

# TRAFFIC GENERATION CHEAT SHEET

## 81. Format for Easy Readability

SHORT SENTENCES - SHORT PARAGRAPHS  
LOTS OF WHITE SPACE - RELEVANT GRAPHICS  
BULLETED LISTS

### 82. TAKE TIME TO LEARN NEW METHODS

FOCUS ON ONE NEW TRAFFIC  
METHOD -

IMPLEMENT IT

### 83. DO SOMETHING EVERY DAY TO DRIVE TRAFFIC

TRAFFIC NOT SET IT &  
FORGET IT -

DO MICRO STEPS EACH DAY

### 84. BUILD YOUR BRAND

EMBED YOUR BRAND IN  
EVERYTHING YOU DO

### 85. THINK IN TERMS OF "MULTIPLE EXPOSURE"

THE MORE THE BETTER -  
EXPOSURE IN EVERYTHING

### 86. PROVIDE A REASON TO CLICK THROUGH NOW

CREATE SOME URGENCY  
OFFER LIMITED TIME  
DISCOUNT -  
LIMITED TIME BONUS  
QUANTITY BONUS

### 87. USE CTA BUTTONS

SIMPLE CTA TEXT

### 88. START A SWIPE FILE

FOR ADS & CONTENT  
USE FOR INSPIRATION ONLY