

Traffic Exchange SOS

# Traffic Exchange SOS

## *Secrets of Success*



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## Chapter One Do You Have the Red Eye Blues?

While the purpose of this report is to enhance your understanding of how to become profitable online, I wanted to give you a little background about myself first.

Why? Well...because it seems there are so called "experts" in every possible nook and cranny online.

And unfortunately many of these so called experts pump out misinformation like it's going out of style.

You don't need that kind of "guidance" at all.

I'd like to help you experience the joy of online success and being able to do with your day whatever you please...which is EXACTLY my reason for putting this report together for you.

So with that...here's a little inside info on me, Paula Zuehlke, owner of HitSafari.com, one of the premier Traffic Exchanges online today.

I have been marketing online full time for over 5 years now. Like many, I first decided to try my hand with an online business to spend more time with my family.

When I was starting out, the only thing I was successful at was spinning my wheels, throwing money away, and spending hours and hours every day (and night) glued to my PC.

All with nothing to show for it but red eyes and a lighter pocketbook.

That was until I found Traffic Exchanges. My online business changed almost overnight!

I was instantly addicted to Exchanges. It was a rush to be able to put my web sites online and drive traffic to them instantaneously.

I quickly learned that it took a special approach to be profitable, and I began to develop my own system for success with these Exchanges which brings me back to the purpose of this report.

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If you want to become profitable online, while avoiding hyped up junk offers, then I can, and will, help you.

Stick around because you're about to discover how to find your own online success, using Traffic Exchanges to skyrocket your income.

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## Chapter Two It's All in The Plan

John Christian Bovee, an American author and lawyer in the early 1900's once said, "The method of the enterprising is to plan with audacity and execute with vigor."

We'll forgive Mr. Boyee for being a lawyer since his statement was suited so perfectly for our business.

The folks that are successful...the ones that really knock the ball out of the park are the ones that come with a plan and follow through.

Ok, now quit yawning ;-)

I know everyone hates to hear this because they want the latest thingamajig that does all kinds of fancy this, that, and whatever.

But, I told you that I want to help you succeed online. And if you're going to succeed then you need a touch of the cold dose of reality.

So...how is it that you plan for success with Traffic Exchanges?

Well, you need to develop a **systematized approach** to them and you need the **right tools** for success.

You'll need...

1. Hosting
2. A web site (preferably one of your own)
3. An autoresponder

There's hundreds of quality hosting companies out there which you can find simply by Googling, "Web Hosting".

If you're like me at all, the more you look the more confused you'll become. MySQL's and sub-domains, mb's and ghz's, bandwidth and memory were all foreign terms to me at one time and still do not work themselves into my everyday conversation.

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It is important to your ultimate success, however, that you have some working knowledge of domains and hosting, servers and c-panels. It's like anything else that you use but don't understand.. you find yourself relying on, and often at the mercy of, others who may or may not have your best interest in mind.

The discussion of hosting falls outside the scope of this report. I can recommend, though, an outstanding resource that will teach you everything you need to know about controlling your own websites.

[Discover Cpanel](#) has created step by step video tutorials that will do an outstanding job making sure that you know what you need, what to look for and are comfortable running your own website.

As far as a recommendation, [Kiosk](#) is a well established company that can boast several major marketers as loyal customers. They offer everything from complete dedicated servers to basic hosting plans with service and reliability second to none.

They have excellent training resources both for new and experienced marketers and features not found anywhere else.

Another company I use with great success is [HostGator](#). They offer 24/7/365 phone support, 99.9% uptime, and a 45 day money back guarantee and their online support is excellent as well. Their prices also can't be beat for all the features that they offer.

To register your web site you'll want to pick a name that is relevant to your product or service, and you can purchase those through companies such as [GoDaddy.com](#) or [NameCheap.com](#).

Often when you purchase hosting you'll find autoresponder services are included, but if you really want to be able to test, track, and email like the pros, you should check out a third party service such as [Aweber.com](#)

There are many excellent reasons for going with a professional autoresponder service. Just a couple are unlimited campaigns, lists and messages along with reliable servers and easy to understand training videos.

These three things, reliable hosting, a website and an autoresponder service, are the basic essentials of a professional and profitable Internet entrepreneur.

