

TRAFFIC SECRETS

The Underground Playbook For Filling Your Websites and Funnels With Your Dream Customers

RUSSELL BRUNSON

RUSSELL BRUNSON is a serial online entrepreneur. He started his first online company as a student at Boise State University, and within a year of graduating had sold more than a million dollars worth of products and services. He is a co-founder of ClickFunnels, one of the fastest-growing software companies for digital marketers in the world. ClickFunnels is not backed by venture capital but was bootstrapped by Russell Brunson and his partners using the ideas in his books. He is the author of several business bestsellers including *Dotcom Secrets* and *Expert Secrets*.

The website for this book is at: www.trafficsecrets.com.

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MAIN IDEA

The big secret about traffic on the Internet is you don't really have to create it. Your dream customers are already congregating online. The challenge is to figure out where they are, use a funnel to get them onto your mailing list, and then keep providing lots of value so you grow that list. Do that well and when you release your next product, you already have a pool of customers who know you and are predisposed to buy whatever you sell. Dig your well before you need it.

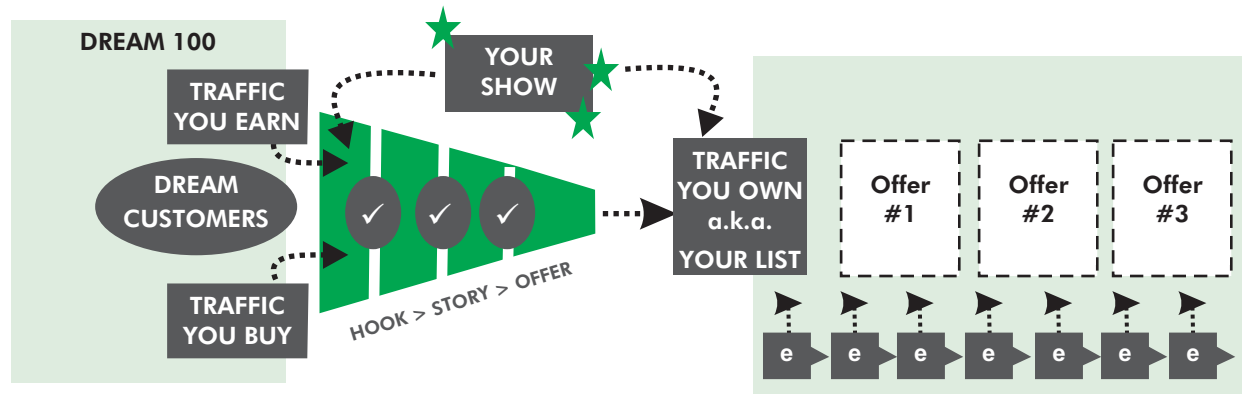
The sequence for doing that is simple and logical:



1	Identify DREAM customers
2	Build your DREAM 100
3	EARN or BUY your way in
4	Build a FUNNEL
5	Fill your FUNNEL
6	Create a HUB
7	Do GROWTH hacking

"Traffic is the lifeblood of any company, and consistent lead flow is the secret to a healthy business. Every day, look at ways you can give yourself a raise. Ask yourself how can I get more traffic? These playbooks weren't created based on ideas, rather on battle tested principles that I have discovered after spending fifteen years in the trenches. These are the ideas that stuck, and that work consistently. I hope you can use these secrets to find more of your dream customers."

– Russell Brunson



1. Your dream customer Pages 2 - 4

Job #1 in generating traffic to your website or your funnel is to identify exactly who your dream customer is. Develop an avatar for that customer, and enter into the conversation that's already going on in their mind. Once you clarify who your dream customer is, only then can you find where they hide, figure out what it will take to stop them in their tracks, and use messages they will relate to so you can get them into your funnel and ultimately onto your contact list. The key here is to access traffic you earn and traffic you buy via your "Dream 100" who already interact with your dream customers.

2. Fill your funnels Pages 4 - 6

Once you clarify where your customers are, you can then lead them into your funnel – like a modern version of the Pied Piper. You can leverage whatever platforms are in play at the moment to achieve that. For all of your efforts, focus on the key elements of Hook > Story > Offer. The principles are the same no matter what platforms you use. At the present time, the big platforms worth learning are Instagram, Facebook, Google, and YouTube, but there will be others that rise in the future. Create your own powerful version of the "Tonight Show" and use that to fuel all your traffic generation assets every week.

3. Do some growth hacking Pages 7 - 8

Create a "hub" – a home website for all your best stuff – which is so good others want to push traffic to it. If you can do that, you'll be able to tap into other influencer's distribution channels and grow your list exponentially fast. Create a bigger audience stream by using affiliates who will spend their own money promoting what you have to offer. Model what the most successful players are doing and you can scale your company forever. Be discoverable and worth following in the future and traffic won't be an issue, or even something you have to pay for.

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