

DERRICK VANDYKE'S

Free Traffic Secrets



**How to Generate Thousands
of Lazer-Targeted Visitors for Free**

by Derrick Van Dyke
www.affiliatecashsecrets.com

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Introduction

There's no way around it...if you want to make money online, you have to get people to visit your site (or the site that you're promoting). But pay-per-click advertising can be expensive and risky. There's no guarantee that you'll ever see a return on your investment.

While there is no way around driving traffic to your website there is a way around having to pay for it. And that is exactly what this report is all about.

On the following pages, you will find simple, proven and effective ways to get free traffic so you don't have to spend money driving visitors to your website.

The methods and advice in this book will allow you to bypass the largest expense of your Internet business, and that's worth a lot (regardless of how much you spend on advertising).

How to Write Effective Ads

Are you familiar with AIDA? It's an acronym that stands for: **A**ttention, **D**esire, **I**nterest, **A**ction.

This is a tried and true copywriting technique you should always refer to when you write any advertisement.

1. Get the readers **Attention** with a captivating headline. Your ad is going to be next to many others, so you need to stand out from the crowd.
2. Maintain their **Interest** with benefits that support the claims made in the headline. Let them know what you're offering.
3. Create **Desire** by telling them what they they'll get if they take action right now. People want to know, "What's in it for me."
4. Give them an obvious call to **Action**. Click the link below... Sign up now... Hurry before it's too late...Don't miss your chance to... etc.

Creating Unique Ads

Most affiliate programs provide pre-written ads for you to use – While it is convenient, you'll get much better results make them unique.

1. Add a personal endorsement. With all the hype online, people are more likely to read and click on something that you personally recommend.
2. Include a testimonial from the salesletter for the product you are promoting. That's an easy way to get content for a good solo ad.
3. Use other people's ads. One of the easiest ways to come up with ideas for good ads is to subscribe to a slew of marketing lists and look for ads that catch your eye. Modify them to fit the product you're promoting and add your own personal touch. You can use this method to build a massive portfolio of great ads.

The Fastest Way To Get FREE Traffic

There are many ways to drive traffic to your site and you've probably seen most of these popular methods before...

- Article Marketing
- Video Marketing
- Blogging and RSS
- Social Marketing

These are valid traffic generation techniques and they do work. The problem is...

They All Take Way Too Freakin' Long!

Another option is to advertising on search engines like Google, Yahoo, and MSN. There have been dozens of ebooks written on this topic (and I've read most of them). And you can get a lot of traffic. But the problem with pay-per-click is...

You Can Lose Your Shirt If You Don't Know What You're Doing!

I told you on the previous page that I'd show you how to get your first sale in the new few days with very little risk. And that's what I'm going to do.

I'm going to show you how to use *viral traffic sites* to drive consistent traffic to your squeeze page, build your list, and make money all at the same time.

If you do this right, you should have a good-sized list within 30 days that you can use to drive traffic back to your affiliate product offers. That's when you really start to turn on the income streams.

This isn't theory...I've used these strategies to build a list of over 3,000 subscribers and made over \$10,000 in the process from just ONE traffic source (more on that later).

First, I want to cover two important rules that you must follow in order to be successful at getting traffic from viral traffic sites...

Rule #1: Don't try to sell products directly

People who are surfing for traffic credits are NOT looking for something to buy. And people who use list builders are not looking for your emails. If they happen to click on your ad, it's because you caught their attention and invoked enough curiosity to get more information from you.

You have a split second to capture their attention, so you need to offer something that's already on their mind and will help them succeed at what they're already trying to do.

Your goal is to create enough curiosity to get them away from what they're doing and look at what you have to offer. Whether it's surfing for hits or wading through emails, you need to distract them long enough to click away, join your list, and focus on what you have to say.

Rule #2: Don't sell products that people don't want

Most affiliates get excited about a product or opportunity to make money and use the shotgun approach to drive traffic. They write a few articles, make a few blog posts, create a Squidoo lens, and join social sites hoping to get a flood of traffic to their offers and make autopilot income.

