

# **How to Use Simply Written Articles and Press Releases to Drive “Killer” Traffic to Your Website**

**by Ernest O'Dell**

**Guerrilla Internet Marketing**



## **Are You Frustrated By The Lack Of Traffic Coming To Your Site?**

Well, you ought to be! If you've had your site "up and running" for 3, 4, 5 or even 9 years, and you still haven't made any sales, there's definitely a problem. If you're not getting any visitors to your site, or your site is ranking around 13 billion down on the scale of Google ranking, then you have a double problem.

If I told you that after ten years of research, I just got my hands on the "hidden secrets" of the gurus, would you listen to me? Actually, these are not secrets at all. Anyone who can read the Terms of Service and the "do's and don'ts" of various Internet services can figure out how this stuff works.

**Let me ask you a question:** you know how to use a telephone, don't you? Sure you do! You know how to use a cell phone? Of course you do!

### ***So does Donald Trump!***

Does that mean that Donald Trump has some sort of secret on you? No. Just because he is a multi-billionaire doesn't mean he holds the secrets of the Universe where you can't get to them. Like a smart poker player, he might hold his cards close to his vest during a negotiation, but it doesn't mean he has any more advantage over you than anyone else.

So, what you need to do is learn how to use the Internet and search engines to your advantage. Just because all these other "gurus" are making claims of thousands and millions of dollars a month mean they have some sort of secret on you. They've just learned how to "game the system" and make it work for them.

**Let me ask you another question:** do you know how to use a computer? Well, of course you do! That's how you got this report. You clicked on a link provided to you and you downloaded it to your hard drive, and now you're reading it.

**Does a multi-billionaire have any more smarts than you?** Not necessarily. He might have enough money to hire someone to do all the “grunt work” for him, but it doesn't make him the repository of All Universal Knowledge.

**You have the same tools to use that anybody else has: including the millionaires and billionaires.**

I get so thoroughly disgusted with all this talk about "hidden secrets" from these self proclaimed "gurus" that it makes me want to ***scream!*** I just want to pull my hair out and scream at these hucksters for misleading people who are just looking for a simple solution to their needs: traffic and revenue.

**You, and a lot of other honest, hard working people are shelling out a lot of hard earned money for their scams, because their *so called* "secrets" are not secrets at all!**

Yet, it is precisely those so-called secrets that the wealthy web masters are using *now* to get their millions of hits every day—and those *hits* are translating into sales and dollars.

I just got an email from another “guru” about a month ago, and he claims to have gotten 31 billion visits to his web site. Well, you know what I did? I called him up on the phone. Yeah! That's right! I had his phone number and he asked me how I got it. I told him I was in the telecommunications business and if I wanted the President's private number, I could get it: even if it was unlisted!

As long as you know “**where to go**” and what to look for, you can find almost anything. And when it comes to traffic and ways to generate revenue, as long as you know where to go and what to look for, you have have those two things.

## **It's not a secret!**

But... there's really no secret to it: it's just knowledge that nobody else has given to YOU.

### **Until now.**

I used to tell friends of mine,

***"I've taught you everything you know about this business - just not everything I know."***

It's incredible to see all the knowledge these guys possess —all these web-masters and guru “wannabes.” They even have some **sneaky tricks!**

Where do you think they learned all this stuff? Most of them learned it the hard way through "trial and error" just like you and I have done. They've spent several years making lots of mistakes, and sometimes “getting it right” but not knowing how. Most of these guys (and girls) on the web aren't the brightest bulb in the value pack, and they sure weren't smart enough to figure it all out. But they learned from each other and shared a lot of BS on the forums, and that's why all their crap looks like re-hash.

It's no wonder that the Internet looks like a bunch of inbred flakes: That's why there's so much intellectual incest among the Internet Marketing community it's not even funny!

**Now, let me ask you a question:** Do YOU have two or three—or even ten—years to learn everything you need to know about marketing on the Internet?

**I didn't think so!**

These same "*well-guarded secrets*" have just permitted me to go from less than 100 *visitors a year* **to more than 1,000,000 per month!** Yes, I said **more than 1 MILLION hits per month!**

And that's nothing compared to what some of these other guys are claiming.

That's why I've written this report because you don't have ten years to waste. The Internet has changed dramatically over the last ten years, and it's a whole new ball game. And the search engines are changing up the routines almost every 3 months, so you're knocked back to "square one" —just when you start to see your numbers go up.

So, it's time to pay attention: don't discount what I have to tell you in this report.

Some of these "so called" *self-made millionaires* are nothing more than a bunch of kids who just been lucky enough not to get caught for their scams and prosecuted by the law. They are hucksters who have been busy ripping people off for years, and have given very little to nothing back to others.

Truth be known, they're probably not even millionaires: they've probably made less than a hundred grand with their crap before it fell apart on them. And, they're still working at some low paying job that they hate.

Yeah, right! They're telling you how to "fire your boss" when they still work for the guy they hate with a passion!

Come on! Give me a break!

I've always been of the mind that if you help enough people make some money, that it will always come back to you like good Karma. You help enough people get what they want, you will get what you want, too.

I've also been a firm believer in giving people a “leg up” — as we say down here in Texas. When you give people a hand up, and not a hand out, it will always come back to you in exponential ways. It's sort of like “paying it forward.” You help enough people learn the basics, and they can increase their wealth and help others.

A long time ago, Lao Tsu said something very wise: *“Give a man a fish and he'll eat for the day. Teach him how to fish, and he'll feed himself for the rest of his life.”* Or, something like that...

## **Now, let's talk candidly.**

Even if it were *true* that—at this very minute—there exists hundreds of millions of surfers on the Internet—it's ***not true*** that you're going to get all of them to YOUR web site!

Why?

**Because your web site is unique, and NOT everybody is looking for you!**

Just because you have a web site doesn't mean that they are going to visit your site. Having a web site isn't like having a baseball field out in the middle of the Iowa cornfields.

**Did you see the movie "*Field of Dreams*" with Kevin Costner?** He kept hearing this voice in his head saying, *"Build it and he will come."* Well I've changed it to *"Build it and THEY will come."* It just won't happen.

Building a website doesn't mean people will find it, or come visit. They don't know you exist. You can be in every search engine and directory on the Internet, but until you get some "branding" and advertising, you will NEVER have anybody know who you are!

## So, how are you going to change that?

Are you wondering why some sites are getting millions of visitors a year, while yours is only getting a few hundred— if any? Or none at all? You're probably thinking that you're lucky to even get what you have, right?

Well, the main reason for this is that those sites are owned by big corporations spending a fortune in advertising (1,000's and hundreds 1,000's of dollars per month - even per *day!*).

