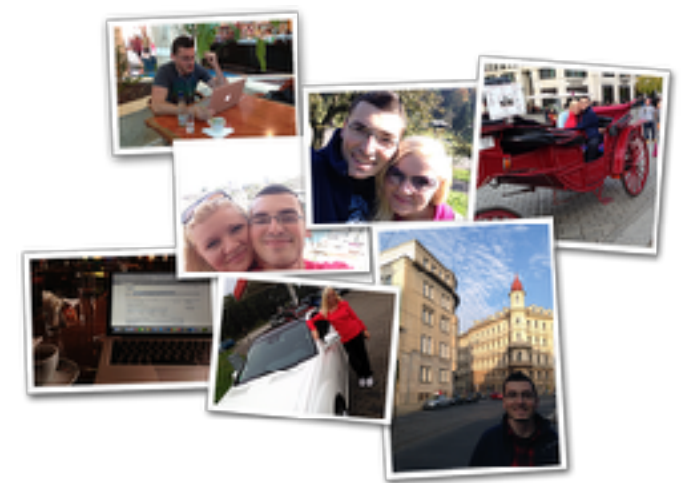
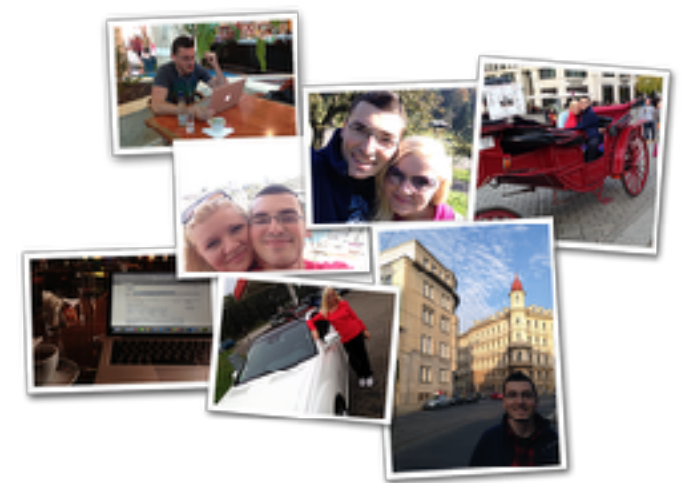




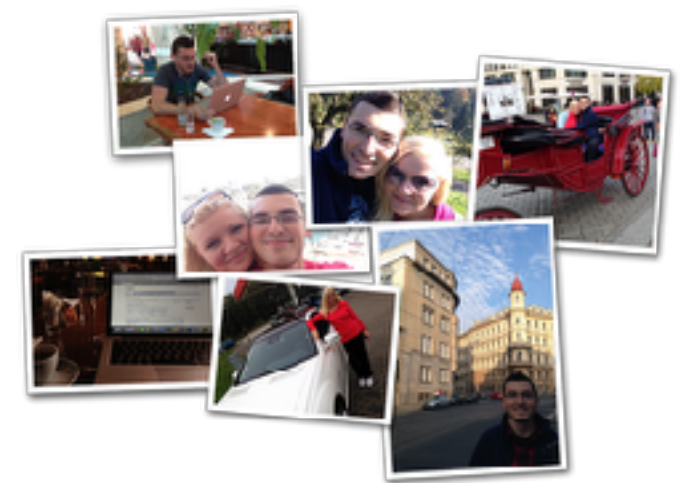
24-Hour Traffic Solution

How To Get Virtually Unlimited Targeted Traffic For Your Store Buildr Business



You're Going To Discover

- What I learned from buying \$4,312,34 worth of traffic for my online business in last 5 years
- Why free traffic doesn't work for everyone... and why most paid traffic sources will always fail you
- My (and I hope - yours too) #1 traffic strategy for the next 5 years
- The amazing story of how I lost \$10,000 on fake leads and how to not let it happen to you
- The #1 internet method that creates leveraged (read: passive) income and helps fund almost any lifestyle
- How to get leads that are already pre-disposed to respond to your offer
- How to eliminate confusion when it comes to getting targeted traffic once and for all



