

Getting The Sale!

How To Get Traffic To Your New Information Product Business And Make Them BUY!

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Now that you have your website all set up and you're ready to start counting the money from all of your sales, there's a few things you need to know before you get your hopes up.

If you use the "built it and they will come" theory. You are going to be VERY disappointed. Just because you have your new website online doesn't mean that every Tom, Dick, and Harriet are going to come running to your site with cash in hand.

You have to:

1. Let people know about your site
2. Convince them to buy once they are at your site.

This is called getting traffic and converting traffic. There are several ways to do each of these things, but doing them the RIGHT way is what counts.

I recommend that you make sure you have done everything you can to make sure your site will convert your traffic into buyers. There's loads of information online about converting your traffic into buyers. Some you can learn from for free, but the really good ones you will have to pay for. Just like with any business you're going to have to put money into learning how to get people to buy from you.

Here are a few resources on things you can do to help your site convert visitors into buyers <http://www.tomeymarketing.com/products/15conversion>

How to Use "Psychological Tactics" to Motivate, Influence, and Persuade People to Open their Wallets and Give You Money!

<http://tomeymarketing.com/forbid.htm>

After you've done everything you can to ensure your site will convert visitors into buyers, it's time to start getting traffic to your site. This is yet another topic that you will have to invest money in. Getting traffic to your site is easy. Getting targeted (people who want to buy your products) on the other hand is a scientific art. Yes, that's an oxymoron, but it's the truth.

Here are a few resources you can check out on getting targeted traffic to your website:

I recommend Jimmy D. Brown's list and traffic video newsletter above any list building or traffic generation product on the market today. I have learned so much from Jimmy

and for only \$10 a month you can get his video newsletter on how to build your list and get targeted visitors to your site. Jimmy really over delivers on this one!

<http://tomeymarketing.com/listandtraffic.htm>

Simple "Traffic Machine" Creates Instant Avalanche of FREE Website Traffic (...and NO, it doesn't involve Pay-Per-Click, Spam, FFA links, Banners, "Safe Lists", complicated search engine tactics, Classified Ads, or any other crazy traffic scheme!)

<http://tomeymarketing.com/trafficwords.htm>

Note: I have bought and used every single product I have mentioned here. They do work if you USE them. The key to both of these topics is to USE them. If you don't do anything with your business you'll never make any money with it.

WARNING: DO NOT buy traffic from these scam sites that promise you 1000's of visitors. You will not make one single dime unless you are being paid for web site "hits". These companies use all kinds of tricks to get people to your site, but all they are is a "hit" not someone who is actually looking for products that you are selling on your site. Buying traffic this way is a waste of money. If you would like to buy traffic, see my "final note" below!

One final note about traffic.

The quickest way to get targeted traffic to your site is by using one of Google's advertising services called Google Adwords. There is a sharp learning curve with it, but once you master it, you will have hit a gold mine of targeted buyers to your site. It works best with sites that have topics based around smaller niches.

However, if you want to jump right into the game I suggest you pick up Perry Marshall's Definitive Guide To Google Adwords. I hate the word guru, but Perry is a Google Adwords guru. I call him the "Adwords Master" because of what he has taught me has made me a lot of money. You can pick up the Definitive Guide To Google Adwords by going to: <http://tomeymarketing.com/adwords.htm>

That's all for today! See you next week with another issue of "TomeyMarketing.com Info Product Start Up Newsletter"

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<http://www.InABoxInfoProducts.com>

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