

# List Recon

## The Explosive Traffic and Rapid Fire List Building System



This Product is Brought to You By: Solomon Huey

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## **About the Author**



Solomon Huey

Before we jump into List Recon and these powerful list building secrets, you might want to know more about me and why you would even listen to what I have to say!

My name is Solomon Huey and currently I make my living on the Internet. I've literally watched the Internet grow since it first opened to the public, and I know first hand what it's like trying to make money online.

I've experienced all the struggles of having no money, jumping from one opportunity to the next, trying to find the big secret, getting ripped off, and feeling like I'm not making any progress. I've tried a lot of different money making schemes, wasted a ton of money, and a ton of time.

I've been there and done that. The odds are that you may have experienced this too.

I also know how powerful Internet Marketing is. I know what it's like to have fun all day and come home to find money waiting for me. I know how cool it is to make money while you sleep. The Internet changed my life when I was still in high school, and I realized that if someone else is making money online, I could do it too!

Luckily, there are so many tools available today that literally anyone can go online today and get a business started.

You might think you need to be very intelligent and have thousands of dollars to actually make any money online. The great news is you don't need any of that. I literally started with less than \$100, a willingness to work, and a dream to make money online.

I want you to know that anyone can have success online. I was literally the kid who slept in school almost every day and it seemed like I was destined for failure.

The truth is I never believed in the idea of you having to go to school, get a job, and slave away for your boss for the next 40-50 years! Then at age 70, you can begin to enjoy life?

I believe that you are destined to accomplish more in life than work 40 hours a week for 75% of your life!

It wasn't until my senior year in college (Yup, I went to college, my parents made me!) that I truly started to take my business seriously. I knew school was almost over and my adult life was about to begin. I was a full time student, part time employee, and in a serious relationship.

I needed to succeed financially or I would have to work in a regular job and make someone else rich. The only problem was I had several commitments, time and money were luxuries I didn't have, and I wasn't sure where to start!

It took me awhile, but I finally discovered the secret to making money online. By the time I graduated college, I had a full-fledged business pulling in money every single day. At the same time, many of my friends were struggling to find a decent job or going back to school because no one would hire them, even with their "fancy" college degrees.

You don't have to be a genius or have thousands of dollars to make money online. I know this from experience. You just need to know what to do and how to do it. Today I'll reveal how you can do it too.

I encourage you to take action with the secrets you will discover here. These are closely guarded secrets that you won't find anywhere else. I discovered this from real world experience, and have seen many people use these techniques successfully.

But anyway, enough about me. I'm here to help you, so read on, take in as much information as you can, and free yourself by taking action with the secrets you will discover today.

## **Introduction**

By the time you put up your first website, you may realize a big problem. No one is visiting your website!

One of the biggest problems with making money online is trying to generate good website traffic. Getting traffic is a constant struggle for many Internet marketers because you always have to be good at something!

Most of the traffic tricks that a lot of people recommend like keyword research, search engine optimization (SEO), article marketing, link building, blogging, etc all require you to have certain skills.

I don't know about you, but when I started Internet marketing, I didn't have thousands of dollars to spend on advertising. And I sure wasn't good at things like programming, website design, writing, niche research, and whatever else is out there. If you aren't good at those types of skills, then those methods aren't realistic for the average person!

You just want something easy that gets results.

Well you've found it with free traffic generation websites. You don't have to be good at anything or have a lot of money to start getting results. You just have to be willing to work. And if you ask me, I think that's pretty cool!

You could be reaching thousands upon thousands of people who are interested in Internet Marketing in minutes! The free traffic websites that I'm talking about are traffic exchanges, safelists, and viral list builders.

When it really comes down to it, there are mainly 3 types of people who use free traffic websites and services:

- People who want more traffic
- People who want to make money online
- People who want both

Now what more could you ask for as an Internet marketer? You know exactly what these people want and where to reach them! That makes it a lot easier to make money.

Even some of the biggest gurus on the Internet started with these methods and many still use them today! I'm talking about some of the biggest names online, like Mike Filsaime, James Grandstaff, Paul Kinder, Soren Jordansen, and Jason Dinner!

First, I'll briefly explain how each of these sites work. Then we'll dive into the finer details of building a huge list so you can start making more money today.

## **Section I**

### **Hundreds of Thousands Of Internet Marketers Are Waiting to See YOUR Website!**

#### **Safelists**

A safelist is a membership website where you can send emails to other members. You agree to receive emails as well. The best safelists all require members to confirm their email addresses, which means that you can be sure your emails are being delivered.

Safelists are awesome because you could immediately be contacting a list of thousands of double opt-in members in minutes! It's almost like having instant access to a big mailing list. So it's easy to see why they can produce fantastic results once you learn how to use them correctly.

You should sign up using Gmail accounts because then you don't have to get these messages in your regular mailboxes. Just about every safelist accepts Gmail, which makes it very convenient for you as well.

You can open free Gmail accounts here:

<http://mail.google.com>

When you join a safelist, expect to receive over 100 emails from EACH safelist every day. I know it sounds like a lot, but you shouldn't worry since you won't get these emails in your regular email accounts, but rather inside of the Gmail accounts you are going to sign up for.

There are two types of email accounts that are needed for most safelists:

- List Address: This is where you will receive those hundreds of emails from other members.

■

Contact Address: You'll receive admin messages and solo ads, which is generally only a few emails a day. An email address you read most often should be used for the contact email address.

The way safelists work is similar to a traffic exchange, except instead you exchange email advertisements. By joining a safelist, you get the right to send emails to other members and they can send emails to you.

There are also different versions of safelists.

