

DERRICK VANDYKE'S

# Free Traffic Secrets



**How to Generate Thousands  
of Lazer-Targeted Visitors for Free**

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## Introduction

There's no way around it...if you want to make money online, you have to get people to visit your site (or the site that you're promoting). But advertising can be expensive and risky. There's no guarantee that you'll ever see a return on your investment.

While there is no way around driving traffic to your website there is a way around having to pay for it. And that is exactly what this report is all about.

On the following pages, you will find simple, proven and effective ways to get free traffic so you don't have to spend money driving visitors to your website.

Why is this so important?

Because, when you think about it, what is the biggest most expensive part of your business that eats away at your profits? In most cases, it is the advertising that takes money straight out of your pocket every single month!

The methods and advice in this book will allow you to bypass the largest expense of your Internet business, and that's worth a lot (regardless of how much you spend on advertising).

## How to Write Effective Ads

Are you familiar with AIDA? It's an acronym that stands for: **A**ttention, **D**esire, **I**nterest, **A**ction.

This is a tried and true copywriting technique you should always refer to when you write any advertisement.

1. Get the readers **Attention** with a captivating headline. Your ad is going to be next to many others, so you need to stand out in the crowd.
2. Maintain their **Interest** with benefits that support the claims made in the headline. Let them know what you're offering.
3. Create **Desire** by telling them what they they'll get if they take action right now. People want to know, "What's in it for me."
4. Give them an obvious call to **Action**. Click the link below... Sign up now... Hurry before it's too late...Don't miss your chance to... etc.

## Creating Unique Ads

Most affiliate programs provide pre-written ads for you to use – While it is convenient, you'll get much better results make them unique.

1. Add a personal endorsement. With all the hype online, people are more likely to read and click on something that you personally recommend.
2. Include a testimonial from the salesletter for the product you are promoting. That's an easy way to get content for a good solo ad.
3. Use other people's ads. One of the easiest ways to come up with ideas for good ads is to subscribe to a slew of marketing lists and look for ads that catch your eye. Modify them to fit the product you're promoting and add your own personal touch. You can use this method to build a massive portfolio of great ads.

## Classified Ads

Internet classified ads are just like the classified ads that are in your local newspaper. The only difference is that they are on the Internet.

Most of the free classified ads are junk and never get read. Look for sites that are well organized and up to date. In most cases, paid ads will produce better results.

Remember, any classified ad you place is a teaser. Your only goal is to get people to click on your link. So write short, compelling ads similar to those you see on Google.

Here are a few places where you can place your ads:

- [Yahoo Classifieds](#)
- [Craig's List](#)
- [Nation Wide Newspapers](#)
- [INETGIANT](#)
- [Home Business Mag](#)
- [Classified Ads.com](#)
- [US Free Ads](#)
- [Ad Land Pro](#)
- [Internet Based Moms](#)
- [Cash From Home](#)

## Traffic Exchanges

An easy way to get free traffic is through exchanges. You just have to enter your websites URL or affiliate link and it will be displayed in rotation with other members of the traffic exchange. You can also get traffic credits for referring other people.

These are the best traffic exchange services to use:

- [Instant Buzz](#)
- [Traffic Swarm](#)
- [Hit Pulse](#)

Some traffic exchanges require you to add code to your web page to create an exit popup. Each time an ad is shown on your site, your ad is show somewhere else. But you don't lose anything because an ad only pops up if someone leaves your site.

If you don't have a website, you can just as easily ad the exchange code to a blog or a free web host. Many of which have built-in HTML editors to build your web pages.

Here are some free places to create your pages:

- [WordPress](#) - create a free blog and post your affiliate content and exchange code.
- [Blogger](#) - create a free blog and post your affiliate content and exchange code.
- [FreeWebs](#) - this service is free and they also have an online page builder.
- [DotEasy](#) - You get free hosting if you purchase a domain name there.

