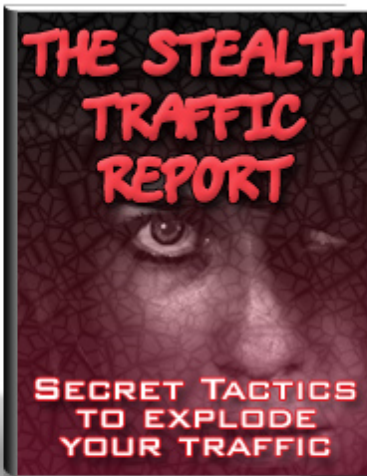


THE STEALTH TRAFFIC REPORT

By [Michael Badger](#)



The report is for your personal use only. You do not have the right to copy or distribute it in any way.

However, there are resale rights available for this report, which you can get for free. Once you download the free resale rights version, you will be able to distribute the report for free, or sell it at any price you choose.

TO GET YOUR FREE RESALE RIGHTS FOR THIS REPORT, PLEASE VISIT:
[The Stealth Traffic Report](#)

Once you download the resale rights, you will have a one-time opportunity to purchase rebranding rights to the report as well, along with a sweet bonus that is explained in the chapter *Become a Software Developer*. Once you rebrand the report with your own affiliate links, you will be able to make commissions on any of the products recommended in the report.

© Copyright 2008 Michael Badger LLC

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES: The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

The author and publisher of this Ebook and the accompanying materials have used their best efforts in preparing this Ebook. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this Ebook. The information contained in this Ebook is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this Ebook, you are taking full responsibility for your actions.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

As always, the advice of a competent legal, tax, accounting or other professional should be sought. The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this Ebook. All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

INTRODUCTION

So you're looking for the big T of Internet marketing... Traffic! You've been trying the "normal" ways to get traffic to your sites and pages for a while now, but maybe it's time to ramp things up a bit?

This report is going to explain some little-known traffic generation tactics that are going to seem so obvious and so powerful that you are going to kick yourself for not thinking of them on your own first! We'll get to those in just a minute though...

Before I get into the meat and bones of this report and tell you how you are going to start generating massive amounts of traffic to your sites, I want to ask you one quick question.

Are you actually ready to get all of the traffic that you are going to be able to get using the Stealth Traffic methods?

Seriously, you need to be ready for the traffic, and know exactly what you are going to do with it once it comes, because using the strategies in this report, you will start seeing huge spikes in your traffic. Some of the strategies will work to create traffic almost overnight, and some will put your traffic on a nice steady stream for the long haul.

Regardless of which tactic you choose to implement, it is absolutely imperative that you first analyze your marketing strategy, because traffic coming to a site that doesn't convert is just plain useless.

There are essentially 3 elements that you need to pay attention to in your marketing strategy. Get these 3 things set up properly, and you'll be on your way to making money, plain and simple...

THE THREE BASIC COMPONENTS TO YOUR MARKETING STRATEGY

A. Your Product:

You need a product that your market actually *wants*. Whether you are selling your own products or promoting affiliate products you need to make sure to offer your customers products that THEY tell YOU they actually want. Find their burning desire or need and give them the solution to the problem they have been seeking.

B. Your System:

Develop a *system* that actually gets your customers to do what you want them to do. Your system needs to convert your site visitors into customers. If you want them to click the buy now button on your website, give them a compelling reason to do that. If you want them to join your mailing list, make sure they understand without a doubt the benefits they will get for doing so.

For most of the traffic methods mentioned in this report, I would suggest that you don't send the traffic directly to a sales page. Make sure you have a nice, juicy free product that your prospects can download in exchange for getting on your mailing list. The traffic you will get doesn't know you yet or trust you – you want to gain the opportunity to build their trust. Give them free stuff, and set up a great Autoresponder series. Let them get to know you – and THEN strike with some mouthwatering sales pitches.

C. Your Traffic:

In the online marketing world, more traffic to your site means more customers. Once you have a system that converts prospects into buyers, all you have to do is drive targeted traffic to your site and you will start making money. That's the part of the process that this report will focus on.

Now, I know that pointing out those three components to your marketing plan may not seem like earth shattering information to you, but I would be willing to bet that you often get distracted from focusing on those few essential elements.

This report is only going to address the third component to your marketing plan, getting traffic. It is up to you to make sure that you first have the other two elements in place. Make certain that you have decent products to promote, whether they are your own or if you are acting as an affiliate. And make certain that you have a system and process that will convert your traffic into paying customers.

Without first ensuring those two things, no traffic tactic will ever do you any good.

Ok, let's get to the good stuff...

STEALTH TACTIC #1: SOCIAL BOOKMARKING AND SOCIAL SCOUNDRELS!

You might have had this web 2.0 stuff shoved down your throat lately. I know I have! Just about every day, as a matter of fact.

So this chapter isn't going to be about using an elaborate scheme to harvest traffic from Twitter, Squidoo, HubPages, every social bookmarking site known to man, MySpace, and Facebook... You've heard it all.

This chapter is going to reveal a simple but powerful (and controversial) method to use a stealth technique known as Social Scoundrels to drive massive traffic to your sites. The technique works with the Social Bookmarking sites. ***Be careful with this – it is truly a stealth technique and you don't want to risk getting your accounts terminated at the bookmarking sites.

Why Should You Care About Social Bookmarking?

You can get hundreds of visitors in minutes, thousands of visitors in hours, and hundreds of thousands of visitors in days.