#### Standard Safelists (Non-Credit Based)

First, is the original, regular safelist. This is basically the dinosaur of safelists. It is an email exchange service where you can send email messages to members and they can send messages to you. They aren't very responsive anymore because most people don't read the emails, however you can still get decent results from the older safelists with large membership bases.

#### Credit Based Safelists

Next are Credit Based Safelists. This is the type of safelist that we focus on in the List Recon System.

This truly revolutionized safelists and made it a great advertising choice for Internet Marketers today. Credit based safelists allow you to email other members, but you have to use credits to send out your emails. You earn those credits is by reading the emails of other members!

Thanks to this simple idea, people will read your emails and visit your website to earn mailing credits. Credit based safelists are what I use because they give great results and guaranteed traffic.

If you've never joined a credit based safelist yet, I recommend my website, [Elite Safelist](#). It is ranked as one of the top safelists by most ranking websites, so you know you are joining one of the best.

#### Text Ad Sites / No E-mail Safelists

There is also a new type of website called a Text Ad Site. These claim to remove the problems of safelists by creating a no e-mail system, with the exception of Solo ads.

Instead you read members messages from within their website. This concept is still very young and the best results mostly come from sending out solo ads. Check out my text ad website, [Fast Action Ads](#).

#### **The Best Safelists**

Below is a list of my favorite and best performing credit based safelists:

- [Elite Safelist](#)
-

- [Fast Action Ads](#) (No E-mail Safelist)
- [Adtactics](#)
- [GOT Safelist](#)
- [List Building Maximizer](#)

## **Manual Traffic Exchanges**

Traffic exchanges are a very simple system. You use credits that you can trade for website traffic. To get credits, you can either buy them or earn them by looking at other peoples' websites for a set amount of time.

The concept is really easy and they basically work like this:

1. You sign up with the traffic exchange.
2. View member websites for a set amount of time (usually 10-30 seconds each).
3. For every 2-3 websites you visit, you earn one visitor to your website. This number will vary depending on the traffic exchange. Paid members also usually get more traffic for less work.

Usually different traffic exchanges will each have their own special features as well. Some of the most common are surfing games, banner advertising, text advertising, downline builders, and more. But the bottom line is that they are designed to bring you traffic.

You could be earning as much as 600 hits to your website within an hour of using a traffic exchange!

One of my personal favorite traffic exchanges and also always a top converter is [Paul Kinder's Traffic-Splash](#). They always have tons of fun promotions that really make participation more fun and exciting.

## **The Best Traffic Exchanges**

Below is a list of my favorite and best performing Traffic Exchanges:

- [Traffic-Splash](#)
- [I Love Hits](#)
- [StartXchange](#)
- [Dragon Surf](#)
- [Advertising Know How](#)
- [Blue-Surf](#)
- [Tezak Traffic Power](#)
- [Traffic Gifts](#)
- [Traffic Witch](#)
- [Soaring 4 Traffic](#)

## **Viral List Builders**

People join a viral list builder for the ability to advertise to members, and in exchange you agree to receive email advertisements from other members. Viral List Builders are another form of email advertising, however it works somewhat differently from safelists.

Usually your ability to mail is limited to mailing a few hundred people every 3-7 days. If you upgrade (which I highly recommend), then you can mail more members, more often.

Although you can't email as many members as a safelist, the sign up rates are very high because members don't receive as many emails. So even though you can't email as many people, you'll still get some great results.

What really makes viral list builders unique is their downline building system. When you refer new members, those people are added to your downline and your ability to mail new members goes up! And this continues up to 10-20 levels, creating a powerful viral effect. (Hence the name viral list builders!)

For example, let's pretend you are a free member and can mail 200 people per week. If you referred 10 new members, you can now send your ad to 10 more people per mailing, bringing your total to 210 people.

But if each of your 10 referrals also bring in 10 people each, those members are in your 2nd level downline, giving you an additional 100 people on your 2nd level. Now you can mail an extra 110 people per week, or 310 people total!

In a perfect scenario, the number of members you can potentially email could get very large:

Level 0: You

Level 1: 10 Members (Your personal referrals)

Level 2: 100 Members (Level 1's referrals)

Level 3: 1000 Members (Level 2's referrals)

Level 4: 10,000

Level 5: 100,000

Level 6: A Million+!

Level 7: Lots of people

Level 8: TONS of people

Level 9: This is just getting ridiculous now

Level 10: Are there even this many people in the world?

Of course that is assuming a perfect world where everything works like you hope. In reality, the actual growth of your downline will be much smaller. But it's nice to know that you can benefit from your downline's efforts and increase your ability to advertise.

Viral list builders typically have very high conversions and are a great place to advertise.

### **The Best Viral List Builders**

Below is a list of my favorite and best performing viral list builders.

- [Viral Mail Profits](#)
- [State Of The Art Mailer](#)
- [Downline Builder Direct](#)
-



- [ViralHosts](#)
- [List Joe](#)
- [Viral Ad Store](#)
- [Viral URL](#)
- [Adchiever](#)
- [The Lead Magnet](#)
- [List Effects](#)
- [Traffic Bailout](#)

## **Website Traffic On Autopilot?!**

This is one of the coolest traffic services you will ever see, and it works perfectly with traffic exchanges, safelists, and viral list builders.

It's called [Viral Traffic Frenzy](#). All you have to do is install a small toolbar on your web browser, and a small text ad will display on the toolbar every time you view a new website. Each time a new ad shows, you earn advertising credits!

This is literally free website advertising virtually on autopilot, which makes [Viral Traffic Frenzy a must join service](#).

## **Who Says They're the Best?**

When I first started with free traffic websites, I had no idea that some were better than others. I thought they were all the same! I was lucky enough to meet some true experts of online marketing, and they set me straight and showed me how to find the best programs.

