{NAME}

In Lesson Ten, we determined why sharing your content, which creates your own competition, will not ruin you. Now we’ll pause and consider over the next few lessons what some of your questions might be at this point about this marketer’s experience.

### Mention was made that a number of different ways to bring traffic had been tried. What were some of the other ones that were decent? Are they still decent?

The answer is, some methods to bring traffic work, and some don’t. If a source of traffic brings somebody who is a visitor, they become a subscriber, and when they’re on the list they then become a buyer, and then they become a repeat buyer, then that method works.

If a source of traffic sends visitors but no subscribers, then that method doesn’t work. If a source of traffic sends visitors and subscribers but those subscribers never buy, then that method doesn’t work. If a source sends visitors and subscribers who buy once and never, ever make a repeat purchase, then that method doesn’t work.  
  
This definition of traffic is different from how others might define it, because of the fact that traffic is evaluated for the long-term result. Simply having lots of traffic is not enough; getting 20,000 visitors from a dubious source is meaningless. Turning 2,000 visitors into $20,000 is much more important than turning 20,000 visitors into $20.

In content marketing, it’s one thing to just read or view content; it’s an altogether different thing to read content that is relevant, and to click on a resource box that means something, and to have someone who might buy in the future, and to have a squeeze page that is relevant. These things can build your credibility.

If you write content that’s trash and then at the bottom you say, “Click here to receive a free $100,” then when they go to the squeeze page and it just says, “Download my free blah, blah, blah,” and it has nothing to do with meeting their needs and nothing to do with really helping them, then sure, you may get lots of names and emails because they want your free whatever.

In the next lesson, we will continue to discuss the topic of ways to drive traffic.

{SIGNATURE}

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

{LINK}