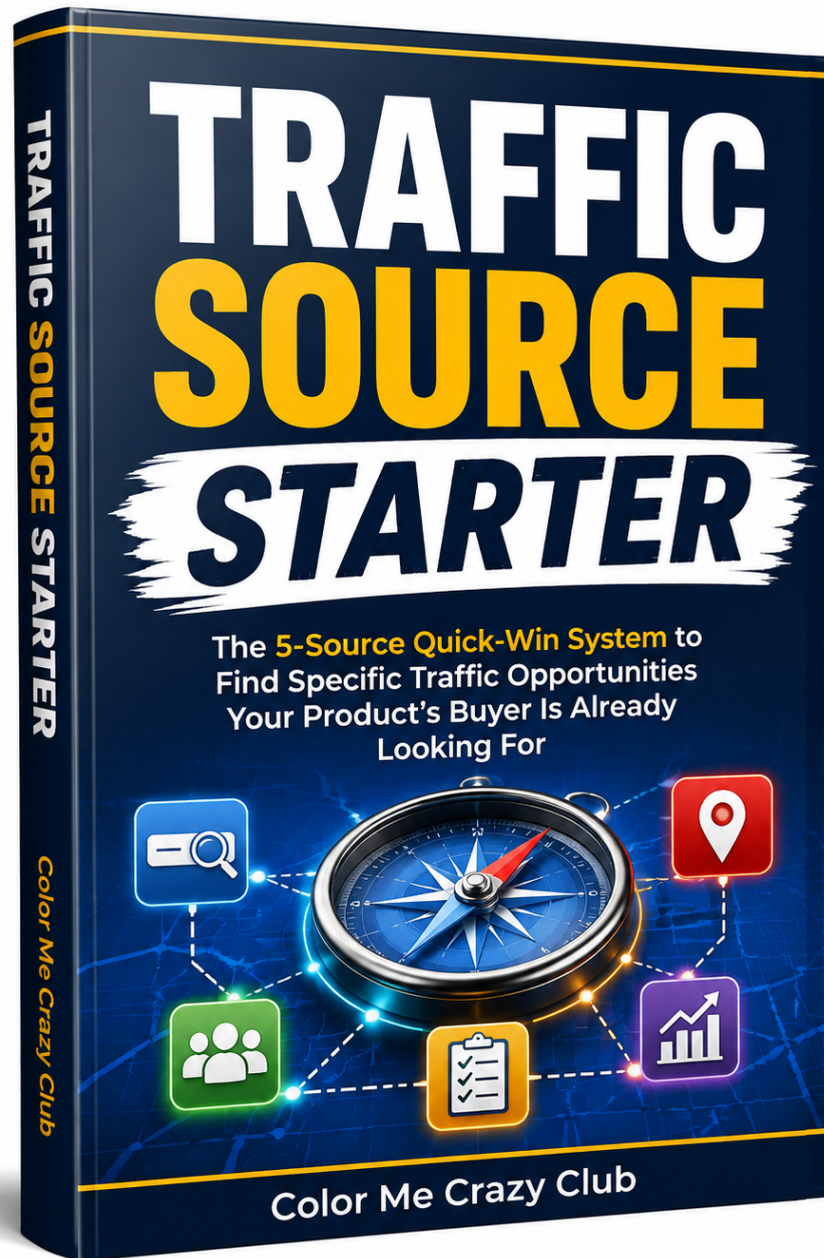


TRAFFIC SOURCE STARTER

Turn “I need traffic” into five specific places worth investigating for one finished digital product.



Color Me Crazy Club

Copyright, Disclaimer & Change Notice

Traffic Source Starter

Color Me Crazy Club

Copyright and Personal Use. This report and its accompanying worksheets are protected intellectual property. They are provided for personal use only unless Color Me Crazy Club separately grants written permission for another use.

Rights Reserved. Unauthorized copying, sharing, uploading, reselling, sublicensing, republishing, modifying, translating, distributing, transmitting, or reproducing this report in whole or in part is prohibited. No ownership, resale, private-label, master-resale, redistribution, or reproduction rights are included unless separately granted in writing.

Educational Information Only. This material is provided for educational and informational purposes. It is not legal, financial, medical, tax, or other professional advice.

No Results Guarantee. Traffic, sales, revenue, audience growth, marketing performance, and business results depend on many factors outside the control of Color Me Crazy Club. No specific result is promised or guaranteed.

Verify Current Information. Platforms, communities, directories, marketplace rules, promotional policies, access requirements, and discovery features can change. Verify time-sensitive information and current rules before relying on or acting on a traffic opportunity.

