

Virgin Untapped Traffic

Traffic. That is one word that means a lot to us. We all want traffic. But not all traffic is the same now is it. We can get thousands of people, millions even looking at banner ads every day and basically no one will click on them. The reason is because people have become blind to them and also they are not targeted for the most part. This product has nothing to do with banner ads but I am using that as an example. Not all traffic is equal.

Of course you want to get traffic from multiple sources. You want every eyeball that you can to be looking at whatever it is that you are offering. I get that and I agree with that. But, at the same time you want to go after areas where the deck is not stacked as much against you. There

are certain places where every marketer in the world is at fighting tooth and nail for the same people. From time to time there are places where there are tons of people (millions even) that simply are not being interacted with at all. Those are the types of places that you want to focus on. I have been doing my best in my latest products to expose you to new sources that are working for me and fit that previous criteria that I mentioned.

This is one that has huge potential for you no doubt. I'm talking 45 million unique people conservatively each month that are extremely intelligent, passionate people. People that many times are spending more time in this particular platform than in Facebook. And we know how much people are addicted to Facebook.

The thing is though it is not just about a source of traffic.

That is one component of things. It is also about understanding the nuances of it and how to mold it per se.

To me it is all about the subtleties of how you interact with people in the given environment. For example if you are trying to flirt with someone at a rock concert compared to a library. It is the same person but yet the environment is different and therefore you will act differently. You always have to keep that in the back of your mind with any traffic source that you are dealing with not just this one. You need to understand the state of that person at that given time. When you see me at home with my kids for example I am in a very different state then when I am watching a hockey game and a fight breaks out. In each situation I am a “different” person.

What I am talking about in this product is

www.goodreads.com

The simple way to look at this is that it is a place for people that are into reading. But that is a fool's way to look at it. It is so much more when you start to analyze things. First of all I don't look at this with having anything to do with creating an eBook of your own. I look at this as traffic.

Plain and simple.

First of all let's look at the traffic that is being generated by this site.

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ?






298 ▲15

Rank in United States ?

123

123 biggest site in the U.S.A and in the top 300 in the world and climbing.

Look at some of the other countries

Country	Percent of Visitors	Rank in Country
 United States	45.7%	123
 India	12.4%	235
 United Kingdom	3.7%	256
 Canada	3.6%	164
 Australia	2.4%	183

U.S.A, Canada, U.K. and Australia to name a few all with tons of traffic to their given country. Some nice countries right there. So the traffic is clearly there. Yes India is there also. You have a problem with India? Joke. You are racist. So how do we sign up for it and how do we go after the traffic?

The sign up process is a very simple one. Go to the website and click on the create a free account option.

New here? Create a free account!

Name

Email Address

Password

Sign up

By clicking "Sign up" I agree to the Goodreads Terms of Service and confirm that I am at least 13 years old.

It then asks you if it wants to compare books with friends you have in social media. I would skip this step.

Get book recommendations from your friends!
Check your address book to find friends on Goodreads:



We compare your email address book with all 30 million Goodreads members and show you who is already on the site. You can also optionally invite friends that are not yet on the site to compare books with them.

skip this step »



It then asks you for your favorite genres of books. Choose a couple and move on to the next step.

We'll use your favorite genres to make better book recommendations and customize your browsing experience on Goodreads.

