



Episode 18: Your Traffic Struggles and My Candid Comments

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Hey everybody, welcome to podcast number 18 where I am going to have some very, very candid remarks about building traffic to a website today. I'm really going to be looking forward to hearing what you have to say in the comments, so please make sure you go to 2createawebsite.com/podcast18 to share your thoughts.

Do you know what's ironic? I remember reading an article. I think it was last year, where a blogger mentioned that in the internet marketing space, there are actually articles about building traffic, and I'm going to include social media in that. These articles get shared the most. They're read the most. They have the widest circulation in terms of topics on internet marketing, yet traffic building is still the biggest problem that people have today.

In other words, everybody is consuming this content like crazy but they're still struggling. How many of you out there listening right now have read what you feel like is every article that has been written on traffic building? You've probably liked them, you've probably re-tweeted them, yet you're logging into your traffic stats

and you're like "I don't get it. I still can't build traffic."
Let's talk about the irony of that.

First of all, I think the biggest problem that a lot of people have with traffic building is that psychologically, it's natural to want a step by step guide. Many of us learn in steps. We want practical information that we can use and implement, and then repeat that. You might be looking for that one size fits all traffic guide that you can implement over and over and over again. Unfortunately especially with the changes with Google, we can't really do that anymore. So for someone like me who helps people make money online or at least tries to, that's very difficult to teach because if I do something that has worked for me, I'll give you a great example: Pinterest. I've had tremendous success with building traffic to my natural hair site by using Pinterest. I tried that same strategy with 2createawebsite and didn't get nearly the great results, because it's a different niche.

So, a lot of traffic building is relative. I know some of you are thinking, you don't have time to get out here and try a number of different things and test out these various social networks and figure out what works best for you. But unfortunately if you want success online, that's honestly what you have to do. As I've said before, we all have different skill sets. You might be a great speaker. Somebody else might be better on video. You might be a great writer. Maybe some of you are funny, and it's really about aligning the traffic building method with whatever your skill is, and that might take time. But that frustrates people because they want success now. The other problem is that there are people who are extremely shy, and they're not comfortable on social media or on YouTube. They're desperately hoping that just sitting behind a computer anonymously writing content is going to be enough. I'm sorry you guys but in 2016, that is not enough anymore.

I would love to be able to say, if you want to get 5,000 visits to your site every day, step 1 do this, step 2 do this. Now, are there general principles that we can all talk about that you can do? Of course, but they work differently for different people because of the niche, because of the person's skill set, because of the person's motivation, all that. Let me tell you guys, if there was a product

out there that I was comfortable enough recommending to people, I would be promoting it. If you look at Pat Flynn's passive income report that he puts out every month, go through that. Do you see any programs out there on traffic building? What influencers do you know are promoting programs that help people build traffic? You don't really see many people doing that. I think it's because traffic building is a very relative task, and it's also very difficult to make guarantees when you're teaching something like that, and that's really what people want.

Another example. If you go to Udemy - If you do a search for any type of traffic building keyword whether it's social media or whatever, what's ironic to me is that there are hundreds of courses on Udemy on internet marketing, but very few popular courses on traffic building. When I say popular, I mean courses that have number of reviews in the hundreds or two hundreds. You can't go by students enrolled because people give away free coupons, which I don't agree with but that's a whole another thing. But look on Udemy right now and see if you see a very successful course on how to build traffic to a website. Isn't it ironic with so many internet marketing topics on Udemy, there aren't many courses with hundreds of 5 star reviews, with 10-15,000 students enrolled? I think that says a lot. I think that's primarily because people when it comes to traffic building, they want a step by step actionable guide with proven results. That's the key, that's what people want.

I have a really good friend that's starting her journey online with a new podcast. She admitted to me yesterday, we had a very candid conversation and she said "You know what Lisa? I am a student for life. I love going to school. I love learning." She has her Master's in Communication, and she admitted to me that one of the scariest things about getting online is there are no guaranteed steps to success. She's the type of person that likes to follow steps and get results. She was always told, you go to school, you get a good job, so she went to school, she got a good job. But with this internet marketing thing, there's a lot of taking stabs in the dark and I think that that is incredibly scary to a lot of people, particularly if you feel like you don't have time to fail. I think the other reason people don't get out and try different things is it's out of their comfort zone.

You know it's one thing, you have to get out of your comfort zone to get on YouTube and that's scary enough, and then there's another thing that if you do it, you might not get the success that you want right away. That's scary and it's very defeating for a lot of people, so I also think fear plays a role into people getting stuck and not trying new things.

If I could create a product, a helpful product on getting over your fear, I would probably make a killing, because one thing I've learned with talking to a lot of you guys over the years is that fear is very stifling. A lot of you won't even put up your site because you're afraid that you've chosen the wrong topic, or you might choose the wrong topic or what if this doesn't work.

