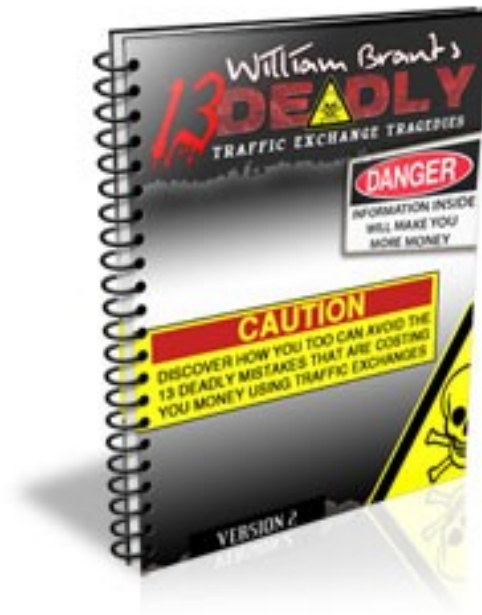


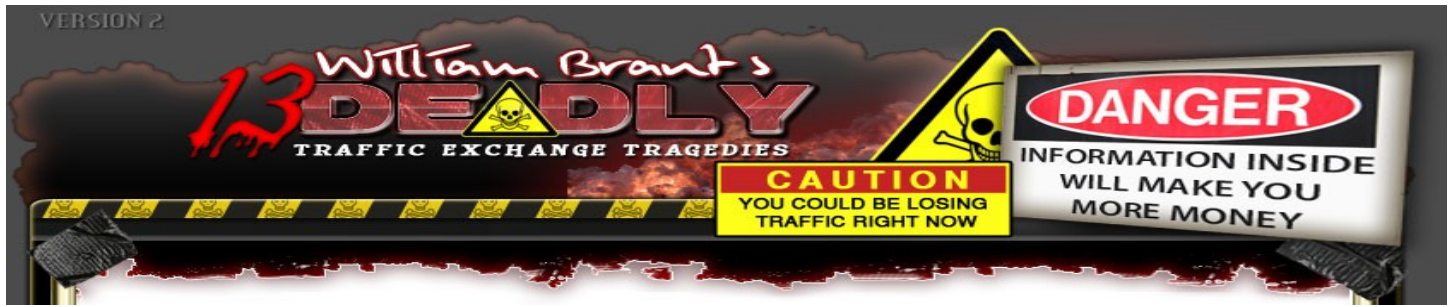


## 13 Deadly Traffic Exchange Tragedies By William Brant



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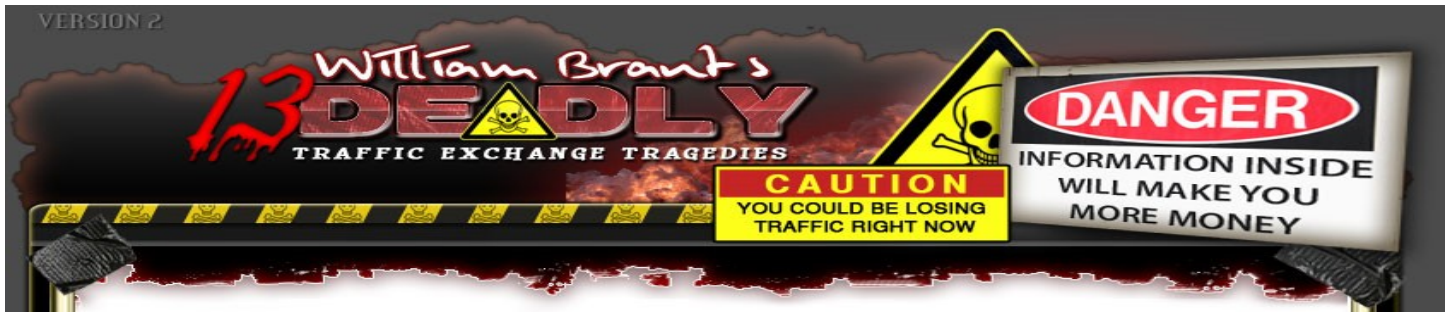
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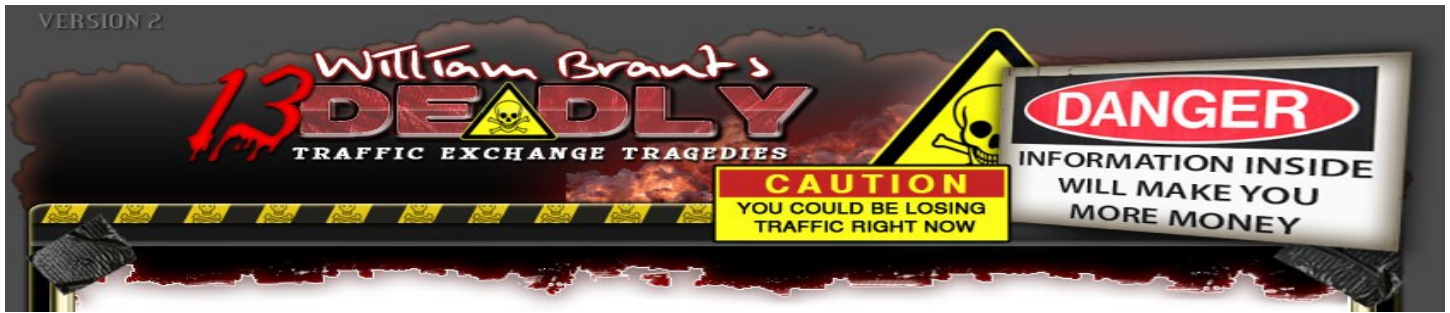
**Any perceived slights of people or organization are unintentional.**



Welcome to this expose on the mistakes that people make when using traffic exchanges. I am William Brant and have built a business that has allowed me to leave the US Navy and work from home doing what I enjoy.

This was done almost entirely with traffic exchanges and I own and run one – [Max Traffic Pro](#)

This book is for those that say traffic exchanges don't work. Used properly anyone can build a business with traffic exchanges. Avoiding the mistakes and using the recommendations in this book will help you be one of those that sings the praises of traffic exchanges, rather than a naysayer that says they are worthless.



## **Tragedy #1 – Generic affiliate pages**

This is the first mistake that most users make. The reason is quite simple too. People are lazy. They want the easy way out. When a program owner offers you a replicated website, if you are like the average person, you jump at it.

Hey it is a lot easier to just grab a link and start promoting. The program owner does that for a specific reason. Hey, I know I run programs and I love people that will do that. I go out of my way to make it easy for people to promote **MY** program.