The lists I gave you are great programs to start advertising with. As you get more comfortable with those programs, you'll eventually want to expand your advertising and look at new places.

There are a lot of ranking websites out there that rank traffic programs to help you get the biggest return on your time and money. This helps you because they do a lot of the work for you and help you find the best places to advertise in!

Every ranking site works differently and there are tons of them out there. Naturally though, you only want to know about the best. The two most popular programs you'll find anywhere are:

### **[Affiliate Funnel](#)**

Affiliate funnel is owned by Traffic exchange expert [Paul Kinder](#). It ranks traffic exchanges based on votes, traffic delivery, and member growth. Votes are tiered based on whether the person is a member, how recent the vote is, and the grade given to that exchange. Even though it's graded by the public, I've found the rankings to be fairly accurate with my own personal tracking.

They also take a unique approach by factoring in member growth as a part of their rankings. Members tend to be the most active and responsive when they are new, so

the amount of new members joining each week is an important number to know.

They also have listings of other top advertising programs, including many of the programs I mention here.

On a side note, [Affiliate Funnel](#) is much more than a ranking site. It also features a downline builder, training materials, and even free online seminars. Paul Kinder and Jon Olson are always there giving out incredible secrets on a weekly basis. Even if you don't care about the rankings they offer, this is a must join program because of everything else they give you (for free).

## **Section II**

### **Turn That Traffic Into a List... And a Bigger Income!**

Now that you know where to advertise, it's time to ramp up your advertising so you can start building your mailing list and earning more money from your efforts. The rest of this report will reveal the top secrets that will make your list size explode!

#### **Don't Waste Your Time With Junk!**

On the surface, it would seem like all of these free traffic websites are the same thing, so they should give the same results, right? But are they truly all the same?

Truth is, some of these sites convert better than others. Some of the reasons advertising is better at once place and not others are:

- Active Owners
- Customer Service
- Website Design / Theme
- Features
- Membership Growth
- Traffic Delivery
- Membership Size

You should note that while membership size helps, it will not always determine the success of your advertising campaigns. It is not about the size of the program, but how well it converts. And that is what we join for in the first place.

The easiest way to make more money is to join a quality program that produces results! When I say results, I mean sign ups and sales. Remember that traffic means nothing if it isn't getting you any results.

Luckily, I've done a lot of the work for you already! Below is a list of my favorite and highest converting programs. I'd recommend starting with these until you discover what works best for you:

#### **Credit Based Safelists**

- [Elite Safelist](#)
- [Fast Action Ads](#) (No E-mail Safelist)
-

- [Adtactics](#)
- [GOT Safelist](#)
- [List Building Maximizer](#)

#### Traffic Exchanges

- [Traffic-Splash](#)
- [I Love Hits](#)
- [StartXchange](#)
- [Dragon Surf](#)
- [Advertising Know How](#)
- [Blue-Surf](#)
- [Tezak Traffic Power](#)
- [Traffic Gifts](#)
- [Traffic Witch](#)
- [Soaring 4 Traffic](#)

#### Viral List Builders

- [Viral Mail Profits](#)
- [State Of The Art Mailer](#)
- [Downline Builder Direct](#)
- [ViralHosts](#)
- [List Joe](#)
- [Viral Ad Store](#)
- [Viral URL](#)
- [Adchiever](#)
- [The Lead Magnet](#)
- [List Effects](#)
- [Traffic Bailout](#)

Take some time and join every one of these websites. Take a strong look at the one time offers you see when you first sign up, because you won't get a chance at them again.

I'd recommend saving your usernames, passwords, and referral URLs somewhere. This way you can always refer back to them later, especially if you want to [rebrand this ebook](#).

### **Your Automatic Money Machine**

Back when I first started online, it was a real struggle to make a consistent income. Some days I would make a few bucks or a big sale, and then I would go days or even weeks without making any cash! I just didn't get how people could be pulling in thousands of dollars every single month (or for some people every single DAY!) while I was struggling just to make a few bucks.

I tried all these cool "money making tricks" that came around, but nothing seemed to work where I could make consistent, daily sales. I felt like I was working forever and getting nowhere.

Then I finally discovered the secret: build your email list!

Although this is common knowledge today, this was the simple mistake that I made early on. And it's still normal for new people online to make this same mistake and not build a list. Your email list is like having your own automatic money machine and the key to building a consistent income for yourself.

When you have someone's attention, you have to get their contact information. This is known as building your list.

When you build your list, you gain INSTANT access to your subscribers. Over time, you can build a relationship and trust with your subscribers, and the people on your list will be more inclined to spend their money with you.

To build your list, you will need an autoresponder. [Autoresponders](#) are automated systems that collect leads for you and sends emails to your list automatically.

For example, while you are asleep, someone could visit your website and fill in your autoresponder form. Once they confirm their subscription to your list, the autoresponder will automatically start sending emails to this person once a week (or however often you want) whether you are there or not. The autoresponder does all of this for you automatically. You could never lift a finger again and let it do the work for you. But of course you can send a message manually whenever you want too.

Inside each email, you can talk more about the products you are promoting, your own websites, and more! By building your email list, you are giving yourself the opportunity to make multiple sales from every single person.

If you aren't building your list, you are just giving away customers and will probably never see that person ever again!

But now imagine if that same person opts into your emailing list. Whether the subscriber buys or not, you still have contact with that person and can email them about more products any time you want!

That's why just about every expert you meet will tell you to build your list. If you don't have an autoresponder provider yet, I recommend and use [Aweber](#).

If you truly want to make more money, start building your list. If you had a list of 10,000 subscribers who know and trust you, do you think it would be easier to make money? Of course!

With an emailing list, your time invested is put to better use. You could use your favorite safelists just once, and then reach that same customer for life because they opted into your mailing list.