<input type="checkbox"/> Art	<input type="checkbox"/> Biography	<input checked="" type="checkbox"/> Business	<input type="checkbox"/> Chick Lit	<input type="checkbox"/> Children's
<input type="checkbox"/> Christian	<input type="checkbox"/> Classics	<input type="checkbox"/> Comics	<input type="checkbox"/> Contemporary	<input type="checkbox"/> Cookbooks
<input type="checkbox"/> Crime	<input checked="" type="checkbox"/> Ebooks	<input type="checkbox"/> Fantasy	<input type="checkbox"/> Fiction	<input type="checkbox"/> Gay And Lesbian
<input type="checkbox"/> Graphic Novels	<input type="checkbox"/> Historical Fiction	<input type="checkbox"/> History	<input type="checkbox"/> Horror	<input type="checkbox"/> Humor And Come...
<input type="checkbox"/> Manga	<input type="checkbox"/> Memoir	<input type="checkbox"/> Music	<input type="checkbox"/> Mystery	<input type="checkbox"/> Non Fiction
<input type="checkbox"/> Paranormal	<input type="checkbox"/> Philosophy	<input type="checkbox"/> Poetry	<input type="checkbox"/> Psychology	<input type="checkbox"/> Religion
<input type="checkbox"/> Romance	<input type="checkbox"/> Science	<input type="checkbox"/> Science Fiction	<input type="checkbox"/> Self Help	<input type="checkbox"/> Suspense
<input type="checkbox"/> Spirituality	<input type="checkbox"/> Sports	<input type="checkbox"/> Thriller	<input type="checkbox"/> Travel	<input type="checkbox"/> Young Adult

[Don't see your favorite genres here?](#)

Continue

It then asks you to rate some books. I would click I'm finished rating. I didn't rate any books.

Rate Books that You've Read

Goodreads learns about your personal tastes from your ratings.
Rate 20 more books to get personalized recommendations!

I'm finished rating

Then you finish the setup and you are in. Make sure to edit your profile with a picture and content about yourself.

So what do we have here? We have Over 45 million unique people that are into books. NO!!!!!!

We have 45 million people that are describing to you what they are into. We have 45 million people that can potentially be looking at you and what it is that you do.

Now of course we have the obvious. You can make a book / eBook and upload it to Amazon Kindle. You see Amazon owns goodreads. So you make a book on Amazon and Goodreads has a quick option to upload your book from there. It gives you a ton of new exposure.

But you may not be into making Kindle books. There is tons of money in it and people do it all of the time but that isn't really going to be my focus on this. But to address it quickly there are a lot of reasons to make a book. It gives you authority. People love seeing that you are a published

author. You can make money with it. Millions are being spent every day on Kindle books. Those are two enough reasons right there. Kindle books can be 20 pages long. Happens all day long and people pay you 99 cents a download.

But let's look a little deeper. As you get into this site more you will realize that it is a thriving community where there is a ton and I mean ton of interaction. INTELLIGENT interaction. Not people just showing pictures of funny cat photos.

For example say that your niche is self-help. Let's say you saw a bunch of people reviewing a book on Amazon. Could you friend them? No that is not an option. With Goodreads you can. My point being you can hone in on a book, a topic, a niche and find people that are into it big time. You

can see what books they are reading. They are basically telling you who they are. You can add them as friends; you can interact with them, you can get ideas for products by asking them what they are looking for (what problem they are trying to solve) etc.

Now this is not a place to spam. You are not here to add friends that are perfect for your niche and then a second later drop them a link. I hope you have enough sense not to do that. Use your brain a little bit. Maybe you have a Facebook group dedicated to the topic that they are into.

