

# TE List Building

By John Guanzon & Winter Perkins

Hey, Check It Out!

*You may give this book away as a gift to your subscribers or to build your list!*

**Rebrand This Report With Your Affiliate Links:** <http://www.telistbuilding.com>

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## Introductions:

The Expert List Builder John Guanzon...



*"Hello, and thank you for investing in this report! Being able to create these kinds of things is why I love being an online marketer. It's when I try to explain what it is that I do to my family and some of my friends that I ever truly get any headaches. Most of them are happy believing that I am the one responsible for all of the male enhancement products they get all the time. (That was a joke.)*

*My journey started over 4 years ago, with adding friend after friend on social networking sites trying to sell random stuff to random people, but when I got in with the “right” crowd, I quickly learned the error of my ways and begin to discover how all of the pieces fit neatly together in the right way. You name the topic I have probably delved into it in some small part over the last few years in an effort to grow my business. I have launched several of my own info products, spoke at internet marketing seminars, and helped behind the scenes with several marketers product launches.*

*But my passion has always been the topic of list building, more specifically opt-in process optimization. List building the right way is the key element of what creates income for every single online marketer or business who does it right. If you understand list building at its basic core, everything else falls together.*

*I enjoy the relaxed one-on-one approach I can have with my clients, friends, and partners even if most of that time is spent behind a computer. I have always been a people person and I enjoy the company of like-minded individuals. I personally value success as simply being content with who you are and what you bring to your life and others. I value trust, integrity, and enjoy establishing personal and business relationships based on those ethics.*

### The Websites I Own:

[www.johnguanzon.com](http://www.johnguanzon.com) - John's Marketing Blog

[www.listbuildingvids.com](http://www.listbuildingvids.com) - What OMO stands for and how you can profit big time w/ it!

**Published Author Of: [The List Building Crash Course](#)**

## Introductions:

The Hosting & Graphics Expert Winter Perkins...



*Winter Perkins*

*"I first started online owning and designing PTC programs as a hobby while in college. The demand for design orders soon took up the majority of my time, so I had to make an extremely hard decision... work full time online or go to college. There was no longer an option for my passion and college. I thought long and hard, decided to take the plunge and work full time online. Since that moment, over the past 2 years I have built my graphic design and hosting company from the ground up with the help of my extremely talented and hard working partners Mandy Huber & Ram Kumar at Seamless Web Solutions!"*

*I'm very proud to say our company is now 4 strong, and we have been involved with several major traffic exchanges, membership sites, and product launches over the last couple of years. We've learned what it takes to host them, design them, train the owners, help with advertising... you name it; we've put our collective noses to the grindstone to soak up what it takes to make these programs successful. Every single service we provide, from hosting to graphics and everything in between, we have spent long, hard hours teaching ourselves.*

*I specialize in helping others discover how to best start their own websites, install scripts & graphics, split test, and start marketing their businesses online. Our company has quickly become known for being an almost 100% one-stop-shop for anything internet business related, and we work hard to keep the service very personalized.*

*I am the mother of two beautiful daughters, and very family oriented. I believe that honesty, integrity, and humor are the most important qualities in life to have. You have one life to live, and if you don't enjoy it, what do you take from any of it? Take pride and happiness in whatever you do, and you'll always have some peace of mind.*

*I am also seriously passionate about design and teaching others how to implement it in a way that they will find success with their business. We as human beings are so visually oriented, it's amazing to see how much of an effect a design can have on any website or advertisement, especially online where everything is extremely fast paced.*

*I am very open-minded, easy going, work well under pressure, and determined to succeed at whatever task is put in front of me. If you are as passionate about what you do, I can guarantee you will see success."*

## The Websites I Own:

<http://www.seamlesswebsolutions.com>- Professional hosting with a personal touch!

## **What Not To Do:**

Spam is the e-mail marketers #1 enemy When you start to build an e-mail marketing business, what you do is compile a mailing list. This is a list of e-mail addresses and names of prospects to whom you can send information about your product or service.

From this description, it should be evident that an important part of building your e-mail marketing business is finding people who you can add to your mailing list. As you will read a little later, there is a correct way of adding new prospects to your mailing list.

Unfortunately, there are also several wrong ways of doing so. Most importantly, it is absolutely critical that you avoid falling into any of these most common traps, because doing so can literally destroy your business and even your life in one fell swoop.

As you are reading this book, you're obviously a regular internet user. You therefore undoubtedly use e-mail yourself, most probably two or three times every day. I am not therefore telling you anything of which you are not already aware by suggesting that the biggest threat to the effectiveness of e-mail (and therefore e-mail marketing) is spam.

At a conservative estimate, I would guess that for every valid, valuable and informative e-mail that arrives in my inbox every day, there are at least two or three spam e-mails that have absolutely no value whatsoever and I imagine that you are not a great deal different. It is for this reason that there are anti-spam laws such as the CAN-SPAM Act of 2003, and that criminal prosecutions for those found guilty of sending mass spam e-mail are on the increase.

This is not particularly surprising, because spam e-mail is no longer just a nuisance or annoyance with more and more deadly computer viruses and malware programs being delivered as a special bonus with the spam that arrives in your inbox. Furthermore, a legal clampdown on spam is to be welcomed, because it is not too ridiculous to suggest that without it, e-mail as a viable communication tool may cease to exist in the next decade or so as it is finally swamped by the tidal wave of spam mail. So, as someone who is either using or planning to use e-mail as a method of marketing and business, what should this tell you?

# The Sales Funnel 101:

**What is the list building sales funnel process?** -It's the funnel that a potential customer (lead) is taken through if they show interest & opt-in to learn more info from you.

**Where Do You Start?** – Find your market. First start with what you know. Do you have a skill, trait, or knowledge that others would be willing to purchase from you?

It's important to understand your target lead, for example, using traffic exchanges as your traffic source, you can almost guarantee that most are interested in website traffic, list building, home business opportunities, hosting, downline building, and other online related topics. Use this to your advantage.

