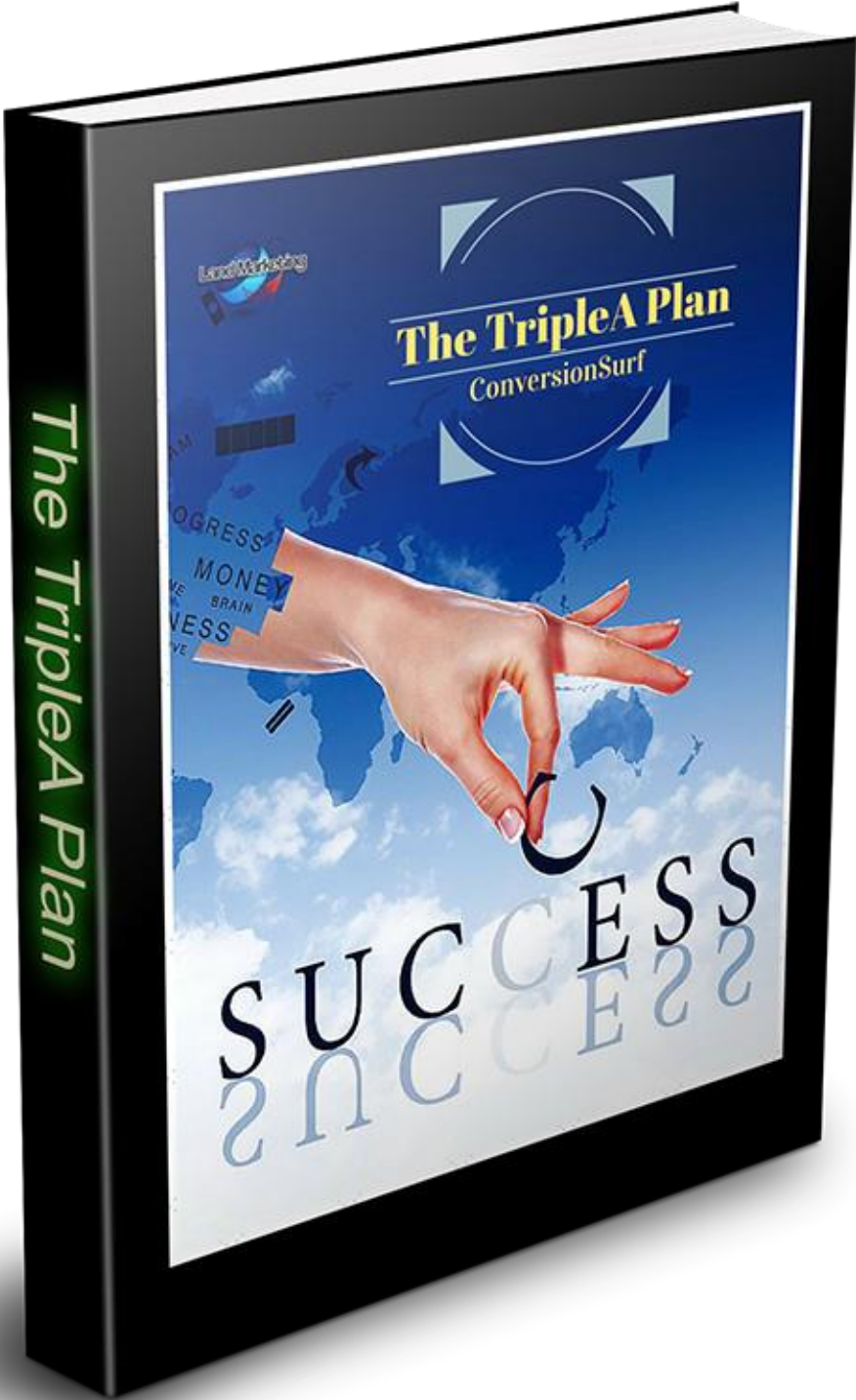


# The TripleA Plan



# The TripleA Plan

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## The TripleA Plan

# The TripleA Plan Is Five Years Old!

**FIVE YEARS**, who would have ever thought it possible?

Very few Internet Programs last five years, let alone have increased numbers in all Positive Areas each year.

In Internet Terms, five years is a Lifetime, but we are just getting started. Why the success? Simple, the TripleA Plan Works 100% of the time.

Does that mean you are going to get rich?

That is up to you, all I can do is point you in the right direction.

The very first thing you need to understand is that to earn a full time living online you need to be willing to work full time online.

There is no Magic button, no get rich quick programs; there are only your time and ability to think for yourself.

I do not believe in Lesson plans, as they are not going to make you successful, there are no 8 Steps, 12 seconds or any get rich Marketing scheme that will give you all you need.

To become successful, you must remain fluid, be able to think for yourself; be able to consider many situations. I can show you the way, but once on the Path there are many ways to go, and there are also many ways you should never go. I will be your guide, but I cannot be your conscience.

The TripleA is not so much a Marketing Plan, as a Marketing Discipline.

I will admit that last half of 2016 was a difficult time for a great many Internet Marketers. A sudden unexplained rule change by PayPal cost our Industry millions of dollars, caused Bankruptcies and put people on Welfare.

PayPal's betrayal seriously harmed many Owners (and Advertisers), forcing some to close. I fear we will soon see more Programs disappear.

Other Owners are Downsizing. Last year I warned that there were far too many Owners with no real Marketing experience or skills and a Downsizing was inevitable. I just wished it could have happened without PayPal immoral actions.

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However, for Marketers with the right mindset and using the proper resources, this is a time of great opportunity, and the Resurgence of 2017 (Which I wrote about it in Nov 2016) is well on its way.

For those of you who have read Edition IV of TripleA, you will notice some new programs and even more missing Programs.

Unlike the majority of Marketing Programs, I only recommend what I know and trust, as soon as there is any change in my opinion or doubt about their future I dropped them and looked for new.

This year I had a tough time finding Productive New Programs that meet my minimum guidelines and that I could also count on being here next year. A year ago I would have bet on at least ten Owners, this year, other than Land Marketing I can only think of one that I trust, and who have also expressed a positive outlook.

Please understand while my recommendations may seem one sided, it is due to facts and not nepotism. I promote those whom I believe can pay me, and by extension, all of you.

I will explain PayPal's betrayal, and the Resurgence in more detail later, right now it is time to turn to more Positive things.

Okay, let's get started!

### **Advertise Advertising to Advertisers**

Say that slowly, reflecting on the meaning of each of the words. It is of course how I came to call this the TripleA Plan; after all the Acronym AAA was already taken 😊

It will sound to some like a mystery, but others may have already had a cloud lift from their heads and are already planning on how to spend the money. Either way, the many details needed to turn the concept into income can be a bit overwhelming. However, if I do my job correctly, it will all become second nature to everything you do online.

Naturally, I did not just one day turn on my first PC and started practising The TripleA Plan.

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It took me many years of struggle, many mistakes and thousands of wasted hours.

I once thought I had a handle earning AdSense Income, only to get banned from AdSense for unexplained reasons. No, I was not cheating. At least not that time 😊

I gave Clickbank a real shot, and made some significant money, though I was never impressed with anything I was selling. I once made the mistake of promoting a product based on a so-called friends testimonial.

Naturally, it was garbage, and after having to refund 12 out of 13 sales I decided to stop promoting any product that has a desirability point of less than 98%, and there is only one such Product – Advertising!

Think about it. Every person who has any desire to earn money online must advertise, and if they ever get serious, they know they must also spend money to make REAL money.

Failure to understand that means you are not ready for the reality of Internet Marketing. Where The TripleA Plan differs is it will show you how first to earn money, and not have to spend your own.

One crucial thing you need to understand is that *you must become Salesmen*. To some, the mere thought of being called a Salesman is repugnant, as asking for money is something to be avoided at all costs.

Even though the entire world would drop back to before the stone age without sales; there are those who still think there is something dirty about being called a Salesman, since at some point it means asking for money. The only advice I can give those people is

**GET OVER IT**

Marketing is Sales, and [Sales come from Advertising](#); never forget that.

From a young age forward, starting with my Father, I have been called a "natural born salesman". However [Louise, Owner of FroggyHits](#) is a very different story. You would never think of her being a "Natural Born

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Salesman"(Salesperson for the PC people). Her background was International Banking, a very conservative business. To her, and to most, the thought of asking for the sale seemed intrusive, not something that was just not done by "proper people".

Despite her background, Louise has proved it can be learned, as long as, you have the willingness to try and the desire to learn.

She knew that to maintain superior service to members a program must have financial success and stability, so Louise learned by watching and doing and soon became an excellent Marketer. Her honesty and refusal to promote anything but the very best had been her greatest weakness and now is her biggest strength.

When people ask me to look at what they are doing and to point out how to improve, 99.9% are making the same mistake. They try to promote far too many Programs, and they have no rhyme or reason behind what they promote. Having no distinct theme makes it impossible to grow a targeted list and in some cases brands you as an Internet Whore-someone who will promote anything for money.

To sell you must Advertise a Product, and there is no better Product to sell than one that Every Marketer needs.

I know of only one such Product. I have received \$100,000's selling it, without ever having to make a Refund due to none delivery. That Product is, of course, Advertising.

In these Pages and the Days, Weeks and Months ahead, I will show you how to Profit if you [Advertise Advertising to Advertisers](#).

There are hundreds of so-called Marketing Plans claiming to have the secret to wealth. News Flash: **Advertising is the Secret** to all financial success in the world. There is not a dollar in circulation that can not be traced back to some form of publicity.

