**Creating Links to your Site To Build Traffic & Leads!**

One of the easiest ways to get more traffic and leads to your website is to be featured on other peoples website. Of course it is always good to be featured on websites of those who receive a lot of traffic understand how the principles of getting leads.

Once you are featured on their website, then the next step would be to get the opportunity to promote your services to their data base. But one step at a time hey people? Below is an email template to send to anybody who you wish to get in contact with regarding this.

**Tips:** It’s no point being on a website in America if you are in Australia if you are selling one on one personal training. You would only be on their website if you were selling a online product. So always look for people in your local area.

**Subject:** {first name} - your site

Hi {first name},

I stumbled across your {www.theirsite.com} web site last night and I found {some comment about their site} terrific. I’ve currently been researching businesses in our local area to cross promote with & I noticed you had a page for recommended web sites.

That's why I wanted to let you know a little about our business, {www.yoururl.com}, basically our business aims to help people {talk about the benefits of your business & website}.

I know visitors to your site would really enjoy this unique information on our site. And adding a link to our site will make your comprehensive site would be even better.

Here's the link (and the HTML code) you can use:   
{insert link URL and HTML code}.

I'd be happy to create a reciprocal link to your site also. In fact, I've already put one up here:   
{insert link URL where you created their link}

I'm sure both our visitors will benefit greatly from this. Actually, I've found that by trading links with other websites we have been able to increase traffic significantly for everyone.

Thanks,

{Your Name}

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| Use this template to send to web site owners in your target market to create reciprocal links. Please do not 'spam' this letter to everyone by using some program to gather email addresses off web sites. You will find this to be counterproductive and could end up getting you in a lot of trouble. Spend time hand picking who you want to send this invitation to. |