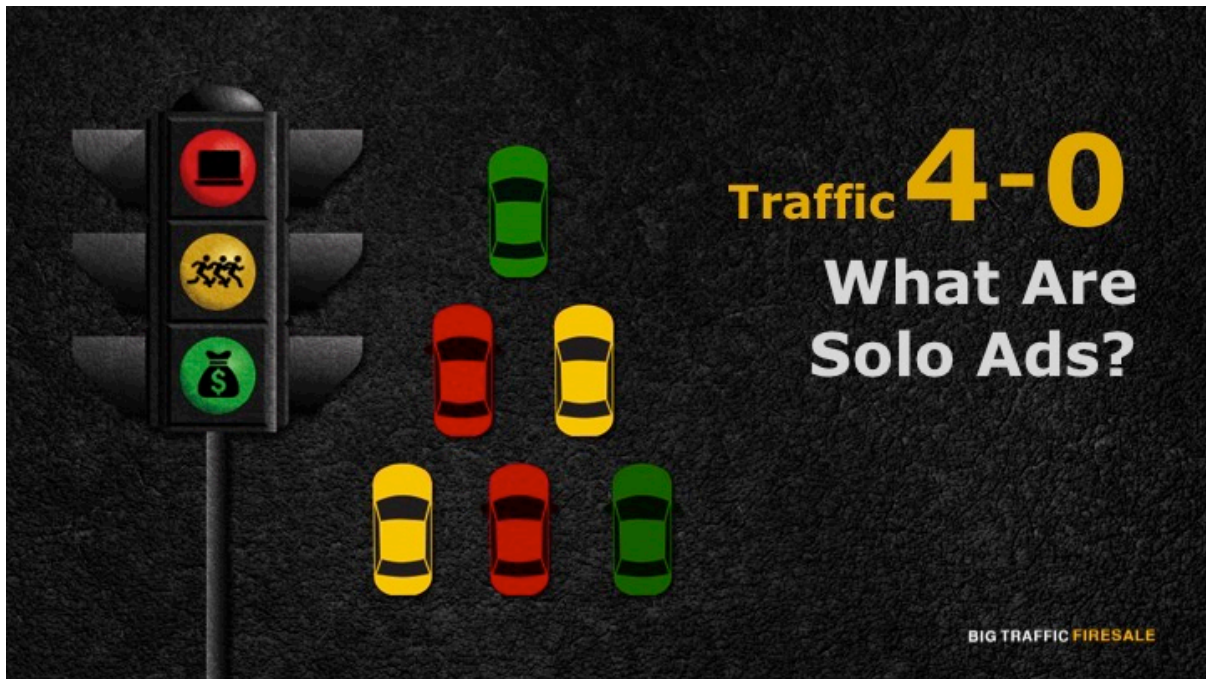


4-0 - What Are Solo Ads?



S1: Hello and welcome to another module of the paid traffic series. In this module, you will learn about 'Solo Ads'. This module equips you with the relevant information to generate traffic via Solo Ads.

Solo Ads

- ▶ Solo Ads is a form of advertisement sent out to an entire or a portion of an email subscriber list.
- ▶ You are purchasing your intended audience or targeted traffic in the form of a mailing list.

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S2: Firstly, the basics.

What are Solo Ads? To make it simple, Solo Ads is a form of advertisement sent out to an entire or a portion of an email subscriber list. The rule is you are purchasing your intended audience or targeted traffic in the form of a mailing list. Your main goal is to drive them to your landing page. You may also purchase Solo Ads to promote an affiliate link.

Where Do You Search For Your List?

- ▶ You may deal with a 'Solo Owner' where they have already established their own mailing list in a specific niche.
- ▶ You may also contact an 'Ads Broker', who acts as an 'agent' for this business

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S3: Where do you find your targeted audience or your intended mailing list? Generally, when you have ideal audiences in mind you have two choices. You may deal with a 'Solo Owner' where they have already established their own mailing list in a specific niche. You may also contact an 'Ads Broker', who acts as an 'agent' for this business. This will be further discussed in the following modules.

Sending Out Your Ads

- ▶ The emails sent to your audiences are dedicated emails.
- ▶ This means the emails revolves entirely around the product or service you intend to promote.
- ▶ The emails are focused on a particular niche/area depending on the product/service advertised.

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S4: When you purchase a Solo Ad, the emails sent to your audiences are dedicated emails. This means the emails revolves entirely around the product or service you intend to promote. The emails are focused on a particular niche/area depending on the product/service advertised. This may range from the selling of supplements to fitness campaigns.

Quick Traffic Generator

- ▶ Solo Ads work best for those intending to drive quick traffic in large numbers.
- ▶ Product launching or you want to send traffic to your landing page.

BIG TRAFFIC FIRESALE

S5: In a nutshell, Solo Ads work best for those intending to drive quick traffic in

large numbers. This can be applied in contexts where you are about to launch a product, or if you need traffic to be sent to a webpage immediately.

In the next module, we will be talking about how Solo Ads work in detail, and how and where to purchase your Solo Ads.