A lot of marketers will say that the traffic that comes from these sites is crap - that it's not valuable traffic.

That's not the whole truth.

Yes, the people who come across your site will have the attention span of a fly. It's not like in article marketing where you've pre-sold a salivating prospect. This traffic is not targeted, and you need to approach it with that in mind!

The prospects you get from social-viral traffic are usually somewhat tech-savy. And they all hate marketers. So I can see why a lot of marketers give up on this type of traffic.

Bottom line, they're cold prospects.

Remember, these visitors...

- Haven't come because they read an article of yours.
- Didn't arrive because of affiliates pre-selling your product.
- Haven't come because they typed something in at a search engine.

Like I said – they are non-targeted traffic. That’s ok, as long as you understand it and deal with it properly.

Here's what's worked well for me. I don't try to sell them anything! I don't even have any affiliate links in sight...

Make The First Step *Easy* For Visitors Coming From Social-Viral Traffic Sources

You're not going to get a sale directly from this source of traffic.

What you need to be focused on instead is collecting leads. Give away something of high value in exchange for leads.

After that, the pre-sales process can begin.

You can use social-viral traffic as a way to collect leads. And IT WORKS.

Key Points To Remember About Getting Social-Viral Traffic

1. Always submit URLs that link back to high value content (that has a form for capturing leads on the page) or else you won't get far with social-viral traffic.
2. For an average 10 minutes social bookmarking every two days, submit your website page to [Digg](#), [StumbleUpon](#), [Reddit](#), and mass submit using [OnlyWire](#).
3. If you want to go above and beyond with getting social-viral traffic, then tack on 5 to 10 minutes to your social bookmarking routine and hold your Social Scoundrels Group to get serious social-viral traffic.

Only Submit Quality Content or This Won't Work

The Golden Rule: Just offer good information. If you submit crap to the Social Bookmarking sites, your crap won't see the light of day because no one else will digg it, or thumbs-up it. More than anywhere else, quality is what is needed with these sites!

The Social Bookmarking Process

It's so simple to send waves of traffic in your direction from social sites. You just type in a URL and push a button in most cases. Then you pray your URL will do well.

If it does well, then you could see more traffic in one week than you can dream of.

Here's all you do:

1. Submit your content page's URL to [Digg](#)
2. Give it the thumbs up on [StumbleUpon](#)
3. Submit it to [Reddit](#)
4. Submit it to [OnlyWire](#)

I wish it were a more mysterious process, but really, that's all there is to it.

Don't get caught up in the shenanigans of wasting all your time at social sites. Just submit for 10 minutes every two days. Get in and get out.

Add a Social Bookmarking Widget to Your Pages

Whether you are creating pages using a blog, or the old-fashioned way, you want to make it easy for people visiting your page to Digg or Thumbs Up your site. People look for the little icons on a page that make it easy to Digg you. If you don't give them one, you could be missing some valuable traffic.

I like the simple little widget from <http://www.addthis.com>

I like it because you only have to add a single icon and people can bookmark you at whatever bookmarking sites they are a member of.

How Do I Know If I'm Doing It Right?

Each of these 4 sites will have easy directions on what you have to do to use them. For StumbleUpon and OnlyWire, you'll actually be downloading something to your toolbar on your website browser. It's easy, trust me.

However, OnlyWire.com is a free mass bookmarker. You'll need to register to all the sites listed on OnlyWire so the software can blast your URL to several sites for you.

Social-Viral Stealth Traffic Secret: Form a Social Scoundrels Group

The quickest and easiest way you can get massive traffic ...as far as I know... is by forming a

Social Scoundrels Group.

Your group can potentially jumpstart HUGE results. I'm talking THOUSANDS of hits per day for even a week straight.

Warning. The average reader hanging around the social bookmarking sites hates your guts. That's why you're a Social Scoundrel. That doesn't matter, though, because you're only in it for the money.

What you're going to do is gather a small group of people and secretly give each others' bookmarks more Thumbs Up with [StumbleUpon](#), more Up Arrows with [Reddit](#), and more Diggs with [Digg](#).

But you're not going to do it on a massive scale. We're talking 5 to 10 internet marketers you can trust.

Your goal isn't to help each other get to the top. It's to act as a catalyst to give your URLs a better chance of going viral. For instance, 10 Diggs in a row can get your content page in the "Hot in..." section where it'll be read more. If it's good enough, then Digg's readers can bump your URL into the spotlight!

That said, your content page still has to be great. Or else you're wasting your time. And you likely want to have an opt-in form on the pages you submit so you can grow your list.

Again, the point of your Social Scoundrels Group is to jumpstart your URLs. To give them a better chance of making it into the spotlight, where, I kid you not... you get MAAAAAAAAAAAAASIVE traffic.

I think John Chow was a Social Scoundrel on a large scale when he launched his blog. It's the reason why his blog grew to such readership so they say. BUT, it was such a large operation that it was discovered by the social media sites and also it's said that the search engines started taking shots at him.

So you're not trying to pull a John Chow (if that is what really happened... That's just word-of-mouth). You want your Social Scoundrels Group to secretly help jumpstart your URLs and if they're good enough pages, then you could more easily get in the spotlight.

Here are some important tips for you:

- Only do this a minimum of 48 hours apart because your site will quickly get banned from the social sites if URLs from it are submitted too often. Plus, it won't even work in StumbleUpon at least if you don't wait 48 hours between bookmarks.
- You can hold your Social Scoundrels Group by creating a forum and setting it to private. Then manually add your 5 to 10 members. A Google or Yahoo Group could

be used for this too.

