

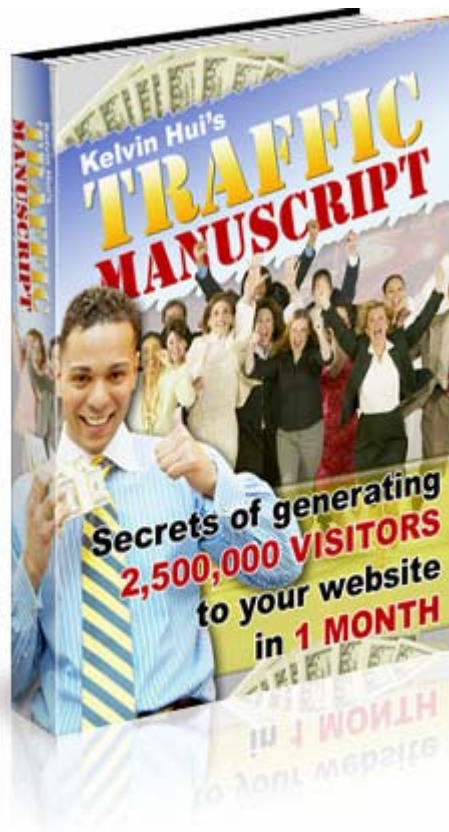
**The Following Pages Serve As  
The Preview Of  
*“Traffic Manuscript”***

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PRESENTING

# TRAFFIC MANUSCRIPT

By Kelvin Hui



[www.TrafficManuscript.com](http://www.TrafficManuscript.com)

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# INTRODUCTION

Updated: 13<sup>th</sup> February 2007

*Dear Reader,*

Thank you for buying “Traffic Manuscript”. For the knowledge and experience you are soon going to read, you cannot find in any other existing courses, e-books or reports.

Two months ago, Kelvin Hui was invited by his Japanese business partner, Mr. Kuruma Suzuki, to deliver a killer presentation to all internet marketers who lived in Japan. I remember, on the 9<sup>th</sup> December 2006, Saturday, it was a rainy day. In that morning, there were around 300 attendees in the seminar hall desperately waiting for Kelvin’s speech...

Before the Japanese seminar, actually Kelvin had already been invited by other organizations to share his successful internet business experience in Singapore, Jakarta, Shibuya, and Bangkok. At that time, we had never thought about turning his speech into a manuscript and making it available to the public, as Kelvin wants to remain low profile, especially after his mega website [www.friendearth.com](http://www.friendearth.com) has attracted a multi-year partnership contract with Yahoo! Inc. in late 2006.

*Maybe you ask, “Why has he changed his mind?”*

Each time Kelvin completed his presentation in different countries, we uploaded his presentation notes or PowerPoint to our forum, [www.ambatch.com/forum](http://www.ambatch.com/forum). Interestingly, we then received many emails from the people soon after we uploaded the materials. They sent us emails and said, “I really regret that I could not participate his presentation. I really want to learn more from him! Will he come to my country next time?” At that

moment, we could hardly reply them. Although Kelvin will go to their countries, he will present new strategies and ideas rather than presenting the old one.

Kelvin always updates his ideas and improves his experiments, and then presents more advanced level strategies to his friends. Therefore, for our friends who participated two or more of his presentations, they always told us that Kelvin was excellent because he never presented the same examples and experiments in 2 seminars. He was always able to enlighten them.

This is the main reason why we draft a manuscript of one of his presentations. We chose the presentation in Japan as he depicted a very comprehensive picture of “Traffic” and he disclosed his step-by-step secret approach to develop his mega website FriendEarth.com, which attracted a partnership contract from Yahoo! Inc. Not only that, Kelvin was able to present his information and concepts by common sense level so that all newbies seminar attendees could understand his presentation. If you want to learn the strategy that drives 2.5 million visitors every month, you have to pay full attention to this book.

We should stop here now. Wish you gain the most from this book and wish you every success in your internet business!

Warm Regards,

**Michael, Kui & Piano**

Ambatch Team, February 2007

Let's have a brief introduction of this manuscript first.

According to the internet dictionary, "manuscript" means a document which is in text and is prepared for publishing. You may find the words and sentences used in this manuscript sound very informal since it is an oral script.

A manuscript is a document that is written by hand, as opposed to being printed or reproduced in some other way.

In publishing and academic contexts, a "manuscript" is the text submitted to the publisher or printer in preparation for publication.

--wikipedia.org

This is a text record about Kelvin Hui's presentation in Kiba, Japan, on the 9<sup>th</sup> December 2006. As his presentation audience was Japanese, he mainly used examples related to the Japan internet market. Therefore, you will see many Japanese examples in this manuscript as well. Don't worry, we have provided background information for such examples. **Also, the strategies that work in Japan also work effectively worldwide. Don't forget that Kelvin started his business in English market.** Furthermore, we also included many examples in English markets.