Your key goal is to find a system that works and replicate it best you can while adding your own twist and style to it. If you are having trouble with this step consider using [www.DailyNicheIdea.com](http://www.DailyNicheIdea.com), which is a great free program that offers the tools and resources you will need in order to profit from a wide range of niches.

**Work Backwards** – You can not produce a quality funnel until you have a product, service, or program to offer. This can be a product you created or an affiliate product.

Once you have something to sell and a market that is interested in, you have some set up to attend to. Setting up your squeeze page involves several things:

- \* Domain Name – <https://www.godaddy.com>
- \* Hosting – <http://www.seamlesswebsolutions.com>
- \* Auto responder service – <http://www.aweber.com>
- \* A Lead Magnet - Explained further on...

Many hosting companies offer what is called cPanel this, is a program that will help you create and publish your web pages online along with tons of other awesome features.

If you are unfamiliar with cPanel I highly suggest taking a look at [www.DiscovercPanel.com](http://www.DiscovercPanel.com), another awesome free program that will help you become a pro at cPanel in no time!

Once you have your squeeze page set up you must get your follow up process in order.

**What is the follow up process?** – The follow up process includes the page that people will see after they sign up from your squeeze page and the series of emails that will be sent out to the people who opt in via your auto responder series. Do this step right and this is where you can start getting paid for your surfing efforts!

## Simple Sales Funnel Flow:

You get eyes on your opt-in pages, present an enticing lead magnet, offer a related one time offer, follow up and build your relationship with them through follow up emails, then suggest related affiliate products, prl products, or custom products to them.

Traffic=> Opt-In => One Time Offer => Email Follow Ups => Affiliate/PLR/Custom Products

Here is a great a great [picture example of the sales funnel process](#) provided by Jerry Reeder of [TrafficExchangeTactics.com](http://TrafficExchangeTactics.com) that shows the complete process.

## Opt-In Monetization Optimization:

What in the world is Opt-in Monitization Optimization? OMO is the act of capitalizing on the opportunities presented in the process of an opt-in list building strategy that offer the best time to monetize said process.

The simple way to look at it is making money from your leads, which is the main goal of building a list in the first place!

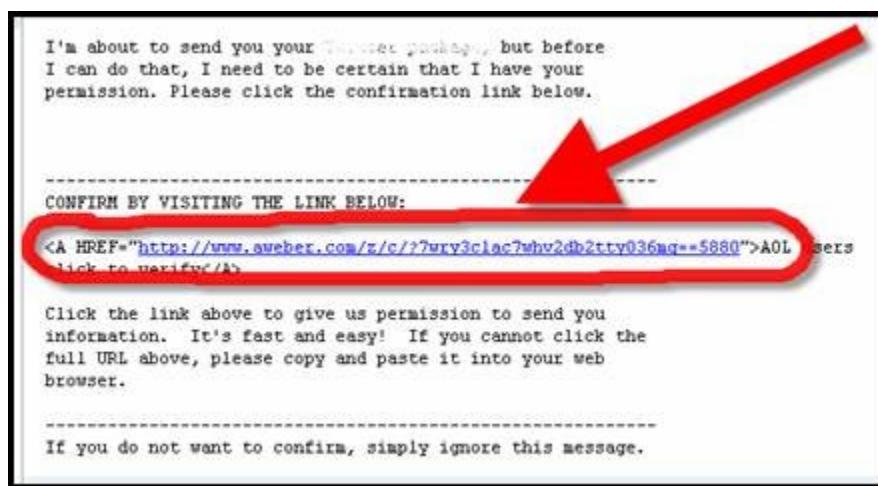
Let's take a look at the steps involved:

**Step 1:** After they opt-in they go to a thank you page.

What You Can Place On The Thank You Page:

- Give away a free re-brandable report
- You can place a couple banner ads or text ads related to your main product.
- Offer “unannounced” bonuses.

**Step 2:** From the thank you page to their email to confirm their subscription!



What can you present at this point?

- After they confirm their email have the confirmation link lead to a one time offer.
- After confirmation they receive a welcome email. Include a warm welcome, but also a related link in the p.s.

## **Swipe Welcome Email:**

*Subject: {First Name}, thank you for subscribing to {List Name}.*

*Dear {First Name},*

*Thank you for joining {List Name}. You're now part of a long list of satisfied readers who use what they've learned from {List Name} regularly.*

*I want to make sure that you received your first issue OK, and also let you know that we are available to answer any questions that you might have. Just send an e-mail to {Support Address}.*

*If you're having any problems receiving {List Name}, or if you haven't received it yet, just let us know.*

*Sincerely,  
{Your Name}*

*{Your Email Address}  
{Your Web Site}*

*P.S. {Related To List Name Topic Promo}*

### **Step 3:** They are now on your list... Now What?

Send them promotions this is the reason you are building your list, to sell things! No matter what you want to do at this point... whether you want to send: 2 content emails and 1 promotion

- 3 content emails and 1 promotion
- All promotions or all content

Use Your P.S.'s To Sell Products Related To The Content In The Emails! **Step 4:** Send them off in style when they unsubscribe! When they unsubscribe...

