



THE Traffic Bundle

FOR DIGITAL CREATORS

Social Swipes

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How to Use this Social Swipe

There are a few different kinds of social media swipes in here. You've got some general post ideas to use on any platform.

I've also given you ideas of what kind of graphic to post with them.

Next up, you have some carousel ideas. These are fun and work really well on Instagram. I also love to repurpose them by turning them into short video for other platforms.

Lastly, you have a few Reel/TikTok ideas. They are all short and sweet because those are the only kind I can manage to create. 🤖

At a minimum, I recommend an announcement post, a post about the free traffic planning party, and the last chance post.

If you want to go all out, do them all!

Make The Posts Your Own

I've highlighted in green and put in double curly brackets {{ }} where you should change it up with your own thoughts and swap things out, like your name and affiliate link.

But please feel free to go beyond that! Add in your personality! Change the words I use for words you normally use!

Definitely put in the contributors your readers would be most interested in!

[The complete list of Contributors & Offers is HERE](#)

Make Entirely New Posts

This is just swipe... which means you can completely ignore it and write all your own.

Feel free to use any ideas here or in the [The Traffic Bundle Hooks & Angles](#) doc to build your own promo.

Use the Official Hashtag - #thetrafficbundle

When you post, use **#thetrafficbundle** so I can see everything! You can also tag me - @monicabirdsong and @thetrafficbundle

Tag Others

Here's everyone's IG handle as given to me. Happy Tagging!

Adam Hunt	@whitelabelcomedyuk
Adrienne Richardson	@adrienne_richardson_
Allie Bjerk	@alliebjerk
Amy Crane	@sociallabmarketing
Andrew George	@coachandrewgeorge
Anne Asher	@posturally
Ashley Gainer	@ashley.gainer
Ashlyn Carter	@ashlyncarter
Aurora Gregory	@aurora_gregory
Christina Solstad	N/A
Cierra Lueck	@cierralueckconsulting
Dama Jue	@details.to.dama
Dara Sklar	@darasklar
Denae Hively	@thehivelyco
Dianne Shelton	@passionbreakthrough
Dolly DeLong	@dollydelongeducation
Domitille Sia	@mademoisellesocial
Donna Dube	@productivityplusva
Doresa Ibrahim	@profitautomationcoach
Dorothy Cooke	@dcdigitaldesign
Eddys Velasquez	@digitalmarketingrx
Fabiana Nilsson	@pixelandflow
Funnel Gorgeous	@funnelgorgeous
Gia Volpe	@gia.volpe
Gonzalo Jimenez	@webuildfunnels
Heather Carr	@killitwithquizzes
Heather Ritchie	@writerslifeforyou
Jessica Santise	@jessicasantise
Julie Mills	@organicgrowthlab
Karrie Chariton	@karriemarie_biz

Katie Goebel	@katiegoebelonline
Katya Varbanova	@theofficialkatya
Keldie Jamieson	@keldie.jamieson
Kelly Morrison	@createyouraffiliateprogram
Kristen McCall	@KristenSMcCall
Kylee and Sami	@thefunnelflippers
Larissa Banting	@larissa_banting
Leanne Scott	@passive_income_superstars
Liana Ling	@theleadgenqueen
Linda Ugelow	@lindaugelow
Lindsey Johnson	@verityandco
Lisa Mulhern	@perfectlyproductive
Magdalena Gillissen	@magdalena.pinprosper
Marissa Sharkey	@sharkandship
Mark Stern	@marksternofficial
Meagan Williamson	@meaganawilliamson
Michelle Dellavalle	@michelledellavalle
Michelle Murphy	@thetrademarkattorney_
Michelle Pontvert	@michellepontvert
Monica Froese	@monica.froese
Monica Monfre	@monicamonfre
Monica Snyder	@monicabirdsong
Nellie Corriveau	@wealthynellie
Nkem Awachie	@herclickcity
Perry Marshall	N/A
Rhiannon Carnohan	@rhiannoncarnohan
Rose Guthrie	@themopssolution
Sandy Sidhu	@adswithsandy
Sidneyeve XOXO	@sidneyevevalentine
Sneha Hiremath	@sneha_mundhra_hiremath
Steph Blake	@theblakecollective
Sue McLachlan	@theunicornadvisory
Tara Reid	@introvertcoach
Tatiana Belim	@tatianabelim
Terri Burke	@terriburkephotographer
Trena Little	@trena_little
Vidya Ravi	@storybirdads
Yael Bendahan	@theyaelbendahan

