

FREE REPORT: “How To Use Advertising Know How Traffic Exchange To Build Your List Super Fast!”

By Takuya Hikichi

<http://www.AskTak.com/>

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Introduction

If you regularly surf Advertising Know How Traffic Exchange program and want to **produce better results**, you have come to the right place.

My name is Takuya Hikichi, and I guarantee that you'll experience tremendous results by applying the tips you find in this report.

But before we begin, I want to let you know what I am about to share with you are **not** secrets. They are simply effective methods that allow Advertising Know How Traffic Exchange to work for you. In fact, once you discover the tips inside this report, you'll see the whole picture of why

- I write this report
- I give away this report
- I require people to subscribe to this report
- I customize this report to target the Advertising Know How Traffic Exchange surfers
- I make money in the long run through backend promotion

It is my sincere hope that you gain more information than your time invested reading this report. The best way to understand this report is by first reading it all the way through to the end and refer back to the specific instruction given in detail.

First Things First

Do you remember how you first obtained this report from the Traffic Exchange? Let me remind you...you were surfing Advertising Know How Traffic Exchange and starting to see my face and [my lead capture page](#).

At first you surfed away when you saw my lead capture page, but at some point, you felt that this offer was **addressed directly to you** as an Advertising Know How Traffic Exchange surfer, and felt you should opt-in. Am I right?

Right, I know.

This happened because I made my offer **so targeted** to you as an AKH Traffic Exchange surfer and because I "customized" my offer paying attention to your needs instead of mine, it simply resulted in receiving your contact information.

Let's face it... if you just surf fifty websites with AKH Traffic Exchange and study how other surfers promote their websites, most of their offers won't interest you because you probably aren't seeking the type of information presented there.

But what would happen if you maximized the AKH Traffic Exchange program by offering very targeted information to the surfers and educated your prospects about **you**? Once people buy **YOU**, then you can start making recommendations through backend.

This is the approach used by savvy marketers today even though you may not realize. To tell you an example, I come from Network Marketing background and I am sure you have heard people like Robert Allen, Brian Tracy, Joe Schroeder, Randy Gage, Jim Rohn... although most people don't know they are Network Marketers – and they'd like to profile themselves that way.

They sell books, tapes, audios... **everything but their business**. If they happen to recruit anyone in the backend, that's great. If not, they still make money and you need to be marketing your business exactly like that in a traffic exchange.

You see, when you try to sell your business front end through Traffic Exchanges, people don't care. People can care if you are the best or the worst, they don't care how long you have been in your business.

All they care is **what matters to them** – if you provide just that, people will come to your funnel system and you can monetize on their traffic through backend.

In fact, you saw me advertising a lead capture page for **“How To Use Advertising Know How Traffic Exchange To Build Your List Super Fast!”** I do this so that my message is **laser targeted** to you as a surfer and it would make you want to opt-in because the message matters to you.

The secret is to do this without letting the recipient of your message know your intention. And to facilitate this properly, you need to provide **generic how to information** without mentioning whatever the business you are promoting. If you do this correctly, you will build a well-trained list of subscribers who will come to trust you. Just focus on what's in it for the surfers.

Let's take a look at this whole process here. It goes like this,

Your Lead Capture Page (very targeted one) > Report Specifically Targeted To Your Prospect > Double Opt-In Permission > Newsletter Subscription == Backend Earnings

First you need to make a lead capture page **very specific** to the surfers at Advertising Know How Traffic Exchange. Kind of like the one you saw me using, which resulted in your opt-in. The more laser targeted the more effective this will work for you. Let's read one more time what I used in the following headline.

FREE REPORT : "How To Use Advertising Know How Traffic Exchange To Build Your List Super Fast!"

Headline

You notice that I wrote the title so relevant to the surfers of AKH Traffic Exchange. After all, every website promoter is there to build a list of prospects and my lead title specifically addresses a solution.

Instead of promoting a business or website that the surfers have **very little interest** in, I make the report so specific to meet all of the AKH Traffic Exchange users.

Two Must Haves – Bullet Points and Opt-in Form

Next you need to write a short ad copy and make the entire page available for surfers to see without having them to scroll down the page. The two elements you should include there are the **auto responder form**,

First Name:

Email:

and **bullet points** to illustrate the content of your report.

✓ This Guide Will **Finally Motivate** You To Start Generating Your Own Leads.

✓ This Will Give You **New Perspective** About Traffic Exchanges.

✓ Discover **Four Simple Elements** Your Website Maybe Forgetting To Implement.

✓ Fill In The Form Above To Download And You Can **Unsubscribe At Any Time**.

When you write bullet points, avoid using a word “learn”. The reason for this is people want instant gratification and using the word “learn” will minimize the effect of the copy. Instead, use words like “discover” or “find out”.

Size

Use a page no bigger than 700 by 300-400 pixels.

What Else Should You Include?

In addition, if you look at the lead capture page below I use for AKH Traffic Exchange, you'll see

- Domain name
- My photo
- My name

I insert **all** of the elements above to when creating a lead capture page. I tested pages with either “all” or “some” elements, but inserting **all of the above**, I've experienced the best result.

If you are **still** using a long sales page or a home page for traffic exchange, you won't effectively convert the surfers to your offers because as I said earlier, those offers won't be relevant enough to elicit maximum response from your surfing campaign.

Adding More

- Signature

Studies shown including signature will create higher response rate. If you need to create a signature, you might want to check out <http://www.vletter.com/> -- you can create a signature

like this one I use.

