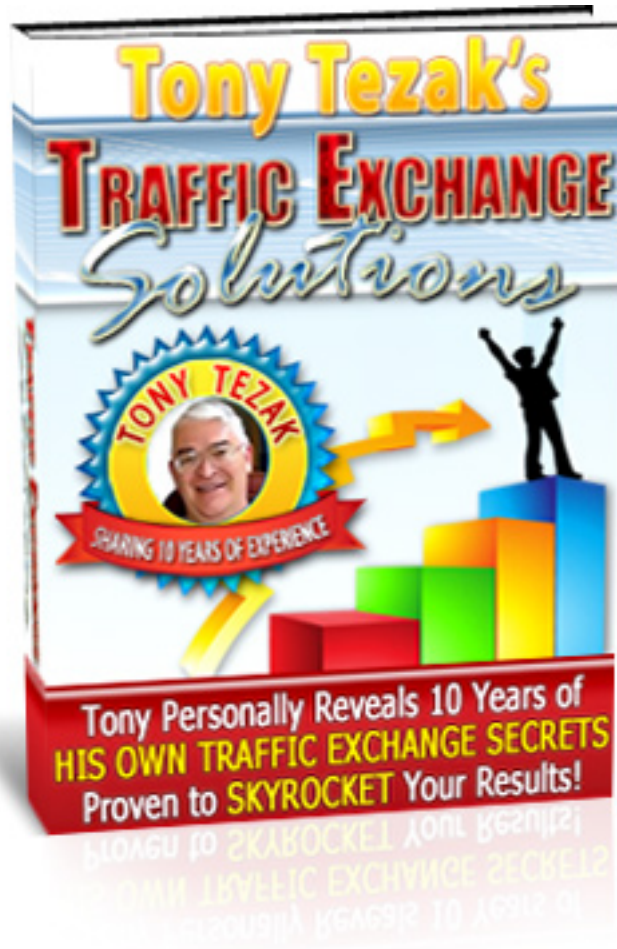


# Traffic Exchange Solutions



[www.trafficexchangesolutions.com](http://www.trafficexchangesolutions.com)

Written By  
Tony Tezak

# MASTER RESELL RIGHTS

Congratulations! You now own master resell and distribution rights to this ebook. You have permission to sell this book for any price or give it away as a free gift.

You do NOT have the rights to edit this book or reprint any portions of it without the author's permission. This ebook can only be redistributed in its original pdf format.

To re-brand this ebook with YOUR affiliate links, [click here now](#)

## Legal Notice

While all attempts have been made to verify the information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein. They disclaim any warranties (express or implied), merchant ability or fitness for any purpose. This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. The Author and Publisher do not warrant the performance or effectiveness of any sites stated in this book. All links are for informational and educational purposes only and are not warranted for content, accuracy or any other implied or explicit purpose. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any Purchaser or Reader of these materials. Any perceived slights of specific people or organizations are unintentional.

## Introduction

You are going to read my take on traffic exchanges based on my 10 years of experience successfully using them to create quality traffic, to grow my lists, and to make money with them. Yes, contrary to many there is some money in traffic exchanges.

Each of the resources in this ebook are personally used by me and in nearly every case making some money with them. I am indebted to each person mentioned in this ebook. I have learned so much from you. Thanks!

Most people using traffic exchanges are not focused and pogo stick through cyber space from program to program never concentrating their efforts on any one program for any length of time. Unfortunately, most surfers do not have a plan in their surfing efforts. Again, they jump from one traffic exchange to another without any purpose. They quickly become frustrated and blame their lack of success on traffic exchanges and not on their cluttered approach to working traffic exchanges.

Surfers need to concentrate their efforts on a core group of successful traffic exchanges with a large and broad membership base. It's like advertising on a billboard. Do you want your ad on a billboard where thousands see it every day or in your neighborhood where only dozens see it every day. I know I want my sites seen by thousands every day

Now, before I go on I want to hit on what many will say 'He never gives the new, smaller traffic exchanges a chance.' I am saying to concentrate your efforts on the larger exchanges and fill in your surfing schedule with any traffic exchange you want to use.

