6 - Traffic Matrix

Online
- GiveAway Product
- Articles
- Pay Per Click PPC
- Blogging
- Search Engines
- Joint Ventures
- Sponsorships
- Press Releases - PR
- Social Networks
- Affiliates
- Viral
- Solo Ads
- PodCasts
- Partner Networks
- Newsletter

Integrated
- Print
  - GiveAway Product
- Radio
  - GiveAway Product
- Local
  - GiveAway Product
- Direct Response
  - GiveAway Product

Event Marketing
- TeleClasses
  - Leads List
  - Giveaway/OTO
  - Affiliates
- Webinar
  - Leads List
  - Giveaway/OTO
  - Affiliates

Offline
- Speaking
- Networking
- Face 2 Face
- Joint Ventures
- Publicity
- Local

Social Marketing
- Youtube
  - GiveAway Product
- Twitter
- Facebook
- LinkedIn
- StumbleUpon
- Squidoo
- Scribd
- Social Bookmarks
  - Digg
  - Technorati
  - delicious