



B3 Traffic Bootcamp: Lesson 1 - Building Traffic

By John S. Rhodes & Matt Rhodes

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Introduction

BUILD * BUY * BORROW



MATT RHODES & JOHN S. RHODES



Welcome to the “Build * Buy * Borrow” (B3) Traffic Bootcamp! This exclusive training was built by Matt Rhodes and John S. Rhodes, also known as “The Rhodes Brothers”. Both men are pictured in the screenshot above. They want to congratulate you for joining in and investing in yourself and your business. Only 100 people had the courage to do so. John and Matt hope that you will give this training the investment and focus that you would give any true investment. You will be discovering concepts and gaining knowledge that will serve you for a lifetime by reviewing this training.

Best of all, this training will help you identify what works best for you and brings about optimal results the fastest. Of course, the results that you attain will be based upon what you learn and act upon effectively. The “B3 Traffic Bootcamp” training program was built to provide real-world, practical help, based on actual tools, web sites, and services that are used by expert marketers, daily, in order to produce the highest yields possible in their respective businesses.

It’s really incredible what you can achieve, in any type of venture, when you can generate the amount of traffic you want. Before moving forward, however, please understand that the results you are about to see are not typical. John and Matt are dedicated, educated, and experienced at marketing. In spite of so many changes occurring so quickly in the online business world, the strategies that they are presenting do work well and have for years.

John and Matt aren’t going to let you “float,” or “guess,” or fumble along. You’ll be guided through case studies and led to all of the sites, tools, and resources you need to build a

substantial business with these strategies. To make sure that everyone has a good understanding of what this training is about and how to best utilize it, let's start with the basics. What is traffic? What do you think it is? What comes to your mind when you think of "traffic"?

What is "Traffic"?

- FB ads... Google Adwords... Bing... Yahoo...
- SEO, keywords, content marketing...
- Maybe clicks, taps, views...



If you were to ask a person off the street, who maybe knows a thing or two about online or offline business, they might use words like "advertising" or "content marketing" to describe what traffic is and how to get more of it. Some people might give you some pretty good answers, but someone that really understands traffic is someone that truly comprehends that traffic isn't about technology, or tricks, or hacks. It's all about people.

Traffic literally consists of people. A person might be part of a group of people that are looking at your website, your blogs, or your opt-in page, but at the end of the day, traffic comes down to an individual person coming down to a single decision. If you have an offline business, traffic describes the individuals who are physically walking into your store. Online, people can visit your business in a number of different ways, such as through a phone, a tablet, or even a kiosk.

We can use various forms of technology to gain traffic, get people's attention, and make our businesses stronger, but at the end of the day, you have to remember that it's an actual person visiting your site, reviewing your sales pages, and taking the action that you want them to take. Real traffic isn't algorithms, or artificial intelligence (AI), or auto-bots. Traffic isn't what you've been told that it is, and to ensure that you comprehend this on a deep level, this point will be revisited several times. That's because the strategies and tactics you'll be learning about today will not work for you if you do not see your traffic consisting of real individuals looking into what you have to offer.

Our Job?

- Get people in front of **GREAT OFFERS**.
 - What sells? Why's it selling? How's it sold?
 - What's the value? Who wants it? Where are they?
 - Great **OFFERS** make all traffic “work” for you!



Identifying Your Target Audience

Our job, as marketers, is to get real people in front of great offers. To do that effectively, you'll want to know:

- What sells
- Why it's selling
- How it's sold

It's important that you understand clearly that any amount of traffic will not do what it's supposed to do, which is lining your pockets with cash and/or give you the authority that you want, until you hit the right audience with an offer that's of value to them. So, you also have to know identify each of the following:

- What makes your offer valuable?
- Who, exactly, does it provide value to?
- Where can you find the audience you should be targeting?

Remember, you aren't selling to nameless, faceless robots. You're selling to individuals who, in most cases, are handing over their hard-earned money. Typically, John and Matt provide ten times the value of whatever they are selling to their target audience, as a general rule. So, let's say that you were to fork over \$1,000 to the Rhodes Brothers. In such a case, they would deliver \$10,000 worth of value to you. In other words, they are always looking to provide value in a 10:1 ratio versus what they charge for a product or service.

Now, let's say that you are selling a commodity, like replacement cartridges or batteries. That's a different value proposition than what John and Matt typically offer. You would usually be generating and driving traffic for more valuable offers than that, and therefore, it's vital that you identify your ideal customer. Once you decide precisely who that is, type it into Google, and find a picture that provides you a visual of who the perfect customer for your product or service is.

Seriously, there's nothing wrong with going to Google and typing in, "42-year-old male with glasses and gray hair," if that's who you are targeting, and then using the platform's image search feature to find a picture that gives you a visual of who you are marketing to. This helps you to know who you are writing to and thinking about when you put together your offer. It also makes it easier for you to put together a system for driving the right traffic to your product and/or service.

Therefore...

- Right thing, at right time, for right person...
- And it's always **one person** buying!
- Best selling products of all time:
 - PlayStation, Lipitor, Corolla, Star Wars, iPad, *Thriller*, Harry Potter, iPhone, Rubik's Cube



You, literally, should go to Google and do this. Type in the characteristics and demographics of your target audience and find a picture of a specific person to visualize as you are creating your not only your offer, but your marketing materials too. This is a key insight that will help you build amazing amounts of traffic. Great offers come about this way, and incredible amounts of traffic are generated this way.

It's always about that one person buying what they are looking for. Just think, for a moment, about some of the bestselling products of all time. They include:

- PlayStation

- Lipitor
- Corolla
- Star Wars
- iPad
- *Thriller*
- Harry Potter
- iPhone
- Rubik's Cube

Why are these products so popular? They satisfy deep-rooted desires of people. Whether it's about looking good, feeling more alive, or getting something done on time, it's all about changing your reality so that things are better for you. So, essentially, becoming the best marketer, seller, and driver of traffic comes down to becoming a great psychiatrist. Therefore, your focus should be on the human mind, not the clicks, ads, or social media platforms.

In short, if you want traffic:
Be a great psychologist! 😊



John likes to joke that his mind changes every time he talks to his wife, but the truth is that the human mind has worked the same way, fundamentally, for thousands of years. The great thing about that is it means you can bank on human psychology. Hopefully, that all makes sense.

Fundamentals of the “B3 Traffic System”

What most people are looking for, when it comes to traffic, is all of the hacks and tricks that they can get hold of. Unfortunately, that's not where true success comes from. You are

learning how to build a real foundation, so that generating traffic will never be a struggle for you again. John and Matt merely reverse engineer what people want to get the traffic that they want, and they do this by paying attention to what moves people and what influences their audiences.

To simplify things, understand that you really only have three pillars in your business. They are:

1. Product – Literally, the stuff or services that you offer.
2. Offer – How to convert; “money for stuff”.
3. Traffic – Get people in front of the offer.

Your offer is really about getting people to trade money for stuff. They are trading the money they have traded for their time and hard work, in most cases, and they are giving you that in exchange for your stuff. It’s likely that there are people who will part with their hard-earned money for whatever it is you're selling, but you have to get the right people in front of your offer. There are only three ways to get traffic to the offer that you are selling and/or promoting. They are:

1. Build – Time, keywords, content, “free” offers, etc. This is usually the slowest way to drive traffic.
2. Buy – paid traffic, ads, clicks, etc. This is normally one of the fastest ways to drive traffic.
3. Borrow – Piggyback, joint-ventures (JVs), affiliates, guest posts, etc.

When you build your own traffic sources, you’ll have to invest the time to do this, or you’ll need to outsource the effort. You may also have employees or business partners that can help you with this endeavor. So, building traffic sources requires a time investment, but it doesn’t have to be your time that’s invested. Also, take note that this doesn’t necessarily mean you’ll be gaining traffic for free, just because you aren’t paying for it outright.

Keywords are often used to drive traffic. A keyword can be a single word or a series of words that help people find what they are looking for. So, the word “fat” could be a keyword, but usually, the keywords that help the most are made up of a series of words or a phrase. An example of a longer keyword is “lower back fat loss”.

Quick Universe of “Build”

- Blogs and web sites
- Articles and posts
- Press releases
- Social media



As stated above, it often takes more time to drive traffic when you have to build it. That's mostly because traffic that's built is usually content driven, and it takes time to build content. Keep in mind, though, that not all content is written content. You can provide content in the form of video, audio, images, etc.

Most of us already know a little bit about buying traffic. You are spending money directly on ads or using paid traffic platforms to get buyers in front of your offers. It's usually faster driving traffic this way, but you can easily end up spending too much money this way. If you know how to do this effectively, and you're targeting the right audience, then you can buy traffic and make substantial profits.

Borrowing traffic is the third way to get your offer in front of the right people. An example of this would be submitting a guest post to a blog that caters to the perfect audience for your offer. This can also be considered building a traffic source, but for the most part, you are borrowing traffic from an already-established source. Building traffic might be slower, but it is a long-term strategy that you can set and forget. Don't forget that as you do this, you are building equity and assets over time.

One of the real advantages of building traffic is that you get paid back again and again after putting the work in to set everything up once. Buying traffic, on the other hand, is very direct. You don't have the long wait involved with building something. When you are building something, you simply spend the money and you get the eyeballs on your stuff. However, in this case you aren't building assets. You spend the money, you get the clicks, and that's it.

People visit your site, they see your sales page, and it's over. Hopefully, you have some sort of mechanism in place to capture leads.