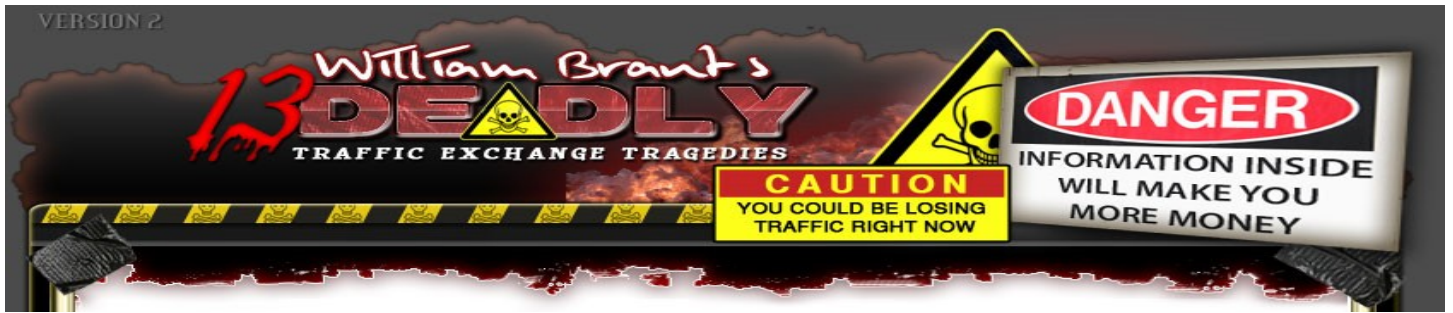
The reason is quite simple. Your time and effort goes into branding and promoting my program and it doesn't cost me a dime other than some bandwidth. Compared to paying for promotion bandwidth is dirt cheap.

Now I will gladly pay you commissions if someone buys off your page but a good program will only convert at 1 or 2%. This means you show 98 people my program that won't generate you a dime (at best) but have spent your time and effort branding my program in those prospects minds. Now if they come back in a week they will remember the program name but what are the odds of them using or finding your specific page?

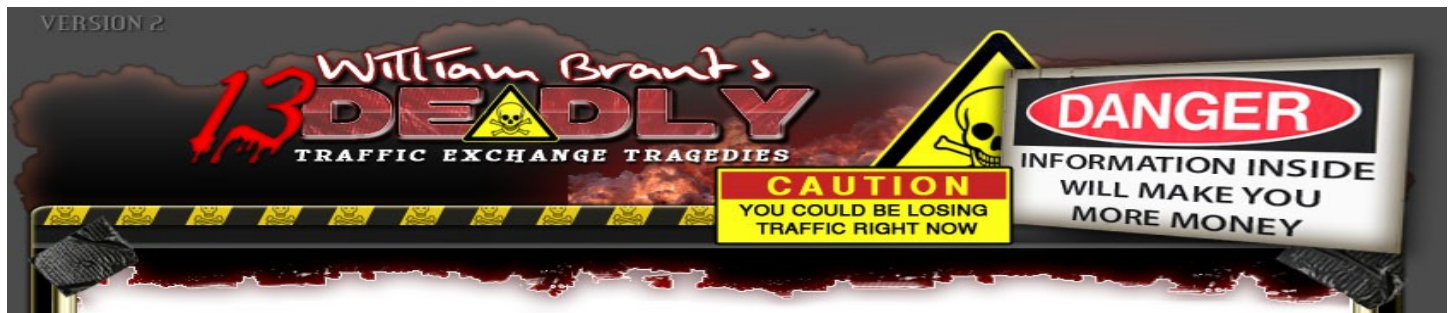
Not very good is it? Don't worry though as the program owner I will love you and laugh my way to the bank. Now don't get the wrong impression here. I love members and affiliates that generate sales and as a program owner love paying commissions. This means I made money too.

### **An aside:**

Most program owners are not out to beat you, I know I am not and a lot of program owners will tell you to be creative. The reason is quite simple. The people that get how to use these resources sell a lot more than the person that just promotes an affiliate page. The more sales even after paying commissions the more the program owner makes.



The next mistake will show you how to avoid this major mistake of promoting an affiliate page. By the time we are done you will have the whole picture and be able to expertly use traffic exchanges so keep reading. Better yet start making your action plan now.



## **Tragedy #2 – Not using splash pages**

If you don't use a generic affiliate page you need something to promote your program. The key is to create a strong splash page.

Let's define the term first – Splash Page – a quick loading, attention grabbing page with a clear call to action. Now that is my definition.

The keys to a good splash page are best explained in the ACA formula coined by Jon Olson of Hit Exchange News.

More on that in a minute but first let's look at the average surfer. Then we'll look at what it takes to take advantage of this research. Before we get into the ACA formula let's discuss why splash pages and why they work.

Almost everyone that is surfing traffic exchanges is doing it for one reason and one reason only. Get traffic to their sites. They really don't sit down and say "Gee, I wonder what I can buy or join today? I guess I'll go surf some traffic exchanges and find something."

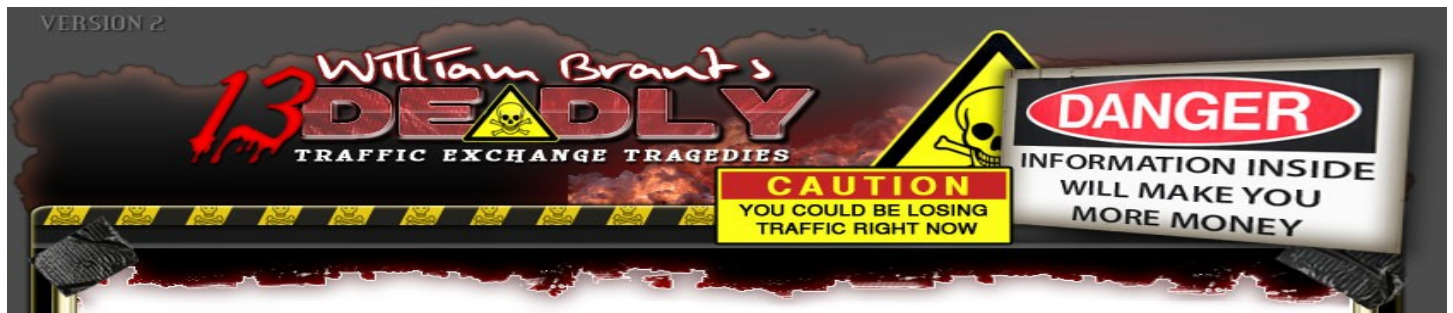
Now it would be great if people actually did that but it just isn't so.

