



Free Traffic

Is it truly FREE?

DAVE GARDNER

HELPING YOU ATTRACT TARGETED
LEADS FOR YOUR BUSINESS





FREE versus Paid Traffic

- Did it cost you money?
 - Yes: Paid
 - No: Free
- Did you have to use your credit card or paypal account?
 - Yes: Paid
 - No: Free
- Did it take a lot of time to generate your first lead
 - Yes: Free
 - No: Paid



Where to get Free Traffic

- Other people/companies Blogs
- Social Media
- Youtube
- Forums
- Marketing membership sites (Free trial level)
- Word of mouth



Other Peoples Blogs

- Find blogs in your niche by typing “Keyword blog” in your google search
- Blog posts that have the place to add your website are the best to possibly generate a back link to your website/affiliate link
- Actually read the post and leave valuable content and feedback that relates to the post
- See where other comments are coming from...are there more blogs to connect to?



Social Media

- Personal Facebook page
- Facebook fanpage
- Facebook groups
- Instagram
- Twitter
- Snapchat
- Sokule
- Others



YouTube

- Create videos to brand YOU as a leader
- Upload to YouTube
- Add descriptions that provide value AND have a link back to your page or social media for people to be able to reach out to you
- Tags should be related to what you are actually speaking about or sharing in the video
- Share your videos on your social media and ping them as well



Forums

- Find forums in your niche by typing “keyword forum” in your google search
- Join some groups/forums and create an account
 - Edit your settings/profile to complete your signature line so that each time you post content, your link will show up.
- Provide valuable responses to posts you have read
- Create and write your own articles or start your own question in the forums for others to respond to



Marketing membership sites (Free trial level)

- There are many MLM/Network marketing memberships out there that let you start free and have limited contact with people.
- Join and set up your account and provide profile details in how to reach you
- Search for people interested in your field if possible and engage with them
- Help others where possible and provide a solution where you see fit.



Word of Mouth

- Nothing beats sharing what you are going through, learning, progressing on when others see YOUR RESULTS
- These would be very warm market leads as they already know you and have possibly been able to see your transformations first hand.
- Keep following up with them if they do show interest
 - Bring them samples of the products or show them what you are doing live and in person.
 - Give them access to one of your free fitness accounts if you have any left (This is different from sending them to the free trial opt in)



Consistency is King

- Don't just post something one time and think you are going to get a ton of leads
- Keep making content, providing value, sharing your links and taking action
- It does not have to be perfect, you just have to keep doing it...you will get better with experience
- Find one method from these examples and focus just on being great at that ONE method if that is easier for you.



Recommendations

- Have your lead capture system set up with follow up messages
- Get/purchase a vanity domain name for easier sharing with people
 - They look and sound nicer than saying go to
“NowLifestyle.com/prelaunch/real-results/?id=YOURUSERNAME”
- Take Massive imperfect action
- Refuse to quit.