## List Building Networks

Just as the title indicates, these services allow you to build your own mailing list. List building networks are based on a multi-level matrix anywhere from 7 levels deep to infinity. It's based on the same concept of M-L-M.

List Builders are viral membership sites that enable their members to send email offers to those they refer. They can also send out offers to the referrals their referrals get – usually download anywhere from 10-20 levels.

So, if you are an active members of one of these sites who promotes “the ability to mail any offer to your downline up to 20 levels deep” then you can

potentially be able to mail to thousands of people every fixed amount of time.

These types of sites allow you to mail to your downline as little as once a week or as often as once every 48 hours – depending on your membership level.

[Add List Bandit Example]

Here's The Best Part About List Builders

When you join these sites, you will always be presented with a special "New Member" offer which will enable you to not have to ever promote the site if you don't want to.

"Huh? That doesn't make any sense Derrick! I thought you told me I have to actively promote it so I can mail to my downline I built from referrals."

The reason this is good is because they'll offer you an upgrade to the highest membership level the site offers and you'll be able to mail to **more people more often.**

In my experience, it's usually anywhere from 1,000 – 5,000 random members that you can email your offer to every 2 or 3 days.

I'll give you a list of the List Builders that I have been using for well over 2 years now in order of most responsive to least responsive.

Join As Many As You Can Afford And Always Take The Upgrade

This is important: Don't join if you're not going to upgrade!

You'll be able to upgrade your membership later, but it will be limited and more expensive. In some cases, hundreds of dollars more!

You'll get the best bang for your buck if you upgrade immediately after you join when you see the one time offer.

Trust me on this...

It will take you a LONG TIME to build up a network that will bring you any traffic if you go the free membership route. It's purely a waste of your time.

The key to success with these multi-level traffic generators is to get other people (your downline) to promote for you. You do that by helping them succeed.

Here's an example. If you get 10 people to sign up with [List Bandit](#), your hope is that each of them will sign up 10. Now you have 100 people in your downline. And if each of those hundred sign up 10, you have 1000 in your downline.

That's in a perfect world. But it doesn't usually work that way. Most people won't take action and promote it. So you don't build a downline and your traffic is minimal (at best).

**So the big secret in any MLM** is to train your front line to promote and encourage them to do the same for their front line. You multiply your efforts by training others to build your downline for you.

Once you get a few people on your list, you can send your email ad to everyone in your downline (usually once a week). Your downline cannot send messages to you. But you agree to receive email from everyone in your upline.

You can filter these emails into the trash, but I don't. Instead, I filter them into a folder because they contain ads that I may want to use later in my own advertising. And sometimes I find good offers on products to buy and sell.

Here are the top list builders online:

- [List Bandit](#)
- [Your Lucky List](#)
- [Viral URL](#)
- [Viral List Builder](#)

## Article Marketing

If you're serious about making money online, article marketing should be one of your main promotion strategies. It's a great way to build a consistent flow of traffic.

Here's how it works:

Each week, you write at least one article about the product you are promoting. It doesn't have to be long 250 - 350 words is ample. If you make it too long, your reader may never get to your resource box.

If you are promoting Affiliate Cash Secrets, you could write articles about affiliate marketing and promotion. For example, "10 Ways to Profits from Affiliate Marketing" or "7 Steps to Affiliate Marketing Success."

Whatever you write about, just make sure it doesn't read like a sales letter. Your articles should be purely informative.

## **How You Get Traffic from Your Articles**

First, you should submit your articles to all the popular article directories. When webmasters and ezine publishers look for free content to reprint on their websites and in their newsletters, they turn to article directories.

In exchange for the free content, they agree to leave the article intact and include your resource box. This is where you get your traffic. Every time someone reprints one of your articles, your resource box is included with your name and a link to your site or an affiliate site.

