



WEEKLY ACTIONABLE CONTENT SERIES

8.28.2017

Manifesto Traffic Strategy In 6 Steps

Manifesto - a public declaration of intentions, opinions, objectives, or motives, as one issued by a government, sovereign, or organization.

Key word there is objectives. Also opinions are important as well. But as a whole our job with writing a manifesto that can drive traffic for us is to complete an objective within the manifesto, cram it full of opinions, and load it with options. What do I mean by options?

You'll see...

Let's take this by the numbers...

Step 1 - Write a manifesto

- I want you to write a manifesto.
- It doesn't need to be long. Think 10 to 20 pages.
- It does need to have an objective that you complete. That's another way of saying you need to solve a specific problem in this manifesto.
- You DO need to have personal takes and opinions in this manifesto. Don't go didactic on this one. Build rapport with them. People don't follow information they follow opinions. Stand for something.

Step 2 - Make the manifesto stand out.

- This thing needs to stand out a little bit from the norm
- The key word here is be different.
- Look around at other ebooks in your space that are being given away for free. Purposely make yours look and feel different from the norm.
- An awesome cover and internal design
- The layout of the pages (try a different size or shape to add uniqueness to the manifesto)

Step 3- Make it REALLY good.

- You need to make this thing "paid product" quality good.
- The writing should be engaging, easy, and fun to read
- The content, should be in-depth and very thorough, complete with sidebars for extra content, heuristics that readers can apply, and a checklist at the end.
- [Tweetable content](#), so you can click on a line that you like and tweet it out.

Heuristic. ... Heuristics can be mental shortcuts that ease the cognitive load of making a decision. **Examples** of this method include using a rule of thumb, an educated guess, an intuitive judgment, guesstimate, stereotyping, profiling, or common sense.

Step 4 - Upload

- **Upload the Manifesto to Google Docs** or your website and get a shareable link

Step 5- Make it "no opt-in required"

- You will get the manifesto spread even faster by not requiring an opt-in
- Put a special free bonus offer inside the manifesto (and on the manifesto download page). Yes this will require you to create or get another product to give away besides your manifesto. Get over it. You said you were willing to put in the work.
- This bonus offer could be as simple as the video walk through of your manifesto. Or PLR rights. You decide. Make it good.
- Here's how people get the bonus:

On the bottom of every page in the manifesto, it says:

"Free [whatever the benefit of your free bonus is] at [link to opt-in page]"

Example:

"Free Video Walk Through of this Manifesto at videomanifesto.com"

Step 6 - Distribution

- You now need to execute a strategy to get your manifesto out. Here is a simple strategy to make that happen.

- I want you to gather 30 niche related questions that people are commonly asking. You can use:
 - [Quora.com](https://www.quora.com)
 - [Yahoo Answers](https://answers.yahoo.com)
 - [Answer The Public](https://www.answerthepublic.com)
- Now I want you to record a simple video answering each question. Each video you pitch your manifesto at the end and you tell them to “click the link below the video.”
- Be sure to mention “no-opt-in” required”
- I want you to create a youtube channel and create a playlist for your 30 videos.
- Now I want you to upload a video a day for the next month. Be sure to put a link to your manifesto in the description.
- When you upload the video to youtube, youtube will automatically create a transcription of the video. Pull that (look it up if you don’t know how) and edit it quickly to make it right.
- Join 5 niche related forums. Take your written version of the Q&A session and share it in them. Be sure to put a link to your manifesto in there and be sure to remind them it is “no opt-in required.” Do this every day that you publish a video.
- Join 5 niche related facebook groups and share your uploaded video in each of them every day. Put a link to the manifesto in the comments section.
- When you have published 5 videos I want you to go over to list.ly and create a list for these 5 Q&A sessions. You can put links back to your videos as well as your Manifesto. The list would look something like this:

“5 Frequently Asked Questions About Internet Marketing”

And then when you have published 5 more you create another list that would look something like this:

"5 More Frequently Asked Questions About Internet Marketing"

This is the basic strategy for driving traffic with a manifesto. You can adapt this, alter it, rearrange it to fit your needs. Be creative. Winning on the internet is part science and part art.

Good luck out there. You can do this!

Kam