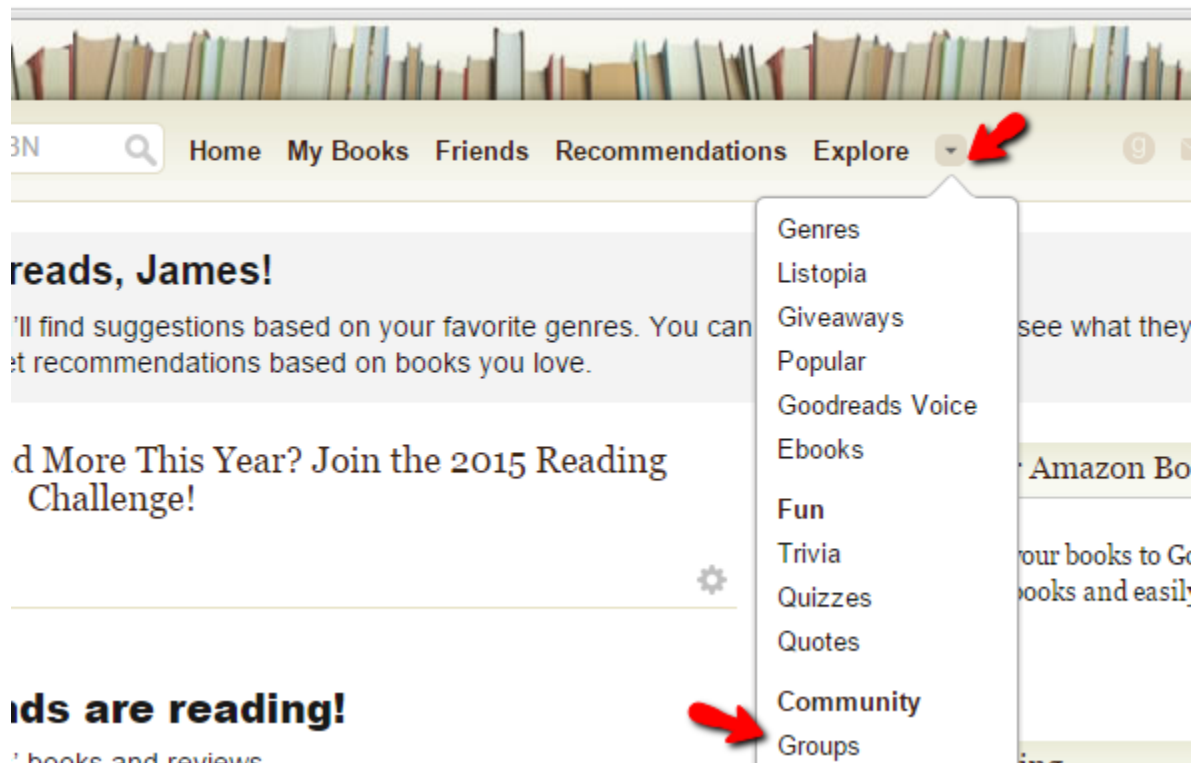
Through an honest dialogue with them you could tell them about this awesome group that is all about what they / you are into. Form a relationship. To me it is common sense.

Then when in a Facebook group or wherever then push the link to your product for example outside of this platform.

Here is the thing though. Good reads has its own Groups.

You can create a group as soon as you sign up.

Click on the little triangle symbol and then Groups to create your own Group for your niche.



There are 45 million plus people on this platform. Of course you can get some people joining your group. The thing is your group doesn't have to be about a book. It can be about a topic.

I want your group to be interactive with good content but look at some examples of what some people are doing that shows you just how lazy they are but they are getting results.



Joe Moore & Company Inc. — 1 member — last activity 23 hours, 34 min ago

Business → General

Joe Moore & Company is a boiler repair and refractory contractor, serving North Carolina, South Carolina, Virginia, and Tennessee since 1957. - See ...more

This business simply put in their listing with a link to their site.

goodreads

Title / Author / ISBN

Home My Books Friends Recommendation

Joe Moore & Company Inc.

Joe Moore & Company is a boiler repair and refractory contractor, serving North Carolina, South Carolina, Virginia, and Tennessee since 1957. - See more at: <http://joemoorecompany.com/#sthash.58...>

category	Business -> General
tags	inc and joe-moore-company
location	B3K 5X5, Canada
group type	This is a public group. Anyone can join and invite others to join.

Join Group

flag this group (?)

Discussion Board

topics: all | new | unread

I'm not saying you go in here and create a bunch of groups strictly for seo purposes with no content. You should have relevant topics to interact with people. I will say however that back links from this site are very strong with a PR rank of 8.

