

# Marketing Guru's Lies Exposed!



**Get REAL Traffic**

**Marketing Models That Work**

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## **First Of All I Wanted To Say Hello!**

I hope you come to appreciate this in the next few pages.

A lot of what I see online is pure GARBAGE from a marketing standpoint. I see product launch after product launch of almost USELESS content. This does nothing to really help people and in fact it enslaves them to gurus who then milk them for months, even years. It sets new marketers up to have to pay for pricey and overcomplicated marketing strategies that do little to help them and everything to keep the guru making money.

Quite frankly I am NOT happy about it and have had enough.

So here is the deal, ok?

What I am about to reveal to you is information that was HARD WON, took me time to figure out but absolutely will save and even grow your business if you follow this advice.

I guarantee if you read this guide, it WILL change the way you look at marketing and traffic generation and provide some much needed TRUTH to the chaos and information overload I bet you are going through on how to market and succeed online.

## Here Is What You Will Discover In This Guide:

1. How you are being LIED to by the majority of the GURUS in most niches, especially the “free traffic and internet marketing niches”
2. The top traffic BS scams you need to avoid or you will find it hard to make money (ANY niche needs targeted traffic to be successful)
3. How to BREAK FREE from the LIES and information overload and learn exactly how to make your business work online
4. How to generate / find real traffic nodes that CONVERT to sales which are the reason you are a marketer in the first place

If you focus on these things you can be earning money in literally in days.

## Why You Should Listen To Me?

**[credibility page change out]**

Over the years I explored [almost every kind of marketing that is possible online. I've been an online coach, published numerous guides, started a successful SEO company and currently have over 100 top ranked niches, websites and been involved in numerous product creation and marketing deals and have developed many unique ways to generate website traffic.]

I have been hired as [a consultant by several fortune 500 companies; I have spearheaded marketing plans that have resulted in successful (million dollar) product sales.]

I have published [numerous guides on exactly how you can obtain traffic from some pretty amazing places. . .]

In addition I am an [avid] Internet marketer and am excited to reveal to you this information today because you will finally be able to generate high quality totally FREE traffic and END the confusion about [marketing.]

[I work] for some of the top marketers helping them promote their products, have published over 40 books on traffic generation, making money online and have worked for some of the top fortune 500 [companies.]

I am not telling this to you to toot my own horn, (honestly) rather to show you that you should at least consider what I am going to share with you as good advice.

## **The REAL TRUTH About Gurus**

Most marketers are lost in the fog of information overload. Because of this, they eventually are lured by a guru claiming to have all the answers to their marketing woes.

The guru also promises you can make a fortune by just following their advice.

Of course that advice comes with a hefty price tag.

So what is the truth? It is a land of smoke and mirrors, a carnival of lies that is directed at you for the sole purpose of taking your MONEY

Don't kid yourself here. Most gurus want to turn YOU into their affiliate machine, recurring ATM and USE YOU for their traffic regardless of what most promise to teach you.

Some gurus are actually SETTING YOU UP TO FAIL! They know that the MORE you fail, the more you will SPEND out of sheer frustration.

You will be given just enough information to get your interest up and then you will be asked to spend more money on the latest shiny fad the guru has.

Yet the REAL TRUTH is that many of these gurus laugh at you as being too stupid to know any better.

## **How Do I Know This?**

Recently I attended an internet marketing seminar and actually heard some of the biggest names (you would recognize) discuss the best ways to relieve you of your money and return little or no value.

I actually heard someone say this:

*“Sucker punch them with a new lifestyle, dazzle them with ideas and dreams that you and I know they will never achieve, make them believe in all of this and then go for the juggler and wallet!”*

Yes, YOU are being LIED TO by most of the top gurus.

I wanted you to really let this sink in because until you get this you will spend more money than a drunken sailor on leave in a foreign port.

## **The Same Is True Of Most Of The “Free Traffic Generation” Gurus**

The gurus love the traffic niche as it appeals to almost everybody who wants to make a living online. Incidentally, people who do not understand how to generate traffic are usually clueless about marketing strategies.

Newbie’s are the guru’s favorite target . . .

Some of these gurus were well intentioned (at one point) and had great ideas for building traffic but they learned it was just easier to resell crappy traffic, almost worthless programs for making traffic and marketing courses for unsuspecting folks for easy money.