Change Notice. Color Me Crazy Club may revise, replace, update, or discontinue this material without notice and has no obligation to update previously distributed copies.

Limitation of Liability. To the extent permitted by law, Color Me Crazy Club is not responsible for losses, damages, costs, errors, omissions, outdated information, business decisions, or consequences arising from use of this report.

© 2026 Color Me Crazy Club. All rights reserved.

Stop Looking for Traffic Everywhere

Your digital product is finished. The files are ready. The product page exists. Maybe you've even posted about it a few times.

Now comes the frustrating question: Where are you actually supposed to find people who might want it?

Search for advice about getting traffic and you'll quickly collect an impressive list of possibilities: Google, Pinterest, Facebook, YouTube, Reddit, Instagram, blogs, communities, marketplaces, forums, email, and partnerships.

The list gets longer, but your next move doesn't get clearer. "I need more traffic" isn't a specific enough problem to solve. You need a handful of realistic places where people with a reason to care about your particular product are already searching, browsing, discussing, watching, comparing, or collecting information related to it.

The goal of Traffic Source Starter is deliberately small: spend about 30 minutes identifying five specific traffic opportunities for one finished digital product.

A Traffic Source Isn't the Same as a Traffic Opportunity

"Pinterest," "Facebook," and "Google" are traffic sources. Those answers are technically useful, but they don't tell you what to do next. A traffic opportunity is more specific. It connects a source to something your potential buyer is already interested in or trying to accomplish.

For a printable weekly meal planner, "Pinterest" is vague. Pinterest content around weekly meal planning, grocery organization, family dinner planning, or meal-prep organization gives you something useful to investigate.

Don't collect platform names. Look for specific places, topics, searches, communities, categories, or discovery paths inside and beyond those platforms.

Start With the Buyer, Not the Platform

Traffic Source Starter follows a short audience-location trail:

Product → Buyer Interest → Search Behavior → Possible Location → Qualified Traffic Opportunity

You begin with one product, identify why someone would want it, translate that reason into interests or needs, and then look for places where related searching, browsing, discussing, saving, watching, or asking already occurs.

Don't ask where you can post. Ask where your buyer already has a reason to look.

You Don't Need a Perfect Customer Profile

You don't need an elaborate audience-research project. For this exercise, answer a smaller question: Why would someone want this product?

A printable household cleaning checklist might appeal to someone trying to create a cleaning routine, organize household chores, divide tasks, or stop forgetting recurring jobs. Those reasons produce useful clues such as cleaning routines, home organization, weekly cleaning, household schedules, and chore organization.

For this quick search, buyer intent is more useful than an elaborate buyer profile.

Relevance Beats Random Reach

A large audience with little connection to your product can create more work without creating a better opportunity. A smaller location centered closely around the buyer's actual interest may deserve much more attention.

Ask: Why would my product's likely buyer reasonably be here?

Your 30-Minute Finish Line

- 1 Identify one product and the reason someone wants it.
- 2 Translate that reason into buyer-interest and search clues.
- 3 Search for specific locations connected to those clues.
- 4 Qualify promising possibilities instead of saving everything.
- 5 Record five useful opportunities and choose one to investigate first.

Once you've found five opportunities that make sense, stop searching. The purpose is to get out of endless traffic research and into a useful decision.

Use This Quick Filter From the Start

- Is this connected to the buyer's actual interest, need, activity, or problem?
- Can I identify a specific place or discovery path rather than only naming a platform?
- Is there a realistic way for my product or relevant content to be discovered there?
- Can I explain in one sentence why this opportunity fits my product?

Finding five opportunities doesn't mean you must create accounts, produce content, learn five platforms, or promote everywhere at once. You're creating a shortlist.

Build Your Five-Source Worksheet

Before you start searching, create one simple worksheet. Each entry must show what you found, why your buyer would be there, and why the opportunity deserves further investigation.

#	Traffic Opportunity	Buyer Clue	Why It Fits	Discovery Path	Keep?
1					
2					
3					
4					
5					

What Goes in Each Column

Traffic Opportunity: Write the specific place you discovered. Don't settle for a broad answer such as Pinterest, Reddit, or Google.

Buyer Clue: Record the interest, problem, activity, question, or search idea that led you there.

Why It Fits: Finish: "This could be useful because someone interested in _____ would reasonably be here."

Discovery Path: Note how someone could realistically encounter your product or useful content connected to it.