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Advertising works. That is something the Successful of the World understand. What they know, and what you need to know is ***Advertising is all about***

### NUMBERS

Warning- If you do not get this next part then you are in trouble. I have been trying to pass on this knowledge for years, and sad to say most people never grasp that fact that to be a success you need Numbers-Large Numbers.

The reason Coke and Pepsi sell so many drinks is NOT that we love the product.

Most of us would never even know what they tasted like except for their Advertising. They spend Millions of Dollars every month, so you will be aware of their names and try their product.

They do not just advertise in your local Newspaper or your local cable company, they advertise EVERYWHERE- and so must you.

So why would you expect people to buy your product if all you do is send a couple of emails to a few Mailers?

[Even the great ones](#) only reach a very limited number of people, and just like every person does not watch the same TV channel every hour, not all members of [LandMarketingMailer.com](#) open every email.

So many times I have had people say they tried following the TripleA Plan but had no success.

Every single time investigation proved the reason for their failure was they never Advertised enough. Sending a couple of Safelist letters and putting a Splash Page or two up is not following The TripleA Plan. I have over 100 channels on my TV, and can, on Demand reach more. Would it not then benefit me to [promote to over 100 Safelists?](#) I belong to over 200 and am Upgraded at most. However, that took me years and thousands of dollars ( every dime came from commissions, I have never invested a dime of money that did not come from online earnings.)

I doubt any of you do have the money to advertise like Coke and Pepsi, and many of you may even think you do not have to spend any money; after all

## The TripleA Plan

that latest Program Launch said you could get rich without even referring others.

Sorry to tell you this -They Lied!

Last year I wrote about that the number of Traffic Exchanges had risen by a factor of 3, and the [Number of New Mailers](#) even more.

Unfortunately the numbers of New Owners of Traffic Exchanges and Mailers that were knowledgeable enough to use proper practices that would ensure decent results is very limited.

I am NOT blaming these Owners; they may have been lied to since they came online, and definitely when they bought their Scripts.

So we have a large number of Inexperienced Owners, attracted by great sales copy and cheap Script Prices; often urged on by unscrupulous "Launch Managers" weakened the Advertising Power of both Traffic Exchanges and Mailers.

Then in the last half of 2016, for unclear reasons and without any warning PayPal banned 100's of Owners Accounts and restricted 100's more. No longer were Mailers and Traffic Exchanges allowed to use PayPal

To Quote Richard of PayPal, Brand Risk Management Department:

*"Our Policy team has decided that any kind of payout for clicking or viewing an advertisement or offer is considered 'Paid to Click'. PayPal cannot be used as a method of payment on such sites. While these credits may have no cash value, they are still considered a payout, and a 'reward' for clicking and/or viewing the offers/ads of others. This, by definition, is 'Paid to Click'"*

Bad grammar is PayPal's-please no protest letters ☺

Sadly, after Nov.8<sup>th</sup> 2016, PayPal seems to have slowed their vendetta against Mailers and Traffic Exchanges. They went from taking down close to ten a day to perhaps one a week.

PayPal's policy has temporarily created an unlevel playing field with many of the less well-known Safelists/Mailers and Traffic Exchanges still using PayPal, despite the rule change.



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A word of warning to any Owner still using only PayPal; you need to add other payment processors, as I doubt PayPal will change their policies, as it would mean they would have to admit they were wrong, and bureaucracies seldom do that.

Not only could we no longer use PayPal, but all monies also pledged for payment by way of Subscriptions was arbitrarily wiped out of existence by PayPal's deplorable actions, costing Owners hundreds of thousands of dollars, if not Millions of Dollars.

Without the records, PayPal held, it was impossible to contact individual subscribers so we could try and get them to switch over to [Payza](#) or my favourite [SolidTrustPay](#). So we just gave our heads a shake and decided just to start all over.

Screw PayPal was our new catch phrase.

When PayPal attacked our Industry, it hurt everyone, Owners and Members alike.

Things were slowed down, referrals and commissions have dried up. Owners are leaving; Programs are closing.

Even the so-called "Old Boy Network" is restructuring and mergers that were undreamed of six months ago are taking place.

Sounds horrible, doesn't it?

Actually, I have not been so optimistic in years. We are about to experience a regrowth unlike any seen since 2005.

There may be fewer programs, but the ones that survive will be the best of the best.

Earnings will slowly recover, then, for those promoting Quality Programs, the gates will open, and Profits will come Flooding In.

More and more Programs are adding [SolidTrustPay](#) and [Payza](#). More and more individuals are getting their new accounts verified and funded.

Things will never return to the way they were, but they are going to vastly improve for the few Program groups that have the resources and wisdom to survive.

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It would not surprise me to see the best groups expand in 2017. (I wrote that in Dec 2016, and it is all coming true)

If you can learn, identify [where you get real Results](#) from even before joining a Program you will have a huge advantage over others. If you can [send out mail to many different programs](#) with just a few clicks, you will have extra hours to apply elsewhere.

Time is money, and you will very quickly recover the cost [of Multi Mailers such as Referral Frenzy](#), one of the very few Pro Only (no Free Members allowed) programs I recommend.

Surfing a few hours a day and sending out a couple of emails is not going to do it. If you want to earn a full-time living, you need to be prepared to work full time.

In the past, I have worked 18 hours a day for weeks and got nowhere. Fortunately, I learned from my error and learned to work smart.

You must also understand that there is no Magic Button, that ALL get Rich Schemes are at the best misguided or the worst an all out scam. I will show you a way of Marketing that will allow you a decent income, one that can reach a pivot point and just take off- as long as you are ready, willing and able.

Are you? Okay-Lets go!

## The Basics of Traffic Exchanges

### Beginners Edition

This section is for those of you with no Traffic Exchange experience at all and so will guide the beginner through the steps. More advanced readers should jump ahead to the Experienced Edition

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What is a Traffic Exchange?

Quoting from one of the many A-Z Marketing Definitions, a Traffic Exchange "is a program where you can place your actual webpage in front of everyone who is surfing at the time. Most are free to join (and even the paid ones do not cost much), and you earn credits by viewing sites for a certain amount of time, ranging from 6 to 30 seconds, to earn credits that you use to show your site. The beauty of this is that even if the surfer is not paying much attention and is just surfing for credits, a good splash page can grab their attention". End Quote

In simple terms, Traffic Exchanges are an "I will Show You Mine if You show me Yours" Program. They were once an excellent source of quality advertising, but the significant increase brought on by cheap scripts and unscrupulous advertising, followed by the misguided notion that bribing members to surf would bring a TE Owner more success; all contribute to a huge degrading of the effectiveness of TE Advertising.

Add to that so-called Launch Manager who put the Owners into impossible debt before they are even open; it was no wonder so many failed.

However, there remain [some excellent Traffic Exchanges](#), and with many of the poorer ones closing, so when coupled with other forms of advertising Traffic Exchanges are still a fruitful source of Advertising.

## Prerequisites

**A Gmail address** is a must for a Marketer. More and more Advertising Programs are demanding members use a Gmail. This is not because of some special love for Larry Page, is just a matter of necessity. When a Program has 100,000 Members to mail to they need a delivery system that will handle the job, and do it ASAP.

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Many people complain that so many Programs demand they use a Gmail address, but if they were on this side of the page they would understand

Gmail treats all mail the same and delivers it ASAP. Gmail has the Servers and capacity to handle the millions of email sent by Membership Programs each day.

**A Payment Processor** is another MUST. In fact, I recommend you have at least two.

There is no use joining [ConversionSurf; Home of the TripleA Plan](#), or any Internet Affiliate Program if they can not pay you.

While PayPal remains the most widely accepted, I urge all of you who wish to advance in Marketing to use them only if you absolutely must. By their new Acceptable Use Policy, just paying for some credits at a Mailer could cost you your account. It is not just Owners they attacked, many of the larger Advertisers also had their accounts restricted.

There are other Payment Processors, and personally, I will never knowingly promote any Program that does not offer [Payza](#) as one of payment processors.

To all Owners, I strongly urge you to provide [SolidTrustPay](#) as well. Their willingness to accept Credit Cards without the buyer having to join STP saved us, People still want to buy High-Quality Advertising, and most people have credit cards.

Those are the two most widely accepted payment processors, and if the program you desire to join does not accept at least one of the two, it is a program I would never trust using.

**A Site to Promote** Most Traffic Exchanges, at least the better ones, will demand that you add a site to their rotation and that you surf a set number of pages to become an Active Member.

If you do not yet have a site you wish to advertise, go ahead and join. Once there an easy method of getting one is [to look at the Downline Builder](#) of the Program you are joining and pick one that Owner is recommending.

Personally, I would select either one from the very top, as that will be a favourite of the Owner, or one from the bottom of the list, as that may be the newest and most relevant Program they are recommending.

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Please, do NOT make the same mistake as many have done and tried promoting the same site you are joining. There is no value in advertising PlanA to PlanA members.

First, we need you to select, [then join your first Traffic Exchange](#) so you can begin advertising.

Note-Joining Mailers follow the same steps, so remember that in case I forget to mention it later 😊

## Joining

When you first arrive at a Traffic Exchange, you will find a Signup or Join Button on the Index, or Sales Page, which will take you [to the signup page](#).

The Index Sales page will often have information about the TE; most will just be why this site is so much better than any other. However, since no one program will satisfy all your advertising needs, your first join will be far from your last.

