

SECRETS ABOUT BUYING TRAFFIC

**DON'T THROW YOUR MONEY
AWAY LEARN THE RIGHT
WAY TO BUY TRAFFIC...**

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BUY TRAFFIC LIKE AN EXPERT

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Secrets About Buying Traffic

What Is A Solo Ad?

If you are reading this book, chances are that you are interested in learning more about buying Solo Ads. But do you really know what a Solo Ad is? Solo ads are where you pay to have your

offer via a internet page link sent to someone else's list of subscribers. You actually get the offer you are trying to promote exposed to many subscribers that are interested in buying products and services in your niche. Lucky for us, there are thousands of marketers selling solo ads. The whole idea of buying solo ads is to "borrow" other people's subscribers in your niche. The solo ad seller is offering his subscribers to see your email swipe and links using an opt in advertising campaign to your free or paid offer.

Jason Solo Ad Tips

1. The fastest traffic method to get results as far acquiring Leads and Sales for your offers.
2. "Renting" someone else's list to send emails to your offer.
3. Lots of Happy Customers are a great way to tell if the solo provider you are choosing is top notch.

Out of all the paid list-building strategies, solo ads are by far the best. It's the fastest, easiest way to get laser targeted eyeballs on your offer and build your own list of subscribers. On top of that, the targeted subscribers are already coming from a related list in your niche. Theses subscribers looking at your offer have been recommended by the list owner. You can easily get 50, 100, 200, 1000 page views looking at you offer in a matter of hours! This can result in many sales in a short time using a high converting internet marketing funnel that is properly set-up.

Understanding Types Of Solo Ad Traffic

When buying solo ads, it is crucial to be aware of the types of solo ad traffic that are available for purchase. The most basic type of traffic, and typically the cheapest, is standard traffic. Standard traffic includes traffic from all countries and typically has a lower opt in conversion rate than top tier traffic. Solo ad providers will usually carry between 70% - 80% Top Tier traffic when selling standard traffic. A better solo provider might offer a higher quality standard



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traffic and conversion rate than a lesser provider of lower quality top tier traffic. A high quality solo ad provider should produce around 30% + opt-in conversion rate with standard traffic if the buyer has a high converting opt in / squeeze page.

100% Top Tier Traffic is the premium traffic choice. It usually has a higher opt in conversion rate than standard traffic of the same quality. The traffic from top tier providers consists only of traffic from the top 5 countries (US, CA, UK, AU, NZ). Just because the traffic is top tier, doesn't mean the opt in conversion rate is higher than a top provider of standard traffic. Top level solo providers should produce close to a 40% + opt-in conversion rate with top tier traffic if the buyer is using a high converting opt in / squeeze page. We also find that top tier traffic converts better with back end and high ticket offers due to the majority of the subscribers speaking English and having a credit card. Basically, they spend more money.

When buying traffic, there are usually two types of subscribers. Those who are looking for free products, and those who are trained to buy. The type you choose is obviously dependent on your offer. If you are offering a free product, you could go with either type. If your offer is a paid product, you will want to go with subscribers who are trained buyers. Now it's not easy to find solo providers that have tons of trained buyers, but when you do latch on to them.

Some solo providers maintain separate buyers lists and often include these buyers lists when they run solo ads for their clients. Other solo providers just do not take the time to identify subscribers who are actual buyers and they are combined in their lists. You just want to make sure you are not buying traffic from providers who strip out the buyers and you only get the clicks.

As you have learned throughout this section, all traffic is NOT the same. There are many factors that come into play when determining the results that you will end



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up with. If you are interested in find a high quality traffic provider check out this link <http://JasonGerald.com>

Basic Sales Funnel

The basic sales funnel starts with traffic. I will lay out a simple funnel for you. In this case, the traffic is being driven to your page via solo ad providers. Traffic is driven to your capture/squeeze page and when that lead opts in, two things should happen. After opting in, the lead should be added to your marketing list. This allows you to send follow-up emails and continue sending content related emails along with some offers. In addition to the lead being added to your marketing list, after opting in, they are sent to the one time offer that is being advertised on your squeeze page. From there, they can buy the one time offer. After this happens, this is a perfect opportunity for you to upsell that offer.



It is important to be aware of your sales funnel when purchasing and implementing the use of solo ads. Knowing the process of how your traffic turns into cash will help you determine what kind of traffic you should buy. Internet



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marketers are constantly tweaking and trying to improve their sales funnel to maximize profits, otherwise known as their ROI (Return On Investment).