Include Your Affiliate Links in Your Profiles/Bios

You have THREE affiliate links:

- 1) To the Sales Page (this is in most places)
- 2) To Register for the Traffic Planning Party on Jan 2 @ noon ET
- 3) To The Traffic Bundle's Facebook page for the live ask me anything sessions

Grab them from your emails from me or [find out how to get them in ThriveCart](#)

⚠ BE SURE YOU'RE USING THE CORRECT LINK ⚠

It will look like this:

✓ <https://XXXXXX-birdsong.thrivecart.com/the-traffic-bundle/>

NOT THIS:

✗ <https://thetrafficbundle.com/?affiliate=XXXXXX>

Always **remember to disclose your affiliate links** as required by the FTC (read [here](#) and [here](#) if you need more info).



Important Dates

I cannot stand looking around for dates, so here you go.

Cart Open

Tue, Dec 27 @ 9 am ET - Cart Opens!

Tue, Dec 27 @ 11 am ET - First Live Event with Contributors!

Thu, Dec 29 @ 11 am ET - Second Live Event with Contributors!

Mon, Jan 2 @ noon ET - 2023 Traffic Planning Party

Wed, Jan 4 @ 9 am ET - Final Live Event with Contributors!

Wed, Jan 4 @ 11:59 pm ET - Cart Closes!

After Cart Close

Thu, Jan 12 @ 11 am ET - 2023 Traffic Planning Party Hot Seats

Wed, Jan 18 - Affiliate Payouts

Wed, Feb 1 @ 11 am ET - Bundle Redemption Party

Thu, Feb 7 - Final Day to Redeem Bundle Products (but leave access up until Thu)

Thu, Feb 9 - Take Down Product Access

Use Google Calendar? Grab the [official The Traffic Bundle Google Calendar](#) to keep all these dates in sync with your calendar.

General Social Swipe

Social Media 1 - Best Deal

Image Ideas:

- You Screaming / Celebrating
- [A Traffic Bundle Mockup](#)
- [Your Contributor Image](#)

Caption:

 Let me interrupt your scroll to share the best traffic-driving deal of 2022!

Introducing  The Traffic Bundle!

It has over 67 courses, templates, workshops, & tools to help you triple your traffic in 2023.

We all want more people to see and buy our offers, so grab the bundle and get access to my `{{PRODUCT NAME}}` (that's normally `{{CONTRIBUTION VALUE}}`) and over 65+ other goodies that normally sell for \$6,548... for just \$99 🤯

Told ya it was a screamin' deal 😏

`{{Head to my profile/Tap the link in the first comment}}` for all the details.

Social Media 2 - Keeping a Secret

Image Ideas:

- You with a “shhh” face
- You looking guilty
- You cupping your hand near your mouth like you’re about to share a secret

Make it a Reel/TikTok:

Suggested [Instagram Audio](#) (and [Instagram Example](#)) and here’s the [TikTok Audio](#) (and [TikTok Example](#))

Caption:

🤔 I’ve been keeping this secret for months...

But now it’s officially time to let you know that I’ve teamed up with 66 other amazing creators to bring you 🎉 The Traffic Bundle!

It’s got everything you need to triple your traffic in 2023 for only \$99! 🤯

I can’t believe what’s included... here are a few of my favs:

{{list 3-5 of the offers in the bundle you’re most excited about, including the contributor names - tag them if you can!}}

Don’t wait on this deal... it goes bye-bye on Wed, Jan 4, and will never be seen again.



{{Head to my profile/Tap the link in the first comment}} for all the details.

