

“Using My Story Marketing to Maximize your Profits”

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By Dan Dimit



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## Table of Contents

A Few Very Important Disclaimers:.....	3
Chapter 1: Why Story Telling?? .....	5
Chapter 2: Where Your Story Will Sell.....	8
Chapter 3: Examples Of Great Story Tellers .....	12
Chapter 4: Step-By-Step Creating Your Story.....	14
Chapter 5: Marketing Psychology 101 .....	17
Chapter 6: What the Heck Does Dating Have to do With Getting People to Buy my Stuff? .....	21
Chapter 7: Permission Marketing on the Internet .....	26
Chapter 8: Getting Inside Your Prospects’ Heads .....	30
Chapter 9: How To Become An Online Brand .....	33
Chapter 10: How To Fail At Network Marketing.....	39
Chapter 11: The Law Of Reciprocation.....	41
Chapter 12: Advanced forms of MSM.....	43
Chapter 13: Networking on the Net is more than Money in Your Pocket.....	46
Chapter 14: The MySpace Marketing Formula .....	48
Chapter 15: Intro to the “Marketing Funnel” .....	50
Chapter 16: Conclusion .....	52

## Chapter 1: Why Story Telling??

Storytelling has been around for as long as people. Storytelling is very powerful not only for marketers, but for everyone. Steer away from just telling facts. Most people like knowing the facts, but they would much prefer to hear a story. You have probably heard a number of times that facts tell and stories sell. Well, it's true, and as a matter of fact, it is very hard to be good at sales without using stories.

I have noticed that the people who I always find the most interesting all tell stories. Nearly every seminar, the speaker starts straight away with a story. Stories allow the teller to motivate and move people to do things that the act of sharing facts just won't.

The great things about stories are that they can bring a great amount of emotion into your whole sales process. You've probably heard that people buy on emotion and then try to justify their purchases with logic and facts...

So if you're trying to provide value for value (In my case, info for money), make sure you wrap it in benefits and emotion. In other words, what you want to do is convey the benefits of your product through great stories that evoke emotion. For example, with an internet marketing product, you may share a story on your home page about how one of your customers almost went bankrupt until they found your product and then started to finally make the money they needed.

O.K., now realize that long before there were internet ads, or TV, salesmen were using stories to sell. People still tell stories today - the ones that have mastered story telling are the people who truly motivate and inspire people.

Everyone has their own story. Everyone's story is unique and entirely their own. No one has the same story as you! Stories in the internet marketing world are used all the time. For example, how many times have you heard of people earning a certain amount of money online. Yet in the story, they mention that they DID struggle. At times they were going round and round in circles with information overload.

They talk about their experiences they had with learning it. When they say this, the listener then relates to them because that is exactly what they're going through.

Here's probably the most important thing you must remember: I have found the best way to tell a story is to make sure all of it is 100% true. If it is not, it will only backfire down the road, and can ruin your image and reputation. There are desperate people out there, and it is not hard to find people who will lie or stretch the truth about their successes in a number of different industries. Once these people are discovered as liars, many of them have troubles finding the success that they hoped for, and some of them even find themselves stuck in jail.

Not everyone can tell stories well, but you can learn to tell stories extremely well and with perfect timing if you practice. You don't want to end up like many people who haven't even thought of their life story. This is sad situation to be in, whether in marketing or in social life. Story tellers are more popular and develop better relationships. As a marketer, using stories will prove to be a huge advantage over your competition.

In this eBook I will share with you a number of the different ways that you can use stories in order to improve your marketing. I will also share with you some of the ways that you can use your different stories in order to drive free traffic to your website. I am also going to share with you a number of marketers that have

“Using My Story Marketing to Maximize your Profits”

been able to use their stories to become extremely popular online. You can use these examples in order to mimic their patterns of success.

## Chapter 2: Where Your Story Will Sell

There is no business online or offline that will not benefit from My Story Marketing. In this eBook, you will learn step by step how to put your story together. But, you can have the coolest story in the world and still not get more business if no one sees your story. This chapter is about where you can get exposure for your business online.

I’m going to come right out and say that online, your story is going to get you the most leads for your business in what they call web 2.0...What the HECK is web 2.0??

This is a slang term for INTERNET, 2nd Edition...This time around the internet is much more interactive.

The Internet, before about 2004, was mostly comprised of websites that were just static information on a page (pretty boring, if you ask me...) and content that was created by Website Owners, Companies, etc.

Web 2.0 (or Internet, version 2) was coined because, blogs, social networks, video sharing sites all have content, but they are now created and updated by the actual USERS of these sites.

Myspace, Youtube, Facebook, Twitter, Squidoo and Utterli are all web 2.0 platforms. How can these websites benefit you?

Well, before, when someone went into business online, they had to hire a web designer to create a website for you, or try to figure out how to build one themselves.

Now with the advent of blogs and places like Myspace, you can literally have a web presence in a matter of minutes!

With the Right Software (and it's free, by the way), at [www.myspacenewleads.com](http://www.myspacenewleads.com) you can even add friends to your Myspace profile, up to 50 for free on a daily basis.

So now, you have the ability to actually PICK and CHOOSE your prospects, in a rejection free environment. Sure, you'll have the occasional mean message, but they'll be few and far between if you're targeting your market correctly and adding value to their lives.

Start building relationships with them, and voila, you start the “dating or courtship” process...

But, there is a way to do this...

You've got to be a great communicator...because the temptation to throw a cheesy line is built into you. And if you are listening to the RA-RA meetings and audios that I talk about frequently, surely you are going to cross the line and become some cheeseball from an old teenager movie...so watch out.

The main thing is that you seriously care more about them and helping solve their problems and getting them results than getting their money, you'll do VERY well with this strategy. One of the best ways to convey this is by sharing personal stories with people. And on sites like MySpace, FaceBook, YouTube and Utterli, you will have a number of opportunities to share your story with people. By sharing these stories with people first, you will also open people up so that they are more likely to purchase from you. A level of trust will be established.