The average surfer is also going to be surfing more than one exchange at a time. This means that no matter the length of the timer you have a few seconds to get their attention before they go onto the next site.

Now you can understand why so many people say that traffic exchanges are garbage. They haven't taken these factors into consideration and used them to their advantage.

If you understand the prospective viewer of your page it makes it a lot easier to get your desired result. If you are promoting something that is of use to marketers this has to be one of the most targeted markets you can find.

Take a few minutes and put yourself in the average surfer's shoes. What exactly would be of interest to them? First thought that comes to mind is anything that will increase their results or save them time and or money.



We'll address this in more detail later but plant that seed and start thinking about it now.

### **Quick aside:**

Hit Exchange News is a great read and a must have if you are serious about using traffic exchanges. Get your subscription and look for it every Thursday. [Subscribe here.](#)

Back to the ACA formula. It stands for attention, curiosity, action.

Because you only have a few seconds you need a way to grab your viewers attention. This can be a killer headline, humor, a graphic that just rocks. The key is it has to get the surfer's attention at once.

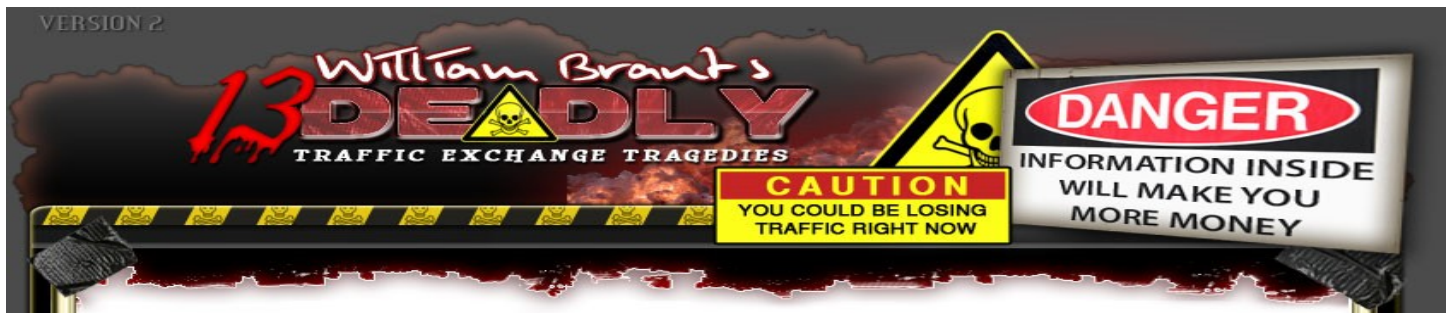
Once you have that attention you need a few points of text that will arouse the curiosity in the viewer. This will create the feeling that they just need to know more. The human mind hates to stop half way.

Think about it. How many bad movies have you watched just because you had to know how it ended. If you are like me way more than you would like to think about.

Now your call to action is the final key. Be very specific about what you want the person to do. You should only give people two choices – Leave or click. If you vacillate then they will too and won't make any choice.

If you are not comfortable with HTML or don't have hosting you might want to check out [Splash Page Maker](#). They have a point and click simple splash page maker and will host your page for you.





## **Tragedy #3 – Not building a list**

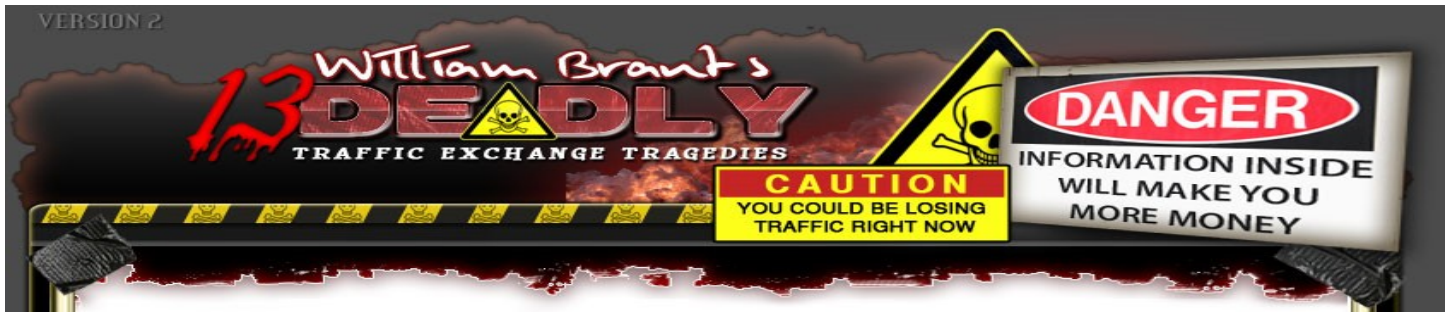
Ever hear the statement that the money is in the list? Do you know why you always hear that? **BECAUSE IT IS TRUE.**

Traffic exchanges can be a great way to do this too. Offer something that the average surfer would like and deliver it.

Now I know that you are saying that this sounds like work. Guess what it is. BUT you automate it and only have to do it once. Ever wonder why it seems when there are contests that the same names show up time after time? They have a list – period end of sentence. They aren't any different than you are except that they took the time to build a list and build the relationship with them.

Every one of them started with one subscriber but worked at it. Consider taking the time to learn how to build a list and the time and effort will pay off many times over.

The topic is complex and it is beyond the scope of this book to get into all that is necessary. A great resource for starting and monetizing your list is [13 Deadly List Building Tragedies](#), a free resource on how to organize and monetize your list process.



## Tragedy #4 – Not promoting you

One of the keys to using traffic exchanges is to brand yourself. This does a few things

- Gets your name known
- Builds credibility
- Increases conversions if you do one and two right

Why get your name known?

Now I don't care what you promote as a primary business if it's not yours it can go away and there is nothing you can do about it. If you have branded **You**, though you have started to build relationships with others.

You have built your list even if only on the back end. This way if this happens to you you can still maintain contact. You won't have to start over if you need to change businesses. Now hopefully this will never happen to you but after years of being on line I have seen it happen way too often.

