

The Amazing Traffic Vortex!

Social



Content



Leads



SALES!



Directions University

by Jack Humphrey
& Gina Gaudio-Graves

The Amazing Traffic Vortex



© 2015 **Directions University for The Abundance Group, LLC**. No portion of this guide may be reproduced or given away without express written consent of Directions University.

The Amazing Traffic Vortex



Contents...

- Introduction
- What is The Amazing Traffic Vortex?
- The Rings of the Traffic Vortex And What They Mean...
 - Vortex Call Recording:
- Creating YOUR Traffic Vortex is EASY...
- What you must never, ever do in social marketing if you want to build a massive following...
- The one secret you must know in order to make your blog attract a huge readership that leads to more landing page opt-ins than you've ever seen...
- Why most marketers lose money on Facebook and how you can avoid this obvious trap...
- How to use our "Traffic Sources Tool" to get as much traffic as you will ever need...
 - REMEMBER TO REPURPOSE!
- The single most important strategy you must use if you want to double your traffic in days without spending a fortune in time or resources.
- Next Steps...



The Amazing Traffic Vortex



Introduction

From Jack Humphrey...

It's a marketing revolution. A movement. And now, you're invited to take part in it!

Most people do not think like “pure entrepreneurs” who believe that marketing is only a numbers game. We don't believe that building a successful business is purely a *technical problem* that can be solved with cold calculation and tricky copywriting.

Because so many people get into business with the desire to actually connect with their customers in a meaningful way (ironically netting them more sales and success in the end) the Amazing Traffic Vortex has grown a huge following.

Apple, for example, sells a lot of technology products because of how the company makes you feel about yourself while you are using their products. This is why millions of people use Apple products even when competitors get out in front of them with better features and more choices.

You just cannot beat a good story for generating an engaged audience that supports your business with praise, sales, feedback, and recommendations. One that creates **a movement** bigger than the product itself, the company behind it, and the people who created it. When you have that formula working for your business, you are absolutely unstoppable!

What's Inside...

In this guide, you are about to discover how to drive targeted traffic to your site with a simple system we use every day at Directions University.

It is gleaned from my experience of driving over 1.6 Billion targeted visitors to my own and my clients' and students' sites over the past 16 years of full-time internet marketing.

The Amazing Traffic Vortex



The Vortex model of traffic and doing business hails from the pioneering work of someone I consider to be one of the greatest minds in business strategy and leverage on the Planet today: my partner Gina Gaudio-Graves.

Gina and I will answer these questions in this guide:

- What you must never, ever do in social marketing if you want to build a massive following...
- The one secret you must know in order to make your blog attract a huge readership that leads to more landing page opt-ins than you've ever seen...
- Why most marketers lose money on Facebook and how you can avoid this obvious trap...
- How to use our "Traffic Sources Tool" to get as much traffic as you will ever need...
- The single most important strategy you must use if you want to double your traffic in days without spending a fortune beforehand.

The answers to these questions form the core of "The Amazing Traffic Vortex" and how you can use it to set your business on fire with more leads and more sales with less effort and expense than you could imagine.

The Amazing Traffic Vortex



In addition to you learning to drive more traffic, it is my hope that the following training will show you that [taking this strategy even further](#) will be a valuable investment of your time and attention.

Because once you get a taste of the power in “The Amazing Traffic Vortex,” you are certainly going to want to learn more and take it all up another notch very soon after putting these tactics into action for yourself!

To your Abundant Success!

Jack Humphrey

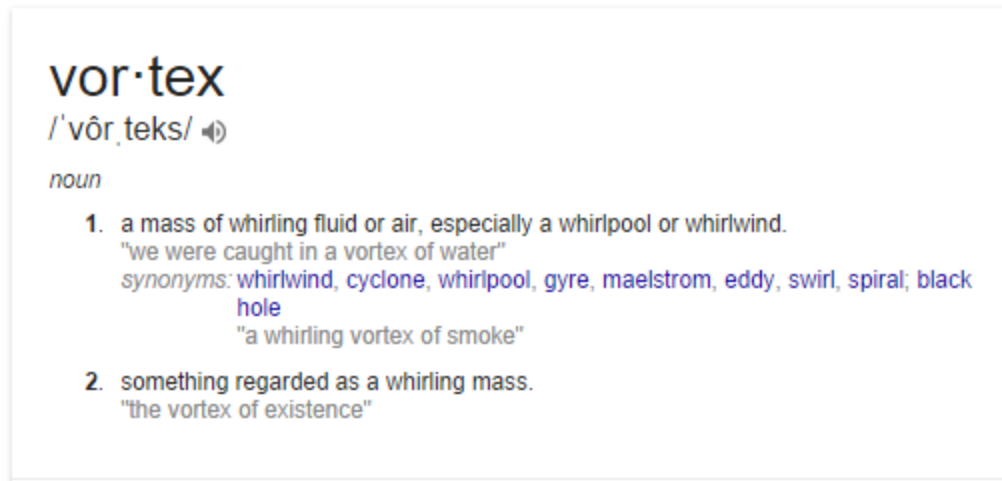
Associate Dean of Directions University

Gina Gaudio-Graves

Dean and Founder of Directions University

The Amazing Traffic Vortex

What is The Amazing Traffic Vortex?



A “Traffic Vortex” is a system that attracts a specific target market with a kind of irresistible suction, powered by attractive, interesting, content.

The main components of the Traffic Vortex are:

- 1) Content “pillars” that are the main subjects of your content marketing campaign
- 2) Content on your website
- 3) Strong social media content marketing
- 4) Repurposed content, syndicated in multiple formats
- 5) 5 rings

As you will see, there is actually a spinning motion to the Traffic Vortex as people come into contact with the outer edges. Like a tornado has suction, your targets get sucked into your social media presence, then your website, and ultimately into your marketing funnel as subscribers, leads, and customers.

