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# Introduction

Let's see if the following paragraphs sound familiar to you...

When you first discover Internet marketing you get all excited - and make no mistake about it, Internet marketing IS REALLY EXCITING. Quite frankly the money making potential if you have an online business is massive and VERY easy to see...

So, you went off and learn as much as you can about it. You've learned all about how to build a website, how to use FTP and how to set up a Wordpress blog. You've read and learn all about email marketing and how to build a squeeze page, how to create an information product and how to build a business around it.

But a few months or weeks down the line nothing much has happened.

Am I right?

And then it has hit you like a ton of bricks...

None of these things matter if you don't have traffic, because this is the lifeblood of your online business. And if you don't have it, than nobody will see your offers and you won't make money.

I know it sounds really rude, but this is something the most newbies completely miss and some "advanced marketers" too. There are some people who even think that you can just throw up a website and hope that other people find you...

But sadly that's never going to work. You have to actively go out and tell people about your sites, and this is what I call to have a traffic strategy.

Building traffic alerts people, and the search engines that a website is on the Internet. Without traffic, there are no buyers. Without buyers, there is no income, and without income, there is no business. Even if you're not directly selling a product, solely making money on ad clicks, without people there to click the ads, you're not going to earn anything.

This eBook will walk you through the basics of some of the not so popular, even secret traffic methods which you can use right away. None of these methods are guaranteed to bring you millions, and none of these methods will present overnight success. No matter how you cut it, Internet marketing takes hard work, and will not bring you instant riches even when all these methods are proven (thousand times) to work on a daily basis.

In this book, I'll discuss various free methods of building traffic and their advantages, as well as a bit of information about how you can use each of these to expand your business.

So, after this long introduction, now is time to start your traffic journey...

## Free vs. Paid Traffic

The great thing behind the free traffic strategies which I am going to cover in this eBook is that you don't *have* to pay to advertise your website and bring traffic to it. Cool, don't you think?

However, free of monetary investment doesn't truly mean REALLY FREE. Sometimes many Internet marketers forget that time also equals money. If you're starting out on a small budget, you're going to have to invest more time to get your business off the ground, but at some point, the time you spend becomes just as valuable, if not more so than the actual money you're "saving" by using free traffic methods. You'll have to decide what the trade off is for you, and whether or not you can really afford to invest "time" into free advertising.

Another point worth mentioning about free traffic is, you'll likely have to spend a good amount of time before you will see results that can make a difference. Though paid traffic won't necessarily have instantaneous results, it generally produces quicker results than free traffic methods.

Ideally, paid traffic is the best option to really get the business up and running. For people who have a limited budget, it is best to use a combination of free and paid methods to get the best results in the shortest amount of time. And because we are sure that you will want to shoot your business as rocket in the stars of profits, that's why we have prepared another course for you which is about paid traffic. This is a video course which will give you 10 methods, which can definitely bring you more money.

# Free Traffic Methods

If you're running on a tight budget and don't want to spend money on advertising, there are several free traffic methods you can use to grow your website traffic faster than before. Remember that when you opt for free over paid marketing tactics, you will have to invest more time, and the results are typically slower.

## Magazine Marketing

Magazine marketing is a good way to generate traffic to your website, but it will only work if you're providing something of value to the magazine readers. In other words, you can't just join the platform and wait the traffic to flood your website, but I am sure that the most of your competitors don't know about this traffic source. So, listen closely, because now I am going to discover the name of it.

It is called **ISSUU** – [www.issuu.com](http://www.issuu.com).

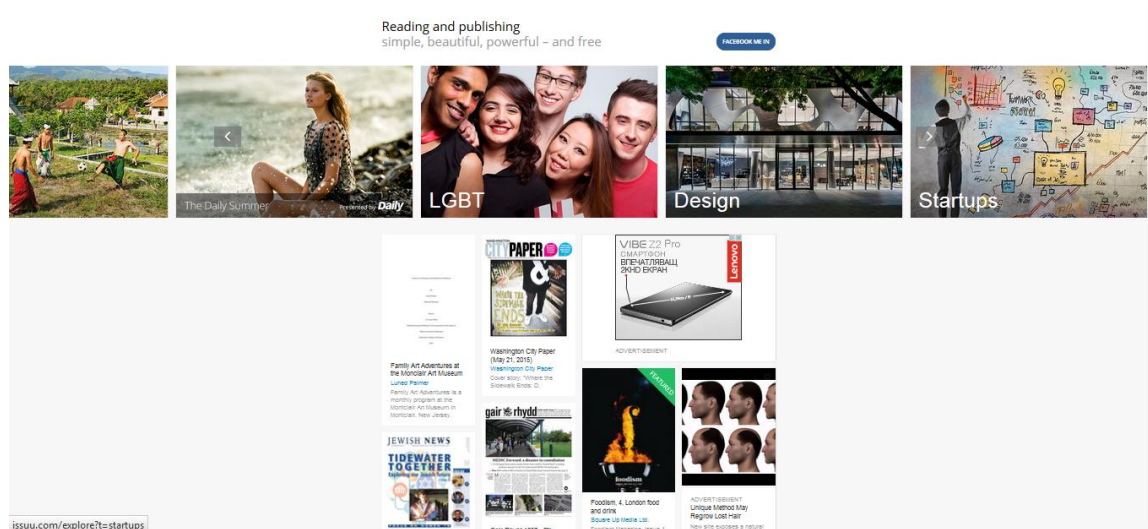
Have you heard about it?

Issuu is the fastest-growing digital publishing platform in the world in which everybody can join for free and use its traffic. And when you become familiar with it, you should consider its paid plans, but you don't need to pay anything to start generating traffic using the power of ISSUU.

Why you should consider Issuu as one of your traffic sources?

- It has more than 85 Million readers every month
- More than 5000 impressions each minute
- It is totally FREE to join
- It is really easy to use

Let me show you how the platform looks like...



This is just part of it. There are so many magazines there which you can use to learn from and benefit.

How to use this platform in order to flood your website with traffic?

First, you have to go here and make a simple registration which takes about 1-2 minutes and NO credit card is required. Just click on “Create account” button and fill all the necessary fields and you are ready to rock. 😊



## Create your account

Connect your Facebook or Google+ account



or use your email

Profile name ⓘ

Your name, publication or company name

A valid email is required

A password with 4 to 30 characters is required

At least 4 characters

☐ I accept the [Terms of Service](#)

SUBMIT

When you are ready with the registration and enter your members' area, this is what you are going to see:



Dortat

Welcome Dortat

Now publish your content — it's surprisingly easy

LEARN HOW



### No extra work

No coding and easy-to-read statistics. Just upload and you're done.



