# How to Get an Unlimited Stream of Buying Traffic to Your Website, 100% Immune to Major Search Engine Whims and Social Media Platform Changes

## IMPORTANT: There's a Free Video Which Accompanies This Mini E-Book And I Highly Recommended You View It Before Reading:

http://www.unlimitedtrafficmachine.com/ThanksForConfirming.php?n=1

While most internet marketing experts teach online business owners things like search engine optimization, PPC, and how to keep up with ever-changing social media strategies, I prefer a radically different approach to build a solid stream of buying traffic for internet businesses.

Why listen to me?  Well, I'm CEO *(and owner)* of two companies which have sold more than $20,000,000 in marketing consulting to Fortune 100 clients like AT&T, Lipton, Whirlpool, Panasonic, American Express, Novartis and Burger King.

I also co-founded a 21-person internet marketing agency that managed millions of dollars in advertising *(which means—in contrast to most other online educators—I've seen the dollars-in-to-dollars-out results of hundreds of accounts)*. And I've acquired millions of profitable internet visitors for my own campaigns.

And in my 24 years in advertising, I've found only ONE way to acquire a never ending stream of buying traffic, 100% immune to changes and whims of major search engines and social media platforms…

A way to build an unlimited *permanent* stream of buying traffic from places like Google, Bing, Facebook, Twitter, YouTube, Pinterest, Amazon.com, and Yahoo *(as well as all the major article directories, publicity outlets, and even major media like the New York Times or the Los Angeles Times)*…

Glenn Livingston, Ph.D.

The New York Times
The Washington Post
DAILY NEWS   SKY
Los Angeles Times
CHICAGO SUN-TIMES

So much traffic that sales problems can disappear and turn into operations problems while you scramble to fulfill the orders and service all the of the new customers.  *(As an advertising expert I'm more adept at supercharging traffic and sales than solving operational problems.  Most consider this a very nice problem to have, but some people get mad because I don't provide customer service solutions… it's just not my area expertise.  Fair warning, OK?)*

## Too Many Customers?   Is This for Real?

Now, I don't mean to make it sound easier than it is… but yes, it's for real.



In fact, when I explain it, most people think it's nothing more than a well-thought-out application of common sense…

But it's far from obvious, counterintuitive, and your competitors are likely to reject it out of hand. *(It's buried under a few steps of simple math most people never attend to, and requires some time and persistence, something most marketers lack).* The really exciting part though, is that…

## You Can Get A Much More Reliable and Permanent Stream of Buying Traffic Because the Search Engines Couldn't Ever Ban It Even If They Wanted To!
### *(Search engines will never, <u>EVER</u> want to ban this… in fact, nothing could be safer or more 'white hat'!)*

This common-sense method is MUCH more reliable and permanent because it's something search engines do not and can not ever ban *(as in never-ever-ever!)*, because it's 100 percent white hat.

More importantly, you can get all of this permanent buying traffic from search engines, social



networks, blogs, forums, SEO, e-mail, banner networks, and publicity without having to learn anything *(as in absolutely zero)* about how these time-eating traffic monsters actually work.

But here's the catch… this method requires you to do the exact opposite of what virtually every other marketer is doing. Indeed, every bone in your body will be telling you to do otherwise!…

And that's why even though the secret is very simple on it's surface, the vast majority of online businesses simply never see it *(and don't believe it when they do!)*

## So What's the Secret to Unlimited Buying Traffic?

**REMEMBER:** please keep an open mind, watch the free video by clicking this url: *(http://www.unlimitedtrafficmachine.com/ThanksForConfirming.php?n=1),* and read this document all the way through before you pass judgment, or else you're likely to dismiss the idea before you have a chance to benefit…

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### THE SECRET IN A NUTSHELL

While your competition is busy obsessing about traffic trends, technical techniques, loop holes in the search engines, and social media whims in a never-ending quest to get free and/or cheaper traffic…you get busy turning visitors into buyers instead, and make those buyers worth more to your company than they are to your competition.