Social Media 3 - #1 Tip (Take the Shortcut)

Image Ideas:

- The When {{X}} Says {{Y}} funny template courtesy of [White Label Comedy](#) ([Canva template link - they start on page 16](#))
- [A Traffic Bundle Mockup](#)
- You holding a paper/sign that says “My #1 Tip”

Caption:

They told you traffic would be easy, didn't they?

But let's get real... traffic is hard work.

And I know you're willing to do the work,
so I want to share my #1 success tip with you:

Take the shortcuts 🙌
Take the road well traveled 🙌
Take lessons from those that carved the path 🙌

Once you learn the proven path and tested techniques others have conquered, your traffic will increase. 📈

The solid foundation you built to allow your creativity to burst through.

And that's how you'll become like one of the people you admire today. 😍

They didn't do it from a blank slate.

They learned from someone. ✅
They took the shortcuts. ✅
They followed the proven paths until they were ready to make their own path. ✅

Set your traffic foundations in place with 🚦 The Traffic Bundle.

It has 67+ proven paths and tested techniques for only \$99.

[[Head to my profile/Tap the link in the first comment]] for all the details.

Social Media 4 - Category Overviews

Image Ideas:

- Carousel of the categories
- [A Traffic Bundle Mockup](#)
- You jumping

Caption:

Haven't jumped into 🚦 The Traffic Bundle yet?

I get it. You need more details. I've got you, boo.....

The Traffic Bundle has everything you need to triple your traffic in 2023, broken down into 5 categories, so you can easily find exactly what you need, when you need it...and ignore anything you don't!

👉 Social Traffic 👉

Do you love creating content and dream of tripling traffic with organic social media trends? This category has you covered!

🤝 Relationship Traffic 🤝

Are you a people-loving human that wants to use relationships such as referrals, affiliates, PR, collaborations, and stages to grow? This category is for you!

🔍 Search Traffic 🔍

Would you love to not speak to any humans and have Google, Search Engines, YouTube, and Pinterest bring traffic to you? Look no further than this category.

💰 Paid Traffic 💰

Want to build systems and make a profit while paying the tech giants to send you traffic? This category will show you how to do that.

👤 Traffic Support 👤

And, of course, no traffic effort is complete without some support from analytics, page speed, and tech, so this category has those little details covered!

Sounds great, right? It's only available until Wed, Jan 4, so don't miss out!

Head to the link in my bio to make it yours now!

Social Media 5 - Category Specific v1

Image Ideas:

- Carousel of the category
- You looking frustrated
- One of the [funny templates](#) courtesy of [White Label Comedy](#)

Caption:

{{CATEGORY - search, social, relationship, & paid}} giving you grief? Yeah - been there, frustrated by that 😊

That's why I am more than happy to learn from others and take the help. Not too proud to take a shortcut!

Have you heard of 📺 The Traffic Bundle yet? It has {{# OF RESOURCES IN THIS CATEGORY (13 in search, 11 in paid, 10 in relationship, 20 in social, 15 in support)}} all about {{CATEGORY}}, including:

- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}

All that, plus so many other resources for {{LIST REMAINING CATEGORIES}}... all for just \$99! But hurry, this offer goes away forever on Wed, Jan 4, 2023

{{Head to my profile/Tap the link in the first comment}} for the deets!

Social Media 6 - Category Specific v2

Image Ideas:

- Carousel of the category
- You looking overwhelmed
- One of the [funny templates](#) courtesy of [White Label Comedy](#)

Caption:

You're not the only one who feels like {{CATEGORY - search, social, relationship, & paid}} is *really* overwhelming.

I've felt it too, and I know lots of others have too. That's exactly why you've got to check out The Traffic Bundle

It has {{# OF RESOURCES IN THIS CATEGORY (13 in search, 11 in paid, 10 in relationship, 20 in social, 15 in support)}} all about {{CATEGORY}}, including:

- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}
- ✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}

All that, plus many other resources for {{LIST REMAINING CATEGORIES}}... all for just \$99! But hurry, this offer goes away forever on Wed, Jan 4, 2023

{{Head to my profile/Tap the link in the first comment}} and browse them all now!

