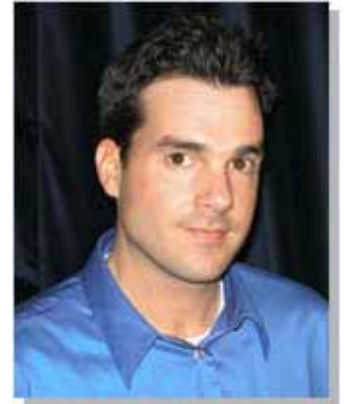




# At Last! The "Traffic Master" Speaks!



Jim Edwards Grills John Reese for **the Truth about website traffic** and reveals why much of what you've been told by "experts" about generating tons of traffic is **100% FALSE!**

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Here are just a few of the comments I've received in just the last 2 1/2 hours since the call finished up!

*"Jim...to be honest...I know both you and John...so I thought the call would be pretty "buddy buddy". But when you said **Smackdown-style**, you weren't kidding! You held his feet the fire the entire time and really grilled him. I'm impressed!"*

*"Thanks, Jim; Your conference was filled with more stuff than I'll be able to recall. "My head runneth over!"*

*"Hey, that seminar was great! I can't wait to get the big package of goodies that John put together. I just bought some new sites, and am very anxious to start promoting them successfully."*

*"The call with John Reese was AWESOME ... thank you for hosting it."*

What are you waiting for?... Start reading to get the breakthrough information on this call right now! ☺

- Jim Edwards

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Jim: And so we are going to start this call, the Traffic Master call, with Jim Edwards interviewing my good friend, John Reese, about traffic and we've allotted about 60 minutes for this call.

We may go a little over, but at 4:30 we turn into a pumpkin.

So we need to pack as much into this as we can and I'd like to give you a little intro about who John Reese is and unless you've been on the Internet for like the last 72 hours only I guarantee you've heard the name John Reese, and if you haven't I'm gonna tell you just quickly, I met John about a year and a half ago and John's not one of the typical Internet gurus who just kind of pops up out of nowhere and is selling how to make money on the Internet stuff and somebody who is as much selling regurgitated theory as he is doing something that's actually proven and tested.

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John, to me, is probably one of the most trustworthy people I know as far as his depth of knowledge and his honesty and his desire to share the real story about what's going on.

I have never heard John tell me to do anything that he didn't first test out himself extensively before he even mentioned it.

And where some people will do something and it'll work once or it'll work a couple times and then they're off to write an e-book about it or come out with a piece of software that's gonna make everybody rich, John is very much into making sure that stuff really does work and I guess the best personal testimony that I can give for him is that I do consider him a friend, number one, and number two, John's experience with traffic and converting traffic into money helped me recently to launch a six-figure project.

So I would say that those are two of the best recommendations that I can give.

He's not my brother-in-law.

He's not my brother.

So I don't have the family thing.

So that's the best two out of three.

That's who John Reese is to me - somebody that knows what he's talking about.

But for those of you that don't know you, John, why don't you just tell us a little bit about you and basically why should people listen to what you have to say? And I guess, in short, before we're trying to keep this rolling, why are you the traffic master?

John: Well, Jim, first of all thanks for the nice introduction.  
I appreciate the kind words.

Jim: I meant it.

John: So why should people listen to me, is that your question?

Jim: Yeah.

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John: Basically, I think people can choose to listen to me whether they want to or not, but here's why I think people can benefit from what I have to share with people and that is basically over ten years of online marketing experience and the result, the proven results of thousands upon thousands of marketing tests that I've personally run that have taken me thousands of hours of time to set up the tests and to run the tests and then on top of that probably - I don't even - it would be fun sometime to sit down and figure out the dollar amount that I've actually spent with the tests.

Some of these tests, you know, some of these tests didn't cost me actually money to buy advertising, but a lot of them did.

So actually there would be hundreds of thousands of dollars in buying ads and pay-per-clicks and software and this, that and the other, just trying everything I possibly could on the Internet to achieve results to grow a business.

Jim: Now would it be fair to say that you've basically tried every legitimate way there is up till this minute to try to get traffic?

John: At least that I have been exposed to or that I know of.

I mean, I'm sure there may be, you know, some kid in his basement that figured out something that he tried that no one else has tried and I have yet to learn about that or be exposed to that.

But, yeah, I mean, I have pretty much - I've probably been known every product that's ever been made to do marketing online and we can talk more about that later and most of us \*\*\*\*\* this crap, but so

Jim: Are you going to try to tell people \*\*\*\*\*?

John: Yeah, exactly.

I think, you know, I think just speaking candidly, you know me, the one thing about me is people either understand that I'm very, very passionate about this.

I've been making my full time - I turned 34 in, I guess, two weeks from today, actually and I've been working on the Internet and making a full-time living, i.e. having no job whatsoever or no other income source, since I was 23 years old.

So, you know, you can do the math.

It's about 11 years I've been doing it full time.

I did it a few years before that without making much money.

We can get into that if you want, but the fact of the matter is most people realize the thing about me, or the one thing they don't realize is I'm very passionate about this.

This is what I do with my life.

This is how I make my living and this is what I do with pretty much most of my time, well too much of my time, as people on the call probably do as well.

But at the same time, and I have to mention this, cause it's a joke that you and I know of and we've heard from other people.

Some people that have heard me speak, whether it's somebody on a panel at a seminar somewhere or on a phone call or something or whatever, on an interview, some people mistake my passion for anger.

Jim: Yeah, I, well I'm feeling, when I heard you speak I thought you were getting pissed off, but I mean, now I've learned that if I can get you to sound pissed off, that's when the really good stuff starts coming out.

So I'm gonna do my best to piss you off quick.

John: And knowing you, it will happen fast.

But I just want to preface that, before we really get rolling into this, the people need to know that I'm very passionate about this and if I go off on a tangent, like, and sound like I'm taking part of the industry and taking it by the neck and shaking the crap out of it and making all the change go out of the pocket so the truth is revealed, it's in the search of truth and that's what I'm all about.

And just to preface, before we go any further, just to let people know really what I am all about and what I believe and what my principles are and as far as how it relates to marketing, you know, I just need to say bluntly, listen, I don't give a crap about ideas or theories or what I call "coulda, shoulda, wouldas" or things that might work or maybe will work or things that other people seem to work.

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Listen, none of that stuff makes money and all I care about are proven results that create things that create results and create access and create effects, residual effects that grow a business and help a business make more money, period.

I spent years trying to invent things and do crazy things because I wanted to do something no one else wanted.

I wanted to try something that no one else wanted and I had invented strategies but what I'm all about is just trying tested proven results so that's what we're going to talk about in this interview.

Jim: Tell me a little bit about, because I've sat and listened to you before talk about, you know, the early days of John Reese.

I mean, and someday it'll become a classic, but I mean, tell us a little bit about maybe an early success that you had that really got you, like, you know, the defining moment for wow, if I can control traffic that's really the key to success.

Tell us about an early success and maybe an early lesson or mistake that you make that people might be able to learn from.

John: Sure, let me, I'll give you a really, really short brief history of how I got started online.

John: I actually was exposed to the online world in 1981, which seems very hard to believe for some people.

If anybody else was out there and knew when the original modems came out, 300 baud modems, and I was, you know, like a sixth-grade kid and my father was an engineer and brought home computer stuff and he was always into computers and when the first modems came out, I used the bulletin board systems, the BBSs where you could use the modem and dial into them, and this was like the precursor to the Internet.

So I was very involved in that hobby for the next five, six years until I graduated high school, but not from a business standpoint - from playing games and just, you know, using it download shareware and stuff, you know.

Well then around 1990 I ended up venturing into, and I started a mail order business and tried some things as an entrepreneur and so I tried some things to make money; didn't really work out.

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Well in 1990 I was using some online services like the early days of AOL, CompuServe, Delspar, Prodigy, those kinds of online services and I stumbled on the classified ad section of those services, and what I was doing in my mail order days was I was doing a two-step advertising.

I'd place an ad in a newspaper or magazine.

I would tell people to write me for more information and then I would send them my little marketing materials, trying to get them to buy my \$20.00 or \$30.00 product.

Well, I placed, \*\*\*\* saying hey, you know, I thought, I wonder if people want more information so I put a classified ad - I actually didn't put my email address or anything - I put a P.O. Box but was telling them all my classifieds are right in the mail and sure enough, about five days later, went to the mailbox and someone had \*\*\*\* me for more information from that ad so I said, hey, there's something to this online stuff.

This is definitely the future if it can be harnessed, you know, to make money and generate leads on Internet products, so I spent the next few years testing and doing all kinds of stuff and building a business with the online services.

From 1994 to when it started to take off and websites came about and so I set up a website and over the next few years I basically, you know, ran around in the dark trying to figure things out because back then, as you know, there were no Internet marketing courses.

There was nothing like people have today to get a jump start on doing a business online.

So I ran many, many tests and tried everything and I even, by the time I was about 23, 24, I ran up \$100,000.00 in debt and that's a whole other story, so, but just trying all kinds of things, trying to build a business that didn't work out.

Okay, moving on.

Jim: So you adopted the I'm gonna fail, I'm gonna fail fast and I'm gonna fail big.

John: Well, sure, and I believe you can do that today.

You want to fail as fast as you can to get those results and the one thing you do with Internet marketing which is so great in direct marketing itself and especially

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in Internet marketing is when you do something for your business, whether it's with the time that you spend or the money that you spend to do it, one of two things happens.

That activity will either make you more money in your business or it will lose you money in your business.

So you need to stop doing what loses you money and keep doing the things that make you money.

That's the simple formula.

Jim: Right.

John: So, yeah, I was trying all kinds of stuff and failing more than I was receiving, but I was doing that kind of stuff.