And there’s nothing else like it in marketing!

It will make your Authority grow, your business more profitable, and your job in attracting your target audience even in the noisiest niches a whole lot easier.

In short, putting this into action for your business will definitely leave your competition wondering what you’re doing to beat them in search, social, and profits!

The Amazing Traffic Vortex



Even more interesting is the power of the Traffic Vortex to begin working wonders for your business before YOU even know exactly how its doing it so effectively.

We have students applying it now who are still gaining insight into the power and depth of the Amazing Traffic Vortex, all while it is bringing them more traffic and conversions than they've ever gotten in their lives.

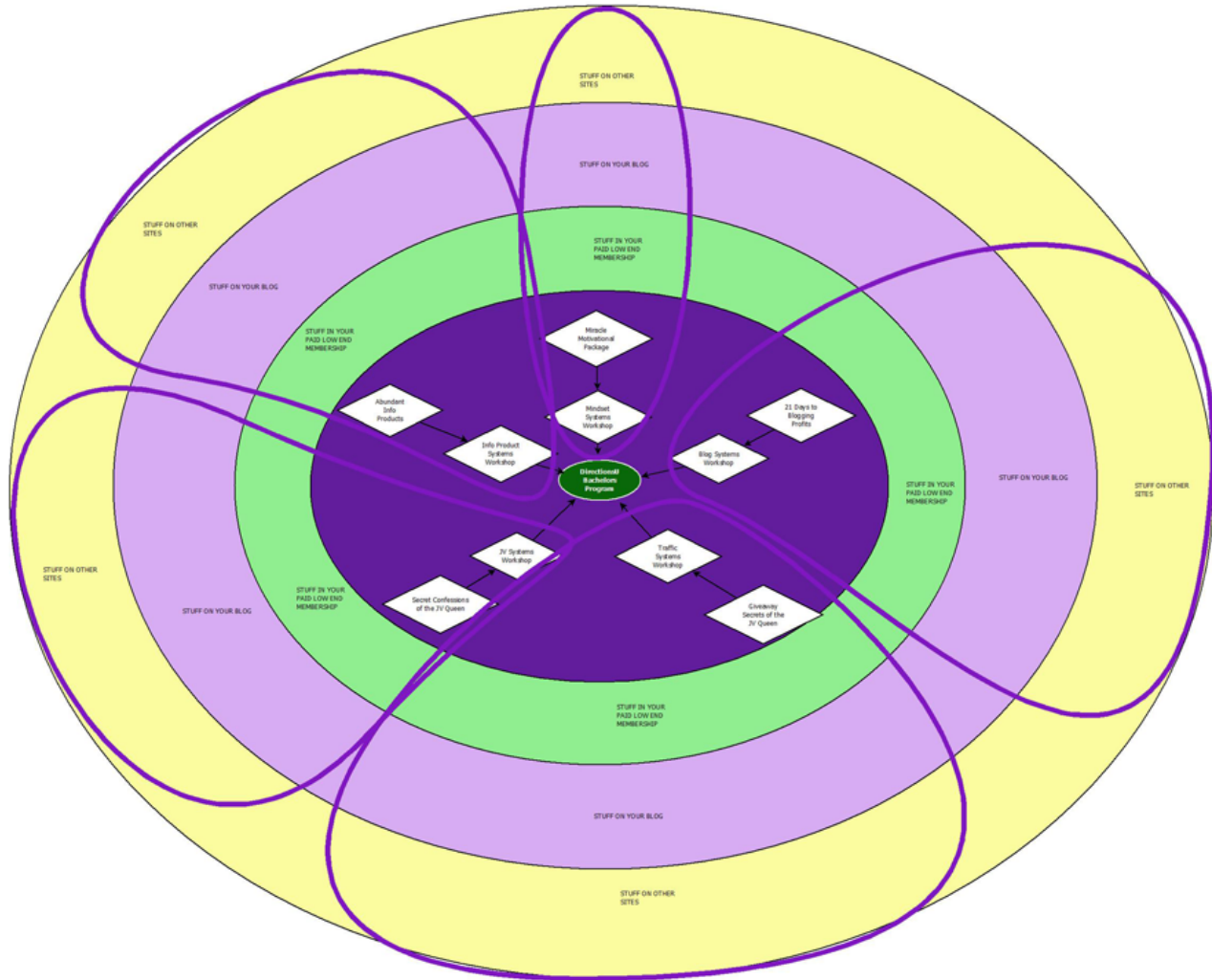
Let's start by giving you a tour of the structure of the Traffic Vortex on the next page...



The Amazing Traffic Vortex



The Amazing Traffic Vortex!



Copyright 2014 Directions University. All Rights Reserved.