Does the name Amazon.com ring a bell? Does Dell Computers ring a bell? Does Microsoft ring any bells? Does GEICO and Progressive Insurance come to mind?

They all have "**name recognition**" which is another term for "**branding**." To get exposure on the Internet, you've got to get your name "out there" and brand yourself. And whatever else you're selling, whether it's a product or a service doesn't matter.

Where did you first hear about these other names? Was it on the Internet somewhere, or did you hear about them on the nightly news on TV? There you have it! They got some free publicity just by getting "in the news."

But, now you're asking yourself, "Well, gee whiz, Ernest! How in the heck to I get in the news? How can I get traffic like these guys?"

# **If you have a new business "start-up" with NO ad budget, YOU NEED TO READ THIS!**

If you don't read this, you will never get enough visitors to your web site to make it worth your while and you will be out of business faster than you got in!

It's no surprise that over 90% of all new business start-ups, including those online, go broke in less than a year. They just don't have all the key components in the right place to get their business up to a profitable level. In other words, they don't have all their "ducks in a row."

They flounder around trying different methods of getting customers, but they expect the same results. Or they keep doing the same thing, expecting different results. Either way, that is the definition of "total business insanity."

When you find something that works, you keep throwing rocks at it. It's what I call the "ripple effect." If you keep throwing rocks out into the middle of the pond, eventually you're going to build a small island. And if you keep throwing rocks from the island back to the shore, you're going to build a bridge to the island.

In the meantime, you're going to make a lot of ripples in the water until that bridge gets built.

Is this Internet Marketing thing difficult? Only if you make it that way? You are going to have to go through a "learning curve" and put those "noodles" to work. You know: that gray matter up in your head.

You're just not going to make any money or get any traffic by sitting on your butt, in your jammies, after you slept in all day. The "early bird" gets the worm!



Contrary to the claims of every *fast-buck scam artist*, their so-called "easy-money-making-on-the-Internet" schemes aren't making them a dime! If I were "a bettin' man" I would assume they're still working at a 9-to-5 job they hate.

At this very moment, while you are reading this article, over 97% of all the billions of existing web sites are not making a dime! Less than one-tenth of 1% are making any kind of money to pay the bills.

Worse yet: the majority of them are **losing their shirts** by spending thousands of dollars in advertising, and not making a profit on anything. It is proven fact that the majority of people on the Internet, marketing their businesses, will never do anything else other than waste their hard earned money making someone else rich, and wasting their time and efforts with their web site.

**Why is that?**

## **If you're just starting out, conventional advertising costs too much!**

If you don't already have a budget of a couple of hundred thousand dollars required to properly advertise your business (and web site), what can you do to get enough visitors to succeed online? And, yes, you can spend that kind of money for advertising if you do it on television and "drive time" radio.

## **Well, I have some good great news for YOU!**

I've been "spilling the beans" about getting free advertising for about 5 years now, and I've made some of these whining ninnies mad at me. But you know what?

**I DON'T CARE!**

I have discovered over the past five years, the most *well guarded secrets* of the wealthy webmasters and how to advertise your web site with no money! I've been doing it and I'm going to show you how to do it in this report.

I've made some of these guys so mad at me that they won't even talk to me any more. They won't answer my emails, and forget calling them on the phone! They won't take my phone calls either! LOL!!!

They have threatened to shut me down, and I had one who even went so far as to file a lawsuit against me for over 1.35 million dollars!

Guess what happened to him?

He lost the case! He couldn't even shut me up—or shut me down. It was one of those “free speech” issues that's covered in our Constitution. It's called the First Amendment.

But, I digress.

They just can't do it. For every one of my detractors, I have ten people who support me. For every one of my "nay-sayers" I have a hundred "yea-sayers"... and it gets better!

I'm not into appeasing people and playing politics. I like the “rough and tumble” of a good debate, and if they can't deliver what they promise, then they need to be run out of business.

**They're *not* telling you their "secrets" and they're NOT GOING TO TELL YOU THEIR SECRETS! They're just going to keep selling you their crap and they're going to keep laughing all the way to the bank!**

The reason they're not going to tell you their bogus secrets is because if you knew what they were doing, they would lose you as a customer. It seems to go against conventional wisdom, but if they just delivered what they promised, you would be happy to come back to them as a trusted source and buy from them again.

I just can't understand their way of thinking.

But, because all they do is sell you a bunch of crap, they end up getting a bad reputation, and it's not long before they're out of business. Frankly, I have to say, "Good riddance."

This is why I'm going to give you this information for free. Too many of these hucksters are filling their books, repots and articles with fluff and nothing of substance.

Why do you think I have given this stuff away? You may have seen my links on Twitter and Facebook to free ebooks and resources. I do that for a reason: so that you have the right information and not a bunch of junk.

**Stop and ask yourself this question:**

"Would would I give something away to a complete stranger?"

Sure, I could have packaged all this information into a "Special Report" and sold it on the Internet. But aren't you tired of buying "special reports" only to find them not being any help?

I'm more than glad to give people a free report outlining how they can make a serious income on the Internet. Because, if they follow instructions, they will make money. How much is up to them.

Some people will make more than others, and some won't make any at all because they're too lazy to get off their bums and do anything with the knowledge I give them.

**That's fine with me. If they want to spend the next 10 years banging their heads against the wall, I'll let them!**

I have lots of money on books, technical papers, "special reports" and all kinds of crap, for the knowledge and education about this business. I've got books in my library that I've purchased over the last thirty years that continue to prove invaluable in my business. I've also paid good money to attend real, beneficial seminars, and I can tell you right now: I can spot a fraud and a fake a mile away! I can smell a rat a thousand miles away!

If I'm sitting in a seminar where they're "fast talking" their sales pitch and "something" doesn't "smell right"... guess what? I'm outta there! They're NOT going to get into my pocket!

I'm here to tell you right now, I'm not in this business to "try my luck" and see if something works. I'll know, before I implement any strategy, whether it will work or not; because I've learned from the world's best.

Have you ever been to Las Vegas, Nevada? Go into any casino and look for the craps tables. You have to roll 7 or 11 to win, or roll your other numbers again if not 7 or 11. But if you roll "snake-eyes" or "ones" (two dice with one dot is "craps" or "snake-eyes") you lose!

Well, guess what? You've probably been rolling "snake-eyes" your whole Internet career by buying all these "crappy" programs from all these self proclaimed gurus: haven't you?

Come on! You can admit it! I won't tell anybody! I'll be like your confidential confessor and keep it to myself.

There! I thought so.

Now, see? Don't you feel better already?

Okay. Let's move on!