A better approach is to find a source of consistent traffic, find out what they want, and then sell it to them.

People who advertise in traffic exchanges and list builders are obviously interested in products and services that will help them get more traffic and grow their list. So that's exactly what you should be selling!

And there is no shortage of those types of products to sell. Just go to the ClickBank Marketplace and you'll find hundreds of products to sell. Let's get back to my story...

I signed up with List Bandit last year and for the first month, I promoted heavily and mailed to my downline matrix three times a week, consistently. I added 240 new subscribers to my "real list" at Aweber and made \$1700 in commissions in the first month!

To date, I've added over 3000 subscribers to my list and made over \$10,000 in commissions, all from one viral traffic site!

Let me point one thing out...

I didn't promote the "build a list for free" opportunity. I promoted the opportunity to build a real list by driving traffic to a squeeze page. In other words, I taught my subscribers to do exactly what I was doing.

See, you have to think outside the box sometimes...

By promoting the opportunity to build a "real" list, you will recruit more people who want to do the same. You teach them how to use the system and they will sign up under you and recruit more people and so on... Here's the key...

You have to be consistent. One email to thousands of people on a safelist is not going to make you rich overnight. Steady consistent promotion is the key to success with this system.

I'm going to show you how to maximize your response from these traffic sources in a minute. But first I want to show you three methods for generating free traffic...

Method 1: Traffic Exchanges

What if you could get free traffic to your site simply by browsing the web like you always do? Sounds easy, right?

You just have to enter your websites URL or affiliate link and it will be displayed in rotation with other members of the traffic exchange. You can also get traffic credits for referring other people.

For example, Traffic Swarm gives you a special URL tracked to you account that you can set as your browser's start page. Other member's ads are displayed every time your start page loads and you also earn credits for clicking on ads.

I personally don't have the time to sit around and click for credits, so I just upgraded to Pro and got 2,000 credits per month plus I get 100 credits per referral and a percentage of the credits they earn from their activity.

So if you want to speed up the process, most Traffic Exchanges will let you either upgrade when you first join to get more credits, or they will simply let you buy more inside the member's area.

Traffic Exchange Setup

Check the rules of each traffic exchange. Some do not allow you to have popups or media that plays automatically. If you a basic squeeze page like I recommend...this won't be a factor.

The first thing you do when you sign up, is tell the system where to send the traffic. Just enter the link to your squeeze page and follow the instructions to activate your link.

In most cases, your page will have to be approved by an administrator, which can take up to 24 hours. So you want to do this as soon as possible. Once your page is approved, you'll receive a "surf link" - that's what you load into your browser to earn credits.

How to Get 600 Visitors a Day For Free

If you have no money, and an hour a day to devote to surfing, then this is the absolute best and fastest way to get free traffic to your squeeze page.

I'm going to show you a simple method for getting 600 visitors in one hour - potentially 18,000 visitors in 30 days!

Here's how it works...

You earn credits by viewing other member's web pages for a certain amount of time. There's usually a 15 second timer that counts down before you can click to the next page and earn a credit. And there is usually a 2:1 ratio, meaning your page shows once for every 2 credits you earn.

If you open 5 Tabs in your browser, you can move from page to page and click on all the links every 15 seconds. So you get 20 credits per minute or 1200 credits per hour, which equals 600 visitors!

Tip: You'll notice that most people don't use squeeze pages. Those are the people you want to target and teach this system to so you can automatically earn more credits.

Here's how to set it up:

1. Download FireFox and run the install
2. Click Tools from the top menu, click Options, click Tabs, set it to open new pages in new Tab
3. Load the surf link of the top five traffic exchanges in your browser (see the list above)
4. Click Bookmarks, click Bookmark All Tabs, select Bookmark Toolbar and Enter a Name (i.e. Traffic Exchanges or TE)

Now the folder will show up on your Toolbar. When you want to load the sites, just click the folder and select Open All Tabs.