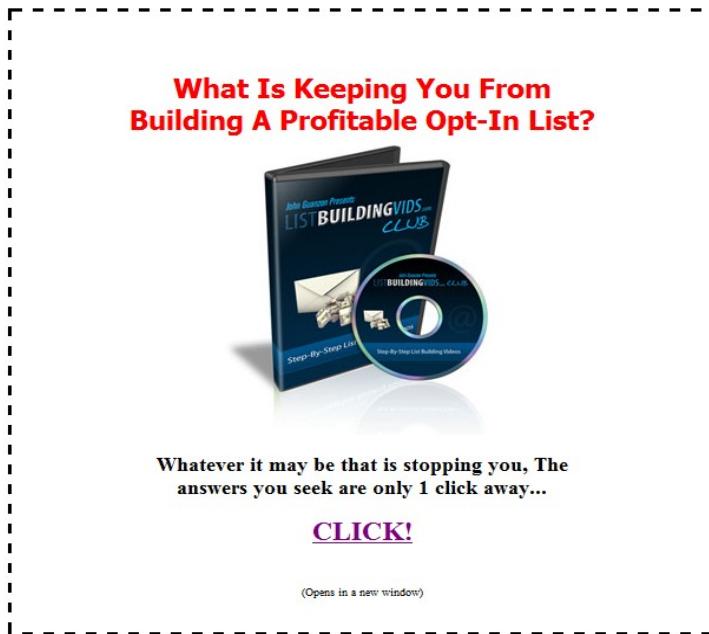
- Send them to a free re-brandable report
- Send them to a thank you page
- Send them to an exit survey

[Click Here To Watch The Video On OMO!](#)

## The Difference Between A Squeeze & Splash Page:

- With a splash page you are trying to get them to click a link on the page to go to a sales page or sign up page.

Example:



- With a squeeze page you are trying to get them directly onto your mailing list using an opt in form.

Example:



## Squeeze Page 101:

When creating a squeeze page you want to think **K.I.S.S.** which stands for Keep It Simple Stupid!

You want to make sure it contains 4 main components:

1. **The Hook** – This is a headline that will grab their eyes and make them read more.
2. **Your lead magnet** - This is what is offered in exchange for their information.
3. **Clear call to action** – This is text that will direct them into giving you their info.
4. **An opt-in form** – the form that will collect their information to allow you to follow up and market to them in the future.

Example:



**Power Tip #1:** It's important to note the branding aspect of the squeeze page with name and picture present! Long term branding is the key to increasing opt-in conversions over time!

**Power Tip#2:** Make sure that your opt in form is above the fold, to decrease the amount of action a

subscriber has to take to opt-in.

## Auto-Responder 101:

Auto-responders are automated “sales people” that tirelessly follow up with your customers on autopilot. You simply create a series of letters and decide how often you want them to be sent. Then, when people sign up for your auto-responder series, each follow-up letter is sent on the precise schedule that you’ve established. Now, how easy is that!

### What can you do with auto-responders?

You can do anything that you can do with e-mail. Here’s some of the most popular ways that people use auto-responders these days:

- Deliver FREE Reports
- Provide Technical Support Follow-up
- Deliver Online Sales and Training Courses
- Deliver Frequently Asked Questions
- Process Online Forms

There are essentially three types of auto-responder available. Each one has its own benefits and drawbacks, but there is truly only one option that is best, which will be explained at the end of this section.

Here’s a look at your options:

### PC-Based Auto-responders

This is a software package that you install right on your PC. It parses and processes incoming mail through your existing e-mail client and responds to messages that meet your criteria.

### Advantages

- You typically pay a one-time fee and you own the software.
- It’s easy to use but typically provides only the most basic auto-responder services.

### Disadvantages

- It only works when your PC is on and connected to the Internet.
- It’s only as fast as your Internet connection
- Your ISP may not allow you to send large quantities of mail.
- You could get shut down if a subscriber forgets that they asked for your auto-responder series and makes a SPAM complaint

## **Owner-Managed, Web-Based Auto-responders**

This is software that you install directly on your own web site. While some of the packages are full-featured, many are weak and buggy.

### **Advantages**

- You typically pay a one-time fee and you own it.
- Some versions have advanced features.
- It's as fast as your server's Internet connection.

### **Disadvantages**

- You need advanced technical knowledge to install and maintain the auto-responder.
- You have to own your own web site and domain name.
- You may exceed your web host's daily bandwidth limits if your auto-responder series is popular.
- You could get shut down if a subscriber forgets that they asked for your auto-responder series and makes a SPAM complaint

## **Auto-responder Service Provider**

This is an auto-responder service that you simply sign up to use. Everything is hosted on the service provider's web site. You pay your monthly fee and you have full use of the service.

### **Advantages**

- You don't need any technical knowledge
- You don't need to own your own web site or domain name
- You don't have to worry about e-mail or bandwidth limits
- Most auto-responder operators realize that auto-responder SPAM complaints are usually bogus, so they are more lenient when you get one.

### **Disadvantages**

You have to pay a monthly fee but, in most cases, it's more than worth it to not have to deal with all the hassles of running your own. My suggestion is that you invest in a great service provider like [www.aweber.com](http://www.aweber.com) and save yourself the hassles and headaches that any of the previous options would give you!

# Hosting 101:

If you are having squeeze pages custom made for you, you will need somewhere for them to “live” online. That is where a hosting plan comes into play. Finding a hosting provider that will fit into your budget and style of marketing can seem a little intimidating, no fear! The tips provided below will show you exactly what to look for in a hosting company, and even how to get some money saving deals on your hosting plan. Follow these guidelines while looking for a possible hosting provider and save yourself from the nightmare that is bad hosting!