The following pages we will take a look at the biggest **traffic scams** so you can avoid them and focus on **real traffic** and both conventional AND unconventional marketing methods that really do work.

First let's have a look at the top scams so you will NEVER fall victim to these again...

## **The TOP All Time Traffic Scams**

### **Traffic Exchanges**

If you ever wanted to be a hamster on a wheel then feel free to join one of the many traffic exchanges that exist online.

What amazes me is that many people still love traffic exchanges despite the fact that very little of their traffic ever converts into anything of value.

Exchanges look flashy, colorful and it always appears like there is a whole lot going on from a marketing perspective that can benefit you.

I have seen people devoting hours each day "clicking" like mad to earn credits and what is equally ridiculous about this is that on the other side of the computer are equally desperate marketers clicking as fast as they can to do the same.

Many of the top exchanges even have incorporated a social aspect and other related MLM like services to keep you interested and yes, clicking like crazy; OR investing your money to sell your site views to others who are frantically clicking.

The problem is, NOBODY is actually LOOKING at anyone else's offers and the truth is these services are only great if you OWN the traffic exchange.

While traffic exchanges can and do send traffic to your site(s) most people discredit the psychology behind what makes traffic exchanges tick.

People believe that they are getting good quality traffic and earning visits by clicking and visiting other sites; yet most people are clicking like mad and never STOP look or engage ANY of the ads / sites that are displayed because there is no incentive to do so!

The few marketers that understand this make sure their site IMMEDIATELY GRABS the attention of visitors because you have just a few seconds to say something that will break the “clicking trance” most people are under.

Traffic exchanges work well by taking advantage of newbie’s. They are duped to buying traffic, signing up to lots of offers and eventually they come to the realization that **NOBODY CARES about their site(s)!**

Why?

People will leave as soon as the timer allows them to (clicks are timer driven so you must stay on the current site for at least a few seconds, but the name of the game is to rack up lots of credits, so that is what people do).

If you doubt this give it a try and look at your logs for traffic stats and see how long the typical visitor from a traffic exchange stays on your site.

I guarantee you, 99% of the time; it’s no longer than the timer on the exchange.

## **How To Get Some Value Out Of A Traffic Exchange**

Anyone who has been on a traffic exchange for any length of time eventually figures out that this kind of traffic usually **does not work** to converting buyers, at least not directly. Most marketers use splash or squeeze pages and offer something to try to entice people to opt in to their offer.

Where is the REAL gold? Additional TRAFFIC offers! Think about it. Why are people on the exchange in the first place? They want traffic to their sites. So what is a good way to work the traffic sites? Make a page that promotes the exchanges with your referral ID. Here is a good example of leveraging multiple sites and rankings (cleverly disguised) this has referral ID's in each of the major traffic exchanges in it.

Since most people in a traffic exchange are curious about other ones, this works well to drive sign ups and eventually make you money and more traffic credits. You can run this page on multiple sites as well and benefit from the people looking for more traffic exchanges:

## **Bottom Line?**

If you love traffic exchanges then find a way to sell traffic, refer other exchanges or just buy your own traffic exchange.

At least you will have a captive audience to market your clicks and other related offers to. This is the real and only reason traffic exchanges exist regardless of the crap you are told.

## **Ad Swaps, Solo Ads and Mailing Lists . . . BEWARE!**

Many people have discovered they can build a business selling ads in the form of mailings if they have a good size list to offer.

At first glance, this seems to be a great way to build traffic; pay a little money get a guru to do a mailing for you to their list.

You can make money selling your products and even grow your own mailing list at the same time.

Brilliant!

While this is very possible, beware. Here are the caveats:

### Scam #1 Freebie Lists

You will probably see clicks and signups but many of these scammers build huge lists of freebie seekers (lowest class of marketing segment) and then resell these “Solo Ads” to people. They promise so many open clicks for your email and usually you can get some sign ups too. The problem is that the real value is to a marketer’s BUYER list. It is easy to get freebie seekers to sign up but many of these people will not buy anything.

### Scam #2 – All Signups From One Place

Be careful with deals from overseas areas. You will get sign ups to your offer but they all seem to be from one place! More than likely the people you just signed up are sitting in “overseas sweat shops” and are paid a few pennies every time they join a list or do something related to this.