Finally, **we expect you would have a lot of questions** along the way you read this book. However, we are going to 100% support your needs. Please take our advice when you read this book:

- 1. Get your pen and paper ready when you read Traffic Manuscript.**
- 2. Jot down ALL questions you have in the first place. Then pay full attention to this book again. It is very likely that you can find the answers will be answered by this book very soon.**
- 3. If you still have any questions, please go to Traffic Manuscript Private Reader Club to post your questions. Besides, please take your valuable chance to interact with other readers and share your experience there.**

# 2 Components of Web Publishing

**Question: what is “Web Publishing Business”?**

Answer: Web Publishing Business is a very broad term. For beginners, I want to make this simple. The core of this business is to *sell advertising spaces*. So you build websites, attract visitors to come and click your ads.

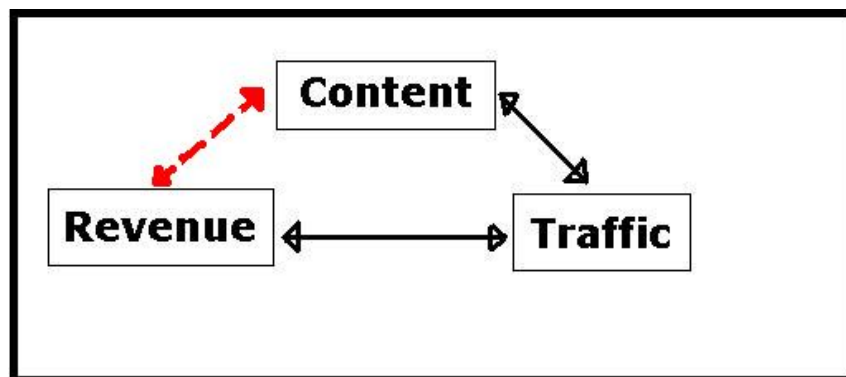
If you develop a website, you need content. If you run a website and if you want to make money, you need traffic, and of course, you need revenue. Therefore, for web publishing business, we can focus on 3 components.

No. 1 - Content

No. 2 - Traffic

No. 3 - Revenue

These 3 components have close relationships with each other. This means, when you consider doing something with content or traffic or revenue, you must consider these 3 factors as 1 thing.



### ***Traffic***

Traffic is indeed an advanced concept in Web Publishing industry. We want to make it simple for beginners at the moment. You can treat “traffic” equivalent to “visitors who comes to your website”.

We describe a website which has many visitors as a “high-traffic website”.

## **2.1 Content**

### **Why Do You Go To Yahoo!?**

Concerning content, I have one question, “Last night, when you opened your laptop or computer, then you opened your browser. Which website did you visit in the first place?”

How many of you went to Yahoo! Japan to check e-mails?

*[Many people raised their hands]*

Wow, so many. My next question is, “Why did you go to Yahoo!?”



Just because of checking e-mails, right? You go to Yahoo! not because of the brand of Yahoo!.. You go to Yahoo! because you want to check your e-mails.

**Therefore, “e-mail” is the major content of Yahoo! Japan.**

Similar logic applies to Google.



You go to Google not because of Google. Instead, you go to Google because of the search engine.

**Therefore, “search engine” is the content of Google!**

Okay, after you go to Yahoo! to check e-mails, you go to some other websites. You go to those websites not because of their domain names but only because of their *Content*.

### *Japan Example*

For instance, maybe you will go to Mixi ([www.mixi.jp](http://www.mixi.jp)) tonight. Why do you go to Mixi? It is because you want to contact your friends. Try to guess what the content of Mixi is.

Right!

*Your friends' profiles are the content of Mixi.*



Mixi.jp is the most popular Social Networking Service site in Japan. Users there always meet new people by searching users who share common interests. Users can send and receive messages, write in a diary, read and comment on others' diaries, organize and join communities and invite their friends as Mixi members.

Started in February 2004, there are more than 5.7 million members until November 2006.

Got it?

And, think about it, why do you go to Mixi every day? Or, another example, why do you go to Yahoo! to check e-mails every day? Why? The reason is simple - you want to check NEW e-mails!

**“Email” is the *Content* of Yahoo and new e-mails are the *Updated Content*.**

If you never update your content, do you think your visitors will constantly come back? It is impossible. If I want to read the same thing again and again, why don't I save it on my desktop? So there are two things which combine to drive traffic to your website.

1. Nature of content;
2. Update of new content.

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