However, a few give actual useful information such as surfing ratios, [which to be in TripleA Plan](#) must be no worse than 2:1

However, this section is not the part where I critique Traffic Exchanges; this is just a basic guide to getting started. Once you click on the join button, you will see a page similar to this:

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## New Member Registration

<b>First Name:</b>	<input type="text"/>
<b>Last Name:</b>	<input type="text"/>
<b>Email Address:</b>	<input type="text"/>
<b>Confirm Email Address:</b>	<input type="text"/>
<b>Country:</b>	<input type="text" value="UNITED STATES"/>
<b>Username:</b>	<input type="text"/>
<b>Password:</b>	<input type="text"/>
<b>Confirm Password:</b>	<input type="text"/>
<b>Payza address:</b>	<input type="text"/>
<b>SolidTrustPay Name:</b>	<input type="text"/>
<b>I Agree To The <a href="#">Terms</a>:</b>	<input type="checkbox"/>

Submit

You may see many other signup pages seeking much more information. You only need to fill out the relevant information shown above. The Owner does NOT need your phone number nor street address, so use your best judgment. Your email address and your Payment Processor address must be a real, and you should agree to receive any mail they will be sending you. The first mail will be a Verification email. If you do not see it in your Inbox within a few minutes after joining, look in your Spam Folder.

It is also important for you to White List the address that the TE uses to send you mail. White Listing means adding the address to your Gmail contact list.

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I could write another eBook on how to use Gmail effectively, but I find the [HowtoGeek Gmail Guide](#) an excellent source, so will leave it to them.

Okay. Let's assume you have verified your email and picked out a site to promote. You now need to add that site.

Most TE's will have a page similar to this.

It should be obvious what and where you add the URL of your program. The Name is for you alone; there is no need to put one in if you do not wish to

**1 Credit = 1 View**

**Quick Assign**

Evenly distribute  credits to my active sites.

URL	Views Received	Views Assigned	Assign Credits	Delete Site
<p>Name: <input type="text" value="Site Name"/></p> <p>Site: <input type="text" value="http://"/> <input type="button" value="Add"/></p>				

At this point, you most likely will have no credits to add, and that often causes confusion when you reach the next section-Auto Assign

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Auto Assign is the leading cause of Support tickets from new members. Many sites insist that you put credits on your sites while you surf, so ask you to auto assign a percentage to each Program, totalling the minimum they impose.

The reason for all the support ticket is many fail to interpret the phrasing correctly.

You are not assigning credits; you are allocating a percentage of credits earned. So you do not need any credits to Auto Assign, you are allocating a portion of future credits you will earn by surfing.

### Auto Assign

**You must auto-assign at least 50% of your credits.**

**0% of your credits are currently auto-assigned**

URL	Auto Assigned
<input type="text" value="http://froggyhits.com"/>	<input type="text" value="0"/> %
<input type="button" value="Update"/>	

In the above graphics, you must put the number 50-or a higher number.

I always advise assigning 100% over the sites you add. Example, if you are promoting five, put 20% on each. If you add more programs later, be sure to come back and readjust the percentages, so all get programs will gain credits while you surf.

Later on, I shall talk about adding Banners and Text ads, all things you should do as soon as possible after joining a new TE.(or Mailer) However, for now, we will move on to how you actual earn credits and having your ads seen.



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As I earlier mentioned, [most Traffic Exchanges](#) require you to surf a set number of pages, usually in the 25 to 50 range before you are deemed an Active member can have your ads seen by others.

You accomplished this by Surfing. Surfing is very simple and for some, an enjoyable way to pass the time. For others, it is drudgery to be avoided at all cost.

You will view one-page ads, and in turn, you earn credits that allow yours to be seen by others. This is done by "Surfing"- looking over another members page for a set amount of time, say ten seconds. You then advance to the next page by clicking on a matching symbol or number. In the example below, you would click on the second number 1, in this case, the last number on the right.



Always remember to read your Members Home Page and the FAQ, as each TE will have slightly different rules.

I also advise you NOT to Upgrade when you first join unless you have strong recommendations from people you trust, or know there is a sale that makes upgrading now beneficial.

Do not be fooled by the first offer you see ( called OTO- one time offer) as I have never heard of an owner refusing to show it to you again at a later date. However, prices do vary and can affect your decision making. They may always show you the OTO again, but the price may be very different later on.

Take note of the subsequent chapter [Selecting Sites to Promote](#) as that can help you in your decisions on Upgrading.

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### Joining and Using a Mailer

This section will be a little shorter. Since signing up at a Mailer and a TE are pretty much the same thing. While other scripts will present things a little differently, you should have no trouble using them.

Joining, signing up, adding banner and text ads ( to be covered later) all of these will be the same at a Mailer and they were at a Traffic Exchange

The first thing to be different will be sending mail. [Good Quality Mailers, run by Owners](#) who care about Members actual results will provide you with the choice to use a decent WYSIWYG HTML Editor to send your mail.

WYSIWYG HTML editors allow you to make your ad much more visible and attractive to the reader, providing you with a higher amount of actual users (See [Writing Sales Copy](#) )

They also allow you to copy and paste in your ads without deforming them, a huge time saver.

Unfortunately, there are still some Owners who do not grasp why they even need to allow HTML. They have never been what I call a real Marketer, or they would see the large difference HTML can make.

Examples are found at <http://conversionsurf.com/members.php?page=htmlcomp>

If you wish to read it, you must first be a member so you can login to [ConversionSurf](#).

I believe the reason so many Owners refuse to Update and put in proper Editors is they are still living in the past when email providers would send letters with images or colourful Font to the Spam Folder. This is no longer a problem, only if you also use excessive ( more than one) URL in your letter.

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So they may provide an Open Source Editor, ( Open Source=free) one that is incapable of pasting HTML into Source, and if you paste on the Design side, your HTML format could well be corrupted. Font sizes, colours and images will all change or just plain disappear

So when you join a Mailer/Safelist, be sure you know the [Owner provides a proper WYSIWYG HTML](#). Joining a Mailer is always a good thing, but I would never promote a Site that did not give a decent Editor

If they do not provide one, I encourage you to ask them why not. Owners figure if no one else cares, why should they. So let them know you care, HTML allows such superior Ad Copy it should be a crime not to provide one.

Personally, while I may join such a Mailer, I will put them to the bottom of the list of Programs I wish to upgrade in, and will never promote one.

There are still a few Owners who only provide all text, [and while they have their uses](#), you must mail to far more to get results then HTML ads.

Stick to Mailers with Proper Editors whenever and wherever possible.

All right, it is time to get to the more serious portions of the TripleA and move on to section for the

## Experienced Surfer

If you skipped over the Beginners section, I should now explain that I will be going on the assumption that you have basic knowledge of how Traffic Exchanges and Safelists/Mailers work and you have at least one high quality, high converting [program worth promoting](#).

If you are a complete Newbie, perhaps you should go back to the Beginners Edition

However, most people find the Programs easy to navigate and operate, and as long as you read what the Admin suggests and follow any instructions given you should have few problems.

## The TripleA Plan

If you become stuck, any decent Admin/Program Owner will be happy to help you, but always try and answer the question yourself first. I can not stress enough that learning to think for yourself is a MUST if you wish long term success. [In doubt, ask Google](#), any question you may have as been asked before

However, if you are not 100% sure after researching the problem yourself; ask the Admin, being sure you are giving them all the information they need to help you.

*"When in Doubt-give a Shout"*

### Getting Started on The TripleA Plan

Organisation is vital; do all you can to be prepared before joining Programs. Doing so will save you endless hours of time, and countless missed earning opportunities.

If you are just starting, this is the time to start keeping a file of everything you join and advertise. I speak from experience; having failed the first few years, so even today I can not be sure how many programs I belong to, so can never be sure of advertising to my maximum. [Knowing where to check to add Credits and/or Banner and Text Impressions](#) could be the difference between "doing okay" and "doing GREAT!"

I use Notepad, but you can use whatever filing system you are most comfortable using. The goal is to have all your Affiliate URLs for every program you have joined.

A complete list of your favourite Splash Pages, Banners image ads URL's and of course your Text Ads.

Naturally, you also need the Target URLs for all the ads.

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FYI "Target" is the page you want your reader to go to after clicking on the Splash Page, Banner Ad or Text Ad. The Target URL goes where it says "Click Here."

What are Text ads? They are just short sentences intended to entice a reader to click on them to gain more information.

[Add Mayhem To Your Traffic!](#)

[ConversionMail-Name says it all](#)

[Give Your Message The Royal Treatment](#)

Having a list of Text ads readily available when you join a new program will save you time, but more importantly, will help school you in the proper use of Traffic Exchanges (and Mailers).

Okay- you have joined a Traffic Exchange-what do you do next?

What I suggest will seem strange to most, but the first thing to do is to fill out the Downline Builder

## Downline Builders

[Downline Builders are a source of wealth, and we should never overlook them.](#)

I can not think of a more overlooked and undervalued feature than the Downline Builder. If you join a Program that makes use of a Downline Builder, it is essential to your future that you use it. You may not see immediate results, but as your Downlines grow at various programs, so will the income you will derive from your use of them.

What is a Downline Builder? Simply put it is a way to pass on your affiliate links to those that come after you. Program owners will, for various reasons, place programs they belong to on a separate page, with their Affiliate links embedded in them.

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However, as extra added attraction to the main program, if you are a member of any of the Programs listed in the Downline Builder, you can embed YOUR affiliate URL.

Now all members you recruit to the Main Program will, if they wish to, join these recommended programs from you. That does not mean you need to go and join every Program listed, just add your ID to the ones you belong to already.

Exceptions can always be made, such as if you were going to promote [BigBeachHits](#) heavily due to the weather warming up, and you spot a couple of programs of interest, then go ahead and join.

Since [BigBeachHits](#) does, after all, use the same Downline Integrity Mod as ConversionSurf so your odds of getting unexpected referrals increases. Still, use logic, you can not join everything in the world: ALWAYS check Downline Builders for Programs where you already have a membership.