You can retain leads, even when you are buying traffic, either through the sale or through a squeeze page. The same can be done when you are borrowing traffic, most of the time. Borrowing traffic often requires you to make connections in the real world. For instance, you might meet someone that would be a good JV partner at a live event that you attend. You might have to work with them, or at least meet with them, on Skype or over Slack.

Borrowing traffic might be the best strategy for you if you are the kind of person that likes to talk to people. IF you are very extroverted, this is a real winner for you, but even if you aren't, you can do a lot of things "from Mom's basement," as they say. That's a joke, of course, but truthfully, you can do a lot of things from the comfort of your office nowadays. You don't necessarily have to meet with people in person, or even talk to them directly over the phone. Talking with people is the best way to do it, if you are capable of it, but you don't have to go about it that way.

Lesson 1: Building Traffic

The Truth: **CONTENT!**

- You need content for “BUILD!” to work...
- Oh my, on my, oh my... Right?
- The truth is between “HARD!” and “EASY!”
 - #1 answer is to use speech to text
 - #2 answer is “know your #’s” and outsource...



For the remainder of this training, you’ll be learning about how to go about “building” traffic. This usually involves producing content for:

- Blogs and websites
- Articles and posts
- Press releases
- Social media

The content that you produce for one platform will likely cross over to and become connected with the content that you produce elsewhere. It’s very unlikely that you’ll want to miss the opportunity to show off your new blog post in a social media group you’re promoting through, for example. That would be a wasted opportunity for more traffic. Here are some examples of ways John and Matt have built sources of traffic for their business:

- StoicBlogcom – This is a blog that was recently started by John.
- Medium.com – This site contains examples of content that John and Matt built.
- Juggernaut Freedom – This is a social media group where John and Matt also share content.
- Juggernaut Wake Up – This is a way to gain traffic, leveraging the power of Amazon.

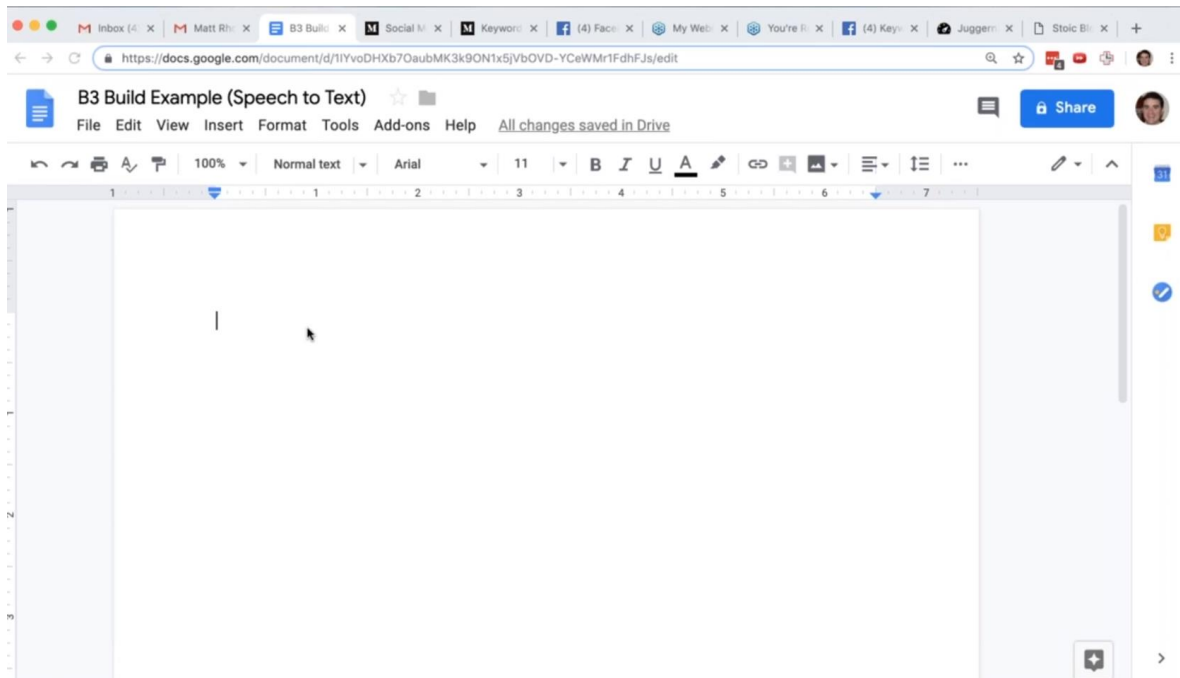
John comments that there is a community factor involved in using social media that’s priceless. He would rather have someone who shares content visit his social media platform than just

have someone visit his website any day of the week. Word-of-mouth is so powerful because it's a human endorsement, and also, word spreads so fast that there's really no better way to get attention to your offers.

You are going to need content to build traffic. That's the hard reality of it. You might need to produce some content when you buy traffic to, such as the ad you are going to use, and so forth, but you don't need to produce near as much as when you are building your own traffic. Sometimes you can just share a link within a social media group and people within that group will share it with others. John and Matt like to build their own traffic, so they've produced tons of content over the years. The cool thing about that is that you can also sell the same content that you are using to drive traffic.

Imagine that you have put together a great product. The buyers of that product are part of your traffic. They have been taken through a sales process. There's lots of ways to think about producing content, and it doesn't always have to be provided for free. The great thing about producing a product and selling it to people and then using those people as another traffic source is that people that have bought once are likely to buy again. It's always easier to sell something to someone who already knows you and your work.

There are easy ways that you can go about producing content, but it's always going to take time. One way to create fast content is to use some sort of speech to text program or to pay a transcriptionist to type out your recordings for you. It's also easy to produce content if you know your business. If you do, then you know who you are selling to, and therefore, who you are creating content for. This also helps you to know where to invest your time and your money so that the content you create pays off well.