Let's be real for a second. You can't expect someone to see your page for 10 seconds and whip out their credit card to pay you money!

**Build your list first.** This allows you to build a relationship and get multiple sales from each person. Once they are on your list, then you can refer them to any programs you like without any extra effort.

Building your list is one of the most intelligent ways to maximize your efforts at free advertising websites.

A good way to encourage people to join your mailing list is by offering a free ebook or ecourse that relates to your products. For example, you could give away this [List Recon ebook](#) at free traffic sites, because it helps everyone who uses safelists, traffic exchanges, and viral list builders!

I also recommend reading [Internet Marketing Success Formula](#) by Soren Jordansen, which reveals step-by-step, how to build a cash-producing emailing list.

### **Say It In 30 Seconds or Less**

Your website is usually only shown to members for 10-30 seconds. That means that you only have 10-30 seconds to get someone's attention. If your website has too much text or too much information, they aren't going to bother reading your page! They'll just earn their credits and move on to the next advertisement.

The page that you advertise should not usually be your website. Remember that you only have a limited time to get their attention.

If you show people a cluttered homepage, the chances of them stopping to look at your website is practically zero. There is simply too much information to read when their fingers are itching to earn more credits to advertise their own business.

If you want your advertising to be successful at free traffic websites, you need to leverage the time that you have and get the viewer's attention quickly. You can do this by using splash pages and squeeze pages, which I'll tell you more about below.

### **Saying Less Is More... MORE PROFITABLE!**

Since you only have a short time to show your page before the member leaves, you should only be advertising only two types of pages:

- A splash page
- A squeeze page (Also known as a lead capture page)

#### **Splash Pages**

A splash page is a short ad (imagine a billboard) that focuses on grabbing the person's attention quickly. This way you can very quickly get them interested in your offer and encourage them to visit your website.

[Click Here For An Example Of A Splash Page.](#)

Luckily you don't have to be some graphics or programming expert to make a high converting splash page. Steve Ayling created a great website that helps you create professional looking splash pages in minutes. It's called [Splash Page Maker](#).

Or if you want to make your own great looking graphics from scratch without expensive imaging software, that's possible too! There's a couple of really cool websites where

you can actually make graphics online from their website! You can even add all kinds of cool effects and and use pre-loaded graphics.

There are two sites I recommend you try. My personal favorite is [AdKreator](#). It's easy to use, powerful, and the owners are adding new features to it all the time. The other is [Instant Banner Creator](#), which is also a very popular option.

## Squeeze Pages

A squeeze page is a page that includes an opt in form to an emailing list. It is focused on getting a person to enter in their information. Much like how a sales page is designed to make sales, a squeeze page is designed to capture leads.

At minimum I recommend a splash page, however you should use squeeze pages so that you can build your list.

The [List Recon](#) website gives you professionally made squeeze pages you can use to build your list. Plus it's perfect for members of free traffic websites because it shows you how to make more money and use them effectively.

## A Quick Note on Squeeze Pages and Splash Pages:

The common goal with splash and squeeze pages is to keep the entire page "above the fold". This means that when earning credits at a safelist or traffic exchange, you should be able to see your entire page inside of the frame where members are earning credits. If you have to scroll down to see the rest of the page, the rest of that content would be considered "below the fold".



A solid rule of thumb is to keep the height of your squeeze and splash pages less than 450 pixels tall. This will vary from website to website and also the member's screen resolution, but if you stay under 450 pixels you should be safe at most places.

**More Work for More Results? Forget That, I'M LAZY!**

When I first started using traffic exchanges and safelists, I literally surfed for several hours every single day. It was a lot of work and even though I was seeing results, I felt like could be doing more and working smarter.

If you've used traffic exchanges and safelists before, then you probably know how I felt. Then I learned about tracking my advertising and how it could save me tons of time.

You should use a tracking service like [Trck.me](http://Trck.me) that tells you how many hits are being delivered, clicks, and/or signups. Eventually you will find out which websites are giving you the biggest return for your time and money.

Thanks to tracking, you know for a FACT you are showing the highest converting ads and advertising at the best websites. You can remove the least productive ads, use the best ones, and then improve on them.

When I first started tracking my advertisements, I discovered that one of my ads was actually 3 times more effective than another ad campaign. Once I fixed that, the opt ins to my mailing list sky rocketed!

What if your advertising were actually 3 times more successful than it is now? How much time would you save? How much more business would you be getting? How much more money could you be making? This is why you should be tracking your ads.

This is one of the secrets I've been using to get more sign ups while doing less work.

Remember, this is your business, so treat it like one. When it comes to making an income, don't guess. You want to know exactly how and where you're getting your sign ups from.

[Trck.me](http://Trck.me) is an excellent service that I highly recommend. It includes website rotators, banner rotators, thank you ads, sign up tracking, splash page maker, and much more.

It's free to join and the all the features I mentioned above can be used by free members. Of course I highly recommend upgrading for access to premium features.

Now you can track your results and get more credits for surfing at one great price.

It's important that you start tracking your click through and sign up rates and see which ads are producing the best results. Focus on refining those ads, creating new ones, and experimenting constantly.

By tracking your ads, you can make more money while doing less work. While it costs money to get the most out of tracking services, when you consider how much money it will make you and how much time you save, it's like you're getting the service for free.

**You could be spending the same amount of time using traffic exchanges and safelists, but get double the results back.**

Let's pretend you are surfing for credits every day at traffic exchanges, and you average 5 subscribers to your emailing list per day.



What happens if your opt in rate doubled? You could surf the same amount of time and double the growth of your mailing list! Or surf half as long and get the exact same amount of sign ups without as much work.

If you're lazy like me but still want to be successful, you have to track your advertising!

