

Generating Free Traffic Using A Break-Even System

By Hussein Albarznji

At first glance, that sounds a little contradictory and implausible, but by the time you have finished reading this short report, you will understand this **POWERFUL** concept.

To build your email list quickly, you will need a constant flow of traffic. Sadly, very few free methods can grow an email list fast, but paid advertising can.

I hear you... *"But Hussein Albarznji I can't afford to run any paid advertising!"*

Well, let me tell you this...

You don't need to 'afford' to run a lot of paid advertising, you are simply going to take a handful of dollars, and then recycle them several thousand times.

So how do you turn paid traffic into a constant flow of **FREE** traffic?

Quite easily... you **use a break-even system**.

Please note: *This is a powerful system which needs to be monitored at all times. Start small and then invest any profits back into the system. Ramp it up once you start earning money so that you are creating a bigger flow of traffic.*

There are two types of break-even offers...

1. You either sell a cheap product around \$7 or more to cover advertising costs instead of giving away a free lead magnet.
2. You offer new subscribers a *second paid-for product* right after they sign up for your free lead magnet.

You can offer a more expensive upsell right after someone has bought your cheap \$7+ product to make a profit on top of your break-even money if you wish.

For now, I am going to talk about how to make money when building your email list while giving away a free lead magnet.

When someone signs up for your free offer, you should have a second offer ready to send them to, so that you can earn money back and cover your advertising costs. This is called your break-even offer, also known as a BEP (*break-even product*).

It allows you to continue to pay out for traffic, essentially turning paid traffic into a reliable constant flow of **FREE** traffic.

When someone signs up for your free offer you can do one of two things.

1. **Thank You/Download Page:** Send the new subscriber directly to a *thank you page* where they can access and/or download their product. *This is a wasted opportunity...*
2. **Thank You/Segue Page Offer:** Send the new subscriber to a special thank you page called a *segue page* which informs them that their free product (*report/eBook/template/checklist etc*) has been emailed to them, and also discusses another product you think they would be interested in. Monetising and monopolising on that wasted opportunity.

Free Lead Magnets & Segue Pages

Use a Segue Page to send people to a high priced product after they have signed up for a free lead magnet.

The Segue Page is placed between your landing page and the sales page of another product, yours or an affiliates.

A Segue Page is where you warm people up to the product you are promoting or selling

Just one sale of this product will cover a lot of your ad spend on Facebook.

The Segue Page should only promote something which is congruent with the free lead magnet.

****WARNING**** *Never send them directly to an affiliate sales page though as that is jarring and can result in complaints. The purpose of the Segue Page is to create a 'bridge' between your free lead magnet and the other product. It warms people up to the idea of the second paid-for product.*

Anik Singal made his first million promoting affiliate products using email marketing. Segue Pages have become a big part of his business. He witnessed a 65% increase in sales when he started to use them. This is also something we use ourselves.

It's important that you realise that not everyone who signs up for your lead magnet is going to be interested in your second paid offer. If it costs you \$1 to get a new subscriber, then you need to earn \$1 back to cover that ad spend.

But if only 1 person out of every 20 bought your second *paid-for* offer then you need to price that second product at \$20 or more.

That \$20 sale will then cover the \$20 add spend to get those 20 new subscribers.

Depending on what you promote as your second offer and at what price, you may make a small profit, you may make a small loss, but ideally you will be somewhere near *break-even*.

This then makes your paid traffic technically **FREE** traffic.

Even if after a semi-successful ad campaign where you built an email list of 10,000 people, you were \$200 down... that is still an incredible ROAS - *Return On Ad Spend*. You will earn that back later via your new email list.

Keep It Congruent!

All products that you promote off the back of a free lead magnet must be suited.

If you are giving away a free eBook on the topic of *cutting down carbohydrates to lose weight* then the following product wants to be about the Keto diet, or healthy low carb recipes etc.

If you are giving away a free report about *the law of attraction* then the promoted product should also be somehow related to the law of attraction or metaphysical spirituality.