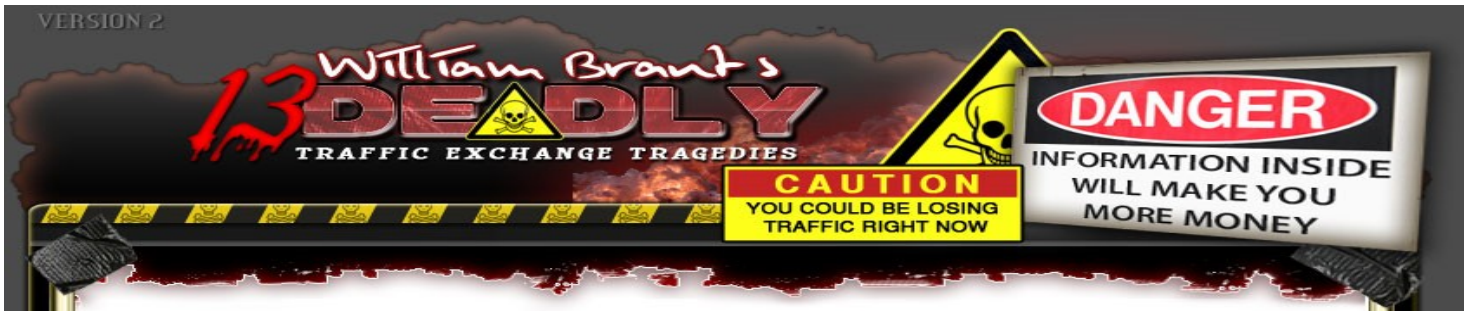
If you have your own program again you want your program name and even your name to be well known. This builds credibility and I'll tell you why.

It doesn't matter if you change programs that you are promoting if you are branding your self at the same time. Brand your self by having your name and preferably a picture on every thing you promote.

This gets you known and you become a recognizable person. After all people do business with people not web sites. By being a recognizable person you start to build credibility over time.

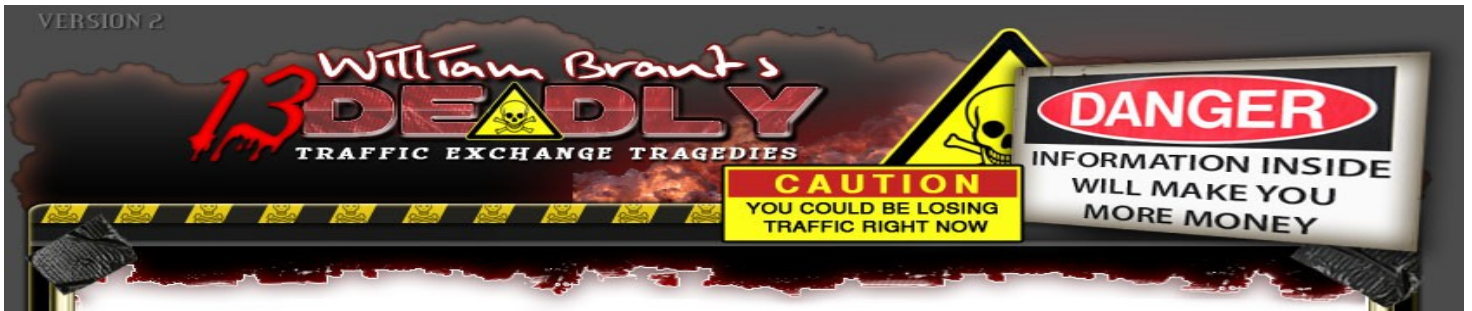
Here is how that happens. If every time I surf I see your page with your name and face I start to recognize it. Now do this for 3 months or more and people start to accept you.

Where it really comes into play is with what I call slot machine marketers. The kind that comes in and tries the traffic exchanges for 2 weeks and quits when they haven't made enough to retire in that time frame.



The thing is that 3 months later they are back and guess what? They still see your name and face. About the third time they have done this and are finally starting to understand that the myth of instant riches is just that, they come back again. Guess what? They still see you advertising.

Now you have instant credibility because if you are still taking the effort or money to promote you must be doing something right. Think about it, do you want to deal with someone who is successful, or the latest hypester? Yes, they won't always join the first time through but if they are serious about a business and now looking to build a business they are your top prospect.



## **Tragedy #5 – Not having a plan**

This is a huge one for most people. If you are the norm you joined a traffic exchange to get traffic for your favorite program. Then you see all the hype about building downlines. Now you stop promoting your business and start promoting various traffic exchanges so you can get all this traffic without effort.

### **STOP NOW!**

Now there is nothing wrong with downlines and generating residual traffic and money but there is a time and place for it.

The very first thing you need to do is look at your business model. You just fell for one of the biggest cons online. The no work biz.

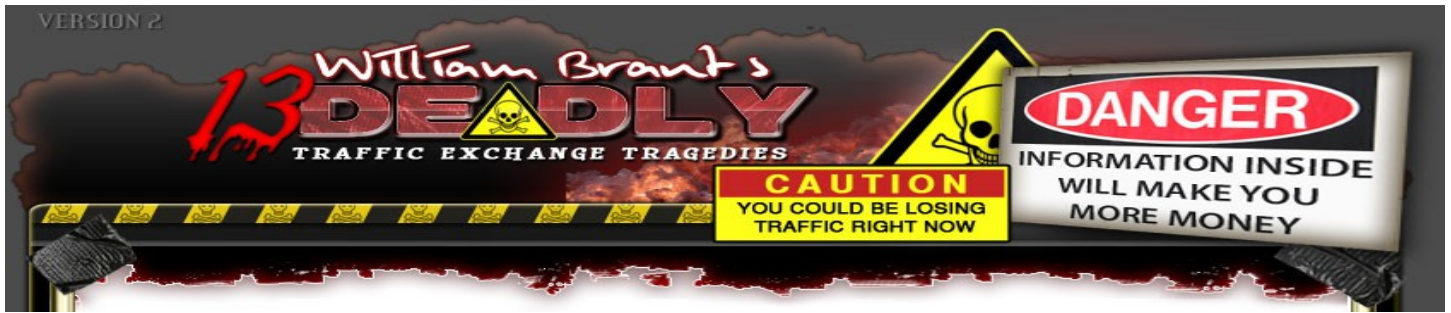
Decide first how you are going to generate money first. You are going to have to sell something. It may be your favorite MLM, various services, products that you like or create – it doesn't matter what it is.

You need something that is going to generate money. Once you decide what that will be then and only then start to plan your flow.

The first thing you will need is a free entry point. This can be a free report, an ebook you giveaway, an ecourse but the main thing is it needs to be free or very low cost.

Then take the time to create the structure to get these people from this entry point to the place where you make money. You do this with your autoresponder and here is where you can show these prospects ways to generate traffic and send them to build your traffic exchange downlines.

You use this to build the relationship and trust necessary for them to buy your products or program that you ultimately want to promote.