Tip: Press F11 to maximize browser window. This saves you a step, because you don't have scroll to click the link at the bottom.

Load 5 traffic exchanges in your browser tabs. Click the link on each page and then return to the first tab. When timer goes down, click the appropriate link or image.

Here's your challenge: do this for one hour per day, for 30 days and see how much traffic you can get to your squeeze page.

Tip: use your profits to buy more credits so you can spend less time surfing and more time working on conversions and growing your list with ad swaps.

You now have the fuel to fire up your free advertising campaign and start generating traffic, leads, and sales without any upfront cost. Let's move on to the next method...

Method 2: Safelist Advertising

Safelists are similar to traffic exchanges. But instead of *surfing*, you earn credits by opening email messages from other members. You can also earn bonus credits by referring other members. And of course, you can buy credits by upgrading your account.

Safelists are free to join. But just like traffic exchanges, free members are limited. You can only mail to a limited number of members and the frequency of mailings is also limited. So again, you will get better, faster results if you upgrade.

For example, Herculist is a safelist that has been around for at least 5 years! They have a membership base of 53,570 members at the time of this writing.

As a free member, you can mail to only 1,500 members just once per week. Given that maybe 1% of the people on a safelist will actually see your ad, it's not even worth your time to sign up. And you only make 25% commission on referrals.

But as an upgraded member, you can mail to ALL 53,570 members every day! Plus you get 50% commission on referrals.

If you got just 1% of those people to LOOK at your ad and only 1% of those people clicked, you'd still get 53 people to look at your squeeze page. And if your opt-in rate is just 25%, you will add 13 new subscribers to your list every day! And you'll have to agree, those are VERY conservative numbers.

Are you starting to understand the power and simplicity of this traffic generation system? It's just numbers and consistency.

Each safelist is slightly different. But if you pay for the upgrade, almost every safelist will allow you to mail to ALL members 3 - 7 times per week.

There are two types of safelists. There are the standard safelists and there are credit-based safelists.

Standard Safelists allow you to mail to other members of the safelist once per however often - depending on your membership level. Standard safelists are most effect if you upgrade to the highest level.

Credit-Based Safelists allow members to earn credits by opening email or clicking on a link in the advertisements they receive from other members.

The more credits they earn, the more members they can mail to. In other words, they have an incentive to read YOUR emails. So, they are basically forced to see your ad if they want to earn mailing credits - which they will need if they want to mail their ad.

This is why credit-based safelists are more responsive, because they have to view your ad or visit your site if they want to earn credits. You just need a compelling ad that will get them to your squeeze page.

Just like traffic exchanges, you'll get better results from safelists if you upgrade to as many as your budget will allow. Once you get some cash flow from this system, you can upgrade to every viral traffic site and really ramp up your traffic.

And remember, this isn't "hit and miss" because it's just matter of numbers and consistency. If you don't mail consistently to BIG numbers, you won't get results. Period.

What You Should Send To Members

The subject line should be something like, "Please confirm your free report..." or whatever you're giving away...

The message should be super short and to the point. Two lines of text and a link is all you need to get the click.

Why Do You Use The Word Validate In Your Subject?

Well it's a little devious, but the reasoning is this: safelist advertisers join a lot of safelists all at once hoping that "more is better" and they have no intention to upgrade. So they have to confirm their email address hundreds of times.

After clicking all these validation links, they are subconsciously programmed to look out for messages from safelists with the word "confirm" in them.

And again...the reason you want to keep your message as short and sweet as possible is because you just want them to get to your squeeze page.

Method 3: List Building Networks

List Builders are viral traffic sites that enable you to send offers to people in your downline. The number of people you can send mail to is based on a multi-level matrix anywhere from 10-20 levels deep.

These types of sites allow you to send your offer to 1,000 - 5,000 members, 1 - 3 times per week - depending on your membership level. If you recruit enough people into the system, then you can build a downline and potentially mail to thousands of people.

Here's The Big Secret...

