

Secret Traffic Report

My #1 Strategy For Generating Tons of Traffic, Leads, and Sales!

(The best part is... You can implement this strategy in mere minutes!)

This complimentary report comes courtesy of:

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No matter what it is you are doing online...whether that be building a network marketing downline in a certain M.L.M. Business, selling products as an affiliate, generating leads, building a list...I don't care what it is you are doing. If you are in the process of selling anything online, whether that be an opportunity, or products as an affiliate, the strategy I am going to share with you AND teach you to implement here today will work for you. The best part is you can implement it in minutes and start seeing results that same day!

As a network marketer you need to generate leads...as an affiliate marketer who is building a list, you call these leads subscribers...but really they are pretty much the same thing. The only difference will be in your follow-up to each person. You will follow-up with a lead for your network marketing opportunity differently than you would follow-up with a new subscriber to your list.

But honestly, my job here is not to teach you how to follow-up with your leads or your marketing list. Maybe another time I can help you with that. For now, I want to show you the #1 strategy I implement, and my marketing groups implement, to generate leads and subscribers. I call it my #1 strategy, NOT because it generates the most leads out of all the traffic generation methods I implement, but because it **generates for me the most leads for the least amount of time spent.** This is VERY important to me.

The less time I spend on each traffic generation method, the more time I have to spend with my family, while my business grows automatically for me. This is simple math...I like to get the most I can for the least amount of effort. I know you do too so listen up.

On the next page I will tell you what this strategy is...

I simply Looooove...

Using Other Peoples Lists To Generate Traffic and Sales.

Thats right. If I want to generate leads for a network marketing opportunity I am involved with, the quickest way I can do that is to introduce what I have to people who are already primed to receive my offers. I leverage the power of other people's lists that they have spent years, blood, sweat and tears building up, to build my own lists, generate my own leads, add prospects to my business follow-up series and to sell all types of products. I am sure you get the picture here.

Now, my niche is the network marketing and Internet marketing fields, so I focus my promotions on lists that contain those kinds of people. You may know this method by a few other names. Sometimes it is referred to as "placing solo ads" or "Ezine Advertising." I don't care what you call it.

All I care about is the fact I can place a single solo ad in a reputable ezine for under \$100 in less than 5 minutes, and this ad, if crafted well, will generate for me tons of prospects, leads, subscribers and sales while I am off playing "Ben 10" or "Ninja Fight" with my son.

(For those of you who don't know, "Ben 10" is a kids cartoon in the US and I LOVE it! "Ninja Fight", on the other hand, is just when my son and I make really cool sound effects and jump around like ninja warriors. I think boys come hard-wired with the ability to make cool sound effects. This is one of natures better ideas!)

Anyway, my point is I would rather be making laser blast and karate chop sound effects with my son, than sitting in front of my computer playing around with Search Engine Optimization and writing articles all day. Can we agree on that...even if you don't have kids? I am sure there is something else you would rather be doing than "working."

This method really works, and since the vast majority of people do it so poorly, you will never be competing with anyone else posting an ad to the same ezine or list...unless of course you craft poor ads yourself, which I won't let you do! The good news is I wrote this complimentary report just for you so you WILL make massive gains from your solo ad efforts. In fact, lets get into that now!

Solo Ad Architecture

Solo Ad Rule #1

A solo ad has only ONE purpose and that is to get the prospect to click through to your website and fill out a short form to become a lead or a subscriber. Your sales letter or company website, coupled with your personal touch via the follow-up email system, is what eventually makes the sale.

The first part of a solo ad is the Headline, or subject line of the ad. I will start going into that on the next page of this report.

Headline/Subject Line

Although ALL of the components of a solo ad are important, you can say that the subject line is most important, for it is the first contact you will have with the prospect...it is your first impression so to speak. If the subject line does not get the prospect interested and opening the email it won;t matter how good the actual email is.