Here are some links that will help you with you build a high converting sales funnel.

[SkyviewHost.com](https://www.skyviewhost.com) Easy to use, 1-click automatic WordPress installation, free unlimited emails, 20x faster than most website. Highly recommended for your first site.

[BlueHost.com](https://www.bluehost.com) Offers a great hosting service. Many of my friends like this site

[TheConversionPros.com](https://www.theconversionpros.com) East to use opt-in pages and landing page and also has an autoresponder built into it. It's an all in one pages. I use this tool also to capture leads and email them every day.

[Aweber.com](https://www.aweber.com) The internet's most powerful email opt-in service and email marketing/broadcasting tool. This is what I use to build my email list. Highly Recommended.

[ClickFunnels.com](https://www.clickfunnels.com) Offers a great funnel build for opt-in and landing page.

[ClickMagick.com](https://www.clickmagick.com) Great tool to use to track you solo ads.

[Qlinker.com](https://www.qlinker.com) I use this tool to track all of my solo ads. If you buy solo ads from JasonGerald.com you find I will be sending you the inks directly to you

[Udimi.com](https://www.udimi.com) I am also selling on Udimi my traffic so you can do a search for Jason Gerald and you find me.

Your cPage / Squeeze Page will be used to capture the targeted leads you acquire from the solo ad you purchase. The fields "Name, Email and maybe even a Phone Number" will be requested on the form. The less information you ask for, the higher the opt in conversion will be. So, a cPage with only an email will typically



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opt in convert better than asking for Name, Email and Phone Number. In some funnels all three will be required.

When creating a cPage, giving less information about the offer will opt in convert better. Background pictures related to the offer usually work well. i.e. lifestyle, health & fitness, saving time and money, etc. Your page should only be the size of an average display screen. Never have important information below the fold (meaning you have to scroll to see something). Video on your cPage is usually not recommended and will opt in convert lower. Acquire the lead and then tell them more with a video on the sales page. Having more information on a cPage will typically collect a more targeted subscriber, but you will usually suffer with much lower opt in conversions.

When a potential lead sees your cPage, they do one of two things. They either exit the page, or they fill out the form and opt in. You have about 7 seconds to convince them to opt in vs hitting the red X in the top right corner. If they exit the page, we often add an exit pop to either show them another opt in form or bring them to the offer without an opt in. This way, you still have a chance to collect the lead or get a sale.

Once they opt-in, you made your first conversion and added them to your marketing list. At the exact same time, they are brought to your offer (sales video or sales page). If they like your One Time Offer (OTO) they will purchase it. This would be called an initial purchase. They would have clicked on a button bringing them to your payment processor. Depending on if it's your product or someone else's would determine how quickly you get paid.

Email swipes can be a confusing topic, especially when you have your own custom swipes and your affiliate program / network is giving you their swipes to use! The bottom line is, any quality solo ad provider is going to want to take a look at your swipe before they send you traffic. They have their own IPs that they are trying to



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protect and don't want a mediocre, spammy swipe to blacklist their IP's. Generally speaking, you want to stay away from the swipes provided to you by your affiliate program / network. Think about it, they send the same swipe to all of their customers (affiliates). What do you think most of them end up using? Yup, you guessed it. The provided swipe. If people have received the same swipe 10-15 times before yours, what are the chances of them opening your identical email? Zero to none! Your best bet, is to create your own. The email subjects should be something that would catch your eye and make you open the email. The same thing goes for the content of the email. You have to ask yourself, "What would make me click?" Often solo ad providers will use their own swipe if you do not have spam free quality swipe that they feel will convert with their subscriber list.

Finding A Quality Solo Provider

The task of finding a quality solo provider can be a daunting one. Luckily, there are many great resources that can help you do just that.

1. Personal recommendation
2. Facebook groups (search for solo ads)
3. Skype groups (search for solo ads)
4. Warrior forum (search for solo ads)
5. Udimi
6. Industry blogs
7. Solo ad directories
8. Search Engines (Google, Bing, Yahoo, etc.)

Be sure to do extensive research before picking a solo provider. Any quality solo ad provider is going to want to look at your optin page as well as your offer page prior to running your solo ad. It might occur before you purchase or prior to them



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actually running your solo ad to their list. The next section in this book is an excellent resource for helping you pick a provider.

