

DIVERSIFIED TRAFFIC with the MEP Method (MULTIPLE ENTRY POINTS)

To build a solid foundation in our business we want to diversify the traffic coming into our business and offers. We don't want to find ourselves relying solely on one source of income or traffic. Especially if that 'one source' is a form of social media. I've unfortunately witnessed entrepreneurs who have built their entire business on Facebook or Instagram only to end up having their account be shut down. Don't let that happen to you!

So when it comes to Multiple Entry Points we are talking about multiple entry points for visibility as well as multiple entry points for coming into your business and becoming a client/customer with an established Value Ladder.

So you're already well under way building out your Value Ladder so let's talk about visibility and diversified traffic. It doesn't matter how amazing you are or how transformational your offers are if nobody knows you exist so we have to get you out there and visible to your ideal clients.

So how do we do this?

There are two forms of traffic you can utilize for getting eyeballs on your business:

Social Media - Facebook, Instagram, TikTok, Twitter, LinkedIn etc.

Search - Google, YouTube, Pinterest etc.

Now for each of these we have another two ways of attaining that traffic. Paid and Organic. So that looks like:

Organic Social Media - Posting on Facebook, Instagram, TikTok, Twitter, LinkedIn etc.

Paid Social Media - Facebook Ads, Instagram Ads, TikTok Ads etc.

Organic Search - Blog Posts, Pinterest Pins, YouTube Videos etc.

Paid Search - Google Ads, Pinterest Ads, YouTube Ads etc.

When it comes to Paid traffic for both Social Media and Search you can be using those paid ads to boost your content on those platforms themselves or be using those ads to direct potential customers to opt into your list or purchase one of your products/offers.

Ideally you want to be focusing on both Organic Social Media and Organic Search. Start by just picking ONE platform to focus on for each. You're probably well on your way to this after going through the Content to Clients Module.

When it comes to Paid Advertising you may want to begin by exploring running some paid ads to grow your list. Once you have an offer that is proven to convert to your audience you can explore adding paid ads into your launch strategy.

When it comes to paid advertising I do recommend you dive into paid advertising with support through a comprehensive course or program on your advertising platform of choice that preferably includes a group or mastermind component where you can receive troubleshooting support and be kept informed on all the latest updates with the platform. I have included some recommendations with this lesson.

I don't recommend hiring an ads manager until you have either an offer that is converting incredibly well organically and/or ads that you have been running on your own that are converting well. An ads manager is a hefty investment and not one to be undertaken too soon. There is also the option of hiring a VA (virtual assistant) to help support you with ads but they may not be equipped to be fully up to date on current practices and have the expertise of an experienced ads manager while offering a multitude of other services as a VA. If you are going that route I recommend still learning about advertising on your own so you aren't in the dark about what is being done.

One of the best pieces of advice I can offer is to remember before making any decisions on whether or not something is working is that you need enough eyeballs on your ads and your offers before you can make any decisions whether or not something is actually working or not.

A good number to keep in mind is 100. Getting at least 100 sets of eyeballs on something to get enough data to make decisions on how it is converting. So let's say you have an email list of 1,000. You might be thinking "I can get 100 views of my sales page no problem! That's only 10% of my list". But let's actually do the math. A good open rate for an email list might be around 20%. So let's say 20% of your email list opens the email about your offer. So that's 200. Sweet right! Nope... That's 200 people that have opening your email. Not 200 eyeballs on your offer. An average CTR (click through rate) on an email is between 2-5%. So that means (if we assume you have a super engaged email list and go with 5%) that of those 200 people that opened your email 10 people actually look at your sales page. Yes 10, not 100, ten.

So a good conversion rate for a sales page would be about 3%. So if 3% of those 10 people purchase that's only $\frac{1}{3}$ of a person. That's not enough eyeballs to get a sale. That's not enough eyeballs to get data on whether your sales page and your offer will actually convert or not.

I see so many entrepreneurs out there getting so hyped up and excited about launching their offer and they send out 1 or 2 emails to their list and mention it a few times on social media and get no sales. They feel defeated and like they have failed. That their offer must suck and nobody wants it. When that is NOT the truth. The truth is they simply...

DIDN'T GET ENOUGH EYEBALLS ON THEIR OFFER!

So don't jump to conclusions that what you've created isn't good enough. You just need to get your offer in front of more people. This is why focusing on how you're bringing traffic to your business and growing your list is so important.

Because "*If I build it, they will come*" does not apply to online business, only baseball fields in old Kevin Costner movies. It's your responsibility to get them there!

The best way to monitor the views your content is getting is my utilizing Google Analytics which is FREE. Make sure you have your Google Analytics account setup and your tracking pixel on your website and sales pages. You can learn all about Google Analytics here: <https://analytics.google.com/analytics/academy/>

Don't be afraid to send out multiple emails and post again and again on social media. People are distracted and it may take seeing something several (usually 7) times before they'll actually click through to find out more information. You may feel like you're constantly in their face but the truth is that the online space is VERY noisy and it's going to take consistency (and possibly some ads) to get noticed.