



ULTIMATE FREE TRAFFIC

How To Get Fresh Visitors To Your
Website Without Buying Ads!



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Introduction

Today we're going to talk about a marketing technique that is without question the #1 most profitable traffic-generating strategy that you can use.

- **It's quick.** You can literally begin seeing results within 24 hours.
- **It's easy.** You don't need any experience or special abilities in order to use it ... and it's not complicated to set up.
- **It's free.** Best of all, it won't cost you a penny. It's the ultimate free advertising solution.

The strategy is very simple: Get other people to send targeted traffic to your web site.

It's commonly referred to as a "joint venture" (although "endorsement mailing" might be a more adequate title).

I've been teaching a simple, 3-step system for driving traffic with joint ventures for about five years now and it's never failed to produce results yet. While the face of the Internet has certainly changed in the past five years, and the intricacies of this system have been tweaked (which we'll talk about), the mechanics have remained the same.

I've made literally hundreds of thousands of dollars with this same system and today I'm going to share it with you.

The idea is simple: you ask potential partners to promote your product through a special affiliate link and reward them with a commission on any new sales they refer through the link.

Now, let me warn you about 3 things here before we dive in...

1. Don't assume you've heard it all before.

I realize that joint ventures have been getting more than their share of attention, and this might lead you to think that you already know everything you need to know about joint ventures. Nothing could be farther from the truth. There are some things we're going to talk about that it's unlikely anyone else has ever told you before about JV partnerships.

2. Don't assume no one will respond to YOU.

It doesn't matter if you've tried it a gazillion times before with no results, or if this is your first time out and you have no credibility in your niche marketplace. None of that is important if you just use the strategies that we'll be looking at here in this video. People will respond to your JV offers if you just take the right approach.

3. Don't assume it's too complicated.

There are only three steps. Yes, there are many different elements to each of them, but at its foundational strategy, there are only three steps. We'll break it down here so anyone can understand the process, and we'll identify some specific things that anyone can do in order to generate traffic with these joint ventures.

Don't assume. Instead, consume. Consume the information in this lesson and then apply it to your own business.

So, let's go ahead and get started here...

Step 01: Strategically Setup Your Joint Venture in Order to Pull in Profits For Years To Come By Creating Customizable Content.

Most people leave profit on the table from the very beginning.

The problem is this: most people are too short-sighted in their planning for joint venture partnerships.

**They have their eyes on instant profit,
and fail to realize that their profit can
be multiplied many times over if they take
some time to set things up strategically.**

Seems like a **waste of a wonderful opportunity** to me. With just a bit of careful planning, that same joint venture can be producing an ever-increasing income for months and even years to come.

Here's the thing: You're going to go to the same amount of effort in contacting and convincing potential joint venture partners to work with you, so why not maximize your effort and make the most money possible?

That's why it is so important to strategically plan out your joint venture from the very beginning. By having just a few things in place, you can see your profit multiplied by 10, 20 even 50X more!

There are many different things you can do in order to strategically setup your joint venture so that you profit long-term, but what I want to talk with you today about is what I call "passive promotion".

Let's do a quick exercise here.

Which is better...

- A. Someone promoting your niche product to their list one time, or
- B. Someone promoting your niche product to their list over and over again?

Unless you've just awakened from a deep sleep or you're still recovering from a head injury, you've answered "B" on that one. 😊

One more question.

Which is better...

- A. Someone sending out a mailing to their list members mentioning your product one time, or
- B. Someone sending out a mailing to their list members mentioning your product one time, publishing your ezine article, putting a banner ad on their website, highlighting your free report on their “thank you” page, inserting an exit popup window with a link to you, showcasing you in their autoresponder series and recording an interview with you that their visitors will have access to for months and years to come?

If you picked anything other than “B,” then you’ve simply got to WAKE UP or go see a doctor about that head injury. 😊

The point I want to make is simply this: don’t settle for pocket change when you can do much better.

Again, I must emphasize that the biggest mistake in joint venture marketing is being short-sighted to the point of contentment with a one-time strike.

Instead of selling 20 copies of your product with a quick solo mailing, wouldn’t it be MUCH better to sell 200 copies of your product over the next 12 months by getting folks to passively promote your product through a series of automated marketing materials?

