

# **TheTrafficJam™ Formula**

**by Graham Hamer**



## INTRODUCTION

**TheTrafficJam™ Formula** created and written by **Graham Hamer**, CEO of TheTrafficJam.com, is an integrated method for high-volume traffic generation.

How?

**By building traffic in an organized fashion and using the synergies between different methods to create exponential growth.**

I guarantee that you'll refer to this formula over and over again as you build your traffic. Please feel free to promote it to family, friends or colleagues – in fact, anyone you know who wants to develop an online business or a secondary stream of income on the Net.

**TheTrafficJam™ Formula** is for **EVERYONE**. Whether you have minimal or extensive online experience, you will profit from the information provided.

There are just a few small housekeeping details to highlight before you scroll to the first chapter.

## HOUSEKEEPING

**A copyright notice appears at the end of this book. Read it at your leisure. Meanwhile, what you need to know is that you DO HAVE all reseller and redistribution rights to this work, as long as it remains unaltered in any way.**

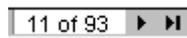
**TO** navigate using Adobe, the following tips will improve your reading pleasure.



Use the 'hand' to move around the screen on the page that is currently available.

To move from page to page, use the scroll bar on the right. As you hold the mouse on the scroll button it will show you the current page number.

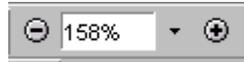




The status bar at the bottom of the screen also displays the current page number.



To make the text bigger or smaller, use the 'zoom' or resize the page as a percentage of the original



Depending on your monitor settings, you may wish to use the three 'quick resize' tools. They are (in order) 'Actual Size', 'Fit in Window' and 'Fit Width'



The Menu Icon that looks like this, will reveal or hide the Navigation Panel (otherwise called Bookmarks). The choice of view is yours because the Contents Table is linked to the text and clicking any item in the Contents Table will take you where you want to go.



This button allows you to search the document for a word or phrase. If you're anything like me, you'll remember having read it somewhere, but just can't remember where.



The 'Print' button in Adobe allows you to print one page, a selection of pages, or the entire book.

If you see



anywhere, [take note!](#)



Finally, there's a super little printing utility that will allow you to print 2 or 4 pages to a single piece of paper. It saves you paper, space, and money. You can download a trial version with a few limitations, but it will give you the idea. Go take a look at <http://www.fineprint.com/>

**MANUSCRIPT NOTES:**

*This copy is Proof Version 1, completed August 2002.*

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# TheTrafficJam Formula

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## TheTrafficJam Formula

### THE AIM OF THIS BOOK

**THE AIM OF THIS BOOK** is to show you a PROCESS that is guaranteed to draw TRAFFIC to your chosen web site(s).



Traffic can take many forms, and we'll be looking at those methods that **work** (and ignoring or discarding those that don't).

If it rolls down the hill on its own, I'll tell you how to do it. If it takes effort and is an uphill struggle, I probably won't.

Most programs that I recommend and most suggestions that I make in this book are FREE, but don't ever fool yourself that setting up business on the Internet is a no-cost process.

**Low-cost: maybe. No-cost: never.**

So, having said that, here's the first shock...

**hot tip**

**Anyone who tells you they can put a million FREE visitors on your site inside a couple of weeks is lying to you... even if they DO call themselves gurus.**

I can (and will) show you how to build your business so that, a few months from now, you can be pulling at least 100,000 extremely low cost visitors a month (which is over a million visitors a year). But it takes time and it takes effort to put the infrastructure in place to achieve this.

Don't worry, we're going to be starting on this infrastructure almost straight away. Meanwhile you need to focus on Chapter One and understand why I refer to my method as a FORMULA.

Finally, in this e-book I make very little attempt to tell you how to construct your web site. That will be the subject of a later book. For the moment, we are going to concentrate SOLELY on pulling visitors to your site.

## THIS BOOK IS YOUR PROPERTY

You may do with it whatever you please.

You are free to give it away, to sell it, or to rent it, exactly as it is. The only thing you are NOT free to do with this book is to COPY or REUSE parts of it without my written permission, or to change the content in any way.

If you want to quote a short section from it, you may do so as long as you don't alter the text and as long as you credit me with the extract.

## BE LOGICAL

Like any scientific formula, **TheTrafficJam™ Formula** is written in a specific order. If you read it like a demented grasshopper, you will continue hopping from plant to plant without making any headway.

Think of yourself as a grass **cutter** rather than a grass **hopper**... just keep moving forward at a sustainable pace and deal with the small piece of grass in front of you. Before you know it, acres of lawn will be trimmed.

If you miss a piece, you're only going to have to go back and cut it later, so best you just keep going in a straight line.

If I say "**DO IT NOW**", please "**DO IT NOW**". I say it for a reason.

When you follow a recipe and it says "Add flour now", what do you do? Do you ignore it and maybe go back later? If so, please don't invite me to dinner!

This recipe WILL work, but only if you follow the cookbook.

Also I have included a couple of places where you can **download FREE top-quality e-books by Internet experts**. Naturally, you'll find these downloads by following the text logically, not hopping around from one place to another! (Aren't I just the most unkind person you've ever come across?☺)



## REFERRAL LINKS

My first web site took me months to build because I didn't know where to go, or what to do, or what I needed. Frankly, I couldn't find a thing – particularly when I wanted it. Life was not much fun.

I was determined that, in this book, I would make life as simple as possible for my readers. 'Click' – Info arrives on screen – 'Click' – More info arrives on screen – etcetera.

Using links, you just CLICK - et voila! They look like this... [thetrafficjam](#)... and the cursor 'hand' shows a letter W when you place it over the link. (It also shows the URL in a pop-up box)

But I still thought long and hard about whether or not to include referral links to other services.

A "Referral Link" is a web-link that is unique to me. If you use my referral links and subsequently make a purchase from the web site, I earn a percentage of the sale.

Here's my reasoning for doing so... (thanks to Neil Shearing of ScamFreeZone for enunciating the logic so clearly)

By not including referral links, the document looks more "professional". On the other hand, a link makes it much easier for you, the reader to access a given site.

Just as important, the web sites with reseller programs have obviously factored the referral fee into their costs. If I don't use a referral link, they simply get to keep the money they would have happily paid me.

I'm not rich enough (yet) to simply let companies keep money they are happy to give me, so I have decided that, as long as I was going to recommend the product anyway, there is no reason not to use a referral link.

What would be wrong, and I have made sure it does not happen, would be to place a referral link to an inferior product simply to gain the referral fee. You can rest assured that I have only used referral links where appropriate, and to specifically useful products or services.

Not ALL the links in this book are personal referral links. Many are just plain links that will take you where you want to go.

I recommend you use the services I refer to, to avoid the sorts of problems I faced when launching onto the Internet. Follow my links and building your e-commerce will be fun instead of a surreal nightmare.

In any case, using the links in this e-book will enable me to keep writing similar books and give my clients the full reseller and re-distributor rights. Quite a few Internet Marketers now offer these rights to their products, **but at a high price**.

It also allows me to give away FREE e-books, as you will discover (if you follow the text logically!).

All resources that I refer to in this book are summarized at <http://www.thetrafficjam.com/resources.html>, where you will find the full URLs and a brief description of the product or service. This is so that, if locations change, I am able to update this Web page and FOREVER keep this e-book up-to-date. (Neat eh?).

(It also means that I get more hits to my Web site, which will improve my search-engine rankings. – Neat again, eh?)

## TheTrafficJam Formula

# Chapter 1: THE WHERE, THE WHY, AND THE HOW

**IF** you've already taken a look at the Table of Contents to this e-book and noticed all the chapters ahead of you, you may well be asking yourself why I've written so much, instead of merely listing the 1-2-3- steps to attain high traffic volumes.

Simple answer... as usual, I've over-delivered.

The formula is, indeed, a 1-2-3 formula, and I've even built in some "resting places" along the way where we can look back at where we are and summarize our 1-2-3 steps.

But I want you to understand the logic as well as the mechanics. Don't you just hate those so-called educationalists who, when asked a reasonable question, answer "Because that's how it is."?

I think you deserve better than that, so I want to take the time to explain why a particular strategy is the best one to follow. I want you to understand, because the Internet is a constantly changing environment and you need to be able to adapt to it in the future.

I want to give you so much that you will recommend this e-book to all of your contacts. Particularly since I've overloaded it with information, step-by-step instructions, detailed examples, hot resources, techniques, tips, secrets, web traffic programs, and much, much more.

If you're an **IMPATIENT** reader, I urge you to **STOP!**

I'm all for enthusiasm, but don't sweat the detail.

## **DO-NOT-SWEAT-THE-DETAIL**

I'll be giving you something to do any moment now, but meanwhile, this chapter is the key and it deserves your time and concentration.



### **This is important.**

This is the **ONLY** way to get hundreds of thousands of visitors to your chosen site(s) without buying advertising.

I'll also be showing you ways to get traffic that isn't totally free. Usually at very low cost (sometimes just a one-off purchase of a piece of software).

Whatever it is, you can be sure that, if I do recommend a purchase,

- a) I will have tried it out for myself.
- b) The expense will be well worth the outlay.

This chapter is about more than what steps to take and what buttons to push. You will need to concentrate hard (please). Take time out to read this chapter over again if necessary. Only then will you fully understand the unlimited potential you now have in front of you.

### **HERE'S WHAT I NEED YOU TO UNDERSTAND...**

There's a full recipe involved here. It's more than just eggs and flour and milk and sugar. It's about **WHEN** to add the flour, **HOW** to beat the eggs, **WHY** you should stir slowly. Telling you the ingredients is useless if I don't give you the rest of the recipe.

That's how some people make big fortunes on the Internet. They'll sell you a list of ingredients but ignore to provide you with the cooking instructions. (Probably because they don't know them.)

There are **NO** missing pieces in this book. As long as you follow through with me, chapter-by-chapter, piece-by-piece, in the right order... and as long as you **ACT WHEN I TELL YOU**, you can be sure that, by the time you get to the end, traffic will already be pouring into your site.

And **THE BIG SECRET** (the one that nobody else is telling you, because nobody else understands it) is **HERE**, in this book, in **VERY CLEAR PRINT**. You will know it when you see it. That's a promise (and I'm very good at keeping my promises).

The contents **MAY** earn you thousands of dollars. They may not. It just depends how good your products are and how you use the information in this book. All I can provide you with are the details of **HOW** and **WHERE** and **WHY**. It's going to be up to you use the information wisely.

The best chance you have of succeeding is to let me take you by the hand and guide you step-by-step through the minefield that's called traffic-generation and out the other side, all in one piece.

This guide does **NOT** exist anywhere else. Sure, there are bits here and bits there - part of a program here, part of a program there - an interesting chapter from an e-book here, another chapter there. Putting all the pieces together has been hard work, believe me. It's taken two years of trial and error. Expensive mistakes. Battles lost. Lessons learned.

But I had to go through the pain to understand **THE BIG SECRET**

**You can benefit from my mistakes.**

So why have I decided to reveal the jackpot to anyone and everyone? Why not guard the knowledge for myself?

Easy... I firmly believe that ambitious people should help each other live the lives we dream of. You only have to read my [Newsletter](#) to know that. (If you haven't already subscribed, you should.)

I'm tired of seeing people with dreams and vision working for peanuts. It's time all that changed.

Hey!... I want to change the world...

Writing this opening chapter is tough. I wrote a novel called [Paperchase](#). That was tough and took several months. This is harder...

I want to be precise. I want to explain to you step-by-step. I don't want you scratching your head, and wondering what I mean. I want to be crystal clear.

What makes it tougher is that none of us have the same experience and background. For you, some of the steps I explain will be stupefyingly obvious. You may already be applying them. For other readers, this information will come as a total revelation.



If I don't give you **ALL** the steps **AND** the perfect strategy, and wrap them in a foolproof combination, it will be like having part of the recipe and wondering why your omelet tastes like a cold pizza.

An egg is an egg but, as you know, eggs are used in lots of different recipes, and one small change in the method of cooking can completely change the result.

I'm not telling you this because I think you're stupid. If you were stupid, you wouldn't have bothered getting this far. But some people are so impatient to put food on the plate, they ignore the recipe.

### **Please don't do that.**

You may already know some parts, some ingredients, and think that you already knew this stuff. But I want to demonstrate a STRATEGY here. So stop examining the ingredients and study the recipe. It's the right combination of ingredients and cooking method that makes the omelet, not the fact that you're using an egg.

One thing is sure; even if you've read all the books like I have, you're still reading this one. Which suggests to me that you haven't yet discovered the TOTAL strategy. If you had, you would already be getting unlimited visitors to your web site, and you wouldn't be reading this.

Maybe you already know most of the ingredients. But what you're getting here is THE RECIPE as well.

### **The first surprise...**

**hot tip**

**There's only ONE kind of traffic - the sort that brings visitors to a Web Site!**

That may not sound like earth-shattering news, but I felt it needed saying since some well-known traffic 'gurus' are trying to suggest that affiliate traffic is somehow different to owner traffic.

### **Well that's bunkum!**

Traffic is traffic – Period.



It might look different. It might come from a different place. How you use that traffic might be different. But a visitor is a visitor, is a potential customer, is a **source of income**.

### **Geddit?**

Sure, the recipe you need to follow as a web site owner may vary slightly from the recipe for an affiliate, but the differences should be blindingly obvious. For example, a site owner is going to include ways of attracting new affiliates in his recipe. An affiliate is not.

I'm sure I don't need to explain that.

And in case you're wondering what the difference is, the definition of a Web site owner is someone who **controls** his own product. The affiliate **promotes** someone else's products.

The site owner's role is to do everything INCLUDING the promotion. The affiliate's role is to do nothing else BUT the promotion. That might go against some current theories but, to most (sensible) people, it's as obvious as the nose on your face.

Easy definition...

Can you set up your own affiliate program and create your own network of promoters from the web site you want to direct traffic to?

Answer: YES --- You are a site owner.

Answer: NO --- You are an affiliate.

This is the only difference

**Site needs will always vary...**

At my site, TheTrafficJam.com, I have a link where people can become [affiliates](#), and I concentrate on making sure that I get a great traffic-to-sale conversion rate.

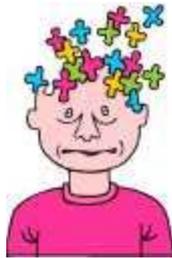
For another site, TopProfits.info I urge people to [subscribe to the Newsletter](#) so that they gain entry to the private site and find out what stunning offers I have there. In other words, I'm just getting visitors.

For yet another site, [www-websites.com](http://www-websites.com), my visitors are very targeted individuals who are there for a very specific purpose. My traffic-pulling methods have been tuned to that particular market.

**BUT VISITORS ARE VISITORS ARE A POTENTIAL SOURCE OF INCOME --- OKAY?** Which debunks one smokescreen theory being put forward by a so-called traffic guru right at this moment.

During the course of this book, I will make it totally clear to you when a certain method of getting visitors is only suitable for one particular type of situation (affiliate or owner, as defined above).

What I **INSIST** you do, if you want to succeed, is to **USE ALL THE METHODS** that are appropriate to your particular business.



It's like a big jigsaw.

If you use some of the pieces and reject others, you'll become frustrated trying and failing - trying and failing. Because, without all the pieces, you **never** get to see the big picture.

And if you're an owner, one of the secrets I'll be sharing in the next chapter is how to find **SUPER AFFILIATES**. Affiliates whose sales are **TEN TIMES** anybody else's.

But for now, whether you are owner or affiliate, I've got some **GREAT NEWS** for you.

Not only are you going to stop advertising to surfers, you are actually going to **STOP ADVERTISING**.

I want you to erase all the conventional theories you've read elsewhere - usually from people who are trying to sell you some advertising. Starting **RIGHT NOW**, I don't want you to part with a single cent for advertising.

You may choose to spend a little on some different sorts of programs, but you're not going to part with your hard-earned cash to buy straight advertising.

From now on, you're going to use other ways to attract visitors to your site.

And here's the **FIRST STEP** in gaining that Financial Independence...

No matter whether you see yourself as site owner or affiliate, I want you to sign up for a free scheme that will build and build over the coming months to provide you with a steady stream of traffic way into the future.

This first step is indispensable to attracting long-term traffic.

Despite the blurb that I read in one (in)famous e-book on traffic-getting, there's NO instant silver bullet that will turn your site into a fun park for lost surfers.

What I'm proposing you embark on is a steady, responsible system to build long term traffic (and produce some substantial residual income as a byproduct).

**THE FIRST STEP** is a plan that combines multiple programs together to feed each other automatically and create a synergy that will surprise you. The exponential growth can be quite staggering if you follow the instructions carefully and patiently.



**I want you to GET REGISTERED FOR IT NOW**

It takes a while to implement the whole scheme and if you get registered now, you can be completing the process bit-by-bit as you read the rest of this book.

[GO NOW](#) to my instructional pages at "[10000hits](#)" and take a few moments to understand the scheme before you sign up (for free). The results will be truly amazing and well worth the time and effort that it takes to complete the whole process. Eventually, you will have an unstoppable advertising machine.

(If you are already participating in the 10,000hits program, you don't need to sign up for it a second time. Just make sure to push on towards Gold Status as quickly as possible. It's an important step in the whole **TheTrafficJam™ Formula**)

If you're not registered, **PLEASE DO IT NOW.**

See, I told you I was going to get you doing something pretty soon.

[Now Go!](#)

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Congratulations, you've just taken the first step on the road to getting all the traffic you want at your chosen Web site(s).

Ok, let's get back to where we were...

Here's the cry I hear from a lot of people... "Gee, I only want to push a few buttons and get visitors on my site. Where are the buttons?"

Sorry, but **it's not as simple as that.**

I will show you the buttons as we go, (I've already shown you the first one), but if you don't learn when and where to push them, you will end up nowhere.

You **MUST** take the time to work through this book methodically and undertake each step, one at a time. Don't worry; I'm not going to leave you alone halfway through.

If you cheated and didn't just sign up with 10,000hits, please **DO IT NOW**. The other option is to put this book in the trash and forget about getting free traffic.

If getting thousands of visitors a day on a web site was as simple as pushing a few buttons, don't you think that everybody would be doing it?

Again, back to the script...

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You're going to come to understand that my techniques are different. My methods work - but only if you let them. So allow me to explain **ONE VERY IMPORTANT THING** before we REALLY get started.

Question: What is the best source of free traffic on the Internet?

Too tough to call?

Okay, what do you prefer?

1) You are surfing merrily, minding your own business when 'bam' you get hit by a flashing banner ad. Ten seconds later, three boring ads jump out and poke you in the eyes. Two minutes later, a page filled with flashing links, spinning gifs, scrolling banners and blinking text...



**Or...**

2) You receive an e-mail containing your favorite newsletter, which you read every week and now trust. The writer recommends

that you visit a site because it allowed him to solve a common problem.

If you're like 99.99% of the people that make up the Internet community, you will follow his recommendation in preference to the page full of flashing lights. In fact, statistics show that a testimonial gets a response rate between 10% and 50% compared to less than 3% with traditional online advertising.

Why?

Because we don't trust advertising but we *do* trust a recommendation or a testimonial from a satisfied customer.



**The best traffic-puller is a recommendation, not an advert.**

And to make use of that fact, you need to build a list.

From now on, your **first priority** on the Internet must be to BUILD YOUR OWN LIST of opt-in subscribers to whom you will periodically recommend good products, services and information (and to whom you will more often just give sound advice and great bargain deals, like I do at TopProfits)

In fact, by signing up for [10,000hits](#), you have already taken the first step towards building a list. You'll discover how in stage two of their process.

Like I said before, if you haven't already signed up for [10,000hits](#), **DO IT NOW** or throw this book in the trash.

(Am I making my point here?)

Why build your own opt-in list? Because with a good list, each time you send mail, **you can make money**.

If that sounds cynical, it's not meant to be. I know a lot of the people on my list well. We have exchanged many private communications and I think of them as my friends. I would never recommend anything that I had not tried for myself and been satisfied with.

In fact, if you try to screw your list just to bleed some money out of them, they will simply drift away and you'll be left with nothing. Give them more than they expect and they'll grow to trust your judgement.

My own TopProfits Newsletter is rapidly becoming one of the leading e-zines on Internet Marketing. I didn't achieve that reputation by screwing my subscribers for every last drop of blood I could get before dumping them.

The TopProfits Newsletter is sought after because it offers sound advice, informative articles, and quality information on new products and services. This is what **Xavier Jarquin from California** had to say about it in a recent note to me...

"After reading this last newsletter of yours and checking out the tools and information for myself I HAVE to congratulate you. I think the value and content of your newsletter is G-R-E-A-T! Extraordinaire!

Your GENUINE desire to help people out, to help them get ahead with genuine tools and honest, worthwhile services and information CLEARLY comes through.

Keep up the good work"

And then there was this note from **Muriel Crillet in France** to a Newsgroup she belonged to...

"I receive almost 1000 emails a week. Because of that, there are just a handful that I read (and actually look forward to).

Graham Hamer's TopProfits newsletter is one of them, and one I've been reading on a regular basis for the past two years.

It's more than just another e-zine. You'll hear about success stories, important e-biz news, what works, and what doesn't.

Graham's been around a while, and you can count on him for reliable Internet business information. He tells it as it is."



When I get mails like that, it reinforces my belief that you should NEVER screw your mail list for a quick buck.

On the other hand, it's certainly true that, once you have a number of subscribers, any time you want visitors on your web site or to an affiliate web site, you can

easily achieve it by posting a newsletter to them.

It's like getting visitors on demand.

Mailing to 10,000 subscribers is the same as getting 1,000 or more visitors on your site. The important point is that you communicate and offer something that they want and that will help them. If they are satisfied with the product, they grow to trust you even more.

The larger your list is, the bigger the reward EACH TIME you post a message.

You were looking for buttons to press? Consider your mail 'Send' button like a magnetic traffic button.

But don't forget, you need to work hard and read long hours, test a lot of things and talk to a lot of people in order to discover the best news, programs, techniques, and software. So when you recommend something to your subscribers, they know that it will be good. You need to send sincere, accurate info and build a relationship with your readers.

Currently, the whole world and his dog are sending out so-called e-zines. Most of these are nothing but e-mails with paid advert after paid advert. I want you to promise me that you will write a **proper** Newsletter. (More about that in Chapter 6)

*Checking question:* What is the best way to get high-qualified-ready-to-buy-targeted visitors?

*Correct:* It is through an opt-in list.

*Next checking question:* What will you do from today?

*Correct again:* You will build YOUR OWN list of subscribers.

Now, you know where to concentrate your efforts.