Get More **Sales!**

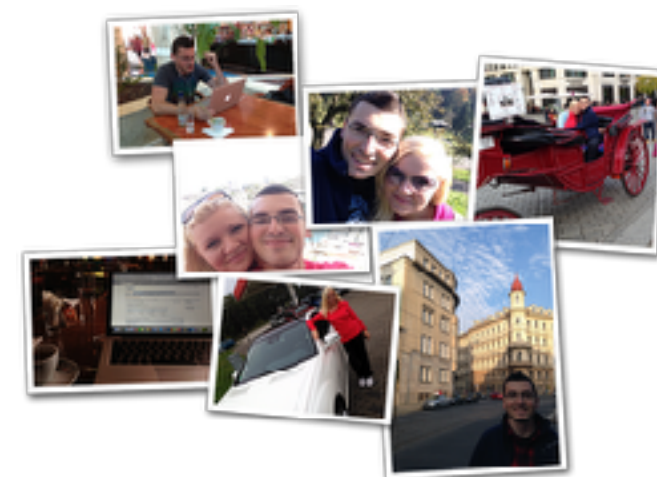
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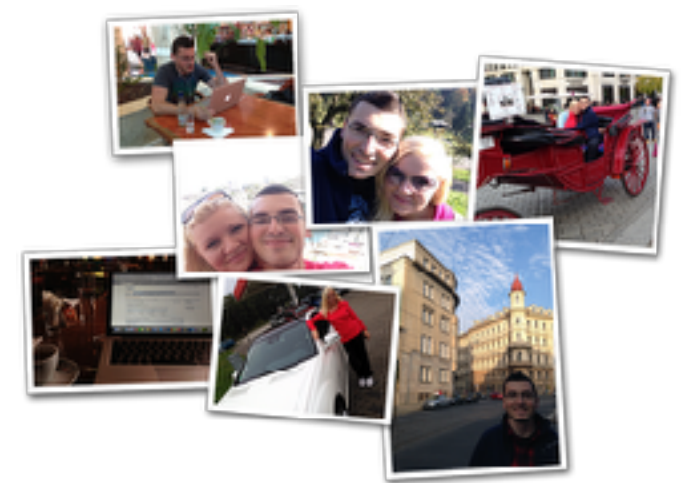
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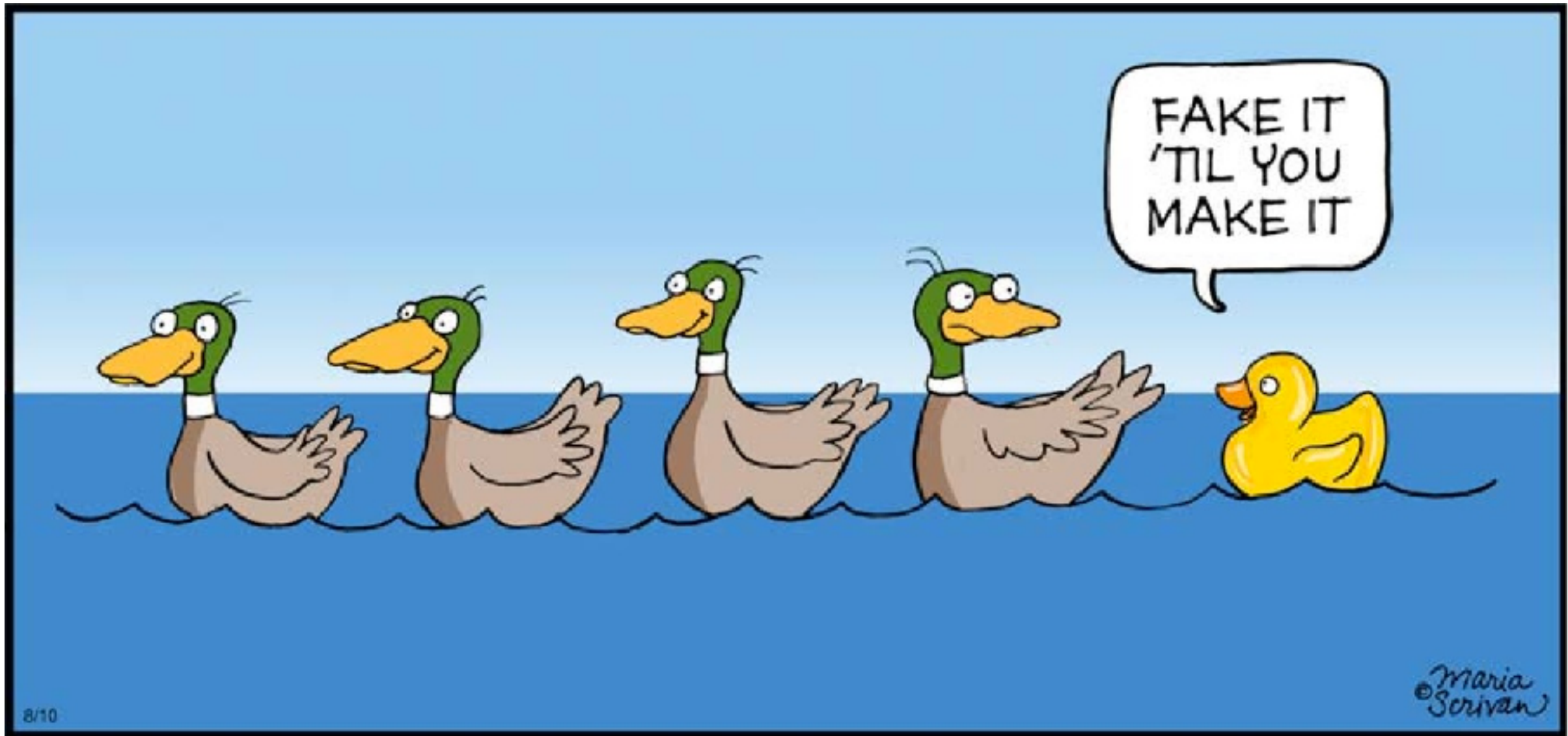
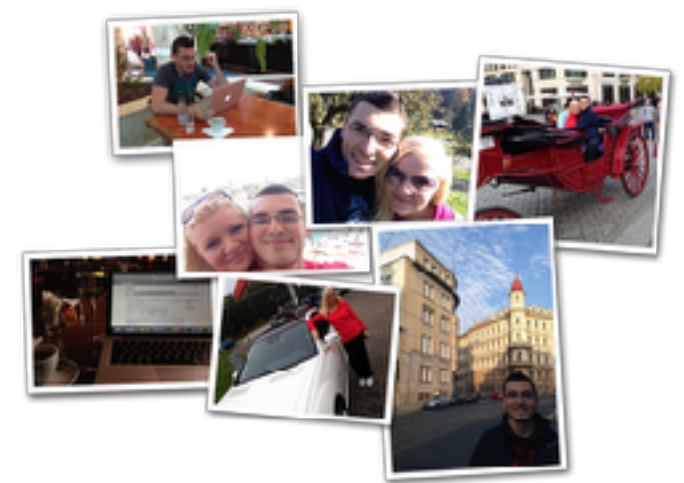
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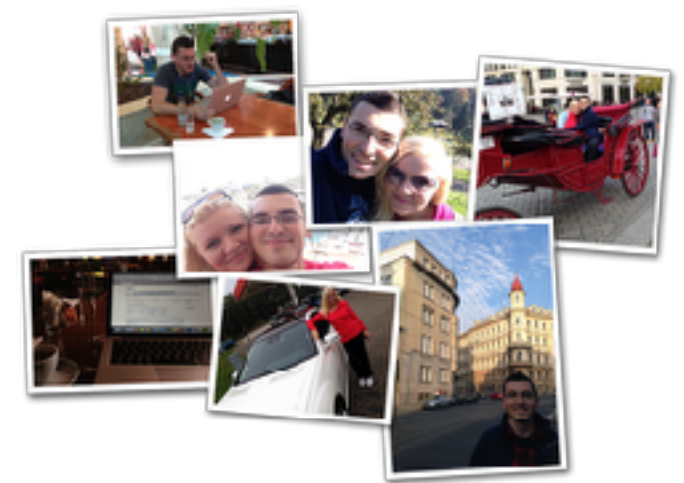
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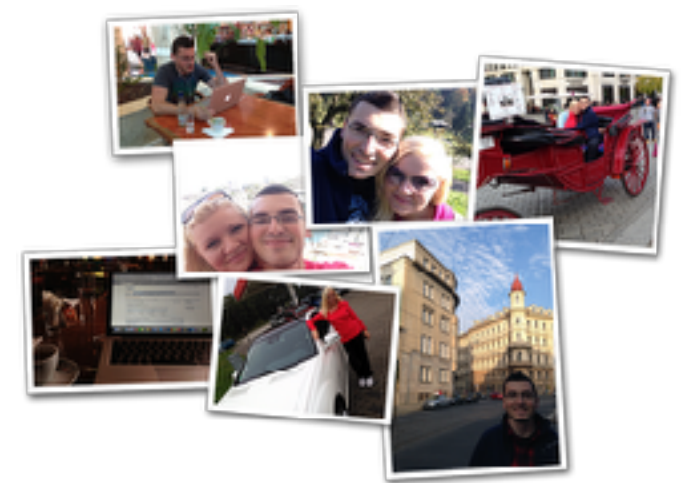


