# Make $3,300 Monthly From Crap Advertising Methods
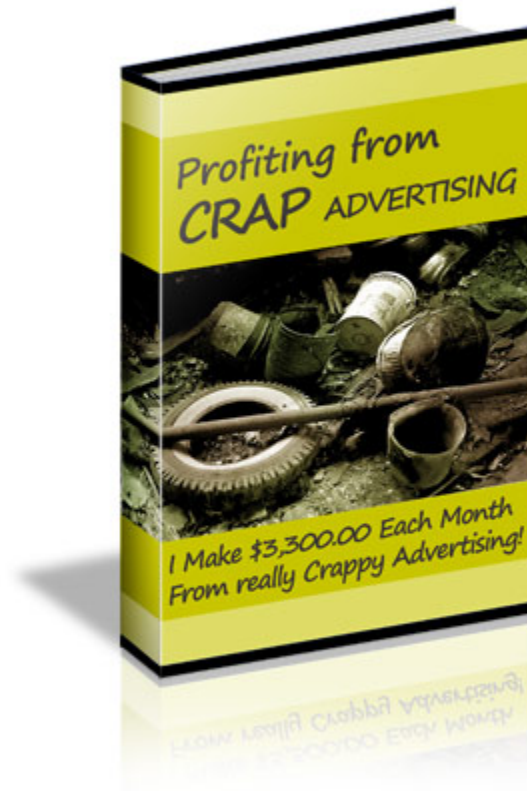


# By
# Steven Wagenheim

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# Introduction

I'm going to make this intro short and to the point. Some people want to earn a living online and don't have a ton of money to spend on advertising their product or service, or for that matter, even an affiliate product.

It is for those people that this report has been written.

These methods are relatively cheap or even free and the best thing, for those who hate to write, you won't have to churn out a ton of articles to make this work. Very little writing will be required to make this system work.

These methods are scoffed at by the "gurus" because they are beneath them. No, they're not black hat or anything like that. They're just considered crappy forms of advertising. And for the most part, they are...for one reason.

Most people don't have a CLUE how to use them and use them so incorrectly that it's almost laughable. Well, I've been using these methods of crap advertising for over 5 years and they are responsible for about 33% of my 10K monthly income, or $3,300.

When you see these methods, you will cringe. You'll want to laugh old loud. You'll probably even think I am full of crap myself. But I assure you that if you follow my system **to the letter** you will see results with it.

Okay, I've BS'd enough.

Let's get on to these systems.

# FFA Hosting

I could pad this chapter and all the other chapters that follow with a lot of BS about FFA Hosting history and blah, blah, blah. I'm not going to do that. Let's just get to the meat.

**What Is FFA Hosting?**

FFA Hosting is simply the signing up with an FFA Site as the semi-owner of the site. I say semi-owner because you get your own site that you can do anything you like with, within some limitations. However, the key to these sites is that the main owner will generate leads for you that you can market your products and services to.

And the best part is that the monthly fees for these sites are next to nothing. You can sign up with most of these sites for between $10 and $20 a month. Some are a little higher, but not much.

**How Are Leads Generated?**

Leads are generated by the main site owner and are dispersed to each of the sub owners of the main site. Most FFA sites will generate about 1,000 leads per day. That's 30,000 leads per month, which is not bad for $20. And you don't have to worry about spam complaints because all these leads are not only double opt in but they are also emailed through the site's server and not your own email program.

The leads themselves actually come from a service that supplies leads to all the FFA sites on the Internet. Some additional leads are also generated by the site owners. These are the best leads and therefore these are the best sites.

**How Do You Find The Best Sites?**

I'm going to show you how to do that without having to pay more than a few bucks to test. See, I've made a study of these sites and I know that each site should generate you a number of clickthrus for each 1,000 leads. With a good squeeze page and a great free offer, you should be able to build quite a list from these leads.

So, what's the opt in rate for a good FFA site?

It's 1%. Now, if that doesn't seem like a lot, think about this. If you get 30,000 leads a month from a site and only 1% opts in, that's 300 leads a month that end up on **your personal list.**

That's a list of 3,600 people after 1 year. Those 3,600 people cost you about $240 or less.

This is why I love FFA Hosting so much. It's cheap, you get tons of leads and you can build a decent list by using them. One really good site can do this for you.

So, to find a site, you simply go to Google and type in **FFA Sites** and go through the listings. You'll find quite a few.

To test, you simply sign up with one for a trial run. Mail out to the leads daily for a month, track the number of leads you get and then see how many opt ins you get. If it's not at least 1%, chuck the site.

However, to save you the trouble of going through this testing (remember, I've been doing this for over 5 years) I am going to give you a list of the best FFA Hosting sites.

[VERETEKK](#)

That's it. That's the only one you'll ever need. I do use others but quite honestly, the cost to production ratio is marginal at best and I'm trying to save you some money here. Yes, Veretekk is a little more expensive than the others but that's because it performs 10 times better than any of them.