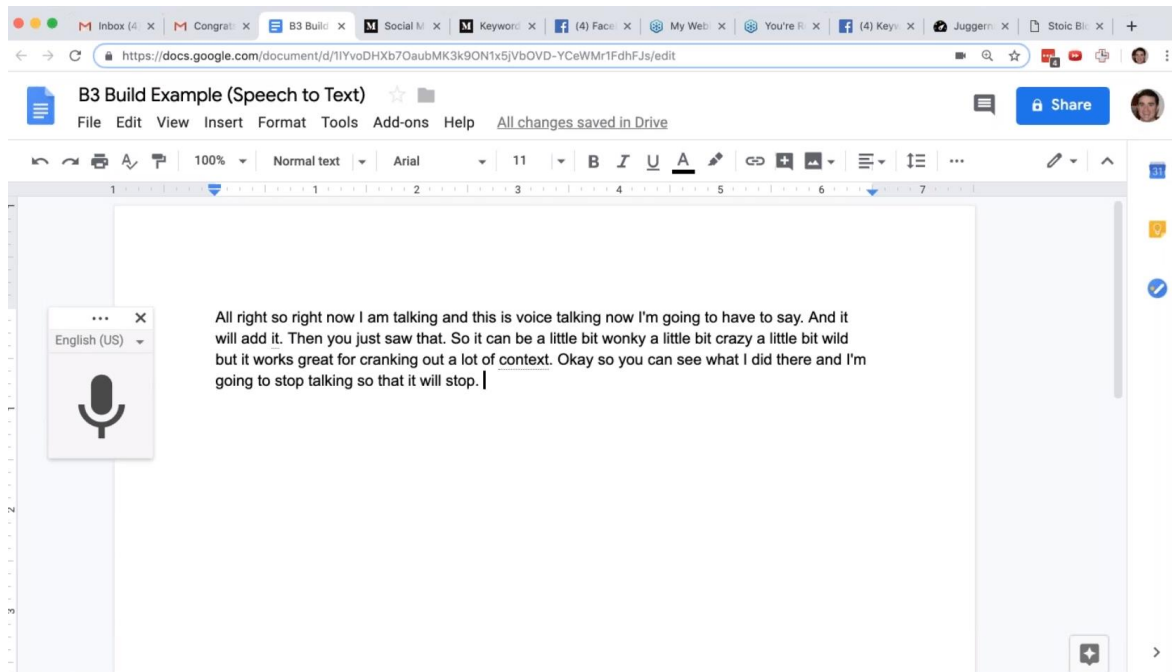


Speech to Text

Google Docs

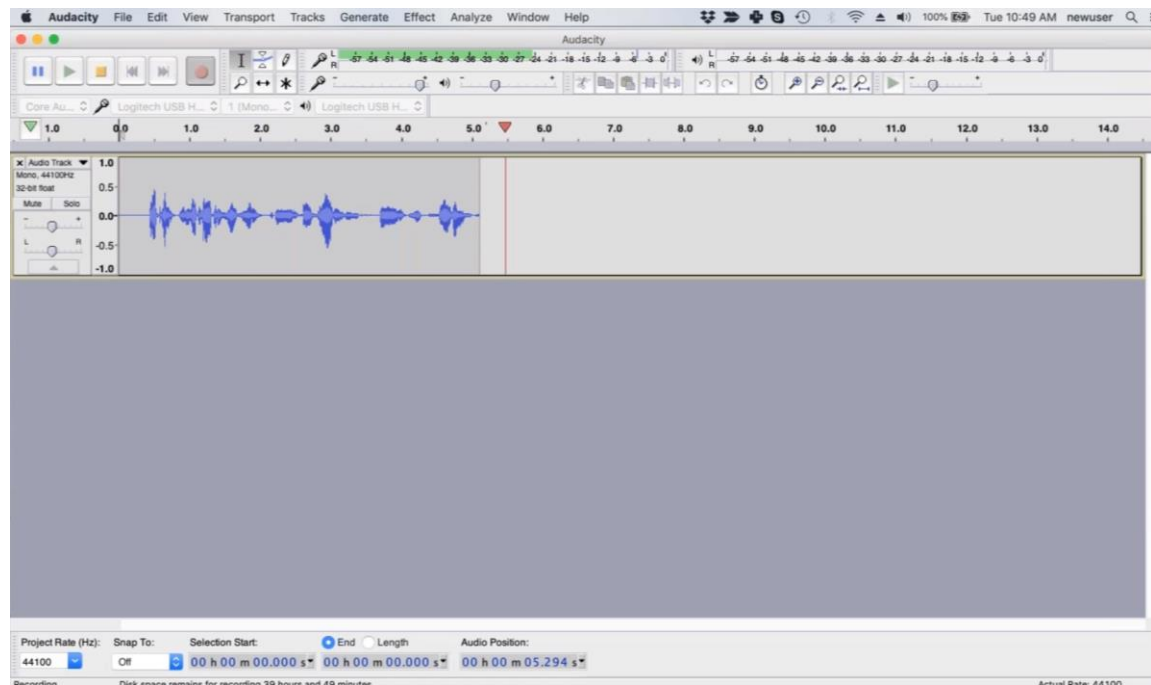
Check out the screenshot above. This is a brand-new Google Doc file. If you are unfamiliar with Google Drive, take note that Google has tools available (<https://gsuite.google.com>) that allow you to create word processing files, spreadsheets, and even presentations. These files are free to create, and the platform is free to use, but you must have a Google account to utilize them. Google Docs is Google's version of a word processor.

A lot of people know about Google's suite of tools, but many don't know that they have a speech-to-text feature. When you open up a Google Doc, like the one shown above, you can click on "Tools" followed by "Voice Typing" to turn the feature on. Once done, you can simply place the cursor on the document page, and you can begin speaking into your computer to create text as you speak. This works great for cranking out a lot of written content!



Now look at the image above. All of the text that has appeared within the document was typed out into the program as John spoke. Sometimes errors will appear as you speak, but a large majority of what you say will write out correctly. Also, there are some voice commands that you have to learn and use in order to place periods in the right places, to start new paragraphs, and so on, but for the most part, this is a very quick way to get your thoughts or knowledge into document form.

Most people type 40-50 words a minute, but typically, people can speak 150 words a minute or more. That means using this speech-to-text feature can triple the speed at which you can produce written materials. It's really exciting that you can do this, especially when you consider that you can use free software to create as much written content as you want!



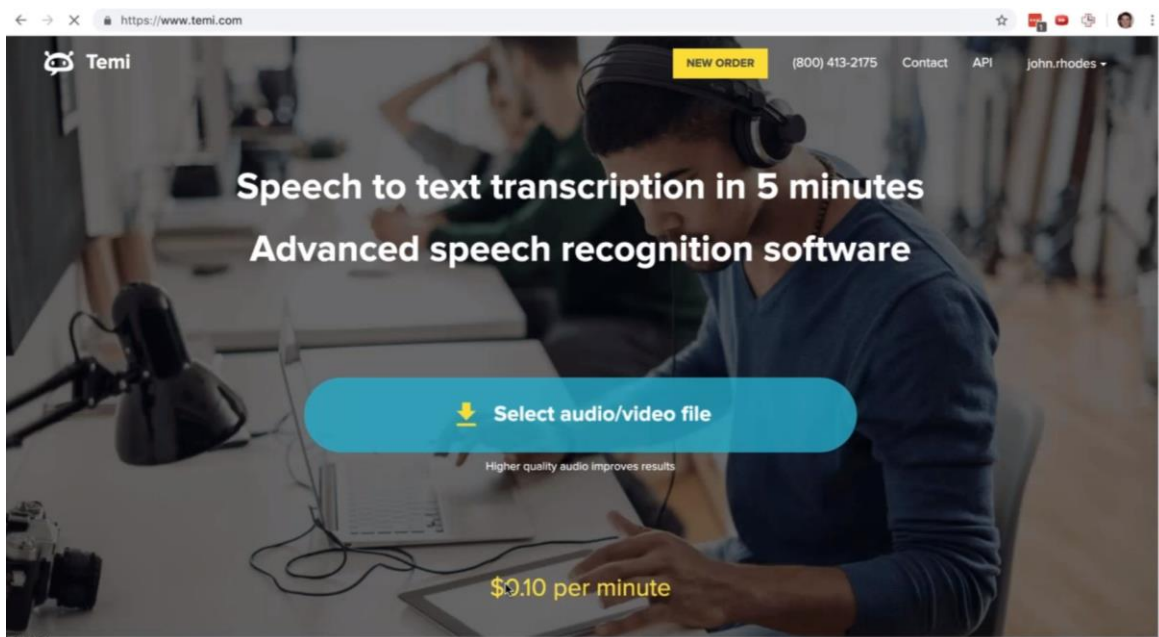
Audacity

Audacity (<https://www.audacityteam.org/>) is another free tool that you can use to create content. Above, you'll find a screenshot showing Audacity's interface when the program is opened up. A blue soundwave appears as the program records sound. The soundwave shown above was recorded as John spoke into his computer microphone during the live presentation of this material.

This tool not only allows you to produce recordings that can be used as content, but you can edit the recording as well, using the many editing tools provided by the program. There are lots of videos on how to produce and edit works through this platform. You can export the content that you create with the program, but in order to do that, you do need a plug-in called Lame (<http://lame.sourceforge.net/download.php>). This is an encoder that converts audio files into MP3 files, and you'll want your audio files in that file format so that you can more vastly distribute the files that you create.

What could you use an audio file like this for anyway? This will allow you to not only produce auditory content of your posts, articles, and other promotional materials, but you can also create audio features for your product or an entire audio version of that product. It's not a bad idea to have a professional clean up the file or make it more professional sounding by adding things like an intro or outro the file. You could also use the software to isolate a 30-second clip of what you said, or again, have an outsourcer do that for you as well.

Those are just a couple of examples of things you can do. You can use this tool to produce all sorts of content, and again, that content can be used to generate traffic. By the way, you can also use YouTube (<https://www.youtube.com/>) to create audio recordings as well, and there are videos on YouTube, which explain how you can create an MP3 file from the video you create. There are even sound effects available on YouTube that you can use to enhance your audio-based content.



Rev.com

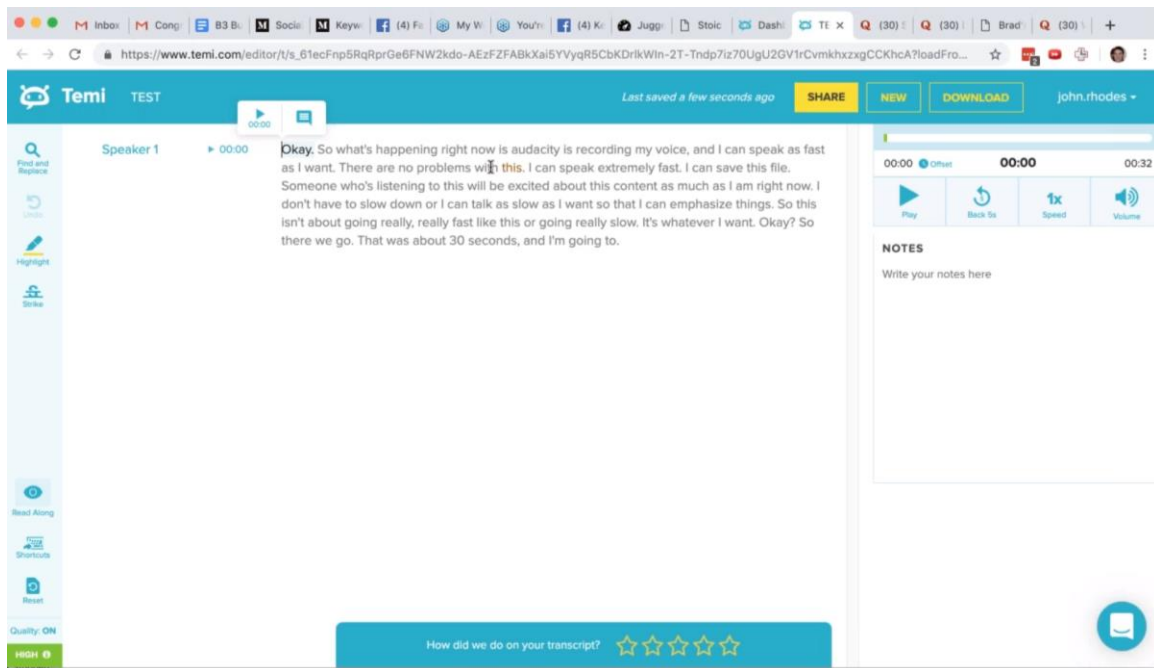
John used the site shown above for years. It's Rev.com (<https://www.rev.com/>). John still thinks it's great. For \$1 a minute, they will convert an audio into text. You can also have a lot of other things done. There's no reason to go over all of the other services they offer, but take a minute and check it out for yourself.

Temi

You could also use a software tool called Temi (<https://www.temi.com/>). With this tool, you'll only pay \$0.10 a minute, and the accuracy of it is surprisingly high. On Rev.com, you'll likely have an accuracy rate of 90-95%, and with Google, you would probably hit a level of 80-90% accuracy. Temi is half the price of Rev.com, and it has a high accuracy rate too.

