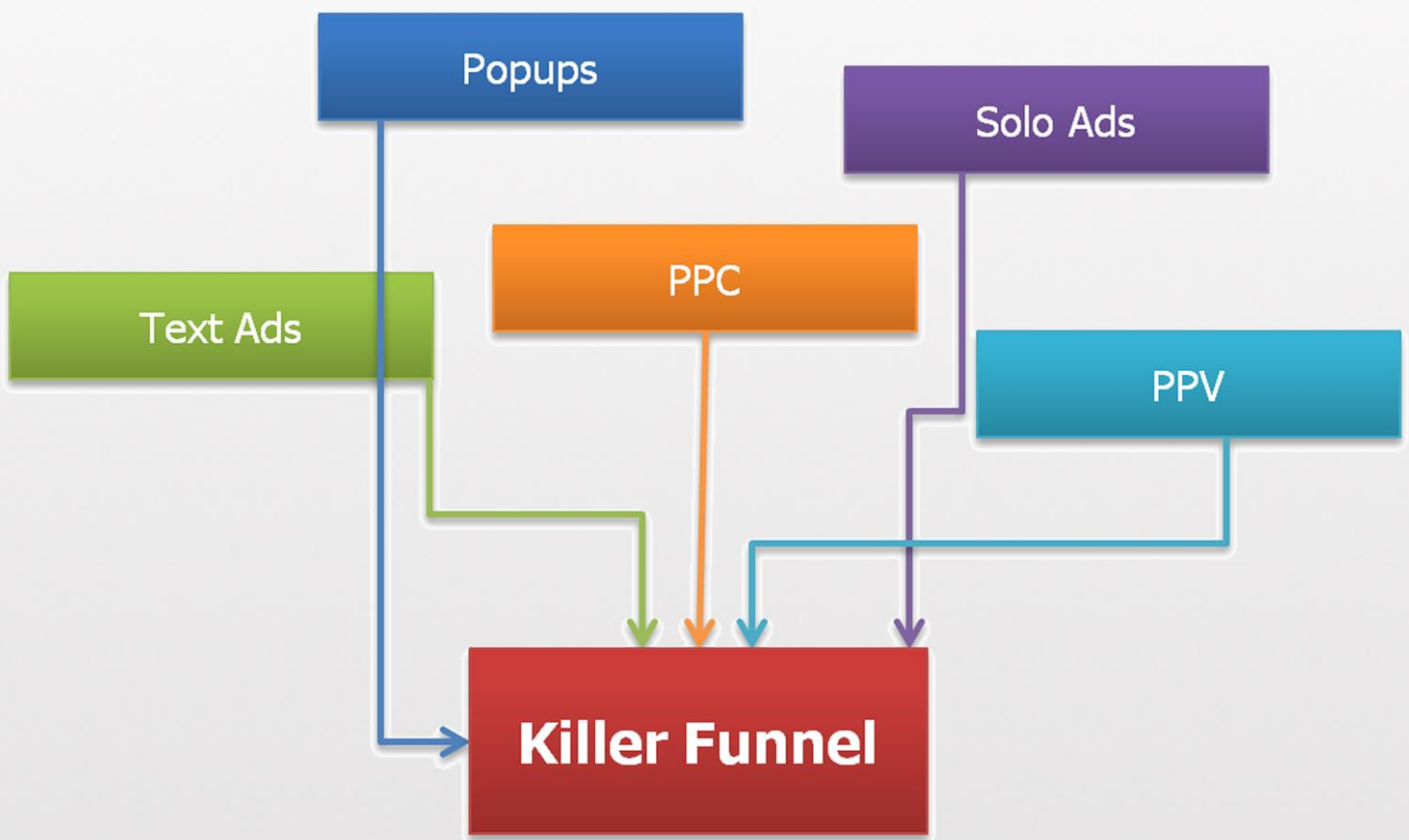




**TRAFFIC
EVOLUTION**

How To Get Targeted Traffic To Your Web Site In Less Than 48 Hours



by Jonathan Mizel

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By **Jonathan Mizel**, co-creator of
TrafficEvolution.com



How To Get Targeted Traffic To Your Web Site In Less Than 48 Hours

If you need **traffic** for your Web site, and **sales and leads** for your business, listen up, because in a few minutes, I'm going to blow your freaking mind with a technique I call the "Genius Traffic Method."