Keep?: Mark the opportunity Keep, Maybe, or Reject.

Use the One-Sentence Test

"[TRAFFIC OPPORTUNITY] is worth investigating because people interested in [BUYER CLUE] use it to [SEARCH, BROWSE, DISCUSS, WATCH, SAVE, COMPARE, OR FIND SOMETHING RELEVANT]."

The Five-Minute Worksheet Workflow

- 1 Minute 1 - Name the buyer clue. Write the exact interest, need, problem, activity, or search idea that led you to the source.
- 2 Minute 2 - Make the source specific. Identify the actual search, community, category, topic area, or discovery location.
- 3 Minute 3 - Write the fit sentence. Explain why someone interested in the buyer clue would reasonably be there.
- 4 Minute 4 - Identify the discovery path. Note how relevant content or the product could realistically be found.
- 5 Minute 5 - Keep, Maybe, or Reject. Make the decision and move on.

Working rhythm: Find → Specify → Connect → Check → Decide

Define What You're Hunting For

Before you start searching, make the target clear enough that you can recognize a useful opportunity when you see one. You need four things: one finished product, one clear reason someone would want it, three to five buyer clues, and a few phrases that turn those clues into things you can search.

Step 1: Choose One Product

Pick the specific digital product you want people to discover. Don't choose an entire shop or product category.

Too broad: My printable shop

Better: My printable kids' road-trip activity pack

Too broad: My planner products

Better: My printable monthly budget planner

My product: _____

Step 2: Finish One Buyer-Reason Sentence

Answer: Why would someone want this product? Avoid descriptions that merely tell you what the product is.

Someone would want my _____ because they want to _____.

Choose the clearest reason the product exists. That becomes your starting point.

Step 3: Pull Out Three to Five Buyer Clues

Useful clues describe immediate interests and needs rather than huge audience labels.

My buyer wants: _____

My buyer is trying to: _____

My buyer may search for: _____

My buyer may browse or save: _____

My buyer may ask about: _____

Product Clues and Buyer Clues Are Different

A product clue describes what you're selling. A buyer clue describes what the person is trying to accomplish, solve, enjoy, organize, learn, or prepare for.

For a printable reading log, product clues might be "printable reading log" and "reading tracker printable." Buyer clues might be "encourage kids to read," "track books read," "summer reading activities," or "reading challenge ideas."

A practical starting mix: 2 product clues + 3 buyer clues.

Step 4: Turn Clues Into Searchable Phrases

Your clues don't need to be formal keywords. They need to help you investigate where your buyer might already be.

A clue such as “summer reading activities” can become searches like “summer reading activities for kids,” “summer reading challenge,” “kids reading activities,” or “reading challenge community.”

Use the “Would They Care?” Filter

If someone cared about this topic, would they have a reasonable reason to care about my product too?

This prevents keyword drift. Keep pulling the search back toward the product's actual use.

Step 5: Describe What Your Buyer Might Be Doing

- Search for an answer.
- Browse ideas.
- Save something for later.
- Watch demonstrations or explanations.
- Ask a question.
- Discuss a problem.
- Compare possible solutions.
- Look for a resource.
- Shop within a relevant category.

Someone interested in my product may already be searching, browsing, watching, saving, asking about, or discussing _____.

What You Do Not Need Before Searching

- A complete customer avatar.
- Exact demographic information.
- A full competitor analysis.
- A large keyword spreadsheet.
- Paid research software.

- A content calendar.
- A social-media strategy.
- Accounts on every major platform.
- Traffic estimates for every source.
- A finished promotional campaign.

Your Starting Checklist

- One product: I know exactly which finished product I'm promoting.
- One buyer reason: I can explain why someone would want it in one sentence.
- Three to five clues: I have specific interests, needs, activities, problems, or situations.
- Searchable language: I can turn those clues into natural phrases.
- Likely behavior: I have an idea of what this person might search, browse, save, watch, ask, discuss, or compare.

Keep your product, buyer reason, and clues visible beside the worksheet. Your five empty slots are now a finish line.

Traffic Source Starter Worksheet

Use this worksheet before and during your 30-minute traffic-source search. Keep the answers short.

1. Choose Your Product

Product name:

What is it?

What does it help someone do, solve, organize, create, enjoy, prepare for, or complete?