### Dynamic & beautiful

Just the way you designed it, on any browser and any device. Optimized for search and social.



### Grow your audience

Expand your reach by tapping into Issuu's audience of over 85 million readers.

NOT READY TO PUBLISH?

START READING ON ISSUU, IT'S FREE

Then you should click on “Learn how” button and when the new page opens, you should click “Continue” which is located below the free plan.



## Reach 80 million readers anytime, anywhere

MONTHLY ☒ ANNUAL - SAVE 10%

<b>Plus</b> <b>\$26</b> per month, billed annually <b>FREE 14-DAY TRIAL</b>  Customize your reader Basic Features + Ad-free reader + Standalone reader + Limited Analytics	<b>MOST POPULAR</b> <b>Premium</b> <b>\$35</b> per month, billed annually <b>FREE 14-DAY TRIAL</b>  Drive user engagement Plus Features + Branded reader + Share & comment controls + Advanced Analytics	<b>Basic</b> <b>Free</b> No credit card required <b>CONTINUE</b>  Upload and share On iOS & Android apps Embed anywhere Unlimited publishing
---	--	--

When you click the button “Continue” the next thing which you should do is to fill all the fields for your profile and add a picture of you or your product if you want. If you want to use ISSUU for brand awareness, put your picture (it should be a smiley photo of you) and if you want to promote a product, put its photo there. Simple, isn’t it?

## Complete your publisher profile

Take a few seconds to complete your profile or [skip this step >](#)[Add profile picture](#)

Name

First

Last

Company name

Tell us about your company...

Website

http://

SUBMIT

When you finish with your account setup, the next step is going to be to upload your first pdf file which is going to be converted to magazine, which is really cool. And if you are not ready yet for publication, you can press the “Cancel” button in the upper right corner.

So, now you know the basic set up of ISSUU and the big question is still there – how to drive traffic using it?



Now, I am going to answer it.

First, you should be ready to give something for free. It should be in a PDF format and it should be valuable. The great thing is that you can put all your affiliate links or links which lead to your website all over your file. This gives you the opportunity to advertise whatever you want as much as you want, which is absolutely perfect.


But how to get people to see your magazines?

Actually, ISSUU is somehow a new type of social media which means that you have to have followers in order to get traffic. And how to do this?


Click on the button “Following” and then in the search bar you should write your keyword and hit Enter.

issuu weight loss  Upload Explore Feed Publisher Tools Stacks **Following** 


### Stacks




**Weight Loss**  
9  
Beth Mobridge



**Lifestyle**  
24  
Anjanette Delgado




**Lose Weight Fast**  
13  
Anetta Lee




**Weight loss**  
10  
Fran Gamble Pugh

[More](#)


### **Publishers**




**The BIG Weight Loss Magazine**



**weight loss**  
2



**weight loss tips prabhu**  
1



**weight loss chart**  
1

At the bottom of this image you can see the publishers about the topic weight loss and these are not all, of course. My suggestion for you is to follow all these guys and gals, but you should also follow their followers. This is how you will get a lot of followers and traffic to your website.

**FOLLOW** 2 Publications **55 Followers**



**The BIG Weight Loss Magazine**

United Kingdom

BUT....

Before you start following people, you should:

- Set up your profile (all details should be written and there should be a photo too)
- Have uploaded at least 2 magazines

The other great thing about this traffic source is that you can use it for all niches and if there aren't magazines in your niche, this would be perfect. Why? Because you will not have competition.

But, maybe you are wondering how to get followers in that case? Very simple, find out what your customers are interested in (e.g. what are their hobbies, what do they eat, what are they passionate about and so on) and then search for publishers about this topic, follow them and their followers too.

Now, you know how to use the power of this not so popular (even secret) BIG traffic source, just go and conquer it. 😊

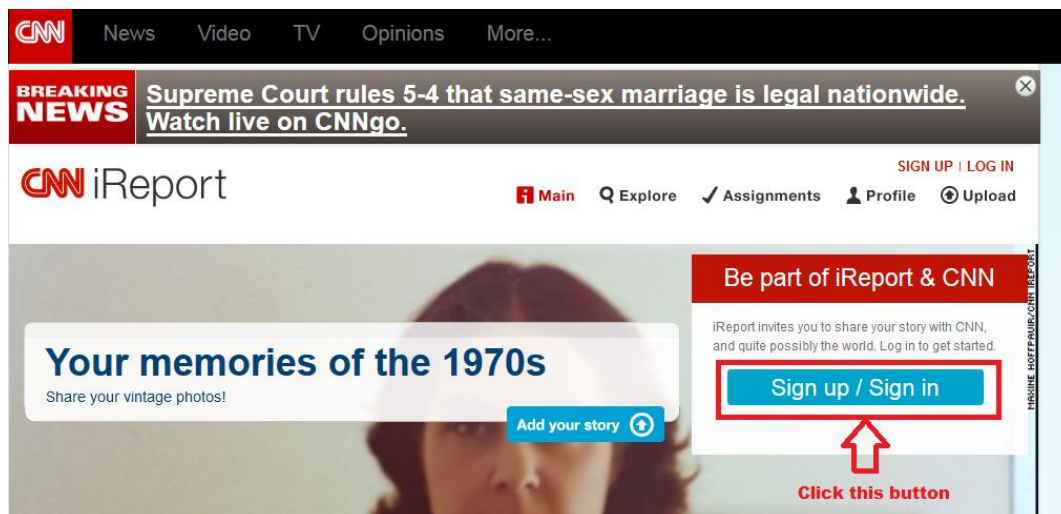
### **Reporter and brand traffic**

When you read this type of traffic for first time it sounds a little bit strange. Don't you think? But this traffic source power is so huge and it can bring you not only traffic, but BIG brand awareness too. This is the reason why I love it so much and I am going to reveal it now.

It is called **CNN iReporter**.

It doesn't sound sexy or I am wrong? 😊 If you ask me, this is more than sexy, because we are talking about CNN. I doubt that there isn't a human on this planet who doesn't know this big name and now I am going to tell you how to use it to attract more traffic and brand awareness.

First, you should go to [www.ireport.cnn.com/](http://www.ireport.cnn.com/) and sign up for a new account.



Fill all the necessary fields and you are good to go.

