

For the latest traffic secrets that the professionals are using, please visit The Traffic Toolchest.

*Kit Elliott*

Use this column for easy tips, great products and services!

# 9 Days to Free Traffic

**Drive Millions of Quality Visitors to Your Website! Are you looking to drive traffic to your website for FREE? Welcome to 9 Days to Free Traffic...**

By Kit Elliott

[www.TheTrafficToolchest.com](http://www.TheTrafficToolchest.com)

## **This is a free eBook!**

You may distribute it freely; email it to friends; offer it on your webpage; include it as a free bonus. OR SELL IT! But you must do so without changing anything about it. It must remain in it's true form.

[www.thetraffictoolchest.com](http://www.thetraffictoolchest.com)

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**Congratulations!** By reading this, you are entering into a mutually binding agreement that you want to be successful and you will stop at nothing! You want ALL the facts and you want nothing held back.

I was reading a very popular forum regarding marketing products when one response hit me pretty hard. It read, "I'm stuck. I've had the same products for a couple of years, and I've run out of ideas to market these products. My sales are getting low, and I'm getting worried." That's when I decided to create a resource that would show people how to create the traffic they desperately need. I call it The Traffic Toolchest. Every time you need a tool, The Traffic Toolchest is here to save the day. Then, people who were just starting out didn't have money to buy My Traffic Toolchest (\$47). So I created 9 Days to Free Traffic and I'm giving it away so people who have limited funds can create a traffic frenzy without spending a dime.

I want you to be **SUCCESSFUL!** Success is a strong word, and on the internet we have our ups and we have our UPS. Marketing on the internet is so inexpensive. Whether you make one sale or you make a hundred, your business is on its way up. The internet is an amazing tool, but some of the tricks involved in marketing your site are often misconstrued. Some marketing experts feel that it is necessary to keep people in the dark as to how internet marketing can be done successfully.

9 Days to Free Traffic is a tool that you can use to generate the traffic to your website for FREE. If you would like a FULL eBook offering the latest traffic secrets that the internet guru's are using, please visit The Traffic Toolchest.

Visit my other products at:

<http://www.thetraffictoolchest.com>

<http://www.superaffiliate.com>

<http://www.traffoo.com>

<http://www.ultimatesearchpromotion.com>

<http://traffoo.blogspot.com> – Just started a Search Engine Marketing Blog on August 2<sup>nd</sup>. Enjoy!

Yours for Success,  
Kit Elliott

## Day 1 - Morning

### Build Your Affiliates Sales Team

Without a doubt, an affiliate program is the probably the best way to increase your website's exposure. You can get your affiliates to drive qualified traffic to your site, and get them to do all your marketing for you. The best thing about affiliate programs is that you don't pay your affiliates a dime for all the work they do unless they help you make a sale. It really is a win-win proposition: The more sales your affiliates help you make, the more money they earn as well.

### Day 1 – Let's build that team up!

Step 1 – Sign up with [Clickbank](#) (it's free)

Step 2 – Fill out all the required information for your account.

Step 3 – Modify Your Account (At the bottom, you will see Thank You Pages) This is the place where AFTER people pay, it directs them to the download page. The download page: Include all the required information including the link where people can download the product they purchased. \*\*Advertise other related products with your affiliate links on this page\*\*

**Account Owner**  
 Payee: KIT ELLIOTT  
 Address: 990 N. WALNUT CREEK  
 1003  
 MANSFIELD, TX 76063  
 US  
 Tax ID#:

**Contact Information**  
 Name: Kit Elliott  
 Email: [postmaster@thetraffictoolchest.com](mailto:postmaster@thetraffictoolchest.com)  
 Phone:

**Affiliate Network / Hoplink Info**  
 Product category: marketing -> promotion  
 Hoplink target URL: <http://thetraffictoolchest.com>  
 Hoplink payout: 50%  
 Title / brand: "The Traffic Toolchest"  
 Description:  
 "Learn all the Traffic Secrets the Pro's already know! Be

**Payment Settings**  
 Account Price Limit:  
 Accept Credit Cards: Yes  
 Accept Online Checks: Yes  
 Accept PayPal: Yes (coming July 2005)

**Product Delivery URLs (aka, 'thank-you pages')**  
 # 1: \$97.00 [Click to test link #1](#)  
 # 2: \$49.00 [Click to test link #2](#)

**This is the information page that needs to be filled out completely. At the bottom are Thank You Pages where you set the price and after your customer pays, it redirects them to your download page.**

**Getting to know this whole process should not take any more than 2 hours! We still have another 2 hours of work...**

## Day 1 – Afternoon

You should request to add a product in Clickbank's directory. Last time I checked, they did charge \$47. That's a small price to pay in order for over 100,000 affiliates to pick up your product to sell.