When you join these sites, you will always be presented with a special "New Member" one-time offer, **which will enable you to send mail to the maximum number of people without ever promoting the site!**

Month	Opt-ins	Commission
1	60	\$30
2	120	\$60
3	180	\$90
4	240	\$120
5	300	\$150
6	360	\$180
7	420	\$210
8	480	\$240
9	540	\$270
10	600	\$300
11	660	\$330
12	720	\$360
Totals:	4680	\$2,340

They'll offer you an upgrade to the highest membership level the site offers so **you'll be able to mail to more people more often.**

In my experience, it's usually anywhere from 1,000 - 5,000 random members that you can email your offer to every 2 or 3 days.

For example, if you spend \$97 at List Bandit, you get to mail to about **3,000 people, 3 times per week**. If you get just 5 opt-ins per mailing, that's 15 per week or 780 per year.

It's not hard to get \$1 per subscriber per month from your list if you follow this formula. But let's be conservative and say that you make just 50 cents.

That would equal \$2,340 over the course of one year (see chart above). Your monthly income would be \$360 per month and grow by \$30 per month. And that's just from ONE traffic source!

This is important: You'll only have ONE chance to upgrade your account. So make the decision before you join. You can earn mailing credits by referring others, but you'll never reach the level of an upgraded member and you won't earn any commissions on referrals.

If you join for free now, you'll be able to upgrade your membership later, but it will be limited and a lot more expensive. In some cases, hundreds of dollars more!

For example, if you take the second OTO at List Bandit, you'll pay just \$97 for the Diamond membership for an entire year. But if you upgrade a free membership to Diamond status, it's \$99 per MONTH. And if you buy the Silver membership at \$19.95 per month, you will not get the best results.

Remember, this is a numbers game! You have to mail out to 5,000 people just to get 20 people to your site and five to opt in to your list.

You'll get the best bang for your buck if you upgrade immediately after you join when you see the one time offer.

But what if you're already a free member and you've been beating your head against the wall trying to get just a trickle of traffic?

No worries! Just contact support and ask them to reset the OTO. If they say no or don't respond, just sign up again with a different email address.

Tip: If you've already built up a sizeable network, be a squeaky wheel and get support to reset the OTO. Just keep submitting support tickets letting them know that you've put a lot of effort in to recruiting and you've sent them a ton of leads. They'd be stupid to refuse your money.

If you take the free route, it will take way too long to build a network that will bring you any traffic. It's simply a waste of your time. And, you'll only be able to send once a week instead of 2 or 3 times a week.

Plus, you'll make more money as an upgraded member. In fact, many sites don't even pay commission to free members. But as a paid member, you'll make 50% to 75% commission on referrals.

If you upgrade, you'll be able to send your ad to the maximum number of members and have a steady source of traffic and leads so you can spend more time creating offers and increasing conversions.

What You Should Send To Members

Members of list builders are there for one reason: to get more traffic, build a list, and make money. So it makes sense to send them offers that will help them do what they're already trying to do.

Start with a subject line that starts with something like - "How to get more traffic from..." or "How to build your list with..." or "How to make money with this new..."

It doesn't have to be in those exact words, but something along those lines would work. Your message should be just as short and to the point as well so they don't have to scroll at all.

Having the right format for your message will determine the amount of traffic you get to your site, so you want the message to be short, sweet, and to the point.

You just need one or two sentences and a link to your offer. Obviously, you should test different subject lines and messages to get the best responses. All you want to do is get the click. That's it. So don't try to explain what it is or how it works. Just tell them what they'll get if they click on the link.

You can use the headline or a bullet point from the salesletter for the product you're promoting. Or you can just say, "Click this link if you want more [whatever]..."

Try this out and you'll be astonished at how much traffic you can generate! If you are upgraded to every List Builder on the list, you'll see below,

there's no reason why you can't add anywhere from 15 - 25 new subscribers to your list daily (and make at least one sale a day).

Even if you can only swing one upgrade right now, you'll still get a consistent flow of traffic to your site and you'll be getting subscribers every time you mail. Think about that...