Of course it would.

Just looking at the numbers makes this so obvious why passive promotion is such a big winner...

Marketing Comparison: “Quick Strike” vs. “Passive Promotion”

EXHIBIT A: A partner promoting your product one-time to their list.

John Q. Niche decides to send out a mailing to his opt-in list to promote your \$20.00 “Rose Gardening” product. The results are...

$$72 \text{ sales} \times \$20.00 = \$1,440 - \$720.00 \text{ commission to John} = \underline{\$720.00 \text{ Profit}}$$

John is done. And so are your profits from his influence and leverage. \$720.00 is not bad, especially when you multiply it by dozens, even hundreds, of other partners.

EXHIBIT B: *A partner promoting your product in a variety of passive ways many times*

Betty Q. Niche (no relation 😊) loads your ezine article into her autoresponder series, posts a banner on her site, and sets up an audio interview with you on her “thank you for joining my newsletter” page. The results are...

$$36 \text{ sales} \times \$20.00 = \$720.00 - \$360.00 \text{ commission to Betty} = \underline{\$360.00 \text{ Profit}}$$

(For the 1st month alone!)

Betty is done, but your profits from her influence and leverage ARE NOT!

You earned \$360.00 profit from that initial surge ... but you now have your ezine article, banner ad and audio interview in place in **HER SYSTEM** to **CONTINUALLY** market to **HER CONTACTS** for months and months to come.

You'll continue to pull in sale after sale without either of you doing anything extra in the process. The result could easily be \$360.00 per month for the next 12 months and beyond, bring your profit to well over \$4,000.00!

Passive promotion wins! **And that's just from ONE partner.**

That's why going into your niche joint ventures with a profit-pulling strategy is a must.

It's a numbers game, and it's a volume business.

The more you sell, the more you make.

Get this -> If you take the time to find a partner who is agreeable to be your evangelist, why squander the efforts and the contact by quickly dissolving the profitable relationship?

Instead, maximize it long-term. Make it easy for you both to make money passively.

One of the things that thrills me the most is to continually see orders come in for products that I haven't promoted in years. **I don't do any active promotion for those products.** It all comes from my partners passively promoting me through a variety of marketing materials.

That's a sweet arrangement!

So, the first thing you want to do in strategically setting up your joint venture offer is to organize a series of marketing materials that your partners can use to passively generate profit for you both.

I call it "passive promotion".

I've got a quick checklist of 7 marketing materials that you will want to create for your joint ventures.

Note: The only one you really need is the solo mailing, but I recommend that you **at least** have the solo mailing **and** ezine article before continuing.

- Solo mailing / personal endorsement mailing. An advertisement that the partner sends out to their opt-in email list. While you will want to provide this in your marketing materials, it is most effective when the partner writes their own personalized endorsement.
- Ezine Article. A 500-700 word article relating to the topic of your niche product that the partner publishes in their regular online or offline newsletter, as well as posts to their site.
- Special Report. 7-15 pages of content in report style. This can consist of an excerpted chapter from your product, a series of ezine articles, deeper explanation of a concept from your product or related content.
- Email Mini-Course (I.E. "ecourse"). A series of 5-7 preformatted content-rich messages with a related theme. This can be a series of ezine articles or a report broken into segments. Your partner can load these to their own autoresponder series.

- **Banners and Buttons.** We'd recommend that you have at least one standard banner and button created to promote your product. Search [Fiverr.com](#) for "banner creation", "banner designer", "banner ad designer", etc. for a list of places to get them designed if you have no graphical experience yourself. We use [99 Designs](#) for a lot of our graphics.
- **Popups and Popovers.** Love 'em or hate 'em, popups/popovers are one of the most effective marketing inventions the Internet has known. While with niches they aren't as commonly used (and are oftentimes despised, so proceed with caution as we'll discuss later!), it's still a good idea to have at least one created for a reason we'll share in an upcoming chapter. We recommend [OptIn Monster](#) for creating these windows.
- **Interview Questions.** A series of 10-15 questions relating to your niche product topic that one or more of your partners may want to ask you for an exclusive interview for their contacts. An alternative to this is to record the interview in advance and allow your partners to distribute the finished recording.