- Another way to do it is get your members to opt-in to your auto-responder and also create a Scoundrel Request submission page. Whenever you get a request from the submission page, you can broadcast a message out to your members. You'll know whether they're participating based on the number of Diggs a post will get.

STEALTH TACTIC #2: TRICKY RESALE RIGHTS

This next tactic is going to take you a little bit of work, but if done correctly it can drive traffic to any page you want on a consistently growing basis for a very long time. What's more, this tactic will not only drive traffic to your site but it will generate traffic that is coming to your site with the sole purpose of signing up to your mailing list. This is highly targeted traffic that will have a very high conversion rate!

It is so simple and so powerful that I am quite surprised you do not see marketers using this more often. But hey – bad for them, good for you!

The tactic involves giving away Resale Rights to a free report.

I am sure that you see reports being handed out all over the Internet with Resale Rights, so this may not seem all that revolutionary to you on first glance. But, most of the time the marketer who originally wrote the report has not set up their marketing campaign in a way to drive droves of traffic back to their site. Sure, they often *suggest* that you go back to their blog to read more about their offerings, or check out their other products – but they rarely give you a *compelling reason* to actually visit the links in the report.

You are going to give a compelling reason for your readers to come back to your page *and* sign up to your mailing list.

Here's the plan...

First you write a report that is pertinent to whatever it is that your website focuses on.

This is important:

On the first page of your report, state in big clear letters that the reader does not have the right to copy or distribute your report in any way. I know we're creating a report that we are going to give away using Resale Rights, but you need to do this anyway. Don't worry, it will make sense by the time you get to the end of this chapter.

OK, as for the content of your report, just make sure it is good! For most of the people reading your report, this is going to be their initial introduction to you as a writer and as a person. You never get a second chance to make a good first impression, so make sure you give away some excellent content in this report.

Your report doesn't have to be long, but it can be. Basically you want to give something of value here. If that value is one killer tactic that takes 6 pages to explain, then 6 pages is all you have to write. If your topic needs 120 pages to get the point across, then you will end up

showing a considerable amount of knowledge and authority on your subject, which is a great thing too.

The point is, whatever you write about and no matter how long it is, just make sure that you are giving something that is worthy of the time it will take your reader to read it and will show that you know your stuff!

Now, throughout your report you want to pepper in a few highly recommended and relevant products for which you know there are affiliate programs. Don't just make a hard sell for these products. Talk about how you use them to do whatever they do and why you like that particular product over any others that are out on the market. It is important that you not come across as over-selling these products, or else your report will lose its credibility. Your readers will think that the whole purpose of the report is to make affiliate commissions on the products.

Just keep in mind that your primary focus is giving good solid content, and the products you recommend should naturally flow from that content.

You may make some sales from your recommendations. That's great, but remember - the purpose of this report is to drive traffic back to your site. Here is how you are going to do it...

At the end of the report, you are going to offer the reader FREE resale rights to the report. They can sell the report for any price they want, or they can even give it away. But, in order to get the version that includes resale rights, they need to go back to your site to download it.

Plus, once they DO download the version with the resale rights, you will give them a tool that they can use to rebrand all the affiliate links in the report so that they can make money on the backend sales when they give the report away for free.

Just say something like this:

The report you just read is for your personal use only. You do not have the right to copy or distribute it in any way.

However, there are resale rights available for this report, and you can even get them for free. Once you download the free resale rights version, you will be able to re-brand all the links in this report with your own affiliate links so that you can make affiliate commissions for the products I recommended in it.

**TO GET YOUR FREE RESALE RIGHTS FOR THIS REPORT, PLEASE VISIT:
<http://YourWebSite.com/Report-with-Rights.html>**

Now, back on your website, on the page that you send people to in order to download the resale rights, you will have an optin form for them to join your mailing list. Once they join,

redirect them to a page to download a zip file with the Resale Rights version of your report.

The zip file that you give away with the resale rights should include the following 4 items:

1. The report itself (Rebrandable version)
2. Software that your reader can use to rebrand your report with their affiliate links.
3. Clear step-by-step instructions on how the reader can rebrand the report.
4. A Rights text file, stating that the reader has the right to give away or sell the report, but that he does NOT have the right to give away or sell Master Resale Rights.

Your Rights file can look something like this:

[YES] CAN resell the report for ANY PRICE.

[YES] CAN give the report away as a BONUS.

[YES] CAN bundle the report in other packages

[YES] CAN be offered through auction sites.

[YES] CAN be added to membership sites.

[NO] CAN be edited or have the name changed.

[NO] CAN sell Resale Rights

[NO] CAN sell Private Label Rights

[NO] CAN claim original copyright

For creating a rebrandable version of your report, you are going to need some software to help you out. I have tried quite a few different ones. By far, the one that comes out on top in terms of price, ease of use, and features is the [Viral Document Toolkit](#)

Seriously, I consider myself to be pretty with-it when it comes to working with new software. Some of the other tools that I bought took me *hours* of messing around with them – and I still couldn't get them to make my ebooks rebrandable. It was very frustrating. I'm not sure why some of these tools have such a hard time accomplishing something that seems like it should be simple, but the Viral Document Toolkit makes it very easy.

