{NAME}

Lesson Fourteen was the fourth and final part of the answer to the question of what are some methods of driving traffic that might be viable. Now, let’s look at the next question.

### Are solo ads recommended, or are there any particular ads that work better?

One type of ad that works well is a solo ad. However, sometimes what would work better from a return on investment perspective would be the very first ad, or the top sponsor ad for a particular entity. Subscribe to the entity’s email, or get them to forward you one so you can see where the ads are. If you’re three pages down when somebody is scrolling, you’re not going to get very much traffic at all.

Here’s the thing, even if it’s only a $5 ad, if you only get 10 subscribers, you say, “Well, it’s a 50 cent subscriber and I can turn that into $20.” Yeah, but what’s it worth if it’s only 10 subscribers? Doing a mailing is not worthwhile unless you’re going to get a few hundred subscribers. Generally, if you’re not the top sponsor, you’re not going to get that.

If you get response from the top sponsor ad, whatever it is, then depending on the price on the solo, you would maybe run a solo. Generally if the top sponsor ad did well, the solo would just blow it out of the hemisphere and do really, really well and be very profitable.

In the next lesson, we will look at the second half of the answer to the question of ads.

{SIGNATURE}

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

{LINK}