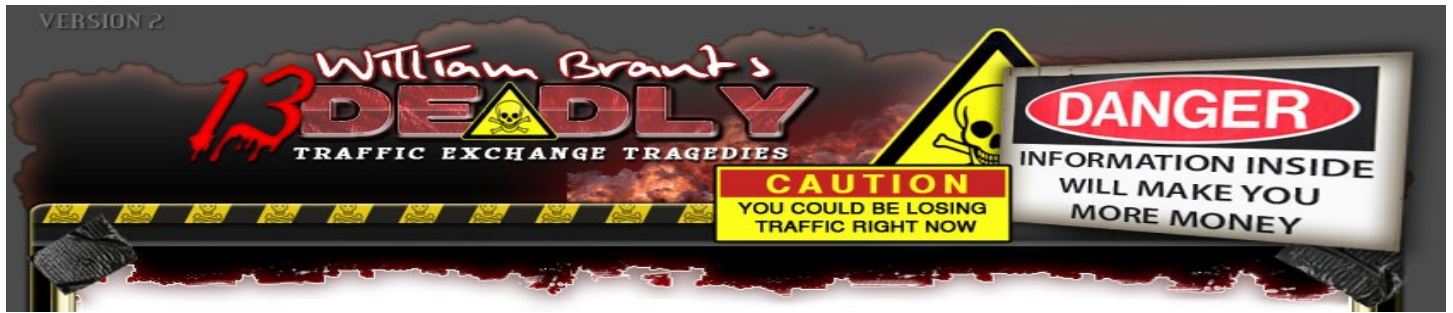
This does two things.

1. You now only have to focus on keeping people coming in to your free or low cost entry point.
2. You continue to qualify these people and build a relationship with them so you can sell your main objective.

Now not everyone will keep going down the path you laid out but that is its purpose to sort out the ones that you can build a relationship with and do business with.

While developing your plan you should write down each thought. You will find that the more you write down the more ideas you will have. You can then organize all these thoughts into different steps and work out a plan.

You can use a whiteboard, a pencil and paper, or what ever works best for you. I personally prefer mind mapping and its ease of use. You can get free mind mapping software and video instructions on how to get started using this method at [Discover Free Mind](#).



## **Tragedy #6 – Not tracking your results**

If you have set up your plan perfectly on the first try then you can probably walk on water too. It won't happen. That is where testing and tracking come in.

Hey, earlier I mentioned Hit Exchange News and that is a great place to start to look for good traffic exchanges. The problem is that is all it is – a place to start.

Another Great Place to start is by checking out [Affiliate Funnel](#) TE ranker, as that is ranked by the members voting on which exchanges are working best for them. Again though remember this is just another place to start.

Each traffic exchange will give you better or worse results than what I get or what anyone else gets. The only way to tell which works for the page you are promoting is to track it.

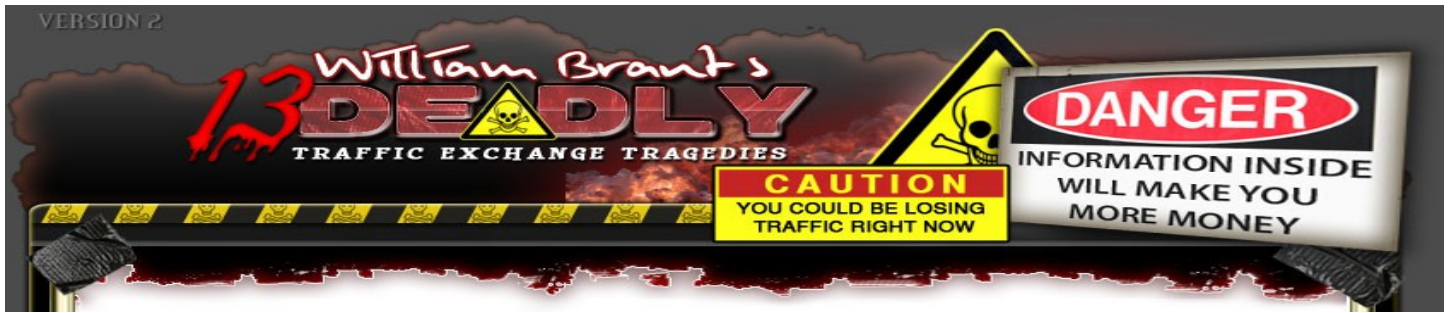
You also need to see that you are receiving what you pay for. Yes, even if you are surfing for your credits you are paying for them. They take your time and time has a value. If yours doesn't please contact me as I will be more than happy to give you some work to do for me at that price -0-.

Don't forget that the key is to track through to your conversion. If exchange A sends you a 1000 hits but no one signs up for your front end and exchange B only sends you 300 hits for the same time or money but gets you 2 sign ups which is the better exchange?

If you are not tracking your efforts you need to be to focus your efforts where you get actual results.

You need to be tracking all aspects of your marketing and testing to improve them each and every time you do something. Always be trying to beat your best pages and emails so that you constantly get more results from the same effort.

Yep, it is work and it sure isn't sexy but it is the key to being successful. If you want a good full featured tracking service check out [TE Toolbox](#)



## **Tragedy #7 – Diluting your effort**

Traffic exchanges are a great tool for branding. The more you get seen the better your response tends to be. As we discussed in the not promoting you section you need to be seen as often as possible.

Now the mistake here is not understanding the what the average surfer surfs. Almost everyone uses a multi tab browser. It doesn't matter of it is IE 7, Firefox, Maxthon or numerous others.

Almost no one surfs just one exchange at a time. Take advantage of that fact.

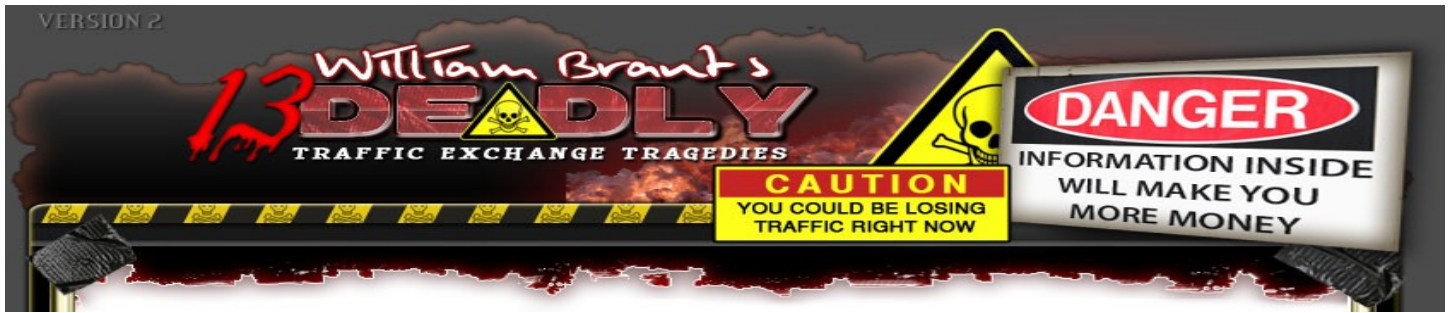
Find the 5 biggest exchanges that work for you and make sure that you spend the bulk of your time and/or money there. Make sure that you surf enough or buy enough or a combination of the two to have your page in rotation 24/7/365.