## Hosting Dont's:

- My #1 “Hosting Don't” is if at all possible, avoid hosting with a free hosting provider. Free hosting sounds nice in theory, but most free hosts place their own ads on any sites hosted with them. That means you are not in control of your website content 100%. You do not want visitors leaving your website to go to another website from an ad that is placed on your website by the free hosting provider!
- Do not grab the first cheap hosting deal you see. I've hosted many places before we decided to become hosts ourselves, and just because the hosting is cheap, doesn't mean its reliable, good hosting.
- Do not believe the “unlimited everything” myth. If it sounds too good to be true, yes most likely it is. There is always a limit no matter what the advertisement might say. So be sure to ask exactly what is limited, so you know that you won't break those hosting terms.
- When deciding on what domain to purchase, always go with the .com. Not only does it look more professional, but it's much easier for people to find their way back to it. When I type in a domain name, my first instinct is to type .com, as is most of yours. Your visitors will do the same thing. The last thing you want is for them to be interested in coming back to your site, and not be able to find it. Never buy a .info domain. I know they're super cheap, but they're perceived that way too, so just spend the few extra bucks for a .com.
- There are quite a few hosts in this industry that are familiar with squeeze pages, list building, TE's, etc., so choose a host within this industry. Saving a few cents every month won't make up for the lack of industry specific support that another hosting provider can't give. You need a host that understands the in's and out's of what you do on a daily basis. That level of support is priceless!
- Most hosting providers in this industry provide cPanel control panel hosting. I've worked with many different hosting panels, and for me, using cPanel is a no brainer. While exploring your cPanel, you will notice there is an autoresponder/mailing list feature. You will be tempted to use this since it's provided free of charge with your cPanel; don't give into the temptation! While it is free, it's seriously inferior compared to the management tools and services provided by Aweber and some other paid autoresponders. Bottom line... just don't use it for your mailing list!

## **Hosting Do's:**

- My #1 “Hosting Do” do your research! Google the hosting company you are considering and read the forum threads that come up related to that host. You will see happy and dissatisfied customers no matter who you google, but by reading those threads, you will get a very clear idea of how good/bad their service is, and how efficiently they handle their support. No amount of testimonials on the site will tell you what you need to know about any hosting company. The real proof is in the google results. You can save yourself a lot of cash and headache by just simply researching your potential hosts.
- Visit the [Better Business Bureau](#) online. Search to see if your potential host has any open claims regarding their service. Even a good host might have a claim or two open. The key is to see what the claim is regarding, and how long it took them to satisfy that customer's claim.
- Another really great way to research your potential host is to ask your friends in the same industry who they use and trust. Your friends are going to give it to you straight with no fluff. You won't even get that kind of first hand, raw feedback in a forum, so ask around!
- Ask as many questions of your perspective hosting companies before deciding on one. You wouldn't go to a car lot and grab the first car they throw at you. You'd visit different lots, research where you can find the best deals, see what dealership provides the most reliable cars, etc. Same with hosting... your host will be responsible for keeping your pages online. Downtime at your host = no visitors, leads or signups for you, not to mention wasted money on TE credits! Your pages are what bring you leads and eventually money... don't trust your financial well being to just anyone!
- Get a paid hosting plan! It only takes a few dollars a month to host your squeeze pages and graphics with a paid host. Seamless Web Solutions offers a small plan for \$2.49 per month, or \$27 yearly, and many hosting providers in this industry have similar affordable plans. You can find that kind of change in your couch or the bottom of your purse! A small, affordable hosting plan is absolutely doable... so do it!

## **Questions to ask your potential host:**

- Extremely important: Ask if your hosting provider has in-house support or if it's outsourced. There is nothing more frustrating than needing hosting support only to reach a Customer Service Rep that knows nothing about your website and provides nothing but default answers to your questions. When you need support, you want to talk with someone that knows you, knows your site and knows exactly how to fix your problem quickly without having to “ask their supervisor.”
- Ask if they have a 24 hour support line in case your website is offline for any reason outside of the normal business hours. You do not want to have your TE credits moving all night for everyone to see a “website offline” error. Some hosting companies will provide an “emergencies only” phone number, so you can alert them that the website is down, even if it's

3am. If they don't, move along!

- You need to know upfront what control panel they provide for your hosting plan. There are many different control panel options, but when it comes to control panels, you really want to have cPanel. Whatever you do, avoid Plesk control panel. They are extremely hard to manage and confusing, even for me, and I'm a host!
- The majority of hosting providers will offer you a discount if you purchase more than one month of hosting at a time (i.e. 3 months, 6 months, 1 year). Be sure to inquire if they have those discounts available, and if you can, take advantage of the offer to save yourself some money.
- Hosting plans offer a certain amount of bandwidth. Bandwidth is simply made up of how much traffic you have, how many times your images and pages load, etc. Many hosting companies will charge you a sizable fee if you go over what your plan allows for bandwidth monthly. Be sure to ask about those fees up front to save yourself the surprise of a huge hosting bill if you happen to go over that limit.
- At Seamless Web Solutions, we have a simple billing system that allows you to upgrade your hosting plan if needed, even during the middle of a billing cycle without incurring any extra fees or losing money on the plan you've already paid for. Some companies allow this, some don't. Be sure to inquire if you are allowed to change your plan easily as needed to allow for painless growth. Traffic to your page should increase over time, and you need to be sure you can adjust your plan accordingly without jumping through tons of hoops, or shelling out extra cash.
- Some hosting companies will charge you a fee to cancel your hosting plan, or even make it almost impossible to cancel your plan. I've hosted with a couple of companies that you actually have to call into support to even attempt to cancel your plan, talk about a huge pain! You need to know how to cancel your plan, and if you can do it easily without any extra charges, so be sure to ask this up front.

## Graphics 101:

In order to successfully build your list in TE's, you will need to either create your own squeeze page, or have one custom made for you. Either option can seem a little scary at first. But honestly this process can be super simple, and even enjoyable if you have some basic knowledge of graphics and how they can help you going into it. I will give you some very valuable do's and don'ts, and even a list of questions to have handy if you decide to seek out a designer to create your squeeze page for you. Keep these tips with you, and you can go in with your head high knowing exactly what to expect and ask for.

### Graphic Do's:

- My #1 "Graphic Do" is always brand yourself! Your face, your name... make it present on your page always. People need to know who you are, see your face, and get comfortable with it. The

more people see you, the more they trust you... period.