### **It's Not A Race, It's a Marathon!**

It's kind of crazy, but even though all of my success has come in the last couple years or so, I actually joined my first traffic exchange several years ago! I don't even remember which program it was, but I did what most members do. I joined, tried surfing for a little bit, and then gave up. But what I discovered later on was that these sites worked great, I just didn't understand how to use them!

I gave up on them too quickly, and I honestly shudder at the thought of where I could be today if I had given them a real chance. That ended up being a huge mistake, because now that I know how to use them, I'm building my list with ease every single day. Imagine if I had been doing this for several years!

Make my "horror story" your success story!

If you want to succeed with Credit Based Safelists and traffic exchanges, it's important to stay consistent. Some days will get you better results than others. If you work at it regularly, you will get consistent results!

If you try it for a week and then quit, you will end up getting nothing. If you keep working on it your results will only get better, so don't give up! Set a plan and stick to it.

If you don't have money to invest, I'd recommend committing at least 30 minutes to 2 hours a day to earning credits at your favorite traffic exchanges, credit based safelists, and viral list builders. Commit as much time as you can for faster results.

### **Your Two Personal Assistants**

I used to tell people that they needed to make a schedule to really maximize their advertising with free traffic sites. I don't do that anymore because I managed to get a team of people working for you!

[Viral Mail Profits](#) helps you manage and speed up your mailings at credit based safelists and viral list builders. It helps you do practically everything, like sending mailing reminders, setting up your ads, built in tracking, and more! It is also an extremely responsive viral list builder.

Your other assistant is [TE Command Post](#), which is another powerhouse system that helps you manage your traffic exchange advertising. See your credits, URLs, how many credits are assigned, receive optional alerts, and tons more.

Both are free to join, and each of these services is like having your own personal assistants checking your accounts and giving you personal, customized reminders for your business. => Thousands of people are already using [Viral Mail Profits](#) and [TE](#)



[Command Post](#) to help them better manage their advertising and make more money online. I use it too because it makes my life so much easier and lets me concentrate on stuff that makes me more cash. =)

## **Build Your Brand**

When you first start, you might feel like you are just one person among thousands of people. I know exactly how you feel, because when I started I didn't know anyone in the industry and I was basically a newbie.

I wasn't really sure how I could start making thousands of dollars every single month when I was trying to compete with some of the biggest names in Internet Marketing. But then I discovered a little secret that you can start using today to build your business strong for the future.

Want to know the secret tactic I used to go from a nobody to a recognizable name in only 2 months? Then I used this same secret to launch my own successful programs just a short time later.

All I did was brand my name and face.

But what does branding really mean? What company do you think of when someone says, "Just Do It"? Or if you're driving around and see McDonald's golden arches, do you always know that it's McDonalds?

Do the names Paul Kinder, Mike Filsaime, Jon Olson, Willie Crawford, or Russell Brunson sound familiar to you? If you've done Internet Marketing for a short amount of time, odds are you recognize some of these names.

That is the power of branding. You know the name, reputation, and what to expect from them.

You should be aiming to do the same with your name and business. Put your picture and name in front of people so they remember you. Then give them a great experience. If people recognize your name and trust you, do you think that would help your business?

You won't feel the effects right away, but when people see your name and face everywhere, week after week and month after month, they will begin to wonder what you do. After all, if you are always there, you must be doing something right!

There are a lot of Internet Marketers who have such a loyal following that people will buy almost anything the expert sells! This is because they know it is someone they can trust.

I highly recommend adding your name and picture to all of your websites and everything you sell. Many experts recommend it, all of them do it, and it has worked great for me. Why not you too?

Branding is one of the important aspects that I talk about in my free report, [Zero to](#)

[Internet Marketing Hero](#). Inside you will discover how to make more money using the power of networking online.

I literally went from a nobody to a recognizable name in just a few months thanks to branding. I hope you'll learn something from my personal story so you can achieve even greater success. You can discover this and many other secrets in my free ebook, [Zero to Internet Marketing Hero](#).

Interesting Note: I actually got the idea for Zero To Internet Marketing Hero while attending the [Affiliate Funnel](#) seminar! They talk a lot about building your brand and many other top secret info is discussed there.

### **Don't Forget About Banners and Text Ads**

Banner and text ad advertising is often overlooked, but they can produce excellent results.

Although the click through rates are low, the conversions are high after the click and you are usually given a good exchange ratio for your credits. When you factor in the actual sign ups you get, it can be very similar to using your credits normally at traffic exchanges and credit based safelists.

There's not much to say here, except if you have extra credits, make sure to take advantage of text and banner advertising as well.

Want to know a little secret about me, Solomon Huey? I think banner advertising at Traffic exchanges and Credit based safelists is incredibly important, but using them can be a big hassle.

For a long time I never used them because it was a huge pain having to change your banner information at dozens of websites every time there is a new banner you want to advertise.

Well someone finally came up with the idea for a tool that makes managing banner ads a piece of cake, a full featured rotator service for banners! With just one picture URL and one link URL, you can use them to rotate all of your banner advertising campaigns. Actually I already told you about it, it's called [Trck.me](#).

[Trck.me](#), as I mentioned earlier, is a link tracking service. But it also has a full feature rotator service for banners.

No more logging into ten different places every time you need to change a banner -- just log in, change it once, and the new banner starts rotating at every website you use!

### **Get Specific and Get More Sign ups!**

One tactic that is rarely used and highly responsive is using program specific advertising.

[Click Here For A Sample Program Specific Splash Page](#)

This splash page advertises [List Recon](#), but is designed to be used at [Traffic-Splash](#). This makes it easier to grab the attention of the surfer, who is more likely to recognize the Traffic-Splash theme and logos.

