

# RAPID TRAFFIC SECRETS

## My Favorite Paid Traffic Methods For Getting More Leads, Sign-Ups, Sales & Cash Flow



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# INTRODUCTION

Traffic is the lifeblood of your business. Without it, your business is doomed. You can have the greatest business opportunity, product or service in the world, but if nobody's there to see it... well, you know the story.

However, contrary to what you might believe right now, you don't have a traffic problem. In fact, getting traffic is actually the **EASIEST** part of growing your business.

Let me explain...

After almost two decades of full-time online marketing experience and coaching hundreds of clients, the #1 challenge I've found most people face in their business isn't getting traffic (even though they think it is).

No, the #1 challenge is actually **turning traffic into sales** (conversions).

Traffic and conversions is really where the rubber meets the road. The traffic hits the offer, the sales process takes place, and a transaction is completed.

That's it.

So if you're currently getting traffic, but you're not profitable in your business, then you more than likely have an offer problem... or you might still be missing one or more key elements you need to have in place to take your business to 6 figures and beyond.

For example, in order to convert cold traffic into sales, people have to first know who you are, like you, and trust you. If any of those three conditions aren't met, you're sunk.

There's a specific formula I've been using since 2001 that completely automates the "know, like and trust" part so that all you have to do is focus on driving traffic to whatever business opportunity or products you're promoting.

If you've read my [Attraction Marketing Blueprint](#), then you're already familiar with my rejection-free formula (my secret sauce, if you will) for increasing conversions to your offers, so I'm not going to repeat it here.

Instead, this report is dedicated to the topic of how to get quality traffic to your site(s) using my favorite paid methods.

Because you can be the most amazing person in the world. You can have the world's best sales funnel. You can have the best compensation plan... but if you don't have traffic, NONE of that matters.

You NEED traffic. Your business (and your income) relies on it.

During the course of my long digital marketing career, I've spent (and have been involved in spending) hundreds of thousands of dollars in paid traffic.

That's a lot of friggin' clicks. ;-)

In a minute, I'm gonna share my favorite traffic-generating methods. They're the same ones used by many of the top earners you see on the leader boards.

You want to be in lead abundance; more leads flowing in than you can handle. You don't want a measly trickle, or even a few. The focus should be on filling your pipeline up so whenever you turn the faucet on, you have new leads waiting.

But before we go any further, let me cover some basics you need to know...

### **Free Vs. Paid Traffic**

There are thousands of different methods you can use to get people to see your offers. You just have to decide what you prefer to make a larger investment in; your time or your money.

For example, free methods can be extremely powerful — especially when they're used consistently over time.

Howeva...

There's no such thing as "free" traffic. If you're not paying with money, you're paying with your time, and as an entrepreneur, your time is your most valuable commodity.

Paid traffic, on the other hand, is the absolute FASTEST way to generate targeted leads (and sales) for your business. It's also the most SCALABLE.

See, unlike all the free methods, you can literally say, hey, I want to be in front of 1,000 people today... or maybe even 10,000 people. Starting small with less than \$50, you can take one good result once you have it, and grow your business simply by buying more traffic.

You just have to be careful where you buy traffic from... because most paid traffic sources (and I've tried tons of 'em) are complete garbage. I've had to learn that the hard way through lots of trial and error. I've wasted tens of thousands of dollars and countless hours testing all kinds of different traffic sources that just didn't work.

I want to help you avoid what I had to go through... which is why I wrote this report. That being said, in addition to giving you my own vetted list of favorite paid traffic sources that I personally use and recommend to my students, I'm also including a list of my top tools for maximizing your results.

So without further ado, let's dive in...

## PAID TRAFFIC SOURCES

### Solo Ads

Solo ads are arguably the quickest and easiest way to get laser targeted eyeballs to your offer and build a list of subscribers.

If you're not familiar with solo ads, they're a form of paid advertising where you pay someone with an email list to send a stand-alone email to their subscribers promoting your website.

Simply order how many targeted visitors (clicks) you want, provide your capture page link so you can capture their email addresses, and kiss your traffic problems good-bye! No need to write ad copy or mess with any complicated techie stuff.

However, there's one big caveat: if you don't know what you're doing, buying solo ads are the online equivalent of wandering into shark-infested waters.