When you enter your account for first time, go to your profile and fill all fields which will give more information about you and your business. From all fields, Biography is one of the most important things which you should take care of. Try to make it interesting, fun and introducing, because when people read your articles they will want to know more about you and you have few seconds to grab their attention. That's why you should start with Biography and spend a good amount of time thinking, before you write it. The other reason why you should write a good biography is that you can't use links in your stories, but if people like your stuff, they will visit your profile.

As in the other traffic source, it is very important to give real value when you write your articles. And if you want, you can post also videos and audios.

So, how to use CNN iReporter?

Let's see the image below...

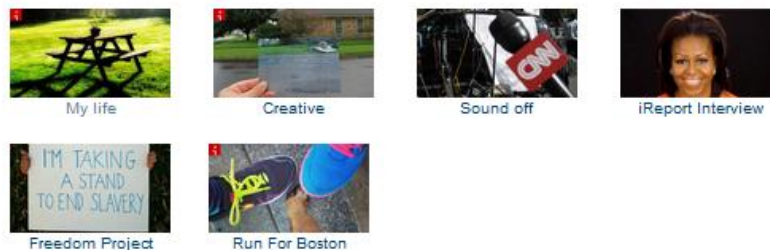


In order to put your story on CNN, you should click the button “Upload” in the upper right corner, but I have a suggestion for you which can help you to drive more traffic even faster. In order this to happen, you should go to the “Assignments” section of this website and scroll down.

#### News beats



#### Express yourself



#### TV shows and CNN partners



These are different groups in which you can find different assignments

related to the topic of the group, that's why my suggestion for you is to join a group which is related to your niche. After that you should check all the assignments and find one which you can write about or you have a video or photo (even if you have only video or photo, you have to write something before you post it) and click the button "Add your story".

The screenshot displays a group page with three main sections:

- Group members:** A grid of 16 member avatars, with a red box highlighting the top row. The text "6195 total" is visible.
- Latest assignments:** A list of assignments with their respective report counts:
  - Living with Alzheimer's disease (23 iReports)
  - How you conquered fear or anxiety (16 iReports)
  - Your journey to body acceptance (7 iReports)
  - How you found happiness (40 iReports)
  - How did you beat your habit? (40 iReports)
- Featured Assignments:** Three featured assignments, each with a thumbnail image, title, description, due date, sign-ups, and reports:
  - How did you beat your habit?**  
How were you able to overcome your habit?  
Sep 1, 2015 | 9 SIGN-UPS | 68 iREPORTS
  - How you found happiness**  
How did you find joy, balance or inner peace?  
Sep 1, 2015 | 3 SIGN-UPS | 60 iREPORTS
  - Your 'Aha' weight-loss moments**  
Share what inspired you to get fit.  
Dec 31, 2015 | 24 SIGN-UPS | 1745 iREPORTS

The other thing which you should do in order to get more traffic is to follow all members who are interested in this topic (you can see them in the upper left corner of this image), because if they follow you back, they will see all of your publications. Of course, don't add them at once, because this is look really spammy and you don't want this.

So, if you post a story, photo or video about a featured assignment, this increase the chance a lot of people to see it, which means more possibilities for traffic and sales. Really cool...

Let's summarize – write a good biography, give real value, join groups, follow people, write about featured assignments and you are ready to blow your server.

After all this don't you think that it would be a great strategy, people to find you through CNN? Don't you think that your brand and authority are going to be above the sky and your chances for sales are bigger?

I will let the answers to you while I will start my third traffic source



introduction...

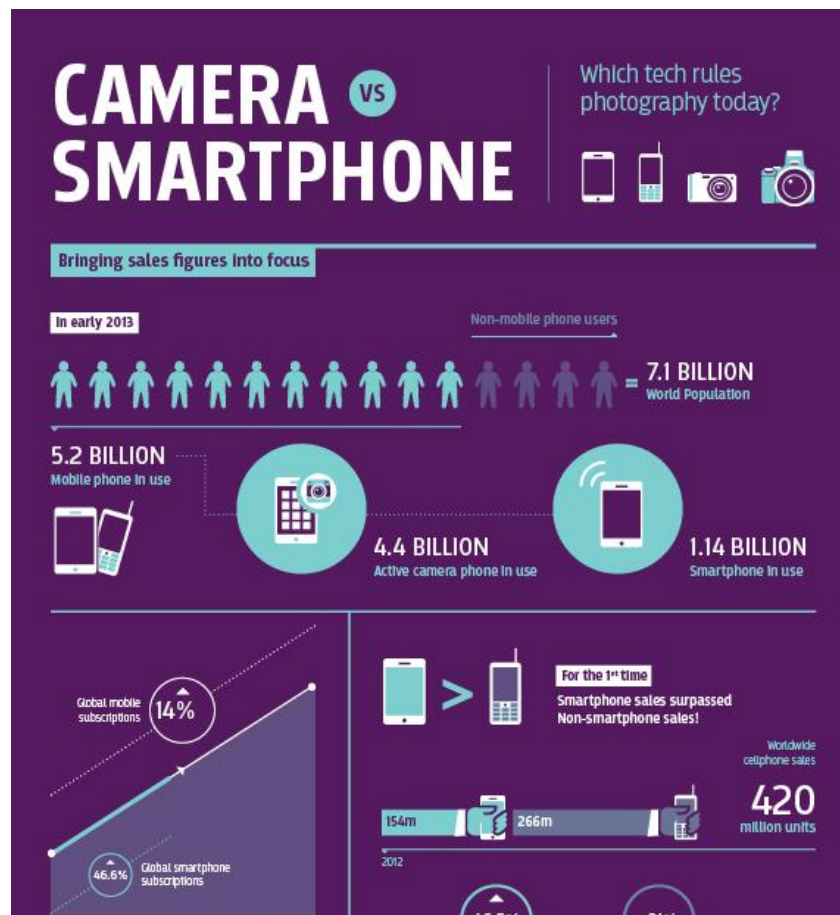
## Infographic Power

Maybe you have heard that a picture is worth thousand words and it is definitely true and you can gain a lot because of this old saying. How? By using the power of infographics which is growing with each day.

What is Infographic?

An information graphic (infographic) is a visual representation of a data set or instructive material. An infographic takes a big amount of information in text or numerical form and then condenses it into a combination of images and text, allowing viewers to quickly grasp the essential insights the data contains. And people really love them.

Here it is an example:



This is just a part of big infographics made by company called [Treat](#) and can



give you approximate understanding of how they look like.

Why you should consider Infographics for a good traffic strategy?