For years I have been as guilty as most, often forgetting to fill in all the Downline Builders I should. I looked around for a program to help, even tried to think of a way to automatic it myself.

I soon gave up. Thankfully there are others much more qualified to take on such a challenge, and Marty Petrizza created a much better program than I had even imagined.

**DownlineBuilderElite** was the result, although in 2016 Marty updated the name to [ReferralBuilderElite](#).

While RBE is a Pro Only site ( you must pay to use it- do not join until you are ready), I earned back my Investment the very first day it opened, actually the very first day. That and its Big Sister Program, [Referral Frenzy](#) have totally changed the way I do much of my Marketing. While both Programs are Pro Only, they were the very best money I ever spent. Saving me 3 to 4 hours every day is something I can not put a value on, but it is far more than what I spent.

## The TripleA Plan

The ability to mail close to 100 Mailers with just a few clicks and 10 minutes of time is a dream come true. That is far beyond the capability of [ViralMailProfits](#), however, with [ViralMailProfits](#), you have the ability to add any Mailer you wish, while with Referral Frenzy you are limited to the Programs that have chosen to join it.

There is now a third Multi-Mailer that I use, and while it does not nearly have the reach of Referral Frenzy or the ability of [ViralMailProfits](#), [RedRocketMailer](#) has a definite advantage.

Each of the Owners of the 24 ( at time of writing) have agreed to donate the credits needed to mail to their members. So all you need is credits at [RedRocketMailer](#), and you can mail to all the Mailers in the Network. So the Upgrade price gives you free mailing at all the other Mailers, so it is a bargain.

So if can combine the three programs and join and Upgrade at a hundred Mailers, add a dozen or so Traffic Exchanges and you will have an unbeatable Advertising Portfolio that will let you build Downlines at will.

What's that? Could anyone afford that?

You are right, few would have the resources or cash to do it, and even fewer would want to do it based on what you have read so far.

I have done it, spreading the cost over many years. I would have loved to do it faster, but I started with \$00.00 and zero for income. I had to find a way to survive, and TripleA was the outcome.

I have had members spend \$2500 over a few days, and had glowing reports that their Investments were returned within a month. I have had others spend the same and then accuse me scamming them. The difference, of course, is the first example worked 10 or more hours a day, and the second worked about 10 hours a week.

You get back what you put in.

So how can you do it the way I did; with zero investment?

## The TripleA Plan

However, that will come a little later- right now let's get back to what comes after we have filled in the Downline Builder of the Program you just joined. What next?

### Text and Banner Ads

I can not stress enough the importance of using Text and Banner Advertising along with your Splash Pages. In fact, in some very high volume TE's, I convert the credits I earn into Banner Impressions and receive a much better CPA - Cost Per Acquisition, which in this case the acquisition is a new member.

Your mind, and mine, is much more influenced by imagery than I realised until it was brought up at a Sales Seminar I once attended- over 40 years ago, so I have had time to reflect :)

For 3 hours we watched different sales videos. At the end of it, we broke for lunch and on offer were three separate dishes, though almost everyone picked the same dish- a fish that I usually would not pick, at least not for lunch, it looked good.

When we went back for the afternoon session, the first thing asked was if we had enjoyed lunch, and how many picked the fish.

It turned out that all that morning we had been shown subliminal messages about eating fish. They slowed down the video showing us where and how they had flashed these images. I will speed this up and skip all technical jargon and tell you a fact.

If you show a [Splash Page Promoting ProActiveMailer](#) and if you also write a Text ad telling people to [Make Your Mailing ProActive!](#)

Plus, you also display a ProActiveMailer Banner like this one;





## The TripleA Plan

Moreover, if you show all three of them at a good Traffic Exchange the odds of getting sign-ups for [ProActiveMailer](#) at that TE go up. WAY UP.

If you are heavily promoting a Program in a series of Traffic Exchanges, and you also advertise that same program on a series of Mailer's, your success with the Mailers will be significantly higher than if you used just mailers alone.

A large number of members of Mailers also use Traffic Exchanges, so seeing an email ad for a Program they often noticed while surfing will make it more likely they will read your email.

So use banners and text ads everywhere.

As a rule of thumb, I advise you to use is for every one program you promote at a Traffic Exchange, display two banners and two Text ads.

Typically a TE will allow you to display more banners than programs, so the 2 to 1 ratio is perfectly viable.

## Splash Pages

Splash Pages were also at one time more appropriately called Funnel Pages, as they were used to "funnel" traffic to the Target Site, as the Target site is most likely not suitable for Traffic Exchanges. Let's face it, the odds of you stopping to view [HitsConnect](#) while surfing is very low, where one of the [Splash Pages for HitsConnect](#) is a more likely to draw your attention.

The type of Page you show is one of the most important decisions you will make. Not all programs and sites are suitable to be displayed on a Traffic Exchange. Long Sales Pages with all the fine print will just be passed over, nor will your Personal Blog with a few PTC Ads bring you any income.

There are many reasons to use Splash Pages, especially any that you can create yourself, so they stand out from the crowd.

However, one thing a Splash Page does not need, and I know I will get an argument here, your personalised Splash Pages do NOT need your Personal Branding.

## The TripleA Plan

Unless you are yourself a Program Owner, there is no reason to Brand yourself to a dozen different Affiliate Sites.

Human beings are much more influenced by prejudices than any of us would like to admit. No matter who you are or what you look like, there will be many that will not join under you because of the way you look. (especially true if you wear an eye patch and people say you resemble a Pirate).

Could be your race, your hairstyle, your age, gender, lack of eye, weight- over or under, you could be too beautiful, too plain, too cute, too harsh or too friendly looking. You just can not please everyone, so why try? If you are promoting Pumpkins, brand Pumpkins, not yourself.

Once a person has joined from you, once they are in your Downlines, that is the time to become Social.

Promote and Brand the Program you are building a Downline at, not yourself. I know people will argue with me, but those that argue the most are the ones trying to sell tools to help you brand yourself.

Please be honest with yourself, has a person name, photo, race, weight, or another factor ever made you skip a site and join from someone else? Alternatively even chose not to participate at all?

If you answered no to all of those points, **you are a liar.**

Just use logic, ask yourself the questions needed, what would interest you? What type of page attracts you while surfing? Does it give the right information to make people want to learn more?

Face it; most surfers never pay much attention to the pages they surf, so use an Attention Grabbing Headline and or eye-catching imagery. Often questions make people pause to read; we are curious beasts.

Your page need not be full of fancy graphics; the majority has given one of the [Best Converting Splash Pages](#) I have ever used horrible reviews. It breaks several rules, but it works.

Perfection is not your goal; your goal is sales.

## The TripleA Plan

NEVER promote the main sales page of a program inside Traffic Exchanges, leave [pages like this](#) to [use in your Safelist accounts](#) as people tend to ignore them.

So if you do not yet have a way or will to create your Splash Page, check the Promo Tools or Affiliate Toolbox most Programs have and choose a variety, I always promote several different Splash Pages promoting the same Program. I can not see any other [Rotator has; outside of often having tracking](#) that you may find useful.

DO NOT use a Rotator to promote a variety of Programs; ` they just dilute the number of times your site will be shown and make your advertising ineffective.

Advertising needs to be consistent and persistent, rotating ten programs Lowers your chances of earning significantly.

If you showed your best Program ten times using ten different views your chances of gaining from your advertising significantly increases. One of the most common mistakes people make is promoting far too many programs; *just because you joined a program is no reason to endorse it*. You will earn much more money and develop a more targeted list if you [only promote High-Quality Programs](#) run by result orientated Owners. Even then, only promote a few at any one time.

That is enough on using a Rotator; I will sum it up:

A Rotator should only be used to show different views of the same Program. This helps create the illusion that a larger number of people are promoting that program, making it more desirable to the viewers.

NEVER use a Rotator to advertise different Programs, all that does is lower the odds of getting a result from any of them.

Instead concentrate your advertising, only promote Programs that will help you grow a trusting Downline. I will cover how to find such Programs later on.

## The TripleA Plan

We have covered what type of advertising is available at the standard TE and brushed on the importance of using all the available features together. However, Traffic Exchanges are only a small part of your advertising portfolio; you must use all the tools available to you.

If you printed an ad about a new beautiful Vacation Spot in your local Daily Newspaper, you would get a small amount of interest.

If you only ran a commercial for a beautiful new Vacation Spot on a local radio station, you may get a little interest.

If you ran TV ads showing the beauty of the Vacation Spot you will receive many more targeted responses.

Now imagine if you showed all those ads together. And not once, but over and over every day and at different times.

That is what you must do if you want success online. Stop believing the Hype used to promote Programs. Do you think these two statements could go together?

**No referring need! Earn \$22,000 a month!**

If you are presently promoting any of that type of Program - drop it. Any money you may make comes from another member losing it. If you could not care less about that, then I suppose you do not need TripleA.

However for the rest of you, please read on. I do think you should read the definitions at the end of this book- The A-Z Marketing Terms.

If we are going to promote Advertising, which Programs do we promote?

## Selecting Sites to Promote

Know which sites we should endorse for profit is an area where many make horrible mistakes that cost them dearly and even lead them to be convinced Internet Marketing is not for them. I believe most start with that doubt - we think to be a success there must be something or someone we need to know, that we could not do what "They" do.

## The TripleA Plan

Get that thought out of your head, if you can read and understand what I am writing you can become a successful Internet Marketer.

The worst mistake most people make is they try and promote far too many Programs. Some will try and endorsed every program they join. So instead of their two or three ads viewed many times, they have twenty ads seen rarely.