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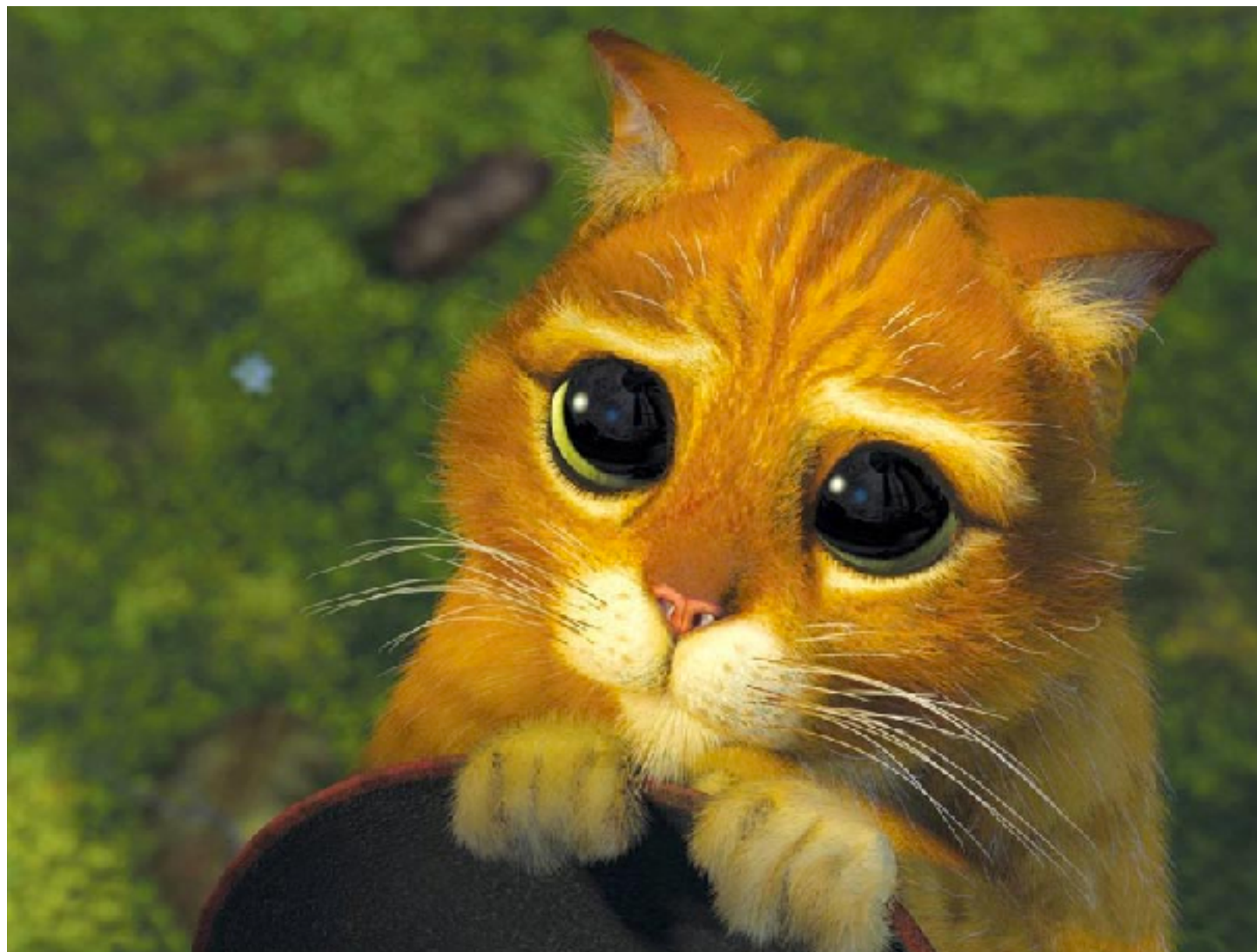
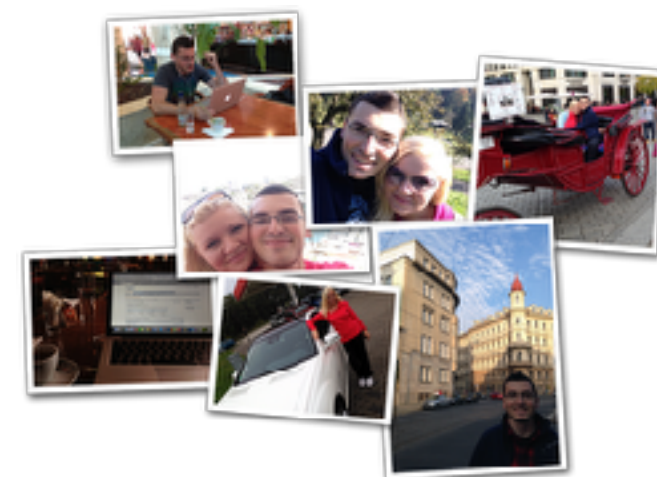
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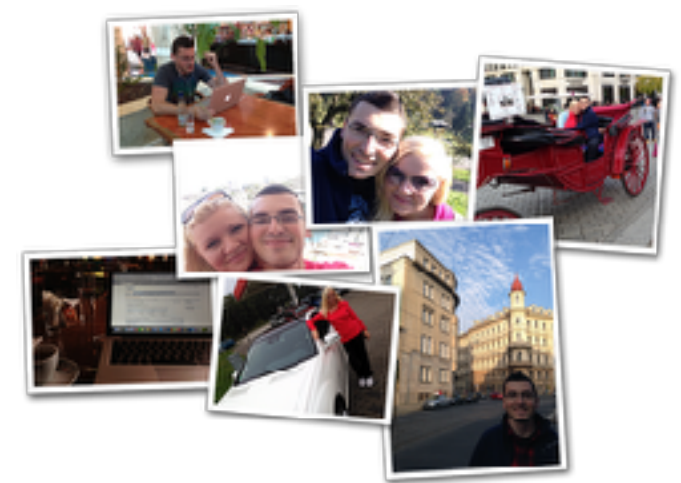
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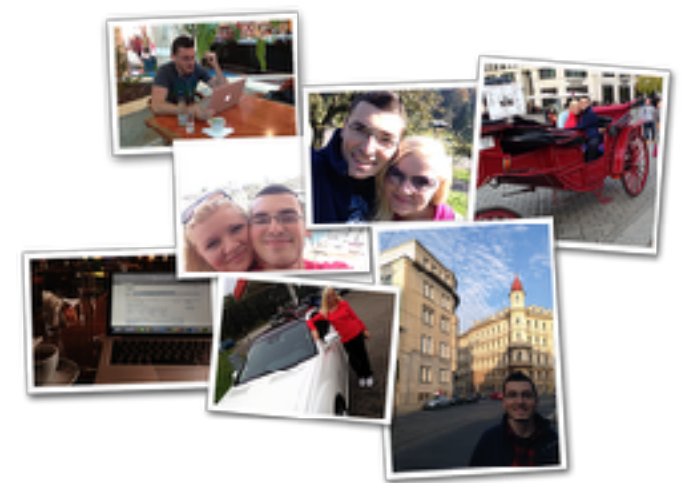
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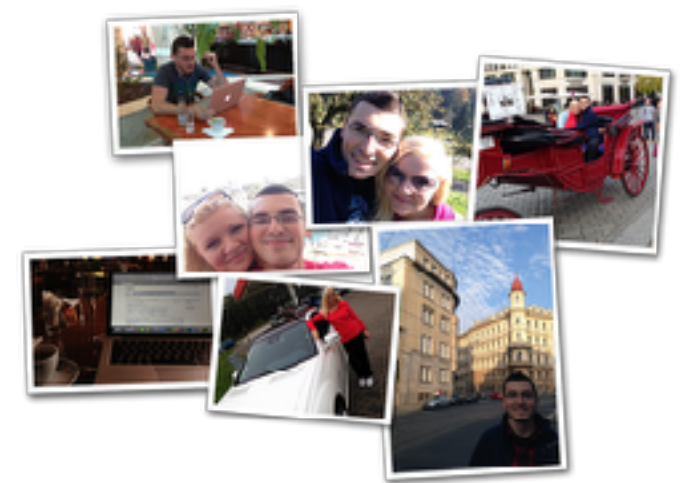
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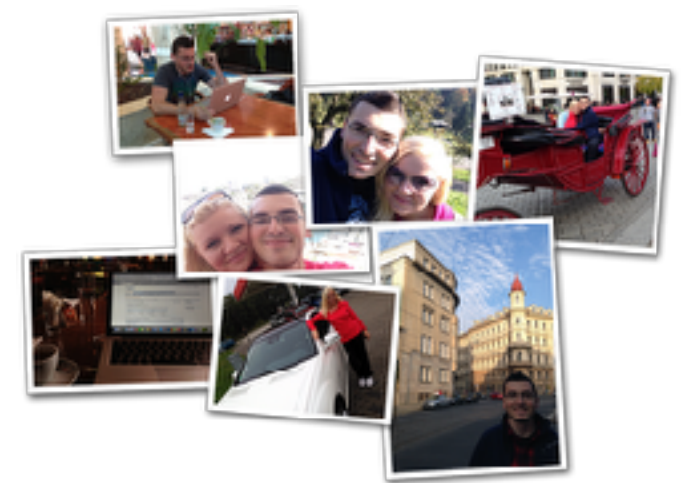
Why **Free** Traffic Doesn't Work

- Too **Slow**
- Too Tech Intensive
- Too Saturated
- Too Cold
- Too content intensive



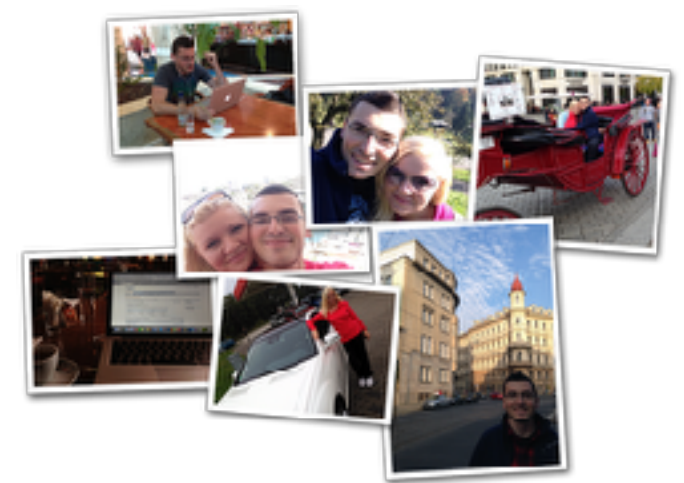
Why **Paid** Traffic Doesn't Work

- Too **Expensive**
- Too Tech Intensive
- Too Saturated
- Too Cold
- Too “Selling” intensive



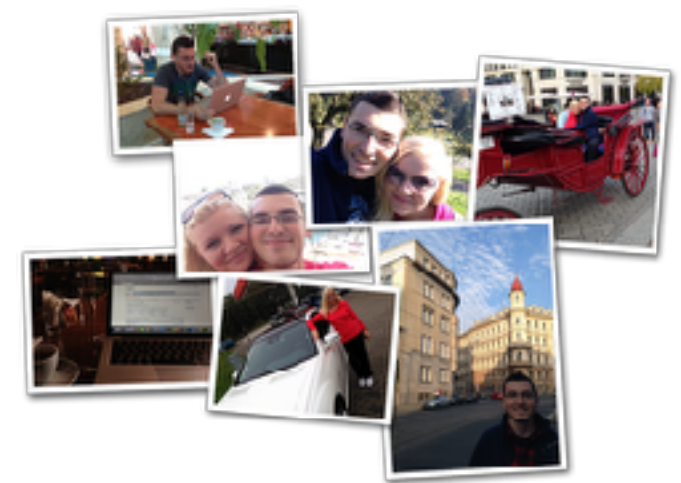
The Secret To Making Money With Paid Traffic

To target prospects who are already pre-disposed
to respond to your offer!