### Understanding Different Types of Solo Ad Traffic

When it comes to buying solo ads, it's important to understand the different types of solo ad traffic that's available.

The most basic type of traffic, which also tends to be the cheapest, is **standard traffic**. Standard traffic includes traffic from almost every country in the world and typically converts at a very low rate (unless you're promoting strictly free offers).

The other type of solo ad traffic you can purchase is **top tier traffic**. It's called top tier because it consists of only traffic from the top 5 English-speaking countries: the U.S., Canada, UK, Australia & New Zealand.

Top tier traffic usually converts better with both low-ticket and high-ticket offers due to the majority of the subscribers speaking English and having a credit card — they spend more money.

Most solo ad providers generally sell clicks consisting of 70% – 80% top tier traffic and 20% – 30% standard traffic. But just because the traffic is top tier, doesn't always mean the opt-in conversion rate is higher than a top provider of standard traffic.

I've found that when buying traffic, there are typically two types of subscribers; those who are looking for free moneymaking opportunities and products, and those who are predisposed to buy.

If you're offering a free-to-join opportunity or product, you could go with either type. But if your offer requires a payment up front, then you'll want to stick with top tier solo ad providers who have buyers on their lists.

As you can imagine, finding good quality solo ad providers with buyer lists isn't easy. It can sometimes be as difficult as finding a needle in a haystack. However, when you know who the "golden" solo ad sellers are, you can build a responsive list FAST.

Luckily for you, I'm going to hand my small, but valuable list of favorite solo ad sellers to you on a silver platter. But first, I want to share some common pitfalls a lot of cash-strapped newbie marketers run into...

## **When Solo Ads Suck**

Solo ad vendors are NOT created equal. In fact, the vast majority will send you nothing but junk traffic and freebie seekers who will never join your business or buy anything from you.

I want you to be aware of the shenanigans that go on in the industry, so here are some dirty little secrets scammy solo ad vendors don't want you to know:

- 1. Stale, Dead Traffic** - Most solo ad sellers (even the legit ones) build their list by buying traffic from other solo ad sellers. In other words, they're all incestuously sharing the same lists!

I've tested a ton of them. I know who the worst ones are... and who the best are. I know who takes your money and runs... and I know who delivers top-quality traffic and buyers.

And it really doesn't matter if you're buying clicks for as little as \$0.30 from legit solo ad directory sites like [Udimi](#); the leads you're getting are often from tired lists of people who've been hammered to death with zillions of offers.

So you can end up getting tons of new subscribers with ZERO buyers! This happens because many of these solo ad sellers' lists are filled to the brim with tire kickers and free-loading 'freebie' seekers who have no interest in buying anything.

But there's another reason you might get zero buyers. Some sleaze ball solo ad sellers are just pimping low-quality clicks. They buy cheap traffic from various sources for pennies on the dollar and send some of those clicks your way.

In some cases, you could pay a solo ad seller \$1 per click, but you're sent traffic that costs \$0.10 per click. You pay \$100 for 100 clicks and get 100 junk clicks that only cost the vendor \$10, who makes an unethical profit of \$90 at your expense.

So you paid for 100 clicks and they gave you 100 clicks... it just wasn't actually from their own list. It was cheap, unsorted traffic they bought for pennies and sold for dollars — they promised a sports car and sold you a sedan!

- 2. Bot / Fake Traffic** - Did you know that as much as (and I'm not kidding) 40% of ALL clicks from solo ad sellers these days are from bot traffic and NOT real human beings? It's nuts.

Bot traffic includes any non-human driven activity, such as automated scripts that literally INJECT leads right into your autoresponder, or fake clicks that look like legit traffic but aren't.

**3. No Way to Scale** - Your offer is only as good as how big you can scale it. If you happen to find a good solo ad seller, it's possible that they only have a limited amount of traffic they can send you before their list gets beat up with your specific offer and response rates drop.

In order to get to the point to where you can build a real online business that's producing \$1,000's a month and growing, you need a way to get ENDLESS amounts of fresh traffic.

### My Top 'Solo Ad' Provider List for REAL Buyer Traffic

A few years ago, things were different. You could build a huge email list and send autoresponder messages to them day and night. A good percentage of them would open your emails, click on your links, and some would buy your stuff.