Once you have their attention, half of your work is done! This is why program specific ads typically produce much stronger results. Creating advertisements designed solely for a particular program takes more work. But if you have the time and want to see higher conversions, this is an easy tactic to use.

It's normal to see your conversions increase 50 - 200% just by using program specific pages.

**Pro Tip:** [Trck.me](#) actually has a feature where you can add a URL to their rotator and only have it show as a specific website. So if you have a program specific page, you can have it show only at the website you want it to!

### **Surf 5!**

Clicking for credits at traffic exchanges takes time, but you can reduce your work load by surfing multiple traffic exchanges at once. A browser with the tab function will work perfectly, allowing you to use multiple traffic exchanges at the same time. After viewing that page, you can quickly move onto the next traffic exchange and view the next advertisement.

You shouldn't surf more than 5 traffic exchanges at once, so that you have time to view each of the advertisements. If you want people to view your website, you should do the same and view the websites being advertised. This helps increase the results for everyone.

We included a video showing you how to do this inside of the [List Recon Member's Area](#).

### **Pay Attention to Make More Money!**

It's understandable that surfing can get a bit tiresome, but it's extremely important and you MUST pay attention while surfing.

You need to pay attention so you can make more money! So how does that work?

First, you can discover any hot programs that might help your business. For example, a new program often presents an opportunity for you to earn a lot of commissions, particularly during the first few days of the launch. A popular program can also help you pin point patterns or identify a topic people want to learn more about. Helping others discover what they want to know can mean a lot of money for you.

Second, paying attention while earning credits allows you to find effective ads that could improve your own advertising. You may notice a particular color scheme, picture, headline, or video that grabs your attention. Collecting this information and applying it to your ads can result in better conversions when you advertise your own opportunities.

So while you can earn credits much faster (particularly at traffic exchanges), it's important to pay attention to the ads so that you can improve your own business.

### **Rotate your pages 24/7**

When advertising at traffic exchanges, it is important to have your pages rotating 24 hours a day at your top performing places.

Common sense says that when more people see your ads, the more sign ups you get. But another strong upside is the branding effect you gain by constantly advertising your web pages over long periods of time. When someone sees your ads being rotated for weeks, months, or even years, it says a lot about your business. It inspires confidence, showing that you won't simply disappear one day. And the fact that you've been advertising for so long indicates that you are probably doing something right and making money.

Once you've identified your top performing traffic exchanges, you should focus your efforts on having your pages rotate non-stop at those places.

Rotating your website at all hours of the day also allows you to reach people in different times zones, which maximizes your exposure to as many people as possible.

### **Make Your Advertising EXPLODE at Safelists and Viral List Builders!**

I've been talking a lot about different tactics, but this section will cover some conversion tricks specifically for safelists for viral list builders, because certain features are unique to these types of sites.

If you want to see your advertising EXPLODE, you need to create effective emails. That includes both the title of the email and the actual message.

Making a great title is important because many members do not read every email they receive. Instead they tend to skim over the subject lines and read the ones that interest them. The rest get deleted!

That means if you don't make a good title, less people will see your ad. So make sure to take some time and create the best e-mail title you can.

Use a tracking service like [Trck.me](http://Trck.me) to see how well your emails convert, and continually improve your ads so you can make the most of your advertising. If you went from 5 subscribers a day to 6 a day, it might not seem like a lot but that is 365 more subscribers every year.

If you improved from 5 subscribers a day to 10, that is 1825 additional people on your mailing list every year. By using [Trck.me](http://Trck.me) to track your advertising, it's very realistic to see this level of improvement.

Use the personalization feature, which automatically displays the person's name. If you want to grab someone's eyes, show them their name. People naturally notice their name more often, and it will mean more people reading your email subjects and

messages. At some places, this feature is only available to upgraded members.

If you have access to an HTML mailer, you can make your emails stand out even more by adding HTML to your emails. Take advantage of it and create some eye catching emails. Add color, change the fonts, and increase the font sizes so that your message will stand out. This feature is also only available to upgraded members at certain websites.

One thing you should be aware of is that not all email providers display images. So if you want to include a picture, make sure it won't ruin the way your email looks if it doesn't show.

If you don't have access to the personalization and HTML editor features, definitely consider upgrading your account at the safelists that get you the best results.

### **Does E-mail Length Really Matter?**

I've heard some people say that you should try to keep safelist and list builder emails short. My personal tracking has shown that email length doesn't have a bearing on the conversions of your emails.

In fact, my sign up rates were actually worse with my shorter emails. I know several people who have said short emails convert better for them, while longer messages have done better for me.

The point here is not to focus on the length of your emails, but rather the quality of your message. If it takes a long email to get your message across and it gets you more sign ups, then do it. If you can do it in fewer words and get better conversions, then do that.

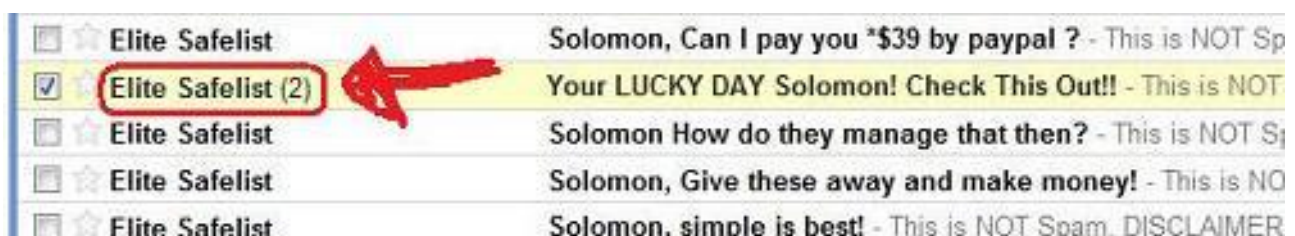
Do whatever gets you the best results and make your own conclusions. Track the conversions of your emails and use the ones that make you the most money (Notice how the issue of tracking your results always comes up?).