Now, I guess your original question kind of got off there, but the original question was?

Jim: The original question was tell us about an early success.

I mean, I would say getting that first - I still remember the first order I ever got.

I mean, that's like the first - that's like the validation.

And, you know, just having somebody ask for that, I mean, I guess the failure would be - was there one particular failure or one particular mistake that really taught you a lesson and stuck with you to this day and actually helped your business to thrive?

John: Well, I think that on a mistake level, some of the biggest mistakes I made early on was I kind of fell into the hype, like many people do, about these knuckleheads online selling your protected advertising packages and I fell for a lot of the, you know, we'll mail your ad legitimately to 30 million people for \$99.00 and so, you know, \*\*\*\* just trying to do the math and see how much I could make for \$99.00 and I was gonna get rich and I fell for that, you know, and then I ran, you know, so a lot of things I just tried and fell for from the scans, I guess you'd call them.

You know, people pretending to sell me all this millions of visitors to my site.



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Jim: Right.

John: So I had to learn the hard way, but I've learned a very hard lesson that way.

I mean, even with \*\*\*\* some of the advertisers you've probably got a little excited right before the advertising ran thinking of the possibilities of what that could produce and how much money you could make.

I mean, I was disappointed so many times eventually you learn to develop a really thick skin and you're just like, you know, nothing, the promise of it doesn't matter, it's the results of it.

So I just became a really diligent tester and tried all kinds of things and so, you know, some of the early successes I had with viral marketing, discoveries from viral marketing things and it happened by accident.

I was publishing a newsletter in 1995 on the Internet and it was just about, I was actually publishing a newsletter reporting some of my findings of e-placing ads in classifieds and other areas online and it turned out that people were taking this concept and just giving it away on their sites and just recommending it to people and so I started getting all of this traffic from it getting passed around and that made me really realize the whole power of, you know, what you call the word of mouse instead of word of mouth for people who just give things away online.

Jim: Right.

John: And they go crazy.

So I experienced that early on and actually early '96, '97 I actually started a project for Ebay users where I made something to help them put photos online for their auctions.

I saw that they need that.

That's just one of the things of preserving a market and saw the need that and so I structured that with the viral aspect where everyone that would use my little freebie service, a lot of people were exposed to it.

Anyway, long story short, that site went from no traffic to over 10 million visitors a month I believe it was in less than 90 days.

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Jim: Wow!

John: And it became one of the top 500 websites in the world.

I was getting more traffic than like Disney and CNN and all these other mega corporations that were spending millions on Super Bowl ads and all that kind of stuff and I just used the power of the Internet and how people pass things along or use things in our ad and it just went crazy and since that time I've developed several other viral-type campaigns that have brought a lot of traffic.

Some, you know, not quite as big but other ones pretty big.

I launched one about two years ago that it had gone from - about a year and a half ago - that went from nothing to reaching about, gosh, about 12 to 14 million people in a matter of, you know, 120 days probably.

Jim: Wow! Well, let me ask you this.

What would be, just right here, talking about viral marketing, give us a little drop, a little jewel about viral marketing.

If someone wanted to - I know you also started that site that made it into the top 500 in like, you started out for less than \$100.00 of something?

John: It was about \$350.00, \$400.00.

Jim: Didn't want to misquote you there.

I mean, but for 400-some-odd bucks, 10 million visitors a month, any little lessons that someone can take away from that? Any jewels about viral marketing you could drop on us in a minute?

John: Sure.

The whole thing with viral marketing, and almost every business can incorporate some type of viral marketing, if you have an affiliate program that's one of the best things you can incorporate into viral marketing because in order for people to pass things around, I'll make this a really short crash course because I know

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we're limited for time here, but for viral marketing there are basically one of two ways that the process can be propagated and happen.

One is you develop some kind of service or some kind of activity that people use and just by their use it ends up spreading without them even trying to actively spread it.

Okay? A good example of that is the photo hosting thing.

People would upload photos like for their email system, this product that I had started, and everyone that saw their photos saw a link that said "Do you want free hosting for you images? Click here."

Jim: Right.

John: And then it would get people over and now more people shared photos.

It's like advertisers for me to get more users and to get more users.

So you can do that with all kinds of services.

You can, if you do any kind of service for people, as they use it and tell other people to check out whatever they're using it for you can expose more people.

So that's one way.

The other way is to create some kind of content that the incentive for people to give it away and distribute the content, you know, some people were distributing and giving it away because it's just really good and they want other people to see it.

Jim: Right.

John: But that is one way it gets passed around, but one of the best ways to get stuff passed around is if there is a money incentive behind them doing so.

Jim: Right.

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John: So if you have a \*\*\*\* program, I mean, you create a special report that people can just pass around and get paid for doing so that can really allow it to get spread all over the Internet.

Jim: Okay.

So build it into the, build it into the product itself, build the viral aspect into the product itself and if you can put a selfish profit motive on it.

John: Yes.

Jim: Okay.

Next question.

I mean, I know we've gotta keep on going.

Well, bottom line, what is the single biggest benefit to having lots of targeted traffic to your website.

Now I know some people are like, ooh, that's easy, Jim, money! Well, money is the benefit but I'm not sure it's the biggest benefit to having a lot of traffic.

What do you see as the biggest benefit of having a large quantity of dependable traffic come to your website?

John: The benefit of having a large amount of traffic is that you can improve whatever it is that you're doing to make money at a much faster rate, particularly in that \*\*\*\* than if you had less traffic.

Jim: Give me an example.

John: Well, if you're running a split test, let's say, with two versions.

Okay, let's say all you do is you have this email newsletter and you just get people to subscribe.

That's your hope \*\*\*\* and you want people to join your newsletter to give product reviews about \*\*\*\*.

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Let's say you don't have anything to sell, okay, but all you do is you publish this newsletter and in your newsletter issue you promote some products and you earn a affiliate commission.

Jim: Okay.

John: Now the more subscribers you get on your newsletter the more money you make.

Jim: Correct.

John: So if you had one page that promotes this newsletter.

Hey, opt in at \*\*\*\* and get my great free newsletter, you know, and Learn 20 Tips on Gardening, whatever it is, if you can run - if you run a split test between that page that gets people to sign up and do what you want them to do and a second version of that page which maybe you use a different headline.

It'll say at the top of the page, like, Grow the Greatest Garden of All Time, you know and then you list some other benefits, but the two pages are different.

Well, what happens is when you send traffic to those two pages and people - it sends each - every other person to every other version.

What's called scientific A/B split testing and what will happen is Gary sees 100 percent.

One of those pages will get more people to join your newsletter.

Jim: Right.

John: Okay? Well, in order to get statistical valid results you need about 50 to 100 actions, in other words 50 to 100 people opting in, total, to make your test valid.

So as you can imagine, if you have a lot of traffic you can get that result very, very quickly.

Jim: Yeah, like in an hour or less.

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John: Of course, if you're only getting three visitors a day it's gonna maybe take you months.

Jim: Yeah.

John: Before 100 people opt in.

So that's probably the biggest benefit of having a lot of traffic is you ability to gradually improve quickly with your marketing.

That's what's so great about marketing online.

Everything you do the technology can track it and you can put up a new little test to find something else and the mask of the technology with ease just tells you what makes you more money.

So then you can just keep doing that and stop doing what doesn't.

Having a lot of traffic, that's one major advantage I have over my competitors.

You know, I have many, many businesses, as you know, and a bunch of different niche markets from golf to babies to fitness, all kinds of stuff.

Jim: Right.

John: One of the advantages I have over my competitors is the fact that I can launch and run tests a thousand times faster than they can and improve my business and make more money out of every little visitor that comes to my site than they can and that opens up just a whole bunch of other opportunities for me.

I get more partners because my site converts more, being able to pay more per click because my sight converts more and so much else.

Jim: So the old, the adage of traffic is actually your business's lifeblood really is - it's true.

I mean, that, that's...

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John: Traffic, traffic is the same thing as prospects and leads for business.

You know, unfortunately about traffic, a lot of people hear traffic, traffic, traffic, traffic, traffic, traffic, and the phrase kind of becomes commoditized, almost watered down, diluted.

Jim: Right.

John: That's because, you know, there's software programs or this or that or something that promises them much traffic.

People lose sight of the fact that what traffic really is is people.

It's people that pass through your website and those people buy stuff.

Jim: Right.

John: All those people, hopefully, they brush their teeth every day, so, depending on certain countries of the world every month and so some of those people, you know, those people buy toothpaste, guaranteed all of them.

So they're consumers and they buy everything \*\*\*\*\* and then a certain percentage of them buy certain things from niche markets and that's where the money is for your business and figure out what to buy and the point is those people, every single one of them down to every little visitor you have come down from Russia that you may not think you'd ever sell to is potentially worthy money in your pocket.

Jim: Well, let me ask you, is all of your traffic a homerun? I mean, when I say a homerun, I mean, do you, I mean is every single thing you do a winner or do you have more winners than losers, or do you have more losers than winners, I mean, describe to me how this process works.

John: You mean overall in the history of my internet marketing career or as of today?

Jim: I would say, both.

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You know when you're starting out everybody, you see this myth that's propagated by people

John: Overall I have a lot more losers than winners.

Jim: Right.

But everybody in their sales letter wants to make you feel like you know, if you just buy this one product all your worries are over, you can push this button and you're going to get a million visitors and you can retire and you and I both know that's total bull crap.

John: It is.

Jim: But everybody has this mentality that they think they're going to, they think I just want to hit that homerun.

Whereas, with me, I know that bunts and singles run the runners around a lot easier than swinging for the fence every single time.

John: Sure.

But to answer your question in relation to me and bringing it forward to today.

