

# The 5-Day Traffic Planner

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Do you want to know the secret of getting a lot of traffic?

It's this: take ***consistent action every week*** to generate traffic.

Pretty simple, right?

Here's a sample checklist that will walk you through each of the five days of the workweek. For this checklist, we'll assume you've implemented six traffic methods, including:

## **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.

## **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.

## **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...”)

## **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.

## **Blogging On Your Own Site**

### **Install Traffic-Generating Plugins**

There are a variety of both free and paid WordPress.org plugins that you can use to help you generate traffic. These include:

- SEO plugins that help you optimize your content for the search engines. (TIP: Be sure to use keyword tools like MarketSamurai.com to determine what your market is searching for, then write content around these keywords.)
- Social media plugins, which encourage your visitors to share your blog content on their social media pages. You can also get social media plugins that automatically post your blog content to your social media platforms.

## **Curate Popular Content**

While your blog should mainly center around your own content, from time to time you may curate and share popular content in your niche. For best results, add in your own commentary on this curated content. In other words, let your readers know how it's relevant to them and, where applicable, what steps they need to take.

## **Tweak Your Headlines**

If you want to keep people hooked and reading, then you need to create attention-getting headlines for every single post you publish.

## **Maintaining A Newsletter List**

Your newsletter would include:

1. A masthead.
2. An introduction.
3. A feature article.
4. A conclusion.
5. A “sign off.”

Let’s look at each of these pieces individually:

## 1. Creating the Masthead

The masthead of your newsletter is like the “banner” at the top of your newsletter that includes information such as:

- The name of the newsletter.
- Your name.
- Your web link and/or contact information.
- Your slogan.
- Your logo.

**Note:** If you were publishing this newsletter in “real time,” you might include the date right under your masthead. Obviously, you exclude the date for your evergreen newsletter.

Some of the above pieces are optional.

Example: If you’re publishing a text newsletter, then you obviously wouldn’t include a logo.

At a minimum, however, your masthead should include the name of your newsletter and/or your name.

## 2. Delivering the Introduction

Your introduction should whet the reader's appetite for the issue so that your readers keep reading. Like this:

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Dear [First Name],

Welcome to [name of newsletter].

You're in for a treat today. And that's because you're about to discover the secrets of [insert benefit here]... Plus you'll even find out how to [insert benefits here]...

But first... [insert optional promo here]...

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Example:

Welcome to the Money-Making Newsletter for Marketers!

You're in for a treat today. And that's because you're about to discover the secrets of attracting the "big gun" marketers, super affiliates and top joint venture partners in your niche! Plus you'll even find out how to turn a simple joint venture into a six-figure business!

But first, answer this quick question: Would you like to discover a quick and easy way to double your traffic?

Of course! As a savvy marketer, you're always on the look out for tips, tricks and strategies that will drive more traffic

to your site and put more money in your pocket. That's why you need to get your hands on [product name and link].

Check it out – your bank account will thank you!

And now on today's featured article...

### 3. Writing the Feature Article

Here's where you deliver on whatever you promised in the introduction. This might be a "how to" article with steps, a tips article, a resource list article, an interview with an expert in the field, an opinion article... or just about any other type of article that you think your readers will read, enjoy and benefit from.

Even if you decided to add a promotional advertisement in the introduction of your newsletter, you can (and should) still weave an offer into your featured article.

Here are a few ideas:

- You recommend a product that's required to complete a step in a "how to" article.

Example: Your article might tell people to test and track their marketing results, at which point you recommend a multi-variate script to do the job.

- You provide useful but incomplete information, meaning the reader needs to purchase an information product in order to get the full details.

Example: You tell people what to do ("test and track") but you don't explain how to do it. Instead, you recommend that your readers purchase your testing and tracking ebook.



- Here's another way to do it: You provide instructions for part of a process, but readers need to buy a product in order to learn how to do the rest of the process.

Example: Your article teaches people how to write a headline for a sales letter. But they need to buy your book to discover how to write the rest of the sales letter.

- You create a “resource list” article (with many or all of the resources being affiliate links).