Here's one resource box that I use in my articles:

*To learn more about my automated marketing system, check out my new site at [AffiliateCashSecrets.com](http://AffiliateCashSecrets.com) or more tips on affiliate marketing. Feel free to distribute this article in any form as long as you include this resource box. You can also include your affiliate link when you sign up at my Affiliate Cash Secrets website.*

Notice how I give them permission to reprint my article. This is called "viral marketing" because, if people like the article, it will spread from one person to another, like a virus.

You should start with 10 articles. That will get you started as an expert author at EzineArticles.com, the number one article directory on the Internet.

EzineArticles.com alone gets about 40,000 visitors every day, so your articles are very likely to be picked up and reprinted by several publishers.

Here are the top places to submit your articles:

- <http://ezinearticles.com>
- <http://articlesfactory.com>
- <http://articlecity.com>
- <http://ezau.com>
- <http://goarticles.com>
- <http://newfreearticles.com>
- <http://sitepronews.com>

You can find more directories by searching on Google. But I highly recommend you start with the list above.

**But Derrick, what if I can't write?**

If you can't write or simply don't have the time, you can hire a ghost writer at <http://elance.com>. Ghost writers will typically charge around \$5 per 400-word article. So if you want \$100 good articles, it's gonna cost you \$500.

## **Blogging for Profit**

If you want to generate consistent, long-term traffic and sales, you need to start blogging. It takes time to build a blog. But if you do a little each day, you'll profit in the long run.

The first thing you want to do is go to [Blogger.com](http://Blogger.com) and create a blog. You're going to post content in your blog so it gets picked up by search engines.

Blogger.com is owned by Google. So everything you post gets into the Google Search engine eventually. You're also going to use [Ping-O-Matic](http://Ping-O-Matic) to notify all the blog services about your posts so you get into other search engines like Yahoo! and MSN.

Next, you need to get some articles up so you can get an AdSense account and make a little money with that too. You need some content in your blog before you can display AdSense ads and affiliate links.

You can write your own articles (if you have time), have a freelance writer do it, or you can get free articles at [EzineArticles.com](http://EzineArticles.com).

### **Setting Up Your Blog**

Just go to [Blogger.com](http://Blogger.com) and create a new blog. You'll want to create a new blog for every product you promote. I recommend you start with Affiliate Cash Secrets for your first promotion because the affiliate program pays up to 75% commission monthly.

Once you create your blog, go to Settings. Under the Basic tab, add a description of your blog. The title can just be "Affiliate Cash Secrets." I put "Building Your Automatic Money Machine" for the description. But you can enter whatever you want.

I also set Show Email Posts to NO. I don't want any distractions in my blog. No external links, etc. My visitors are there to do one thing or two things: click on an affiliate link or an AdSense ad.

Next click the Formatting tab. Select "Show 1 Post on the main page." I only want one article on each page because that gives the reader a stopping point where they come to my resource box and click through to my site.

Post template - here's where you can add your resource box to appear on each page. It will not update your entire blog. But it will appear in the HTML editor every time you make a post.

Now click the Comments tab.

Default - new posts do NOT have comments. Again, you don't want any distractions on your site. This isn't a "fun blog," it's a "money blog."

Finally, click the Template tab. If you want a different template, click "Pick New." Google has a ton of tutorials on how to edit your template so I won't cover that here. But you'll notice on my blog that I changed my Links and put the AdSense ads on the side bar.

When you're finished posting, go to [Pingomatic.com](http://Pingomatic.com) and enter your blog name and URL. This will notify all the search engines that your blog has been updated. Only ping when you have added new content or made significant changes to your blog.

I would add about 10 pages to start. Then add 3-5 pages a day. After 3 months at 5 pages a day, you will have 450 pages listed in the search engines. That could easily generate a few hundred visitors a day to your blog.

