



# Traffic Exchange Cash

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[www.Traffic-Exchange-Cash.com](http://www.Traffic-Exchange-Cash.com)

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# "I Make Money With Traffic Exchanges"

Have you ever said that? I have. And it's true. But this wasn't always the case. It took me awhile to figure out how to make some money with Traffic Exchanges, and it took even longer to figure out the BEST way to make the MOST money with them. But now I know. I have since made thousands of dollars using Traffic Exchanges and I will continue to make thousands more in the future. How do I do this? With one very simple, fool-proof method that anybody can replicate. So what is it?

Before I tell you what you *should* do, let me tell you what you *shouldn't* do. There are some sure-fire ways to making good money using Traffic Exchanges, and there are some sure-fire ways to fail. Before I tell you what works, let me tell you what doesn't...

## **#1 Generic Affiliate Sites**

Many people new to Traffic Exchanges think they can just enter an affiliate URL, start clicking, and they'll be rich in a few days. Hey, that's what I thought! But I quickly learned that this does not work AT ALL.

It is pretty easy to spot an affiliate sales page at a glance, and it is rare that anyone even stops to read such pages, especially if they've already seen it 100 times. For one, they're filled up with too much information.

The sales pages you can get for most [ClickBank](#) products are particularly lame to use in Traffic Exchanges. "[GetGoogleAdsFree](#)" is a prime example of the kind of page you do not want to promote. It is extremely long and is obviously selling something, and for \$67. Often, even if a person looks at this and is interested, they will scroll down to the bottom to see what the price is. "Oh, \$67 huh? PASS!"

You gotta remember, the people using Traffic Exchanges are not in a buying mood, and they are not taking the time to look over a site like this with any real conviction. They are primarily focused on racking up as much traffic for *their site* as fast as possible.

Even if you do make some sells, they will be few and far between, and what are you going to do... click, click, click for the rest of your life? And for pigeon feed? No. Don't bother with generic affiliate sites unless you wish to conduct an experiment on how worthless they are in Traffic Exchanges.

Now some affiliate sites work better than others. Take [SFI](#) for instance. It is short, to the point, well written, doesn't ask for money, and is targeted to Traffic Exchange users. A site like this will make way more "sells" than one like "[GetGoogleAdsFree](#)".

But even a site like this is poor compared to what else you could be promoting. For one, it is very common. It is generally not a real good idea to promote the same page that a lot of other people are promoting. As with [SFI](#), many people have already seen it several times before they are exposed to your affiliate URL. And they are either already a member or have determined they do not want to be a member. Your target audience is significantly lowered for a site like this.

In general, avoid ALL generic affiliate webpages. If you insist on promoting an affiliate site, make sure it is well designed, doesn't ask for money, and is short and concise... which leads me to rule #2.

## #2 Long, Text-Laden Webpages

Generally speaking, ANY webpage that is long and filled with a ton of small text is extremely poor for use in the Traffic Exchanges. Many times, when people see that a site is real long and filled with text they immediately avoid it. They don't have time to read all of that, they have got to click, click, click to get their own page shown!

Your page needs to be "short & sweet". This generally entails pages called "**Splash-Pages**" (very short webpage with a button that opens another, longer webpage in a new window) and "**Squeeze-Pages**" (webpage that makes a simple offer and requests an email address).

### **#3 Asking For Money**

Don't ask for money right there on the spot. People are not going to buy! Especially if the price is over \$20. But how are you going to make money if you don't ask for it?

You start with a "**Free Portal**".

What's a "Free Portal"? It's where instead of asking for money for a product or service, you offer something of value for free to get them interested, then you sell your product to them later.

Most of the time the "Free Portal" is an email address request. People are much more willing to give up their email address than any amount of money, and after they do, you can send them multiple letters "persuading" them to buy whatever you are selling.

A lot of businesses use "Free Portals" and make a ton of money doing it.

Many sites will say "Join For FREE!" and once you're in the "member's area" they will pitch a product for a price, or an upgrade to the service. Often, instead of selling you their product for a price up front, they will give you half the product for free, and then once you have used it and like it and see that it works, you are likely to dish out some money for the extra benefits of the "rest of the product."

You see this kind of process at work in Traffic Exchanges. They let you use their service for free, but offer extra perks if you give them a few bucks, like higher surf ratios, shorter timers, higher referral commissions, random referrals, etc.

So for example, something a brand new person with little resources could do is offer a free eBook or two in exchange for your email address. Then later on, offer another 10 eBooks for a small price.

Even if a person never takes them up on the offer, they still have their email address and can send them as many promos they want for any number of affiliate products.

### **#4 Boring, Uncreative, Bland or Ugly Webpages**

This is another common mistake by people who design their own webpages.

Remember, most people are paying more attention to the surfer buttons than to the websites being shown.

This may be an unfortunate aspect of the Traffic Exchanges, but the more experienced people get with them, the more they realize that most of the sites being shown have nothing of value to offer them, and the more focused they become on getting their own page shown as many times as possible.

Most people make a slight glance at the pages when they surf. **You must grab their attention!**

There are many ways to do this... in your face headlines, eccentric colors, goofy pictures, etc.

But if your site looks ugly and unprofessional, people are going to think you are a complete novice and they won't give you or your offer much credit or respect.

This is always the first step to accomplish and the first aspect to consider of the page you are going to promote. For what good is your fantastic offer if no one sees it?

**NOTE:** Regardless of what you promote in the Traffic Exchanges, you should also always build your Traffic Exchange downlines. This way, once you get some referrals, you will no longer have to "click & surf" or pay money to get credits and get your websites shown, your referrals will give you all the credits you need!

