

Niche Domination Secrets

How To Build A Profitable Business In Any Market And Dominate Your Niche With Ease

***** Special Important Notice *****

Even though our 60 minute calls have ALWAYS gone over by 15-30 minutes, Eric and I still feel there is a lot more content to give to you guys.

We decided that we would put together one more special bonus call where we go even more in-depth on the things that YOU want to hear about.

But ...

Before we give you the bonus call, we would really like if you could do something for us in return...those that do the best job will be rewarded on the call next week.

Can you give us a testimonial?

We've already got some great feedback from members on the blog but it would be great if we can share how much you love the course on the website.

And by giving a testimonial you'll be able to get free traffic!

Anyone who submits a testimonial will have their name and website URL listed on the sales page so that when we launch the site, there will be thousands of visitors who will see your URL.

Plus, with the 75 members each getting resale rights to the course, each of those will be promoting a website that contains your name and URL also!

Here's what you need to do...

You can submit either a video testimonial, audio testimonial or regular text.

Video (such as a webcam recording uploaded to YouTube) is best as it is much more believable.

Audio is second best, and regular text is still good too ☺

Remember, the best ones will be rewarded on the call next week!

Your testimonial can say whatever you want about the course, but good points to talk about are ones that focus on how much you learned, how easy it was, how much you enjoyed the course, whether you would recommend it to others etc...

If you want to submit a video, upload it to YouTube and then send details of the video to RichardLeggNews@gmail.com along with your full name and website URL.

If you want to submit an audio testimonial, we have a toll free phone line that you can use to “call in” your testimonial here:

1-800-609-9006 ext:2598

After recording your testimonial, send your full name, website URL and picture (if you have one) to RichardLeggNews@gmail.com

If you want to send a text testimonial, just send an email to that address along with your full name, URL and optional picture.

Both Eric and I have thoroughly enjoyed this course, and if you have too we would be very grateful to here from you.

Thanks!

Module 4 – Traffic ... And LOTS Of It!

In this call we covered different ways of driving traffic to your new website. As you will see from going through the other calls, spending time to do the research from the first modules correctly will make things a LOT easier for you when it comes to generating some quick results.

Quick recap on product creation module:

We covered how to create products quickly and easily. There are lots of options for creating a product, some do cost more money than others, but some can be created with minimal expense.

I know some of you were concerned at the expenses involved, but you don't have to spend a lot of money upfront.

The easiest and cheapest way to create a product is just to interview an expert in that niche, record the interview and sell that. If you feel you are the expert in the niche, have a friend or family member interview you instead.

This interview type of product doesn't cost anything to produce and if you want to get the interview transcribed, you can do that relatively inexpensively.

Other options for creating a product include creating an ebook or set of video tutorials.

We also covered different places that you can find freelancers to help create your product for you.

Above all, we showed you how to use your competition to tell you what type of products to create and what type of content to put in your products.

Towards the end of the call we showed you how to find potential partners to promote and the type of email you need to send to them to get them on board.

The Three Types Of Traffic

Traffic can be broken down into three main categories:

- 1) Traffic you borrow
- 2) Traffic you create
- 3) Traffic you buy

With only a limited amount of time, it's impossible to cover all the different aspects so we focused on the easiest (and cheapest) ways to drive traffic quickly.

Even though buying traffic through PPC like Adwords **can** be easy, it takes a lot of time and energy to setup a profitable campaign – especially if you're not sure what you're doing.

For this reason, it wasn't very practical to spend an hour talking about setting up just one Adwords campaign when there are lots of other easier and no-cost ways of generating traffic.

(For a complete traffic training course you can check out www.TrafficUncut.com)

Traffic You Borrow

If you have done your research correctly, you should already have a list of competitors in your market place, and you should know that some of them have lists of several thousand people.

These competitors are going to be your new best friends when it comes to driving traffic to your website.

Use the email script from the last module and see if they can promote your product to their readers.

Remember, so long as you make sure to show them the value that they and their readers will get from the partnership, it will be a lot easier to convince them.

Also, if you chose to record an interview with an expert for your product, they will also be very likely to promote for you as it can make them money and also increase their branding.

It's often best to wait until AFTER the call before trying to get the commitment to promote. This way, they can see how well the call went and then are more likely to be excited about promoting it.

If you create an interview series of products, you can have 5-10 potential partners to promote for you. This will be the quickest (and cheapest) source of traffic you will ever come across.