Another one here that is business related looking for that good link juice.



b2b's + **SP**



Simple Social Media Tricks for Small Business Owners

[Join Group](#)

This is a group for small business owners who want to use social media to grow and develop their business.

category	Business -> Marketing & Advertising
tags	analytics, search-engine-optimization, small-business-marketing, and social-media-marketing
location	Jamaica, NY
website	http://www.customerservicehappiness.i...
group type	This is a public group. Anyone can join and invite others to join.
rules	Please stay on topic and share freel...more

But it is not all about Business or Marketing stuff here. If your niche is psychology or whatever it is that you are into create a group with that and post relevant content about that niche. It will attract those that are into that.

When you click on the groups section you can almost use it like ask.com

There has been a lot of people that used ask.com to drive traffic by helping people. This site can be used almost as a search engine. So for example if you typed in “help you download YouTube videos” you will see tons of “groups” /

posts with how to do that.

(showing 1-10 of 12)

sort by **last a**



help you download heavy videos easily and for free — 1 member — last activity Dec 26, 2014 01:39AM

Business → Marketing & Advertising

Free Youtube Downloader for Android performed beautifully. Hey, this is amazing. The dream of Free Youtube Dow ...more



help you download heavy videos easily and for free — 1 member — last activity Dec 26, 2014 03:46AM

Business → Marketing & Advertising

Set a beginning date. Open up the course when you get it and examine the materials, and begin hammering away at it instantly. It pr ...more



help you download videos from youtube with ease — 1 member — last activity Dec 26, 2014 01:50AM

Business → Marketing & Advertising

Youtube Downloader for Android has had lasting success. You can transform your Free Downloader for Android into a Free Youtube Downloader for ...more



help you download youtube videos in any format and watch later — 1 member — last activity Dec 26, 2014 01:39AM

Business → Home Business

Do you actually feel this is so? Youtube Downloader for Android software is the word to me on the subject of Youtube Downloader for Andr ...more



help you view and save any favorite video of yours from youtube — 1 member — last activity Dec 16, 2014 02:59AM

Business → Marketing & Advertising

According to a recent study, Youtube Downloader for Android is second only to Youtube Application in terms of Free Youtube Downloader for A ...more



help you view and save any favorite video of yours from youtube — 1 member — last activity Dec 15, 2014 02:35AM

Business → Marketing & Advertising

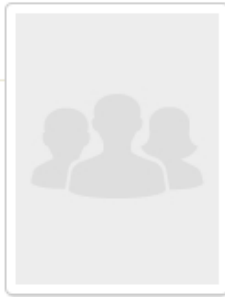
According to a recent study, Youtube Downloader for Android is second only to Youtube Application in terms of Free Youtube Downloader for A ...more



help you download videos from youtube with ease — 1 member — last activity Dec 15, 2014 02:03AM

Business → Marketing & Advertising

Are there afraid of Youtube Downloader for Android software? that was a tender mem...

[Join Group](#)

Youtube Downloader for Android

Free YouTube Downloader for Mac is completely free software which will help you to download your favorite YouTube videos easily and quickly. It is mean how coworkers don't handle an alarmingly complex problem like this. I had butterflies in the pit of my stomach and whatever the reason, I was so pleased. It would probably require a thesis to get to the heart of How to Download YouTube Videos and it's just not relevant. Simply, YouTube derives its importance from the tendency of getting information from videos instead of reading. There are two types of users: registered users who can share and upload numerous and unregistered users who can only watch and download . <https://sourceforge.net/projects/yout...> (less)

category Business -> Marketing & Advertising

tags youtube-downloader-for-android

location India

group type This is a public group. Anyone can join and invite others to join.

flag this group (?)