2. Write Your Buyer-Reason Sentence

Someone would want my _____ because they want to

_____.

My final buyer reason:

3. Create Your Buyer Clues

Clue 1: _____

Clue 2: _____

Clue 3: _____

Clue 4: _____

Clue 5: _____

4. Separate Product Clues From Buyer Clues

Product clue 1: _____

Product clue 2: _____

Buyer clue 1: _____

Buyer clue 2: _____

Buyer clue 3: _____

5. Turn Your Clues Into Searchable Phrases

Buyer or Product Clue	Searchable Phrase

6. Identify Likely Buyer Behaviors

- ☐ Search for answers or resources ☐ Browse ideas ☐ Save useful content
☐ Watch demonstrations ☐ Ask questions ☐ Discuss a problem
☐ Compare solutions ☐ Look for recommendations ☐ Shop within a category

Someone interested in my product may already be searching, browsing, watching, saving, asking about, or discussing:

7. Find and Qualify Your Traffic Opportunities

For every candidate, record the specific opportunity, buyer clue, why the buyer would reasonably be there, the discovery path, anything to verify, and your Keep / Maybe / Reject decision.

8. Your Five Traffic Opportunities

#	Traffic Opportunity	Buyer Clue	Why It Fits	Discovery Path
1				
2				
3				
4				
5				

9. Run the One-Sentence Test

“ _____ is worth investigating because people interested in _____ use it to _____.”

10. Five-Minute Opportunity Check

Minute 1 - Name the buyer clue.

Minute 2 - Make the source specific.

Minute 3 - Explain the fit.

Minute 4 - Find the discovery path.

Minute 5 - Decide: KEEP / MAYBE / REJECT.

11. Final Five-Source Check

- Is it connected directly to my buyer's interest, need, activity, or problem?
- Is it more specific than simply naming a platform?
- Can I explain why my likely buyer would reasonably be there?
- Is there a realistic discovery path?
- Can I realistically investigate or use it?
- Have I checked obvious rules, restrictions, or access issues?

12. Choose Your Starting Point

TRY FIRST: _____

TRY SOON: _____

KEEP FOR LATER: _____

KEEP FOR LATER: _____

KEEP FOR LATER: _____

My first traffic opportunity is _____ . I chose it because
_____. **My first small action will be**
_____.

Follow the Audience Trail

You have one product, a clear buyer reason, several buyer clues, searchable phrases, and five empty spaces. Now you can search.

Clue → Search → Location → Fit → Discovery Path → Decision

Step 1: Start With Your Strongest Buyer Clue

Don't begin by typing your product name into every platform. Start with the clue that most closely represents the reason someone would want the product.

For a printable garden planner, useful buyer clues might include plan a vegetable garden, garden layout ideas, planting schedule, track garden plants, and organize gardening tasks.

Quick Shortcut: Add a Behavior Word

When a clue is too broad, combine it with a behavior. “Vegetable gardening” can become vegetable garden planning, vegetable garden ideas, vegetable gardening questions, vegetable garden community, vegetable garden layout, or vegetable garden resources.

Step 2: Scan for Locations, Not Just Answers

- A recurring search topic
- A relevant Pinterest theme
- A YouTube topic
- A specific Facebook group
- A subreddit or discussion community
- A niche blog or resource website
- A marketplace category
- A directory or forum
- A creator or enthusiast community
- A relevant newsletter or publication

The clue tells you what to follow. The search results tell you where that interest lives.

Step 3: Apply the Specific-Place Rule

Never let a broad platform name occupy one of your final five spaces. “Pinterest” can become “Pinterest searches around small vegetable garden layouts.” “YouTube” can become “YouTube searches for beginner vegetable garden planning.”

If the source name doesn't tell you where inside that source the buyer connection exists, you're not specific enough yet.

Step 4: Use the Five-Question Qualification Check

1. Buyer Fit

Would someone with the need or interest behind my product reasonably spend time here?

2. Product Fit

Does my product naturally connect to what people are trying to do here?

3. Discovery Potential

Is there a realistic way relevant content, resources, or my product could be discovered here?

4. Practical Access

Can I realistically use or investigate this opportunity?

5. Promotional Fit

Can I use this source appropriately without forcing promotion where it doesn't belong?

B - Buyer Fit P - Product Fit D - Discovery Potential A - Access P - Promotional Fit

Step 5: Find the Discovery Path

A person could potentially discover my product or relevant content here by _____.

- Finding a useful page through search
- Discovering a relevant visual post
- Watching a helpful video
- Reading an educational article
- Browsing an appropriate marketplace category
- Finding a legitimate resource recommendation
- Participating in an allowed community discussion
- Using a niche directory

Step 6: Watch for Red Flags

- The audience is too general.
- The source is inactive.