Make sure your headline stands out from the crowd. Your prospect is likely getting tons of email in their inbox and you need to make yours special. Some of the ways I do that are:

- Adding a symbol or something like that in front of the headline so it stands out from the rest. Some example headlines using this method are below:

---> Find Out How...
))) Discover The #1 Method To...
>>> Use This New Traffic Tactic To...
=*= Did You Know That...

- The recipient of your email will likely only read the first 5 or 6 words in the actual headline so make sure to put your main benefit upfront. You don't know how much horizontal space someone has set in their email client so make the benefit clear right at the beginning...For example:

DONT DO THIS: “For A Limited Time Only – Get 25% Off
DO THIS INSTEAD: Get 25% Off – But Only For A Limited Time...

There is so much more I could include here but it is much better for you if you start playing around with different headlines...action is always the best teacher. I have a tool for you that you can download for free. It is a great tool and it includes some of the worlds greatest and most profitable headlines ever. You can download this tool and look at the headlines and tweak them to match your offer.

For instance, one of the worlds most profitable headlines was:
Who Else Wants A Screen Star Figure?

I bet you have seen the “Who Else” part of an email before, and also in many headlines of sales letters. The reason is because the headline works. It works because it suggests to the reader that there are many people out there who have some information that they do not have. Just think how you can craft that headline and use it for your own offer?

For instance, I have a training program called the [\\$200 Per Day Marketing Blueprint](#). If I wrote a solo ad for that and I used the above headline template my headline is pretty easy to write. It would be:

“Who Else Wants the Keys To A \$200 Per Day?”
OR...
“\$200 Per Day...Who Else Wants Daily Pay In The Hundreds?”

The tool that can get you started with some winning headlines is called Headline Creator Pro. You can download it from me for free. The download is a .exe file, which means it is an executable file. You will be asked to run it and unzip it to your desktop, or wherever you wish to extract it.

[Click Here to download Headline Creator Pro](#)

Here are a couple more tools I use DAILY to help me write great headlines. These two tools are very helpful for me since I write a bunch of solo ads...

1. **Headline Analyzer:** This is a free tool that will analyze your headline and determine its EMV (Emotional Marketing Value.) This tool can be very helpful for you if you have two similar headlines and are wondering which one might emotional affect your prospect more.

[Click Here For The FREE headline Analyzer](#)

- 2) **Giant Swipe File:** Whenever I am ready to craft a new headline for a solo ad I go into what is called my "Swipe File" and I start mixing and matching already proven winners to make an even bigger winner. I don't try and re-invent the wheel. You can get a giant swipe file and add it to your collection right now. It is the same one I started with and all I do is continue to add to it.

[Click Here To Get Your Giant Headline Swipe File](#)

Now it is time to go on to the actual BODY of the email.

Solo Ad Body

The Salutation: The first part of the actual ad itself (the body) is what is called the Salutation. A salutation is what is at the beginning of a letter or ad like: *Dear Bob*, or *Hello There Fellow Wealth Seeker*... Your simple goal is to always try and make the salutation as personable as possible. Depending on the solo ad source you can sometimes add the tag [firstname] in the salutation and the list owner will make sure that the first name of the subscriber gets placed there. Obviously this is the best option.

If you do not have that option available just use something that is addressing the crowd you are writing to. Do not say, *Hello fellow M.L.M. Marketers* to a weight loss list...even if your M.L.M. Company deals with weight loss products!

The Ad Content/Body: The content of the ad obviously needs to grab the readers attention just like everything else in the solo ad.

- **The first two sentences of your ad should be POWERFUL and should literally grab your reader through their computer.**

To do this just think of a way to craft a sentence or two that INVOLVES your reader. The best way to do that is to make the first sentence *a question, or a BOLD statement*.

- **After your initial 2-3 sentence statement or question, include a short 3 or 4 sentence paragraph that wraps up the statement or addresses the question you just asked.**

Then Add Your Link...