There are no magic formulas for a quick and simple road to success. It takes hard work. It takes being focused on YOUR business. It takes networking. You need to learn from those who are already successful. Learning from those successful people will cut months and months from your learning curve. It takes a plan.

For years, I was somewhat successful promoting others' businesses. I was an affiliate. I promoted them and not myself. I was able to build downlines in programs numbering in the thousands. The problem was I did not own the list of my downlines. The program owner owned the list. Although I was making money, I DID NOT own the most valuable piece of the puzzle - The List.

In November/December 2007, I had several conversations with my good friend, [Paul Kinder](#). He convinced me to build a list. Using traffic exchanges, I successfully built one list to over 2400 in one year. Not a bad effort considering I was not a program owner. My income during that time nearly tripled. I am now a firm believer in building your lists. My goals for 2010 are to triple my income, and increase my list five fold.

The opening of my traffic exchange, TezakTrafficPower and my blog, [Tony Tezak Says](#) are the path to meeting my 2009 goals.

Before I go on, I need to mention a man who I totally rely on when it comes to my blog. [Mike Paetzold](#) is the most knowledgeable person I know when it come to blogging. His blog is one that I follow closely. Each posting always contains valuable information.

### **What is a Traffic Exchange**

Traffic exchanges were created to afford people with a very inexpensive means to advertise whatever - a program, product or service - to a large base of viewers from all over the world. They are based on a very simple idea. You visit my site - I'll visit your site. They are membership based. When you join Traffic Exchange A, you are showing your sites to other Traffic Exchange A members, and they in turn are viewing

your sites.

Manual Traffic Exchanges offer you a truly viable means of generating lots of traffic to your site. People have to click a button, number, or image in order to receive a credit and to visit the next site. It is important because someone has to actually view your page in order to receive traffic to their site.

During the remaining discussion, I will refer to manual traffic exchanges as 'TEs'.

Basically, there are four ways to get credits to advertise your sites.

- 1) You can surf to earn credits.
- 2) You can buy the credits from the TE owner.
- 3) In some TEs you can earn credits from your direct referrals surfing efforts. You earn a percentage of your direct referrals earned credits while surfing.
- 4) If you are upgraded, most TEs give you some credits each month.

A TE may offer you several ways to advertise on the exchange. The members area of an exchange is where you can find what advertising it offers.

- 1) Your page is placed in rotation in the exchange.
- 2) You can use a banner.
- 3) You can use a text link.
- 4) You can buy a start page showing. For a fee, some exchanges show your page as the first page shown during a surfing session. Some exchanges are offering the second page to be viewed and even the first page shown after a surfer sees a bonus page.
- 5) Some owners offer a solo ad to their membership base for a fee.

### **Your benefits in using traffic exchanges.**

Traffic exchanges give you a free or inexpensive way to draw world-wide traffic to your sites.

You can easily brand yourself with repeated showings of your site with your photo. People get to know you through your photo. Anyone who has surfed has seen my photo. They may not be able to connect me with any particular program, but they see my photo so often I am familiar to them. It has worked for me for years!

Without a doubt, the most import benefit is list building. The money is absolutely in the list and the quicker you understand list building the better off you will be. You can repeatedly show your squeeze page offering the viewers a bribe to subscribe to your list at no or little cost. I especially like to use rebrandable ebooks/reports as my bribes. A rebrandable ebook or report is one where you buy the rights to rebrand it with your affiliate ids. You can distribute the ebook with your affiliate links. I'll be discussing list building a little later.

Your list is an excellent way to market an affiliate program, product, or service. Using TEs, you get them to subscribe using the methods above. Then you send them a series of emails through an auto responder giving

them the benefits of using the affiliate program, product or service. Remember, a great number of people using TEs are people who are looking to build an income of some sort. So if you're trying to build an income then you need to market where your prospects are and 1,000s upon 1,000s of them are using traffic exchanges. Eager opportunity seeker looking for a list to join.

