

The Traffic Exchange Bible *Volume III*



By John Karnish, © 2006

Welcome, my name is John Karnish. I created this ebook as an easy way to get An Unlimited Amount Hits from the Traffic Exchanges.

My system takes a little work but isn't it worth a stampede of hits to you website, hordes of leads and subscribers and responsive downlines all the top traffic exchanges?

You know it is!

Don't give up. Just by branding and passing out this ebook you'll be making all of these things possible. Plus, with the new improved version three, you'll even be able to earn an income by passing out your branded version.

First Things First – Joining The Startpages

It's impossible to build large downlines in the startpages unless you are already a member of them. Start off by joining the following startpages. You will want to keep a Word Document or something similar to that with the following information.

- * Traffic Exchange Name
- * Your Referral URL
- * Your Login URL
- * Your Credit Earning URL
- * Your Username & Password

I highly recommend that you download [RoboForm](#). Roboform will save you tons of time filling out the forms.

I also recommend that you sign up for a free email account at [FastMail.FM](#). Many traffic exchanges are blocked by ISP email services and larger free ones like HotMail. I have never had an email blocked with my FastMail account.

REMEMBER – The more startpages that you join, the more you can build downlines in and the more free traffic that will be sent to your site.

- * [Fast Freeway](#)
- * [Traffic Pods](#)
- * [Traffic Swarm](#)
- * [Traffic Syndicate 25](#)
- * [HitPulse](#)
- * [WebmasterQuest](#)
- * [WebBizInsider](#)
- * [Wolf Surfer](#)
- * [Traffic Roundup](#)
- * [TrafficG](#)

- * [Raging Bull Traffic](#)
- * [Pro Hits Plus](#)
- * [StartXchange](#)
- * [New York Traffic Exchange](#)
- * [ILoveHits](#)
- * [Hit Safari](#)
- * [CashClicking](#)
- * [Advertising KnowHow](#)
- * [TrueViewTraffic](#) – TVT is a newbie but has a very unique concept. The surfer has to answer questions that can only be found by viewing your page. Just because they're new doesn't mean that you shouldn't join them. Traffic Exchanges like TVT that require you to answer a specific question about the page your viewing are going to revolutionize the industry. I really think they are on to the next big thing.

Always Track Your Results

You're going to find that not all of the traffic exchanges are going to pull the same. So you want to track which traffic exchanges bring you the most results and you're going to want to keep on testing to see which page pulls the best. I personally changed my splash page to promote this book and saw a drastic drop in visitors. If I wasn't testing I would literally be loosing about 25 subscribers a day by using the different splash page.

Besides testing my splash pages, I create separate pages to see which traffic exchanges convert surfers into subscribers. My autoresponder system allows me to add a tracking code into the form. I create a tracking tag for each startpage and guess what. I found that two out of the twenty I use send me 5x more subscribers than the others. I also found that some startpages convert hardly any subscribers. So guess what? I'll be sure to surf those two that convert 5x more every single day!

By the way the autoresponder I use is [AutoResponse Plus](#). I get it for free as a member of [Push Button Publishing](#). [You also can buy it here](#).

[GetResponse](#) is more affordable with a monthly fee and also offers tracking. Plus, if you're promoting this ebook with the splash page I give you, you can just [email me](#) to find out which startpages work the best for our splash page.

I can not stress how important it is to track your own results. Every page you create is going to pull differently. It's not just a matter of some Guru telling you that an exchange is better; you need to test for yourself and see how well your page is going to pull on each exchange.

You'll find that some exchanges work better for certain pages. The only way to be certain is to test.

Some things to test are which exchanges are converting subscribers like I mentioned. You also may want to test the number of clicks and the number of “unique” clicks that the traffic exchanges are bringing you.

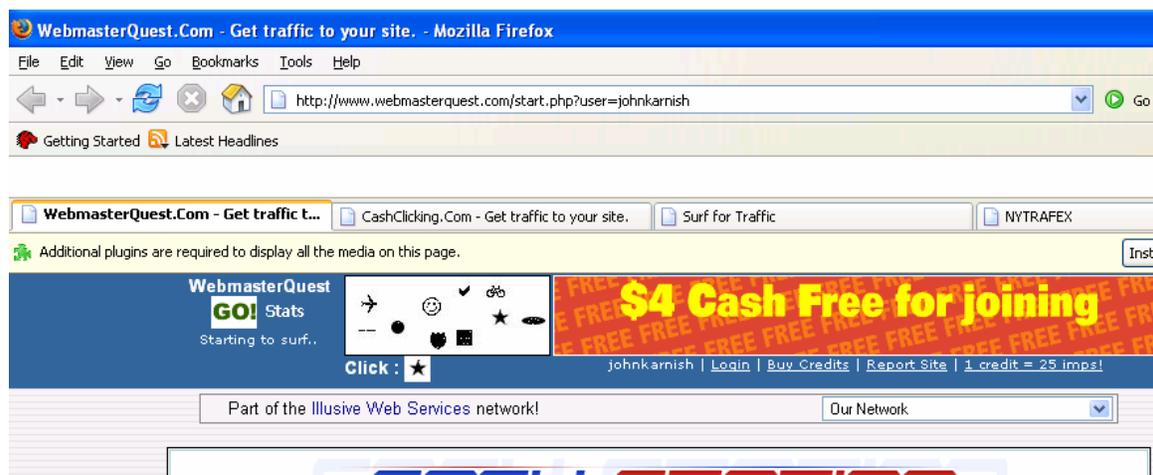
If you have money that you want to spend on buying hits to your page or upgrading in some of the services, knowing these things will make sure that you’re not throwing your money away.

How To Open 4 Startpages At Once

Professional traffic exchange surfers use Mozilla FireFox. It allows you to open up multiple startpages in one browser window. Allowing you to earn multiple credits in a number of traffic exchanges when you would normally only earn credits in one.

It’s recommended that you don’t open up more than 4 startpages at a time. We all want our page to be viewed. When you open up more than 4 startpages at a time, it really isn’t possible to view all of the pages. Plus, how will you learn what the successful pages are if you don’t pay attention to them? Bookmark pages of successful sites and model your splash pages after them. No one really is born a success; you need to model success first in order to learn exactly what it is. OK, hopefully I convinced you to stick with four traffic exchanges at a time. Obviously I can’t make you but consider this... If you’re not viewing the pages you surf what makes you think that others are viewing the pages you’re promoting? It’s a kind of Traffic Exchange Karma.

Look how FireFox opens up 4 tabbed pages in one browser window. All you have to do is click each tab to surf the different traffic exchanges and earn multiple credits.