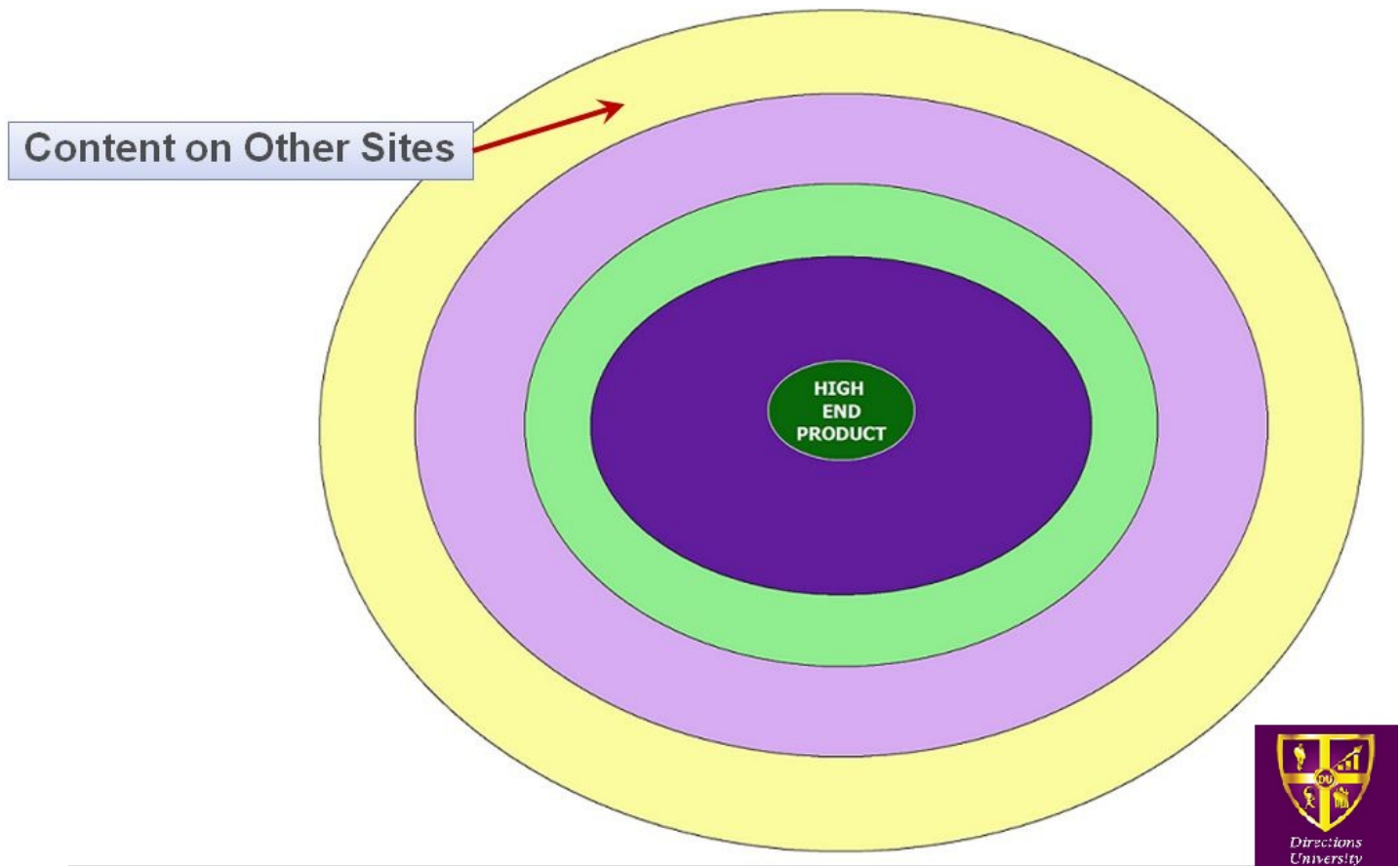
What you're looking at above is a 5-pillar Traffic Vortex. It has 5 rings, and 5 content pillars. (You can have more or less content **pillars** - not less than 3 nor more than 7 - but the Traffic Vortex **always** has 5 rings.)

The small words in the image above are not important to decipher. Just pay attention to the rings and pillars descriptions on the next pages....

The Amazing Traffic Vortex



The Rings of the Traffic Vortex And What They Mean...