Overall, yeah, I had a lot more losers than winners.

But today almost everything I do are winners.

Because I have all the tested stuff behind me.

I know what works and what doesn't.

I don't know.

In case you haven't figured it out yet or anyone else, I don't mess with the stuff that didn't work.



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I just keep doing the stuff that works.

Jim: Right.

John: And I just, my whole, my whole mindset is gradual improvement.

I just keep saying if this works how can it work better? And I just tweak it and make it work and work and work.

And I focus all my time and any money I may invest in advertising on just things that I know that work, that I've proven on a much smaller level first before I roll things out in gross.

So nowadays, yeah, I have a lot more winners than losers because I know it works.

I've been at this for 14 years online.

Jim: Well, you hear these people talking about you know there's a hundred different ways to drive traffic and you blah, blah, blah, I mean you know.

Are there really a hundred different ways to drive traffic or are there just a few that you've got to master?

John: How many ways are probable of driving traffic? There's probably a hundred thousand ways to drive traffic.

But a lot of those aren't going to really do you any good.

I mean, I could tell you a hundred ways right now that you could go spend your time online to drive one or two visitors a day.

Jim: Okay.

John: It's not going to be worth spending all of your time to do so.

Jim: Well what do you see as the top three, I guess, I'm going to try and phrase this delicately since we have ladies on the call.

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But the top three myths or untested theories that people have been sold on as far as generating traffic that I guess pisses you off.

I mean, I guess if you and I were sitting around having a beer I would ask it this way: Is there anything that's blatantly false out there that's being sold or peddled by punks that is actually, it's just total crap.

John: Sure.

There are hundreds but I'll try to narrow it down to just a few.

Jim: Just the main punks please.

John: Well, I think almost all of us have been burned by some of the simpler ones like I'll just rattle off a few real fast.

One of them is like the old guaranteed traffic thing you know.

Guaranteed a hundred thousand visitors to your site for \$59.95, okay.

What they end up doing is as you know, they load your site on a pop-under window on a bunch of their high-traffic sites and anyone that sees the pop-under if it's not blocked in the first place with the software that they have today.

If they see it, they go well what's this thing on how to write my own e-book when I'm, you know, it's coming off the site about

Jim: Baby diapers.

John: Yeah, whatever.

\*\*\*\* so people just close it out and that's not effective traffic.

Sure "a hundred thousand people" were exposed to your page or it actually loading in their browser but they didn't see.

But it's not targeted to people.

That doesn't do you any good.

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The next one is probably the one everyone sees online as you now - we'll submit here your web page or website 89,452 Internet search engines and directories.

Jim: Yeah.

John: Well that's great, they may actually do that.

They may actually be telling the truth and they will submit it to that many sites.

But you know what, who cares? Because first of all 95 percent of those sites that are out there, all of those little mini-search engines and stuff, nobody sees them.

Nobody uses them to search, nobody's looking for them.

What does that equal, no traffic.

Thanks for playing, let's move on.

The top ones, the top 10, you now, is Google, Alta Vista, you know, MSN, all these other big engines that people do use just being submitted to their site doesn't do anything for you.

Your web page becomes part of a 15 million web page big database and if there's no way for people to be exposed to your page through searches, you're never going to get any traffic.

So, and another thing moving on, is somebody asked me for other stuff.

The search engine authorization stuff, you know people actually promoting.

We guarantee you a number one position in the search engine.

Jim: Right.

John: And I can guarantee you a number one position search engine in searched.

I can tell you how to do it in less than a week.

I guarantee you you will get a number one position in a search engine.

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Jim: Okay, tell me.

John: Would you be interested in that?

Jim: Yeah.

I'm not giving you any money, but go ahead.

John: But you have a guaranteed number one position.

Jim: Okay.

John: Here's what you do.

Is that your phone?

Jim: No, that's you.

John: It's not me.

That's not me, I don't have another phone in this room.

Jim: Me either.

John: Okay.

That's bizarre.

Any way, I think that was someone calling to say don't give out that secret to being number one.

Okay, so, I'll go ahead and review with you this amazing secret of how you can be number one in the search engine.

I want you to take a page.

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Create a new web page.

And I want you to, it needs to be exactly two paragraphs.

And in these two paragraphs I want you to use this phrase exactly six times, okay.

Jim: Okay.

John: Amazing Scooby snacks.

Jim: Okay.

John: Do that phrase six times.

And in about a week when your page gets indexed into Google, I want you to go to Google and search for amazing Scooby snacks and you'll be number one.

Jim: But nobody's looking for amazing Scooby snacks.

John: Of course, and that's the reason for making a joke out of it.

A lot of those things that people are promising, they're promising to get you ripe for terms no one searches for.

Jim: Right.

John: And so, it's real easy for anyone - listen, nobody has the code cracked for search engines.

These search engine companies as everyone knows with Google are getting ready to go public.

They say when it goes public it's going to be like a \$30 billion company.

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Jim: Right.

John: That company that relies on relevant search results for users, otherwise people stop using it, can't allow people to crack the code.

Jim: Right.

John: There's scientists working around the clock to stop people from being able to crack the code.

Otherwise one guy could dominate the top 10 listings for every possible key word and be a billionaire.

Jim: Right.

Yep.

John: So, if you think right now that you're going to crack the codes of the search engines, that you're just going to get rich.

Go get a job somewhere.

Go look in the paper and look in the want ads.

Trust me, take it from somebody that spent hundreds of dollars of their time trying to do exactly that.

However, with that being said you can get hundreds of thousands if not millions of visitors from search engine optimization, from search engine listings.

But in order to do so, the strategy is quite a bit different.

You're not just trying to get ranked to number one.

Because even if you do get ranked to number one or number two, as soon as \*\*\*\* changes, whammo.

Your site's gone.

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So let me just throw this quick tip out there and then we can move on.

Jim: Okay.

John: The biggest mistake people make with search engine optimization is the fact that they try to take their site that's set up to sell and make them money and tweak it to try to get their rank high.

So they may tweak it now to rank higher in Yahoo, but lower in Google.

So, they're like oh well, higher.

Okay, here's what people need to do and we don't have to - we can make this conference for a future call, I don't know if you ever want to have me back.

Jim: I haven't decided.

John: Haven't decided.

But, what people need to do is they need to set up a bunch of other sites with relevant content for their niche market and work on doing some things that they can do to tweak those and kind of get those on average to rank high to funnel traffic to their main site.

Jim: Okay.

John: And the way to end up doing that is having multiple versions of web pages and content that as the search engine algorithms change, while some of those pages will rise in the rankings, others will fall.

You have to think of it as a lottery ticket mentality.

You give them one page you're hoping to win the lottery, crack the search engine algorithm, you know for your page to come up high.

Jim: Right.

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John: You're much worse off than if you had a thousand pages of good content with all different formats.

You, now you have a thousand shots at one of them ranking high as the algorithms change.

So, that's just a quick tip for people.

We don't have the chance to go into too much SEO stuff.

But anyway, back to the knucklehead.

When you see people guaranteeing a top position, no.

Jim: Right.

John: It's not going to happen.

They are not going to give you positions for anything that's worthwhile that's going to bring you a lot of traffic and make you a lot of money.

And even if they somehow luck out and do, I guarantee you in three months you won't be getting that traffic because the algorithm will change and all that work will be done.

Jim: Right.

Or, everybody else will be doing it and it will be so crowded nobody's getting any traffic.

John: Right.

Jim: Now, other than that, are there any other big mistakes you see people making as far as generating traffic to their websites?



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John: Well sure, I think that the number one mistake and the foundation that everyone on this call has to adapt absolutely if they're really serious about making money from the Internet.

And that is the subject of tracking, testing and tracking what they're doing.

And, if you don't start out with a foundation of using like a little tracking service, and this isn't rocket science.

This is basic stuff.

Anybody can do this, copy and paste.

If you can send an email to somebody you can do this stuff.

And basically what that is setting up tracking initially before you try to do and send any traffic to any website.

So, as you may go place some paper click ads with Google or Overture or as you try to even do something for the search engines or as you try to do a deal with someone or as you try to fly a banner and test it, as you do some articles to get some publicity.

Whatever it is that you do, if you're not tracking all of your efforts, separately and individually, you're in deep trouble.

How do you know the place where you're spending your time or where you're spending your money on advertising or marketing.

How do you know what it's returning for you? You don't.

All your traffic is jumbled together and you can't just take the averages and go hey, I spent \$300.00 this month, I got a \$400.00 return, I'm happy at making \$100.00.

No! Absolutely not! Now, let me smack you in the back of the head.

Because the odds are that something that you're spending \$30.00 on is what's making \$390.00 of that \$400.00.

Jim: Right.

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John: And all the other stuff that's actually spent is losing money and if you knew that, you would be making a lot more profit.

So, that's the biggest mistake people make.

They don't track everything individually.

They don't track where their stuff's coming from and \*\*\*\*.

They're just out there having a blast and it's a fancy shiny new domain and it's some site they just registered.

They're just blasting it all over the place hoping for like a shot effect of a bunch of sales.

And I'm just saying that everyone on this call, I don't care if it's the one thing you get out of this, is that you just need to be able to track everything individually that you do, all your activity.

Because 1) the technology makes it so easy and it's so incredibly powerful and that is where 95 percent of the money is made, doing business online, is tracking everything, and it's just solely not the losers that just keep doing more of the winners and washing your bank account dry.

That's it.

That's exactly it.

Jim: Well, is it better to, I guess, is it better to get more traffic or to tweak your conversion rates by testing your headlines and stuff.

I mean, what do you do first? Get more traffic or test conversion?

John: Well you always have to have some traffic first or what's there to convert?

Jim: True.