To download FireFox, go to <http://www.mozilla.com/firefox/>

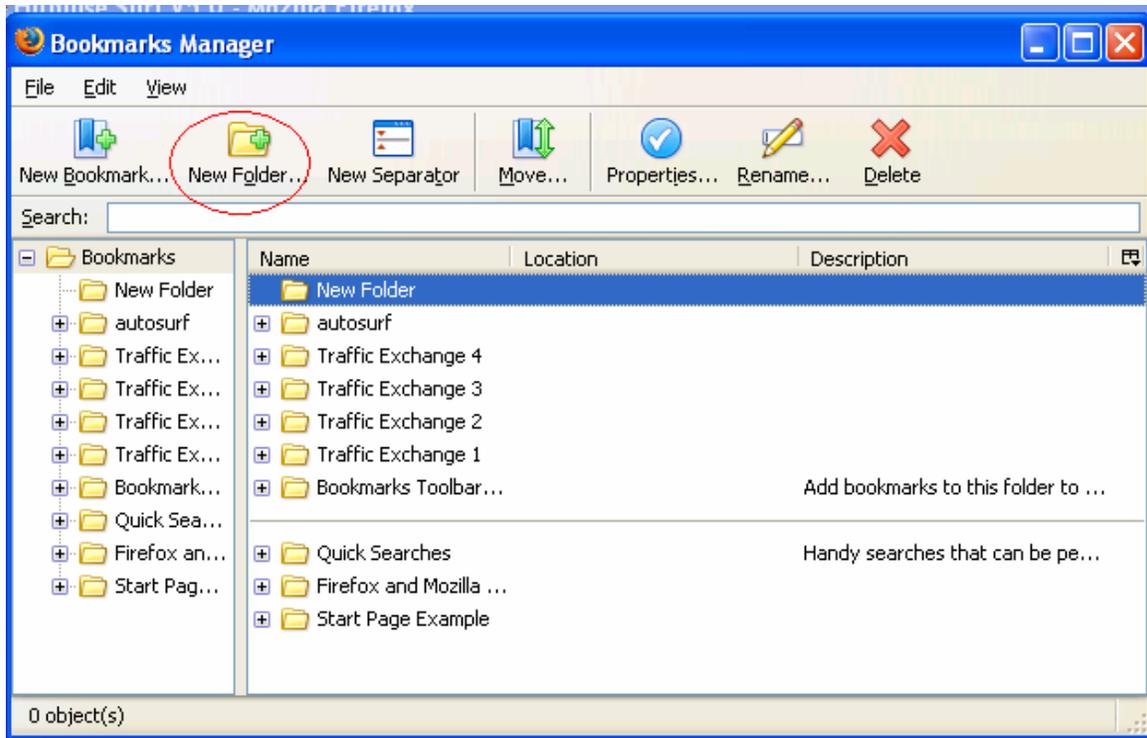
How To Open Your Traffic Exchanges In Tabs

Once you download and install FireFox, you'll want to add your traffic exchange surfing urls so that you can open them up in tabs. The first thing we're going to do is create five folders to place the links in. We will call them Startpage 1, Startpage 2, ...3,4 and ...5.

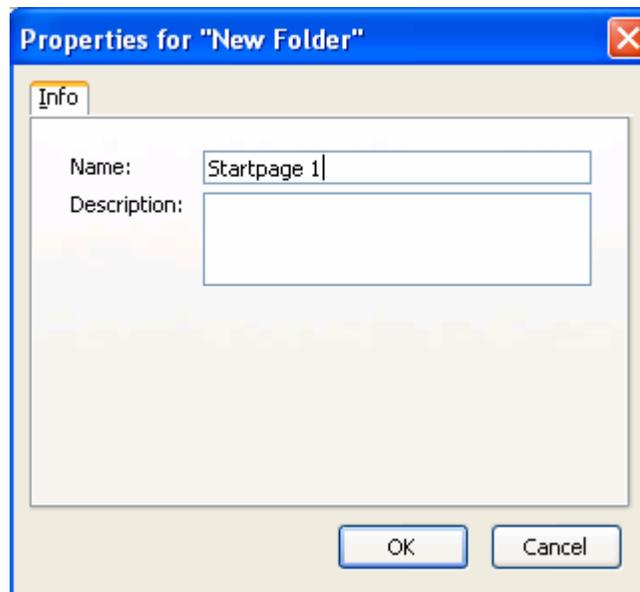
To begin we'll click on Bookmarks and then click on Manage Bookmarks.



When the new window pops up, we will click on New Folder



A new window will pop up. In name we'll type "Startpage 1" and hit OK.



Next we'll continue the same process and create "Startpage 2, 3, 4 and 5"

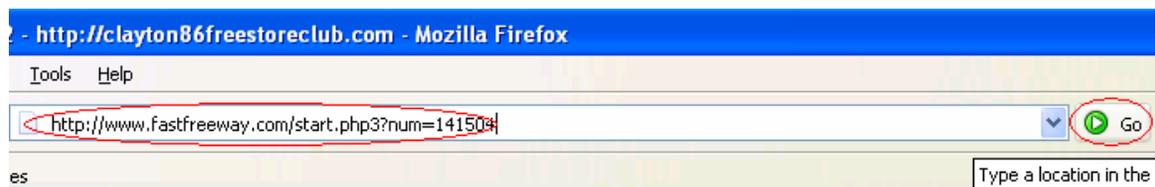
Once we created our five folders, it's time to start adding our credit earning urls into the folders. We'll add the first 4 traffic exchanges into the first folder and the next 4 into the second folder and so on.

Side Note: Once you start tracking, you'll want change your folders a bit to add the exchanges that convert the most subscribers to each folder. This way you can surf these power sites everyday. This is why it is SO IMPORTANT to track your results. Focus on what works and lose what doesn't.

If a traffic exchange requires you to log in first to start surfing, bookmark the log in url.

We'll start by adding the Fast Freeway URL as an example. Remember that you should have saved all of your traffic earning urls along with your login urls and passwords. If you did this already, this process will be much easier.

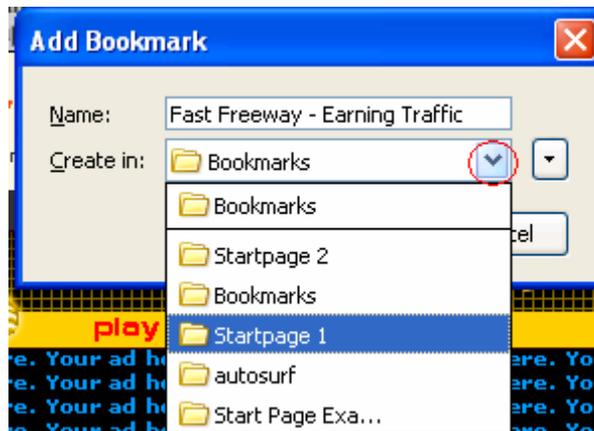
We're going to start by copying and pasting the Fast Freeway credit earning URL into the address box and clicking Go.



Once the url opens, we're going to click "Bookmarks" and "Bookmark This Page."