This is the year that EVERYONE is finding out just how effective these techniques are, so take advantage NOW while the wave is

rolling. So here's a good way of doing it. Go to Google and search "social networking website" and start an account with all you have time for. I'd say at least 6 sites, because that will get you a great "spiderweb" of links to each other site, which will definitely help with the search engine rankings of your social networking pages. Since these sites are free to join, when you follow these My Story Marketing techniques, you will start to attract people to your site and this website traffic will be 100% free.

The nice thing about having this eBook is that I'm here to give you short cuts. This one's pretty obvious: Use the same story and format with all the social networking sites! Just remember that each site has unique and very cool features; take advantage of those. The different features will do a great job on their own to differentiate each of your pages so that if your prospects go to the different pages, they won't get bored and think that you've just been lazy.

So first, you'll get great search engine rankings if you've correctly researched your niche and keywords. Then people will be caught up in your story because it touches their heart for various reasons: Maybe you grew up in the same area as they did, or they have the same type of family or occupation or religion, etc. Your story may inspire others and once that small connection is made, that's when it gets really interesting...your story can go viral!

This happens when your story catches the attention of someone that likes to send their friends blog posts, videos and articles when they find things they like. Pretty soon your story is all over the place and everyone knows about you. You can be one of the next online superstars that everyone has heard and talks about! And in a moment I will share with you a number of people who

“Using My Story Marketing to Maximize your Profits”

have used these different social networking sites to become this generation of internet superstars.

## Chapter 3: Examples Of Great Story Tellers

In this chapter I’m going to give you some examples of how people have successfully used their story to create a large following using these different social networking techniques. First I want to share with you a number of the different YouTube “gurus” that have received so many views and subscribers that it could make some celebrities jealous.

These youtubers are: lonelygirl15, whatthebuck, happyslip, underdawgstv, thedigitalganster and lisanova, just to name a few. Here are the links to their channels:

[www.youtube.com/whatthebuck](http://www.youtube.com/whatthebuck)

[www.youtube.com/happyslip](http://www.youtube.com/happyslip)

[www.youtube.com/underdawgstv](http://www.youtube.com/underdawgstv)

[www.youtube.com/lisanova](http://www.youtube.com/lisanova)

[www.youtube.com/thedigitalgangster](http://www.youtube.com/thedigitalgangster)

What these people do with their channels and their profiles on non-video sites is this: They become one of the favorite sources of news for people interested in their niche. They are giving out great free content so their audience knows they’re experts. They’re keeping up with the trends and important info that their audience is interested in. This is how they develop enough of a relationship with people that others will act on their recommendations (that means they will buy stuff if these popular people tell them to).

I'll show you in a moment how Martha Stewart does this very well. This principle is a rudimentary Marketing Funnel. Who else does this? How about Citibank? Disney? The movie business? The entire music industry? It's always happening right under our noses.

Someone that I really admired when I first really started to understand My Story Marketing was Gregory Drake from Lansing, MI. He was a broke, single dad that was fired from several jobs. He had tried several different home based businesses and failed miserably. When he found out about these web 2.0 secrets, he didn't even own a video camera and had to borrow one from a friend (the same friend he kept having to borrow money from to get enough gas in his car so he could drive to work), which dispels the myth that it takes money to make money. He makes six figures per year now and works from his home in Las Vegas.

So those are just a few great examples of how people have been able to succeed using My Story Marketing online. There is really no business online or offline that will not benefit from My Story Marketing, so it is definitely in your best interest to jump on board. In this eBook, you will learn step by step how to put your story together. But, you can have the coolest story in the world and still not get more business if no one sees your story. That is why you must start to use the different social networking sites that are available to you.

## Chapter 4: Step-By-Step Creating Your Story

This chapter is designed to cover the simple steps you will follow to create your own My Story Marketing story. You can use this same story to tell people about yourself on websites like MySpace, FaceBook, Twitter, etc.

For a perfect example on how my partner Daniel Pereira uses his story to promote “The Free Traffic Formula” you can visit his MySpace page at:

<http://www.MySpace.com/danielpereiratftf>

and here’s my MySpace page:

<http://www.MySpace.com/dandimit>

Twitter is a site that is becoming extremely popular right now. I use what I called “Advanced My Story Marketing” on my Twitter account, which means I am constantly sharing stories of what I am up to. You can view how I use My Story Marketing on Twitter by visiting: <http://www.twitter.com/dandimit>.

So, here’s step-by-step what you can follow to create your story for a number of different social networking sites...

First, an intro:

Here quickly state your name, what you do, and what you have created. By doing this you are immediately putting in the listener/reader’s mind that you are an expert. Eg. Hey my name

is Dan Dimit, and I am the co-creator and co-author of [www.WhateverMyWebsiteIs.com](http://www.WhateverMyWebsiteIs.com).

Second step in the story telling process is to tell your beginnings. Lots of people can relate to where you were born, how you grew up, family life, etc.

Third you will state a problem. Yes, in order to create a great story, you need to state a problem that you have had relevant to your niche. How you struggled, etc. In Daniel’s free eBook you saw how he shared his story about how he struggled with Google because he was a victim of the Google AdWords Slap. He then shared how to fix things and how you can get free traffic from Google.

Which leads us to step 4: Sharing your positive outcome. This is the step where you share how you overcame your problem and have achieved the results you were looking for.

Obviously this is a very basic outline designed to give you plenty of room write your story. It is simple, but it is also very effective.

O.K., so here are some important tips to remember while writing your story:

1. Add emotion to your story and remember that different people respond better to different aspects of a story. Remember that people buy based on emotion, so the more emotion you share in your stories, the easier it is to get people to buy. Here’s a link to one of the most popular eBooks on how you can save your marriage. I love the sales letter for this site because you can easily see how she gets people to buy because of the emotion she evokes with the stories throughout the sales letter:

<http://www.savemymarriagetoday.com/>

2. Be yourself - tell the truth, do not lie in your stories. Let your personality shine through your stories. The more specific situations you have, the more chances your potential prospects will have to relate to you.
  
