{NAME}

Lesson Thirteen was the third part of the answer to the question of what are some methods of driving traffic that might be viable. Here is the last part of the answer to that question.

As was mentioned last time, a person can go from 0 to 5,000 subscribers with ad swaps in 2-3 months and get to an income of $3,000- $5,000 a month. Then they think, let me get to 10,000 subscribers and I’ll double my income.

But then everything grinds to a halt and their income goes down. In the rush to go from 5,000 to 10,000, they begin to over-mail their list to the same old lead partners that they’ve been using, rather than getting new lead partners. They do that because it becomes so easy to do that.

Regarding traffic and joint venture ad swaps, the referral market is excellent. Affiliate marketing is very good; when you are the person with the affiliate product and somebody else is being the affiliate, they are sending you free traffic.

They’re sending you better than free traffic because if they sell something for $100, you keep $50 and you give them $50, it costs you nothing up front and you made $50. So you’re getting paid for them driving traffic to you, and of course they’re getting paid, too, so it’s a win/win. That’s another good source of traffic.

You might choose to take out an ad with someone. Now, you must track what you do and the reason is that sometimes you’ll pay for an ad and you get hardly any traffic. There’s nothing you can do about it, if the person lied to you about how much traffic is going to come in, you’ve lost the money.

Accept that that’s just what happened, move on, and don’t do business with them again. But there will be people that make you money, and the ones that make you money, they make up for the jokers that you lost money on. Then you can take that and reinvest it again into people who have made you money.

In the next lesson, we will look at another question—how solo ads perform, and if there are others that work better.

{SIGNATURE}

P.S. There is a great resource on building your own responsive list. Make sure to pick it up here:

{LINK}