- **Next write another 3-4 lined paragraph followed by one single sentence leading into a bulleted list of benefits or a description of the contents of your eCourse...**

This bulleted list will be a list of benefits detailing what the prospect or subscriber has coming to them should they opt-in for more information. I like to use no more than 5 bullet points. If I am trying to get subscribers to a certain list I will sometimes list the actual names of the lessons in the course and what they will be about. If I am trying to build a team in a network marketing business I generally list the benefits of what I am about to show them...

- **Next add another 2-4 lines of text expounding on the benefits you just listed in your bullet list.**

This should be real easy as you are only re-iterating what you already wrote and just “decorating” it up a bit more than before. So, if I listed a couple of the topics I will be discussing in my eCourse they can opt-in to get, I may mention a few more points about a couple of the lessons and what it will do for my subscribers. When you write ALWAYS be thinking about what is in it for your reader because that is ALL they are thinking about.

Then Add Your Link again...

- **Next, write another 3-4 lined paragraph explaining more benefits of your product, service or more of what your subscribers can expect if they opt-in to your list.**

Here you want to focus 100% on how specifically your product or service can help the reader. This is sort of the same thing as I mentioned above except you are talking directly about the product now and not just re-emphasizing a list of benefits.

- **Next write a couple sentences telling the reader WHY they will want to click on Your link.**

That may sound funny or odd, but it is needed. You actually need to direct your reader from beginning to end. By preparing them and giving them the “why” of clicking on your link...why it is important that they do so, you make it almost guaranteed they will click it even if they never really paid attention to much of what you just wrote. If your offer is time sensitive this is where you would list it. That is a great reason to give for clicking on your link.

If I am trying to get subscribers to one of my marketing lists, I will offer up special content to only the first 100 subscribers or so once they confirm their email address. Just use your head here as I am sure you could come up with just about any sense of urgency type of sentence here.

- **Next, enter a simple one line closing sentence.**

Then Add Your link...

- **End your ad with a sign-off salutation**

Always end your ad with a catchy sign-off salutation and your chosen contact details. You can think of something clever that you will always use to brand you and make you unique. I would recommend that but take your time to think of something clever. I don't know about you but I am so sick of seeing, "To Your Success,..." closing out ever stinkin' ad or email I get. How un-original can one get? Differentiate here...please!

- **Always Use a P.S.**

Trust me, this works. Many times people will not even read your ad but will just scroll down to see the P.S. The post script will catch the readers eye every time so take advantage of this. Re-iterate a special offer or a time-sensitive action etc. You can also give a guarantee or something. You could even add a P.S.S. Which will get noticed too.

Add your link one last time...

That is it! You have the basic solo ad architecture laid out for you. Whenever you want to write a solo ad just start at the **Headline/Subject Line** part of the tutorial and work your way down as you craft a winning solo ad.

Hopefully you downloaded Headline Creator Pro earlier because it has a section available that has a huge list of emotional triggers and hypnotic words that you can use in your ads. You want to ALWAYS use simple words, but it is best to use emotional and hypnotic words that are simple.

I could go much more in-depth here about the ad writing process. I mean, there are thousand dollar courses out there that discuss just this topic. Copy writing does not have to be hard, it just takes practice and the above template should help you craft a great ad. In my opinion the single best source for learning how to write killer email promos (and it is not just because it is free that I think it is the best) is Michael Rasmussen's [Email Promos Exposed](#).

This is a free product and I still use it everyday. Ever since I have followed the above template for my solo ads and have followed Michael's wining advice I have been in BIG profit with my solo ads. I cannot recommend his product enough and I still can't believe he gives it away.

Email Promos Exposed contains 8 videos that go over, in detail the process from crafting the headline to the P.S. It is truly a great free product and you should get it and keep it as a constant reference tool.

[Click Here For Email Promos Exposed](#)

Before I end this report there are a couple last points I want to mention to you that I feel are important if you are going to be employing this solo ad strategy.