## **You can't even imagine what you're about to discover!**

It's so shocking and genuinely easy to get thousands of visitors going to your site once you know this! But the first thing you need to do before you start sending a ton of traffic to your site is—GET YOUR SITE IN ORDER!

If your web site ad copy blows (or sucks) then you've lost all that traffic. If your message doesn't reach out and grab your visitors by their eyeballs and shake them like a tornado, then your efforts to build traffic were for nothing.

**If you don't get your visitor's attention in the first 7 seconds—YOU'RE TOAST!**

Some webmasters really don't understand how giant this Internet "game board" is: they just don't "get it." The Internet is like sitting in front of your TV, but instead of having a satellite dish powering the screen with 200 channels, here the viewer has 1,346,966,000, that's right, **Billion**, "channels" called web pages.

**The Internet Has Leveled The Playing Field!** Now you can compete against the "big boys," the gurus, the wannabes, and the Fortune 500 companies. Remember what I said about Donald Trump? What about Warren Buffett? Both of these guys are multi-billionaires, but they've got to play by the same rules that everybody else has to observe. They can just afford to hire someone to do it.

**Until you get to that point, you're going to have to do it yourself!**

With that in mind, you have to ask yourself, "*How do regular "working stiffs" - with no advertising budget and no technical knowledge - become wealthy webmasters? What's their secret? How did they do it?*"

**Before you start thinking about shutting down your web site and going back to that job you hate (like most discouraged affiliates and web site owners) read this:**

This report is special: it's not your standard "*web traffic techniques*" report. This report is going to change all the rules and level the "playing field" for you. I'm going to tell you what all the other wealthy webmasters don't want you to know! Okay?

A lot of the old strategies just don't work anymore. I know this for a fact. Too many of these nit-wits are camping in the forums giving bad advice and telling people to do stuff that no longer works.

**Well, today, I'm going to change the game on them!**

I'm not just going to tell you about the rule changes, I'm going to change the game, too!

**Why?**

Because these knuckleheads have been "gaming" the system too long, and it's about time you got a break... today!

**I know this report is a little long, but bear with me:** it will be worth your time to print it out and read it.

If you've stayed with me this long, then you know I'm about to unleash some heavy stuff on you. Any of these other morons would have charged you for this report, but I'm not going to.

I will include this in one of the chapters of my next book, "The Ripple Effect," but for now, I'm going to give this whole section to you for free.

You don't need to invest 2, 3 or 10 years of your life in research like I did only to find out what is secretly hidden behind your back and freely available on the Internet. It's been right in front of you all the time, but you haven't seen it. It's been like one of those Las Vegas magic shows where the illusionist pulls a fast one on you, but you didn't catch his "slight of hand."

No longer are you going to have to slog through a bunch of **garbage** to find the information you need. I'm going to give it to you in this report.

Some of these things appeared hidden from you in the past, but they really weren't. They've been right in front of you all the time—you just couldn't see it.

There are no secrets, and there is no magic formula. You just need to know the right strategies, methods and tactics, and have a few tools in your "tool box" and how to use them.

Some of these things have been right in front of you all the time but you just haven't *perceived* them when you were looking at them. That's what happens in a Vegas magic show.

**But not here.**

They were covered up by a lot of junk, and you have to wade through a lot of crap to get to the gold mine. Just like panning for gold, you have to wash a lot of dirt in the sluice-pit to find those gold nuggets.

The following "secrets" are not really secrets at all. It's just that this information is **not known** to the general Internet public. But it's going to be revealed now, in this report.

I've taken a lot of heat from some web marketing gurus for revealing this information here, and I'll probably catch a lot more flak over it. *But you know what?* I've said it before, and I'll say it again...

***I don't care!*** I really don't! And they know it! So, sue me!

**Their so-called BS "secrets" are public domain information and NOBODY HAS A PATENT OR COPYRIGHT ON IT!**

There's nothing they can do about me publishing this information on the Internet. This information has been hidden long enough and in my opinion it's about time someone actually showed you ***the exact steps*** to create traffic like crazy.

This is your chance to finally "see behind their curtain." Like Dorothy in the Land of Oz, you're going to peek behind the curtain and catch the Wizard pulling his levers and chains. You're going to learn ALL the dirty little secrets these marketers have kept from you. It's just like peering into their minds...

...and you'll be amazed at the strategies these guys have been using on you!

When they talk all this crap about "FREE advertising", they're talking about *banner and link exchanges*, submitting to directories and search engines...

...DON'T DO IT! It doesn't work! The search engines don't even look for that crap anymore!

And besides, that's not how they got started in this business anyway.

Do you want to learn how they REALLY got their start? The successful ones, that is.

Okay. Stick with me...



## **The igniter is missing. They just don't tell you how they got their first one million hits!**

I reveal the secrets of the wealthy webmasters because I've seen so many web site owners work for an entire month for less than \$100 bucks in net profit. It's nonsense —and it has to stop!!!

## **Not Only Will I Tell You How They Got Their First One Million Hits—But I'll Also Tell You How I Got Mine!**

This is the part you've been looking for... I know you haven't been “waiting,” but you have been patient. Thanks for “hanging in there” with me while I went off on 16 pages of ranting and raving!

# How to Use Simply Written Articles to Drive “Killer” Traffic to Your Website

## Introduction

For several years, article marketing has been the most instrumental method I have used to drive millions of readers to my websites. As a matter of fact, it's also the same method a lot of multi-millionaire web site owners use to drive millions of visitors to their sites.

Unfortunately, too many people think they can't write very good article pieces and as a result, most of them give up. In a lot of cases, that's true. A lot of people couldn't write a well written article, much less a chapter in a book, to save their lives.

**But, it's a learned skill, and if you apply yourself, you can also learn how to do it, and do it efficiently.**

Yes, article marketing can be hectic in the sense that you have to consistently write articles to meet the demands that are needed by those who want or need your information. It's not something you can do, then forget about it for a year, then come back and expect anything. If you do that, you definitely won't like the results.

*“If you can read an email and type out a reply, then you can write an article...”* or a book (but that's a subject for another article).

Article marketing requires a lot of research and knowledge. If not, you'll end up turning out garbage like most of crap you see on the Internet. You don't want to be lumped in there with the other re-hash garbage gurus, do you?

## **There are two major ways of writing your articles.**

You can write them yourself or you can outsource them—contract them out to someone else. Outsourcing can be expensive, depending on who you have “ghost write” your articles. Writing takes time and patience, but if you can do a “weekly” article, and spend 15 minutes a day at it, you'll find yourself finished in 3 or 4—at most—5 days.

