

Welcome!

**This Training Class Is Provided By Eric Louviere &
Bill McIntosh (The Crusher Crew)**



**We've Got A LOT To Share
With You...**

**Combined, We've Driven
Tens Of Millions Of Visitors
Worth Of Traffic To Our
Own Sites...**

**And... That Traffic
Produced Over \$50
MILLION In Sales &
Climbing...**

What You Are Going To Learn In The 4-Week Intensive...

- **Both Free techniques & paid techniques**
- **SEO, Social media, viral techniques, paid email & even traffic sources that cost \$.01 a click!**
- **We'll adapt and change based on what they need & want.**
- **We'll answer their questions after each session.**

Before We Start... Some Questions:

**We Want To Get To Know You &
Tailor Our Training To What YOU
Need & Want!**

Tell Us In The Question Panel...

Your skill level... do you consider yourself:

- **Brand new with no experience**
- **A little experience**
- **I'm a mid level marketer**
- **I'm an advanced marketer**

Tell Us In The Question Panel...

Do you have a website?

- **Yes?**
- **No?**

Tell Us In The Question Panel...

Do you have a product/service to sell?

- **Yes?**
- **No?**
- **Affiliate Offers?**

Tell Us In The Question Panel...

How much traffic are you already getting?

- **0**
- **1-500 visitors/mo**
- **501-2,000 visitors/mo**
- **2,001-10,000 visitors/mo**
- **10,001+ visitors/mo**

Last Question...

What do you want to learn about traffic?

- **Paid traffic?**
- **Free traffic?**
- **SEO that works in today's world?**
- **Paid email & solo ads?**
- **Banner ads & media buys?**
- **PPC techniques that work today?**
- **What else?**

Today: Viral Avalanche

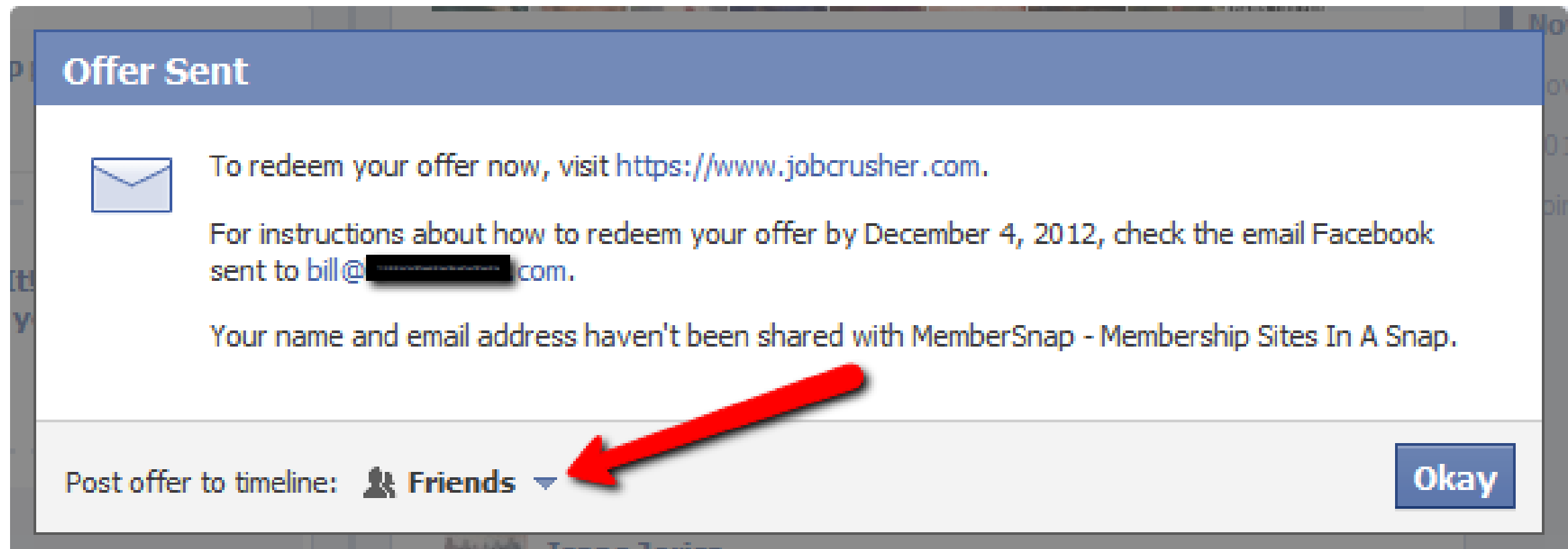
**Stiff As A Feather...
Light As A Board**

**Techniques taught today combine free &
paid techniques together**

Viral Facebook Offer Avalanche

- **Uses Your Facebook Page to get REALLY cheap and viral traffic.**
- **Can promote stuff for sale successfully. (FaceBook can be hard to sell directly on)**
- **We're using this RIGHT NOW:**

Real Example:



Create On Offer Page:

- Can be your product/service
- Can be an affiliate product/service bonus offer
- Can be a page on your site. A straight sales page or a squeeze page to collect the offer.
- Here's an example...

Publish The Offer On Your Facebook Page

- **Your page must have 400 fans**
- **Use Fiverr or SEOClerks to get them if you don't have them**

Promote The Post On Your Personal Wall

- **Click Where It Says Sponsor On The Post...**

Advertise inside Facebook

- **Select your page**
- **Select Advanced**
- **Select "People liking your Page post" & "choose an existing Page post"**
- **Select "People claiming your offer"**
- **Select your budget**
- **Choose "Your bid will be optimized to help you to get more offer claims given your budget"**

Promote your offer anywhere you can think of:

- **To your list**
- **Paid traffic**
- **Run an ad on your site**

You magically multiply the paid advertising clicks. Every time a person takes the offer (they just have to click) - it broadcasts it to all their friends.

**Facebook even encourages
the people taking your
offer to share it!**

Now you get free viral traffic that will often be double, triple or higher than what you paid for!

**Now a \$.15 click on
Facebook turns into a \$.05
click because you get 3X as
many clicks!**

Now you can promote paid offers and squeeze pages successfully without having to waste a lot of time on "nurturing" your leads.