It is also an area I got the most criticism from previous Editions, as people wished me just to give them a list of recommended programs. I can and do provide recommendations from time to time in the Daily Newsletter from [ConversionSurf](#) and [TrafficDelivers](#), and I also [have a Newsletter](#) I use only for TripleA Members, which I will get back to later.

There is also a "prologue" at the end of this eBook with links to all the sites mentioned in TripleA that you can re-brand.

However, those programs alone are not enough to help you in future promoting decisions. You will need to join a great deal more, and you must be able to do your own DD ( Due Diligence ) Why?

They are not even close to the number of programs you should be a member of, especially Mailers and [the good Safelists that still exist](#) out there

As I mentioned before, most promote too many Programs, and this is particularly the case with Traffic Exchanges and Mailers. They join one and add another Splash Page to their Rotator.

STOP IT! :)

Then there are those that never promote anything and seem to have no idea what is the purpose of Traffic Exchanges. I have seen 100's people add sites such as [ford.com](#) or [facebook.com](#) so that they have a Program in the rotation to meet the [rules of the Traffic Exchange](#).

## The TripleA Plan

Then they are left with only one way to earn, from the prizes they can obtain while surfing, a very foolish and unproductive use of time.

If that is you; I can promise you that if you stop surfing for pennies and start Marketing for Dollars, your income will increase 100 to 1000 times. FACT.

I put Traffic Exchanges into two categories- places to put advertising on, and Places to both put advertising on and where you can build a Downline.

In the 1<sup>st</sup> edition of TripleA, I told you what I look for before I promote a site. However, I spread my points all over the place, so it was hard for anyone to remember them. I did a little better in Edition II, but since that was released a few Program Owners lost their way, and I no longer recommend them. I have strict conditions for programs being placed in this narrative, and you can trust that I use them, have had good results and have earned money from them. In past Editions, I have had to remove a few programs each year.

However, this year has seen the most removed; I also had to remove programs that I still use, but the Owners felt unsure about their future, due to PayPal's cowardly attack. So we lost both Programs that I liked and a few that no longer meet my minimum standards.

There's the **rub**; with other "Plans" out there, and why most are worthless. I have seen many that promote the same programs year after year no matter what the results are from them.

Even our sites must meet the minimum before being included.

I can spend a thousand words explaining why I set these conditions and will speak on it later.

To get TripleA Certification Badge even if only in my mind a TE must have minimum standards in their treatment of Free Members.



## The TripleA Plan

Some Owners feel the way to get upgraded members is by treating Free Members poorly. They believe this will make some want to upgrade. That might have worked years ago when there was 5000 fewer Traffic Exchanges and Viral Mailers out there, but not now.

The better you treat people, the more you help them learn and earn as a free member, the more likely they will stay around long enough to learn the value of an Upgrade at a [TripleA Certified TE](#)

In fact, a full 45% of our Upgraded members come three or more months after the member joins. That does not happen in sites that treat free members like garbage.

### Conditions I Look for, and Things I Avoid.

**One** - There are Admin I know that I will Upgrade at and Promote their sites without any reservations or further investigation.

Then there are other Admin that I have refused even to accept a Free Upgrade from and would not promote no matter how much I think I could earn.

There are Admins I do not always agree with, but respect and will support, despite them not meeting every condition I would like to see. The fact they are not yet wise enough to agree with me on everything :) is not a reason to boycott a site I think would benefit [my members](#).

If an Admin Launches a New Program every few months, with no significant improvements over the last one, I will never promote them, though I will join to advertise on them. They care little for their member's results, all they know is that a Launch will bring in money. They do not know how to build a sustainable program that will bring them a steady income and the influx of new members needed to give the Program stability; all of which is necessary to give YOU results when you advertise there.

## The TripleA Plan

When they 1st launch I will join and advertise on them to let members know there are far better choices.

**Two** - The Surf Ratio at Traffic Exchanges must be 2:1 for Free Members. 3:1 is unacceptable and has been since 2010 or even 2008. Owners refusing to adapt I feel should not be promoted.

A Mailer must allow Free Members to mail to at least 1000 members. Free Members need the opportunity to gain results so they can earn enough to see the value of Upgrading. Slamming it down their throats serves no purpose, and will alienate more members than it entices.

**Three** - They must pay a fair Commission to Free Members- 15% or higher, but should not exceed 50 to 60% for Upgraded Members.

There is an inherent danger is paying too much in commissions.

Launch time will see those who are earning High Commissions promote insanely, offering bribes and gimmicks to get people to join in the misguided belief that scores of new members are the best way to gain Upgraded Members, earning them high Commissions. It might win a Referral Contest but not a Sales Contest.

Louise and I prove that every time we promote a Program, we may have fewer referrals but earn the Program more money. The Reason? We follow the TripleA Plan.

So a Program ends up with 1000's of members who joined only for some Credits or the bonus money promised. They do not make an active list. I have belonged to some Big Name mailers with 5000 plus Members, yet there is not enough mail sent each day for members to open so they can earn enough credits to allow them to send to all members. The Programs were built by bribes and Gimmicks as all the "Big Names" competed to get referrals.



## The TripleA Plan

A year later they are dead as far as getting results from them. They have no drawing power after the Launch, no new members to keep the programs Fresh.

No one, except perhaps those who earn up to 100% commission ever advertise the site, and if he or she do stumble upon an Upgrade, it is very tempting for the Owner to spend the money on bills, thinking more will come before it is time to pay the Affiliate.

Too many times I have seen Program Owners dip into the money owed the Affiliates because they need it to pay bills. A few years ago I was endorsing a great Admin; I had several of their programs in the Old TripleA, then they opened a Mailer that was paying up to 100% Commission.

I will not say more, but for obvious reasons, he is no longer endorsed.

***Avoid programs that pay so-called "Instant Commissions"*** as they would only work out being fair if every person you refer upgrades. Since that is never the case, the house always wins.

If they do not pay you on every sale, they are screwing you; end of story.

I have shown the evidence to many Owners, backed up by actual statistics and probability algorithms and to their credit, most changed to pay on every sale. There used to be a few Instant Commission sites in TripleA- The Owner has changed them over, and to me, that shows integrity. Unfortunately, I had to remove that Owners Programs due to the Owners uncertainty of his future. Losing PayPal from over 100 programs all at once would destroy anyone's confidence.

**Four** - Low Minimum Payout- \$15.00 or lower and they must pay not make free members buy advertising. If they wish to do that with surfing prize money, it can be understood, but actual sales commission must be paid in cash and without long hold back times. We pay within a week and see no rational reason to wait any longer.

Other Owners say they must have long hold backs in case of cancellations or refund requests.

## The TripleA Plan

We argue back that if you pay quickly, you will have more advertising for you, and the extra income will more than makeup for any chargebacks; which are rarer than a full Solar Eclipse.

Owners, Pay Your Affiliates!

**Five** - Have a Downline Mailer - This is vital, you want to be able to contact your Downline members, and hopefully they will welcome more suggestions from you. I [especially admire owners](#) that spend money on Mods to help their membership earn at other programs. I also respect them when they buy a Mod that is worthless and [once they realise it, they remove it!](#) (inside joke :-)

**Six** - A Credit Transfer System is a great feature, though most do not use them properly. Do not use them just to get people to join under you; they can be even more efficient when you have a second program you would like them to see.

However, you must be careful how you approach the subject of them joining the second program from you. Almost all Programs will have Anti-Spamming rules, don't just send them an ad for a new Program, you must word it as being an informative addition to your talk about the program they have joined already.

Example- Tell your ConversionSurf Downline that you will give them credits if they Upgrade at [Land Marketing Newest Acquisition](#). After all, being the Newest means it has the most potential for rapid growth and will be priced to attract new Upgrades, Since [DreamFuelMailer](#) is now also part of the TripleA Plan, it will not be spamming if you casually suggest they should give it a look.

**Seven** - They MUST offer good value. I know Highly ranked sites that charge people \$6.00 a month to give [what sites with much better conversions](#) give for free.

## The TripleA Plan

Interesting stat- The Higher the Upgrade Prices, the LOWER the results. That is a Fact. This applies in particular in the case of Mailers. They need a large percentage of Upgraded Members, both to use the Mailer and to promote the Mailer. Some Big Names have not discovered this yet, in fact, I have been told I have no idea what I am talking about, that their way is the correct way.

They argue they must have high prices, so their Affiliate earns high commissions.

Personally, I would rather have 50% from ten \$66.00 sales, then make 50% from one \$197.00 sale, or even 1 \$660 sale. Ten new downline members who will be happy with their results is much better than one downline member who will regret their decision for years to come.

Fortunately, not all "Big Names" follow that antiquated policy. I know of at [least one well-respected Owner](#) who agrees with me and does very well.

Even though I do not always agree with some of the gimmicks used to get you to open mail since the Upgrade Prices are right, I [know results will follow](#).

**Eight** – Chat is worthless Mod. Only those selling the Mod benefit from it. I want people viewing my ad, not reading the latest gossip. IMNSHO of course.

:) I find Social Sites to have lower conversions, eyes reading Chat are not seeing your sites. As I will often repeat the place and people to be social with are your Downline Members.

Yes, you may get the odd result from Chatting, but I assure you that in the time you took to get one, I will have got 10 using TripleA Methods. I know a [very High Converting site where](#) the Owner had the nerve to ask her Members if they wanted chat REMOVED after seeing the damage it did at times; coupled the fact people just do not use them. The fact many Owners bribe members to Chat proves that. The Membership overwhelmingly agreed *Chat is harmful to Advertisers*.

## The TripleA Plan

**Nine** - Too Much Traffic. YES- that is right, Traffic Exchanges where your credits are gone faster than you can create them are almost always a sign that they are infested with members using Software to Surf.