That's no longer the case, which is why it's important to focus on building a BUYER list. To find buyers, you've gotta go where the buyers are... and with that in mind, here are my favorite 'solo ad' sellers...

### [HumanEyeballs.com](http://HumanEyeballs.com) - My #1 Recommendation For High-Converting 'Done For You' Traffic

HumanEyeballs was started by Bob Becket and James Starr, two home business industry veterans whom I greatly respect. They're not technically a "solo ad" seller, however they do deliver some of the best quality traffic for promoting home business / make money online offers.

For example, on a recent 500 click package I purchased, I received 283 optins and 12 sales within the first 24 hours after the traffic started flowing:

	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Alex Stotz	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Alejandro Ri...	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Kendre Wats...	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Laquisha Str...	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Andy Gibbs	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Antonio Hill	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Farrah Atkins	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Patrick Wald...	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Carol L.Boda...	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Giancarlo So...	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Natasha Ads...	Tue 8/23/21
	... You're making money!	New sa	E Walker Tri...	Tue 8/23/21
	... Your team is growing!	New AS	Corazon Briz...	Tue 8/23/21

Obviously, I'm not guaranteeing you'll get the same results that I did (you could do better or worse)... but the fact of the matter is HumanEyeballs continues to be a very reliable source of traffic for me and many of my students.

The other cool thing I dig about HumanEyeballs is that they guarantee a 40% optin rate. If they don't get you at least 40%, they'll keep sending you traffic until you receive 40% of the clicks you bought in leads. How cool is that?

When you [order a traffic package](#) from them, they'll create a capture page for you — you just supply them with your autoresponder code using their instructions, and voila!

### **Igor Kheifets (Solo Ads Traffic Broker)**

Igor is one of the most trusted (and badass) solo ad vendors I know of in the entire home business industry. Unlike other solo ad sellers, his traffic is 100% Tier-1: 90% of his visitors are from the United States and 10% are from Canada, Australia, New Zealand and the UK.

His traffic is a bit pricier than most and can take a up to 3 weeks before you start receiving clicks, but you get what you pay for... and his top-notch traffic has been proven to convert well with all kinds of offers in the home business / make money online space.

Another benefit with buying traffic from Igor is that you don't need to provide him with a swipe email for your offer. He personally creates all the marketing materials (including the solo ad) for every traffic campaign he sells.

Overall, Igor's solo ads are a great high-quality alternative for not only testing purposes, but for scaling your traffic as big as you dare. He also has his own [podcast](#) where he shares tons of valuable insights about traffic and building your business online.

## **Pay-Per-Click (PPC)**

What would it be worth to you if you had a guaranteed endless supply of quality, targeted traffic flowing in on autopilot? Well, that's the power of what Pay-Per-Click (PPC) advertising can do.

Pay-Per-Click (PPC) is an extremely automated advertising method that I've personally been using since 2002. It typically involves creating a text or banner ad that links to whatever website you want to promote.



In essence, PPC advertising is all about bidding for the top or leading position on search engine results and listings. As an advertiser, you do this by buying or bidding on keyword phrases that are relevant to your business, products or services.

Whenever someone clicks on your ad, you're charged a fee — the higher the bid, the higher the spot on the search results (and more clicks). Depending on the market you're going after, this can be as little as \$0.01 per click, all the way up to \$20+ per click.

For years, Google Adwords was the king of PPC platforms (and still is for certain industries)... but then came the infamous 'Google Slap' when Google really clamped down on affiliate and network marketers who were promoting business opportunities and products they didn't own.

I remember around 2006 or so when 100,000 - 200,000 Google Adwords accounts were shut down without warning (mine included). Needless to say, you won't get very far if you try promoting your business opportunity using Google Adwords.

Fortunately, there are a couple other solid PPC alternatives you can get started with on a small budget of just \$5.00 a day...

## **Bing Ads**

Bing came onto the PPC scene in 2009 after MSN Search had become difficult for Microsoft to brand as a go-to search engine. They had to do something, so they started off with a new name and new look.

Today, the Bing ad network is one of the best PPC platforms to advertise your business and/or products and services on.

Even better, it allows your ads to run on two separate search engines: Bing.com & Yahoo.com (also includes the AOL Network). Plus, compared to Google, Bing is much more affiliate and biz-opp-friendly (as long as you follow their rules, of course).