3. Trial and error - Story telling is not always easy. Continually edit and practice your story. Keep rewriting it, let others read it, get feedback from them. It is well worth the effort.
  
4. Tell the story in your own words - Tell the story the way you would speak, think, and act.

Overall, storytelling will help you relate to people and build relationships. They feel like they know you just by telling them your story. Your story is like no one else's, but certain parts will seem like those of others and you'll find common ground. Take the time to write your story, then tell it and people will listen. Stories motivate and inspire people to do amazing things.

## Chapter 5: Marketing Psychology 101

It's interesting how many people start a business, but unlike other professions, never get the proper training to succeed. It's one reason why most businesses fail, both online and offline. This chapter should help you understand the basics that you need in order to get people to buy and how you can use My Story Marketing to enhance the selling process.

So, what profession do you know, be it a Chiropractor, Lawyer, Professional Bowler, Chef, in which that person didn't go through some sort of training process to become successful?

Can you think of any? Does it make sense that you need some good training if you are going to survive as an internet marketer? Of course! You see, successful people in any business have learned how to survive. And the secret of survival is that when the going gets tough, the tough get back to basics.

And here's a very simple, yet very important reality; if you want to make money in your business, someone has to buy something from you. And if your visitors don't trust you, they won't buy from you, join your business, or act on your recommendations.

It doesn't get more basic than that. People do business with those they know, like, and trust. And your stories are going to drastically improve the chances of getting people to know, like and trust you.

But there is one more equally important thing you need in order to get people to buy something. And that's a demand. Where

there's demand, there's an opportunity for profit - because profiting is as simple as fulfilling an existing demand.

No matter how “scientific” or complicated some people try to make it, earning money in any business is very straightforward.

If you're able to fulfill a demand (needs, wants, desires, or solutions to problems), you're in business. Then it's just a matter of getting the word out about what you have to offer, in the right way. And when I say the right way, I mean by making sure you get those prospects to like and trust you.

So these are the most basic things you need to get people to buy from your businesses, the demands and the level of trust. They just simply must trust you and your company! It doesn't matter if you're building a downline in a network marketing program or selling real estate, or own a massage parlor. If you lack demand with your products, or you can't get prospects to like and trust you, then you will never make a single dime!

As an entrepreneur you likely realize that selling isn't a negative thing, but most people don't like to sell in the traditional sense of the word. In fact, some would say they actually hate selling (Although, most who say that have never done it professionally).

They don't like being sold to and they don't like selling to others. And they're sick and tired of all that advertising, prospecting, objection-handling, and closing techniques too. And who in their right mind wants to become target practice for some hard sell salesperson anyway?

I've personally been interested in selling for quite a few years, and I enjoy sharing helpful advice with people. How 'bout you?

Nothing moves without someone selling.

That’s why I don’t like to talk to people that say “I don’t want to sell anything! And I don’t want to talk on the phone...” So what they’re saying is that they won’t do what it takes to be successful in business. They also don’t have a concept of what running a business is. They’re really looking for a JOB they like better. If they’re not willing to do the little, basic, easy things (like talking to people!!), then they are not going to have the correct mindset to do internet marketing either.

Before I became a marketer, I used to associate “selling” with all those smooth-talkin', silver-tongued slicksters out there that would use every sales tactic known to man to convince me to whip out my wallet and part with my cash.

Yeah, of course there are still a few of these dinosaurs out there I guess, abusing people with their gift of gab...or just lying, but today’s prospects are smarter and more plugged in...and more cynical than ever. But, when you use those stories that we are talking about, people start to let their guards down. All of a sudden your prospects are still smart and plugged in, but they are also a whole lot less cynical. I see it all the time!

Also, if you think about it, as complicated as life can get these days, most prospects have even less time to waste on sales pitches from people they don’t know and care about. And as a general rule, people ideally choose to do business with people who they feel care about them, and who make the process of buying an easy one.

And the truth is people do like to buy things! They just don't want to be sold to.

And, people LOVE to buy if the experience is fun and pleasurable.

Look at Amazon.com and iTunes.com...They make it a pure shopping pleasure, don’t they?

Their hi-tech programming remembers all your preferences and the things you like, so you get intelligent, personalized advice each time you enter their site.

And when you're ready to buy, you don't have to fill out some long form, do you?

Nope, the entire process is reduced to just one little click of your mouse!

That's it! Click - done - shipped to your front door, or downloaded to your computer. It's painless!

Now, since you aren't a large trusted company like Amazon.com or iTunes, you must create a way to build trust with your prospects. You KNOW that you can sell products that are in demand. You KNOW that you can make the buying process enjoyable for people. And you now KNOW that unless you have already established and created a trusted company, that the way to build this lack of trust is to use My Story Marketing. This is the missing aspect for many of the websites out there that have failed. They simply forgot how to incorporate a larger level of trust with their customers. As a result, people decided to go to other sites to purchase products, sites like Amazon.com. Don't lose your potential customers to sites like these!

## Chapter 6: What the Heck Does Dating Have to do With Getting People to Buy my Stuff?

What DOES dating have to do with getting people to buy my stuff? Well, they both start with relationship building.

To illustrate how relationship building on the Internet really works, here's a quick story about an average guy... we'll call him Rick.

Things had never come easily for Rick, but he worked hard and landed a decent job after graduating from college.

Now that he was employed, he figured it was a good time to get married, settle down and start a family. So he was ready to go searching for 'Miss Right'.

One Friday night, Rick gets a call from his buddy who tells him about a great new bar that was opening up down the street from where he lived.

They both meet up and after nursing an iced cold one for a few minutes, he looks past the crowd... and there she was... Samantha, the girl of his dreams.

Rick fixes his hair, straightens his collar and walks right over to her...

Their eyes meet, sparks fly...

He reaches out to shake her hand and says:

"Hi. Will you marry me?"