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### Chapter 3 Grandma Can Teach us a Few Things

Katherine Barchetti, a platinum blond grandma, and former clothing retailer in Pittsburgh, PA, attained notoriety for making the big retailers look like clowns when she outmarketed and outsold them all.

She once said, "Make a customer, not a sale". So true Grandma Barchetti...so true.

This is EXACTLY how you should be thinking about your Internet Business...and you do this by:

#### **Using the right kind of web site on the Traffic Exchanges.**

When marketing online you have a very limited time to capture the visitor's attention in order to make a sale.

With Traffic Exchanges you have even less time...often 20 seconds or less to capture the attention. Most exchanges have gone to 10 seconds!

So, now listen to this carefully...

You should **NOT** be using Traffic Exchanges to make sales.

"Wait a minute! Isn't that what this online thing is all about? Making money? How can I do that if I don't make any sales?"

Yes, you're right.. our end goal is to make money but it is more than a one step process.

Again,you should **NOT** be using Traffic Exchanges to grab the sale, rather you should be using them to grab the visitor's email address.

Then you'll follow up with them with your autoresponder, typically in a series that is about 7-10 messages.

A simple, clean, fast loading landing page with a compelling headline, and even more compelling bullet points highlighting the benefits of your product/service is often the most successful type of web page for this type of marketing.

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These pages are called **squeeze pages** when they also include a simple form for visitors to your page to enter their name and email address.

When those folks enter that information into your form, they go into your autoresponder and become a member of your list.

And your list is your own private "collection" of customers.

But even more important than creating a list of customers is properly maintaining that list.

### **How do we do that?**

By getting to know them and by letting them get to know you. Say you were in the market for how-to information on growing flowers. Which site is likely to catch your attention first.

The one with a generic ebook on gardening with a few bullet points and an order here button

**or**

A site, a squeeze page, with a friendly face, some information on that face's experience with growing flowers and an offer to subscribe to a free newsletter.

I personally think, and experience has shown, that the second site wins hands down.

Now if that site were mine.. what just happened?

I just met someone who was interested in my niche and I did this by letting them know something about myself.

What I looked like, with a picture, what my interests were, why I was qualified to give advice on that interest and hopefully even a little about my personality came through in my writing.

As my list grows I will have a group of subscribers and customers that I know well and that know me. I will be able to recommend products to them based on my experience, and knowledge of the product, and also on what I've determined their likes and dislikes to be.

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As time passes I'll also be able to channel my 'flower loving list' into smaller, more targeted groups. Maybe rose lovers, or gardening without pesticides or even flower arranging.

The saying is true that it is easier to recommend something to a friend than it is to sell something to a stranger.

When managed properly, the members of your list can equate to significant long term profits for you.

This is completely consistent with Grandma Barchetti's statement above...because you'd much rather have someone join your list than just get one quick sale from them.

Using this approach will exponentially boost your profits with Traffic Exchanges.

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### Chapter 4 It's Not a Vanity Thing

Author Robert Zend once said, "People have one thing in common: they are all different."

German philosopher Friedrich Nietzsche stated, "At bottom every man knows well enough that he is a unique being, only once on this earth; and by no extraordinary chance will such a marvelously picturesque piece of diversity in unity as he is, ever be put together a second time."

And Coco Chanel, after whom the perfume was named, once said, "In order to be irreplaceable one must always be different."

Is it vanity to want to stick out, stand out, and be unique?

Not by a long shot! In fact, it's essential to your online success, especially with regards to your Traffic Exchange success.

You see...many folks, especially when just starting out, have a tendency to throw their affiliate pages out to the Exchanges.

Now, think about this for one second...

If there are just 10 other people like you (very small number for an affiliate program) using that same affiliate page, then a page that looks EXACTLY like yours is going to be shown to surfers a ton.

People are either going to join in on one of your competitors affiliate pages, or they're going to become immune to any power that affiliate page might once have had.

So, the answer?

Be unique. You can still promote that affiliate program (or any other program for that matter) quite successfully...

But don't use the affiliate page on the Traffic Exchanges.

Create a unique squeeze page which captures the visitor's information and funnel them into an autoresponder. Then drive them back to the affiliate page. You'll be much more likely to generate that affiliate sale,

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and you'll be able to establish a relationship with them, as we mentioned in the last chapter, and sell to them again.