Okay, there is a downside to Veretekk. It's not as easy to use as the other sites. There is a ton to this, which is why it is so effective. Plus, it is easy to get lost in the interface. So, what I have done is put together a basic walkthrough of the system's main parts so that you can get up and running quickly. There are only 3 things that you'll need to do each day. You can go through the rest of the site at your leisure to learn more about it. But these 3 things will get you the leads you need and get your emails out to them daily. That's all you have to do.
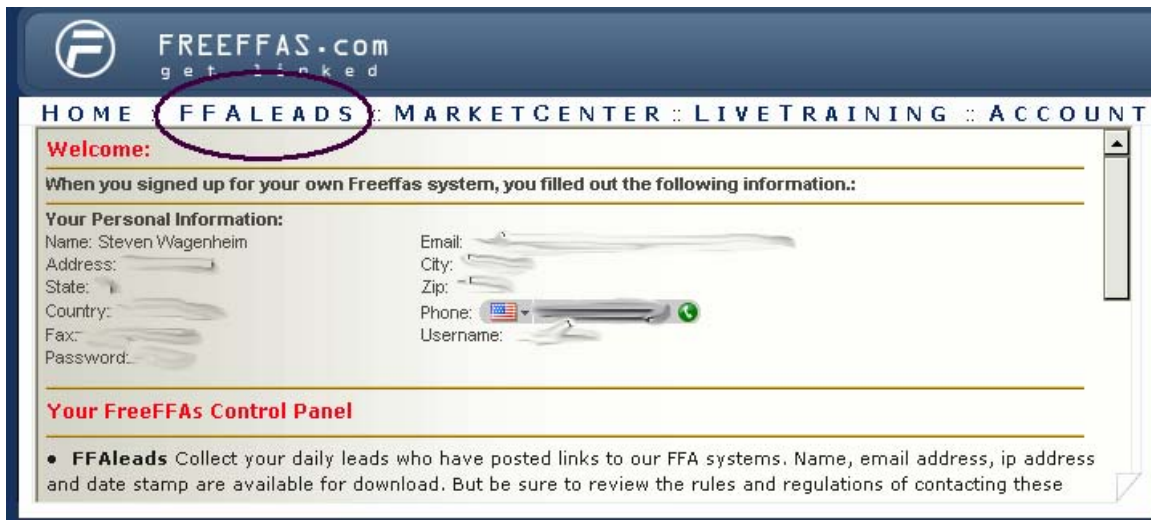
**Step 1**

Go to FREE FFAs.com You'll get a URL when you sign up.

The main sign on screen looks like this.

Simply type in your username and password and you'll be taken to the next screen



See where I have FFA LEADS circled? All you have to do is click on that and you'll be taken to another screen where you can download your leads.

First, click your mouse inside the box with the leads and then hold down your **Ctrl** + **A** key. That will select all the leads. Then you hold down your **Ctrl** + **C** key and that will copy all the leads so that you can then paste them **Ctrl** + **V** into any text editor. Heck, even notepad will work.

After you've done that, you can close up the FREE FFAs site.

Next you have to go to the main Veretekk site.



Click on MEMBERS LOGIN and that will take you to this login page.

Enter in your Username and Password and click on Sign In.

That will take you to this screen.
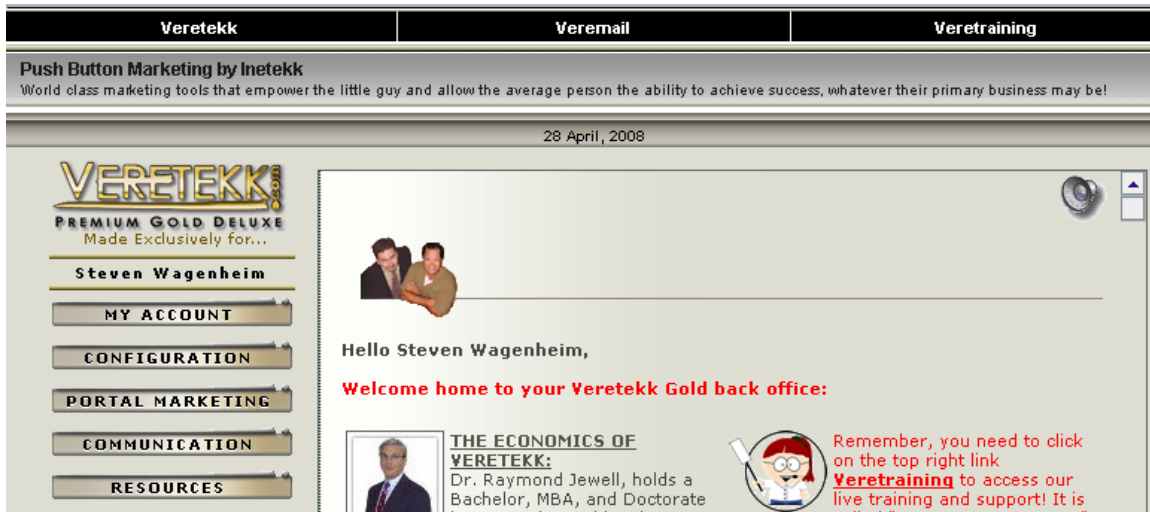


At this point, you want to click on where it says **Veremail** in the center column just above the date.

This will take you to the next screen.