“Whoa!! Stop right there creep!”

Talk about putting the cart before the horse!!

It's obvious that this approach doesn't work in the real world, yet, this is exactly what most online marketers are doing to build their business. It's no wonder why most of them fail; they're so impatient, they propose even before the “first date”!

They usually bypass the entire process of building trust with their prospects and instead pounce on them, going straight for walking down the aisle (the close).

In the business world, what happened here is a form of "Interruption Marketing," a term coined by an Internet marketing pioneer Seth Godin, in his book, "Permission Marketing." (great book by the way)

Godin estimates that the average American is exposed to over 3,000 advertising messages every day, so many darned ads that we just ignore most of them.

And what do advertisers do when we ignore their ads?

They do ANYTHING they can to get our attention. From turning up the volume when their commercial comes on, to making fun of cavemen and getting Geckos to talk about car insurance.

And what do we do when they do that? We usually do ANYTHING we can to avoid `em.

Just think about some of the ads we see on the Internet for business opportunities.

A lot of them look like this:

“Earn \$10,000 in 30 Days!”

“\$1,000 in 3 days... I did nothing! Wow!!!!!! Yippee!”

“\$1 Million in 6 Months or Less! I did it, so can you!!”

“\$10 One-Time Investment Returns 25% Daily For Life!”

... and my personal favorite:

“How To Earn \$1 Million Dollars In Your PJs, Without Ever Spending A Dime On Advertising Or Lifting A Finger!”

Most of these ads take you to a web site where you get to see all the benefits of instantly "marrying" the suitors.

"Hey there, come on in, marry me and let's start this business relationship right NOW...even though you don't know me!"

“Join my program, Join my program, Join My program!”

Sound familiar?

It's just like Rick asking Samantha, "Will you Marry me?" on the dance floor.

The relationship in this type of approach is purely commercial. The person who clicks on one of those 'hypey' ads is going to be pitched and they know it. They expect it.

This is The Biggest Mistake That “Newbies” make!

They're so desperate to hit a home run on the first date that, not only does their prospect feel “pitched”, they're left with a bad taste in their mouth, most likely never to return for second chance.

Let's pretend for a moment that you don't really care whether or not your prospect joins your business...

If they feel like you're there to help them instead of sell them, they'll usually respond favorably. It's all about relaxing and letting things flow naturally.

By the way, do you really believe that the people who ran those lame ads above actually made that kind of money?

Most haven't made a dime, so how are they going to show YOU how to earn it, too? Yup, you guessed it - they're not! It's actually kinda creepy...

Here's a quick disclaimer:

There ARE people who run these types of ads that actually do tell the truth because they did the right thing first (i.e. - They built relationships and credibility through their own permission-based opt-in list, etc. - more about this in “The Free Traffic Formula”).

But the key point here is this: The advertisers who re-used these truthful ads have sacrificed their own credibility by pushing their agenda in your face and making claims that may not have been theirs to make. (They also may have (uh-oh) violated FTC laws by making false or misleading claims without proof.)

This just proves why ‘Interruption Marketing’ doesn't work. It fails because the focus is entirely on the marketer's agenda and shows no interest in the prospects or what THEY want and need.

What's a better approach?

Well, what if Rick simply walked up and asked Samantha for permission to dance?

"Hi, I'm Rick. Would you like to dance?"

We can almost guarantee that he'll get a better response than the "Marry me?" approach, right?

Now let's say Samantha accepts. They dance. They enjoy each other's company.

They exchange numbers and chat on the phone over the next week, and get to know each other even more.

Maybe they go out to a dinner or the amusement park. They're now in a relationship-building process based on mutual respect for each other's needs, wants, and desires.

They'll learn about each other's tastes, interests, dreams, and plans for the future.

A few months later they might know enough to decide if they're ready for the big commitment of spending the rest of their lives together...By the way, that's the most profitable way to do business! Having a customer for life.

## Chapter 7: Permission Marketing on the Internet

When Rick asked Samantha to dance, he was asking permission to spend a little time with her. Time they can both use to get to know each other a little better, and maybe even begin building a serious relationship.

The keyword here is "Permission." Samantha's permission is a personal gift to Rick. He can't rent it, he can't sell it, and he can't even give it away. She gave it to him and him alone. By the way, that's why you can't buy or rent a permission-based email list, either.

You have to build your own list with permission-based marketing techniques, which we'll cover in "The Free Traffic Formula."

So, here's an easy way to think of permission marketing. It's the process of turning strangers into friends, and friends into customers... and then into loyal customers that continue to do business with you again and again... and gladly refer others to you.

This process of marketing is powerful, but it's not instantaneous. It's not a one mouse-click affair. It's a strategically planned, multi-step sequence of events.

The permission marketing process begins with getting your prospect's attention.

It continues as a process of building trust and meeting the wants and needs of your prospect. And when it comes to building your

own opt-in email list, it's a process of frequent, repetitive contact that never ends, unless the prospect decides to "opt out" and remove themselves from your list.

The process consists of four specific, yet simple steps.

Let's use Rick again to demonstrate them.

First, he gets Samantha's attention: "Hi, I'm Rick."

Once Rick interrupts Samantha and gets her attention for just a second, he's got to immediately ask for her permission to take the next step.

Then, he offers an incentive and asks permission: "Would you like to dance?"

And he's got to quickly give her that incentive to WANT to take the next step... a reason to believe it'll be worth her time to proceed.

This is the "give to get" principle, and if you don't give your prospect an incentive at this point in the process, you'll probably lose their attention. You must give them a compelling offer.

So Samantha grants Rick permission to dance. Now what happens?

They get to know each other and begin to build trust, which can further lead to building a relationship.

But if Rick fails to be considerate, or even if Samantha just changes her mind, she can "opt out," and decline any future invitations from Rick.

Note: The fact that your prospect can "opt out" anytime should keep you on your best behavior. On the Internet, the only equity

that you have with your prospects is information that's of value to THEM, and the relationship you co-create together.