**hot tip**

**To JUMP THE GUN and get your sales moving at the speed of light, you should consider using the services of an opt-in e-mail co-registration service.**

**→ recommend**

My favorite is the fabulously effective [Lead Factory](#) service run by Marty Foley and it is well, well worth spending a little money on.

Lead Factory is part of the ProfitInfo group, which we'll be taking a closer look at in Chapter 3.

Lead Factory is a proven service (formerly named List Builder) that can quickly and ethically add **subscribers who want to be on your email list** - by up to hundreds per day, at reasonable cost.

Undoubtedly, some of you who are reading this book right now come to have it in their possession thanks to the services of [The Lead Factory](#).

I was always taught to overcome the known objection before it arises.

So here's the objection...

### **Lead Factory is NOT the cheapest service.**

Why do I use them?

- ❖ It is easily the most effective and user-friendly service.
- ❖ Their lists of new subscribers can be sent to you in almost any format you want it... even using an existing web form.
- ❖ Some opt-in services offer incentives to collect names. Lead Factory does not. Which means that their subscribers have subscribed **because they want the newsletter**. This leads to a much lower opt-out rate later on.
- ❖ Marty includes a 10% 'fudge' factor into all his numbers. If you order 5,000 subscribers, you'll get 5,500 (which, in effect, reduces his advertised price by 10%)
- ❖ Lead Factory check for duplicates before they send the addresses to you. This gains another 10% on other services – thus another 10% reduction from advertised price.

The cost of 'buying' a few quality opt-in subscribers to your list will be paid for over and over again as time passes. If you have a mailing list of a few thousand people to start with, you can already start making sales and recouping the small outlay.

Lead Factory's parent company, ProfitInfo, is, by the way, no relation to my own site, [TopProfits.info](#) from where I send my own Newsletter to the world.

On the other hand, it's worth knowing that Marty Foley runs an excellent affiliate scheme, so if you're looking for an attractive joint venture, this could be worth considering. Check it out at [ProfitInfo Affiliates](#)

You can find out more about ProfitInfo's range of products on the [resources page](#).

**hot tip**

**Jump start your sales with opt-in subscribers...**

Before we move on, what would you think if I suggested a way of bringing 100+ visitors a day, every day of the week, week after week forever more, to your Web site for a total **one-off** investment of less than \$50?

I don't know what you're selling, but I bet that just a couple of sales would recoup your investment...



Tell me, what do you know about Message Boards?

If you haven't used them or come across them, there are thousands of these sites on the Web where people post messages of interest to that particular 'web community'.

There are message boards on just about every subject you can imagine, from clipping your toenails to solar energy. Yahoo.com have probably the best-known Message Boards, but there are plenty of others.

They're exactly like the classified ads in your local newspaper.

And guess what? There are currently well over 500 Message Boards concentrating uniquely on Web-based business opportunities.

There's nothing stopping you from posting YOUR message on any of those boards **FREE**.

If you can appreciate that the AVERAGE Message Board gets about 1000 visitors a day (some a lot more), you can see that Message Boards offer you well over 500,000 potential customers for your product **EVERY DAY**.

If your message is good enough, you **MUST** pull at least 100 visitors a day to your site.

So how long do you think it would take to visit and post YOUR sales pitch into 500+ Message Boards two or three times a week?

Whatever answer you just gave, I'm willing to bet you're wrong - unless, of course, you said TEN MINUTES.

In fact, with a fast Internet connection, it takes me less than five minutes.

How?



[MessageBoard Blaster](#) is how. A simple, easy-to-use program that is legal, honest, ethical and very, very effective.

If there's one piece of software that's going to recoup its cost many times over, this is it.

If you can afford it, [GET IT](#). You even get a free trial.

A quick true-life example before we move on...

Not long ago I set up a new mini-site. The day it was all ready to launch, I did nothing more than post a single message using MessageBoard Blaster.

The following morning I had made two sales. Those two sales (\$150) could ONLY have come from the five minutes it took me to post that message.

[MessageBoard Blaster](#) just paid for itself three times over.

Point taken?

Now we're making progress!

## The Traffic Jam Formula

### Chapter 2: AFFILIATE MARKETING



**HAVING** your own affiliate program WILL explode your traffic.

But only if you're a site owner.

If you define yourself purely as an affiliate (using the criteria in the previous chapter), you do not need to read this chapter. This is part of the recipe that **ONLY** applies to site owners - **except for the section right at the end of the chapter entitled "Your 10000hits downline are your affiliates"**.

If you see yourself purely as an affiliate, please read that [section](#). Then, while the site owners learn how to put money in YOUR pockets, why don't you go to [10,000hits](#) and start earning some traffic credits?

You can join us again for the next chapter.

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Before we begin, can I just make a **very strong comment** to any of you who are not yet a site owner, but are planning to become one.

**hot tip**

**If you've read these strange e-publications that claim you can set your own site up for next-to-no-money, DON'T BELIEVE THEM.**

Even if, like me, you learn to write html documents and build your own sites, the initial costs can be quite prohibitive. Until you really get involved, it is quite impossible to estimate the money that is required for good hosting, getting a merchant account, a shopping basket, auto-responder, building a mailing list, developing a product, blah blah blah...

I don't want to put you off, but I **DO** want you to be aware that you'll hear a lot of rubbish on this subject, from people who are trying to sell you something.

Setting up your own site from scratch is not something to be considered lightly. On the other hand, if you've got the nerve, the money, and the spare time, GO FOR IT, because it can be rewarding in every sense of the word.

Enough with the lecture ... Back to the story line.

---

Okay, site owners, now it's your turn to add some ingredients to the recipe. And this is the number one best way to get visitors.

### **This is THE CREAM.**

If you want to get a heap of visitors without paying a dime in advertising for the rest of your Internet life, **CREATE YOUR OWN AFFILIATE PROGRAM**. Because, once you start this snowball rolling, it just keeps getting bigger and BIGGER and BIGGER

You should use all the other secrets revealed in this e-book, but you should have one goal in mind... to convince your visitors to become your customers, and to...

**hot tip**

**convince your customers to become your affiliates.**

Every reader of your newsletter must learn about your affiliate program. Everyone you talk to must learn about your affiliate program. It is, without a doubt, the best recipe for long-term success.

Use all the short-term techniques to build your affiliate program and you will be building a long-term campaign.

You know that the best concept in the world is leverage. So **USE THE LEVERS.**



As a site owner, having your own associate program is the fastest, most effective way to snowball your sales and dominate your online market.

Period.

It's awesome. Tell me a better way to get hundreds of high-traffic web sites to sell for you - Risk-Free, and at no cost to you.

You can NEVER lose money because you don't pay until a sale is made.

Just in case you're not familiar with the concept of an affiliate program, here's (briefly) how it works...

- When you have an affiliate program, other people can advertise your product or service on their web site, or in their e-zine (newsletter).
- When a visitor is sent to your site by an affiliate, the visitor is "tagged" using a special code that is unique to the affiliate.
- You pay the affiliate a pre-established percentage of the sale if the visitor purchases your product or service.
- If the visitor does not buy, you incur no expense.

Affiliate programs have literally revolutionized the way business is done on the Internet.

**hot tip**

**An Affiliate Program is the least risky, least expensive way, by far, to acquire new customers and to explode your sales in a short period of time.**

It sure beats the heck out of paying for ineffective advertising up front.

So if you own a product and web site, the best thing you can do is to create your own affiliate program and reduce your search for raw visitors or surfers. Focus, instead, on offering an income opportunity to online promoters (affiliates).

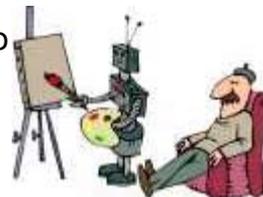
Good ones are specialized in sending traffic to web sites. It is their job, their specialty. They already know how to do it. Commit yourself to providing them with a great earning opportunity.

Also, DO NOT try to handle everything manually. You'll hear this, time and again from successful netrepreneurs ... for a very good reason ... because IT'S TRUE.

**essential**

**You MUST automate everything.**

When your affiliates start sending you swarms of visitors, you must be ready. You'll need a lot of information to do it right from day one. Too many people waste too much time trying



to do too many things - mostly because they didn't have the right information to start with. Model on the successful sites (all of which are automated).

Remember that 95% of web sites don't make a dime...It could have something to do with the fact that most of them are NOT automated.

Be aware, as I've said, that putting together your own web site is a LOT of work. (You probably already know that.) However, if you are capable of transforming visitors into buyers, then that's the way to go because your affiliates will be happy to send you their traffic. They need you to transform their hits into money. Hits don't pay their bills. Money does.

Site owners and affiliates need each other. They are the two sides of the same coin, and when did you ever see a one-sided coin?

To keep good affiliates, make sure your site SELLS.

Not everyone has a talent with words. No problem, there are programs out there that can help you with that. Take a look, for example at Marlon Sanders' Web Selling System (better known as his "[Ad Copy Secrets](#)") or his [Push Button Letters program](#).

All you do is fill in the blanks, click a button, and you get a sales letter nicely formatted on a web page when you're finished. Just polish it up some, link it to your order form and you're off and running.

Tell your affiliates about THIS e-book, so that they, too, can learn how to pull even more FREE traffic.

**GIVE IT TO THEM FREE**...that way you will build a great sales force and get better trained and better motivated affiliates.



This, in turn, will result in more visitors to your web site, more sales and more income. And if you didn't buy this book to improve your income, what are you doing here?

Don't forget that site owners, too, can become affiliates. Take a look at my own [affiliate](#) program at TheTrafficJam.com and use the pop-up window method to attract extra sales. I use it myself to promote other people's products that I'm satisfied with.

[Click here](#) if you want to get the html code that will give you pop-behind window on your site. (**A pop-behind window is**

***one that opens automatically when somebody visits your site. It stays behind your site window until your visitors leave your site, then it fills their screen in glorious Technicolor. Great way to pick up extra sales, particularly since the visitor is done with the previous site and receptive to something new).***

The only part of the code that you will need to change to use it on your site, is the bit at the beginning that says

["http://hop.clickbank.net/?nickname/1traffic1/"](http://hop.clickbank.net/?nickname/1traffic1/)

You should replace this with the URL to whatever page you want to open behind yours. For example: -

["http://topprofits.info/opt-in.html"](http://topprofits.info/opt-in.html)

Okay, okay, I'm taking this opportunity to sell you on becoming an affiliate and signing up to my Newsletter ... so what? THAT'S WHAT IT'S ALL ABOUT, isn't it?

I want YOU to become MY traffic-producers, and what's the good of showing you these methods if I don't practice what I preach?

Tell me about YOUR product and convince me to become one of YOUR super-affiliates. Just make sure you have a great, original product and that it's worth my while financially.



Here's an idea... **Write your own e-book.** Fill it with great ideas. Innovate and give stuff away. Make sure your purchasers get 200% value for money. But don't forget to **PROMOTE** your own site(s). It's one of the ways to get traffic, and getting site traffic is what this e-book is all about.

Tell you what... give THIS e-book away in your Newsletter. You already have my permission.

You bought it - it's yours to do what you like with, and with a bit of luck, you'll not only promote your own Newsletter, you'll help make my e-zine more popular. **WE CAN HELP EACH OTHER.**

By the way, while you're in my affiliate section picking up that code, take a look at the [Marketing Ideas](#) page. You may find something that sparks the germ of an idea for you.

## How do I find affiliates?

Secret Source...

Do you know how to tap into a super-affiliate's list?

What is a SUPER-affiliate? Someone who works faster, talks faster, signs faster, sells faster? What?



**A super-affiliate is the one person who already has all the visitors, subscribers, and affiliates that you want and need.**

She probably already has an e-zine with hordes of loyal followers.

She probably already has her own Web site with a big affiliate program.

A super-affiliate is the person you want to propose a **multi-level deal** to. (Two tiers of commission)

She will love it, join it and, in the blink of an eye, her and her big list can become YOUR DOWNLINE.

This is one of the **BIG SECRETS** of the Web. It's not a particularly well-guarded secret, but it's still a secret that can make you rich.

Super-affiliates are all around you. Go to any search engine and millions of them appear. Not only that... on the Internet, they even appear by category, by topic, by interest, by business, by product, by hobby... the place is full of them.

You want SUPER-affiliates for a site that promotes health products? Go to the search engines, search on health products and see what the top sites are.

The owners of these sites are the people who can become your super-affiliates. These are the top-earners, the big traffic sites, the people who know what they're doing. (Don't confuse search-engine favorites with sites that pay per click)

So **why advertise** when you can simply tap into the list of super-affiliates? They already have all the visitors and all the subscribers you need.

You mail to one super-affiliate and, if she mails to her list, or puts a link on her site, you just got a personal recommendation letter sent to 20,000 30,000 or 100,000 readers for FREE...

Yup, that's mega free promotion for having sent one e-mail to one person. Talk about working efficiently!

By the way, did I tell you I was a mind reader?

I didn't?

It's just that I hear you thinking; "Yeah but these super-affiliate guys are probably going to be busy as hell and may not have the time to answer me."

And I hear you thinking; "I'm gonna have to mail to a lot of them before I get a positive response."

And I hear you thinking, "I sure don't see myself browsing through search engines and visiting each web site manually in order to find the e-mail addresses of these super-whatsits."

So you're lazy. So what? We all are!

It's no problem.

I have the perfect solution for you.

You want to contact thousands of web site owners without ever visiting their sites?

You want to hear about an on-line service that finds precisely the SUPER-affiliates you want, not only web site owners but, like I say, the SUPER-affiliates?



It's called **Internet Success Spider** and it's like getting 1000 people on the task all at once. Using it wisely will find you all the super-affiliates you need.

Not only that, but when you purchase Internet Success Spider, Neil Shearing, whose software it is, will GIVE you his e-book "**The Irresistible Formula**" that tells you exactly HOW to approach a super-affiliate and ask for their support.



If you see yourself as a site owner, and you're starting your hunt for affiliates - THIS is the tool to buy. **Internet Success Spider** is available by [clicking here](#).

This revolutionary software (which Neil had custom written by an incredibly talented Perl programmer), locates SUPER Affiliates of any site YOU choose **like a heat-seeking missile!**

It runs **in your web-browser** so it doesn't matter if you have a PC or Mac. This software just uses WebPages.

There's no downloading, editing, uploading, installing, setting permissions, and all the other nightmares. You just access a WebPages and the Spider is **ready to go**.

You just enter a Web site and it's as easy as 1-2-3.

The software...

1. Queries the search engines and finds out which sites link **to the site you entered** (the affiliates)
2. Queries the search engines **AGAIN** and finds out **how many sites link to each affiliate site**
3. Returns the results in order, from most links to fewest.

The ones with the most links are the **SUPER Affiliates** of the Web site you entered.

Now THAT is automated progress like you've never seen it.☺

And even if you don't have a dime to buy software, you can still go into any search-engine and write to the web site owners.

This isn't SPAM since you don't advertise anything. You only want to build a good business relation between two businesspeople. It's the equivalent of writing a letter. Without Internet Spider, the process will be a lot less efficient, but it will work nonetheless.



**If you're trawling through the Web sites manually and can't find an e-mail address, try [admin@domain.com](mailto:admin@domain.com) or [webmaster@domain.com](mailto:webmaster@domain.com)**

It often works because most sites carry this address for people to be able to contact them about site problems.

In fact, many sites have a 'catch-all' address so you could send your e-mail to [threeblindmice@domain.com](mailto:threeblindmice@domain.com), and it would probably still get there!

[Internet Success Spider](#) will actually find the e-mail addresses for you. Manually, you may not find an address to write to. Lots of sites don't have a contact e-mail address.

**Back to SUPERAFFILIATES...** If only one super-affiliate posts to her entire list about your offer, you will get more visitors in one day than you got during the whole month previous. Imagine if you use Spider to get lots of super-affiliates.

You're breaking open those floodgates.

But, to multiply your chances of being accepted by the super-affiliate, **you need an affiliate system.**

Super-affiliates will only participate in your scheme if they have something to gain. Why should promoters send you visitors if they have nothing to gain?

Give them a **GOOD** incentive and they will start sending messages to their list, and visitors will come in their thousands.

Remember; you have the product and they have the prospective buyers.

Make them an offer they can't refuse...

**Give them MULTI-LEVEL commission...**

Explanation...

- ❖ You have a product that sells for \$100.
- ❖ You offer your affiliates 50% commission
- ❖ For every sale that comes through them, you pay them \$50 and you keep the other \$50.

That's SINGLE TIER commission...

Here's MULTI-LEVEL commission...

- ❖ You have the same product that sells for \$100
- ❖ You offer your super-affiliate 70% commission on all sales that come directly through her.
- ❖ You also offer your super-affiliate 20% on ALL sales that come through ordinary affiliates who SHE recruits into the scheme.
- ❖ The ordinary affiliates are paid 50% commission.

That's MULTI-LEVEL commission...

But that only leaves me with 30%, I hear you say.

Quit complaining and listen to reason. Most people would agree that it's better to have 30% of a lot of money than 100% of nothing.

Of course, you've got to make certain your costs are covered, but if you were to give me a choice between \$10 clear profit on a \$100 product, or no sale and no profit...

It's a no-brainer, isn't it?

## **So how do you administer a thing like this?**

Guys, there are two ways of doing this. There's Graham's way, and there's the hard way.

The hard way? .... Ignore my advice and do your own thing.

The easy way? ... Use either [AssocTRAC](#) or [Click Bank](#)

What's the difference?

Use AssocTRAC if you want to run a multi-Level affiliate scheme. Use ClickBank if you want to run a single-level scheme.

**AssocTRAC** is special software that is easily installed (by the vendors), and that completely automates the entire associates process for pennies on the dollar.

It takes just a few hours of your time every month. All you need to do is sign the checks. It is that simple. Everything else is automated.

Affiliate programs are responsible for the success of almost every e-business giant on the Internet today, from Amazon.com down.

Do what the wealthy webmasters are doing and you'll become a wealthy Webmaster too.

With this incredible new technology you now have the ability to easily administer hundreds, even thousands of high-traffic affiliates, who will **increase your sales and profits exponentially**.

If you're serious about getting and keeping SUPER-affiliates, I urge you get [AssocTRAC](#) today.

**TELL ME ABOUT CLICKBANK FIRST...**

Sure thing... Even though AssocTRAC is very low cost compared to other affiliate-control programs, it could be that your budget is tight, and buying it is out of the question.

It might also be that, like me, you don't live in USA, so you don't have a USA checking account. In which case, it's nigh impossible to write out dollar checks to your associates.



Okay, here comes Mr. **ClickBank**, the knight in shining armor.

[Clickbank](#) will run your affiliate program for you for ZERO dollars. (At the time of writing this, they charge \$1.00 plus 7.5% for each transaction. However, there are no monthly merchant account fees and no charge for administering your affiliate program).

You pay a one-time \$50 registration fee to open a merchant account with them, and then you're straight in business with your own hands-free affiliate program.

Clickbank also has a Marketplace with over 2,500 successful web stores and 100,000 affiliates. This creates even more visits and sales. It's worth big money to be in there.

A great resource, I'm telling you.

**BUT THERE'S A DRAWBACK.** (There always is, isn't there?)

In fact, there are TWO drawbacks.

First, Clickbank can only be used for digital products like e-books and computer software... stuff that can be downloaded instantly from your site.

I don't have a solution for that.

Second, Clickbank has a maximum commission level of 50%, and it is strictly Single-Tier.

I **DO** have a solution for that.

Here's how I get around using Clickbank for a SUPER-affiliate with a multi-level requirement...

I duplicate my original site. That's not usually too much work, because typically these sites are one or two page "mini-sites" that are quickly and easily duplicated.

I set up a ClickBank account at 50% commission and I tell my SUPER-affiliate all the details (UserName and Password) so that she, too, has full access to the ClickBank Administration area.

My SUPER-affiliate then gets to work, generating sales and recruiting ordinary affiliates (who pick up the 50% commission).

This just leaves me having to calculate the extra 20% that is due to my SUPER-affiliate. That's no big task.

And, by changing the name in the administration area, we can agree between us who should get the next ClickBank check. That means that, until the very final whistle, [ClickBank](#) even sends the money to whichever one of us is due it.

Hey, it's not perfect, but it's easily workable.

So let's sum up...

- 1.) **Concentrate on turning you customers into affiliates.**
- 2.) **Find other affiliates and Super-affiliates using INTERNET SUCCESS SPIDER**
- 3.) **Automate the process using AssocTRAC or ClickBank**



**Place the link to your affiliate's page on YOUR on web page and always advertise YOUR page.**

In other words, don't advertise the affiliate's page directly.

Getting the hits on YOUR page adds up on your traffic counter. That allows you to charge more to your sponsors when displaying their advertisement on your web pages (banner ads and text ads).

If a sponsor is willing to pay you "per impression" it means you're getting paid for every visitor you get on your page. Why give the money straight to your affiliate?

## **Your 10000hits downline are your affiliates.**

Whether you see yourself as an affiliate or as a site owner, the [10,000hits](#) program is the bedrock of your traffic magnet (you'll understand why as we progress towards completion of the **TheTrafficJam™ Formula**)

Clearly, you want this program to be as successful as possible, since it uses the synergy between smaller traffic-pulling programs and ties them all together into one powerful, condensed flow of site visitors.

In order to achieve maximum success, you need to follow ALL the program steps in order to fill your matrix and also **you need to assist your downline to do the same.**

Tangible support for your downline can be successfully achieved with a “welcome” note that encourages them to obtain a copy of this book. That way, they will quickly understand the power of the program that they have just joined.

If you do not plan to sell this book you can, of course, just become an [affiliate](#) for me and let them buy from my site.

Alternatively, you already know that you are free to GIVE them a copy!

Encouraging your downline to complete the 10,000hits program and reach Gold Status is an integral part of your traffic-pulling formula.

You should think of them as your affiliates, and give them every encouragement possible.

By making sure they have a copy of **TheTrafficJam™ Formula**, you are helping them achieve their goals and also helping them to understand the reason why 10,000hits is so important in the big picture - something that you, yourself, will come to understand as we progress.



**Your 10,000hits downline are your affiliates. GIVE THEM YOUR FULL SUPPORT.**

## **Chapter 3:** **CHOOSING AN AFFILIATE PROGRAM**



**JOINING** and promoting the **right** affiliate program(s) **WILL** explode your income.

But only if you're an affiliate.

If you define yourself **PURELY** as an owner (using the criteria in the first chapter), you do not need to read this chapter.

This is part of the recipe that **ONLY** applies to affiliates (or owners that are also affiliates of other sites).

If you are simply an owner, why don't you go to [10,000hits](#) and start earning some credits, while the affiliates learn how to choose their programs?

You can join us again for the next chapter.

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Okay, affiliates (or owner-affiliates), this chapter is very important. It will help you skyrocket your income in a very short period of time.

