

## TRAFFIC GENERATION CHEAT SHEET

### 57. Avoid These Paid Ad Mistakes

Do not Choose Broad Keywords

Do use highly targeted longtail keywords

Always Monitor Campaigns

### 58. THE PAID AD BEST PRACTICES

SELECT A HIGHLY TARGETED AUDIENCE  
MAKE AD "SPEAK" AUDIENCE LANGUAGE  
INCLUDE AN ATTENTION-GETTING HEADLINE

### 59. CONSIDER LOCAL ADS

EXPLORE LOCAL OFFLINE AD OPPORTUNITIES -  
FLYERS  
NEWSPAPERS  
MAGAZINES

### 60. SAVE MONEY WITH THESE TIPS

USE LONGTAIL KEYWORDS FOR BETTER RESULTS -  
ASK FOR REMNANT ADVERTISING -  
ALWAYS TEST RESULTS

### 61. KNOW YOUR CONTENT'S GOAL

KNOW EXACTLY WHAT YOU WANT YOUR READER TO DO -  
LIKE GO TO YOUR LEAD PAGE AND SIGN UP FOR YOUR MAILING LIST.

### 62. CREATE CONTENT FOR READERS FIRST

WRITE FOR HUMAN READERS  
NOT SEO

### 63. CRAFT ATTENTION-GETTING COMPONENTS

HEADLINES, TITLES AND SUBJECT LINES -  
PUT YOUR BIGGEST BENEFITS IN THE HEADLINE OR TITLE -  
AROUSE CURIOSITY, IF POSSIBLE

### 64. SAMPLE HEADLINE TEMPLATES

HOW TO (GET A BENEFIT) IN JUST (SHORT TIME FRAME)  
THE SURPRISINGLY SIMPLE WAY TO (GET A DESIRED OUTCOME)  
(NUMBER) SUREFIRE TIPS FOR (GETTING A BENEFIT)