- An 800% increase in searches on Google in just the last two years.
- 65% of your audience are visual learners which means that they absorb better and prefer images, photos and videos
- 90% of information transmitted to the brain is visual
- Publishers who use infographics grow in traffic an average of 12% more

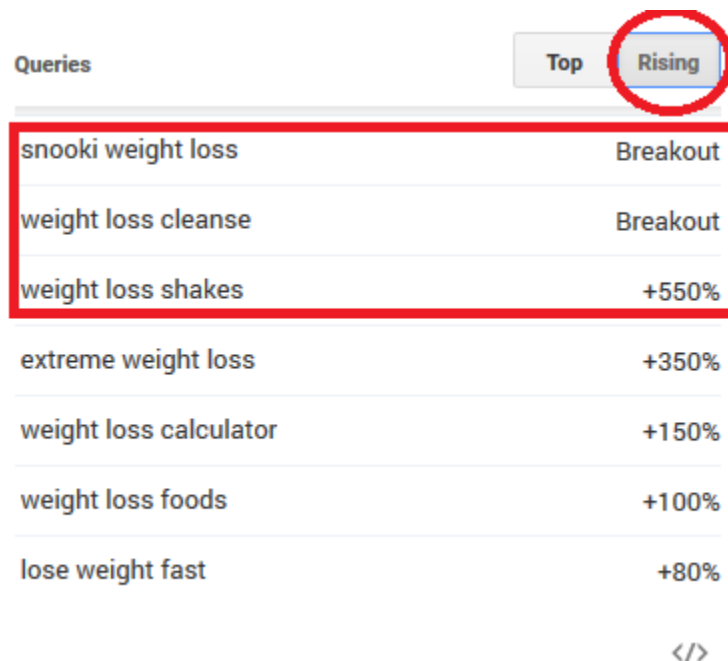
Now you know why they are so powerful. But how to use their power for free?

There are websites like - <https://infogr.am/>, <http://piktochart.com/>, <https://venngage.com/> , which can help you to create your infographics for free. The first one gives you 30 day trial and in this period you can see and use all of this platform functions and it doesn't want your credit card info.

Before you create your infographics you should decide what your topic is going to be and it would be the best to find a hot topic even though popular topic will also work.

How to find hot topics?

You can use the free help of Google trends ([www.google.com/trends](http://www.google.com/trends)). Just go there, type a keyword related to your niche and look for rising trends. After that you should scroll down and find "Queries", this is your golden section. This will give you a good information which topic is hot these days.



The image shows a screenshot of a search results interface. At the top, there are two tabs: 'Top' and 'Rising'. The 'Rising' tab is circled in red. Below the tabs is a table with two columns: 'Queries' and a second column showing trends. The first three rows of the table are highlighted with a red border. The queries are 'snooki weight loss', 'weight loss cleanse', and 'weight loss shakes'. The trends for these are 'Breakout', 'Breakout', and '+550%' respectively. Below these are four more rows: 'extreme weight loss' (+350%), 'weight loss calculator' (+150%), 'weight loss foods' (+100%), and 'lose weight fast' (+80%). At the bottom right of the table area, there is a '</>' symbol.

Queries	
snooki weight loss	Breakout
weight loss cleanse	Breakout
weight loss shakes	+550%
extreme weight loss	+350%
weight loss calculator	+150%
weight loss foods	+100%
lose weight fast	+80%

So, if you are in the weight loss niche it would be a good idea to write about weight loss shakes for example.

As you can see it is not hard at all to find out what people are searching for and give them what they need. This is what I call real business – find what people need, give it to them and make some good cash – WIN – WIN.

In order to make your Infographics to scream “Share me”, you should put some valuable tips in it. So, this leads us to the next question:

How to find data for our Infographics?

You can always make a small research using your own blog posts, your niche leaders’ websites, science researches, you can also use the data from some old Infographics too or use some free tools. In that case we can use Google News(<https://news.google.com>) or Google Scholar(<https://scholar.google.bg>). Both platforms can give you a lot of reliable information just by typing your keyword in their search bar.

So, you can easily collect some data using all the mentioned resources and make simple and attractive Infographics which can be created for free through the other mentioned websites and here comes the BIG question – how to generate traffic using Infographics?

First and foremost, you should put your link on the top of your Infographics using any image editing software, so, when somebody decide to share your Infographics you will generate a good amount of traffic. The next step is to post it in as many websites as possible. Of course, I am talking about websites about Infographics. And I almost forgot. In most of this Infographics sharing websites, you can write a small description in which you can also put your website link, which is additional way of driving traffic. So, with one Infographics you have two chances to drive free traffic to your website and Infographics also build your authority.

Last but not least, you can share your Infographics in your social media profiles too. People love to share this type of visual materials.

Let's see some examples of websites where you can share your Infographics:

- Infographic love – [www.infographiclove.com](http://www.infographiclove.com)
- Piktochart – [www.piktochart.com](http://www.piktochart.com)
- Visual.ly – [www.visual.ly](http://www.visual.ly)
- Flickr – [www.flickr.com](http://www.flickr.com)

There are so many of them and you can easily find tons of Infographics sharing websites simply by typing “Infographics” in Google.

Infographics are killer traffic generating strategy and I am sure that know you can see it. Most of your competitors are lazy and that's why you can be above them just by using this simple technique.

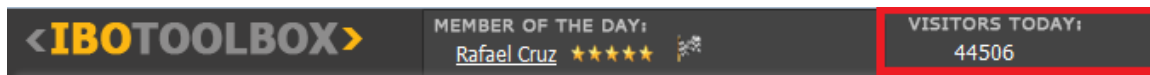
And I have prepared another great source of free traffic for you which I am calling...

### **Toolbox Traffic Generator**

Using social medias to drive traffic is something which we do almost every day in our online business, but in most cases we use only FB and Twitter. And now I am going to reveal to you one not so popular social media, but it has big potential to drive you a lot of traffic.