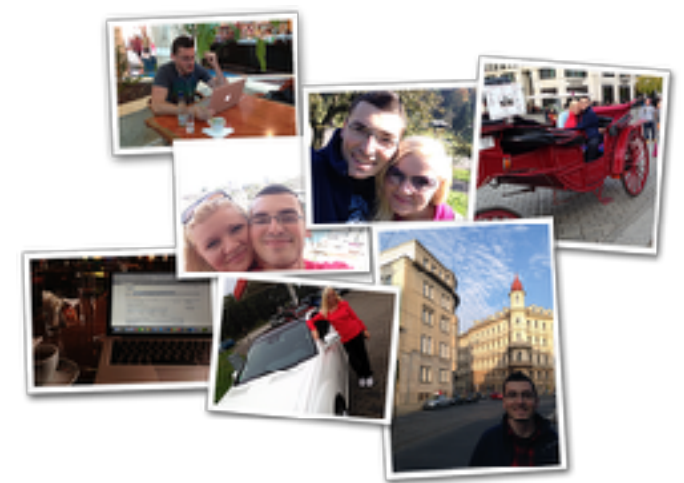
How Can You Know?

Based on them showing interest in similar offers
in recent past!

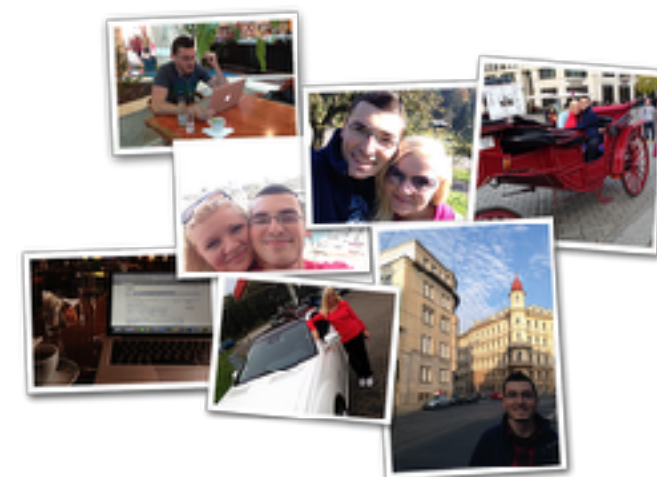


*"I very frequently get the question: 'What's going to change in the next 10 years?' And that is a very interesting question; it's a very common one. **I almost never get the question: 'What's not going to change in the next 10 years?'** And I submit to you that that second question is actually the more important of the two — **because you can build a business strategy around the things that are stable in time.**"*

Jeff Bezos, founder of Amazon

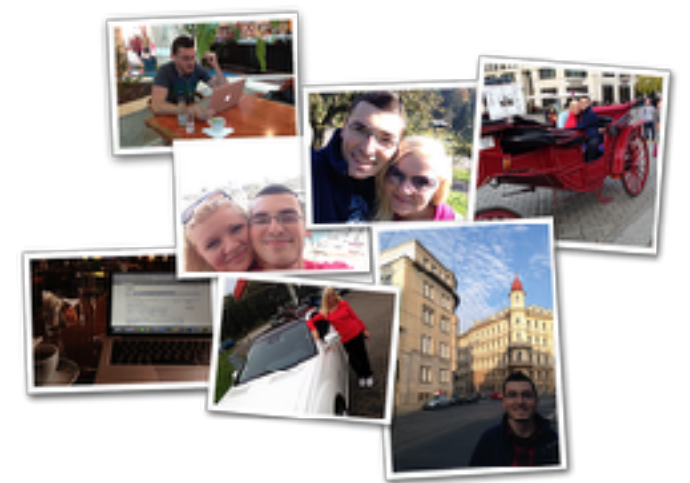


E-MAIL!



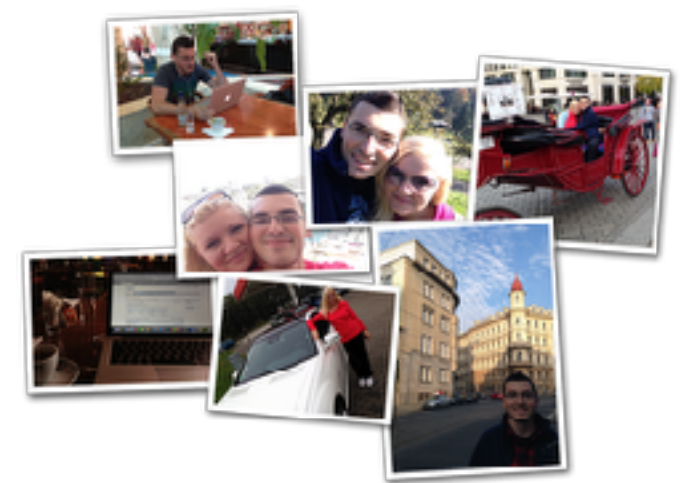
Why Email Traffic?

MCF Channel Grouping ?	Assisted Conversions ? ↓	Assisted Conversion Value ?	Last Click or Direct Conversions ?	Last Click or Direct Conversion Value ?	Assisted / Last Click or Direct Conversions ?
1. Direct	2,507 (35.11%)	\$22,820.91 (35.00%)	9,926 (50.90%)	\$36,450.46 (47.85%)	0.25
2. Paid Search	1,608 (22.52%)	\$11,916.83 (18.28%)	3,281 (17.02%)	\$13,499.01 (17.72%)	0.49
3. Organic Search	1,518 (21.26%)	\$10,884.64 (16.70%)	3,276 (17.79%)	\$6,501.84 (8.53%)	0.46
4. Email	872 (12.12%)	\$14,897.11 (22.85%)	1,192 (6.47%)	\$15,970.89 (20.96%)	0.73
5. Referral	256 (3.59%)	\$1,943.95 (2.98%)	408 (2.22%)	\$1,945.43 (2.55%)	0.63
6. Display	238 (3.33%)	\$1,650.48 (2.53%)	137 (0.74%)	\$784.75 (1.03%)	1.74
7. Social Network	101 (1.41%)	\$737.26 (1.13%)	173 (0.94%)	\$1,023.95 (1.34%)	0.58
8. (Other)	40 (0.56%)	\$344.02 (0.53%)	24 (0.13%)	\$8.00 (0.01%)	1.67

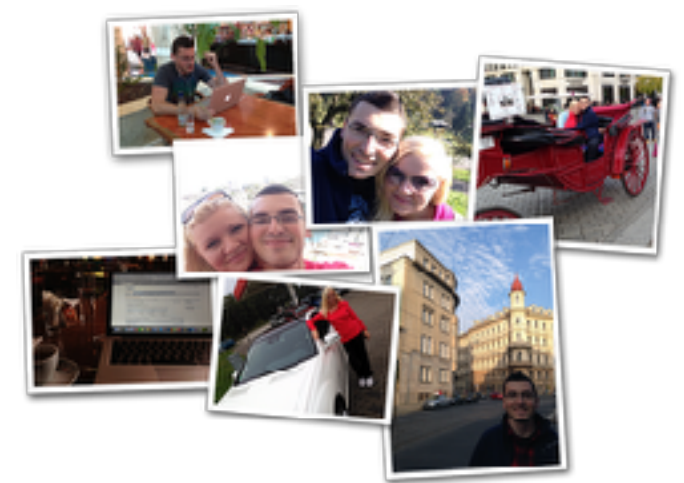


What Is A Solo Ad?

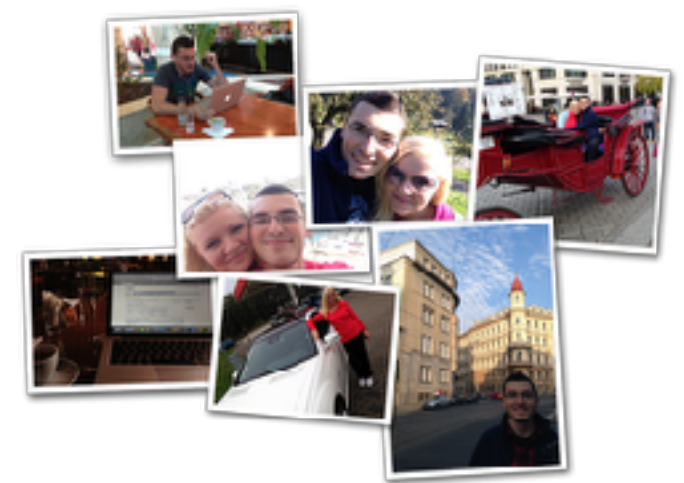
Fixed cost traffic generation method that allows you to rent other marketers' email lists for one ad - "solo" ad



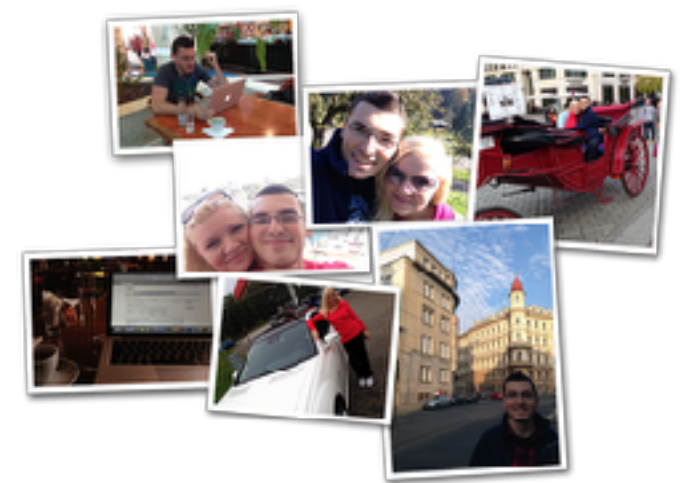
Targeted & Acting Traffic



No Technical Learning Curve!

