

*“4 Sources of Unlimited Traffic”*

# **Beverly Hills Traffic Report**

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# Quick Legal Stuff

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# Introduction

Here's the success equation for making money online:

**Traffic + conversion = profit.**

In other words, you first need to send people to your site. Once they land on your site, you need to have your site optimized to get a certain portion of that traffic to do a certain action that results in you making money.

It really is that simple.

But the problem is you can't convert 0 visitors into anything higher than 0%. So the name of the game is traffic. That is where profits start.

Traffic is the most important element for making money online.

So if you're currently not making any money online, or not making as much as you wish, then you *have to* learn how to drive targeted traffic that will come to your site preconditioned to do whatever action you desire that will make you the most amount of money.

After you read this report, you'll be able to drive traffic to any site on demand. Automatically. Like clockwork. This will allow you to then spend most of your time working on converting the most amount of traffic into *buyers and profit*.

You have, on your computer screen right now, the blueprint for success when it comes to traffic. Use it and profit from it.

Lance and I have developed four simple, duplicateable methods for bringing traffic to our websites that we are going to share with you in this report. Any one of these strategies on their own is worth a fortune. And when you combine them together, as we have done, then you truly have a passive online business that you can "set and forget".

Let's get to it.

# #1: Forum Banner Ad Method

Banners ads are *not* dead. Actually, they never were. Here's something you need to understand: all advertising works at a certain price.

For example, If you have free access to a plane, a printing machine, and people that would work for you for free, you can simply take your free help and load them up with an unlimited number of fliers, and just have them fly around all day dropping those fliers from the sky...

And that type of advertising would turn a profit.

Sure, it wouldn't have high conversions. But it would work. Of course, we know that it's not free to do what I just described. I just used it to make a point, that ALL ADVERTISING CAN WORK... with the right price.

With the Forum Banner Ad Method, you can get a lot of highly trafficked forums to place your banner on their forum for free. Or, at most, \$50-\$100. In any case, it's a steal.

You're getting traffic for free or next to free... and a lot of it. Even a poorly converting website can make that math work.

So why would someone give you banner ad placement for free? Well, you have to understand most people are not marketers, and don't create forums for money.

Yes, it's true.

Here's how a lot of visited and popular forums develop: by accident. For example, Joe Kodak has a passion for photography. He notices that there are really no forums out there for photographers to hang out on the internet. So he starts one. It catches. Soon it becomes the "go to" hang out spot on the internet for all photographers.

Joe doesn't realize he has a gold mine, and he doesn't care. He's just happy to shoot the breeze with a bunch of like-minded individuals. Then you come along.

You say, "Hey Joe, I got this great product for photographers... I know it'd be of immense value to your visitors and be very helpful for them, and I'm trying to get it into the hands of as many photographers as possible. Would it

be okay if I created a nice graphic for you, if you could place it at the top of your forum? I'd appreciate it very much, and would even be willing to compensate you for it, if you're interested..."

What, you don't have a photography product? Who says you need one? You can use a banner ad to promote an affiliate product! Heck, you don't even need to create a banner ad... just find a product with an affiliate area that already has banner ads created for you!

There are so many tiny little niches out there with popular forums with little to no advertising on them, that you should never spend more than \$100 a month to get a banner placed on one of them. I usually set a limit for \$50, and I know plenty of people who get it for less or sometimes even free.

So how do you find these forums? We go into this in depth at <http://beverlyhillstrafficroport.com/challenge>, but for now I'll give you a real simple technique.

First, go to <http://dmoz.org>. This is a directory, sorted by category. Click on any category. For example, I clicked on sports. If you clicked on it, you'll find all sorts of different categories... 101,688 to be exact. These are all potential niches to exploit.

I just randomly clicked on basketball. In basketball alone there are 7,135 listings. At the top is a listing for "chats and forum". Bingo.

The first is [bracketball.net](http://bracketball.net). It's not a super popular site, but there's some traffic to be had there. Notice there are banner ads on the left, but none at the top. I'd contact the owner of the forum and ask him if I can put a banner ad at the top of his site for \$25 a month. I'd also point out that if I had to guess, I don't think he makes that much with his Google ads...

Then, I'd just find a product to promote. I know there is one on clickbank about how to improve your vertical leap... that's perfect for this forum. Then, all I need is a sale or two to break even with this website.

And that's *just one forum* that took me all of 30 seconds to find. I would browse through other forums as well, and keep wheeling and dealing. The ones that I got the best deals on are the ones that I would put banner ads on. I'd look for sites with NO advertising, that way I might be able to get it for real cheap or even free.

If money is an issue, you can always make them an offer to split sales. This works best if you own the product yourself. In this case, you explain to the owner that you're going to make the banner link have their affiliate URL in it, so they'll automatically get 50% of all sales that come from their site.

There are a million ways to make this work. If you want a more in depth look at this strategy, along with video examples, how to use the forums to create your own products in minutes, and other forum marketing secrets, then go to <http://beverlyhillstrafficroport.com/challenge> .

