

GROW & CONVERT

Mega Projects Checklist: How to Use Mega Projects to Drive Insane Amounts of Traffic

This article originally appeared on growandconvert.com.



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Mega Projects Are: exceptional content pieces that aren't just blog posts – they have some twist to them, whether that be a piece of software, a different medium, or anything else.

They appeal to your target audience, take a serious amount of time and attention to make, and are difficult to replicate. Sometimes they even cost money. And it's exactly because of all these characteristics that they help you stand out in a crowded market.

Example #1: Free Software that Gets You Tons of Subscribers

1. Steps
 1. Find a small pain point that your target audience has
 2. Build a tiny piece of software that helps them ease that pain
 3. Give it away free, in exchange for an email address
2. Questions to ask yourself to find a good idea
 1. What paid tools do you use that could be boiled down to their simplest form in a free version?
 2. What little piece of analytics or other calculation can you make easier for your target audience?

Example #2: Free Courses (Like good, big courses)

1. Key characteristics of a good free course
 1. It has to be unique
 2. It has to be comprehensive
2. Example
 1. David Kadavy's "Summer of Design"
 2. Unique: It was a free email course on design for *hackers* (i.e. web/software design principles)
 3. Comprehensive: It was 12 weeks!

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Example #3: Mega Studies or Interactive Guides

1. Method #1: A Paid Ebook
 1. Take your best resources
 2. Put them together and expand on them to make a great ebook
 3. Make it well designed
 4. Charge for it
2. Method #2: Interactive Guide
 1. Assemble a massive collection of resources or strategies
 2. Make it interactive by adding chapter headings, allowing filtering of tactics or items. The interactivity will have a *much* higher perceived quality and that will garner more links, shares, and traffic.

Questions or Comments? Let me know at devesh@growandconvert.com

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