It's one of the rare platforms that has high quality traffic, high volume, and is easy to set up tracking for. Let me share a few different ways you can profit from Bing PPC...

## 1. CPA Offers (Cost Per Action)

With regular affiliate marketing, someone has to actually buy the product you're promoting in order for you to get paid. The beauty of CPA marketing is that while sales conversions still apply in some cases, your visitor usually has to take a much lesser action in order for you to get paid.

For example, many of the largest CPA Networks (like [MaxBounty](#)) will pay you for simply generating leads. All that's usually required is that your site visitor enters their email address for more information (or a free eBook, etc.). The payouts are anywhere from \$0.60 - \$2.50 per lead.

Here's a high-converting CPL/Pay Per Lead offer I promote via Bing PPC:

**Take Online Paid Surveys**

Join the finest minds in consumer research and change the world one product at a time. Share your unique opinion and get paid for it! Participation required.

**SIGN UP - IT'S FREE!**

Email address:

Yes, I have read and agree to the Terms and Conditions.

**GET STARTED**

**OVER \$5 MILLION PAID!**

- Review products and take simple online surveys
- Make a difference by sharing your opinion
- Receive up to \$100 per survey completed
- Choose to keep the products that you review

“ Thank you so much ... I look forward to receiving more checks in the mail from your company! ”

For every lead you send to this vendor, you get paid \$1.60... and as you can see, all that's required from your visitor is an email address.

Anyone you refer to them will be monetized on the back-end with some sort of offer to participate in consumer research surveys. I'm sure you've seen sites for insurance quotes, auto loans or other similar offers. Some of these companies pay as high as \$30 for a full form-submit.

The strategy here is to do keyword research, setup your PPC campaign(s) and tracking, and start monetizing the traffic. On one of my Bing PPC campaigns, I earn thousands of extra dollars on autopilot promoting a few high-converting CPL offers:

Campaign	Format	Price	Clicks	Conve...	Revenue	EPC
Online Business Plan	CPA	\$110.00	2	0	\$0.00	\$0.00
My Millionaire Mentor	CPA	\$85.00	63	0	\$0.00	\$0.00
My Millionaire Mentor	CPA	\$1.50	2,437	927	\$1,390.50	\$0.57
My Millionaire Mentor	CPA	\$110.00	29	0	\$0.00	\$0.00
Home Business 101	CPA	\$2.80	52	0	\$0.00	\$0.00
Home Based Bus...	CPA	\$1.35	45	4	\$5.40	\$0.12
Home Loans For U...	CPA	\$60.00	24	0	\$0.00	\$0.00
Freedom In 30 Days	CPA	\$1.25	68	16	\$20.00	\$0.29
Financial Health Res...	CPA	\$120.00	8	0	\$0.00	\$0.00
62 Money Smart... CPA	CPA	\$65.00	15	0	\$0.00	\$0.00
Countdown To Profit	CPA	\$110.00	28	0	\$0.00	\$0.00
Countdown To Profit	CPA	\$1.50	5,271	2,287	\$3,430.50	\$0.65
Cash With 100... CPA	CPA	\$75.00	50	1	\$75.00	\$1.50
* * *			<b>9,835</b>	<b>3,520</b>	<b>\$5,412.90</b>	*

<< < Page 1 of 1 > >>  Rows Per Page: 30

You can start to see just how scalable CPL offers are, but this is just one way you can earn money through Bing PPC.

## 2. Clickbank & Other Affiliate Offers

You've probably heard of Clickbank, right? Clickbank is a directory of affiliate offers. If you don't have your own products or offers, Clickbank is a great place to get started.

You can promote anything from informational products, weight loss, make money online, gardening tips, woodworking, diabetes, gaming, and thousands of other types of offers, and earn up to 75% commissions.

One benefit of promoting Clickbank offers is that you can direct link through Bing (if the page meets Bing's advertising guidelines/terms of service). However, I've learned that it's better to use custom landing pages (and advertorials) because they usually increase your conversions and overall results.

### 3. Building Your List

Another way I monetize through Bing PPC is building a list, which then allows you to sell affiliate products, CPA offers, or your own products/services on the backend. The key here is to create a winning campaign and let it run.