- Always make sure that any graphics used in your page are royalty free for commercial projects. You need to be certain that the image is not copyrighted, and can be used to promote you, your website, and your products/services.
- Use TE specific squeeze pages! If you track your results (and yes, you absolutely should be), you will be surprised at just how much more effective a squeeze page is that says "Hey Traffic-Splash Surfer," or "While you're surfing I Love Hits..." instead of "Hey Check Out This Offer!"
- Be humorous in your page. There's nothing written that says you get better results by being super serious all the time. We (including myself) surf a lot. What better to break up the monotony that can be surfing than a funny phrase or image?
- Always be open to trying different approaches to your campaigns. When I market, I like to have 2-3 different approaches because what one person might respond to, another person might ignore completely, and vice versa. For example: you could have one page that uses dark colors and edgy images, while another has pastels and flowers. Purely an example, but it gives you an idea of just how diverse your audience can be.
- Be yourself, relax, and don't try to sell too hard. We all know how off putting that can be, and your pages will be no exception. Just have fun with it!
- If your budget allows, absolutely hire a designer to create a custom squeeze page for you. There is nothing that compares to having a page rotating that is 100% different than anything else being advertised in the TE's. We see the same pages all day, every day while surfing. When we see a page that is totally different, we know it right away... so will your viewers!
- If you do hire a designer to create your squeeze page, let them know about any deadlines or launch dates to be sure they can complete your project in the desired time. This information needs to be provided up front when you first contact them about possibly hiring them to design your page. If they can't finish your page within your time line, you just saved yourself a major headache!

### **Graphic Dont's:**

- My #1 "Graphic Don't" is to never leave your ad-copy, squeeze page text, etc. up to your designer! We are highly trained in making your graphics eye catching and appealing... we are not ad-copy experts. You're paying them to create images that will make surfers stop in their tracks, not make sure your page text converts into signups for your list. Hire your designer to do just that, make your page look amazing.
- Don't get discouraged if your squeeze page flops because you took a risk. It happens! Dust yourself off, come up with a new idea, and try again. Not every commercial you see on TV is successful, same with squeeze pages. Keep it new, keep it fresh, try new and different things. You can only see the same page so many times before it becomes stale, so keep everyone on

their toes!

- A popular theme in squeeze pages is to use images that everyone knows and can relate to, such as TE logos, etc. This can be very effective, but always be sure to get the TE owner's permission to use their graphics. Most will say "Sure of course, be my guest!" But some owners don't allow others to create advertisements using their website images. Feel free when asking to explain exactly how their images will be used, and what for, so they get an idea of how their images will be portrayed in your squeeze page.
- Do not ever, under any circumstances, search for images to use in your squeeze page in a Search Engine (i.e. google, ask, yahoo, bing). This is the surest way to break a copyright law without even knowing it. A good rule of thumb... if you even have the slightest doubt, don't use it!

### **Questions to ask your potential designer:**

- Ask for examples of their squeeze page work. Most designers will be happy to show this off! Every designer has a unique style, and this will let you know if their style will best represent you and your promotions.
- You will need to split test your squeeze page to find your optimum results. What this means is you will try the same page with very small changes to see which one converts the best. Ask your designer if you can order more than one version of your page at the same time and receive a discount to save yourself some cash upfront on future split test edits.
- Ask if they allow any free revisions to your squeeze page if your first version doesn't convert as well as you expected it to. Most designers will allow for one free edit within 30 days of your page being designed.
- At Seamless Web Solutions, we offer a service called "Quarterly Graphic Storage." This is a small fee billed once every three months. During that time, we save all of your graphics in PSD files (in layers so they can be easily edited) on our servers. When it comes time to edit the text of your images, colors, etc., you get a large discount on that edit because its super quick and easy to change. Ask your designer if they provide a similar service, and if they will save your design so that it can be edited easily in the future at a reduced cost to you.
- Be sure that your designer is trustworthy! Don't be afraid to ask where they get the images they will be using to create your squeeze page graphics. You want to be sure they have the rights to use those images in your page, and if those images are obtained legally (i.e. a stock image/photo website, etc.). Don't just assume that since they are a designer, they are always following the rules and laws set forth for digital images.
- Ask if they will provide installation of your new squeeze page and graphics, if you aren't able to do it yourself. Be sure to ask if there is any fee for installation.

- Find out if they have any special promotions, package deals, or discounts going on. As with most businesses, sales change frequently, so you never know what kind of deal you could get if you just ask!
- In the course of your time online, you will most likely have more than one squeeze page designed for you. Ask if they offer a repeat customer or loyalty discount. When you find a designer you love, you will find it hard to go anywhere else, and they'll love the repeat business, so don't feel bad to ask for discount!

## Introducing The Easy Button:

[www.TEToolbox.com](http://www.TEToolbox.com) has a really helpful tool to help you create your own squeeze page in a few simple steps... and its free! Below, I will show you step by step how to setup your personal squeeze page so you can begin advertising it in TE's.

- 1) After logging into TE Toolbox, mouse over the “Tools” tab, and in the drop down menu, choose the “Splash Pages” option.
- 2) Click the “Add Splash” link that appears in the top left corner of that page.
- 3) For the purposes of this tutorial, we will be using the Easy Splash Page Maker, so choose the “Begin” link under “Easy Splash Page Maker.”

Every following step will include a screenshot:

4)

Add Splash | List Splashes

**Edit Splash Page**

Note: The Splash Page is not saved until you reach the final step.

**Splash Options**

Title:  (this is for your own reference)

Google Analytics:

Template:  *Optional*

Layout:

Create a title for your splash page. No one will see this title so make it something relevant to this page for easy reference. If you use Google Analytics, you can insert that information on this page. The only template available is “Coupon,” and for this squeeze page we will use the “Specific” layout option, and click “Next.”

5)

Add Splash | List Splashes

**Edit Splash Page**

Note: The Splash Page is not saved until you reach the final step.