You can browse for files to upload to Temi, or you can paste in URLs. You can even drop in a URL for a YouTube video, and you can have it transcribed. No matter what you are having transcribed, you can simply put in your credit card information, and the software will begin

working on your transcription immediately. It doesn't take long before it's finished, and there will be a polished transcription that you can download.



The screenshot above shows the result of what John submitted during his demonstration of the Temi software. This little blurb of text only cost him \$0.10, but he pointed out that for every 10 minutes of recorded speech, he would only have to pay \$1.00. You can't get much better rates than that, and your file will be ready to edit and distribute in a matter of minutes. There are also other settings that make what you end up with even better. You can include time stamps and multiple speakers in your text, just to name a couple of examples.

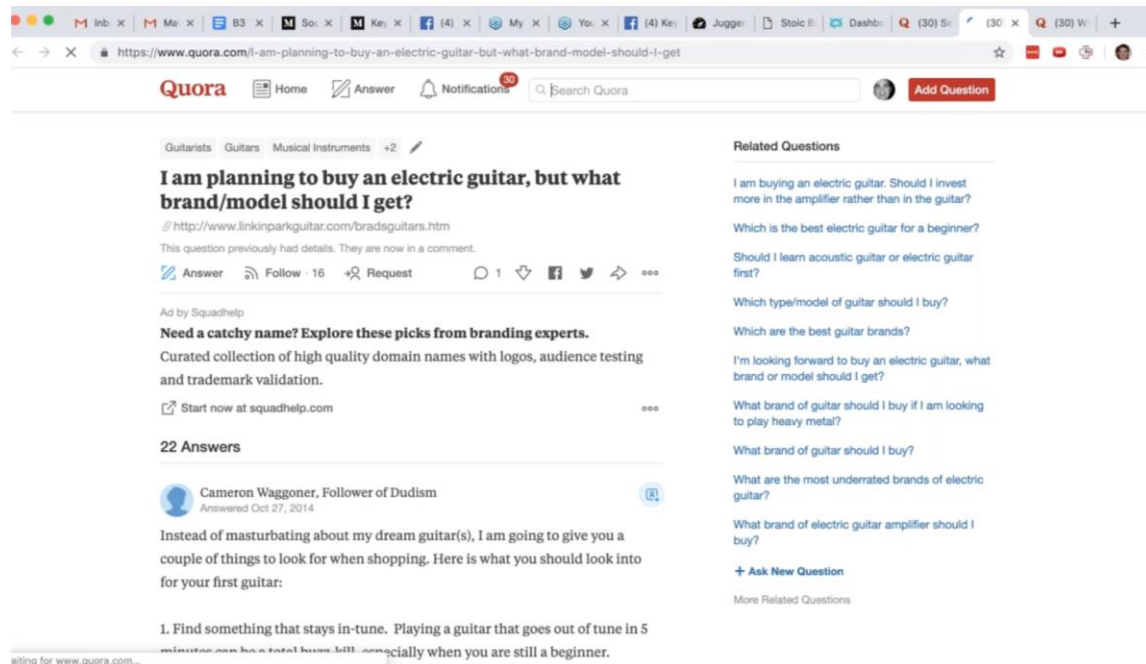
Directing Traffic

Quora

What if you don't have a blog or a web site? It's always a good idea to have a blog or a web site, by the way. If you have your own domain, it's easier to set up squeeze pages, or opt-in pages. It also makes it easy for you to post content that you know will never go away or belong to some type of network. You own the content on your web site, and that gives you the control. Still, if you don't own your own site, there are solutions for generating traffic.

You may have heard of a site called Quora (<https://www.quora.com>) before. This is a great site to do research on, and it's recommended that you take a look at it to research anything you are

thinking about selling and promoting. You can use this site to research keywords, niches, markets, and demographics. You can find information on this site concerning just about any topic. For instance, John typed “sewing” into the search bar, and the site brought up various inquiries pertaining to that subject.



Now, look at the screenshot above. You’ll notice that below the question that’s headlining the post, there’s a link that’s ready for you to click on. This link leads to someone’s website. Do you think they are getting any traffic from that? Of course, they are. This link was put there by the person who asked the question. That means, simply by posting a question, you can get clicks to your web site.

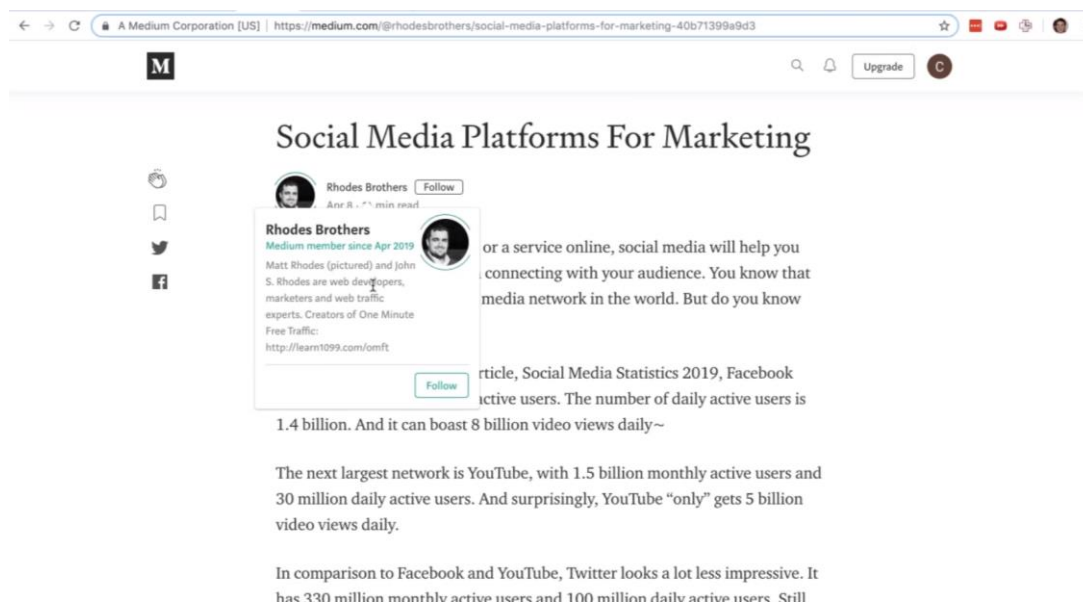
Now, the question shown above is followed by some answers. One is rather long. Think about this. You could open up Audacity, or a Google Doc, and just start talking. Simply format your text a bit, and you can post the answer to someone’s question on Quora. From there, you can simply link back to your blog or whatever else you want to link to. If it’s relevant, you’re likely to get a lot of visitors that way.

The best part is, very few people answering questions on Quora link to anything. So, you’ve got an unfair advantage if you do. The best part is that some of the people asking questions on Quora are actually doing research prior to making a purchase, so they are really shopping. They are just looking for answers before they buy, and they are practically waiting for someone to give them an answer so they can go ahead and make their purchase. What could that mean for the product or service you are selling and promoting?

If you don't even have a website yet, you're in luck, because you can begin driving traffic immediately in spite of that. How cool is that? One of the answers that John pulled up showed that 946 people viewed that answer, and yet there was no link there or a call to action. Do you think if a person had posted a link, they would get quite a few visitors to a pertinent site? Out of 946 views, you would be sure to get some traffic, right?

One answer John found had 4,000 views. The writer, who was named Dolores, did drop a video link into her answer. Judging from the link, she's probably just doing it for fun. Just from what you've been shown throughout this training, you have a good amount of advantage over the competition. There are people, like Dolores, who don't know how to monetize their posts, but you do! Surely, you can see how powerful all of this is.

You have an advantage against your competitors with just the knowledge that you now have, and you also have a number of free tools to set you off on a good start. How much more could you ask for? You already have enough resources to direct traffic wherever you want. Fortunately, we're not done.

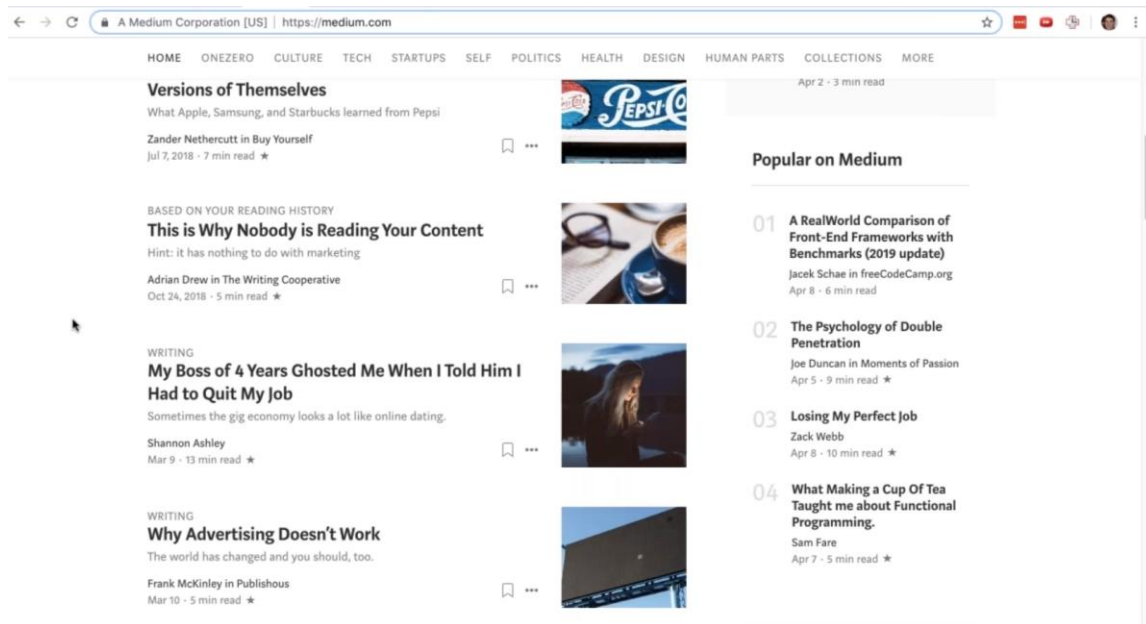


Medium

Above, you'll find a Medium (<https://medium.com>) article titled, "Social Media Platforms for Marketing". You may also notice that a menu is popped up below Matt's picture. This contains a link and a call to action. If someone clicks to find out more about Matt, the link is on his profile page too.