Moreover, there will be a high percentage of Non-Targeted Surfers, people that have no interest in Marketing and are only there for the Pennies they can earn.

The largest and highest rated TE online actually tests horribly for members getting Results. Where I can expect a signup every 1700- 200 hits from a properly run site where the [Owner tracks downs and removes cheats such as members involved](#) with Bot and or Surf Farms, it takes us over 56000 hits to get a signup from the largest TE in the world.

Avoid Traffic Coops for the most part as there is often issues with them & it can be hard to get decent support. However, I have found [TE-JV.com to](#) be the exception, as I get fantastic support, measured in minutes and hour- not days. Gee sounds like they took a lesson from Land Marketing. He also pays fast-within 48 hrs. Minimum payout is a little high at \$25, but other positives allow it to remain part of TripleA.

**Ten** - *a new warning last year*, but it is the one I stress the most; I strongly urge you to avoid promoting all sites with a so-called "Launch Manager" This is not because the Owners are bad people, other than being very misguided. They may be the best individuals in the world who believed a sales pitch they had drummed down their throats.

The problem is that all programs start off in debt, and under the Launch Manager terms they will never get out. They all use a "signup bonus" (Bribe) so go deeper every member they recruit. I have never seen one that is in Profit, nor would any of the so-called Launch Managers point me to one in Profit.

A real life example, which the Launch Manager called "A Tremendous Success".

## The TripleA Plan

After six weeks a site had approx. 1200 members and had paid out approx. \$1200 in commissions so that they would have taken in around \$3200 (40% average commissions paid). They were offering a \$2.00 signup bonus, which comes to \$2400.

That makes the site \$800 in debt, not counting the huge costs of the "Manager", the Script, Mods and Plugins, the Hosting and any pre- launch advertising. This will easily bring the debt to \$3000.

A site needs to recover all its initial costs the 1st month, or they are not likely to ever show a Profit

We have already seen many Mailers fold already this year ( Feb 2017), and we will see many more. I maintain it is wrong to ask people to join and Upgrade at a site you know will fail. Join them if you wish to advertise a more stable set of Programs, but don't tell your Downline list what a great place it is.

A site that loses money from their Launch will never recover, though I hope they can, I feel sorry for the Owners, and nothing but contempt for the "Launch Manager" who knew full well they are dooming the Program.

To me, it is simple; if the owner knew how to build a Downline, they would never have hired a Manager.

My experience has shown me that a Program Member list constructed using bribes is likely to be very unresponsive, except for a few that had NO launch manager and the [Admin is very proactive and has a high percent of Upgraded members.](#)

The problem is, that is a rare thing to find, and so it will soon have very few Promoting it so very few will be sending mail.

The thing that bothers me the most about all the Programs opening with a Launch Manager who gives away 70 of an Owners Upgrades and talks them into bribes is that it is unnecessary to bribe people to join. The most responsive Mailers of all the 200 plus I use are [LandMarketingMailer](#), [ConversionMail](#) and [MarketersMailer](#), all which banned members who used bribes to recruit free members.

That is not just my ingrained prejudice talking: we have endless emails from satisfied members.

## The TripleA Plan

**Marty of Email-Hog** is one of the few Owners I know who has the setup and does enough advertising, to rank Mailers based on Results. Real results, NOT opening rates, email opening rates at Mailers (CTR) is like traffic numbers at Traffic Exchanges, easy to manipulate, but has little if any influence on Results.

No her Top 10 Lists the Mailers she gets the most actual signups from [LandMarketingMailer](#) and its little brother [ConversionMail](#); both made **Email-Hogs** Top Ten List in their 1<sup>st</sup> full month of operation.

When Louise the Wise ( my beautiful wife) took over [ListBuilderMayhem](#) and gave it the Land Marketing touch, it too was soon in the Top 10.

In January 2017 we took over DreamFuelMailer, it too is now in The Top 10 ( though to be fair it was heavily advertised the 1<sup>st</sup> month, it will have to work hard to stay in the Top 10.

If she wished too, Marty could fill the list with just her programs, but to her credit, she uses the real stats. .Example:

For a while, LandMarketingMailer [was replaced by one of Marty's](#) new Mailers, but when circumstances changed, so did her list.

Land Marketing Mailers will never win an Award for Most Opened Mail because there is no chance of winning cash while clicking for credits. However, if you somehow had a way of accurately judging where you get the most Signups/Sales/Optin's & Results from; I know we would consistently be among the.

Sorry, you may not find this helpful. However, it does offer you more insight into the world of email Marketing.

**NOTE** When I was just starting out and had limited funds I Upgraded at many Mailers that I would never promote, but would not Upgrade at a Traffic Exchange unless I also planned to endorse it.

If You have time to surf then you can get [enough Advertising Power out of most Traffic Exchanges](#) without Upgrading, however, with Mailers, it is a very different story for Mailers, for reasons that I will soon explain.

## The TripleA Plan

However, you may have arrived here from an Advertisement asking if you wanted to learn how to build large **Profitable** Downlines and to learn where to get effective advertising that gives you a decent return.

I can go on and on here, show you endless stats and relate anecdote after anecdote proving that Paid To Anything is a total waste of time and energy. I am one of those who spent endless hours joining and clicking PTC, and I have wasted money advertising for New Members for our Affiliate Sites.

Yes - I gained many new members, and if all I wanted was numbers, the results were not bad. However I am not here to gain more Inactive Free Members, I am here to earn money, and to add responsive active [Members to YourHugeHits and our other sites.](#)

I have over 15 Years of keeping statistics. I keep them on everything related to our Marketing; I have spent hours of pouring over them. Being aided by a natural Salesman inherent ability to know what people want and how and what they will react to, has made me, I truly believe one of the best alive at understanding what type of online Advertising works best. It was no surprise to me that PTC is so far down the list I urge any of you promoting them to change your ways.

Yes, some people have built massive Downlines that are earning money from PTC, but I maintain that if they had spent that same amount of time and money promoting a [Great Group of Proper Advertising Sites](#), they would have earned a MINIMUM of 10x more.

### **Point to Ponder.**

A well-known Owner of a very successful PTC program is one of TrafficDelivers largest Affiliates having brought in over 1500 Downline Members over the years. His earnings are by far the lowest per member, and over 80% of his members were deleted for one reason or another.

PTC and PTP, besides just being poor earners and advertisers, they also create an unfortunate mindset. Suddenly \$5.00 seems like a huge payday. I remember earning over \$30 ONE MONTH of doing PTC, and it felt like I had won the lottery.

## The TripleA Plan

Fortunately, I had the proper mindset to use the \$30.00 to buy a domain name and hosting, as well as an AdSense ready Script, and my days of searching for pennies were over!

NOTE-I would rather have 30 members at [DownlineViralTraffic](#) then 300 at any PTC program. No, that is not an exaggeration, I will earn more from 30 DVT Downline members than 300 at any PTC.

FYI [DownlineViralTraffic](#) used to be owned by Francisco Cardona who we also call a friend and is the great Programmer responsible for [most of the Modifications](#) you will see in the Land Marketing Group, and a great many we have in our Back Office that makes us much more efficient at our jobs.

However, he recently turned control over to Louise the Wise so he could put more efforts into his programming interests.

He is also the Inventor and Publisher the [Viral Traffic Game](#) found in close to 300 Traffic Exchanges and Mailers. ( Upgraded Members can Advertise at close to 300 Plus sites-**hands free advertising** like that for the price was a must buy for us, and I would **recommend it to anyone**.

I debated whether or not [Viral Traffic Game](#) belonged in TripleA, then decided yes, it did. Learning to take advantage of unexpected Advertising opportunities is something we should all desire.

Last year was the first time I added to TripleA; before you had you to join from one of your [Favourite Traffic Exchanges or Mailers](#). Francisco does Great work, but he undercharges :)

Since 2016 [Viral Traffic Game](#) has deemed an Advertiser, and as such can now be re-branded in the TripleA, making the purchasing of an Upgrade at VTG all the more valuable.

**Okay- I know you are getting bored** and you want to know how to Upgrade at 100's of programs without taking money from your wallet.



## The TripleA Plan

I know it is possible to do so because I did it myself; there is still have one more important thing I need to teach you, and you need to study it until you understand it without a second thought.

While it may seem natural to want to Promote Programs that have a promise of easy wealth; the truth is there is no secret Red Button; no Matrix can ever be filled to the levels that give you the talked about big money.

No matter what can be Mathematically proven, human nature makes all HYIP Programs scams as any money made comes from someone else losing it. In short my Friends, you must understand the meaning of **TANSTAAFL**.

### **There Ain't No Such Thing As A Free Lunch**

Other than winning the Lottery you can not get rich without working, and working building Downlines is the best way for most of us to start. It can be done with no experience at all, and the longer you do it, the higher the rewards.

You can do it without having to get a website; you do not have to get an [Auto-responder](#), and if you use one for List Building, make sure you have more than Auto-responder to sell to your list.

Example-Promoting an Auto-responder based on the strength it is also a Matrix is not proper Marketing.

Even worse is joining a Team to try and do it. If you want to promote something, do it on your Own, you will gain far more Downline Members using TripleA Methods than you ever could as part of a Team. Teams set quotas, so they tend to get promoted on High Traffic-Low Results Programs.

The next time you notice a new Program which you are considering Promoting, do some Due Diligence, ask some questions, and promote what will not only give you the best commissions but also give the best feelings about yourself - You will often find them to be one and the same.