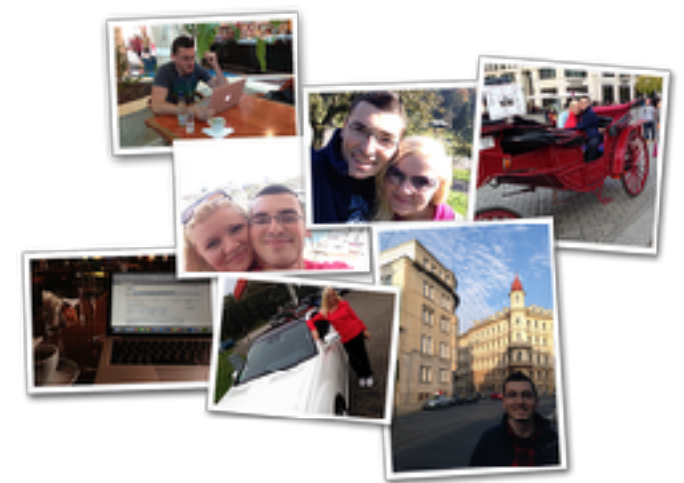


Virtually **Unlimited** Traffic Pool



No Red Tape Whatsoever!

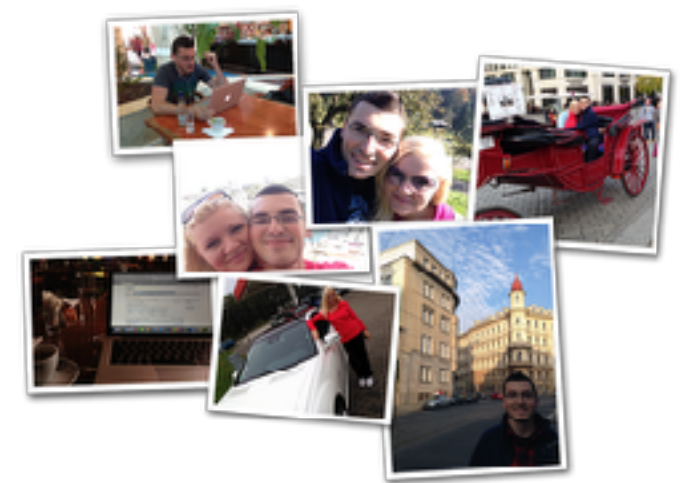
(Unlike Facebook, Google And YouTube)



Fast Results

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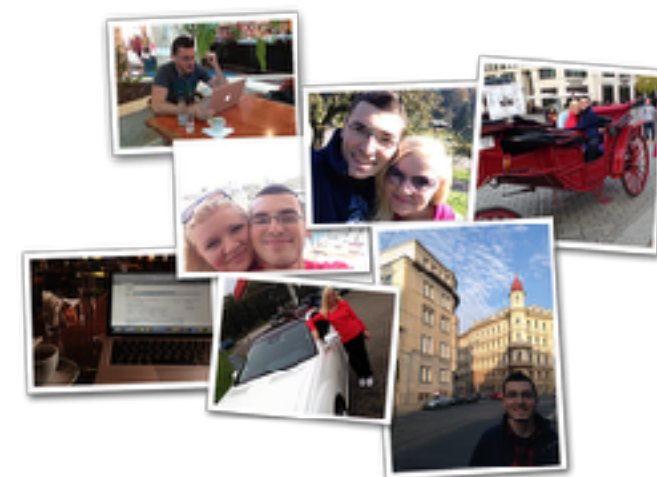


This Is **Not** A Silver Bullet



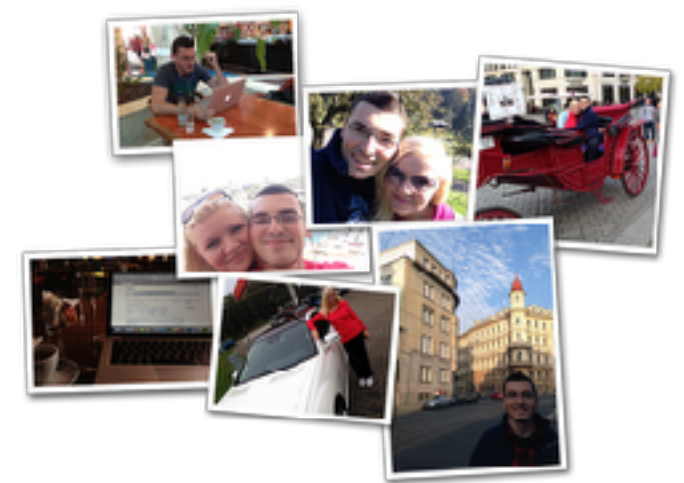
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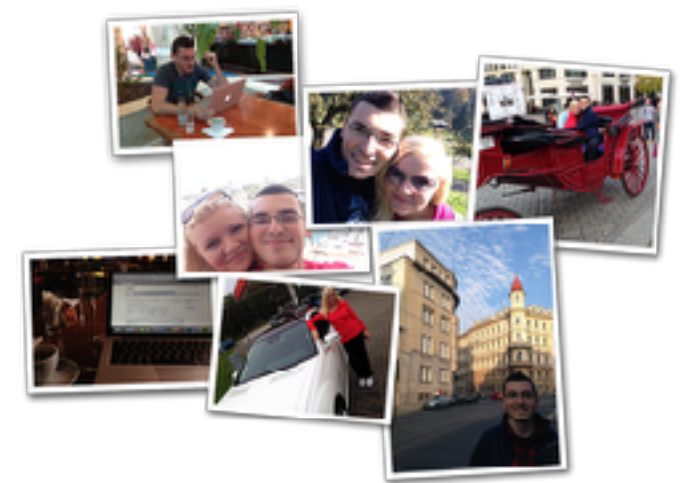


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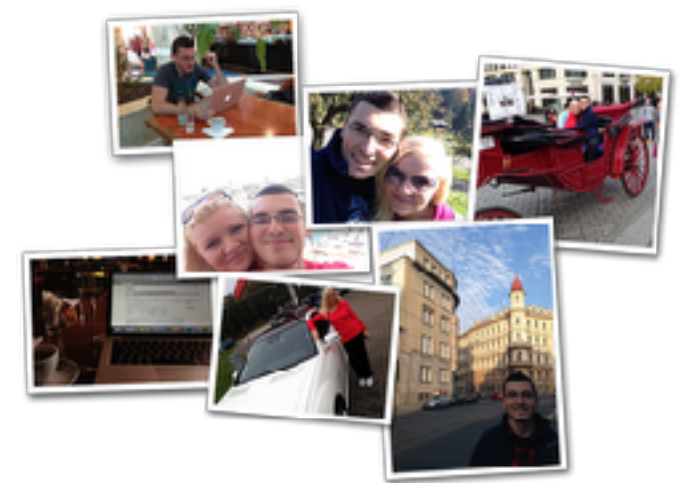
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Scam #1: Saturated Lists