Now look at the screenshot below. You may notice that the site shows how long it would take the reader to read the article underneath the headline. This is an important feature to take

note of because John and Matt have found the perfect length to get the most exposure to your article. An article that's around 1,500 words long, is going to get linked and shared the most, and you want the "read time" to be around 7 minutes long. That information equates to money in the bank for you. You're welcome!



You may have noticed that Matt's article is really long, but they were testing something when they submitted that. So, at 14 minutes, Matt's article was about twice as long as it would need to attract more readers. People love that "read time" feature too, by the way. People want to know ahead of time how much time something is going to take up. Matt and John used a really good image above their article. That's important too, and so is having a good title.

The purpose of Matt's article was to get people excited about social media platforms. They would have been happy enough if the article got shared a lot, and if it showed up on Google, that would be even better. Still, they did optimize the title because they found, through testing, that the best titles for Medium articles were the shorter ones that are human friendly.



If you were to take a look at the article Matt and John created, you would see that it is composed of a mixture of text and images. It's smart to use images if they add to the value of an article. If they don't, then you shouldn't use them. Using images in an article can also break up the text, and this helps to keep readers interested. So, it's definitely a good idea to add useful images to any long Medium articles that you'd want to submit.

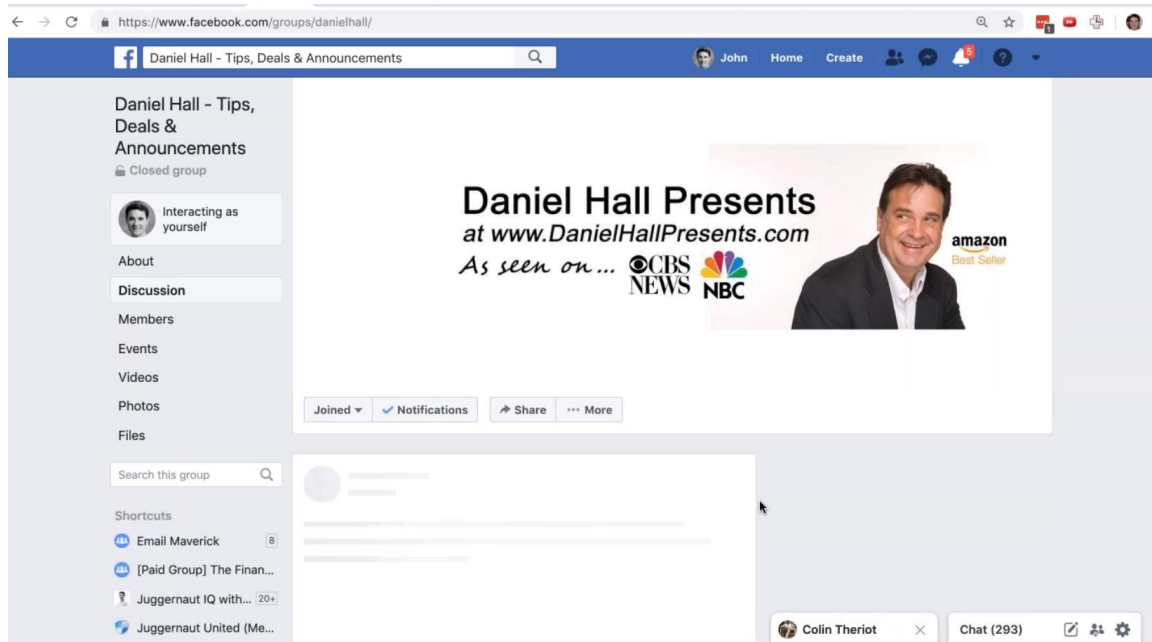
At the end of the article, John and Matt left a call to action. An example of a call to action would be asking the reader to click a link below the article. In the article at hand, the reader is provided a link that they can click on to find out more information. At the end of The Rhodes Brothers article, you'll also find a list of keywords that were used and another link an offer these men are currently driving traffic to. This link leads directly to a sales page for one of their training courses.

You don't need to join Medium to read articles or submit them on the platform. There are good reasons to join the site. One great feature of the site is that you can make money by joining their Medium Partner Program. So, you don't even need to have your own resources because you can make money with Medium alone. Of course, John recommends that you have your own blog and generate content elsewhere too, and that way you can make even more money, faster.

If you join the Medium Partner Program, you aren't making money from ads. You make money off of people that are really interested in the content on Medium and sign up for a membership. Again, you don't have to be a member to post articles or read them. John recommends that if you really want to make money with Medium, you create a Gmail account just for this platform, and that way, you can hand your account information over to outsourcers

to create your content for you. It's sometimes useful to share a Gmail account between your team members, and then you can use that shared account for other sites as well. That's just a quick tip.

Medium has the potential to bring in tens of millions of clicks, but no one is talking about it. Hardly anyone is using this platform to market anything right now, but you've got insider knowledge now. You can start earning money with this site right away, just with what you've learned from reviewing this very training.



Best Seller Video Case Study

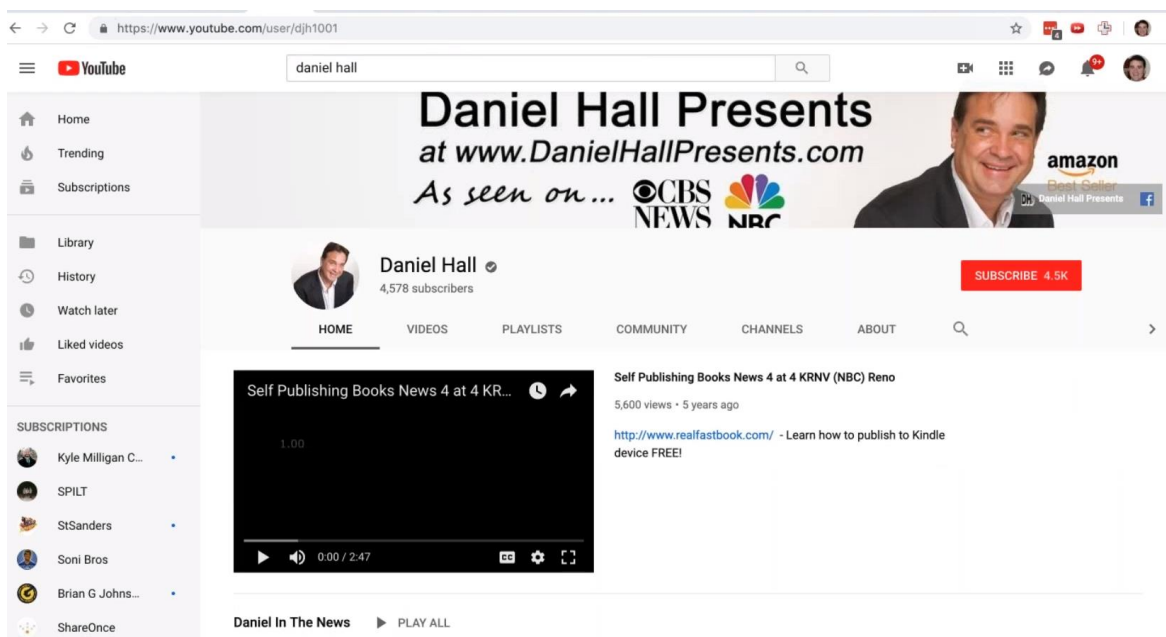
Successful Entrepreneur and Marketer, Daniel Hall, has set up the page shown above. As you can see, it is titled "Daniel Hall – Tips, Deals & Announcements" (<https://www.facebook.com/groups/danielhall/>). This group has around 7,000 members. Best Seller Builders is a high-end training program that Daniel has put together. It's targeted towards people who are looking to build up their author platform.

Even though the program sells well and brings in plenty of revenue Daniel continues to promote it. He created a live video for this Facebook group just a few minutes before the page shown above was pulled up, in fact. That wasn't planned, so this shows that he is actively promoting his product. Daniel's smart, though. He not only continues to promote his products, but he reuses the content that he creates. He's going to take his new Facebook Live video, and he is going to distribute it on other platforms to drive even more traffic to his online course.

Also, keep in mind that if you have a video, you can easily create written content from that video. Furthermore, you can create audio content from that video. One of the things that Daniel does, which is just pure genius, is he takes his content, and he turns it into a book. Matt and John do the same thing, but in their case, they create PDFs to use in their marketing. They also use it to create FAQs, follow-along documents, and fill-in-the-blank worksheets.