Okay it's the afternoon now. You've had a good lunch; taken phone calls; checked email a hundred times already, and now you are ready to add an affiliate page!

If you don't have an affiliate page, you are losing out on thousands of dollars worth of free advertising as well as thousands of free employees promoting your product.

Step 1: I want you to go to my partnership page and copy and paste it in your website editor.

<http://www.thetraffictoolchest.com/partnership2.htm>

Really, I am giving you permission to copy and paste it. It is fantastic!

Step 2: Change all the wording to meet your business's name, product information, website name, etc...

Step 3: Publish it!

Step 4: Test out all the links. Check spelling. Check grammar.

---

You are armed and ready to have all your affiliates advertise your product!

## Day 2

### Email Marketing

If you are not building a list, you are missing out on making a TON of easy money! Here's what I would like you to do.

Sign up at [Awebers](#) – the email marketing system that all the professionals use!

You can take a FREE 30 day test drive, I believe. So you don't have to come up with any money. I am paying \$19 a month, and I think it's WELL WORTH the cost.

You can manage your mailing list and automate your e-mail promotions. Please take some time to view the HOW TO videos and tutorials. You GENERATE FORMS and place the code on your website.

At the top right of the page, you will see CREATE LISTS. You are going to create a new list for each form you use. That way you can send different follow-up emails for the different lists.

To get an idea of how to use the form, check out my forms here:

<http://www.thetraffictoolchest.com> to view my form that tons of people sign up to get to my actual product page.

<http://www.superaffiliate.com> also has a form that people can sign up to get a ONE TIME notification of when my next eBook launches.

<http://www.thetraffictoolchest.com/partnership.htm> uses a form to sign up affiliates. That way, when I run contests (give away prizes to my top sales people), I can inform the affiliates when I have a good prize to give out. Plus, this gives them more incentives to promote your product!

**Have fun on Day Two! This is one of my favorite marketing tools.**

## Day 3

### Search Engine Optimization

The free search engines such as [Google](#), [Yahoo!](#), and [MSN](#) are still one of the most effective ways to get the word out about your site. There are lots of different techniques you can use to ensure you get a good ranking with the free search engines. For example, you can...

- ÷ Submit your site to the free search engines and online directories.
- ÷ Optimize your web site so that it's easily indexed by search engine spiders.
- ÷ Pay close attention to your keyword inclusion and placement.
- ÷ Create content-rich "information pages" to direct traffic to your site.

I am also the co-founder of [Traffoo.com](#). I am trying to offer you all the FREE SEO Tools for you to optimize your site absolutely free.

Step 1: Visit [Traffoo.com](#) and search for the FREE optimization and keyword analysis tool.

Step 2: Add to cart and check out. (You pay absolutely nothing).

Step 3: You are going to run two services. The first one is the Code Optimization. This will check your website for any errors in your code. Here's what you should do:

Run the error check on your website. Correct any errors you see or update your website with the suggestions.

--- Run it again! Do what it says.

--- Run it again! And again! And Again! Until you think you are satisfied.

Step 4: Run the Keyword Analysis and correct your metatags, and correct all the errors.

--- Run it again! Do what it says... Lather! Rinse! Repeat...

## Day 4

### Give away free content

**Guess what? You can GIVE away this exact eBook by placing it on your site. I would offer a signup now page to receive this FREE eBook, and have it instantly emailed to them.**

One of the best ways to make sure your website gets mentioned on other sites is to offer them valuable free content. Many online business owners are happy to get quality information to put on their site or in their opt-in newsletters, so offer them some of the regularly updated content you've posted on your own site by providing other sites with free articles, product reviews or advice columns, you'll be doing them a favor—as well as increasing the exposure of your own site.

Try to get your content published on popular websites or in newsletters that have huge mailing lists. Before you offer your content to just any site, do a little research to discover how much traffic it gets or how many people subscribe to the website's opt-in newsletter. Try to determine which sites are the "hot spots" in your niche market, and that's where you want your articles to be published.

It's important to remember that this tactic will only work if you include your contact information and a link to your site at the end of every article. That'll make it easy for people to visit your website and learn more about the products or services you sell, so make sure every website or e-zine that publishes your content includes this contact info and link.

Step 1: Write an article that is related to your product. An article that drives someone to visit your site.

Step 2: Add your bylines to your article. I just posted an article to my Blog (I just started August 2<sup>nd</sup>) You can see an example of how you should do this at: <http://traffoo.blogspot.com> .

Step 3: Search for article submission places, and submit your article complete with bylines and your information. Submit to as many places as you can.

## Day 5

### Link Exchange

If you want your site to be seen by as many potential customers as possible, try to get it mentioned on other sites they're likely to visit. Look for sites that are related to yours but don't compete with it directly.

