

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Winning the Traffic Exchange Game

By Shannon Herod

Winning the Traffic Exchange Game by Shannon Herod

Winning the Traffic Exchange Game
Copyright 2004 by Shannon Herod

Winning the traffic exchange game can be done. I was just starting out online and had no money so I was looking for a free way to drive traffic to my site. That is when I first found traffic exchanges. I found the concept to be great and signed up for everyone I found and started clicking and clicking and clicking. After countless hours, a blistered clicking finger and a lot of frustration I found the secret to the game.

Traffic Is What They Want

The members clicking for hits at the traffic exchanges are looking for the same thing you are. Traffic to there site. Most are not interested in finding a new opportunity or looking to go shopping they just want traffic. So how do you get their business? The most effective way is by using a lead capture page.

Lead Capture Page

A lead capture page is a simple site that stands out to the surfer. The object is to not sell your product or information but to create curiosity. At the bottom of the page you will need a form so people can request more information from you. By nature we are curious people so people will sign up.

The people that are surfing for hits have 30 seconds on average to review your site it is hard to sell a product in 30 seconds but it is pretty easy to peak someone's curiosity. You can see the page I use in the traffic exchanges at: <http://www.dreams2freedom.com/listbuilder.html>

Follow Up

O.K. I have a lead capture page but were do I send the people that sign up? An autoresponder. An autoresponder is a program that will automatically follow up with your prospects for you. You can

Winning the Traffic Exchange Game

create a number of different messages and have them sent at different intervals to your prospect after they sign up through your lead capture page. This is a great tool because it puts your business on auto pilot after you do the initial work to get the lead. The autoresponder I use is GetResponse It is feature-rich and free to set up. You can check it out at:

<http://www.GetResponse.com/index/dreams2freedom>

Now that you have an autoresponder you are going to write detailed instructions on how your product works or a report on how your product can benefit the subscriber and split it into at least 5 emails. Most people will not buy on the first contact so you want to give the subscriber at least 5 exposures. You can see an example of what I use by sending a blank email to: traffic_machine@GetResponse.com. Now set the messages to be sent 3 days apart and watch the sales start coming in.

Capture Leads Not Sales

In conclusion winning the traffic exchange game is fairly simple, don't try to sell your products just create curiosity and capture their name and email. Have a solution to a problem people have and you will get people begging you for more information.

Hint: People at traffic exchanges want more traffic.

Winning Strategies With Traffic Exchange Programs

By Paul Penafiel

Everyone knows what traffic exchange programs are and how their popularity have exploded within the last year. Some of you may have built a massive downline and accumulated hundreds of thousands of free high quality traffic credits sitting in your account, and you don't know what to do with them?

Luckily for you, I've had some free time to interview some top traffic exchange affiliates and program owners and asked them what to do with your free credits?

Here are some of their recommendations. This strategy will only work with traffic exchange that allows you to transfer credits to other members.

Give them to your downline to motivate them to remain active within your organization.

If you run an ezine or newsletter, you can give it away as a contest prize or as a bonus for new subscribers. This will attract a new kind of subscribers which will create a diversity of readers to your newsletter.

Sell it at a discount. Although this strategy will not be popular with program owners and this action might cause your membership to be terminated, so be careful. I don't recommend it myself.

Package it with either your own products/services or another affiliated programs to entice buyers, thus adding value.

Winning the Traffic Exchange Game

Give it away as a gift or as a token of your appreciation to someone that helped you online. Who knows, that person could be a heavy hitter, besides, who's going to turn down a free traffic.

You can barter it. For example in exchange for 500 hits, you could have your signature lines added to someone's ad campaign using a safelist submission service or software such as Safelist Boys on a weekly basis.

You can exchange your free credits with members from a different traffic exchange program, thus leveraging your time. For example, you can trade your 2,000 Webmasterquest credits with 2,000 Trafficswarm credits. You can find potentialtrade partners at forums and discussions groups.

Give it away to expand your downline in your favorite traffic exchange program. For example, you can entice your prospect by adding an additional 500 credits on top of their signing bonus when they sign up.

There you have it, there are so many ways you can exchange or giveaway your outstanding traffic exchange credits that you have never thought of before. Take full advantage of them while they last, especially if you are in the receiving end, they will save you alot of time from hours of surfing.

Aren't internet marketing fun?

Paul Penafiel is a member of Lifestylenetworker, a group of internet marketers where we recommend only the best surf4hits programs to build our list of contacts. For more info, please visit:

Winning Strategies With Traffic Exchange Programs

Winning Texas Holdem Poker Strategy

How To Get More Traffic To Your Website Using Traffic Exchanges

The Truth About Traffic Exchange Programs and Guaranteed Traffic

How to Generate Loads Of Free Traffic To Your Website!

Tetris Game

Battle At Sea

Monsters From Hell – Game

Competition Commando

eZy Auto Hitz



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!