**How Long Should it Take to Get Traffic?**

A lot of people give up on promoting a website before they ever reach their full potential. There seems to be something of a mistake belief that we should be able to create a new website, fill it with content and then start making a full-time income in a matter of months.

This is not the case. In fact, it is *far* from the truth.

Instead, it will likely take a year if not *several* years until you eventually reach that point. You may *never* reach that point and you should never take it as a given.

If you take a look at some of the biggest brands on the web and the biggest names on the web, you might think they have it easy and you might wish that you had their website. But guess what? They probably wished the same thing a few years back. Most big blogs and sites will admit that it took them years before they gained traction!

Of course, there are certain things you can do to speed up the process. A number of growth hacks can really work and most of those big sites do describe there being some kind of catalyst or turning point at which they started to gain momentum – maybe they were shared in the local paper or they got a link from a big site.

These things tend top be the result of luck rather than their effort but they *made* that luck by continuously plugging away and by creating those kinds of opportunities.

But the single most important thing that *all* these sites did and that they have in common, is that they didn’t give up. If you are tempted to give up on your site because it hasn’t become massive overnight, then you will *never know* if you might have started to see rapid growth in the next month. Or the month after.

This is why it is *so* important to make sure that you are truly passionate about the topic that you cover. If you’re not, then you won’t have the drive to keep on writing even when the views aren’t there.

The other thing to keep in mind is that your growth will be exponential. The more views you get and the more influence, the easier it is to get even *more* views and even *more* influence. So don’t give up!