I'm also going to share a few of my favorite ad sources so you can set up your first profitable campaign in less than 48 hours.

Face it, "traffic generation" has become so convoluted and difficult, most people are utterly and completely lost, even people who've been online for a while...

- They either chase "free traffic" tricks like articles, blogging, backlinks, and SEO, without anything to show for it...
- Or they pony up \$2 - \$10 a click buying their traffic "retail" from Google, assuming of course they haven't had their account suspended.

You already know all that. Hell, you probably fall into one of those two categories yourself.

But I'm here to tell you about a 3rd way.

A way to buy your traffic direct, or at least as direct as possible. Not only will you **pay wholesale prices**, you'll also avoid the restrictions that networks like Google use to hold you hostage.

I promise to give you the straight dope with zero bullshit. But first...

Who am I?

My name is Jonathan Mizel and my partner Tim Gross and I are certified, bona-fide, made-it-through-to-the-other-side "Internet Marketing Gurus," as well as creators of the acclaimed Traffic Evolution Training.



“Guru” isn’t some makey-uppy title we concocted, we’ve been selling online for almost 20 years each. Feel free to do a search for us and you’ll see for yourself we really know our stuff.

Over the past two decades, we’ve pretty much **seen and done it all** with regard to generating visitors, making sales, capturing leads, and running an online business.

We’ve tested virtually every conceivable traffic source, tried nearly every sales approach, build hundreds of funnels, and have earned our stripes through trial and error (more on that in a sec).

We’ve promoted our own products, affiliate offers, client offers, consumer and business services, digital books and courses, and we’ve generated **millions of leads** for ourselves and the businesses we’ve worked with.

Most of all, we’ve discovered what works and what doesn’t

With that said, if you're one of those people who thinks traffic should be free, or the world owes you something, or that you shouldn't have to work more than 30 minutes a week on your business, then stop reading this right now.

We probably aren't a good match for one another.

Look, down the line you'll get to kick back in your hammock sipping margaritas, but not until **after** you've built your business and marketing funnels, and created a real business.

You have to put gas in your car before you can drive it after all;-)

Generating traffic is not that hard, but it does take **some** work (and some smarts too). An freebie mentality serves neither you nor your company, and it won't make you a dime.

However, if you're willing to **think and act** differently, and you are fed up with SEO, linking, article marketing, blogging, Google slaps, ad restrictions, and everything else, I'll make you a little deal...



I'll give you my formula. A formula that's worked for the past 20 years, and will work for 20 more.

First though, confession time...

Because I'm a veteran marketer, people think I can do no wrong. But the truth is, I've made just about every conceivable mistake out there:

- promoting bad offers
- getting stiffed on payments
- sending visitors to the wrong funnel
- targeting markets with no money
- not including a headline
- forgetting to use my affiliate link

You name it.

However, through perseverance and persistence (and a bit of luck), I came out the other side in pretty good shape by following a unique **marketing axiom** that has worked for me again and again.

We'll get to that, but first a little bit about me...

- I live on the island of Maui, and have for the past 12 years.
- I'm not going to tell you about my Ferrari because I don't have one. Besides, the maximum speed limit is 55 MPH... Hell, I'd probably never even get it out of second gear;-)
- I don't travel around in private jets. (Well, sometimes I do, but they aren't my jets.)
- And I don't live in a big-ass McMansion or anything like that. It's just my wife and me and our cat.

Having a bunch of possessions is not my bag.

Don't get me wrong, I have a sweet pad in Maui, Hawaii, money in the bank, an amazing wife, and I can be at the beach in a few minutes. When I



travel, it's First Class (and I travel a lot). When I want something, I don't skimp.

It's pretty awesome. I'm incredibly grateful for my business and the lifestyle it's given me.

If I were into toys, I could buy a bunch of them, but I'm not. What I do crave more than anything else is **personal freedom**, not a garage full of junk. *(No judgment if that's your thing, it's just not mine).*

What's my angle anyway?

You may be asking why you should trust me when it comes to traffic, I mean why the hell am I willing to **give you a lifetime secret** that's worked for me again and again, and put millions in my bank account?

Simple, I want to become your trusted advisor with regard to media buying and traffic generating. That's what we do, we teach people to get targeted, qualified, responsive visitors to grow their business no matter what they sell.

It's our superpower!

