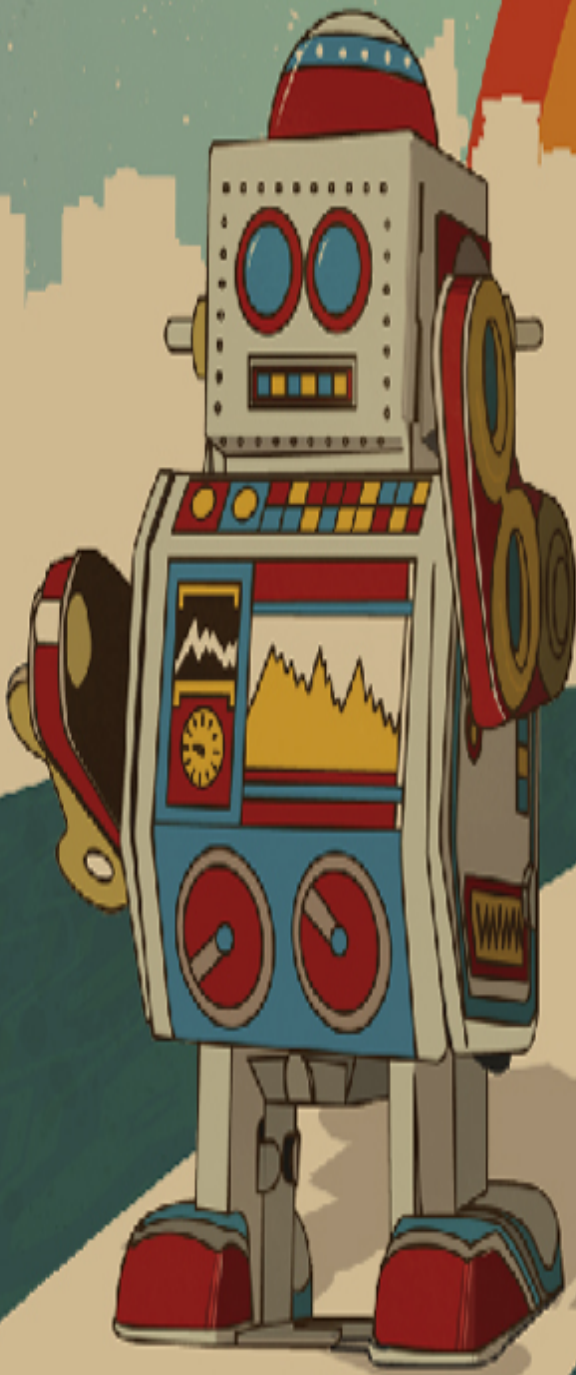


The TrafficForMe.com Safe Traffic Checklist



10 Simple Things
Help You Decide Who
to Buy Traffic From
Before You Risk Your
First Dollar

Table of Contents

Letter From the T4Me Team	2
How to Use this Checklist	5
Checkpoint 1: Basic Research	6
Checkpoint 2: Who else can Vouch for this Provider?	7
Checkpoint 3: Professionals or Posers	8
Checkpoint 4: The Power of a Team	11
Checkpoint 5: The Price is Right	13
Checkpoint 6: Mind Your Money	15
Checkpoint 7: Manage Expectations	17
Checkpoint 8: People are Important	20
Checkpoint 9: Is Traffic Their Focus?	22
Checkpoint 10: Dirty, Dirty Traffic	23
Choose Wisely – Final Word	25
Printable Checklist	26





The TrafficForMe.com Safe Traffic Checklist

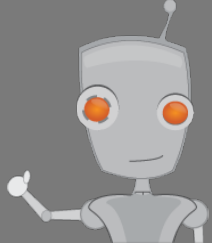
Why You Need This Checklist & How to Use It

Dear Entrepreneur,

Here at TrafficForMe.com (T4Me), we're dedicated to helping you find the very best traffic for your internet business... even if it's not ours.

If you're downloading this checklist, chances are you already know that not all traffic is created equal – in fact, some is outright fraud.

As the leaders in CLEAN traffic, we've noticed that the traffic business can literally be a place where "the uneducated meets the unethical". We feel it's our job to protect you from becoming a victim of unscrupulous traffic providers by educating you on how to figure out who's ethical and who it's not.



The TrafficForMe.com Safe Traffic Checklist

There's plenty of great quality, honest, ethical, and legit traffic providers out there.

And with the T4Me Safe Traffic Checklist in hand, you'll be able to move forward in your business without the fear of being scammed.

Alright. So, you're here because you know you need traffic for your business, that part I'm sure of.

But why?

Because if you're working online at all, you've been BOMBARDED by the idea that you need traffic to even become remotely successful (and that fact is absolutely true!)

However, what they don't tell you is that "buying traffic" comes with a very large warning label:

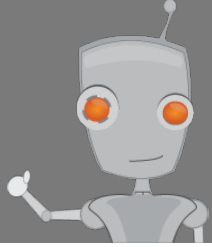
BUYING TRAFFIC CAN BE HAZARDOUS TO YOUR FINANCIAL HEALTH.

If you're new buying traffic, it can be more like the "shell game" on the side of the road. You're convinced that it's all left to chance, but the reality is that only the guy moving those shells around really knows the outcome.

If you're not really careful, you'll get burned right out of the gate and your business will grind to a halt before you even get started!

Here at T4Me we've been around the block, faced the shell guy head-to-head, and kicked over his little stand so he can't do business anymore. We have created this simple checklist to help you make absolutely sure you're getting the BEST quality traffic that you can, every time.





The TrafficForMe.com Safe Traffic Checklist

Here's How To Use This Checklist:

There are a total of ten sections and criteria (or "checkpoints") that you need to evaluate before buying traffic from ANY source.

We've listed these 10 critical items for doing business with a traffic source below.

- As you go through the list, you'll rate each section on a scale of 1 to 5, with a total possible score of 5.

- At the end, you'll add up the results and you'll get a very specific number we call our "T4Me Trust Score".

The closer the Trust Score is to "50", the safer the traffic source is.

Here's the basic guideline:

45 - 50 points = "A" for AWESOME. This traffic source scores an "A". Go for it. You can definitely trust it at any investment level you're comfortable with.

40 - 44 points = "B" for BELIEVE. This traffic source is somewhat trustworthy and you can most likely trust it. You most likely ranked it a "B" because you personally had some base level belief (or gut feeling) about this company. If you don't have any "A" source available, then give it a shot.

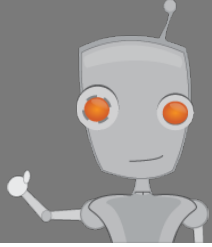
35 - 39 points = "C" for CAUTION. This source is on the line... it's hard to tell if you can trust it or not. Test this traffic at your own risk with as minimum investment as possible.

30 - 34 points = "D" or DANGER Remember that guy in school that always got a "D"? Would you invite him into your study group? Probably not. Proceed with caution. Try it at your own risk.

29 or below = #FAIL - Nope. Not even maybe... unless, that is you like just burning your money. (and if you do, I have at least 1,000 better places you can send all that extra cash to... just ask)



NOTE: We try to make everything super simple here at TrafficForMe.com. So, at the end of this checklist, there's a handy little table you can print out and use at your heart's content. All you have to do is put in the name of the traffic source you're reviewing and the scores (1-5) for each section... grab a calculator and you'll instantly spit out the T4Me Trust Score for each! Pretty slick 😊



The 10 Checkpoints

Give each a Rating of 1-5

1) Quick Research

The inter-webs are a vast and sometimes shady place. You need to know the difference between a potential gold mine and a potential shyster. This first checkpoint is where you start doing your due diligence – and honestly, this can tell you the whole story in one swoop.

There are plenty of people out there ready to take your hard earned money and put it in their pocket to send you bullshit “traffic” with no regard for the results.