In other words, LET your competition tire themselves out fighting night and day in order to figure out the "secret" to getting traffic for LESS money…

While YOU figure out how to engineer the economics of your business to pay MORE. *(And if you can turn visitors into buyers better than anyone else, and sell those buyers more stuff than anyone else, you CAN do exactly that… and you will WANT to as well!)*

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**See? I told you that you'd think this was crazy! Stay with me while I prove it to you with a little thought experiment…**

# Suppose You Sell Wild Salmon by the Case



Suppose you AND your competitors sell wild salmon by the case at $100/per. *(And for the sake of illustration, let's assume all the competitors have the same fulfillment, inventory, customer service, and other internal costs).* Now, suppose YOU focus on conversion while your competitors focus on getting the most cheap traffic.

If one out of 100 people buy the competitor's salmon but you convert three out of 100 into sales

"then your competitors are only making $100 for every 100 visitors—or $1 per visitor on average—while you are making $3 per visitor on average or $300 for every 100 visitors *($3 "Visitor Value")*.

With these economics—*driven by better conversion rates alone*—you can start buying their traffic out from under them.   How?  Approach the competition and offer $1.50 or $2 per visitor to send their traffic your way.   At least some should comply, because they're likely struggling to break even or to maintain a very small margin… after all, they're only making $1.00 per visitor but they've still got fulfillment, inventory, customer service, operations, salary, and other infrastructure costs to contend with!

## The Math of <span style="color:red">Unlimited Traffic</span>
### *(as per the hypothetical example above)*

|  | AVERAGE COMPETITOR | YOU |
|---|---|---|
| Income Per Sale | $100 | $100 |
| Conversion Rate | 1.0% | 3.0% |
| # Sales Per 100 Visitors | 1.0 | 3.0 |
| Value Per 100 Visitors | $100 | $300 |
| Value Per Single Visitor | $1.00 | $3.00 |

**Now here's what's REALLY great…you'll turn your competitors into unhappy little fish…**



Competitors who keep chasing cheap traffic become "unhappy little fish mongers" in this scenario, because they're locked into a very tight space with little to no breathing room.   You see, they can only afford $1.00 per click when you can afford $3.00 per click, so all they can do is keep chasing cheap traffic. There is very, very little of that in their tiny little fish tank!

***Ultimately, chasing cheap traffic is a losing game***.  That's because the cost of advertising tends to rise over time, and the cheap traffic you DO find is usually lower quality. *(It converts poorly and therefore often costs the same or even more per sale… plus it takes a tremendous amount of time, energy, money and work to find and acquire cheap traffic in the first place!)*

You're MUCH better off putting those resources into <u>conversion</u>.  If you've got the economics in the business—if you're making three times as much as everybody else—then you could outbid them for all forms of paid advertising.

I'm not only talking about PPC *(Google Adwords, Bing, etc),* but also Banner Networks, Magazines, and even offline with DIRECT MAIL, RADIO AND TV.

**But what if a $1.50 isn't enough to buy all of your competitors' traffic?**

Then you focus on converting customers into BACK END products and services better than your competitors too! For example, suppose you've got a monthly auto-ship program *(1 case/mo)* you pitch to all your first time buyers, and your ruthless conversion focus makes you three times better at selling that than your competitors. Plus you keep them 8 months, whereas your competitors keep them five.

Well, then the disparity between YOUR visitor value and theirs becomes even greater, and your power to make irresistible offers, outbid others, etc. is even stronger…

| | COMPETITORS | YOU |
|---|---|---|
| Front End Income Per Sale………………………………… | $100 | $100 |
| Front End Conversion Rate………………………………… | 1.0% | 3.0% |
| Front End # Sales Per 100 Visitors……………………… | 1.0 | 3.0 |
| Front End Value Per 100 Visitors……………………… | $100 | $300 |
| **Front Value Per Single Visitor**………………………… | **$1.00** | **$3.00** |
| Back End Income Per Sale………………………………… | $500 | *$800* |
| Back End Conversion Rate………………………………… | 10% | 30% |
| Back End # Sales Per 100 Visitors……………………… | 0.1 | 0.3 |
| Back End Value Per 100 Visitors……………………… | $50 | $240 |
| **Back Value Per Single Visitor**………………………… | **$0.50** | **$2.40** |
| **TOTAL VALUE PER SINGLE VISITOR** | **$1.50** | **$5.40** |

So you definitely want, is to make sure your entire operation is focusing on conversion, not just the front end. If you focus on conversion and can sell 30 percent of your customers on auto-ship for an average of eight months, while your competitor only gets 10 percent on auto-ship for an average of five months, then you wind up selling $800 *to three times as many customers* than do! *(Even better, they only make $500 on those customers… you beat them there too)*

When you do the math *(as per above chart)* you'll see that the margin between you—on a value per visitor basis—actually expands further. Every piece of your marketing system you relentlessly focus on to improve conversion expands that margin more and more.

