

## The Seven Essential 'Gotta Knows' Of Traffic

1. Not All Traffic Is Created Equal

Quality  
Quantity  
Price  
Time  
Labour

2. Acquire From All Available Sources

Free  
Paid  
Borrowed  
'Stolen'

3. Focus On The Best Sources of Traffic For Your Niche First

4. Traffic Should Be Scaleable, Viral & Virtually Hands Free

5. All Traffic Should Be Used Effectively

6. All Traffic Should Be Tracked Diligently

7. All Traffic Sources Should Be Reviewed Regularly and Improved