John: So,

Jim: But I think what a lot of people do is they say, okay, I'll worry about all that tracking crap once I've got something happening.

Right now I just need to go on and spin my wheels as much as I can just to get something going.

John: Right, and that's the worst thing to do.

They have to do both.

So, what I would suggest for anyone that's on the call, or anyone listening to this.

The first thing you need to do with any product you start whatsoever, is to jump on Google Adwords and buy some traffic.

One because that's the fastest way that you get traffic on the entire Internet.

You can get it in 15 minutes.

That's number one.

Number two is the reason why to do that is that it's the most highly targeted traffic you can possibly get.

Because you place little ads by specific phrases people are searching for.

I you've just come out with this new line of sweaters for dogs, let's say, let's use a goofy example.

And you go and list it in Google, you want your little ad to be shown every time someone searches for dog sweaters.

That's the first thing you need to do is you need to go after the most targeted most qualified prospects there possibly can be for whatever it is you're trying to sell and make money from.

Even if it's an affiliate program or something, you need to generate traffic that way because if you can't send those highly targeted people to your site and get a positive return or get some results you can test and tweak, you're going to get zippo, nothing, nada from anything else you try to do with getting free traffic, viral marketing, affiliate programs, joint ventures, articles, content, you know, SEO software stuff.

The point is this, everything else doesn't matter if you can't convert the most highly targeted people.

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In other words, if you can't sell a hamburger to a guy that's starving, you're not going to sell a hamburger to a guy that just ate.

Jim: Right, exactly.

John: So, that's step one.

You go in there and you drive traffic and then you try to do a little bit of converting on that traffic because it's so targeted you get the best results from it.

And then you go from there, but you've got to track it.

Hey, these people are coming directly from this keyword and it's producing this.

And then, but like you said, what do they need to do, get more traffic or do they need to track and test.

Jim: Both.

John: Well, what they need to do is actually have a balance of both.

So everyone listening to this, every single month, needs to be setting aside some time.

I don't care if it's an hour or five days or two weeks of the month, whatever it is that you can allot to your business.

You must be spending time every single month to do things that grow your website traffic and to do things that increase the conversion of that traffic that you're driving.

And to set up a new test like that example we talked about of having this gardening newsletter.

Jim: Right.

John: And if you want to test, do headline.

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And it totally, takes 10 seconds to say, copy, paste, new web page, paste this headline from Have the Most Amazing Garden Ever to Make Your Neighborhood Jealous of Your Garden.

It takes 10 seconds to create that or a couple of minutes.

You set it up, leave it alone.

You go back and just, you know, take off, go on vacation, go to your real job, whatever you have to do.

And the test will run on its own.

But, so to answer your question, they need to be doing both on a month-to-month basis because this whole business is about building momentum and gradual improvement.

Getting more traffic over time and squeezing more pennies and dollars and cents out of every visitor that you are able to generate to any of your websites.

Jim: Let me take this to the next question which is, I'm listening to you right now.

And I'm going to play the part of people in the audience.

And, okay, John, yeah, you've been online since you were 81, since you were 81, since 1981, you're basically raised on computers.

This was your hobby time, you know all this stuff, you've got all these special skills.

You know, how hard is it really to start generating a whole lot of traffic? I know that people, I know my wife gets very intimidated by this.

She's very intelligent, but she doesn't know any HTML skills.

She's come to work for me full time, she's intimidated by all this.

So I guess the bottom-line question is do you need special skills to be able to generate a lot of traffic? Do you have to spend 20 hours a day doing it? Because, honestly, you know, again, from the consumer perspective, from me being you know, three/four years ago somebody who's looking at all this stuff going, trying to find their way to now, you know, the sales letter always sounds

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real good, but what's the real reality here as far as how hard? What kind of skills do you need? What kind of stuff do you need to know to be able to do to generate traffic?

John: Sure.

And in answer to your question.

If anybody listening or if anybody has that concern, if you can send emails to a friend, okay.

If you can, if you are able not only to write up an email and fire it off to your friend, but if you also have this one other powerful skill called copy and paste, if you can copy and paste, like go to a web page and drag a mouse and highlight some text and copy it to the clipboard, and then paste it as independent, you have 95 percent of the skills you need to drive all the traffic you want.

Jim: Okay.

John: Because, from a technical aspect.

Jim: Okay.

John: From a technical perspective, that's it.

It's not rocket science.

It's not, in fact, the beautiful thing about all this stuff is if there's anything that you don't either (a) like to do; or (b) have confidence and feeling like you can do it; or (c) absolutely just know you can't do it, you can hire anybody for pennies on the dollar through outsourcing.

Okay?

Jim: Okay.

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- John: They'll do anything for you.
- Set up a certain special web page that you don't know how to set up.
- Set up this, set up that.
- The majority of it is very easy that even your wife can do.
- But if there's anything that people, again, don't want to do, and even if they can do it and they don't want to.
- If they just hate the computer, I know people like this.
- They just hate messing with it.
- It's cheap stuff.
- We're talking less than a couple hundred bucks to do anything.
- It's cheap stuff.
- But from a difficulty level, it's really not that complicated.
- It's really not that complicated.
- Jim: Where would you go to find somebody to outsource this to? The neighbor kid across the street?
- John: No, there are places online that you can go to.
- You can go to sites like E-Land or there are some temporary type assistant types that you can go to that hire people to do just like administrative work or assistant work.
- Let's say, okay, let me put it in terms where people can understand like what I'm talking about.
- Jim: Okay.

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John: Let's say you want to set up a campaign page with Google Adwords and you want to drive traffic to your website from ten different keywords to your site.

You want to track them individually \*\*\*\* and everything else.

You can actually go and find somebody, it's easy to do - but if you don't want to do that, you can go and find someone to do it for you.

Set that stuff up will probably cost \$50 bucks.

Jim: Okay.

So to set it up, to test it, to track it and then to report back to you.

John: Yeah.

However you want to do it, look at the numbers and go.

Made money, lost money, lost money, made money, made money.

Hey, I think I'll stop spending my money on these Google \*\*\*\* the ones that made money.

Jim: Okay.

And it really is that easy?

John: Here's another list of keywords.

Go set it up.

Thank you.

Jim: Okay.

John: Money, money, loser, loser, loser, money, money, loser.



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I think I'll just knock off the losers again and now I have you know, twelve of them making money.

We'll set up these 1,000, here's another couple of hundred bucks.

Jim: Okay.

John: I mean, if you don't want to do it.

I mean, everybody needs to kind of learn to do it for themselves first.

Just because I think it's good to know how to do.

It's good to get in there and get dirty.

It's good just to know.

But it's not complicated, it really isn't.

It's not complicated.

Jim:. Okay.

Well let me ask you this.

I keep saying that a lot.

Let me ask you this.

Let me ask you this.

What is your number one favorite way that you generate traffic?

John: Well, my number one favorite way that I drive traffic and it's not really what I would call a favorite way.

It's my principle and my philosophy from making a lot of money on the Internet and it doesn't mean that this is all I do, but this is the foundation of what I do.

And that is, I leverage the website traffic of other website owners.

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Jim: Okay.

John: And that is done through a bunch of different methods.

Whether that's having an affiliate program for one of my own products to do some little tricks or things that I know how to do to get you know, more affiliates to get more people to link to me.

Whether it's exchanging lists with people or whether it's doing a little partnership where they mail to you know, their newsletter list or I mail to mine.

And again, this isn't just to make money market.

This is in any market.

There are website owners out there in every single market.

And any incremental cost for them to link to your website or to send out email for your product through their newsletter or to promote you in an article that they write is zero, zero.

It just takes the time to just type it up.

So people are more than willing to do it for you to share in the revenue with you.

So the foundation of my business, I drive traffic from everywhere and make a lot of money.

I mean I've had single keywords on pay per clicks that have made as much as \$30,000.00 a month, on one key word.

Jim: Profit?

John: No, in sales.

But profit on that keyword I would probably say it was somewhere around \$20,000.00, \$21,000.00.

Jim: Wow!

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John: For that particular keyword.

So, I do that, but the thing about me, is I do everything that works and that's what everyone else should do.

People say, well what should I do to drive traffic or where should I drive traffic from? Every absolutely positively 100 percent way that you can find to drive profitable leads to your website, that's where you should be driving traffic from.

Not just one, not just some other, not just some, you should be driving it from every single possible place.

You should do research or learn about it from someone else that's done it, to do it.

Jim: But you can't do them all right off the bat.

I mean, you've got to start somewhere.

John: Yeah, you do have to start somewhere.

And, when we go to \*\*\*\* process is long.

I mean, my process that I've tested and fine-tuned for every business I start, even from zero.

That's why people think, oh, well you're rich.

You've got tons of money, you can go spend \$200,000.00 on an ad campaign.

No, that's not what I do.

Every one of my websites starts with nothing and you spend a little bit of money to drive the target traffic from Adwords and Overture and other pay-per-click.

Jim: What to you is a little bit of money?

John: What's that?

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Jim: What to you is a little bit of money?

John: Less than \$200.00 or \$300.00.

Jim: Okay.

So you'll spend a couple of hundred bucks to test something to see if it's worth going through all this other stuff.

I mean, the first step for you is I take my idea and I take a couple hundred bucks and I test it on Google Adwords to see if I can make any money.

If I can't make any money I trash it.

If I can make some money then I start doing the other stuff.

John: Yeah, not so much make money right out of the gate.

But to get enough results that I can work with and make that money.

Jim: Okay.

John: You know, for example, like if I run traffic \*\*\*\* and keywords and I see people buying the product?

Jim: Right.

John: But just not quite enough to make a profit yet.

That's okay.

That's okay.

Jim: Right.