By the way, this strategy can also be used to get word out about your own product. If you run an affiliate program for your product, simply include your product as one of the main products that you recommend in your report. It is easy to do anyway, since people will naturally expect you to recommend that they check out your other products.

STEALTH TACTIC #3: LAUNCH A NICHE-TARGETED FIRE LINKING CAMPAIGN

Who else wants their links to spread effortlessly like fire throughout the internet? - *without* using software or spamming?

A Fire Linking Campaign is a way you can get drop dead easy one-way incoming links and traffic for months.

It amazes me that this secret hasn't leaked all over the place... It is starting to a little in some circles.

Here's the idea. You have to have a WordPress blog or it won't work, BUT you'll get incoming links to any site you want. For instance, your squeeze page.

Let me explain...

Step 1)

Find up to 50 small time blogs that you like. You know, blogs that are active but get very little traffic. Maybe they're new bloggers not yet ready to give up. ;-)

Step 2)

Title a blog post "Fire Linking Campaign" or something similar.

Create a link that you'd like one-way incoming links to.

Now create links for all 50 blogs you picked in Step 1. Include links to your own pages too of course.

Jumble all the links together with "[" or a comma in between each.

Step 3)

Go to [this HTML converter](#) and copy and paste the slab of 51 links into the form. Click "Convert" and now you can use this new piece of code to display the HTML code for all the links within your blog post.

Step 4) Make sure you have the HTML for the 51 links on page and also the HTML that displays the HTML CODE for the 51 links. Got it?

You want to put both the actual links and the code for copying and pasting the 51 links on the same page.

Step 5) In the post, explain to your reader that if they want easy traffic and incoming links, then

take the piece of code, add their link to it, and do a similar type of post.

What's going to happen?

WordPress will inform the blog owners that you're linking to them. They'll create a similar post by adding their blog and more blogs. More blog owners will do the same type of post with your link in it. And so on.

Your links spreads like fire. You find yourself getting a lot of one-way easy links over time.

I can't even begin to tell you how great this works on the web right now!

Again, it's not going to work on the big dog bloggers or Internet marketers with blogs. You just want to aim for the low-on-the-totem-pole-bloggers who are desperate for backlinks and traffic.

You'll actually be helping them a lot too so don't feel like you're scamming them in any way.

If you're wanting your website to rank high for a search term, then don't forget to anchor your link with that search term!

[Here's an example of a Fire Linking Campaign.](#)

It should work even better for Internet Marketing-related blogs and don't forget to slip whatever anchored links you want into the mix!

STEALTH TACTIC #4: OLD NEWS IS GOOD NEWS FOR YOUR NEW NEWS :-)

This strategy is so simple, so I'm just going to list out the steps without a lot of fanfare. Building oneway backlinks from high PageRank sites is a MUST if you want to get your pages or blog into some high ranking search engine positions. The easiest way to get backlinks is to put them on the high PR sites yourself!

Hunt *Old* High PR Posts For Backlinks

- 1) Find a blog in your niche/market that's been around for at least a year. This also works with Digg.com posts.
- 2) Search through the archives and find the oldest, highest ranking PR pages.
- 3) Comment on those pages and don't forget to anchor your link with your main keyword. If you do this 5 times per day, you could build 5 easy PR 3, 4, and 5 backlinks per day.

You'll save a lot of time swapping for high PR backlinks. Plus these are one-way high PR links – the most valuable kind!

If you can do this 10x per day for a year, then you'll easily get 3,650 backlinks from PR 3, 4, and 5 pages.

However, some blogs have no-follow set, which means search engines won't follow your URLs in your comments.

But... tons are do-follow because bloggers are encouraging comments this way. Here's a great directory of blogs that follow: [**Do-Follow Resource at Courtney's Internet Marketing School.**](#)

Be sure to anchor your link with the keyword you want to rank high for in the search engines!

STEALTH TACTIC #5: BECOME A SOFTWARE DEVELOPER

Before you go running and screaming out the door complaining that becoming a software developer is not on your list of plans, let me explain...

This technique I'm about to reveal to you does not involve any coding whatsoever, nor do you have to spend money to outsource and hire a software developer. Using the low cost tool that I'll reveal to you, you can create your own software that will pertain to any niche that you are marketing in.

Let me ask you something... if you had a downloadable software product that was specific to your niche, and you were offering it for free on your website using an opt in form, and you were the ONLY person who had this piece of software, don't you think it would be pretty darn easy to build a list in your niche pretty darn fast?

Or, if you wanted to sell your unique product using an affiliate program, you could easily do so by using the software that I use, [Rapid Action Profits](#). When you buy Rapid Action Profits once, you can use it on an unlimited number of domains and sell as many products as you want. Built right into the software are a full affiliate management system, one time offer upsells and downsells, and even a way to create equity partners for your project. With the latest release it is fully scalable too, so you can do things like run your own dime-sale events, and there will be more and more add-ons coming in the future.

Frankly, one of my first recommendations to anybody who's looking to sell products online is to invest in a copy of Rapid Action Profits.

But we're talking about ways to generate traffic to your site. How would developing software actually generate traffic for you?

Well, John Reese of Traffic Secrets 2.0 recently released a video explaining the hugely viral nature of creating free software for people to download from your website. All you have to do is create the software and then submit it to the free software directories.

People see huge value in software, much larger value and then in e-books. It is a lot easier to drive traffic to a site by offering free software than free e-books. If it takes just as long to create an e-book as it does to create software, which one would you rather spend your time doing?