Your approach should always put the prospects' interests first.

"If you can help enough other people get what they want, you get to have everything you want." -Zig Ziglar

Finally, and only when the time's right, Rick asks Samantha to consider his offer: "Will you marry me?"

And... if all goes well, she might actually make that kind of commitment with him.

So what's in it for you, you ask?

Well, when used correctly, "Attraction Marketing" is the most natural, low-stress way to grow any business, and generate a serious income, almost effortlessly.

Yes, it takes work... and knowledge. But it's worth it.

"Interruption Marketers" on the other hand think they have to get married on the first date. They fear they only have that one chance to "close the sale", and for the most part, the sale is all they really care about anyway.

But YOU, my friend, can set yourself apart from all the rest of those "flash-in-the-pan" marketers with your own simple and personal attraction marketing approach. My Story Marketing is a huge part of this, and when you simultaneously use email marketing, you can continue to share stories with people and grow the relationship until you are "ready" to ask your prospects to make a sale. We feel that we do a rather good job at this on our site [TheFreeTrafficFormula.com](http://TheFreeTrafficFormula.com).

When you analyze the sequence of emails that we send you through our autoresponder, you will notice that we share great

information with you along with a type of continuation of My Story Marketing. This means that in our autoresponder you will learn even more about myself and my partner Daniel Pereira as we share stories and examples to teach important lessons on generating free website traffic. We then at specific intervals in the autoresponder provide you with an “offer” to sell you something.

## Chapter 8: Getting Inside Your Prospects' Heads

In general, there are three types of people out there: Cynics, Skeptics, and Players/Buyers.

We can compare these three to a traffic signal.

Cynics are red lights. They're always in the stop mode. No matter what you tell them, they won't believe it. You say, "It's a beautiful day", and they'll reply, "the sky is falling."

If you've ever spent time with a Cynic, you probably know it's best to quickly move on before they infect you. You don't want to waste time with these people. You can't help them. Their world is a miserable one... and it's usually impenetrable.

"It's easier to give birth, than raise the dead."

So don't waste your time or energy trying to change peoples' values or opinions, or convince them of something. You've got more productive things to do.

Don't try to be a social worker or an evangelist. You can do that on your own personal time if you want to, but if you wanna be successful in business, you've gotta focus on building your business.

Next is the yellow light, and it's comprised of the Skeptics. They approach everything with caution. Their skepticism can come from two sources - From without or within. Let me explain.

If their skepticism is from within, this may sound strange, but they're usually skeptical of themselves. They may have low self-esteem or a low self-image. Many of them don't believe they can be successful, they've already quit mentally before they've even started.

These aren't usually the best types of prospects... unless you're a therapist!

If their skepticism is from without, then they may be skeptical of your business, product or service and that's actually a good thing. These types of skeptics can sometimes turn out to be some of the best prospects you'll encounter.

It's very normal for most people to be somewhat skeptical about most things that can have a profound impact on their life.

They only want the facts so they can make a decision. You can use your content to answer their questions before they even come up.

Once they've researched all of the information needed to make a decision, they usually have no problem moving forward to join your business, buy your product, etc.

Now, Players and Buyers are green lights. They're the ones that are looking for you, your business or your product, as much as you're looking for them.

They're usually competitive, strong-willed, and self-motivated. They have high self-esteem; they have goals and aspirations, vision, drive, and anxiously want to take action.

And it's because of these unique qualities that we want to focus on attracting people like this with our marketing. These are people that are just like YOU. And the truth is that by using My

Story Marketing you will attract the largest amount of people who **are** like you.

When it comes to your business, the idea is not to try and sell, you just want to get your information in front of a motivated buyer who can easily sell themselves, and make the "sales" process as fun and pleasurable as possible.

And remember that people buy through their emotions, not through logic? Once they've made the purchase, then they justify their decision through logic and reason.

I had to learn this one the hard way...have I mentioned that before? If I have, that's because it's important.

The key is to find a way to touch the emotional chords within them to get them to respond favorably, and as we mentioned previously, the easiest way to evoke these emotions are by incorporating your stories within the sales process.

## Chapter 9: How To Become An Online Brand

Becoming a known “brand” is critical to your long term success!

I say this because it takes a little while to become a "brand", and people that are impatient need to realize that the techniques discussed in this chapter are designed for long term success.

Ok, get this... you’re in business. You’ve got your snazzy company-replicated website, with flash, automated reports and all the bells and whistles. Woohoo!!

Ummm... so why aren’t people joining you?

(I mean duh, if that's all there was to it, everyone would be on easy street right now, wouldn't they?)

Have any of your prospects ever come out and asked you point blank, “Who are you and why should I care?”

Probably not, but that’s what many of them are thinking.

The fact is, you're losing a lot of business if you aren't automatically answering this question every time you communicate with your prospects.

People buy things and join opportunities because they expect to gain something more valuable (to them) than the money they fork over to get it.

They’re expecting to gain a “big benefit”. That’s WHY they care.

The good news is, YOU control whether or not they're the right prospects.

How?

You do it by targeting your advertising/marketing to reach only the prospects who are likely to have a strong need or desire for the 'benefits' you provide.

Begin by identifying the usual frustrations associated with your kind of product, service or business opportunity. Do you know what they are?

If you're promoting a direct sales or network marketing business for instance, identify with their pain of not having enough time or money, or both.

Maybe they want a way to be able to stay at home with the kids, and not have to slave away for someone else the rest of their lives.

Your target market should also be those that are actively searching for the product or service that your opportunity provides.

Smart marketers don't try to convince anyone to do anything. They look for those that are actively searching and put it in front of them.

Through your written words, videos, or audios you're going to want to share with them your knowledge, experience, and stores (regardless of your level of success).

When it comes to websites and the Internet, when you take away all the technology, the glitz, and html coding, what's left? Yep, that's right, a REAL person.

The common misconception out there is that if you build it (or it's built for you), they will come. The truth is, people don't buy from websites, emails, products, companies, compensation plans or classified ads... they buy from people like YOU and ME!