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John: Like I have this philosophy where I try to help people and coach some people and I don't do a whole lot of consulting as you know, but the few friends and people that I have helped.

I have this thing that I call sacrificing early profits and I think it's a huge thing.

Everyone should, they need to adapt this mindset.

They need to get this in their heads.

When you start anything to sell online, you're not going to come out with this homerun.

You're not going to do it.

You start with nothing, you gradually improve it and then you make it a machine and that makes a lot of money on a day-to-day basis.

We're going from here to there.

In order to do that, in the beginning you got to sacrifice your early profits.

You've got to be willing to spend \$100.00 or \$200.00 on an ad campaign to drive traffic to your site and you've got to be willing to say, hey you know, I'm probably not going to make money from doing this.

But it doesn't mean you don't get tremendous value from doing that test.

You get tremendous value because if you spend \$200.00 and you get back \$150.00 in sales, you're in a really good position to make hundreds of thousands of dollars whether you realize it or not.

You just lost \$50.00 bucks but you just figured out something that's potentially going to make you rich.

And that is because here's what's great about tests, Jim.

When you run a test, whatever your results are, and this is something people need to write down.

That's the worst it's going to be.

Based on statistics over time, that's the worst it's going to be.

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So if you've got traffic from Adwords, right, to a site, and you convert like half of 1 percent.

Jim: Right.

John: That's the worst it's going to be.

So if you're getting any return at all, any people to buy, your job now is to improve that pay so over time when you do the split test and you try different things to make the .5 got to .6, .8, 1 percent, 2 percent.

So it's to be celebrated when you spend money and even lose a little bit, sacrificing the early profits up front for that huge momentum build later to generate a ton of cash and profit.

Jim: Right.

John: That's why you need to do it in the beginning.

I don't know if I just - I probably just butchered whatever question you asked me.

Jim: No, I mean that, I think we started out way back at what's your number one favorite way to generate traffic, but I think what you're - let me just try to summarize it and then we'll keep moving on.

The number one way that you generate traffic is once you know what your results are, then you want to go leverage other people's traffic.

Whether it's their newsletter list, whether it's them being your affiliate, whether it's somebody doing an endorsed mailing for you.

John: The old saying, you know, would I rather have 1 percent of the efforts of 100 people or 100 percent of my own, if I didn't screw that up.

I think I got that right.

Jim: Would I rather have 100 percent of my own efforts or 1 percent of the efforts of 100 people.

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John: Exactly.

Jim: And the answer is I'd rather have 100 other people out there and getting a little piece off of each of them than being totally responsible for everything I sell in case I get hit by a beer truck.

John: That is exactly right.

Jim: I added the beer truck.

John: Well, would I rather have only my own website traffic and all the work I can do whether it's trading content, or placing pay-per-clicks or buying banners or doing this, or having an affiliate program or having to \*\*\*\* reports, whatever, doing deals.

Would I rather just have all of that or would I rather have all of that and 1 percent of the hundred or even thousands of other people doing the same thing.

And here's what people need to understand.

Internet marketing itself is like a snowball no matter what your market is.

If you create good content and you deliver good value to people from products that you have or products that you promote, people end up linking to you to recommend you to other people.

People that are partnering with you to send you traffic and you may split the revenue.

Those things continue to happen and over time you're going to have more links to you and more traffic to you and more people coming to your site.

Well, you can cap into the fact that tons of other websites out there are growing just like that on a day-to-day basis and you just need to do business with them and partner with them, share a \*\*\*\* whatever, as they grow, so do you grow.

And it's very very powerful.

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Jim: Now with leveraging other people, other people's websites and other people's traffic like that, what's the single biggest mistake you see people making in that area?

John: Great question.

Great question.

The single biggest mistake people make in that area is that they're greedy idiots.

I say that because

Jim: You're a greedy knucklehead!

John: A knucklehead, an idiot knucklehead, we'll give them a double whammy.

Jim: Bonehead.

John: As you and I both know having been in business for a long, for a while, is that you now, you start to get in whatever market you're in - I know you have other missed businesses just like I do - whatever market you're in, you get proposals.

Hey, I got a new golf book, I see you have a golf newsletter, will you send it to your list.

Obviously you get those all the time, right?

Jim: Yep.

John: People wanting \*\*\*\* latest and greatest and basically here's what they're saying and so, you know, not in so many words.

Hi, how are you, nice to meet you, make me rich.

Jim: Yeah, I saw your site, I bet you have a list, make me some money.



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John: Right.

And who cares about you.

And so people need to keep in mind.

See, here's what the funny thing is.

If you treat people right, if you're honestly good to other people, and you're out to enrich other people's lives, if you're out to deliver good value, you're going to get filthy stinking rich.

It's going to happen for you, I guarantee it.

Jim: Yep.

John: But if your mindset is I just want to make a bunch of money, you're not going to make as much money as you can.

Isn't that an amazing thing? You can go out and actually help other people have better lives and help them make more money and in the process you're going to get rich.

It's just going to happen.

Jim: Yep.

John: Pick up the phone right now and you call any competitor in your market place and your market and you say this, hi, I was looking at your site, I see your product, it looks like a good product and even if you bought it, you say, you know what, I think my subscribers or my customers

Jim: Or the people I advertise to if you don't already have your own list.

John: Right, exactly.

You could place an ad.

But if you just had your list it doesn't cost you.

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In other words, it doesn't cost you anything to do this.

If you call you on the phone and I go, hi Jim, I see you have this product for dogs or whatever else.

I also sell to the dog market, you know I think my customers and subscribers could really benefit from knowing about your product.

Would you mind if I tell them about it? What do you think Jim? There.

I'm not saying, hey, will you give me 70 percent? I'm not asking for a dime.

But I tell you what will happen if you do that.

Jim: Right.

John: If you say, well, sure.

What are you going to say? No, I don't want the business, I'm...

Jim: I'm too busy.

John: I have two Rolls Royces, I'm not looking for a third.

Me and my wife just don't have a three-car garage.

No, it doesn't work that way.

So somebody would say, sure, they'd be flattered, so here's what happens.

You run this promotion for their product.

Even without anything in mind where you're not even going to get paid.

In most cases these people would be glad to pay you a commission.

Let's say you do this without being paid.

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What in the world do you think is going to happen when people go to the site and buy that person's product? That person is going to be grateful for you to send them business.

They are going to be really open in thinking, well, gee, how can I return the favor for you?

Jim: Right.

John: I'm going to tell you what, I'm going to put a link in my newsletter or every time everybody buys my product I'm going to put a link on the thank you page to tell them about your little book on how to teach dogs tricks or whatever else.

But they may go and put that link there and it may stay there for 50 years.

Jim: Right.

John: All because you did one deed to help someone else make more money.

But if you're willing to adapt that mindset and do that, you will make yourself rich in any market.

Jim: That'd be great.

John: \*\*\*\* work with other people on the Internet in any market and help their business and help them have traffic and make money, you get rich.

Jim: And it doesn't take that long before, even if you only had a couple hundred of those, sending you a couple visitors a day, that's 200 visitors a day, 6,000 visitors a month, 72,000 visitors a year.

Just off that little thing.

John: Okay.

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I mentioned the word earlier called momentum and that's what it's all about, building on a snowball.

And that's what traffic does, it snowballs.

And just something to mention really quickly - the power in doing those types of things, just like the power of using a broad range of attacks.

Okay, let me just say this real quick and I don't mean to go off here.

People may have just come on the call and they're going, why is this guy so pissed off? They missed the preview of the privilege to say all that.

Jim: Yeah.

John: I'm fired up now, so now I've got to just run my mouth.

But, the thing that I want to say that's very very important is something that people have got to realize in this is if you're listening to this right now and you're driving all you traffic from one place or two places - like you're using Google Adwords, they get the money.

Or you're doing some SEO stuff that's working or you're placing ads here or you're doing that or you're just writing articles.

If you're just doing like one or two of these things you are in deep deep trouble.

You're in deep deep trouble.

The one thing to know about the Internet is things are fast and furious.

They change quickly and often and you can lose a traffic source very very quickly.

If Google all of a sudden raises their minimum bid price to 25 cents, what's that going to do to your business for all the traffic your driving for a nickel? You're done.

Jim: It'd kill you.

John: And it is going to kill you.

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But by doing a little bit of everything, having a broad attack that works as a well-oiled machine and working with other people and leveraging all those things that they're doing, you have incredible stability and leverage.

If you have a table with 400 hundred legs, if one of them gets knocked out, it's not going to fall over.

If you're just doing Adwords and Overture and one gets knocked out or your competitors will pay more than you now or whatever, that table's going to fall over and you're in deep trouble for your business.

So I just wanted to throw that out there real quick.

And using, you asked me what my favorite technique is.

Well, in using other people's sites and using \*\*\*\*\* in doing business with other people, that's one of the best ways to build **stability and growth**.

Because now you're not just depending on your own efforts, you're now reaping some rewards of someone else's efforts.

And then if you partner with ten people, now you've got the rewards of 10 other people doing the work.

If you do 1,000 then you've got 1,000, if you do 10,000 and so on.

Jim: Right.

John: The power of math is extremely powerful.

Jim: Yep.

Well, let's take it to the next step then.

Now you've got traffic.

Can you give us any tips on how you basically use that traffic to create the auto pilot business that everybody keeps promising me you can create on the Internet.

How do you use that traffic to create something that's really a real business rather than just a money hobby or a promotion like most people are doing?

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John: Well, it all starts of course with as you initially get traffic you have to get some results.

We talked about that.

Going to sites and typing in a keyword.

Getting a result.

If those people searching for dog sweaters aren't buying your dog sweaters, other people searching for other stuff probably aren't going to buy, I mean, they're not going to buy.