**Content Options**

Headline:

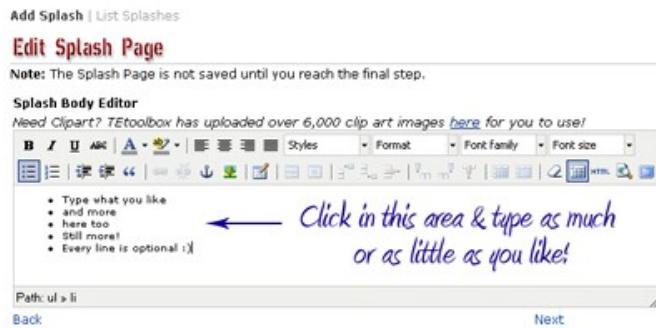
SubHeading:

[Back](#) [Next](#)

Use ##EXCHANGE## to insert the name of the exchange the user is surfing on.

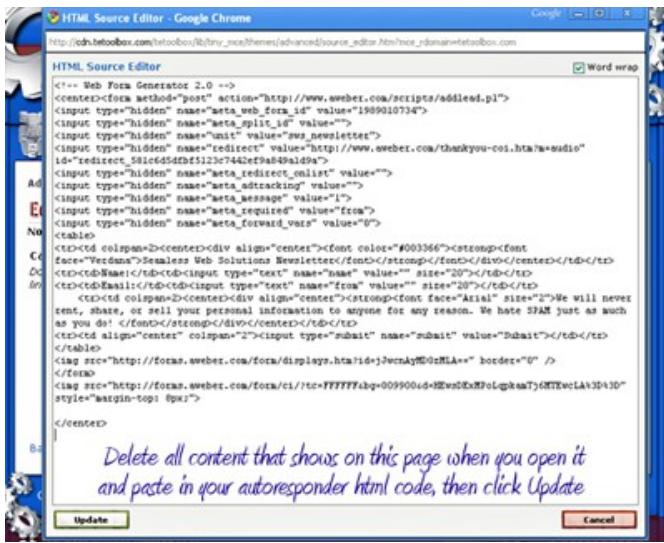
This page will be for creating your Headline & Subheading. Your headline is what will grab attention, and with TET you can even make it TE specific (highly recommended). This means if your page is being viewed on I Love Hits, it will say I Love Hits. This is a great way to stand out and grab the surfers' attention. Your subheading will be a really short explanation of what you are promoting or offering. Enter your text, then click "Next."

6)



On this page you will see an editor. This is where we will create a list of bullet points that you want visitors to know about you or your program. You can put as many points as you like, but it's best to keep it short and sweet. You can also include clip art images on this page if you like, but it's not necessary. This is your page so you control the content! Enter the information you want shown in your bullets, then click "Next."

7)



This page is where you will enter your optin form from your Autoresponder, such as Aweber. While leaving this page open, login to your Autoresponder in another window, visit the area where you can get the code for your web form/optin box. Copy the html version of your optin box, and then head back to your splash editor in TET. Click the HTML icon located in the second row of the editor bar on the

right hand side. This will bring up the window where you will enter your optin box code. Paste over the text you see in that window with your autoresponder optin box code, and click “Update.” This will insert your optin box into your squeeze page, now click “Next.”

8)

This is the page where you will brand yourself! If you have a video on YouTube explaining how your program works or something you'd like your viewers to see while they surf, you can put your URL to the video where it says “YouTube URL.” Video and Audio are totally optional. The most important step is to add your photo URL. This how you will brand yourself. You need your face on your squeeze page, and this is where you do it. You will either need to upload your photo directly to TET, or upload a photo to your host, so that you can put the link to your photo in this page. Your photo URL will be a direct link to your picture (i.e. <http://www.yourdomainname.com/images/photoname.jpg>). Once your photo URL is in, click “Save Changes” to save your squeeze page.

9)



You will end up with something very similar after this tutorial. See, not so bad after all eh? You can use this same formula for every squeeze page you need to create, and even track the results right inside TE Toolbox! Jon, Paul & Tim took a lot of time making TET an amazing service... so take advantage of the tools!

[www.TeToolbox.com](http://www.TeToolbox.com) is a completely free program to use and also hosts a wide array of traffic exchange tools for tracking and branding!

# Finding The Right Lead Magnet:

## **What is an ethical bribe?**

An ethical bribe is a product or service that you offer in exchange for some ones information.

## **What is the best kind of ethical bribe?**

One of the most popular ethical bribes in the past has been a free report. You have to create a special gift for subscribing that will attract your perfect customer. A tip sheet, a special report, a great resource list, etc. is great to keep their interest after you have them on your email marketing list but to get them initially you need something with a greater perceived value.

With everyone giving away so much information in video and audio today it is in your best interest, if you want to build your email marketing list fast, to give more than a written document. Consider taking a report and turning it into a video with Microsoft Powerpoint and Camtasia!

## **What if I don't own anything to give away?**

You can use products that you get the private label rights to giveaway. This report itself is an example of an ethical bribe that you can give away to build your list. Or interview niche experts and provide their answers in the form of a free report, make sure you get their permission first!

Private label rights products are also a quick way to get a list started by leveraging products and services that others have created. It's super important that you look at the "licenses" associate with each PLR product that you find as each one will include different ways that you can use that product.

Here is an example of one such license:

- [YES] Includes professional sales letter.
- [YES] Can be packaged.
- [YES] Can be offered as a bonus.
- [YES] Can be added to membership site.
- [YES] Can be offered through auction sites.
- [YES] Can sell Resale Rights.
- [YES] Sales letter can be edited.

Programs like: [www.ResaleRocket.com](http://www.ResaleRocket.com) are a great place to start looking for PLR products that you can use to give away to help you start building your list today!

In addition to all of the benefits that you can get when you have reprint rights to an e-book or special report, there is another level of rights that are even more profitable. I'm talking about something called Master Reprint Rights.

So, what are Master Reprint Rights? Well, as you know, reprint rights give you the right to sell a product and keep the money all to yourself. Master Resale Rights take it to the next level by giving you the "Right to sell the rights"! That means that you can appoint other people as authorized resellers and give them resale rights! Imagine how much more money you can make once your customers find out that you can sell them the rights to keep all the money they make themselves! They'll go wild.