## **BE VERY CAREFUL!**

Be wary of overseas list sharing or paid ads and if you see signups coming all from one IP address or geographical location, odds are you have been had and never do business with these people again.

This has become big business and unsuspecting marketers, even the big names, fall for this scam all the time! The scammers are getting better with this scam as they are using software that rotates their IP’s or multiple proxies to cover their tracks.

If you do decide to try this make sure you do your homework on who is selling / swapping a list to. Look for reviews and reputable places where other marketers have reported on the success of the list they ran their ad with.

Good marketers will make this information available if they are selling ads.

If you get a reputable ad swap or buy keep in mind that you should consider removing the double opt in.

I realize some people will say this is a risk when it comes to the spam laws but the double opt in will greatly reduce your sign ups during the ad run.

Also make sure your offer for your mailing list is a really GOOD offer. It should be a good product or service that has real value.

Another factor to watch is your opt outs. If you get sign ups then a few days or week later you get a bunch of un-subscribers, either your offer sucks or again you have been taken to the cleaners.

I suggest a site called [Safe Swaps](#) that is policed by its members and is a paid list building service so there is at least a barrier to entry, ( scammers do NOT want scrutiny) a history of swaps and their effectiveness as well as a way to suss out scams.

## **Blast It Ads, FFA's And Your Ad to Millions**

You are told for a fee (or your email) you can blast an ad to MILLIONS of places that will explode your traffic, sales and help your lists grow.

What you are NOT told is that these free for all sites (called FFA's) simply place your ad on some buried low value website page by a bot and your ad will NEVER be seen by anyone.

Sure your ad will be either sent to or posted to millions of these kinds of sites – yet if no human ever sees these ads . . . what good are they?

People set up these kinds of sites for one reason; to be able to send you SPAM! When you sign up to have your ad posted you agree to receive email notifications about your ad status, which seems reasonable.

Marketers will send you repeated confirmations about your ad (your ad is live, your ad is now on page 5 please bump it up back to page 1, your ad is

no longer showing please refresh your ad) and of course promote all kinds of crap to you in the process with riders on the emails they send you.

You can expect OCEANS of spam mail and remember most of these ads eventually roll off these sites so you will need to re post over and over. Still what is the use? If only bots (and maybe you) see your ad what good is it? FFA's (free for all sites) have no value to you UNLESS you own one and turn the tables on these gurus.

### **Free Viral Traffic Scams**

Most are unworkable or just feed your emails to a list that someone will try to sell you crap – and of course you will be stuck promoting other people's product(s) first before you see any real traffic or forced to “upgrade” to the paid version to make it work.

I have seen this variation in all kinds of marketing. In general you are told your URL will go viral and you add your website to a list of say 5 other people who have done the same. Now go somewhere and send this to some people and they will do the same causing your ad / URL to be seen by millions . . .

This seems probable and the math makes sense; **but the real issue here is human nature** – the focus of this tool is supposed to be to get people to look at your site. The problem is just like the traffic exchange, or FFA page issue; NOBODY cares about you or your business unless you give them a really good reason to do so and they only care about their success, thus there is no motivation to seriously consider visiting your site and using your offer!

So again this fails miserably as people are only concerned with themselves and do not care about your success. The best viral traffic offers that seem to have some promise always include a what's in it for me aspect **but it is the ORIGINATOR** of this program that gets the real traffic benefit not the people who add their link and push this to other people.

Again you need to be the CREATOR of a viral traffic idea and make part of this page dedicated to something you know these people can benefit immediately from or this will not work.

## Traffic Getting Software

Almost daily there are the latest “secret release” about how some dude struck it rich because they uncovered the latest “plugin” or freak algorithmic discovery software, or how some underground internet marketer from Russia broke the traffic code . . . that allows you to hack the internet and drive tons of traffic to your website with the push of a button.

In 15 years of marketing products online **I have never seen anything software based** that works like these ridiculous claims say.

The ads these guru’s run make this stuff sound cool and sleek and how fortunate you are to have found this software and how this can’t stay on the market long to protect the product so you had better sign up or else miss out.

**Don’t be FOOLED!** I guarantee you it is pure bullshit. If you take the time to do your homework you will discover that these kinds of scams set up shop, rip people off and vanish.