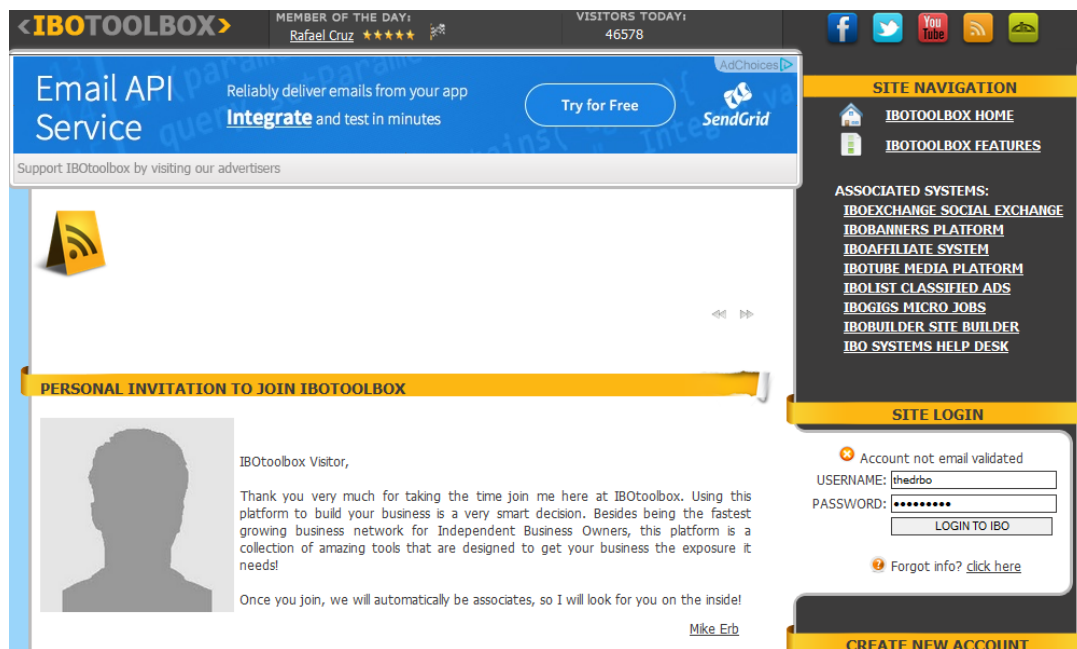
I am talking about **IBOTOOLBOX**.

Let me start with small statistics...



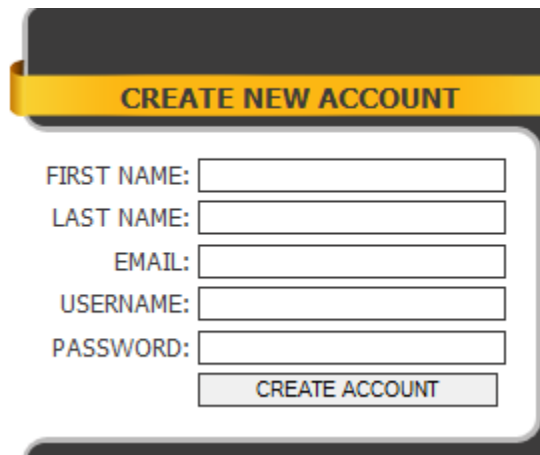
It has **44,506** visitors **per day**, which is about **1,335,180** visitors **per month**. Pretty cool numbers, don't you think. And most of your competitors even don't know that it exists.

What is IBOTOOLBOX?



IBOtoolbox is one of the busiest and most active business social networks on the Internet today. Thousands of business owners are using it each and every day and it has many features which are made to help you to promote your business and attract more visitors to your website.

In order to create your account, you should go on the right part of the website and fill all the necessary fields.



**CREATE NEW ACCOUNT**

FIRST NAME:

LAST NAME:

EMAIL:

USERNAME:

PASSWORD:

How you can use IBOTOOLBOX to drive more traffic to your website or offers and make more money:

- You can post 2 Press Releases daily, which are syndicated to multitude of external websites
- You can generate as many leads as you want by being active in this social network (and this are not average leads, these are people who want to spend money, because they are business owners)
- You can shorten your affiliate links
- You can put menu bar on your affiliate offer websites which your visitors will see when they click on your shorten link and it will have items like, Your name, picture, Prss releases, Videos, Live Chat, Contact Form, and your Social Media Links
- You can put a free chat service on your website and answer all of your visitors questions
- You can advertise for free in front of thousands of business owners (WOW)

There are so many things which you can do, using this platform, which can lead to more traffic to your website that I just can't write about all of them in this report. IBOTOOLBOX can easily bring you targeted clients with high buying potential and you can advertise in front of them for free. Of course, in order to be able to do this, you have to put some work.

You can earn advertising credits by many ways, but we will discuss them later.

First, let's take a look how the platform looks like in the inside...



As you can see it looks like a normal social network with additional features which can help you to get more traffic to your website.

If you want to share something with your followers, you have to write it in the field at the bottom of your main page as you can see on this picture.

After you have made your registration, your next step should be to fill out all of your profile information. In order to do that, just click on the button in the upper right corner “Edit Profile” and do your job. There are many fields which you should fill, but when you fill them keep your main purpose of using this platform in your mind – are you going to build it around your own brand; are you going to build it around your own product; are you going to build it around someone else’s product. And don’t forget to scroll down and fill all of the steps till the eight one, the ninth step is optional, but it can help you to make some money using Google Adsense.

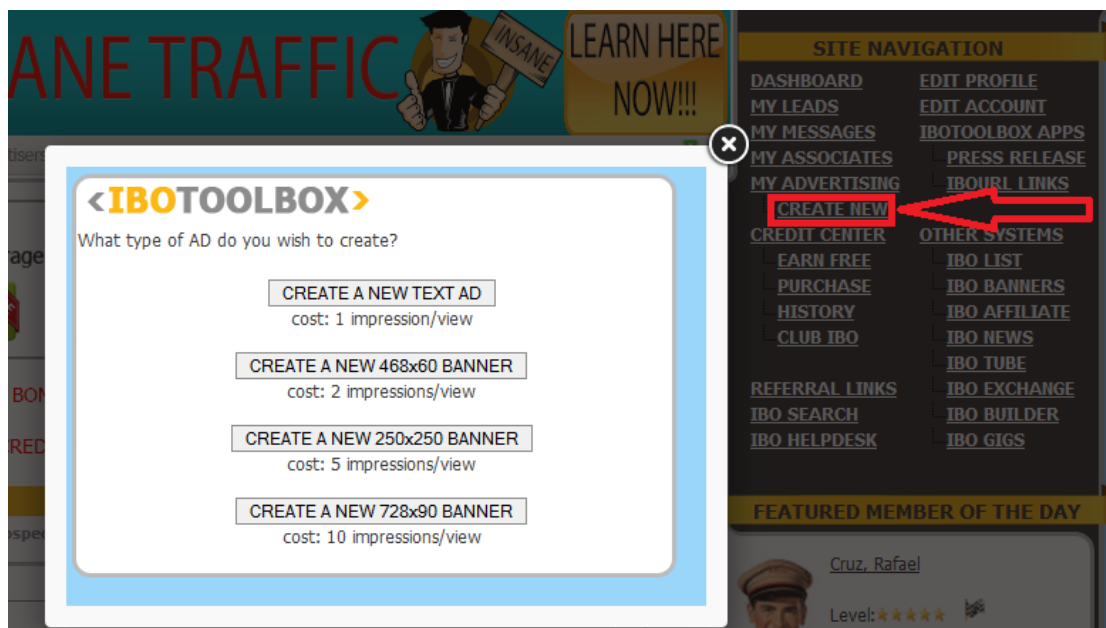
So, let’s get back to the main question – How to get traffic using IBOTOOLBOX?

