

TRAFFIC BOMB

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THE TRAFFIC BOMB

SECTION ONE: PURPOSE



The purpose of this training is to give you a fast and efficient boost to your traffic – an explosion that increases your revenue as quickly as possible.

I don't want to teach you a system that will give you results a year from now; I want something that's going to create a noticeable difference in the next seven days. I want you to feel good about our experience and believe in me enough to realize that our relationship will pave the way to success.

If you've been through any of my other trainings, programs, or books, you know that I have a vested interest in your success. If you succeed with my first program, you're going to go onto my second

program, which will lead you to my third. The lifetime of our relationship is what my business is built on. By giving you a quick and easy traffic boost, I'm not only helping you, but I'm boosting my own business, as well.

SECTION TWO: WHY TRAFFIC IS AWESOME?

This is a very simple equation. More traffic equals more profits and value, and this equation works for all platforms. On YouTube, the more people who watch your videos, the more you get paid for your ads. On social media platforms, the more people who follow, like, and subscribe to your profile, the more influence you have.

You can leverage your influence to earn whatever you'd like. Travel Instagrammers can be paid in the form of free hotel stays, YouTube reviewers are sent free products, and super affiliates earn cold, hard cash. Regardless of what you get from your influence, more traffic is gold.

When I first started in online marketing, I had the option to pay affiliates anywhere from 10 percent to 75 percent to promote my product. I said, "There's no way I'm giving somebody 75 percent. I made this, and it was hard, so I'll pay 10 percent." No affiliate promoted me for that measly 10 percent. When I realized that traffic is worth more than the product, I started paying 75 percent per sale, and I got more traffic, earning back everything that I'd paid the affiliates.

If you've read *Serve No Master*, you've read the story of my first product launch. I made tens of thousands of dollars in a single day, and I gave 100 percent commission to all of my affiliates

on the first product. I was selling a small course for \$7, and I paid every single affiliate that entire \$7. I realized that traffic is worth more than the product, and I was happy to give them that money in exchange for more customers.



Online traffic is gold. The more traffic you have, the more power and profits come your way.

SECTION THREE:

TRAFFIC AND CONVERSION

Making money comes down to a simple formula.

Let's imagine you have a beautiful store selling antique cuckoo clocks. There are two numbers you need to look at to see how much money you are making. The first is traffic. How many people come into your store every day? The second number is **conversion**. What percentage of those people who walk into your store make a purchase?

If you have a very specialized offer, you might have low traffic but high conversion. If your cheapest cuckoo clock is \$50,000, there's a very select number of people that both like cuckoo clocks and have that kind of money.



However, if we can increase your traffic and make sure it's the right type of traffic, you'll make more money. The key is targeting your traffic to get more of those specialized people into your store.

Right now, for every ten people who visit your cuckoo clock store, one person makes a purchase. If we can increase that traffic, the odds are that you will sell more clocks.

For a lot of businesses, the only way they know how to make more money is to raise the price of the product. Price raising is boring, and it often negatively affects your conversion while doing nothing to improve your traffic.

I used to play a computer game when I was younger about building a lemonade stand. Every day, you would choose how much sugar and how many lemons and cups to buy, and you would choose the price of your product. If you sold your lemonade for one cent a cup, you would sell thousands of cups. If you charged \$100 a cup, you'd be lucky to sell one. As you raised and lowered your price, it would affect your conversion, and this is how it works in the real world.



This is something that companies do all the time. They adjust their prices to try to find the perfect formula that maximizes their profitability.

I don't care about finding that formula; all I look at is what makes the most profit. If I make the most profit by selling a product at \$37, I'm going to sell it for \$37. If I make the most profit by selling it for \$297, that's going to be the price.

Companies that have physical products, of course, have costs, overhead, and a myriad of other expenses, but there's a whole system for calculating the perfect price. We want to stay outside of that. When we're recommending products online, we don't own the product, so we can't raise the prices, anyway.

Instead of raising the price of a product, you should be trying to increase the traffic.

The first way for a cuckoo clock store to make more money is to increase the percentage of people who purchase a clock, and there are many ways to do this. You could have better store displays that make people interested in seeing more of your products. You could offer bonuses, such as, "Buy one cuckoo clock, get the second one for free." You could have special partnerships and promotions, such as, "Buy a cuckoo clock, get a free ride on the town train." You could even revamp your website with better sales letters, more proof, and new, professional photos. All of these things will increase your conversion rate.

