. To those who subscribe to “Learn With Pat” I also give access to my private Facebook group where you can interact with other members. One thing I allow there that almost no one else does (for obvious reasons--it cuts into their profit), is I allow my members to share their project as well as affiliate links. I'm testing this out now. I don't want folks to go crazy with spamming links, but at the same time if they come across something that is useful, I'm not opposed to others making some money if they share something truly useful. We'll see how this goes. I'm monitoring it. Right now it's going fine and everyone is being civilized.

The membership site is also a place where you can get a review of a product you're working on, or arrange for an endorsed mailing swap with another member, or get an opinion about the layout of your e-book cover. Or get advice on a product.

Anyway, that's my pitch for my own membership site. I think you would find it extremely helpful if you're just starting out.

[You can check it out at the sales page HERE.](#)

You should also begin seeing messages from me through my “39 Day Challenge” series of e-mails. When I began my own journey online, I created a daily blog to track and share my progress with subscribers so you can come along on the journey with me as an observer without shelling out hundreds (or thousands) of your own dollars and going through the emotional roller coaster. The messages are now in an autoresponder series, so although the challenge is not “live” you will still get the feel of the day-to-day struggle.

I hope that you will enjoy this and that it will benefit you greatly.

Again, I wish you all the best and look forward to helping you on your journey.

Sincerely,

**Patrick**

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**Patrick Taylor**

<http://LearnWithPat.com/join>

**Benefits of Membership:**

- Weekly live, in-person webinar where you'll get a business building lesson AND an opportunity to ask questions of me and my team (don't struggle with technology on your own, let us help you over the hurdles)
- Access to membership portal with affiliate training modules
- Access to private Facebook group
- The esteemed course by David Vallieres, "You CAN Make A Living Online"
- Master Resale Rights Products (Products that you can sell!)
- Access to Technology Boot Camp in the portal (a \$497 value by itself!)
- My best tools, references, and resources
- Step-by-step guides and check lists (I don't do anything without a checklist)
- Monthly download of top quality PLR (private label rights) material that you can immediately use as your own and sell to others to make money and develop your own brand
- Master Resale Rights Products (Products that you can sell!)
- PLUS access to my previously released books and training, and any e-books I release in the future (some will be released with Master Resale Rights so that YOU can profit from the books as well as learn from them!)

**P.S. What is your goal for this year?**

- Do you want to "fire your boss?"
- Take vacations whenever you want?
- Wake up whenever you desire instead of being awakened by the annoying alarm clock?
- Make more money and spend more time with your family?
- Work less at some life-sucking job and focus on things you're passionate about?

This system will help you on your journey to allow you to live the life YOU want on YOUR terms!

Your success is my ultimate goal.

Tell me, do you have a plan right now?

In 30 days from now, you can be on your way to completely changing your lifestyle and achieving your goals. Or you can be sitting on the couch eating ice cream before going to bed at 10:00 pm so you can get up at 6:00 pm to go work for someone else and help them build their dream.

Your choice.

If you're still on the fence thinking about your next move, I want to leave you with a video that memorializes one of the happiest days of my life.

Enjoy!

[CLICK HERE to watch a video of Pat's happiest day...](#)

**\*\*\* LEARN WITH PAT MEMBERSHIP SITE - SPECIAL OFFER \*\*\***

[CLICK HERE to check out my membership site at Learn With Pat.](#) This training helps even the most technically challenged with the nuts and bolts you need to put all of the pieces of the puzzle together.

You'll also be able to get your questions answered in the weekly webinar.

**For a LIMITED TIME, get your first month's subscription for just \$1!**

## RESOURCES

Following are resources that I highly recommend to help you get your business off the ground quickly and efficiently. Sure, you can flail around and experiment on your own, but I'm going to hand you my #1 recommendations on a silver platter and save you months, maybe even years, of unnecessary research and experimentation.

### [The Best Web Hosting Service I Have Found!](#)

*If you're building an online business, you're going to need a way to host your files so the world can access them. This is known as web hosting and this is my #1 recommendation... (Check it out [HERE...](#))*

### [My #1 Recommendation For Autoresponder Service!](#)

*E-mail marketing is the most efficient and economical way to get your message to the masses. You need to build a big list (remember, "the money is in the list"), and you need a service to manage your list once it's built. You also need a service to send your messages to your massive list—if you try to send thousands of e-mails from your home, your ISP will shut you down! This is my #1 recommendation... (Check it out [HERE...](#))*

### [My #1 Recommendation For Creating Beautiful Sales Pages...](#)

*You'll need a way to create professional-looking sales pages and "squeeze" pages to collect e-mail addresses. You need to be able to efficiently and quickly design these pages and get them working for you. This is my #1 recommendation... (Check it out [HERE...](#))*

## **\*\*\* BONUSES \*\*\***

### **Bonus #1**

In order to sell online (or anywhere for that matter), you need to be able to sell. On the Internet, the main tool in your toolbox is your words. So, I have included one of the best books ever written on the topic, "Masters of Copy Writing." You can get it below:

### [Masters of Copywriting: A Complete Course On The Principles And Practice Of Writing Advertising And Direct Mail Copy That Sells!](#)

*If you want to sell online, your words are your sales force. This is the book from which is derived many*

*of the principles of modern advertising. And I'm offering it FREE here as a bonus to my subscribers.*

*(Check it out [HERE...](#))*

## **Bonus #2**

### **[Get PAID To Learn Internet Marketing!](#)**

*I know what it's like to struggle without ever seeing a dime for all of my labors. What I have done is put together the best of the best resources and training. Then, when you have completed your initial training, **I'll actually write you a check!** (Check it out [HERE...](#))*