After you have created your account and you are ready with your profile, the next thing which you should do is to make some friends. My suggestion is to check the most active users which can be found on the right part of the platform, see their profiles and if you think that they are a good fit for your business, send them a friend request.

IBO BIG DOGS			
<a href="#">Raymond Hallahan</a>	★★★	🏆🐕	6079
<a href="#">Kris Kerafotas</a>	★★★★★	🐕🐕	4254
<a href="#">David Byler</a>	★★★	🏆🐕	3791
<a href="#">Marian Aitkins</a>	★★★★★	🏆🐕	2796
<a href="#">todd tyroff</a>	★★★	🏆🐕	2581
<a href="#">Ronald Schlauch</a>	★★★★★	🏆🐕	1757
<a href="#">Spencer Ramsue</a>	★★★	🏆🐕	1726
<a href="#">Linda &amp; Italis Elze</a>	★★★★★	🏆🐕	1716
<a href="#">Henry Perry</a>	★★★	🐕	1622
<a href="#">shirley bookert</a>	★★★	🏆🐕	1432
IBO TOP ENROLLERS			
<a href="#">Alonzo Williams</a>	★★★★★	🏆🏆	5
<a href="#">ADRIAN HIBBERT</a>	★★★	🏆	3
<a href="#">rafael fequeros</a>	suspended		3
<a href="#">Wealth Creation</a>	★★★	🏆	3
<a href="#">Levi Butler</a>	★★★★	🏆🏆	3
<a href="#">Bill Jackley</a>	★★★★	🏆	2
<a href="#">Shavonne Kennard</a>	★★★★	🏆	2
<a href="#">Glass Tops</a>	★★★	🏆	2
<a href="#">Keys Retiring</a>	★★★	🏆	2
<a href="#">Roy Hale</a>	★★★★	🏆	2
IBO TRAFFIC LEADERS			
<a href="#">James Stevens</a>	★★★★★	🏆🐕	563
<a href="#">Bill Bateman</a>	★★★★★	🏆🐕	448
<a href="#">Rafael Cruz</a>	★★★★★	🐕	435
<a href="#">Linda &amp; Italis Elze</a>	★★★★★	🏆🐕	386
<a href="#">ROBERT MILLER</a>	★★★★★	🐕	386
<a href="#">qbenger thakcuz</a>	★	🐕	366
<a href="#">Jeff Thresher</a>	★★★★★	🏆🐕	334
<a href="#">Joseph Moran</a>	★★★★★	🏆🐕	317
<a href="#">Kris Kerafotas</a>	★★★★★	🐕	300
<a href="#">Louis Ifrene</a>	★★★	🐕	259

I am talking about all these guys and gals which are really active in this social media. You need them as friends if you want your profile to become popular and people to search for it.

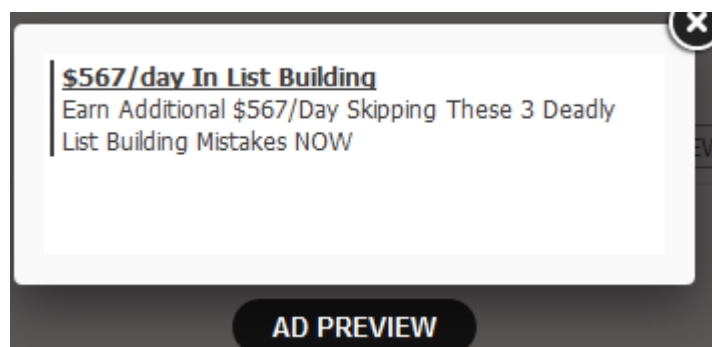
So, this was your first job. Your next job is to create your first advertising.



In order to do this, you have to click on the button in the upper right part of this platform where it is written – “Create new”. After that a new window will appear and you will have to choose what type of ad you want to make. This part is up to you and you can generate traffic using all of them. For an example, I have decided to run a small ad and I have received about 3% CTR, which is not bad, when you know that all these clicks are for free.

AD NAME	AD TYPE	VIEWS	CLICKS	CTR	STATUS
	Listing	5000	152	3%	OFF
<div>TURN ON</div> <div>EDIT</div> <div>PREVIEW</div>					

152 clicks for absolutely free, only because I have opened an account. Really cool, don't you think?



As you can see you can use simple ads like this and generate a good amount of traffic and I am sure that you can create a better ad than me.



Now is coming the other important question – how to earn credits?

First, you should know that there is a faster way to generate traffic to your website using the IBOTOOLBOX platform, but you have to pay. They are giving you the opportunity to buy advertising credits for about \$25 for 10 000 credits or 50 000 impressions. Let's do a small math – you pay \$25 and you get 50000 impression and if you have 3% clicks, this means that you will have 1500 clicks for \$25 (0,01 cents per click).

But it is not obligatory to buy credits, this option is only for people who want to see faster results.

How to earn credits for free?

It is much easier than you think. The first main way to do it is to earn free credit coupons, which you can redeem and use it for your ad campaigns. In order to earn these credits you should:

- Use your daily bonus codes which can be found at the top of your dashboard
- You can read their newsletters
- Every Tuesday you can use the tweet credit code which they post on their Twitter account
- You can be part of their webinars which they make each Wednesday
- Every Thursday you can find a coupon code on their Facebook page
- Every Saturday you can join their webinar and get your coupon code
- Some credit coupon codes can be found on your wall too

Very easy stuff...Let's see the second type of ways which you can use to earn your credits:

- You will earn credits for referring users
- You will earn credits only because you are logging in to the network every day (once per day)

- You will earn credits when you post your Press Release
- You will earn credits when you complete some easy offers

As you can see there are so many ways to earn credits almost every day for free and you can use them for your advertising. But you can generate some traffic even by posting on your wall like all these people:



[Raine Carosin](#)
★★★★★

[Public Link](#) | 0

DON'T BE FOOLED! I've found a way to walk the WWW with minimum cash outlay → [click here](#) to figure out how I've managed to do this webpage

[like \(0\)](#) | [flag](#) | [comment](#) | [share](#) | posted: 3 minutes ago

no comments yet...