Before I go any further, my choice of auto responder is [Aweber](#). According to most internet marketing pros, it is considered the 'Cadillac' of auto responders. Its features and delivery of emails are excellent. Many TE owners use [Aweber](#) to email to their members because of its many benefits. Again, if those who are successful are using a particular service, I want to copy their efforts.

Of late, another auto responder is getting much attention - [TrafficWave](#). It's owner is being responsive to those in the traffic exchange world. Its delivery rates are quite good and its pricing is very competitive. Some traffic exchange owners like **Jon Olson** have moved their membership emails to [TrafficWave](#).

## **No Reason to NOT use Splash Pages**

I have written many times over the years about the need to use splash pages, but it needs to be mentioned again. There are entirely too many people using affiliate pages to advertise programs. Affiliate pages or sales pages DO NOT work in TEs. They are too wordy and look like a thousand others advertising the same thing. YOU need to look different from the pack of affiliates.

Many people complain about getting no results from traffic exchanges. Ask them what they are using to promote a program - the answer is an affiliate page.

To make an effective splash page it should follow this simple formula explained by [Jon Olson](#). The ACA formula for splash pages:

Attention, Curiosity, Action

Attention: You need to grab peoples attention. A good graphic and strong headline will help you with this.

Curiosity: A short text block that doesn't sell anything but does create a curiosity for more information.

Action: Now if you have done the first two steps properly this becomes crucial. If you don't ask people to do something they usually won't, so have a very specific action that you want the person to take. Always make sure the prospect knows exactly what you want them to do. A good example is 'Click Here'.

No one needs any special expertise to make a splash page. If you can fill in a blank and follow step-by-step instructions, you can make an original splash page. You do not even need your own domain or hosting. The program I am talking about is **Steve Ayling's** [Splash Page Maker](#).

I have my own domain. So I make many splash pages using Steve's program and upload them to my domain. You can make a page in minutes. Even I can :) . Steve will even host your splash pages for you.

I used [Splash Page Maker](#) to create traffic exchange specific splash pages. They are very effective and it only takes minutes to make them.

Steve even gives you a free report that you can use and give away as a free gift for people who subscribe to your list. It explains what a splash page is and why you should use them.

## What is a Squeeze Page

A squeeze page is also known as a 'lead capture page'. It is a simple web page with one purpose; to get your visitor to give you their name and email address so you can follow-up with them. That's it.

One of the best ways to get someone to opt-in to your squeeze page is by offering something of perceived high value such as a mini ecourse, a highly targeted ebook, or report.

For example, let's say you are promoting a multi-level marketing business opportunity. The products are great and you are a raving fan.

Most people would just start promoting the website the company supplies. I say "No". This is a perfect opportunity to implement the use of a squeeze page and offer something of value first. That way, you collect the leads, you follow-up with an introduction of yourself and begin building a long lasting business relationship.

In sales, what we are really selling is 'us' first, then the product. You always want to provide value first. Once your prospects warm up to you, then it's time to ask the right questions to determine if your product or business opportunity can help fill their needs.

What if you do not have the skills to create a squeeze page? No Problem! **Robert Puddy's [Instant Squeeze Page Generator](#)** takes the hard work out of designing a professional squeeze page or lead capture page and makes it so easy even a "non-techie" like me can do it. If you can point and click, you will be creating squeeze pages in minutes. He even gives you multiple choices of free gifts to make that special offer to get subscribers.

## My Surfing Groups

The number one question I am asked is "which TEs do you surf." I'll stick my neck out and show you the 20 traffic exchanges where I am currently concentrating my efforts. Are these the only TEs I surf? The simple answer is no. I CONCENTRATE on these 20 TEs.