The first thing you want to verify is that the person or company you’re planning to do business with is on the up and up.

Here are the questions you need to ask and verify

A) Google em.

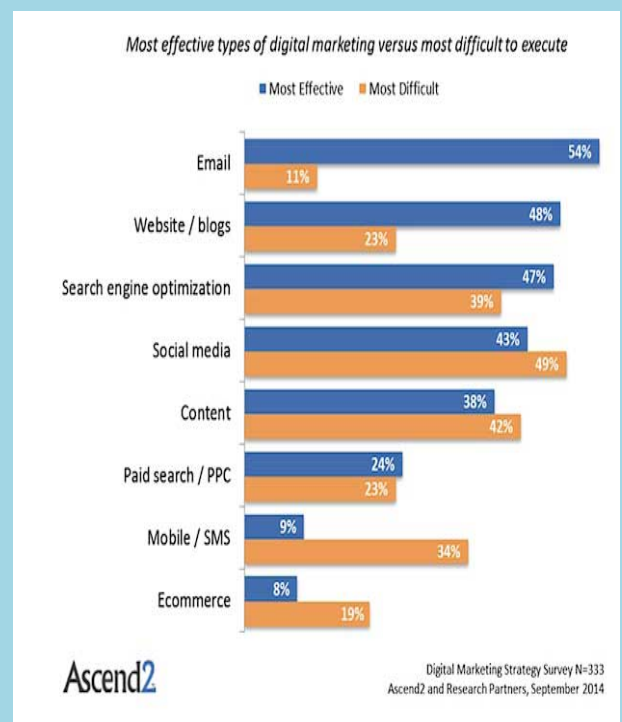
You’d be amazed at what you can find out about a business just by going to Google and typing in their name and the word “review” or “scam”. So, “Company Name Review” or “Company Name Scam” -> just like that. You should also put in the person’s name you’re dealing with like so “Person’s Name Scam”. Be sure to click on the first few links to make sure it’s really about who you’re researching. Don’t just rely on the search results, you’ve gotta go to the actual links.

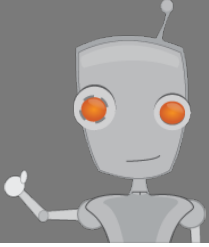
If they’ve burned people in the past or have bad reviews you’ll see them immediately. Go ahead, Google “TrafficForMe.com review” and see what’s up. We’re not afraid to put ourselves out there as your first litmus test. Do this for every company and person you’re considering buying traffic from.

B) Do they have a social media presence?

Here’s the thing, just about everyone in the world exists on Facebook, Twitter, Instagram, or LinkedIn, whether they have a business or not. If it’s a real person – they’re going to have some sort of social media footprint. If you can’t find the person you’re dealing with on one of the popular platforms like Facebook or LinkedIn, then it’s a definite red flag.

E-mail Rules The Roost With The Highest ROI

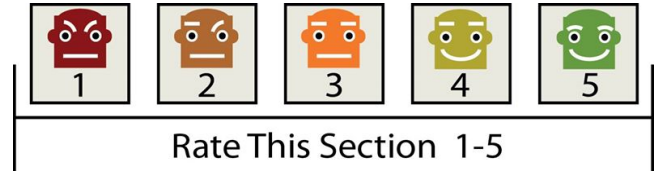




Who Can Vouch For This Provider?

Alright, that's a pretty good start - if you've gone through question number one completely you can assign it a total score of 1-5. A "5" is the best rating you can give and means that they came up perfect for this criteria. No scams. No bad reviews. Heck, maybe you even found something GOOD about 'em. However, if you do find some negative stuff about the source you're ranking, use your best judgment and give it a "1" or "2" depending on how bad it is.

Okay, this brings us to section two.



Trust Can Be Easily Transferred

2) Who Can Vouch for this Provider?

It's important to have access to a real person who has done business with the traffic source you're looking to do business with. Will this person vouch for the source and give their stamp of approval? Ultimately, if you can speak with someone who not only has done business with the company - but continues to order traffic from them again and again, you've got a winner.

A) Were you referred to the company by someone you trust?

If you trust the person or company that sent you to this particular traffic source then at the very least you have a leg to lean on and someone who can give you more details about how they've dealt with them in the past.

B) Ask others who they trust.

This falls in line with being referred by someone you trust. Ask other people who they're using, and specifically ask them about the source that you're considering. If you're in a business opportunity of some sort, ask your sponsor and anyone else you know that's in the same opportunity. Look for people that have actually used the source - first-hand experience goes a long way. This will allow you see who other people are successfully using and who they really depend on.

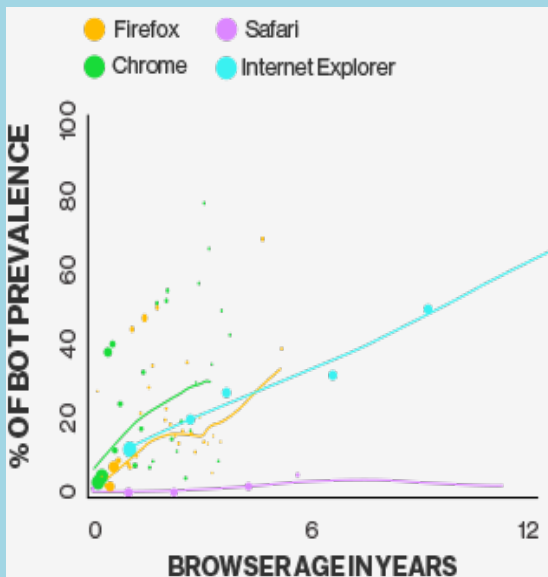
C) Testimonials, real or fake?

So... back to the shell game. There's a relatively common practice I need to share with you and that is... some traffic brokers put fake testimonials on their websites. It's sad but true, and it happens more often than you might think.





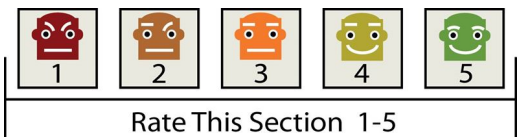
Bot Prevalence By Browser Age



Another trick to catch fake testimonials would be to google the person's name who is in the testimonial. Can you find that person? Can you maybe even contact that person via Facebook?

When you're deciding whether or not to do business with a company, be sure to ask for real, verifiable testimonials from real people who have actually used the service. Honestly, if you think someone has used a fake testimonial, it's an outright deal-breaker if you ask us. If they lie about this, what else are they lying about?

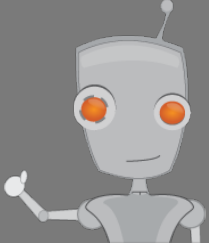
Okay, that's it for checkpoint #2 - don't forget to rank them 1-5. If you find fake testimonials, that's going to pull it all the way down to a "1". If you find people that are happy with the service and use it over and over again, that's a "5".



3) Professionals or Posers?

Ah yes. Now we're going a little deeper down the rabbit hole. the reality is that you want to be dealing with someone who is truly a professional at what they do, not a poser trying to make a quick buck. (And trust me here, there are a LOT of those out there.) This section will help you tell the difference.

Professionals or Posers?



Sometimes you CAN judge a book by its cover...

A) Does their site look professional?

Yeah, so this is a biggie. First, if somehow in this digital age of incredible technology, the company you're considering buying traffic from DOESN'T have a website... um, that's game over.

Is he or she Just some screen name you talk to on Skype or in Facebook with no website to be found? That's a pretty big red flag right there. Just ask them "hey do you have a website I can take a look at?" If the answer's no, watch out.

Now, that being said, all reputable (and most posers too) will have a web site. You need to go on over and poke around the site of any traffic source you're considering.

Does it look like they hired a 3rd grader from down the street to design it on their tablet? Or can you tell that they actually went to the trouble to hire a designer and make it real?

Is the site more than just a single page hyping up their traffic with 'buy now' buttons on the bottom of it or is it a full featured website with other info on it, features that help you succeed, a way to contact the people behind the site, and so on.