If you have not been writing prior to this time, it will only take you about one hour of practice every day for the next 21 to 28 days to become pretty good at it. All you need is the ability to gather your thoughts together and put them down on paper.

It's not “rocket science” but it does take dedication and tenacity. It is something you have to do every day, just to build up a “set” or an inventory of articles. Then, when you have a decent inventory of articles, you can start publishing them.

### **Where?**

This is the “icing on the cake” that you've been waiting for...



**Ernest O'Dell - Guerrilla Internet Marketing (left) and Dr. Joe Vitale of Hypnotic Marketing - [www.mrfire.com/](http://www.mrfire.com/)**

One way I do it is a way I learned from my good friend, Dr. Joe Vitale. I sit down at my computer and fire up my word processor. I use [Open Office](#) because it's free and it will save documents in different formats—including Microsoft's Word 97, 2003, 2007, XP and Vista formats.

Not only will it save in several formats, but it will also convert your documents into a PDF format, readable by Adobe Reader—"on the fly." That's just one of the great things about it, besides being free. As a matter of fact, I composed this whole report in Open Office then converted it at the push of a button.

***Yes, it was really that easy!***

I get a new document going in my browser, then I turn off my monitor.

**Say what?!!! You say? Am I crazy?**

Yes, you read that right!

While some people still “hunt and peck” when they type, I learned how to type “10 Key” back in the 70's when I was in high school. (*Yes, they actually taught typing back in the “Stone Age!”*) 😊

Now, you might be thinking to yourself, “Why would ANYBODY want to type with the monitor off?”

**Good question.**

It keeps the distraction down, and the temptation to always be “editing” my composition while I'm working. The whole point of turning off the monitor is so I can get a “rough” draft done in as little time as possible...

...THEN, when I've finished a section (or a chapter) I turn the monitor back on, clean up my draft and do my edits.

Sure, you're going to have some misspellings and punctuation is going to be out of place—or missing. But all that can be cleaned up when you come to a stopping place.

The whole point of turning off the monitor is to get as much rough draft done in as short amount of time as possible.

And, you can type just like you're having a conversation with someone.

**Now... maybe you can take a break here and try it yourself.**

Okay. Ya back now?

**Good.**

If you don't want to go through the learning process and write your own articles, then maybe you can afford to have someone else do them for you. If you outsource your article contracts, just make sure you contract with someone who knows what they're doing.

For a little bit of money—say between \$10-\$15 depending on the length of the article—you can get article writers or some college kid taking a journalism class down at the university to write your articles for you and have them pass on all the rights to you. That's called “ghost writing.”

Or you can purchase resell rights to articles that were written by someone else.

Just something to look into...

Whether you want to write your own articles or outsource them, the best way to approach writing articles is by doing your own research. And when I say, “*Do your own research*,” I mean more than just snagging something off of Wikipedia and plagiarizing it. While Wikipedia is a great source for quick information, it's NOT Encyclopedia Britannica, and unless there's lots of “primary source” bibliography, I wouldn't give them two cents for always being accurate.

Source contributors on Wikipedia are a lot better than your average article writer, but occasionally you will run across some really bad bibliography, and the contributor doesn't appear knowledgeable in his or her subject matter.

So... as they say in politics, “vet” your information. And that means more than just going through FactCheck or Snopes.com.

You also need to know what questions people are asking as you don't want to write about issues that have been over-worked already. Articles that are specific usually get a lot more high quality traffic than a generalized one.

**For example:** If you wrote an article on *autoresponders*, you may get some traffic, but may not make any sales.

However, if you wrote an article on a topic like **“How to Make a Killer Income Using Autoresponders”...**

or

**“How to Suck In Cash Like a Vacuum Cleaner Every Time You Send an Email to Your Subscribers From Your Autoresponder”**

etc.,

...you’ll find hundreds—if not thousands—of people who will be ready to read what you have to say.

**The reason?**

The reason is because you are providing **specific content**, giving high quality information and more importantly, answering questions that many people are asking.

A typical example is this report you are reading right now. I could have titled it *“Article Writing: A General Overview.”* But without some keyword rich words in the title, it might not get a lot of “traction” from the search engines.

Some people might take a look at what I have written just for the sake of looking. But when I change the topic to,

**“How to Use Simply Written Articles and Press Releases to Drive Tons of 'Killer' Traffic to Your Website” In 30 Days or Less...**

...you will more likely be attracted to it.

**Why?**

**Because there is a promise of my solving your traffic needs with the information contained in the report.**

Now, assuming I have a website at the end of this report with the title: “Article writing: A general Overview” or one with the title: “How to Use Simply Written Articles and Press Releases to Drive Tons of 'Killer' Traffic to Your Website In 30 Days or Less,” which one would you choose?

Yeah, the second one.

**Why?**

Because it holds the promise to solve your traffic generation or website promotion problems.

So, your article should be very highly targeted to the audience who would need the information.

**Remember:** Research your “target” market, field, niche, or topic properly so you can know what questions people are asking and then solve it through your article.

## **How To Write Traffic-Pulling Articles**

Now I’m going to teach you how to write your articles so well that you’ll always have a good readership audience—which is exactly what you need to create a steady flow of traffic to your website.

You'll eventually have readers, subscribers and customers who will say to themselves, *“I would have to be a complete dolt to do business with anybody else!”*



A well-written article is like a work of art. You think in your mind what you want your audience to see—in this case, learn—and then you go ahead and give it to them.

Writing an article is like Michelangelo conceiving a beautiful painting in his mind before he draws it out on paper and paints it. Or like picturing in his mind a sculpture, then taking up his hammer and chisel and bringing it into existence.

Writing an article is not just like one of those things you do to make more money, but rather bringing your brain-child into existence at the stroke of the keys on your computer. It takes thought and planning.

Too many people have this mentality today that feels like articles are only written to make money. I feel like that is wrong. This is the reason you can hardly get high quality, well-written articles anymore.

Those who write high quality articles nearly always draw in a lot of traffic and then go on to make a profit from them.

Back when I was a regular contributor to newspapers and magazines, I always held my audiences spell-bound with my words. I wrote in different “voices.” I was a “word-smith.” And, in some cases, when I wrote political articles, I was a journalistic pugilist.

I would haunt them with mystery, or entertain them with humor, or I would make them angry about a particular issue in the news media: they **never knew** what I was going to do next.

**To write a good, traffic generating article, you need three things:**

- 1. A headline that catches their attention**
- 2. A well crafted and thought-out outline with good content**
- 3. An author's byline at the end of the article that will cause people to click through to your website.**

Think of it in terms like a cake recipe. Your article should be just as precise and successful as a good recipe. When your readers are absorbing the words in your article, they should be able to literally “smell” the results of your article. It's like baking fresh bread.