So, would you like to become a household name on the Internet?

If I mention the word "cola", what's the first thing that comes to mind?

You're probably thinking of Coca-Cola (or Pepsi), even though there are literally hundreds of other "cola" drinks out there on the market.

So why did you think of those two products first?

Because, whether you like it or not, the hundreds of millions of dollars that Coca-Cola and Pepsi have spent over the years building their brands have paid off.

The key word here is brand. Branding is what differentiates one product from another of a similar make. When it comes to Internet marketing, branding yourself and your name is the little-known 'secret' that 99.9% of other marketers don't "get", but it can pay off for you big time when used effectively.

I'm also referring here to your USP (Unique Selling Proposition), also known as the UCA (Unique Competitive Advantage). It's about your uniqueness... In essence, it's the characteristics of your marketing that separate you from other people out there trying to promote their businesses.

My Story Marketing is all about being yourself, and learning how to get your target market to want to do business with you, because of who you are. When done properly, your prospects will do it willingly, and usually without hesitation.

And for those who don't buy or join your business right away, over time, as we communicate with these prospects and 'drip' helpful information on them, they'll want to, because they'll perceive you as the expert/mentor they are really looking for.

They're attracted to you because of the WHO you are, and how you can help them get what they want.

Now, one of the biggest questions I get asked from people promoting business opportunities is, “Dan, you have a lot of experience that I don't have, so where does that leave me? How do I brand myself on the Internet when I haven't had any success yet?”

Great question. And my answer comes from what I've learned over the years. When it comes to promoting lots of home business opportunities and products, “most people don't care about how much you know until they know how much you care.” Sounds cliché (and I try to never use it out loud...), but it's absolutely true. Another thing to remember is that ANYONE can become an “expert” in 30 days or less and teach what they learn...

I'm walking proof of this, 'cause that's exactly what I did. You have to remember that every guru you admire once was that beginner with NO experience and NO knowledge. But the gurus got out there and read and learned all they could and then got out in the field and practiced what they learned. They put that new-found knowledge to work.

I like what Erasmus said, “When I get a little money, I buy books...and then if there's any left I buy food and clothing.”

What I've also found is most of us think we don't have anything of value to share with prospects when we're new, and we have a

difficult time recognizing the knowledge and experience stored in our heads.

Heck, for the first couple months I was trying to make money online, the only thing I had lots of experience with was “FAKE IT TIL YA MAKE IT”!

Then it hit me like a ton of bricks...

Even though I failed many times, and tried a lot of things that didn't work, I accumulated a lot of knowledge along the way that would be beneficial to others, to help them avoid the pitfalls I went through and the mistakes I made.

The fact of the matter is, we ALL have experience. We accumulate experiences all the time just by living life on a daily basis... and when you sit back and think about what you've learned so far in your life, you might be surprised just how much valuable knowledge you have to offer to others.

The key is to recognize the importance of your experiences, and how they can be used to assist your potential prospects.

An important thing to note here is 'expertise' doesn't have to be based on your experiences alone. Even if you don't feel you have enough knowledge about a particular subject, you can do some research on it, and gain that knowledge to be able to share... essentially making you an “expert” on that subject. This is very easy to do, and pretty fun as well. Plus, who doesn't want to be an expert?

The most important thing is to figure out what subject you want to research, and once you know that, things will usually fall into place much easier.

You wouldn't believe the number of ideas and products and services that I've come up with on that simple strategy.

Now, really quickly, here's a way you can turn your expertise into more profits: You see, one of my mottos is "Never use a tool or take a course that doesn't have an affiliate program."

Of course, the word "never" doesn't really apply. It's just a generalization.

This way, when I'm spouting off about my newfound knowledge on a conference call or something, someone is bound to ask me where I learned that valuable nugget. I get their email address and send them the affiliate link. I promote about 25 programs, tools, courses and mastermind groups this way. So, I not only become an expert at what I am doing, but I can also generate multiple streams of income!

## Chapter 10: How To Fail At Network Marketing...

Now, if you're promoting a business opportunity, keep in mind that a lot of people have been burned by smooth talking or persuasive "Recruiters"... the "love 'em and leave 'em" types.

This is especially prevalent in the Network Marketing industry where 75% of new recruits never hear from their sponsor again after being recruited.

The 'Recruiters' leave these orphaned folks to fend for themselves, out there on their own with no one to talk to or help them. These orphans are afraid the same thing will happen again, again and again. They don't want to be left in the cold to fail the next time around.

So, you'll want to ease their concerns by letting them know up front that when they enroll with YOU, that you're gonna be there for them after the sale. That's what they really want from you.

You don't have to already be successful in your business (although it certainly helps you become more attractive) to be able to offer support to the people you enroll.

If you have a question come up that you can't find the answer to, there's nothing wrong with saying, "You know, that's a great question. I don't know the answer, but let me get back to you on that".

Then go find the answer from either someone in your support team or directly from your company. In other words, don't try to be Mr. or Mrs. 'Know-it-all.'

It's far better to be honest and tell them that you don't know the answer, than to try and “wing it,” when you really don't know what you're talking about.

It's more duplicable to get the answer from an upline. Then your new recruit knows that they don't have to memorize everything and they can use others in the company to help them answer questions as well.

This applies, not only to the business associates already enrolled in your business, but your prospects as well.

Remember, this is about building trust, and people will value your sincerity when you tell the truth.

If you're someone (like me) who's “failed” in other businesses, you can use that perceived negative experience and turn it into a positive, by sharing with your prospects your stories of what you learned that didn't work.

If you're marketing a specific product or service, you might advise them how to select the best choice you have to offer and educate them how to use it to maximize benefits.

Take them “by the hand”, and lead them through the frustrating process of making an intelligent buying decision.

Your goal should be to solve your prospect's problems and be willing to serve them... even if they don't join your business or buy your product. And that leads us to the next part.