## #2: The Leech Method

Ever try using Google adwords? I won't lie to you... it's hard to turn a profit, unless you get lucky and find a niche with little competition that you can get cheap bids on... or unless you develop a system for testing several niches for cheap, and hoping that only 1 out of 10 works (because you only really need one).

The above is true if you use Google adwords the traditional way. What most people don't know about Google adwords is that there is a simple, easier, cheaper and more effective way to use Google adwords... and make it work even in competitive niches like internet marketing, weight loss and real estate.

To understand this method, first let me illustrate a principle for you. How do you get someone's attention in a crowded area? Simple - you call their name out. In marketing, that's called personalization. The more you can make your headline personal to a specific group of people, the more it will gain attention.

Now, what if you could make your headline super specific, and also make it super beneficial for the reader? Then you, my friend, have found a magic formula for success.

Here's a simple example. I used Google's keyword tool to find keywords for "magic". I found that the term "street magic" was searched for approximately 246,000 times in December. Not bad!

At the time of this report, in the 10<sup>th</sup> spot in Google for the search term "street magic" was this site: <http://www.starry.com/magic/street.htm>

Notice on the right hand side of this site is a skyscraper of Google ads? Guess what? You can use site-targeted Google ads that run ONLY on this site... and sometimes even only on a SPECIFIC PAGE.

Okay, so how do we make this work? For the headline of this ad, we could leverage the "personalization principle" a number of ways. I'd first try running a headline with the owner of the site's name... like this:



### **Ace Starry Visitor Special...**

And the body of the ad might be “special magic tricks revealed only for visitors of starry.com...”

Or maybe you'd want to try this approach:

**“Ace Starry, A scammer!?”**

And the body copy might say: “judge for yourself after reading this special report for starry.com visitors”

Or you can take another approach entirely. Dig a bit deeper into the site and find pages that are specific to certain magic tricks. Then make sure to put that magic trick in the title of the ad, with some personalization for the website visitor, and use the keyword 1-3 more times in the body copy.

If you really want to make this work, then you're going to want to create landing pages for these ads specifically related to the ad you wrote. Yes, it takes a bit more work, but not much. And it's worth it.

So how much will this cost you to run these ads? In most cases, almost nothing, if you do it right. You want to select “cost per m” (CPM), which means the cost you pay for 1000 valid impressions. So each 1000 times your ad is displayed on the site it's targeted to. This is far cheaper than cost per click (CPC), and often times you can pay \$10 or less to get your ad displayed 1000 times. Do the math... If your ad is displayed 1000 times, has a 5% Click through rate (conservative with the right sites and right ads), that's 50 visitors.

But since they're landing a targeted landing page directly related to the ad you wrote, conversions are going to be much higher. All you need in this case is a 0.6% conversion rate to break even on a \$37 product. And with a little bit of playing around, you'll be able to achieve that easily... Then it's just a matter of rolling out to other sites once you have a campaign that's a winner.

We cover this method in all its nuances in video format, as well as share some more tips on site-targeted advertising with Google adwords at <http://beverlyhillstrafficroport.com/challenge>

## #3 The Daily Event Method

Here's one for all you internet marketers who like to market to other internet marketers. It's the easiest way to get traffic and build a list that is pre-conditioned to respond to daily affiliate promotions.

This is called the daily event method because at least once every day a new one of these appear. They are called "JV giveaways" and look something like this:

<http://www.thenewyeargiveaway.com/>

Here's how it works: Someone decides to throw a JV giveaway. So they recruit a bunch of "contributors", who each pony up a free gift. Usually this results in a massive amount of free gifts from anywhere to 50-300 gifts being given away.

Then, a large portion of people who contributed the gifts or who know about the giveaway event promote it to their list and through the search engines. The result is that a ton of people end up landing on the giveaway pages and browsing through all the free gifts.

If they see a gift they like, they click on it... but in order to get it, they have to sign up for that contributor's list.

Think about it a second: people come to these LOOKING to sign up for lists in order to get a gift. And since hundreds of people are promoting these giveaways to their own lists, that means thousands upon thousands of visitors have the opportunity to see your gift and sign up for your list. Every day!

Even if you do it half-assed, you usually get about 300 subscribers on your list... and that's if you go the free route. With our methods, we've found ways to pay as little as \$40 to get 3 free products placed in these giveaways on the first page, meaning over a 1000 opt-ins to the list. Without doing practically anything!

Now here's the best part: the gifts you give away you don't even have to create. The best gifts to give away are ones that you own the rights to and those rights allow you to give them away.

For example, Lance has a membership to a certain site that he only pays \$7 a month for, that gives him access to hundreds of products that he simply swipes and uses to build lists of hundreds and hundreds of subscribers in a single whack.

Now get this: the best type of stuff to giveaway at these events are software. People would rather have a push-button solution than a report. Don't have software? Well here's the solution. First, find a software program that allows affiliate promotions and has a trial period. So it will work like this.