On the left hand side you'll see a link that says **UPLOAD EMAIL LIST**. That's the one you want to click on.

That will then take you to this screen.



Do NOT use the Filemaker program to import the leads. Use something like MS Access or the database management program that comes with Open Office.

ANYTHING but the Filemaker program. It is pure CRAP. It doesn't capture all the leads.

Here is what you want to do.

The leads are in this format.

name, email, date

The Veretekk system ONLY wants the email upon upload. So, you have to parse the email out from the other 2 fields. Personally, I use Microsoft Access and create a database to import the file into and then just copy and paste the middle column into the text file that I then upload to the site.

If you don't have Access, like I said, any program that will parse data fields will work. Just make sure that you take the email addresses ONLY, save them to a txt file and upload THAT file to the Veretekk site.

After you have your text file created, you can now go back to the page above.



Browse for the file location and choose the **Text File Name** that you created. Make sure you remember where you stored it on your hard drive.

Type in a list name.

Type in a subject for your email. This is what will appear in the subject line when the email is delivered.

For Verification email, choose a letter style. There are 9 of them. What I do is rotate a different one each day for 9 days. I find this to be most effective.

For mail center, choose default.

For sequential mailer, to get the best results, don't use the default mailers. Create your own. I am now going to show you how to create a letter. For now though, choose the default and click on **Upload List.**

Just don't do it yet, okay?

Cool.

Let's go look and see how we create out own mailer.

From where we are, we want to click on the tab at the top of the screen that says **Veretekk**

That will take us to this screen.



From here we want to click on **CONFIGURATION.**

That will take us to this screen.

When you get to this screen, you'll see another link on the left that says **SEQUENTIAL MAILER.** Click on that and it will take you to the next screen.



Don't worry, we're almost there. Yes, this system is HUGE.

Okay, we're going to create a new letter so click on the link that says **CREATE.** That will take you to this screen.



Here you will type in the title of your letter. This is not the subject of the email, just what you're calling the letter in order to reference it.

The next thing you'll type in is a brief description of the letter.

Finally, you'll choose the format of the letter (text or HTML) and then click on **Add Mail Set.**

That will take you to the next screen.

**Subject:** This is the subject that will appear to the opt in. You're only allowed 50 characters so make them count. Here's where you really sharpen your copywriting skills.

From my experience, subjects like...

"Generate Massive Traffic – FREE Report"
"4 Steps To Building Your Biz – FREE"

Work best. Short, to the point and shows the benefit that the opt in is going to get from subscribing.

**Body:**

This is where you type in the actual message. Don't make it too long. Get to the point. It should be short like a squeeze page.

After you're done typing in the body of the letter, click on **Add Letter** and then **Close Mail Set** and you're done.

We're almost done with the Veretekk system.

The final step happens the next day after we upload our leads. See, it takes one full day for Veretekk to collect the leads that opt into your Veretekk system.

So on the next day, after we log in, we go directly to the link on the top left that says **Veretekk**.



This time, we're going to click on **COMMUNICATION.**

That will take us to this screen.

The next thing we want to do is click on the link that says **BULLY PULPIT**.

That will take us to the screen that will display all the opt ins that we've accumulated into the Veretekk system.

If you take a look, you can see that I've generated over 17.000 opt ins just from 2 sections of the system. My actual opt ins are over 100,000 since I've been using the Veretekk system.

Anyway, what you do here is check off the leads that you want to send out to. The leads in black are available to send to. The ones in red are not because they were sent to less than 7 days prior.

This is the one thing I don't like about the Veretekk system. You can only email your leads once a week. Now, as you're getting leads everyday, you can email everyday, but the bulk of them only get emailed once a week. This is why you want to get them into your own list. This is why you offer your free report when emailing these leads the first time. That way you get them into your Aweber or GetResponse system, or whichever autoresponder service you use.

After you choose the leads you want to email to, click on where it says **Text Email.** You'll then type in your subject and message as shown below.

After you're finished, click on **Send Text Email** and you're done. Your email will be sent.

You should gradually see opt ins to your personal autoresponder series where you can email these people as often as you like. However, they will still be in the Veretekk system so you can still email them once a week from here as well.

Naturally, as you can see, there is a lot more to the Veretekk system. For now, don't worry about it. This is all you need to get the most out of the system. They have training that you can take advantage of when you want to go farther.

There is no FFA system like Veretekk, period.

You will get great results with this program IF you follow my tips below.

So let's get started.

**Tip 1 – Don't Sell To These People**

These people are the newest of the newbies and have been abused with one sales pitch after another from all the hacks who use these systems. Most people don't know how to treat prospects.
So what you want to do is first create some kind of a free report that leads into your offer, whatever it is. You can have a link to your product in the report, but the report itself should be almost all content with only a sales pitch at the very end.

You will also want to create an autoresponder series of at least 5 to 7 letters. The reason is because it's going to take between 5 and 7 times of them seeing your site to make a purchase.

### Tip 2 – Create A Great Backend Product

Whatever your front end product is, you want to make sure you create a great backend for it. Your front end income is going to be modest. However, the backend is what's going to make you the majority of your income.