With each of these, your partner should be able to customize the marketing material with their affiliate link to your product site, earning them a commission on any sales generated through their referrals

Note: Again, I want to stress that the only thing you really need is the solo mailing, and (highly recommended) the eZine article. You can develop the other materials over a period of time

I know you're anxious to get rolling, so start slow and then build your momentum from there.

The important thing is to strategically setup your joint venture by working towards "passive promotion", a method in which your partners can **promote you repeatedly over a period of time.**

I guarantee you this will increase your profits tremendously during the next 12 months if you'll just take the time to do it. Most people don't. And they have some initial success and then fade into the night like a burned-out bottle rocket.

However, by following this guide, that isn't going to happen to you! 😊

Listen, it's getting increasingly competitive – even in niche markets – so the way to stay on top right now is to make it possible for partners to passively create income from your offer while at the same time providing valuable materials to their network.

The easier you can make it, while providing the most value to them, the more results you'll see.

Step 02: Locate Dozens of Powerful Joint Venture Partners – including SUPER Partners – To Quickly Launch Your Own Sales Army.

After getting some things in place, now it's time to build a list of potential JV partners to approach with an offer to get them to promote your product.

There are quite a few secret weapons that I personally use in order to find quality joint venture partners. I call them **JV Detection Tools**.

And one of my favorites is Google.com. It's the largest search engine in the world and is one of the best research sites in the world.

The key is knowing what to search for. Most people have no idea how to tap into Google's magical research powers. I'm going to quickly share with you 4 ways to use Google.com to find potential joint venture partners that you've probably never used before, that you've likely never even heard of before.

1. Search String #1: `inurl:[keyword]`:

This is a really powerful way to find highly targeted partners. You can go to Google.com and type in `inurl:[keyword]` – of course, you'll actually insert a keyword related to your product in that spot and then Google will search its database for sites that have the keyword in their URL, either in the domain name such or in a file name

For example: If you typed in "bestsellers", you'd receive thousands of sites, including...

- <http://www.CreateBestsellers.com>
- <http://www.bestsellers-monthly-book-connection.com/>
- <http://www.createbestsellers.ebookclique.com/>
- <http://www.9mistakes-online.com/CreateBestSellers.html>
- <http://www.bookspot.com/bestsellers.htm>

And so on.

Notice that they all have the word "bestsellers" included in their domain name, subdomain name or a file extension such as .htm or .html.

These are potential partners and you can do this for any keyword related to your product.

I'll give you another quick example. Let's say you have a product related to dieting. You would go to Google.com and search for...

inurl:diet
inurl:diets
inurl:dieting

You'll have an entire database of potential partners at your fingertips. These are sites that are expressly using those particular keywords in their URL, which make them prime candidates for approaching for partnership offers.

2. Search String #2: allinurl: [keyphrase]

Closely related to the first search string is "allinurl:[keyphrase]". What this search string allows you to do is tighten your search to a more specific phrase.

For example:

allinurl: dieting tips
allinurl: email marketing
allinurl: pet lovers
allinurl: free software

Again, Google searches the URLs of the sites indexed in their database and this time allows you to search for a phrase instead of a single word. Combining your keyword with words like "tips", and "free", and by combining your keywords with subniche keywords (I.E. "email" marketing, "French" poodles, "hiking" trails), you'll be able to narrow your focus even more to find very precise potential JV partners.

3. Search String #3: intitle:[keyword]

This is similar in concept as the inurl:[keyword] search string, except instead of searching the website URL, Google searches the TITLE of the pages indexed in its database.

This search string allows you to find other sites that you would have missed out on in searching the URLs only in the previous search strings.

For example: If you search for intitle:wedding, the #2 ranked site at the time of this lesson yields...

Weddings and wedding planning! Wedding dresses, engagement rings ...

<http://www.theknot.com>

Notice that URL ... TheKnot.com

The keyword “wedding” is not in the domain name and this potential partner would have been missed in the other search strings we’ve discussed so far. And, given it’s high traffic ranking, that would have been painful.

So, you’ll want to use this intitle:[keyword] search string as well.

4. Search String #4: allintitle: [keyphrase] And, that brings us to allintitle: [keyphrase]. Just like previous search strings, this one hones in on a specific phrase found in the title of the URL.