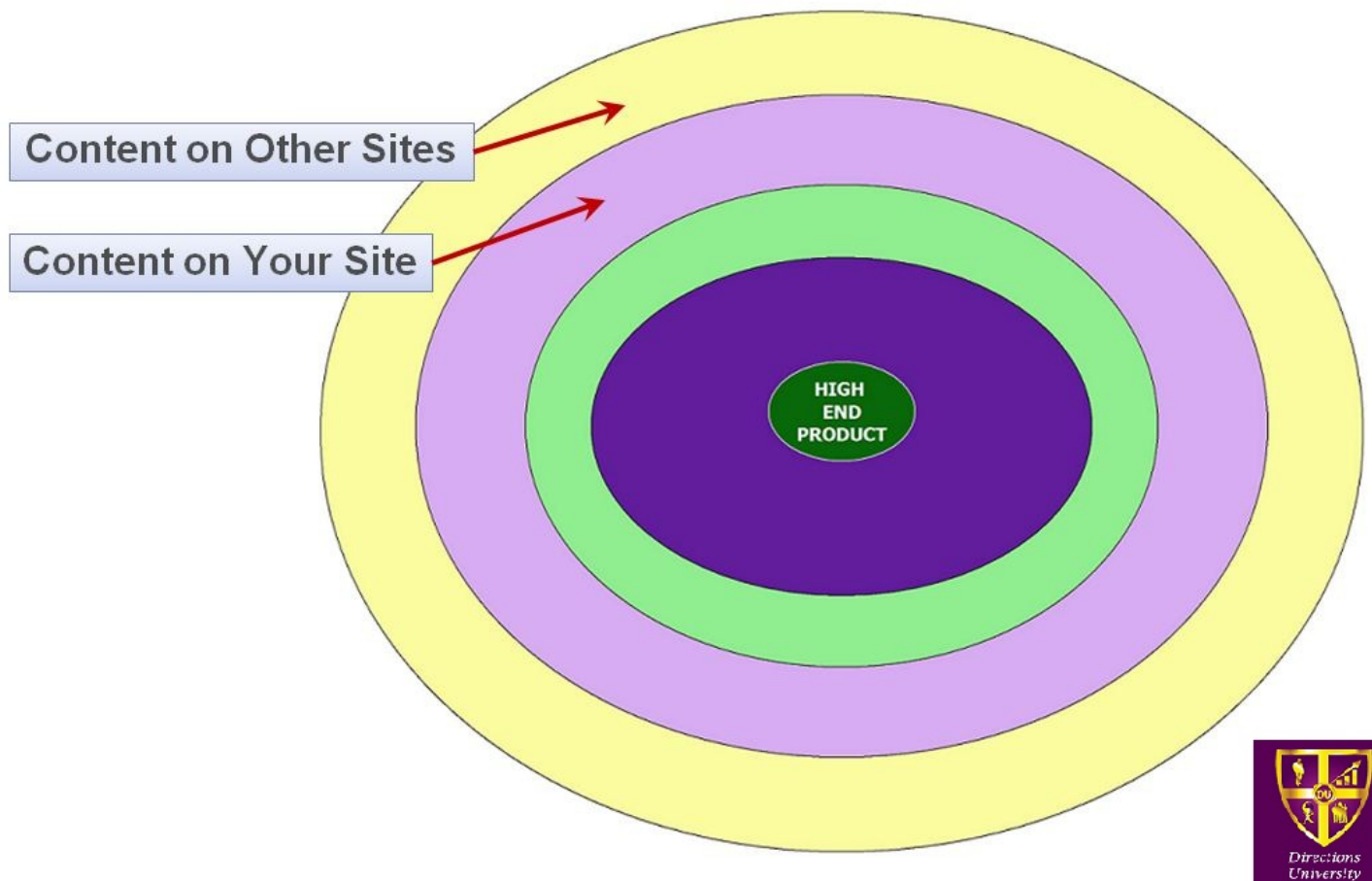


Yellow Ring

The outer ring of your Traffic Vortex represents social media (your personal and business pages/profiles on Facebook, G+, etc. plus any other sites on the web that are not your own, and even content on webinars, autoresponder messages sent out by affiliates/JV Partners, etc.)

This is where people first come into contact with you and your brand. Interesting content that you place on social media or guest posts or interviews you do on other websites that point back to your site. It also includes people talking about you on their own, linking to you from their sites or their social streams.

The Amazing Traffic Vortex

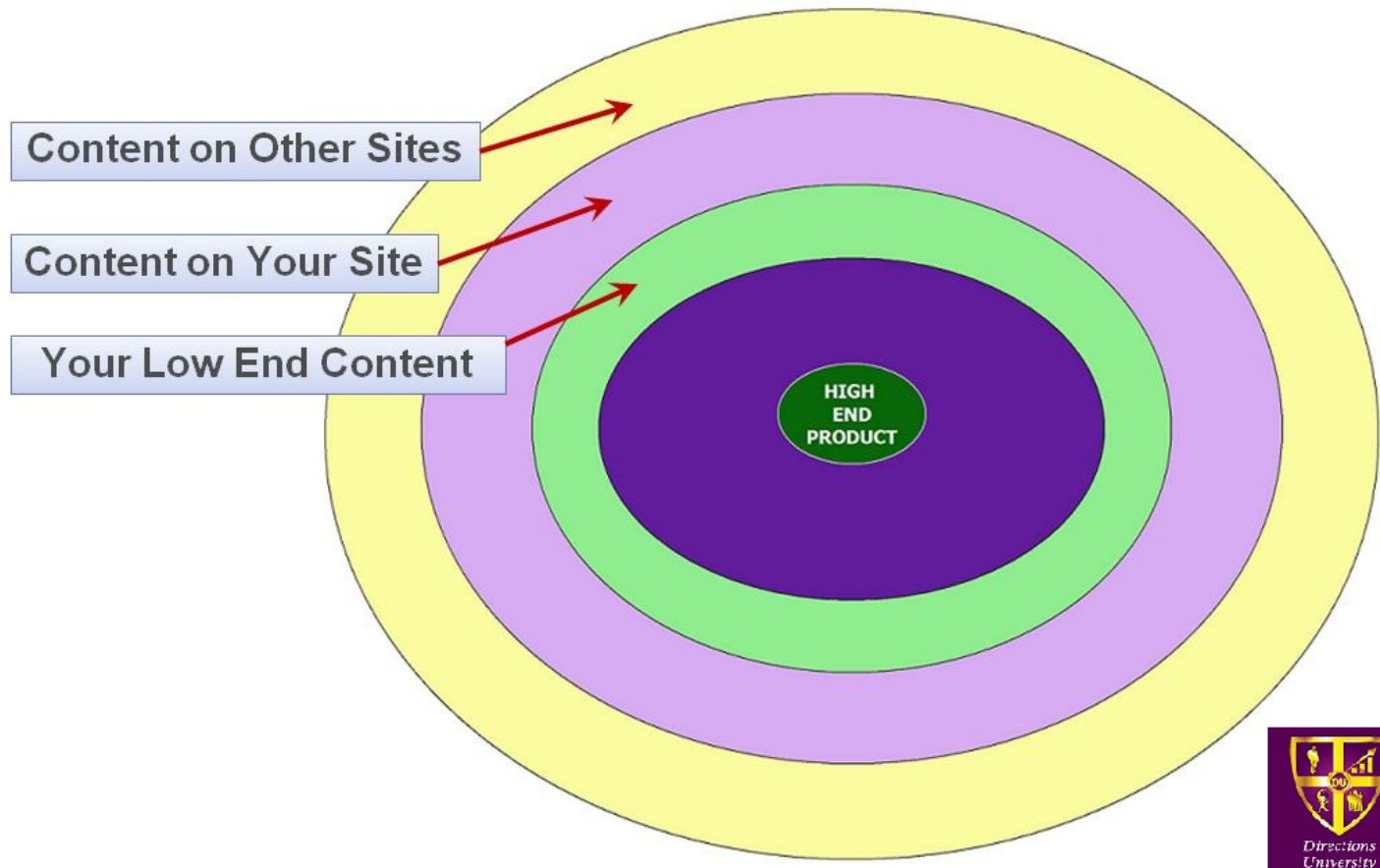


Lavender Ring

The lavender ring represents your site... Your blog posts, landing pages, funnels... everything on your site you use to build relationships, trust and Authority, and then get people to the next ring to take the first big step with you... subscribe and/or buy a low-end product..