So whether its your e-mail marketing, direct mail follow-up, telephone follow-up, whatever

aspect of your conversion system that you improve, you are going to expand that margin. Meanwhile your competitors will still be chasing cheap traffic and at some point the numbers will become irresistible to your competitors.

## You Can Entirely Eliminate Your Advertising Risk!

The best part is, you can actually eliminate your advertising risk entirely using this method. Because when you have these kinds of conversion economics, affiliates who specialize in all kinds of traffic sources become hyper-interested in selling you traffic.   They use press releases, article marketing, community building, forums…affiliates should be THRILLED to send you traffic from all these sources on a commission only basis if you have a stellar visitor value.

**So in the end, you can acquire an army of commission-only sales people to solve all of the internet traffic problems for you.**

That means you'd no longer have to worry about learning all the different traffic sources. AND, your advertising risk is taken on by your affiliates, not you.

I really do believe chasing cheap traffic is why 95 percent of online businesses fail!

## So Why Don't Most Marketers Get It?

Human nature, that's why.

Human nature seeks instant gratification…

But building a site that converts unfortunately takes time, energy, and persistence.

**Cheap traffic can give you a "quick buzz"… just like street drugs.  But in the end, it'll destroy your business just like street drugs destroy your life!**

Another reason most marketers don't understand the Unlimited Traffic Machine is that ignoring traffic *(and focusing on conversion) in order to get traffic* is very counterintuitive. And when you tell most people to try and spend MORE for their traffic while their competitors try to spend LESS, mostly you get blank stares and this kind of horrified look… as if you just asked them to pour hydrochloric acid on their genitals. **But online traffic really is kind of an ILLUSION.**

What really drives traffic is CONVERSION. Chasing traffic *without* conversion is like chasing *speed* in your car without enough gas in the tank… you might find a good hill to roll down for a while, but you're eventually going to peter out. Sustained acceleration and velocity on the internet is driven by CONVERSION, not traffic. Traffic is NEVER a problem when you make more per visitor than your competitors, and it ALWAYS is a problem when you don't!

Because of these facts *(human nature hates work, seeks instant gratification, and has trouble comprehending the goal of actually trying to spending MORE on traffic),* our secret is likely to remain out of reach for most of your competitors. Good. More traffic for us!

## MORE GOOD NEWS:

### If You're On My List You Can Count On Getting
### <u>FREE</u> Conversion Enhancing Advice On an Ongoing Basis
*(If you're not on the list already, you can join here http://www.unlimitedtrafficmachine.com/?n=1 )*

I believe in providing a LOT of great FREE information as a way to establish trust in the marketplace, and also as a kind of way to give back for the good fortune I've experienced over the years…

So I'll be sending you solid techniques to increase conversion as the weeks progress. *(There's one you can view already towards the end of the free video I relentlessly referenced in this document http://www.unlimitedtrafficmachine.com/ThanksForConfirming.php?n=1)*

### But You Can Also Interact With Me LIVE to Learn
### the Conversion Principles That Can Lead to the
### Unlimited Traffic Phenomenon…
### *(Just click the link below to find out how)*
http://www.unlimitedtrafficmachine.com/PDFSend.php?n=1&rp=00002

My bi-weekly webinars are based on what I call the Golden Glove of Conversion.  It's everything I've learned in my 24-year advertising career boiled down to five simple principles you can remember like the back of your hand.

They are: a desperate problem, unique promise, overwhelming proof, irresistible offer and a reason to act now. Whenever anybody does something that they ordinarily wouldn't have done, like taking money out of their wallet and giving it to you, these five principles are in action. When you learn how to apply them you can dramatically increase the conversion of your website."