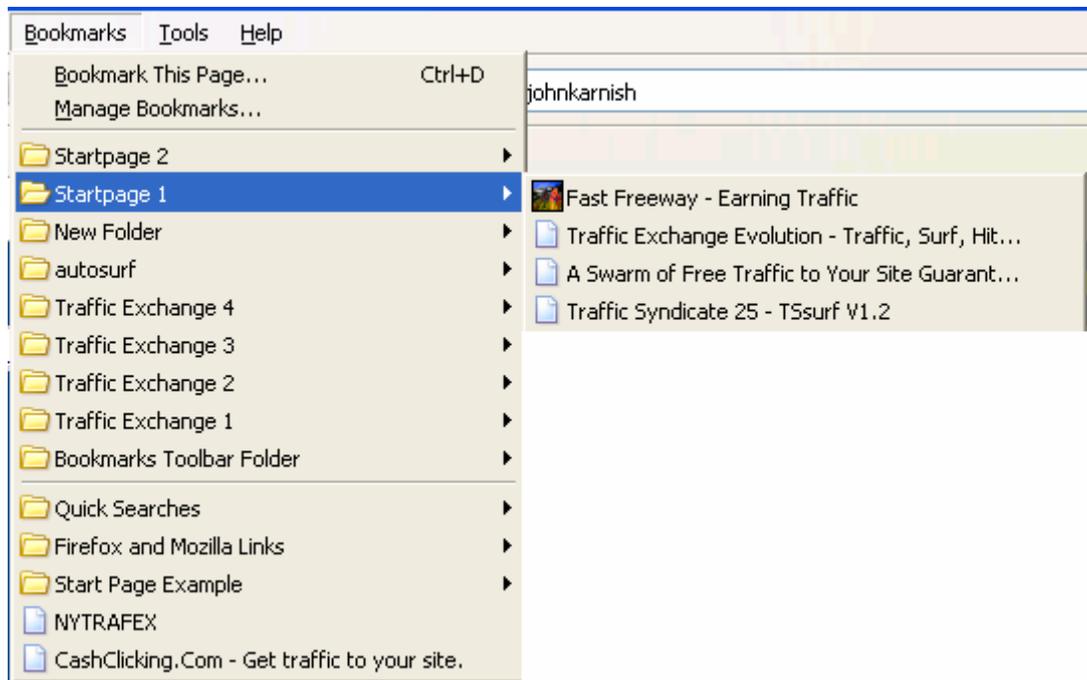
Finally when the new window pops up we're going to select "Startpage 1" by clicking the down arrow in the "Create In" box.



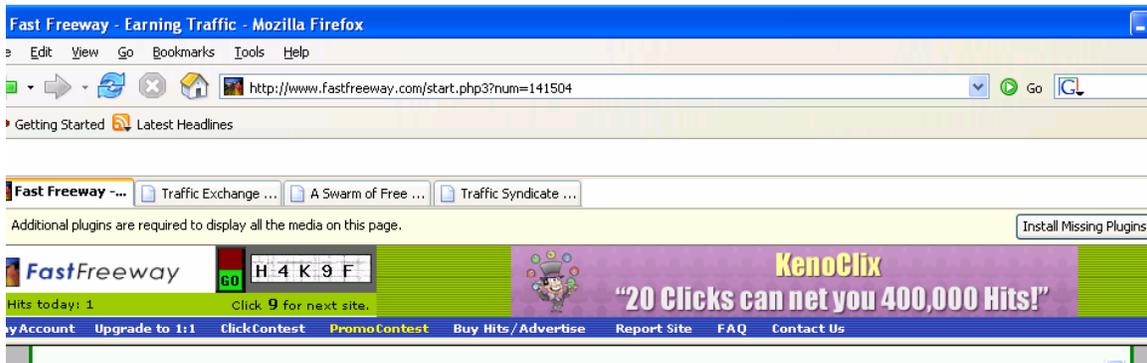
Continue the same process, saving the first four in the Startpage 1 folder and the second four in the Startpage 2 folder and so on... You'll probably be left with only 2 in Startpage 5 but you can change them up later adding your power sites to each folder and this should even things out.

Once you have all the urls saved into the appropriate folders, follow these instructions to open them up in tabs.

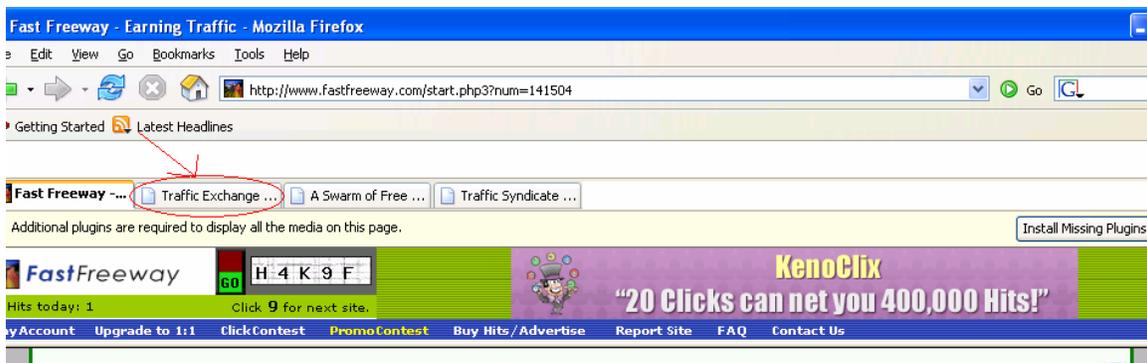
Click "Bookmarks," place your arrow over the Startpage 1 folder, a new menu will pop up. Click on "Open In Tabs" in this menu.



You'll notice that your first 4 credit earning urls will open up in tabs, starting with Fast Freeway.



Once you click the appropriate symbol, click the next tab to continue to the next traffic exchange.



Again, click the appropriate symbol and move to the next traffic exchange. Remember that some of the exchanges require you to log in first before you can surf. So just log into these, start surfing and move to the next exchange.

Splash Pages = Traffic Exchange Success

Forget everything you learned about copywriting and throw it out the window! Traffic Exchange Surfers are a totally unique audience and you need a very special page in order to be successful. This formula that I'm about to share with you has proven to work time and time again. Do your self a favor and soak up the following information like a sponge.

Do You Have The Right Offer?

Let's dissect a traffic exchange surfer... She has a website and is looking to get more traffic to it. Having a website debating the existence of Big Foot isn't going to be that popular with her. What she would be interested in would be a way to get more targeted traffic to her website. Ways to pull more sales from her website. Basically anything that has to do with making money from her website. I just don't get people that promote sites for cats for example in the traffic

exchanges. Not that I don't like cats, they're very tasty... (Just kidding, don't send me any hate mail!) Seriously though, if you had to wager money the traffic exchange surfer would be more interested in a site that shows her how to do something with her web business, than a cat website. So choose a topic that you KNOW the surfer will be interested in and this is basically anything web business related.

