

## Media Buy Traffic

This is probably my favorite kind of traffic... Well, other than the advanced PR traffic, of course. There's really no beating free traffic, but media buys are where the big boys play. There is so much room for movement, there really is no roof at all. That's crazy considering the fact that you can get anywhere from 20 visitors a day to 1,000 visitors a day, INSTANTLY just using this traffic source.

This is a great place to start because if you get it right, you can basically scale up indefinitely. The trick is to start small and find an advertisement that is profitable and then drop more money into it. For instance, if you use this type of advertisement and you manage to make \$20 for every \$10 you drop into it, there's nothing to stop you from scaling upwards into the \$100's or \$1,000's per day. If you know for every \$1 you spend you'll make \$2, then there's nothing to stop you from dropping \$10,000 into it and making \$20,000 back instantly.

In the end I think you're really going to love media buys and it's probably going to change the way you think about business. Get ready for some seriously useful information, and there's even more to come. I hope you're enjoying Automation Mindset as much as I am, I get excited just talking about these bone crushing strategies.

## It's About Knowing Your Audience

When it comes to media buys, it's really important to understand and know your audience. Since you're trying to find a way to make a buck out of ten cents, you want to make sure your getting as targeted as possible. Everything about your audience should be extremely exact, including their age, their gender, what they like to do, whether they're straight, gay, black, white, etc. Everything about your client base should be known and we'll talk about exactly how to find out this information right now. It may sound a little creepy, but it's amazing how much information you can find about your audience just from spying on them using the internet.

## Finding the Right Demographics

The first thing you want to do when finding the right demographics is definitely gather a list of competition. Find all the big authority sites where people go to buy beats. For instance, RocBattle.com, RockItPro.com, Shadowville.com, MyBeatShop.com, JeeJuh.com and any more that come to mind. You can even find the demographics for my site, Beats4Legends.com. Do this for as many of your competitors as you can find, the more the better.

Once you've gathered a list of the competitors you want to spy on, go to <http://www.Quantcast.com>, that's your first stop. Type the URL into the bar on the top of the website and you'll be given a list of their demographics. Everything is uncovered including the age of their visitors, their race, their income, EVERYTHING.

You're going to do this for every competitor you can think of, and be sure to write down the winning numbers for each site. Meaning if RockItPro.com has 55% males coming to their site, write that down. All the biggest numbers should be written down. If most of the people coming to their site are 18-34 years old, be sure to write that down. If the normal visitor has kids, write that down. Everything that comes up should be jotted down. Do this for all the graphs, gather as much data as you can about their "average" visitor and be sure not to leave anything out.

Once you've done this for all your competitor's websites, you should have quite a few lists in front of you. If you've done what I've told you to do so far, you'll have a huge amount of data for each one of your competitors and you'll be able to make connections.

Your next step is to average everything out. See what your competitor's visitors have in common and start connecting the dots. You should be able to get a very targeted look at the visitors you're trying to attract. Look for similarities between the traffic of each site and make a new list of all the things which your competition's visitors have in common. Basically, you should be able to narrow your preferred visitor down to something like "Caucasians who are 18-34 years old, make \$50,000 a year, have kids, have some college experience, etc". You want to be as exact as possible.

Hopefully by now you're starting to see how exciting this is... You're about to target your EXACT audience and cut out all the traffic that doesn't matter. Sound good to you? Let's keep going...

Now that you've done this for all of those sites, plug their site URL's into <http://www.Alexa.com> and do the same thing. Look for links having to do with visitors, demographics, etc. You'll be able to gather plenty of information from those listings as well.

Alexa.com offers you the search queries for each site, too. So what you can do is go to Google.com and type in each search query which brings traffic to your competitor's site. Look through the search results for those searches and find more competitors... Do the same steps with Quantcast and Alexa... Keep gathering data and get as DEFINED as you can.

If you notice, I'm not just telling you how to use media buys to promote your BEAT SELLING website, but I'm just letting you know how it works in general. You can use these same tactics for ANY website of ANY kind, so if you ever want to expand in the future you're more than welcome to use this same information. It's that powerful. Media buys have made more millionaires than any other type of traffic, at least according to my research that's true.

## Now That You Know Your Demographics...

Once you know the audience you want to target extremely well, it's time to actually get those visitors to come to your site. This is easier than you might think and we're going to go over the big ways for you to do this. Like I said, this is completely scalable and you don't have to stop with the ad networks we're going to discuss in this section. Keep scaling until you're making 6 digits a month, why would I care? Just come back to my site, send me an email and give me a testimonial letting me know how much you're making so I can use your words to further promote my products :P.

## **Buy the eBook to Learn More!**

We're going to be releasing the most vital information you've probably ever come across when it comes to your beat sales... On March 25th, "Automation Mindset" will be available at <http://www.SellBeatsNow.com>, but it's going to be taken off the market completely within just 9 days of its release! The eBook is limited edition because this will increase competition far too much. March 25th, it's coming out!

Visit <http://www.SellBeatsNow.com> and Buy "Automation Mindset" Within 9 Days of the 25th of March!  
Limited Edition eBook!