

WORKSHEET
CHAPTER 7: ACQUIRING CUSTOMERS

Q1. What is most important when getting traffic?

- a) As much traffic as possible, regardless of quality!
- b) A focus on *high quality* traffic.

Q2. What are the 3 major levels of market awareness?

- 1) _____
- 2) _____
- 3) _____

Q3. What is the issue with free traffic?

- a) It takes a lot of effort to start getting traffic.
- b) It takes a lot of time to start seeing results.
- c) Both of the above.

Q4. What are the four best **free** traffic methods?

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Q5. What are the two best **paid** traffic methods?

- 1) _____
- 2) _____

Q6. Thinking about what you've learned in this chapter, which method will you use for generating high quality traffic, and what ideas do you have for your advertisements?