The owners/admins in each of these TEs are responsive to my support tickets. They deliver reasonable traffic to my sites. My results are reasonable in each of these TEs PLUS I am earning monthly commissions in those that offer commissions. Yes, you can make some money in TEs as an affiliate. Will you get rich - NO! - but to me commissions are commissions no matter where they come from. As long as it is legal.:)

I do encourage people to upgrade in traffic exchanges mainly for the benefits. One must study the benefits of each traffic exchange for the list of benefits for those members who upgrade. Some of the benefits I like are:

Credits, impressions, increased surfing ratios, increased commissions, and random referrals. This is not an all inclusive list of benefits.

Here are my four surfing groups:

### Group 1

My first group of five traffic exchanges is the most important. Why? By tracking my results, these traffic exchanges are performing for me. These owners are most responsive to me, deliver great traffic, and I get great results.. I do surf this group of exchanges every day.

[TezakTrafficPower](#), [DragonSurf](#), [ILoveHits](#), [StartXchange](#), [Traffic Splash](#) I surf this group every day!

Group 2

[Hit2Hit](#), [TrafficTaxi](#), [TrafficBunnies](#), [EasyHits4U](#), [Traffic Witch](#)

I try to surf this group of traffic exchanges each day.

Group 3

[BlueSurf](#), [FastEasyTraffic](#), [TrafficGoldRush](#), [SWATTraffic](#), [HitsBoosterPro](#)

I surf this group 4 times per week.

Group 4

[BootScootin Traffic](#), [TopTierTraffic](#), [MaxTrafficPro](#), [ThumbVu](#), [Soaring4Traffic](#)

I try to surf this group 2 or 3 times a week.

How long to surf is up to each individual surfer. You have to decide how much time you can spend surfing. The important part is to actually do the surfing. Just Do It!

The less time you have, the fewer number of TEs you can surf. For example, if you can only spend one hour a day surfing, then only use the five exchanges in Group 1 above. Let's say you can spend two hours a day. You might add Group 2 to your daily surfing schedule. Over 2 hours per day you could add Groups 3 and 4.

The idea is to be able to keep you site viewed 24 hours a day, seven days a week in TEs

Once you set up your groups and surf them for awhile, and you find a TE that is not performing for you, replace it with another and test it for awhile. It is said best by [Eva Mah](#): "Remember, for every new TE you consider: join, surf, track, test, then rinse and repeat!"

I do not recommend you ever have more than 20 traffic exchanges in your groups. Using too many traffic exchanges will dilute your surfing efforts.

Some might ask why I do not include any of the Logiscape traffic exchanges. In my opinion, they are too labor intensive. To be useful, free members must surf them hour upon hour every day. Also, upgrading is expensive and they pay no commissions. This does not mean that they are not good traffic exchanges. If you have the means to upgrade do so. Their big benefit is they have inexpensive credit packages for upgraded members. [TS25](#) and [TrafficEra](#)

### **The BEST Traffic Exchanges?**

Only you can determine which TEs work best for you. My recommendations are only a starting point. You must track your advertising efforts to determine which ones give you the best results.

If you're NOT testing and tracking all your online advertising and conversions then every change you make and every piece of advertising you pay for could be COSTING you money and you'd never know.

My tracker and rotator of choice is [TE Toolbox](#). In November 2009, **Paul Kinder**, **Tim Linden**, and **Jon Olson** teamed up to create the best rotator and ad tracker service on the internet. It is the most valuable TE related service I have seen in over ten years. TE Toolbox includes:

- \* Website rotator
- \* Banner rotator
- \* Thank You ad rotator
- \* Tracking for the website, banner and thank you rotators
- \* Squeeze and splash page maker
- \* Downline builder
- \* Includes a free option

[Affiliate Funnel's Surfers' Choice TE Rankings System](#) is an excellent starting point for which TEs to use. Thousands of surfers vote for their favorite TEs. The Affiliate Funnel's rankings are updated every Friday. It gives you a fresh weekly ranking by the surfers. Like I say: "Power to the Surfers!"

It is important that exchanges consistently bring in new members. I want to use exchanges that are bringing in the most new members. These new members are a fresh set of eyes to see my squeeze/splash pages. Where can one find this information? It's in the Affiliate Funnel's weekly [TE Rank Report](#). It shows you the number of new members for the week for the TEs. It is important information that surfers need to know.