Back Links from sites with a PR (page rank) of 5 or more will significantly increase your search engine rankings. And you'll get crawled faster too. You can see the page rank of any site by installing the Google Toolbar at <http://toolbar.google.com>

To get free back links, you'll need to submit your original articles to these directories. You can use articles from the directories below as examples to write your own. Just make sure the end result is original content. And if your article is good, it may get reprinted by thousands of publishers.

- [EzineArticles.com](http://EzineArticles.com) - PR6
- [ArticleCity.com](http://ArticleCity.com) - PR6
- [GoArticles.com](http://GoArticles.com) - PR5
- [IdeaMarketers.com](http://IdeaMarketers.com) - PR5
- [SiteProNews.com](http://SiteProNews.com) - PR4

## Forum Marketing

Forum marketing is definitely one of the **most effective forms of free advertising**. If you've got time on your hands, but no money to advertise, this should be your first choice.

Forums are free advertising sources and if you spend an hour a day posting in multiple forums you will capture leads and you will make sales -- for any product you promote.

The concept is simple. You act as if you are not selling anything (which in fact, you are not!) All you are doing is interacting with people that match the product you are promoting and are therefore likely to buy it if they look at the offer. Your offer is appended to your signature automatically in every post you make.

Here's a sample signature you can use:

Still Struggling to Make Money Online?  
I'm not - Click here to find out why...  
==> <http://affiliatecashsecrets.com>

The job is simply to have fun! That's it! Really there are no catches here, no strange angles. The only thing you can't do is talk openly about the product you are promoting because it just doesn't work.

#### **Here are five approaches to successful forum marketing:**

- 1. Answer questions.** If you're an expert on the topic, you can easily help people who ask questions in the forum.
- 2. Ask a question.** If you're not an expert on the topic (i.e. affiliate marketing) there must be a lot of things you want to know. This is a quick and legitimate way to add a lot of posts to any forum.
- 3. Ask for a critique.** Say you write an article and post it in your blog. Make a quick post to ask what people think. You'll not only get exposure for your signature. You'll also get a good back link to your blog.
- 4. Ask for an opinion.** If you come across a product or service and want to research it first. Forums are a great place to find out. For instance, you could make a post that says, "Has anyone had any experience with this product...?" It's that simple. Just go to [ClickBank](#) and ask about every product in the marketplace!
- 5. Offer an article.** You wrote an article, published it to your blog, and asked for a critique in the forums. Now go back and make a post offering your article for publication with the condition that they leave your resource box intact.

To get started, visit one of the high-traffic forums below and sign up for an account.

- [AssociatePrograms.com](http://AssociatePrograms.com) - Affiliate Marketing Forum
- [eWealth.com](http://eWealth.com) - the #1 Affiliate Hangout
- [Internet Based Moms](http://InternetBasedMoms.com) - Forum for Work-at-home Moms
- [Money Maker Group](http://MoneyMakerGroup.com) - Forum About Making Money
- [Work at Home](http://WorkatHome.com) - Work at Home Business Forum

Next, log in and then click Profile at the top. This is where you can add your signature, which will appear at the end of every post you make.

Read the rules about posting. Basically, you either ask specific and relevant questions or you answer questions by replying to posts.

Start by looking at what others are posting and how people are replying to those posts. Once you get a feel for it, post as much and as often as you can. Never advertise in your posts (except where permitted). Let your signature do the work for you.

And don't forget to use a tracking link so you know where your sales are coming from...

You can get a surprisingly large amount of sales from affiliate links that were posted in forums on discussions about the programs you promote. You should say something positive about the product and then ask if anyone has heard of it.

There are a lot of newbies posting in forums who are desperately seeking direction to help them start making money online. Whenever you see a post like that, reply and say, "*Hey - Check out this site...*" and explain how it really helped you.

*And make sure you leave your affiliate link in your signature.*

I hope this report has given you some fuel to fire up your free advertising campaign and start generating traffic, leads, and sales for your online business.

**Sincerely,**

Derrick VanDyke

[AffiliateCashSecrets.com](http://AffiliateCashSecrets.com)

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