So, here's how you turn into this automated - nothing's totally automated either, that's a fallacy.

But, here's how you turn into a business and that's leveraging positive results.

It's just like if you go and place an ad and you get some result and you make some sales, you can now take that and contact somebody and say, hey I got this product, I just did this, here are the results, you want to do a promotion in your newsletter and you'll split the profit or whatever else.

Then you take that partnership, you get with somebody and you say, hey, I see you have a such and such newsletter.

I just did a partnership with this person over there and they did pretty well and made some money, you want to do it too.

And then after you do that, you go, hey, hi Roger.

I just did business with two other people in the same market and here's their results, so the keyword is leverage here.

You want to leverage any results that you get and build this momentum and build this snowball.

Jim: And then after awhile you approach Roger, Roger probably at least one of the other promos his competitors did so he already knows who you are and he was probably thinking about contacting you anyway.

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John: That's right.

And, there's a process that I call marketing copycatting and you see it all the time.

If you're in any market - golf, anything and you send out a promotion for something, your competitor's on that list.

Jim: Right.

John: They'll see it and then they'll want to promote it too because they're thinking well this guy's not doing any, not making money, and of course if you did your message right and you didn't go after anyone until after it was making money, then you're going to get so many people jumping on the bandwagon.

And that's just leveraging.

That is an automated way where traffic will just blow-up.

Jim: Right.

Now, as far as traffic and making the most money possible off of traffic the fastest, is it better for you to have your own product, or is it just as appealing or just as good if you're only selling as an affiliate, or does it not even matter?

John: As far as what, maximizing the amount of money you make?

Jim: As far as maximizing the amount of money you make versus the amount of money you put out versus time.

John: Sure.

And you can make really good money with affiliate marketing.

You can make really good money with your own product.

But you can make the most money by having both.

Because they both have a lot of advantages.

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In fact having your own product has more advantages than anything.

And, yeah, it's just, you know if anyone's listing and they don't have their own product, then, you know, I'm not going to go into all that.

That's your forte, teaching people how to make useful products and all that good stuff.

But, yeah, having a product is very important.

It doesn't mean you can't use everything you're going to learn on this call with affiliate marketing, I mean I've made, I don't know I'd have to go back and check, but I imagine it's well over a million dollars just in affiliate checks that I've gotten from just promoting stuff I didn't even own.

But you can use any of this stuff.

What are you getting at here? What's your actual question?

Jim: The point is there are some people that are listening that are saying well I've got my own product and so that means I should be doing this or that means I shouldn't be doing this and you've got some people that don't have their own product.

I'm trying to eliminate excuses, basically.

Because people are like, you know, I guess I could make money selling as an affiliate but I don't have my own affiliate.

It just basically, what I'm looking for is does it matter whether you have your own products or not.

Or is the key here to start generating traffic and start building your business around generating traffic.

John: I'm glad you raised that up, you raised that question, Jim.

Because when I find a market that I want to go into, okay.

Let's say like the fitness market and I'm thinking about you know, doing a deal with some company that can supply me supplements that I can sell and make money.



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When I go to a market the first thing I do is I break it down to the most common denominator which would be affiliate marketing.

Jim: Okay.

John: Because if I can't sell somebody else's product who's already put a bunch of work into their marketing, and they can't even remember me.

I don't want to do any work, I don't want to invent anything because there's no money in it.

I've learned the hard way that there's no money in inventing something or trying to come up with something completely crazy and new.

So I want to go where money's already being spent, that's already proven to work.

So I'm going to go to an existing affiliate program with someone that has existing marketing materials that's selling an existing product and I'm going to affiliate with them to become their affiliate and then I'm going to do some marketing and see if I can send them traffic and make money.

If I can't make money with some partner traffic sending to their site I'm probably not going to make money if I take the time to create my own product to sell the same things to the same market.

Does that make sense?

Jim: Yeah.

So you're just shortcutting to the end.

The first step I'm going to do is I'm going to buy the best traffic I can, I'm going to run ads that directs traffic to somebody else that's already been in the market and they're different ways that you can tell whether they're converting or not, whether it be Clip\*\*\*\*, MarketPlace or whatever.

And then,

John: conversion.

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Jim: Yeah.

John: Per visitor and all that good stuff.

Jim: And then if I can't make money doing that I'm not going to bother going through the rigmarole of making my own product to turn around and figure out that I can't make money.

John: Right.

Jim: Okay.

Which leads me to the next question.

John: ... pretty good secret that most people don't realize.

Jim: What's that?

John: The fact that you can leverage the affiliate programs of other competitors and market \*\*\*\* you're going into to make sure you can sell it before you waste your time building a business in that market to compete.

Jim: Sure.

If you can't sell to the number one person in the market, that means that they are either doing something that you're not going to figure out or they're just happy to barely get along.

But you don't want to join their pity, or their poverty parade.

John: That's correct.

Jim: Do you need a lot of money to get started doing all this stuff? I heard you saying that you go into something with a couple hundred bucks and you basically are

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testing for a couple hundred bucks no matter whether you drive a Porsche or a Chevette.

You're going to risk a couple hundred bucks and it's not really a risk because the results are going to tell you.

You're going to be successful either way.

You're either going to know I got to pass on this market or there are signs of life and I need to start rolling this stuff out.

John: No, you don't need a lot of money.

You don't need to invest a lot.

You need to invest a little bit.

Couple hundred dollars is pretty good to start driving some targeted traffic and get the metrics down, get some results down.

But it's some result that you can then build off of.

Jim: But you're telling me I've got to spend a couple hundred bucks.

What about all this free traffic stuff that you see? I mean are there any legitimate ways to get traffic for free?

John: Yeah, I mean, as you and I both know, if you have any kind of expertise on something you can write an article about it. You know, try to get it published by the people and drive traffic to your site.

I mean there are some guerilla marketing methods you could go.

I mean, you can go to any market that you're in and start, join the community in like a discussion forum, you know, just helping out answering questions in your like, what your thing's about and you can have in your post and a link to your site.

I mean, you can start - there are lots of ways you can -

Jim: But that's not really free.

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You're paying for that with your time.

John: And, that's a great point you raised.

The thing about free traffic is a complete myth.

There's nothing, nothing that is 100 percent free for driving traffic on the Internet.

Anything that you don't have to pay for like paying for the advertising, it takes your time, so you're paying for it with sweat equity, with your time.

I get a lot of people I know out there that are doing a bunch of things to generate some traffic.

And I was talking to them the other day and I was like, wow, how much traffic are you producing from that and they were telling me and I was like, oh, how much time do you spend on that a week.

Oh, that's interesting.

Let me show you a quick math calculation.

Do you realize that you're getting a \$1.75 an hour return for your effort? I don't know about you but I'm not willing to work for \$1.75 an hour.

Jim: Right.

Unless you can figure out how to automate that and have the computer working for \$1.75 an hour.

John: Right.

And once it's set up you can do that.

Jim: Right.

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John: But in order to usually just to get over the hump it's usually best if you can spend a little bit of money to get that traffic and to get some results.

And then you can leverage all the free stuff.

But, it's really hard, you know, I know everybody loves the word free.

And, I mean, the bottom-line is this.

Jim, if you really want me to be straight up and blunt like I think you do, and I'm really just trying to help people on this call and I really want anyone that's listening, I just want them to get immensely rich and enrich the world in the process.

I really do.

That's an abundant thing here.

But, the bottom-line is this, if you're not willing to invest a little bit of money in your business to grow, you don't have a business, it's a hobby.

And I know that's really not what you want to hear, I have the answer and maybe some of your subscribers won't like that.

You know, they just want the free stuff.

But look, if you're not, and I'm not talking about hundreds of thousands of dollars.

I'm talking about a few hundred bucks, maybe even a couple of thousand dollars if you can afford it.

If you can ramp things up in even a bigger fashion.

But, if you can't

Jim: So you're saying if you want to earn a full time living on the Internet and you won't even pony up a couple hundred bucks to do something, you're not serious.

John: If you want to make a full time living from the Internet, even if it's \$30,000.00 a year.

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If you're not willing to invest \$250.00 or \$300.00 to buy some traffic to help you get a product off the ground, business is not for you.

Jim: Right.

John: And that, you can make a tremendous fortune on the Internet.

I'm living proof of that.

In fact I've started so many businesses in so many different markets and I've made money.

I've proven it again and again in different markets.

I have good friends like you and a lot of other people that I've come to know in the past few years when I came out from the dark and started talking to people about what I was doing online and sharing things and they were telling me what they were doing and there are thousands and thousands of people making fantastic money online.

I mean, getting rich.

In other words, just building tremendous wealth.

But, a lot, all those people have one thing in common.

They treat it as a business and in order for, you know, you reap what you sow.

In order for you to get greatness out of it, you've got to be willing to make a commitment to the business and put in a little bit of money and put in a little bit of time and work at it.

If you want some free lunch or if you want to just buy software, push one button make \$100,000.00, it's not going to happen.

Because if it can happen please email me and let me buy 10,000 copies of that.

Let me write a check.

I'll even give you a finder's fee so I can just pay a bunch of monkeys to push all those buttons for me so I can just be the richest man in the world.

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Jim: Right.

John: It's not going to work that way.

Jim: Yeah.

And the only people - and you've heard me say this before.

The only people who make money off stuff by free for all pages and stuff like that are the people selling the information on how to do that stuff.

John: Exactly.

It's like, I think I was telling you the other day when I mentioned this funny \*\*\*\* commercial which is one of my favorites.

This guy is, it looks like a fake money making infomercial and they're just making a joke out of it and the guy's like, call now and send me \$50.00 for my new book titled How to Get People to Send You \$50.00 for a book.

I'll teach you how to get rich.

