S1: Hi, Welcome back to module 5. This topic will be the deal breaker for you to become an ultimate commission smasher or not, it is just that powerful. Even if you have the perfect membership site or sales page, it will all amount to nothing if nobody visits your site at all. In other words, you need to have traffic. So, The topic that I will be teaching you in this module is how to be a traffic generating smasher, step by step, in order to drive traffic to your website. Specifically, by using solo ads.

S2: There are actually so many ways out there that can help you generate traffic besides solo ads. Examples are classified ads, article marketing, SEO, viral marketing, social media, media buying, press releases, banner advertising and so on. Frankly speaking, there are just a lot of methods to generate traffic. Plus, it is indeed very confusing when you think about methods to generate traffic. However, they all don't deliver the same kind of result.

S3: Most of the examples I've given are actually very expensive methods to generate traffic, plus, some methods may work for some people and may not work for you! Especially if you are a newbie and just starting out, are you willing to invest so much on methods that you are unsure of the result they offer? If your answer is NO, consider solo ads.

Before that, I would like to share with you my 3 Rules of choosing Traffic Generation Method:

Number 1, it should be free or low cost

Number 2, it must have promising record of generating High returns

Number 3: It should be Recycle friendly. So I can use it over and over again without cracking my head thinking of another method afterwards.

This is how Solo Ad shines above the rest.

S4: So, Why SOLO Ads? Firstly, I would highly encourage you to go for solo ads because, It is already a highly effective and popular internet marketing technique! So there is no high risk of losing since it has been working for so long now.

S5: Solo Ads indeed fulfill my 3 rules of choosing a method. However, there are more reasons to it!

Allow me to highlight the reasons for choosing this method! Here are my 5 Reasons!

First of all, it is absolutely easy to implement! It is short and easy. All you have to do is to have to find a suitable vendor related to your niche.

However, you have to find a vendor who has a large list of genuine and active subscribers! Having a large list of subscribers is very beneficial to those who have just started building their own mailing list! Which brings us to reason number 2, you will get a large list of engaged subscribers.

The third reason is By using solo ads, you get to get your message across to targeted traffic. This allows for higher conversion rate!

Now, if you are just starting out to do business, you would most probably be tight on budget and want to minimize your cost right!

Thus my fourth reason is Solo Ads are really a cost effective way of Internet marketing. Having said this Solo Ads are a splendid method to reach millions of eyeballs by paying little money!

My 5th reason is You can also get instant feedback. you know right away your membership site is selling or not. Monitor how your solo Ads are performing and make necessary changes in order to get better results.I am sure you would want to know your feedback right away rather than waiting for it for months, which is true if you are using SEO.

S6: To get a solo ad starting out, you need to have a solo ad email. So now I am going to show you techniques on how to create a successful solo ad campaign and draw in all the traffic that you need. Understand that the purpose of a solo ad email is to presell. So, please Do not hardsell on email! Now for that to work, the solo ad message and squeeze page must be congruent!

In this case, squeeze page is necessary because you want to build a mailing list. Notice that I had taught you about squeeze page in previous module and it is the same. However, I would like to repeat myself in this solo ad module as it is still an important step! As I mentioned to you before, Not everyone is going to join and be your buyers right away. Not many are going to buy upfront so you want to collect their email address, for follow-ups

S7: Here an exmple on how a squeeze page looks like. It is actually quite simple. If you go to www.PLRXtreme.com , you'll see a headline, a red button pointing down to an open box, orange or yellow button.

S8: The tricks are to create a Simple but action-oriented headline, use red colour for the arrow and orange or yellow colour for the button. These are the colors that are proven to have great conversions. You want them to act right now! Use single opt in for your autoresponder. The difference is that for the single opt in, people will right away be on your mailing list the moment they fill in their email address. On the other hand, for double opt-in there are two steps , people would have to wait for confirmation and accept before they can appear on your mailing list. Subscribers of double opt-in are more engaged and are considered hot leads. In this case however, since you are paying for traffic you might as well maximize the solo ad you are paying for and get as many subsribers as you can. This is why i suggest you to get single opt-in.

S9 : Next step, I will show you how to write solo ad Email. It is exactly the same as follow-up email in previous module. Here is the format in a nut shell, make it Short and precise . 55 characters per line, 200 words maximum. Long emails will only turn people away because people don't have the time for it. So keep it straight to the point and have maximum 3 URLs to the same site and craft your email offer based on curiosity, semi-blind offer.

S10 : Here's an example of my solo ad email that generates good conversions.

S11: I guess you will recognize this familiar slide by now because I just couldn't stress this enough. Always lead your traffic to your squeeze page first! We have already covered this topic earlier. So I am not going to repeat it again. Send it to your squeeze page not your vendor's page. The priority is to build your own list.

S12 : To track conversions, I personally use Google Analytics and Link Tracker Tool. Tracking conversion is really important, you have to know whether you are doing well, so so or not at all. Feed back is very important, time is very precious. Make changes when it is necessary to! Besides, this is a way of monitoring solo ad vendor say if your solo ad vendor promised to send you 500 clicks, you get to keep track to see whether he has done it.

S13: When you are dealing with solo ad vendors, you have to communcate and negotiate with them personally. You have to ask them some questions. I usually ask them five main questions.

how big is you list? How did u build your list? If the vendor uses not so effective tactics to build list such as traffic exchange, swap, it might not be responsive. On the other hand, if the vendor uses joint venture to build list and can show you the buyers, it is proven to be more responsive.

I will also ask, how old is your list? If it's relatively new, just a few months to 1 year then it's good. If it's a very old list, you have to be a little careful as it may have died out and the buyers are less responsive. The most important thing is to make sure the vendor is still actively building the list! Or else it is most likely just a junk list.

S14:Next, ask the vendor whether his list will like your offer? First of all, you have to have your squeeze page ready and show him. Ask if his subscribers will like it. See if it is a worthwhile deal!

Also, ask the vendor how many clicks he is capable of sending to you. Do not pay based on how many email is sent out but how many clicks he is capable of sending to you, otherwise most of your money will be wasted on junk emails.

S15: Now, Where to get solo ad vendors? You can go to Google 'solo ad' or 'email advertising' and put in your 'niche name' to find solo ad vendors. Alternatively, if you want to look for more solo ad vendors, you can also go to GetSoloAdTraffic.com. I hope saved you quite some trouble in finding solo ad vendors!

S16: Now, my next question is, how much should you spend. This is why tracking is very important. Remember I've mentioned that you should pay based on number of clicks and not how many emails he is sending out? This is important because there is no point having your solo ad sent out to 1000 emails but none of them click on your link!

This is why you should go for pay per click. Ideally, pay about $0.20 - $0.40 or $0.50 per click. For starters, begin small, buy 200 clicks. Once you verify that your vendor's list is working and you can at least cover your cost – *better still PROFIT* – you can buy as many solo ad clicks as you want! Remember to always start small! Otherwise, you might regret later on.

Now that you have learned about solo ad. Go ahead and take action! Prepare your ad solo emails, find your solo ad vendors, contact them, buy them and use it to generate massive traffic and become the next traffic generation Smasher!