Scam #2: Bot Traffic

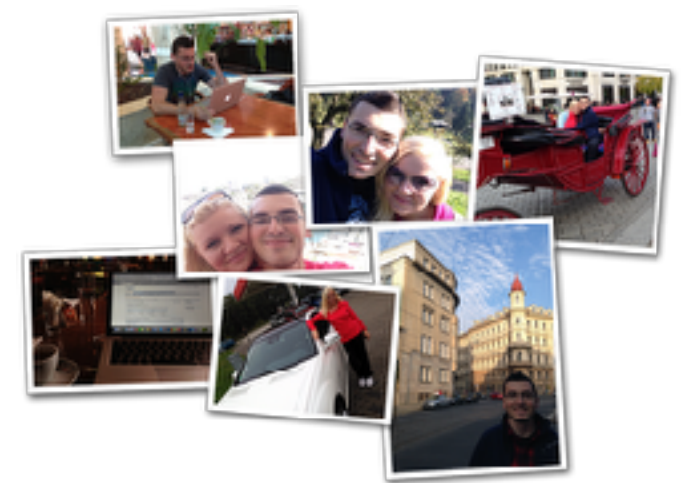


Scam #3: Black Hat Lead Injection



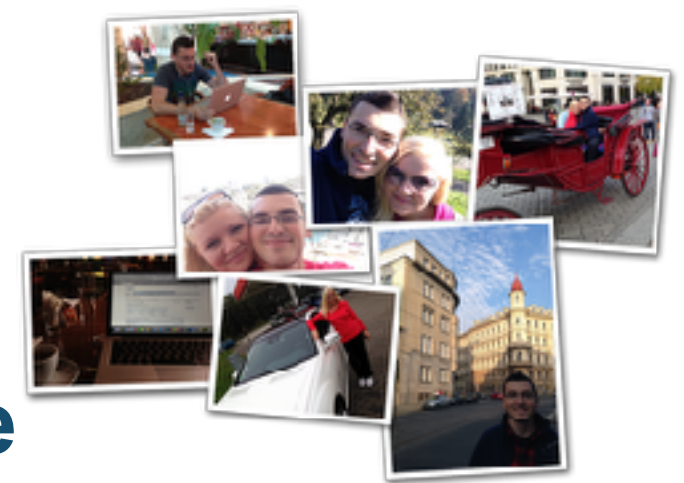
Swipe (aka Creative) - the **email ad you'd like the list owner to send out to their list promoting your offer**

Purpose Of Your Swipe



1. Get click throughs to your link
2. Get ultra-targeted prospects from the big pool
3. Pre-frame the offer (get higher conversions)

5 Steps To a Perfect Swipe



- A. Benefit-Condition subject line
- B. Gain -> Logic -> Fear
- C. 3 calls to action
- D. Curiosity P.S.
- E. CTA above the fold

Subject: Get more customers without paying for traffic

Would you like to get more customers easily?

And without having to pay out the nose for expensive advertising that may or may not work?

[Then you'll this new free lead generation guide](#)

You need to know how to drive leads for your business if you're serious about staying in business, not just thriving, because the marketplace is always changing and there's new competitors and new media sprouting every day that'll try to take your customers away unless you're a savvy lead generator.

Chances are, if you don't know what [this guide](#) shares with you – you're already struggling to bring the customers you need.

Question is – how much longer can you keep head above water without these secrets?

Chances are – not for long.

[Access your free lead generation guide now](#)

Sincerely,
Bob ~~Bobsky~~

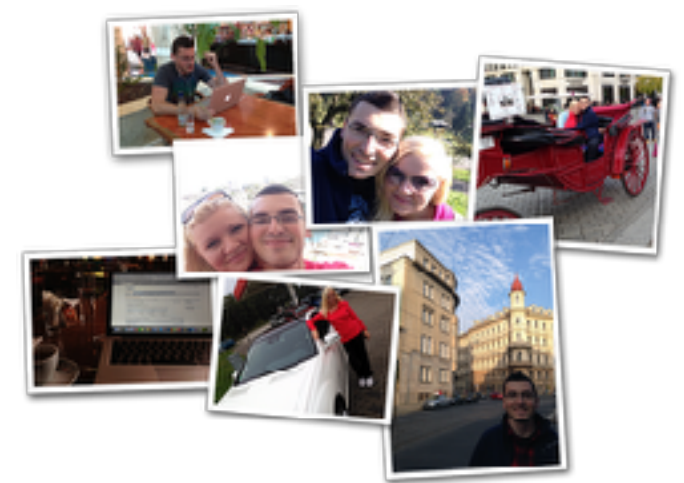
P.S. Most business owners believe getting new clients is hard and tedious work.

It's not.

[This free guide reveals how to get more customers easily](#)



3 Solo Ad Types



Solo Ad Vendor **vs** Newsletter Ezine **vs** Solo Ad Directory

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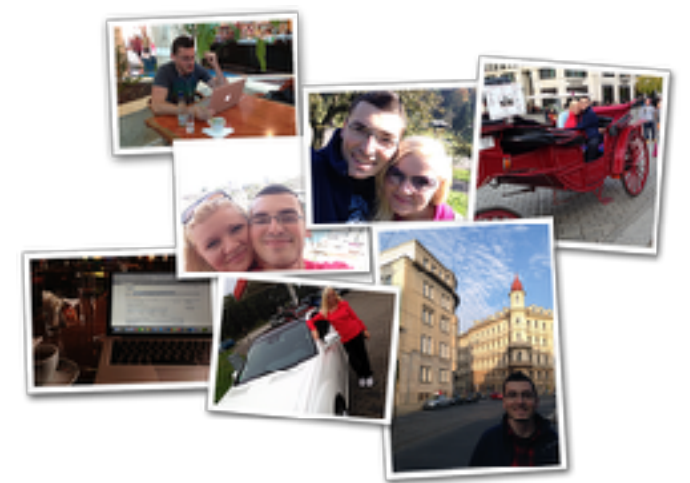
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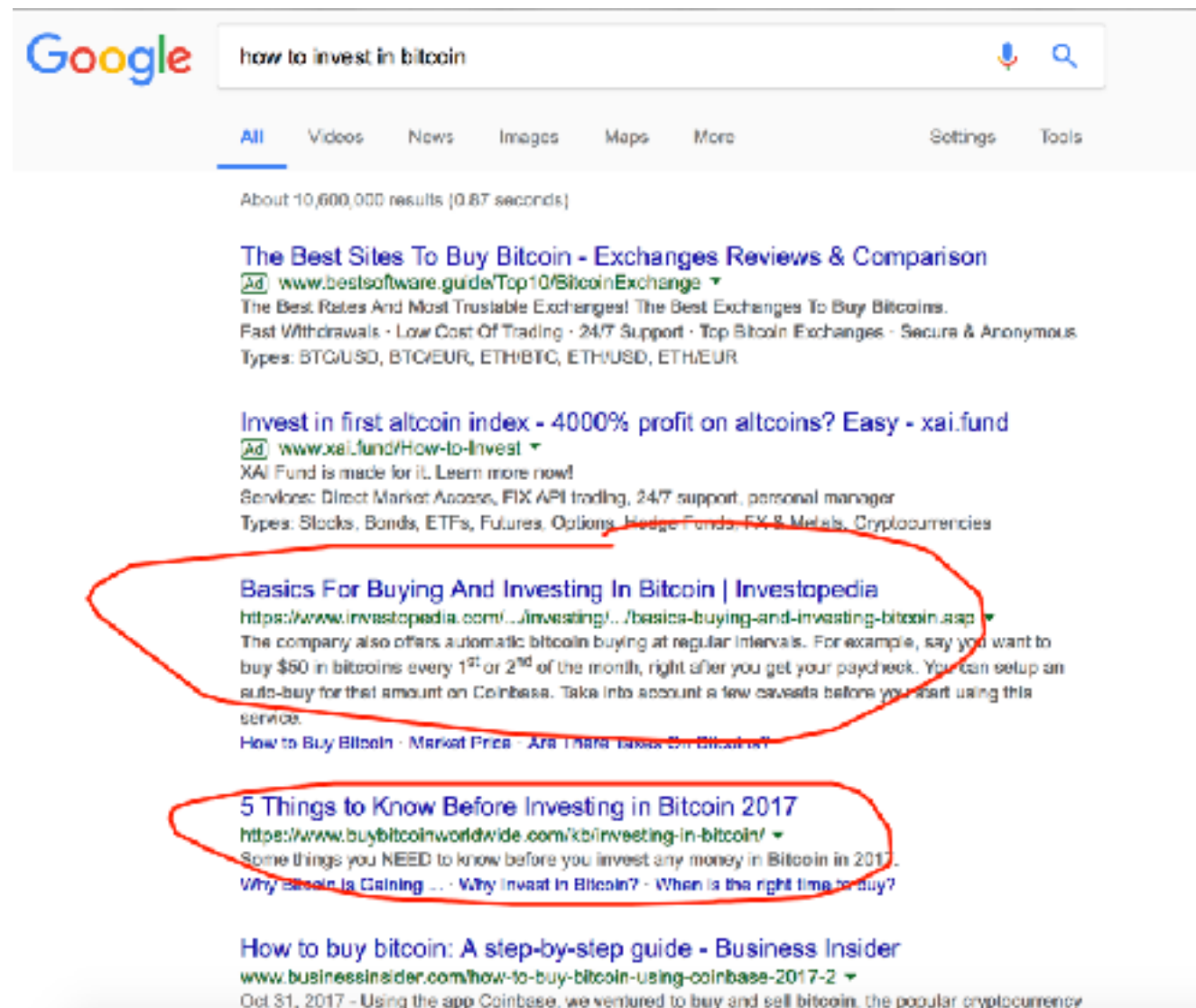
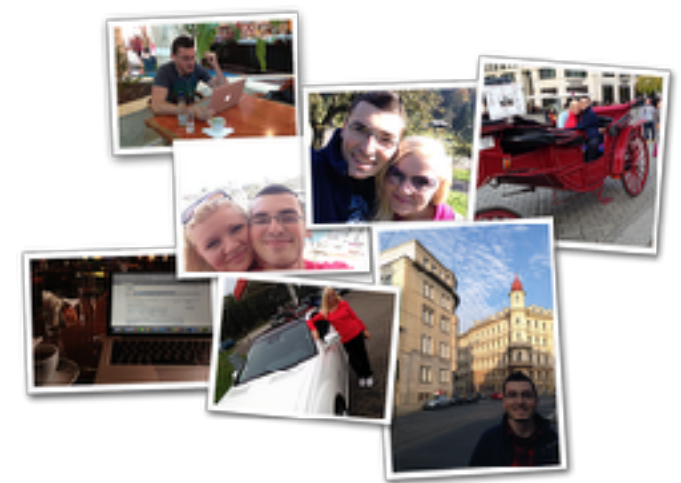
Solo Ad Brokers