And to begin that trusted advisor relationship, I wrote this report that will (hopefully) change your life so you will **forever equate your success with me** and what I teach, and will buy everything I come out with FOREVER.

Yeah, I can't believe I wrote that last sentence either. But I did. And it's totally true. I want to be on your team for the rest of your life, or until zombies rise up from the grave and we digress into a feudal/survival-only society.

Even then, I'll probably have some zombie marketing tips for you. ;-)

And you know what? Even if you don't buy jack from me that's OK too. I'm glad to pass on the baton because when I started, I had a few mentors who guided me and made sure I stayed on course.

The question is, are you ready?



The fact is most people will read this PDF, get a little excited, and then they won't do squat.

It'll sit on their hard drive, collecting virtual dust.

That's because while they want to create a successful online business, they are also afraid of making a change.

Change is hard, but it's a small price to pay for financial and emotional growth. This is your chance to grow. Your opportunity to get off the bench and get on the field.

Are you still with me? Good, let's get started...

As far as I'm concerned, there's never been a time in history when the average person could create or grow an online business this easily.

The Internet has revolutionized the way selling is done, and also the way customers interact with products, services, and businesses.

Why then are so many people struggling?

There are a lot of reasons, dozens actually. But there's one you cannot ignore anymore: **Competition**.

Back in the old days when I first started selling on the internet, the world was our oyster. Pretty much everything we did worked. We'd write a *great* ad, send the traffic to a Web page, and make money.

We'd write a *crappy* ad, send the traffic to a Web page, and still make money. We could do no wrong since there were so few people competing with us, and customers really had no options.

We dominated the search-engines. We dominated PPC. We dominated banners, email, pops, text ads, and just about everything we touched.

Then, in 2005, Internet usage topped a billion users, and things started to get harder since all those new folks wanted to make money too.



Now-a-days, you aren't just competing with marketers in your city, state, or country, you are competing with marketers **all over the freaking world**.

And frankly, some of them are damn smart, not to mention highly motivated. Ask yourself who's hungrier...

- A 40 year middle class manager from Phoenix who makes \$50k a year, has a 3 bedroom house, and dislikes his boss?
- A 24 year old Indian engineer who makes \$100/week, living in a slum in Mumbai with his wife and 5 kids?

It's that second guy you need to worry about, he's out to kick your ass;-)

Your Favorite Fishing Hole

Imagine a fishing hole in a big lake. You go there every day to fish, and your luck is pretty much always amazing. You barely have to bait your damn hook and throw it in the water and there's a fish on the line.

One afternoon you pull up to your house, and your neighbor asks you where you get all that fish, and you mention your little spot.

He thanks you, and shows up the next day, amazed at how many fish he catches too. He mentions it to his best friend, who mentions it to her friend, who tells her husband, and so on and so on...

Of course, you don't really care because the lake is so damn big, and there are so many fish in it, you figure there's got to be enough for everyone. In fact you barely notice the parking lot is a little fuller each.

And it now takes 5 whole minutes to catch a fish.

Whatever.

You've got the time, and this honey-hole's not going anywhere. But then one day you drive up and see this...





Even worse, when you put your line in, not a bite. The fish are all gone. Your favorite little fishing hole is no more.

But there's a solution to this madness, and it lies on marketing to the **ocean**, not the **lake**. I'll share it with you shortly.

First though, I gotta slay the big dragon on the room. The thing everyone thinks will save their ass with regard to traffic.

You may get mad at me for saying this, but if it weren't true, you wouldn't be reading this report...

SEO is Bullshit!

Maybe you think you'll just whip up a little SEO voodoo, spin the hit counter, and make your fortune. Well guess what?

Lots of people know SEO, and lots of people are trying to manipulate Google. And lots and lots (and lots) of people dream of seeing their listing on page one for their primary keyword.

Unfortunately though, there are only 10 spots per page, and chances are that with hundreds of thousands of “SEO Experts” out there (all over the world) trying to get ranked for a particular term, you’ll be part of the 99.9% who are unsuccessful.

And even if you are very, very good at SEO (*like Ninja-level good*), you **already know** that SEO traffic is neither consistent nor reliable. One day you are on top and make a few hundred bucks...

The next, you are a victim of the latest slap and it’s game over. Sites delisted, domains banned, traffic halted... you know the drill.

The worst thing though?