- Promotion is clearly inappropriate.
- The buyer wants something different.
- The source requires more than you can give.
- You can't explain the fit.

Step 7: Record the Opportunity While It's Fresh

Traffic Opportunity: _____

Buyer Clue: _____

Why It Fits: _____

Discovery Path: _____

Decision: KEEP / MAYBE / REJECT

Complete Demonstration: Printable Garden Planner

Product: Printable garden planner. Buyer reason: someone wants a simple way to organize what they're planting, where they're planting it, and the gardening tasks they need to remember.

Buyer clues include plan a vegetable garden, vegetable garden layout, planting schedule, beginner garden planning, and organize gardening tasks.

Candidate A: Visual Discovery

Specific opportunity: Pinterest searches and saved content around small vegetable garden layouts. Buyer fit and product fit are clear. Relevant visual planning content can be discovered through search and browsing. Decision: KEEP.

Candidate B: General Gardening Community

Buyer fit is present, but discovery and promotional fit may be unclear. Decision: MAYBE until the community's activity and rules are verified.

Candidate C: Garden Planning Video Searches

Recurring video topics around planning small vegetable gardens may have strong buyer and product fit. Practical access depends on whether creating video content is realistic. Decision: MAYBE or KEEP based on your situation.

Step 8: Don't Chase Five Different Platforms

Your five opportunities do not have to come from five different platforms. You're looking for five opportunities, not five logos.

Step 9: Use the One-Sentence Proof Test

This traffic opportunity is worth investigating because people interested in _____ use it to _____.

Step 10: Stop at Five

- Each opportunity is specific.
- Each connects to a buyer clue.
- You can explain why the buyer would reasonably be there.
- Each has a plausible discovery path.
- You've considered practical access.
- You've checked obvious promotional-fit problems.
- None earned its place simply because the platform is popular.

Keep the Sources Worth Trying

You have five traffic opportunities. That doesn't mean all five deserve equal attention. This is where you clean up the list so every opportunity is specific, relevant, realistic, and clear enough to use later.

Step 1: Remove Anything Too Vague

Turn broad platform names into specific locations, search behaviors, topic areas, communities, categories, or discovery paths.

Test: Could you come back to this worksheet next week and immediately understand where to look?

Step 2: Compare Buyer Fit Against Audience Size

Big audience + weak relevance = questionable opportunity.

Smaller audience + strong relevance = potentially useful opportunity.

Step 3: Check Access Before You Commit

- Do I need an account?
- Is promotion allowed?
- Is participation required first?
- Does it require a content format I don't want to create?
- Is there a fee?
- Is the space active?
- Are there rules that change how I could use it?

Use simple friction labels: Easy Access, Some Friction, or High Friction.

Step 4: Remove Duplicate Opportunities

Your five sources don't need to come from five different platforms, but they also shouldn't all represent the same basic path. Keep useful variety without forcing it.

Step 5: Strengthen Weak “Maybe” Sources

Before deleting a Maybe, give it one quick improvement attempt. Identify whether the problem is weak audience connection, excessive breadth, unclear discovery, or unclear access/rules. Fix only that problem.

Step 6: Use the “Why This Fits” Check

This source is worth keeping because people interested in _____ are here to _____, which connects naturally to my product because _____.

Step 7: Label the Five Sources by Priority

- TRY FIRST
- TRY SOON
- KEEP FOR LATER

Choose Try First using strong buyer fit, clear product fit, low friction, and an obvious next action.

Step 8: Give the First Source One Tiny Action

Don't write "Build a Pinterest strategy." Write "Search my strongest buyer phrase on Pinterest and save five relevant examples." Make the action small enough to complete without another planning session.

Essential Finishing Steps

- Make every source more specific than a platform name.
- Confirm each connects to a real buyer clue.
- Check obvious access or rule problems.
- Remove weak duplicates.
- Replace sources that still feel vague.
- Label one source Try First.
- Give the first source one small next action.

Optional Improvements

- Add a direct link to each source.
- Save a screenshot or note showing why it looked relevant.
- Record important participation rules.
- Add the date you checked it.
- Note the content format that seems to work there.
- Add one simple idea for how your product could fit naturally.

Common Mistakes to Avoid

- Keeping a source because it's popular.
- Keeping a source you don't want to use.

- Ignoring rules.
- Treating every source as urgent.
- Over-researching.