## **Tony's TIPS**

Using a rotator at those TEs that allow them is very useful. By changing one URL in a rotator, you are able to change what is being advertised instantly in numerous traffic exchanges. This eliminates the need to visit numerous TEs to make a change. It is possible to advertise several urls in a rotator. You should never use more than 5 urls in a rotator. It's even better to use only 2 or 3 urls. You do not want to dilute your advertising effort by placing too many urls in a rotator.

The same goes for banners. Why log into TE after TE to change your banners. You can use a banner rotator. My personal preference is [IntelliBanners](#). If you upgrade, you receive traffic for your banners through their banner coop. The owners purchase a large quantity of banner advertising from leading traffic exchanges for the co-op program. I receive around 3000+ views for my banners each week.

If your credits are moving slowly in an exchange, you can try adding the same url more than once. This works well in exchanges like [ILoveHits](#), [SWATTraffic](#), [DragonSurf](#), [Traffic Splash](#), and many others.

Unassigned credits and impressions do not earn any interest. Unassigned credits or banner/text impressions do not earn you any money and are only gathering dust. TE owners will tell you there are Thousands of unassigned credits and impressions in their TEs. After each surfing session, you should assign credits and impressions. It has never made any sense to me that people are spending hours surfing, but they do not assign credits/impressions to their campaigns.

If you have extra credits in exchanges that allow you to transfer them to others, why not transfer some to new referrals. It does not need to be a huge amount, but it will make great strides in them following you into other programs. I usually transfer 20 to 25 credits to new referrals. I will transfer even more if they upgraded and are earning me commissions :). Just a little 'Thank You' can pay big dividends.

Again, I do recommend upgrading in the TEs that are providing you results. The benefits for upgrading are outlined in the members area of each TE. Two of the benefits I especially like are the random referrals and the commissions. Generally speaking, traffic exchanges pay 40-50% commissions for upgraded members. You will never get rich from the commissions from TEs, but you can earn money to pay for the upgrades and

the buying of credits.

If a traffic exchange cannot deliver 180-200 visitors to your url each week, it might be time to drop the TE from your schedule. It is not worth your time surfing an exchange more then it can deliver the traffic.

I recommend the use of **Jay Hines'** [Quick Tab Change](#) to increase one's surfing efficiency. I surf 40% faster than clicking tabs, and 10% faster than using Ctrl-Tab. This software lets you create a one-key shortcut to switch tabs, and you can assign the shortcut to whatever key you want. I use the left 'Alt' key while surfing

When someone joins you in a traffic exchange or other program, send them a thank you/welcome email. Remember those rebrandable ebooks I talked about earlier. I always send them one as a gift.

Here is an example of a welcome email I send:

\*\*\*\*\*

Hello,

I am Tony Tezak and I want to thank you for joining TrafficSplash. It is a well managed exchange and is on my 'surf daily' list.

Here is a free special report - "Super Efficient Surfing" written by Jay Hines the creator of QuickChangeTab. It is worth reading and can make your surfing more efficient.

Download the report here:

=> (download url)

Jay's QuickChangeTab has certainly improved my surfing efficiency. I do recommend it.

If I can help you in any way, contact me at: (email address)

Cheers!

Tony Tezak

\*\*\*\*\*

## Banners

Banners are much like splash pages. You want yours to look different from every other of the Thousands of affiliate banners. Think outside the box when designing banners - you want them bright and flashy! Do not have the technical know how to make a banner? No problem!

**John Merrick** and **Soren Jordansen** have the answer in [Instant Banner Creator](#). You do not need to know Photoshop, Flash, or anything more complicated than operating a web browser to design your banners. They'll even host it for you. It also includes a video tutorial. I have used their program to make several banners and buttons. The final product has been very effective for me. Here are a couple of examples that were made in just a couple of minutes:



## Internet Marketing Online Seminars Can Make the Difference

How would you like to gather the same internet marketing tools, skills, and information used by internet marketing experts earning six figure incomes every year?