Stay Away From Long Copy Like The Plague!

The traffic exchange surfer has one thing in mind and that is waiting out the timer, clicking on the next website and earning a credit! Long copy DOESN'T work in the traffic exchanges. No one is going to take the time to read it.

Though Shall Not Sell...

In my opinion, you should always get your prospect to opt-in. You can't sell a product in 10 – 20 seconds and this IS as long as the surfer is going to look at your website. You can create enough curiosity that the surfer will sign up for more information.

Congratulations! You now can follow up as many times as it takes to get the sale. You're not fighting for attention with a surf timer. You CAN forward your lead to a page with long copy. You can do whatever you want.

Though Shall Not Use Boring Copy!

Have you ever seen a page that starts off with nothing but "Hi my name is Jim Slim. I have several business opportunities that bring me revenue..."

Guess what Jim? I'm not going to read your page. Sorry, but this is the way surfers are. You really need to shock them. The surfer is in a daze, looking at the timer, surfing who knows how many pages at once.

This is what you want to do.

- 1.) Have a shocking photo...



Does this guy get your attention? I bet seeing him will make you stop and glance at my page. ;-)

- 2.) Have a shocking headline.
- 3.) List 2 Or 3 bullets curiosity generating bulleted benefit statements.
- 4.) Get them to opt in.

I have some great conversions with my Traffic Exchange Bible splash page. Take a look... <http://tebible.optinincome.net/nopop.html>

Notice the Stop Sign and the Blinking Red Traffic Lights? These do a real good job at getting the attention of the surfer.

Notice my headline? – “Claim Your Gift.”

Who doesn't want a gift?

Notice how my bullets build curiosity?

Then I get them to opt in.

Do Create Your Own Splash Pages

I was just reading about someone who was experimenting with splash pages. She would use the staple ones that the program she was promoting was offering and split testing with ones that she created herself. Guess what? The ones she created herself pulled dramatically better!

Was she just a better copywriter? Maybe, but she didn't think so. She attributes

her success just from having an original page. You see other people will read the staple splash pages once and not pay any attention to them. By creating your own, you have the benefit of the surfer seeing your page for the first time. So, by all means, create your own original splash pages.

Promote Your List

You should always be promoting your list. One easy way to get more subscribers to your list every time your traffic exchange page is shown is by placing List Inferno's and Opt In Storm's JavaScript Codes on your site.

Every time you display the code on your site, the code with your newsletter will be displayed on another site. Here is an example of the List Inferno code:

Subscribe To These Top Ezines

- Empowerism:** FREE - Pro Mail Marketing Course
- Internet Success System:** Proven Program For Internet Business Success
- Wealth Advancement Team:** Free Report - Pro recruiting techniques
- OptInIncome.Net:** Dedicated To Building *Responsive* Lists
- Write Articles For Profit:** How To Write And Publish Articles For Profit
- Affiliate Masters Course:** Become a high-earning affiliate champion
- BizWeb eGazette:** Web marketing veteran shares his experiences
- PopUp Secrets:** Free software that beats the popup blockers!
- Push Button Leads:** Get Paid to Build Your List!
- PopUp Masters Course:** Powerful PopUp Strategies From Top Marketers

Name: Email:

Powered by [ListInferno](#)

Here is an example of the Opt In Storm code:

OptInStorm.com -- Web Page Dialog

FREE: Subscribe to these Top Email Publications!

Question... How a 20 Year Old Earned Over \$10,466 in Just 60 Days?... Get it Now!

How To Run Your Own Profit-Pulling Ezine. Build A Killer Selling Opt-In List And Watch Your Profits Soar

Make money and get 1000 free visitors. You read emails right? Why not get rewarded for doing it? Get paid for taking time to read emails, plus get lots of free visitors to your website.

eBiz Updates. Get Fresh and Up-to-Date articles written by professional marketers who make their living online. Learn money making tips to grow your business.

Get REALLY Serious About WINNING THE LOTTERY. "Winning The Lottery - The Worlds Richest, Most Instant, Source of Cash" BUT Do You Know How To Tap Into It? FREE 4-part Report, free lotto systems

3 *Biggest* Problem - Money, Time, Traffic. Now anyone can solve these problems easily

How To Build Wealth Without Risk Tips. If you follow the tips and take the actions recommended then you *will* become wealthy. That is a Guaranteed certainty.

OptInIncome.Net. A Free Community Dedicated To Building Responsive Lists. *Everything* You Need To Build Your List. Free Related Valuable Gifts.

Name: Email Address:

Enter your primary email address to receive your free subscription(s). It will be held strictly private!

Let OptInStorm.com *explode* your email subscriber list!

If you need a free autoresponder that allows you to send messages to your subscribers, I highly recommend GetResponse.Com.

Click Here To Sign Up With List Inferno.

Click Here To Sign Up With Opt In Storm.

Don't have a list? Promote this eBook. Get people to sign up for to your autoresponder in order to get the download details. Once they sign up, follow up with them and see that they brand it. Don't forget to try to promote some of your favorite business opportunities.

Get Extra Ad Credits

Download and install the following software and earn ad credits every time you display a page.

[Instant Buzz](#)
[FatMoneyBar](#)

Brand Thy Self

Have you ever heard of Tony Tezak? If you spent any time at all surfing the Traffic Exchanges, you probably heard of this guy. He puts his name and picture on every page and banner that he promotes. He's not vain, he's smart. He knows that if people start to see his face enough, people are going to start to think of him as someone they can trust.

What has Tony created? Credibility and trust.

"I see this Tony guy all the time, he must know what he's talking about."

So follow Tony's example and add your name and picture to your pages. Even if you're promoting someone else's pages, create a new page for the program that has your name and photo on it.

Why work so hard to brand someone else's business, when you could be branding yourself?

Surf, Surf and Test

Creating an income with the Traffic Exchanges is just like any other type of business. You're going to need to put in the man hours. This doesn't mean that you should do it blindly!

Test and find out what Traffic Exchanges are bringing you the results that you want and focus your effort on them. You won't be able to test them though if you don't put in the man hours. Make it a habit to surf atleast an hour a day. If you have the time, do more. The more you surf, the more traffic you're going to get to your site.

While I have tried many different types of advertising, using the traffic exchanges has proven to bring me the steadiest amount of leads. Keep on surfing, if you use the advice outlined in this book, you WILL see the results.

Another advantage to surfing a lot of pages is that the better traffic exchanges I recommend in this ebook will give your better and better prizes as you surf more and more pages. These prizes can really add up and almost equal a higher surf to page view ratio. So surf as much as you can and you'll see some great prizes!

Be Sure To Assign Your Credits

Don't forget that many of the exchanges make you login and assign your credits. I make a habit of logging in to the exchanges I surfed and just make sure that I don't have any credits to assign to my pages.