OK so, here is the software that you're going to use to easily create your own software products:

Tiger Software Builder

(note – this is a demo page ONLY. Do not buy from this page. If you are interested in purchasing the Tiger Software Builder, I have included it for a much lower price as a bonus when you purchase the [Rebranding Rights to The Stealth Traffic Report](#). First sign up for the Stealth Traffic Report and you will have the opportunity to purchase Tiger Software Builder along with the Rebranding Rights)

I will let you take a look at the sales page to see just how easy it is to use that software, but here are a few ideas to get the ideas rolling around in your head of the kind of software you might want to make:

- If you are in the weight-loss market, you might create a piece of software that lets people track their calorie intake every day.
- If you had a site about wedding planning, you could create an organizer so that the bride and groom could keep track of all of their plans.
- If you're in the Internet marketing niche, how about a detailed contact manager that someone could use to manage all of their JV partners?

Those are just a few ideas, but I'm sure you can come up with some other stuff on your own.

The other great thing about the Tiger software builder is that you can add banners into it so that anyone who downloads your free software will see the banners and potentially visit your sites (or sites that you are an affiliate of).

Now, once you've created your software you'll want to submit it to the software directories. In order to do this are going to need what's called a "PAD" file, which simply stands for Portable Application Description. Rather than go into all the details about how to create a PAD file, I'm going to send you over to this tutorial:

http://www.avangate.com/articles/create-pad-file_43.htm

Simply follow the steps and then move on to submitting your software to directories:

<http://www.upload.com/> - this is the main one that will get your software out there fast.

<http://www.tucows.com/>

<http://www.develab.net/> (Paid service that will make your life a lot easier, plus creates your PAD file)

STEALTH TACTIC #6: ARTICLE MARKETING **MIND CONTROL!**

A report on generating traffic would just not be complete without a chapter on article marketing. As I'm sure you already know, article marketing has been tested and proven over and over again to be one of the absolute best ways to get ongoing residual traffic to your sites.

The thing is, most people do it all wrong! I don't care how many articles you write! If your articles suck and don't have a strong call to action at the end, then you may as well not bother wasting your time!

So, since this is the Stealth Traffic Report, I am going to teach you how to sneak into your reader's mind and plant the seeds so that they come to your site, sign up for your list, and eventually buy your product.

By the end of this chapter, you will be a master at driving traffic to your site that statistically converts 300% higher than any other source of traffic (besides affiliate and joint venture traffic). When you walk with stealth into your reader's minds and plant the seeds of trust and anticipation, they will be rushing to your site to see what else you have to offer!

Ok, let's get into the formula...

3 Keys To Remember About Writing Articles

- 1) Stop thinking "article" and start thinking "pre-sale advertisement."
- 2) Deliver information AND the feeling of experiencing the benefit of already having the skill or already knowing the information.
- 3) The structure of an article should be the same as the structure of a sales letter: A.I.D.A. Which stands for Attention, Interest, Desire, Action.

Stop Thinking "Article" And Start Thinking "Pre-Selling Advertisement"

One of the biggest mistakes marketers make is they get off track about the purpose of what they're supposed to be doing when it comes to article marketing.

Article marketing is really just free advertising!

Your article isn't really an article. It is one big advertisement designed to pre-sell your product

or whatever you're offering at your website. (If you're a copywriter, think “advertorial.”)

Again, you want to write information-loaded advertisements with the purpose of pre-selling your product.

Why do this?

Because sending “cold” traffic to your website is one thing. If you “heat up your reader” then send them to your site, the value of that prospect increases by 3 times or more. As I once learned from legendary marketer and copywriter Gary Halbert... Advertising your advertising jacks up your conversions by 300%+.

Look at it like this:

Writing Articles As If They're Pre-Sales Advertisements Means Not Only Delivering Good Information, But Making The Reader Feel The Effects of Already Having The Benefits Your Article Offers

Just like with advertising, you want your reader to feel the effects of having the benefits you offer without even having them yet. In the last part of this article marketing section, I'm going to teach you exactly how to do this.

Here's the thing. Readers will come across your articles looking for information. They'll read it... then go to your website licking their chops... if you can deliver more than just information.

This doesn't mean to be:

- Entertaining
- Funny
- Creative
- Clever
- Cute

Advertisements crafted using these angles rarely result in sales. Would you buy something from a door-to-door clown? What about a singing telemarketer? No. Because entertaining people has nothing to do with motivating them to buy. You want to give good, solid information that subtly (or even not so subtly) shows the benefit the reader will attain if they just go to your website.

So now that you understand the aim of your articles...

Here's How To Make Your Articles Drive Enthusiastic Prospects To Your Website

You're going to use a time-tested copywriting formula called A.I.D.A. And it stands for:

- **Attention**
- **Interest**
- **Desire**
- **Action**

Why use this formula? Because it will work to get you're your desired result. Even the top copywriters today rely on this formula, and again, your article is an advertisement.

(A) Attention - Capture Your Reader's *Attention* With The End Result In The Title

Your headline of your article or the title of your article is most important.

Why?

It has to say something that makes the reader feel like he should click on the link to your article and take his/her short amount of time he has in order to read your article.

There are only three elements you should be concerned with in crafting your title.