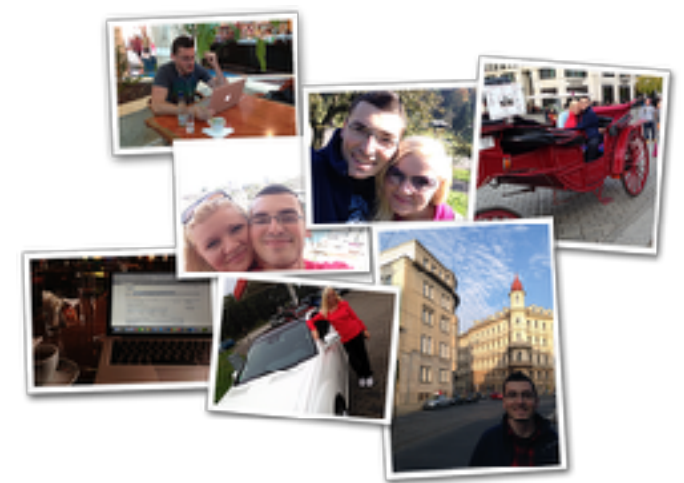


1. Broker doesn't own the audience. He knows people and companies who do.
2. Broker earns money by getting a cut from the deal by the list owner
3. Broker [usually] will do their best to get you quality/targeted leads because they're interested in you buying again and increasing your volume
4. Work with brokers on referral basis only - ask advertisers in your niche/forums/mastermind groups/events



1. Approach newsletter/authority site owners in your niche
2. CPM vs CPC
3. Lead Magnet is Required
4. No industry standard pricing - up to the audience owner
5. JV potential





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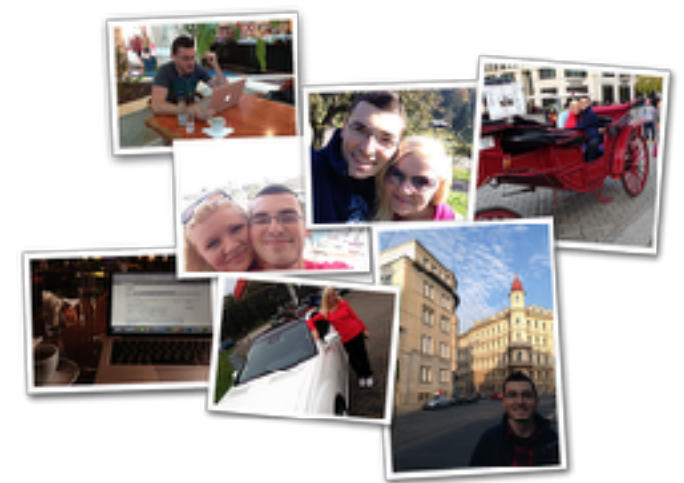
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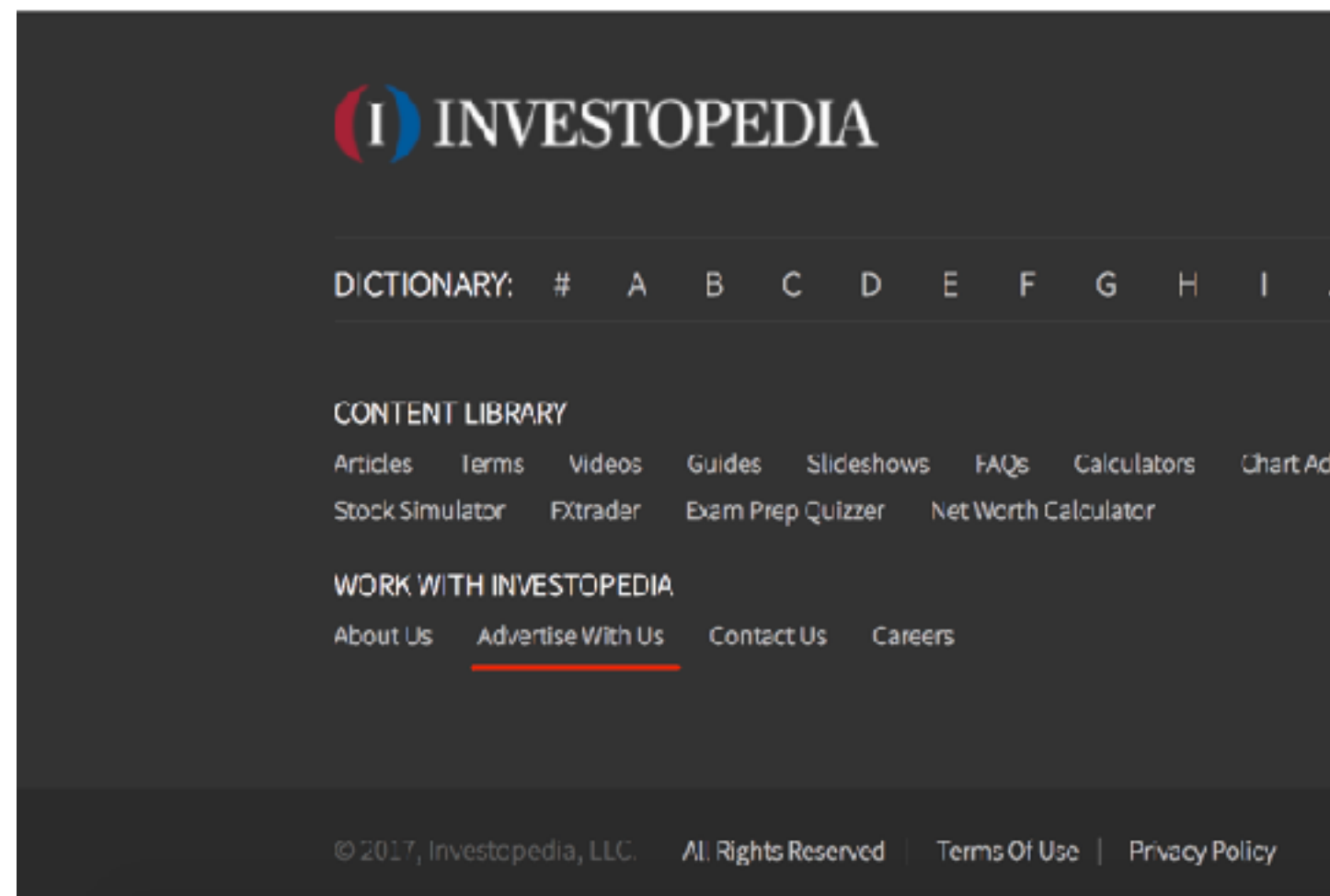
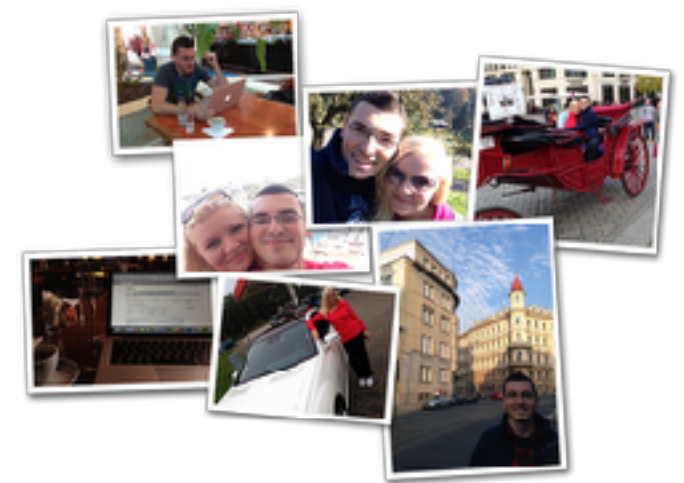
Soon you're going to be well on your way to making smarter financial decisions. If you're ready to take the next step in your education Investopedia recently launched [Investopedia Academy](#), an online education platform that empowers consumers with financial knowledge and practical investing skills.