If you want to be successful and make money in the long-term with Traffic Exchanges, building your downlines is a must.



So... Traffic Exchanges are not good for generic affiliate sites, pages with a lot of text, asking for money, and boring/ugly pages. So what *are* Traffic Exchanges good for?

I will try to make this as simple as possible...

## **The BEST Way To Make Money With Traffic Exchanges Is Using Them To Build A "List Of Leads"!**

Was that simple enough?

It really is as simple as that. Thank God!

As with anything, the more you learn about Traffic Exchanges the simpler things become. And it has become clear to me that the best way to make a lot of money with Traffic Exchanges is using them to build a "list of leads", or simply called a "list". And you do that using short pages called "squeeze-pages" and "splash-pages" that are targeted to the interests of MOST people using Traffic Exchanges.

**What is a "list of leads"?**

It is a list, or a group of people's email addresses. Email addresses that you can send letter after letter to promoting and persuading the people behind them to buy whatever you are selling. And these people are likely to take you up on the offers you make to them as they have already given you their email address willingly.

The internet's most successful "super affiliates" use lists as one of their primary tools for making a TON of money.

**Imagine...** If you have a list of 1,000 (people's email addresses) and you send out a promo(promotional letter) to all of them, and only 1% buy what you are selling, and what you are selling costs \$20... 1% of 1,000 is 10, and  $10 \times \$20 = \$200$ .

\$200 in one day and the 5 minutes it took you to put the letter together. What if you could do that everyday, or even every other day? At \$200 every 4 days that would total \$1500 in a month.

**But imagine...** if only 5% bought it and it costs \$50... that's \$2,500! And it doesn't have to stop there, the possibilities are endless!

That is why having a large "list of leads" is one of the best, perhaps THE BEST, ways to make a lot of money on the internet. Often times even better than having your own website. Super-Affiliates swear by them.

Ever heard "The Money is in The List"? Now you know why.

## **Traffic Exchanges & List-Building**

Traffic Exchanges are prime ground for building a good "list of leads" FAST.

They are one of the very few places where you have a near 100% "target audience" for selling products that involve making money online, getting website traffic, and internet marketing in general. This "100% target audience" is unheard-of in marketing, not only internet marketing but real-world marketing as well.

There is no place where a person new to internet marketing can build a list faster than with Traffic Exchanges. But you've gotta do it the right way, on which I'll go into more detail up ahead.

Plus, lists work great for building Traffic Exchange downlines. Nothing sells better than a free product! The referrals you get from your list will give you more free credits in the Traffic Exchanges which in-turn builds your "list of leads" bigger faster!

I have spent several years messing around with Traffic Exchanges, and I have failed miserably with many techniques that I was *sure* would work. The good thing about all of that failure is that it gave me the quality experience I needed to find out what it is that **actually works**. Now I know.

**I have since made thousands of dollars using one very simple, fundamental method.**

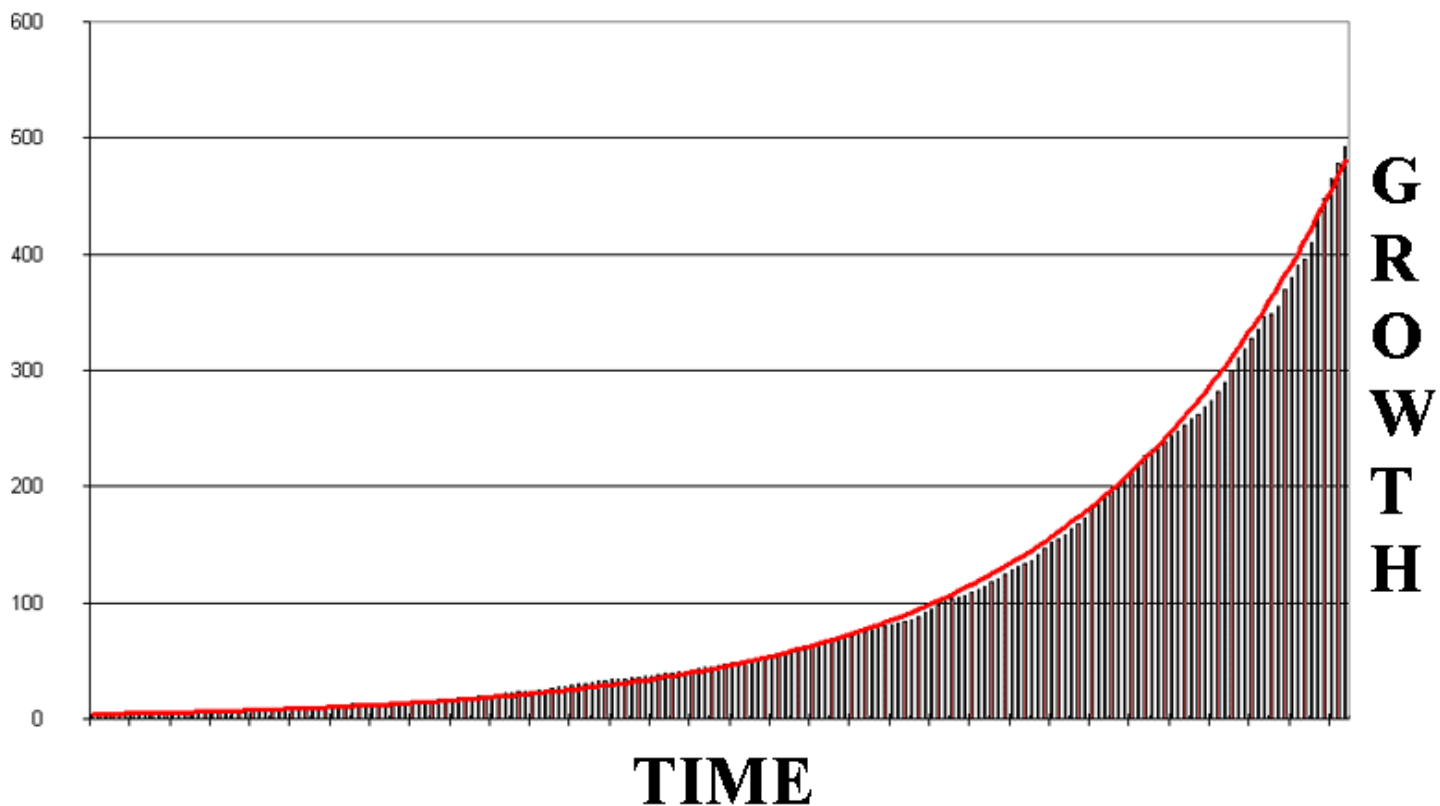
This method is two-fold. It consists of 50% building my "list of leads" and 50% building my Traffic Exchange downlines. It's as simple as that.

