

Traffic in

People find your blog from the web (searches or links)

**www.yourbusinessblog.com
a series of blogs on specific issues where your business opportunity offers a solution - eg debt, weight, lifestyle, etc.**

People read what you say about the issue(s) and follow the link to your capture page

Capture page

Opt-in = Lead

Keyword (phrase) research (so you know what people are looking for, and an idea of how many people)

Blog is constructed as a series of articles written around keywords (phrases) that people are actively searching for online that would relate to your niche target market.

Approx 1 - 10% Of Your Blogs Traffic Will Come And Opt In To Your Capture Page To Find Out About Your Opportunity as a Solution For Their Needs.