



Checklist #4

Your First 1,000 Visitors Checklist



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If you're just getting started with your traffic strategy and looking to get your first 1000 visitors, then this is the checklist for you. Check out this strategy...

Pick One Traffic Strategy

If you've studied traffic generation, then you know there are a whole lot of different ways to get traffic.

But you know what?

Some of them really aren't worth pursuing. And some of them take so long to implement that a snail could finish a marathon before you start getting that first trickle of traffic.

So here's what you'll want to do: focus on ONE traffic source, but be sure this traffic source is something you can implement fairly quickly to start seeing good results. Then master that traffic method before turning your attention to another one.

Here are five proven traffic sources to consider:

1. Starting an affiliate program. No upfront costs, and you get the benefit of warm leads who've already been pre-sold on buying what you're selling.
2. Guest blogging. A good way to tap into an engaged audience. Use a two-step marketing system for this traffic (meaning you send visitors to your lead page and get them on your list, and then close the sale via follow up emails).
3. Partner traffic (joint ventures). Another terrific way to generate warm leads.
4. Social media marketing. A good way to engage your audience and build relationships while also getting them on your list.



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5. Paid advertising. This is one of the quickest ways to get traffic, as you can literally place an ad and start pulling in traffic within an hour or two from now.

Which traffic source should you start with? Ask yourself these questions:

- Which traffic sources do you know the most about? If you don't have to spend time learning about them, then you can jump in fast.
- What resources can you tap into to implement a traffic source quickly?

For example, if you have relationships with potential affiliates in your niche, OR you have a popular product, than affiliate marketing or other partner traffic are good methods to try first.

Another example: if you have an ad budget already in place, then you might try paid advertising first.

Still another example: if you have content, then social media marketing or guest blogging might be good places to start.

Next...

Study This Strategy

Don't confuse yourself at this point. Start by reviewing one good book, course, or video on the topic. If you need more information, get additional info from the same source. That way, you won't be faced with contradicting information that often leads to analysis paralysis.

Implement this Strategy



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Next, create a plan for how to implement your selected traffic method, and then put this plan to work for you. Here are points to keep in mind as you develop your plans for each of the traffic methods mentioned above:

Starting an affiliate program.

- Offer incentives to entice affiliates, such as high commissions on both front and backend sales.
- Create marketing materials for your affiliates to use, including rebrandable reports, videos, solo emails, blog posts, social media posts and graphics.
- Recruit affiliates personally. Ideally build relationships with them first and then send invitations for them to join your affiliate program.
- Send out regular emails to affiliates to motivate them. Run affiliate contests and offer promos to get them excited about promoting.
- Consider hiring an affiliate manager to recruit affiliates and run your program.

Guest blogging.

- Seek out high quality blogs in your niche that accept guest articles.
- Study the blog to see what type of content they prefer, and then create something similar.
- Use your author byline to send traffic back to your site. (E.G., "*Discover 10 more ways to boost your conversion rate by watching this free video! Click here to see it now...*")



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Partner traffic (joint ventures).

- Do your due diligence to uncover the most reputable marketers and content creators in your niche with the biggest platforms.
- Build relationships first via social media, phone, blog discussions, private messaging and more. People are more likely to do business with those they know, like and trust.
- Propose joint ventures, such as co-endorsements on social media, swapping newsletter content, creating a webinar or product together, etc.

TIP: Propose a small and easy joint venture first. Once that is successfully complete, your partner will be more likely to accept your request for a larger joint venture.

Social media marketing.

- Determine which of the big social media platforms is a good fit for your audience and your goals.
- Integrate social media with your overall marketing strategies, such as by placing social media "share" buttons on your blog.
- Create viral content to share on social media.
- Post frequently (perhaps even daily) and interact with your visitors to build relationships.
- Redirect your social media visitors to join your mailing list.



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Paid advertising.

- Seek out both big platforms that allow you to focus in on your audience (such as Facebook advertising and Google AdWords), as well as sites specifically catering to your niche.
- If placing an ad with a niche site, find out how they generate their traffic in order to determine if it's high-quality traffic.
- Start small to test ad venues and campaigns, and invest more money as you determine what works,

Tweak Until You Get Good Results

Once you have a traffic source up and running, be sure to do some testing, tracking and tweaking to really optimize your results.

When one traffic source is up and running, then you can implement the next method. In other words, focus on one strategy, get it up and running, and then (and only then) should you add another traffic course

Parting Thoughts

Now here's the best news about the strategy you just learned: careful implementation of any one of the above five traffic methods will get you your first 1000 visitors. And the sooner you get started, the sooner you'll see your traffic numbers grow!

Want more? Have a question?

Need help with your business? Email me. I answer all emails myself.

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I have written several books about blogging & WordPress for the Amazon Kindle platform:



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[The Ultimate Guide to Blogging Series](#)