## **Give Them An Offer They Can't Refuse:**

After someone opts into your list it is super important to start optimizing that process as soon as possible. This is where a one-time-offer comes into play. Right after someone opts into your list you have their attention, so it is best to capitalize on that moment by making an offer that is related to the ethical bribe.

### **OTO-Example:**

**Wait, Before You Continue To Your Free Videos Check Out The Offer Below:**

**"Discover How To Flood Your Site With Visitors FAST!"**

**Start Today For One Low, Low Price!**

With your "Webpage Traffic Blueprint" videos, you'll have all the tools necessary to turn around your online income once and for all! The videos will show you how to implement strategies that will let you generate traffic over and over again...

**Here's exactly what the sequence of videos you'll get includes:**

You can create your own one-time offers or you can again utilize PLR products to help you achieve this.

You can also include an additional offer or down sell in the process if they decide not to take you up on your initial offer. This is often termed the downsell, but does not have to be limited to something that costs less than the previous offer. You will want to use your best judgement, but down sells based on the fact that the previous offer wasn't taken because of the price have been known to convert better.

If the decid not to take your second offer you can send them to yet another third downsell or upsell at this point. I know what you are thinking, we just showed them two offers that they didn't take why show them a third? Because it works. I can tell you right now that I HATE pop-ups, but I use them. Why? Because they work.

### Third/Second OTO Example:

**Wait, Last Chance...**

## Didn't Like That Last Offer?

Here is your last opportunity to get several of the products you absolutely need for FREE!

**Product #1 "Awesome Article Marketing"**  
Valued At: \$27



Discover how to dominate Your Niche and Get Rich With Article Marketing.

Don't have your own product to offer? Try using [www.OTOGoldmine.com](http://www.OTOGoldmine.com), which is a free service you can use to create instant one time offers with a click of a button.

The best place to use this type program is in place of an OTO product until you have the time to set up and create your own custom OTO. There is no point in missing out on that opportunity to monetize your list building efforts.

Not using an OTO's in your processes is leaving a lot of money on the table in the long run!

## **Tracking Your Results (With Expert Tim Linden):**

When it came time to share with you why you should track and how you should track your results in the traffic exchanges, only one person came to mind for me. Tim Linden of [www.timlinden.com](http://www.timlinden.com) the mastermind behind why the tracking results from [www.tetoolbox.com](http://www.tetoolbox.com) offers the best tracking tools available for free!

When asked to share 3 reasons you should track and 3 tips you can use right away this is what Tim had to share:

### **3 reasons why you should track your results in TE's:**

#### **Reason: 1**

*You can get wrapped up in the hype easily. Getting extra traffic that brings no results isn't worth your time. Tracking your own results will show you which exchanges are giving you the best bang for your buck, or time surfing.*

#### **Reason: 2**

*Some exchanges may look great and get poor results. Others may look bad and get great results. You'll never know unless you track, and without tracking you could give up on your best performing exchange!*

#### **Reason: 3**

*You'll get different results than anyone else, so you can't base your advertising budget on what other people tell you is the best. What works for me may flop for you, and without tracking you'll never know.*

### **3 tips on tracking your results in TE's:**

#### **Tip: 1**

*Track each page and each exchange for signups or subscribers, not clicks and not unique hits. What matters is results, so don't waste your time peering over useless data!*

#### **Tip: 2**

*Track results over multiple periods like week, month, and total. I use these because I can easily see which pages or exchanges are increasing or decreasing results and adjust my campaigns.*

#### **Tip: 3**

*Start today! You can learn an incredible amount from tracking. Stop everything until you've got your tracking setup, without tracking you are just wasting your time and efforts.*

**Tim Linden is the owner and programmer of [StartXchange](http://www.startxchange.com). Since 2001 Tim has been running various websites and programming countless [traffic exchanges](#). Tim is happily married and says his success is due to hard work and faith in Jesus.**

### **Other sites operated by Tim Linden**

- <http://www.trafficexchangelist.com>
- <http://www.riphoto.com>

## **Building Brand Awareness (With Expert Jon Olson):**

Ask anyone in the traffic exchange business and they will tell you that Jon Olson is the undisputed "King" of traffic exchanges! The TE Guy knows branding and when it came to this section of the report there was no one better to talk to, especially since he wrote the book on TE's

### **3 reasons why you should build your brand awareness in TE's:**

#### **Reason: 1**

It builds trust. The more people see you, get familiar with your name and face, they are more willing to potentially sign up for your list, offer, etc.

#### **Reason: 2**

When you build trust, you have the potential for great things. The biggest. A new customer. That new customer is your life blood and if you do not 'get to know them' and they feel they don't know you, it's a lost cause.

#### **Reason: 3**

TEBA, traffic exchange brand awareness. People come and go in this business all the time. It's VERY important to be seen in 6 months as much as you are seen today. That same person who may 'give up' today WILL be back later.

### **3 tips on how to build your brand awareness effectively in TE's:**

#### **Tip: 1**

Use a custom splash / squeeze page. This means adding your name, your picture, your phone number. Anything that makes the viewer 'get to know and trust you' more with each page view.

#### **Tip: 2**

Use your real name in all forum posts, squeeze pages, blogs... Nothing hurts your personal brand more than being known as 'makingmoney247'.

#### **Tip: 3**

Be seen as often and LAST! Stick Out Like A Sore Thumb. Do things your competition isn't. Be unique. Stick out and while you are at it, stick out some more =)

Hit Exchange News is published by Jon Olson, author of [Hits, Clicks and Misses: The Traffic Exchange Experience](#). Jon has been involved with internet marketing for over 10 years and has been 'clicking' for 9 years. His passion is traffic exchanges and is working hard to make sure the world knows how powerful these programs can be.