How To Make Your Traffic Go Viral

Would you like to get 10, 20, 100 times more traffic and earn massive commissions on autopilot with no extra effort?

Check this out...

As you already know, viral traffic sites will give you free credits when you refer a new member. For example, Traffic Swarm gives you 100 credits per referral, which equals 50 page views of your ad.

When you refer someone to Affiliate Cash Secrets, you can earn bonus credits for 30 viral traffic sites automatically. You get FREE traffic from all the list builders, traffic exchanges, and safelists that they join!

You can potentially earn thousands of bonus credits and rack up some hefty commissions for every member that you refer!

But it gets even better...Some sites allow you to earn referral credits on multiple levels. So you generate more and more credits and make more money as you build your downline over time.

Remember my story about List Bandit? The reason I got such phenomenal results, is because I used viral marketing to blow up my downline! (taking the upgrade didn't hurt either ;o)

Important: do NOT cross-promote viral traffic sites directly. Get people onto a list first and teach them how to do exactly what you're generate traffic, leads, and sales. You will succeed by helping others succeed. Isn't that awesome?

In addition to the residual traffic you'll get from bonus referral credits, you are getting paid in cash! **When you follow the Affiliate Cash Secrets**

Formula, your traffic and your residual income will grow exponentially!

The Money Is In The List

Your main goal as an affiliate is to drive traffic to a squeeze page and convince people to opt-in to your list so you can follow up, build a relationship, and recommend products and services that you truly believe will help your subscribers succeed at what they're already trying to do.

Think about this...

If you spend time and money to drive traffic to a merchant's website, fewer than 5% will buy. So what happens to the 95% who don't buy? **If you aren't capturing your visitor's email addresses, you're throwing money right down the drain.**

If you get people to join your list first, you can sell multiple products to the same prospects and maximize your efforts. The long-term profit potential of your business relies on repeat sales from the same customers.

Can you see why it's so important to capture leads? That ends up being the most critical skill in affiliate marketing, and many people neglect it entirely.

Why drive traffic to a merchant's website and hope for a sale, when you can get them on your list first and have more control over the conversion process?

You've got to expose people to your message multiple times (often 5-10 times) to maximize your chances of making a sale. This will save you so much time and money you'll wonder why you ever did it any other way.

Conversion Is The Key Factor

Let's talk about conversions for a minute, because that's really the most critical piece of the affiliate marketing puzzle.

Conversion for an affiliate marketer is when a visitor joins your list or buys the product you recommend.

Let's do some simple math...

If you send 100 visitors to a sales page that converts at 3%, you'll make three sales. If your commission is \$20, you'll make \$60 in total commissions for your three sales. Dividing total commissions by total visitors gives you your profit per visitor, or 60 cents in this example.

But those factors aren't necessarily constant. Changing them can make a big difference in your income.

If you send 80 visitors to a sales page that converts at 5% and pays you \$20 in commission, you make four sales and \$1 per visitor. In this case, **you actually make more money from fewer visitors**, because the conversion rate is higher.

But most salesletters don't convert at 5% without some pre-selling. And that's why you need to get people on to your list and warm up to them before trying to sell.

If your prospect is already convinced that she wants to buy, then the conversion rate for the same salesletter that normally converts at 3% could jump to 5%, 8%, 10% or even higher.

Three factors that have the greatest impact on conversion are:

1. **Eye-Catching Ads** designed specifically to create curiosity and get people to click through to your squeeze page
2. **An irresistible free offer** that creates enough desire to get people to opt in to your list
3. **Offering information that helps people achieve what they're already trying to do.**

Let's look at each of these conversion factors in details...

Eye-Catching Ads

If you want to increase your click-through rate and siphon more traffic from viral traffic sites, then you need to use targeted, eye-catching ads that can distract people just long enough to look at your offer.

We've already talked about the simple teaser ads that you should use in the emails you send through list builders and safelists.