You can also contact potential partners as a customer, letting them know how much you liked their product etc... Do whatever you can to get yourself noticed by them.

Once you have some good results from partners' promotions, you can leverage this to convince other people to promote for you.

For example you can tell them that ...

“(insert name here) promoted this product and generated \$XX amount in sales with a XX conversion rate, which worked out to \$XX for every single visitor he sent to the site. I'm sure with a such a targeted site as yours, you could get some equally good results.”

Other ways of “borrowing” traffic.

One of the main obvious ones is to set up an affiliate program for your product on Clickbank.

With over 100,000 affiliates on Clickbank you will likely find someone who can promote for you. Also, as your partners start to promote, your gravity in the marketplace will increase and you will become more visible to potential affiliates.

There are affiliates who constantly monitor the CB marketplace, looking for up-and-coming products to promote. The benefit of Clickbank is that they handle everything for you in terms of payouts, tax issues for affiliates etc. All you need to do is collect the checks every two weeks.

Integration Marketing

Integrating with other marketers is also a very powerful way of driving free traffic to your sites on a continual basis. You can do this with your existing partners, affiliates, or anyone else who is capable of sending you traffic.

Through integration, you can get people to add links/banners to your site in different places.

One of the best places is the download page for your competitors product. If you have a related product, try and get them to place an affiliate link for your product as a “recommended resource”.

They can also add links on their optin thank you pages, as well as in their autoresponder sequences.

Discount coupons work well in this situation. Try setting up a special page on your site that is just for their readers and give them \$10-20 off your normal price and state on the page that it is *“only for [name]’s readers!”*

You could even write a guest post for someone’s blog. A lot of webmasters are always looking for good content for their site, so offer to write a post for them for free on the condition that they give you a link back to their site.

Exit popups are also a great way to “share” traffic. If someone visits your site and goes to leave without buying, you can always use a popup to redirect them to a partners site through an affiliate link.

Getting partners to do the same in return can add up to a lot of free traffic, particularly if you get multiple partners involved.

Traffic You Create

This mainly refers to getting free traffic from search engines and other online sites.

In module two, we researched our competitors' sites and the type of content that they had on the site, including how many pages were indexed etc.

Our goal is to create similar content to that which is working for them.

Before we do this, we need to do some more keyword research.

In module two, we touched on keyword research to help determine a market's popularity, but here we are researching for SEO purposes.

Below is a link to a free tool you can use for keyword research. It's easy to use, just type in your main keyword, click "gather keywords" and then "gather data". (Make sure to gather data for terms in "" quotes)

This will return results with the number of daily searches and the number of competing pages.

For SEO purposes, anything with 20 or more daily searches and less than 20,000 competing pages is something I would target.

<http://www.TrafficUncut.com/keywordtool.exe>

No	Keywords	Searches	Google	Yahoo	Msn
<input type="checkbox"/> 1	golf swing	736	3,360,000	7,130,000	1,610,000 results
<input type="checkbox"/> 2	stack and tilt golf swing	137	19,500 ✓	33,300	12,500 results
<input type="checkbox"/> 3	biomechanics of golf swing	112	14,600 ✓	28,500	golf swing" - Live Searc...
<input type="checkbox"/> 4	how to swing a golf club	80	50,500	94,200	18,200 results
<input type="checkbox"/> 5	perfect golf swing	73	233,000	784,000	81,700 results
<input type="checkbox"/> 6	golf swing takeaway tip	62	11,700 ✓	2,340	395 results
<input type="checkbox"/> 7	golf swing tips	59	145,000	455,000	60,800 results
<input type="checkbox"/> 8	golf swing technique	53	30,800	62,400	10,800 results
<input type="checkbox"/> 9	golf swing tip free	51	1,490 ✓	1,060	550 results
<input type="checkbox"/> 10	golf swing mechanics	41	37,200	80,000	22,300 results
<input type="checkbox"/> 11	biomechanics of the golf swing	37	17,600 ✓	50,700	the golf swing" - Live S...
<input type="checkbox"/> 12	the golf swing	37	764,000	1,340,000	346,000 results
<input type="checkbox"/> 13	golf swing teaching aids	36	6,000 ✓	17,100	1,480 results
<input type="checkbox"/> 14	golf swing instruction	34	68,700	211,000	29,900 results
<input type="checkbox"/> 15	golf swing plane	34	40,100	127,000	24,300 results
<input type="checkbox"/> 16	golf swing over the top	31	1,720 ✓	716	346 results
<input type="checkbox"/> 17	2nd swing golf	30	19,600 ✓	23,100	9,910 results
<input type="checkbox"/> 18	proper golf swing	30	56,400	154,000	29,900 results
<input type="checkbox"/> 19	golf swing tip	26	47,200	107,000	14,500 results
<input type="checkbox"/> 20	improve golf swing	24	52,600	188,000	17,700 results
<input type="checkbox"/> 21	golf swings	23	127,000	410,000	105,000 results
<input type="checkbox"/> 22	the perfect golf swing	23	84,700	588,000	45,600 results
<input type="checkbox"/> 23	free golf swing tip	20	13,500 ✓	17,000	1,170 results