10 Questions To Ask Before You Buy A Solo Ad

Before buying a solo ad, be sure to have the answers to the following 10 questions. The answers to many of these questions can be found right on the solo ad providers site. If not, ask. Also take into account their response time.

If they do not get back to you within 24-48 hours, you should probably look elsewhere.

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Asking Questions BEFORE You Order A Solo Ad Will Save You TIME and MONEY! There Are SO Many Shady Solo Providers Out

There, Make Sure To Check Them Out Before You Purchase.

1. What niche does the solo provider focus on?

If you are trying to sell teeth whitening and they focus on home business, the traffic will probably not work for you.

2. What percent of the solo ad run you will be buying will be top tier?

Depending on your offer, you might need to be working with countries that typically have higher incomes and are English Speaking. (Top Tier)

3. Is the solo provider selling you unique or raw clicks?

You want to make sure they're unique clicks in case the subscriber who clicks on your link does it more than once



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4. Will the solo provider take a look at your squeeze/ sales page and give you feedback for improvements?

A solo provider not willing to do this might be interested in just sending you clicks and not very interested in you getting results of opt-ins and potential sales.

5. Does the solo providers list work with paid offers?

Be careful with solo providers who say that they only send to free offers when you are trying to get buyers for your offer

6. Does the solo provider offer over-delivery?

This will lower your price per click so consider that when comparing solo ads.

7. Does the solo provider include buyers when they send solo traffic to you?

Some solo providers do not include their known buyers when they send out solo traffic.

8. Does the solo provider continuously refresh their list with new subscribers?

If your solo providers list is stale they probably already saw your offer and you won't get conversions.

9. Does the solo provider have written and video testimonials?

Read and watch the video testimonials and see if the solo provider is qualified to send to your offer for you

10. Do the testimonials actually show sales and are the \$\$ comparable to your offer?

Meaning, if you are promoting a \$49 offer and the solo testimonials are for \$3 sales, that solo provider might not work for you and your offer



Booking Your Solo Ad

Before you book your solo ad purchase, take a look at your squeeze page and ask yourself “ Is this a high converting page, weak converting page, or has it yet to be tested?” The answer to your question will be a huge deciding factor when it comes to the amount of clicks you should buy. If you have a weak converting page, you should take a step back and rethink what you’re doing. A swipe or squeeze page redesign may be in order. If that is the case, hold off on the solo ads for now, and fix that page! If you have a high converting squeeze page, go for it! Buy as many clicks as you are comfortable with buying. In the event that your page is untested, buy small and test using that amount. Small, medium, and large purchases are all relative and different for each buyer, so keep that in mind.

Something else that we need to cover before you buy your solo ad is link tracking. When you send over a squeeze page link / affiliate link / offer link etc. to a solo ad provider, you really need to send them over a tracking link not the actual page link. The tracking link will be used to keep the solo ad provider honest. You want to make sure that when he says he sent you 545 unique clicks, you have a way to check that you got what you paid for. Keep in mind the solo ad providers tracker click counts won’t be 100% exact with yours, but they should be very close. Listed below you will find additional information on acquiring a link tracker

Steps To Buy A Solo Ad

1. Review Solo Providers Page and ask the 10 questions
2. If you are happy with the sales page and your Squeeze Page / Offer you might just go ahead and order on-line
3. Contact the Solo Provider if you still have questions and you want them to review your Squeeze page and Offer (if needed)
4. Decide on the number of clicks and type of traffic to buy
5. Place order and make your payment
6. Provide a tracking link and maybe email swipe to the solo provider



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7. Feel free to ask questions
8. Once you get your solo ad send date (monitor the traffic coming in when they are scheduled to send it)
9. Track your opt in conversions and sale conversions
10. Monitor your auto-responder follow-up series for sales on your new subscribers

Link Tracking Resources (Free and Paid)

Bitly: Bitly is a URL shortening and tracking service. The tracking is pretty basic, but its better than not using anything and its Free

Goo.gl: Goo.gl is a URL shortening and tracking service owned by google and its Free . Just make sure you are signed into your gmail account before going to the website.

Click Magick: ClickMagick is the next-generation ad tracking and link management system that makes every click you get more profitable. It even lets you add custom pop ups and “MagickBars” to ANY page (even affiliate links and sites you don’t control!) We also use this every day!