For example, the one front end product I promote is only $19.95, but the upsell on the backend is over $200. So this is where I make the most of my income. My conversion on this particular backend is about 20%, which isn't too bad.

Now, if you can't create your own product, try to find one that you can promote as an affiliate and work it into your front end product. There are plenty of big ticket items out there, trust me.

### Tip 3 – Keep In Touch With Your Subscribers

Even after the series ends, keep in touch with your subscribers. If you find out something that might help them, send a broadcast email. Provide them with as much content as you can. You want to build as good a relationship with these people as you can.

### Tip 4 – Do NOT Miss One Day Mailing

The thing that makes this system build steam is doing it everyday. If you're only going to upload leads to the Veretekk system once in a while, it's going to take forever to get anywhere. If you do this everyday, you should start to see significant results in 30 to 60 days.

FFA Hosting gets a bad rap, but out of the $3,300 a month that I make from these crap methods, $1,700 of it (approx) comes from FFA Hosting and I only spend about $200 on hosting costs.

Now, if you want to go the whole 9 yards and use all the sites I use, you can sign up for them through SECRETS OF THE BIG DOGS. This system will coordinate all the FFA sites together, provide you with a nice upsell (others joining all your FFA sites) and give you a decent front end commission. I've been using this system for over 5 years. If it didn't work, I wouldn't still be using it.

But that's just if you want to go the whole route. Veretekk alone can generate you a nice income if you have a good front end and back end product.

### Your Own FFA System

Now, if you REALLY want to make some big bucks, running your own FFA system can be quite profitable. This will require some work such as getting your own hosting and getting a hold of an FFA script. Of course there are shortcut options. One is by going to the site below.

http://msnethosting.com/links/ownffa.html

They'll provide everything for you, including the hosting, script and everything else. The monthly cost is quite reasonable. A good FFA site can bring you in $3,000 a month alone.

Another option is to pick up the script yourself and host your FFA site with a hosting service like KIOSK who really understands FFA Hosting and won't shut you down like other hosting companies will. Kiosk may even be able to recommend a good script for you to use.

Don't discount running your own FFA system. With the right promotion, you can make more money than from all these methods combined.

Okay, next chapter we're going to tackle the next on our list of crappy advertising methods...safelists.

# Safelists

When I first started marketing online, safelists were one of the first things I used to promote stuff.

I fell flat on my face!

I didn't have a clue how to use these things. The end result was that I never made a dime from them and blasted them to no end. Yeah, I was absolutely positive that they were crap. Well, they were and they still are...but I learned how to use them.

And now they earn me hundreds each month.

Okay, so what's changed? Well, for starters, my approach to safelists has changed. I no longer promote products to these people. Instead, I try to get them to sign up to my list by giving them great info for free.

But that was only part of the problem.

See, safelists have another problem. But before we get to it, we should probably go through the same outline that we did for FFA sites so you have all the info that you need.

## What Are Safelists?

Safelists are lists of members. The privileges of safelists are simple. As a member, you are allowed to email all the other members of the safelist. Each safelist has its own rules on how often you can email and how many members you can email at one time. Because these rules are so diverse, I'm not going to try to explain them all here, but I will cover the most basic memberships.

The most common safelist membership is where you are allowed to email the members once per day and you're allowed to email every member in the list.

The next most common is where you are allowed to email everyday but only a certain number of the members. To email all the members, you have to be a paid member. Yes, safelists have a free and paid option. That's where things get really convoluted.

The next most common is where you are only allowed to email members up to how many credits you've earned reading other members' ads. These are credit based safelists. These are the most restrictive of all the safelists.

## How Do You Join One?

Joining one is simple. You go to the main page of the safelist you want to join, click on the link to join, enter in your information and you're a member.

Now, the thing you need to understand about all safelists is that there are two email addresses that you have to supply each safelist. The first address is your list address. This is the address where you'll be receiving other members' emails. The second address is your contact email address where you'll be receiving emails from the list owner.

You want to make these two different addresses because your list address will get hammered with tons of emails. For this, you'll want to get one of those junk throw-away email addresses like Yahoo or Gmail or something like that.

Your contact email address you will want to be a good email address that you actually use to receive emails that you want. The reason is because occasionally these site owners will send info about the safelist that you will need to know in order to keep your membership going. Other times, they'll tell you about a really great offer that you're not going to want to pass up. I've gotten some of my best deals through safelist memberships.

**How Do You Find The Best Safelists?**

Well, as with FFA sites, I've already done this for you. I have tested out hundreds of safelists. Most of the really good ones, unfortunately, are only worth joining if you sign up as a paid member. However, there are a few safelists out there that are free to join and work very well.

These are the credit based ones.

The best of these is [ADTACTICS](#).

I know the owner personally. He has just recently gone through some tough times personally so for a while, the site wasn't being maintained for about a month. But he's back to normal, has a new administrative assistant and the site is running better than ever.
The best part of AdTactics is that even though it's a credit based safelist, they give you enough credits at the beginning of every month to email 500 members a day and never have to read an email. Plus, he puts up bonus pages at login time that earn an extra 500 emails. So in essence, you can email 1,000 people everyday without having to read one email. This is my favorite safelist of all.

Here's why.