Lavender ONLY includes that content that people can get to without opting in and without buying something.

The Amazing Traffic Vortex



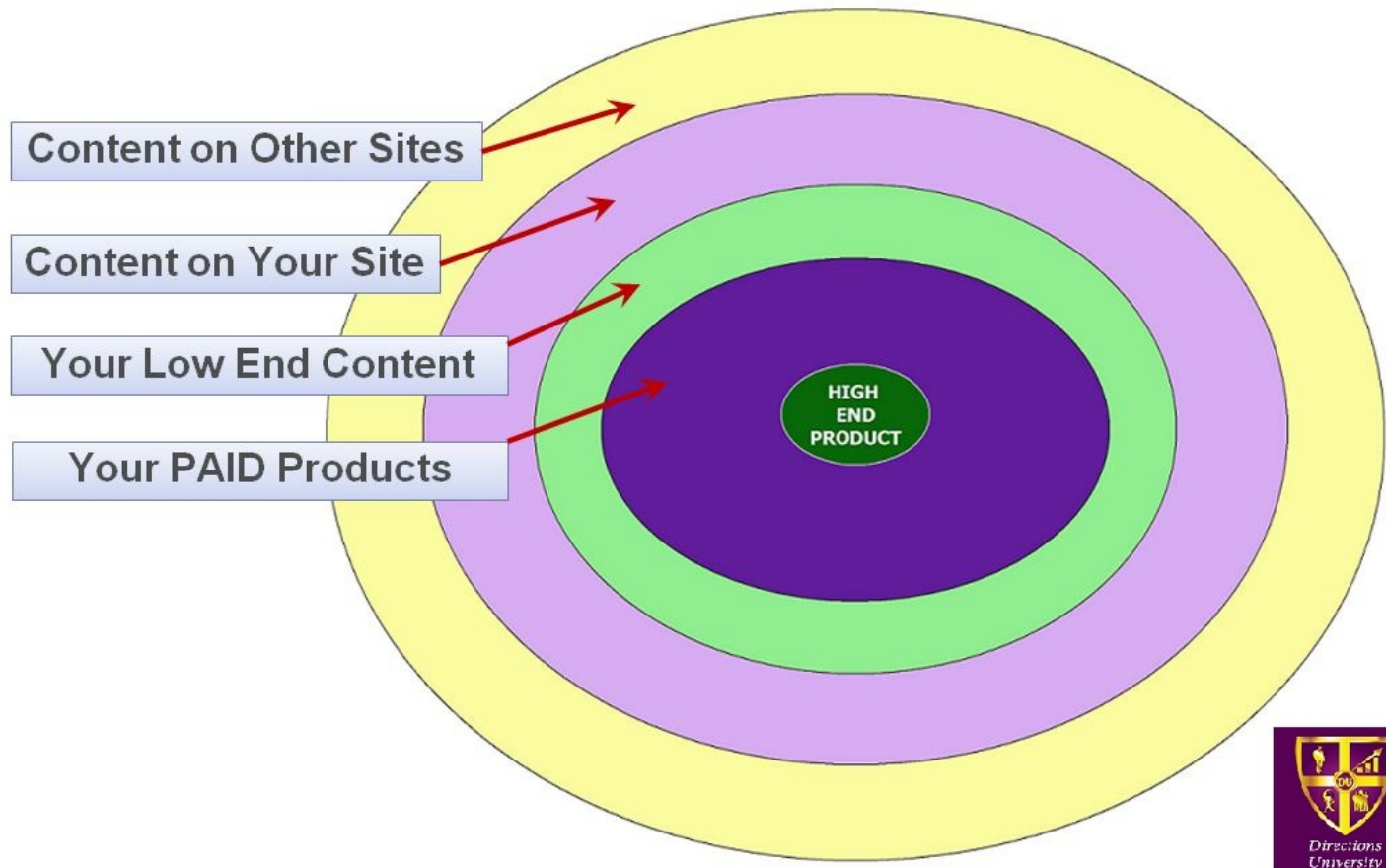
Light Green Ring

The green ring is your first paid step, getting people to spend at least \$1 with you on something easily understood and consumed by your audience.

For some this is a low-end membership site. For others, a series of inexpensive reports (one for each pillar) or guides in the \$7-\$15 range. This is where the “spinning motion” in your Traffic Vortex begins to take hold. (You get better “spinning motion” if this ring is a low-end membership site with content that is delivered over time rather than a separate report for each pillar.)

Depending on how well you do on the outer 2 rings to bring people to this point in your Vortex, it should be easy to get them to take this easy step closer to the center of your Vortex.