For Example:

allintitle: wedding planner
allintitle: baseball cards
allintitle: cell phones

And let me remind you, don’t forget to search for more than one keyphrase. Brainstorm and come up with a list of several different Keyphrases related to your product.

You’ll end up yielding more potential partner sites in the process

.For example:

allintitle: self defense
allintitle: martial arts
allintitle: defense tips

So, those are some powerful ways to use Google.com to find potential partners. We’ll talk about what to do once you’ve done these searches in our next section – as far as gathering contact information and actually communicating with the owners or administrators at these sites.

----- [Sidebar] -----

Here's a really good article that entitled, "How to Generate As Much Free Traffic As Your Server Can Stand". It identifies 7 other ways to find partners with Google.com.

How to Generate As Much Free Traffic As Your Server Can Stand

By Nick James

There's no question that THE best web site traffic is the traffic that OTHER PEOPLE send you.

When affiliates and joint venture partners send their best subscribers and customers to your site, it's as good as it gets. (It's free, it's targeted and it's effortless!)

I've actually witnessed first-hand a server getting so much traffic that it forced the site to temporarily shut down!

So, getting others to send their visitors to your site should be a top priority on your internet marketing agenda.

The question is: "where can these affiliates and partners be found?"

Short answer: Google.com.

I've found Google.com to be the best free research tool on the planet for finding new affiliates and JV partners.

There are (at least) seven ways to search Google's massive database for potential partners:

1. POPULAR PRODUCTS. Conduct a search for the title of your competitors' products to see which sites are actively promoting those products. Those who are already promoting similar products are likely candidates to promote yours. (And, they are obviously already familiar with affiliate marketing - especially important in "niches")

- Ex. If your product is about "Internet marketing" do a search for "Internet Marketing Training Club"

2. ARTICLE TITLES. Conduct a search for the title of articles related to your product. Identify which sites are currently showcasing those articles and see if they will load your article to their site as well. (Note: You can find article titles at popular article directories such as GoArticles.com or EzineArticles.com.)

- Ex. If you've got an article related to free traffic, do a search for "15 Ways to Ethically "Borrow" Traffic From Other People". (Use quotations)

3. ACCESSORIES. Conduct a search for items that are related to your offer, but not identical to your offer.

- Ex. If your product is about "web site templates", do a search for "hosting" or "salesletters".

4. ADVERTISING. Conduct a search for terms that are related to your product and then look for those who are currently advertising using Google's Adwords®. (The tiny ads above and below the main Google search results). These will be more experienced marketers and more likely to be open to a joint venture proposal.

- Ex. If your product is related to "dieting" then search for "diet", "diet program", "weight loss", "exercise", "lose weight", etc.

5. AUTHORS AND EXPERTS. Conduct a search for the names of well known authors and experts within your field of interest.

You'll likely find NUMEROUS sites mentioning that expert ranging from promoting their products to posting their articles to making comments about their influence. Look specifically, for those who are using affiliate links.

- Ex. If your product is related to "internet marketing" then search for "Nick James, The Internet Business Coach".

6. URLS. Conduct a search for a word or phrase related to your topic of interest in the URL of the sites listed in Google's database. You can do this by using the search string, "inurl". (I.E. inurl:"travel discounts") This will return a listing of all indexed URL listings that contain that phrase.

- Ex. If your product is about "rose gardening" do a search for inurl:"rose gardening".

7. TIPS AND ARTICLES. Conduct a search for a combination of a word or phrase related to your topic of interest, along with the words "tips" and "articles". I.E. "marketing tips", "time management articles".

- Ex. If your product is about "UFOs" do a search for "UFO articles".

Finding affiliates and joint venture partners is a MUST for anyone wanting to drive massive amounts of traffic to their site.

And using Google.com's search features makes it easier than ever.

----- [Sidebar] -----

Now, having said that, let's move on to step 3 of this process...

Step 03: Contact Your List of Potential Partners With An Irresistible Offer That Practically Forces Them To Say “Yes!”

Now, once you have done these searches and found sites, you’ll want to visit the sites and look for a contact name and email address.

That’s how you will communicate with your potential partners. *If they do not have a contact email address listed, then the easiest thing to do is scratch them off the list and move on.*

There are other ways to find their contact email address, but, to be honest, it might be looked on as intrusive to do a Whois search and obtain the information that way.