Just because you get ranked for a keyword or phrase, it **doesn’t mean people will click through**, and it certainly doesn’t mean they’ll buy what you are selling.

One of our friends is a real ninja-level SEO guy. He told me after 7 months, he **finally** got ranked in position #2 for a term that gets over 150,000 searches a month.

Sweet!

But what does that mean in real life? **20 clicks a day.**

Nice, but hardly earth-shattering. Hell, I can do that in a few minutes!

We don’t spend much time working on things we can’t control, especially things as fickle as search engine rankings.

Of course, we do what’s needed for basic optimization to show up when you search for our business or products. But we simply don’t waste time trying to “rank” for a particular term, and neither should you.

Our friend invested **hundreds of hours** on site structure, keyword density, title tags, backlinks, blog articles, and just about everything else needed to make SEO work. Not to mention \$500 for the domain name.

The end result was 20 clicks a day and half a year gone.



If he had invested just a little money on traffic, and some of that “SEO effort” building a **strong sales funnel**, he could have created a much more powerful business, and saved a hell of a lot of hassle.

OK, so if SEO is bullshit, how do people make money online?

Big Secret 1: Learn how to buy paid advertising.

I’m a huge fan of Google AdWords, but if you are even **remotely** pushing the envelope, you have a good chance of getting your account suspended, or even being banned from their service entirely.

I’m not sure why they inflict so much drama on people who simply want to give them money, but I have heard probably a hundred horror stories, and they really suck.

- One customer said they regularly shut down his account, and then re-activate it with no warning, creating a see-saw reaction from him and his staff, and keeping everyone on edge.
- Another said he was banned for life for an affiliate promotion he did in 2006, even though he only ran it for a week and then deleted the campaign.
- Another said that Google slapped him, then tried to woo him back. When he reactivated his ads, they banned him outright, even though he was spending \$10K a day.

This is the kind of bullshit that made me become a traffic master and media buyer. I don’t have time to screw around with a traffic source that can’t figure out if they want to work with me or not.

I need to make my marketing work, or God forbid, I’ll have to find a real job:-)

If you are in the same position, I suggest you start testing different paid media methods. Some of my favorites are...



1. **Text ads:** Text ads are non-Google PPC (Pay-Per-Click), and they work in a similar manner. They display when your keyword or phrase is searched for, or when someone visits a site that's in a category you identify as appropriate. Like with Google, you are only charged when someone clicks on them. Some even allow you to include a small picture, like on Facebook or POF. We call these Hybrid Ads since they include both text and a graphic. While these ads aren't as responsive as traditional Google ads, they are usually a lot cheaper.
2. **Pay-Per-View:** Pay-Per-View, or PPV Marketing is a bit more advanced, but it's one of our favorite forms of advertising. The traffic is driven by software that lives inside of millions of people's computers... software they voluntarily installed because they wanted to play a game, use an app, or get some other sort of benefit. PPV is called called Adware (as opposed to Spyware) and is basically pop-up advertising activated when the user visits a specific URL or types search phrase into their browser, which makes it very targeted.
3. **Banners:** Banners, or display ads, are one of the oldest forms of online advertising, which may make you think they don't work anymore. While they can be kind of difficult to get profitable, the biggest benefit of banners is that there are **billions** of ad impressions available a day, meaning once you create something that works, it's pretty scalable.
4. **EMail Ads:** These are your ads in other people's newsletters. Solos are where you get the entire message (it's just your ad). Sponsorships are where your text or banner ad is inside a content newsletter, and there are other ads and messages next to it.

There are a few other kinds of ads, but the above methods are a good starting point for someone who's trying to break free from SEO or AdWords.

While we list over 50 sources for paid traffic in our [Traffic Evolution](#) course, below is a starting point you can begin using right away to get traffic flowing fast, usually in a day or two...

- [PlentyOfFish.com](#): This dating site has a super easy ad platform that lets you target by age, gender, and a ton of other ways, including hyperlocal geo-targeting. They offer text ads and banners and you



can get started for just \$25. Great for dating and relationship ads, or any other promotion that requires demographic targeting.

