

TRAFFIC GENERATION CHEAT SHEET

65. Create Evergreen Content

DON'T SHARE FADS OR UNTESTED STRATEGIES
DON'T REFER TO ANYTHING AS NEW
AVOID REFERENCES THAT DATE YOUR CONTENT

66. WRITE USEFUL BUT INCOMPLETE CONTENT

SHARE AN OVERVIEW OF A PROCESS -
SHARE USEFUL TIPS -
GIVE IN-DEPTH INSTRUCTIONS FOR PART OF A PROCESS

67. UNDERSTAND YOUR AD'S JOB

NOT AD'S JOB TO SELL THE PROSPECT
AD'S JOB IS TO GET THE PROSPECT TO CLICK

68. FOCUS ON YOUR AUDIENCE

AVOID WRITING ABOUT YOURSELF -
MAKE CONTENT ABOUT READER

69. CREATE A GOOD CALL TO ACTION

TELL PEOPLE EXACTLY WHAT TO DO -
TELL PEOPLE HOW TO DO IT -
GIVE REASON TO TAKE ACTION NOW

70. SAMPLE CALL-TO-ACTION

SAY GOODBYE TO (BAD THING),
AND HELLO TO (SOME NEW GOOD THING)
THEN ADD CTA

71. GET YOUR AUDIENCE TO INTERACT

CREATE COMMENT-WORTHY CONTENT -
CREATE SHAREWORTHY CONTENT

72. USE GRAPHICS TO GET ATTENTION

USE ONLY GRAPHIC RELEVANT TO CONTENT