

7 WAYS

TO GET MORE TRAFFIC, MORE CLICKS, AND MORE SALES

IN 7 DAYS

**A PDF GUIDE TO HELP
YOU GROW YOUR SMALL
BUSINESS**





Hello there! **Thanks for downloading this valuable little booklet! We think you'll get a lot out of it.** 😊

We're Marc and Lisa Sylvester. We created a software app called "[The Graphics Creator](#)" - Mac & Windows software that'll help you create beautiful images for your small business, product or services!

Creating software, or a website... or a small business is one thing, but *marketing* your business and "getting the word out" is a lot trickier.

Over the years, we've learned a few things about marketing and graphics.

This book contains 7 important (and super easy to implement) ideas that'll help you get the word out about your services!

Each of the 7 tips can be accomplished in just a few hours or less. **If you do one tip each day, you'll definitely start getting more traffic.**

And more traffic means more sales.

Sounds good, right? Let's jump in...



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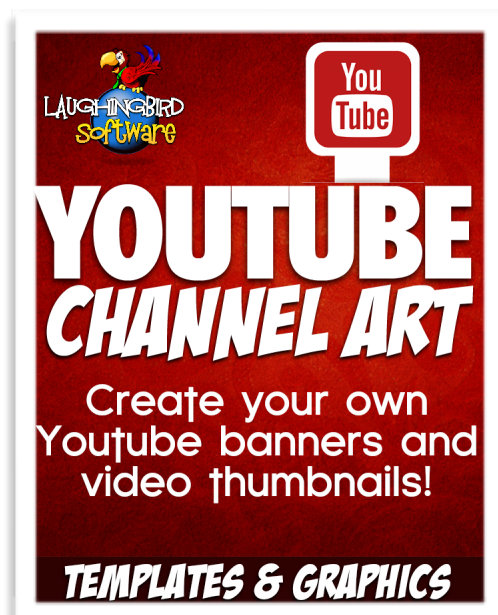
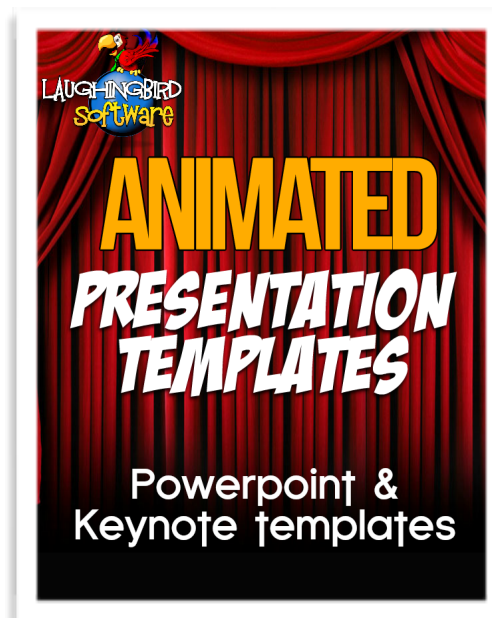
OUTSOURCE ALL OF THE ABOVE!



THIS EBOOK IS BROUGHT TO YOU BY LAUGHINGBIRD SOFTWARE

Discover how powerful graphics can be when integrated into your marketing! When you look good, you look professional, and your visitors and customers will notice! Each product listed below is a full set of templates and graphics that can be fully editable using the built in software that comes with each of these template packages. It's all easy, fun and fast.

(click any of the icons that look interesting to you!)



7 WAYS IN 7 DAYS

THESE NEXT 7 TIPS AND TRICKS ARE EASY TO IMPLEMENT...

Do one of these each day. Then work on your other projects. In one week, you'll have more traffic...

“Content is the reason search began in the first place.

- Lee Odden

1 • PERFECT YOUR “CALL TO ACTION”

**Tell Your
Audience What
To Do!**



Our first task on the list is to **Create a “call-to-action”**

(or CTA). A CTA tells viewers exactly what you want them to do next. On social media, in a blog article, video, or on a web page.

In most social posts or blogs (or even videos), you’ll tell your viewers to: “Subscribe”, “Learn More” “Find out How To...”, “Share”, and perhaps even “Get The Offer”.