The majority of the members don't know how to use it properly. They blow all their credits early in the month. So after the first 7 days, they have to start reading emails to send out their own emails.

So what I do is, I take it easy at the beginning of the month and then email more members as they month progresses. I'll put aside those extra 500 credits each day and then start sending out to 1,000 and sometimes even 1,500 people a day. With proper credit management, hitting this list at the right time with the right offer can bring amazing results.

Another great safelist is BULKLIST.

This list has a regular and credit mailer. Both work well, but the credit mailer will get you the best results.

Another great safelist that I found in the same place I found the above list is YOURADBLASTER.

This list is nearly identical to BulkList in the way it operates.

Okay, I'm just going to list the remaining single lists I want you to join and then we're going to get to safelist submitters.

ACCUMAIL

ADVERTISERS DREAM

ADSOLUTION

HERCULIST (Join Paid Gold)

KILLER SAFELIST

ODS

OPPORTUNITY SAFELIST

SPIDER MAILER

CASH4USAFELIST

CAESAR LIST

These are the only single safelists that I've found that bring me decent enough results to keep using them.

Okay, now let's get to...

**Safelist Submitters**

**What Are They?**

A safelist submitter is a service that allows you to submit to more than one safelist at a time.

Why is this a good thing?

Well, if you're a member of hundreds of safelists, sending to each one can be quite time consuming. That's where safelist submitters save you a lot of time.

Okay, you're probably thinking, "Steve, you only gave us a few safelists above. I don't need a submitter for them, do I?"

Not only don't you need one, you can't use one. Those lists do not allow submitters.

However, there are submitters out there that not only give you the ability to submit to multiple lists at one time but actually supply you with the lists to submit to right in there service.

You need look no farther than...

[IPOSTAD](IPOSTAD)

As of right now, IPostAd submits to 2785 safelists.

No, that is NOT a typo.

Total members?... 3,341,727
That is not a typo either.

Okay, before you get all excited, let me tell you the truth about these safelists.

They're crap. I mean, really crap. You're open rate for this submitter is 0.1%. That's a tenth of a percent.

But wait. Let's look at the raw figures.

One tenth of one percent of 3,341,727 is 3,341 opened emails for each mailing.

Okay, the numbers get worse on opt ins.

Your opt ins per mailing are about 1%. That's about 33 opt ins per mailing.

If you do 4 mailings a month, which is what I recommend, that's over 130 people added to your list each month. If you can convert these people at just 2 percent, that's almost 3 sales per month. I personally average 1 sale each week.

If you're selling a $97 product, that's almost $400 a month JUST from IpostAd alone.

Okay, so while the numbers, as far as percentages, suck, the bottom line at the end of the month is pretty good for what amounts to about 20 minutes of work for the WHOLE month, if that. Safelist submitting really takes a matter of seconds.

Okay, why does this work?

Let me explain.

Just like with FFA sites, the people who join safelists are the newest of the newbies. They don't have a clue. They've been burned by every get rich program in existence and are just trying to make a few bucks.

So, by offering them a killer free report, a great autoresponder series of articles, and some genuine caring and concern, you'll earn yourself some lifetime customers.

Okay, the same tips that I gave you for FFA sites also apply to safelists. However, there are a few additional things you should know.

**Stagger Your Mailings**

Don't email the same safelists on the same days. For example, let's say you're emailing a total of 7 safelists. Make a schedule for each week where you'll email certain safelists on some days and then the following week, choose different days for those safelists.

Why?

I found, through dumb luck, that it appears that different people read their emails on different days. Plus, you have new people joining all the time. I found that by randomizing my mailings, I got better results than from emailing the same list every Monday or every Tuesday. I can't explain why it works. It just does.

**Rotate Your Offers**

Unlike FFA Sites that give you new leads each day, safelists are pretty stagnant, for the most part anyway. So what you want to do, if you can, is send a different free offer each day for a week. If you can't change the offer itself, at least change the message so that it looks different.

Safelist members have kind of a tunnel vision. If they see the same thing over and over, they'll recognize it and ignore it. However, something different will catch their eye and get them to open it.

I've tested this out by sending the same ad, day after day to one safelist. I'd only get about 4 or 5 clicks per day from it. Then I'd send a completely different ad, same offer, and get about 20 clicks.

Yes, it does make a difference.

**Take Out Contact Solos**

Remember what I said about contact email addresses. Well, solo ads to these addresses are dirt cheap and can bring in some fantastic results. I've made as many as 10 sales for one solo mailing.

For crappy advertising, safelists make me a nice income each month like clockwork.

**Running Your Own Safelist**

Just like with FFA sites, you can run your own safelist. Now, safelists, because of their nature, aren't going to make you as much money as FFA sites because most people will sign up for free. However, by building a huge list of subscribers, you can earn a good income from offers that you send to these people...provided the offers are solid.

I own my own safelist through this company:

[SAFELISTHOSTING](SAFELISTHOSTING)

The great thing about this company is that they'll submit your list to the big submitters like IpostAd. And at less than $15 a month, it's a joke not to do this.

And, if you think I'm not getting members...

That's how many members I have in my Honest Income Program safelist. So these can be very profitable if you use them correctly.