Email Formatting: It is important that the email ad body is formatted and looks clean. You do not want your email going the length of the screen or the length of the readers email client. You want short and succinct lines of text. I recommend that each line is no longer than 55-65 characters in length and that

each paragraph never goes over 3-4 lines. Below is a free email formatting tool you can use to make sure your lines do not exceed that 65 character limit...

[Click Here For The Email Formatting Tool](#)

Ad Tracking: Even though I am listing this last, this is truly one of the most important things you can do. I track every single one of my ads and I am crazy about it. I will use 10 different headlines with the same email body for a solo ad until I know exactly which of the headlines brings the best response. What you can do with that information is staggering.

Not only do I track which ads perform best, but I know that not all lists are created equal. I have solo ad spots that give me a consistent stream of sales and sign ups to my programs and there are some which have never performed at all, even when I have placed my best performing ad.

Just because a solo ad is expensive does not mean it is a good place to advertise. I have had solo ads that were over \$100 bring me nothing, whereas a simple \$25 solo ad will make me tons of sales and generate many subscribers. You will never know any of this unless you track your progress.

I use **[Pro Tracker Plus](#)** for all my tracking needs.

Pro Tracker Plus has been the single greatest investment I have made in awhile. It has resulted in an increase in business for me. Without tracing every aspect of my business I would never have known that approximately 20% of my ads and marketing was bringing me ALL of my sales and sign ups. So I got rid of the 80% fluff and threw more money at the 20% that was working. The result?

My Return on Investment (ROI) skyrocketed and I make more money...PERIOD.

[Pro Tracker Plus](#) can track ANYTHING...

Lastly, I want to let you know that I have been collecting a list of my best solo ad spots over the years, and I want you to have that current list too. I hope it will serve you well. You can find a list of solo ad spots as Appendix 1 at the end of this report.

I sincerely hope that this report has been valuable to you. If it has been helpful I would love to hear about it Please post a comment on my blog and let me know. Any feedback you have would be greatly appreciated and I will try and answer all of you questions should you need clarification on anything I have written in this free report.

Adam's Blog: **[The Project Marketer Chronicles](#)**

Talk to you soon!

Adam Bauthues

“The Project Marketer”

<http://www.ProjectMarketer.com>

Appendix 1

Top Solo Ad Spots

FIRST, I want to share with you my #1 Secret Weapon...

Traffic Testers - This service will give you all of the email ad sources you will ever need for your entire life, complete with full testing so you never have to worry that an advertising resource will not be responsive. I cannot speak highly enough of this service.

Check Out Traffic Testers:

**** Traffic Testers ****

And now on to the solo ad spots I recommend to start with...

Solo Ads (From \$6-\$45)

<http://solo-ads.com/adrates.html>

Top Surfer Solos (\$65 solos - You have to Sign up as a free member to get the \$65 solo price...)

<http://topsurfer.com>

GOT Safelist - Solos - \$67

<http://gotsafelist.com>

PlanetXmail (\$59 solo ad)

<http://planetxmail.com>

Traffic9 Solo Ads - (From \$39-\$90)

<http://www.traffic9.com/contact-solo-ads.htm>

Majon Marketing - \$60 solo ads

<http://www.majon.com/safeannounce/>

Rent-A-List (Prices vary according to how many people you wish to reach)

<http://www.rent-a-list.com/s/i/pmgroup>

Also, make sure you check out all of the solo ad prices for the other various credit-based safelists. I made a special note of GOT Safelist because their solo ads produce results everytime. But Mad Vlad (more expensive) and Adsolutionline safelists, as well as Adtactics and others have great rates on their solo ads. This is an excellent place to test you solo ads out.

By looking over other safelists (do a search on google for best credit safelists), you will really get a good start and get some awesome advertising for an extremely low price.

My Wizard Ads - Solos starting at \$10
[http://www.mywizardads.com/\\$10_Solo_Ads.html](http://www.mywizardads.com/$10_Solo_Ads.html)

My Wizard Ads Hint: Look on the left hand side of this site and you can browse and place solo ads according to what you can afford. There are solo ads starting at \$10 each all the way up to \$199. They also have 2 for 1 specials often.