I confess it has nothing to do with getting traffic onto your site but, if you're going to expend time and energy pulling visitors, you **MUST** capitalize on every single one of them, and in every way possible.

Getting traffic is one thing - making sure that the traffic becomes income is what this chapter is about. (If you think you already know everything there is to know about choosing an affiliate program, by all means jump to the next chapter.)

The problems faced by anyone launching their own Internet business venture are immense. First off, you have to find the time to plan everything and set it all in motion and coordinate it. Then, you have to find the financial resources to pay web site designers, programmers, illustrators, and all the other technical support people who will make your site possible.

Either that or you have to devote a lot more time to learn the skills yourself.

Believe me, **no matter how you approach it, it takes months to launch an online business.**

In fact, it can take months just to write killer sales copy to effectively present your product.

So, do you have months in front of you, or would you prefer to be making money 5 minutes from now?

Would you be interested if I told you that a very profitable web site is already in place waiting for you?

Imagine being paid without even having to take care of orders, shipping, processing, guaranties or customer service.

Imagine a world-class income and a business of your own with no inventory or shipping. You don't even have to take payments, or write a sales letter.

Everything is already in place. You can start making money right off. Nothing more to do.

You are saving weeks and months of work.



### **YOU CAN START MAKING MONEY TODAY**

As you'll appreciate if you just read chapter 2, there are plenty of site owners who already have a perfect sales letter, and a hot product.

They need your help in promoting their site and they are prepared to share their profits with you in exchange for that help.

By doing so, they are selling more quantity with less advertising cost. They are paying you to simply present or refer them to your clients.

This is called a 'Joint Venture', 'Business Association', 'Associate Program' or, more often, an 'Affiliate Program'.

By becoming an affiliate, you are becoming a promoter of the product, service or information they are providing.

Here's an important distinction... As an affiliate you don't have to SELL anything. Your chosen program's site should do all the selling. It's your job simply to direct visitors to that site.

It's worth noting that many site owners become affiliates of other sites so that they can offer their visitors a choice of product.

### **SMART THINKING.**



**Here's a test you should apply whenever you consider signing up for an affiliate program... Read the sales pitch and consider whether it entices YOU to buy.**

Notice, I didn't say that it had to be good enough to sell you (though that is a sure sign you're on to a good thing), what I said was, "does it entice YOU to buy?"

Does it make your fingers twitch towards the 'ORDER HERE' button?

If so, then this is the site for you. You've used your own instincts to determine whether the sales pitch works, and NOTHING is better than your own instincts.

Now all you have to do is carefully read their policy, follow their instructions, and submit your personal or professional details. In fact, for ClickBank affiliate programs, you only have to decide on a nickname, and you're straight in business.

It doesn't get much easier than this.

With a good affiliate program, the site owner will provide you with all the necessary promotional material... sales letters, banners, links, ID number. YOU SIMPLY COPY AND PASTE.

See my own [affiliate program](#) if you don't understand what I mean ..... and, yes, I KNOW that's advertising ..... I practice what I preach, remember?

If your chosen site doesn't offer promotional material, or support to get your affiliate venture off the ground, or e-mail contact for quick answers to problems, etc. - BEWARE.

You may be signing up for an affiliate program with someone who doesn't give you the level of support you deserve.

**Good Programs Give Good Support.**

Depending on the company you choose, **you can be paid...**

- **Per impression:** You get paid each and every time you have a visitor on your web page (you simply display a banner advertising the other site).
- **Per pop-up:** You get paid each and every time your visitors exit your web site or web page.
- **Per click-through:** You get paid each time your visitor clicks on a banner that takes them to the other site.
- **Per lead:** You get paid each time someone enters their e-mail address or downloads a free demo.
- **Per sale:** You get paid each time your sponsor sells his product. You don't have to sell it yourself. You simply invite your client to go to a web page to get more info. If that client makes a purchase, you get paid.

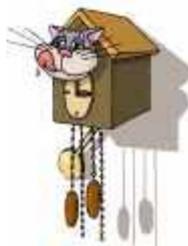
The final option (per sale) is the most usual, since the site owner is taking no risk.

So there just remain the big questions... **What do you sell, and how do you know if the site you're going into business with is reputable or not?**

The first part of the conundrum is relatively simple...

What do you WANT to sell?

Try and sell something you have a passion for, or know something about. Try and sell something that is in big demand. Try and use some common sense.



If you know something about cuckoo clocks, by all means partner with a cuckoo clock repair site if you can find one that has an affiliate program (savethecuckoo.com?).

On the other hand don't expect to make a fortune from it!

If you're interested in Internet marketing, try and choose some good Internet Marketing sites, work at it, then watch the checks roll in. Common sense should guide you in the right direction.

As far as choosing a **reputable site** is concerned, you are somewhat in the hands of the gods - unless, of course, you apply the following criteria.

- The first criterion, in my view, is to look at the online support, as I've already mentioned. After that, listen to what others have to say about these programs.
- The next criterion is that you should NEVER have to pay to join an affiliate scheme. If somebody asks you for money to become an associate, click the button that takes you to another site. You're probably looking at an MLM (Multi-Level Marketing) site in disguise.

Affiliates DO NOT PAY to become affiliates.

- Next, you should look at the site itself...
  - ❖ Does it have a killer sales letter?
  - ❖ Is it selling a product that you can't buy off line? A unique offer, a unique service, a unique product that surpasses everything else in the industry. Something that is not available in the store on the corner of your street.
  - ❖ It should DEFINITELY only have one product per page. Preferably it should be a mini-site, promoting only one product.
  - ❖ There should be very few (none) links to external pages. These just lure your clients elsewhere, where you may not earn any commission.
  - ❖ There should be just ONE simple ordering option. (Make it easy to buy.)
  - ❖ If the site owner is offering "bundle deals" make sure you're getting paid commission on the whole deal, not just one product.
- Also, you should also not miss the chance to read the affiliate terms and conditions if they are available. I've heard plenty of horror stories about people who think they've earned loads of referral fees only to find that, under section 21 paragraph 3, subsection 2a (as amended by section 23, paragraph 87a subparagraph [6a]), the company (at its sole discretion) has the right to screw you and convert all your hard-earned money into non-convertible ratios which have, and will never have, any tradable value, because they were something invented by our accountants and nobody knows what they are or what they do!

That's why I like ClickBank. If it says you get 50% commission – you get 50% commission. Period.

The final criterion is that **you should never sign up as an affiliate for any proposal that earns you less than 30% of the sale price**. In fact, for informational products (e-books etc) you should not settle for less than 50% of the sale price.

Why do I say that?

Because the site owner is not just picking up a sale for zero advertising cost, he's also (if he's a savvy netpreneur) going to be getting back-end sales off that customer forever more. He should reward you well for your introduction. (I say this wearing the hats of an affiliate AND a site owner).

## **SO HERE ARE THE CREAM OF THE CREAM AMONGST AFFILIATE PROGRAMS...**

All the programs that I recommend to you here have been checked out and fully meet the most testing criteria. They are, quite simply, the best of the best.

I do NOT claim that they are all PERFECT, because that is too exacting a standard to achieve, but for sure they are all well above 95% on the “perfection” scale.

**I HAVE PLACED THEM IN NO PARTICULAR ORDER.**

So, **CHOOSE FROM THE PROGRAMS THAT FOLLOW** and get ready to receive a commission check weekly or monthly (because there ARE affiliate programs that will conveniently forget to pay you if it suits them to do so.)

Trust what I'm about to tell you, because I've checked out these programs (I am an affiliate myself) and I have found them to be reliable, supportive, honest, and ethical. You can't ask for much more than that.

I've tried to show you a range of products that center round Internet Marketing (including subsets like Internet Traffic, Web Hosting, Domain Names etc.)

**ALL the products for these programs are listed on my [resources page](#), which is regularly updated.**



First off, you have the affiliate program run by Internet genius, **Cory Rudl**, from his [Internet Marketing Center](#) site.



Cory holds the enviable reputation of having one of the top-rated affiliate sites on the web. And for good reason...

Your commission check will never be late.

You can phone or e-mail for support at any time.

You have a range of EXCELLENT products (I have purchased them all, and I will vouch for each and every one of them).

We'll be looking more closely at some of his products (particularly [Mailloop](#)) in this book but, as I just pointed out, the whole range (your income-earners) are listed on my resources page at <http://www.thetrafficjam.com/resources.html>, where you will find the full URLs and a brief description of the products.

Cory's rate of commission varies, depending on the product, but is generally between 35% and 50% of sale value.

If you want to know how that translates into sales value, I just read part of Neil Shearing's "Internet Success Blueprint" where he says that he sold over 130 copies of Cory's Internet Marketing Course during a two-year period, just by having a link on his site.

Which means that Neil made about \$8,500 ON ONE PRODUCT ALONE, just from a tiny link on a web site.

Way to go!



And, talking of **Neil Shearing**, for an excellent range of products from the [Internet Success Spider](#) to his superb e-book "[Internet Success Blueprint](#)" which I just mentioned, Neil's popular site, **ScamFreeZone**, offers his affiliates a choice that will attract traffic for years to come.

Neil is one of the Internet's "Good Guys". If he tells you that he's going to give you value for money, you'd better believe it. He'll over-deliver every time.

He's also VERY responsive if minor problems occur (as they're inclined to do in our business.)

Neil's commission rates are a straight 50% on everything he sells. You can be absolutely sure that Neil goes the extra mile in making sure his affiliates are paid the right amount at the right time. It's a pleasure to deal with him.

To join as an affiliate, just [click here](#) and fill in the simple form on his site.

Again, you can view the full range of his, and all the other products mentioned in this book, from the detailed resource page at <http://www.thetrafficjam.com/resources.html>.

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Here's another site that offers your customers a wide range (which means that you get more income-earning opportunities).



**Ken Evoy's** value-packed e-book, "[Make Your Site Sell!](#)" kicked off a series of e-books and other products that have torn through the market like wildfire.

Like Neil Shearing, Ken is known as someone who consistently over-delivers, and his products will be well received by your clients.

His "**Make Your \_\_\_\_\_ Sell!**" products have empowered tens of thousands of entrepreneurs and small businesses to outperform larger, well-financed companies. And they'll do the same for you.

[Check out his full range](#) and see what he has to offer. And don't forget to sign up for Ken's brilliantly powerful 5 Pillar Affiliate Program that REALLY boosts your income... one of the top-notch Affiliate Programs on the Web today.

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Next I MUST recommend Yanik Silver's **Surefire Marketing Group** both for EXCELLENT products and for superb Affiliate backup.

Those of you who bought this TrafficJam™ Formula from me, will have been **given** a copy of Yanik's "33 Days to Online Profits" as part of the package deal that I made for you.



If for any reason you have misplaced it, didn't get it, or if you have been given or bought a copy of this e-book from elsewhere, DON'T PANIC. You can still download a **FREE** copy if you [click here](#).

(It's just one of the many great offers I make when you subscribe to the TopProfits Newsletter ☺)

"33 Days to Online Profits" is just a taster of the excellent products from the Yanik Silver / Jim Edwards stable. Their complete range is available to view at [the resource page](#) .



**TheTrafficJam.com**, my own affiliate site offers a straight 50% through ClickBank. If you consider yourself a **Super-Affiliate**, mail me at [graham@thetrafficjam.com](mailto:graham@thetrafficjam.com), and we'll talk.

So why should you become an affiliate of mine, earning 50% on sales, when you already own the 100% reseller rights to this book?

Easy, the site already exists and meets all the criteria I previously mentioned.

- ❖ It has a killer sales letter.
- ❖ It is selling a product that you can't buy off line? A unique offer, a unique service, a unique product that surpasses everything else in the industry. Something that is not available in the store on the corner of your street.
- ❖ It is a mini-site, promoting only one product.
- ❖ There are NO links to external pages.
- ❖ There is just ONE simple ordering option.

Plus two further BIG advantage:

I offer eight superb e-books **FREE**. I can do this because I have purchased the reseller rights.

If you want to set up your own site and take 100% of the profits, don't let me put you off. If you want to leave the selling to me, and introduce your traffic to my site, join my [affiliate program](#) first (or at least get the Clickbank link.)



Hands up, who has NOT heard of **Marlon Sanders**?

Marlon's best known and, in my view, best product, is his "**Amazing Formula**", but his "HitsnCash" stable of products does not end there. From 'Ad Copy Secrets' to 'Push Button Letters', Marlon Sanders has built an enviable reputation as "King of The Killer Sales Letter".

Like Cory Rudl, you can rely on his affiliate program to be honest and respected.

Check out his full range at my [resource](#) page.

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All the programs mentioned so far revolve around Internet Marketing. One type of program I haven't mentioned is Multi-Level opportunities.

I stand a good chance of offending lots of people, but I would rather tell you the truth than see you flush your hard-earned cash down the pan.

**THERE IS ONLY ONE MLM OPPORTUNITY THAT IS WORTH CONSIDERING...**

Who? [SFI Marketing Group](#)

Why? ...

- ❑ Remember when a network marketing company considered itself a major player in the industry when it reached 100,000 representatives? **This company recently added 180,000+ sales reps just in ONE MONTH alone.**
- ❑ SFI is the creation of Gery Carson, who in the 1980's pioneered the Direct Mail model for network marketing. Gery is also the author of the book, The Home Business Revolution's Greatest Entrepreneurs, and the publisher of [Six-Figure Income Magazine](#)
- ❑ You can sign up FREE, get a FREE Web site, and test drive the program for as long as you want at absolutely no cost or obligation EVER
- ❑ SFI understands the Internet. SFI itself is totally database-driven, which means that almost everything happens in real-

time. From SFI's powerful central Admin site, there's online, real-time genealogies, plus numerous other tools to manage your business such as instant group messages via email

- Perfect for the "little guy." There are no group volume requirements. In fact, the toughest thing you ever have to do with SFI is give away free stuff.
- Thanks to the Internet and SFI's smartly designed infrastructure, your business expenses are minimal. You can contact thousands on the Internet via email, search engines, directories, free ads, etc. All free.
- Don't know anything about marketing on the Internet? Included FREE when you sign up with SFI is an ongoing course in making money on the Internet. It's emailed to you FREE 1-2 times per month, plus there's also a Web site of all the past lessons.
- **FREE Co-op.** SFI has provided over 700,000 of its affiliates with free leads. Join SFI now (for FREE) and you may start receiving free leads (leads that can add to your monthly commission check) within hours.

That just a small SAMPLING of the benefits the SFI program delivers. The best way to learn all about SFI is to [sign up as an affiliate](#). There's no cost or obligation... AND, from flowers to discount magazines, from cleaning products to CDs - you can **buy from your own store and save \$\$\$\$**



**ANOTHER GREAT INTERNET  
MARKETER IS MARK JOYNER.**

Mark is CEO of [aesop.com](#) (one of the Web's great Spider Search Engines). His stable of products and Web sites also includes the famous [ROIbot.com](#)

ROIbot is **an ever-growing collection of tools** that will help you to increase your Internet ROI ("Return on Investment"). Whether you sell your own products, sell products for other companies, or are a professional affiliate, **ROIbot is guaranteed to increase your ROI.**

**What does this mean?** Well, everything you do on the net requires an investment - be it the price you pay for your advertising, the time you must invest into running your

business, or the emotional toll we all must pay just by doing what we do every day.

If you could leverage this investment to get the highest possible return, would you do it?

**Of course you would. Anyone with any common sense would, right?**

Then you should take a good, hard look at Mark's products as shown on the [resources page](#). I promise you, **you'll be impressed.**

In fact, I only included about half of the ROIbot products on the resources page, because otherwise it would look like Mark had taken over!

My own favorite?

Take a moment out to read this short piece, and tell me if it doesn't grab you, too.

[The Story of the Hypnotic Writing Monkey](#)  
by Joe Vitale

[A monkey could use this material to write a riveting sales letter, ad, or email message.](#)

[The only condition is the monkey needs to be able to read.](#)

[I'll prove it to you.](#)

[Right now I have no idea how to write this article for Larry on "How to Easily Use This Material to Get Gloriously Rich."](#)

[So, in this case, I'm the monkey.](#)

[Now follow my path....](#)

[I grab this material and flip through it – which is what I'm doing right now -- and I spot a phrase...](#)

["You don't realize it, but in the next few minutes you're going to learn..."](#)

[I add to that phrase something my monkey mind gives me, "...how to get people to do your bidding by using this amazing collection](#)

of hypnotic materials."

I now have this: "You don't realize it, but in the next few minutes you're going to learn how to get people to do your bidding by using this amazing collection of hypnotic materials."

There, I just wrote a good line. Any monkey could do it, as long as said monkey can type.

If you're like me, you'll probably want another example.

Stop! Did you notice that "If you're like me..." is one of Larry's hypnotic lines? It is. It's in this book. My monkey mind found it and used it.

And "Stop!" is from his book, too. I saw it and tossed it into the above paragraph. Made you look, didn't it?

Here's a fact for you: Any man, woman, child or monkey can flip through these pages and find words, phrases, and complete sentences to help them lead and control the minds of their readers.

Hey! Did you catch what I did? The phrase "Here's a fact for you..." is also from Larry's collection. It's a way to assume logic without having any. It works.

And did you notice that "Hey!" grabbed your mind?

It, too, is from this collection. It's a powerful yet simple tool for practically yelling out your reader's name in a crowded room. It GRABS attention.

Are you beginning to see how you can use this material?

Think about making use of this collection of hypnotic material and you'll begin to feel real power.

And did you notice that "Think about making use of..." is yet another golden nugget from

Larry's book?

Yes, a monkey with typing and reading skills just might be able to write a good letter with this amazing collection of tried and true hypnotic words and phrases.

But more importantly, since YOU are smarter than any monkey, by the time you finish reading this material you will be able to take these words and phrases and weave them into hypnotic letters and ads that get people to act on your commands and suggestions.

Stop! Note "by the time you finish reading..." is ALSO from Larry's priceless bag of tricks!

Can you see why I'm so excited!

As you study every word of this book you will become amazed at how easy it will be for you to start writing your own hypnotic material.

(I can't resist. "As you study every word of this book you will become..." is also swiped from Larry's collection. This is becoming way too easy.)

But let me confess something:

(Yes. "Let me confess..." is a hypnotic phrase.)

When Larry wrote to me and said he compiled this material, I was angry.

("I was angry..." is from this collection, too.)

I wanted to be the author of these gems. I even offered to help add more gems to the package if Larry would let me be co-author. He agreed, but I could barely think of anything to add! Larry already did the work---and did it very well!

The further you read into this collection, the more you will realize why professional copywriters always have "swipe files."

They use them for inspiration. In this case, Larry has done ALL the leg work for you.

("The further you read into this..." is from his swipe

file.)

Remember when you were in high school, and you cheated to get a passing grade? Admit it. You did, at least once. Well, this collection is your cheat-cheat.

("Remember when you were in high school..." is swiped from this book, too. Do you see how easy it is to write with this collection at hand? It's so easy I feel silly accepting money for writing material like this for clients. But not THAT silly.)

Have you noticed yet that I began with no idea of how to write this article and now, with the help of Larry's collection, have written a very interesting and maybe even hypnotic piece?

("Have you noticed yet that..." is from this fantastic swipe file, too.)

So here you are. You're holding dynamite. Do you light it and throw it in a field to watch the dirt blow up, or do you light it and throw it where you know lay hidden gold?

FACT: The choice is yours. Use this material wisely.

("FACT" is swiped, too.)

Go forth and profit.

**If you're like me, you'll just LOVE The Hypnotic Writer's Swipe File by Joe Vitale and Larry Dotson.** Clearly my favorite.

Joe Vitale is recognized by many to be one of the greatest living copywriters. This project, the Hypnotic Writer's Swipe File is a collection of over 1,550 copywriting gems that took him years to compile.

This is his personal swipe file that he uses to create world famous sales letters responsible for generating millions and millions of dollars of revenue.

[Click here](#) to learn more.

And that's just **ONE** of Mark Joyner's terrific collection of products. You get to view them ALL when you sign up as an affiliate. ([Click here](#), and then click the 'Reseller' button)

As for the Affiliate program... WOW!

Various independent affiliate program critics have rated the ROIbot affiliate program as the **#1 affiliate program on the Internet**.

**Why?** Because they offer what are probably...

- ❖ **The best promotional tools** (these are the promotional tools other affiliate programs try to copy - just sign up and you'll see).
- ❖ **The widest range of great products** (not only can you earn money from selling the ROIbot product itself, but you will earn commissions on a great many other best-selling products as well).
- ❖ **The best support** (they have a fully dedicated professional support network to guide you).
- ❖ **The best income opportunity** (two-tier, residual income potential, earn passively and actively, lifetime customers, automated back-end selling).
- ❖ **The best leadership** (World-leading eCommerce expert Mark Joyner will personally help you succeed).

**BEAT THAT.**

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Finally, here is a whole bundle of secret tips to help you become a successful super-affiliate, no matter which program(s) you sign up for. I hope you find them useful.

**hot tip**

1. **Though the promotional materials offered by your chosen company are useful to begin with, you should, as time goes on, develop your own personal endorsement.**

**hot tip**

2. **Purchase the products you plan to promote. Only a user of the products or services can give an honest testimonial about how well they work.**

I own and use almost EVERYTHING in this e-book. That's why I can tell you what's good or bad.

**hot tip**

**3. In every e-zine (Newsletter) promo, add the AOL link for the product you are promoting.**

AOL uses a different system to create a live link. Since about 7% of all Internet users are AOL users, you will risk losing them as customers if you don't offer them an easy "click-link" to the product.

If the link you want to promote is "<http://www.mydomain.com>", you need to type it as...

`<a href="http://www.mydomain.com">Your Text</a>`

(where "Your Text" is anything you want - maybe "Click Here" or something similar.)

Some e-zine publishers won't run ads that include AOL links because they say it messes up their 60-character format. If they tell you this, USE ANOTHER E-ZINE to promote the product.

It's VERY easy to shorten a URL to fit into a 60-character width.

**hot tip**

**4. On the bottom of EVERY e-zine ad you send out, include your name e-mail address and phone number.**

Actually I don't include my phone number because I live in France and people have a habit of forgetting the time difference!

The easier you make it for prospects to reach you, the faster you start building relationships, which is the key to success for ANY business.

**hot tip**

**5. Test any ad on your own mailing list BEFORE you pay to include it elsewhere.**

If you don't have your own list yet, run a test at [Guaranteed Money](#) who run a very reasonably-priced 100% opt-in list that has a high rate of response.

**hot tip**

6. Always start with a headline and finish with a P.S. If your potential customers read nothing else, they will read these two sections of an e-mail.

