{NAME}

In Lesson Three, we started to take a look at the trial and error process of one marketer, who was able to determine how to get to the top ranking in Google. It’s one thing to be able to kind of zoom in on what does work, but to know what doesn’t work and just stay away from it, especially in today’s flooded market where everyone wants to sell you their traffic package

…so they tell you their traffic is great--he had to weed through that, and he did a lot of testing and tracking on a lot of different traffic sources, which incidentally, is how he found content marketing.

What this marketer found quite by accident, by testing a lot of traffic sources, is that the content marketing was delivering to him not necessarily the highest number of visitors, but the highest number of subscribers, and obviously that’s a bigger, more important metric than simply getting visitors.

So having said all of that, when he decided that he was going to make this a full-time business, he said, “*I know a little bit about some of these areas in the marketing realm. I know how to create a report; I know how to get a ranking to the top of Google; I know some traffic sources that work and that don’t work. I don’t know everything, but I’ve been studying a lot over the last six or eight months and studied some of the masters….”*

*I’m not ready yet to really be teaching, I’m not an expert by any stretch of the imagination, but I believe I’m in a position where I could build a list in the broad internet marketing realm and drive traffic to an affiliate place, monetize it, and then learn what people needed on the list, and then teach them what they needed, whatever that was.*

In the next lesson, we’ll continue with our marketer’s journey, and the one practice that set him apart from the rest, and how that one practice increased his earnings exponentially.

{SIGNATURE}

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

{LINK}