B) Broken Links and Broken Dreams.

Speaking of poking around, make sure you click any links that you can on their site and check to see if any of them don't go where they're supposed to, or worse go off into "404 Page Doesn't Exist" land. Broken links are a good indicator of whether or not the company is actively maintaining their web presence or just phoning it in.

C) 3...2...1... Contact

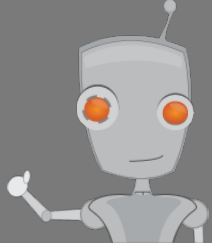
Another BIGGIE. When you're ~~sneaking around~~ doing your due diligence at their site take a couple minutes to make sure you're comfortable with their contact info. Do they give a phone #? Feel free to call it to see if it's a real number. Do they give a mailing address in a trustworthy location?



It Makes You Wonder, right?

We've often wondered if anyone either bothers reading something like this with a font size so small. We've all grown accustomed to just skipping over fine print like this. Just for fun, if you contact someone on the Traffic Team at TrafficForMe.com and tell them that you read the small print on page 9, of the Safe Traffic Checklist we'll give you 20% extra clicks on your first order.

Professionals or Posers?



Put the address in Google maps and see if it's a real place. Is it a business address, a mailing address, some guy's house, or does it look like it's a shanty in the middle of a 3rd world country?

I'm not suggesting that "every" business in say... Nigeria or New Jersey is out to take your money and run, but it bears thinking about when you're going to send them your hard earned money.

D) Marketing Method

Watch out for Facebook "Posers". The way someone markets themselves can also be a sign that they're not to be trusted. Be wary of people who post over and over again to various Facebook groups (or Skype for that matter) about their services, without EVER providing anything else of value. If you ask them a question, are they giving you a real answer or just giving you "copy and paste answers". There are a lot of blowhards out there just spamming away in different groups trying to snag a new mark, take as much money as they can, and then move on. If all they ever talk about is say "buy my traffic" over and over again, do yourself a favor and pass. This type of activity can be found in both public and private messages, on Facebook, Skype, Linked In, other networks, or even in email.

E) Show Me The System!

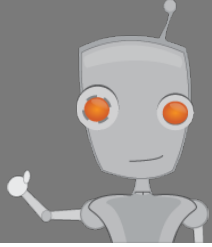
This final category for this professionalism category is also pretty important. Make sure you verify that the traffic source you choose has a verifiable way do business with you. Like, for example, an actual system to track clicks. It's generally best if they're using an in-house system that you can log into any time to check stats yourself. If they're relying on 3rd party data, or just "trusting their source", you're probably going to get screwed out of either clicks, money or both. The system should also be capable of blocking click-fraud... (more on that in the next section.)



That's it for section three! Go ahead and rank the source. "1" for absolute poser, "5" for very professional, and anything in between based on your research. The next section deals with the differences between the types of traffic sources you'll encounter.



Rate This Section 1-5



The Power Of A Team

Having A Team On Your Side Is Very Important...

What is Click Fraud?

It is a type of fraud that occurs on the Internet in pay-per-click (PPC) online advertising when a person, automated script or computer program imitates a legitimate user of a web browser clicking on an ad, for the purpose of generating a charge per click without having actual interest in the target of the ad's link.^[1] Click fraud is the subject of some controversy and increasing litigation due to the advertising networks being a key beneficiary of the fraud.

Journalist John Battelle described click fraud as the "decidedly black-hat" practice of publishers illegitimately gaming paid search advertising by employing robots or low-wage workers to repeatedly click on each AdSense ad on their sites, thereby generating money to be paid by the advertiser to the publisher and to Google.

Source: Wikipedia

4) The Power of a Team

Honestly, it's very easy today to set up shop as a solo ad provider or traffic broker. Some of the people you're dealing with have been doing business for the same amount of time (or less) than you!

There's some pros and cons in dealing directly with a source versus going through a list broker or traffic agency. You may pay a little bit less per click by dealing direct, but since more than half of the traffic sources out there are crap, you're really paying more in the end. Find yourself a good middleman you can trust – and even better, find yourself what we call a Traffic Team.

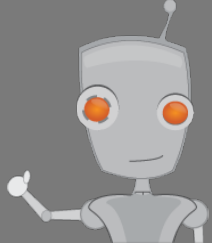
A) Experience, Expertise, Education.

Like we said, some of the people or companies you run into just started doing business more recently than you! If the company, or people behind the company, have only been around the block once or twice, be careful. It's much better if they have years and years of experience in internet and email marketing. But most importantly, do they share their expertise... educate you if needed... or do they just ask for your money to buy more traffic?

B) Is it just one guy?

Whether it's a Traffic Broker or a single Traffic Provider, the difference in having a team on your side is really important. With a Traffic Provider or a Traffic Broker chances are, you'll be dealing with one individual. Not a team.

There are a lot of one-man shows. And there's really nothing wrong with that, but the reality is... it's much better to have access to a group of people who may have different levels of experience and areas for focus themselves.



The Power Of A Team

Make Sure Your Team is Smarter Than You

There's a lot more to this business than meets the eye – so it's best to have a few different people that can look at your offer, give you advice on how to improve it, and ultimately match you with the best lists in their arsenal for YOUR OFFER.

And consider this fair warning, many so-called agencies are really just throwing you to the wolves by giving you direct access to the traffic providers and offer no real value in between.

No experts on staff to give advice, no customer service, no protection, nothing. (Remember earlier when I said this is where the “uneducated buyer” meets the “unethical provider”? This is how scammers will use these networks to prey on unwitting newbie traffic buyers as well.)

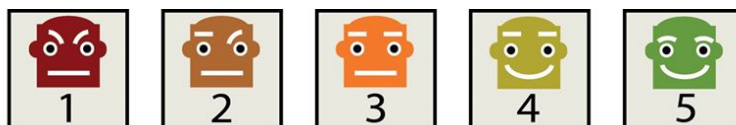
C) It's All About That... Leverage.

One of the distinct advantages to working with a company with not only a long track record, but also one that sells hundreds of thousands of clicks... leverage. There's power in numbers, indeed.

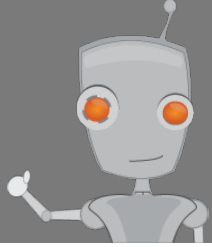
When you deal with a company (like T4Me) that does a lot of daily volume, the traffic providers will bend over backwards to not only give us the best prices possible, but also to, well, keep us happy, as well. If something goes wrong with a campaign, they are much more likely to do *a whole lot more* to make it right. Why? because an entire book of business is at stake, not just a single client..

This allows a reputable broker or agency to leverage their existing relationships to benefit ALL of their advertising clients instead of it being a crapshoot every time you pull the trigger.

That's it. Go ahead and give a “1” if its just one guy who's done business for less time than you and a “5” if you get the feel that it's a traffic team giving you advice about your specific needs based on years of experience in the field. Now, the next section is tricky, it deals with prices and the pitfalls of getting it right.



Rate This Section 1-5



The Price Is Right...

Everything's got a price. Make sure yours is right.

5) The Price Is Right.

The price of traffic is a major issue. It can be the difference between your business thriving or withering on the vine. Of course, you want the lowest price possible... but sometimes “cheap traffic” can be the most expensive in the end because the end-result was so bad.

It's a pretty confusing thing if you're just getting started... here's what you need to pay close attention to.

A) Commission Crunch

Ok, so everyone needs to get paid, but there's a limit. If the company selling you traffic also has affiliates getting huge commissions, then watch out! We've seen companies paying as high as 50% of the so-called retail price of traffic.

That's like pulling into the Walmart parking lot and buying meat out of the back of a truck from a guy who just bought it at Walmart and now doubled the price and slapped a “grass fed organic” label on it.