**hot tip**

7. If you are buying advertising with another e-zine publisher, make sure your P.S. is an invitation to subscribe to your e-zine or newsletter. That way, you get a small percentage of the e-zine publisher's list, each time you advertise.

Over time, this will add up, allowing you to build a high quality, targeted list of your own.

**hot tip**

8. Don't rush off to join every affiliate program under the sun. Go for multiple streams, certainly, but don't sign up for an affiliate scheme unless you have a bona fide plan to drive lots of quality traffic to it.

For more tips like this, download the amazing [Gary Shawkey's Secrets FREE!](#)  
(See what I mean about over-delivering?)

**- HERE ARE A COUPLE OF VERY USEFUL OBSERVATIONS THAT YOU WON'T BE TOLD ANYWHERE ELSE -**

There are TWO little-publicized facts that you MUST know if you want the most profitable affiliate partnerships...

**insider info**

**SURPRISE#1. 30% of all Affiliate commissions are hijacked or intentionally bypassed.**

For many people, it's the least known yet most widespread Internet marketing problem.

In short, if you use affiliate programs in any way, shape or form, people are almost certainly **STEALING YOUR MONEY.**



How much? **Up to 30% of all affiliate commissions are "hijacked" or bypassed**, often by customers who either put their own affiliate IDs in where yours should be or who "chop off" affiliate links at the end of URLs.

**SOLUTION:** I've discovered software to help even the least technically minded person stop the "affiliate link hijackers" dead in their tracks.

It's called "**Affiliate Link Cloaker**," and is it ever so easy to use. While it has some very sophisticated technology and actually encrypts your affiliate link, all you need to use it is a PC and Web site. No technical skills required.

In fact, in five simple steps that take only a few minutes, you can make any product you sell as an affiliate look like it has its own page on your site.

Your affiliate link will literally disappear. People won't even realize you're selling it as an affiliate.

Plus, you can use the program for a whole bunch of other nifty things, INCLUDING listing other people's products (with your hidden affiliate link) on the search engines. I know that sounds technically impossible, but it's actually very easy with [Affiliate Link Cloaker](#).

This software was tested on 3 live projects and went through 12 revisions. It's now idiot-proof and bulletproof. The developer then showed it to the real hard-core techie-experts, the ones who would rip a hole a mile wide in it if they found anything wrong. Not only did they love it, but they refused to give it back!

Here's what **Neil Shearing** of **ScamFreeZone** says of it:

*"It doesn't matter if you're a beginner or a Super Affiliate, the cloaker will increase the amount of money you make from affiliate programs!"*

*- Neil Shearing, Developer, Internet Success Spider*

By the way, you'll get a full three-month unconditional money-back guarantee. That gives you plenty of time to let the Affiliate Link Cloaker prove itself to you, so you can try it out with full confidence.

According to industry estimates, almost ONE OUT OF THREE affiliate commissions is STOLEN from the affiliate it belongs to. Why let hijackers help themselves to your earnings?

Protect yourself with [Affiliate Link Cloaker](#)



**SURPRISE#2. There are two sources of affiliate income that beat all the other methods hands down.**

(I mean SERIOUSLY beat anything else). And I haven't read one single e-book yet that tells you about this.

**FACT: Everybody's afraid of it!**

**So you can consider this next section to be an e-book scoop!!**

**Insider Info Income Source #1.** For those of you who try to earn an honest crust from Internet Marketing techniques and programs, it might come as something of a shock to discover that the REAL Internet money is being earned by people you've never heard of...

**Dean Michael** has thousands of people who pay him every month, earning sales of over 3 million dollars per month. [Does he know something you don't?](#)

**Beth Mansfield** makes over \$80,000.00 per month with her online business. [A former accountant, she was looking for a way to generate income for her kids schooling.](#)

**Seth Warshavsky** is a 27 year old, who got into the business just a few short years ago, yet he expects to gross millions this year. [He saw the opportunity and took advantage of it.](#)

**Kim Nielsen** started out 2 years ago from a spare room in his home with little more than a small amount of cash (under \$50), access to the Internet and a computer. Last year he grossed \$1,000,000 (one million dollars). [He got started with a computer from his spare bedroom.](#)

Okay... do you admit it? You never heard of these people?

Nor have most people. That's because Dean Michael, Beth Mansfield, Seth Warshavsky and Kim Nielsen don't shout their business to the world.

You see... **all of them are affiliates of adult entertainment Web sites.**

Don't misunderstand; they may never even LOOK at the sites they're promoting, but they're cashing in on a massive opportunity to introduce people to these pages.

Not only are adult sites THE single biggest money-spinner on the web, their techies are just brilliant at producing visual effects that attract exactly the clientele they want.

**If you're easily offended, pass up on this business opportunity and stick with the traditional sites that I've already shown you.**

If you simply want the best returns for your efforts and a chance to earn HUGE commission checks, take a look at what a few dollars a month can get you at [S-e-x-y-Sites.com](http://S-e-x-y-Sites.com). (There's absolutely nothing offensive on the page that will appear from this link)

You may recall me saying earlier in the book that affiliates DO NOT PAY to become affiliates, and it may seem like I'm doing a 'U' turn here, because you need to subscribe to these sites to promote them.

The fact is that the Adult Sites do not offer a 'standard' affiliate package for the simple reason that they are obliged to comply with certain (very sensible) laws.

Therefore, all paying 'guests' are free to introduce another paying 'guest' and will receive a percentage of the money spent by that person.

As I say, you do not ever need to look at the sites. You only need to direct other people towards them. Three of the four people I know who are closely involved in this business are women.

As they say, "Why should the men get all the profit?"

**Insider Info Income Source #2.** A close runner-up to adult sites, and probably a lot less controversial, are the online gambling sites (online casinos, if you prefer).



**Online casinos are HUGE money-spinners** on the web, and their techies produce sites that are just amazing to visit.

Offering a massive **35% commission on a 4 level multi-tier system**, [Bet-Winners.com](http://Bet-Winners.com) is one of the two premium sites for affiliates. You can either download the software to start playing or click on the 'Webmasters' link, sign up as an affiliate, and start introducing other people.

Equally financially rewarding is Windows Casino (**BEST ONLINE CASINO 2002**) which claims to have the highest paying casino affiliate program in the world with an affiliate commission on two levels with level one paying up to 50% and level two paying 5%.

Over the 6 months January-June 2001, Windows Casino paid out exactly \$351.72 to their webmasters - **for each player**. That is a staggering amount.

Don't be surprised to find that the name of the Casino changes every time you go there. This is normal and intentional in this business (though I've never puzzled out why).

For that reason, I'm offering two different links here... one to take a look at their [affiliate program](#) and one to take a look at [the gaming rooms](#). **(If you plan playing, why not sign up as an affiliate first and save some money?)**

Remember what I said earlier...don't rush off to join every affiliate program under the sun. Go for multiple streams, certainly, but **don't sign up for an affiliate scheme unless you have a bona fide plan to drive lots of quality traffic to it**.

You shouldn't go away with the impression that adult sites and online gambling sites are run by unshaved men with dirty raincoats from a back street in Bangkok. In fact, nothing could be further from the truth.

There is so much money swilling round the system from these two lines of business that most of these sites are owned and run by multinational corporations.

Many of them are publicly quoted stock exchange Corporations. The turnover is huge and the profits are positively vulgar. So if your conscience doesn't get in the way, go get a slice of the cake. It is, after



all, just another lucrative business deal.

**And one that nobody else is willing to talk about.**



**If you're open-minded and are looking for the most profitable affiliate programs on the Web, take a look at [S-e-x-y-Sites.com](http://S-e-x-y-Sites.com) and [Bet-Winners.com](http://Bet-Winners.com)**

## **IMPORTANT NOTE:**

You may notice that nowhere in this book do I cover the subject of Banner Exchanges. This is because **BANNERS DON'T WORK.**

### **THEY ARE THE #1 REASON FOR LOW TRAFFIC AND TERRIBLE CONVERSION RATES?**

Retinal studies have shown that Web surfers actually **avoid** banners. Yes, their eyes look away. Click-throughs have plummeted to under half-of-a-percent.

In fact, it has been proved that banners are worse than futile. They are counterproductive. Research has shown that sites that rely on banners have an average Conversion Rate of 0.5%. But those who use "in-context" text links (i.e., text links that are part of the content of the Web page) average over 3.5%.

How's that for a reason **not** to use banners?

Why does this happen?

Banners are cheesy and hurt your credibility. Because visitors simply arrive feeling "pitched" rather than informed. So they arrive at your site in a resisting mindset, rather than with an open, ready-to-buy attitude.

Conclusion?

**Don't use banners.**

Yes, I know "they're so-o-o-o-o easy." It's always easy to **not** make money. That's how all those get-rich-quick-guys do so well... the allure of easy money.

No such thing.

I must repeat... **Don't use banners.**

Ask yourself the question, "How many banner ads do I click on?" ...and then give an honest answer.

In fact, if you are currently making good progress with your [10,000hits](#) program you will have already joined several banner exchanges, **because they are an integral part of the dynamics** (putting your links on other people's sites).

However, as a one-off method of attracting traffic to your site, banners do not, in my view, make a significant contribution.

**Why do I mention all that here?**

Because there is one **MASSIVE EXCEPTION**, and that is **banners advertising Casino sites**, which, for some reason, work extremely well.

If you are going to exchange banners or put banner ads on your site, might as well make it Casino banners to be sure to get a return from them. (You can get banners from either of the Casino Web sites I recommend here)

**Adult site banners also work extremely well**, but netiquette suggests that you should only place these on web pages with similar content. You risk offending potential customers if you place an Adult banner on a normal commercial Web site.

I'm sure that the famous "traffic gurus" who claim to have the all the answers will disagree with my assessment of banner effectiveness... but that's because they simply promote EVERYTHING in the hope that something will work for you.

**I prefer to tell you the facts!**

## The Traffic Jam Formula

# Chapter 4: BULK E-MAIL MARKETING

LET'S start off this chapter with a...

**hot tip**

**Bulk e-mail works. SPAM doesn't.**

I probably need to explain this.

Here's my definition of the difference between Bulk E-mail and Spam:

E-mailing in bulk (sending out a lot of e-mails at the same time) is only spam if you are trying to sell something to the recipients and they haven't asked you to contact them.

E-mailing in bulk to an opt-in mailing list, for example, is NOT spam. The TopProfits Newsletter is mailed out weekly to a lot of people. It's NOT spam, because everyone has opted in to the list of subscribers.

Do yourself a favor. **NEVER SPAM.**

If you want to be taken seriously and get a good reputation, join the movement AGAINST spam.



I hear people argue that spam is no different to junk mail in my mailbox at home. But that's not true. If I get junk mail at home, the people who had it printed have paid for it.

Ultimately, the people who will pay the cost of having it printed and dumped into the mail boxes, will be the people who buy their products; BUT NOT THE REST OF US.

Though I dislike junk mail in my mailbox, at least I'm not paying for it.

On the Web, we ALL pay for spam. Millions and millions of spam letters slow down and block the system every hour. ISPs

have to build in extra bandwidth to handle it. And how do they get paid for supplying this extra bandwidth?

They charge **EVERYONE**, of course.

So every time I get spam, I curse the person who sent it because they not only invaded my private space uninvited, they also cost me money.

**On principle I will NEVER buy from someone who sent me a sales e-mail uninvited – even if the product sounds interesting.**

If **everybody** did the same, spam would stop in a matter of weeks and the cost of Internet connections would start to fall.

Bulk e-mail is not the same thing at all. And the difference is critical. One can make you rich and the other will only lead you to failure.

Bulk e-mail includes sending to FFA subscribers (more about FFA in Chapter 11). These people have agreed to accept ONE e-mail from you. So take them up on their offer by all means, and send them ONE e-mail.

Every day, I get a list of about 2,000 e-mail addresses of people who have agreed to accept one e-mail from me. We'll talk about the quality of that list in chapter 11, but the principle is clear... I am free to mass e-mail to these people... ONCE

**When I see spam, I see amateur. I see a stupid, I see SCAM.**

**hot tip**

**SPAM = SCAM**

12-year-old kids with nothing to lose spam the world with their “get-rich-quick” schemes. Nobody but another fool kid believes them anyway.



Morons who sell “information on how to claim money off the US Government” spam the world with their “get-rich-quick” reports. Nobody but another moron believes them either.

Okay – let's stick to reality.

I'm going to demonstrate a use for bulk e-mailing.

As an added bonus, **this demonstration will serve two purposes**. It will clarify what I mean by **bulk e-mailing**, and it will introduce you to the concept of **link-exchange**.

It's nice to 'kill two birds with one stone'.

So, below are some **EXAMPLES** of politically correct mailings that are not considered to be spam. This is called business-oriented professional e-mailing

Hi,

I visited your web site at [www.domain.com](http://www.domain.com) and I was impressed by its great design.

I have a lot of traffic on my web site and I would love to exchange links with you so that we both can improve our search-engine rankings. You can contact me on my personal e-mail below.

Though it's not usually visible, you can view my links page here:

<http://www.thetrafficjam.com/linkup.html>.

In fact, you may want to use the model to contact other site owners and exchange links with them.

Naturally, any exchange of links would be reciprocal, so I would be able to view a similar page on your site. If you do not have a ready-made links page, you can download my own template from:

<http://www.thetrafficjam.com/linkpage.html>

I look forward to hearing from you soon,

Best regards,  
Graham Hamer  
[graham@thetrafficjam.com](mailto:graham@thetrafficjam.com)

P.S. If you're using AOL, you may find it easier using these links to the pages above: -

[View the link page here](http://www.thetrafficjam.com/linkup.html)

and

[Download your template from here](http://www.thetrafficjam.com/linkpage.html)

P.P.S. If you own other web sites than [www.domain.com](http://www.domain.com), I'd be glad to accept your links for the other sites as well.

Here's another example on the same theme...

Hello,

I visited [www.domain.com](http://www.domain.com) today, and found myself admiring the clarity of your site message.

I thought that, because your web site is about marketing, your visitors might well be interested in attracting site traffic site. There's a clear synergy between the two.

Take a look at <http://www.thetrafficjam.com/> and see if you want to exchange links with me. The actual link page is viewable at: <http://www.thetrafficjam.com/linkup.html>.

Because this page is private, my site visitors do not normally see it. But that is not its purpose. As you know, search engines give a higher rating to sites with lots of external links.

You can contact me on my personal e-mail below and tell me the full URL of your site. Naturally, this would be a reciprocal agreement, so I would be able to view a similar page on your site.

If you do not have a ready-made links page, you can download my own template from: <http://www.thetrafficjam/linkpage.html>

Best regards,  
Graham Hamer  
[graham@thetrafficjam.com](mailto:graham@thetrafficjam.com)

(P.S. and P.P.S. as before)

Many webmasters contact other web site owners to offer link exchanges and to find sponsors. It is normal e-commerce business and successful webmasters know this. No one will complain if you contact him or her personally like this.

**You're not advertising your product; you're building a business relationship.** The worst thing that will happen is that

the other person won't reply (and you'd better get used to that if you're going to survive on the Web).

Using [Internet Success Spider](#), I can spend an hour getting the e-mail addresses of 1000 webmasters whose sites fit into a certain category (Internet Marketing, or Site Traffic or whatever).

Then, using an Autoresponder/Mass-Mailer like [Mail Loop](#), I communicate with all 1000 of them at the same time. It's exactly the same as if I sent one single mail by hand. It's just more efficient.

It would be exactly the same personalized message but you would have contacted 999 more people in the same time. How would that be spamming?

You're advertising nothing. You're simply contacting lots of people at the same time, so it's bulk e-mail.

And guess what... **We just covered two topics in one go.** You've understood **the difference between bulk e-mail and spam** at the same time that you've seen **how to get link exchanges**, which really DO improve search engine rankings.

Here's what Dennis Gaskill, the creator and owner of Boogie Jack's, has to say about external links.

"My site is in the top 1% of the most linked-to-sites on the Internet according to websmostlinked.com. It serves about **750,000 page views per month**. Less than 35% of my traffic comes from search engines. That means over 65% of my traffic comes from links or a bookmark, and I do have good search engine rankings for several keywords, so it's not balanced that way because of bad rankings."



If you control your site, **ADD A LINK PAGE NOW**. Go to [linkpage](#) and download the html code to add to your site. I've already included links to my own sites in exchange for giving you the idea and the code. If you want to put your links on my site, just e-mail me at [graham@thetrafficjam.com](mailto:graham@thetrafficjam.com).

We'll be helping each other.

**hot tip**

**Leave the name of your link page as 'linkup.html' and place it in the main directory (not a sub-directory). That way, we can ALL access it and use the contact info to get in touch with each other and keep building links.**

Is this synergy or what?

With ideas like these, you can achieve a year's work every day.

### **ADD THAT LINK PAGE NOW.**

Bulk e-mail, of course, is also something that is sent by YOUR super-affiliates. When you mail your super-affiliates the details of a new offer or promotion, they bulk e-mail their lists. An hour later, you can sit and watch the counter on your site going out of control.

VERY effective, and every e-mail would have been personalized.

So the only difference is speed. Instead of contacting one potential customer after another, one at the time, now you can simply contact more people in the same period of time. This way, your circle of relations will grow so fast it's outrageous.

### **These tactics work.**

Isn't this what computers were invented for?

So here's the lesson for anyone who still thinks they can become successful by spam-mailing an advertisement to a cheap one-million-person mailing list...

- The cost of buying the list (about \$25) will be totally wasted
- Your reputation will suffer irreparable harm
- You will have wasted a lot of time
- At least 25% of the e-mails will be to undeliverable addresses
- At least 30% of the e-mails will hit auto-responders that will blast you with return spam
- At least 1% of the addresses will be spam traps that will automatically trace back your ISP and report you immediately.
- You stand a VERY good chance of losing your ISP (No second chances nowadays)
- You will sell NOTHING.

And here's the lesson about bulk e-mailing



Each time you bulk e-mail, you must send to targeted people. You want to contact a very precise list.

Do that, and you will be successful.

Apart from mailing other Web site owners as I've already mentioned, you can also bulk e-mail an opt-in list. (This means people that have "opted-in" to a mailing list. They have chosen to subscribe to a particular newsletter, and have manually submitted a form with their e-mail address.)

**hot tip**

**Always try to collect the opt-in subscriber's full name for your mailing list.**

This achieves two things.

- 1) You can use their first name in your e-zine to them. It makes it a lot more personal and they are likely to respond to your suggestions more readily.
- 2) If ever they should forget that they opted in to your list, and suggest you are spamming, you will be able to point out that the only way you could have known both their first and last names would be if they, themselves, had told you.

So don't forget the importance of building your own mailing list. **NOTHING works better than a list of interested prospects who have asked for more information.**

Lists like these give great results. In fact, you can rent or buy them, and I have heard of examples where each name has been rented for a dollar. (I'm not kidding!) And do you know what? They go fast.

In this book, you're already learning my strategies for building a targeted opt-in list for FREE (and there's more to come). So you'll save a fortune and you'll learn how to create as many opt-in lists as you want - on any topic. You'll never have to pay for them again.

Remember what I've already said... **From today, building an opt-in list must be your main priority.** And if you want to get a head start, consider using the [Lead Factory](#) service run by Marty Foley.

Lead Factory, remember, is a proven service (formerly named List Builder) that can quickly and ethically add **subscribers**

**who want to be on your email list** - by up to hundreds per day, at reasonable cost.

As long as you've started working through the twelve stages of your Massive Passive Cash Machine ([10,000 hits](#)), you've already taken the first step towards building a loyal opt-in list.

If, for some reason known only to yourself, you STILL haven't signed on for the [10,000 hits](#) program, you can keep reading this book right to the end, but you're not going to get ONE SINGLE EXTRA HIT on your site.

I have developed special strategies for you to succeed.

**PLEASE DO EXACTLY AS I TELL YOU** (I hate having to shout.)

Action is what's required because, when you have an opt-in list of subscribers waiting for information about a product or service that solved a problem for you, the fun begins and all the doors open. You have **power**.



My secrets are precise. They work. I have tested, tested, tested to get these amazing results.

As I said at the beginning, there's a recipe to follow, and a correct way of doing things. **So here's what you should be concentrating on RIGHT NOW...**

**1.) Put a links page on your site. By all means use me to get it started, but USE IT. That way your site will start getting better recognition from the search engines. E-mail me at [graham@thetrafficjam.com](mailto:graham@thetrafficjam.com) and tell me how I can view your links page. We're helping each other, remember.**

**2.) Use [Internet Success Spider](#) to harvest the e-mail addresses of other sites within your sphere of interest. Use [Mail Loop](#) to bulk e-mail these webmasters with your link-swap proposal. If you word it right, you'll start to see your search-engine ranking change very, very soon.**

And here's what you should be **NOT** be concentrating on RIGHT NOW...

**3.) Sending out SPAM.**



**If you get a positive response from another webmaster, you have just made a friend. Ask your new friend if he would like to receive your weekly e-zine.**

Now we're starting to get some extra synergy eh?

Do you understand now what I meant when I said that this is a whole recipe? One ingredient compliments another.

## The Traffic Jam Formula

### Chapter 5: REGULAR E-MAIL MARKETING

IN the last chapter we looked at the use of BULK e-mailing to approach webmasters about placing links on their sites.

Now we should consider the value of regular e-mail marketing.

First things first...

#### hot tip

**If you want any chance of online success, you need to capture the e-mail addresses of your visitors.**

**This is a BASIC PRINCIPLE.**

It is the foundation of your future empire

Almost nothing is more important than this. If you succeed at this, you will succeed ... period.

Most seasoned Internet Marketers would rather have an e-mail address than \$100 in their pocket.

On your web site (even if it's a mini-site), you absolutely must have a visible e-mail address submit box, ON EVERY PAGE.

If you don't believe me, go check that I practice what I preach. Take a look at my [resources page](#) and see how many times I make it easy for you to give me your e-mail address.



Incidentally, if the idea of building a form worries you, or if your ISP doesn't permit cgi scripts, just [send me an e-mail](#), and I'll tell you how you can get forms on your site for FREE.

**You must ask for an e-mail address on every page.**

Do whatever is necessary to get the maximum quantity of e-mail addresses off your visitors. Give them something FREE to encourage them to enter their e-mail address.

## **GIVE THEM THIS BOOK.**

You can put something like “**To receive a FREE e-book about gathering the maximum site traffic for the minimum cost, enter your e-mail address here**” Then you can follow up by inviting them to subscribe to your e-zine.

Your goal should be to get your visitor’s e-mail address IN PREFERENCE to a sale.

Once you have an e-mail address, each and every visitor is transformed into a precious potential long-term customer, AND you get a second chance to sell the very product they didn’t buy first time round.

