

## The 5 Best Ways to Ethically Borrow Other People's Traffic

Beloved, one of the absolute best sources of traffic you can get comes from other people. That's because this traffic is usually warm, making prospects more receptive to your offers.

And why not? Your content appears to be endorsed by someone or some site that they trust. In some of these examples, *you will be endorsed* by someone.

As you integrate your Audacious Faith in your business, other faith-filled people will want to support you. The Apostle Paul said, "There is one body and one Spirit, just as you were called to one hope of your calling." Your partners, clients, or customers will be drawn to you and you drawn to them as you support each other working as one.

So how do you partner and ethically borrow some of this receptive traffic for yourself? Below you'll find five of the best ways.

### 1. Do Joint Venture Blogging

Most people are aware of guest blogging, which is a great way to ethically borrow someone else's traffic. But if you really want to super-charge this strategy and get the most results from it, then you'll want to do joint venture (JV) blogging.



What is JV blogging? It's when you get together with other bloggers in your niche to both create and distribute the content. So instead of your content being seen by the visitors of one blog, your content gains exposure to all your JV partners' traffic.

So how do you set this up? The key is that multiple partners will help create the content, and everyone will then help promote the post or series of posts. Take a look at these three variations:

1. **The Chain Post.** This is where you create a multi-part series, with each partner creating one part of the series. Each partner posts their own piece on their blog, and all partners direct their visitors to read the rest of the series on the other partners' blogs.

For example, maybe you have a five-part series called "The Five Secrets of Effective Social Media Marketing." Visitors will need to go around to all five blogs to read the entire series.

2. **The Greatest Hits Post.** This is where each partner contributes a link and quick summary to one of the best posts on their blog. You then compile this list of "greatest hits," and everyone posts it on their respective blogs.
3. **The Crowdsourced Post.** The idea here is for all partners to contribute something to an article. For example, perhaps you have an article called, "Five Ways to Lose 10 Pounds," with you and four partners each contributing one of the ways. Then everyone posts this article on their blogs.

Those are just three ways to do it. Get creative, and you can uncover even more ideas for developing content and getting exposure on blogs.



Now let's take a look at the next idea for ethically borrowing other peoples' traffic...

## 2. Create a Valuable Lead Magnet

If you can embed an affiliate link in a piece of content, then you can get others to give your content away to their audiences. That's because people love making money simply by giving something away for free.

For example, maybe you create a valuable lead magnet in the form of a report that shares tips for boosting conversion rates. Inside the report you can include a link to your product, which is an in-depth course on conversion testing. If you make this report rebrandable, then all your affiliates, marketing partners and anyone else can insert their affiliate link and start distributing the content to their audiences.

Here are other examples of rebrandable freemiums you can create:

- Ebooks.
- Video tutorials.
- Infographics.
- Templates.
- Swipe files.
- Cheat sheets.
- Worksheets.
- Mind maps.
- Apps.
- Spreadsheets.
- Logs/diaries.
- Planners and calendars.





- Multi-part ecourses. (Be careful with this one, however, as people can simply use the content for their own purposes. Offer this directly to marketing partners you trust.)

And of course, you don't need to create just one freemium per product you want to sell. Go ahead and create multiple lead magnets to distribute.

For example, let's suppose you're selling a copywriting course. You might create the following rebrandable lead magnets:

- A headline template set.
- A swipe file with a variety of headlines, bullets, and calls to action.
- An overview report that shows people how to create a sales letter.

Now let's take a look at the next idea...

### **3. Post on High-Traffic Sites**

Heads up! Your audience is already congregating on a variety of high-traffic sites around the web... and they're doing it whether you're there or not. If you're not on those sites, you can bet your competitors are swooping in and nabbing all the prospects. That's why you'll want to start posting on these sites as soon as possible.

So, what kind of sites are we talking about? Take a look...

#### **Popular Niche Sites**



Earlier you found out that one way to get exposure on popular niche sites is by doing joint venture blogging with others in your niche. Here's another idea: join in on the discussions going on right now in your niche.

Take a look:

- Join the blog discussions. In other words, start commenting on the most popular discussions taking place on other peoples' blogs. Be sure to leave a signature line at the end of your post, but don't make it too salesy. (E.G., you don't want to look like you're spamming).
- Comment on your blog. Another way to join the discussion is by posting a direct comment or rebuttal on your own blog, using the trackback feature. Not every blogger has this feature activated, but when it is you can siphon traffic back to your blog.
- Join niche forums. While social media groups have grown more popular than niche forums, there are still quite a few older forums that are as popular and active as ever. Seek these out in your niche, contribute thoughtfully to the discussions, and drop your signature file at the end of your posts.
- Network on niche social media sites. Some niche sites have built-in networking. An example of this is the dog-centered site Dogster.com. Another example is ActiveRain.com, which is a networking site for real estate professionals.

Which brings us to the next place to find your audience...



