

# TRAFFIC GENERATION CHEAT SHEET

## 97. Create Content Upgrades

OFFER VISITORS CONTENT UPGRADE IN EXCHANGE FOR EMAIL

### 98. BUILD A COMMUNITY

A BLOG WITH AN ACTIVE COMMENT SECTION.  
A FORUM.  
A FACEBOOK GROUP.

### 99. CROSS-PROMOTE THROUGH YOUR SALES FUNNEL

INSIDE LEAD MAGNETS -  
WITHIN FOLLOW-UP PROSPECT EMAILS -  
WITHIN CUSTOMER EMAILS  
ON THANK YOU PAGES

### 100. USE BUZZSUMO

KNOW WHAT COMPETITORS DO

### 101. GET A MENTOR

DISCUSS STRATEGIES

### 102. JOIN A MASTERMIND GROUP

BOUNCE IDEAS OFF OF ONE ANOTHER

### 103. JOIN AN ACCOUNTABILITY GROUP

THIS KEEPS YOU ON TRACK AND FORCES YOU TO TAKE ACTION

CONCLUSION - PUT ALL THESE STEPS INTO ACTION

SET TIME ASIDE EACH DAY TO DO SOMETHING  
DO MICRO ACTS DAILY - BABY STEPS DAILY LEAD TO SUCCESS