It's exactly the same traffic, but you're paying double. Usually, companies with high payouts like this work with publishers that give them the lowest price possible – much like Walmart, driving quality down along the way.

Honestly, any company that pays out over 20% of the retail price is to be wary of. 10% is fine, 15% is probably okay, too. But 20% and you should start to get concerned. However, if the payout comes from a percent of profit instead of retail, the company is much safer to do business with – no matter what the percent.

SNAKE-OIL LINIMENT

RELIEVES INSTANTANEOUSLY

AND CURES HEADACHE, NEURALGIA, TOOTHACHE, EARACHE, BACKACHE, SWELLINGS, SPRAINS, SORE CHEST, SWELLING of the THROAT, CONTRACTED CORDS and MUSCLES, STIFF JOINTS, WRENCHES, DISLOCATIONS, CUTS and BRUISES.

It Quickly takes out the Soreness and Inflammation from Corns, Bunions, Insect and Reptile Bites.

The best External Preparation for BYCICLISTS and ATHLETES. It makes the Muscles supple and Relaxes the Cords. Loosens the Joints and gives a feeling of Freshness and Vigor to the whole System.

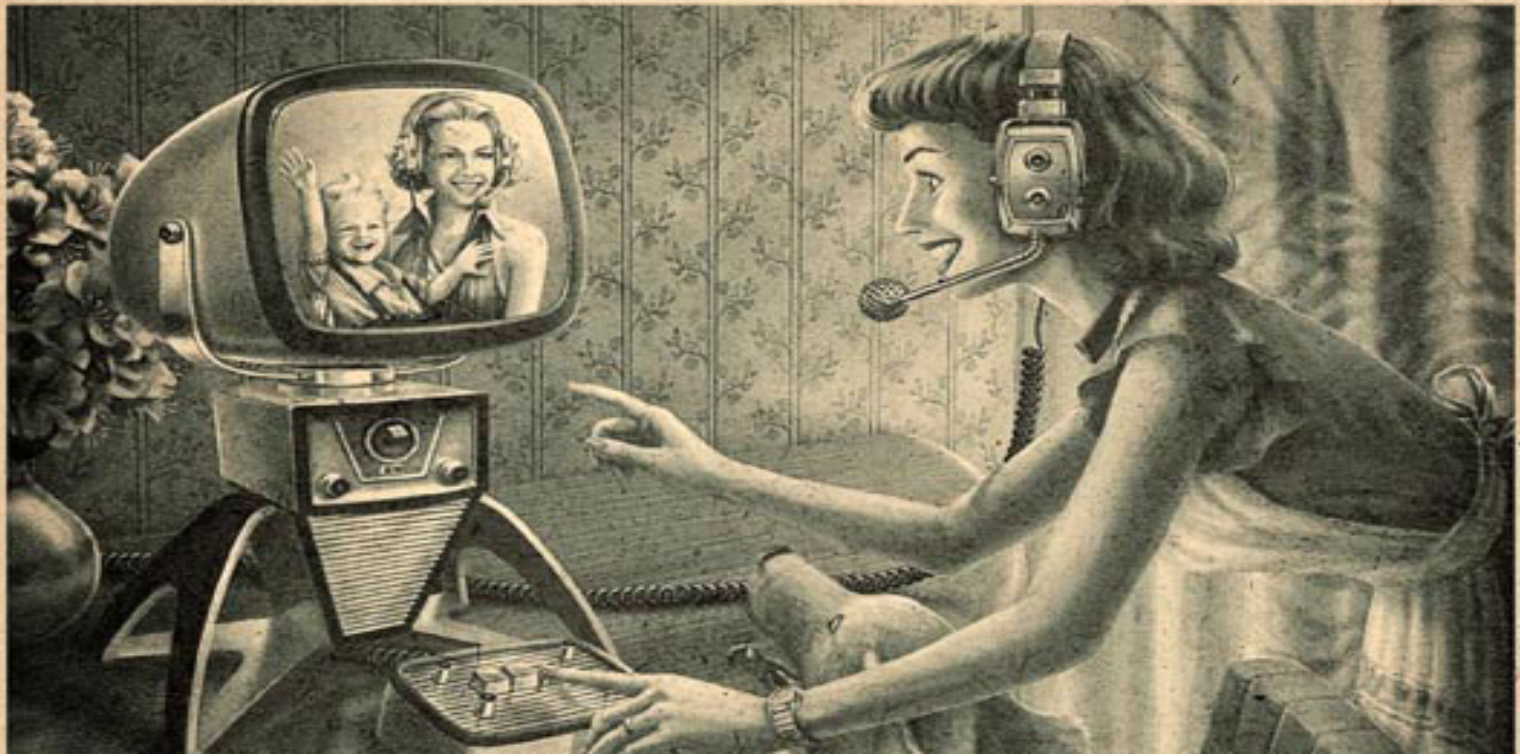
SNAKE-OIL LINIMENT CURES ALL ACHES AND PAINS.

If you are suffering from Rheumatism, ALWAYS take LA-CAS-KA internally for the Blood and use SNAKE-OIL LINIMENT externally. When used together we GUARANTEE A CURE in every instance or MONEY REFUNDED.

If You Are Afflicted With DEAFNESS

Get Our Specially Prepared

PURE Rattlesnake Oil



B) Which Niche Matters.

One of the things you definitely need to be on top of and understand is your own niche. Most people reading this guide are likely in the “Business Opportunity” (biz op) or “Make Money Online” niche.

But there are a lot of other niches where people are making money too.

We highly suggest you compare a few traffic sources to be able to make an informed decision about your niche’s true traffic value.

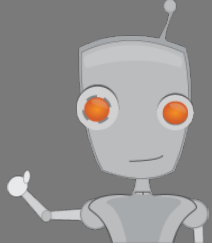
You may find that some providers are simply pricing traffic way too high for your particular niche and you’ll need make sure to avoid overpaying for that traffic, it could simply be too expensive for you to profit from.

Here’s a quick guideline for some of the niches we’re most familiar with:

BizOp/MakeMoney - Look to pay between .50c to .80c per click depending on volume. This is the sweet spot. Any more or less should send up a red flag.

Personal Development – We’ve seen the range here from .75c to \$1.25 per click. This niche is also quite a bit more international than most – you’ll find people from every country on the planet signing up to your stuff.

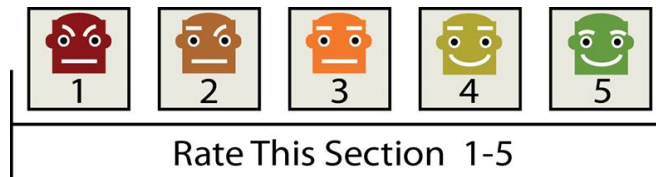
Health/Nutritional – It’s a bit more per click than the others. So, make sure your offer has a lot of profit built in. Many advertisers in this niche know that they’re looking for a 50% return on their advertising investment because the life time value is so high. Anyway, the sweet spot here is \$1.00 to \$1.50 per click.



Mind Your Money

Survival/Prepper – it's actually hard to find anyone in this market willing to sell on a per-click basis. So, you have to pay for a full mailing and then do the math on how many clicks you get. I've seen people happy with \$2 to \$3 per click, believe it or not. So, you definitely want to know what you're doing before playing around here.

Alright, rank 'em based on price. Give a "1" if they're way too high, give a "1" if they're way too low. In the sweetspot gets a "5"... and it's completely possible to give a 2,3,4 here as well. Alright, speaking of pricing, section 6 talks about other aspects of your money.



It's your money... make it count.