Next up…Message Boards.

# Message Boards

Message boards are the spam hell of home based business folks. It really doesn't get any worse than this. And as bad as they are, they make me hundreds each month because I'm the only one at these places who knows how to use them correctly.

### What Are Message Boards

Message boards are sites that you can go to in order to post your offer. Most message boards have numerous sections but almost all of them have one section that says, "**Post Your Ad Here**" or something similar.

The number of message boards in the home business circle would make your head spin. There are so many, it's almost impossible to keep track of them all.

However, some of them get no traffic at all, or hardly any. That's why you have to concentrate on the ones that get massive traffic.

Well, there are a few. I've been hitting these places for over 5 years now and I know all the hot spots.

Here they are:

http://www.momsnetwork.com/boards/

http://www.wahm.com/forum/forum_topics.asp?FID=5

http://www.mymommybizboards.com/viewforum.php?f=11&sid=cc33b35b28df2a70098d3a2ccc8fe327

http://www.internetbasedmoms.com/bb/

Okay, the last one does NOT allow ads BUT it is the highest ranked one outside of wahm and if you just treat it like a forum, with respect, offer good information and tips, you can do very well here.

The others, you can post ads at.

BUT…you want to also treat these like FFA Sites and Safelists.

Let me explain why.
The people who use Message Boards to promote their programs have been burned by just about every program that there is, including the one that they're promoting. They really have no idea how to run a business.

That's where you come in.

The best way to reach these people is through information…lots of it. My best approach is by giving them a free report on basics of running a home business and what to look out for and what to do. I give them a list of common ways to earn an income online and point out the pros and cons of each method. Naturally, they have to opt in to get the report.

I get many opt ins from these people because when they go to these various boards to post their ads, they see the same crap over and over. Just go to one of these sites and you'll see what I'm talking about. Everything is a sales pitch, and a bad one at that.

So when these people see a subject like…

"Somebody Needs To Tell You The Truth"

It makes an impression.

If you go to any of these boards, you'll recognize my ads. Then when you read them, you'll see why they work.

Okay, here are the main things you'll need to know in order to make these boards really work well for you.

## Posting Times

There are key times to post your ads. It is critical to post them at these times.

8 AM EST

1 PM EST

6 PM EST

10 PM EST

This will give you exposure to the main groups of people at just the right time. Trust me on this.

Also, you will need to rotate your ads and/or offers. In other words, you'll need 4 different ads. This way, you'll also reach those who frequent the message boards all day.

## Tracking

You really want to track these carefully because message board posting, unlike the other things you've done to this point, can be time consuming. So you don't want to waste your time on message boards that don't perform.

The ones I've given you work well for me, but that may be more to do with my offer and writing style than the message board itself. So you need to test these as well as test other message boards as well. The list I've given you is by no means all inclusive. As I said, there are thousands of message boards out there. Usually, you can tell within a week if the message board is worth spending time at.

## TOS

These message boards all have different terms of service so you MUST read them. Just because they allow ads doesn't mean that they allow all kinds of ads. Some have restrictions such as no ads about MLM programs. So please read before you post.

If you make a post that is against their TOS, you will be banned, plain and simple. They have little tolerance for their rules being broken, especially since there are so few rules.

The most common rule is only ONE ad at a time. In other words, you post your ad and then once it falls off the main page, you can then post another ad and NOT before. If you do, they will simply delete it and they might also delete your account.

Treat these sites with respect and you can do very well with them.

**Running Your Own Message Board**

I'll admit, this takes a bit of work because getting enough traffic to create an active message board takes time and effort. However, if you can pull this off, you can have quite a large membership which will result in a good ranking which will then result in companies wanting to take out banner and text ads on your site. That's where the money comes from.

If you want to set up your own message board, just go to Google and type in "message board script" and you'll find plenty to choose from. Of course you can just go with phpBB and be done with it.

Of the four methods of promotion, as far as running your own site, message boards do take the most effort. However, considering that wahm.com gets about $5,000 for a main page banner ad for a month, I'd say it's worth the effort.

Okay, next up...Traffic Exchanges

# Traffic Exchanges

Traffic Exchanges are the most complex of all of these, which is why I have saved them for last. The reason I say they are the most complex is because very few people really understand how to use them because of the little idiosyncrasies that they have.

## What Are Traffic Exchanges?

Traffic Exchanges are sites where you essentially get to show other people your web site in exchange for your viewing theirs. The concept, on the surface, seems rational. However, the reality of traffic exchanges is something quite different.

The first thing you need to understand about these sites is the mentality of the people who go to them. They are there for one reason and one reason only…to get traffic to their web site.

To this end, they will go through the motions of viewing your site. But trust me, they couldn't give two beans about your site. They're just fulfilling a requirement.

So you're probably thinking, "If these sites are so awful, why bother?"

Again, the reason they're so awful is because people don't know how to use them. Let me explain the crux of the problem.

The way traffic exchanges work are like this:

1. You sign up with the exchange.
2. You submit your site for approval.
3. After approved, you pull up your "surf" URL and start viewing sites.
4. You have between 15 and 30 seconds (the average times) to view each site. You must stay on that page viewing it for at least this amount of time to get credit for viewing the site.
5. For each credit or two credits you earn (depending on the site) you earned one view for your own site.