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### Chapter 5 A Virus You Can Enjoy!

When most people hear you have a virus, they ask you not to get too close to them, and are apt to shy away.

They picture sneezes, coughs, runny noses, and congestion.

But there is a virus that will make you much more appealing to everyone else, because this kind of virus can stuff your pockets full of cash:)

The virus I speak of is "Viral Marketing."

As an Exchange user you have the unique opportunity to utilize this type of marketing in not just 1...but 2 profitable ways. With both strategies you'll use other peoples' time, resources, and advertising dollars to send targeted visitors to your site.

So, how exactly do you leverage other people to make that happen?

Well, with most Traffic Exchanges you can earn credits every time someone you refer to that Exchange surfs. This means more views of your own web pages without any extra effort on your part. And the larger the group of people under you that you referred... All the more views of YOUR web page.

Now THAT's leverage...and viral marketing in motion.

Ok.. now let's take this one step farther and really put this plan into high gear.

There are programs online that you can join called Downline Builders. A DLB is a program that has several different programs, including Traffic Exchanges, under "one roof" so to speak. A kind of one stop shopping for your Internet needs. :)

When you join a DLB, you then have the option to enter your member id's for every program included. Then, when you refer other people to the same DLB they will join any program that they are not already a member of through YOUR referral link.. putting them in your downline.

Now, instead of advertising several Traffic Exchange programs to gain referrals and extra traffic, you have **ONE SITE** to promote

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that will bring referrals to **ALL** the Traffic Exchanges.

Is that cool or what?

There are several DLB programs available but here's what you want to look for.

1. A manageable list of quality Traffic Exchanges
2. A selection of other advertising programs such as list builders
3. A solid recommendation of a good host, auto-responder and perhaps one or two other affiliate programs
4. The ability to promote your own programs to your referrals.

You may recognize [HitSafari](#) as a top ranked Traffic Exchange, and it is... but what you might not know is that it also has a Downline Builder as well.

Many Traffic Exchanges offer Downline Builders which include a few to several of their favorite Traffic Exchanges.. I'm sure you've seen some.

[HitSafari](#) has taken that idea, kicked it up a notch and developed it into something truly unique.

There are Traffic Exchanges, Safelists and List Building programs which will give a solid advertising foundation...

... but there's more.

HitSafari also allows you to build a downline in quality resources that you need to form a solid foundation for your business. Hosting options, Auto Responders, training centers, rotators and more.

Now while that all sounds great, they've taken it even further.

As a member of [HitSafari](#) you can add YOUR personal programs to the Downline Builder.. up to 5 of them! Your referrals not only join the existing programs but are introduced to whatever program that you wish to promote to them. Very cool, don't you think?

By joining a quality Downline Builder your sales and profits will begin to grow, at multiple levels, and all with less effort.

Now that's a virus you can get into! :)

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### Chapter 6 Can a Pig Make You Wealthy?

Linda Chandler, an American businesswoman, executive and entrepreneur, once said, "Think P.I.G. - that's my motto. P stands for Persistence, I stands for Integrity, and G stands for Guts. These are the ingredients for a successful business and a successful life."

So a PIG can indeed make you wealthy :)

Certainly all the values are significant and applicable, but lets talk about Persistence.

You'll see in a moment just how critical persistence is when it comes to your success with Exchanges.

In order to get the most out of Traffic Exchanges you must be persistent.

You must set aside a specific amount of time each day that is dedicated to surfing the Traffic Exchanges.

You'll want to literally schedule your surfing times, and you'll want to organize your schedule by exchange. (We'll cover some great organizational tips in the next chapter)

How you develop your surfing schedule is up to you. You'll need to work within the confines of your daily routine.

For example, if you have all day at home and all the time in the world, you may wish to surf 1-2 hours in the morning, 1-2 hours in the afternoon, and 1-2 hours at night, with breaks in between to handle other business tasks, and to give yourself a well deserved rest.

But, if you need to go into the office or head off to work every day, then you'll need to work it so that it fits your life and doesn't wear you out.

Perhaps a half hour before work, and a couple of hours after work each day.

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But the key... the CRITICAL point here... Is to do this every day, without fail.

This is persistence. It may take a little while at first, but you'll soon start to see activity.