Maybe Consider a Rotator

If you're promoting several opportunities, you might want to consider a rotator. A rotator will promote several different pages with one URL. If you promote a lot traffic exchanges you also might want to consider a rotator. This way you just change the information in the rotator when you want to update a page instead of logging in to all the traffic exchanges you're a member of.

The rotator I recommend is [PageSwirl](#).

You Can Only Surf So Much In A Day

This is why it is so imperative to build a downline and earn credits from your downline's surfing. By branding and promoting this ebook you'll be doing exactly that.

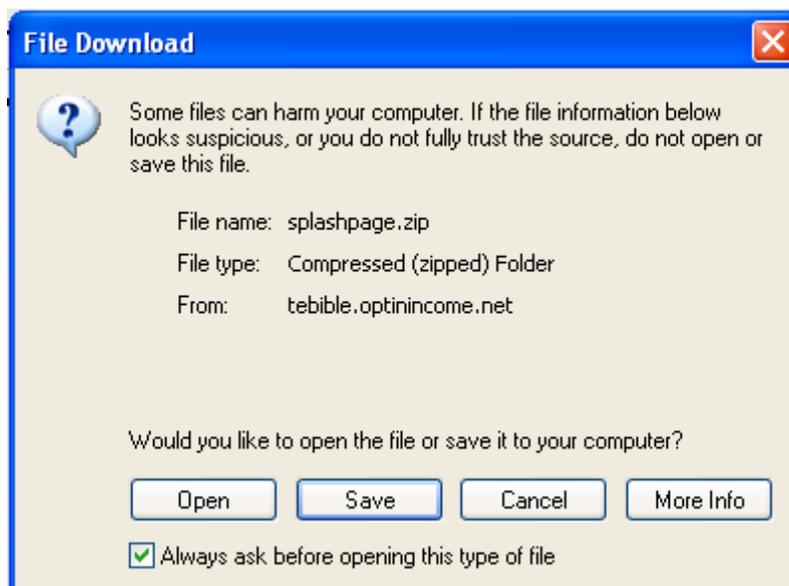
Have other opportunities you want to promote? That's fine but it will be a LOT EASIER if you have a downline that is also promoting for you. So spend some time first promoting this ebook.

Remember, you're getting the readers to opt-in! This is no reason you just can't add some autoresponder messages promoting these new opportunities.

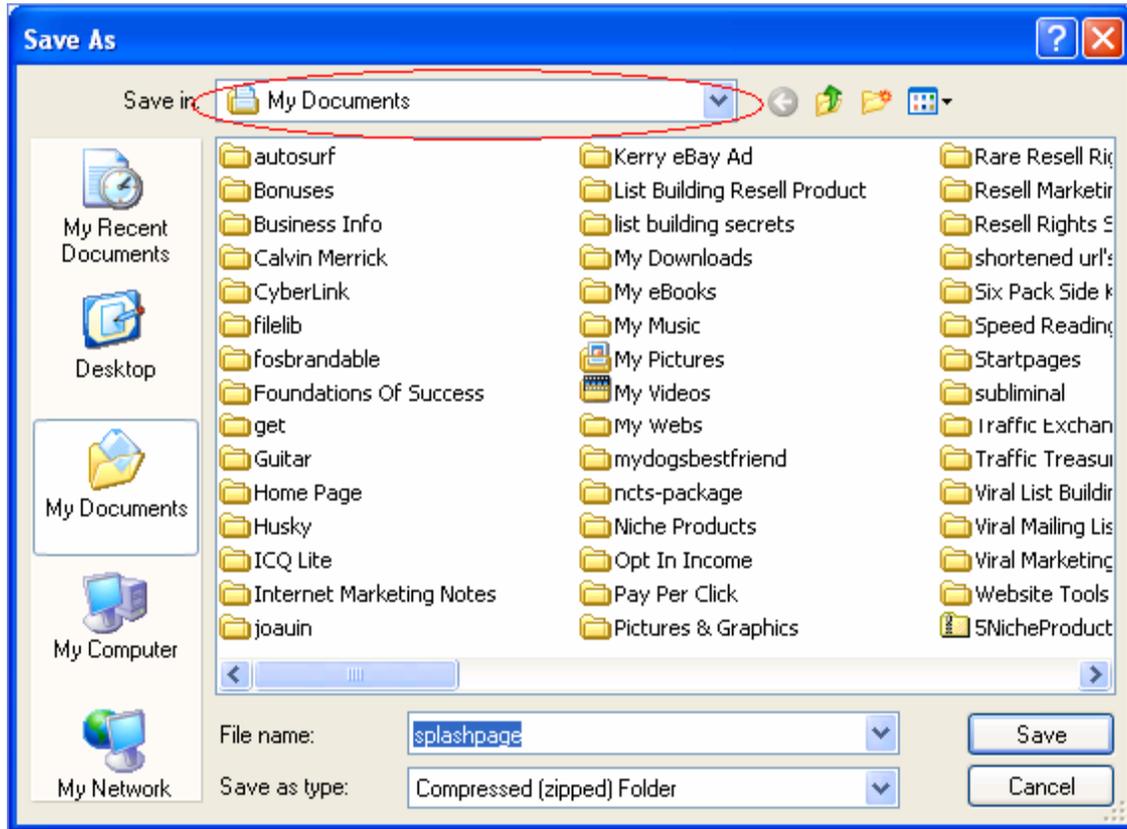
It's very easy to brand. [Click here to download your brandable version](#). Full Instruction are on the page.

Download Your Splash Page

[Click Here To Download Your Splash Page](#). The following menu will pop up. Click Save.

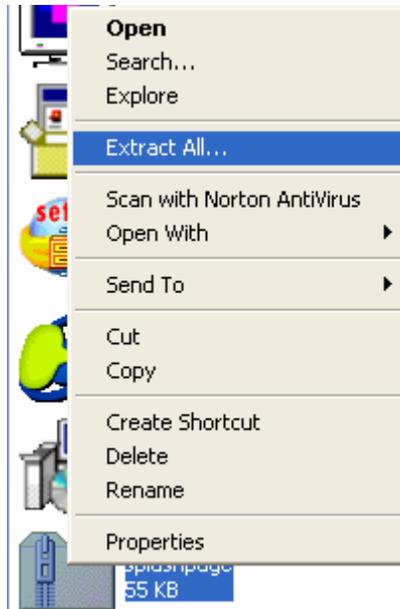


Another menu will pop up. Select to save in My Documents and click Save.



Note: If you have a computer that doesn't have XP, you'll need [WinZip](#) to unzip the file.