Here's a screenshot showing my primary 'make money online' campaign on Bing (the top one):

mpaign	Budget ?	Delivery ?	Campaign Type	↓ Clicks ?	Impr. ?	CTR ?	Avg. ? CPC	Spend ?	Avg. ? pos.	Qual. score
Overall total - 39 campaigns	276.00/day, 0.00/month			30,339	3,934,584	0.77%	0.19	5,790.99	5.32	
Work From Home Jobs	55.00/day	⚠ Campaign paused	⋮ Search & content	26,039	3,124,709	0.83%	0.17	4,405.45	5.32	9/10
Targeted by City	15.00/day	Eligible	💡 Search & content	1,769	113,413	1.56%	0.35	618.48	4.53	8/10

On average, I spend \$0.17 per click on Bing and have a 40%+ opt-in rate to my capture page. But what's great is that in addition to getting paid daily frontend commissions, I'm generating several thousand leads per month for FREE!

How?

Well, again, I'm simply promoting CPL offers to my leads on the frontend, and then monetizing the backend with other high-converting offers.

If you decide to not promote CPA/CPL offers on the frontend, then be sure to deliver some sort of quality content upfront (like a free report, course, etc.), and then link to your paid training or business opportunity on the backend.

From my experience, I've found that building a list is the best way to create a long-term income-producing asset. You can maintain contact with your customers/clients, and if they dig your training (and you), they'll most likely buy from you again and again. At the end of the day, it's the relationship with the people on your list that matters most.

Now, a winning campaign on Bing takes a bit of trial and error to get it right. I haven't seen anyone hit a home run on their first attempt. So if you're interested in giving Bing PPC a try, but would like some solid step-by-step training, I recommend picking up my friend Chris and Jason's [Bing Breakthrough Formula](#) course.

Thing is, I already had a lot of PPC experience before I bought their course. But I learned so much more from these guys than I ever expected, especially when it comes to tracking and optimizing. They even give you some of their exact funnels, offers and strategies to copy.

Bottom line: if you want to learn everything there is to know about Bing PPC, building massive lists and promoting affiliate offers, be sure to [snag a copy of their training](#) before they realize they're not charging enough for it and raise the price. ;-)

## Facebook Ads

With over 1.5 billion active users, and the ability to target your ideal prospects based on tons of variables like location, age, income level, interests, marital status, and more, [Facebook advertising](#) can be a great source of targeted traffic for your business.

However, Facebook has strict rules as far as what you can and can't do, and if you don't abide by these rules, your ads will be disapproved and your account may be "flagged" or even banned (I know because it happened to me).

Although Facebook is a social sharing network, it's NOT MLM friendly. So they won't allow you to directly promote anything that makes large income claims or looks like a "get rich quick" scheme.

What Facebook DOES like is useful, educational and valuable content... so that's what you must provide.

There are plenty of courses out there that teach free methods how to approach people about your business and build relationships on Facebook, but these strategies can be very time-consuming and will backfire if done incorrectly.

If you want to get results faster and easier, then using their paid advertising platform is the way to go. But again, you just have to follow their rules and be very careful about how you word your ads.

You can only create an ad from your Business Page (otherwise known as a Fan Page). So my first tip is to start a fan page and brand YOU, not your business!

My second tip is to **only use a custom funnel that's hosted on your own domain**. Never, ever direct link your ad to an affiliate or network marketing company's replicated website, capture page, or video sales letter.

A custom funnel will keep your Facebook ad account safe and allow you to create profitable campaigns that last. Here's the flow of what's worked best for me...

I send Facebook traffic to a simple capture page like this one where I promote a free internet marketing course:



100% FREE ONLINE COURSE

## THE 6 SIMPLE STEPS TO BUILDING A 6 FIGURE BUSINESS ONLINE

(100% FREE TRAINING | RESULTS IN 90 DAYS OR LESS)




Notice how generic it is and how it doesn't mention any income claims. Think about a free giveaway (PDF, Video, etc.) that your target market would love, and use that as a free lead magnet on your capture page.

Anyhoo... once someone opts in to my custom capture page, they're redirected to a bridge page with a 2-minute video that introduces me, pre-frames the offer, and gives a simple call to action.