It is the most effective, and easiest, way to make money with Traffic Exchanges. This is the method I have used for over a year and still use to this day. Because it works.

**So my method is two-fold. 50% building my list, and 50% building my Traffic Exchange downlines.**

The people in my downline give me free credits from their surfing, which promotes my list building squeeze-pages with no effort or input of any kind required from me. Plus, these referrals also promote the pages that get me more referrals.

I have reached a point where I do not even have to visit the Traffic Exchanges that are promoting my webpages, I can just sit back and watch my list grow by itself essentially. The entire system is on autopilot. And the growth is exponential, like this graph shows:



Consider the notion of promoting two different Traffic Exchanges on each other. Say, promote [Traffic-Splash](#) on [EasyHits4U](#) and promote [EasyHits4U](#) on [Traffic-Splash](#). This way, once you have some referrals, the people in your [Traffic-Splash](#) downline will build your [EasyHits4U](#) downline which build your [Traffic-Splash](#) downline and so-on.

It is like a paradox or revolving cycle or the circle of life or something. The two factors "**lean**" on each other. And it grows exponentially.

The best part about this is once you get enough referrals, the entire system is on **100% autopilot**.

It is like rolling a snowball down a hill. First you have to pack a little snow together into a ball, but then rolling down a hill it grows bigger and bigger without any more work from you.

And that is the key to long-term success and wealth. Getting paid over and over for something you do once.

***"Someone is sitting in the shade today because  
someone planted a tree a long time ago"  
-Warren Buffet, Billionaire***

Now setting this system up takes some time and effort in the beginning, but once that ball is rolling, you can just sit back and watch... and smile.

## **"The Money Is In The List"**

So, you want to collect email addresses... well why are people going to give you their email address?

**They will if you offer something attractive to them.**

99% of Traffic Exchange users are primarily interested in making money and getting traffic. So, if you say "give me your email address and I'll send you some free info about fly fishing techniques," you will probably get more laughs than sign-ups. And unless you are an aspiring comedian, that is definitely not a good thing.

So the best way to get email sign-ups in Traffic Exchanges is to offer something pertaining to making money and/or getting website traffic, and offer it for free.

All you have to do is make a sweet little squeeze-page with a nice headline and an irresistible offer and request their email so you can send it to them.

A lot of people don't even realize what you are doing, that you are grabbing their email address to try and get them to buy stuff later. They just see the enticing free offer and are more than willing to enter their email for it. Little do they know, two weeks from now they are going to buy a \$30 product from you.

But, there are also many people who are keenly aware of your intentions when you ask for their email address, and they will be harder to persuade.

The key is to get both of these kinds of people, and with a good enough offer you will.

Offer something of true quality. For the more they like what you give them, the more open-minded, interested, and likely they will be to take you up on any future offers you make to them.

### **Coming up with a great offer is two-fold.**

It needs to **LOOK** good on the surface so people will dive-in, but it also needs to **BE** good when they receive it. You don't want a big let down. And you don't want a great product that no one is interested in up front.

Having only one of these factors without the other can greatly hurt your results.

#### **...So this very simple and effective system is this:**

**50% promoting email address gathering squeeze-pages**

**50% promoting Traffic Exchange downline building webpages**

## **Getting Referrals**

Nearly all Traffic Exchanges offer pre-made splash-pages that you can promote to get referrals and build your downline.

However, I have found that using [Affiliate Funnel](#) and [TrafficHoopla](#) work much better. People are attracted to the notion of "ranked" or "graded" Traffic Exchanges, which ones are the best.

And with [Affiliate Funnel](#) you can promote *all* of your Traffic Exchanges at once. Just getting one referral can net you 5, 10, or even 50 sign-ups in various Traffic Exchanges! Albeit they are from the same person, but now whenever and wherever this guy surfs, you are getting free credits.

Plus, the operators of [Affiliate Funnel](#) and [TrafficHoopla](#) are experienced Traffic Exchange professionals and they know how to make the best promotional tools. They want *you* to succeed so that *they* succeed. They do the work for you, you just have to promote the webpages they give you.

[VitalViral](#) is another similar service that works well. I personally promote all three and rarely use any other pages including the pre-made ones offered by individual Traffic Exchanges.