Statistics have shown that it can take up to 7 follow-ups to make a sale. You can emphasize things that may not have seemed obvious on their first visit. You can offer more details, more benefits

### **And here’s the kicker...**

You can present new products just as soon as your subscribers have grown to trust your judgement.

**Repeat business is EVERYTHING.** Most of your subscribers will be interested in buying from you again if they were satisfied with your initial offering.

They will also buy your affiliates’ products. Once they trust you, they will trust the same things that you trust. If you recommend something, chances are they will seriously consider buying it. This is called backend sales.

You get a commission

Sponsors will pay to advertise in your mailings.

More visits means more money. If you don't get the e-mail address it's a one shot deal. Finished, zip, dead, end of relationship before it even began.

But the more subscribers you have, the more money you make again and again and again. That’s not cynical, it factual.



So believe me, you should never, ever lose an opportunity to get your visitors’ e-mail addresses. Do it, even if it means redesigning your site.

One of the best ways to increase

subscriptions is to place the opt-in web form on a **popup window** on your home page. When someone visits the page, a second smaller window will open with a short offer to subscribe to your FREE newsletter.

Some people prefer to make this an “On Entry” window. Others, like me, prefer it to be an “On Exit” window.

My logic is that I want visitors to concentrate on my sales pitch to start with. I know that when they leave my site (whether they have bought anything or not) they will be presented with an invitation to opt-in to my subscriber list.

You can grab a pop-up window code for FREE from my [associates pages](#).

And of course, as I say, the joy of getting their e-mail address and their permission to contact them is that you will have a second, third, fourth chance to sell them your product if they didn't buy the first time.

So here's a reminder (in case you were starting to doze off...)  
**Your main goal is, and always will be, to enlarge your mailing list. It is the TOP PRIORITY before anything else.**

## **Chapter 6:**

# **CREATING YOUR OWN NEWSLETTER**

I already mentioned that I wrote a novel once (Paperchase). It was fun to write. It was a challenge. It was stimulating.

Tell you what, though, it was darn hard work.

**E-zine-writing is more fun.** You know why?

- ❖ Because every sentence has the potential to help somebody through the morass of the Internet.
- ❖ Because every issue presents you with an opportunity to GIVE something to your subscribers
- ❖ Because, once in a while, in helping your subscribers to get round a problem that you, yourself, have encountered, you will get the opportunity to earn some money from their purchases.

Right at the beginning of this book, I told you how I thought long and hard about using referral links (links that will pay me a commission if you click on them).

My reasoning for deciding to do so is that the web sites with reseller programs have obviously factored the referral fee into their costs. If I don't use a referral link, they simply get to keep the money they would have happily paid me.

Just as important, by using the referral links in this e-book, **you will enable me to keep writing low-cost e-books and offering the reseller rights for FREE.** You will help me to keep producing a **genuine** Newsletter that GIVES AWAY the most amazing e-books.

As long as I was going to recommend the product anyway, there is no reason not to use a referral link, and I can guarantee you that I will NOT place a referral link to an inferior product simply to gain the referral fee.

Why do I mention all this again?

Because, on the subject of e-zines (or newsletters if you prefer), there is a HUGE difference between those that simply push, push, push for you to click a link and rush off and buy something, and the respectable e-zines with a conscience.

Sure, we want to earn a living, but we can do it ethically.

**hot tip**

**Inspire TRUST to Inspire SALES**

And if you want your e-zine to succeed, you have to give it 'personality'. Otherwise why would anyone want to subscribe to your newsletter when they're probably already getting ten a week from other sources?

What do I mean by 'personality'?

I mean, try and imprint YOUR character on it. Write as if you were simply talking to a friend (because that's what you ARE doing... you just have a lot of friends)

**GIVE your subscribers something to look forward to.** With the [TopProfits Newsletter](#), I achieve this by giving away top quality e-books from the recognized Internet Masters like Cory Rudl, Marlon Sanders, Yanik Silver and others.

In fact, what I do is to buy the reseller rights to a book (it costs me anything from \$100 to \$1,000) and then, instead of selling it, I give it away.

Sounds expensive?

Not at all. Think of it like this...

If I spend \$100 to buy the reseller rights to a book by Yanik Silver (for example), and then I give it to my subscribers (let's say there are 10,000 of them), it has cost me ONE CENT per subscriber.

I can absolutely GUARANTEE you that my subscribers are VERY happy to get top class e-books free. Happy enough that, when I show them a product which has resolved a problem for me, or helped make my business a success, they are VERY willing to trust me and check it out for themselves.

Also, there is a BUY section of TopProfits where non-subscribers can purchase these books at discounted prices. It may not make a huge profit, but it sure recoups the cost of buying the books in the first place.

I know that you maybe never thought about starting your own newsletter, but now is the time to **DO IT OR DIE.**

## **NEWSLETTER**

### **IT'S YOUR FUTURE.**

Personally, I just love getting new subscribers. It feels like I'm making new friends every day.

Your e-zine (newsletter) can be about any topic. As long as people are interested in getting news on a particular subject, you can create your own newsletter.

You love to talk about penny stocks with your buddies? Create a newsletter that informs and entertains people who want to make money on the market without investing a bomb. If you respect the views of your friends, get them to contribute regularly.

You'll become a market reference point. Haven't you ever dreamed of being considered an expert in your chosen field?

Haven't you ever dreamed of writing your own newspaper column and letting the world know what YOU think?

Haven't you ever dreamed of being able to influence other people's opinions?

If so, now's the time to do it and make money at the same time.



In fact, here's an immutable fact...

**E-ZINE MARKETING IS THE WAY TO  
MAKE MONEY ON THE INTERNET.**

Sure, your web site is an important point of sale, but it's your e-zine that is going to get customers into the store.

No customer – no sales

The sooner you start to seriously build your list, the sooner you will be able to gain your subscribers' confidence and suggest products and services to them.

### **BUT DON'T BE CYNICAL...**

I've heard other netrepreneurs saying things like... "What is so fun is that every time you need money, you post a message to your group. It becomes a real money machine."

That was an **actual quote** (grammar and all).

Here's another one... "Last month, I needed a new car. So I said to myself, 'Well, ok it's time to post a new message... It took me 30 minutes to write it and bang! Here comes the brand new car.'"

That saddens me. If your view of your subscribers becomes cynical and money-machine orientated, it's time to get out and get a life.

Subscribers to my newsletter are treated with respect. If they never buy a thing from my recommendations, then that's my fault for not wording the offer well enough.

But as long as I've helped you to you succeed in what you are trying to do, then I've achieved something.

You think this e-book is a huge advert for my newsletter?

OF COURSE IT IS.

Why would I deny it? I'm practicing what I preach. I'm working to build my list of readers. And at the same time, hopefully, I'm helping you too.

Now doesn't that make sense?

So remember this...

**Your main goal should always be to grow your mailing list. This is your priority.**

Your Web site is your store; your newsletter is the guy standing outside pulling the crowd through the gates.

And here's something that is not cynical at all.

Sponsors love to advertise in newsletters. If you want to talk about money-generation, here's an opportunity that costs you nothing to try.

Statistics shows that an ad in an e-zine will get a 30% response rate compared to a 1% to 3% normal ad. So it's the best way to advertise. Sponsors LOVE to pay you for this

How much money can you charge?

The price for a 3-line advertisement message in a newsletter varies a lot. You can charge between 1 cent and \$1.00 per reader, depending on how targeted your audience is, and what topics you cover. You can add 10% per additional line.

If your readers are professionals and specialists like accountants, lawyers or business owners, you can ask top dollar.

\$5.00 per reader is not unheard of. My wife is a doctor in the pharmaceutical industry, and I have even heard of a medical newsletter asking almost \$40.00 per subscriber.

To give you some idea of rates, check out what other e-zines are charging. As I write this, a general audience newsletter can expect to get about one cent per reader.

So, if you have 10,000 opt-in subscribers, you can ask the advertiser for \$100 for that unique 3-line ad in your mailing. If you send another newsletter the following week, you can make another \$100.

It may not sound a lot but, if you have a good newsletter, and you have space for two, three-line adverts without upsetting the balance of the editorials, you can make \$200 a week (\$10,000 a year) from a 10,000 strong list.

Now do you understand why I say you must grow your list?

The only word of caution I would add is that you should insist on being given the product that is being advertised.

This is not to get stuff for free (though I admit that I have no objection to that), it's so you can check it out for yourself and feel comfortable that your readers will not be offended, or offered something that is over-priced.

Remember what I said. A satisfied customer can be a lifetime source of income if you pay careful attention to her needs and provide her with new solutions to her problems.

Don't blow it by being greedy.

**hot tip**

**Never lose a chance to get the e-mail addresses of your visitors.**

**→ recommend**

If you want to become REALLY professional at producing a top-quality e-zine (which also sells products), I can thoroughly recommend **Lee Benson's** [E-zine Tactics](#). In

addition, he runs a great two-tier [Affiliate Program](#), so you can both learn and earn at the same time.

Lee teaches both wisdom and earnings – it's a fine balance, but it's worthwhile. In his book, you will discover how his strategies generated over \$43,000 in 3 months starting with a single, free e-mail announcement that took him literally 20 minutes to write.

What's more, you'll learn how **YOU** can implement the same techniques with a no-cost marketing plan that works for absolutely ANY online business, **GUARANTEED**. It's simple to implement and quick on return.

**hot tip**

**Send a sample of your ezine to everyone who mails you.**

A slow but sure way of increasing your e-zine subscription is to send out a sample copy **to everyone who emails you**. Make sure you have a subscription method both at the top and bottom of your e-zine.

A short note like this **at the top of the ezine** will stop your recipient confusing it with spam...

Hi (name),  
Thought you would be interested in seeing my latest newsletter, as you have an interest in my subject.

If you want to receive more from me on a regular basis, just send a blank email to: [myname@myaddress.com](mailto:myname@myaddress.com)  
Thanks...

**hot tip**

**Make your 'Subject' title neutral.**

A member of an **e-zine publishing newsgroup** found the answer to a perplexing puzzle. She was getting her e-zine bounced back for no apparent reason, and couldn't figure out why.

She then discovered that her e-zine list host had a **spam filter** on to search for the word "**success**" in the e-zine subject title, and rejected it on that basis.

Keep your subject title neutral. I always use something like "[FirstName] here's your TopProfits Newsletter."

## **OKAY, THE INGREDIENTS ARE MIXED, SO... LET'S TAKE A BREAK WHILE OVEN WARMS UP.**

Just before we move on, let's recap how far we are into the recipe.

Get yourself a drink of whatever makes you comfortable...



Here's what you should have done, or should be doing **RIGHT NOW**...

1) You should be working at achieve **GOLD STATUS** with your **Massive Passive Advertising Machine**. ([10,000hits](#)). This program will not only draw free traffic to your site, it will begin to build an opt-in mailing list for your newsletter.

2) Site owners should concentrate on turning customers into affiliates. You should be finding other affiliates and Super-affiliates using [Internet Success Spider](#). Your affiliate processes **MUST** be automated. (Use [AssocTRAC](#) or [ClickBank](#))

3.) You should have a link page on your site and should be actively seeking to swap links with other site owners.

By all means use me to get your list started. E-mail me at [graham@thetrafficjam.com](mailto:graham@thetrafficjam.com) and tell me how I can view your links page. We're helping each other, remember.

Use **Internet Success Spider** to pull the e-mail addresses of other sites within your sphere of interest. Use [Mailloop](#) to bulk e-mail these webmasters with your link-swap proposal. If you word it right, you'll start to see your search-engine ranking change very, very soon.

4.) You should be planning your first newsletter. It doesn't matter if you only have **ONE** subscriber... you're still going to send it as though you had an audience of 10,000. Use [Mailloop](#) to bulk send your newsletter. Even if you are starting with a very small audience, it will help you get accustomed to how [Mailloop](#) works.

5.) If you can, you should be redesigning your site so that you **CAPTURE YOUR VISITOR'S E-MAIL ADDRESS AT EVERY OPPORTUNITY**.

And here's what you should be **NOT** be concentrating on RIGHT NOW...

**Sending out SPAM.**

## **LET'S ALSO TAKE A MOMENT TO LOOK AT MARKETING TOOLS**

Here's a reminder of what I said at the beginning of this book...

THE AIM IS...

...to show you a PROCESS that is guaranteed to draw traffic to your chosen web site(s).

Most programs that I recommend and most suggestions that I make in this book are FREE, but don't ever fool yourself that setting up business on the Internet is a no-cost process.

Low-cost; maybe. No-cost: never.

So how am I doing on cost so far?

The two marketing tools that I feel particularly strongly about are clearly [Mailloop](#) and [Spider](#). That's because, without them, your time is going to be swallowed up just doing stuff manually.

It's like beating the cake mix with a fork instead of using a whisk... it works, but takes a whole lot longer... and it makes you tired.

What I want you to do is to become efficient at everything. There are even programs that will open your browser pages for you so you get free hits quicker in you MPAM program (and if you don't know what a MPAM is, you didn't sign up for 10,000hits in chapter one!)

The other little gizmo I mentioned (in chapter 1) was [MessageBoard Blaster](#); an inexpensive program that will pull a few sales you would not have otherwise got.

I know that some of you simply won't be able to purchase these tools. As I say, the only consequence is that things will work for you a little more slowly. You can get them when you can afford them.

The B-I-G difference between Internet Marketing and Dirt Marketing (my own term for traditional marketing), is **VOLUME**.

That's got nothing to do with how loud you can get your sound system to work. I'm talking volume as in **NUMBERS, QUANTITY, PEOPLE, VISITORS**.

It's why so many people are getting involved in Internet Marketing.

Gone are the days of planning advertising campaigns weeks or months in advance. Gone is the idea of spending millions of bucks on magazine adverts (that don't work).

Gone is the power of the big multi-nationals with their high-rollin' execs in their flashy limos.

In, is an advertising campaign you can change daily, hourly - by the minute even. In are adverts that cost cents to produce and display. In are the little guys like us with mini-sites that work – that make more profit than any of the red-brick sites.

Why?

Because we understand the Web, and we're prepared to get our hands dirty.

And what we understand (which the top execs STILL haven't figured) is **DON'T COUNT THE NUMBERS – MAKE THE NUMBERS COUNT**.

We've learned how to capitalize on the millions and millions of people from all over the world who surf the Web every day.

The potential market is mind-blowing.

But you can only handle these big volumes if you **automate**.

Without software, a computer is a useless jumble of plastic, wires and circuits. It's the software that makes it function.

That's why the right software is so important.

You NEED [Mailloop](#) and [Spider](#) like you need a meal in the next 24 hours. You can live without it, but it ain't gonna be easy.

Think of it this way... Now that you use Windows, could you even consider doing without it? Can you imagine going back to the DOS prompt screens?

And now that Mailloop and Spider have been invented, everything has changed for online businesses. Not using them is the equivalent of still creating images in 'Paint' instead of hi-teching your way to [Paint Shop Pro](#) (which, incidentally is positively the BEST image manipulator available today).

If you really, really can't afford these tools, you can skip the rest of this section and move on to the next chapter.

Meanwhile, if you are interested in more information about them, here's the low down...

## MAILLOOP



**Mailloop is an autoresponder and list processor**

It can take care of 99% of your automated mailings (newsletter, bulk e-mails etc) and it can automatically clean, sort, merge and generally maintain your mailing lists.

Without Mailloop, you would have 'great difficulty' running and maintaining your own e-zine. (Which is going to be the life-blood of your e-biz.)

Mailloop will personalize every message in every e-mail (as long as you've collected your subscriber's names as well as their e-mail addresses).

Don't you prefer receiving an e-mail that includes your name, rather than one that just refers to you nothing or as "Dear ...". Or even worse, in my view, "Dear Friend..." , "Dear Subscriber..." , "Dear [name]..."?

Mailloop also operates direct over the Internet so if, like me, your ISP only permits about 50 e-mails to be sent at the same time (with the intention of stopping spam), you will have no problem mailing thousands with Mailloop because, when sending, it bypasses the ISP.

It also protects you from 'Flames' and 'Bombs'



**Flames** are moronic messages returned by infantile cretins with nothing better to do (usually containing a list of profanities that would make a mule-skinner blush).

**Bombs** are enormous files taking an indefinite time to download, freezing your

activities for hours. These, too, are usually returned by infantile cretins with nothing better to do and, often, the attachment contains a virus.



**Make sure your virus-protection program is always kept up-to-date. If you don't have one, GET IT from [Norton Anti-Virus](#)**

Back to Mailloop... It can be 'trained' to auto detect many "bombs" and "flames" and trash them before you even notice them.

Mailloop also detects and deletes 'Undeliverables', then removes the address from your mail list. You'd be surprised how many people regularly change their e-mail address (for a lot of different reasons).

With Mailloop, when their mail server returns a 'Failure' notice, you don't get bothered by it. This happens a lot with FFA lists, which you'll be dealing with in stage 8 of your MPAM.

With Mailloop, you want to add your new subscribers to your primary list. Push a button and it is done.

Mailloop is also is an auto responder, so you can get it issuing standard replies to messages that come in to a particular mailbox. This alone can save you hours of painful work each day.

AND Mailloop has a built-in scheduler, so you can be gone for days and nobody will even notice. It gives you the sort of hands-free business you always dreamed of.

You can program it to send follow up messages as often as you want. If, for example, you want to send a 7-day course, you can ask Mailloop to send out specific e-mails at particular intervals.

Imagine having the chance to automatically advertise several times just with the push of a button. You'll sell more doing this than with any other marketing technique in the world.

The program comes complete with step-by-step instructional VIDEOS. They teach you exactly what to do, and how to take full advantage of all the special features.

To summarize, if you have understood the power of e-mail marketing, you will see that **Mailloop is INDISPENSIBLE.**

If you can't afford [Mailloop](#) now, make sure it's among the first things you buy when you get some money.

## **INTERNET SUCCESS SPIDER**



**Internet Success Spider allows you to FIND PEOPLE.**

### **Scenario One:**

To boost your search engine rankings, you need to get links from other Web sites towards yours. This is CRUCIAL.

With Spider you will be able to find thousands of Web site owners each day to exchange links. (You'll need Mailloop to bulk e-mail them).

If you phrase your letter correctly, you'll end up with hundreds (or even thousands) of web sites linking to yours in no time. It would take you years to achieve this without Spider.

You want to be number one on the search engines? Spider is the way to go.

### **Scenario Two:**

You want to find advertising sponsors for your web site or your e-zine. You're looking for sites with similar content to your own.

With Spider you will be able to find thousands of web site owners who you can approach. (Again, you'll need Mailloop to bulk e-mail them).

Even though they own their own Web site, webmasters are also potential customers. So you want to invite them to visit your site.

Remember; they've created a Web site about a subject that interests them. They're going to be interested in anything that might increase their knowledge of that topic. They need YOUR product.

### **Scenario Three:**

You're looking for SUPER-affiliates. How do you know who is a super-affiliate?

SPIDER is how.

If you haven't already done so, check it out at [Scam Free Zone](#) now.

Better still, sign up as an [Affiliate](#) to ScamFreeZone, and then check out the Internet Success Spider AND Neil's other great products.

His best-selling [Internet Success Blueprint](#) details every single step necessary to start earning money online by WRITING and SELLING your own info-products.

All you have to do is follow the step-by-step plan. Each part of the blueprint can be performed as you read it, which means that you can start making money almost immediately. I personally rate this as one of the top 3 Internet Publications available today.

**Okay, coffee-break over – let's get back to work... let's move on to the next chapter...**

## **Chapter 7:** **NEWSGROUP MARKETING**

A **NEWSGROUP** is a group of people who share news on a particular topic of mutual interest.



At the last count, there were almost 50,000 different newsgroups covering just about every subject you can imagine. Almost every ISP will offer you links to a variety of Newsgroups.

If you use Microsoft Outlook Express just click on the Newsgroups link and take a look at what's there.

The message format is identical to a normal e-mail message with, subject line (Headlines of the news), 'from' field (who has written the news), date field and size of the article.

Newsgroup members choose from the titles and read those that seem interesting (so the title is VERY important). From there, they can interact in just the same way as standard e-mail (links etc).

You can ask for, and offer, help or information.

You can subscribe to your favorite newsgroups by clicking on 'subscribe' (that's fairly obvious, I guess). Once you are a member (a subscriber), you can read and publish news.

Okay, that's the background.

So how can you use newsgroups to get web traffic?

**PATIENTLY**, is the answer.

Newsgroup membership is NOT an instant answer to site traffic. In fact, many would tell you it's not a way at all and to some extent I'm inclined to agree with that philosophy.

However, I've read other traffic "gurus" (don't you just **hate** that word?) claiming that this is a "great source of fresh traffic".

Yeah?

I guess we must be living on different planets!

You may, over time, gain some sales by using newsgroups. In that respect, I believe that their uses (as regards attracting Web site traffic) are very limited and therefore not worth too much of your time.

However, there is one REALLY useful opportunity that you can gain from this source. It's one that our "guru" friends don't seem to have thought about – but one that is part of the natural synergy of my formula.

**hot tip**

**Newsgroups can provide you with a great source of subscribers to your e-zine.**

And your e-zine is going to provide you with a life-long source of friends and income.

Let's look a little closer at how this works...

You can either

- a) **Participate in discussions** by reading and answering questions people have published.
- b) Not participate in discussions, but **publish related information** using an attention-getting subject title.

Option a) will eat up too much of your time. Option b) must be treated VERY carefully.

You must NEVER publish an advertisement or a sales letter in a newsgroup. It is forbidden and will get you banned. Newsgroups exist to **help** people, not to **sell** to people

However, **if you're as subtle as a black cat with woolly slippers on a dark night**, you'll find that newsgroup members are generally very receptive, because they don't think they are being sold to.



If you can both help and inform people, then do it. And while you give away your free information, remember to **talk about benefits**. Tell them your solution to a common problem.

Naturally, there will be occasions where you would not be able to tell them the solution to their problem without indicating where to go to find the answer. But **stay subtle**. Don't push it.

### **Be a black cat!**

Write a brief newsletter about a topic that's related to the content of your site. Invite them to visit a web page to get more details.

You can simply say that you've found an interesting "solution to a problem" **Talk about benefits, benefits and benefits**. Then tell them you've created your own personal web page, which they're free to visit at <http://www.yourdomain.com>, where all this precious information is available to them. "It just isn't possible to expose everything in this newsletter."

Whatever happens, DO NOT APPEAR TO BE SELLING ANYTHING.

In fact --- DON'T sell anything.

### **BENEFITS, BENEFITS, BENEFITS.**

Which tactic, of course, makes it easy for you to promote your newsletter.