## Chapter 11: The Law Of Reciprocation

I want make this point crystal clear because it's really important; In order to have long term success (not just an overnight flash in the pan) you must first GIVE before you can expect to receive, not the other way around. This is known as the law of reciprocation because it creates a reciprocal situation of people willfully wanting to do business with you.

Over the years, I've met a lot of newbie's (and experienced marketers) that ONLY care about themselves and what they're gonna get. As I said before, this was one of my early mistakes when I started out.

All truly successful entrepreneurs understand this fundamental principal of giving to others without expectation. It's critical to take the dollar sign off your prospect's forehead and start concentrating on serving them... let the law of reciprocity kick in.

It's your attitude towards others and willingness to help without expecting anything in return that makes you attractive.

Read that one again, it's THAT important...

It's your attitude towards others and willingness to help without expecting anything in return that makes you attractive.

It's your positive and upbeat personality (If you don't have this yet, develop it now!), which can be shared through your written words, voice on the phone or podcast and seen through your

videos that people are attracted to... BEING the type of person someone would want to do business with.

When you effectively communicate your sincere interest in helping them, your prospects will ultimately view you as an expert, and you're half way home when this happens. By the way, I define an "expert" as someone who knows more than his or her prospects.

So don't worry about not having had any success yet to be able to attract the right people to you. Everyone starts somewhere, and if you aim to make money by serving others, not at the expense of others, you already possess one of the most important ingredients for longevity in your business.

Just be yourself, and over time, as you do gain more success and reach higher plateaus in your business, you'll be able to add that track record of success to your personally branded information.

So, it's not only about being really good at what you do, but more importantly, it's about being a giver rather than a taker, with no strings attached!

Can it be faked? I don't think so. People can usually see through fakes on the Internet, just like in the real world.

## Chapter 12: Advanced forms of MSM

You have to use your daily life situations and turn them into some kind of lesson pertaining to whatever you're an expert in.

When people continue to see, listen to, or read your stories you then become one of their favorite sources of "news".

This is how you can develop a following.

You see this on youtube's happyslip, lonelygirl15, and whatthebuck...there's hundreds of them!! Model how they do it!!

For example, the other day I was speaking to my sister-in-law. She asked me what I do for a living now.

I told her I help people with their home businesses--Internet marketing as well as network marketing, etc. This was her reply,

"You mean those pyramid thingies?!?!"

So I asked, "What's a pyramid?" She says, "Well, if you don't know what it is, then you must not be in one.

But it's where the guy at the top makes all the money." To which I quipped, "Oh, you mean corporate America."

She says, "NO, I'm talking about the SCAMS where the guy at the top makes all the money and the little guys at the bottom do all the work and don't make any money." I explained to her that "You won't find a bigger, more blatant scam than what goes on in Corporate America and you described it perfectly".

She didn't like that and she went on to tell me that what I'm doing won't work and that I should try to find a real job.

I didn't have the heart to tell her that I make about 3 times what she does even though I don't have nearly as much experience as she does in her profession. Plus, there's the fact that I work only a few hours per day, as well as the fact that it's about 2 in the afternoon and I'm writing this at a bench after eating lunch in a beautiful park on a nice, sunny day and I'm enjoying most of my time with those I love the most, and the least of my time with those I like the least, and she's doing the exact opposite.

(AND I NEED TO GO FIND A REAL JOB?!?!)

So I immediately took that life lesson and turned it into an article, a blog post as well as a video. And now, I've also added it to this eBook...

All in one hour, my work was done that day!! In fact, I should pay my sister for helping me. But pride would get in her way of taking the money as a real compensation for value she provided to me, because her mindset about money is all wrong.

### **Advanced MSM tip #2: Reviews and Reports**

I love to do reviews of new technology and "free Reports", etc.

I do this quite often when I see new programs out there for network marketing and business opportunities, etc.

For example, I did a review (blog, article as well as video) of the iphone when it first came out and told people how great it was and that I couldn't live without it.

Here's another easy thing I do...

I will research my competition incessantly. When I find the "newest report on MLM Scams", etc. I'll do reviews on those

types of things, because lots of people are receiving emails with this stuff and they don't have time to read them. Now I give them a short summary of what the info was about and they know, like and trust me. I've shown them that I understand what I'm talking about and now they have the scoop and they didn't have to take the time to read it. As a result, I'm creating a following. And if you can create a following with these advanced forms of MSM, then you will likely eradicate your financial worries.

## Chapter 13: Networking on the Net is more than Money in Your Pocket

It is healthy to have these connections. It would seem, the more, the better.

One of the most lucrative endeavors I do is contributing to the needs of others without monetary gain. We all, as people, have this need.

Tony Robbins, as well as psychiatrists, believes one of the basic needs of people is to feel connected and loved.

### **Love/Belonging/Social needs**

“After physiological and safety needs are fulfilled, the third layer of human needs is social. This involves emotionally-based relationships in general, such as: friendship, sexual intimacy, having a supportive and communicative family.

We humans generally need to feel belonging and acceptance, whether it comes from a large social group (clubs, office culture, religious groups, professional organizations, sports teams, gangs) or small social connections (family members, intimate partners, mentors, close colleagues, confidants). They need to love and be loved (sexually and non-sexually) by others. In the absence of these elements, many people become susceptible to loneliness, social anxiety, and depression.

This need for belonging can often overcome the physiological and security needs, depending on the strength of the peer pressure. e.g. an anorexic ignores the need to eat and the security of health for a feeling of belonging.”–Wikipedia

Your MySpace profile and list of friends is a great way to contribute to the needs of the online community.

The sense of being connected is important as you can see, and that is where MySpace comes into play. Not only can you be connected to people all over the world, you can also have several close connections with people from several online communities as well. People you know and trust from your online meeting, people that you can tell your inner most secrets to. People that get to know you and support your decisions, and support you when you are down, they encourage you on to successful endeavors.

Imagine what it would feel like if you signed into your account today and your whole friend list was gone, all your comments were gone, everything except your layout and profile information. Even your emails, gone. What would that be like for you?