Social Media 7 - Your Favs

Image Ideas:

- Carousel of your favs
- [A Traffic Bundle Mockup](#)
- You playing blackjack and doubling down

Caption:

Ready to Triple Your Traffic in 2023? Then you're going to need to double down on your traffic knowledge.

Problem is, that's pretty complicated unless you know the clever hacks and tools to get it done in a fraction of the time, with no I am panicked YouTubing necessary 😊

Inside The Traffic Bundle, you'll find over 67 resources to help you drive more traffic in 2023, including some of my favs...

✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}

✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}

✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}

✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}

✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}

✓ {{CONTRIBUTION NAME}} ({{CONTRIBUTION VALUE}}) from @{{CONTRIBUTOR HANDLE}}

All that, plus so many other resources for paid traffic, social traffic, relationship traffic, search traffic, and traffic support... all for just \$99!

What are you waiting for!?

Go check everything out with the link [{{in my profile/in the first comment!}}](#)

Social Media 8 - Traffic Planning Party

Image Ideas:

- You with a party hat
- You with a planner
- [Traffic Planning Party Graphic](#)

Caption:

Worried that you'll get this bundle and it will collect a ton of digital dust? ✨

I hear ya, you're not the only one.

🍀 Lucky for you, we have something *seriously special* planned to help with that.

On Tue, Jan 2, we'll be having a Triple Your Traffic Planning Party, so that you can stop worrying about what you won't use and make sure to show you what you WILL use!

During the Traffic Planning Party, you'll be invited to create a customized "Triple Your Traffic Plan" so you can:

- ✳️ Figure Out What Traffic Sources are Right for You & Your Business
- ✳️ Create a Plan to Triple Your Traffic in 2023
- ✳️ Know the EXACT Resources You Need to Carry Out Your Customized Plan

It's going to be a blast!

It's free to register and attend, even if you don't purchase The Traffic Bundle.

👉 {{Head to my profile/Tap the link in the first comment USE YOUR TRAFFIC PARTY REGISTRATION AFFILIATE LINK}} and register today.

Social Media 9 - Traffic Planning Party Replay

Image Ideas:

- You with a party hat
- You with a planner
- [Traffic Planning Party Carousel or Video](#)

Caption:

Yesterday Monica hosted a free Traffic Planning Party! It was so much fun and a huge hit!

Here's what a few people said about the party:

★ "This will really help me in planning my traffic plan! Super cool!" – Mary

★ "The actual numbers always shock me – how many eyes we need on our offer." – Jodi

★ "I loved this training, the way you word and organize things. It really has helped me gain perspective and get thinking about how to move forward in this new year." – Shamika

Everyone there knew exactly how to plan their traffic plan 2023 because they used the "Find Your Traffic Superpower" quiz Monica made to know where to focus based on their personality and the super cool worksheet she made!

But... If you missed it, it's okay.

Monica took all the live feedback and improved the training! The worksheet is updated, and I made a video without all the live back-and-forth chatter. 🙌

This is why I wanted to give you a chance to register and watch the improved training!

👉 Tap Here to Access the Free Traffic Planning Party Training Instantly {{insert your affiliate link to the Traffic Planning Party}}

Inside you'll learn

- 👉 How to Triple Your Traffic in 2023 with 4 Towers of Traffic
- 👉 Which Traffic Sources to use based on Your Personality and Your Stage of Business
- 👉 How to Carry Out Your Customized Plan using The Traffic Bundle

Note: This training won't last forever*. It will be taken down as soon as The Traffic Bundle sale ends on Wed, Jan 4 @ 11:59p ET. However, *if you buy The Traffic Bundle, it is in your member's area for you to watch whenever you like.

Happy watching!

👉 {{Head to my profile/Tap the link in the first comment USE YOUR TRAFFIC PARTY REGISTRATION AFFILIATE LINK}} and register today.