The Amazing Traffic Vortex

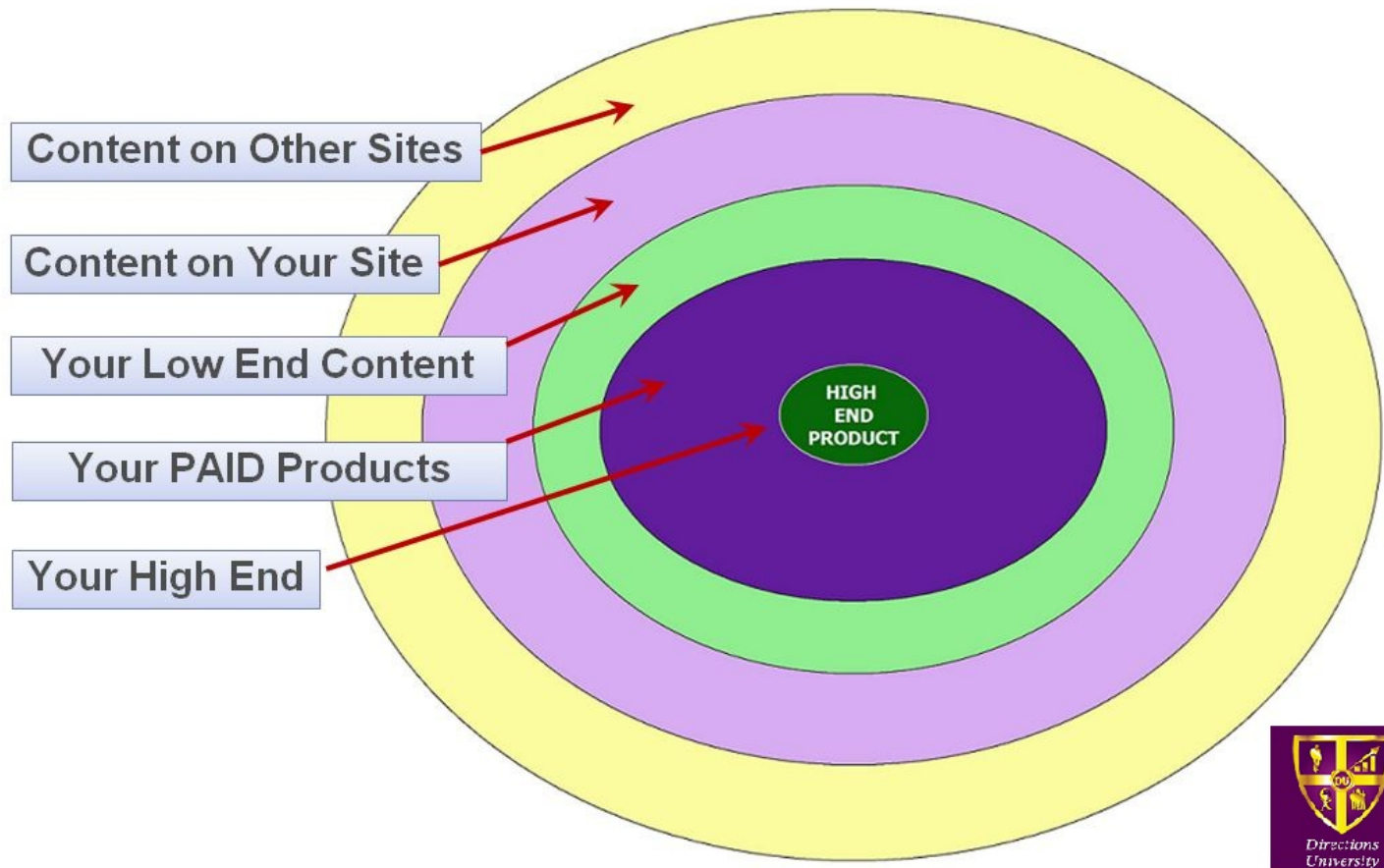


Purple Ring

The purple ring is where your mid-range products come into play. This can include workshops, webinars, telesummits, or any products that can fall into a \$97-\$497 price range.

For example, this is where workshops, or “Master Classes,” are found in the Directions University Vortex. Their default pricing is \$247, but we run specials and package them with other offers from time to time.

The Amazing Traffic Vortex



Green (Inner) Ring

The inner-ring of your Traffic Vortex is where the magic happens. This represents your main product - the thing you built your entire business around and what you make the majority of your money from.

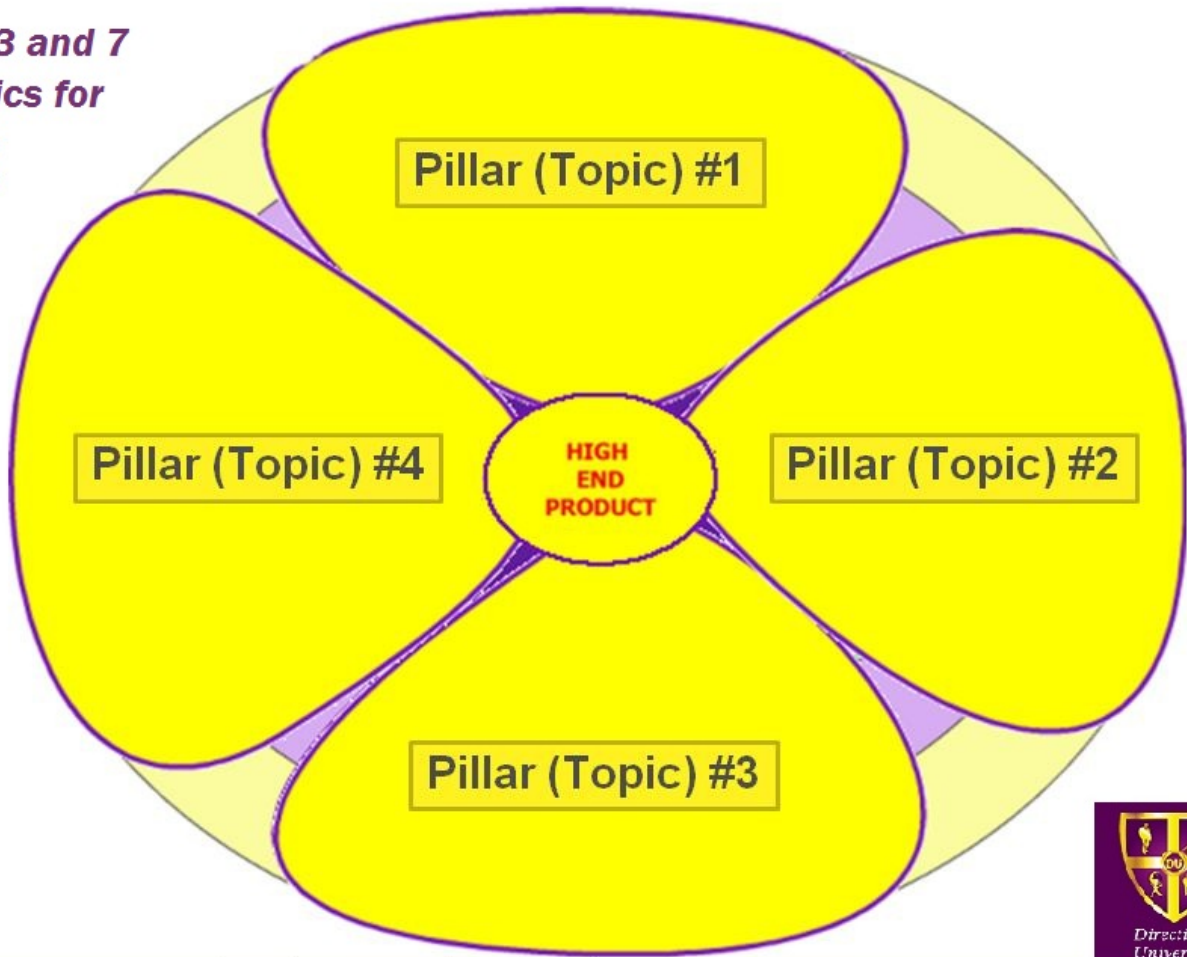
This has to be a product priced at at least \$1,000 per customer per year. So a \$97 a month membership or a \$1000 group coaching program, among other things, can be in this ring.