I have seen this scam done so many times it really shocking to me how many people fall for this. Nine times out of ten the software they push is some rip-off of free or shareware with a few tweaks a programmer was paid to make from Odesk for 50 bucks and will never work as shown.

NO software can generate the kind of traffic you need, not without a human component. Sorry. It’s just a fact at least at the moment.

There are legitimate software offers that can help you generate traffic, but nine times out of ten you can only partially automate the process. Perhaps someday there really will be a “magic bullet” software but don’t bet on it.

## Guaranteed Traffic?

It has been my experience that almost all “guaranteed traffic” sites are little more than frauds. You pay money and they deliver supposedly high quality traffic and you just sit back and make money.

Yeah right.

Here are some of the ways they rip you off;

1. Pop under's that are annoyances and are usually blocked (and hardly visible if they are not) and people click off immediately (but counted as legitimate traffic to you by these places)
2. Bots visiting your site every few minutes (no human) until your “traffic” is delivered and your hit counter or analytics record it
3. Overseas sweat shops that sell clicks (dozens of people sitting in a room in China clicking on ads that have no intention or even the money to buy anything from you even if they wanted to)

These can be easy to spot as you will see traffic all from the same IP address. More complex scams have software that rotates their proxies and IP addresses.

Spotting them also works by having a look at your weblogs. Your average visitor will stay at the page for sometime before closing it. So have a look at your logs and see how long people are staying. Take your average user and weigh that against some of the more suspicious ones.

Keep in mind that bots such as Google or Yahoo will identify themselves very clearly in your logs and might have a short visit period. The unique visitor that stays say 5 seconds and seems to stay only 5 seconds visit after visit is most likely part of a scam.

NEVER pay for traffic except possibly for legitimate and proven media buys or other reliable tried and true sources.

## The Path to REAL Workable Traffic

I'm sure the you are aware or have at least heard that some of the top traffic strategies like: article marketing, article writing, article submissions, pay per click advertising, media buys, blogging and of course SEO.

I do agree that many of these techniques can be properly used and marketing funnels set up to make them very effective. In fact you should focus on these as they are all real and 100% legitimate.

The problem is that in order to really make any of these techniques to work well for you, you **MUST** become knowledgeable in that specific kind of traffic generation technique; something **FEW** people want to do or have the time to invest doing.

Each has pitfalls, can cost you either gobs of time or countless hours often with crappy results initially because many people do not understand that these “traffic” methods are actually an investment in time versus eventual payout.

You must specialize, practice, fail repeatedly and in the case of pay per click spend a fortune before you finally reduce the learning curve sufficiently so that you can begin to have proper conversions.

In addition simply driving traffic to something is **USELESS** unless you have a method designed to **CONVERT** buyers from tire kickers.

The gurus will sell you fancy high packaged “courses” on how to generate traffic – but all of these methods **OMIT** one truth or gloss over it - unless you can devote **FULL TIME** to these techniques you are probably wasting your time or will only see minimal results.

The question is do you have a **LIFE**? The **TRUTH** is that most people **FAIL** with these techniques or give up way too soon because they **DO** have a life and it isn't marketing for 10 hours a day as they have no guidance.

## **Another BIG Concern . . .**

After the recent Google updates, the effectiveness of article marketing and anything related to mass article marketing has somewhat deteriorated or has tanked enough to cause havoc for some webmasters.

I know there will be people who will argue that point with me and have built entire businesses simply on writing articles; I would agree that article marketing is still highly effective but the content now needs to be 100% original AND for the volume of work necessary in order to achieve even a small steady flow of targeted traffic, you are looking at weeks of hard work.

Still you need to consider that proper marketing is always a good investment of time. Article marketing, search engine optimization, social media, paid media buys are 100% legitimate and where you need to spend your time IF you understand how to do these.

Yes you can be successful at this IF you devote a systematic approach to generating quality articles and all of your traffic getting activities.

## **The Traffic Dashboard** **Check It Out By [Clicking Here](#)**

### The Traffic Dashboard

If you haven't heard of it, six of the most powerful and traditional traffic generation techniques can be leveraged by using this tried and tested system.

You are shown step by step EVERYTHING you need to do for all of the top marketing methods that are proven to work.

I highly recommend this because the traffic dashboard will teach you real traffic strategies that are NOT entirely contingent on other people's activities (like Guru Promises, Google updates etc.).