One thing to note is that if you use this tool a lot, Google may block your IP for 24 hours. This is their own “defense” against automated tools.

However, you can still do the research by hand – simply take the list of keywords and do a search for each term (in “” quotes) in Google and note the number of results for each term.

Creating the content

You should now take a list of your keywords and create 300-500 word articles based around them.

Your article should contain (at least) one keyword in the title, the keyword in the first and last paragraphs, as well as an overall keyword density of ~2-3%.

You don’t need to get too hung up on this, just ensure that you are writing for people, rather than just trying to spam with too many keywords.

You should install a blog on your site as this is the easiest way to manage content and update it.

For each article, post it to a separate post on your blog. Then create a quick rewrite and submit that to several article directories.

Here is a list of the top 25 based on Alexa rank:

EzineArticles.com

GoArticles.com

ArticleDashboard.com

SearchWarp.com

ArticlesBase.com

iSnare.com

SelfGrowth.com

Buzzle.com

ArticleCity.com

IdeaMarketers.com

ArticleAlley.com

Web-Source.net

SelfSEO.com

Amazines.com
ArticleTrader.com
SearchGuild.com
WebWorldIndex.com
ArticleSphere.com
BusinessKnowHow.com
PromotionWorld.com
ArticlesFactory.com
ExcellentGuide.com/article
ContentDesk.com
ArticleCube.com
ArticleBiz.com

When submitting to article directories, you get to include a signature link also with (typically) up to two links back to your site(s).

Here is what I recommend:

- 1) Create one anchor text link that links to your blog post.
- 2) Create a second link that goes back to your homepage.

(If you don't know how to create an anchor text link, here is the code you need to use: `Anchor Text`)

This helps "strengthen" all the individual pages on your site, as well as your homepage.

Here is an example signature box:

"For a free [Golf Swing Teaching Aids](http://www.GolfSwingTeachingAids.com) report visit our site at: www.GolfSwingTeachingAids.com"

Note the anchor text link to the blog post, as well as the direct homepage link.

The benefit of these article submissions is three fold.

- 1) You can get direct traffic from the articles in the directories.
- 2) You get backlinks from the article directories.
- 3) If someone republishes the article, you get direct traffic and backlinks from them also!

You can also submit your content to other various web 2.0 authority sites. Many of these will naturally rank your content high, and they also provide more links to your site.

www.Squidoo.com
www.hubpages.com
www.wetpaint.com
www.bumpzee.com
www.quizilla.com
www.experienceproject.com
www.clipmarks.com
www.blogowogo.com
www.weebly.com
www.tumblr.com
www.terapad.com
www.pownce.com
www.jaiku.com
www.usfreeads.com
www.scribd.com
www.slideshare.net

RSS Feed Submission

One often overlooked tactic is the use of blog RSS feed syndication. RSS feeds, at their most basic, are simply a way to present your content in a machine (i.e. search engine) friendly way.

There are lots of "RSS Aggregators" online where you can submit your blog's feed. These will give you backlinks to your site and they also automatically update every time you create a new post so it is a great way to get your content syndicated across the web easily.

If you are using a Wordpress blog, your feed address is simply:

www.yoursite.com/blogdirectory/feed

Where "yoursite" is your domain name, and "blogdirectory" is just the name of the directory where your blog is located.

Here is a list of some of the top RSS aggregators you should submit to. All of these are free, and you only need to submit them one time.

www.Feedage.com

www.Feedagg.com

www.Feedraider.com

www.azfeeds.com

www.feedfury.com

www.octora.com

www.technorati.com

www.icerocket.com

www.rssmotron.com

www.rssmicro.com

www.goldenfeed.com

www.blogdigger.com

www.feedest.com

www.rssmountain.com