You'll start to see people joining under you and you'll start to notice sales hitting your accounts.

As time goes on, and if you stick with it...if you stay persistent, you will be amazed as you watch these small successes snowball into much larger successes.

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### Chapter 7 Flo Knows Organization

Lawyer, political activist, and speaker Florynce R. Kennedy was once quoted as saying, "Don't agonize, organize".

Too true Flo.

I know that when I am not organized I sometimes will do things haphazardly, and may not even complete certain tasks at all.

This ultimately causes me more grief, as I end up behind in my work, agonizing over what needs to get done.

I'm sure we've all been there at one point or another, but there is a solution to the chaos and agony...

That solution is organization.

Becoming organized will help you with your business, especially when it comes to your use of Traffic Exchanges as you'll find yourself much more efficient...

Spending less time working...and more time making money.

So, the \$100,000 question...how do you organize your surfing?

Here's a really quick and easy to implement technique that will have you humming along faster than you ever thought possible.

Use tabbed browsing to have multiple Exchanges open all at once, and all in the same Internet Window.

Both [Mozilla FireFox](#) and [Internet Explorer 7.0](#) include tabbed browsing as features.

You can group the exchanges in a way that makes the most sense to you. Perhaps by the amount of time on the counters, or by the frequency with which you surf.

Once you have a group set up the way you like, be sure and bookmark it so that you can call it up quickly when you begin your next surfing session.

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My recommendation would be to bookmark 2 or 3 groups that represent your most used exchanges.. the ones that have given you the best results. While you may belong to many exchanges and surf them all when you have time, you'll want to concentrate your energies on those exchanges that have given you results.

Many times those are exchanges that can be found on the lists that rank exchanges for traffic delivery or results of the list owner... but not always. Those exchanges should definitely be tried, but depending on what you are advertising, you may find your results come from different exchanges.

You only have a certain amount of time.. spreading your time between too many exchanges will only dilute your efforts and cause all of your advertising to become ineffective. Concentrate on your best exchanges and when you have the extra time spend it with the others.. who knows, you might just discover another top producing exchange.

It has to make sense for you and accommodate your own personal style, but the use of the tabbed functionality will allow you to surf and build credits with speed and efficiency.

For real convenience in surfing, I recommend that you join [Soaring4Traffic](#). This is a Traffic Exchange which not only consistently produces great results, but has also added a unique feature called a surfing console.

The surfing console is a great tool that keeps all the exchanges that you are a member of organized and together in one place. If you are a member of the Traffic Exchanges included in their Downline Builder and have entered your ID, those exchanges are automatically included in your console.

PLUS, you can add any other Traffic Exchanges that you want.

The surfing console includes easy to understand directions and even a training video, so I won't go into those specifics here but check out the highlights.

- Include any and all Traffic Exchanges that you want
- Easy set up.. enter your ID and click update
- Group exchanges together by ticking the priority box
- One link, that you can bookmark, will open up your console.

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- Click the surf link by an exchange and each opens in a new tab.
- Date of last time you logged into each exchange is recorded

Bottom line is more sign-ups, more page views, and more money in your pocket. All thanks to a little organization.

**Just be sure to view the pages, as you'd like your pages to be viewed as well.**

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### Chapter 8 Are You Feeling Like a Leaky Faucet?

Have you found yourself with extra credits on a particular Exchange and it seems like your page views are drip, drip, dripping like a leaky faucet?

Slow, annoying, and keeping you awake at night?

There's a few things you can do to immediately put those credits to fantastic use.

Try adding more URL's and web pages to that Exchange.

This will give you the opportunity to grow down lines and add profits for different products and services.

Some Exchanges will even allow you to add the same URL more than once...this will certainly increase the number of views for you and start putting those credits to good use.

More page view equates to more sign-ups to your squeeze page and ultimately more money in your pocket :)

Another great utilization of those extra credits is to start offering some of them as rewards and bonuses to people in your down line.

While, this may not do much for you in the short term...

This long term strategy will make for satisfied down line members that start acting like a team. By keeping in contact with your downline members you build relationships with them as well and while it might be against the TOS to blatantly advertise your products to your downline, most Exchanges do not have a problem with you including a signature file.

As your team learns to know you they may very well inquire of you about your sig file and what you are involved with.