Even better than conversion rate is traffic. Conversion rate is finite; you're never going to have a product that sells to 100 percent of your visitors. Traffic, on the other hand, is infinite. Your website can handle millions of visitors a day. There is no limit to the number of people that will fit inside your store when they visit via your website.

If your cuckoo clock store went from ten visitors a day to twenty, you would double your profit. When you're working for someone else, there is no way to double your salary. You could be the best sales rep in the world, but it just won't happen. I used to be an amazing phone sales rep for one of the largest companies in the world, but no matter how many sales I closed, they never doubled my salary. You could earn bonuses and even double your sales, but doubling your salary is nearly impossible.



When you own your own business and have your own website, blog, social media account, or video channel, all of that's possible.

If you go from ten visitors a day to one hundred, you 10x your revenue. Instead of selling one clock a day, you're selling ten, and you're making crazy money. With that kind of money, you could afford that new electric car or the private jet you've always wanted to fly in. That's why traffic is such an important element to sales.

SECTION FOUR: THE IDEAL SYSTEM

We want to choose a traffic strategy that is trackable, reliable, and leverageable.

1. Trackable.

The first thing we want in our system is trackability. If you don't know where your website visitors are coming from, there's no way for you to know which of your traffic strategies are working. We want to be able to use custom links, and we want to be able to see how often they get clicked. There are a lot of technical ways to do this, but I like to keep my strategies simple. If you make a different link for each traffic source, you can see which source people click the most. If they click the link from one article, but rarely click it from another article, you know the first one is working much better.

You could also use a tool that tells you the referring code. It will tell you which page they're visiting and which link they clicked on to get there. These kinds of tools are really useful because they let you know definitively which links are working.

2. Reliable.

The second thing we look for is a reliable system. We want something that's not only going to work now but also for years into the future. When I first got into online marketing, one of the most popular fields was article marketing. There was a website called EzineArticles, and many people made a living using this platform. People would write articles following the EzineArticles rules, they would fill them with affiliate links, product links, or links to their website, Google would rank each article, and the affiliates would make a ton of money.

One day, Google decided that articles were garbage and article directory websites were worthless. Ten years ago, an Ezine article would almost always appear within the top ten results. Today, you basically never see it. It has stopped being reliable.

We want a system that has an internal value. EzineArticles relied on Google for basically all of its traffic. When Google stopped promoting them, they lost their main source of visitors. We want a platform that has its own internal traffic source and its own user base. As long as the platform is up and running, we can rely on its traffic source.

3. Leverageable.

This means that the more time you spend there, the more value you get. I don't want to get one hundred times the result for one hundred times the effort; I want to get 10,000 times the result for just ten times the effort.

Take a look at forums. The more you post, the more you get upvoted, and the more powerful your profile becomes. Some forums give profiles ranks or a Karma score. If you've been upvoted 4,000 times, your profile gets stronger. The stronger your profile becomes, the stronger all of your past posts become. Even though that first post you wrote had zero upvotes, the strength of your profile today has caused the value of that zero-upvote post to increase exponentially over time. The more value you give, the more upvotes you get, and the more value you earn.

SECTION FIVE: THE POWER OF THE QUESTION

Take a look at forums. The more you post, the more you get upvoted, and the more When the internet was first starting out, there were tons of search engines. Long before Google, there was AltaVista, and, before that, there was AOL. There was even a tool called Dogpile that would combine the search results from every search engine at once. Today, most people have their favorite platform that they use, and very few use multiple search engines.



Way back when all of those search engines were being designed, there was one called Ask Jeeves. Yes, it failed, but it had a unique idea. It let you search for what you were looking for in the form of a question. You could type in, “What is Bruce Wayne’s alter ego?” And it would tell you, “Batman.” The results were similar to every other search engine, but their whole angle was letting you ask in the form of a question because that’s how most of us communicate.



The way we type in our questions has changed significantly over the years. When I was in high school, I had to use the Boolean system every time I wanted to do a search. The rules were specific, and the formula was precise. Knowing how to value each word was critical because some words have multiple meanings. For example, I live on a tropical island, and if I do a search on how to get rid of crabs, it’s very different than someone who’s living in a big city and has caught a disease. The ability to ask questions is important because that’s how we communicate effectively.

While Ask Jeeves is long gone, there is a platform that’s absolutely killing it now called Quora. Before Quora, there was Yahoo! Answers. Yahoo! doesn’t really exist anymore

because they blew a ton of money on terrible acquisitions, and, with them out of the picture, Quora took over the question space.