I know I certainly do!

The answer lies in online seminars. These seminars are free or require a very small monthly investment. A seminar will cut months from your learning curve. They make it possible for YOU to be on the road to earning money on the internet in weeks instead of months or in many cases years.

There are two weekly seminars that are on my schedule and ought to be on yours: [SWATTraffic](#) and [Affiliate Funnel](#).

You can join [Affiliate Funnel](#) and [SWATTraffic](#) for FREE! To gain access to the SWAT Seminar you must be upgraded to Captain in the TE. You can find the links to the conferences in the members' area of both programs.

I want to rub elbows with the experts like **Steve Ayling, Cindy Battye, David Foley, Soren Jordansen, Paul Kinder, Tim Linden, Jon Olson, Mike Paetzold, Robert Puddy, Jerry Reeder, Sunny Suggs**, and many, many others. YOU should want their advice too. You will want to practice your active listening skills without judging others.

**Michael Kelly** of [RoyalSurf Traffic Exchange](#) said it best in his posting at the [NetMarketingForum](#):

"Sometimes, the value you will gain is not so much new information that you've never heard before, but rather a changed perception of that information that will greatly benefit you. Other times, it may be brand new. Either way, if you really listen I bet you'll walk away with valuable information you can use to start putting money in your pocket."

Each seminar usually starts with a prepared presentation by an expert in some area of internet marketing. The subject matter varies from using blogs, list building techniques and strategies, tracking, which TEs to use, which traffic exchanges to stay away from, surfing techniques, sales copy, niche marketing, to splash/squeeze page design.

During these presentations, you are able to ask questions of these experts. Where else do you have the opportunity to ask questions of the experts in an open forum - not many!

After the formal presentation, the real benefit of attending these seminars start. That is the networking, the building of relationships amongst the attendees. You get to know the attendees as each let his/her hair down and opens up to discuss almost anything You get to know the real person.

Attendees are invited to show their splash/squeeze pages and all the attendees give their expert advice on how to improve the pages. If a person is open to suggestions, these sessions can make a miserable looking page into one that can be very effective. I have witnessed the editing of pages and it is a sight to be seen. An open discussion that can help anyone, the newbie or the veteran marketer.

It is possible that the first seeds of business opportunities can be planted during these seminars. Yes, anything is possible during these seminars.

To further your online successes, I highly recommend the [Affiliate Funnel](#) and [SWAT Traffic Exchange](#) seminars. Let's see what can be hatched during a future online seminar.

## List Building - The Money is Absolutely in the List

What do you absolutely need to build your business on the internet? It is the most difficult question one has to ask as one starts down the road of working on the internet.

At some point in time, I recommend sooner than later, you need these essentials.

**Domain:** You need a domain. I recommend using your name. Why? Any program you may promote or even build may not be around forever, but your name is permanent. The internet graveyard of programs is full of programs that would never fail. Also, wouldn't you like to be able to send out urls like this one in your emails?

<http://tonytezak.com/Recommends/DownlineBuilderDirect.php>  
instead of an affiliate link  
<http://downlinebuilderdirect.com/r.php?r=11070>

**Hosting:** The next step is a hosting company for your new domain. I recommend [ZootHost](#). Why? I know **Jon Atwood** and have met him offline. Also, I know where he hangs out online and I know where he lives. :) He has given me excellent customer support and I trust him. Quite a few TE owners use his service for their TEs.

**Squeeze Pages:** Yes, like it or not the money is in the list. So you need a way to get people to subscribe to your list - squeeze pages. Don't know how to build a squeeze page? I use [Instant SqueezePage Generator](#). It is easy to use and makes outstanding squeeze pages. I make them and then upload them to my domain.