## **How To Write The Headline**

This part is so important that if you miss it, people will skip right over your article and you will miss out on lots of traffic. Your headline must contain certain ingredients. If these ingredients are missing, forget it. **YOU JUST LOST TRAFFIC AND \$ALE\$!**

### **Why?**

Because your **headline** is what people will see first. Make sure it jumps out and grabs them like a pit bulldog pulling on a tug rope.

If your headline doesn't jump off the page and grab them by the eyeballs, shake the daylights out of them and compel them to click... **they won't click.**

That's why you find millions of junk articles on the Internet with poor content—but catchy headlines.

## What are the important aspects of your headline?

They are:

- The keywords in the headline,
- The kind of words used, and
- The phrasing of the words.

The keywords in the headline are an integral part of your article as this is what searchers type into the search engine when they are looking for it.

For example, if you wrote an article with the title “How to Improve Your Golf Swing”, you are more likely to get some traffic from the search engines because of two keywords included in your headline: ‘Golf’ and ‘Swing’.

This will make it easier to find your article on the Internet than if you used a keyword headline like “Can you make golf your shots better?”

The next step is the kinds of words you use in writing the headline. If the words used in the headline are compelling and incite curiosity, you will have more clicks through to your article.

## Your article is your marketing tool.

Don't just write it any old, sloppy way. If you have to get a book on creating good headlines, then get one. Go to Joe Vitale's website at [Mr. Fire.com](http://Mr.Fire.com) and look through his articles and see how he uses headlines. Buy his books on Amazon.com and **read them!**

Whatever you have to do, do it. Just don't plagiarize. One of the single most important factors in article marketing is your headline. You either make it or you don't.

## How To Write The Body

Now, we'll take a look at how you can build the body of the article to *pique* the reader's interest so much that he or she will want more and then create a byline that will cause your audience to be eager to see what else you have to say and offer.

Creating the body of an article isn't as hard as you would think it is. It's simply outlining your thoughts in an orderly manner so that one point flows into another—resulting in a well written article.

There are, indeed, quite a number of well written articles and billions of pages of poorly written, dry, boring articles. The important thing you want to do is provide more information for your readers. This is why you always hear that we live in the information age. Only those with access to the highest quality information will stay at the top and garner more readership support.

Be sure that your content is something that your readers want and give it to them. This is one of the single most important ways to build a relationship with your readership base. If you provide them with good information, they won't mind paying you a fair price for it.

Creating an outline only takes a few minutes. For example, let's say I want to write an article on building a website. You have to know what "components" go into building a website, then transmit those thoughts to your readers in such a way that they understand it.

If you write it like you're talking to a techno-geek, you're going to lose about 95% of your readers. Then again, if you write to everybody like they're a bunch of fifth graders, you're going to lose almost as many. People are not dumb, and they're not rocket scientists. They're intelligent, and want to be "spoken to" respectfully and intelligently.

**A sample outline would go like this:**

- 1. Title**
- 2. The importance of a website (Introduction)**
- 3. Learning HTML**
- 4. Setting out the contents of the site**
- 5. Acquiring the tools or software necessary for building the website and do a comparison of their ease of use, dynamic functions, etc.**
- 6. How to Start building the website**
- 7. Uploading the website using either the FTP provided by my Host or another FTP software etc.**

You get the idea.

Let one thought flow into the other. It helps make your readers understand the article better and gain a lot more from it.

If you have valuable resources at your disposal, include the links in the article. This way, your readers get more value. Often a well-written article will create a hunger for more articles by the writer.

Most article directories and ezines will include your expert author's link at the bottom of your article after your byline so it would be easy to access your other articles. A really nice ezine directory that does this is [SearchWarp.com](http://SearchWarp.com).

After you have gotten them to read your article, you want them to either visit your website or buy a product you are selling as an affiliate or as a merchant. This is where your byline becomes important. How well you write your byline will determine how many people will click through.

Often, your articles should build their expectations so much that they would just want to click through. Still notwithstanding, it is good idea to craft your byline well. To craft your byline to get maximum results, look at bylines in any articles you might have seen previously.

Start noticing the really good ones—those that caused you to automatically click—and copy their pattern of writing. I don't mean copy them word-for-word, or plagiarize, but copy their style. Look at **WHAT** they're **DOING**, and **HOW** they're writing it, not just what they're writing.

Learn from them... take after them. A good place to see “the good, the bad, and the ugly” is looking at a variety of article writers. One good place to start is one that I've already mentioned: [SearchWarp.com](http://SearchWarp.com).

Now, if you want to see some excellent examples of well crafted articles, go check out [Dr. Vitale's](http://Dr.Vitale.com) web site. Also, check out Scott Ginsburg, the “Nametag Guy” at [HelloMyNamelsScott.com](http://HelloMyNamelsScott.com).

Try to craft bylines like the good ones do. With a little practice, you'll find you are just as capable in creating compelling bylines as the Masters do. Soon you will see your click-throughs increasing, because your readers are glad to click through and see what else you have to offer.

## Tools of the Trade

Some of the tools you will need is a good list of ezine directories where you can submit your articles. Also, you will need some good news wire services for submitting your Press Releases. (*Press Releases, also known as News Releases, will be covered in another chapter.*)

[EzineArticles.com](http://EzineArticles.com) has a nice program for beginners where you can submit up to 10 articles, and if you pass their "muster" you can move on to the next level. They also have some good educational tutorials that will help you get started in the right direction and will educate you in the "basics" of article writing and submission at: <http://ezinearticles.com/training/>.

[ArticleBiz.com](http://ArticleBiz.com) and [Amazines.com](http://Amazines.com) are a couple of other directories that I use to submit articles, and they work real good and give me some pretty good distribution.

Crunching the numbers is a bit more complicated, and not something for the faint-hearted, nor for the novice. I won't get into the technical “geek stuff” in this report, but will save it for another day.

If you can get the hang of submitting to these three ezine directories, this will give you a good start.

## How To Instantly Increase Your Traffic Using Articles

Now, let's look at how we can get this to move a little faster and further. You'll be learning how to use your articles to generate even more readership and make more money in the process.

Besides using article directories, there are various other means with which you can promote your articles.

**Some of them are:**

- **Using of social networking sites popularly known as Web 2.0 portals (i.e. FaceBook, Twitter, LinkedIn, Digg, Technorati, MyBlogLog, etc.)**
- **Submitting your articles to Ezine publishers who need quality content related to the topic you are writing on.**
- **News Sites and News feeds.**
- **Tagging.**
- **Allowing other people to re-publish your articles.**
- **Increasing the keyword density—but not keyword “stuffing”—of the article, etc.**

This isn't rocket science. If I can do it, you can do it. If you know how to check your email and type a few letters and emails, then you can use these techniques to gather as many visitors as you want.