However, there are times when how well a Program is thought of, and it's ranking mean nothing when deciding whether to promote it or not nor should

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your lack of Upgrade ever prevent you from endorsing the right site. If you can not afford the Lifetime when you join a Program, you will soon have the money if you promote it using TripleA Methods.

**NOTE:** Any time you are considering an Upgrading situation, (see Selecting Sites to Promote) and if it is at all possible, and they offer it, take the Lifetime Upgrade. I promise you, that if you even half follow the TripleA Plan, Investing in a Lifetime Upgrade at Quality Advertising Site will ALWAYS pay off.

The Launch of New Mailers and Traffic Exchanges can be an excellent time to promote them, the right ones can build you a good size Downline in a short period, and the Commissions are never better than at Launch time.

I know of many cases where Free Members were able to pay for a Lifetime Upgrade after just a day or two of promoting as a Free Member, [during a very successful Launch.](#)

NOTE: There are a few people that take this advice too far. They will promote anything that opens, even programs that totally conflict with each other. There is a name for that; it is called being an Internet Whore.

Promoting everything may bring in some easy money, but destroys downline loyalty. I will always maintain it better to only promote Quality.

Do that, and each time you do Promote a Quality Program your Downlines will grow, and so will your Income. As for the Internet Whore's, just like on the streets I used to live on, the whores earn less and less as time go on.

## Safelists and Mailers

One mistake I see many making is they put too much time and trust into surfing. The fact of the matter is, those who earn the most money from using Traffic Exchanges are people who do little or even no surfing.

I am a successful Traffic Exchange Owner, and my main program has been in the Top 10 for close to five years. So I might be the last person you would expect to tell you this:

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From a Marketers point of view surfing beyond having enough credits to keep your Ads running 24/7 is a waste of time. In fact, I have members who Promote Programs using up to 50 sites, and they never run out of credits. They also never Surf; at least not at TE's where they already have massive Downlines.

The reason they earn the most money and build the best Downlines is simple. They use the TripleA Plan, which, just to be clear means putting most of your time into mailing and keep credits on a large amount of Safelists and Mailers.

Face it, in less than one hour you can surf enough to put credits on 5-8 Traffic Exchanges, so why would you spend any more time with them? Just to earn a few pennies? Qualify for a Draw? Alternatively, you could devote a whole weekend and put enough credits to last a week on 10-70 Traffic Exchanges.

If you feel compelled to surf each day, for whatever reason, there is nothing wrong with that; not if you enjoy it and are satisfied with the few pennies you may earn each day.

**HOWEVER**, if you want to make **REAL MONEY**, you **MUST** use **Mailers**, and use them to their Maximum potential. As I said earlier- sending a couple of emails and placing a few Splash Pages will not give you results.

When I first started my [1st Real Traffic Exchange](#), there was another [LFMTE site opening at the same time](#). I am no longer sure if it was Marty or I who contacted the other 1st, nor who brought up the use of Safelists first, but both of us were believers and users. Marty made mailing ads promoting her member's Programs part of her Niche at Website-Traffic- Hog and her, and I have used them on an every increasing basis.

Yes, We are both decent enough Admin, but we would never have reached the size and success we have if not for the fact we used Mailers.

Marty has gone on to do great things, and while I do not agree with all she does, she has advanced the ease of [doing multiple mailing](#) to new heights and made it much easier for all of us to [gain the commissions](#) we so often missed in the past.

Much as I like Marty, there is another reason I am putting emphasis on her success at this point. She reached it by hard work, and extensive use of Safelist and [Viral Mailer Advertising](#)

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Plus if all I did was talk about Land Marketing's Success (of which 80% of the credit goes to Louise the Wise, my beautiful and all knowing wife ), TripleA would not be nearly effective.

I used to have more Owners portrayed favourably, but for one reason or another had to remove them.

I would like to say that the one I miss the most is Greg Chadwick, the owner of over 100 Programs. He always pays on time, every time, his sites are active, and I still get decent results from them. However, it was his personal doubt about his future that forced me to remove him this year.

The reason? As I mentioned before, it was PayPal's\* betrayal of the industry that created them that has Greg considering early retirement.

Sorry for another PayPal story, as you may have guessed by now PP is no longer on my Christmas card list.

Where were we?

Oh yeah, Mailers are the Key to Success, without them, you can not succeed. Simple as that.

Okay, let's get back to the matter at hand.

When I joined my [First Safelist](#), I did so as a Free Member, and it was not too bad. I got to mail to a couple thousand Double Optin members daily, and it only took me about 20 minutes a day to read ( well open) all the email sent to me.

If you have no experience with Safelists, they work much as a TE does. You view emails from others to earn credits to post your emails. A very fair system for the most part.

I was in the main very pleased with results I was obtaining at [EuropeanSafelist](#). However, I soon came to realise my goals would never be met with the results from one Safelist.

I mean, after creating my sales letter, it took all of two minutes to login and send the days emailing, so there was no reason not to join another Safelist, and then another, and so on.

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Pretty soon I was painted into a corner, and it was no longer fun and exciting to spend a few minutes a day opening mail to earn credits. It had become an endless chore for which there was no escape.

To make it worse, I forgot where I could mail each day- as some allowed mail daily - twice daily - once every two days, once every three days and so on.

Do not make the mistake I did, before you set out to follow this part of the TripleA Plan, Get Organised!

In all previous copies of TripleA, I urged members to First join [ViralMailProfits](#). I still recommend them, but only if you already belong too many Safelists and or Mailers that are NOT in Referral Frenzy.

Since there are close to 100 Mailers listed in Referral Frenzy, and it is far easier to use and gives way far more for the price than VMP, I would suggest to anyone starting out and who can afford the \$15 a month ( much cheaper if you take a long-term upgrade) to use RF.

You can mail ALL of the Mailers listed in TripleA from Referral Frenzy, in other words, you can send to all of them, and many more, with ONE click, saving you time every day that you can use to advance your Marketing in other ways.

Still, VMP has its advantages, plus there is no need to upgrade there. You may enter Unlimited Mailers, so the only advantage to Upgrading at [ViralMailProfits](#) is the ability to email the membership.

Upgraded members may also actively promote the Program to earn higher commissions. Neither is necessary to the TripleA Program to work.

They have recently added a feature that speeds mailing when emailing their buddies, of which most are far over priced yet bring poor results. They tend to hold to outdated notions such as no HTML.

However, they have a decent system of organising your ads, and you can add any mailer you wish.

So I still I suggest joining them free, but at the same time Upgrade at the [Pro Only Program Referral Frenzy](#). It does not have any free members, but the hours and hours it saves you is worth 10x what they charge. Plus most of the Owners who add their Programs give monthly bonuses of credits. Presently you would receive:

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160,000 Manual Surf Credits Monthly  
90,000 Mailing Credits Monthly  
120,000 Banners and Texts Monthly

Worth far more than the cost of using the Mailing features. Alternatively, even the full price if you also wish to be a Promoter.

Referral Frenzy allows several different levels of Upgrade, depending on the features you take.

You can pay just for the use of the Mailing functions, which includes all the bonus credits and impressions.

Alternatively, for a little extra you can also be a "Promoter" which allows you to also earn from Promoting [your Referral Frenzy affiliate link](#)

They do not always offer a Lifetime Upgrade, presently it is \$197, \$247 if you wish to be a Promoter. Of which there is a very limited number. There are also a few inexpensive add-ons available, such [as the Super Tools](#) and a re-brandable eBook called [No More Excuses](#)

However, I have arranged a \$50 discount for ConversionSurf Members, and I urge you to take it if at all possible.

You must first join ConversionSurf, look under the Discount link and follow instructions. **Remember this:** Upgrading is never an expense, it is an Investment, and one very easy to recover.

Upgrading gives you Power. Power over your time, and your Income

Upgrading gives you so much more mailing power, so many more credits, and also makes it so much more likely you can earn telling others about the Upgrade.

The beautiful thing is it can be done without spending your money. If you do **have money to invest you can make much faster progress**, but poverty was my incentive, and it can be yours.

Next, we will deal with some of the fine points of handling the Safelist Mail you receive, for if not done without utilising some organisational skills and implementing an initial strategy you will soon throw your hands in the air and scream and walk away. How do I know?

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Been there -done that; have a room full of T-Shirts. Over the years I gave up many times but always came back, each time a little wiser and with a way to save hours. Lazy People are also called Time Management Experts. :)

### **Opening Emails for Credits or How I Became an Upgrade Junkie**

In the 1<sup>st</sup> Edition of the TripleA, I spent a long time here explaining the best methods to opening and organising Safelist email, so you have enough credits to be able to send your emails each available time. This time I will try and use fewer words and explain more. 😊

You will find that Gmail is your best friend for Email Marketing. Using Gmail Folder system allows you to use one email address for over 200 Mailers, and never once feel swamped by too many emails. I know it is possible because I am doing it.

By separating the mail into differently named folders, you have the luxury of opening what you need, then delete the rest with a couple of clicks. Even still, when you are a free member, as I was back then, you can only mail a small part of many Mailers membership, and not every day either. So to get enough mail out to make a difference, you need to join even more Mailers. It took me years of struggling with the problem of opening enough emails to ensure I could email to the Maximum allowed before I got wise.

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T I stumbled upon the proper solution and that Proper Solution is the secret behind TripleA Success, and goes back to that big discovery, **TANSTAAFL**. I finally figured out that "*Free memberships are NOT Free, and can be so expensive they will drive you out of business*".

When you need to work 6 hours of your day opening and sorting emails to be able to send emails to maybe 30 Safelists, and then only a small part of their Memberships, you have defeated yourself before you have even started, so you will quit due to the high price of joining Free Memberships.