### **Expand your Exposure**

When advertising at safelists and viral list builders, you need to alternate your email subjects.

First, this allows you to reach more people, because some people may respond to different ads.

Second, some popular email clients (particularly gmail) group emails together that have the same subject line. So if you sent the same email every day for a week, it might only show in someone's email box as one line. You can see an example below:



If you look closely, you'll see a "(2)" next to the sender's name. This person sent two emails with the same subject within minutes of each other. Gmail automatically grouped both emails together for easier reading. But what this ended up doing for Gmail users is reducing your exposure, because now instead of your ad being displayed twice in someone's email box, it is only shown once.

Alternate your email subjects to prevent this from happening to you, and your ads will get much more exposure.

### **Got Cash? Get Your Biggest Returns Here**

Sometimes it's difficult trying to decide where to invest your money.

If you have money to spend, this is where you should put your money first, so that you can get the largest returns on your investments.

1. [Aweber](#) - Autoresponder.
2. [Trck.me](#) - Tracking tool, website rotator, banner rotator, and conversion tracking.
3. Viral List Builder and [Viral Traffic Frenzy](#) Upgrades - The upgrades are more expensive, but the results you get from your investment are excellent and well worth the money.
4. Traffic Exchanges and Credit Based Safelists - If you are on a small budget, upgrades at these programs are much more affordable and start at just \$5-10 a month at most places. You can start with these and slowly work your way up once you start earning more money from your business.
5. Other Programs - Choose websites that empower you to build and make money from your list when you upgrade. Programs that give you the ability to advertise virally are also recommended. A good example is [List Recon](#).

You can use List Recon squeeze pages to build your list and the autoresponder series to encourage subscribers to sign up at List Recon. You'll earn commissions if someone chooses to upgrade.

Plus, when your referrals sign up for all of the recommended programs, those people will move into your downlines and give you dozens of chances to earn sales at each website. You can simply give away the List Recon ebook embedded with your affiliate links all over the internet, and let it do the work for you.

If you don't have a domain name and web hosting yet, [Zoothost](#) for hosting and [Namecheap](#) for domain names are top quality service providers. These aren't must haves, but if you are serious about building an online business, you should have your own website on your own domain name sooner than later.

## **Section III**

### **WARNING AHEAD!**

I promised you all the insider info, so here's the truth. These are some warning signs



you need to look out for on your way to success.

### **Safelist Submitters and Blasters**

You may have heard of safelist submitters or email blasters. The concept of these services is that they will email huge numbers of people (usually in the millions) for you at the click of a button.

While it sounds great in theory, the results are typically very poor and not worth the money. You will get more results with a 1,000 member credit based safelist than blasting your ad to millions of random people.

Safelist submitters are mostly ineffective because your ad is going to traditional safelists (non-credit based), so people have no reason to read the ads. Even worse, these safelists are usually terrible quality and poorly managed. I've used a safelist submitter service sending to over 3 million people and never saw more than 5 page views to my website per mailing.

With email blasters, it's a similar concept except these emails could have been taken from anywhere.

Safelist submitters and email blasters should be approached with **extreme caution**, and I would personally recommend staying away from them all together. They once were effective in the early days of the Internet, but today the results are almost non-existent compared to traffic exchanges, safelists, and viral list builders.

### **Autosurf Traffic Exchanges**

[List Recon](#) discusses how to advertise at manual traffic exchanges. There is another type of traffic exchange called an autosurf. It basically works the same as a manual traffic exchange, except that you don't have to do any clicking or any work. In fact, you don't have to even be in front of your computer! Sounds great, right?

The problem with autosurf programs is that most people do not pay attention to your ads because they don't have to. The whole reason you join a traffic exchange is so people look at your website. If they aren't looking at your site, it doesn't matter how many visitors you get, you won't make any money. I would recommend that you stay away from autosurf programs since you won't get anywhere close to the same results.

### **This Isn't a Walk in the Park, Expect to Stumble!**

Some of this info may be shocking for you because now you're finally beginning to see the big picture of how to do better with your Internet Business.

Since you might be discovering new things, remember that when you try something new, it's normal to run into some snags! Things won't go perfectly and you might run into some issues here and there.

I just want you to know that it's normal and a **good sign**, because that means you are finally starting to take steps in the right direction! So if you are getting frustrated at

some point, just take a deep breath, know that you're heading in the right direction, and keep pushing forward.

Eventually you'll be a pro at this and you can enjoy life more when you start seeing referrals and sales coming in regularly.

## **Section IV**

### **Time to Make Some REAL Money!**

This section is about looking long term. I promised that I'd help you build your list so that you can make some money online. If you follow the steps advice above, your chances of success will be great.

What you'll read below is how you can really take your business into overdrive once you've started to see some success. You could even start using these strategies right away if you build your foundation properly.

#### **Do I Have to Click Forever?!**

So should you be clicking for credits for the rest of your life? Absolutely not!

Now that you know how to use these great traffic generators effectively, it's important that you reinvest back into your business. Unless you love clicking for credits, eventually your goal should be to be able to simply buy your credits.

This frees up your time and allows you to make money without having to surf at traffic exchanges or read safelist emails. If you track your advertising properly, you will know how much money you are making per email subscriber and can spend your money accordingly.

When you first begin, you will be doing a lot of the work yourself. But as your emailing list grows and you are making more money every week, you will be able to afford to purchase credits or upgrade at your best performing websites.

This is why I emphasize the need to build your list.