The feeling of not being connected or the feeling of “being alone” is overwhelming and damaging to mental health.

This is why I love using My Story Marketing because not only are you fulfilling a person’s personal want or need with your product or service, but a core mental necessity as well.

And it’s just plain cool to have a lot of friends.

## Chapter 14: The MySpace Marketing Formula

I want to share with you a simple formula that you can use in order to make sure your MySpace profile has all of the aspects that it needs to share your story and attract people to your site. Keep in mind that you can use this formula on almost all social networking sites. Also, if you want to see mine and Daniel's examples of our MySpace pages, then once again here are those links:

[www.myspace.com/dandimit](http://www.myspace.com/dandimit)

[www.myspace.com/danielpereiratftf](http://www.myspace.com/danielpereiratftf)

So, here's the MySpace Profile Formula:

1. Use Personal Pictures (Helps grab your reader's attention, and draw them in. Easily set up a slideshow with your pictures at [www.Slide.com](http://www.Slide.com).)
2. Share Your Personal Background (Helps you make a connection / helps people to relate with you / helps build rapport with your reader and draws them further into your story to keeps them interested to want to learn more about you. Maybe they were born in the same area or moved around a lot as a child just like you did...)
3. Share A Personal Problem (Here you paint your own personal frustrations, challenges, or problems that caused

you to look for a solution or a different alternative to what you were already doing (and what you're potential client is or could be doing right now) that just wasn't working for you.)

4. Share Your Solution (Here, you tell your \*STORY\* on how you got introduced to the solution... and what kind of experience you've had with it. Your solution or results will often be exactly what they're looking for)
5. Call to Action (Finally, you invite your reader to either call you, send you a message, or tell them to subscribe to your newsletter list or blog.)
6. Describe exactly who you'd love to work with or help. This one is mainly for those looking to build sales teams, etc. What characteristic traits would you absolutely love to see in your perfect business partner. Kind of like an employer lists exactly what their looking for when they put up a job posting... you want to describe exactly what you're looking for in the right prospect who is looking for what your product, service, or opportunity offers.

O.K., and on MySpace, there is a good way that you can attract the right kind of prospects to view your profile. This is how some people end up with thousands of MySpace friends. Here's the secret, go to:

<http://www.myspacenewleads.com>

## Chapter 15: Intro to the “Marketing Funnel”

Your first “sale” to a potential client is catching their interest. You have learned in this eBook how to do this by using stories, but, there’s more to it. If you use a “Marketing Funnel” then you will be able to catch people’s interest and then sell to them for a long time. Let me explain:

### **The 3 Levels of the Funnel: Expose, Involve, and Upgrade**

#### **Level #1: Expose**

This is the first step in any business. In order to explain this system, let’s use another illustration: Martha Stewart.

First, she has a TV show (free, valuable content). She probably mentions her website at least 3 times during the show and makes a compelling offer in order to get you there. Once you’re there, the first thing they want is your name and email address. This is the start of what they call the “marketing funnel”.

#### **Level #2: Involve**

Catching the potential client’s interest is the first part. The “involve” comes from getting them to opt into the auto responder list with a compelling offer.

In Martha’s case, you’re offered free decorating or cooking ideas, etc. It’s always as close to free as possible. This shows “results in advance” and it proves that you can trust her to sell you things you want and it will bring real value to your life.

It helps that she tells you about her family and shows you that she’s just a regular lady, just like her audience.

Whatever you provide, it must be in your prospect’s best interest to involve themselves with you and your website.

### **Level #3: Upgrade:**

After she gets them to opt in...This is when the upgrade occurs where she gets the prospects to spend money.

Here’s how she does it:

She sends you a new email every 4 to 5 days full of great recipes and décor ideas that you just HAVE to try, but (mysteriously!) each of the ideas requires a utensil or ingredient or decorating material that almost no one has. But good ol’ Martha saves the day by providing a link (her affiliate link, of course...) to a website that sells exactly what you’re looking for (and since you have to buy it anyway, why should Martha NOT get a percentage?). This marketing funnel system will work for just about any kind of product or service. It’s up to you how you implement it.

In a lot of cases, “Involvement” means maybe even talking on the phone. It also includes focusing on finding out what the prospect is looking for.

Ask, “What exactly were you looking for when you found my website? What big challenge are you looking to solve?”

Then based on their answers...show them how your product could be a solution to their problem.

When they see that, the light bulb hits and they say “You know what? I’m going to upgrade. This is the solution I’m looking for. I’m ready to get started.”

## Chapter 16: Conclusion

I should thank you for getting all the way through this book and I want you to know that I would love to get to know you and your story better. So, make sure to drop me an email with any links to your MySpace profiles, YouTube videos, etc.

In this short eBook we have tackled the many reasons why it is so important to use stories in your marketing in order to not only attract potential customers, but to also get people to trust you enough to eventually make a purchasing decision.

Stories have been very important to me and my partner for our business. We have been told that some of our greatest content has been when we have taken the time to include a relevant story. Why have we been told this? Well, people just love stories! And when you can include stories in your business, people will like your business even more.

### **How To Get More Training**

This eBook only represents about 10% of what we teach in “The Free Traffic Formula.” While incorporating your MSM with the rest of the formula, you can generate more traffic and leads for your business than you ever thought possible. So, we invite you to make the small investment to truly benefit from these free traffic techniques. If you try things out, at worst, you kept all of the bonuses promised at [www.TheFreeTrafficFormula.com](http://www.TheFreeTrafficFormula.com) and get your money back if our formula doesn't bring you the success that you are looking for.

Of course, email me with any questions at [dandimit@thefreetrafficformula.com](mailto:dandimit@thefreetrafficformula.com) and make sure to join us on our weekly conference calls.

“Using My Story Marketing to Maximize your Profits”

And if you feel inclined to call me directly, then that number is  
(801) 201-7575.

To your success!

Dan Dimit

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