We meet twice a month in a live mentoring format, and we review one website together each time.  That's the best way to go from talking theory to actually putting principles into practice. It is also the lowest cost way there's ever been to connect with me personally *(and to access many of the other very sharp marketers who attend when they know I'm conducting these events).*



Of course, I also RECORD the webinars for people who can't attend live. And I usually give people the first month for a ridiculously low introductory offer *(Visit the site, you'll be shocked: http://www.unlimitedtrafficmachine.com/PDFSend.php?n=1&rp=00002)*
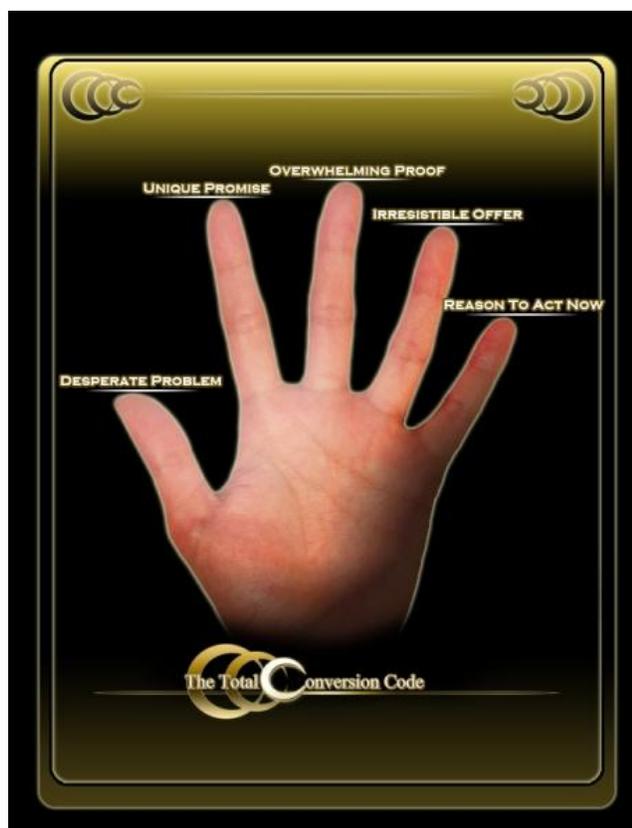
Finally, I have two very special conversion bonuses to help you build your own unlimited traffic machine. The first one I call "Maximum Sales Bumps in Minimum Time."  It's a collection of about two dozen of the approaches and powerful techniques I've seen work across markets and over time (no matter what happens online).

The second conversion bonus is more important however.  I call it "How to Build Your Persuasion Architecture", and here's why it's SO important…

The #1 reason most people's websites don't earn what they're worth is lack of FOCUS.   They never bother to create a good sales argument in SIMPLE words.  Is it any wonder their websites don't do a better job?

You see, the internet is actually *too good* for advertisers. Technology that used to cost thousands is now at our beck and call for pennies. There are no printing costs. There are hundreds of ways to quickly change images, videos, colors, designs, layouts, etc. in seconds.

Every one of these options CAN multiply your profits. But only if you've to the right message...

YOU CAN'T MULTIPLY ZEROES.

People get so excited about using technology they fail to see when they're getting lost in the details of the wrong message. Might as well be re-arranging deck chairs on the TItanic!

That's why you absolutely must develop a simple, two minute verbal pitch BEFORE you build *(or re-work)* your website. It's makes all your marketing *much* more powerful.

The bottom line is there are FIVE SIMPLE THINGS you need to close the sale in any market. And you should be able to explain them to an eight year old in under two minutes.

I call this two minute simple pitch your "Persuasion Architecture™" because it really does become the foundation for everything else you do. And in this important interview, I'll take you through specific examples so you can develop yours, step by step.

Of course you'll also get a cheat sheet to save you the trouble of taking notes. *(And a transcript too.)*

Have a look right now (while you're thinking about it, because you know how that goes):
*http://www.unlimitedtrafficmachine.com/PDFSend.php?n=1&rp=00002*

## What direction are you going to go in?

Do you want to be an unhappy little fish monger with no traffic stuck in a little gold fish bowl chasing ever cheaper traffic and gradually letting your business die?

Or do you want to join Dr. Glenn Livingston and get an unlimited stream of traffic for your business by becoming a conversion expert?

Have a look at the marketing club's website, before you make up your mind.

*http://www.unlimitedtrafficmachine.com/PDFSend.php?n=1&rp=00002*

*(Note: to our knowledge, Jonathan Mizel of Cyberwave Media was the
first marketer to point out the unlimited traffic phenomenon on the internet)*