You will need to dream up your own benefits, but for me, I simply point out that it's FREE, that there are loads of top quality e-books, FREE. That the site where they can opt-in to it is at <http://www.topprofits.info/opt-in.html> and that, at the same time, they can pick up FIVE FREE BOOKS.

Now tell me what I'm selling?

I've told the truth, 100%

I'm asking nothing and giving everything.

### **BENEFITS, BNEFITS, BENEFITS.**

As I explained earlier, you must have in mind to **help** people, not to **sell** to people. In newsgroups, this is especially important.

If you're going to post to a newsgroup, you need to create a **very strong headline**. You have just FIVE words to tickle their curiosity and get them to open the article.

*“Please join my regular newsletter”* is not going to spark a rush to the opt-in page.

*“Private site gives free books”* is more likely to get a response. Or *“Free books are a reality”*

If you want to make the readers stop on YOUR article from the thousands that are submitted – **innovative**. Then, be creative and talk about a great benefit or a solution to a problem.

### **BENEFITS, BNEFITS, BENEFITS.**

When the subject of a newsgroup message captivates attention, it is not unusual to see that newsletter downloaded by hundreds of people in the course of a day.

Here’s how I go about it...

#### **Typical newsgroup posting:**

**Subject:**

Stop buying e-books. It’s stupid!

**Body:**

Have you noticed how these e-books on Internet business marketing cost an absolute bomb?

I saw one the other day and the guy wanted almost \$100 for it. It’s ridiculous! I’m not against these people earning a living, but \$100 is outrageous.

If you’re interested, there’s a members-only site that is GIVING away loads of these top-end marketing books. I don’t know how they do it, and I don’t much care, but I now cut the money-grabbers out of the loop.

I’d be happy to tell you where to go if you want. I got fed up spending loads of money and these people seem to have most of the top titles (plus some I’d never heard of.)

I don’t want to mention a site name here, but if you want, you can e-mail me at:  
yourname@yourdomain  
and I’ll send it to you. (Just send me a blank e-mail, or put “books” or something in the title. I’ll know what you mean.)

Best....

Notice that I have now got their e-mail address. I know they've not yet opted in to my e-zine, but I can now follow up with them privately (NOT in the newsgroup).

So here's the trick...

### **Pay attention!**

All the postings I make to newsgroups are done using an e-mail account that is reserved ONLY for newsgroup messages. My Mailloop auto-responder is trained to check that mailbox and automatically respond with a follow-up note.

When the Newsgroup members e-mail me for details (and it's irrelevant what the subject heading of their note is), my Mailloop sends a short, but powerful second message. Again, **write like a satisfied customer, not a seller.**

Tell them how negative that problem was to you and it still is for most people. People like to see that they are not alone. When others have the same problems, they feel part of a big family. It's the way to touch them emotionally. They immediately begin to build confidence in you and what you have to say.

Continue by telling them the wonderful solution you have found to solve the problem.

This time, present the benefits they can gain.

Also remember that the fear of loss is more powerful than the desire to gain, so you can briefly explain that their problem might get worse if they do nothing to solve it.

Here's how my return letter would look...

#### **Subject:**

Your e-mail about e-books

#### **Body:**

Hi,

Thanks for e-mailing me about those books. I guess, like me and a lot of other folk, you're fed up seeing the stupid price tags on some of these publications.

I mean, \$100 is crazy, isn't it. I don't know how people afford it.

Like I said, I discovered a members-only web site that was giving the stuff away, which seems a bit strange but who cares. As long as I get free books out of it, I don't care how they do it.

All the books are genuine. They're not forgeries or anything. I don't think it's dishonest, but I don't know how long they'll stay in business if they're giving it all. I grabbed the books quick while the going was good. (I've got dozens of them now).

Anyway, like I say, the site is members-only, so you have to opt-in to their free newsletter (which is quite good, by the way). You'll find the sign-in page at <http://www.topprofits.info/opt-in.html>. You get a choice of about five free books just for subscribing.

The other thing I forgot to say in the newsgroup posting was that this site also gives another free book at least every month through their newsletter. Sometimes it's even weekly.

Hope it lasts a bit longer yet, I'm saving a load of money.

Anyway, good luck. Hope this info was useful.

Blah.....

Notice the style... it's not exactly textbook English. But then, how many of us write correct English in a quick e-mail?

I gave some FREE information about the solution to their problem. I revealed just enough to prick the curiosity, and I planted a small seed of fear that the site might not be around for long, so best act now. That simply helps to stop them procrastinating.

To maximize the impact, publish the newsgroup letter in all the related newsgroups. Maximum 8 related newsgroups per week. More than that will be considered spamming (yes, it's possible to spam a newsgroup). If you spam, not only will your message be removed, but also it's quite likely to get you banned from the group.

In fact, I would strongly suggest you just publish your letter to one group a day. It'll take just about five minutes and, if it's done right, can be time well spent.

If you want to push this method of generating e-zine subscriptions (which will boost your Web site traffic), you can post DIFFERENT letters to related newsgroups each day.

For example, the same day that I posted the example above to group 1, I could post a letter to group 2 about how to write good e-zine articles, and then aim them to my free book site again so they can download an e-book on the subject.

Meanwhile, I can post to group 3 about how to get traffic flowing to their site, and aim them to the same place so they can download THIS book.

At each opportunity I would tell them that I discovered this source of great books by subscribing to the TopProfits Newsletter.

Lateral thinking!

If your intention was simply to get your correspondent to visit your web site, you'll be pleased to know that Mailloop will have automatically saved their e-mail address to a file and you can mail that person again later with another "solution".

Stay in touch with them (automatically) and let them know that YOU are the expert on their chosen subject.

So, what do you think? Is it ethical or not?

I'm personally a little uneasy with planting letters into groups of fellow travelers. On the other hand, if you really DO solve a problem for them, where's the harm?

At least I know that I really AM giving away free e-books. And I know, too, that if they subscribe to my Newsletter, there's a darn good chance they'll stay subscribed and enjoy the articles and books.

Here's what you need to concentrate on **RIGHT NOW...**

- 1. Go to your e-mail program and check out the Newsgroups. See what groups you can find that fit with your own sphere of interest.**
- 2. Read some of the articles, to get a 'feel' for the group.**
- 3. Think up a headline (the SUBJECT of the note) that will catch the readers' attention**

4. Write an interesting article that will spark their curiosity and prompt them to contact you.

5. Design your response, and remember ... DON'T SPAM and DON'T SELL.



In a Newsgroup you must help people, not sell people.

## The Traffic Jam Formula

# Chapter 8: SEARCH ENGINES

A **TOPIC** that could, and often has, filled complete books on its own, is the topic of Search Engines.

In case you're just emerging from a twenty-year hermitage in a dark cave on a deserted island with no phones, no radio, television, newspaper... here's a very brief definition of a search engine.

When you open up Explorer or Netscape or whatever browser you're using, you are able to type a word or a phrase in the title bar.

A search engine then runs off to match your word or phrase with as many web sites as it can find. After a moment, your screen rebuilds to show about 10 sites that (hopefully) contain something relevant to your search criteria.

You click on the first one and your browser takes you there.

What does that tell you about search engines?

It tells you that the 999,990 sites that were NOT on the first page of the search results don't stand a chance. It tells you that, if you rank number one on the word or phrase of your choice, you are quite likely going to get a lot of hits.



And, since hits=\$\$\$, THAT'S why it's important to try and get high search engine ranking.

We already covered the fact that search engines prefer sites with lots of links from other sites, but there are many other criteria too, and that's what we need to look at now.

There are **thousands** of search engines on the Web. Most (if not all) of them exist because they charge for advertising space.

Many now also sell their top positions for any particular search word (keyword).

In a couple of years, it is unlikely that any search engines will be free. They are all quickly heading towards the 'pay-per-click' system, and the top ranked sites are the ones that pay the most per click.

### **And here's secret #1 about search engines...**

There are, in fact, just EIGHT major search engines that hold the massive databases that determine position. If you can get a good ranking in one of the eight major engines, you will automatically rank well in over 200 others.

The criteria used by search engines to rank a site well or otherwise are secrets that are closely guarded by the search-engine owners.

Some people claim to have cracked the secret of the algorithms used by the search engines, but it is generally accepted that each engine uses its own logic.

The only way you're going to do well in all of them is to create pages that are optimized for one particular engine, and we'll be taking that idea a little further in a moment.

Meanwhile, **more than 80 million people a day launch their surfing from a search engine.**

**That's a LOT of people.**

Now you understand why, if you have a top ten ranking, the traffic is simply going to flood into your site.

Unfortunately, getting a top ten ranking is like winning Olympic Gold... unless, of course, you own a site that specializes in some obscure topic. In which case it shouldn't be too difficult to get to the top of the rankings.

For most of us, it's a logistical nightmare.

**There are two recognized methods to improve your ranking.**

The first one, we've already discussed, which is to have links to your site from other sites.

In other words, the more web sites that are linking to YOUR site, the more popular your site becomes in the search engines.

So far, we've looked closely at using Internet Success Spider to capture web site e-mail addresses then bulk-mailing the site owners to propose a link swap.

There are, though, other ways to have links back to your site. If you're working your way through 10,000hits, you will possibly already be discovering them.

1. There are affiliates who place a link on their site so they can send prospective purchasers to your site.
2. There are FFA pages, which you'll be learning about as you proceed through MPAM
3. Banner exchanges also will produce links from other sites. (Another part of the MPAM program).
4. Viral Marketing, which also features on MPAM

Any way you can imagine that will create a link to your site will help you to improve your search engine ranking.

If you've been to Neil Shearing's site (Scam Free Zone) already, you'll be aware that one of his products is the e-book "[Yahoo Exposed](#)" which shows how you can get a number one ranking for a particular keyword on Yahoo.

It demonstrates that there ARE known algorithms which can be used to 'beat the search engine at its own game'.

**Banner Exchanges, on the other hand, are one of the least effective ways of advertising.** (How often do YOU click on a banner?). At least they produce another link to your site, and that's always a good thing.

And here's another silly little feature of search engines... The more popular the site is that your link is on, the more your own site will climb. They are nothing if not fickle, these search engines.

It would be nice to get a link on Amazon.com wouldn't it?

I said that there were two methods to improve your ranking. Here's the second...

**OPTIMIZE YOUR SITE.**

What does that mean exactly?

It means you should do everything possible to make your site search-engine-friendly. Imagine it like a courtship process. You want the pretty girl/good-looking guy to pick YOU. What do you do?

Do you dress like a slob and ignore him/her, or do you smarten up and pay attention?



If you want that search engine to take notice of you, you've got to make an effort. **You've got to make yourself seen and heard.**

That means you have to make sure your site is 'keyword rich' (if you want your site to be found by people who enter the word 'money' as a search criteria, you need to make sure that the word 'money' is mentioned a good deal on your pages.)

You also need good titles for your pages, the right number of key words, key phrases and lots of other stuff.

There are three ways you can do this...the hard way, the easier way, or the very easy way.

### **The hard way...**

You can manually submit your site to the search engines. (Popular myth says that the search engines will find you. Baloney! If you want the date – you've got to go looking for it.)

Manual submission is akin to mixing your cake ingredients with a knife. It's possible but neither efficient nor effective.

### **The easier way...**

There's a great tool called [Web Position Gold](#) that will mix your ingredients for you and leave you to pour them into the mould and put them in the oven.

Web Position Gold is the recognized leader in this field. There are other search-engine submitters, but none of them come anywhere near [Web Position Gold](#) for effectiveness.

All search engines are different. Teams of highly qualified nerdy types slave late into the night dreaming up new, far-fetched algorithms to calculate where a web site should rank.

What can help your ranking for one search engine can harm it for another.

Also, the nerdy types are savvy to the fact that, every time they dream up another unimaginable method of ranking a site's popularity, up jumps Wally Web Site and finds a way to change his site to rank in the top ten.

So the nerds are a little bit temperamental if they think anyone knows what they're up to. They remain a highly secretive lot.

What that means is that there are not only different needs to rank well with different search engines, there are also changing needs because of the changing nerds.

This means that, if you're mixing your ingredients by hand, by the time you're ready to put the cake in the oven, someone has changed the recipe.



Web position Gold is constantly updated software. As the anti-nerd nerds of Web Position Gold get wind of a new algorithm, they enter it into their model and let you get a fix on the new way of doing things.

It tells you exactly which keywords are the most effective for your type of content. It tells you how many times they should appear on your pages, and where. It tells you how and when to submit (and does the submission for you).

It will probably make you a cup of coffee if you ask it.

If you've ever wondered how the same site keeps appearing in the top two or three on a search criteria, you can be fairly sure that they're using Web Position Gold to optimize their site.

And guess what?

Web Position Gold will even visit the top-ranking sites, find out what they're doing to get their top positions, and copy their formula to give you the same success.

Sneaky eh?

Remember, if you hit the dizzy heights of "top ten" in any of the major search engines, you will be able to sit back and watch your site counter spin out of control. Without any doubt, this is the easiest, cheapest way to get traffic to your site.

It's also the most contested method, so success means combining hard work and patience.

## **The very easy way...**

There's a tool similar to Web Position Gold that will automate this process of submission and optimization, even to the extent of building gateway pages for you and uploading them to your site.



**This tool is called [Search Engine Blaster](#) and it will submit your domain to 600,000 search engines, directories and classified ad sites – automatically.**

(Pause to let that sink in.)

Not only that; if you tell it your key words and phrases, it will build and submit gateway pages onto your site. These are keyword-rich pages that your visitors never get to see, but which are 'viewed' by the search engines in their quest for search links.

[Search Engine Blaster](#) allows you to list your business, products, or services on over 600,000 search engines, targeted directories, free classified ad sites, top sites, and online malls Automatically--Every Day! 100% Unattended.

### ***It's a marketing machine on steroids!***

This is automation taken to the furthest degree. A truly excellent tool for the busy netpreneur.

### **Let me put this to you quite simply...**

Search engine tactics are hard to learn and the rules change all the time. You put meta tags in your pages, add keywords, and then submit them to the major search engines. And then you wait... And you wait... Nothing happens.

So hand it over to [Search Engine Blaster](#). Let it optimize your pages and submit them – and keep submitting them – and give yourself time to get on with other stuff.

*What? You're telling me not to work daily on my site so that it will be in the top twenty of search engines. Are you nuts?*

Maybe!

But what I am saying is that most individuals, in my opinion, spend way too much time trying to optimize their sites so that they will rank high in the search engines.

The time they spend doing this could be better spent elsewhere. So, if the task can be automated, why not automate it?

Neither Web Position Gold nor Search Engine Blaster are free. Nevertheless, both are worth investing in if you are serious about getting traffic to your site.

## The Traffic Jam Formula

### Chapter 9: A DAILY ACTION PLAN

**BY NOW**, you should be well advance in your 10,000hits MPAM, so it's time to start on another project... one you can work on daily.

#### Daily Massive Traffic Strategy #1.



**Write articles and submit them to e-zines in your particular target market.**

This will get your name out there fast. If you work on two or three articles each week and submit them to other e-zines, you will see an instant traffic increase.

You can get lists of e-zines in your target market by visiting any of the following sites...  
(Remember to read each site's guidelines carefully before submitting)

[E-zineArticles.com](http://E-zineArticles.com)  
[Ideamarketers.com](http://Ideamarketers.com)  
[WebSource.net](http://WebSource.net)  
[Certificate.net](http://Certificate.net)

You can get the names of publishers in your particular target market, and also book short e-zine ads at [lifestylespub.com](http://lifestylespub.com). I have listed some other (inexpensive) e-zine advertising resources on my updated [resource page](#).

However, the ultimate search resource for e-zines can be found at <http://www.e-zinereach.com/search-it/e-zine/>

E-zinereach.com allows you to drill down by subject category, then by e-zine to find the publishers' names and e-mail addresses.

So here's your plan of action... Start your own database of names and (using Mailloop) send out your articles DIRECT to the e-zines that you think are best suited to your subject.

Use the name of the publisher along with each of the publications names.

Work on writing articles daily and read as much as you can on a large array of subjects. This way, you will expand your knowledge beyond your own field.

The main purpose in writing E-zine Articles is to get them published in E-zines (I guess that's fairly obvious). And that, on its own, will bring you a lot of highly targeted traffic. But the benefits don't stop there.

When your Articles are posted on other people's Web sites you get free links from your Resource Box (the sig. File at the end of your article) back to your Web site - more traffic.

This increases your link popularity and so your ranking in the Search Engines goes up - more traffic.

Eventually you'll find your Articles appearing in Free E-books - even more traffic.

As you can see, this kind of Multiplier Effect rapidly builds up its own momentum - after a certain point it's virtually unstoppable.

Unless you have just a mini-site, add articles to your Web site. Make sure you let anybody linking to your site know that they have full license to post them on their Web sites as long they include your Resource Box (sig file).

Think of it... YOUR articles (**with YOUR links**) all over the Web... FOR NOTHING. This is serious traffic pulling, ladies and gentlemen.

The acknowledged expert at this traffic-pulling technique is Michael Southon, who uses the technique to promote [his own site](#).

Check it out, and then start writing, because **THIS IS ONE OF THE MOST UNDER-RATED FREE TRAFFIC GENERATORS AVAILABLE.**

If you want to REALLY attract attention to your articles, **OFFER AN INCENTIVE.** (Give them this book if you want.).

Otherwise, for a full list of inexpensive incentives, and instructions on how to use them, Roger Aderholdt's "[Ultimate Guide To Incentives and Promotions](#)" (314 + pages), will tell you everything you want to know as well as providing you with access to his Private Members Only Web site.

## Daily Massive Traffic Strategy #2 (A LONGER TERM PLAN)

If you read my sales letter on thetrafficjam.com Web site, you will possibly notice that, in one or two places, I refer to a “crazy” formula, or a “radical” idea.

Well here comes the next “crazy idea”... **WHICH WORKS** like a magic potion.

Write your own (short) e-book and **GIVE IT AWAY FOR FREE**. Yes, you will give your first e-book away for free.

Once you create your e-book, submit it to loads of e-book directories and download sites. This technique will see your name spread around VERY quickly.

It will make you an “expert” in your field. Someone that other people will refer to.

You can advertise your next product as being “from Jane Doe, author of “Blah Blah Blah”.

And when THAT happens, you’ll see your traffic leap every time your name is linked to a product.

If you feel you would like some guidance on writing your e-book, one of the most straightforward and knowledgeable sources of help is Neil Shearing’s [Internet Success Blueprint](#).

This book doesn’t just cover the “how to” of writing but, if you aim to sell your e-books, the whole Internet Marketing angle too.

The Internet Success Blueprint starts with one of Neil’s “Amazingly Useful Insider Tips”. He says...

*“To succeed online, you **must** learn what **really** works. Not what **everyone else expects, believes or claims** to work.”*

Which proves three points:-

1. He and I are in **total agreement**.
2. I really **DO buy the products** for which I am an affiliate.
3. I read **at least** the first three pages of his book!  
(Just joking – I read it cover-to-cover. Darn good, too!)

Okay – back to submitting YOUR book to loads of e-book directories and download sites...

Here are a couple of e-book Submission Sites:

<http://www.free-e-books.net/>

<http://e-books.searchking.com/>

You must do this to gain a rapport with future prospects. E-books act as another communication tool that will bring in visitors to your site for just a little work.

It is also worth spending a small amount of money on e-zine advertising. You want people to know how to get their copy of your free book, don't you?

I have included a few "low cost ads and hits" sites on my [resources page](#).

By spreading the word in this fashion, you will be reaching a large audience. Recognized publishers may pick up on your book and put it in their newsletters or post it at their sites.

**Publishers and Webmasters are always looking for new, fresh content.**

For example, as I write this (August 2002), for \$30 you can place an ad in 18 different e-zines with a total of about 50,000 subscribers. (Where? [HERE](#))

Imagine if out of that 50,000 just 300 people download your e-book, and then each of them give it away to 1 other person. That's 600 owners.

If you include a link in your book to subscribe to your e-zine, that's 600 possible subscribers to YOUR newsletter.

Do you see the synergy?

What would happen if you spent \$150 and placed your message and your free book in front of quarter of a million subscribers? How many new subscribers would you get to your e-zine then?

And don't EVER forget what I said in chapter 5...

**If you want any chance of online success, you need to capture the e-mail addresses of your visitors...**

**This is a BASIC PRINCIPLE.**

**It is the foundation of your future empire**

Try a solo ad mailing in some e-zines in your target market. Solo ads are one of the best-targeted ways to get people to buy. But remember – TEST, TEST, TEST.

Offer your e-book as a great way to exchange links with related Web sites. Just approach each webmaster individually and ask them to download your e-book. If they like it, ask them to host it at their site (for free). That way you are giving them an excellent reason to exchange links.

So here's what you need to concentrate on **RIGHT NOW...**

**1. Write articles on your choice of subject and let other e-zines use them for free. Make sure you have a link to your site and that you are credited with having written the article.**

**2. Write a short e-book then start planning how to give it away for maximum impact. GET YOURSELF KNOWN.**

## The Traffic Jam Formula

### Chapter 10: DIRECT SELLING

**HERE** goes for ANOTHER piece of this amazing formula. The total recipe would NOT be complete without this, yet nobody else even thinks to mention it. To ignore it is like trying to make an omelet without eggs.

#### **Did you know that 60% of all online sales are B2B?**

B2B means Business-to-Business. That means that 60% of sales over the Internet are between the owners of different sites.

Why should that surprise you? I am an Internet businessman (a netpreneur). I am also a buyer of Internet Marketing Products.

Are you a netpreneur? – Of course you are.

Do you purchase products on the Internet? – Of course you do.

In fact the B2B ratio is much higher than 60% in the sector that I am in (Internet Marketing Products and Information). Yet too many netpreneurs just do not realize that the perfect customer can be another netpreneur – just like them. In reality, they are top of the scale of potential buyers.

Contacting other netpreneurs and selling your product direct to them WILL increase your sales, but it also has two other effects...

a) **It increases your site traffic** (when your fellow Internet business people go to look at, and buy, your product), which improves your search-engine rankings, which increases your site traffic, which improves...

b) **It gives you ANOTHER opportunity to talk to them about exchanging links**

And fellow travelers on this weary Internet road are PRIME customers. Most have already bought several things online, so have no fear of buying on the Internet. Also, they are highly

interested in our particular topics. Enough to have created web pages about it, right?

**hot tip**

**Sell to your Internet colleagues. They WANT your products.**

Question... Where can you find contact addresses for millions of online businesses?



If you were paying attention in Chapter Two when we were talking about Super-Affiliates, and also Chapter Four when we covered Bulk e-mail Marketing, you would remember the **Internet Success Spider**.

And all these businesses are quietly sitting there in the search engines. It's all right under our noses.