**Auto responder:** Now that you have a domain, hosting, and a way to make squeeze pages, you need a way to communicate with your subscribers - an auto responder. I have used the 'Cadillac' of auto responders - [AWeber](#) - since 2000. It has a great delivery rate and is staffed to deal with internet service providers all over the net. As I pointed out earlier, another option might be [TrafficWave](#). Take a look at both and see which fits your needs the best.

**Traffic:** Now all you need is traffic to your squeeze pages. TEs are an excellent means of getting traffic to your site - and they DO WORK! They worked 10 years ago. They work now! They'll work in the future!

Following are a couple of examples of my list building efforts.

### 1. My TE related list.

Here is a squeeze page I made using [InstantSqueezePage Generator](#) and then uploaded it to my domain. It has been successful because it represents the frustration of most surfers. I give them solutions to their frustrations. As a bonus, I give them two TE guides. Each ebook/report/guide I give away is rebranded by me. For a fee or upgrade, a writer gives you rebranding rights so you can brand the ebook with YOUR affiliate links.

**How to Use Traffic Exchanges**

Are you not getting the results you want from traffic exchanges?

Are you spinning your wheels?

Want ways to use traffic exchanges?

Want to grab the attention of people in a hurry?

 Why do this!

**GRAB Your 2 FREE Traffic Exchange Guides! PLUS A FREE BONUS!**

Name:

Email:

 **GRAB YOUR Guides Now**

Your details are safe. They will not be sold, shared, or otherwise distributed. You may opt out at any time.

One report is **Darrell Dean's** ['Inside The Mind of a Successful Surfer'](#). It is a road map of his use of traffic exchanges and how he came up with the idea for his program, [Surfing for Success](#) and his [Surfing Calculator](#).

The Surfing Calculator helps you figure out your best surfing plan. It's easy to use and there's no software to download - just visit a special, members-only web page, fill in a few boxes with your information and - out pops your solution!

The second bonus is **Steve Ayling's** ['Traffic Alternative'](#). You can join for free and upgrade to rebrand the ebook with your affiliate ids. Steve discusses the following::

- 1) What Is A Traffic Exchange
- 2) Types Of Exchanges & Which Ones To Use
- 3) The Drawbacks Of Using Exchanges
- 4) The Benefits Of Using Exchanges
- 5) How To Use Traffic Exchanges The Right Way
- 6) Splash Pages
- 7) Tracking
- 8) Other Tips
- 9) Finding Good Exchanges

My auto responder - [AWeber](#) - has a series of eighteen emails discussing TEs and TE related resources. Plus each of the emails has a 'P.S.' ad of some sort giving me an additional opportunity to earn some dollars.

2. My Affiliate Funnel related list.

I used a template to make my squeeze page for this list.



It contains my photo, 4 bullets to create interest, a bribe of a free bonus, and a call to action - 'Send this to me Right Away'. The email series is simple. [Affiliate Funnel](#) gives you the emails to use. I just personalize them a bit. The email series discusses the benefits for using Affiliate Funnel. The bonus is the '**Affiliate Funnel Guide**'.

There are no affiliate links to rebrand in the 'Affiliate Funnel Guide' so I give my subscribers an unannounced bonus. A free download of **Jay Hines**' report, "Super Efficient Surfing". Jay presents free tools and information needed to increase your surfing efficiency and turn the time you spend surfing into real results. He also introduces you to his [Quick Tab Change](#) which is free software that can increase your surfing efficiency by 40%. Jay's report is rebrandable with an upgrade in [Quick Tab Change](#).

### **Confused about List Building? Need a Plan?**

**Sunny Suggs**' ebook - [All About My First List](#) - is an excellent starting point for list building. Sunny takes you by the hand and gently guides through the steps to building your very own profitable list. She actually give you a daily step by step easy to follow plan.

## Add Value to Your List Building Effort

You will want to add value to the emails you deliver to your list. I use the following two rebrandable ebooks in all of my email series to my lists. These ebooks provide valuable information to my subscribers and provide me another income stream plus build my downlines through the rebrandable links.