## **Squeeze-Pages**

So what page are you going to use to grab email addresses?

It doesn't have to be complicated, just something "short & sweet", that is eye-catching and has a great offer.

With a free tool called '[Instant Squeeze Page Generator](#)' you can make one quickly and easily and they will even host it for you, but this is not ideal.

If you have basic knowledge of HTML, creating your own page from scratch is the way to go. Or if you don't know HTML, there's a great piece of software called '[My Free Website Builder](#)' that you can use to build a good website quickly and easily with no HTML or website creating know-how.

Either way, you need to have a domain name and web-hosting. If you don't already have it, I recommend [HostGator](#). It is the same web-hosting service that I currently use and one of the best on the market, from my experience. They even have special site-building tools you can use that don't require any HTML know-how, in addition to a basic HTML editor. Basic Hosting (which is all you need) only costs around \$5-10 a month.

**Whatever method you choose for creating your squeeze-page, a good "Autoresponder Service" is required.**

An autoresponder supplies all of the tools you need to build a "list of leads". It is impossible to build a list without one.

There are several companies offering this service, but they are not all created equal. I have tried many different ones and from my experience, one particular one towers above the rest. That is [AWeber](#).

**By far, the best autoresponder on the market is [AWeber](#).** Simple as that.

It costs \$20 a month for the service but it is well worth it. Just about all of the other autoresponder services charge the same price, but none of them offer the tools and the quality that [AWeber](#) does.

This is the **ONLY** part of this system that costs any money (other than web-hosting, which is optional). And \$20 a month is meager compared to the amount you will soon be earning from the people on your list.

## **The Actual Gathering of Email Addresses**

Here is a basic overview of the email address gathering process. There is a process the customer will go through. You need to have 3 main webpages in place...

First, **the most important part**, is the initial squeeze-page where the customer is enticed to submit their email address. When they click "submit", they will be redirected to a new webpage.

This second page needs to say, at the very least, something like "**Submission Successful: check your inbox**". You may want to ask them to "**whitelist**" your email address so it doesn't get filtered. This is also a great place to make an offer of some kind. You can try to sell them something, or just get them to join a program under you

for free.

After they see this second page, the customer is going to check their email inbox, open the "**confirmation message**" that was automatically sent to them from your autoresponder, and click the "**confirmation link**" within it. Clicking this link will open the third, and final webpage of this process.

Depending on the offer you made to them earlier, this final page will vary. At the very least, it needs to say something like "**Confirmation Successful**". If you had offered a free product like an eBook, you should probably make it available on this 3rd webpage.

Whatever initial offer you made them, you better follow through, or they will not be likely to take you up on any future offers you make to them.

If you are just giving them some free information via email, like an "**eCourse**" or a "**newsletter**", this final page may not need to say anything other than "**Confirmation Successful**". But this page is a good place to make an offer of some kind.

An "**opt-in co-registration**" webpage can be a great tool to use on this last page.

This is a webpage where your customer is given the option to sign-up for someone else's offer, someone else who is giving *their* customers the option to sign-up for *your* offer. Using one of these kinds of pages can significantly increase the size of your "list of leads". ['Advertising Know-How'](#) offers a good one for free.

Depending on the offer you made on the initial squeeze-page, the 2nd and 3rd webpages may not require much effort to set-up.

[AWeber](#) has generic pages that will automatically be shown unless you tell it otherwise. They say "Submission Successful..." for the 2nd page and "Confirmation Successful..." for the 3rd. Using these is not ideal though.

If you want to use generic webpages that require no effort to make, I suggest you use [OTO Goldmine](#). It will show a great One-Time-Offer, and you will make 50-75% commissions on any sales it makes. Using this tool can potentially make you a lot of extra money.

Whatever you choose, one of the best things you can do is track your results. Find out what works and what doesn't. Ditch what doesn't and expand what does. What I have found to be the best way to track everything is [HitsConnect](#).

...So that is a general overview of the 3-step process the customer is going to go through when they sign-up for your offer. I'll go into a little more detail up ahead.

## **Squeeze-Pages & The Offers You Make**

**By far the most important part of your entire email gathering process is the initial**

## **squeeze-page.**

Building your own from scratch is the best way to go. If you know basic HTML this can be relatively easy. Try to be creative and unique.

You can use ['Instant Squeeze Page Generator'](#) to make a decent one in a snap and they will host it for you. This may be a good choice for a complete newbie as it is extremely easy to use, and will help give you a picture of exactly how a good squeeze-page is to be constructed and how it should appear.

But in the long-run, you will want your own domain name and web-hosting. It offers way more freedom in the design process, and gives you a website that is actually "yours".

And even if you want your own domain name and web-hosting but don't know jack about HTML, there is a great tool you can use called ['My Free Website Builder'](#) that makes it quick and easy to build a great looking website with absolutely zero HTML knowledge.

However, if creating your own squeeze-page still sounds too complicated or expensive, there are several very simple programs that you can use for free that are created by other people.

[Affiliate Funnel](#) for example offers pre-made squeeze-pages that you can use for free that will build your "list of leads" *and* your Traffic Exchange downlines at the same time, and they work very well. They also offer many other tools like pre-written sales letters, email series you can use, Traffic Exchange tutorials, affiliate products that you can sell and a lot more.

**Basically, anyone who uses Traffic Exchanges should be a member of [Affiliate Funnel](#). It is 100% FREE. I use it for a lot of various purposes.**

There are other systems out there that you can "borrow".