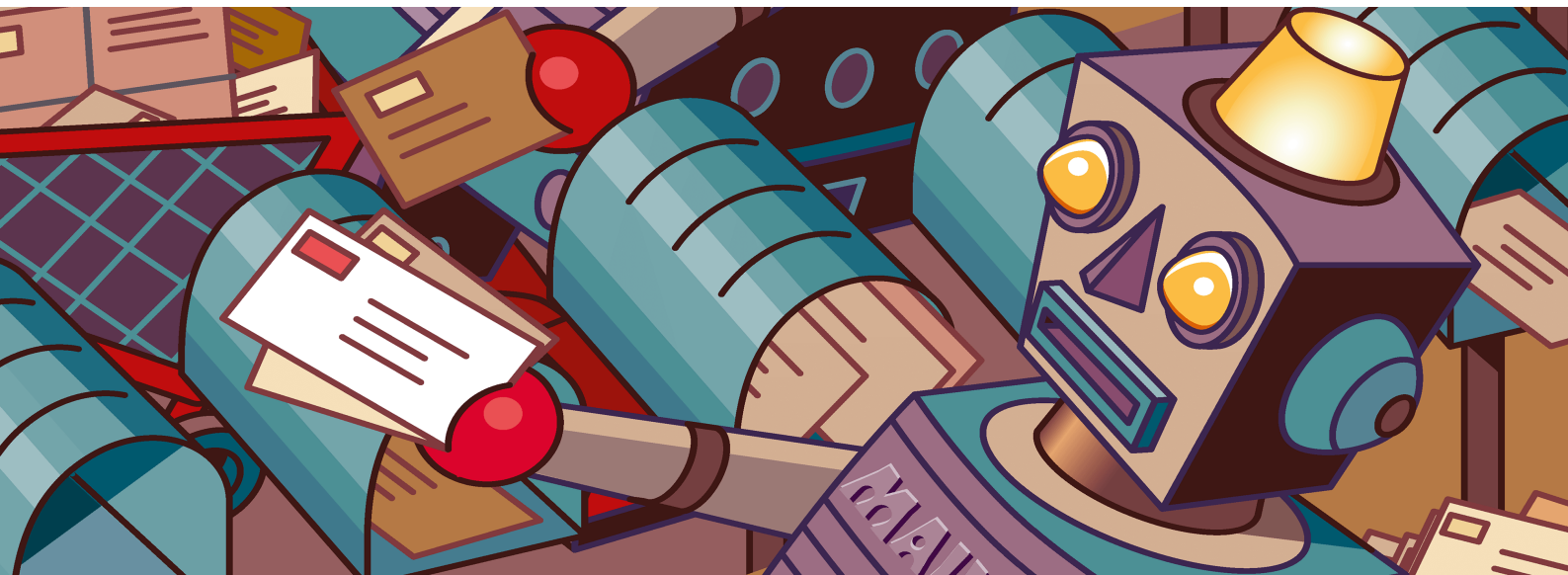
6) Mind Your Money.

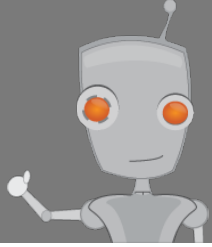
Ok, true... this entire checklist is designed to help you mind your money, but this section is about a specific thing and that's your hard earned money.

The Way You Pay...

This might seem like a no brainer, but it's definitely worth watching out for. If the traffic source you're considering doesn't take credit cards and PayPal, you might want to take pause. There's some companies out there that actually require you to do a bank transfer, e-check, or Western Union your payment. That's just flat out risky in this day and age!

By using your credit card you're automatically covered by the card and its fraud protection. If someone scams you and refuses to give you the money back or somehow make it right, you can just call Visa or Mastercard and file a chargeback for wrongful businesses practices. (Note: this is a serious thing to do by the way – please try to work it out with the company before taking this "final" course of action.)





Mind Your Money

The same goes for Pay Pal, so you don't necessarily have to count out a company who only accepts PayPal. However, it's best if the company can accept multiple payment methods: PayPal, Visa, Mastercard, Bank Transfers, and more.

So, if you come across a company who's ONLY method of payment transaction is a wire transfer, be very skeptical. There's no guarantee that if you send them money they'll deliver the goods. Speaking of that...

B) What's their Refund Policy?

Notice I didn't give this one a funny name or anything. That's because it's one of the most important things to consider when you're purchasing traffic, and that's being covered if the traffic is bad. Now, keep in mind, it's important to be FAIR here. There's not a single offer on the planet that does well with all traffic sources (even legit ones).

Make absolutely 100% certain that ANY traffic source you're considering has a strong guarantee that includes either a full or partial refund for failure, or a "make good" policy where they'll re-send traffic until it's met the agreement or both. If they have a posted "NO REFUNDS EVER" guarantee, then can a red flag and should be rates low on our 1 to 5 scale for this checkpoint.

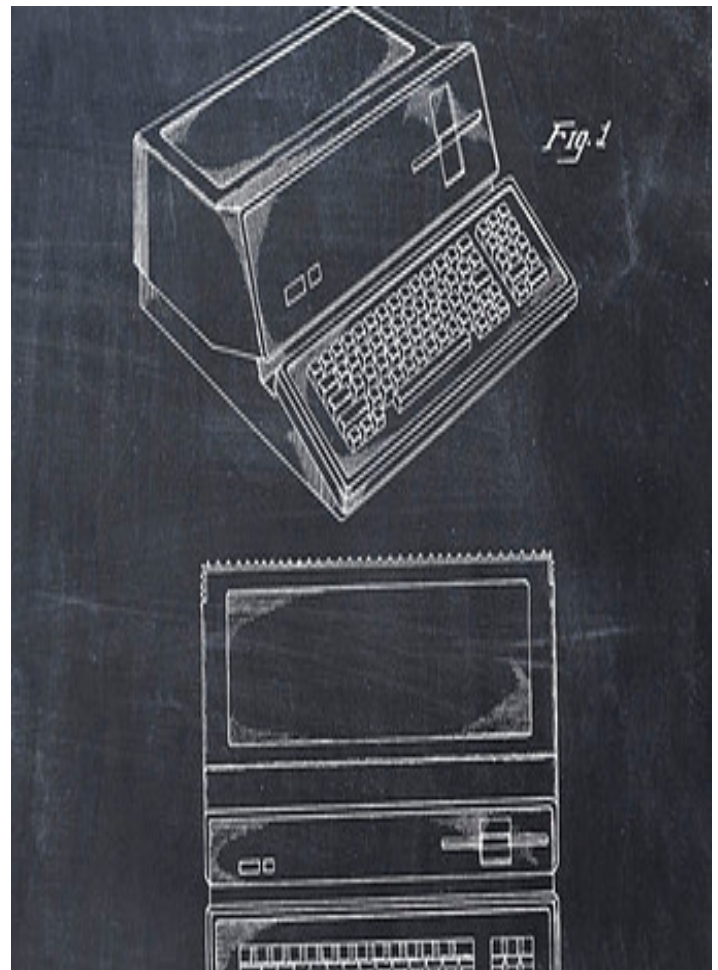
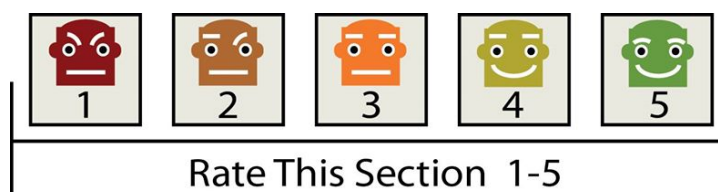
And finally...

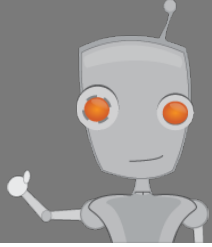
C) Escrow.

Obviously, when dealing directly with a provider this will never happen. When dealing direct, you have to pre-pay them the money and wait for them to send the traffic. They hold all the cards.

However, a benefit in dealing with a reputable traffic broker or agency take it one step further. Not only will they guarantee their services and offer a make good policy, they'll also hold your money in *escrow* until your clicks are delivered. Not just take your money, spend it on hookers and blow and then try to explain that it's not their fault. The way that works is you'll pre-pay the broker and they'll hold the money until the traffic has been delivered. This way, there's a much lesser chance of you getting burned.