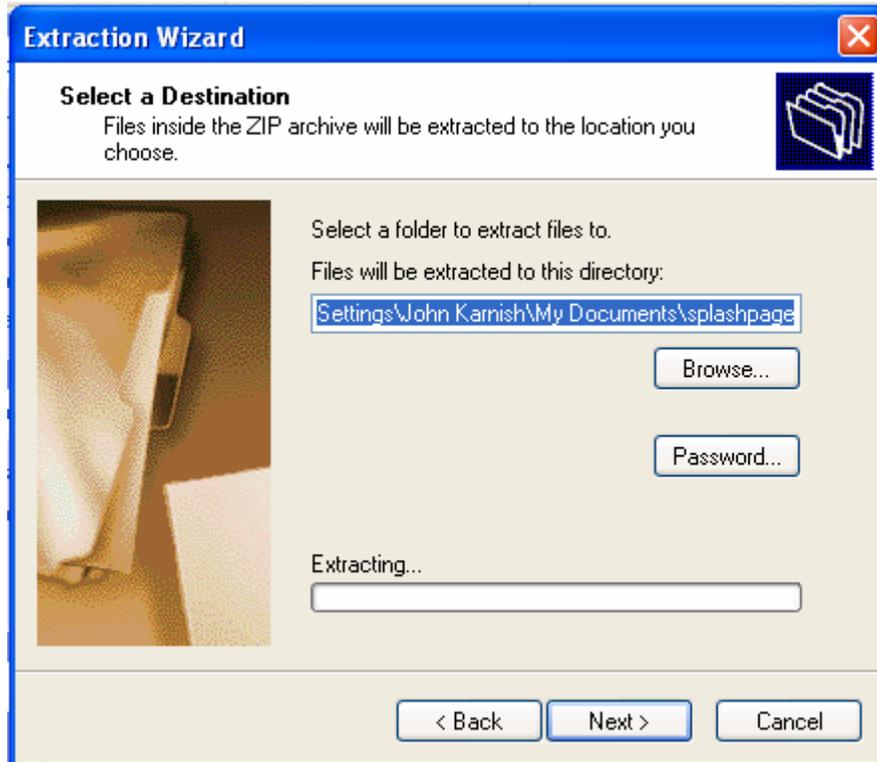
Open up My Documents and right click on splashpage.zip, select Extract All.



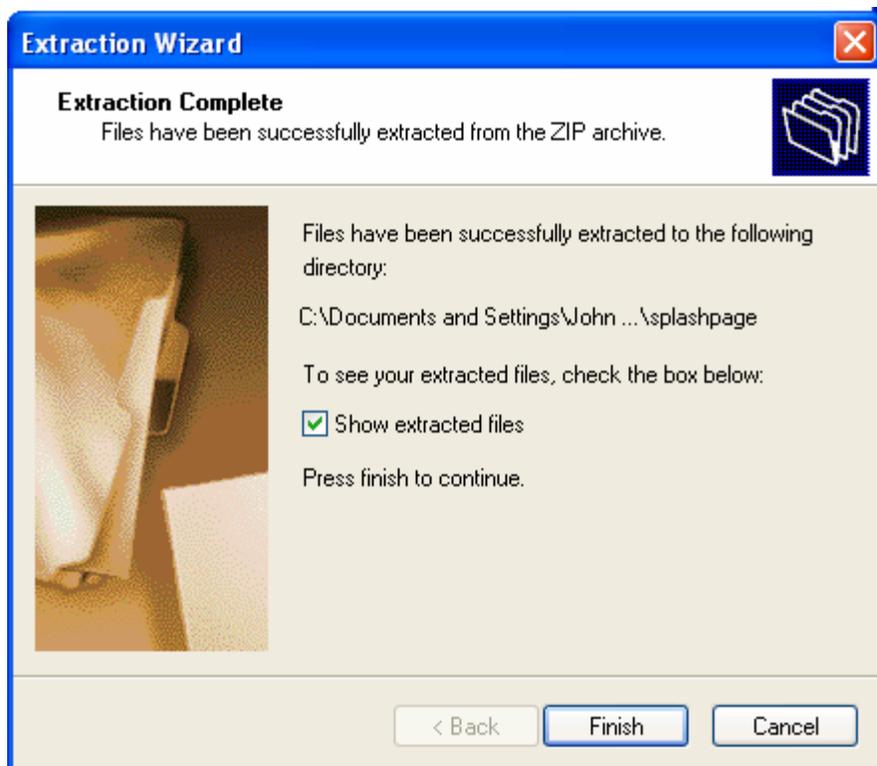
The extraction Wizard will pop up, select Next.



Select Next again



Click Finish.



Edit The Pages

The extraction wizard will create a new “unzipped” folder called splashpage. Double click it to open it.



Double click splashpage.html to open in Internet Explorer. If Internet Explorer is not your default browser, open splashpage.html in Internet Explorer.



Click View and Source.



The HTML code for splashpage.html will open up in Notepad.

```
splashpage - Notepad
File Edit Format View Help
<meta http-equiv="Content-Language" content="en-us">
<meta name="GENERATOR" content="Microsoft FrontPage 5.0">
<meta name="ProgId" content="FrontPage.Editor.Document">
<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
<title>Claim Your FREE Gift</title>
</head>
<body>
<div align="center">
```

Scroll down until you see `<form method='POST'...` Select from there to `</form></p>`. Right click, and delete. Replace with your autoresponder form code where you deleted.

```
</ul>
<form method=' POST' action=' http://www.rareresellrights.com/cgi-bin/arp3/arp3-formcapture.pl' >
<div align='center'><center>
<p><font fac
Undo
Cut
Copy
Paste
Delete
Select All
</center></d
<font face="
<input type=
me='capitals' value='1'>
</font>
<div align="
inter>
<p><font fac
E-mail address<br></font><input type='text' name='email' size='20'></p>
</center></d
<div align="
inter>
<p><input type= submit value='Get Free Gift »'></p>
</center></div>
<input type='hidden' name='id' value='22'>
<input type='hidden' name='extra_ar' value=''>
<input type='hidden' name='first_name_man' value='1'>
</form></p>
<p>&nbsp;</td>
```

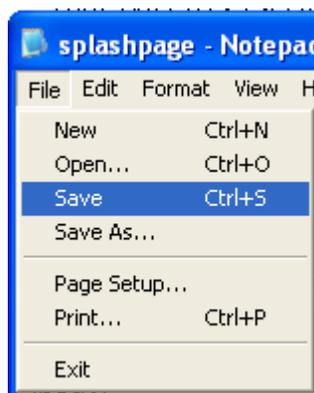
Find the List Inferno Code... It begins with `<script language=JavaScript...` Select that part to `</script>`. Right Click and Delete. Replace with your List Inferno code where you just deleted.

```
<p align="center">&nbsp;<script language=JavaScript src=http://www.listinferno.com/show/list.php?id=4793></script><scr
language="JavaScript">
var oisid = '5557';
</script>
<script src='http://www.optinstorm.com/oiscode.js'>
```

Find the Opt In Storm Code... It begins with `<script src=...` Select that part to `</script>`. Right Click and Delete. Replace with your Opt In Storm code where you just deleted.

```
<script src='http://www.optinstorm.com/oiscode.js'>
</script>
</body>
```

Select File and Save.