You give away the software, and the person downloading it can use it for 7 days for free (or whatever the trial period is.) Then, after the trial period is up, to use it they have to buy the software. If they buy the software, it's tracked through your affiliate link and you get the sale!

Think about it: not only do you get them on your list using someone else's software, but you also have potential profits you can make from that free gift. It's the best of both worlds.

And we're not even getting into advanced strategies yet, such as how to place a one-time offer in so that as soon as the visitor signs up for your free gift, then they are made an offer to buy something.

These typically convert at 1%, but that's nothing to sneeze at. It means that you get them on the list, and then immediately offer them something to buy. So in reality, you're getting PAID \$20 to \$40 per 100 people you add to your list. And then, every day you just send them another affiliate promotion and earn more money from them.

The math typically works like this: each visitor ends up earning you about \$1 for everything 3 months they stay on your list. But let's just make it simple: let's say every visitor is worth a dollar to you. So you're going to make about \$40 from the one time offer... and then if you put 300 people on your list, that's another \$300. If you add some more ads on your download page for the free gift, you'll get about another \$40. And if you use software and it converts at 1%, that will be about another \$60.

Total profits possible from just ONE giveaway: \$440.

Big deal? Yes, it is a big deal since these events happen nearly every day. And we didn't even go into some of the advanced strategies on how to make

this work so you can double or triple your profits for giveaways. We cover all this in much more depth at <http://beverlyhillstrafficroport.com/challenge>

## #4. The “Buddy System” Method

Based on the previous three methods, you should have a size-able list by now. This is where it gets fun.

A list is the most valuable asset you can possess. Not only because you can get instant traffic to any website just by sending an email, but because you now have something to leverage.

Here's how it works: there are plenty of other people out there who have lists that are comparable to size with yours. So what you do is cross-promote.

But what do you promote? Actually, you're only promoting a sign up. Basically, you're sharing part of your list with part of their list. So you create a squeeze page for them to send their customers to, which has a free gift you give them if they sign up.

And then you do the same for that partner.

It looks like this: <http://peeladsoftware.com/secretdoor/jitsecret.html>

In this case, Lance did an ad swap with Jit Uppal. Notice that he personalized the landing page for Jit - this will really help him get sign ups. And then he just gives away some good, free software.

Sometimes you can bump your list by 10% or more with just one of these promotions! You might be thinking that all you're doing though is sharing lists, but that's short sighted.

The real power of this technique is that you do it with multiple partners. So you're getting 10% of this guys list, that persons list, his and her list, and so on. Pretty soon, your own list will be 10-15 times its size, all due to cross promoting with other people with similar sized lists.

Did you catch that? What I'm saying is your lists will grow **exponentially**. The trick is to contact people with lists that are about the same sizes as yours (although there are advanced strategies to get those with much bigger lists to promote for you - we cover those at <http://beverlyhillstrafficroport.com/challenge>).

So if you start out with a tiny list of 200, and cross promote, you can add about 20 subscribers to your list easily. And let's say with this method and all the other methods we've shared in this report, in two weeks you now have 500 people on your list. Now you can cross-promote with others who have 500 subscribers, or around there, and instead of getting 20 subscribers, you're going to get 50!

And just think when your list gets to 10,000 and you do this. Now you're getting near 1,000 with a single shot.

So where do you find these people to do cross-promotions with? There are three simple strategies I'll share with you in this report. This first is to simply get on other people's email lists. This shows you that they at least have a list.

Then, you want to stay in contact with them. If that person sends out an email to their blog, go to their blog and post. If you like the email, reply to them and let them know you like their email.

Now you're letting them know who you are ahead of time, so when it comes time to introduce the cross-promotion idea to them, they will be more reciprocal.

The second way to get partners is to go to popular forums in your niche where list owners hang out. In internet marketing, that would be the Warrior Forum and Digital Point. Then you can simply contact people there, and/or even create a signature link where you ask them to contact you if they are interested in growing their list by 10% with a special cross-promotion technique.

There is also a place called [imadswaps.com](http://imadswaps.com) that is designed for the specific purpose of finding partners to cross-promote with. And of course, there is always Google, where you can do searches for websites who cater to the same customers and prospects as you do.

When you approach your partners, you want to make it easy for them to promote. So you'll want to do three things. First, you'll want to create the email copy for them, so they simply just have to cut and paste it and hit send to their list. Second, you want to customize the landing page, as we showed in the previously example. This will help your conversions, and make them much more likely to mail for you.

Finally, you'll want to offer multiple mailing dates. Sometimes people with lists have a "promotion calendar" and so they won't be able to cross-promote right away. But that's okay - if you offer them a choice, instead of a yes/no question, then you're more likely to get them to agree to your proposition.

We show you actual examples of what email copy to use, where to find partners, and more advanced strategies for making this work at <http://beverlyhillstrafficroport.com/challenge>