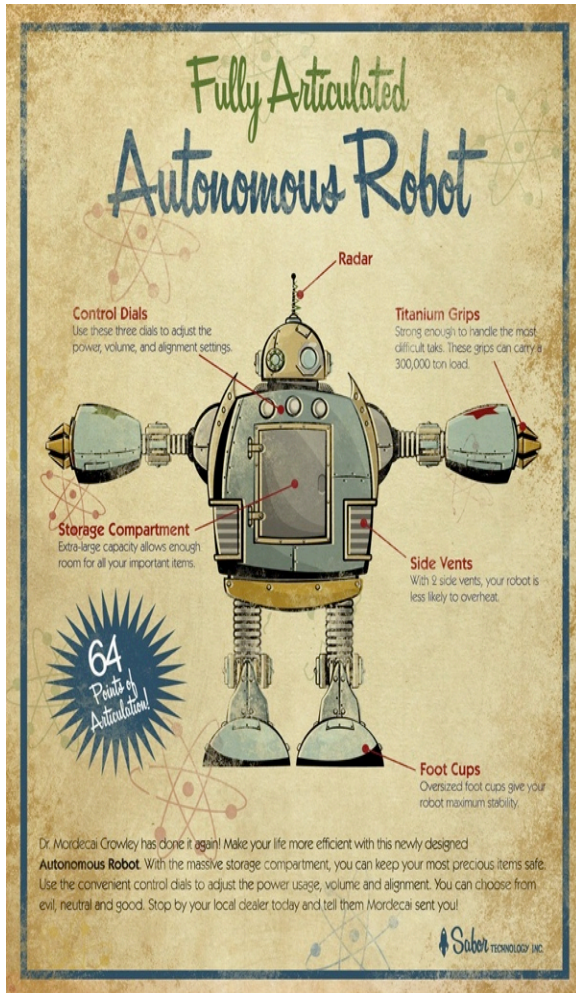
With that, we're ready to move on. Rank your money-matters on a scale of 1 to 5 and check out criteria #7.





Managing Expectations

Know what to expect when you're expecting... clicks.



7) Managing Expectations

There's a lot of "shock and awe" if you're first starting out trying to nurture a new online business. You may start feeling overwhelmed by all the different information that's being tossed in your direction. Here's what you need to consider as you dive in more fully.

A) What did I just get myself into?

I get it. You're locked loaded and ready for bear. But before you buy a single click you need to get ready for the outcome.

Whatever it may be.

There will be people telling you that you're going to make THOUSANDS of sales on your very first traffic buy, and that it will make all the difference to your bottom line.

And it can, however the reality is that traffic isn't some be all and end all magic pill you can take to instantly become a profitable business and make millions.

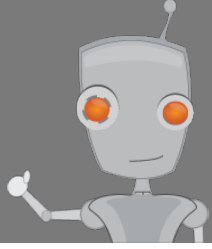
It's a process.

Reputable companies deal with multiple publishers (list owners) and will typically suggest you initially send traffic with a broad brush to see which of their lists respond well to your offer.

This is incredibly valuable information that you NEED to know so that as you grow your business you can tweak and focus on the lists that are the best for you, and ditch the others.

Just like any other "overnight success" it isn't really overnight.

That being said...



Managing Expectations

B) Speedy Delivery

Don't get caught out in the rain.

Make sure you discuss up front and in detail when your traffic will start and how quickly your traffic will be delivered once it begins. It should not take 3 weeks to deliver 200 clicks. Money loves speed... the goal is to get your traffic delivered quickly so you can find out the results quickly as well. The faster the feedback loop, the faster you can learn which lists work best for your offer and which are with running again... week after week.

Also, speed of delivery should included the guarantees discussed up front. It's common for campaigns to not get started as quickly as discussed. When this happens, you should be able to talk to the traffic provider and get a straight answer. It's important to understand how their deliverables work going into the relationship. If you don't you could end up waiting in the long queue and get your traffic on a trickle.

C) What about sales?

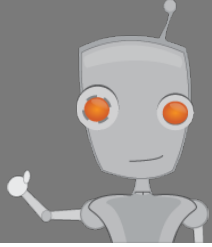
This one can be a little tricky to say the least. This is the reason you got into business, right?

All you've been hearing from the other people in your business are how INCREDIBLE the money is, and how quickly people are getting giant life changing checks.

And it can certainly happen, but if you truly want to build a real business, you need to keep yourself grounded in reality. Again, it's a process...

When first starting out, many people look at the number of subscribers on a list and think "Wow, if there's 100,000 people on the list, I'm *sure* I can get at least 100 of them to buy my \$100 product, right? I mean, golly that's only 1/10th of 1 percent!" --- **Wrong.**





Managing Expectations

Be Realistic and Fair With Your Expectations

It just doesn't work like that. Let me break this down a little.

Out of 100,000 people, you're lucky if 10% of them even open the email.... That leaves 10,000 people even reading the email message and then maybe 1,000 people clicking on the offer to see your page. 20-40% opt-in rates are considered about the range (yes, we've seen higher and we've seen lower) – but let's call it 30%.

So, that's 300 opt-ins... On a \$100 product, a good sales conversion rate on cold traffic will be 1-2% - that's a range of 3 to 6 sales.

This is why our best recommendation when you're getting started as an advertiser is to focus on list-building and perhaps a lower-end price point (\$7-\$10) in that spot.

Talk to your traffic provider about your expectations – if he makes it sound like you're going to be rich over night with his traffic, be careful in your dealings with him. (file this as another “too good to be true” red flag)

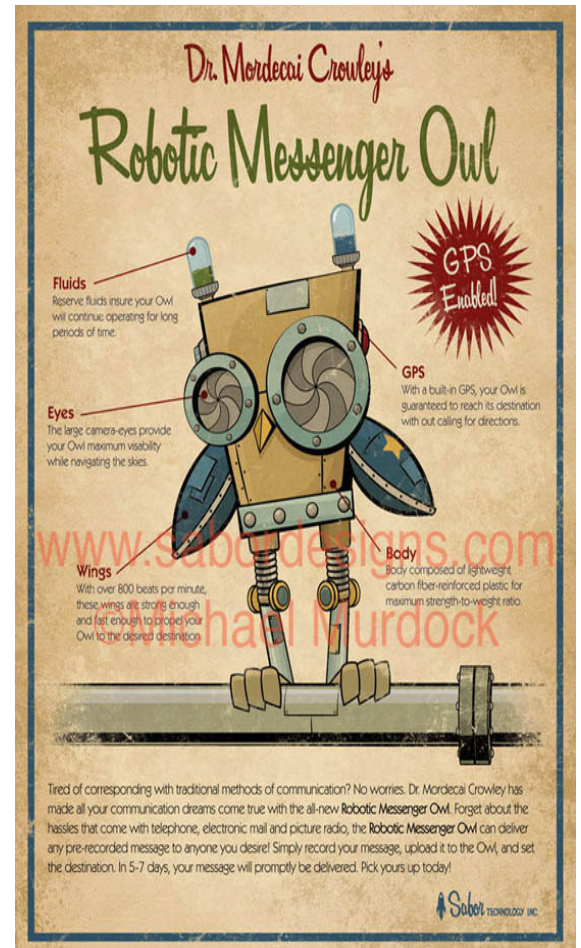
And just like ANY other part of growing and maintaining a successful business you need to understand going in that certain things take time.

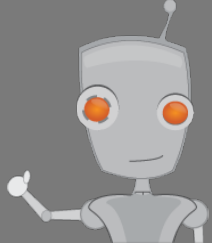
Traffic is all about testing, tracking, and scaling up what works. There will be times that you purchase traffic and it delivers sales far exceeding your initial expectation... and then there are times you won't see a single sale. *That's the dynamics of the beast itself.*

The discussion you need to have (and whatever company you decide to use for traffic should be able to speak clearly to) is to ask them how similar offers have done, and what kind of opt-ins and sales you need to expect from the experience.