The beauty of Quora is how much traffic they get. There are loads of people who have the Quora app or go to the Quora website to type in their questions because they want a sophisticated, intelligent, and reliable answer. I’ve made purchases based on Quora questions because the answers tend to be quite useful.

Quora is unique because every answer that someone gives gets ranked until each question has a winning answer. When you type in your question, you don’t have to read through fifty answers; you can just go to the first because the snide or confusing answers get downvoted, and they disappear.

People who write better, more sophisticated answers get more value, and their profile gets stronger. That’s something that’s great about Quora; it’s leverageable. Your value increases when you write thoughtful and accurate answers, and the people who don’t answer questions well get crushed. Quora rewards value, and that’s awesome because experts get rewarded and gain more leverage.

Whatever you're blogging about, making videos about, or tweeting about, Quora is an amazing platform to drop your traffic bomb because the only thing that matters is content. Content, knowledge, and expertise are King, and, with Quora, you can express your knowledge by answering questions.

Not only do you get the advantage of all their internal traffic, but you also get tons of traffic from search engines because their answers are highly regarded. They're often considered the best answers to questions people are typing into search engines.

One day, they may go the same way of EzineArticles, and the search engines may stop sending Quora traffic, but Quora has an internal user database, so you're not going to lose that source of traffic if Google stops promoting them. There are tons of people who go to Quora looking for answers, and people love to hang out on a platform that has its own app, so it still has that reliability.

SECTION SIX: THE BASICS

You can figure out the Quora system pretty quickly just by looking at the top answers, but the basic formula to a good Quora answer is this: the answer, some images, some proof, and a link.

If you type in a question and look at the popular answers, it's pretty obvious which answers people like and which answers get downvoted. Anyone who answers in a single sentence and adds their affiliate link at the end is going to get crushed. Those are the people who get downvoted so much that they eventually get no attention from Quora.

People like the answers with multiple images, a few diagrams, and a certain level of explanation. If you have a well-thought-out answer, you can end it with a link, saying, "For more information, here's a blog post I wrote that goes a little more in depth." Those links get clicked a lot. I know that because I click them a lot, and so does everyone else.

The key is giving value before you ask for the click. It's a very simple formula, but it's effective.

SECTION SEVEN: **THINK MODULAR**

This is where Quora becomes extremely leverageable. Not only can your profile increase in value over time, but you'll also notice that people ask a lot of the same questions. You can save all of your answers in the form of modules, using the same pictures and paragraphs multiple times. When you answer a new question, you can copy and paste your previous answers in different orders to get a new answer quickly.

When you first join Quora, you're answering a lot of questions from scratch. Over time, however, you can reuse and leverage your old answers. Simply pull out those modular pieces, put them in the right order, and answer the unique question. You might have to do a tiny rewrite, but you won't have to start over completely. Instead of an answer taking an hour, it'll only take ten minutes.

You get more efficient the longer you use the platform, and you can even scale the work by eventually giving your answer database to your virtual assistant. That way, they can plug in your answers for you, and you can spend your time elsewhere while still getting value from those answers.

SECTION EIGHT: **CONTROL TIME**



The key to any traffic source is efficiency. If you spend eight hours a day answering Quora questions, you won't have time to focus on the other parts of your business. It's critical to find an efficient way to manage your time.

Start out by doing thirty minutes to an hour a day on Quora. As you build up your question database and create your modular answers, you won't be spending so much time on one question. While you might have started out answering one to two questions per hour, eventually you'll be answering five to ten an hour. With that level of efficiency, you can either spend less time on Quora and still answer one or two questions a day, or you can continue spending an hour there and increase how much traffic you're seeing.

Your time is your most valuable resource. This system is not designed to take up your entire day, but rather thirty minutes to an hour. Spending any more time on this is not necessary. It's about consistency and quality. It's better to write an amazing answer to one question a day than write ten terrible answers a day. All of them will get downvoted, and that won't help you at all. Remember, quality is King on Quora.

SECTION NINE:

HAND DOWN YOUR TEMPLATES

Once you've built up your answer database, you'll realize that you're rarely writing new or original answers. You're always reusing and recycling your old modules. Once you've reached this point, you can pass them on to an assistant, one of your kids, or a friend who can do 90 percent of the work for you.