That's basically it. Okay, here are the pitfalls that people have with traffic exchanges because of the mistakes they make.

For starters, they submit sites that won't get approved. TEs have very strict TOS so you need to read them. One of the things they don't allow are sites with frame breakers. All sites must be able to be viewed within the frame of the TE surf bar.

What some people will do is submit one site for approval and then after they are approved, they'll replace it with the frame breaker. If you do this, there is a

"report illegal site" button for each TE. If you're reported, not only will your site be removed but you'll be banned from the TE.

But an even bigger mistake, if that's even possible, is submitting a site that is a 40 page sales page. This is totally pointless.

Remember, these people have 15 to 30 seconds to look at your page. They're not going to spend time reading a sales page longer than a few lines. Okay, I know what you're thinking. A page that short isn't going to get anybody to buy anything anyway.

You're right…it won't.

That's why you need to take the same approach as with FFA Sites, safelists and message boards. You can't sell to these people. You have to give them something that they're going to want…something that will almost have them trampling over their grandmothers to get it.

You're probably wondering what that is. Well, think about what these people are here for. They're here to get other people to view their sites. They're here to get one thing…traffic.

So what do YOU want to give them?

I hope the lights are coming on right now. You want to give them ways to get traffic…and preferably for free, just like they're getting now.

The best way to do that is simply to teach them how to use traffic exchanges, just as I am doing here. Plus, you could teach them other methods that work even better that won't cost them any money, such as article marketing.

Okay, let's get down to how to actually use a traffic exchange and for that matter, how to even find the good ones.

### How To Find Good Traffic Exchanges

This used to be hard or close to impossible, but thanks to Jon Olson's Hit Exchange News, this is no longer a problem.

You can subscribe to it below:

http://www.hitexchangenews.com/

The main thing you're going to get from this report is a list of the top traffic exchanges.

Okay, how are these figured?

They're figured based on feedback of users as to how responsive the exchanges are. They are also based on how well the sites are rotated.

Let me explain with an example.

One site I used to surf showed me the same page 8 out of 10 surfs. That tells you two things. The first is that they don't rotate their sites very well and the second is that they obviously don't have a lot of members.

On he flip side, there is a TE that I used to surf manually (I now do something different with it that I'll show you) that after a whole 4 hours of surfing, didn't show me one duplicate site. Those are the gold mines.

Those are the TEs that you'll find listed in Jon's report. This may very well be the most important report ever made for Internet marketers IF they take the time to learn how to use these sites.

**How To Use Traffic Exchanges**

Okay, there are quite a few steps here so I'll try to make this as simple as possible. You are absolutely going to need a free report on free traffic generation methods to make this work.

**Step 1 – Go Through Jon's Report**

Go through the report and make a note of all the TEs that he recommends. Go to the very first one on the list. That is after all the top exchange so you might as well start with the best.

**Step 2 – Sign Up With The Exchange**

They don't ask for a whole lot of information so this isn't a big deal. The key is in the site that you submit for approval. Make sure that it conforms to their TOS and don't try to game the system.

**Step 3 – The Site You Submit**

Okay, let's talk about the kind of site that you want to submit to these TEs. Remember, your prospect only has 15 to 30 seconds to view your site, so everything must be **above the fold**.

In other words, when they get to your page, all the text PLUS your opt in box MUST be visible and easily read in less than 15 seconds. You will need to test this

out before you go live. Take a stop watch, read the page out loud and see how long it takes you. If it's 15 seconds or less, you have a potential winner.

But short isn't enough. The headline MUST be what they're looking for. And what are they looking for?

Traffic!

Here are some of the headlines I have used with great success.

"Stop Surfing Until You've Read This Report!"

"Want Massive Traffic To Your Site?...Get My FREE Report!"

"Tired Of No REAL Traffic?...Read My FREE Report!"

"No Sales From Surfing?...Get Targeted Traffic FREE"

You get the idea. You need to appeal to their desire to get targeted traffic that is actually going to result in sales. Trust me, these headlines and the subsequent brief ad that follows (yes, keep it brief) will bring you a good number of opt ins.
'
Okay, skip the fancy header graphics. Remember, above the fold. You don't want to take up space with too many graphics. I have one splash page that is just white text on a black background.

You can view it here.

http://www.wagtunes.cashhosters2.com/splash.html
Now, it's not the traditional one that I usually use for list building, but it does work. Granted, the traditional one where they opt in on the page, works much better. But this just goes to show you that a short splash page gets surfers' attention. The point is, this is the look you're going for...short and to the point. The page above can be read in about 10 seconds.

## Step 4 – Test The Site

You're going to put the site through a test run for about a week. The reason you want to do this is twofold. First, you want to get an idea of how well the sites are rotated. If you see the same page over and over (not likely with one of Jon's sites) then get out fast. Don't even waste your time. The second thing you want to look for is how many views you get and how many opt ins you get.