What I told my friend on the phone just yesterday, I said "You know what? You might fail. My first site failed, my second site failed, my third site failed, but that's life. Sometimes you have to fail on order to learn. Sometimes you have to get out of your comfort zone to learn something new, or gain a new skill." I think she really wants me to validate her topic or her idea, so it'll give her some comfort and go "Okay, Lisa approves this so I'm going to move forward." But I can't really do that.

My friend also made a really good point about how we read these success stories online or on TV about people that have instant success from doing one thing. It inspires us, but they also create unrealistic expectations. Most people have to get out here and try a number of different things before they succeed. That's realistic for most of us.

I would love to have a very, very, very candid discussion in the comments, 2createawebsite.com/podcast 18. Tell me your story about traffic. I don't care what it is. If you're sick and tired of this, if you have a success story, something that's working for you today, what is keeping you from trying something new, why are you not getting on social media? Are you overwhelmed? Are you afraid of YouTube? I want to know.

Let me say very candidly, one thing I'm looking forward to with my

new site is that I'm going from teaching a lot of theory to more practical topics. I can't guarantee that you're going to make X amount of dollars online. I can give you a guide and it's up to you to take that and apply it to your own niche or whatever, but I can't ever guarantee that you're going to have X amount of dollars at the end of taking a course. I can't do that. I've never tried to do that. Even when Google was easier to rank on, I couldn't do that back then either.

But with this new site where I'm going to be teaching more practical things like software, I can make more definite guarantees and I'm really, really looking forward to that. That's something also you want to think about when you're coming online to sell something or teach something. Is this something I can guarantee? Is this practical or is it theory? That's been a big lesson for me now. Going forward, I will always teach more practical things where I can say "By the end of this course, you are going to be able to successfully create your animated intro with Camtasia. By the end of this course, you will be able to successfully set up your own membership site." Practical things is what I want to teach from now on.

You know Udemy is always sending out guides to help their instructors make more money. One of the things that they've said is that the instructors who make the most money on the platform are the ones who teach the more practical topics, and it makes perfect sense. When I look at my 2 most highest rated courses, they're my Spreadshirt course and Photoshop course, both averaging at the time I'm recording this a 4.8 out of 5 star review. Why? Because I'm teaching practical things, whereas internet marketing, traffic building is more theory. It doesn't work the same for everybody. Outside of SEO which we know has now changed, my strength has never really been teaching people how to get a lot of traffic to their website. That's never been my strength, and even less now with all the changes. So for me, it's about positioning myself into a niche where I can teach the practical things.

Here's another example of why it's difficult to teach internet marketing. Why is it that I was emailing someone yesterday who is making a part-time living with affiliate marketing after taking my

course, and there's someone who else who took the course around the same time he did that's struggling. It's because there are so many variables to success online, and it's very difficult to teach and say I can guarantee something.

See for me, video has always been a strong, core component of my traffic building. It's something I'm very comfortable with. I enjoy doing it and I've excelled at it, but you might be listening to this thinking "I don't like video. I don't want to do video, I'm not good at it, I'm not interested in it." Well, I don't really know what else to tell you because that's my strength.

I'm not really all that great with social media, but that's the point. Outside of telling you to get on YouTube, I've run out of things to tell you or at least help you with, which is why I'm looking forward to this new site because I can attract people that are interested in what I'm interested in. I know that there are people out there that want to learn video and get better at video, and now I can position myself to get in front of the people that really want my help.

If anybody knows of a great product out there that you're currently using that actually works, tell me. I'm talking about an actionable guide for traffic building for beginners, because I'll buy it, I'll check it out, I'll use it and I'll recommend it if it works but I always find it very interesting, you don't see influencers in internet marketing today recommending a lot of people that help with traffic building.

Now, I have to admit I'm not always out there on social media, so maybe there are some out there that work really well. Again, if that works for you or you find something or you know of someone that's really helped you, shout them out in the comments. Let's help each other out, and real talk, if you are starting today, 2016, you have to learn social media, or YouTube, live streaming. That is the future. With social media, things are constantly changing. The internet is constantly changing, so you can never come out here and expect things to always stay the same. When you learn something, you can't get comfortable with it because it's going to change. That's why you have to be prepared. If I was starting today, quite honestly with social media being as big as it is now and changing so fast, I would probably hire someone like a consultant that would help me

learn the basics. Marty Smith is a great example, someone who has a proven track record in helping and consulting with people about social media, to help you get your head right, to keep you from being so overwhelmed when you're starting. Social media is where it's at. Like it or love it.

So, let's discuss in the comments, 2createawebsite.com/podcast 18 and I'll see you in the comments.