Ok, lets suppose that you are selling THIS BOOK, so the subject is web traffic tactics.

(By the way, as a little side note, traffic tactics is THE subject in highest demand at the moment. If you can help other webmasters to get visitors and earn a profit at the same time, everyone will have benefited. Don't forget, this e-book is YOURS to resell and redistribute as you want, for whatever price you want.)

So, to find your direct market manually, go into any top search engine, type a keyword related to "marketing" and - WHOOPPEE - thousands and thousands of potential prospects will leap (slowly) before your eyes.

Of course, you can achieve the same thing 1,000 times quicker when you use the [Internet Success Spider](#).

So, get your list of Web sites and go ahead and contact the owner or webmaster (search for the e-mail address manually, or use Spider to automate the process).

Send them a message something like this:

Hi,

My name is "name" and I just stumbled across your excellent web site at: [www.website.com](http://www.website.com)

I thought that because you offer information about (write the keyword you typed in the search

engine, in this case it would be “marketing” or “e-business” or “home-based businesses” or whatever), [you might well be interested in some information I have about attracting high volumes of free and low-cost web traffic.](#)

[If you want to read it, just reply to this note with a blank message and I will e-mail it to you.](#)

[Have a great day,](#)  
Your name.

You may have noticed that, even though I don't have the site owner's name, I have still managed to personalize the message by quoting the web page address.

Not only does it help gain the other person's trust, not only does it add more power to your message, but it also avoids him feeling that he's been spammed.

As you can see, it is done with respect and nobody should bother you if you mail them this way. It's a personalized letter.

(Quick, true story while you sip your coffee...  
I once had an unexpected response from one site-owner who accused me - IN VERY LARGE LETTERS - of spamming him.

I responded that I had only visited his site as a result of his e-mail to me a week earlier ...

He apologized! ...

(I leave it to you to decide whether I was telling him the absolute truth.☺)

Okay, back to the REAL storyline ... Notice, too, that my note is short and to the point. It DOES NOT SELL, or advertise anything. I'm just offering FREE info on a subject that already interests him. It arouses the curiosity, and that's all it's intended to do.

When your fellow-netrepreneurs reply, respond with a message something like the one that follows. You'll have to substitute your own product testimonial, but you'll get the gist here.

[Hi](#) (use his name if you now have it),

[Thanks for your reply because, like you I have a web site and I wanted more visitors. \(Don't we all?\) So it's good when we can help each](#)

other.

Like everybody else on the Net, I was searching for ways to improve my traffic. Then I found this amazing e-book that reveals it all. (And I REALLY DO mean **ALL**.)

I don't think the info will be around for long because some of the tips are red-hot and are soon going to be used by everybody. (They always lose their effectiveness when that happens, don't you think?)

But I can promise you that, since using these secrets, my traffic is increasing out of all proportion. It's great!

You can visit that download site at <http://www.thetrafficjam.com/>

Hope this helps.

Your name.

P.S. One of the top methods (free) of improving traffic is by link exchange. If you've no objection, I'll give you a few days to read the book, then I'll drop you a line to see if this interests you.

So what have you achieved so far?

1. You have offered to help resolve a problem, so you are building a good relationship.
2. You have created credibility. (You've been there and you've found the solution, so you know best. You're now thought of as a good resource.)
3. You are not trying to advertise yourself, nor your product, nor your web site. So you are building respect
4. You have his personal contact information so you can contact him to make an offer (or exchange links later).
5. You have a 10% to 30% chance of getting an order for your product.

You are on your way to success.

What happens next is up to you.

- a) You can write to offer a link exchange, which will boost your traffic for a long time.
- b) You can write to recommend another product.
- c) You can write to invite him to subscribe to your e-zine.
- d) You can simply follow up on the sales pitch. It is a well-established fact that it can take up to 3 more “reminders” before someone decides to buy.

You want more leads, so you can write to more people?

Simply type another related keyword in the search engine and there you are - another couple of thousand highly targeted visitors.

If you target your market precisely and personalize your offer, you can make yourself a lot of money without needing a lot of visitors (if you have a good product.)

I can't emphasize enough the power of using [Internet Success Spider](#). If you are searching for sites and e-mail addresses manually, it could take you ten minutes to find just one address.

With Spider, you can turn up 1,000 addresses in the same time, and *that's* high velocity marketing.

Of course, you will need an auto-responder like [Mailloop](#) to deal with the mail but, by this stage, with traffic flowing in from all directions, the cost should no longer present a problem.

Here's what you need to concentrate on **RIGHT NOW...**

- 1. Extract the e-mail addresses and the Web site names of anybody who, in your opinion, could benefit from your product.**
- 2. Mail them with your proposal, then FOLLOW UP.**

## TheTrafficJam Formula

# Chapter 11: FFA SITES

**IF** you're asking yourself "What the #@\*\$^# is an FFA Site?" you're clearly not progressing at a good rate with your [10,000hits](#) program, and I urge you to push forward with it. It is the bedrock of much of your future traffic.

When FFA (Free For All) sites were first introduced, they made a useful contribution to advertising methods. Now, there are so many of them and they are so over-rated that they have become almost useless.

In principle, here's how they work...

- ❖ An FFA page allows anybody to submit a brief ad for FREE.
- ❖ Each page shows a list of ads.
- ❖ When you submit your ad, it is placed in the top position.
- ❖ When the next person submits their ad, you move down the list one until, eventually, you fall off the bottom.

### **Great idea!**

Except that:-

- a) You're generally restricted to just ONE line of text (like thousands of other advertisers), so your ad must be a killer to get noticed.
- b) Originally the way to advertise on a FFA page was to submit your ad by visiting the FFA page. While you were submitting your ad, you would read the other ads displayed on the FFA page. So most of the viewers were just other online advertisers.
- c) Because of the initial popularity of FFA pages, many thousands were advertising there, and this affected the length of time the ad remained on the page. What originally gave an advertiser several days of exposure, now gives just a few minutes as more and more people add their ads.

So along came **the auto-submitters**.

“Submit your ad to 8,000,000 web sites with the simple push of a button.” they claimed.

And so they did. (In reality, that's 8,000,000 Search Engines, Directories and FFA pages – but 8,000,000 nonetheless).

And then we quickly got right back to where we started... EVERYBODY was using autosubmitters so the ads rolled down just as quickly. And, what was worse was that nobody was even reading them anymore.

Does that mean I don't think that FFA pages work?

You bet your life I don't – at least not in the conventional sense.

However, there's an advantage to FFA pages that is referred to as **REVERSE MARKETING**. The whole angle on FFAs is to **OWN ONE**. If you OWN an FFA site, then the thousands of ads that are posted to your site are **YOUR** prospects.

**If you own an FFA site, then you can advertise to all your advertisers.**

**Don't scoff at this! A good FFA site will furnish you with AT LEAST 200-300 prospects daily.**

**What to do with your all of these daily prospects?**

A good FFA site will provide an AUTORESPONDER (automatic e-mail response) to all these prospects. You should go into your member's account page and edit your autoresponder to send a powerful e-mail to all your prospects.

Use a dynamic SUBJECT LINE, and an effective BODY and be SURE to include the URL you are promoting. I always place the URL more than once, spacing it out about every TWO paragraphs so that people who don't read the entire e-mail will still see it, and hopefully click on it.

**What kind of results can you get?**

Many people will automatically delete your e-mail, especially if it arrives with the flood of e-mails from their FFA or classified ad submission.

To obtain the best results you need to delay sending your response for between 2 and 7 days. Most FFA systems will

either allow you to delay their auto-response or will give you a list of e-mail addresses that have posted each day.

**In either circumstance you must only send one e-mail response.**

If the FFA system sends an auto-response, you must **not** send another manually. Sending more than one e-mail in response to a FFA posting is SPAM, and SPAM complaints risk your FFA membership.

**Once you get your own FFA site, it will serve as a PERPETUAL MOTION referral builder for your advertising machine. You need this.**

The following are what I consider to be the FOUR BEST FFA SITES. You should join them **all** as soon as you can.

(NOTE: If you are following the 10,000hits program – which you should be - all of these are included in Lesson 8, so you don't need to take independent action here.)

### **Massive Passive Cash Machine**

Pro membership of this FFA gives you 1000+ fresh leads daily e-mailed to your mailbox, as well as the opportunity to earn commission from each sale of a FFA PRO account.

Most other systems supplying daily leads to your mailbox have a monthly fee - so you are well ahead of the competition - an easy sell... A number of auto-submitter programs post to the FFA to ensure you a constant supply of fresh leads every day.

### **TrafficWave**

Here's a great FFA site you can use immediately.

TrafficWave will send you a list of e-mails every day, which you can either respond to using THEIR autoresponder or you can send your response manually. Not both, and only one manual response if using that method.

Traffic Wave is one of the best FFAs I have seen. You can join free for a 30-day trial, then there's a small monthly fee. Others I have seen and joined cost a lot more and were no better than this.

TrafficWave also has an outstanding commission structure paying on a 3x10 matrix, so you can also earn money referring other people to it.

### **Monster Traffic**

Monster-Traffic has a FREE option and an inexpensive PRO option. As a Pro member, you'll earn \$5.00 on every Pro membership you sell. Sell two Pro memberships and you've got your money back.

**In the Pro Members Area, you can automatically send your message to everyone who places an ad on their entire network of sites. (You can set the delay from 1-5 days.)**

You can edit your message anytime you want to. This automated marketing system will be working for you 24/7. You will never have to worry about spamming anyone.

You get your banner (468x60) displayed on the front page of EVERY Monster-Traffic Web site, each month that you are a Pro Member.

You can e-mail your ad to 250,000 opt-in safelist subscribers once every 30 days. You get one per 30 day Pro Membership.

And heaps more....

### **Ad-Kingdom**

The Internet is the gold rush of the 21st Century. At Ad-Kingdom, you CAN make a lot of money. If you're a seasoned pro you can make money. If you're a newcomer to the Internet, you can make money. This site will make money for you 24 hours a day, 7 days a week.

Here's the Good News. The cost to become a member of Ad-Kingdom is very affordable for everyone. (This is one reason why you will earn money.) The payout is phenomenal.

You can earn on six levels for referrals. (If you can't make money there, you might want to just give up!) They'll even give you their One Year Guarantee! If you don't make at least the subscription cost within one year they'll give you a full refund.

**TWO IMPORTANT NOTES:**

**Note#1.** FFA sites operate on the basis that, if you use them, they will use you.

In other words, if you are free to e-mail thousands of people, those thousands of people are free to e-mail you.



So **PREPARE TO BE SWAMPED**. You WILL receive **a lot** of e-mails (I currently get about 500 a day).

Therefore, you **MOST DEFINITELY** should get yourself a 'spare' e-mail address.

**Free** **Free e-mail addresses are easy to get.** Check out the resources at [www.free-e-mail-address.com](http://www.free-e-mail-address.com) or <http://www.e-mailaddresses.com/>

Use this 'spare' e-mail box to receive all the FFA return mail.

**Note#2.** Then what?

Then you need to **empty your mailbox regularly**, otherwise you will quickly exceed your limit, your mails will bounce, and your FFA accounts will be shut down.

So here's the REAL issue...

Do you READ all these mails, or just dump them?

Well one thing is for sure; I simply don't have time to read 500 e-mails a day. Yet, on the other hand, if I expect people to read MY e-mails, surely I have some sort of obligation to read THEIRS (even if it's just scanning the titles to see what's interesting).

Also, amongst all the mundane e-mails, there is often something that interests me.

And so I've reached a compromise...

I have noticed two patterns:

- a) I notice the same PEOPLE who send the same e-mails day after day after day (ignoring the rules)
- b) I notice the same moneymaking PROGRAMS that are being promoted by hundreds of different people.

So what I do is to use my [Mailloop](#) program for yet another purpose. I get it to filter my FFA mailbox for me!

I now know the names of the people who mail to me day after day (despite the rules) and I know the programs and products that people are trying to sell me that I have already looked at and either rejected or bought.

I am able, therefore, to get Mailloop to delete these notes from my mailbox before I begin the process of visually checking the 10% that remain. (The regular 'repeat' notes all have keywords that are easily identifiable)

Sometimes, the more persistent spammers find ways of disguising their footprints, but I usually get them in the end, and I never get to read their notes... **and there's ANOTHER lesson learned about the futility of spamming.**

But hang on a minute...



**Sell to the spammers! They need your products, too.**

Spammers usually go to some lengths to disguise their e-mail addresses. However, I have had some success by **autoresponding** to their mails (before autodeleting them) with an offer that they might find interesting.

If my note is returned undelivered, Mailloop destroys it. If not, there's a chance that they might be interested in what I have to offer.

I've earned quite a bit of money over the years by using that trick. (Hey, you drop junk in my mailbox and I'll drop twice as much in yours!)

## The Traffic Jam Formula

# CHAPTER 12: VIRAL MARKETING

**VIRAL** what?

Don't panic, it's just a fancy name for word-of-mouth advertising. Which means that you want as many people as possible to pass your sales message on to other people who will use your product or service and pass the word.

You want an example? Take a look at Hotmail.com, the free e-mail service. They virtually invented Internet viral marketing.

Hotmail advertised to get customers at the start, but their massive growth came from the 'viral' message of people using the system. Every time they used the Hotmail service, their e-mail became an advert for Hotmail thanks to the sig. file that Hotmail automatically planted on each one.

The last line in the message read something like "Get a free e-mail account from Hotmail.com."

Like a virus, the message was passed from person to person. People signed up by the thousands, and then by the millions. And Hotmail became a huge success.

Wouldn't it be nice to be able to do something similar?

Do you REALLY understand the true power of viral marketing?

It's awesome.

I remember when I was growing up along a canal. My brothers and I would go out by the water and throw stones. As the stone hit the water it would cause a ripple to go from one bank to the next.

Viral marketing is like that. Every time you send out an article, e-book or piece of software a ripple effect begins. Your name and links begin to spread across the net and across the globe.

What makes this so awesome?



With the WWW, there is no bank on the other side to stop your message from spreading. Every time you set a viral product into action, the effect multiplies.

It's incredible.

You start out creating small ripples. Eventually, through patience and persistence, they cumulate into waves.

**Stick to your plan long enough** and you've created a Virtual Tidal Wave. There is truly no limit to how far your message can spread.

**hot tip**

**Plan your work, work your plan, then STICK WITH IT and give it chance to work for you.**

Don't just read this message and nod your head. Take time to let the concept sink in. In the beginning it may feel like you're pushing a rock up hill. Once you apply viral marketing, you'll find it gets so much easier when the rock begins rolling down the other side.

Start using viral marketing and unleash the true power of the Internet. **Use START PAGE VIRAL PROGRAMS...**

Okay, it's time to own up...

Is there ANYBODY still reading this who has not yet signed up for 10,000hits?

If so – hang your head in shame, and consider yourself well and truly reprimanded, because [10,000hits](#) IS viral marketing - taken to its ultimate extreme. It's the program that will change your Web site into a visitor-grabber.



It takes a little time and patience to subscribe to every program **but it's worth it. AND IT'S ALL FREE.**

In the 10,000hits program, you are first of all asked to sign up for start pages, which can generate A LOT of traffic. This traffic is then used to boost other traffic programs.

With start page programs, each time you start surfing you open your web browser, which always goes to a default home page. You can use that start page to get a ton of traffic, and 10,000hits shows you how to **link them together** and harness the synergy between them.

You can even use a FREE automated surf center to launch all your auto click programs simultaneously

<http://www.pcpresents.com/>

If you are still determined to do nothing about 10,000hits, at least take a look at a couple of the start page viral sites...

- 1) [NoMoreHits](#)
- 2) [StartBlaze](#)

There are also **EXIT PAGE VIRAL PROGRAMS**

And [ExitExchange](#)™ is probably the best (and the best-known). It is certainly one of the fastest ways to increase traffic to your Web site.

Considerably more effective than banners, ExitExchange™ actually brings real traffic right to your front door. Your site gets traffic by targeting the exit traffic of literally thousands of sites in the [ExitExchange](#) Network™.

Oh... and did I mention, it's FREE?

### **BIG NOTE (WORTH READING)**

If you've used the links in this book, you may, from time to time, have noticed other windows opening up BELOW the window that you first opened.

This is NOT ExitExchange at work.

This is Graham Hamer at work!

You may recall I mentioned this possibility in Chapter 2 (Affiliate Marketing) where I told you that you could [click here](#) if you want to get the html code that will give you pop-behind window on your site.

***(A pop-behind window is one that opens automatically when somebody visits your site. It stays behind your site window until your visitors leave your site, then it fills their screen in glorious Technicolor. Great way to pick up extra sales, particularly since the visitor is done with the previous site and receptive to something new).***

The only part of the code that you will need to change to use it on your site, is the bit at the beginning that says

"<http://hop.clickbank.net/?nickname/1traffic1/>"

You should replace the URL that appears between the inverted commas (") with the URL to whatever page you want to open behind yours. For example:-

["http://topprofits.info/opt-in.html"](http://topprofits.info/opt-in.html)

(Okay, okay, I'm taking this opportunity to sell you on becoming an affiliate and signing up to my Newsletter again... so what? PROMOTION IS WHAT IT'S ALL ABOUT, isn't it?)

Anyway – that's Viral Marketing.

## **Chapter 13:** **ZERO Cost Marketing Techniques**

**HERE** are a few ZERO cost ideas that will add traffic to the flow.

### **E-zine Swap**

As soon as you have a few hundred subscribers to your e-zine, you can swap ads. You advertise in another publisher newsletter and they advertise in yours, no cost.

Go to [www.E-zine-Swap.com](http://www.E-zine-Swap.com) and submit your info.

### **Link Exchange**

I covered this in Chapter Four when I discussed Bulk e-mail marketing.

Reciprocal linking is a great idea. You put my link on your Web site, and I'll put your link on mine. Sounds like a simple link exchange, but any webmaster with a links page knows how time consuming it can be to add new links, edit existing links, and check to see if any links you display are dead.

Enter **LinksManager.com** - the **first and only** Application Service Provider that fully automates the management of your Web site's links pages.

With [LinksManager](http://LinksManager.com), you can now easily manage a portal, a directory, or link pages. LinksManager will also increase your link popularity. Promote your Web site through a reciprocal link exchange and increase web site traffic at the same time. By utilizing the power of reciprocal links, you can build a full links page and swap traffic with similar sites.

Get ready to save time and money, and see why reciprocal links are being called "the best way to increase your web site traffic."

## Chat Rooms

You can find chat rooms on any subject. You only need any mIRC software, which you can get from [www.mirc.com](http://www.mirc.com).

You can take a little time each evening to chat and act as an expert, answer questions or plainly refer your affiliates. You cannot advertise in chat rooms but you can express your opinion. A testimonial is always the best way to get your message through.

Also, some web sites set up chat rooms that need to be monitored for content. You can volunteer to spend time as a monitor in the chat room in exchange for the chance to mention your products or Web site.

## E-mail Signature

An effective but under-rated advertisement is the space at the end of all your e-mails.

Over time, you will send lots of e-mails. An imperative method of advertising for free is inserting your e-mail signature.

At the end of each e-mail message you send, you should (automatically) insert a signature field - in other words, your personal or professional info.

At the moment, my own, which currently appears on my e-mails, looks like this...

-----  
Free e-books at the TOPPROFITS NEWSLETTER  
Sign up at <http://www.topprofits.info/opt-in.htm>  
-----

My Local Time Zone  
<http://www.worldtimeserver.com/?locationid=FR>  
-----

You'll see there's one line of "promotion" and a single link to the TopProfits Newsletter opt-in page.

The reason I add the time zone is because I live in France and people have a habit of forgetting the time differences. If it's 8 o'clock at night in New York, it's 2 o'clock in the morning here, and this helps remind them not to expect a response for a few more hours yet.

If you REALLY want to use the sig file, you could even include a link to an affiliate's ad right after the signature.

You can pre-program this signature by setting up the signature option of your mail software. In Outlook Express, go in the "tools" menu-select "options", then "signatures".

Most e-mail programs have the capability to save your signature file so it's easy to add to every message.

Your lines should be no more than 60 characters (including spaces) or else you run the risk of 'wrap-around', which can look VERY unprofessional.

For example:

Free e-books at TopProfits Newsletter. Sign up at [www.topprofits.info/opt-in.htm](http://www.topprofits.info/opt-in.htm)

Now the URL link is broken and no amount of clicking will bring your page on screen.

## **Referrals**

Write referrals for other people's products or services. Include your web site and make it clear that the referral can be used so long as the URL is included. Write a referral that is easily usable (short and enthusiastic).

Who are you helping?

It's reciprocal. Your referral helps the person whose product it is and, by including your web site, it also helps you.

I have often seen referrals like this and have been curious enough to type in the URL and see what the other person's site was all about.

Okay, it's not high traffic volume, but it's absolutely FREE and will help you build a good reputation with other netrepreneurs. (Don't forget what I said earlier about B2B business).

Your endorsement might read something like this:

*Hi Jayne,  
I finished reading your slimming book "The Lazy Way to Weight Loss" just six weeks ago.  
I followed your easy method and I already lost twelve pounds. I can't tell you how good I*

*feel about myself. My husband, too, has noticed a complete change in my personality.  
– Thank you so much.*

*Mandy Smith  
www.improveyourhealth.com*

*P.S. Jayne, please feel free to use this referral in any way you want. I just ask that you leave my web site address intact – thanks, Mandy.*

Adding your URL to your signature actually INCREASES the chances of your referral being seen. You'll kick yourself if you miss out on this simple technique.

### **Safe List**

A safe list is a list of people who have agreed to receive e-mail from other people on the list.

In other words, for the right to send mail to people interested in business opportunities, you agree to receive mail from people who want to sell you their business opportunities.

Take a look at <http://www.opt-insafelist.com/>

### **Then FORGET IT!**

You may be able to e-mail 5,000 people without spamming, but how many of those people will bother to read you mail? It's worse than FFA's.

Hey, I promised you the truth, in this report, so don't get cross with me for being honest. Just save your energy for things that will make a difference.

## TheTrafficJam Formula

# Chapter 14: Site Design

**BEFORE** we conclude and summarize our recipe, there's one other **IMPORTANT** factor in **TheTrafficJam™ Formula**.

You can break for a drink if it helps...



## SITE DESIGN...

Yeah, I hear you already... "What's with Graham now? I thought this book was about getting traffic to my site."

Well, if you feel you already know everything there is to know about site design, just move straight on to Chapter 15, and **MISS SOMETHING IMPORTANT...**

If you think site design has nothing to do with traffic volumes, just skip down a few pages and **DON'T BLAME ME...**

Let me absolutely assure you that this e-book is about **getting traffic** to your site, and good site design is an **ESSENTIAL** part in achieving just that.