So, your task: go through some of your content. Is it actually telling your viewers what you’d like them to do?

Make sure to have a clear idea of what action you want a potential customer to do.

Also, keep in mind, the “call to action” image is super important. If your post doesn’t quickly capture attention, you’ll get very few clicks on your CTA, if any.

[Click here to see some Call To Action templates.](#)

Words are competing for attention everywhere. Even if you’ve written an amazing story and offer, they may never be seen without first capturing your visitor’s attention with a stunning graphic.



Create your own “CTA”: [Watch This Video](#) and learn how to create a “Call to Action” on your Facebook page! You can use this technique on Twitter, your website and YouTube too!

How To Create an Easy and Effective CTA



A Facebook post for Laughingbird Software. The post features a vibrant background image of a tropical waterfall with lush greenery and a couple standing in the turquoise water. Overlaid on the left is a semi-transparent grey box containing the text: "Click the **USE APP** button and get the **FREE** GRAPHICS CREATOR". The "Laughingbird Software" logo, which includes a cartoon parrot, is centered on the right. At the bottom of the post, there are interaction buttons: "Liked", "Following", "Share", and a three-dot menu. A large blue arrow on the left points from the main title down to the "USE APP" button in the post. A prominent blue button with the text "Use App" and a pencil icon is located at the bottom right of the post area.

Click the **USE APP** button and get the **FREE** GRAPHICS CREATOR

Laughingbird Software

Like Liked Following Share ...

Use App

2.● DRIVE TRAFFIC TO YOUR WEBSITE FROM OTHER BLOGGERS

**Take These
Action Steps**

Use this simple but effective marketing tip to get more traffic, more clicks, and more sales.

CREATE A “LIST POST”

Create a Top 5, Top 7, or Top 10 list that includes your product or service.

You can write about top 10 “business tools” in your industry (and make sure you include your own in the list).

Create a list of 7 best “cleaning solutions”, or “travel destinations” for example. The goal is to share what you sell while giving your audience a complete and honest guide in your niche.

BONUS- In the video below, Learn how to use The Graphics Creator’s Blog Graphics templates to make a featured graphic and headline titles for your new “list post”



[Watch This Video](#) to Learn how to create a your first “list post” - it’s really not that tricky! Once you get your article written, you can send it to other bloggers or [have these services submit your article all over the web!](#)



3• HOW TO WRITE AND DESIGN CATCHY HEADLINES

**Make More
Money**



You can write and create powerful, visually stunning headlines that offer a solution to your audiences' problem.

Check out these examples of headlines that solve a problem (example uses the Graphic Design niche):

'How You Can Use These 5 Design Secrets to Improve Sales'

'Finally! A Solution to Advertising Without Breaking the Bank'

If you want to grow your audience and make more sales, you must first draw attention with your amazing title. So, first, follow these standard headline copy-writing rules.

Make your headline:

Unique: Don't write the same title others have used, even though you're using similar keywords. Yes, use appropriate keywords in your title. Try this: put your title idea "in quotes" in a Google search to see if anyone has used your exact wording. If so, alter it a bit.

Ultra-Specific: Answer your audience's question and get straight to the point. You must know your target audience in order to meet their needs.

Urgent: Get your readers to click and read now. Make it seem urgent to click on your headline. Instill the fear of missing out on an amazing offer so that they'll take a look right away.

Example: **'Avoid THIS Mistake Before It's Too Late'**

Useful: Your title must be helpful, valuable, or beneficial to your audience. They need to know immediately that their problem can be solved:

'The 10 Best Ways to Get Rich Without Working a 9-to-5'

Once you have your headline perfectly written, follow the steps below to design an attention-grabbing headline.

- Use a large font size for the page headline. This draws the viewer's attention to your awesomely written headline and, of course, gets them to read it first.
- Next, draw their eyes to it with a highly contrasting color. If the page has a dark-colored background, then a light or white-colored headline will stand out best.
- Give your title some space... don't start writing your article or message immediately. Hit return once or twice to make sure it's not crowded and stands out.
- Finally, consider creating a super attention-grabbing headline with graphics. This is perfect for advertisements, web pages, and social media or email headers.