IBOCONTRIBUTOR WALL POST



[Tony Mallins](#)
★★★★★

[Public Link](#) | 0

Used by millions of people every day to help them remain alert and focused. → [click here](#)

[like \(0\)](#) | [flag](#) | [comment](#) | [share](#) | posted: 4 minutes ago

no comments yet...



[Tom Crozier](#)
★★

[Public Link](#) | 0

I got recommended to join a program called Google Sniper by a good friend of mine. → [click here](#)

[like \(0\)](#) | [flag](#) | [comment](#) | [share](#) | posted: 9 minutes ago

no comments yet...

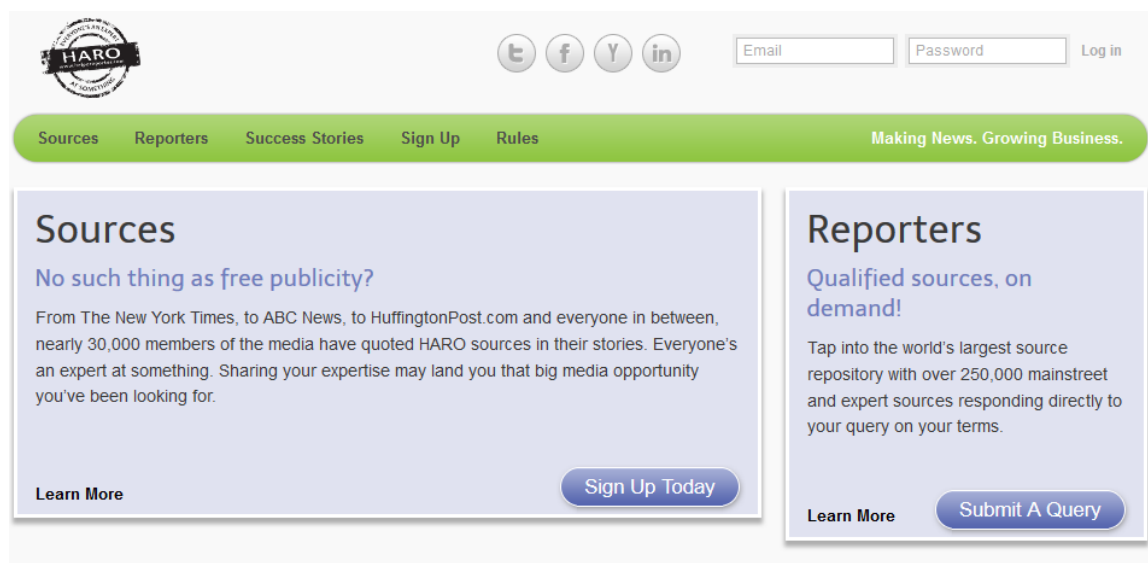
An if you want more exposure, you will need more friends, so, go back to the second step and add some friends who are active in this social network.

Ok, this was all about this simple traffic generating strategy, now is time to finish this traffic generating report with the final traffic generating method which is...

## Free PR Power

Have you heard about HARO before? It is a powerful and still not very popular way to do your job once and then to get traffic almost forever which will also increase your brand awareness and authority. If you want this for your online business, listen closely.

**HARO** is “Help A Reporter Out”. This is a platform which makes the connection between reporter/journalists and experts. And they send one email per day which includes requests from different journalists.



You can sign up as a reporter or as an expert. If you want to use this website to drive more traffic to your website, you should definitely sign up as an expert. The great thing behind this opportunity is that it is free (yes, there are paid options, but you can generate a good amount of traffic using only the paid version).

Before we continue, let me show you something...

News agencies that use HARO:



What do you think about this? How much traffic do you think you will get if a journalist likes your short answer or article about his/her request? Probably, thousands visitors per day. And this comes with the authority which you will get automatically.

Go and sign up for a free account here.

Sign up here for life-changing HARO publicity!

**FREE**

First Name	Company
<input type="text"/>	<input type="text"/>
Last Name	Annual Revenue
<input type="text"/>	<input type="text"/>
Email	Phone
<input type="text"/>	<input type="text"/>
Password	Country
<input type="password"/>	UNITED STATES
<input type="submit" value="Submit"/>	

After that you will have to go and click the confirmation link which they have sent you. When you click on the link, you will start getting emails right away.

This is crucial – it is a good idea to make a separate email address which you should use only for HARO queries and I am going to tell you “Why” in a couple of seconds. HARO will use it to send you your daily request.

<input type="checkbox"/> ☆ <input type="checkbox"/> HARO	<input type="checkbox"/> [HARO] Business & Finance Queries: Afternoon Edition - Crises can happen to anyone. But not all brands will survive
<input type="checkbox"/> ☆ <input type="checkbox"/> HARO	<input type="checkbox"/> [HARO] Business & Finance Queries: Morning Edition - A communications crisis can develop within minutes, thanks
<input type="checkbox"/> ☆ <input type="checkbox"/> HARO	<input type="checkbox"/> [HARO] Business & Finance Queries: Evening Edition - to our HARO community! Queries! INDEX #Business and Fini
<input type="checkbox"/> ☆ <input type="checkbox"/> HARO	<input type="checkbox"/> [HARO] Business & Finance Queries: Afternoon Edition - Sixty-five percent of workers say they don't get recognized I
<input type="checkbox"/> ☆ <input type="checkbox"/> HARO	<input type="checkbox"/> [HARO] Business & Finance Queries: Morning Edition - correctly on HARO- rather use a link to host the headshot im

12) Summary: Small Biz Owners - How did you know you were ready to hire your first employee?

Name: Jeanette LeBlanc Infusionsoft Big Ideas Blog

Category: Business and Finance

Email: [query-4x81@helpareporter.net](mailto:query-4x81@helpareporter.net)

Media Outlet: Infusionsoft Big Ideas Blog

Deadline: 7:00 PM EST - 28 June

Query:

We want to know how you knew it was time to hire another employee and move beyond the solopreneur world.