Yeah, I know, I hear you... "The gurus never mention this."

So what? They probably don't even understand its relevance. They probably never thought about it.

Let me tell you a **FACT...**

**Most sales are NOT made on the first visit to a Web site.**  
Over 90% sales are made on subsequent visits.

What does that tell you?

It tells you that you'd better have a darn good Web site otherwise you're never going to get those prospective clients back for a **BUYING VISIT**.

What's the point in bringing a million visitors to your site if none of them buy? Far better to bring 100 and have them ALL buy.

But there are two MAJOR reasons why good site design will **ATTRACT NEW TRAFFIC...**

❖ **How many other webmasters are going to link to your site if it's badly designed?**

❖ **How many affiliates are you going to have selling for you if they don't like the look of your Web site?**

Yes, site design CAN and DOES affect your **TRAFFIC**, not just your sales.

When the "gurus" tell you how easy it is to pull traffic, they conveniently forget to mention that most of them have teams of super-powered Web site designers working for them 24 hours a day.

They have offices full of Psychologists (except Marlon Sanders who has a master's degree in psychology, so doesn't need to hire any.)

They have Graphic Artists by the trailer load, Secretaries by the ton, Gophers at their every beck and call.

Hey, me? I've got a quiet room where I can work, a temperamental modem and a qwerty keyboard. Anything I missed?

And you're probably just the same, eh?

So trust me on this, **GOOD SITE DESIGN IS AN INTEGRAL PART OF PULLING A LOT OF SITE VISITORS.**

I'll be as brief as possible, because it's a B-I-G subject.

**There are just five basic elements to a successful Web site business.**

- ❖ **A good site name**
- ❖ **A well-designed site**
- ❖ **A fast-loading site**
- ❖ **A good product**
- ❖ **A killer sales letter and graphics**

Let's briefly look at those one-by-one...

## A GOOD SITE NAME

Nobody remembers [www.mnstrbrd.com](http://www.mnstrbrd.com) (at least I hope they don't) yet that name WAS registered (and the owner even tried to sell it for \$1,000).

On the other hand, how many people have problems remembering [Amazon.com](http://Amazon.com) or [Yahoo.com](http://Yahoo.com)?

A good site name is worth A LOT OF MONEY. If you don't have your domain yet, and would like to know whether the name you want is available, [check it out here](#). You can **register** dot-coms here for less than \$15 a year.

To be fair, I should warn you that this is one of my own sites, but if you take a trip to [www-websites.com](http://www-websites.com), you'll find that I'm not the only person who believes in **the value of a good domain name**.

In fact, I'll let you into a little secret...

I RECENTLY TURNED LESS THAN \$500 INTO DOMAINS WORTH OVER \$250,000 **IN JUST ONE WEEK**.

You want the cast-iron proof?

You want to know how you can do the same?

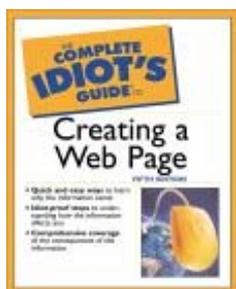
Check it out at <http://www.unique-book.com/>

So, like I was saying, start with a good name, and the rest will begin to follow automatically. The name is like the foundation to the business.

## A WELL-DESIGNED SITE

Web pages work from simple text files that are "programmed" with something strange called HTML (Hyper Text Markup Language).

I spent some time learning to write HTML code, but then I'm fairly in tune with computers and I saw the project as a stimulating challenge. (And I'm also a tight-fisted S.O.B. who wouldn't pay a programmer \$1,000 when I could buy a simple manual for the price of a couple of beers.)



If you want **THE VERY BEST** resource for learning HTML from scratch, I positively

recommend [The Complete Idiot's Guide to Creating a Web Page](#) by Paul McFedries

It's THE ONLY reference you need to put together a respectable Web site.

And don't forget; a Web site does not need to be a shiny, all-singing, all-dancing work of art in order to sell products. In fact, there's a very reliable theory that says that your site SHOULD look just a little amateur.

However, I fully understand and sympathize with anybody who does not have the time or the inclination to learn to write HTML code.

So...

**If you're looking** for [the ideal marketing site](#) which is VERY simple, VERY inexpensive, takes only a few minutes and is JAMMED FULL of extra value...

### **HERE'S THE DEAL**

My good friend Marcus Yong runs [the Fast Track Profit package](#) and has launched one of the best resell rights packages I've seen in a long time.

In fact, it's the best resell package I've EVER seen, and it's certainly not one you'll have come across before.

NOT only has he assembled the most comprehensive collection of top class resell rights and hottest selling info products today, he has made them all available at an INSANELY LOW PRICE! A massive 60% DISCOUNT from his already CRAZY LOW PRICE!

BUT WAIT! There's more...

It has taken a lot of arm-twisting but I've finally convinced Marcus to give **you**, as owner of **TheTrafficJam™ Formula**, an exclusive "ONCE IN A LIFETIME DEAL. (Remember what I said about over-delivering on my products?)

You'll get the following NEVER BEFORE Specials (and Marcus will do it all for you)...

- ❖ **FREE** 12-month, full feature, 100mb web hosting.
- ❖ **FREE** Web site Customization and set-up.

- ❖ **FREE** Opt-in mailing list system set-up.
- ❖ **FREE** use of HIS password protected Download center for your customers.
- ❖ Plus + **UNLIMITED** product upgrades.

If you have been thinking of joining the e-book trend or already in the business of selling information products and e-books, you absolutely **MUST NOT** miss this, so [GO NOW](#)

This will be the **ONLY** site you'll need to join.

Which leaves those of you who positively don't want to learn html and don't want to take Marcus up on his offer.

You should, of course, follow the simple affiliate's route of "hitching a ride" on other people's Web sites. Just make sure that the sites meet all the [affiliate criteria](#) we discussed in Chapter 3.

## **A FAST-LOADING SITE**

This is probably part of the "well-designed" criterion but you can have a good-looking site that is so full of images that it takes forever to load.

I'm lucky because I have a cable connection to the Internet, but I'm aware that there are plenty of Internet users who are surfing on 56K modems.

A site that takes more than ten seconds to load is usually passed over for the next site.

THAT'S WORTH DOING SOMETHING ABOUT.

Graphics are the usual cause of slow loading pages. There are some useful tools on the market that will 'slim' down heavy graphics. Naturally, you will lose some of the quality, but there needs to be a trade-off between speed and appearance.

Probably the best of these is **Web Graphics Optimizer** which you can [test drive](#) from here.

Another reason for slow loading can be because you placed your whole page inside one large table. Better to split the page into smaller tables because each table will load on the screen in turn and the visitor will at least get to see something while the rest of the page loads into the cache.

Another way to speed up loading is to place ALL your graphic files at the bottom of the home page with the size set to height="1" width="1". At this size, they are virtually invisible but, when the visitor moves to subsequent pages, the file is already in the computer's cache (local memory) and will jump straight on screen (sneaky, eh?).

## **A GOOD PRODUCT**

I guess this is fairly obvious. If the product doesn't deliver what it claims, DON'T SELL IT.

It's why I suggest you always buy the products for which you are acting as an affiliate. Otherwise, how can you promote something you know nothing about? How can you be enthusiastic about something you've never used?

The reason I ALWAYS OVERDELIVER is to make sure my product is right. If I can get my product right, the rest will follow.

At the time of writing this e-book I have a NIL return rate for my books. (That's NIL as in zero – none – nothing). That tends to indicate that I'm doing something right.

Okay, now you've all read this, some bright spark is going to insist on a refund and there's not much I can do about that. But I can promise you that right now I have a 100% record.

That's worth aiming for.

## **A KILLER SALES LETTER AND GRAPHICS**

If you take a look at the single page "mini sites" that are selling product, you will find that most of them have a few things in common...

- The Sales Letter (the pitch) uses words and phrases that stir the emotions
- The order in which the site contents are displayed is almost always the same.
- The 'graphics' are lean but VERY effective.

To examine those in turn...

## **The Sales Letter (the pitch) uses words and phrases that stir the emotions.**

There are lots of great resources to understand how to write a killer sales letter.

Probably the best of these is Marlon Sander's [Push Button Letters](#). All you do is fill in the blanks, click a button, and you get a sales letter nicely formatted on a web page. When you're finished. Just polish it up some, link it to your order form and you're off and running.

For anybody who feels that they need the support of a proven professional, THIS is the tool to get.

## **The order of content is almost always the same.**

There is a 'set pattern' that one-page Web sites use, because it has been proved to be the most effective.



Psychologically, this sequence is the most effective in making the visitor reach a buying decision. Though it is not set in stone, and can be varied slightly, you should not stray too far from the basic principle.

Very briefly...

### **The header graphic block**

The opening graphic should grab your visitor by the eyeballs and plunge him or her into your site. Its primary purpose is to get your visitor to read your opening headline.

### **The testimonial / credentials block**

This block promises BIG BENEFITS... enough to keep your visitor reading.

Make this as POWERFUL as you can, but remember you're going to have to justify your claim later.

### **The informational block**

Tell your visitor what problem you're going to cure for them. (In the case of this book, I'm aware that visitor numbers are always a problem, so I promised I would show purchasers how to pull visitors to their Web site in large numbers).

### **The product introduction block**

Here is where you point out (in general terms) how **your** product can cure their problems.

### **The benefits block**

In this block, you build on the benefits that your product brings – this time, item-by-item.

### **The call to action block**

Here's where you first ask for the sale, and give a time deadline (plus a reason for the deadline). Make sure there is an easy method of ordering even at this early stage. If someone is ready to proceed with their purchase, don't make it difficult for them.

### **The guarantee block**

If you are offering a guarantee (you should!) here's where you place it. It reinforces the visitor's growing need to buy.

### **The bonuses block**

Hit your customers with the great bonuses you're going to give them. With this book, I gave away \$150 of top class e-books.

### **The action summary block**

This is THE MOST IMPORTANT BLOCK.

It is HERE that you ask for the sale – clearly and without hesitation.

Make sure your customer knows the price and you tell him or her what is expected of them now. Leave no room for any doubt as to what their next action should be.

### **The postscript block**

Like any good sales letter you should add a postscript. Your visitors will be sure to read two things... the heading and the postscript. So you'd better make them both good.

It's a final chance to convince anybody who is hovering on the edge.

Give them a gentle push!

### **The 'graphics' are lean but effective.**

As I already mentioned, there are some useful tools on the market that will 'slim' down heavy graphics. [Web Graphics Optimizer](#) is probably the best.

As for graphics being effective... I could write a whole book just on that subject alone (and probably will, some day soon).

There is one very important principle...

### **❖ Make it "Sticky"**

Sticky is a way of saying that something on the Web site has sufficient pull to "hold" a visitor there and even to bring them back a second, third, fourth time.

Sticky is indefinable. It's subjective. It's an intangible. ---- BUT IT EXISTS.

All three of these very diverse sites have "Sticky" -- take a quick look at them and then explain it to me?

[Amazon.com](#)

[WinCasino](#)

[SellYourBrainsOut](#)

Well?...

If you came to the same conclusion as me, you would have decided that the “Sticky” factor is caused by **RELEVANT GRAPHICS**. That is, graphics that are relevant to the site.

Amazon.com shows book covers – because it’s that sort of site. Books are its business.

WinCasino shows gaming tables – because it’s that sort of site. Gambling is it’s business.

SellYourBrains out shows people waving cash – because it’s that sort of site. Cash gain is its business.

The content is important, but what makes the site a “want to go back” site is the relevant visual aids. You see, the Internet isn’t like a red-brick store. We can’t touch and look like we can in ‘real’ life.

As I write this, I’m at the same time compiling the Web pages for thetrafficjam.com from where this book will be sold. At the moment, I have a page heading that looks a bit like this...

Does YOUR Web site have an Inferiority Complex?  
Discover The Amazing TrafficJam™ Formula that  
**PULLS VISITORS TO YOUR SITE**  
like a ten ton magnet!



**ONE MILLION SITE VISITORS FOR \$34.95? - SURE IT'S POSSIBLE!**

Bear in mind that this is likely to change. (If you take a look now and it’s the same, it means that I’ve decided that IT WORKS.)

The point is this...  
I have used the **word** “Magnet” because it signifies pulling power, but what would happen if I used a **picture** of a magnet?



Probably nothing because the mental picture conjured up is one of attracting metallic objects, not people. Maybe I should be saying “Pulls Visitors To Your Site Like Bees To Honey” but, to me, that’s cliché and flippant.

And the graphic, of course, is a crowd of people. Can you see them all visiting your site? Do the words “magnet” and “crowd” work together?

Is my graphic relevant? - Probably “yes”.  
Will it give my Web site “Sticky”? – Who knows? Only testing will tell.

But it raises the question of what can we use to signify our products when we are selling downloadable products?

To a large degree, the desire to touch, hear and see is an almost instinctive reflex. We all fear making bad decisions. When we're about to make a purchase, we need to collect as much information as possible, prior to making that buying decision.

The more senses that are engaged during the evaluation stage, the more information is sent to the brain. And the level of confidence one gains in making a buying decision is proportionate to the amount of information collected.

That's why, when we're about to make a purchase, our normal inclination is to grab, touch and feel the object we want to buy before we buy. It's simply human nature.

But today, we're confronted with a major dilemma ... .. The Internet.

### **The lack of tangibility on the Web impedes sales.**

The lesson is this: as an Internet business owner or marketer, you need to cater to people's natural buying behaviors. And in order to do so, you must mimic your visitors' offline shopping experience as much as possible.

### **Fortunately, a solution exists.**

The web, being a visual medium, offers you the ability to show pictures of your offerings as to give your customers something they can appreciate.

Look at eBay, for example. Products that sell the most are usually those accompanied by pictures of the offerings in question.

### **In short, **texts tell but pictures SELL.****

If you can add a picture of your product, or one that represents your service or virtual product (even if it is never delivered in physical form), it helps to tantalize and compel your customers to act, respond or buy.

If your site sells an intangible product (including software or subscriptions) or a tangible one that people can't inspect, you can maximize your downloads, sales or signups by merely adding a **three-dimensional graphic**, such as a cover, case, box or card.

Statistics show that, when companies incorporate 3D to show off their products online, they see a 300% increase in page views, a 200% increase in sales and a 50% increase in time spent at the site.

Moreover, websites who use 3D seem to experience a lower return rate than companies who used 2D (or nothing at all). If you sell anything online, including intangible products, you can use 3D to help maximize your sales.

By bringing your product to "life," you give your prospects something they can feel better about.

One service in particular that offers this kind of service is <http://dynamitecovers.com/>.

Have Dynamite Covers design a three-dimensional picture of your offering, and you will likely notice an increase in your response rate and a reduction in returns.

As the adage goes, "**You never get a second chance to make a good first impression.**"

Here's an example of a 3D image prepared for me by Dynamite Covers.

They offer a choice of styles and sizes that is more than sufficient for most purposes, and their charges are **VERY** reasonable.



As I said, Web site design is a B-I-G subject, but if you work to the five basic elements of...

- ❖ **A good site name**
- ❖ **A well-designed site**
- ❖ **A fast-loading site**
- ❖ **A good product**
- ❖ **A killer sales letter and graphics**

...you will **INCREASE YOUR TRAFFIC** because

- ❖ Other webmasters will be happy to link to your site.
- ❖ New affiliates will be glad to promote your product.



Site design **CAN** and **DOES** affect your TRAFFIC, not just your sales.

## The Traffic Jam Formula

### Chapter 15: Summary

**WHEN** we set out on this adventure together, I promised you that there was a recipe that we needed to follow. So far I have shown you the ingredients and you should have already begun to mix some of them.

But it's been a long haul, and what I would like to do here is summarize the list of ingredients for you, and tell you...

#### **THE SECRET THAT NOBODY ELSE KNOWS...**

Even young schoolgirls know that, if you mix butter, eggs, flour and sugar in the right proportions and pop the mix into an oven; some time later you'll have yourself a cake.

But what happens if you miss one of the ingredients? What would happen, for example, if you ignored adding the flour?

Whoops, the hoped-for cake becomes a runny mess that, at best, vaguely resembles a sticky mess!

On the other hand, what would be the result if you used just a little less flour, or just a little more butter?

Probably the cake would look and taste a little different, but it would still be recognizable as a cake.

And within that (fairly obvious) proposal, lies the secret to pulling millions of visitors to your Web site...

Like you, I've seen dozens of ideas like Banner Exchange, or Link Exchange, or FFA pages or whatever, but, **on their own, they don't produce the results you want.** You don't get a cake; you get an unidentifiable mess!

Each of these traffic-producing ideas is capable of providing a trickle, but not the flow that's needed.

**Yet linked together they create a positive flood.**

I live just a few hundred yards from the River Seine in France. Even here, near Paris, it's a mighty river with tugboats and barges and huge locks and weirs. Yet the source of the Seine is a tiny bubble of water hardly big enough for a sparrow to take a bath in.

Between the source and the sea, thousands of tiny tributaries add weight to this river.

All these tiny tributaries, even when they are fairly close to each other, could wash away nothing. Put them together and they create an enormous synergy of energy because, by the time the Seine reaches the sea, it has become a powerful surge that will wash away anything in its path.

And so it is with Web site traffic...

**Miss an ingredient and you don't get the end result.**

**Use ALL the ingredients and link them together, and you get a flood that is quite unstoppable.**

The reason I pushed you so hard to join (and become active in) the 10,000 hits program is because it uses some of the lesser traffic-pullers and bonds them together so that they become a force on their own.

Add to this, all the other major methods we've discussed, and you will have a traffic system that will absolutely amaze you.

**So let's just recap on the steps you should now be taking.**

## **HERE'S YOUR A-Z GUIDE...**

- a) You should, by now, be close to reaching Gold, at [10,000 hits](#) (If not, please keep going, because this system REALLY works)
- b) You should have already started building (or even [buying](#)) your opt-in list of subscribers.
- c) If you have purchased [Message Board Blaster](#), you should be "Blasting those Boards" twice a week.
- d) If you're a site owner, you should have your [affiliate program](#) in place, and you should be doing everything to convert your customers into affiliates.

- e) To facilitate running this program, you should be using either [ClickBank](#) or [AssocTRAC](#).
- f) To find SUPER-affiliates to seriously boost your traffic, you will need [Internet Success Spider](#).
- g) You should have started the process of automation. As a minimum requirement, you should have [Mailloop](#) to filter e-mails and to send out your Newsletter.
- h) You should be using pop-behind windows to promote your site. (You can get a FREE HTML CODE from [here](#)).
- i) You should either be GIVING this book away as an incentive to attract visitors to your site (or to buy your product), or you should consider SELLING this e-book, because it is YOURS to resell as you wish.
- j) If you are planning to join an affiliate program, you should have been through the 'enquiry' stages by now, and should be ready to sign up. Maybe you've already done so.
- k) If you have a Web site, you should be exchanging links with other Webmasters. Remember, you can start with me, and download (and use) my template that you'll find at <http://www.thetrafficjam/linkpage.html>. If you're not familiar with html, get your programmer to do it for you (It's ten minutes work).
- l) Use [Internet Success Spider](#) to harvest the e-mail addresses of other sites within your sphere of interest. Use [Mailloop](#) to bulk e-mail these webmasters with your link-swap proposal. If you word it right, you'll start to see your search-engine ranking change very, very soon.
- m) You should be taking every opportunity to collect your site visitors' e-mail addresses. If necessary, get your site redesigned to include forms to collect these. (Give away this book as an incentive.)
- n) You should be planning your first newsletter. It doesn't matter if you only have ONE subscriber... you're still going to send it as though you had an audience of 10,000. Use Mailloop to bulk send your newsletter. Even if you are starting with a very small audience, it will help you get accustomed to how Mailloop works
- o) If you wish to approach Newgroups, remember... be a black cat - and GIVE THEM BENEFITS.

p) Optimize your site. Either use [Web Position Gold](#) or (for automated optimization) [Search Engine Blaster](#). Make sure that you are working towards recognition from the search engines. Try not to make this a “lifetime mission” like some webmasters do. It’s important, but not THAT important.

q) Write articles on your choice of subject and let other e-zines use them for free. Make sure you have a link to your site and that you are credited with having written the article.

r) Write a short e-book then start planning how to give it away for maximum impact. GET YOURSELF KNOWN.

s) Look for all B2B (business-to-business) opportunities. Don’t forget, if you have Mailloop, you can sell to the spammers too!

t) The value of FFA sites is reverse marketing. You must OWN a site to benefit from the e-mail addresses it produces.

u) If, for some reason known only to yourself, you didn’t sign up for [10,000hits](#), then at least sign up for the top two Viral Marketing programs. They are: [NoMoreHits](#) and [StartBlaze](#).

v) There are also EXIT PAGE viral programs, with [ExitExchange](#)™ probably the best (and the best-known). It is certainly one of the fastest ways to increase traffic to your Web site.

w) Write referrals for other people’s products. Include your Web site with each referral.

x) Perfect your site design. Make sure that you have all five elements in place...

- ❖ A good site name
- ❖ A well-designed site
- ❖ A fast-loading site
- ❖ A good product
- ❖ A killer sales letter and graphics

y) Consider all other methods of increasing your traffic as “nice to have but not essential”. If you have done everything you can with the activities mentioned above, by all means continue with other things. If not, focus on what **really** needs to be done.

z) Last but by no means least...

**PLAN YOUR WORK AND WORK YOUR PLAN THEN  
GIVE IT CHANCE TO WORK FOR YOU.**



## TheTrafficJam Formula

# Chapter 16: And Finally...

I **WANT** to reiterate **the twin concepts** of this formula...

1. **TheTrafficJam™ Formula** is like a menu. You **need** ALL the ingredients. You cannot pick and chose what to include and what to omit, otherwise your cake will turn out to be a tasteless mess.

Sure you can add a bit more of this or a bit less of that, but as soon as you become selective about which programs you're going to use, you are doing **EXACTLY THE SAME AS EVERYBODY ELSE**.

You're not following a formula at all, and you will achieve no more success than anybody else will.

2. What gives this program vitality is the combination of many smaller actions. On their own, they may seem insignificant but, together, they utilize a synergy that will create a huge, unstoppable tidal wave of traffic to your site.

Remember the mighty river that starts as a trickle and ends in a flood. It's only the hundreds of thousands of tiny additions that make it like this.

If you leave a faucet dripping long enough, it will soon fill the bucket.

**You WILL succeed in magnetizing all the traffic you want, if you follow all the steps. The ORDER is less important, but just make sure you include ALL the ingredients.**

**GOOD LUCK**

*Graham Hanna*

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And remember – **I'm never wrong**. I thought I was once, but I was mistaken!