In addition this is a proven product with rave reviews built by internet marketers FOR internet marketers and the strategies will tell you everything you need to do in order to be a successful marketer, step by step and will reduce your learning curve by months, even years

I own this product as well and I used it successfully to build real traffic over time and it has nothing to do with many of the “junk food” traffic techniques.

The system is based on sound tried and true marketing principles that still work well and is your best bet to break free from the lies.

## **Search Engine Traffic Reverse Engineered On Tap**

I still believe that search engine traffic is perhaps some of the best that you can deliver because you can target it. Where people fail with search engine traffic is that they simply drive clicks directly to an affiliate offer or complicated website and do not properly pre-sell people that are searching for information or target the correct buying keywords.

I really wanted to see if there was a way to provide good quality targeted traffic that was not only generated from the search engines but also was a one-stop shopping for all of my traffic needs AND was FREE!

I want to talk to you today about a system called Google alerts.

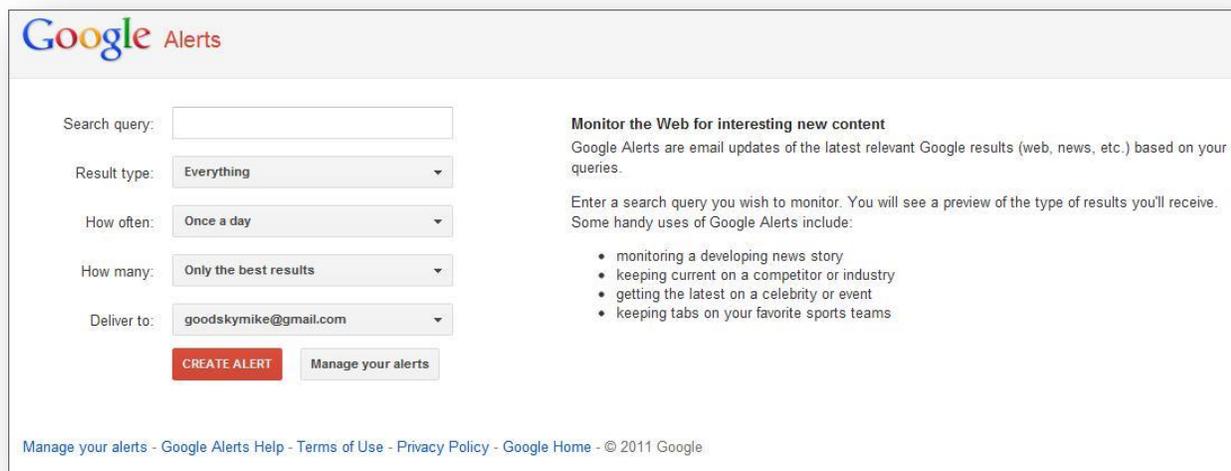
The Google alert system was devised so that you could keep up on current events trends and things happening of interest to you; all without having to search all over the Internet. You can add a few keywords to a system that then emailed you everything you wanted to know about. It's a great way to keep current on almost any topic.

It is based on Google's algorithmic queries so it uses the same engine that Adwords and all the major search engines do – so the results it can deliver to you are just as good as anything online.

Clever marketers have discovered that they can use Google alerts in numerous ways including how to target specific niches, traffic as well as

**using Google alerts to reverse engineer the pay per click process** and not having to pay a single dime!

In fact I've written several books and videos on this whole process, and I have different methods that you can use this tool to generate free traffic, backlinks and stay on top of your game with cutting edge information in your niche.



The screenshot shows the Google Alerts interface. On the left, there are several input fields and dropdown menus: 'Search query:' (empty), 'Result type:' (set to 'Everything'), 'How often:' (set to 'Once a day'), 'How many:' (set to 'Only the best results'), and 'Deliver to:' (set to 'goodskymike@gmail.com'). Below these are two buttons: 'CREATE ALERT' (in red) and 'Manage your alerts'. On the right, there is a section titled 'Monitor the Web for interesting new content' with a brief description of Google Alerts and a list of uses: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams. At the bottom, there are links for 'Manage your alerts', 'Google Alerts Help', 'Terms of Use', 'Privacy Policy', 'Google Home', and a copyright notice for 2011 Google.