Create your own amazing headlines: [Read this article](#) and Learn how to create clever headlines. You'll also learn and to make VISUAL headlines (like the graphic below) in minutes. Use them on your own Facebook page, personal profile or Websites.



4● PERFECT FACEBOOK MARKETING

TARGET
TARGET
TARGET



This next tip is a powerful one.

Target a Niche Audience!

Learn how to target your unique niche audience on Facebook and create the perfect designs that'll get them to notice you.

Your business “niche” refers to having a small, specialized group of people your business provides a valuable solution for.

Think of it like this... if you try to sell to everyone (such as "all dog owners"), then your message won't be targeted towards the small group who truly value a perfect solution you might offer.

Instead, if you target “dog owners who leave the house all day ”, you can sell supplies that help with puppy loneliness and destructive behavior, you'll be offering just the solution that this special group of people needs.

Watch the Video below to Discover How to Find Your Perfect Niche on Facebook

Find your perfect “niche” audience: [Watch This Video](#) - You'll learn how to find a niche (Or rather, how to PICK a niche) and we'll learn how to join in on a specific niche group, become friends with your market, and learn what your potential customers want without having to actually sell to them!



5• CREATE FRESH CONTENT

Here's How To Make It Easy

You don't need to constantly invent new content. That would be exhausting! Instead, get creative and use what you have! Just change up a previous article, blog, or video content to provide a fresh perspective.

Create New Content from Old Content

Here are some ideas:

- [Turn your video into a blog article](#) (or your blog article into a video)
- Take an idea or two from old content and build on it to create more detailed content about that topic
- Change your title and intro to catch the eye of a new group of people
- Turn an article into a simple “list post”(just number important points and leave out any “fluff”)
- Turn it into a Powerpoint presentation with awesome visuals
- Take your free offer (aka: lead magnet) and turn it into a blog article or mini-course (or your article into a free offer)

Learn how to create NEW content from your old articles or videos: [Watch This Video](#) to see how easy it is to create new and exciting content your customers will love!



6• CREATE CLICKABLE IMAGES

**Don't Forget To
Do This!**



Have you ever been to a site where there's a beautiful graphic that tells you a lot about a product or service... and you just want to click it to learn more... but it doesn't go anywhere?!

You may be losing a lot of your impatient audience by making them read more boring text to find out what they want to know.

You always need to have an image that can be clicked on! And it should go directly to your product or service to provide all of the details on how a "clicker" can obtain it.

Create a Stunning, Clickable Image

Every image you post will help grow your business if it contains a call to action and a clickable image.

- Clickable images that point to other parts of your site keeps visitors on your site longer.
- Clickable images will point potential customers to exactly where you want them to go!
- Clickable images with a Call To Action ('grab this today' or 'Visit my Facebook page') really get attention.

Create your own buttons, banners and badges with these graphics! Pop them all over your websites or PDF files or YouTube videos!

<https://www.laughingbirdsoftware.com/downloads/buttons-banners-and-badges-elements/>



7. WRITE YOUR OWN PDF GUIDE

**Just Like
This One!**



Write your own PDF Guide

This very PDF guide you're reading now is a perfect example. And it wasn't hard to create.

You can make some extra cash with your skills by helping others learn it as well. Do you have designing or math skills for example? Do you know a some cool magic tricks? Then you'll be pleased to know that many people would like to learn from you. **You can sell the guide as well!**

By writing a PDF guide, you can give others a chance to develop their skills.

Most of the time, people only want to learn a new skill to a certain extent. For example, some people only want to learn Photoshop to edit their own pictures and make them look better. This means that you can create a variety of PDF guides with just the knowledge that you have on the topic.

You can create a guide that teaches people how to edit their selfies in Photoshop, and another that shows them how they can make simple landscape shots look more aesthetic, and so on.

There's a world of different opportunities online.

Don't have time (or energy perhaps...) to do all of this yourself? Don't stress.