- **LeadImpact.com**: This is a fairly easy to use PPV network, with traffic that starts at just under \$0.02/click for many keywords and URLs. They have a \$1000 minimum deposit, but it's refundable if you don't use it.
- **Arcamax**: General interest consumer list with dozens of different segments. We've used them for years on many different consumer offers. Solos and sponsorships starting at about \$300. Contact my rep [Richard Young](#) direct.
- **AdBlade.com**: Super high-quality targeted text ads sold on a PPC basis. They will even create your ads for you, as well as optimize your campaigns for profitability as they continue to run. Good for health, finance, and other general interest offers.
- **SiteScout.com**: One of the larger display ad sources out there, Site Scout is a Network of Networks, with billions of impressions available daily. They allow you to target specific sites, interests, demographics, devices, and even local markets with their bid system. You are paying per impression, not per click, so you'll want to use ads that are proven to perform on other networks.
- **AdKnowledge.com**: This company is a traffic aggregator that controls hundreds of millions of clicks a month through dozens of channels, like search, email, display, PPC, pop-ups, and domain redirects, to name just a few. They specialize in lead generation rather than e-commerce, meaning that their lower quality traffic is better for soft offers that require an opt-in as opposed to offers that actually sell something.
- **Facebook.com**: I probably don't need to sell you on the idea of FB advertising, and you may already be using them. If you aren't, and you are selling an established product with a proven process, you should definitely set up a few campaigns. They are particularly good for lead-generation, and because they are a public company, they desperately need money, which means they have relaxed their standards about what is acceptable.



Before you set up an account with any ad network, (except for FB), do yourself a favor and pick up the phone.

Introduce yourself to your ad rep, and tell them what your objectives are. Explain your budget and sales process, and make it clear that if they can perform, you'll up your budget substantially.

This is a relationship game, and the ball is in your court to start that relationship off right.

Big Secret 2: Become a testing fanatic.

Copywriting is probably the most valuable marketing skill you can develop as a marketer, but a close second would have to be learning how to test different ads, landing pages, and offers.

In fact, testing is so valuable even if you are only an *average* copywriter, you can simply test a bunch of different approaches and you'll eventually find one that works.

A lot of business-owners have a mental block against testing and tracking, and we understand that. It can seem complicated and cumbersome, and it often is. But so is learning how to drive a stick-shift, or do your taxes, or program a VCR.

And yet, most of us can do those things because we want to achieve the end result.

Learning how to test and track takes some time. However, you can either spend a few hours biting the bullet, or a lifetime wondering why something does (or does not) work.

We promise that while the first few campaigns you set up may be frustrating, you'll thank us - and yourself - down the line when you are able to finally see which ad generated which lead or sale.

There is no substitute for the truth when it comes to marketing.



While there are a ton of ways to test and track, the method we recommend to our students and clients is with an **end-to-end** software solution.

Up until recently, your options were pretty limited: You could either buy an ad server and hire someone to manage it, or have a programmer create a system from scratch. But now there are a number of very good options, including [Hypertracker](#), [AdTrakzGold](#), and our favorite, [CPVLab](#).

I'm a tracking fanatic, and up until a few months ago, we had NINE different ways to track our various offers and campaigns.

And while we managed pretty well, and tracked pretty accurately, it was a huge pain in the ass to analyze everything properly, and pull actionable data from the mess of files and various reports.

God forbid we were doing a split test or three way landing page offer path. The data got so overwhelming, we did what most other marketers do...

**We based our tests on what would be easy to analyze
as opposed what would provide the best test!**

Enter [CPVLab](#)... This amazing tool took me about an hour to set up and test my first campaign, but only 10 minutes to set up my second, and less than 1 minute to set up my third. In fact, this is such a powerful program, once I got how it works, I started running all my campaigns through it.

It's not free, but if you are an active marketer, it'll pay for itself on your first campaign. We took an old promotion that wasn't working anymore and split-tested 4 different sales paths, and within 48 hours we had discovered a process that gave us a very solid 100% ROI, and that's on a promo we thought was dead.

Big Secret 3: Discover the Big Idea behind what you are selling.

If you want to be the person everyone is chasing instead of the one trying to catch up with the crowd, you need to learn how to develop "big ideas" that change the sales paradigm.



A big idea can be expressed in your positioning, as a headline or offer, a new reason to buy, a price difference, even a way to pay... basically it's a **new way** to look at the benefits of what you are selling.

Let me give you an example...

A seminar attendee recently told me they sell a course designed to help high-school kids pass their SATs.

SATs are the tests you need to get into college, and if you do well on them, it could make a big difference in which schools you are able to get into.

