TRAFFIC GENERATION CHEAT SHEET

1. Define Your Overall Goals

Your overall goals in terms of revenue and sales

2. DETERMINE SPECIFICS

DETERMINE TRAFFIC AND CONVERSION SPECIFICS TO ACHIEVE THESE GOALS

3. SET TRAFFIC GOALS

START SETTING SPECIFIC TRAFFIC GOALS FOR THE YEAR AS A WHOLE, FOR EACH MONTH, AND EVEN FOR EACH WEEK.

4. DETERMINE WHERE TO SEND TRAFFIC

LEAD PAGE
SALES PAGE
AFFILIATE PAGE
CONTENT PAGE
OTHER

5. CREATE TRAFFIC DRIVERS

CREATE ADS AND CONTENT TO DRIVE TRAFFIC

6. CHOOSE SALES FUNNEL PART TO PROMOTE

LEAD MAGNET,
LOW-COST TRIPWIRE,
CORE OFFER,
BACKEND OFFERS

7. CHOOSE YOUR PLATFORM FOCUS

IT'S BEST TO SEND TRAFFIC TO YOUR LEAD PAGES. THEN USE YOUR EMAIL LIST TO SEND YOUR TRAFFIC WHEREVER YOU WANT.

8. DEVELOP YOUR BUDGET

PLACING PAID ADS COST.
OUTSOURCING TRAFFIC GENERATING ACTIVITIES COST.