IMPORTANT

Everything you do, starting all the way out on social media with original and curated content, leads up to this moment in your Traffic Vortex. A post on Facebook, for instance, is like the butterfly flapping its wings in the Rainforest that leads all the way to a perfect storm inside your Vortex and creates the buying that spins the Vortex.

The Amazing Traffic Vortex

*Between 3 and 7
Pillar Topics for
Maximum
"Sucking"
Power!*



The other crucial component of The Amazing Traffic Vortex is your Pillars.

These are the main topics that you talk about all the time, have mid-range products to support in each pillar (topic), and the ways you start conversations and engagement all the way on the outside rings of the Vortex.

Example: Self Development Niche

Pillar 1: Confidence

Content starting on outer edge of Vortex dealing only with issues and topics surrounding confidence-building.

The Amazing Traffic Vortex



Pillar 2: Success Mindset

Content starting on outer edge of Vortex dealing only with issues and topics surrounding the success mindset your audience seeks.

Pillar 3: Affirmations

Content starting on outer edge of Vortex dealing only with issues and topics surrounding positive affirmations.

...and so on. Remember that you need at least 3 and not more than 7 pillars. Any more or less and your Vortex will not spin.



The Amazing Traffic Vortex

Vortex Call Recording:

Here is a great audio on the Traffic Vortex with a student who is just beginning to understand the power of this brilliant system through his experience with training baby horses, of all things! (The brand new horse he's talking about in this recording is your prospect on the outer ring of the Vortex...)

Listen to this... then come back to continue. (Audio MP3, 13 minutes)

Gina Gaudio-Graves and students discussing the Traffic Vortex...



Once you are done listening, head back to the [Amazing Traffic Vortex Guide](#) to continue!

Yeah, that really happened!

And it turned into one of the very best examples of how you can visualize what the Vortex is doing, how your prospects feel when they are just meeting you and how you bring them closer to you, once you have your Traffic Vortex set up and running properly.

The Amazing Traffic Vortex

Creating YOUR Traffic Vortex is EASY...

The KEY to building your own Traffic Vortex is to build it from the inside of the Vortex outward.

Too often, entrepreneurs have a tendency to “dabble”...

They start by playing with messages on social, waiting to see if people like them. If they do, then they setup a website and move into the Lavender ring. If that works, then they setup a low end product or free report and move into the mint green.

Building from the outside inward like this has NO Leverage. It creates NO “sucking” power.

Instead, you want to start by planning what you will sell in the center of your Vortex first. Will that be a coaching program? A product you sell as an affiliate that makes you at least \$1,000 per customer? A Done For You Service? A physical Product? A \$97 per month membership site?

When you know what that thing in the center will be, plan it out *in detail!*

Let's say you're in the Personal Growth arena like in the last example. You decide to create a \$2,500 Group Coaching Program. You'll want to plan the curriculum in detail.

Let's say you want to teach people about:

1. Confidence
2. Success Mindset
3. The Power of Affirmations

The Amazing Traffic Vortex

Fill in the details under each one...

- What topics will the course contain related to Confidence? Who will be teaching each of those topics (they should NOT all be you!).
- What topics will the course contain related to “Success Mindset”? Who will be teaching each of those topics (again, they should NOT all be you!).
- What topics will the course contain related to “The Power of Affirmations”? Who will be teaching each of those topics?

For each of these three topics (what you want to refer to as “Pillars”), you can create a stand alone course using the “Plan It, Sell It, Create It” model. In other words, plan each course in detail. Figure out which JV Partners you will invite to teach each topic with you. Then sell a LIVE, Interactive Course done in a Webinar or Google+ Hangout for each one. (You can call them a Workshop; Intensive, Telesummit, Summit, or anything else you would like!)

If you record each one, you can then repurpose the content of the recordings to get EVERYTHING you need to fill out your ENTIRE Traffic Vortex...

1. Add to each Lesson’s recording a set of Assignments or Action Steps. String all the Lessons together, one after another, and add a Live Q&A Call (an “Open Office Hours” style call) each week. This creates the Coaching Program for the center of your Vortex.
2. Sell the recordings of each Course separately at a price between \$97 and \$997 and you have a stand alone product for each Pillar of your Vortex.
3. Include a Panel Discussion for each of the Courses so that you can pull it out and use it as Content for a Low End Membership in the light green ring of your Vortex.
4. Have some of the individual Trainings transcribed and you have Content for Blog Posts in the Lavender ring of your Vortex.
5. Take a few quotes out of the Trainings and turn them into an image that you can share on Facebook, Google, etc.