We've used [fiverr.com](https://www.fiverr.com) to have a lot of our work outsourced! It's super easy and (MOST times), the work is top notch! When you're using fiverr, make sure to click on the "Seller Details" tab for the topic you've selected... and check the "Top Rated Sellers" box. They may be a tad more expensive but the quality you'll get will be worth it.

The screenshot shows the Fiverr interface for the "Spokespersons Videos" service. The main heading is "Spokespersons Videos" with a subtext: "Camera shy? Use a professional spokesperson video to hype your brand. [Learn more about Spokespersons Videos](#)". Below the heading are filter tabs: "Service Options", "Seller Details" (which is active), "Budget", and "Delivery Time". To the right of these tabs are toggle switches for "Pro services", "Local sellers", and "Online sellers". A red arrow points to the "Seller Details" tab. The "Seller Details" menu is open, showing the following options:

- Seller Level:**
 - ☐ Top Rated Seller (138)
 - ☐ Level One (262)
 - ☐ Level Two (464)
 - ☐ New Seller (772)
- Seller Speaks:**
 - ☐ English (1,539)
 - ☐ Hindi (158)
 - ☐ Spanish (242)
 - ☐ French (141)
 - [+25 more](#)
- Seller Lives In:**
 - ☐ United States (402)
 - ☐ Canada (35)
 - ☐ United Kingdom (134)
 - ☐ Germany (28)
 - [+78 more](#)

At the bottom of the menu are "Clear All" and "Apply" buttons. The background shows a grid of service listings. The first listing is by "ashleighcurry" (Level 1 Seller) with a 5.0 rating and a starting price of \$20. The second listing is by "alliemadison12" (Level 2 Seller) with a 5.0 rating and a starting price of \$60. Other listings include "Wolfe Studios", "lbezzell" (Top Rated Seller), "Imasten99" (Top Rated Seller), and another "Imasten99" (Top Rated Seller). Each listing includes a video thumbnail, the seller's name, level, rating, and starting price.

The Fiverr logo is a green circle with the word "fiverr" in white lowercase letters and a registered trademark symbol (®) to the upper right of the "r".

fiverr®

HERE IS A SHORT LIST OF FIVERR GIGS THAT WILL HELP YOU ACCOMPLISH SOME OF THE TOPICS IN THIS EBOOK!

Some of the links below are affiliate links, meaning (at no additional cost to you)

I will earn a small commission if you click through and make a purchase.

This will help support more free eBooks like this one.

To help you market your small business on social media, (a great source of getting more traffic to your website or service), hire a pro!

Try some of these gigs

Need some help with Facebook, Instagram or YouTube marketing?

These are excellent choices!

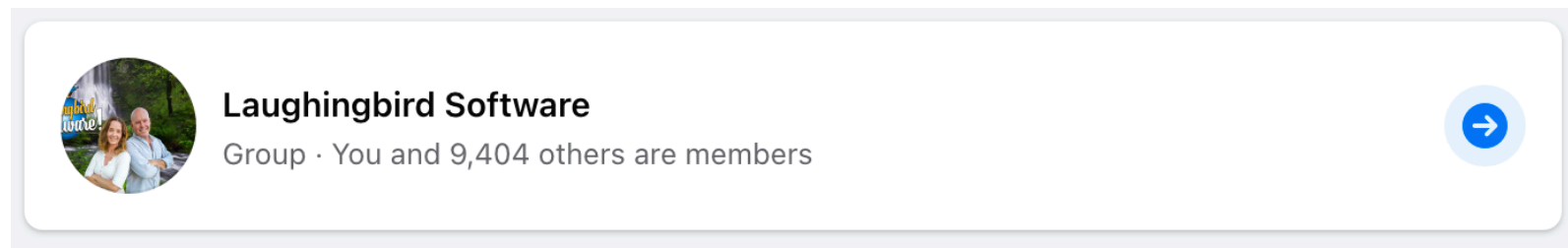
If you need help with writing (blogs or scripts for YouTube videos perhaps...)

Take a look at some of these.

HOPE YOU GOT A LOT OUT OF THESE 7 IMPORTANT TIPS!

If you found this book valuable, send it to a friend!

Come by our Facebook Group and say HI! We're always around. 🙌



See? A clickable button and a call to action.