Note: A bridge page is used to warm up your cold traffic. You don't ever want to just send your traffic to a sales page without bridging them over first. You can. But you'll see extremely low conversions, if any at all, if you do that. Just sayin'.

If you're not comfortable being on camera, you could also use a text-based bridge page like the example below (just make sure you include a photo of yourself):

## Thank You!



Hey there, Brad Weinman here (< that's me and my wife, Chiara on the left). Thanks for entering your information...

The free training I offered you on the previous page will be sent to your email shortly with the subject: **[Download] Your 6-Figure business plan.**

If for some reason you don't see an email from me, then be sure to check your spam / junk folder and whitelist my email address.

While you wait for my email to arrive, click the "Watch This Now" button at the bottom of this page.

It will take you to a short video by my friend Mack that shows you how you can test-drive my \$3,000+ a day system TODAY for only \$1!

Go ahead and click the big yellow button below and I'll see you on the inside!

Talk soon,  
Brad Weinman

[Terms & Conditions](#)   [Privacy Policy](#)

**Important:** Make sure every single page in your funnel includes a link to your Privacy Policy and Contact Us page. You can easily create a Facebook compliant privacy policy in seconds using the free privacy policy generator over at [connectio.io](https://connectio.io).

One more thing I like to also include at the bottom of every page is this blurb:

THIS SITE IS NOT A PART OF THE FACEBOOK WEBSITE OR FACEBOOK INC. ADDITIONALLY, THIS SITE IS NOT ENDORSED BY FACEBOOK IN ANY WAY. FACEBOOK IS A TRADEMARK OF FACEBOOK INC.

If you're not familiar with how to use WordPress Themes and Plugins, I recommend a more user-friendly resource like [Clickfunnels](https://clickfunnels.com), which makes it super simple to build this type of custom funnel.

Not only can you use it to quickly create killer lookin' mobile-responsive squeeze pages, but you can also use it to create full-blown websites as well.



The last tip I have for you is to use the power of Facebook's 'Interests' targeting capabilities to really hone in on the exact target audience you want to see your ads.

If you want to attract people just like you, think about the kind of interests YOU have that can be targeted. For example, if you're in network marketing, you can target people ages 25 to 55 who are interested in personal development, Jim Rohn, Eric Worre, Tony Robbins, etc.

I also suggest targeting people who are most likely going to have the money to join your program or buy your service. For example, if your program is \$1,000 - \$10,000 to get started, you may want to target people whose annual income is \$100,000+. That way, the people who see your ads will be able to pay for your program or service.

## YouTube In-Stream Ads

Next to Google (its parent company), YouTube is the #2 search engine on the web. Video is the absolute fastest way to build rapport with complete strangers, and one of best kept secrets for online lead generation (that hasn't become very crowded and competitive yet) is YouTube pre-roll advertising (aka, in-stream ads).

Using Google's Display Network, you can have any YouTube video you create roll before the videos viewers on YouTube want to watch.

You've probably experienced this yourself where you go to watch a video, and then all of the sudden a commercial starts playing. You have to watch it for five seconds before you can hit "Skip Ad".

In-stream ads look like this:





Most corporate advertisers (like Verizon) use YouTube in-stream ads to raise awareness about their brand and latest products and services. But for home business entrepreneurs like us, they're a fantastic way to drive highly targeted leads to a squeeze page.

In order to run YouTube in-stream ads, you'll need to first create a [Google Adwords](#) account. Then you simply setup a Video Ads Campaign.

As with any advertising method, it's important to follow the simple guidelines that are required to keep your account safe and compliant.

Here are some tips to help you save time and money, and maximize your results:

1. The biggest obstacle to using in-stream ads is that you have to have a good video. I suggest keeping it short (60 seconds to three minutes max).

A simple video format that works best is: Introduction >> brief background and a personal story that creates relaxed relatability >> how you solved the problem >> share social proof >> end with a call to action.

Make your prospects feel the pain points of the problem you solve and then inspire them with the benefits of your opportunity, product or service.

2. List your capture page link as the first thing people see in your video description.
3. More and more people these days are using their phones as a primary way to check their email and surf the net. So make sure your entire funnel (everything from your lead capture and bridge page to your sales page) is mobile optimized.
4. Like Facebook ads, you can target specific interests with in-stream ads. However, you can also show your video ads based on specific keywords or phrases related to a YouTube video, YouTube channel, or type of website that your potential prospects are interested in or searching for.