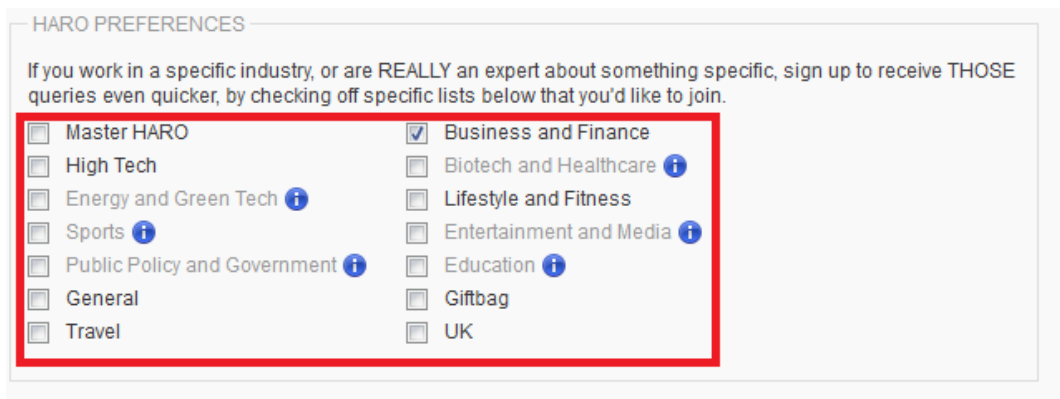
What were the top signs or metrics told you that you were ready for your first employee?

Optional: What was the first role you hired for? In retrospect was this the right choice for your business?

This is how a request looks like. And I have received more than 10 in one email from which I can choose.

How you can generate tons of traffic using HARO?

First, when you set up your profile in HARO make sure to mark the topic or topics which are relevant to your niche.



The screenshot shows the 'HARO PREFERENCES' section of a form. It includes an instruction: 'If you work in a specific industry, or are REALLY an expert about something specific, sign up to receive THOSE queries even quicker, by checking off specific lists below that you'd like to join.' Below this is a two-column list of topics, each with a checkbox and an information icon. A red rectangular box highlights the 'Business and Finance' checkbox, which is checked, and the 'General' checkbox, which is unchecked. The other topics listed are Master HARO, High Tech, Energy and Green Tech, Sports, Public Policy and Government, Travel, Biotech and Healthcare, Lifestyle and Fitness, Entertainment and Media, Education, Giftbag, and UK.

HARO PREFERENCES	
If you work in a specific industry, or are REALLY an expert about something specific, sign up to receive THOSE queries even quicker, by checking off specific lists below that you'd like to join.	
<input type="checkbox"/> Master HARO	<input checked="" type="checkbox"/> Business and Finance
<input type="checkbox"/> High Tech	<input type="checkbox"/> Biotech and Healthcare <i>i</i>
<input type="checkbox"/> Energy and Green Tech <i>i</i>	<input type="checkbox"/> Lifestyle and Fitness
<input type="checkbox"/> Sports <i>i</i>	<input type="checkbox"/> Entertainment and Media <i>i</i>
<input type="checkbox"/> Public Policy and Government <i>i</i>	<input type="checkbox"/> Education <i>i</i>
<input type="checkbox"/> General	<input type="checkbox"/> Giftbag
<input type="checkbox"/> Travel	<input type="checkbox"/> UK

In that case I have decided to receive queries only about Business and Finance, because I am an expert in this topic. If you are an expert in more than one topic, that's okay, mark it and you will receive queries about it.

And when you receive an email with all requests, read them carefully, decide if you have the knowledge to answer any of them and if you are, then click on the email of the journalist and give him/her what he/she wants.

12) Summary: Small Biz Owners - How did you know you were ready to hire your first employee?

Name: Jeanette LeBlanc Infusionsoft Big Ideas Blog

Category: Business and Finance

Email: [query-4x81@helpareporter.net](mailto:query-4x81@helpareporter.net)



**This is the email of  
the journalist**

Media Outlet: Infusionsoft Big Ideas Blog

Deadline: 7:00 PM EST - 28 June

Query:

We want to know how you knew it was time to hire another employee and move beyond the solopreneur world.

What were the top signs or metrics told you that you were ready for your first employee?

Optional: What was the first role you hired for? In retrospect was this the right choice for your business?

The second thing which you should do in order to get traffic is to win your participation in the reporter's article or blog post.

How to do this?

I am going to give you some tricks which can help you to win this and get published on websites like CNBS, FOX, ABC and so on:

- Answer only requests which are relevant to your niche, don't try to answer all of them
- Make a small research about the reporter – go to alexa.com, use google.com and see his/her credentials and traffic which you can get
- Don't answer to anonymous requests
- Try to be as fast as possible. When you receive a request which is perfect fit for your online business, make a quick research and if everything is okay, answer this request. And because of that you should have a separate account for HARO emails.
- Answer the appropriate queries with short answers (not a 1000+ article) which are valuable and interesting.

So, now you know not only how to bring tons of traffic to your website to your website or offers, but you also know how to build your brand and authority too. This is really powerful and I hope that you can see it.

But before we finish, I have a small surprise for you...

## **BONUS METHOD (UNANNOUNCED)**

I promised you 5 methods, but you will get 6, because I love to over deliver and I know that my customers love this too.

The method which I want to finish this ebook is...

### **Fiverr Crusher**

If you haven't heard of Fiverr ([www.fiverr.com](http://www.fiverr.com)), you better take a look at it. Fiverr is a website where members can post what they call "gigs". Gigs are generally services you offer for five dollars. It can range from video recording to sharing advice and coaching, for five dollars.

The sneaky tactic you can use with this strategy is to create a gig and post your samples/portfolio of your own website for people to see. This doesn't violate Fiverr terms and conditions. If you're a logo designer, you can post the URL of your website where your samples are located. This generates traffic to your website and additionally attracts more clients.

The first step is to find out what services you can offer which are related to your niche and which you think that you can sell for \$5. You can then create your first gig and simply wait for people to view your gig.

You don't necessarily have to offer your actual service/product, you can offer a "taste" of your full service or product. This is not going to generate traffic to your website, but you can get customers with high paying potential and they will be ready to spend more with you, because they have already trusted you.

## **Conclusion**

At this point, I've covered the basics of how to use various free traffic methods to increase traffic to your website and offers. What methods and what money you spend to do it is all up to you. What works for one marketer, may not work for another. What works for you in one niche, may not necessarily work in another.

For those of you with low budgets don't be discouraged. You can build

tones of traffic without spending money, but it will take longer than spending money to build traffic.

For those of you who want faster results and do have money to invest in their online success - paid traffic is something which you should include in your traffic generation part of your business.

In both cases, you have to know about working paid traffic strategies, that's why I have prepared detailed videos which cover some not so popular, but laser targeted traffic sources. I have also included a few sources which can give you clicks for about 5 cents. Checkout Traffic Babylon - It's available from where you got this eBook 😊

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