And that's exactly it and he's making money from selling the book to you for \$50.00.

And for free traffic and a lot of the other traffic stuff, it's a bunch of crap.

If it works so well they wouldn't be selling it to people for \$29.95.

Jim: Right.

John: They'd be using it to get rich.

That doesn't mean there aren't programs out there and things out there than can't help you get more traffic, but in everything it takes work and research and testing to fine-tune it and to squeeze it for the max value that you can get.

You got to make a commitment to yourself.

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If you're really serious about really doing well with this, building a business, you got to treat it as a business and that's the bottom-line.

Myself included.

I'm just as guilty.

I've tried three things as a hobby in the past.

I just wanted to get rich quick without doing much work, but you know what, who doesn't, it's human nature.

Jim: Right.

John: Anyway, let's move on with whatever.

What else you got?

Jim: Well, I mean, I guess the other question.

And the question I always get from people is you know, if I do exactly what I'm supposed to do, how long is it going to take me to get the result.

So, you know, they ask, if I write this e-book how long before I'm rich? Well, I don't know.

It depends on you, depends on the market, depends on all this different stuff.

But

John: The first step should not be writing an e-book.

Jim: I understand that.

But, I was using that as an example.

John: Right.



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Jim: So -

John: How long will it take to get traffic?

Jim: How long will it take me to get traffic and how long before I can start making money with the traffic?

John: Well, I mean, it's very possible to do in one day.

Jim: Okay.

John: Driving the traffic rule of average for traffic is 15 minutes.

It's very possible to start making money right away.

Are the odds there that you're going to make a fortune? No, most likely not.

But, I have seen a lot of people that are disciplined that are willing to follow a step-by-step process and willing to do things right and they could be making money with a new product in less than two weeks.

Jim: Okay.

And, what

John: No, no, I'm saying it's certainly possible to start making some money - I mean, are you going to make \$100,000.00 a month? No, of course not.

Jim: Right.

John: If you can, again, if you figure out how to do it, please fire me over an email and

Jim: I'll buy your info product.

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John: I'll take 1,000 of whatever you've got.

10,000.

I mean cause, but yeah, you can get success pretty quickly.

But the whole thing is.

Okay, let me just state this real quick.

Jim: Okay.

John: \*\*\*\*\* This is something people need to get through their heads if they want to make money.

No one in the history of the world has ever really made a million dollars in any business without making one dollar first.

So on the Internet, no one has ever sold 10,000 copies of any e-book or any product without selling that first copy first.

So if you're not positioning yourself to sell the first copy and then sell the second copy, whether you're only making \$10.00 apiece.

If you're not planning everything to make \$20 bucks, you're not going to make \$20,000.00.

It doesn't work in reverse.

You must start with the first sale and it's again, momentum.

So, to answer your question.

Yeah, you can make money right away.

You can start making a few sales and more sales and more sales, more sales and then ramp things up where you're making a lot of sales on a daily basis.

But everybody starts, including myself, with every single Internet marketing product at square one, zero sales, how can I get that first sale.

Jim: What if you only have a couple of hours a day?

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John: That's plenty of time.

Jim: What would you, if you only had a couple of hours a day, what would you do?

John: If I only had a couple hours a day?

Jim: Yeah.

John: Well would it be for a new project or

Jim: If you only had a couple of hours a day, I don't want to be like a famous person who asks the 30-day question.

But, if you only had a couple of hours a day would you be more, would it be in your interest better to devote your time towards getting traffic or developing a product?

John: Well I wouldn't develop a product at all until I did the market research.

Jim: Okay.

John: But as we've stated before, I would drive traffic and try to make money with an affiliate program within that market.

And let me tell you why that is such a powerful secret.

If you can find affiliate programs to make money in a certain market with, drive some traffic and you start to make some sales.

One it validates the market is \*\*\*\* you know, whether you're going to make a competing product or something that complements that product.

So you're doing that as a market validator.

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So once you validate that market and then you go and put in the work to create your product whatever it is to sell to that market, you've done two things by doing the affiliate marketing things first.

One is not only have you proven that the market will most likely buy yours before you put in the work, you've also now tested a way for you to make more money.

What do you think you can now promote in a follow-up steering or on your side or whatever else as you drive traffic to sell your product.

You can recommend that other product to make even more money.

Jim: Yep.

John: When people buy from you then say you know, people that have bought this from me have also bought this.

Stephen Pierce, we both know.

He does a lot of that kind of stuff.

Jim: Right.

John: The Amazon thing.

People that bought this bought this.

So you have a lot of opportunities to recommend these other things and \*\*\*\* that is a program that you initially tested so you can make money from it.

Jim: So you're not really interested in breaking any new ground.

I mean that's the big thing that

John: You don't need it.

It's, there's no money in it.

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I mean I can go out and you know swing the bat as hard as I can with my eyes closed and yeah, one out of 100 times I'm going to make contact, like you said make a homerun but I'd rather just follow somebody that says you know what, if you use this method you get a bunt every time.

And that \*\*\*\* in which they bunt in this analogy, they find ways to do it a little bit better.

My whole process is I take ideas that work and make them better.

And then I also combine ideas to make it even more powerful.

That's my forte, that's what I do.

Jim: Okay.

John: And that's why I do a lot of things and know, like traffic.

I know a tremendous number of ways to drive traffic that 99.999 percent of Internet marketers right now, people marketing online, have absolutely no clue about.

Jim: Okay.

John: And how I discovered those was I tested things that were working and combined them with other things that were working to create a better method.

Jim: Okay.

Well, we're running up on our time here and one of the things I wanted to give you an opportunity to talk about is I know that next week I believe you're going to be coming out with your traffic secrets course and it's a doozie.

And actually that's

John: I don't know what you're talking about.

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Jim: You don't.

John: I'm not at liberty to discuss these things.

Yeah, I am actually and I'm very hyped about it.

It's actually my - I've been online for basically 14 years since 1992 and stuff online and I didn't make a lot of money for about five years.

I've been doing stuff on the web since '94 and this is really my first product actually sharing.

Basically, you know, I really call it my life's work.

I'm really proud of it.

Basically, I'm finally going to teach now.

For awhile I sat back and you know we've talked on the phone before right.

You know, you said, well where've you been all these years, how come I don't see you? And it's because I was making all this money I didn't want anyone to know how I was doing it.

Jim: Right.

John: I really do feel, as cliché as it sounds, I really do want to give back and I do enjoy teaching people and I do enjoy helping, I think that's only in the one instance to bring more happiness to me.

And even business wise.

But the point is I am finally releasing my first product.

I've created a course to teach people how to do certain Internet marketing things that I have figured out and have tested over the years and that I use on a daily basis.

Jim: So is this going to be another one of those \$49.00 or \$97.00 e-books?

John: Not, it's actually, it's a three-payment plan of 50 cents.

No it's not.

It's actually something that's only for really serious marketing serious people.

It is a - as you know in March, the first teaching I ever did for you know, marketing stuff, I decided to just to run my own workshop here in Orlando, Florida where I live.

And it was pretty much only for really serious marketers.

I charged almost \$5,000.00 because I wanted to weed out people that were going to come and waste my time and not going to use what I was going to teach them.

And, as you know, you weren't able to make it, but as you know, I won't say any names, but some of the best internet marketers in the world showed up as students to learn.

Jim: Yep.

John: And as you also know from talking to people and I'm not just trying to toot my own horn, but as you know from talking to people a lot of people thought it was like the best seminar they had ever attended in their lives.

So you know, at that seminar I unveiled and taught everything I know about generating traffic.

And I recorded it and I didn't know for sure if I was going to release it or not afterwards.

So many people were bugging me for it and bugging me for it because they missed out on coming to the event.

So when I finally decided, this was back in March, a couple of months later that I was actually going to release it in limited copies to a few people, I'm a bit of a perfectionist so, I was watching the video footage from the workshop and just from that, people have gone from - I know one guy that was at a workshop that went from like had a site that was doing \$600.00 a month to \$24,000.00 a month in less than 120 days.

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Jim: Wow!

John: Yeah, you know, and other people.

It's just, you know - it's because this stuff works.

This is a theory - this is all tested stuff.

Jim: Right.

John: This is my life's work.

Basically a scientific lab testing stuff, marketing stuff.

Jim: Yeah, and I got copies of all the tapes of all that stuff and I implemented a bunch of stuff and we talked and like I said at the beginning of the call, one of the things that we talked about that came out of that, I ended up doing six figures as a result.

John: Right, yeah all my attendees got audio recordings of the whole thing and so when they left they got it and I sent you a copy of it as my friend for you to study.

And yeah, you got to see that.

So, I took all, I had also a cameraman that was recording it, archiving it for me.

Just I never knew if I was going to do something with it.

And, so no one has seen any video footage of it.

You've seen, listened to recordings, but so the video footage of it I decided to take and I was thinking about making this product but I was watching it and I said, you know, this stuff is great.

But I'm such a perfectionist that I didn't have, at the event I didn't have enough time to go into some of the things that I wanted to expand upon and even some other strategies that have happened in the last four months I wanted to add to it.

So, I sat in front of my computer and used like you know, Camtasia Screen Capture software.



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And I recorded many many hours of looking over my shoulder of me showing specific things that I'm now also using for, or adding more power to what I taught at the workshop and recorded that.

But that's what's created this big course that I'm releasing next Tuesday.

And anyway, to get back to what you were saying about is it a \$49.00 , \$40.00 e-book? No, it's not.

Actually, this product is very expensive.

It's a \$997.00 product and it's not something where they'll say it's a thousand dollars but if you call now it's \$200.00, not it's not.

It's \$997.00! I mean, we're actually going to have like a payment plan for it, for people that want that to break it up over three payments.

But it's a thousand dollar course.