Your traffic source should be knowledgeable enough to be able to give you some real comparisons and not just pie in the sky numbers.

Some offers do really well to some lists, and not so well to others.

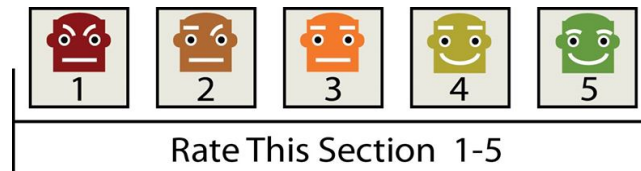




People Are Important

Knowing this up front will mitigate your reaction later. Always know the numbers and remember that cold traffic is best used to build your list and perhaps a low-end product to help recover some of your advertising costs right away.

Okay – you know the drill by now. Rate checkpoint #7 on a scale of 1 to 5 and let's talk about “people” (not anyone in particular, just well, you'll see...)



Make sure you can contact the humans...

8) People are important.

Here's the thing. Companies are made up of people... at least the good ones are. Even if you're dealing with a company that does all its business online, like you might, you need to be able to contact and interact with them and that begs the question...

A) Are there humans there?

One of the things that you need to look for is... people.

No really.

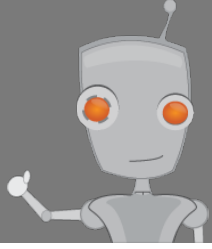
You'd be surprised at how many companies (even big ones with several employees) just don't have a way for you to contact an actual human being in case you need them.

No phone number, no live chat, no real way to contact their support save for “putting in a ticket” or “sending an e-mail” that may or may not get read in the next week or so.

Make 100% sure you can get in touch with a real human when it's necessary... and yes, even in our overly digital world, there are times when you need someone.

They need to have an upfront means of communication, be that a live chat, Skype, FB Messenger, e-mail, on-site message system or even smoke signals in a pinch.





People Are Important

And it's a home run if they have most or all of those things so that you can reach them quickly if you have a real emergency.

That brings us to...

B) Are they nice people?






This might seem like a silly category, but it bears talking about.

Just like we discussed earlier about having an educated team, making sure that anyone you reach at your traffic source to discuss a problem or ask a question is actually kind and professional goes a long way toward what kind of company culture they promote.

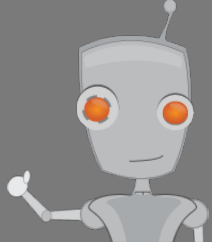
If they're rude, or unprofessional or ignorant, chances are you're not dealing with someone you want to use for the long term. If you feel a little bit like you're being bullied or treated like a lesser-human being, then use caution with this source. If they're assholes at the beginning, it's probably not gonna get any better down the road.

Relationships matter.

We're getting down to the final stretch. Understand that once you do this a few times, you'll be able to just skim each section, rate each checkpoint, and figure out who to do business with and who not to. Any way, it's that time again – can you talk to people? Are they nice or jerks? Rate it 1 to 5 and let's get DIRTY!

 1	 2	 3	 4	 5
Rate This Section 1-5				





Is Traffic Really Their Thing?

9) So... is Traffic really their thing?

Alright, this one may surprise you a bit, but this is another pretty important thing to consider when choosing a traffic source to do business with.

Make sure that traffic is their actual business.

For instance, there are a lot of so-called bizop traffic brokers who are in a business opportunity themselves. They may even be top earners in that opportunity. This makes it impossible for them to remain objective because they only see traffic through the lens of the whether or not it works for that opportunity.

Plus, their traffic tends to be more expensive than it should be since they're just about the hustle of making more money so they can get more people into their downline. It's totally fine if someone like this is referring you to multiple sources – but if they've opened up shop as a traffic agency themselves, be wary.

They're only there to create the illusion that their offer is killing it by giving you crappy traffic.

Not only is it a direct conflict of interest, it clouds their view and puts their own personal interests ahead of their potential clients.

Choose a traffic team where their ONLY business is traffic.

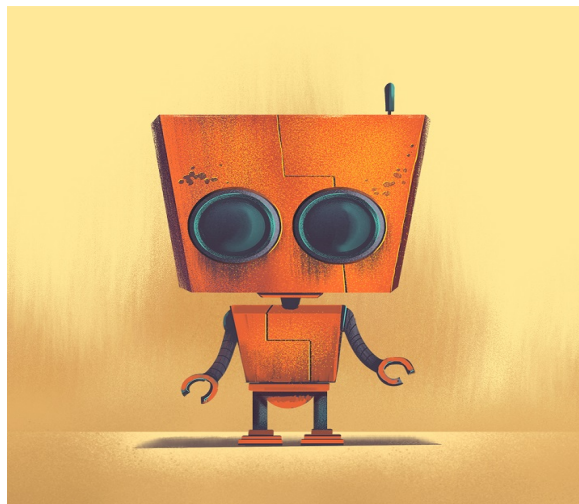
They live it, they breath it, they bathe in it.

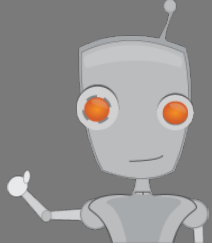
These companies are dedicated to objectivity and keep a bird's eye view of the entire market as opposed to being focused on their own bottom line and promoting their offer.

9 down. 1 to go. Go ahead and rate it on the ol' 1 to 5 scale and let's get DIRTY for our final checkmark, shall we?



Rate This Section 1-5





Dirty, Dirty Traffic...

There's a LOT more of it than you might think...

10) Dirty, Dirty Traffic.

This is one of the biggest concerns throughout the entire traffic industry, and it's one of the best kept secrets too. It may very well be the reason you downloaded this checklist.

The truth is... there's a lot of dirty, dirty traffic out there. Billions of dollars are lost per year on click-fraud.

Yeah, unfortunately I said BILLIONS.

Dirty traffic filled with dead end e-mails, lead-stuffing, spamtraps, bots and outright fraud, this is the underbelly of the traffic world.

And the numbers are pretty gruesome.

A) Beware the Bots!

Some seemingly well-respected traffic providers have been caught using bots to commit fraud known as "lead stuffing". They send some real traffic mixed in with fake traffic, and along the way they use a little piece of software (aka as a "bot") to make it look like more people are opting in than they actually are.

When accused of such practices they just say "hey, we're giving the customers what they want, right?" WRONG again, my friend. These **stuffed leads** don't react nearly the same way as someone who actually has seen your offer.

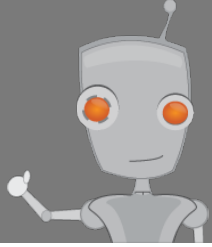
Hopefully, with this checklist, you'll be able to avoid such scamsters.

B) What about Spamtraps?

However, it doesn't stop there. Even the most reputable list owners and traffic providers have been infiltrated by something called "spamtraps".

This is basically hackers who use malicious bots to opt-in to reputable lists... and then the bot clicks on everything, opts into that... and then shares the opt-in pages with it's little bot friends and this process goes on and on until the list owner gets shut down because it has so many fake clicks going around.





Dirty, Dirty Traffic...

Spamtraps are kind of like someone with Ebola purposefully running around from place to place infecting everyone he can just because he's angry that he's got Ebola.

C) A-B-C “Always Be Cleaning”

Say what? That's right. Anyone you buy traffic from should always be cleaning their lists to make sure there are no *new* spamtraps that have infiltrated their system. We've seen sources go from super clean (under 5%) to 30% bot-traffic in a matter of weeks. Just about every list has 4-5% questionable traffic. But many run as high as 30% and 40% bot-infused traffic.

You definitely don't want that filth hitting your landing page.