It’s much easier to just move on and find other partners who DO have their contact information listed. **There are plenty to choose from in most cases.**

Contact just 10 people a day – it shouldn’t take more than an hour – and in 30 days you’ll have made personal contact with 300 potential partners who could literally change your business forever.

Now, I do want to mention for those who are niche marketers not involved in “business opportunities”, approaching potential partners is much different.

You see, joint venture offers for “niches” are much, much different than joint ventures for “business to business” offers.

Imagine some **70 year old grandmother** getting this email...

Dear Sandy,

I’ve been reading your “Gardening Secrets” ezine and it absolutely rocks! I was blown away by your powerful revelation on using fertilizer.

Hey, I had an idea. Your subscribers would absolutely love my new “Advanced Landscaping Tricks” course. Let’s JV.

My salesletter is so hypnotic that it’s converting at 12% and I know you could score a lot of sales here with your loyal readers. Let’s make some money together.

Can you do a mailing?

I'll pay you 50% commission. Send me your mailing address and I'll setup an affiliate account for you.

Love your work, Sandy. I've admired you for months.

All the Best,

Johnny JVer

She'd probably call the police.

Best case scenario, she'd delete your email. *More likely, you're getting reported for SPAM.*

So, you've got to do things a bit differently with niches that may not be accustomed to all of the marketing stuff that you and I are familiar with.

So, here's what I recommend

I recommend that you write an eZine article related to your topic and contact your potential partners about distributing your content, either in a mailing to their newsletter list or on their website.

It's the **least invasive** way to get in the door with folks who aren't normally used to being approached for marketing related activities.

Remember what we talked about in the first step with "passive promotion". This is where you put into practice those things that we already identified.

Contact your potential partner with a copy of your eZine article and a free copy of your product. (Many may even offer to review your product and post their findings at their site) Ask them to reprint your article in any way that they choose, and introduce them to the idea of your affiliate program ... they can plug THEIR affiliate link into the resource box of your eZine article and earn a commission on any sales generated.

Or, you can use a special report instead of an eZine article.

What I want to do now is give you a very simple mailing that will get you in the door with just about anyone, without getting you into trouble. You have my permission to modify and use for your own purposes in contacting others. Just personalize it for your own specific needs.

----- Begin Sample Mailing -----

Dear [List / Web Site Owner],

I (Visited your site, read your eZine) tonight and have a quick question for you.

I noticed that you (specific observation) and was wondering if you (request).

Thanks very much.

Best regards,

(Your name here)

----- End Sample Mailing -----

Now, here's what the actual mailing may look like..)

----- Begin Sample Mailing -----

Dear Paula,

I read the August 14th issue of your newsletter tonight and have a quick question for you.

I noticed that you published an article from an outside contributor and was wondering if you accept articles for publication.

I've written an article entitled, "How to Attract Hummingbirds" that I think your subscribers might be interested in.

I'd be glad to send you the article for your review with no obligation, of course.

Please just let me know.

Best regards,

Nick James, The Internet Business Coach.

----- End Sample Mailing -----

Now what happens?

If they say, “No” or don’t respond at all, so what? If they respond, “Yes” then I send them a copy of the article and let them know they can put their affiliate link in the resource box if they want to earn a commission on any referrals.

This first step opens the door for me to talk with them further about customizing a report, giving away a mini-course, interviewing me and a variety of other things that will lead to sales.

In a time when “endorsement mailing” requests are coming in by the dozen, this is not only a safe approach, but in many cases, a more attractive and effective approach – especially for “niches” where commercialism isn’t “business as usual”.

Now, there are three simple keys that I must mention in contacting your potential partners.

Key #1: Personalization. Always, always, always (did I mention “always”?) personalize your correspondence with a new potential partner. Never send a mass mailing to hundreds of potential joint venture partners addressed to “Dear Joint Venture Partner” or “Dear Sir”.

Their first name isn’t “eZine” and their last name isn’t “Publisher”. Get it right or get yourself a new JV partner.

You will always (there’s that word again) get a much better response by personalizing your correspondence. After all, you are about to become partners. Get it started on the right foot.