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- Urgency

Use fear of loss. Make it more valuable by limiting the time it's available free. Use a copy like this one.

\$7 Value: Yours FREE During The First 750, 500 Downloads

- ECover Graphic

It's even more effective if you add a nice eCover graphic to your mini-report. All I do is I use the graphic cover for the exchange itself. This way, the image even makes the report more targeted to the surfers at AKH Traffic Exchange.



That's about it. If you use all of the elements in a lead capture page, this will look like this again. Notice how customized and targeted my lead capture page, which contains a message directed at the surfers at AKH Traffic Exchange.

FREE REPORT : "How To Use Advertising Know How Traffic Exchange To Build Your List Super Fast!"

First Name:

Email:

Confirm & Check Your Email To Download

[Surfing? Click To Open A New Window](#)


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- ✓ This Will Give You **New Perspective** About Traffic Exchanges.
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- ✓ Fill In The Form Above To Download And You Can **Unsubscribe At Any Time**.

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Yes, it's the same one I used to capture your attention. It works, right? Always make sure to brand you and once they're in your funnel, you can promote whatever you're promoting in the backend until people voluntarily unsubscribe from your list.

Deciding What You Should Promote

The best idea to promote at AKH Traffic Exchange is anything that **qualifies** its participants -- for example, my lead capture page was **only customized to target** the surfers at AKH Traffic Exchange and **nothing else**. This level of laser target customization in your lead capture page seriously assures you'll receive responses from very targeted audience. As you can see, my front end promotion is giving the information my audience can use, which is the information on "How To Effectively Surf AKH Traffic Exchange" using a lead capture page -- probably the most laser targeted version of any offers among all the websites shown there. It's relevant to **any** surfers and immediately qualifies everyone.

Capturing Contact Information

Next step is most overlooked by beginner online marketers, but promoting anything online **shouldn't** just mean that you just have a web presence. But it means **actively collecting the email addresses from your prospects and communicating with your subscribers through permission**.

You should use a service like [Aweber](#) and educate your prospects on your value **over time** instead of trying to close a sale during the first visit. Majority of websites use blatant advertisements; trying to sell something first time they see you surfing (Hello, nice to meet you, oh by the way, you should join this because this is the coolest thing on earth today).

This is where **you** come in. You can offer a mini-report **specifically targeted** to the surfers of AKH traffic exchange program, sharing valuable and useful information. **Once they are in your auto responder**, you'd want to educate them your subscribers about the value you provide and **train your subscribers** to buy your recommendation.

Training your list means that you make an offer **every time** you send email. If you just send content, they'll expect content from you and won't act on your offers because they aren't used to you offering. If your subscribers feel that your email aren't worth subscribing, they'll choose to unsubscribe from your list and you should treat it like a good thing because you are further **optimizing** your list.

You can send helpful tips to your list and add a line or two pitching related ads in between the email (see my newsletter). So if they feel they should buy from you, you keep it as their idea. I will explain to you how to effectively craft your email campaign inside my newsletters.

What Else Can You Promote?

Program like AKH Traffic Exchange works the best with “Work at Home” type of prospects since majority of surfers are promoting their websites to make money from home. But whatever you promote, make sure you **use very targeted and qualifying lead capture page** so that anyone who opts-in will expect offers in your subsequent emails and respond accordingly.

As I said before, there is no secret -- I use a page that illustrates methods to benefit most from the AKH Traffic Exchange instead of pushing my product or service front end. This makes my page a laser targeted landing page and once I give the option for surfers to opt-in, they are brought into my funnel system built on auto responder messages, which my subscribers can unsubscribe at any time.

Follow The Process

- Once I write a mini-report **specifically** to the surfers of the AKH Traffic Exchange, I can craft a compelling lead capture page specifically targeting the surfers. == ***This pre-determines the relationship I build with the recipient of my report.***
- My lead capture page calls on the AKH Traffic Exchange program surfers, and my mini-report explains what I intend to do with the newsletters == ***This allows the recipient to know my intention.***
- I explain to the readers of this report that they have the option to subscribe or discontinue subscribing my newsletters that they will be receiving through double opt-in method, using Aweber.com == ***This gives me the permission to contact them at anytime I'd like.***

Since I write my report targeted to people learning how to make money online, my prospects **know** that I will be sending emails, which will contain both tips and offers.

As you can see, you can apply what you learn in this report not only to AKH Traffic

Exchange, but also any other traffic exchange programs.

If you give useful and valuable report **specifically targeted** to the surfers of your favorite Traffic Exchange program, they will come to value your resourcefulness and choose to act on your recommendations you promote as a backend offer through your auto responders.

Conclusion

So let's recap what I showed you today. The process was...

Your Laser Targeted Lead Capture Page > Report Specifically Written To Your Prospect > Double Opt-In Permission > Newsletter Subscription == Backend Earnings

Ok, by now, you already figured it out that by giving away a FREE mini-report, you gain trust from the readers and **permission** to contact about additional relevant offers through your email campaign – this is why this report is free because the true earnings come from backend.

With their permission, you continue to send educational contents **with offers** to your email list and your subscribers will responsively react to your messages accordingly to the level of trust that you end up building with. This happens from the first moment you meet your prospects through your lead capture page, so go extra mile to make sure you're presenting your front end offer professionally

Thank you for downloading this report and I hope you learn something new today. If you'd like to see how to write email effectively, continue subscribing to the newsletters that you'll receive from me.

Do this for all of your participating traffic exchanges, and start building a list of responsive subscribers on autopilot.

Wishing Your Success,



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