What else is Daniel doing to profit from this Facebook Live he has submitted? Well, in this video, Daniel is providing about 10 times the amount of value for the time he spends talking about his Best Seller Builders course. So, 10 minutes of the 11-minute long video is spent delivering content to his audience. This content helps his target audience, and therefore, it is of a great value to those viewing it. With his target audience tuned in, it's not hard to transition people over to buying his course, or at least get interested viewers to click on his link to find out more.

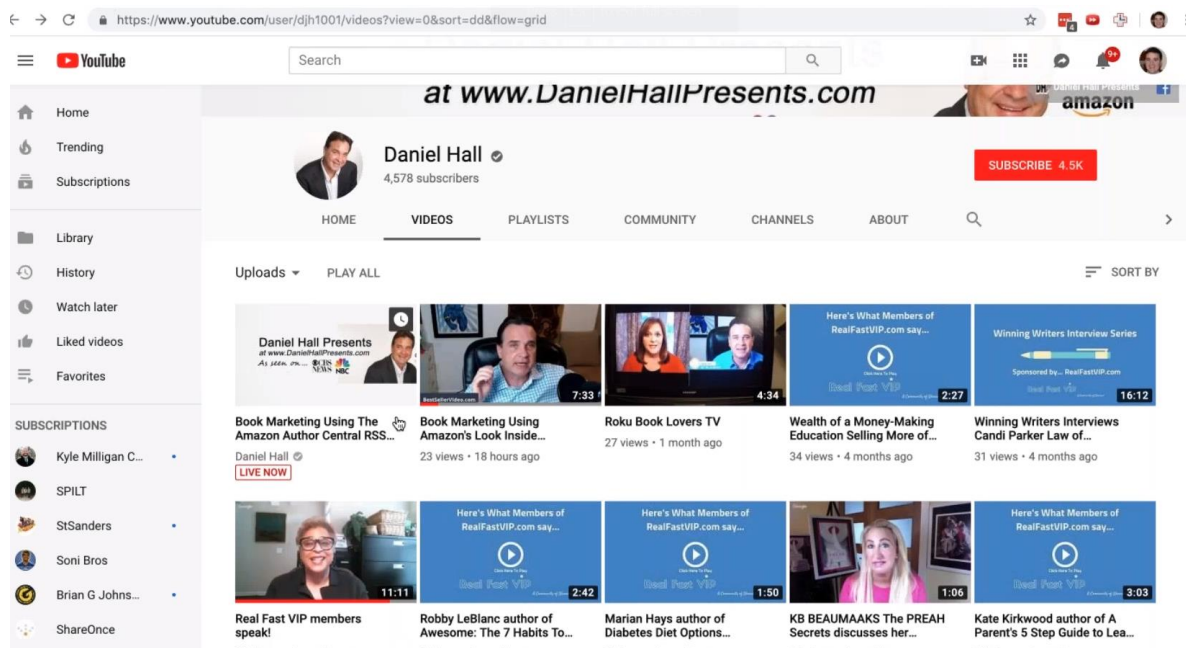
It's totally free for Daniel to promote his course in this way. It's free to use Facebook and its Facebook Live feature. The clicks that he gets through his link are free too. The distribution can sometimes cost some money, depending on where else you host and show your videos, but if everything is set up right, you are going to make far more money than you are paying out when you promote your products in such a way.



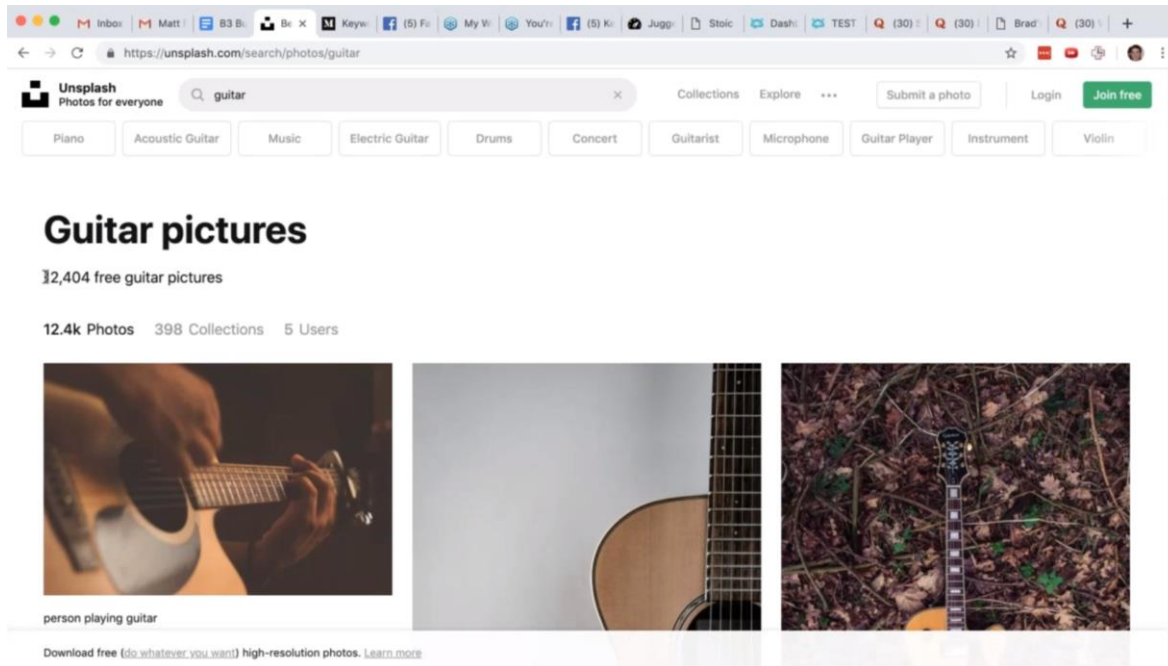
If you look up “Daniel Hall” on YouTube, you’ll likely find yourself on the page shown above. You are also likely to see that he is taking his Facebook Live videos and distributing them further via YouTube at any given time. This is how John wants you to start leveraging your content too. He wants you to, as he says, “proliferate a mass quantity of high-quality content”. Whether you

are creating content about guitars, dogs, sewing machines, etc., you can multiply high quantity by high-quality, and as a result, traffic will begin to flow graciously.

Of course, the traffic that you are seeking may not start flowing all at once or right away. When you build traffic, it builds over time. It takes time to generate that, but check out the screenshot below. You can see that Daniel's YouTube channel contains lots of content, and a few months ago, he really went on a rampage, producing a lot of content. For his next phase of testing, he'll be doing more videos for his Best Seller Builders program. He'll be posting these one after another, using Facebook Live and then streaming that out into other arenas.



This is real-world stuff. Obviously, Daniel is using some technology to distribute his videos further, but still, you could essentially do the same thing, and for the most part, for free. Do you think that you could handle turning on your webcam, hitting a button, and starting to talk? You could do this all over your phone. You don't even need a desktop computer to make these videos. You can record your voice, using your phone, and then you can send that audio recording from your phone over to Temi to produce more content for your business.



Using Images

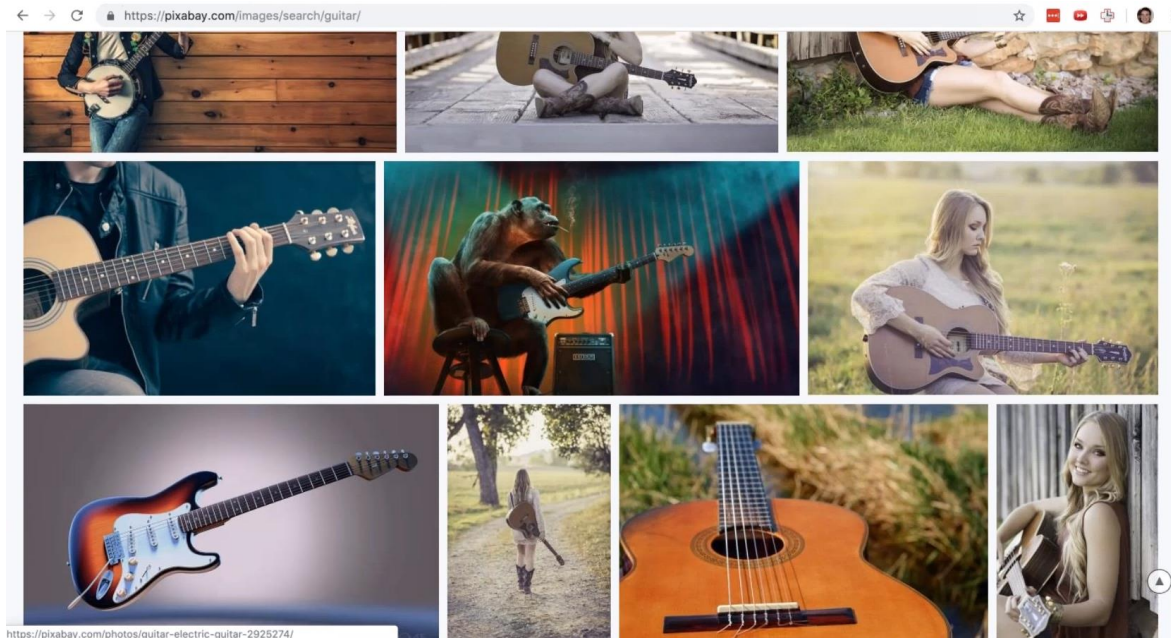
Unsplash (or Pixabay) + Canva

If you want images to use in your marketing, you can head over to one of John's favorite sites, Unsplash (<https://unsplash.com/>). Let's say that you were promoting products or services in the "guitar" niche, and you needed some images to use. All you have to do is head over to Unsplash and type in "guitar," and you will have a plethora of guitar-related images to choose from. John performed this search during the live presentation of this material, and he got the results shown above.

