{NAME}

Lesson Nineteen was the second part of our focus on using social media to drive traffic. Let’s tie up a few loose ends about traffic, and then consider why people actually join your list.

This discussion should have given you a glimpse into the conversation about traffic. Obviously there’s the old standby and that’s banner marketing, banner advertising. That’s something that a lot of companies use profitably. It will take a lot of testing and tweaking but the dollar figures aren’t the same as pay-per-click, so it should be easier.

OK, let’s go back to the content. Let’s go into the background, the psychology of how to find that new lead. In doing that, consider what happens when someone joins your list. There are two primary reasons that people join your list. One reason that people join your list is that they’re your competition, and they want to see what you’re doing.

Let’s switch gears now, and consider why people really join your list. The main reason that the majority of people that join your list do so is because they need help. People do not go searching on the internet for no reason. Think about the last 10 searches you did online.

You didn’t do them because you were totally bored out of your mind and some word just popped into your head and you said, “Oh, I’m going to Google it and find out what happens.” You did them because you needed some information.

So, if you need information about traffic, you type in “traffic generation.” You do online searches because you need an answer for something. Let’s focus on that—not knowing the answer, and searching for it.

If somebody joins your list, they do not join your list because you have a pretty squeeze page, they do not join a list because your squeeze page has a pretty color pink and they like the color pink. They join your squeeze page because they need help. People hate to get email, so why would anybody voluntarily give you your email so they could risk you spamming them or sending them an email every day? They won’t, unless they need your help.

In the next lesson, we will look at what people really get when they join your list.

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

{LINK}