Social Media 10 - Last Chance

Image Ideas:

- [Last Chance Mockup Graphic](#)
- You holding a sign that says “Last Chance”
- You holding an hourglass

Caption:

The Traffic Bundle isn't around for much longer, but don't panic!

Purchase your bundle today, and you'll have 30 days to browse ALL THE THINGS and decide which courses, templates, workshops, & tools you want to use.

Choose from \$6,548 worth of resources for only \$99.



Only available through TONIGHT at 11:59 pm ET, and when it's gone it's gone! 🙄

Link in the bio to purchase.



4 Instagram Carousel Ideas

You can also make these into short videos using Canva.

- Create a carousel of your favorite offers, the ones you're planning on getting. Explain why they are your favorites in the caption.
- Create a carousel of the offers you already have purchased at full price. Talk about why someone should grab them now while they are in the bundle.
- Create a carousel of the towers of traffic and why all are needed to scale a biz. Take a stance on if you think people should throw all their resources into one traffic source or diversify.
- Create a carousel with the new offers in the bundle. Make it like a Netflix "Coming Dec 2022". The new offers are [here in the Hooks & Angles Doc](#).

Reels/TikToks

Reel/TikTok 1 - Calculating

[Instagram Audio](#)

[TikTok Audio](#)

There are no words to this one. 🙌

Video Suggestion:

Typing into your phone or keyboard

[Instagram Example](#)

[TikTok Example](#)

Text On Video Suggestions:

Me calculating the number of people that need to see my offer so I can pay for
{{something you want to pay for}}

Caption Idea:

Do you know how many humans need to see the details of what you're selling so you can hit your goals?

In case you didn't know, the average conversion rate for digital products is 2.5%.

That means you need 40 people to see your web page to get 1 sale.

Want to sell 10? You'll need 400 people to see your page

Want to sell 100? You'll need 4,000 people to see your page

Want to sell 1,000? You'll need 40,000 people to see your page

Want to sell 10,000? You'll need 400,000 people to see your page

Of course, you can improve your conversion rate, but you'll always need new traffic.

That's why I'm excited to share The Traffic Bundle with you!

It's got everything you need to get a boatload of people to see what you're selling.

And it's on sale this week only.

Get all the details - link in bio.

Reel/TikTok 2 - Every Morning You Have 2 Choices

[Instagram Audio](#)

[TikTok Audio](#)

Audio Text for Lip Sync:

“Every Morning You Have 2 Choices. Stay Asleep With Your Dreams. Or Wake Up and Go Get Them.”

Video Suggestion:

You in bed/waking up or a simple lip sync.

[Instagram Example](#)

[TikTok Example](#)

Caption Idea:

Maybe your last launch flopped. Maybe you didn't hit your goals on that evergreen funnel. Maybe your products aren't flying off the shelves.

It's ok, you get to try again tomorrow.

And when you try again, be better prepared by having a plan and all the resources you need to hit your 2023 goals with The Traffic Bundle.

The Traffic Bundle helps you create a customized 2023 traffic plan, even if you have no idea where to start. And once you have the plan, The Traffic Bundle has over 67 resources in one place, so you can make that plan a reality.

And it's only \$99 until Wed, Jan 4.

Check it out to see if it could help you. Link in bio.

Reel/TikTok 3 - Love It, I Think I Need a Bigger Cart

[IG Audio](#)

[TikTok Audio](#)

Audio Text for Lip Sync:

“Ok, let’s see here. Love it. Love it. Love it. Love it. Love it. Love it. Love it. Love it. I think I need a bigger cart.”

Video Suggestion:

When the audio says “Love It”, swap out a photo of an offer you’re excited about in The Traffic Bundle.

There are 8 “love its” so you’ll need to choose 8 products from the [list of offers](#).

[Instagram Example](#)

[TikTok Example](#)

Caption Idea:

 The Traffic Bundle has over 67 resources to help you create and carry out a plan to triple your traffic in 2023.

There are so many things in this bundle, I bet you’ll say “Love It” more than this audio just did.

The best part?

The Traffic Bundle is only \$99 until Wed, Jan 4.

Don’t wait to grab it.

Link in bio.