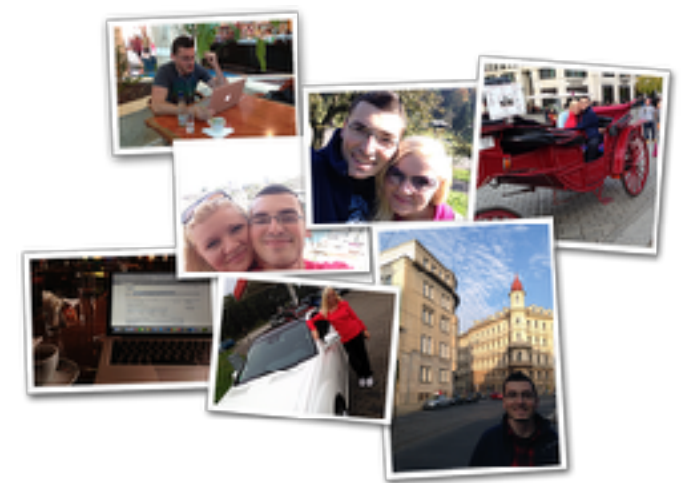
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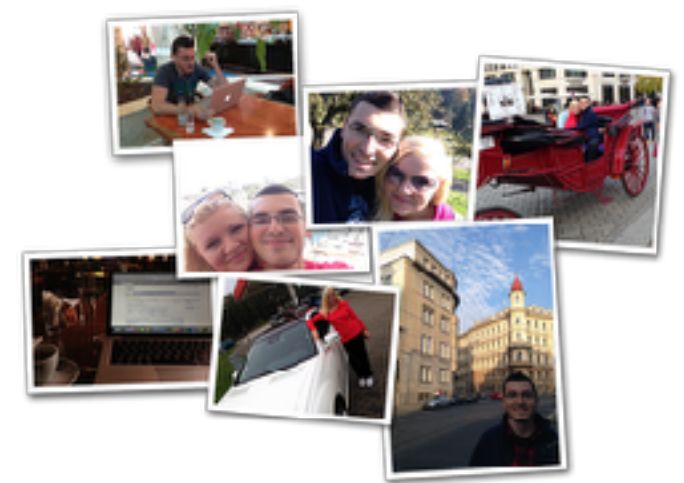
We connect deeply engaged audiences seeking our comprehensive suite of advertising product

Download our [Media Kit](#) to learn more.

[Ad Specs](#) | [Email Deployment](#)

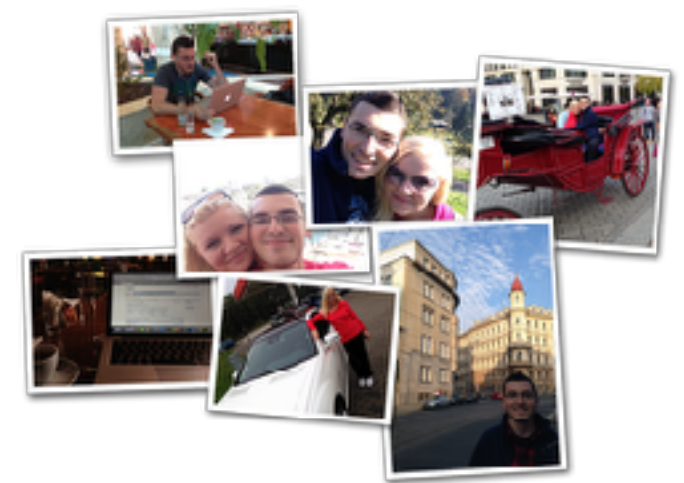


Solo Ad Directories



1. Simplest & fastest way to get email traffic
2. CPC
3. Lead Magnet is not Required - can mail straight to VSL/offer
4. WARNING: Lots of fraud

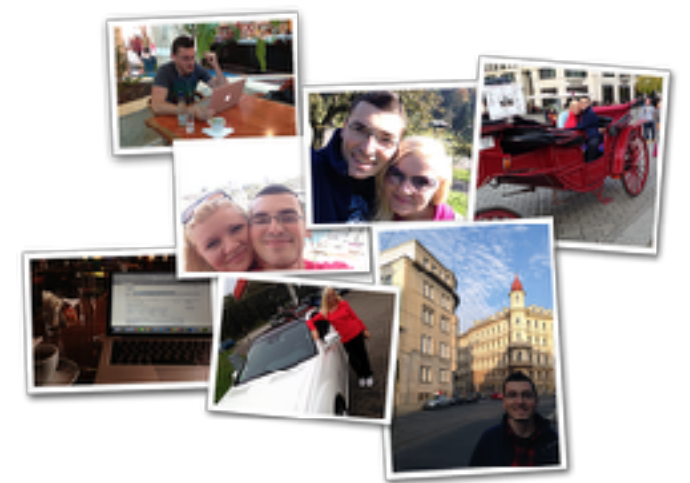
Ask These Questions



The way you learn about a solo ad vendor is by asking specific questions and listening carefully to the answers. Here's the questions I recommend asking:

- 1. What offers work best for your list?
- 2. What offers don't convert with your list?
- 3. What's the sales funnel(s) you've used to build this email list?
- 4. Have you done any affiliate promotions in the last 30 days? If so, how did they go?
- 5. How long does it usually take to deliver <<insert number>> clicks?
- 6. Will you write the email swipe (creative) or will I need to supply one?
- 7. Are there any guarantees?

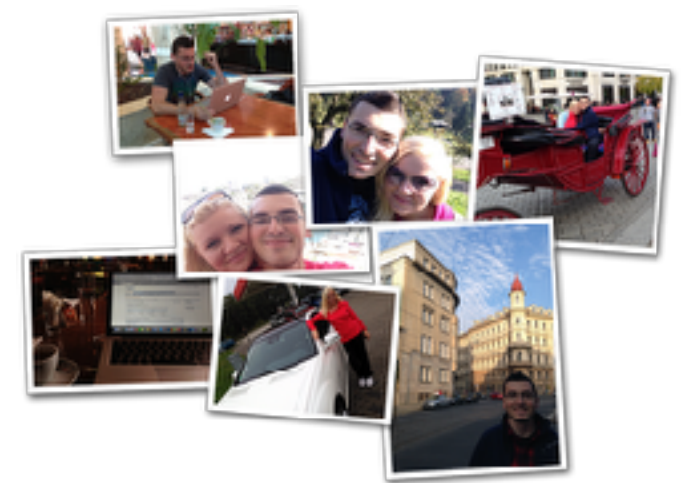
Solo Ad Directories



1. Warrior Forum (internet marketing, biz opp, self-help, forex, dating, weight loss) – great place to start with internet marketing solo ads. JV potential
2. Arcamax (all niches) – different from most solo ad sellers who own opt in lists they mail offers to.
3. Nextmark (all niches) – Nextmark is the Google of lists. It offers highly-specific email lists, phone lists and address lists. Requires advanced bulk mailing skills.
4. Solo ads marketplaces such as Udimi, Solochecker, etc (internet marketing, business opportunity) – these companies are trying to be the Uber of solo ads. Sort of. They make money by connecting traffic buyers and sellers through a marketplace. **My advice is to avoid solo ad marketplaces altogether.**
5. Don't just "google it!"
6. Don't use Facebook Groups



- Buy in small chunks of 500 to 1000 clicks at a time
- First time buying? 300-500 clicks should do the trick. 100-200 clicks leaves you in the dark.
- Cloak your links. Don't rely on vendor's tracking.
- Ask for customer case studies
- Clear mailing date confirmation



Thank You For Attending! Get Targeted Traffic For Your Store Buildr Business at:



www.igorsoloads.com/john

- **100% Top Tier Leads** (UK, USA, CAN, AU, NZ)
- **10% Click Bonus** For John's Friends (Buy 500 clicks, get 50 free)
- **\$150.00 Discount** For John's Friends On 1st 500 Click Order