A good one that I have found being used in the Traffic Exchanges is one designed by Scott Douglas, who has a lot of experience with Traffic Exchanges. His system is called ["Traffic Exchange Profits"](#). Simple enough.

If you join-up he will give you pre-made splash-pages and squeeze-pages that work beautifully, and he'll host them himself. All you have to do is promote the URL's he gives you in any Traffic Exchange. And he is constantly updating and optimizing everything to make it work the best possible.

His system will build your "list of leads" *and* your Traffic Exchange downlines at the same time. [Click here](#) to check it.

Now those are just a couple of suggestions to building this "list of leads" that is going to be making you \$100's and \$1,000's in the future.

Another way is to find an eBook that has free "resell rights" and give it away. Better yet, give 5 away! Heck, this eBook you are reading right now has free resell rights and you can just give it away if you like (by the way, Traffic Exchange surfers eat it up!). Or you can find many others across the web. I have dozens of them saved on my hard-drive, largely just for that purpose.

If you don't have any yourself, at [Traffic-Exchange-Cash.com](http://Traffic-Exchange-Cash.com) you can grab over 100 cutting-edge resell rights products, including some software and a load of ebooks for a small price.

Make a webpage with a juicy headline offering to give any number of them away and put your autoresponder webform on the bottom. I personally have built a list of over 1,000 in a very short time just by giving away some free eBooks.

...

Perhaps the hardest (and most important) part of creating your own list-building system is the designing of a catchy squeeze-page. It may seem like a daunting task, but with a little focus and creativity, anybody can make something that others will admire, and will be effective in grabbing email addresses. Keep it short, sweet, and unique. Start with an in-your-face headline that grabs people's attention.

**Think about what people surfing Traffic Exchanges are interested in...** Quitting their job, making some money, getting traffic to their website, free stuff, other Traffic Exchanges, things that save them time, any tool that will help them succeed online, etc.

Headlines can be off-the-wall, humorous, goofy, deadly serious, plain and simple and anything in between. The key is to put yourself in the customer's shoes. What would be *your* response if you stumbled across the webpage that you are making, seeing it for the first time? Better yet, what is the webpage that if you saw it, it would grab your attention, and even make you enter your email address in the box provided? That is the webpage you want to create.

Graphics or pictures can be a great addition to your squeeze-page. Funny pictures, colorful pictures, pictures of money... it depends on the specific offer. If you are giving away an eBook, put the graphic of the "eBook cover" on there.

One of the most prominent "philosophies" of succeeding with Traffic Exchanges is **promoting yourself**. Putting a picture of you with your name on the webpage you promote can make a big difference. People who see your face over and over will think you know what you're doing, and they'll be interested in your offer. This can greatly increase your conversions in the long-run. Plus, showing your identity next to your offer shows that you are proud of it, and have nothing to hide.

**Your squeeze-page basically needs to have 3 main parts: the headline, the body, and the email address form.**

Your headline needs to be one or two sentences only and should either highlight the

BEST benefits of your product or entice the reader to further investigate your page (or both).

Your headline should be centered and in relatively large text. Using colors other than black is a good idea, I like red, but that doesn't mean black headlines are worthless. Also, I like using "tahoma" and "impact" fonts, and I embolden the whole thing.

For some reason, putting a headline in "quotes" seems to have a positive effect. Don't mess around with a lot of goofy underlines, varying bolds, italics, highlights, different colors, etc. Though a small amount of that can be beneficial.

**Whatever you do, don't present a non-professional look. Looking non-professional is perhaps the greatest detriment to any online business, and in fact any business period.**

I see webpages that say something like "Sign up for my newsletter and I'll give you powerful tips to help you make money online" but their website looks like it was created by a complete amateur, and they're using all the wrong tactics. It's laughable to see them say "Hey, I know what I'm doing" and clearly they don't.

Or some will give this pitch... "I'm a professional internet marketer who makes \$1,000's and have years of experience and I'll coach you for free". When someone says they want to coach you for free it usually means that they want to "coach" you into joining under them in various programs. And usually they are not making squat for money online.

One of the main reasons people fail at internet marketing is because they start trying various ideas they have right off the bat instead of doing some research first. There is a ton of great info out there that just a little bit of looking into can make a massive difference in your true understanding of how to make money online.

**But I regress... back to squeeze-pages.**

There is no exact blue-print to making the best headline possible, but there is perhaps a method to discover it. And that is tracking.

What you need to do is create two identical squeeze-pages but with different headlines, and track your conversions. Whichever one is less effective, ditch it and replace it with something new. Keep doing this, over and over. This is called "**beating the control**".

And you can/should track the rest of your page's aspects as well. In an interview that Mike Paetzold gives (owner of [Affiliate Funnel](#)) in the '[13 Deadly Traffic Exchange Tragedies](#)' package he shares how simply flipping 3 bullet points upside down on one of his squeeze-pages changed his conversions by 50%!

So you can see the value in testing/tracking. I personally use [HitsConnect](#) for all of my tracking and it works like a charm.

For even more detail on this topic check out ['The Beginners List Formula'](#).

About the body... It probably shouldn't be longer than 3 paragraphs at the max, and sometimes it only takes one sentence. For example, if you are giving away ten ebooks for instance, your headline may make the sell by itself with no need for any body text!

If your headline said...

**"You Are About To Receive TEN Of The Newest, Piping Hot Internet Marketing Ebooks That Will Quickly And Easily Stuff Your Pockets Full Of Cold Hard Cash!"**

...then just put your autoresponder webform under that with a button that says "I'll Take It!" I guarantee you will get a decent amount of signups.