## How It Works – An Overview

By setting up a Google alert you will be notified by e-mail whenever a topic of interest is published online. This can include virtually anything. Savvy Internet marketers are using the Google alert system to target their niches.

Let me give you an example: let's say you've published a book on dealing with aggressive dogs. You set up several Google alerts with the keyword “aggressive dogs” and anytime there is information published you will be given an e-mail with links to where this information can be found.

Clever marketers have figured out ways to target specific buyer keywords for people searching for this information is a form of a solution to a problem that they have.

So let's say Mary Smith, in Houston Texas is having problems with her dogs fighting with each other and behaving aggressively.

Like most people she spent several hours a day on Facebook and also search the Internet for entertainment and fun. She decides to post a question on Yahoo answers and the question is;

"I am having problems with my dogs behaving aggressively. They are fighting all the time and I'm not sure how to deal with these aggressive dogs. Does anyone have any suggestions on ways to deal with this situation?"

I bet you're already thinking and I see the wheels turning!

You will receive an e-mail alerting you that this question has been posted you can then answer this question for her and if you do it correctly you will have a new client AND this post can stay up for YEARS answering similar questions and driving traffic to you.

You just created a mini – traffic machine! Do this an hour a day a few times a week . . . this works better than article writing because you answer specific questions and offer a solution people need right away.

Of course there's more to this whole process and if you understand exactly how to create the right kind of keywords, you be able to track down many more people like Mary (you will even create high PR backlinks that are targeted to your website!)

## **Proven Blueprint - Making Money Online**



The gurus want to highly complicate things, make extended courses that you have to buy for big money and keep you hooked for years paying them a fortune. Below is honestly all you need to know

and DO to be wildly successful and the blueprint below has made millionaires over and over:

1. **Find a big problem in a niche and solve it** in a way that they want to pay for and need to pay specifically YOU. Now begin research on how you can create this product and then test it to ensure it works to solve the problem quickly and efficiently.
2. **Test your product** by visiting niche hangouts, getting people involved in using the product and collect testimonials. Audio and video testimonials are best. Make sure you show other people having the problem solved and how happy they are because of it.
3. **Now Make Your offer interesting, powerful and compelling** and prove to people that you really can help them regardless of they are clueless. Tell a powerful story, use humor and truth. Make your offer something people truly want to buy not what YOU want to sell them (ask them, hang out in forums to see what they want and craft your product to deliver what your niche wants).
4. **You need HIGH quality BUYING traffic from that EXACT Niche**  
One of the fastest ways to get traffic is to buy a solo ad from someone that has a mailing list in your niche (remember the site Safeswaps.com?) and setting a really compelling offer that creates a desire to want them to upgrade to your product. Seriously – this is the single fastest way next to pay per click for driving people to your offer.
5. **Pre-sell your traffic** A pre sell tells a story and adds an expectation that is then proven. The prospects can follow up by going to your main sales page from that point ready to buy, but remember that to actually SELL something you need to speak the niche's language and explain why they need to consider buying from you. Never send people directly to a sales page, first get them to want to buy with a compelling story that links to the sales page.

6. **Well written sales page** One way to ensure your success is to have help writing your sales copy on your main sales page. Either you can learn to do this or you can visit many of the top internet marketing forums and pay someone to help you. It is well worth a few hundred dollars to get a top copywriter to help here.
7. **Add A Backend Way To Make Money** Most offers have a complete marketing funnel. Many products even lose money up front but later make money because the value of a buying person on your mailing list is worth a fortune if handled correctly. You can promote a whole series of related products so keep this in mind when you build your marketing.
8. **Build Your Mailing List And Create More Offers** Remember to segregate your buying list from the rest and make your best offers to these people.

That's really it. No big mysteries, so secrets. Just do it daily.

## **How One Website May Hold ALL the Answers**

Wouldn't it be nice if you could go to a single website obtain information about your niche, see exactly what business models are currently working, find out how much traffic their websites are getting, and be able to analyze exactly where this traffic is coming from so you can do the exact same thing?

The website I am about to show you, you may already know about but I urge you to take another look at this remarkable resource on just how you to obtain all the information you need to be a highly successful marketer.

Please don't reinvent the wheel here. One of the best ways to succeed in your online endeavor is to copy what other successful marketers have already built and tested.