A good splash page should get you at least 20 opt ins for every 100 views. If you're not doing that well and the TE is rotating their sites well, then the problem is with your splash page. Sometimes it takes a while to hit on the right wording. Once you've done that and start getting a good opt in rate...

Stop surfing.

No, I haven't lost my marbles. You don't want to manually surf the site anymore.

Each TE (this is how they make their money) has an option to buy credits. And let me tell you, they are cheap. You can get thousands of credits for like $10 at some really great sites. If you find your splash page is converting at a decent rate, buy credits. This will free up your time to do other things. But you MUST test the site first. You don't want to waste buying credits on a site that doesn't perform.

**Step 5 – Set Site On Autopilot**

Once you know the page converts, just keep buying credits every week or so. You'll probably spend about $40 a month and get about 100 opt ins. If your opt ins convert at just 2% for a $97 product, you're looking at a $157 profit from ONE exchange.

Imagine doing this for 3 or 4 exchanges each month. You can easily make $400 to $600 from this system and it won't take you much time at all.

Okay, now I haven't made this clear in this section but this is very important that you understand this.

People who go to TEs promote ALL kinds of things, not just IM. You'll find all kinds of sites here including health, sports, entertainment and so on. So these aren't your hard core IMers. Some of these folks are totally oblivious to IM. So you can't try to sell them a make money online product. You simply need to give them a report so that they'll have a better idea of how to get their site seen.

So, you first need to sign up with Aweber or GetResponse or somebody, in order to get opt ins.

Then you need a report to give them. If you can't create one then try to find a PLR report on free traffic generation techniques. Don't worry about these people having ever seen one of these before. Most of them don't even know what PLR is.

Then you will need an autoresponder followup series. You need to educate them on traffic generation. Make the series at least 7 emails long…longer if you can.

Make the series more informational than sales oriented. You can make a pitch from time to time, but focus on content.

The key to making sales is having a product that directly fixes the problem that they are having…traffic generation. If you don't have your own product, there are plenty of products that you can sell as an affiliate. The point is, this is the only

thing you can sell to these people. Anything else, and I don't care what it is, isn't targeted.

See, FFA posters are looking for income earning opportunities as well as advertising solutions, so you could sell them almost anything. But TE surfers are a unique breed. All they care about is getting traffic.

Naturally, if you have a backend built into your product or an upsell of some kind, you'll make even more. With very little effort and about $50 a month in expenses, I net anywhere from $500 to $700. Sure I occasionally have a bad month, just like with anything else, but TEs are very consistent for the most part. There are always new people coming on board. And when I say new people, I mean new people.

### Running Your Own Traffic Exchange

While message boards are the most difficult in terms of getting enough members to raise your site up the SE ranks, traffic exchanges are the most complex as far as running. There are more scripts for setting up your own traffic exchange than Carter has liver pills. It is a virtual sea of scripts. So before you venture into this area, do your research.

What I have done is compiled a list of articles and resources that I feel will help you in getting started on this, including Jon Olson's forum which you can find here:

http://netmarketingforum.com/forum/index.php

This is like the Warrior Forum of traffic exchanges. If you want an answer, you'll pretty much find it here. I can guarantee that. The place is a gold mine of info.

Here are some more articles and resources you might want to check out.

http://www.squidoo.com/traffic_exchange_script

Jon Olson's Blog

http://www.hitexchangeblog.com/

Traffic Exchange Scripts

http://www.ljscripts.com/
http://www.ventrino.com/?p=services
http://www.developertutorials.com/scripts/3/464/

Setting up and running a traffic exchange takes a lot of thought. There are many things to consider such as features and benefits to the members. You don't want to give them so much that there is no incentive to upgrade to paid status and at the same time, you don't want to give them so little that there is no incentive to surf there.

It's a very fine balancing act. So before you dive into this, do your research. Jon Olson's forum and blog are great places to start.

# Some Final Words

I have tried to make this report as to the point as possible, thus making it relatively short at under 40 pages. But as you can see, this is all meat. I hate products that BS for pages and pages before they tell you anything you can use.

Having said that, there are a few last things I want to share with you so that you get the most out of these advertising methods.

They do take work and/or some money. FFA hosting is relatively cheap. I spend about $200 a month on all my FFA sites. But it's more than worth it when you're bringing in $1,700 and sometimes $2,000 a month. And mind you, I am NOT selling high end products. If I was, I'd be making even more. Use FFA sites correctly and you can really clean up with them because of the nature of the people who use them...the newest of the newbies.

Safelists also take some time, especially with the credit based ones, but the submitters are powerful and reach millions for $20 a month, more or less. Trust me, it's worth it to get IPostAd. The credit based safelists are the most responsive of all. Remember, don't sell...educate.

Mesasge board posters are of the same mentality as the others. They've signed up with some biz op and have no idea what they're doing. Educate these people. Make your ads stand out by NOT giving a sales pitch. You will look like an expert next to some of these folks.

Traffic exchanges are simply a matter of putting up a decent splash page with a brief message and an opt in form. Again, the key is to appeal to these people's desire to get traffic. Everything else is irrelevant.

The key to this whole process is treating these people differently than they are used to being treated. Provide them with good content that actually helps them and you will have customers for life.


To YOUR Success,


Steven Wagenheim