You now have altered the splash page with your autoresponder form, List Inferno code and Opt In Storm code. Repeat the same process for nopop.html. It is exactly the same except that it doesn't contain an Opt In Storm code. Use this page for the Traffic Exchanges that don't allow pop ups.

Upload Your Pages

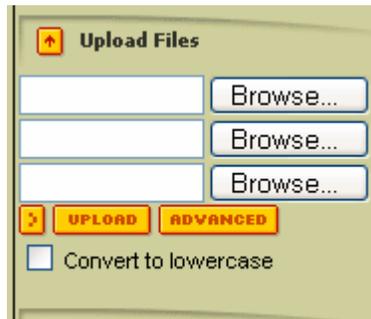
Finally all you have to do is upload your splash pages and add the URLs to the Traffic Exchanges.

If you need a free webhost to host your splash pages, I suggest <http://redrival.com> as they don't have any pop ups or ads.

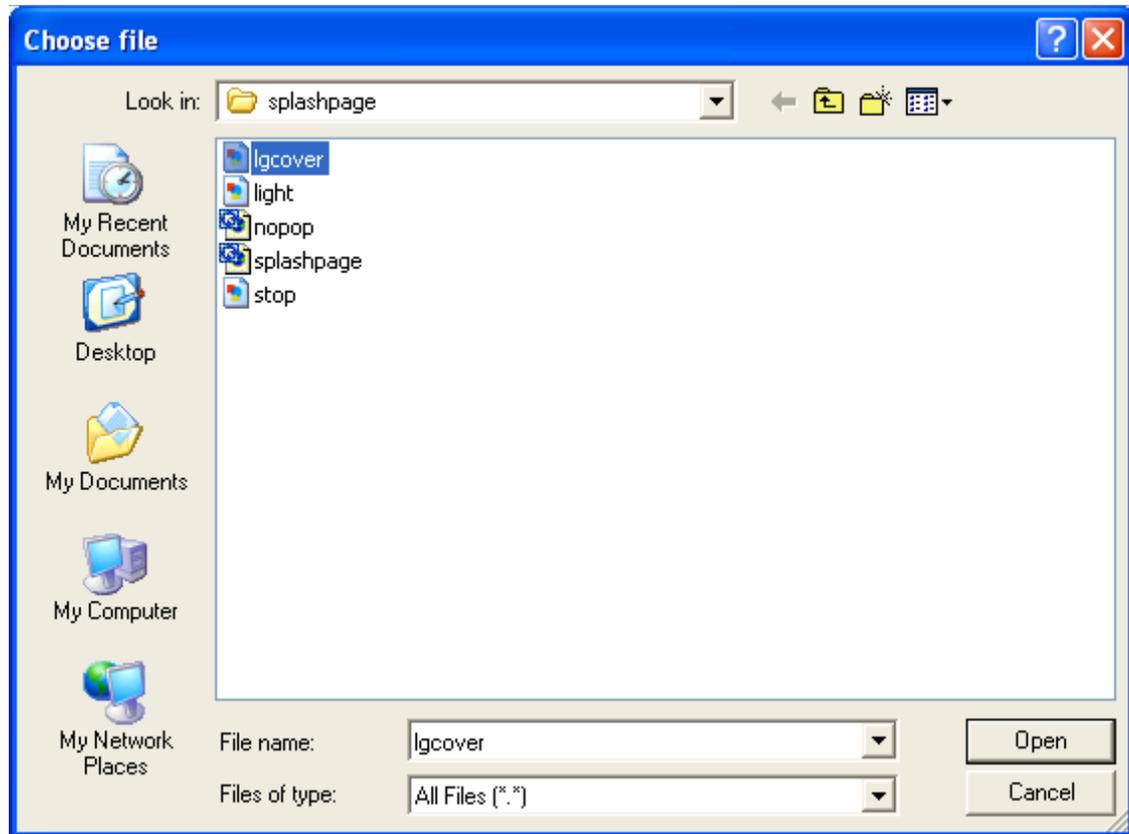
Follow these instructions to upload your pages to redrival.com

Login into to the “Manage Your Website” area. There is a link in your welcome email.

On the right you're going to click browse and browse until you find your splashpage folder.



Once you're in the splashpage folder, select lgcover and open



Click the second browse button and repeat the process, this time select light.

Click the third browse button and repeat with nopop.

Click Upload



Repeat the process and upload splash page and stop.

Still Having Problems?

I know uploading and editing pages isn't very newbie friendly, so just [send me](#) you opt in storm code, your list inferno code, your autoresponder form code and your RedRival Login Details. I can personally upload the pages to RedRival for you.

Having trouble branding the ebook and uploading it? [Send me](#) your referral codes and I can brand the ebook for you and upload it to your RedRival account.

Aren't I a nice guy? ☺

No Matter What Some People Just Won't Brand The eBook.

I don't know why someone wouldn't brand this ebook. It's such a great opportunity to build a downline in the top traffic exchanges. But, you're going to have your share of readers who for some reason or another decide not to brand it. So, for these people I suggest that you also promote [Profit Rally](#) in your autoresponder messages. [Profit Rally](#) will also build you downlines in several of the top traffic exchanges and give you the opportunity to make some money if the person decides to upgrade.

It is also a lot easier to add your referral URLs. You'll find that intimidated newbies will be more likely to use Profit Rally rather than brand this ebook. I still think promoting this ebook is the better choice as you'll be building a contact list but it makes more sense to promote both. This way you have two chances to build large downlines in the top traffic exchanges.

Try Your Hand At Credit Based Safelists

I almost wasn't going to include this section, but I have gotten such good response from Credit Based Safelists. They are different than other safelists in that in order to get mailing credits, they have to click on the link in your email and view your site.

These services have 2 different mailers, a regular mailer and a credit based mailer. You're going to want to use the credit based mailer.

Here's a tip that will quadruple your response rate. Whenever you use the credit based mailer, add (Credit Link) just before the subject line. This way the reader knows that there's a credit link in you email.

Join the following credit based safelists and try your luck.

[AdSolutionline](#)

[AdTactics](#)

[ActualVisitors](#)

[GuaranteedResults4u](#)

[VikingSafelist](#)

How To Make Money From Your Surfing

In order to make money from your surfing, you need to promote a program. I'd like to introduce to the "one" program I decided to promote after trying way too many.

By joining, you'll not only be making an income, you'll be joining a 'family' that is eager to help you succeed any way you can. Just by introducing myself to the forum I got 19 welcome messages and lots of offers for assistance.

You probably have seen this opportunity as it's all over the traffic exchanges but I urge you to really take a good luck. It provides a stable way to earn an income and will show you how to get your downline to join you in program after program.

It's free to join and only costs a little bit of money to start earning.

[Please take this time to check it out.](#)

Happy Surfing

You should now have everything set up, now you have got to start surfing. I try to do atleast an hour a day but usually do more.