## **Social Media Sites**

Social media keeps growing every day. The big media sites have hundreds of millions, even billions of users that you can tap into. And the good news is, several of these sites are set up in a way that you can leverage this traffic for your own uses. For example:

**Facebook.** You can tap into their over 2 billion membership base in a variety of ways. Specifically:

- Set up a Page. Be sure to use niche-relevant keywords in your Page title and description to help your prospects find you. You can also utilize relevant and popular hashtags to drive targeted traffic to your site.
- Set up a group. The beauty of this idea is that once you're up and running with several active members, your group will run on user-generated content. Again, be sure to use relevant keywords in your group title and description in order to get your group listed whenever someone searches Facebook for those keywords.
- Post on other pages and groups. You can post on other people's Pages under your Page name. That's an easy and natural way to drive traffic back to your own Facebook Page, and then onto your website.

Facebook also has a wonderful paid advertising platform which allows you to focus in on a very targeted market by demographics and even behavior. It's worth investing a few dollars to see if this paid platform works well for you.





**Instagram.** This platform exploded onto the web and generated 2 million followers in its first two months. It has since grown to over 500 million and is not stopping in its momentum. Here's how to tap into this growing market:

- Set up a business account
- Like Twitter, use hashtags to find people in your niche and to promote what your niche is about. Have 20-30 hashtags you use on a regular basis and save them in a notepad. Side note: Unlike the other social media sites, there is no desktop version. You need to set it up and post from your mobile device. (There are third party apps to schedule and post from a desktop once the account is set up.)
- Use photos and images to promote your products and services. (Canva.com is a free source to create images.) You can also use videos, but videos need to be one minute or under.

Instagram also has a paid advertising program. Facebook purchased Instagram, so you can cross promote targeted advertising on both platforms for a small investment.

**Twitter.** You can search Twitter to find people in your niche, connect with them, and then start tweeting. You can effortlessly attract even more people to your Twitter page by using highly popular and relevant hashtags every time you post.

**YouTube.com.** This is an extremely highly trafficked site. One of the advantages of YouTube is that public videos are fully indexed by Google and other search engines. So not only do you get the benefit of internal traffic, but even those outside of the site may find your videos. That's you need to include relevant keywords in your titles, descriptions and tags.



Of course, these aren't the only high-traffic social media sites. Other examples include Google+, LinkedIn and Pinterest. It's a good idea to research the demographics of these sites and compare them to your own audience demographics. That way, you can focus your efforts on the platforms that will best serve your needs.

Now let's look at the next idea for borrowing other peoples' traffic...

#### 4. Co-Create Content

When you create a product with one or more people in your niche, you actually get two big benefits:

1. You get free and valuable content to sell or distribute, depending on how you set it up.
2. You get exposure to your partners' traffic, as all partners promote the end product.

Now there are a few different ways to set this up. So, let me give you one solid idea...

This one requires two steps:

**Step 1:** What you do is create a product with others in your niche, and then everyone gives away or promotes the product.

**Step 2:** Everyone participates in a webinar.





For example, perhaps you and your partners put together a video series on the topic of traffic generation, with each partner covering their area of expertise. Everyone in the group can then promote the product.

To help promote this product while building a list at the same time, you can also participate in a webinar. This webinar might give an overview of some of the strategies talked about in the main product, and then of course at the end you promote the main offer.

There are many benefits you can offer partners, including:

- 100% commissions for promoting the main offer.
- The resell rights to the product.
- The giveaway rights to the webinar.
- Access to the webinar mailing list, or you could even set up a co-registration opportunity so that they get a chance to build their lists at the same time.

Make it a win-win opportunity for all involved, and you can bet your partners will happily agree to take part in this joint venture with you.

And finally...

## 5. License Your Products

This strategy revolves around licensing others to sell your products. The big benefit for you is that you get traffic coming in whenever someone clicks on the links in your product.



Here are two tips for optimizing this strategy:

- Balance the value of your content with exposure. If you offer master resell rights, then your license holders can pass the resell rights along to their customers. This means that very quickly your content saturates the market. On the one hand, your product gets a lot of exposure. On the other hand, it can also get quickly devalued. So, you need to decide what your ultimate goal is. It may be better to simply sell a few hundred resell rights licenses to get mass exposure (while avoiding devaluation).
- Give your license holders the opportunity to rebrand the content. If license holders can change the links in the product to their own affiliate links, they'll be even more eager to promote your product. Plus, it's a win-win, as both you and your license holder make money whenever someone buys your product through one of these links.

## Conclusion

Beloved, you now have five super-effective and completely ethical ways to “borrow” traffic from others. As you reach out to others, especially faith-filled brothers and sisters to be joint venture partners, you'll not only enjoy a huge advantage by receiving extremely warm traffic, but you'll also be building priceless, meaningful relationships. You will be known as a trusted source in your niche! And as you likely noticed, most every strategy mentioned above is completely free.

In short, these are high-reward, low-risk strategies for driving lots of traffic to your site. But don't just trust what I have to say – put these strategies to work in your business. I know you'll be blessed in so many ways!