Can you see how EASY it can be to create EVERYTHING you need to fill in your ENTIRE Traffic Vortex by creating just one course for each Pillar of your Vortex?

The Amazing Traffic Vortex

What you must never, ever do in social marketing if you want to build a massive following...

Never, EVER “phone it in” on your personal social profiles. You can have an assistant doing social updates on your business and fan pages on Facebook and G+, but you cannot have anyone involved in your personal brand on social. (Not to mention the security risks of having people represent you on your personal accounts on social!)

We see people trying to “outsource” their entire social presence and wondering why social isn’t working for them. People smell inauthenticity like dogs and bees smell fear. And they run from it, ignore you, ensuring that your personal brand goes nowhere. One of the **most important lead-generating tools in your arsenal** on the Social, Human Web is your personal brand.

Build it by engaging people *yourself*, or destroy it by hiring out the one thing you absolutely MUST do yourself!

The Amazing Traffic Vortex



The one secret you must know in order to make your blog attract a huge readership that leads to more landing page opt-ins than you've ever seen...

Authority. Authenticity. Thought Leadership.

Build these into your personal and business brand and watch your traffic soar through referrals, search, and social links.

Become an Authority by breaking new ground in your market, celebrating the successes of your customers and peers, and supporting the efforts of possible (or current) content JV partners and fellow thought leaders.



The Amazing Traffic Vortex

Why most marketers lose money on Facebook and how you can avoid this obvious trap...

Paid advertising works or fails to the degree that you support your paid advertising with incredible content. Just because you are paying for clicks doesn't mean you aren't still primarily content marketing!

Think of the last "funnel" you went through and bought a product from.... how awesome was the content? How important was the content in the funnel to helping you make the decision to buy a product at the end of it?

Yeah - you've already experienced a killer content funnel. (at least once, right?)

Go back to that experience and follow it again to see what worked so well on you. Then apply those tactics in your own Facebook content funnel to save a ton of money and get more leads for your ad dollar!

The Amazing Traffic Vortex

How to use our "Traffic Sources Tool" to get as much traffic as you will ever need...

So we have this neat little Traffic Sources tool for you. [Download it here.](#)

Instructions

There are 3 sections to this nifty tool...

The top section - Identifies Traffic Types A through N.

The amount of traffic you generate from each type of traffic is likely to differ from the numbers that are in the spreadsheet right now. These are estimates based on a site that's been around for awhile that was created by a marketer who knew how to convert. If your numbers differ, then change them here. Otherwise, use the numbers in the spreadsheet as a starting point.

The center section - Planning Your Goals.

In this section, plugin your goal for "How much money you want to make". Also plugin the price point of the product you're building your campaign around and the conversion you expect on your sales page. It will come back and tell you both how many sales you need and how much traffic you need to make those sales.

The bottom section - Where the "Magic" Happens!

Here's where you make some decisions about what you want to do to drive the traffic! Tell it how many of each type of traffic you want to do. (It's ok to leave some of them set to 0!) It will keep recalculating to tell you how much traffic that would bring you and how much more you need to reach your goal!

REMEMBER TO REPURPOSE!

If you plan on writing a blog post, think about turning that same content into a video that you share on YouTube, Facebook, and Google+.

The Amazing Traffic Vortex



You can take a few tips or quotes out of that post and use them to create an image to share to Pinterest, Facebook, and Google+ as well.

Food for Thought: What else can you do to repurpose content into any of the 5 creative formats (text, audio, images, videos, and slideshows)?



The Amazing Traffic Vortex

The single most important strategy you must use if you want to double your traffic in days without spending a fortune in time or resources.

Connect to your audience on a REAL level:

Step 1: Pick a Pillar of your Vortex (topic to start a discussion about on social (outer ring)).

Step 2: Bring people to your site to experience a blog post with exceptionally interesting stuff for your target market.

Step 3: Then a good call to action for your optin, squeeze, landing page.

Give to Get

Nowadays you really must give some of your best expertise away to show you're not like the many others in your niche who fail at content marketing and push people around with ads.

Be outrageously generous. Thoughtful. Helpful. Be of service to your market.

They will notice and **you will be rewarded** with their attention and interest. It is exceedingly rare in any niche for marketers to really seek out and make connections with their audience.

You will be seen as an unusual and memorable “find” for someone who has been through the wringer with the “megaphone marketers” while trying to find answers or interesting content that isn't just thinly veiled advertising.

This strategy will serve you well with Facebook and other advertising. People get even MORE greedy when they are spending money for traffic and they send their prospects through a gauntlet of hard sales funnels with little to no content.

If you know that's most peoples' experience out there, make sure YOU are an oasis of genuine desire to help them before you ask anything of them. (As we've sought to do in this very guide for instance. Have you already noticed a difference between this guide and the last thing you downloaded?)

The Amazing Traffic Vortex



Next Steps...

1. USE this material and the tips in this guide to get more traffic. Prove to yourself that you can apply what you've learned here. It really does work.
2. Then, take all of this to the next level with our full **42-lesson training in [Motivation to Profit](#)**.

Affiliate Program

Would you like to spread the word about The Amazing Traffic Vortex and get paid? Help other business owners like yourself by sharing this guide, and get great commissions on the entire product line at Directions University!

[Join The DU Affiliate Program!](#)

[Tell us what you think](#) about The Amazing Traffic Vortex on G+!

Follow Directions University on [Facebook](#) and [G+](#).

The Amazing Traffic Vortex

Try our other World-Class Business Training Master Classes...

(All come with FREE access period to Motivation to Profit!)