Feeling like part of a team will also translate into your downline surfing more, and generating more sign-ups which over the long haul equals more cash for you.

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With these techniques you'll find yourself using your credits wisely, and building a long lasting, and solid overall business. That's how you fix a leaky faucet :)

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### Chapter 9 As the URL Turns

Are you tired of the manual management of all your URL's in all the Exchanges you participate in?

Does it ever feel like you need a full blown Excel spreadsheet, crafted by an engineer, to manage all these things?

I feel your pain...and have some virtual relief for you right here.

There's a tool in the world of Traffic Exchanges that can simplify your life and maximize your profits.

That tool... a rotator.

A rotator will allow you to add multiple URL's to one site (your rotator page) and will then rotate through all of your sites, as people view them.

You can set the rotator up so your pages are viewed in random order, as chosen by the rotator, or you can set them up so they are viewed in order of ranking, based on how you rank them.

This affords you real freedom, because when you make URL changes, like adding or deleting sites, you don't have to log into every Traffic Exchange you participate in. You can simply make the changes one time... all at your rotator page.

Many exchanges provide you with a rotator. When you use the rotator URL provided by Exchange A in Exchanges B, C, etc, it will rotate the sites that you listed in Exchange A inside a frame that has a referral link for Exchange A.

This not only gives you the advantage of a rotator but helps build your downline in Exchange A.

There are also programs that you can join, either as a free or upgraded member, that will provide you with a rotator. One is [PageSwirl](#) and another is [TEToolbox](#).

Both have their different advantages which you can compare by reading their home pages. TEToolbox also has a splash page maker with an extensive graphic library so that you can design and

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create your own splash/squeeze page.

One thing to make note of - not all Exchanges allow rotators, so you'll want to check the rules and Terms of Service for the Exchanges you participate in first.

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### Chapter 10 Grab a Wing (NO, Not a Chicken Wing)!

American trainer and business consultant, Frank C. Bucaro, once said, "Don't wait for someone to take you under their wing. Find a good wing and climb up underneath it."

Frank was right on the money with this little blurb.

As I mentioned earlier, there are many folks out there that proclaim to be able to help you make money and make it fast!

The problem is that while there are some good teachers and some people that really know their thing, there are also a number of marketers that I call "False Profits"...and yes, that pun was intended :)

You see, some people would like you to believe they can take you to the promised land of money, riches, and whatnot.

But often they can only take your money. Because that's all they know how to do.

So, if you're ready to take your life and your business to dizzying new heights...

Then find a good solid wing and climb right on up underneath it.

If that happens to be my wing...well, then welcome aboard :)

I'll be happy to assist you with making your online business, and your use of Traffic Exchanges, super profitable :)

Thank you for taking the time to check me out...and for spending some time absorbing some of my tips, techniques, and Traffic Exchange success strategies.

I truly look forward to working with you and watching your business explode.

Here's To Your Success,  
Paula Zuehlke

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## RESOURCES

Chapter 2: [Discover Cpanel](#)  
[Kiosk](#)  
[HostGator](#)  
[GoDaddy.com](#)  
[NameCheap.com](#)  
[Aweber.com](#)

Chapter 5: [HitSafari](#)

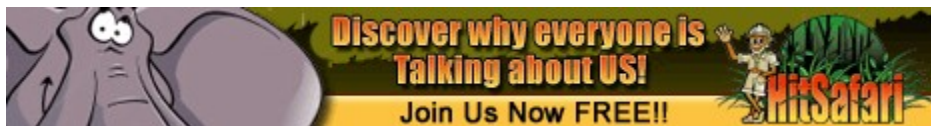
Chapter 7: [Mozilla FireFox](#)  
[Internet Explorer 7.0](#)  
[Soaring4Traffic](#)

Chapter 9: [PageSwirl](#)  
[TEToolbox](#)

Come join us at HitSafari and get YOUR own copy of **Traffic Exchange SOS** with YOUR links to the resources that we recommend.

HitSafari offers not only top quality traffic but a solid foundation for your success. We offer you top advertising resources PLUS the tools that you need to build your own business PLUS the opportunity to build your personal list.

HitSafari... We Help You Build Your Foundation for Success!



Traffic Exchange SOS was formerly entitled Traffic Tips, Tricks and Techniques

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