Key #2: Presentation. Always, always, always (*do you see a pattern forming?☺*) check your email BEFORE you send it for typographical, grammatical and formatting errors. Send yourself a copy of it before mailing it out. Proofread it carefully. Or, better yet, have someone else proofread it. Make sure that your lines don’t break off in mid sentence.

No reputable JV partner wants to do business with a third grader, so make sure your presentation doesn’t look like you created it with a box of crayons.

Key #3: Profitability. Always, always, always (good grief, I sound like a broken record) stress how beneficial the joint-venture will be for the potential partner. Not necessarily in terms of “money”. In fact, you might even scare them off if you are too over the top with how much money you guys can make. Stress the fact that they get free, useful content to share with their network, and a way to earn a commission if their contacts decide to make a purchase.

Remember, you've already convinced yourself that it's a great deal. You're halfway there. Now, it's your job to sell it to the potential JV partner.

Stress the benefits.

Reinforce that there are no drawbacks.

Convince them it is a can't-lose situation

So, that's the **"Ultimate Free Traffic Model"**. It's just like Novacaine – give it time and it always works.

Step 01: Strategically Setup Your Joint Venture in Order to Pull in Profits For Years To Come By Creating Customizable Content.

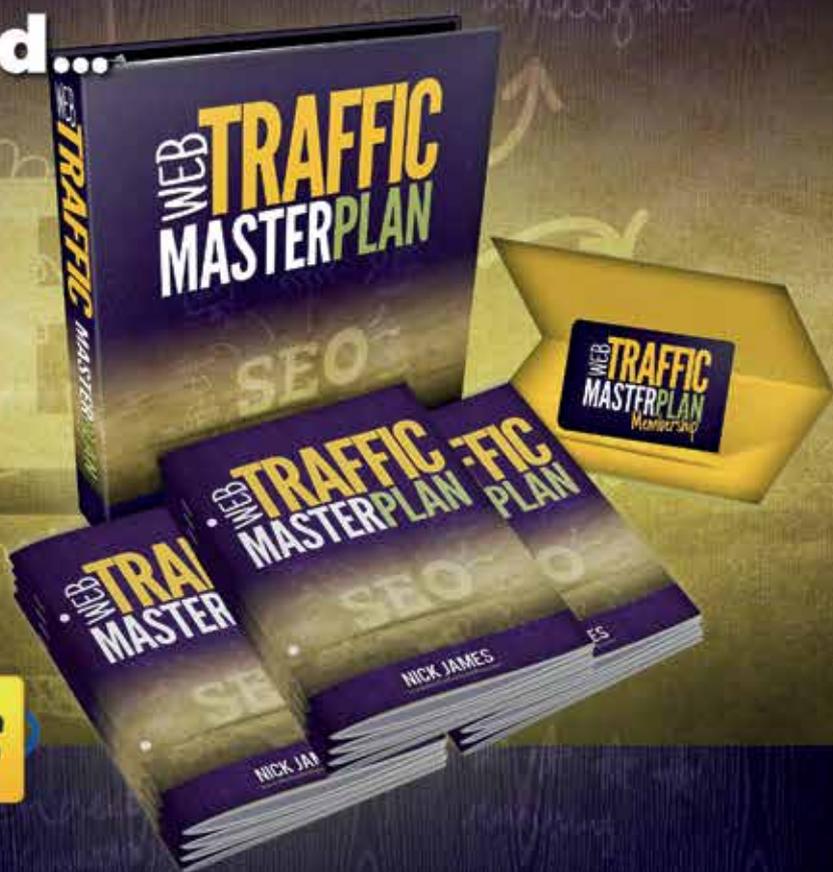
Step 02: Locate Dozens of Powerful Joint Venture Partners – including SUPER Partners – To Quickly Launch Your Own Sales Army.

Step 03: Contact Your List of Potential Partners With An Irresistible Offer That Practically Forces Them To Say "Yes!"

This is, without a doubt, the best way to quickly generate traffic to your site without spending a penny. And, when you follow the blueprint that I just gave you instead of the standard, "Hey, I've got a product. Will you send out a mailing for me?" approach, I guarantee you'll see results.

WEB TRAFFIC MASTER PLAN

Discover How to Quickly and Easily Get All the FREE Targeted Traffic You Need...



GET INSTANT ACCESS