Here is where that is important. If these are your best 5 and they are the bigger exchanges the odds are that most people will have at least one of these in the exchanges they are surfing.

This greatly improves the odds that each time someone surfs for more than 30 minutes or so they have a great chance of seeing your page. This is branding and credibility building at its best.

Now this doesn't mean that you shouldn't use and constantly be testing others but you need to make sure that you have a core group of 5 at a minimum that are larger where you get seen 24/7/365.

Use the smaller and newer exchanges to find ones that work better for you. As you do either swap them into your core group and remove your worst exchange or expand your core group if your current ones are still performing well. Only add to this list if you the time and/or money to have more and still be in rotation 24/7/365.



## **Tragedy #8 – Bad Organization**

Set a schedule for your traffic exchange usage and stay with it. You can have credits that won't get shown due to inactivity. By having a schedule you can make sure that doesn't happen to you.

It also helps to keep your traffic exchanges to a number that is manageable for the time that you have available. If you can maintain 20 use that many if you have more time and can maintain 50 use that but always make sure your core group is seen 24/7/365.

If you use Firefox you can save your sessions as groups. Schedule according to the timer. If you are surfing exchanges with a 10 second timer you will only need to have 4 or 5 in your group. 20 second or longer then you can surf a few more.

Try to surf 50 or more pages per exchange. If you have 4 10 second exchanges open this is less than a half hour.

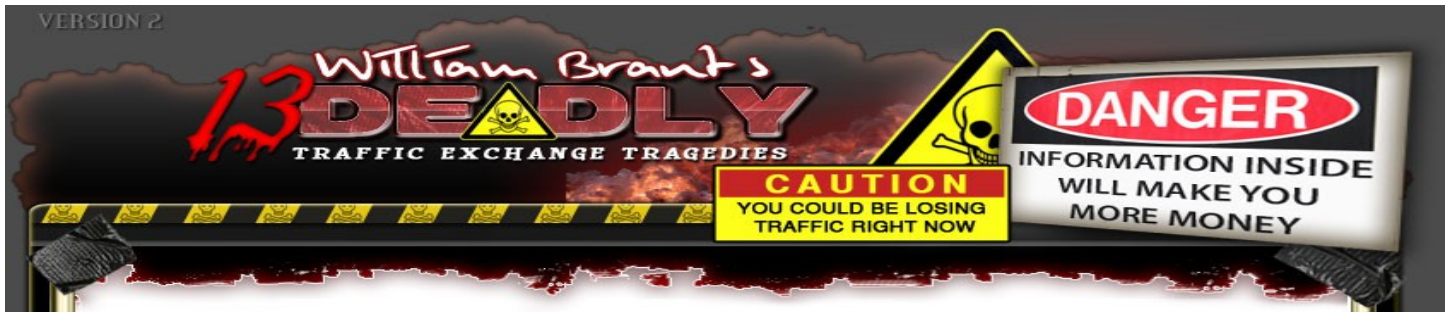
The reason for surfing in batches of 50 is simple. Most of the better exchanges will reward you with more bonuses the longer you surf. Doing it in sections of 50 or more generates a lot more net credits than surfing just 20 pages.

Set up a spread sheet and keep track of each exchange. Add your user name, password and links to both the referral page and login or start page. I also like to have a column for last time surfed.

Keeping track of this can keep you on track. Combine this with your tracking to be sure you are getting your hits in a timely fashion.

There is no point in surfing an exchange even if it is your favorite if it doesn't deliver. Generating more credits than an exchange can deliver is not going to help your business.





## Tragedy #9 – Not Using all the Resources Available to You

This tragedy was previously titled “not using banners and text links” but as the internet evolves so do exchanges and more and more features are popping up. Before we go on to some of them lets first talk about the banners and text links.

In most traffic exchanges you earn text link and banner impressions for surfing. It always amazes me how many people don't use these valuable tools. **ALWAYS** take the time to use these valuable freebies.

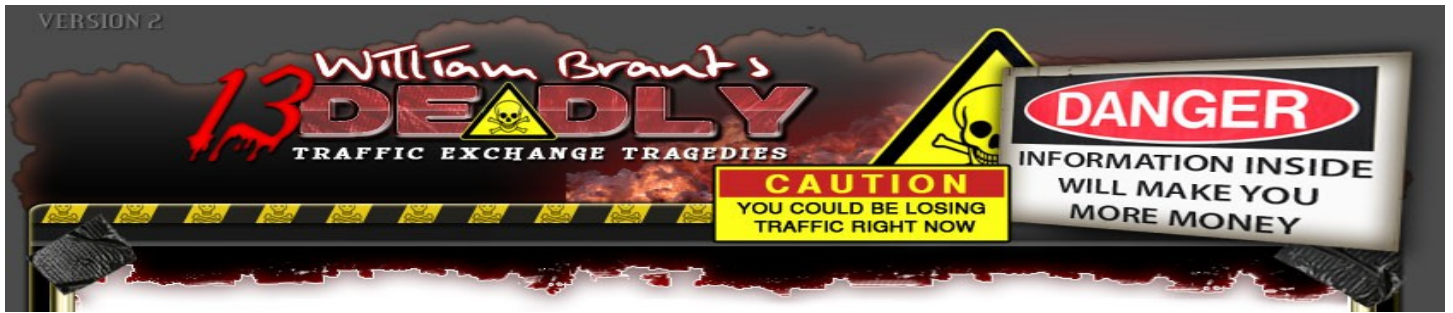
Banners can be an excellent way to improve your branding too. Create a banner with your picture and some short text and link it to your squeeze page. You can generate some extra subscribers and brand your self at the same time. If you are new to branding and have not been promoting you this can be an excellent way to increase your visibility at a cheap price. You can buy or swap for banner credits and get seen quite a bit more for the same effort or money.

