

Profitable Content Traffic

How To Get 5 – 50x More Traffic With
A New Traffic Strategy Use By Sir
Richard Branson

*Results Now
Notes*

Jeff Herring

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Introduction

Why You Can Trust Me

I have an advantage over most in that I have a “name” in the industry and a list community. But it wasn’t always that way...

After graduating, I became a marriage and family therapist with my own private practice. So how did I become an online entrepreneur you ask?

I started writing a column for the local newspaper in 1994 and it changed everything. Why? Because of what I found out: When you are able to demonstrate to folks on a regular basis with your content how you approach their problems and how you solve their problems, you no longer have to pursue clients. They pursue you.

Read that again: *They pursue you.*

Once I learned the power of content marketing, I began working with mentors and building my own online business to help others use content marketing and build successful businesses.

Check out this from *Online Entrepreneur*, “When it comes to marketing strategies content marketing has just been crowned king, far surpassing search engine marketing, public relations and even print, television and radio advertising as the preferred marketing tool for today’s business-to-business entrepreneur.”

Who This Is For

These rules are for you no matter where you are on the business scale.

They are for you if you are a beginner and want **a clear and simple path to success without the usual mistakes.**

They are for you if you are an experienced marketer and **want to finally make what you know you deserve.**

And they are for you if you are **somewhere in-between.**

If you want to make a difference in the lives of those you are called to serve, be profitable, create profitable products quickly and finally want to live the a lifestyle of your dreams, this book can help you.

Chapter One

Workshop Wisdom

“Don’t chase after traffic. Find out where the traffic is going. Get ye in front of it. Then redirect it to where you want it to go.” – Jeff Herring



Think about it – why wouldn’t you want to know where the traffic is going and get in front of it? You could try to get them to come to you, but

Chapter Two

The Profitable Content Traffic Mindset

What it is NOT:

“Lots of traffic is only for the big guru people.”

First of all, I hate the term guru. Secondly, this is really just an excuse people throw out to hold themselves back from success.

What it IS:

High quality evergreen traffic is available to anyone willing to be ridiculously relentlessly consistent.

Chapter Three

3 Big Profitable Content Traffic Mistakes

Mistake #1: PPT – Premature Paid Traffic

There is nothing wrong with paid traffic. I'm just getting into it.

The only time it is bad is if you pay for it prematurely. If you don't have a system that moves people from prospects to customers, why are you paying for traffic that doesn't convert?

Instead, create a proven system using free traffic that you get from your content.

Mistake #2: FTA – Failure To Adapt

So often people work hard, get to a point where they are successful and then stop working at it...you have to realize that things are constantly changing. So wouldn't that apply to where the traffic is going?

Instead of failing to adapt, discover where the traffic is going today...and then do it again tomorrow and the next day, and the day after that...it's always changing.

Mistake #3: “I can get quality traffic on my own!”

Sure, you might be able to...but it will take a lot of work and time.

So always, always, always get every edge you can from trainings, coaches and mentors. Learn from people who are doing it and doing it well. Don't reinvent the wheel.

Chapter Four

The Power of Profitable Content Traffic

There are three types of traffic

- Immediate: this is what I'm going to show you today.
- Regular : this comes from being consistent with your content creation.
- Long-term: this is what I call evergreen traffic. This is content that is out there that keeps bringing people to you.

If you master these three types of traffic, you will get more traffic than you can handle!

Chapter Five

Results Now Mini-Workshop

Now, I can explain this to you, but it would be much better for me to show you. [Watch the replay here.](#)

You may have all heard of LinkedIn – you may even be on it! What I want to show you, is that LinkedIn is going through a massive change and how it can be an amazing place to get in front of high quality traffic.

Now, please note, that this isn't the only place. I still post on Ezine Articles and other locations. However, LinkedIn is doing a fantastic job at pulling in traffic – and since we are always adapting we want to take advantage of it!

Now please understand this: at the time of this writing you must have a paid LinkedIn account to do this. Now before you dive into wrong thinking and disregarding LinkedIn as a viable traffic source, realize that you are investing in your business. It's \$29 a month and even one person purchasing a product from you will more than cover it! You can even try a 30 day free trial to see how your traffic comes in before paying for the first time.

Would you like to see how to create a post on LinkedIn? The steps are below but [let me show you!](#)

1. Go to your LinkedIn page and click “Add Post”
2. Add an image – this is the eye candy to get people interested. In this day and age when the internet is so visual, this is really important.
3. Create a title with strong keywords.
4. If you already have content, go ahead and cut and paste! There is nothing wrong with having the same content in various locations. If you don't have content, go ahead and start writing!
5. Add as many links as you want within your article – explaining something and have an affiliate link for that? Add it! Mention a product you offer? Add a link to it!
6. Invite them to take their next success steps. You can do this two ways (and don't do just one – do both!) You can add text that explains their next steps and offers them a link. And you can use the little camera icon at the top to add an image right into your content. This is a great way to offer your next success steps via an image. That way you grab the visual learners.
7. Add your keywords when prompted – this will allow your posts to show up when people search for them.
8. Click publish!

9. Copy the new post link and share an update on your LinkedIn profile with the link. This will drive people to your post.

And that's it! Need to see it? [Watch the replay!](#)

Chapter Six

Genius Tip

Once you build the machine and know how to build evergreen traffic...feed the machine!

What does that mean? Once you set up your blog, LinkedIn profiles and other places you post your content, you need to consistently add new content. These machines won't bring you traffic if you don't consistently add content!



Chapter Seven

Your Next Success Steps

Now you know me - I want to take things from complicated to simple and from expensive to affordable.

[Introducing Evergreen Traffic Machines 2.0](#)



Let's take a look at some reasons to join today...

Reason 1 – Led by someone who has done it and currently does it every day

Reason 2 – 5 Powerful Modules: Get Started Here – ETM Templates – Profit from the 4 Rules of Traffic – Show Me the Traffic – Repurposing Your ETMs

Reason 3 – BONUS 1 – Private Facebook Group

Reason 4 – BONUS 2 – ETM Consult with me

Reason 5 – BONUS 3 – Jeff's ETM Vault

Reason 6 – BONUS 4 – LinkedIn ETMs

[Join us today!](#)

<http://EvergreenTrafficMachines.com>