Be sure to ASK the traffic source what they're doing about bots, spamtraps, and traffic-fraud. If they don't have a good answer, then beware. Any reputable traffic source will be doing something about it though, for sure.

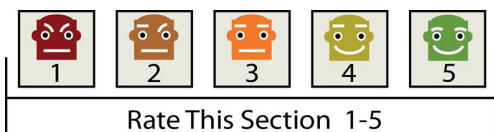
If they tell you they're using a 3rd party system like ClickMagick or ClickMeter, that's great. Those services do a decent job of blocking fraud as long as the fraud filters are turned on.

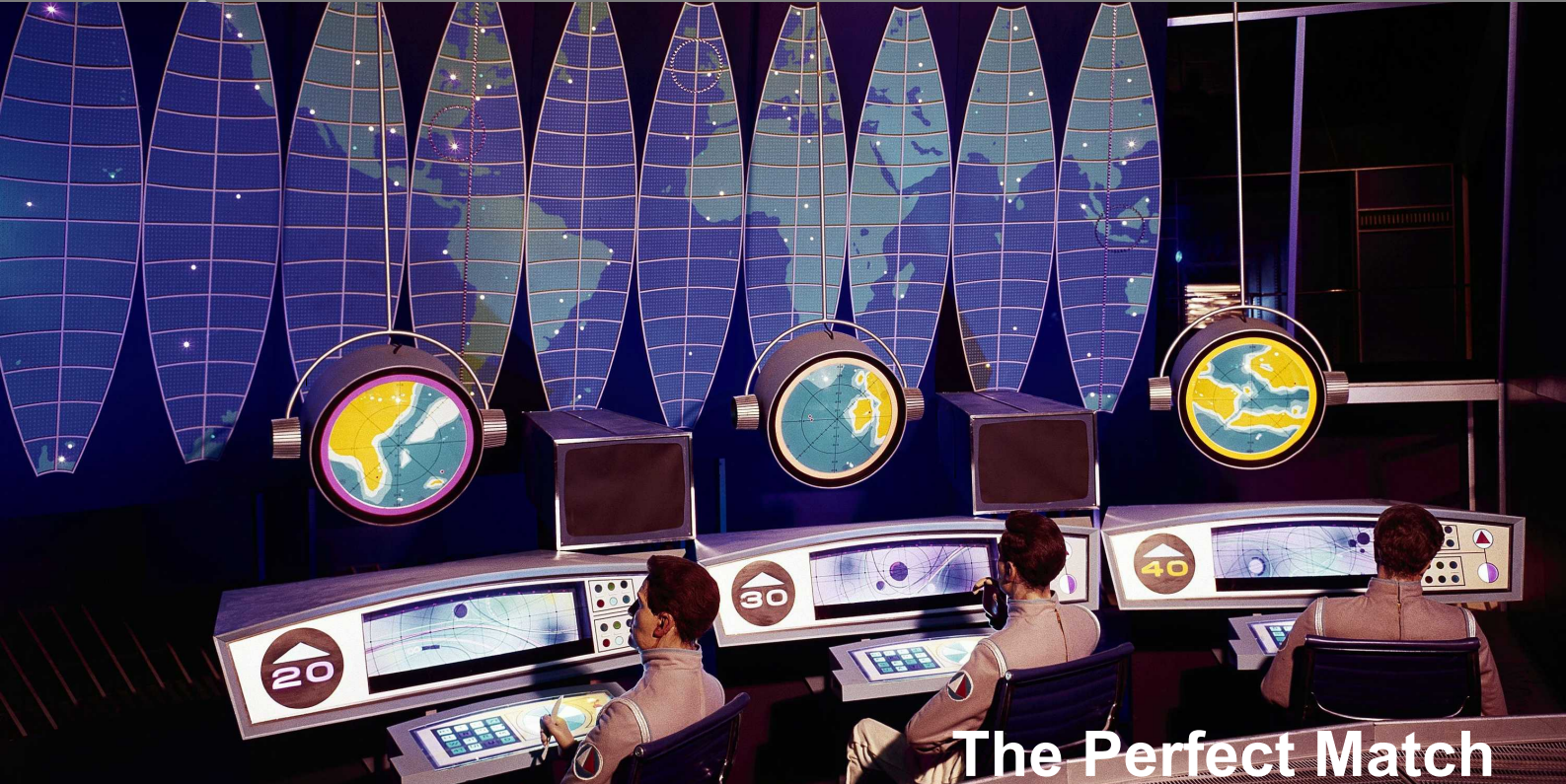
Make sure they take extra care to insure you're getting as close to 100% clean, unadulterated traffic as possible and more importantly that you're only *paying for* the CLEAN traffic that gets through.

The best companies block bots, stop spamtraps and freeze fraud to deliver you only clean unique and actionable clicks. If blocking bots is important to them, then they probably advertise it up front as well.

Don't do business with anyone that plays dumb when it comes to this. because every email list we've ever seen has some crap mixed in at some point in time and only those that are diligent to keep it clean will have a perfectly clean list week in and week out.

And that's it for the final (and possibly most important) criteria that you'll be rating... Rate it 1 to 5. If they only use ClickMagick or ClickMeter – then that's a 4... if they use a good mix and have an honest talk about what's going on in the industry, then you can give them a “5”.





Remember, the closer the T4Me Trust Score is to “50”, the safer the traffic source is. Here’s the basic guideline, once again:

45 - 50 points = “A” for AWESOME. This traffic source scores an “A”. Go for it. You can definitely trust it out of the gate at any investment level you’re comfortable with.

40 – 44 points = “B” for BELIEVE. This traffic source is somewhat trustworthy and you can most likely trust it. You most likely ranked it a “B” because you personally had some base level belief (or gut feeling) about this company. If you don’t have any “A” source available, then give it a shot.

35 – 39 points = “C” for CAUTION. This source is on the line... it’s hard to tell if you can trust it or not. Test this traffic at your own risk with as minimum investment as possible.

30 – 34 points = “D” or DANGER
Remember that guy in school that always got a “D”? Would you invite him into your study group? Probably not. Proceed with caution. Try it at your own risk.

29 or below = #FAIL - Nope. Not even maybe... unless, that is you like just burning your money. (and if you do, I have at least 1,000 better places you can send all that extra cash to... just ask

Now, there’s one last thing we’d like to mention...

In conclusion, it’s all about the perfect match.

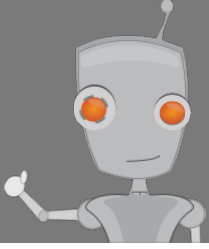
As you may have figured out as you went through this checklist... traffic isn’t just some tiny piece of your online business puzzle, it can literally make or break it.

Traffic is a process that needs to be tested and tested, weeded out and refined.

Once you establish a relationship *with the right traffic company*, you’ll be able to do that testing and pick the winning lists, again and again and build the foundation for a successful business that will pay you dividends over time.

It’s worth looking at as many traffic sources as you can find to really determine who your perfect match is. The nice thing about doing business though is that you may be able to find many “perfect matches”. Once you find a perfect match though, you should keep working with that source for a very long time.

Use this checklist religiously and you won’t be sorry. Just print the next page and use it for every traffic provider you’re considering running a test with. This will allow you to keep track of every source all in one place. Just rate every provider, add it up, and use the handy guidelines in the left side of this page.



The TrafficForMe.com Safe Traffic Checklist



Rate Each Section 1-5

The T4Me Trust Score

- 45 - 50 points = "A" for AWESOME.
- 40 - 44 points = "B" for BELIEVE.
- 35 - 39 points = "C" for CAUTION..
- 30 - 34 points = "D" for DANGER.
- 5 - 29 points = "F" for #FAIL.

Traffic Provider	#1 Search	#2 Vouch	#3 Pros	#4 Team	#5 Price	#6 Money	#7 Expect	#8 People	#9 Focus	#10 Dirty	TOTAL