Jon is also the owner of one of the oldest and most popular traffic exchanges online, [I Love Hits.com](#). Having 'clicked' for years, Jon has developed a unique outlook on traffic exchange advertising and is the creator of the 'traffic exchange splash page', a web site tailor made for the traffic exchange industry. They have become the standard for promoting in these programs.

Hit Exchange News is the combination of years of experience in the traffic exchange industry as well

as offline education in marketing. The e-zine has a fresh look, it is very easy to read and above all else, offers subscribers an un-biased and informative look into the world of traffic exchange advertising.

## **Building Your Downlines (With Expert Paul Kinder):**

### **3 Reasons why you should build downlines in TE's**

#### **Reason: 1**

The first most obvious reason is commissions. Many traffic exchanges pay good commissions on your frontline referral upgrade and credit purchases. You can build a good, solid, extra income from TE downline commissions.

#### **Reason: 2**

Almost all traffic exchanges will reward you with extra traffic when your downline surfs. Some even offer extra traffic down several levels. Be aware, these exchanges offer struggle to deliver that extra traffic at pace. It is usually best to focus on exchanges who reward you with traffic from first level referrals only.

#### **Reason: 3**

The most important reason - relationship building. Most traffic exchanges offer you the chance to communicate with your referrals. If you offer help and support, plus maybe some credit incentives, you can often motivate and inspire your downline to become active and also become more receptive to any recommendations or referral links you may share with them.

### **3 tips on how to build your downlines effectively in TE's**

#### **Tip: 1**

I could almost say this first tip is all three tips - it is soooo important - so I'll say it three times :-) Build a list, build a list, build a list! I know you hear that everywhere but do people usually tell you why? Here is why....

If you've been using TE's for any length of time I guess you are probably aware you'll get far more referrals by using splash pages instead of standard affiliate pages BUT.... did you know that squeeze pages outperform splash pages by 2,3, 4 times or more? Most top traffic exchange users will tell you precisely that - it's a widespread phenomenon. If you are not using squeeze pages and building a list you are losing out on 400% or more of your possible leads. The easiest place to build your own squeeze pages using a push button simple system is TE Toolbox.

So, we already established you're throwing away 400% of your leads, that's 400% of your income too. Or is it? Have you heard that 80% of sales are made after 7 contacts? So when somebody sees your splash page just once and they surf away - you've lost em. What if they signup for your list through your squeeze page instead? You get the chance to contact them LOTS of times. You can send them emails for Traffic-Splash, StartXchange, TE List Building, anything you like. Do you think you'll make more sales that way? I don't think it, I KNOW it!

If you're not list building, that's cool, each to their own, but you should just be aware that you are

making your chances of earning a real online income several thousand per cent more unlikely. You can get all the advice you need right here in this ebook and at Affiliate Funnel.

### **Tip: 2**

Downline Builder programs are superb and I highly recommend them. I discovered them shortly after I came online full-time in 2006. A good downline builder will allow you to promote just one link and gain referrals to dozens of other programs. In fact, my original plan was to start a Downline Builder program but then Traffic-Splash became available and my life took a whole different route. I later bought a share of Affiliate Funnel because it allows you to promote your own programs and mail your referrals too. You even earn when I send admin emails because your downline will see your links in my emails - not mine!

### **Tip: 3**

So you know I love downline builders by now, they're such a great way to earn passive income. BUT did you know many traffic exchanges have downline builders built in? Make sure you add your user names and numbers in them. Yes, it may be a pain setting them up to start with but once they're done - that's it - you needn't look again and they'll be generating referrals for you for life!

Paul Kinder - Owner of [Traffic-Splash.com](http://Traffic-Splash.com), and co-owner of super successful programs [AffiliateFunnel.com](http://AffiliateFunnel.com) & [TeToolbox.com](http://TeToolbox.com)

## **Network With Others:**

The best thing you can ever do for your business is network with like-minded individuals in order to learn and grow from each other! Below are a few social links that belong to the person that gave you access to this report, go check them out and say hi and get to know them better!

<http://www.facebook.com>

<http://www.twitter.com>

<http://www.linkedin.com>

<http://www.myspace.com>

Also make sure you stop by [trafficexchangelive.com](http://trafficexchangelive.com)! Live shows every weekday starting at 12pm PST!

## **Conclusion:**

Congratulations! You now have the tools you need to go out there, put together your op-tin options and watch your mailing list grow. None of these strategies, tools, tips or techniques is going to cost you anything in dollars and cents, and if you have taken the time to go through and take notes like I recommended in the beginning you should understand them well enough that implementing them will only cost you a couple of hours of your time.

Remember, the sooner the better. The sooner you can go out there and start making use of what I've taught you, the sooner you're going to start to see results. Used properly these techniques can start working for you exponentially in a matter of weeks, so sit back and hold onto your hat! You've finally got the tools you need to take your business out into the spot light, grow your opt-in mailing list and enjoy the kind of success you've always dreamed of.

## **Resources:**

<http://www.listbuildingvids.com> - Start Profiting From Your List!

<http://www.hitexchangenews.com> - Get the latest and greatest from the world of TE's!

<http://www.affiliatefunnel.com> - Build Your Downlines In The Best Traffic Exchanges!

<http://www.tetoolbox.com> - Track Your Results, build squeeze pages, and much more!

<http://www.aweber.com> - Autoresponder Service!

<http://www.resalerocket.com> - Get Quality PLR Products!

<http://www.discovercpanel.com> - Discover the power of cpanel!

<http://www.dailynicheidea.com> - Having trouble finding the right niche? This is for you!

<http://www.otogoldmine.com> - Create instant one time offers!

<https://www.godaddy.com> - Get your own domain name!

<http://www.seamlesswebsolutions.com> - Quality Hosting with Winter Perkins!

<http://www.TimLinden.com> - Because The TE's wouldn't be the same without him!

<http://www.viraltrafficcoop.com> - Push-button autopilot traffic!

<http://www.telistbuilding.com> - Rebrand Report This With Your Affiliate Links!