Final Traffic Opportunity Check

- Is it specific?
- Is it connected to a buyer clue?
- Can I explain why the buyer would be there?
- Does my product fit what they're trying to do?
- Is there a realistic discovery path?
- Can I access or investigate it?
- Are there rules to respect?
- Is it meaningfully different from the other opportunities?
- Would I realistically consider using it?
- Do I understand why it deserves a spot?

Completed Final-Five Example

For this example, the product is a printable pet medication tracker designed to help pet owners record medications, doses, times, and related care information.

Buyer reason: A pet owner wants a simple way to keep recurring medication information organized and easier to reference.

Strong buyer clues: pet medication schedule, senior pet care, giving pets medication, organize pet medications, daily pet care routine.

Priority	Traffic Opportunity	Why It Fits / Discovery Path
TRY FIRST	Pinterest: pet medication schedules	Pet owners browse and save organization ideas; relevant visual content can be found through search.
TRY SOON	Google: organizing a pet medication schedule	The search directly matches the problem the tracker helps organize.
TRY SOON	YouTube: recurring pet medication routines	Pet-care viewers may also need a simple way to organize medication details.
KEEP FOR LATER	Senior-pet-care community	Strong care-routine fit; verify community activity and current resource-sharing rules.
KEEP FOR LATER	Pet-care resource site or directory	Relevant visitors already seek practical care help; investigate legitimate resource-listing paths.

Why Pinterest Earned “Try First”

- The buyer clue connects directly to the product.
- The discovery behavior is easy to understand.

- The opportunity is specific enough to investigate immediately.
- The next research step is small.
- It doesn't require a complete traffic strategy to learn more.

The First Small Action

Search Pinterest for “pet medication schedule,” “pet medication tracker,” and “organize pet medications.” Review the results and save five examples that show how people are currently presenting or looking for this type of organizational help.

Final Example Check

- Specific: every entry identifies an actual topic, search, community type, or resource location.
- Relevant: every opportunity connects to pet medication organization or a closely related care need.
- Discoverable: each has a reasonable path through which useful content or resources could potentially be found.
- Practical: none requires five immediate marketing efforts.
- Prioritized: one opportunity clearly comes first.
- Actionable: the Try First source has one small next action.

Put Your List to Work

You started with a problem that sounded enormous: “I need more traffic.” You now have a smaller and more useful question: “Which specific place should I investigate first for this product?”

You don't need to know every traffic source available. You needed enough clarity to stop guessing. Your completed worksheet gives you that.

Keep the Trail Simple

One Product → One Buyer Reason → Buyer Clues → Specific Locations → Qualification → Final Five → Try First

If you get stuck later, return to that sequence. Don't begin by asking which platform you should use. Ask why someone would want this product and where someone interested in that need already has a reason to look.

Use This First

- Choose one finished product.
- Write one clear reason someone would want it.
- Create three to five buyer clues.
- Turn the strongest clues into natural searchable phrases.
- Follow those clues into specific discovery spaces.
- Qualify for buyer fit, product fit, discovery potential, access, and promotional fit.
- Keep searching until five specific opportunities are worth investigating.
- Mark one Try First.
- Give that source one small next action.

Remember the Three Most Useful Shortcuts

First, don't confuse a platform with an opportunity. Second, don't confuse audience size with buyer fit. Third, don't confuse finding five sources with creating five new marketing obligations.

Save the Reason, Not Just the Source

Keep the Why It Fits and Discovery Path information with each opportunity. A note that says “YouTube” may tell you almost nothing later. A specific note preserves the reasoning that made the opportunity useful.

Don't Restart Every Time You Hear About a New Platform

Run any new possibility through the same filters. Does your buyer have a reason to be there? Does the product fit? Is there a discovery path? Can you use it? Does it deserve attention more than one of your existing five?

Your Tiny Next Action

My first traffic opportunity is _____.

I chose it because _____.

My first small action is _____.

Make the action small: search one phrase, review one community's rules, look at five relevant results, examine one resource directory, save several examples, or identify the content format people already discover there.

Your Traffic Source Starter Is Complete

- My list is built around one finished product.
- I can explain why its likely buyer would use each location.
- Every entry is more specific than a platform name.
- I identified a realistic discovery path for each opportunity.
- I've considered obvious access and promotional restrictions.
- I removed large but poorly matched sources.
- I have five realistic opportunities worth investigating.
- One is marked Try First.
- I know my next small action.

If those statements are true, stop researching. You turned “I need traffic” into five specific places worth investigating and narrowed those five down to one place to begin.

Where does this product's buyer already have a reason to look? Follow that clue, qualify what you find, and keep only the opportunities worth your attention.