As you can see, the site returned over 12,000 pictures. These are all free to download and use. Sometimes the artist asks for attribution, but for the most part, you are free to use these images in any way you might want to. Another aspect of this to take note of is that you can see how popular each of these images by placing your cursor over the image. A number and a heart symbol will appear, showing you how many people have liked the image. John always pays attention to details such as this because he knows the more popular an image is, the more likely it is to convert into clicks and sales.

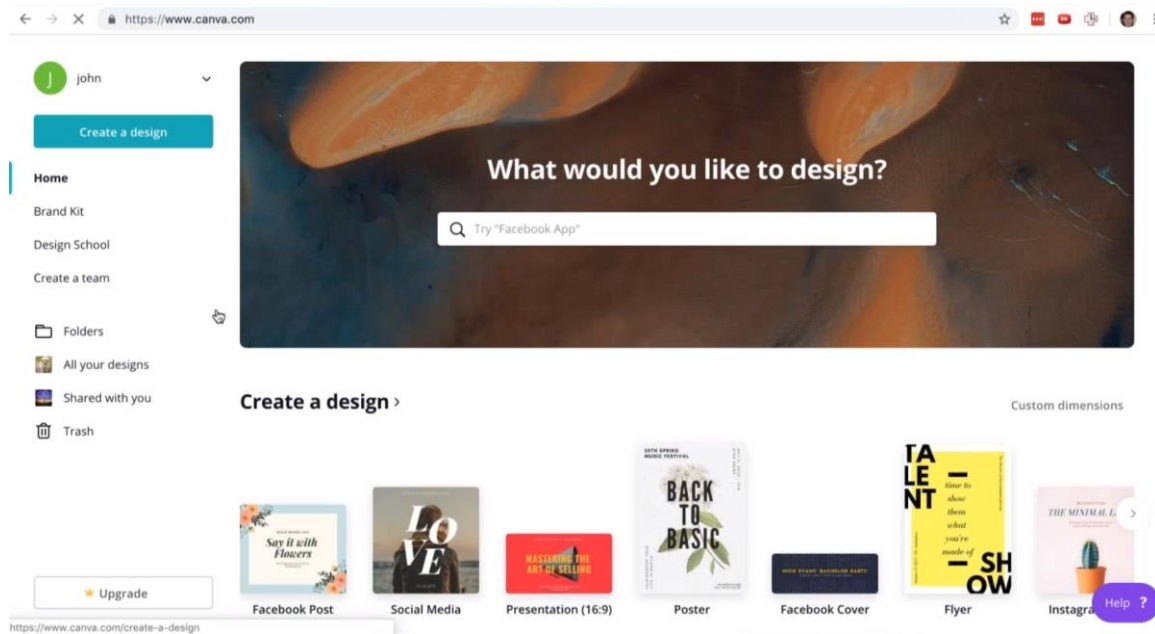
You could even use these images in your answers on Quora. You can just grab one of them and drop them into your answer to get your post more attention. You could also use images like this in your Medium articles. There really is no limit to what you can do when you have an expanse of freely produced content to distribute and drive traffic with.

Think about this for a second. If you were going fishing, would you go where there are lots of fish, or is it better to go where there are no fish? Of course, you'd go where the fish are. When you look at the pictures provided by Unsplash, you can see that there are lots of people liking the images there. You'll want to use the ones that are most popular because that's what's going to bring you more traffic elsewhere. You'll want to use the images that people engage with, not what's unique. So, taking a look at the popularity of the images is important when you're choosing one to use.



Have you ever heard of Pixabay (<https://pixabay.com/>)? John headed over to that site and looked up guitar images there too. Look at the screenshot above, and you'll see that there are plenty of high-quality images to be found on this site as well. There are lots of ways that you can use one of these images. John will often head over to Canva (<https://www.canva.com/>) and begin creating something with the images he finds.

Check out the screenshot below. When you visit Canva.com (<https://www.canva.com/>), the site lets you choose, first, the type of design you'd like to create. Let's say you were going to create a Facebook post. You choose the "Facebook Post" option, and an editor containing a "Facebook Post" template will open up. From within Canva's editor, you can upload any image that you have saved to your computer.



John chose the design template that was most like what he wanted to create, and then he uploaded his image. He simply removed the image on the template and replaced it with the guitar image that he had just downloaded from Pixabay. After updating the text, he had a brand-new Facebook post ready to go in a matter of minutes. You can do this too, and it's all for free.

In Summary

When you are building your traffic sources, you are creating multiple things at once. You are building an audience, and you are building loyalty. You are also building your reputation with the audience you are targeting. It's the human factor that you are really after, but you are also building up an asset and you're adding to your brand.

Images, animations, GIFs, blog posts, videos, and other forms of content are what allow you to build a community. The interactivity of your audience with you and your brand is what you really want. As a result of the relationships that you build, you'll get the traffic you want, and also, you'll find customers who will buy your products or services over and over again. You'll get the chance to deliver content to real people and provide them the valuable solutions that they are seeking.

It's very hard to automate this method of getting traffic, unless you're using tools that allow you to do so. You have a few tools that you can now use to generate some of the traffic and content that you want, absolutely for free. You also have new ways of conducting your niche

research and engaging with your audience more. You aren't trying to game any systems or beat the technology that's out there.

You aren't creating content for robots, and you aren't creating content for the sake of getting your sites placed at the top of Google's results pages. That will happen naturally, as you create content that people will share and like. You want to create content that people want to interact with and that they have real curiosity and enthusiasm about. That all translates directly into real traffic to your offers. This method for gaining traffic is all about building relationships with real people, using real content, and providing them with real value.

When people try to game the system to get more traffic, they are really going about everything backwards. If their top priority is to get their web site to come up first in Google's results pages, you aren't building something that's meant to last. You might get your site to the top of Google's results, but there are no guarantees that it's going to stay there. However, if you continuously provide valuable content to your customers and other people in your target audience, eventually, you'll have built an abundance of content sources that will send more and more traffic our way, while also allowing you to create a lasting relationship with your audience and the customers who buy from you.

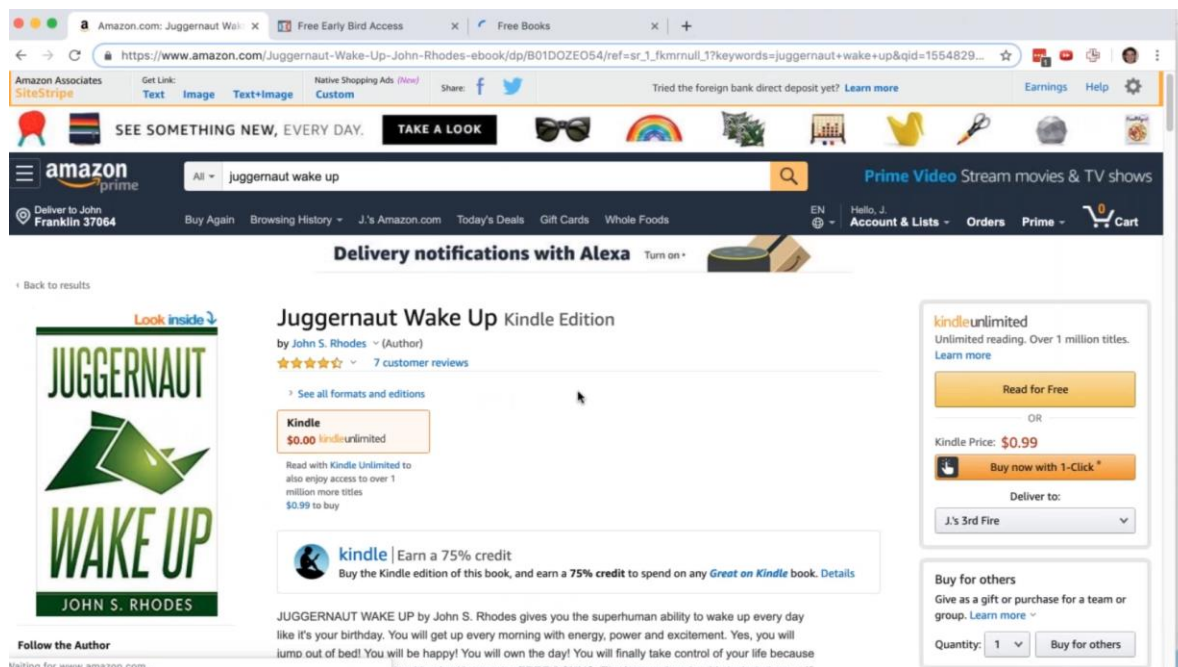
Building traffic for your offers is a long-term game. Understand that there is a little overlap between this method and that which is used for borrowing traffic. A number of the strategies for both are very similar, if not the same. These methods, used in conjunction with each other, can allow you to build something incredibly valuable. That value multiplies as you begin to invest in buying traffic as well.

Also, remember that when you serve people first, only good things can follow because that love and attention will be reciprocated by your audience. And, what Google cares about is what real people care about. Everyone tries to game the system with Google, and that's never going to work because Google will only give high rankings to those who provide true value to the people searching on its platform. So, if you want to get good rankings from Google, there's really no other way to go about it aside from giving people what they are looking for as you produce your content.