1. A Benefit Your Reader Is Going To Get, Or The End Result
2. A Sense Of Curiosity
3. A Sense Of News

Here are two examples of titles that focus on the end result:

1. ***“How To Cook Italian Spaghetti”***

The reader knows that if he reads the article, then by the end he'll know how to cook spaghetti. As dumb as it sounds, you really need to keep “benefit” in your mind while writing titles. Because it's amazing how far off the mark you will get if you focus on something like being clever or cute.

If you think “clever, cute, funny,” then you end up with a title that only pleases yourself and maybe some Gothic poet out there.

2. ***“Get Rid Of Acne In 3 Days”***

Here's a nice benefit. The title isn't “The Effects Of Acne In North Carolina In February.” That wouldn't promise an end result.

As simple as it sounds, you must keep “end result” in mind. And just say flat-out what the end result is going to be. Yes, it sounds like an advertisement – good, because that's really what it is!

In this case, an acne sufferer knows he/she is about to read something that will tell him how to be acne free in 3 days and the reasons why.

Here's an example of a benefit-oriented title with a curiosity element:

“How To Cook Italian Spaghetti Without Water”

“Without water” ties in a sense of curiosity with the benefit. So the reader thinks, dang it... now I really have to read it just to find out. The article could be about baking spaghetti in a pan or something.

Here's an example of a benefit-oriented title with both curiosity and news elements:

“15-Year-Old Pizza Faced Girl Gets Acne Free”

This is a killer title! It combines the three elements of benefit, Curiosity and New for an irresistible title!

Here's a hypothetical example of someone who might come across that title while surfing:

- A teenage girl is searching google magical cure for her horrible case of acne. Your article is listed in ezinearticles.com and she finds it on page one of google.
- Now, this girl – She has the worst case of acne at her school. Boys won't touch her with a 5 foot pole. (As mean as this all sounds, remember its just a hypothetical girl, and we were all in highschool once!)
- So she comes across your article called *“15-Year-Old Pizza Faced Girl Gets Acne Free.”*
- There's roughly a 99.9% chance she'll click the link to read the article.
- If she doesn't read it, it's only because a lightning bolt out of the blue fried the mother board in her computer right before she clicked the link to read.

And here are the 3 reason why she's going to read that article:

1. **Benefit:** There's an implied benefit that she's going to find out some tips on how to cure her own horrible case of acne.
2. **Curiosity:** She can't help but to think how impossible it seems that a 15-year-old pizza faced girl can even become acne free. After all, this is a problem that's wrecking her life and she can't get free of it no matter what she does!
3. **News:** It's worded as if it's a news story. The effects are psychological. People just HAVE to find out the news. Think about your co-workers at work gossiping behind each other's back and how exciting it is to get the lowdown on the latest developments. You're even willing to put your job on the line so you can tell Mary that the manager Jack is a jerk-wod because he did this, this, and this lately. *News gets read.*

And that's how you get Attention. Remember, the most important part of an article (aka. advertisement) is the title. If it doesn't get read, then you don't drive pre-sold traffic to your site.

The main reason why articles fail is because they lack these crucial elements in the titles.

Having the benefit or end result that your reader gets for reading your article is a must-have element. Mix it with curiosity and news and you have a triple whammy of pre-sales firepower! Your article's going to get read, you're going to get more traffic, and it's going to be traffic that's already licking their chops!

(I) Interest - Hook Your Reader's *Interest* With A Big Promise

This one's easier to explain.

After you've gotten the reader to click on the link to your article with your irresistible title, you must hook your reader's interest or else you'll lose him/her in just a couple seconds.

It's been tested that it takes web surfers a fraction of a second to decide whether they're going to stay on your page or not. Luckily you've bought yourself at least a few seconds with a tasty title.

But don't get too cocky yet. ;-)

You have to dig deeper into your reader's mind now. Hook him like a fish so you can reel him into your bio box where he/she will click on the link that leads to your website.

Sounds hard but it's not.

All you do is restate the promise of reading the article - the end result or the benefit the reader gets for reading your entire article. You're going to preview later parts in the article and the end result of reading the article.

Here are some phrases you can use to hook interest at the beginning of an article:

1. Promise the end result: ***“By the time you've finished reading this whole article, you will _____.”***
2. Tap into your reader's frustration or passion. Level with him/her by saying you understand what the person's going through. You could use this phrase: ***“I tried it all too. The _____, the _____, the _____. And what did I get? _____!”*** For information that's not going to solve a problem, but just enhance the reader's quality of life, talk enthusiastically about what the reader will get by the end of the article.
3. Give reasons why the reader will get the end result for reading the real information that follows: ***“Here are the reasons why you will _____ by the end of this article. Because _____. So if you want to _____, then read this article from this point to the end.”***

Feel free to take any of those templates and use them in each article you write. Who cares if you use them in every article? This is an advertisement to make money. It's good if you can get used to a set of tools that work for you. It will make your article writing more efficient, so you can write more of them and drive more traffic to your pages.

I find that hooking interest with these 3 steps not only makes your reader want to read, but it fills in at least a few paragraphs of your article. It takes up space, which just makes the rest of your job even easier.

This is such an easy part to write too. Just state the end result, tap into frustrations/passion, and give reasons why the information the person's about to read will give the end result

This part's easy to write also because NO hard information is involved. It's just a process of tapping into your reader's emotions (promised result/leveling with reader) and rational side (reasons why) before delivering the information. You totally wing this section.

Some might call it fluff. But it's not really fluff in your eyes. It's a key ingredient to your advertisement.

Now you can deliver on your promised information. Just give the information you promised.