Jim: Well that ain't cheap.

John: No, it's not cheap.

I'm the first to admit it's not cheap.

It's not, it's really the most expensive internet marketing course probably ever marketed.

But, I will say this, in three to six months now - I mean I can't guarantee anything, but I will tell you with my utmost confidence and what I honestly believe is that within a few months from now as more success stories are created just like they are already coming in from 100 people that flew in from all over the world and paid \$5,000.00 to be at the workshop, you got to realize that this is the most powerful time-tested proven strategies that have ever been released for Internet marketing by anyone.

Jim: So why should anybody, why, you know it's like one of those things if you say all that stuff's going to come out, why should somebody buy it next Tuesday as opposed to waiting a couple of months to see if it works out for anybody?

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John: They can actually wait for awhile if they want to but it, but there is one reason why they, if anybody has any interest at all in checking it out and getting it.

And, of course, you know, money-back guarantee and all that stuff.

They buy it, they don't like it, they don't have to \*\*\*\*, you know.

Again, as I already stated on the call my whole thing is to enrich other people's lives and to provide tremendous value in everything I do and even everything I sell, of course.

And so this product is no exception.

If you don't get a 1,000 times your value send it back.

Well, why would I want to keep your money then.

Aside from that, the big launch for this thing is on, it is next Tuesday and it's being released on that day, not a day sooner.

No one in the world can buy it right now.

It's not for sale.

But, there is actually the first edition of it, there's a limited number of copies for the first edition that will be released on Tuesday and when those run out, which from what I've already seen from my own list, just trying to tell them it was coming and I allowed people to kind of, not pre-order because I'm not even selling it yet, it's not for sale.

But I had people basically raise their hand and say you know, I'm really interested in getting it and so, you know, I started collecting \*\*\*\* like a priority list, or a special list for people that if they do order on the first day I will promise them a first edition copy even if I have to have my suppliers crank out a few more.

But, the second edition of the product after this first run runs out beyond all the pre-orders is the product is - I'm 99 percent sure that the second edition product is going to be even different and the reason why.

This sounds really bad of myself but it's not, I don't mean it to sound that way but the reason why is after I created all the stuff I had given it to a good friend of mine that I really trust to check it out.

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And he saw a couple of the strategies in there that I added in the Screen Capture stuff, you know after the workshop.

And he's like how on earth can you just include this.

Why don't you just keep this to yourself and there were a couple of things that I'm using now that are very very powerful and can you know, instantly improve someone's marketing and so, because of that , I'm possibly thinking okay now, it sounds really bad, I don't mean to say this from a selfish standpoint, but I'm probably going to take those out for when I make more copies.

Anyone that gets on my notification list now - I will make, if I run out of copies on the initial launch, I will make more copies and give them the first edition because I'm promising it.

But anyone aside from that, they're not guaranteed this first edition so it's probably going to be the new edition.

There's about four, I think there's a total of four \*\*\*\* now that I've highlighted it.

I'm probably just going to edit it.

I know you're probably thinking that sounds pretty mean.

Jim: ....

John: There really is a reason behind it.

Ninety-nine percent of this course is stuff that is - and, everything I believe in is not a fad.

It's not something that's going away in a month.

It's how to build a business and I have for a decade on the Internet.

But there are a few little things that if everybody and their brother were using they wouldn't quite be as effective if you know what I mean.

Jim: Right.

Well, let me ask you this from a mechanical standpoint.

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What exactly comes with the course? Why is it worth a grand? I mean, what, is it just like you know, 200 pages of stuff.

What is it?

John: Oh, well, aside from how valuable the information is, the course is I would say anything but small.

It's, gosh it's like 7 DVDs and then there's an audio CD and then there's like 6 CD ROMs on the computer and then there's over 500 pages in the manual.

I mean it's a beefy thing because it's my life's work and I did have a hard time putting it into that size.

We had to do a lot of editing and a lot of chopping of stuff just to try to get it down.

Otherwise it would get you know, delivered to someone's house in a U-Haul truck.

Jim: Right.

Well let me ask you this.

As far as the size of the course, I've gotten courses before that came with so much stuff, you know, the box shows up and it's right on the front porch and you open it up and you're like, where do I start.

John: \*\*\*\* It's just a bunch of filler garbage with like, they take, have you ever gotten one of those products - I'm on a sidebar here - have you ever gotten one of those products where you got a manual and half of the manual are notes pages?

Jim: Yes.

It pissed me off.

John: Yeah, you feel ripped off.

Well the good thing about this is the entire thing is entire non-stop hit so to speak.

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Jim: Okay.

John: Everything, it's like one guy at my workshop he had a comment to make when we were there.

And he said, you know, I've been to other seminars and at those other seminars about once a day I would have an aha moment.

He said at this workshop I've had an aha moment about every two to three minutes.

Jim: Yeah.

John: And it's the same thing with this, and as you know this listening to this recording.

It's just I don't believe in beating around the bush.

I don't believe in B.S.

I get right to the point and I like to teach with clarity and getting to it and making it simple for people.

So, but anyways, as far as where to start and everything.

The thing about what I have created with this.

I basically have not only taken my life's work of tested experiments with traffic and all that stuff and documented it for people, but I have put it into a process that I use on a daily basis to go from like step 1 to step 1000 for growing your business and growing your traffic.

Jim: Okay.

John: You don't do step 3 without doing 1, 2.

You don't do 2 without doing 1.

And so, along with this course I created an audio thing.

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I kept the mike out and recorded, telling them exactly what they needed to do to get started and exactly what you know, the box is overwhelming.

It's a lot of stuff.

But to answer your question I have broken it all down into an actual system.

I mean, a lot of people it's a step-by-step course and \*\*\*\* what's so step-by-step about it?

Jim: Right.

John: It's a bunch of confusing stuff and with thoughts all over the place.

No, this is different.

And that's why I'm so proud of it because it took a lot of work to systematize and actually basically take my brain and what I do with my own businesses to make money and to put it into like this process.

Jim: Okay.

Well, if somebody wants to, well, let me say a couple of words and then we'll tell people where to go.

But, basically

John: There's nowhere to go.

Not for sale.

Jim: Yeah, there is somewhere to go.

They can set up a page where they can go and get on the

John: If they want to get on that priority list, to get a first edition for sure and have their course shipped right away on the release.

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Jim: Right.

John: I just had a, \*\*\*\*.

They can't go buy it now even if they want to.

I will gladly return your money because there's nothing for me to sell you right now.

Jim: I understand.

John: Okay.

Jim: But there's one thing that I want to add to the mix is that I know that one of the most powerful things you can do to traffic is build a list.

And up until about a year and a half ago one of the things that was working very very well for me as far as building a list was having an exit pop-up on all my websites and having a mini-course offer.

Well, a funny thing happened.

John: That's what everyone's doing or trying to do.

Jim: Right.

But a funny thing happened about a year and a half ago, one of the things that became one of the most popular software on the Internet is that pop-up blocker.

John: Yep.

So goodbye subscription.

Jim: Goodbye subscriptions.

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Well I had a little piece of software developed that allows you to gather subscriptions off your webpage with a form that keeps people from leaving your one-page sales letter website.

And I've been using for about a year and it has doubled my subscriptions.

I went from about 9,000 up to about 18,000.

I have not made this available publicly.

I am not going to make this available publicly, but -

John: ....

Jim: What's that?

John: Can you email me a copy?

Jim: I'll give you a copy.

But anybody who buys John's course through the link that I'm about to give you.

And you can't even buy it right now, you have to sign up.

But I'm going to send out an announcement next week before the launch.

It will probably go out Monday night, but if you buy through John's link, or if you buy through my link to John's product, I will give you a copy of this software as well as a full multi-media tutorial so that you will be able to massively increase your options with the traffic that you generate.

And the link that you need to go to sign up to get this priority notification is: [www.ebookfire.com/john/](http://www.ebookfire.com/john/)

That's e-b-o-o-k-f-i-r-e.com forward slash john.

And I'll be sending out some more details about that software and what exactly the offer is.

But that's the upshot is I'm going to give you one of the secrets that I've been using to build my list with my traffic that I have not made public.



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And it's fully functional software.

I've been using it for almost a year.

So that's the signal that our time is coming to an end.

I have one last question for you John.

And that's basic -

John: Make a quick comment real fast.

Jim: Okay.

We've got about 2½ minutes.

John: My name's spelled j-o-h-n in case they try to go there.

Jim: [www.ebookfire.com/john/](http://www.ebookfire.com/john/)

John: Even if they go there right now if they're interested in getting on the priority list to get their own copy of that first run release, there's a 6-minute video you can go watch right now and hear what other people got out of that workshop that I did and some of the tricks and things I taught them.

And you can go right now and watch that and learn some things.

Jim: If any of you are fans of the multimedia stuff I do, you'll think that this video thing is really really really cool.

John: What was that [www.ebookfire.com/john/](http://www.ebookfire.com/john/) ?

Jim: [www.ebookfire.com/john/](http://www.ebookfire.com/john/)

My last question is basically bottom-line.

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If somebody gets this course is this only going to apply if they're doing making money online stuff or will this work no matter what they're selling? Even if they're selling something like real estate agent services or an accountant?

John: It works for absolutely every business.

Every business, every market.

Jim: Okay.

Well John I want to thank you for joining us and I appreciate everybody's time on the call.

John: Enjoyed it.

I hope people didn't think I was too mad.

Jim: And hopefully you - you didn't get tough enough.

And hopefully maybe you'll come back and join us in the not too distant future.

John: Sure thing.

I enjoyed it.

Thanks for having me.

Jim: Thanks John.

John: Thank you Jim.

Jim: Bye-bye everybody.

John: Bye-bye.