## **Let's start by using some social networking websites.**

These are online communities that cater to providing an avenue through which people can get to meet each other for the first time, or where friends and family can catch up with each other. It's like a "get together" joint for people across the globe. Other examples include Orkut, hi5, etc.

Some of these websites have as much as a billion hits a day. FaceBook is still the leader and out-pacing Google every day, and delivers more media consumption than all the search engines combined.. I pick up between 25 to 100 new subscribers from FaceBook each day, alone.

**Imagine the potentials inherent here:** A billion hits!

What if you could divert some of that traffic to you so other people can visit your website, blog etc.? The potential is limitless.

Just make sure you give your "followers" or "friends" a good reason to read your content. Nobody likes to be "sold," so don't over-do it by "hard selling" them or they'll drop you faster than a Texas coyote eating a bag of Cheetos!

Another great place to mention is [Twitter.com](http://www.Twitter.com). Who hasn't heard of Twitter and "tweeting." It seems like everybody is using it... even newscasters on TV. So, get on Twitter, and check SocialOomph.com, too. SocialOomph.com (<http://www.SocialOomph.com>) can help you set up automatic follows and Tweets so that you don't have to do it manually.

Of course, SocialOomph has a whole lot more than just automatically following and distributing your tweets, but they're too numerous to list here. Go to their site and sign up (for free) and check out all their tools and "bells and whistles."



See the sample ad for **Twitter Secrets** below:

**Get a Jump Start On Twitter:**  
**Go to Twitter Secrets and sign up for free courses in**  
[Twitter Secrets](#)  
-----> [Click here](#) <-----

No, that's not an affiliate link. I don't make any money off of it if you decide to use them.

**Okay.**

### **So, how do you divert the traffic to your website or blog or get people to read your articles?**

1. Register with any of these websites that you choose. I am more familiar with [Facebook.com](#) although the dynamics of the other websites are not too different. So, we'll use that as our working example.
2. Then create your profile page. The key to this is making your profile attractive and interesting. There's lots of "interesting" people on social networks, and one must be careful, so don't give out any personal information—or too much information.
3. Make your profile page appear interesting. Let people see that you are an interesting person to be with, etc.
4. Set up your Fan Page. Hey! Everybody needs a fan club, right? This is highly important as you'll be needing it on a daily basis. Facebook provides you with facilities so you can create your fan page and start posting. Note that your fan page address will be different from your regular Facebook profile page.

I've written a few articles about Facebook fan pages on the Guerrilla Internet Marketing blog at <http://guerrillainternetmarketing.wordpress.com/>.

Go check them out.

Your Facebook page is where you tell all about yourself. In short it is where the world first gets to meet you and know you. Their first impression of you will either result in them wanting to know you better... or not. You can insert your blog link in your profile as they'll want to see what you have to offer if they are interested in knowing more about you.

5. Start adding your articles, videos, and audios to your blog and status. Every time you update your status it will show up across your network of friends and they'll go over and check it out. (It will also appear in the search engines!) This is what your invites will see when they visit your blog and may either keep them coming back or keep them away. There is no limit to the amount of articles you can add. So as long as you are producing those, post them on your Facebook page.
6. After setting up your fan page, you are good to go. Browse through some of the other groups and fan clubs you like and send a few invites. Don't overdo it, or you'll make people mad at you and they'll "un-friend" you. Sending invites simply means adding people as your friends. This is your first step of introduction. When you send them the Request to add as a friend, they get it in their inbox or on the top menu bar in Facebook. More often than not, they will want to check out who wants to add them; that's the reason the initial preparation of your profile page or fan page is highly important.
7. Be careful about adding too many friends. Facebook has a limit to the number of friends you can add in a day. They're all different, so check each one of them out. They also have a 5K limit on the number of friends you can have on the regular side of the profile; but no limit on your fan pages.
8. Anything above their perspective limits marks you out as a spammer. As you get used to the modalities involved with using these social networking sites, you can increase the number of

invites you send out.

9. Start posting short messages (or “Status Updates”) to your friends who have accepted you. Status Updates are a form of messages. After the updates, include a link to your article.
10. After you have a short message—usually 140 characters or less—click on the send button and all your connections will receive it on their Wall.

For example: If you have just 12,000 people on your fan page, they are bound to read it if it is interesting. Give them re-print rights and allow them to “pass it around” to their friends, and soon you'll have several million people reading your articles.

That’s it. This isn't rocket science at all. It's just basic math... multiplication. You have to start your quotient somewhere (preferably Facebook or Twitter) then build on that.

## **WordPress blogs**

Send them to your blog. A great place to start a blog is [WordPress.com](http://WordPress.com). I have several, and I post new articles at least once a week there, sometimes more often. At the same time, I'm submitting the same article to about 120 top article directories, or “ezines.”

A great piece of software for submitting your articles is the [Article Submitter](#) by Brad Callen. It's the best in the market, and you can't beat it.

**There are a lot of other submission tools available, and you can check them out in the next section.**

The reason I keep this simple is because, if you have the tools to do the brunt of the work for you, then you don't have to manually submit them. Doing so could take you all day, and I'm sure you have more important things to do besides sitting at your desk all day.

[Article Submitter](#) allows you to submit your articles to 120 of the "TOP Ezine Directories" on the Internet. Getting the pro version can save you an incredible amount of time in doing so because it will automate the process for you.

You simply enter your article details into the software once, and then let it run automatically while you go golfing, or whatever you like to do. You come back later, and it's done.

### **Bingo!**

If you want to select an individual directory and just post to one or two, then you can manually click on the directory name and be done with it. The software will automatically fill in all of the submission criteria for each directory and allow you to quickly submit your articles.

### **Now, here's where it can get interesting:**

Let's say you just finished plugging in all the information to a article and you have it ready to go. Now, go back and grab the text and "tweak" it into another separate article by just changing up a few words in the title and body. You might put a different "spin" on it to produce yet another article.

This is what is called "article spinning." They have software on the Internet that will do it for you, but I don't recommend you use them. The search engines can smell a rat a thousand miles away, and some article "spinning" can backfire on you if you have too many. One or two "spinners" isn't too bad. But if you get too many, say, 100 or 200 or more, then it could get you "marked" as spamming—or worse—using "black hat" tactics. And THAT will get you banned!

Now, stop and do some math: calculate the number of article directories your article is going to, then multiply that by their number of subscribers... some of them have more members than others.