Being able to observe different marketing models, observe their Google analytics, analyze where the traffic is coming from and obtain detailed information on their revenue streams is all that you need to be successful as you can REVERSE engineer the ENTIRE PROCESS!

We're going to talk about an amazing site called Flippa.com

Despite what you think you might know about Flippa.com, I'm here to tell you some pretty awesome things you may not realize.

### **Number One:**

Flippa.com is already recognized as the largest website that both buys sells and trades in Internet real estate. If you're looking for good website, a new domain, and established workable business model, even pre-created websites entirely built for you, you have come to the right place.

Yet this is not the most powerful use of Flippa.

Flippa is one of the few places on the Internet where you can literally examine, completely, and entire business model from top to bottom.

Since people are trying to sell their websites on Flippa, they are required to provide detailed information on everything about their existing website, business, revenue and keyword information.

This literally is an open book explaining how they built their business, how they got their traffic, how their site is being monetized, what affiliate programs are working best for their niche, and keywords, exactly how they are making money, as well as the best markets that they have discovered.

This kind of detailed information would only be available if you hired a team of professionals or spent literally days doing intensive research.

### **Number Two:**

Savvy Internet marketers have learned that Flippa is the place to buy exclusive packages of pre-created websites including graphics packages, blogs, pre-done affiliate websites, mailing lists, buyers mailing lists, affiliate marketing mailing lists all in one nice neat little package.

If you consider the typical Internet marketer spends thousands and thousands of dollars simply to study their craft, imagine the hassle and time they could've saved by simply buying a pre-created money producing website. . .

**Perhaps one of the most important things that you need to consider about Flippa is the mailing lists that people have acquired.**

One of the best ways for immediate traffic to any website is acquire an existing mailing list through a domain and website that people have already subscribed to and push these people to your site (just make sure it somehow is related to what they already subscribed for or offer them another chance to opt in to your new list).

I'm sure that you know the importance of building a mailing list. I am here to tell you that simply acquiring an active mailing list that people are already subscribed to is one of the best ways to get in the game.

### **Number Three:**

Time is money as a marketer. If you're going to be selling your products and services you must be able to do this quickly. Acquiring an existing domain or pre-generated website content that has a proven track record, that is making money monthly could be the single best investment that you ever make online.

Think of all the money that you spent, the thousands of dollars (if you are an avid marketer) buying useless marketing materials, trying to figure out how to be successful online, when simply purchasing an existing moneymaking domain on Flippa could put you in that position overnight.

Will this cost you more money? I guess that depends on how you equate your investment versus time. Let me give you an example:

I spent many months developing testing tweaking and finally launching a website. When I was done six months of my life were gone, and it took another six months to develop a reasonable traffic flow and another year to

build up a good mailing list. My total investment on this one site (NOT including my time, energy and aggravation) was over \$15,000.

I simply could've bought someone else's work that was closely related to my niche and expertise. I recently saw on Flippa a similar website that was getting close to 5000 visitors a day, with an existing mailing list of over 50,000 people selling for \$8000.00.

Sure \$8000.00 seems like a lot of money, but we are talking immediate business that is functional, earning money and with a few tweaks from my background and knowledge in search engine optimization, I knew I could've doubled the output of this website in less than three months.

All the hard work is done, the products work pre-created, the website was rated for many top keywords in Google, there were hundreds of backlinks, and yes this would've been an awesome investment and would've allowed me to be exactly where I am now minus a year and a half of hard work and twice the investment.

## **In Conclusion**

I discussed how the Gurus will take advantage of you if you are not careful and I exposed the top scams to take money from you, keep you on the hamster wheel and broke.

Next we exposed outright traffic frauds that have little chance of working so you stop wasting time doing these things. I showed you one of the best traditional ways to begin your marketing career and discussed the traffic dashboard as an alternative to the ridiculous "Fast Food Traffic Generation" mentality.

In addition I also shared with you one of the best free sources of traffic which is targeted and from the search engines. I then discussed with you the SAME model the Gurus are using to rake in the money and what you MUST focus on if you want to be successful in simple steps.

We then discussed how to bypass month's even years of struggle by analyzing existing marketing models on Flippa and how you can simply buy

your way into success by looking for a similar existing niche you have some knowledge about and simply leapfrogging to immediate success.

Please take this information to heart. It will help you bypass the smoke and mirrors. Get started the right way online and make real money!