Often it's just 1 tip or 3 tips. Make it easy to digest so they won't feel intimidated by reading through it. Here is where you are going to show some of your expertise on the subject matter. This is where you need to be you and just give some real, pertinent information.

Keep it simple. Use short sentences and short paragraphs. Be conversational. Write articles that are easily digestible. Remember that most people read at an 8th grade level.

(D) Desire - Make Your Reader Lick His/Her Chops By Creating *Desire*

This sounds tough when really this part of the formula is easier than the last two parts, Attention and Interest.

For the Desire section, summarize what the reader is now able to do or what the reader now knows after reading the article AND connect them to the benefits.

It's really that simple. Make the reader realize what benefits he/she got from the article.

For example, *“Now that you know _____, you can start _____ today. Who knows? By the end of _____, you could _____. Imagine that!”*

What this is going to do is build more desire for having more of the type of benefits your article offered. Of course he/she didn't discover all there is to know about the subject in your article. You've just building up the desire so that the reader's all heated up when they visit your site in a second.

(A) Action - Tell The Reader To Take *Action* and Visit Your Website

Don't overlook this last section! People need to be told what to do!

This is where you make the offer that's going to either send your reader to your site or not. And it goes in your author bio box.

Don't think “author bio box.” It's actually a spot for a call to action in your advertisement. Trust me, the owners of these ezines know that's what it's for and they're not going to care even if your bio box looks like a monster truck commercial: *“Sunday sunday sunday! Get your \$47 ticket to see Graaaaaavedigger! Offer ends tonight at 1am so call NOW!”*

What Exactly Do You Put In Your Author Bio Box?

In your author bio box, you're going to make an offer along with a link to your site.

Say you have a squeeze page set up and you're offering a bait piece. If you don't know, a bait piece is just something you give away to ethically bribe visitors to opt-in so you can generate leads in a legal way. How it works is you give away the bait piece and you get the lead. It's

that simple.

Let's say your bait piece is a PDF report on how to play violin.

Your author bio box should read something like:

“Imagine what it would be like to play Mozart on Violin! If you visit my website today, then I'll show you how to play Mozart's Symphony #9 for FREE. Click here NOW or miss out on this limited time offer!”

Here are the 3 elements in your call to action:

2. Offer an end result of visiting your website. In the case above, the reader will be playing Mozart on Violin in no time.
3. Tell the reader to visit NOW. See how above I flat out told the reader to “Click here NOW?”
4. You can't just go around telling people what to do! You have to give a reason why. The best reason why I think is always... what the reader stands to lose if he/she doesn't click the link right NOW.

Now You're Ready To Take Advantage Of True Article Marketing Mind Control!

Now you know the simple formula for writing articles that are actually advertisements, which send more traffic and pre-sell your product! Not only will your articles get read and you'll get traffic, you can expect a 300% better response from these visitors to your site because you're advertising your advertisement.

You know how to steal into your prospects minds and plant the seeds that will get them to purchase your products. Not too bad, huh?

You can't go wrong with the time-tested A.I.D.A. structure.

- **Attention:** Write a headline that states the major benefit the reader will get for clicking on the link and reading/the end result. Tie it in with curiosity and news to get a triple whammy of article power.
- **Interest:** Open by 1) telling the reader the end result he/she gets for reading your article, 2) connecting with the reader's frustrations or passion, 3) giving reasons why the reader will get the end result.
- **Desire:** Restate what the reader learned and the benefits of learning each. The end

results of finding out the information that was just read.

- **Action:** In your author bio box, 1) make a good offer, 2) tell the reader to visit your website NOW, 3) give a reason why they should visit right NOW, which usually means telling them what they stand to miss out on if they should not go to your website.

Submit Your “Articles” To The Best Ezines

Tons of marketers agree with me that these are the best places to submit your articles.

<http://ezinearticles.com>

<http://goarticles.com>

<http://ideamarketers.com>

Use These Sites To Mass Submit

<http://isnare.com>

<http://articlepostrobot.com>

Note: Pay for them. They're well worth it.

The Real Key To Article Marketing!

Most marketers think of article writing as writing information. What a waste of a golden opportunity.

Instead write an:

- Information-filled,
- Captivating,
- Benefit Filled... **ADVERTISEMENT**.

Example Of An Article Based This Formula

Attention: Promises The End Result, Adds Curiosity With “The Easy Way”>>>>>>

“How To Make Money From Affiliate Programs The Easy Way”

Selling goods through affiliate programs is the first thing most of us do when we get into this

game (same here).

Interest: Promises The End Result, Connects With Problem, Reasons Why It Works>>>>>

This article will help you actually make money as an affiliate right away. If you will avoid this #1 mistake and discover this one technique, then you'll cut your learning curve like with a chain saw.

If you're new to making money on the internet, then this most important message could be the one that gives you the edge over all the rest of the newbies. Even if you're struggling to make a dollar online, this concept will help you increase your sales like crazy. All it's going to take is applying one simple idea.

This Is The Concept

Look. Don't try to be like Amazon.com and hustle tons of products on one page. Here's the thing. This might have worked at the beginning of the internet, but it doesn't now.

This makes you sales... You want the focus to be on only one affiliate product on one page.

Here are the reasons why...

The Russian Net Gun

Imagine the Russian military crafted you a special gun that shoots only a really large net. The net can capture up to 10,000 people at one time. When you're targeting the people who are going to buy from your page, which 10,000 people will you shoot your net at?

