



WEEKLY ACTIONABLE CONTENT SERIES

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Dream 100 Traffic Strategy

Quick Intro

The Dream 100 is a simple traffic strategy that came from a concept by a guy named Chet Holmes. He wrote a book entitled The Ultimate Sales Machine. That's where this all comes from. It's a great foundation and starting point for any traffic strategy.

Let's get into this!

Step 1 - Figure out who your dream clients are. Build a customer avatar.

Step 2 - Create a spreadsheet with a few different categories in your niche. Think sub-niches.

Step 3 - Think of all the different media channels that your dream clients congregate.

Step 4 - Under each category list 10 to 20 different gurus, websites, or connections that could get your message in front of their customers or following.

Step 5 - Build relationship with Dream 100. Become facebook friends if possible with them. Buy some of their products to become familiar with what they sell. Join their facebook group and become active in the community. Help them first before ever asking for anything in return. As you build friendship with any of these people, leverage that fact. Take that info with you when approaching the next person from your Dream 100.

Step 6 - Leverage what your Dream 100 have built. Even if you cannot make connection with them directly you can leverage the power of facebook ads to put your message in front of their followers.

END.

ADDITIONAL RESOURCES ABOUT THE DREAM 100 TRAFFIC STRATEGY:

1. [The ClickFunnels Dream 100](#)
2. [Chet Holmes "Dream 100" strategy](#)
3. [Drive Traffic with your Dream 100: Featuring Russell Brunson](#)
4. [How To Grow Your Business With The "Dream 100"](#)

As always, if you have any questions about this strategy, feel free to reach out to me at:

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Good luck out there guys!

-KAM