The headline they were using was...

How to Ace Your SATs!

Now that's a fine headline, but it's not particularly different from what everyone else in the industry is using, and it doesn't really speak to the end result.

It's also targeted towards the wrong audience.

After working on a similar promotion many years ago, and doing some fairly hardcore testing and research, I discovered that high-school kids aren't particularly concerned with their SAT scores.

It's not that they don't care, it's just that there are so many other things they care about more...

- Looking good
- Being popular
- Getting a car
- Being independent
- The opposite sex
- Etc.

But you know who is **very concerned** about SAT scores?

Their parents!



That's because parents have experience and wisdom, and also they have to **pay** for the college education.

So when we start to consider what the parents' situation is, and what **their goals** are, and the fact that it's really their money and not the kids' money we are talking about, a totally new picture emerges.

And thus is born a new idea. Compare these headlines with the one above and you'll see what I'm talking about...

1. **How to go to college for free!** - Plays up the scholarship potential.
2. **Your Son Or Daughter in Harvard?** - Play up the pride angle.
3. **Help Your Child Become A Millionaire!** - Play up the fact the college educated kids make more money over their lifetimes.

I'm not saying that any of these will work, they need to be tested and probably refined a bit.

However they are a **lot** more interesting, and the ideas are a lot bigger than "How To Ace Your SATs." And more important, they are new ideas that make you a **leader** rather than a **follower**.

OK, so now it's time for the big reveal, the "Genius Traffic Method!"

It's what we personally use to get **unlimited traffic**, and it goes well beyond conventional media buying.

It's so powerful, it forms the basis for our [Traffic Evolution Course](#). And yet, the whole thing fits onto a page and a half.

Pretty cool, yes?

Big Secret 4: Find the people who have the exact traffic you need and buy it from them.

Stupid simple really.

I got that idea back in 1995 from Jay Abraham, an offline dude.



Jay taught me there's ALWAYS a business or person who's **already** got your customers, list or audience, and needs to make more money.

You may have to reach out to them, and buy an ad (or pay for an introduction), but it's really the fastest, **most direct** way to make sales and build your business....

- It's why so many successful marketers Joint Venture with their competitors.
- It's why PlentyOfFish (a dating site) lets **other dating sites** advertise directly on their network.
- It's why Google lets Bing promote their "Bing vs Google Challenge" campaign in AdWords.
- It's why Amazon has PPC ads for *competing* non-Amazon products on their sales pages. (*It seems crazy right?*)
- And it's why people mail affiliate offers to their list that directly conflict with what they are selling.

All because companies and people need more money;-)

Partnering with competitors shortcuts your way to success and allows you to pretty much **cut in front** other marketers who are trying to grow their businesses "organically."

Organic is great for groceries, but it's a slow way to grow sales.

Do this now:

1. Make a list of the top ezines, sites, networks and domain owners that have the **exact** traffic you want. It should include competitors, directories, content sites, and other related properties and networks.
2. Now subscribe to their ezines and check the bottom of their pages for links that say Advertise. You may be able to buy the **exact visitors** you need, perhaps even rent their list.



3. Then go to Google and enter in your **dream keywords**. You know, the one you've always "wanted" to rank for, but never could. Well, somebody ranks for them, and you might as well be the person who partners up with them.
4. Go to BuySellAds.com, or the Directory of Ezines, or any advertising list, and see if one of your competitors are ALREADY selling their traffic. Sometimes you can snag a banner or ezine spot without even asking.

No promises, but when you do this enough, you often "stumble" onto **super affiliates** who can explode your business and will mail on an affiliate basis with no upfront payment.

Not much more to it than that, find the sources, negotiate the price, test the traffic, repeat the process. We've been doing it for years, and I promise it works.

So What Now?

At this point, your head is probably buzzing with ideas, and you can't wait to try some of the stuff I talked about in this report.

Remember, luck favors the bold, you need to take action to see results. Get your feet wet, you now have the info you need to set up your first paid traffic campaign.

If you are ready to move to the next level, and start implementing some of these high-traffic strategies in your own business [click here to get started with Traffic Evolution](#) today.

I'll see you soon!

Talk soon,

Jonathan Mizel

PS: If you downloaded this report without joining our list, make sure you opt-in at the [TrafficEvolution.com](#) home page for more killer ideas and actionable strategies.