## The Importance of Tracking

A report about online traffic sources wouldn't be complete without me touching on the subject of tracking... and it's even more important when you're dealing with paid traffic.

After all, how else are you supposed to know what your hard earned money is getting you? It's as simple as that.

Without a proper and concise way to track your results, you can't accurately measure things like where your leads are coming from, what your conversion rate is, how much a new recruit or customer is costing you, how consistent, or inconsistent your provider is, etc.

Bottom line, you must track your traffic. Otherwise, it's a crapshoot where you're flying blind in the wind and more susceptible to bleeding money on junk traffic. Although I'm almost obsessed with tracking all of my traffic now, the truth is, I put off doing it for many years.

I know better now, and as a result, I've seen my overall ROI from paid traffic sources continue to grow as I tweak and fine-tune my funnels.

There are several ways you can track your paid traffic and many of them are very user-friendly. Which one you choose depends on your budget and the time you're willing to invest in growing your business.

### **Here's a list of my favorite tracking tools (free and paid):**

<http://bitly.com>: Bitly is a free URL shortening and tracking service. The tracking is pretty basic, but it's better than not using anything.

<https://goo.gl>: Goo.gl is another free URL shortening and tracking service owned by Google. Just make sure you're logged into your gmail account before you go to the website.

The free resources above don't offer much in the way of precision tracking, but they seem to do the trick at a very basic level. They're certainly better than nothing.

Another option (and the better of the two) is to use professional tracking software. Tracking software allows you to create specific URLs that you can advertise, and then be able to track raw and unique clicks so you know how much money every click is making you (or losing for you).

[ClickMagick](#) is the easy-to-use (and inexpensive) ad tracking and link management tool I personally use. The real-time reports are great for measuring the effectiveness of your campaigns:

Link Name	TC	UC	FC	A	ACR
10 Steps to a 6 Figure Free Report	158	133	26	163	122.6%
Business Coaching	27	10	4	-	-
Business Coaching	15299	14264	114	5881	41.2%
100 Ways to Profit	6884	5496	43	188	3.4%
100 Ways to Profit	29	26	0	1	3.8%
100 Ways to Profit	2560	2302	16	57	2.5%
100 Ways to Profit	652	622	4	28	4.5%

ClickMagick does everything from tracking capture page opt-ins & sales, rotating URLs, GEO targeting, and a bunch more. It even lets you add custom pop ups and “MagickBars” to ANY page (even affiliate links and sites you don’t control!).

Out of the dozen or so tracking tools on the market, ClickMagick is the most affordable and easiest one to configure, so I recommend starting with it. They offer a free 14 day trial, so [take it for a risk-free spin](#). You won’t be disappointed.

Again, without this kind of tracking in place, it would be difficult to figure out which ads, traffic sources and offers are performing the best, which is why I use it every day.

## Final Thoughts

Thanks for your interest in this report. I hope you found value in it, but I hope even more that you actually put these traffic sources to good use.

Of course, knowing how to generate leads online is only PART of the equation. You really need the full blueprint if you want to build a true “lifestyle business”.

I struggled the first 3 – 4 years on the internet until I started using a [proven blueprint](#). It's exactly what you need to know to have a successful business online, automate your income and live the life of your dreams.

If you have any questions or comments, want more info, or get stuck, just let me know. I'd enjoy hearing from you.

Here's how to contact me:

Message me on Facebook here: <https://www.facebook.com/bradweinman2>

Email me here: [passiveincomerenegade@gmail.com](mailto:passiveincomerenegade@gmail.com)

On Skype: bradweinman

Whether we end up doing business together or not, I wish you all the success you desire!



*Brad Weinman*

P.S. There comes a time in every entrepreneur's life where having a trusted resource to call on in times of need can be a serious lifesaver. Sometimes you just need someone to tell you what to do next.

I offer personalized one-on-one “get unstuck” coaching & consulting sessions to help you do just that. Whatever you're struggling with right now, chances are I've probably been in your shoes and have made it through to the other side.

If you want to shorten your learning curve and receive hands-on guidance directly from me, [click here](#).