What it boils down to is that your article is going to get in front of millions (if not billions) of eyeballs!

Not EVERYBODY is going to read your articles. But if you've got several million "back links" forming from your articles, just a small percentage of readers can mean substantial traffic for your site.

## More Article Submission Programs

**Directory Of Ezines** - Ezine Advertising Is Hot And Proven Effective! Now In Our 10th Year, Charlie Page Helps Members Succeed With Ezine Advertising, Article Marketing, Joint Ventures And More! Members Get Free Teleseminars, Lifetime Access And More!

**The Article Bully Domination System** - Quit Trying To Just "Make Money Online" And Build A Real, Lasting, Long-term Business Through Article Marketing! The Article Bully Domination System Will Show You How To Become A Dominant Authority In Any Niche You Choose.

**Article Directory Pro** - Create Your Own Profitable Article Directory! Run Your Own Amazing Article Directory And Explode Your AdSense Revenue.

**Quick Article Pro & Submitter** - Quick Article Pro Offers Best Article Generation Solutions For Individuals And Organizations. It Offers Accurate Article Generation Quickly. Article Submitter Allows You To Submit Articles To Niche Article Directories That Accept Fast Listings.

**Article Marketing Domination** - \*It Converts Like Crazy! How To Effectively Market With Articles. Includes The Truth About LSI.

**Instant Article Submitter** - Amazing Breakthrough Software Stuffs Any Website You Want Full Of Free Targeted Traffic.

## Another Word About Directory and Index Submitters...

Since there are only about 3 or 4 major search engines you need to be concerned about (Google, Yahoo, MSN, and Bing) you can usually get your site(s) and articles submitted through a blog post, or through one of these article submissions... sometimes within minutes... or milliseconds.

Submitting multiple listings to “thousands of indexes” and search engines and directories is really not necessary. **It can also cause you more harm than good.** Just don't do it. And, if someone claiming to be a SEO “expert” recommends it, hang up on him!

If you spend 15 minutes to one hour a day working on this, you'll get phenomenal results in no time and lots of people will get to see your articles and probably tell their friends about it which will result in increased “viral” website traffic.

### **I do this about once a week:**

- I write my articles,
- Get them posted on my WordPress blogs,
- Share the links on my Facebook profile and fan pages,
- Get them all plugged into Twitter,
- Get them distributed to Digg, Tecnorati, ezines, search engines, FriendFeed, Ping.fm...
- ...all with the click of ONE button!

And it takes me less than 2 hours a week to do it. The biggest portion of my time is writing and editing the article. Then about 15 minutes “plugging” my articles into the distribution system. You can do it, too.

## How To Harness The Potential of Articles And Drive Targeted Traffic To Your Websites Through Ezine Publishers

One very important point you have to take note of is the fact that Ezine and newsletter publishers in all fields are consistently looking for high quality articles loaded with lots of thorough—and “expert,” well researched and documented—information and content that can benefit their subscribers.

If your article comes across as amateurish crap, they'll smell it a mile away, and it will end up in the trash.

Has it ever occurred to you that one of the top ten challenges Ezine and newsletter publishers face is consistently getting high quality articles and content to send to their subscribers?

They need this because they know that if they were to keep giving their subscribers junk, their emails are likely to get ignored, if not outright blocked. Sometimes their subscribers will “opt out” by un-subscribing which would result in them losing money. When they lose subscribers, they no longer have readers seeing their ads (or yours) and they (and YOU) end up losing sales.

This is the reason they outsource the jobs of article writing and content production to freelance writers *like you* who do it for them at a token price. Even if you do it free, you're going to make money on the “back end” when people come to your site and make a purchase.

Now imagine how much expense you would be saving these publishers if you were to **consistently** offer them good, quality content—your articles—for free. The only catch being that they leave your byline at the end of the article and they don't tamper with it. This could be used not only for the subscribers but also for your blog readers.

Most ezine publishers are legitimate and fair. Very rarely will you get one that manipulates your byline. It would be foolish for them to do so.

But... occasionally you might run into one that tries it, but not for very long. Once you catch him at it, you just quit writing for him, and he'll "get the message." If he's overtly stealing your content and not abiding by his contract, then you can have your lawyers contact him.

Otherwise, if he's just stupid, then you quit writing for him. Sometimes, you just can't fix "stupid." You can vote them out with your pocket book.

**Okay. 'Nuf said.**

If you want to explore this avenue, it is better that your content/articles be good enough for them—ezine and newsletter publishers—to want to collect and accept them.

By now you would have noticed that there is a lot of emphasis on **high quality content**. Yes, it determines your success rate in marketing your products, services, promoting your website and affiliate products using articles.

This method works very well because the subscribers see your byline and click through to the page you want them to see. Hence, this will increase your sales. Just make sure your web site is "up to par" and that your ad copy doesn't blow.

When you are writing for a well established ezine or newsletter publishers, you are bound to make a lot more sales using this method because the subscribers trust the publisher who sends them the email.



## How To Find Ezine Publishers Who Are Hungry For Your Articles

Visit online forums, discussion groups, message boards, and yes, even Facebook groups and fan pages. Take a look at the [Guerrilla Internet Marketing fan page on Facebook](#) and join up. You'll get a lot of free content there that will help with your writing efforts and learning curve.

Participate in the status posts with your comments, and occasionally post something on their wall status. Just don't spam. When you post something of value with a link to your web site, it will usually get indexed in the search engines within a few seconds.

This is why I said before, it's no longer necessary to manually submit your URL's to search engines anymore. They're automatically "spidered" by the search engines and indexed faster than you can blink an eye.

Look for potential publishers who like your articles and make personal contact with them. Introduce yourself to them and let them know what subjects you write on, and see what they need.

This can be done by typing "Forex trading forums" in the search bar if you are writing articles on Forex Trading, or "Stock Market trading forums," etc. It is also important that you contribute to these forums so that you will be recognized as a qualified expert in your field.

**CAVEAT:** There is a problem with well-meaning people who join message boards and start posting offers. That is viewed negatively as spam and will get you bumped off the forums.

After collecting a list of publishers, send a sample article to them with a promise of more for free if they will only let you include your byline. Most of the time, publishers will jump at this offer because it helps them cut costs.

In your favorite search engine's search bar, type in the keyword "niche' Ezine publishers". If, for instance, you have articles on real estate, type in the keyword "real state Ezine publishers", "real estate newsletter publishers." If you're writing for the insurance or medical/health care industry, then type in those keywords, etc.

Since I write a lot for the real estate and insurance industry, and have written two books on marketing for both, and belong to several industry related blogs, I get a lot of offers from publishers to write for them without me even making the initial contact.