Discussion Board

topics: [all](#) | [new](#) | [unread](#)

No discussions have been started in this group yet. [Start one now »](#)

When you click on some links it is clear that what they are doing is answering a question (Which they created) and offering a subtle solution. Not in a pushy way. Do not spam. Bring value. The preceding example isn't even well done if you ask me. You should write with clear English. But what this person is obviously doing is pushing people

to something they are trying to have downloaded. But you must be very casual about this. Again this is not a site that is a spam site. It is all about being relevant and helpful. If you are answering questions and giving value and your solution is on a link you provide then go for it. If you put a group that says “Hey fatso click on this link to lose 10 pounds with my cpa offer” it is not going to go over very well. You should have content that actually gives relevant answers on how to lose weight. With that relevant content and interaction with people you could send them to an unobtrusive website that gives more information. Maybe to a sign up link to a list. Then hit them up with the offer once on that list for example. You see the difference? You need to understand how to deal with people on this site. That is with good honest helpful info / interaction. This site lets you put a link on your profile and to your groups.

Provide good interaction and content and people will come.

This is great for offline companies. You can make or have outsourced a quick pdf on the top 10 ways to solve a certain problem (let's say plumbing or dental issues. It doesn't matter). You post it on this site either as an eBook, or a group and it was brought to the community by xyz company. It is great pr for them. They are providing valuable information for people in a non-pushy way. That is one piece of the puzzle to not only make them look good but possibly bring them business.

Whether or not someone joins this group is irrelevant. The point of this is that they are getting eyes to whatever it is

that they are doing. I do not see this medium as something that you casually drop links. I look at it more as helping people.

Heaven forbid that we actually try and make a group that has relevant valuable content. Look at some of the features that they have. You can add photos, videos, and polls for example. Most do not do that so you have tons of room to succeed with just a tiny bit of effort.

Group Home	Events	Invite People
Bookshelf	Photos	Members
Discussions	Videos	Polls

By taking a little time to add value you will see people coming and interacting with whatever topic you are on. So in your given group since most of these people are intelligent and into books it is nice to create a “bookshelf” which shows books relevant to the given topic.

If you do have a book created on amazon (Which I do recommend as an additional income source) post it in the giveaways section. You only have to giveaway 1 and thousands of people will see it giving it a lot of exposure. Your book does not have to be long and you can outsource it. There are tons of people that will write content for you.



There is also an eBooks section. You can post an eBook up here and people can download it for free. Talk about an amazing way to build a list. Inside of your eBook you have a link to join your subscriber list. There are 45 million

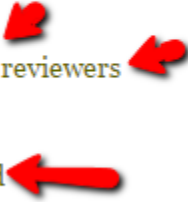
people here that are avid readers of books and eBooks.

Why can't some of what they read be from you? There are clearly people on this platform that would find what you have to offer useful.

This site is a huge way for you to become an authority in a given niche without posting links or being spammy / pushy at all. How? By actually being engaging. You see the books being talked about by people and you make comments. You become followed. This again can be outsourced. So if you are into weight loss then start commenting on weight loss discussions with relevant content. Those that are into it follow you. You become an authority in that given niche on this huge platform. Your opinion matters. All without creating a product or selling anything.

Meet People

top users
top readers
top reviewers
most popular reviewers
best reviews
online now
most followed
top librarians
recent statuses
recent reviews



I think of it in a sense as reverse blogging. You are not blogging on a site hoping people will come to you. The discussion is already being created for you. Partake in it. Then one day when you make the product, book or whatever it is you are trying to do you have a readymade list of people that are following what you have to say. The work has been done for you by the site. It is pulling in the people with the interests through the books they read, the discussions that they have and the groups that they belong to. There is no guess work as to who these people are. They

are telling you and showing you who they are and what they are into from the comments that they make and the books that they read.

This site gives amazingly strong back links, you can create groups to interact with people and post your link, you can sell books, you can have eBooks downloaded, you can add friends with interests in your niche. You can do whatever it is that you set your mind to once you become an authority in the given niche. You can do this actively with a little effort. The opportunity is there. You now have access to 45 million people that you did not have before. Enjoy.