For example, if you sell ski boots, try to get your product mentioned on alpine tourism sites, sites that sell skis, boots and poles, and sites that sell winter clothing—but not on other sites that sell ski goggles. Or if you own a souvenir shop, see if you can get your site listed on local hotel and restaurant sites, as well as other travel and hospitality sites tourists are likely to visit, but not on other sites that sell souvenirs.

A great way to get your site mentioned on other sites is to contact those sites directly and offer to swap links with them. Tell them you'll put a link to their site on your site if they'll do the same for you. Not only will this generate a lot of increased exposure for your site, it can also boost your ranking with the search engines.

Step 1: There are several link exchange companies that you can sign up that will bring in traffic to your site. Most of the people who use these companies are website owners, and I think the best use out of these exchange companies is to advertise your affiliate page! These are website owners who have the potential to be an affiliate for your product.

Here are some exchange companies that you might try:

[Traffic Swarm](#)

[Link Exchange](#)

## Day 6

### Get Them Coming Back for More –

One of the best ways to get traffic to your site is to offer valuable content that's updated on a regular basis so that your visitors are prompted to pay frequent return visits to see what new information you have available.

Here's what everyone is offering their customers to get them to return:

- ÷ Articles
- ÷ Forums
- ÷ Product Reviews

As you develop your collection of written content, make sure you offer a search query where people can type in certain words to look for past articles and topics. This will encourage people to think of your website not only as a place where they can buy things but also as a valuable resource.

### Step 1:

You are going to offer free tools for your customers. Here are few examples to get you started:

- ÷ When you go to Traffoo.com, I offer you free SEO tools. That way people can come back and optimize their website for free. Hopefully, if they see something else they like, they will purchase.
- ÷ If you sell recipe books or kitchenware, include a measurement converter that easily allows people to convert imperial measurements to metric.
- ÷ If you sell clothing, include a size converter that shows how the clothing sizes compare to measurement systems used in different countries. (For example, a woman's size 10 in the U.S. is equal to a size 12 in the UK and a size 40 elsewhere in Europe.)
- ÷ If you sell surfing or sailing goods, include current tide and weather information.
- ÷ If you sell self-improvement books, include IQ tests or quizzes that determine personality types.
- ÷ If you sell education products, include interactive math or grammar games and other fun learning tools.

This strategy tends to be better for getting repeat traffic than for attracting new visitors, but if you include a "tell a friend" script, you may prompt visitors to share the news about your site with others—and get them to drive new traffic to your site for you!

## Day 7

Tell-a-Friend – One of the best ways to get people to your site is tell-a-friend. Many websites have produced a ton of money using the tell-a-friend button.

Interview with God is a simple screensaver where the owner took an old poem and set it to pretty pictures. People visited the website and were instantly mesmerized. They emailed their friends and their friends emailed their friends and tell-a-friend worked. The website started offering writing tools with their logo on it.

They did over 3 million in sales this year alone.

I remember the snowflake website several years ago. Someone designed a flash website where people could cut out their own snowflakes and send them to friends. If you liked your snowflake, you could purchase a stamp of it. That company made millions selling stamps.

Step 1: On the following page, you can copy and paste a tell-a-friend code that I found on the internet.

## Tell a Friend Script

```

<SCRIPT LANGUAGE="JavaScript">
<!-- Begin

//Script by Trånn: http://come.to/tronds
//Submitted to JavaScript Kit (http://javascriptkit.com)
//Visit http://javascriptkit.com for this script

var initialsobj="Hay buddy, take a look at this"
var initialmsg="Hi:\n You may want to check out this site: "+window.location
var good;
function checkEmailAddress(field) {

var goodEmail =
field.value.match(/\b^(^($+@).+(\.com)|(\.net)|(\.edu)|(\.mil)|(\.gov)|(\.org)|(\.info)|(\.sex)|(\.biz)|(\.aero)|
(\.coop)|(\.museum)|(\.name)|(\.pro)|(\.{2,})$)\b/gi);
if (goodEmail) {
good = true;
}
else {
alert('Please enter a valid address. ');
field.focus();
field.select();
good = false;
}
}
u = window.location;
function mailThisUrl() {
good = false
checkEmailAddress(document.eMailer.email);
if (good) {

//window.location =
"mailto:"+document.eMailer.email.value+"?subject="+initialsobj+"&body="+document.title+" "+u;
window.location =
"mailto:"+document.eMailer.email.value+"?subject="+initialsobj+"&body="+initialmsg
}
}
// End -->
</script>

<form name="eMailer">
Tell a friend:
<input type="text" name="email" size="26" value=" Enter Address Here" onFocus="this.value=""
onMouseOver="window.status='Enter email address here and tell a friend about this site...'; return true"
onMouseOut="window.status=";return true">
<br>
<input type="button" value="Send this URL" onMouseOver="window.status='Click to send an email
(with this page address) to a friend! Enter email address above...'; return true"
onMouseOut="window.status=";return true" onClick="mailThisUrl();">
</form>

```

## Day 8

### **Blog, Forums, and Discussion Groups**

You need to build up name recognition by posting to forums and discussion groups. One of the best ways to advertise your name and website is through discussion groups and forums.