Below are many more solo ad spots that I have heard of or have used in the past. Please do your due diligence on these sites and if you have any questions please ask me. NEVER spend more on advertising than you can afford and always TRACK your results with [ProTrackerPlus!](#)

Some of these are repeats of what I mentioned before. I have not went through this list recently so there may be some that are no longer available. Please let me know if this is the case. I will try and update this resource list regularly, but this is way more than anyone needs to truly take this strategy to the next level for a long time.

Solo Ads

<http://www.solo-ads.com>

Ezine Advertising

<http://www.mywizardads.com>

Solo Ad Advertising

<http://www.wizads.com>

AFA Solo Ad Coop

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

2 Bucks an Ad

<http://www.partenon.com>

Ezine Ads

<http://www.ezinead.net>

10 Dollars 20 Ads Ezine Coop

<http://www.10dollars20ads.com>

Ezines-R-Us

<http://www.ezines-r-us.com/orderform.htm>

Damn Smart Ads

<http://www.damnsmartads.com>

Xtreme Marketing Tips

<http://www.ezinehits.com/ad-rates.htm>

Smart List

<http://www.smart-list.com/adsubmit.html>

Extreme Marketing Program

<http://www.extrememarketingprogram.com>

Weekly Tips

<http://www.weeklytips.com/advertising.html>

Email Pays U

<http://www.e-mailpaysu.com/advertise.html>

Direct Profits Ezine

<http://directprofit.net/>

Super Promo

<http://www.superpromo.com/optadorder.html>

Pro Biz Tips

<http://www.ProBizNews.com/advertising.html>

One Dollar Email

<http://www.onedollaremail.com/advertise.php>

Paid Mails

<http://www.paidmails.com/pages/advertise.php>

Admistress Advertising

<http://www.flashyads.com/advertise.html>

Rim Digest

<http://www.rimdigest.com/ads.html>

Christian Times

<http://www.christiantimesnewsletter.com/advertising/>

Hit Overload

<http://www.hitoverload.com/advertising.html>

Netpreneur Now

<http://www.netpreneurnow.com/advertising.shtml>

Safemail Services

<http://www.safemailservices.com>

Ultimate Traffic System

<http://ultimatetrafficsystem.com/advertise.shtml>

Advertise To Millions

<http://www.advertisetomillions.com>

Response Advertising

<http://www.responsive-advertising.com>

The Successful Marketing Ezine

<http://www.successful-marketing.com/advertise.html>

Smart-list Solo Ads

<http://www.smart-list.com/adsubmit.html>

Online Marketers

<http://www.onlinemarketers.net>

OyesUcan Ezine

<http://OyesUcan.com/advertising/241solos>

Blast for Traffic

<http://www.blastfortraffic.com>

e4u Newsletter

<http://starterkithaven.com/solo.htm>

DEMC Magazine

<http://www.demc.com/Advertise/advertise.html>

101 Website Traffic

<http://www.101-website-traffic.com>

Your Ad Blaster

<http://www.youradblaster.com>

Ecommerce Resources Ezine

<http://www.ecommerce-resources.org/rates.html>

EVIEB Ezine

<http://www.evieb.com/new-zadrates.html>

Smart List

<http://www.smart-list.com/adsubmit.html>

Web Traffic Marketing

<http://www.webtrafficmarketing.com>

Solo Ads Only

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

Planet Xmail

<http://www.planetxmail.com>

Top Sponsor Ads

<http://www.topsponsorads.com/index.html>

Dynamic Advertising

<http://www.dynavert.biz>

More Below...

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

<http://classifieds.christianpost.com/index.htm>

<http://www.papalou.net>

<http://www.christianet.com/internetmarketing/index.htm>

<http://www.christiansunite.com/classifieds/>

<http://www.extrememarketingprogram.com>

<http://www.adsmarket.biz>

<http://www.ezineking.com>

<http://www.freehits2000.com>