If you have an assistant in your office who's answering Quora questions using your templates, you can walk over and fix any problems they might come across. For a virtual assistant, you can save drafts of your answers, and they can load all of the modules they think are the right answers for each question. Then, you can spend an



hour each day cleaning up and publishing the answers. With this system, you can answer fifty questions an hour because most of the work is pre-done for you.

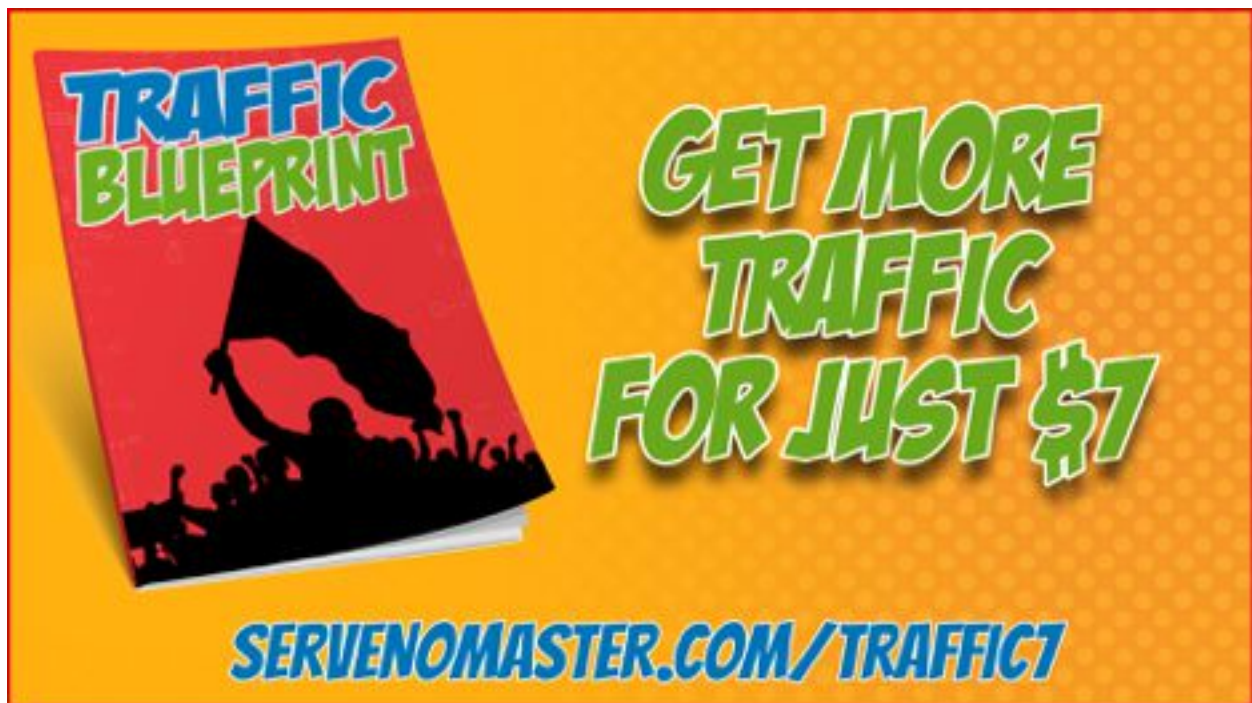
This is where you get massively efficient, and that's where you start to get hordes of traffic.

Boom! That's the traffic bomb.

If you want to learn how to take your traffic to the next level with powerful traffic techniques, I encourage you to grab my *Traffic Blueprint*. This is the foundation for my entire traffic system, and it's how most people find my business.

It's an extensive training that's much longer than *The Traffic Bomb*, and it teaches many more techniques. Normally, this product is \$47, but because you're an action taker and you read all the way to the end, I want to reward you by offering you *The Traffic Blueprint* for just \$7.

This is a very special offer. Just click the Special Top-Secret link right below, and you can grab *The Traffic Blueprint* at a massive discount of \$40 off.



**TRAFFIC
BLUEPRINT**

**GET MORE
TRAFFIC
FOR JUST \$7**

SERVENOMASTER.COM/TRAFFIC7

The graphic features a red book cover on the left with the title 'TRAFFIC BLUEPRINT' in blue and green text. Below the title is a silhouette of a crowd with one person holding a flag. To the right, the text 'GET MORE TRAFFIC FOR JUST \$7' is written in large, green, outlined letters. At the bottom, the URL 'SERVENOMASTER.COM/TRAFFIC7' is displayed in blue, outlined letters. The background is a yellow-to-orange gradient with a subtle dot pattern.