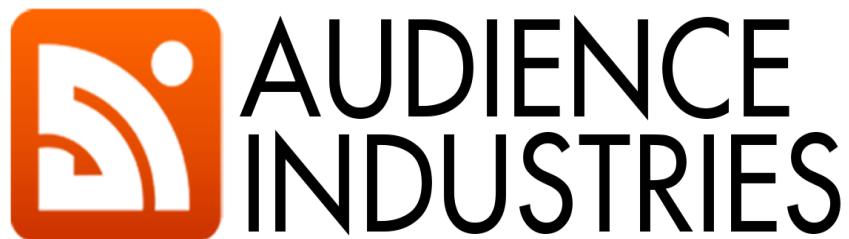


Building the
audience of
business growth.



We hope you join us for a discussion on
Strategic Traffic Growth
this Friday April 22nd 4:30 pm

This is the workbook that goes with the webinar. We plan to thoroughly cover traffic generation whether that be from the search engines, social media or niche sites.

Register here: <http://bit.ly/NZAITour>

Two types of traffic

The kind of traffic that gets them to your site, isn't the kind that pays the bills.

1. Our first goal is to bring _____ traffic to our sites.
2. Our second goal is move them to the goal. There we must manage _____
_____.

The Ladder of Value

The only traffic that matters is the traffic that is ready for you.

1. Where was the _____ they needed you?

2. Where does the _____ they don't _____ you?

Case Study: Faydra

Leverage Clusters

There are other people who already have your audience.

1. You have the content _____.
2. Put together 4 _____ and send them to influencers.
3. Create a _____ in your world.

Case study: The Huffington Post Conundrum

Experts Do One Thing

Talk shows don't feature guests asking questions.

1. Use Boolean Search to find _____.
2. Create a book outline, then use _____ to write the chapters, while driving traffic.

Case study: Jack Kruse

Creator or Curator

Jimmy Fallon doesn't share fun recipes on his page.

Case study: QuirkyMomma

Jack Be Nimble. . .

You have to be nimble, because everyone else is.

1. Facebook's new _____.

2. Twitter's long form content platform:

3. The _____ drives traffic everyday.

4. Does Snapchat work?

If It Has a Search Box

Search engines are 100 pixels wide x 300 pixels wide.

1. Google's biggest competitor is _____ . . bet you didn't guess that.
2. Make sure you enable _____ on your search box
3. iTunes, Quora, Goodreads, Pinterest are all good sources of _____ _____.
4. SEO

Follow the Rules

Getting booted is not our worry.

1. The culture of _____ requires you understand the culture of _____.
2. _____ drives thousands of people from Pinterest everyday because she has given them something _____.

Case Studies: Alex #1 Periscoper in the world
Rebecca's Reddit Example

The Prodigal Son

Bring them back. You can't expect them to spend thousands right this second.

1. _____ should be designed to get them _____ the next product.

2. Email is _____ and thus the most important tool at your disposal.

3. Movie theaters don't _____ attractions just for fun.

Join us for our NZ Tour

We're excited to be coming to New Zealand for our 2nd time. We're doing 4 of our curriculum across the country. Would love for you to join us in:

City	Date	Curriculum	Focus
Auckland	April 29	Clusters	Traffic
Auckland	May 1	Sequoia	Marketing
Dunedin	May 3	Sequoia	Marketing
Dunedin	May 4	Circles	Engagement
Wellington	May 5	Sequoia	Marketing
Wellington	May 6	Circles	Engagement
Auckland	May 9	Circles	Engagement
Auckland	May 10	Escape Velocity	End Goal

JOIN US

BloggingConcentrated.com/register