If you have any problems getting this system set up, I'm always available. You can contact me any time at johnkarnish@gmail.com.

Remember it takes a little effort to brand the ebook and get the page up but it will be well worth it once you have others surfing for you and bringing you subscribers to your opt in list.

To your success,

John Karnish

P.S. Here is some extra information from **Jon Olson** of [I Love Hits](#). Jon has been a major player in the Traffic Exchange Game since nearly its inception and I find his advice right on and I'm sure you will too!

Bigger! Better! Faster! I want it now! I want millions!

That seems to be the popular thought process of the majority of people that join this business. I do not know who to point the finger at, maybe even myself because I have fallen victim to the lies and hype so many times before but why must we keep feeding these beasts?

Let's put it this way, success is NOT achieved in this business by jumping ship every 2 weeks. I call it slot machine marketing, and the 'guru's' call it their meal ticket. Folks, it takes time to build a business. Whether it's online, offline or elsewhere, real results are not measured by how quick you get in on a new matrix. It's not determined how many people you refer to a program in a week. It takes time and effort!

I get e-mails every week from people that are fed up with a business after only a month or two of promoting it? Let's be honest, what REAL business can you name that has put the owners into profit after only 2 months of work? What about the months of planning before the program was launched? What about the endless hours of programming? Marketing? Analysis? Not to mention the money! It does not happen overnight.

I urge you to rethink joining that brand new matrix that got released last week. Or that wonderful auto surf that promises millions from simply 'reinvesting'...Take your time! Build the ground work for a successful business model. If you are involved in an affiliate program, get involved in it and see what you can do to help out. Just don't jump ship when things get rough.

I hate using 'popular sayings' but this one is so true...Rome was not built in a day! And neither should your online business.

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The ACA's of Splash Page Design

If you are using traffic exchanges, the best thing you can do for any online campaign is to create a splash page, tailor made for the specific product or program. Let's face it, splash pages work and get great results, but out of a dozen splash pages I see while surfing, only about 4 to 5 of them really grab my attention.

The following is a small tutorial on what I consider to be key points to building very effective pages.

Rule number 1 - You need to grab the viewers attention immediately! There is only a few seconds that your page has to make a lasting impressions and to get the most attention, you need to capture the viewer's eyes right away. This is done by two ways, the first is a 'stop them dead in the their tracks' headline. It can be funny, it can be bold but the important thing is that it's memorable. The next thing to add is an eye catching graphic. Whether it be a logo or a funny graphic you found online, this needs to go hand in hand with your headline. Let them both feed off each other to create an intro so powerful, people have to stop and look.

Rule number 2 - Do not bore your readers to death! Keep your splash page's ad copy to the MAXIMUM of one paragraph. What should you put in these 3 to 4 sentences? Simple, to the point copy that creates curiosity and outlines major features of the site you wish to promote. Again, the idea behind splash pages is to get people interested, DON'T TRY TO SELL THEM! This is very important, because if you try to sell your viewer, trust me, 15 seconds is not enough time to do so. Get them curious about your site and then let your ad copy on the main site do the selling. Rule of thumb, splash pages are to get people interested, not to do the selling.

And finally Rule number 3 - Always request an action! It does not matter how impressive your headline, graphic and copy are, without telling your viewer exactly what you want them to do, you have wasted an otherwise perfect splash page. Whether it be to click and open a new window, fill out a form (e-mail capture) or bookmark a site, you must tell the viewer exactly what you want them to do. Keep it simple, and right to the point!

Those are my three rules for the perfect splash page. I call them the A.C.A.'s of splash page design. Grab their 'Attention', create 'Curiosity' and then request 'Action'!

Have fun with your designs and if you ever need any help with splash pages, you can always check out <http://www.hitexchange101.com/howto.html> for more information on this and other great traffic exchange tips!

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The 'Secret' of Hit Exchange Advertising

Have you ever wondered why brand names like Coca Cola, Wal Mart, Pepsi, or Target have such huge success? Well of course, they are multi-national corporations with millions upon millions of dollars in advertising budgets, but let's look at something very closely...

They understand how to advertise. Plain and simple, they have created their business because they know that advertising works, and getting their brand name in front of your eyes is the single most important thing they can do. Not only to grow their business, but also to maintain it.

How is this any different from hit exchange advertising? It's not. What programs are the most successful online? The ones that are promoted the most? Maybe. The ones that generate the most money? Could be. Personally I think it's because the owners of the business understand the importance of getting their message across to as many people as possible, and as often as possible.

What about that old tale that says you have to have 100% unique percentage in a hit exchange? Hogwash. In fact, I would prefer to have my sites seen quite a few times over, because it shows those few people surfing, I am advertising MY business and you are going to hear my message and see it.

Give it a try. Take whatever business you are promoting, and focus on it. Promote it as heavily as possible for the next week or so, and check your results. Do not promote 15 different pages, do not promote 10 different money makers. Pick one and concentrate all your efforts on it.

I myself am trying to adopt the concept of branding for my businesses STRICTLY in the hit exchange arena, and it's become a very powerful tool. Focus on one thing, work your tail off to brand it to you and do not slow down. You may be very surprised at the results.

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Your Best Investment... You!

Everybody comes online looking to 'make money and start to work full time from home'. This is the dream of so many people in this business and rightfully so, I mean the greatest feeling in the world is getting up and developing your business and your brand. I think of nothing more rewarding than owning your own business, it really is a wonderful thing.

How long does it take? What is that magic number? Days, weeks, months or is it years? I'll give you my opinion on it, it's the latter. Yes, forget all those 'get rich quick' schemes you have read about. All those doublers and randomizers that promised you that you could sit back and let the money come rolling in. They do not exist. Here's the truth, it takes an investment of a few years to get these things going.

Let me say it again, you will NOT get rich from surfing a hit exchange and you probably won't be making a decent income off them for at least 6 months. Why? Simple, you should be trying and are in the process of building a 'business'. Go offline, try to start a business and the turn around 'number' seems to be between 3 to 5 years, before a new business takes shape and starts earning the owner a profit. Yes, the internet can cut this down but not in the amount of time most 'hype machine' programs promise.

That being said, you have to develop your business and your name online. If you have been surfing a hit exchange for a month, and see no results, try a new splash page, switch up your surfing schedule but never give up. That's the easy road and the way to pin blame on someone or something else. The fact is, this business needs to be constantly attended to and grown into something solid.

Yeah, I'll say it. You need to keep surfing! You need to keep that upgraded membership. You need to pay your membership dues! You need to invest your time! You need to invest money! You need to stay in front of people's face! You need to stay focused!

This is what has worked for me, nothing more and nothing less. I have only been working 'full time' online for only about 12 months in my 6 year career. So for those first 4-5 years I worked my tail off, and did the grunt work. It was not easy and it took a lot of time but you know what, looking back it was worth the investment. The investment in myself and my dreams. Keep going, and don't stop promoting yourself!

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