ONE SMART TRAFFIC ACTION SHEET™

Stop chasing traffic. Choose one path to the right people.

Getting more visitors is not the first goal. The goal is getting the **right people** to the **right destination** with a message that gives them a reason to take the next step.

ONE AUDIENCE	ONE PROBLEM	ONE TRAFFIC SOURCE	ONE DESTINATION	ONE 7-DAY TEST

1. ONE AUDIENCE

Who specifically do you want to reach?

Example: Beginners over 50 who want to earn extra income online but do not know where to start.
Avoid broad answers like 'everyone.' Get specific enough that you can recognize the person.

2. ONE PROBLEM

What problem is this person already trying to solve?

Example: I want to make extra money online, but there are too many choices and I do not know what to do first.

3. ONE TRAFFIC SOURCE

Where does this audience already spend time - and where can you realistically show up consistently?

Examples: Google/search, Facebook, Instagram, LinkedIn, YouTube, email, communities, or local outreach.

My ONE traffic source:

Why I believe my audience is there:

4. ONE DESTINATION

Where should people go next - and what ONE action should they take there?

Use a focused destination that continues the conversation: guide, assessment, article, appointment, product, or other useful resource.

My ONE destination:

The ONE action I want visitors to take there:

5. ONE MESSAGE

Connect the person's problem with the reason to visit your destination. Do not try to say everything. Give people **one reason to take one next step.**

If you're struggling with _____ **this can help you** _____

MY 7-DAY TRAFFIC TEST	
My audience:	
Their problem:	
My traffic source:	
My destination:	
My action each day:	

Measure what actually happens.

Day	People Reached	Visits/ Clicks	Opt-ins	Replies/ Conversations	Sales
1					
2					
3					
4					
5					
6					
7					

AFTER 7 DAYS, ASK ONE QUESTION

Where did the movement stop?

If people did not see the message	Examine your traffic source or consistency.
If they saw it but did not visit	Examine your message.
If they visited but did not opt in or respond	Examine your destination or offer.
If they became leads but did not buy	Examine your conversion process and follow-up.

Do not rebuild everything. Fix the first meaningful bottleneck you can identify.

YOUR ONE SMART MOVE™

For the next 7 days, I will use _____ to reach _____ and send them to _____.

That's your traffic plan. Not ten strategies. One decision. One action. One measurable result.

One Smart Move™ - Clarity Before Complexity.

Educational resource only. Results vary based on audience, offer, message, market conditions, execution, and follow-up.