Medium is a highly reliable platform that gets tens of millions of clicks, which you are entitled to. You have the option of tapping into this immediately. Don't forget that you can make money from Medium without even having a business in place. So, this is the ultimate side hustle. You could just crank out content for Medium and nothing else, and you would be providing great value to people. You'll get your cut of the profits, and not from ugly, nasty advertisements, but from people that actually care about the content on the platform.

Temi is a fantastic tool, and of course, you can combine its power with Audacity. You'll want to use Lame as well. These are complete game changers that you can begin using today! Remember, it all starts with the person your marketing to, though. So, you'll want to build your avatar, and it will help you immensely to go to Google and find a picture that represents who that person is. This image will make the person concrete in your mind, and then you can get into the psychology of what they want.

Once you know who it is that you are creating content for, simply write to them as though you were writing to a friend or speak to them as though they are sitting right beside you. You can speak your thoughts into Google Docs at first, if you like, and come up with some content before moving on to using Temi or Rev.com. Whatever you end up doing, just keep in mind that what you are doing is about building real connections with real people. Again, this is a long-term game, but it is a way to get quality and quantity leads fairly quickly. You have a leg up on the competition now, and you can get there faster than almost anyone.



Bonus: Free Traffic with Amazon

John has published over 140 books throughout his career, but do you think that he actually wrote all of those books? No, he has not. He has simply produced and published them. Some of the secrets that he has shared with you day were used to produce all of these books that gave him a lasting, passive income.

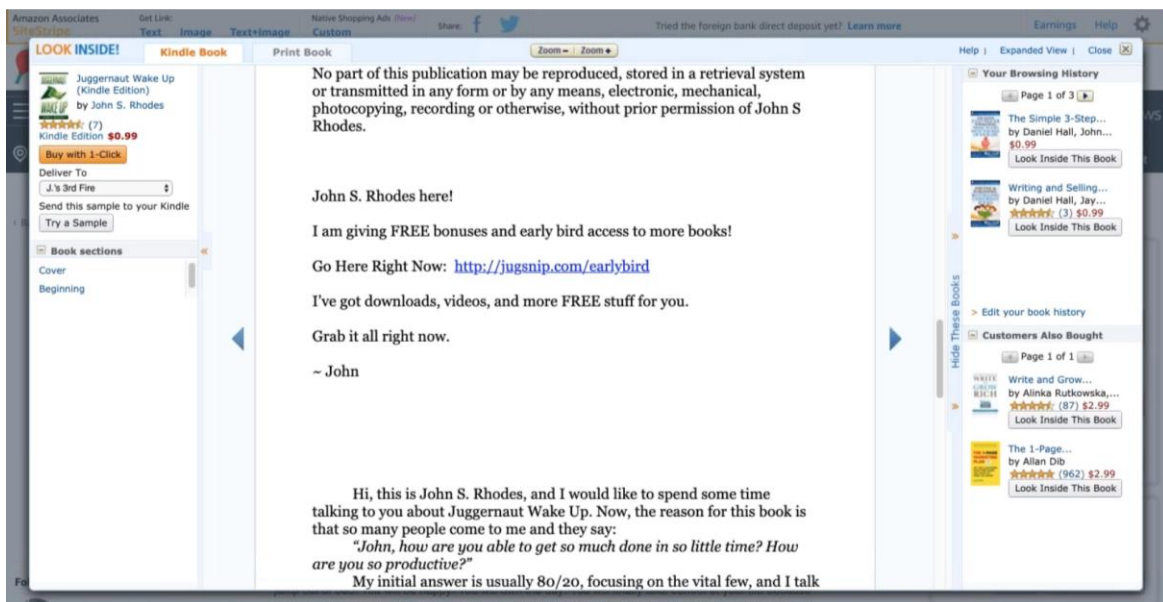
The screenshot above shows one of the books that John has on Amazon (<https://www.amazon.com/>). It's titled *Juggernaut Wake Up*. This is one of the few books he

actually published in his own name. He used a pen name for most of the titles that he has published. You might also notice that this book has a 4.5-star rating, and it currently has 7 customer reviews.

You aren't here to look at John's book, of course. You want to know about traffic. Well, many people forget that Amazon is a buyer's search engine. People are searching to buy. Almost everyone on Amazon is shopping, and they have an intent to buy. They might be shopping for themselves or other people, and they may be shopping to buy something in the future, as opposed to now, but whatever the case may be, their intention is usually to purchase something.

Google's search engine isn't the same. People there aren't always shopping. They may be looking for entertainment or information, and their searches may not have much at all to do with purchasing anything. Someone on Amazon, though, is most likely looking to make a purchase. So, if they land on the listing for John's book, what do you think they are going to look at first? They are probably going to pay the most attention to the cover, and we've all been trained, like good little Amazon monkeys, to click on the "Look Inside" feature.

So, let's say that someone comes to look at John's book, and they click on the "Look Inside" feature to take a closer look before they buy. When they do, if they scroll down just a bit, then they will find a free bonus offer containing a link. This is shown below.



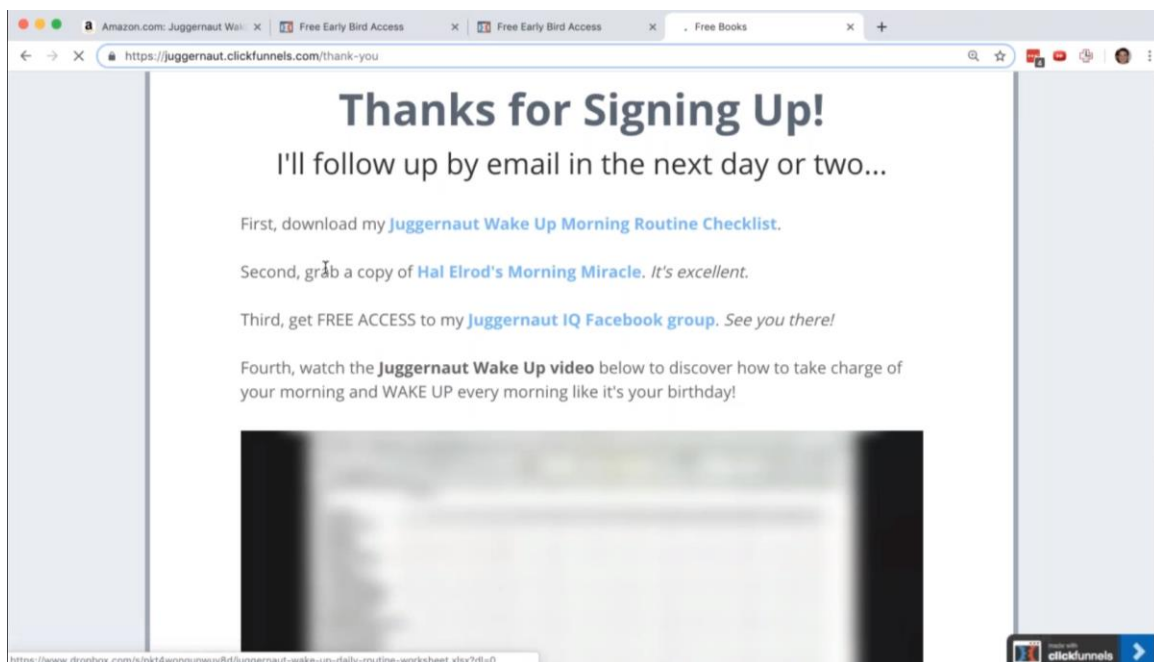
John wrote this book with his voice, and he was able to produce a text version of his book. That wasn't all he was able to produce, though. When you click on the link in the book, you are redirected to an opt-in page that offers a bonus video, some cheatsheets, and "early bird"

access to John's next book. All you have to do is enter in your name and email address to gain access to those materials.

John is building an email list using the traffic that he is getting through Amazon for his book. Do you think he cares more about selling a copy of his book for \$0.99 or in getting a person who is interested in his content to click on the link inside of his book and join his email list? He wants the person to join his list, so he'll give away the materials he produced for the free offer all day long.

This person is a buyer who has a credit card on Amazon. So, this is buyer traffic, and the buyers that come through are interested in the kinds of stuff that John has to offer. Therefore, this allows John to have another stream of passive income, with targeted traffic, and buyers that already looking to buy what he is offering when they click on his link for free materials. Getting a person such as this on his list is going to give John the opportunity to build a relationship with this buyer and offer him or her much more in the future.

When people sign up to the free offer, they are directed to a page from which they can download all that's being offered. John also has an affiliate link on this page. If people click the link to buy the book he is recommending, John is going to make money off of everything they buy after they reach Amazon. He also has a link that sends people to his Juggernaut IQ Facebook group. This is an example of how you go about leveraging the targeted traffic you get as much as you possibly can. This is all shown in the screenshot below.



You know what your ideal customer wants, and this is how you capitalize on that. You simply give them more things that they are looking for, provide value, and build a relationship with them. That way, you have a captive audience who loves to look at the content you produce and buy the sorts of products that you create and promote. You may be selling to them from time to time, but you are building a relationship in the meantime.

You should always be overdelivering to your customer base. This way, they know, like and trust you, and you can make more money by providing them with the exact type of content they are searching for in the future. It's a win-win for everyone involved.

Also, keep in mind that all the pieces of content that John produces are not perfect, but he gets the people in his audience the things they want, and that's what matters. John is delivering tremendous value to people that are interested, and in doing so, he is building a relationship with his audience, which is just going to keep bringing about more and more returns on his investments of time and money. This is how you build an empire that lasts, providing passive streams of income and targeted traffic for years to come!