Once you begin to see results with building your list, you have to read [Internet Marketing Success Formula](#), which is a complete guide to making more money with your list building. It's free to join, and one of the most complete guides about how to make money with your mailing list.

It's important that you do not skip this step, because you want to start earning as much income as possible right away. Read [Internet Marketing Success Formula](#) as soon as you grasp the basics of advertising at free traffic websites.

Now that you're making more money, it's time to expand your advertising to more places. Of course, you should stick with the programs that get you the best results. But you should always be looking to expand your reach and finding new places to find more potential customers.



## **Scorching Hot, High Converting Programs You Can Promote To Your List**

Sometimes you may not have a specific program in mind that you want to promote, you just want to know how to make some money online! Or maybe you're just looking for some extra affiliate programs so you can make some extra commissions from your mailing list. Well, this section is for you.

Obviously you want to promote programs that are extremely high quality because it will help you make more sales. But since you're building your list using free traffic websites, it's important that you also promote programs that are actually related to the interests of your subscribers.

Here is a list of some top quality websites that are also targeted very well towards free traffic program members. Of course this is in addition to the programs I've already mentioned in this report.

### **List Recon**

I know it's my own site, but I have to mention List Recon! =)

When you join, you'll get a chance to rebrand the ebook with your affiliate links. This means you could just give away this ebook for free and earn commissions in over 40 different programs. And of course if people give away your rebranded List Recon ebook, your affiliate links could be passed around virally all over the Internet! It promotes every single program mentioned in this list.

List Recon also gives you professionally made squeeze pages, an autoresponder series, a generous affiliate program, and much more.

### **Affiliate Funnel**

I mentioned Affiliate Funnel earlier as a ranking website, but it has so much to it that any description I give it would be an injustice.

Some of the features it has are a downline bulder, training tools, ebooks, affiliate program, downline mailer, and even free seminars.

The seminars are pure gold and taught by some of the top Internet Marketers in the world. Remember that both Paul Kinder and Jon Olson co-own Affiliate Funnel, so you will be discovering secrets from two dominant leaders in the traffic exchange world. I've discovered many of my top secrets and gotten incredible support from these folks.

**Affiliate Funnel is free and a must join program.**

### **Clickbank Pirate**

Making money online has never been easier than at Clickbank Pirate. Sign up and you'll get a complete, autopilot money making system. They create the professional squeeze pages, the expert written content, high converting follow up emails with your prospects, and (most importantly) help YOU make sales for life! [Click here](#) to discover

the treasure waiting for you at Clickbank Pirate, and you'll be just as amazed as I am.

### [The Pizza Plan](#)

How does a former pizza store manager become a 6 figure Internet business owner? Easy, with the Pizza Plan!

## [Section V](#)

### **Time To Start Your OWN Website!**

Another great way to build your list is by starting your own website. I won't go into the benefits of owning your own program (because that's an entire ebook by itself), but I will say that starting your own website is a great way to build your list.

It gives you credibility and you could even have your own affiliate program where people build your list for you. Membership websites are the way to go and a powerful way to build a list of customers.

### [More Recommended Resources](#)

(To Be Added Soon!)

### **Conclusion**

If you truly put this information into action, you may find yourself shocked at how good your results will be. Plus, as you start to work with this system, you will gradually improve your results even more! The progress that you will see at the beginning is just a taste of what you could be getting in the near future.

These are the exact same techniques I have used to build a list of thousands of people in less than a year. You can easily accomplish this too by following all of the steps I've just revealed to you.

Don't put this away with your pile of E-books. Take action so I can hear your success story! =)



*To Your Success,  
Solomon Huey*

P.S. Don't forget to join the [List Recon](#) website so you can take advantage of our affiliate program and the chance to advertise your affiliate links virally all over the

Internet. [Click here to join now.](#)

P.P.S. There's nothing easier than giving away a free ebook and making money from it! [Join List Recon now](#) and can earn cash just for giving away this awesome freebie.

## Resources

### [Click Here to Join the List Recon Website](#)

#### Credit Based Safelists

- [Elite Safelist](#)
- [Fast Action Ads](#) (No E-mail Safelist)
- [Adtactics](#)
- [GOT Safelist](#)
- [List Building Maximizer](#)

#### Traffic Exchanges

- [Traffic-Splash](#)
- [I Love Hits](#)
- [StartXchange](#)
- [Dragon Surf](#)
- [Advertising Know How](#)
- [Blue-Surf](#)
- [Tezak Traffic Power](#)
- [Traffic Gifts](#)
- [Traffic Witch](#)
- [Soaring 4 Traffic](#)

#### Viral List Builders

- [Viral Mail Profits](#)
- [State Of The Art Mailer](#)
- [Downline Builder Direct](#)
- [ViralHosts](#)
- [List Joe](#)
- [Viral Ad Store](#)
- [Viral URL](#)
- [Adchiever](#)
- [The Lead Magnet](#)
- [List Effects](#)
- [Traffic Bailout](#)

#### Autopilot Traffic

- [Viral Traffic Frenzy](#)

#### Ranking Sites & Downline Builders

- [Affiliate Funnel](#)

#### Tracking

- [Trck.me](#)

## Tools

- [Clickbank Pirate](#)
- [Splash Page Maker](#)
- [AdKreator](#)
- [Viral Mail Profits](#)
- [TE Command Post](#)
- [Instant Banner Creator](#)
- [Instant Squeeze Page Generator](#)
- [Aweber](#)
- [Google Mail](#)

## Reports

- [List Recon](#)
- [Zero to Internet Marketing Hero](#)
- [The Pizza Plan](#)
- [Internet Marketing Success Formula](#)

## Web Hosting & Domains

- [Zoothost](#)
- [Namecheap](#)

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