Qlinker: Qlinker allows you to control and track all your marketing campaigns. Everything from rotating URL’s, GEO targeting, Opt-in & Sales Tracking, and much more

Tracking The Results Of Your Solo Ad

If you are reading this book, I assume that you already know how to track traffic that is driven to your site via a tracking link. This will give you tracking data for the



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clicks that you are paying for. That is the first step to tracking the results of your solo ad.

When you're tracking the results of the leads generated by your clicks, there are some key data points that you want to take note of. An example of this is shown later on in this section:

- solo ad provider
- number of clicks paid for
- number of clicks delivered
- cost of traffic
- number of subscribers (leads) generated

With these key data points, you can generate some very interesting and useful metrics such as cost per click, cost per lead and squeeze page opt-in rate.

Now, if you are asking why is it even important to track your results, I'll tell you. How else are you supposed to know what your hard earned money is getting you? It's as simple as that. Without a proper and concise tracking method you can never accurately determine your results. Another added bonus of tracking results, is that you are now able to see how consistent, or inconsistent your provider is. You will now be able to see if one of your providers is producing less desirable results over time.

Below is a screenshot from the actual spreadsheet that I use to track my solo ad purchasing. Obviously, I omitted personal details such as offer links, and provider names and contact information.



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Purchase Date	Run Date	Traffic Provider	Price	# Clicks Purchased	CPC	Offer	Link Used	BCV Clicks	Opt-Ins	Opt-In %	Additional Info	Provider Contact Info
8/7/15	8/8/15	Provider D	\$363	300	\$0.33	Offer 2	Offer Link	117/50	9	18.0%		
8/2/15	8/2/15	Provider A	\$500	2000	\$0.25	Offer 1	Offer Link	228/50	15	20.0%	Low CPC	
8/1/15	8/1/15	Provider A	\$350	500	\$0.30	Offer 1	Offer Link	148/50	11	27.5%		
7/30/15	7/30/15	Provider C	\$320	400	\$0.30	Offer 2	Offer Link	180/50	25	50.0%		
7/28/15	7/28/15	Provider B	\$312	400	\$0.38	Offer 1	Offer Link	196/50	12	24.0%		
7/28/15	7/28/15	Provider A	\$350	300	\$0.30	Offer 1	Offer Link	143/50	20	40.0%		
7/23/15	7/23/15	Provider A	\$240	300	\$0.30	Offer 1	Offer Link	180/50	27	54.0%	High %	

Keep Traffic Flowing Constantly

I cannot stress this enough. The key to growth is consistency! This is true with most things in life and remains 100% relevant when talking about driving traffic. I could write a whole book showing examples of how consistency is crucial, but take my word, your business will NEVER grow if you are inconsistent. One of the biggest factors of growth, other than consistency, is monitoring results and making adjustments based on your data. If your traffic flow is inconsistent, how can you ever expect to accurately monitor your results? Here's an example. Let's say you are sending consistent traffic for X weeks. Then you start to slack for another X weeks. Your results during the period you slacked are pretty bad, but you figure that just because you were inconsistent, so you pick up the volume once again, however, something isn't right. You aren't getting the same results as the last time you had this volume of traffic.

But why? During that time period that you were slacking, your providers' clicks declined in quality. If you kept your traffic flow consistent, you would have noticed the instant that this happened and could quickly jump on the problem. Instead, you just wasted your time and money.

If the results provided by your traffic are less than desirable, take a step back and scale down. There is no need to throw money away while you are trying to improve your results. By scaling down, you can spend less money while you work out all of the kinks (improving your cPage and sales funnel).



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Once you are happy with the results that your traffic is providing it is important to scale up and increase the amount of traffic that you are driving to your offers. Again, if you reach a point where your results are not what they once were, do not be afraid to scale down and adjust what you are doing until you are happy with outcome.

Let's say that you want to introduce a new offer. Even if you have a previous offer that has solid results, it would be unwise for you to implement the same solo ad strategy for this new offer. Different niche traffic could yield different results and could cost you money that could have been saved if you had a better plan. You need to build and test. Start small and tweak your traffic until you are happy with the results. By testing on a smaller scale, you save money, time and frustration and are able to conjure very accurate projections for when you scale up and launch. Once you have everything laid out on a smaller scale and have done extensive testing, then you are ready to scale up!

If you are having issues with consistent traffic, or are unhappy with your results or maybe you just need more volume, <http://JasonGerald.com> is one of the best solo ad providers out there.



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