

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #1 - The Traffic Checklist 20 Things To Do To Promote Any Offer

You've got an offer ready to roll, and now you're excited to get some traffic and start making sales. The key to a good traffic strategy is to create a plan and then take consistent steps to make that plan happen. And with that in mind, below you'll find a checklist of 20 things you can do to promote any offer.

1. Send an Email to Your List

- ⇒ For best results, craft a series of at least three emails.
- ⇒ Check that your subject line is compelling.
- ⇒ Create an enticing opener / preview (*first line of email*).
- ⇒ Present the benefits of the offer.
- ⇒ End with a clear call to action.

2. Promote the Offer on Your Blog

- ⇒ Create one or more blog posts sharing the benefits of the offer.
- ⇒ Put a graphic ad on your blog (*header, footer or sidebar*).
- ⇒ Create a "*sticky post*" at the top of your blog with the "*Featured Product*."

3. Post on Social Media

- ⇒ Facebook, Twitter, LinkedIn, Instagram and other relevant platforms.
- ⇒ Include a photo or graphic to get attention.
- ⇒ Keep it short and focus on benefits.

4. Inform JV Partners and Affiliates

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- ⇒ Provide copy and paste marketing content for partners.
- ⇒ Consider creating an affiliate contest.
- ⇒ Consider offering partners a coupon code to distribute.

5. Find Guest Blogging Opportunities

- ⇒ Approach blogs where you've already been published.
- ⇒ Find new guest blogging opportunities.
- ⇒ Create exclusive, engaging content with compelling titles.

6. Post in Relevant Groups

- ⇒ Includes Facebook Groups, niche forums and similar communities.
- ⇒ Post ads if the group allows.
- ⇒ Publish thoughtful content and include a signature line (*link and CTA*).
- ⇒ Find new groups using Google (*e.g., "dog training groups"*).

7. Join Relevant Blog Discussions

- ⇒ Check top blogs in your niche for recent relevant posts.
- ⇒ Join in on the discussion and drop a signature line, where allowed.
- ⇒ Post thoughtful answers (*not ads*).

8. Place Paid Ad

- ⇒ Place ads on Facebook, Google Ads, and niche websites.
- ⇒ Create compelling headlines and CTAs.

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- ⇒ Choose highly targeted audiences.
- ⇒ Test and track the campaign to maximize results.
- ⇒ Start small and scale up as you start getting good results.

9. Find Influencers and Other New Marketing Partners

- ⇒ Search for people in your niche who have influence – *e.g., big YouTube stars, popular bloggers and similar.*
- ⇒ Approach these influencers and give them your product to review.
- ⇒ Also, search for additional affiliates and JV partners to help you promote.

Note: Building relationships first makes it easier to land the biggest partnerships.

10. Become a Podcast Guest

- ⇒ Search for highly targeted podcasts in your niche.
- ⇒ Send the podcast host a proposal to bring you on as a guest.
- ⇒ Show your credentials (*e.g., answer why they should feature you as a guest*) and send them clips for other podcasts you've done.

11. Update Older Blog Posts

- ⇒ Comb through your blog to find relevant blog posts and then include a link to the new product at the end of the post.
- ⇒ Update the blog post as needed.

12. Create a Lead Magnet

- ⇒ Create a report, video, tool or other valuable offer that's highly related to the new product.
- ⇒ Be sure the lead magnet is polished and professional, with a compelling title.

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- ⇒ Upload an autoresponder series to follow up with new subscribers, build a trusting relationship, and promote the new product.
- ⇒ Alternatively, splinter the new product to create a lead magnet. (*E.G., pull a module out of a course and offer that module as a lead magnet.*)
- ⇒ Craft a lead page to help promote your lead magnet, or hire someone to do this step for you.

Note: you can also create a tripwire product as a step between your lead magnet and your new product, especially if the new product is a high-priced offer.

13. Do a Webinar

- ⇒ Select a topic that's highly related to the product.
- ⇒ Craft a 20-60 minute high-quality presentation and leave time for questions.
- ⇒ Consider getting another expert to interview you which helps establish your authority.

14. Syndicate Related Content

- ⇒ Publish your content on sites like Medium.com.
- ⇒ Use services like Outbrain.com to help promote your content.

15. Run a Contest

- ⇒ Create a contest for prospects / customers to help build your mailing list and generate buzz.
- ⇒ Offer your new product as the top contest prize.
- ⇒ Consider running an affiliate contest at the same time to really boost sales.

16. Produce YouTube Videos

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- ⇒ Create high-quality *“useful but incomplete”* videos that are related to the product.
- ⇒ Be sure to select an eye-catching thumbnail.
- ⇒ Craft a benefit-driven, compelling title.
- ⇒ Optimize the title and description with relevant keywords.

17. Create a Viral Marketing Campaign

- ⇒ Create something easy to consume (*short video, infographic, article, or similar*).
- ⇒ Be sure it's unique, engaging and useful.
- ⇒ Create content that generates positive emotion (*surprise, happiness, etc.*).
- ⇒ Encourage people to share it with a CTA.
- ⇒ Share it on social media.
- ⇒ Share it on your blog with social media buttons.
- ⇒ Ask your partners to share it too.

18. Optimize Content for the Search Engines

- ⇒ Use a keyword tool like WordTracker.com to find relevant keywords.
- ⇒ Craft content around these keywords, being sure to include the keyword in the title and also to sprinkle it naturally within the content.
- ⇒ Write for humans – high-quality content and only include keywords when you can do so naturally.
- ⇒ Get links from influencers, other bloggers, social media, etc. Organic shares from high-quality sites.

19. Optimize for Voice Search

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- ⇒ Use longer search terms as people often ask questions when doing voice search (e.g., *"what's the best way to lose weight?"*).
- ⇒ Include your keywords in content titles and body.
- ⇒ Don't *"stuff"* keywords.
- ⇒ Share high-quality content.

20. Build a Community

- ⇒ Set up your own niche community using Facebook groups or similar.
- ⇒ Include relevant keywords in the title of your group so that people can find it when they use Facebook search.
- ⇒ Recruit other experts to join your group and help you promote it.
- ⇒ Post high-quality content regularly to get people into the habit of logging in frequently.
- ⇒ Post your ads for new products in your group.

Now that you have a plan in hand, go refine it to suit your needs, and then implement it the next time you need to promote an offer!