First, find your niche's forums and discussion groups. There are usually three top ones.

Step 1: Sign up and register

Step 2: Spend some time reading some of the posts.

Step 3: Find the posts who have problems. "I am looking how to do so and so..." If you know the answer, post your response! Make sure you sound professional and have double checked your facts.

Step 4: Usually the forum has a place to post your links. If they don't, find out the rules regarding this. Some forums don't like spam and will kick you off immediately. Usually, if you are answering a question and give them a couple of paragraphs and then say, you may check out this website for more information, I think you'll be safe!

I just started a blog called Search Engine Marketing at

<http://traffoo.blogspot.com> . Check it out! I may post once a week or so.

## Day 9

Visit <http://www.thetraffictoolchest.com> to get The Traffic Toolchest. I give you over 70 valuable up to the minute ways that the professionals use to generate traffic. These are the same secrets that get millions and millions of visitors to their websites. That equals TONS of sales and TONS of money in their pockets...

Why can't it be you?

I guarantee once you put these secrets to the test, you'll want to promote **The Traffic Toolchest** on your site.

Thank you for reading my small eBook titled 9 Days to Free Traffic. This is one example of viral marketing you can use for your own website. Feel free to give it away on your website as a free gift, free bonus, free report, etc..

Have a great time. I wish you health and prosperity and success in everything you do.

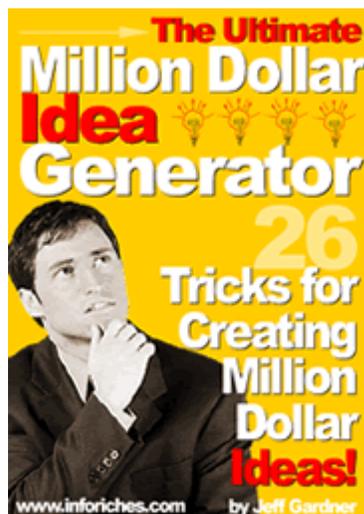
Yours for Success,  
Kit Elliott

## Great Products That Work



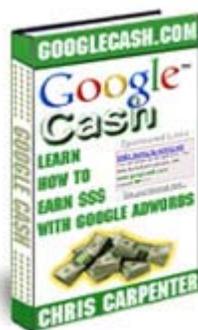
John Reese holds seminars and invites all the power players. This is a massive amount of powerful information straight from the power players themselves.

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[Click Here](#)



Chris Carpenter came out with Google Cash and it was a super seller and helped make thousands of people money.

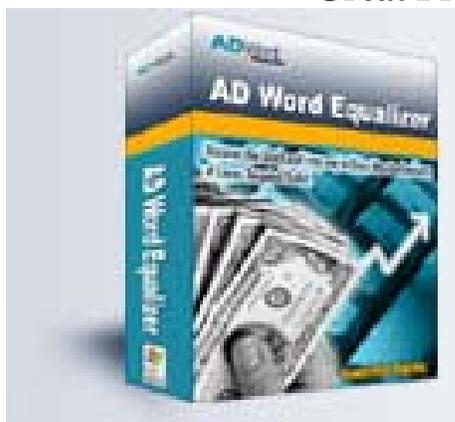
[You can get the new version here.](#)



This is one of the TOP sellers and SEO Elite receives a TON of testimonials from SUCCESSFUL newbies who just started and are raking in the cash!

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## Great Products that Work



### Adwords Equalizer

**This software finds the most profitable keywords and products for you! Most of the TOP Guru's use Adwords Equalizer!**

**[Click Here](#)**

### Affiliate Money Tree



**Mike Delrue is very hot right now, and his affiliate money tree shows you how to make lots of money using HIS keywords for your AdSense campaigns.**

**[Click Here](#)**

**Thank you!**

**Remember, you can become an affiliate to The Traffic Toolchest for FREE. You get 50% of all sales unless you bought the distribution rights. You can get the distribution rights at [www.thetraffictoolchest.com](http://www.thetraffictoolchest.com). Then, you get to keep 100% of ALL sales!**

**Coming Soon: Please make sure you get my other eBook – Super Affiliate at [www.superaffiliate.com](http://www.superaffiliate.com). It's a step by step guide to becoming a super affiliate. I am working on this right now!**

**Remember, we are here to help each other whenever, however we can. Joint partnerships are very profitable and if I can team up with you in a joint venture, please let me know. Remember, I need to see those conversion rates. \*smile\***

**Have a blast!  
Kit Elliott**