But even this is not ideal. You would want to put atleast a sub-headline or a short paragraph detailing the ebooks with more enticing text and maybe put the ecover graphics on there. Make every single sentence (perhaps every word) have strategic importance, i.e. don't ramble or get off topic. This might seem obvious but it's worth mentioning.

Let's see an example of an excellent squeeze-page...

Visit <http://www.traffic-exchange-cash.com/acs-squeeze.htm>

As you can see, it has all the right features. "Short & Sweet". Looks professional and has a clean design. It has an exciting headline, ecover graphic, bullet points highlighting the best features, the "your email is safe with us" disclaimer, the submit button even has a great line, and it's directly targeted to most Traffic Exchange users. This is a very effective squeeze-page.

Enter your name and email to see how the entire process unfolds.

I used to promote this exact page in Traffic Exchanges and got fantastic results.

You can get your own copy of the exact same squeeze-pages and follow-up system if you want (which isn't a bad idea now that I think about it) by [visiting here](#).

I'm not sure if it qualifies as one of the taboo "Generic Affiliate Sites" but it's better than 95% of what other people are promoting in Traffic Exchanges.

It's a good idea to use bullet points on your squeeze-page, and deliver your information in short, concentrated chunks, as opposed to writing a formal paragraph.

There's really no way to know at the start what the absolute best design will be to convey your particular offer, which is why tracking and tweaking is so important.

Finally, you will put your autoresponder webform somewhere on the page (generally towards the bottom) which will ask for name and email address.

You should make your button say something other than "Submit", like "Yes! I Want The Insider Secrets!". And put a "your email is safe with us" disclaimer under it.

I could ramble on and on about the various factors of squeeze-page creation and general Traffic Exchange rules of thumb, but that is not exactly what this eBook is about. There are other sources that go into greater depth, just do a [Google](#) search.

If you join '[Instant Squeeze Page Generator](#)' for free, there is a free eBook you can download called "**Secrets to a Great Squeeze-Page**" by Robert Puddy. Guess what it's about. I would just give it to you here but I don't have resell rights to it. But it is definitely worth checking out (it's free!).

Another resource that I have found particularly helpful is '[The Beginners List Formula](#)'. It shows you step by step exactly what to do not only to get started but to make sure you are maximizing your profits from day 1. It is essential material for those new to list building.

Another excellent resource is the eBook called '[13 Deadly Traffic Exchange Tragedies](#)' written by William Brant, who owns two Traffic Exchanges himself. The eBook lays out **every single rule of thumb for using Traffic Exchanges**. It costs \$7, but it is a must read and a must-have for referencing for anyone involved with Traffic Exchanges. If you don't already have it, I suggest you grab it now and take a good look at it.

## **Beyond The Squeeze-Page**

After the main squeeze-page you also need a "**submission successful page**", the page people are redirected to after they submit their email address.

This page can be a lot easier to create than the main squeeze-page. In fact, you don't have to create it at all. There is a great tool called "[OTO Goldmine](#)" you can use for free (OTO = One Time Offer).

When a person submits their email address they will be redirected to a webpage showing a great offer with a price-tag, compliments of [OTO Goldmine](#), and you will receive 50-75% commissions on the sales it makes. Depending on the number of sign-ups you get, this can potentially make you a lot of extra money.

You may still want to have an official "**submission successful page**" that people go to if they decline the one time offer. It basically just needs to say something like "Submission Successful, check your inbox for a confirmation link". You may want to ask them to "whitelist" the email address the confirmation link is being sent from or to check their spam folders if they don't receive it.

That's about all you need on this page. But it is a good idea to make an offer of some kind here.

**Finally**, there is one last webpage you need to have in place. It is the one that they are

directed to when they click the "**confirmation link**" in the initial email letter.

If you are giving away eBooks or something similar you should probably make a page that they can visit to download the stuff. Or you can have it sent to them via email, but this may not be ideal. Or, if you are just offering a free email "eCourse" or a "newsletter", you may not have to put any effort into building this final page at all.

A great tool to use here is "**opt-in co-registration**", which is a webpage that you share with other people, that gives your customers the option to sign-up for someone else's offer, who will also show *your* offer to *their* customers (I think I mentioned this before). This can be a great way to get more sign-ups.

Many "co-registration" services cost a few bucks, but a great Traffic Exchange called ['Advertising Know-How'](#) offers one for free.

If you don't want to use "opt-in co-registration", just make a simple little page saying something like "Confirmation Successful" and go into greater detail regarding your specific product. Once again, it is a good idea to try and "sell" something here. You might as well, as it won't really cause any harm, as long as you are not foolish about it. [OTO Goldmine](#) can be a great tool to use here.

## **That's it!**

Now the customer is on your "list of leads". They can make you 10's, 100's or even 1,000's of dollars. You can send them promos for random affiliate products or you can use an "email series", which is a group of letters that are automatically sent out to every new sign-up in the same manner.

Email series generally work better than sending out random affiliate sales letters because they serve to "warm up" the new customer, instead of the first letter they get from you being one pitching a \$100 product.

You don't necessarily have to write every word of your email series from scratch, just copy & paste the sales letters you can get for various affiliate products. For example, visit ["GetGoogleAdsFree"](#) and click on "Affiliates". There are several sales letters that you can copy & paste, and even an email series with multiple letters you can use to sell their product.