But traffic exchanges are a different story. You're actually advertising a web page in traffic exchanges. **And most advertisers make the huge mistake of displaying a salesletter to people who are surfing for credits and that's why they don't make any sales.**

Remember the 15-second timer? Traffic exchange advertisers aren't likely to stop and read a salesletter. And there's a slim chance that they'll take the time to enter a name and email address to join your list.

Do NOT advertise your squeeze page directly in traffic exchanges. You want to get people OUT of surfing mode and pay attention to your offer.

The most effect ad to use in traffic exchanges is a simple splash page with an eye-catching ad.

Take a look at this screen shot...



STOP!

Tired Of Surfing For Hits?

**Shocking Report Reveals How
You Can Get 10 Times As Much
Traffic In Half The Time**

[Click Here For Instant Access](#)

This is just one of the eye-catching splash pages that you can use to dramatically increase your click-through rates from traffic exchanges.

An Irresistible Offer

If you want to maximize conversion rates, you need an irresistible offer and an attractive squeeze page to sell it. Remember, boosting your opt-in rate from 20% to 40% will double the number of subscribers you get from the same amount of traffic!

You can give away memberships to Affiliate Cash Secrets and help others get more traffic leads and sales. It's a win-win proposition for everyone!

The Importance of Tracking Ads

You need to know exactly which ads are getting the clicks and which ones aren't so you can maximize your results. If a certain add isn't pulling try different subject lines and calls to action in the body until you get a winning combination.

You need to know which traffic sources are producing the most traffic and which squeeze pages are generating the most leads. Otherwise, you're just shooting in the dark.

Affiliate Cash Secrets has an automated system that tracks clicks, leads, sales, and visitor value for all of your ads.

The Secret To Higher Conversions

Everything you do online should revolve around lead generation, because nothing will be as responsive as your own opt-in email list. But your response rate is directly correlated to the relationship and trust that you build with your list.

When a prospect requests information from you about a specific topic, they are looking to you for advice. If you get to know your prospects needs and earn their trust, your conversion rates will go through the roof.

And if people trust you, they're more likely to take action on your recommendations. Think about it...If a friend recommends a restaurant, how likely are you to eat there at least once?

The best way to build TRUST is by offering information that you truly believe will help people succeed at what they're already trying to do.

Think about that for a second...

That's exactly what I'm doing right now! I'm teaching you a system that will generate more traffic, leads, and sales than you could ever imagine.

But it gets even better...

I've create an automated marketing system that you can plug in right now and start profiting from immediately!

Free Traffic, Leads, And Sales

This powerful, turnkey system generates tons of free traffic, builds your opt-in list, and sends you loads of money every single month...

Imagine how fast your list will grow and how many sales you'll make when you can double, triple, even quadruple your results without any extra effort...

It's as Easy as 1-2-3... Here's How it Works:

- 1** To become a member of Affiliate Cash Secrets, just click the "[Join Now](#)" button below. Membership is FREE!
- 2** Once you've joined, we'll show you how to get immediate traffic, build your list, and make money fast!
- 3** Then implement our advanced strategies to grow your list and traffic exponentially and create multiple streams of automated income!

Imagine having access to an automated system that generates loads of traffic, builds your list at lightening speed, and sends you buckets of cash every month...

Get 3 *FREE* Gifts Worth \$97 - Download Now When You Join Affiliate Cash Secrets!



Here's what you get today:

- **Automatic Money Machines™** - The Step-By-Step System for Creating Moneymaking Websites That Pump Out Cash Like an ATM on Steroids!
- **Free Traffic Secrets™** - How to Generate Thousands of Laser-Targeted Visitors for Free!
- **Affiliate Organizer™** - This Amazing Software Lets You Store All of Your Affiliate Information in One Convenient Place

I could easily charge \$97 for this package, but for a limited time, you get master branding rights to these products completely **FREE** of charge.

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I hope this report has given you some fuel to fire up your free advertising campaigns and start generating free traffic, leads, and sales!

To Your Success,



Derrick VanDyke
AffiliateCashSecrets.com