**William Brant's** ebook - [13 Deadly List Building Tragedies](#) - among other things William shows you how you can achieve your financial goals, no matter how lofty or humble they may be, by promoting affiliate programs to other Internet Marketers and businesses.

**Jon Olson's** ebook - [The Pizza Plan](#) - Jon reveals the Only Three Tools you need to make money online and where to get the absolute best for ridiculously cheap prices.

## The Future of Traffic Exchanges

I see a very bright future for traffic exchanges for a variety of reasons.

Traffic Exchange owners are attending offline internet marketing seminars/conferences spreading the word about the effectiveness of traffic exchanges in building a list. They are able to talk some big combined membership numbers and numbers do impress internet marketers. It is starting to pay dividends.

Recently, **Jeff Dedrick** the owner of [Instant Bonus Page](#) included TE specific splash pages in his affiliate tools area. There is no doubt the splash pages will bring him new members. The word will spread to other marketers outside the TE world. It is exciting.

There are more and more new products and services being actively advertised in traffic exchanges. I must say I do not agree how they are advertising. They are using affiliate type pages and long sales copy. What they need to be doing is use a squeeze page to get subscribers to their list and then sell their products or services. I just can't mention this enough...list building works! Just Do It!

Some of the recent products and services seen while surfing are: Marriott Hotels, jewelery, handbags, fire safety products, graphic designers, hair product, cellular phones, dog and cat treats, and toys.

Also, more and more people are actually using squeeze page to get new subscribers on their lists.

**New traffic exchange owners like [David Foley](#) are creating new innovations to TEs. His Jackpot Surfing is a prime example. It is creating increased traffic in those TEs that implement it.**

[Paul Kinder](#) and [Tim Rash](#) created a new traffic exchange script called **KR-TCNTE script**. The new script will turn the TE world upside down. I ought to know! I partnered with Paul and Tim to create the first TE using the KR-TCNTE script - [TezakTrafficPower](#). It rocketed off the launch pad On July 9th, 2009 with over 9000 members in the first 10 day of operation.

The competition in traffic exchanges is stiff. TEs are better designed and the benefits for their members are ever expanding. I think the tough competition is good and makes the owners be proactive in improving their TE. The truly innovative owners will succeed.

The top 10 traffic exchanges as far as new members joining each week are bring in an average total of 6-7000 new members a week. That certainly is a lot of new eyes seeing my sites. Yes, there is some duplication in these numbers [people joining more than one exchange], but the numbers are impressive.

It truly is an exciting time in the traffic exchange world.

## Closing

You can visit my blog - [Tony Tezak Says](#) - where I share my 10 years of experience successfully using manual traffic exchanges. It is a unique blend of free and paid online opportunities for individuals seeking a regular income from the internet. Plus those years of experience led me to owning my own traffic exchange - [TezakTrafficPower](#).

I sincerely hope that you will take advantage of the great resources in my ebook.

Using these resources, maybe one day you and I will be talking about YOUR new project, but it's not going to happen unless you take action.

An excellent way to grow your list is use my ebook as a bribe to get people to join your list. It is even more valuable to you if you rebrand the ebook with YOUR affiliate ids and give it away. Just think if you give it away to dozens or even hundreds of people all with your affiliate ids...It becomes viral as people pass it along to others.

If they join [Traffic Exchange Solutions](#) under you and purchase the rebranding rights, you will earn 50% commissions. Buying the rebranding rights also gives you instant access to all future versions. The traffic exchange world is very fluid. At a minimum, [Traffic Exchange Solutions](#) will be updated on an annual basis to keep it as current as possible.

### Acknowledgments:

[Paul Kinder](#) for sharing his tremendous internet marketing skills.

[John Merrick](#) for doing all the technical 'stuff' making the ebook a part of the [Launch Formula Marketing](#) script.

[Winter Perkins](#), for all the design work for Traffic Exchange Solutions

[Sunny Suggs](#) for always being available for my 'dumb' questions. There were many!

[Jerry Reeder](#) for using his writing skills in creating the sales page and emails for the affiliate tool area.