Text links can also be used for branding. You have 26 or more characters to get your message across. Jon Olson has effectively used the text link “Jon Olson Sucks”. It gets his name known more and it goes to a page that is made to gather subscribers.

Doing something similar and creating a landing page to link it to can also be an excellent branding tool.

A lot of exchanges are starting to adapt to the Web 2.0 way of life. A perfect example of this is [I love Hits](#) profile Pages. These are quick pages that show who you are, allow you to make blog posts, and link to your other social profiles.

Like text links and banners these new features are going to be over looked by a lot of the members, so by paying attention to what is available to you and using it you are setting yourself another step ahead of the crowd.



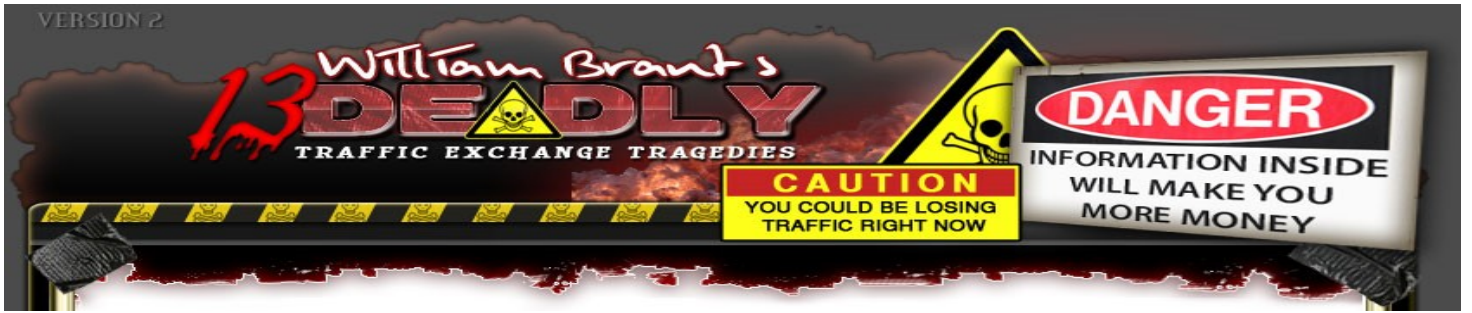
## **Tragedy #10 – Ignoring newsletters**

Yes I know, just what you need more email to actually read. It is important though. Now if the exchange owner sends you constant emails you may want to consider not using that exchange. There are a few that abuse this privilege.

For the most part though exchange owners have important information about their exchanges in the newsletters. You might find they are running a special deal on credits. Maybe they are offering a bonus for just reading and responding.

Make sure you know what is changing at the exchanges you belong to so that you can maximize your usage. Now I know that if you are brand new you may get tired of hearing about special deals and what not but if you have created a plan and start to generate income you will find that your time may be more valuable doing other things than surfing.

Purchasing credits may become attractive for you at that point. If you have been keeping up with the newsletters you get a feel for who usually runs specials and who doesn't. Take the minute or two to read them all so you can be an informed consumer.



## **Tragedy #11 – Not knowing the TOS**

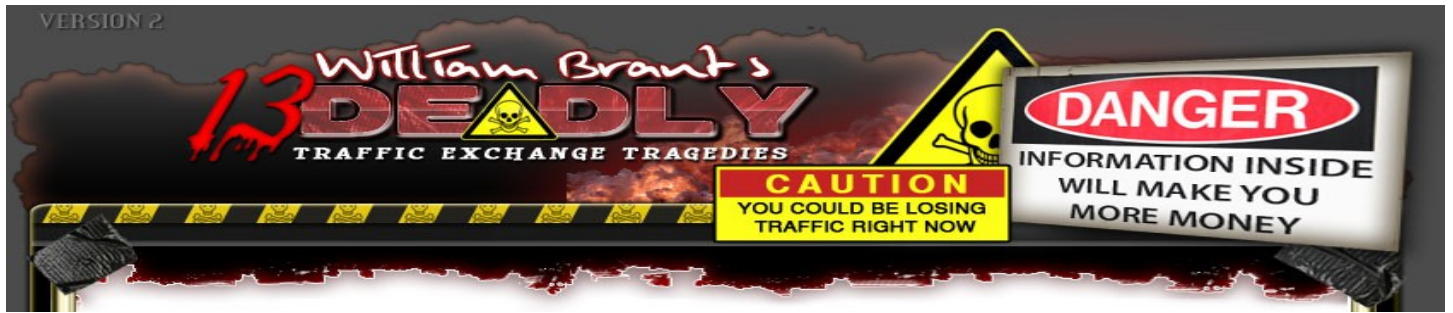
TOS stands for the terms of service. Although most exchanges are similar there is a huge variance on what is acceptable and what is not from traffic exchange to traffic exchange. Take the time to understand what is acceptable and what is not.

If you use a rotator the vast majority of exchanges will accept them but place it in a traffic exchange that doesn't and your account may be suspended or even banned.

You sure won't be happy if you just surfed for two hours and find you account suspended because you unknowingly violated the rules.

If you have any question as to whether or not your site is in compliance ask. Use the contact or support link and get an answer. It is always better to be safe than sorry.

Most good exchanges are very responsive. That is one of the signs of an exchange owner that cares.



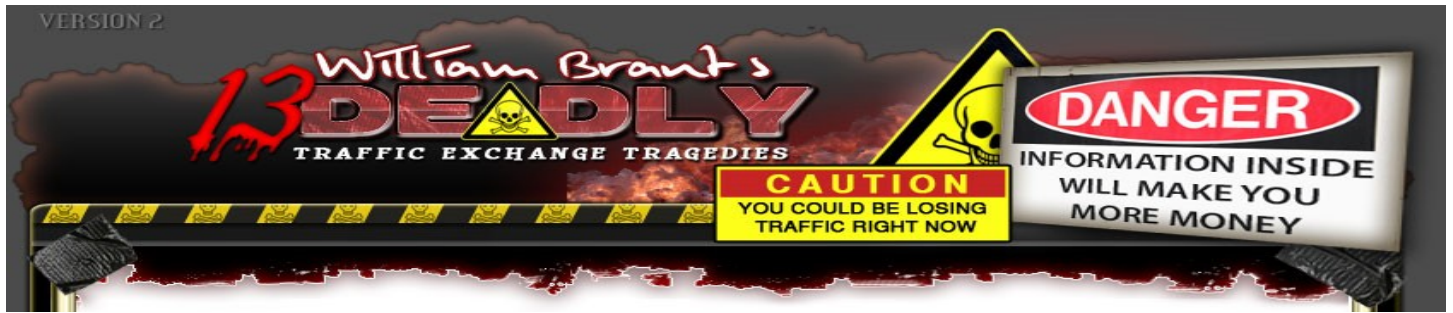
## **Tragedy #12 – Misusing Rotators**

Rotators can be an excellent tool but the vast majority of people misuse them. Just because you can advertise everything from one URL doesn't make it a good idea.