Start with free or low priced products, and slowly get more expensive. A good article on this topic was written by Soren Jordansen on his blog. [Check it out here.](#)

[Affiliate Funnel](#) offers a great pre-made series you can use for free. Mike Paetzold, the owner of [Affiliate Funnel](#), is even willing to sell you one of the exact same email series he himself uses and has spent more than a year optimizing. It is virtually guaranteed to turn a profit. When you buy ['The Beginners List Formula'](#) for 10 bucks he will offer to sell you his special email series for \$37.

Although there are many pre-written email sales copies that work great, knowing how to

effectively write your own is essential for long-term list marketing. And really, it isn't that hard to do once you get the hang of it.

Perhaps the absolute best resource on this matter that I have found is a collection of amazing video tutorials that show step-by-step how to write *powerful* email sales letters. These videos walk you through the process of creating emails that suck the cash right out of your readers' wallets and into your bank account. Through [this link](#) you can grab them for free. I strongly recommend you check them out.

Also, a great eBook called '[How To Write Killer Promo Emails](#)' is very helpful.

**Essentially, there is an infinite number of ways to make money with your list.**

The products you promote and the methods you use to make sells can vary enormously.

**The best teacher is experience.**

Try different things and see what works for you. The kinds of people on your list and the things they are interested in will vary depending on how you got them. That which works best for the people on your list may not work so well for the people on someone else's list, and vice versa.

Obviously, the bigger your list, the easier it will be to make money with it. Remember, if 5% of 1,000 spend \$50, you make \$2500, in one day. Keep building that list, and it is guaranteed to pay off.

## **"Winners Never Quit and Quitters Never Win"**

The finer details of building and maintaining a good "list of leads" are discussed in further detail in other resources and eBooks that can share a lot of helpful information. I just want to stress the fact that when using Traffic Exchanges, list building is the way to go.

Once again, I must say that '[The Beginners List Formula](#)' is one of the best resources I have found that covers everything you need to know. You have got to read it if you are new to all of this. It sheds a great deal of light on the matter.

## **Surfs Up!**

Once you have your squeeze-page with your [autoresponder](#) webform on it, you are ready to promote it in the Traffic Exchanges.

There are over a hundred different ones to choose from, and they are by no means equal. Many of them are great and some are downright sorry. You need to find out which ones are the best and primarily focus on those.

There are many factors to consider when choosing a good Traffic Exchange, including... the total number of members, the rate of new members joining, the surf-to-credit ratio, the surf timer length, the number of websites you're allowed to promote, anti-cheat features, the number of credits earned from referrals, general popularity, upgrade features, and their rankings in [Affiliate Funnel](#) and [TrafficHoopla](#).

I use a lot of different ones off and on, but there is a solid group of 5-10 that I primarily focus on.

I have tested dozens of different Traffic Exchanges, and here is my personal list of the ones that I have found to be the absolute best:

- [EasyHits4U](#)
- [Traffic-Splash](#)
- [Blue-Surf](#)
- [I Love Hits](#)
- [Whirlwind Traffic](#)
- [Traffic Pods](#)
- [Click Voyager](#)
- [TS25](#)
- [Traffic Era](#)
- [Free Traffic Lotto](#)
- [Dragon Surf](#)
- [TrafficSwarm](#)
- [HitSafari](#)
- [ClickCrazey](#)
- [AdvertisingKnowHow](#)
- [RealHitz4U](#)
- [FastEasyTraffic](#)
- [Hit2Hit](#)
- [Top-Surfer](#)

These are the very best Traffic Exchanges. Promote your squeeze-page in them coupled with your referral downline building pages like [Affiliate Funnel](#), [TrafficHoopla](#) and [VitalViral](#) and you'll be in business.

**And since you are going to be surfing a lot in the beginning, you should grab [Instant Buzz](#).** It is a wonderful tool that I have found to be invaluable.

It is a piece a software that, when installed, displays a small bar on the top of your browser, and the more pages you surf, the more credits you get for your website to be shown to other people using it.

It is 100% free, and requires zero effort from you in addition to your already surfing habits, so there is really no point in not using it.

Since you are already surfing a lot of webpages with the Traffic Exchanges, you can make your surfing twice as rewarding by using this amazing free traffic software at the same time. This free software is one of my best resources for building my Traffic Exchange downlines, and one of my #1 recommended resources for TE users. [Click here](#) to download it.

I also recommend you grab a great piece of small software that will help you to surf just a little bit faster and make more of your time. It lets you switch tabs just by pressing a key when you are surfing several exchanges at once (I use the TAB key).

I know how much time it can take you to rack up a decent number of hits during a surfing session, but using this tool almost makes it go by twice as fast. Grab it [here](#) for free.



**So it's pretty simple. The best way to make money with Traffic Exchanges is using them to build a "list of leads" while also building your referral downlines in them.**

I doubt there is ANYONE who will dispute this who knows what they are talking about.

So now the question is... "What's the best way to build a 'list of leads' with Traffic Exchanges?" and "What's the best way to get Traffic Exchange referrals?"

**I think I have answered those questions in this ebook.**

To recap, build your list by promoting an optimally designed "squeeze-page" with a great offer specifically targeted to Traffic Exchange users.

A great place to start is using the ['Affiliate Cash Secrets'](#) program. I mentioned this earlier referring to this near-perfect [squeeze-page](#).

If you want, you can get an exact copy of the page and the entire system with products included, like ebooks with your own affiliate links in it, set-up and ready to roll. I used to use it a lot and still do some, because it works very well.

Or of course you can design your own page from scratch or use one of several other options I laid out.