**So, this is something to consider:** Sometimes they—the publishers—will contact you first, if they've heard of you or found your name in a book—or several articles—that you wrote. In my case, I have several books and several thousand articles and "reports." (*Reports being somewhat longer than your standard article.*)

Then get a list of all of them and subscribe using an email account set up for receiving their newsletters. The reason you want to do this is to give you a feel of the quality of their ezines so you can meet up or even surpass the standard.

Then, fire off your emails introducing yourself and asking them to take a look at your articles to see if they are "fit for consumption" by their subscribers. If they like it, they'll often get back to you for a steady supply of articles.

And, of course, using Article Submitter Pro, your articles will automatically go into a queue for review, so the need to contact is basically rendered obsolete. Once you have your articles submitted, they'll be reviewed and either approved or rejected. If they reject one of your articles, they will let you know why, then you can fix it and re-submit. Once you have everything the way they like it, they will then usually approve your articles for distribution.

There you have it. You can't complain that you are not getting traffic anymore. Now you have enough information to help you get started. Use these techniques and you will begin to generate lots of traffic.

### **Last, but not least...**

I spend about 8 to 12 hours a day in the office writing. It may be articles, a “special report” or another chapter in a book I'm working on. I know you can't always do that, and you might have to work at a 9 to 5 job until you get a little money in your account.

Once you've been at this for a month or two, it will become a lot easier for you. And once your articles have been in circulation for six to twelve months, and you've made some decent revenue from them, you can pretty much do what you want.

It is highly suggested that you build up an “inventory” of articles and reports for a syndicated series to cover 52 weeks. This takes care of your weekly article submissions and any needs you might have for autoresponders.

I have also built up an inventory of 12 monthly articles for various magazines—both offline print and online. Along with that, I've also built up a 52 week inventory for my weekly columns.

Once you do the same, you can sit back and take a break and watch the money start rolling in. But you must, I repeat, you **MUST *get the momentum going first.***

Build up an extra article or two each day in your “inventory file” and by the end of two months, you'll have next year taken care of. Then take a couple weeks “vacation” and get started on your magazine submissions, or the following year's inventory.

Do that, and in the course of a year, you'll have built up enough article inventory for the next 4 or 5 years!

### **Now, here's the icing on the cake...**

At the end of the first or second year, you'll have enough content *for your first book*. Then you can start out small and “self publish” through [CreateSpace](http://www.CreateSpace.com) ([www.CreateSpace.com](http://www.CreateSpace.com)) or [Lulu.com](http://Lulu.com). CreateSpace is a subsidiary of Amazon.com and will publish “on the fly” or 'On Demand' – however many copies the customer orders.

You can market both CreateSpace and Lulu publications on Amazon and make anywhere from 50% to 70% royalties on your books. Each one has different parameters, so check out both of them.

You can also subscribe to CreateSpace's Extended Distribution Channel (EDC) and get into thousands of off-line “brick and mortar” stores, and into the Barnes & Noble online system. Paying the one time set up fee of \$39 for the EDC at CreateSpace is a worthwhile investment when you have the potential to earn millions in royalties with “the right book.”

Not only can you publish hard copy books with them, but you can also publish PDF format ebooks which will be protected from piracy with a software “key.” They both have different size formats, and can even help you with book cover creations.

With Lulu.com you can sell a PDF ebook just like this one, or you can sell it through Amazon for their electronic Kindle Reader. Now that iPad has been released, you can probably see a boost in sales for the iPad when their ebook readers become popular.

Once you start selling lots of books on either of these sites, a major publisher will most likely take notice of you and contact you and make you a deal you can't refuse... like a couple million dollars or more in "advances."

### **Now, let's briefly wrap this up by discussing Press Releases:**

Press Releases, sometimes known as News Releases, are a different "animal" than articles and Special Reports. There are better tutorials on writing PR than what I could ever put together. One of the standards is "Trash Proof News Releases – The Surefire Way to Get Publicity" by [Paul J. Krupin, at Direct Contact Publishing](#).

Paul Krupin is the defacto expert when it comes to PR and News Releases, and he has an excellent website and a ton of resources for your learning curve. You can download a copy of his free ebook "[Trash Proof News Releases](#)" when you fill out the form at his site.

He has a ton of resources, so stop by his site and check out some of the links to his examples.

I've done a few articles on Press Releases at the [Guerrilla Internet Marketing blog](#) and you might want to visit there and review some of the articles that have been posted in the last 3 or 4 weeks.

**One word of advice:** everybody and their brother-in-law claims to be an "expert" at something, and I'm not going to do that to you. I know this report has been rather lengthy, but I hope I've given you enough information to get a good start. I haven't asked for your name and email address on a swap, and I don't plan to. I don't claim to know it all or be a "guru" of any sort, but only share what I've learned over the past several years.

As to the 247 million hits to one site in one year? That was about 4 or 5 years ago. And it took me about 3 or 4 years to figure it out. I really didn't know what I was doing at the time. I was totally clueless. And, I'm still not much better today. Although, I have made progress, and I understand how some things work.

I'm not going to get heavy into the SEO and SMO (social media optimization) and crunch a lot of statistics. There's very few people who understand that stuff, and it doesn't do anything but stroke the ego of the genius. It does absolutely nothing to put money in the bank.

I will do the number crunching and screen shots, spreadsheets, and analyses in a follow up report. For now, I hope this has been enough.

However, you must do things right to get any positive monetized results.

Sending a lot of traffic to a site that sucks on its ad copy, design, etc. isn't going to help you. You've got to make sure that your site is "up to par" before you start sending tons of traffic to it.

**And I can guarantee you this:** if you follow the instructions in this report and take action on them, you're going to get traffic. If you can monetize that traffic with a good product or service that solves a problem for people, then you will do well.

If your site is one of those affiliate sites that you can't modify, nor can you have ownership of the lead capture data, then you'll have to build a "work-around" lead capture page. *(Another article.)*

Unless you build your own lead capture page and develop your own database of prospects, you're just spitting in the wind. But, that's another chapter in the book.

I will also do a special report on autoresponders and segmented email letters to your subscribers. And I'll make a deal with you: I'll give that one to you free also.

No names and email trade offs.

Okay?

Just make sure you're following on the [Guerrilla Internet Marketing Fan Page at Facebook](#) or on our [blog](#) for notification when it's ready.

Let me know if I've given you enough information to start on. If not, just ask me to clarify. I'll be glad to help. You can also send me a private message on FB if you don't want your questions (and answers) made public.

**Now, your next assignment is to get started with what?**

**Writing!**

To your success,

Ernest O'Dell