See what I am getting at?

The products must be congruent otherwise it will be like trying to sell pork chops to well fed vegans... no matter how hard you try, they won't buy what you are selling.

If the products are not suited, you are not going to cover your ad spend and your traffic won't be free.

Not all is lost though... if you nurture your list properly, you will still make your ad costs back later, it's just nicer to do it up front so you are left with a nice big email list which has cost you nothing to grow.

A word of warning: Facebook is very fussy about products that are in the health and make money niches. They are highly regulated industries.

Instead of attempting to run Facebook ads to an eBook called *How To Make \$10,000 In A Week Using Facebook Groups*... you would be best running them to an eBook called *How To EXPLODE Your Online Business Using Facebook Groups*.

The title is not as exciting or as powerful as the first but it is more *Facebook friendly*.

The first title would get your ad rejected because it is '*get rich quick*' focused, the second is more business focused.

Facebook sees a business as a *real thing*, but anything to do with making a lot of money fast they see as a potential scam... even if it is genuine and correct!

This is also why scammers like to sell physical products such as shoes using Facebook ads. They can make a lot of money before someone complains and Facebook catches on!

I remember the story of a guy who had a bit of a nightmare trying to send traffic to a book titled *How To Stop Working And Make A Million Pounds Instead*.

He had to get very creative and also modify the cover so the name couldn't be read - Facebook reads images and so even book titles can get you banned even if you do not use the wording in the ad itself!

He also had to build a different landing page to send people to, so that he could get around their ridiculous policy.

Mike Shreeve, who has **made millions of dollars** using Facebook ads to promote eBooks he was selling for clients – the books were the break-even offers, named his own book *The One Book Millions Method* to avoid it being rejected for having a ‘*spammy get rich quick*’ title.

Had he named it *How To Make A Million Dollars Selling Just One Book*, Facebook may have been funny about his ads and rejected them.

Instead, he gave it a bit of a cryptic title which ‘*nodded*’ towards the subject matter of the book, which at the same time was Facebook advert friendly.

His *One Book Millions Method* used Facebook ads (and probably other ad networks) to send traffic to a sales page where people could buy a book priced between \$9.99 and \$47.

The money generated from the sales of those books paid for the advertising.

He grew large email lists of ‘customers’ who then went on to buy other products which is how he generated his millions of dollars.

Send People To Articles And Webpages

The other thing you can do if you cannot or don't want to change your eBook title is to send traffic to a long and informative blog post where you bury your eBook information within the content.

This is not just theory metered out in a school classroom by a teacher who learned all they know from a textbook and the lecture room.

You cannot argue with real world experience.


Sadly, that is what happens with people who allow their egos and pride to get in the way... and as we all know...

Pride Comes Before A Fall

Whatever you do... heed my advice and do not allow your pride, ego, frustrations, or an *off-day* to cloud your judgment and quit... you just don't know how close success is, but if you do quit... you'll never find out!

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Privacy Policy : We value your privacy. You can unsubscribe from receiving future emails with 1 click at any time.

This is less effective, but it is an option.

Again, you must make sure that the content on this page is Facebook friendly and that your product offer/lead magnet is attractive enough to get people to sign up for it.

The content must be useful to the reader. It has to be worth them clicking through from Facebook otherwise they, and Facebook, will not be happy.

So, as you can see, you do not need a large advertising budget for this. You can get started with just a handful of dollars because you will earn back what you spend and then keep recycling that money until you have built a decent sized email list.

Further reading and advice.

For more helpful advice about generating your full time living online, while enjoying the freedom that an online business can provide, be sure to revisit the website at <https://barznji-publishing.com> and if you have not already done so, [request your free copy of this best selling book](#). Just contribute a small amount towards the costs of the shipping and handling and you can have a physical copy sent to your front door (no matter where you live in the world).

Another point to mention is that you can earn money while building your list...Here is how, click [HERE](#).

Here's to your continued success.

Regards,

Hussein Albarznji

<https://barznji-publishing.com>