On getting referrals... The best way is by using the special pages you get from [Affiliate Funnel](#), [TrafficHoopla](#), and [Vital Viral](#). Plus, getting people on your list to sign up.

Remember, this is a large part of the crux of this system... You get referrals and build your list. The referrals will give you free credits in Traffic Exchanges that will in turn get you more referrals and more people joining your list. Get more referrals from your list and thus get more free credits to build a bigger list faster, and so on and so on... All the while making more and more money, promoting various things to your ever-growing list.

Do you see the grand purpose here? The key is to "lean" 'building your list' and 'getting Traffic Exchange referrals' together. It is like they feed on each other. Doing this will eventually make this whole system run on autopilot. And it will grow exponentially.

## **Step-By-Step Blueprint**

Here's what you need to do to get up and rolling...

**#1** Get an autoresponder. I recommend [AWeber](#).

**#2** Come up with a good offer that Traffic Exchange users will eat right up, i.e. not lawn-

care tips (If you want my exact "blueprint" instructions, use ["Affiliate Cash Secrets"](#))

**#3** Create a quality squeeze-page to promote your offer (If you want my exact "blueprint" instructions, use ["Affiliate Cash Secrets"](#))

**#4** Join at least 10 good Traffic Exchanges (visit [Affiliate Funnel](#) to see the top-rated ones voted on by Traffic Exchange surfers)

**#5** Join [Affiliate Funnel](#), [TrafficHoopla](#) and/or [VitalViral](#). Enter your Traffic Exchange usernames into them and get the splash-pages to promote

**#6** Enter your new squeeze-page URL and your referral grabbing splash-pages into your favorite Traffic Exchanges. Promote them about 50/50

**#7** DONE! Now all you have to do is kick back, open about 5 different Traffic Exchanges in a [FireFox](#) browser (don't use Internet Explorer), put on some music perhaps, maybe have a beer, and start surfing. Or you can buy credits. Either way, it won't take long to start seeing results. Track your results, and optimize accordingly. With [HitsConnect](#) it's a breeze.

### **So now you get the gist of it.**

This is the exact method that I have used for over a year, and have had wonderful success with.

After trying many different ways to make money with Traffic Exchanges, I have come to the conclusion that *this method* works far better than any other system you could implement. And it not only works far better than anything else, it works great in general!

I am retiring off of the money I make from this. From my "list of leads", and that's all it is, a list of different people's email addresses. But when built into the thousands and maintained properly, it can be an invaluable tool for making a TON of money.

Like I said... if **1%** of **1,000** buy a **\$20 product**, that is **\$200 in one day**. But if **5%** buy a **\$50 product**, that is **\$2,500 in one day!** And if **5%** of **10,000** buy a **\$100 product**, that is a whopping **\$50,000!**

It takes some time and effort to build this list, but even then the work is straightforward, simple and relatively easy, using the method I have explained.

When building your "list of leads" is coupled with building your Traffic Exchange downlines, it reaches a point where it runs entirely on autopilot! And you will be able to make thousands of dollars with very little or even no trouble at all! Sound too good to be true? Not to me...

Don't be mistaken, it will probably take atleast a few months to reach the point where it's

entirely on autopilot, depending on how much time and effort you put into it. But this is essentially a **fail-proof method**. You *will* reach a point where your list grows all by itself. And at that point, your income will steadily grow and grow, while you sit back in your easy-chair.

Enough ranting. I have laid out a very simple and water-tight system that makes **good money** given enough time and effort putting it into place in the beginning.

If you need further clarification or have any questions or comments you can email me at [Grant@Traffic-Exchange-Cash.com](mailto:Grant@Traffic-Exchange-Cash.com)

***Put these methods to work for you and you'll be making Traffic Exchange Cash in no time!***

*Best Wishes!*  
*Grant DaNash*

## **RECOMMENDED RESOURCES**

**AWeber** - World's #1 AutoResponder. Required to build your "List of Leads"

**Instant Buzz** - Great way to get a lot of traffic to your website and make your Traffic Exchange surfing twice as rewarding.

**Affiliate Funnel** - Ultimate resource for building Traffic Exchange downlines, and essential for many other various purposes

**TrafficHoopla** - Great resource for building Traffic Exchange downlines

**VitalViral** - Great resource for building Traffic Exchange downlines

**'Affiliate Cash Secrets'** - Wonderful list-building system pre-setup and ready to roll; works great in Traffic Exchanges

**Quick Tab Change** - Software that lets you switch tabs just by pressing a key when you are surfing several exchanges at once, which lets you surf a lot faster

**OTO Goldmine** - Show One-Time-Offers and earn money by putting this on your "Submission Successful" and/or "Confirmation Successful" webpages

**'My Free Website Builder'** - Top-notch free software that gives you a quick and simple way to build your own website with zero HTML knowledge required

**HostGator** - Best web hosting service on the market

[HitsConnect](#) - Track the effectiveness of your system

[Instant Squeeze Page Generator](#) - Quickly and easily making a decent squeeze-page

['Beginners List Formula'](#) - Shows you step-by-step how to get your list building system up and generating a profit

['13 Deadly Traffic Exchange Tragedies'](#) - "Traffic Exchange Bible". Essential information for ALL Traffic Exchange users

['Email Promos Exposed'](#) - Amazing videos show how to write email letters that make people pull out their credit cards

['How To Write Killer Promo Emails'](#) - Very helpful eBook about list marketing

['Traffic Exchange Profits'](#) - List building system specifically designed for Traffic Exchanges.

[Advertising Know-How](#) - Free opt-in co-registration service