As discussed earlier you should be building a plan and just using one thing on the front end to get people into your circle of influence. If you are using a rotator use it to promote different versions of the same thing to discover which pages convert best.

You will need to use your tracking to know these things but it is an excellent way to discover what works best and keep improving the influx of prospects.

Split testing is the best way to improve your results. To do it properly you need a good tracker like [TE Toolbox](#) that will track through to your conversion. You should only test one thing at a time and always strive to beat your best performing page.



## **Tragedy #13 – Not doing due diligence**

Just because you see a program and it has a great looking site and an offer that compels you check it out first. If you are looking at any business opportunity take the time to find out about it.

Lots of people got burnt with the various autosurf programs like 12 Daily Pro. Just because you can turn a profit if you are early doesn't make a ponzi legal.

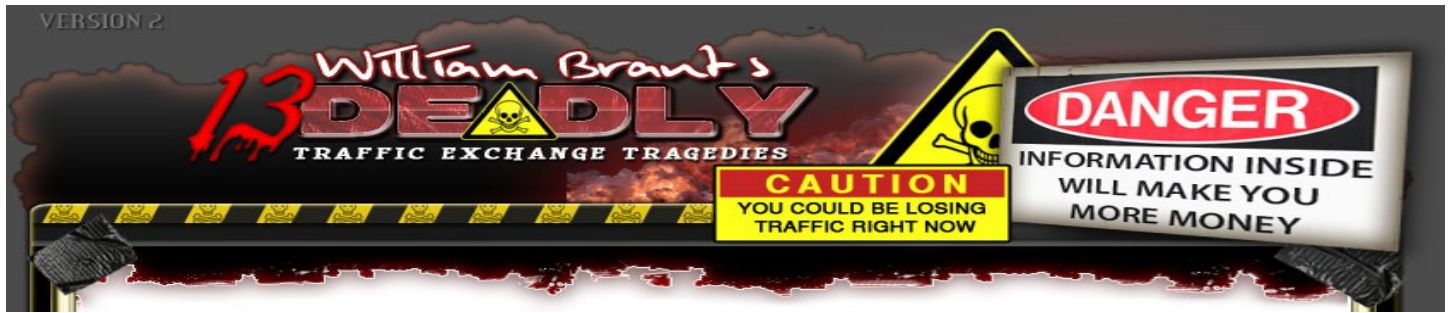
Remember that the key to making money long term is to build relationships and have solid programs and products that you are promoting as you bring people through your business.

I know that every one would like the big red button that you can push for instant wealth, but that just doesn't exist. It can be achieved through time and effort but as a mentor of mine says "It took me two years to be able to make money instantly." Building your list and your relationships will do just that for you.

Just because a program is popular does not mean it will be good for your business. A few things to consider when doing due diligence.

1. Is there contact information for the program.
2. Do a Google search and see what is being done.
3. And the most important question – does this fit my business and move it forward or is this going to change my plan and have me starting over again.

You did plan didn't you?

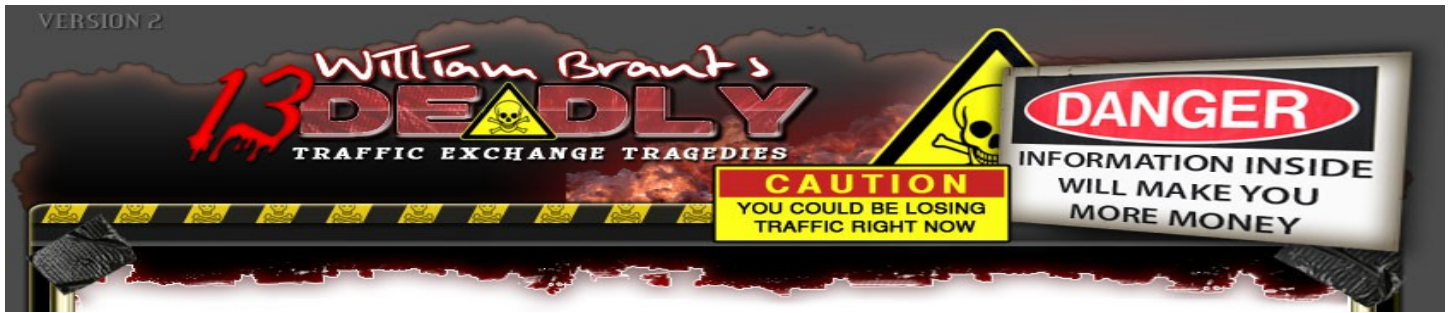


## **Summary**

Avoiding these 13 tragedies can make a huge difference for you. By avoiding these mistakes you can join the group that builds viable long term businesses.

When you do that then you too will be able to make money instantly as you have dreamed you could and have done it through free and low cost methods.

The part they forget to tell you in all those great sales letters is the effort that goes first to get to that point. Good luck and I'll look for your face when I am surfing.



## **Reference Section**

There are a few tools that you made need and below I have listed the tools I use and why.

**Traffic Wave** – Real simple reason. You need to build a mail list and they are simply the best on getting your mail delivered. If it doesn't get delivered no matter how good your offer no one can or will buy and that costs you money.

**13 Deadly List Building Tragedies** – A simple step by step tutorial on how to monetize your list from the very beginning. An excellent start making your list building profitable ASAP.

**TE Toolbox** – Simply one of the better tracking services around. Allows you to track through to conversion which is what ultimately matters. This link will get you a 30% discount.

**Splash Page Maker** – If you are just starting an ideal tool to create splash pages that they host. You don't need a web site or any HTML to use this. Point and click simple.

**Affiliate Funnel** – Finally an online program that gives you the tools to promote you first. Stop building someone elses business and start building your own.

**Discover Free Mind** – Mind Mapping is a simple and effective way of outlining any project, plan, or business. Get your free software and quick start guide and see how much more organized your next plan becomes.

**I love Hits** – If you are using traffic exchanges you need to use this one. Online since 2003 and quickly approaching 100,000 members

**Max Traffic Pro** – Home of The Traffic Maximizer, fun fast exchange that delivers results.