#### **4. Adding a Conclusion**

Time to wrap up your newsletter.

Here you may recap the main points of the featured article. You may also remind people of any offers made previously in the newsletter. Finally, you'll want to build anticipation for the next newsletter.

#### **5. Signing Off**

As the name implies, this is where you “sign off.” You may provide your name and contact information. In most cases you'll probably want to add a P.S. (more about that in a moment).

I'll also assume you have these methods up and running. For example, the affiliate program is already in place, you've already installed your blog, etc. So here's what you can do day by day every week...

## **Monday**

- Create an article for your blog and post it.
- Create content for your social media platforms and post it.
- Send an email to your affiliates to motivate them, tell them about any new products you have, showcase a successful affiliate, etc.

*TIP: Regularly do two things for your affiliates: 1) Give them new content to use to promote your products and 2) Hold an affiliate contest to motivate them.*

- Do research to find new places to submit guest articles.

## **Tuesday**

- Research the blogs you discovered yesterday, and create a short list of three or four of the best blogs with the most traffic and highest-quality content.
- Review past articles on the “*short list*” of blogs to determine what sort of articles they prefer to publish.
- Based on your research, create articles that you think will get accepted on these blogs.
- Submit your articles to these bloggers.

*TIP: Read the submission guidelines carefully. Big bloggers often delete submissions if they don't follow every guideline exactly.*

## **Wednesday**

- Create an article for your blog and post it.
- Seek out new places to submit paid ads (solo emails, email ads, blog ads, banner ads, pay per click ads, etc).
- Create and submit at least one new paid ad.
- Review your existing paid ad statistics to ensure you're getting optimal conversion rates. Track, test and tweak.
- Do research to find new potential affiliates in your niche.

*HINT: The top product creators, bloggers, authors and other marketers with platforms are all potential affiliates.*

- Develop a plan to start a relationship with these potential affiliates, and then start implementing your plan. For example:
  - Engage them on social media.
  - Join their affiliate programs and make money for them.
  - Ask a mutual friend to introduce you.

*TIP: After you've started building relationships with your potential affiliates, then you can start sending invitations/proposals to join your affiliate program. Be sure*

*your requests focus on the benefits they'll receive when they join your team, such as special commission rates.*

*TIP: Set aside time every week to find affiliates, build relationships and recruit them. Alternatively, you can hire an affiliate manager to perform these tasks, in which case you'll set aside time every week to be briefed on the state of your affiliate program.*

## **Thursday**

- Post to your blog. This doesn't have to be a long article. It could be a short video, an infographic, or a meme. Encourage your blog visitors to share the content on social media.
- Post your viral content (above) on social media as well.
- Check the statistics on the new ad you just placed. Adjust your campaigns if needed.

## **Friday**

- Check the big news of the week in your niche to determine hot topics.

*TIP: Check news articles, popular blogs, and popular social media pages to see what people are buzzing about.*

- Send out an email to your newsletter list that's part content, part pitch. Work in the hot topics whenever possible.

- Publish a post to your social media pages that touch on the hot topic of the week.
- Do market research to determine what types of product or content are in demand in your niche. Create a lead magnet around this topic.

*TIP: If your lead magnet is longer, then you may work on it a little each day for a week or two. The point is to be sure to create new lead magnets at least once per month to attract new prospects to your site.*

- Check the statistics on your existing lead pages, and tweak as needed for optimal conversions.

## **Conclusion**

As you can see, there is nothing complex about this checklist/planner.

The idea is to simply take small steps EVERY day to grow your traffic, and then to track your strategy to be sure you're getting optimal conversions. If you take consistent action every day, you'll be ahead of 90% of other marketers.

So put this checklist to work for you starting this week and every week thereafter – you may be surprised at the results!

Hint: Tweak this checklist to suit your needs. Or use it as a model to create your own original checklist. The “big idea” is to have simple, actionable steps to take every day of the week. Consistency!

But if you are not ready to launch your own product or system, you can clone my online business, **where 90% of the work has already done for you...**

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