The answer is: You shoot the net at 10,000 people who would be interested in one affiliate product. So you promote that one product.

You don't promote 30 products on one page and target a hodge podge of 10,000 people who would be interested in different products. You won't get any sales this way and you'll waste your efforts and money driving traffic.

The Psychological Trigger that Makes Sales

Believe it or not, there's something psychological going on here.

- If you give a visitor one option (to buy or not to buy), then they will more likely make the decision to buy than the other situation.
- If you give a visitor several options (to buy or not to buy 30 items), then they will more likely not make a decision to buy.

This is because you're forcing them to make a yes or no decision. Do I buy this product or not? And people don't like to be in a situation where they have to make a decision (but that's where you want them).

Promoting 30 items gets too complex. Your visitor's psyche shuts down and he leaves your page. When he finds something else to click on, he doesn't have to face the pressure of making a decision.

"Greasing the Slide"

Famous copywriter John Carlton calls this "greasing the slide." It's where you write a sales

message in a way that has no distractions for your prospect. You want to grease your sales message so that your prospect slides smoothly to the order button.

Internet people are click crazy. As soon as there's something for your prospect to click on, he'll click it. He wants to click things right away and he doesn't want to be pressured into buying anything (and that's not good for business). ...Let's apply this concept to hustling affiliate products.

Not only do you want to promote one item at a time... Let's say that you have a review site where you review affiliate products.

On a single item's page, you don't even want a navigation bar, no other links, no other products, nothing else that could divert the visitor away from making a yes or no decision for buying your product. Only a copywriter would tell you to do such a thing. But do it and find out it works.

Lay on the pressure. "You either buy this or not. You HAVE to make a yes or no decision. You can't take the easy way out and click something else." Don't say this, but this is what your page says to your prospect.

This is the way the psyche works. Your prospect doesn't want to think. He would much rather say, "Nah, I'll click here before I have to think about and consider what this guy is asking me to do. I'll click here and take the easy way out."

Your prospect doesn't want the pressure of having to decide, but you want your prospect to have a lot of pressure and have to decide yes or no.

This is What You Do

- Promote one product at a time on one page. (You want your prospect to be pressured into making a yes or no decision with no other options.)
- With no distractions, not even a navigation bar or any links. (You want your prospect to be pressured into making a yes or no decision with no other options.)
- Drive a targeted audience to that page like with your Russian net gun. (You want to drive qualified prospects to that page.)

Desire: Summarizes The End Result/Benefit The Reader Now Has For Reading The Article Advertisement>>>>>

Conclusion

Even if you're not making much money online, now you know a slick psychological tactic that will make a huge difference in your conversion rates. Because it's based on human engineering.

Just think... When you apply this simple trick that's just as easy to setup as your current model, you very well might double the selling force behind your webpage.

Action: Makes An Irresistible Offer, Tells The Reader To Act NOW, Gives A Reason Why The Reader Should Visit The Website Right Now>>>>>

Author Bio Box

“If you're looking for something to put your name on and sell online for 100% profits, then Click Here NOW. Special free offer. You get 5 unrestricted rights ebooks you can put your name on so you can sell them or give them away to generate leads. Visit now because you don't want to miss out on this limited-time offer (a \$37 value)! Act NOW.”

STEALTH TACTIC #7: GET THE STEALTH TRAFFIC TOOLS

As a final piece of advice, if you're ready to make a bit of an investment in your traffic than I would recommend you get [The Stealth Traffic Tools](#)

I've included them in this report because they are truly tools to help you achieve stealth tactics that get massive traffic results.

Seriously, in the wrong hands these tools could be used for devious black hat purposes. I do *not* recommend that you use the stealth traffic tools in underhanded or devious ways. If you do you're more likely to get your websites banned by the search engines than generate any real traffic.

But if you follow the instructions that Bishop gives, and use the tools sparingly than I think you'll see results from these very fast.

When you join Stealth Traffic Tools, you get more than 20 software products. Even using just one of them can significantly increase the traffic to your sites. When you are ready for massive amounts of traffic, coming to your sites on a consistent basis, just grab the Tools and start applying the techniques to any of your sites.

OK, those are the Tactics I have for you right now. Remember, BEFORE you start applying any of these, make sure to have a product your market wants and a sales process that converts!

I wish you the best of success with your online endeavors.

Please feel free to drop by my site, sign up for my newsletter if you did not get this directly from me, and ask me any questions about any of these tactics.

I am currently in the process of developing a few different products that you may be interested in using yourself or promoting as an affiliate. The products will pay affiliates on a monthly basis. Make sure to sign up to be notified as soon as the new products launch so that you can get first mover bonuses and be among the first to refer people as an affiliate.

You can always find me at <http://MichaelBadger.com>

All the Best,

Michael Badger

The report is for your personal use only. You do not have the right to copy or distribute it in any way.

However, there are resale rights available for this report, which you can get for free. Once you download the free resale rights version, you will be able to distribute the report for free, or sell it at any price you choose.

TO GET YOUR FREE RESALE RIGHTS FOR THIS REPORT, PLEASE VISIT:
[The Stealth Traffic Report](#)

Once you download the resale rights, you will have a one-time opportunity to purchase Rebranding Rights to the report as well, along with the Tiger Software Builder that I mentioned in the chapter *Become a Software Developer*. Once you rebrand the report with your own affiliate links, you will be able to make commissions on any of the products recommended in the report.