My rule now is I almost NEVER join a Viral Mailer and very few Safelists unless I Upgrade. I make exceptions when the Owner is over charging, and the membership is still small. With those, I will wait and see if prices go down, or a Sale takes place. Sooner or later, though, I will end up Upgrading.

I know what you are thinking, easy for him to talk- he is a Program Owner.

While that is true now, I started with a Balance of \$0.00. The day I decided to make a living using the Internet I had never even sat at a PC. I have never had a second of training, and all I know is self-taught. If an old man like me who never even owned a calculator when in High School can accomplish all this then so can you.

**Upgrading is never an expense**, it is an Investment, and one very easy to recover.

**Upgrading gives you Power.** Power over your time, and your Income

**Upgrading gives you** so much more mailing power, so many more credits, and also makes it so much more likely you can earn telling others about the Upgrade.

The beautiful thing is you can do it without investing your money. If you do have money you can spend your success will arrive much faster, but poverty was my incentive, and it can be yours.

**Upgrade at 100 Programs  
Without Investing Your Money**



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No matter how limited your funds are, sooner or later you have to start upgrading at Programs. If you refuse to believe that and think you are better off if you never spend any money, please close the page and forget you found this site- TripleA only works for those wise enough to recognise the truth; for people willing to Invest in themselves.

**How to earn your Seed Money**, the money needed to get started.

NOTE all pricing subject to change, but the principle of the TripleA Plan will always hold true.

I will assume you have already joined [ConversionSurf](#), even if only as a free member. If you have not signed up yet, please do so now. Next, join the Programs listed below. You can join more, but these will give you the most Mailing Power without investing any money. Yet :)

[EuropeanSafelist](#)

[LandMarketingMailer](#)

[YourHugeList](#)

[WonderMailer](#)

[ConversionMail](#)

Each will let you upgrade later without penalty, so if you have NO money, you will still get reasonable Advertising Power. However, they all have very low-cost Upgrades, and most have added bonuses for TripleA members when you do

However with [EuropeanSafelist](#)- if you can take the \$3.00 a month Silver Upgrade, allows you to mail using colourful, eye-catching HTML twice a day, for \$7.00 you can send 3x a day **plus** get a free Contact Solo Ad each month, a \$12.50 value. It will help, but you can get by as even a free member, mailing over 16000

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Then go to the Traffic Exchanges and, if you have no money join ONLY the Land Marketing Programs. Why only them? Simple, we will let you have the lower priced OTO Upgrades as soon as you want them. Others may not be so kind, though most Admins are reasonable on this point. I can only speak for the Admin of the [Land Marketing Traffic Exchanges](#)

This is only an example but one I know works. However other programs could be substituted.

Every time it is humanly possible you send an email advertising ConversionSurf. At all Traffic, Exchanges advertise as many different Splash Pages for CS you possibly can. You also use the Banners and Text ads to the maximum.

Email your friends, leave comments on Marketing Forums, spread the word about your great discovery everywhere and anytime possible.

It may happen your first day, it may take a week, but you will get referrals, and you will earn commissions, and there could be cash bonuses for referrals. One referral could earn you \$25. For only \$27 you can Upgrade for a year at ConversionMail, letting you mail the whole membership.

Now that you have an Upgraded Safelist account where you can send much more mail without wasting a lot of your time opening mail, you are on your way.

Keep promoting ConversionSurf, but now you should also promote [ConversionMail](#), which since it is in TripleA will be a natural thing to do

Promoting low-cost, high-value Programs makes much better sense when you are starting then trying to develop Programs that the Owners price to fit their Vanity rather than their memberships.

I have followed and tracked Conversions for close to fifteen years, and it took a few years for it to sink in, but it finally became clear.

The lower the price of the Upgrades at Mailer Programs the more Upgraded Members. The more Upgrade Members, the more responsive, and thus a High Converting Program.

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### Viral Mailers and Upgrades

I love Viral Mailers, my term, they call themselves Viral List Builders, but that which we call a rose...

The reason I like them is two fold. First, they seem to have a much higher opening/conversion rate than Safelists and second the majority of Viral Mailers have one year and Lifetime Upgrades priced for the most part very reasonable.

Still, there is a far-reaching problem if you are now going to expand into what I shall now simply call "Mailers". Assuming you have been following The Triple A Plan have joined several Safelists, and perhaps even upgraded at a few, you are already at your limit for opening mail for credits. Devoting any more time to opening mail will now be costly, not cost saving.

So, to move into this better class of Mailing, it is almost mandatory to Upgrade to eliminate the need to open mail as much as possible.

So, assume you start with this better class and not the Safelist already mentioned? Where can you get the money? With a Price tag of only \$27.00 for a [Director Upgrade for a full Year at ConversionMail](#) would be an ideal one to join first and then later purchase an Upgrade.

Let's remember, if you are following The Plan, you have at least 6 Traffic Exchanges and several Safelists you can use to promote your selected Program. You just need to make some money to get that first Upgrade going.

We may have to change your thinking and your way of doing things, but once again, here is how you become successful.

1st-STOP promoting so many things. Pick ONE- one that will pay a decent commission and preferably one either new or having a relaunch or Updating because those are the easiest to pump and get the most conversions.

The Launch of [The Land Marketing Mailer](#) paid Affiliates over \$6000 in Commissions in the first two weeks alone. You can not always find a launch of Mailers of that quality, but there is always a special on somewhere, this is a

## The TripleA Plan

time to take advantage of the Free Consulting ( means ask me ☺ ) that comes with membership in [ConversionSurf- Home of the TripleA Plan](#)

The secret to successful advertising is Saturation and Repetition. This is where we all go wrong - We promote a Program, and no one joins, it feels as if we have failed.

WRONG! Take a Safelist letter. The odds of it being read are slim, but you keep sending it over and over. You can change the Subject line, you can even change the ad, especially the Header and Footer as many times as you wish, but keep sending the Ad, As Many times a day, on as many Safelists as possible.

It will be now that you will understand why I suggested you find sites that have multiple mailings per day. Look at the Mission Control Exclusive at [LandMarketingMailer.com](#). It may sound expensive until you break down what you get.

Being able to Mail 12 times a day is a huge time saver and since you are emailing 5000 active members the odds are high, you are going to get results.

Do not get discouraged if your results are dismal at first. I can show you people whose very 1st Referral bought a Lifetime Upgrade, and I show you people who got 40 referrals without an Upgraded member.

The whole thing is a number game, but one of the reasons to Promote ConversionSurf and the TripleA is its uniqueness and continued updating. Here we are five years old and still have a very high Upgrade Ratio. We have many more Lifetime Members than we do Monthly Upgrades.

That my friends will get you your "Seed Money". You will "Flip" this Seed Money many times; you will not spend it on anything except Upgrades. The money you make over, and above this, you can use as you wish.

In previous Editions, I used to recommend using a minimum of 60 mailers, and that will still work, but ONLY if you can find 60 High-Quality Mailers with proactive Owner.

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After PayPal's attack, that is a hard thing to do. Still, there are no bad advertising sites; only some are better than others. -so while your long-term goal is to Upgraded at 60 Mailers, use as many Safelists/Mailers that you can handle. Why 60? Many will only let you mail every three days so having 60 will allow you to send to a minimum of 20 a day. If you are emailing consistently, that along with your Traffic Exchanges Advertising; will soon result in Downlines Built and Commissions earned. However, if you can increase it to mailing at least 100 a day, you will start being your own Man.

However, the amount of mail you need to open will overwhelm you, and the logistics can get very complex.

I am now using another Program to aid me and requires only a small amount of email opening. With RedRocketMailer, you can email to all Mailers in the Group ( presently 24, going to over 44,000 members. All you need is [1500 credits at RedRocketMailer](#). So that is a huge boost in Mailing Power for little effort. If you desire wealth in the six figure range ( over \$100,000), it may be necessary to Outsource at this point but that is for Advanced Members, and we will not discuss it here, as it would cause too much confusion to the newer Marketers.

When you are ready, contact me, or hopefully, there will soon be a page on Out Sourcing at ConversionSurf.

Next, we will discuss the proper way to write a sales letter for Safelists and [Viral Mailers](#).

## Writing Sales Copy.

I can not give you the actual talent to be a creative writer, and though that is a natural ability that a few just seem to be born with I can, however, point out some things to observe.

Read other people's work and ignore most. The type that is Over hyped and full of ridiculous claims may work, but not on anyone I know, and frankly, I do not think I would wish to recruit someone that fell for that sort.

I know one person who uses the old "Barker" style in Subject Lines -

**>>>>>>LOOK AT ME<<<<<<<**

## The TripleA Plan

Subjects like that do draw attention, and they do bring in New Members. However, I have compared those type of letters and the more Professional type, and the Barker style may draw members but not the type that is proactive and likely never to Upgrade or even pay for more advertising.

Writing a letter for a Safelist or Viral Mailer needs to be approached much differently than you would if you were writing an article for a Blog or Forum.

When writing a Safelist letter, your goal is to get the person to read it, because most people delete the majority of them after clicking for credits is a challenge.

So there are Three Main Points you need to make of Special Interest

1st The Subject Line: - This is your 1st chance to stand out from the crowd and draw attention to yourself.

Many words stand out, FREE, EASY MONEY, No Sponsoring, BRAND NEW!, JUST LAUNCHED (no matter how old the program) are commonly used.

If you just want numbers those type of ads can work. However, if you want to make money, you need to avoid the utilisation of the word Free, and No Sponsoring. That is not the kind of member you need in your Downline. I know that I will get criticised for that, but **facts prove me out.**

Instead, in your Subject ask a question, and if you can find a "Current Event" as it relates to your Targeted Audience, then those are the best I have ever seen.

A member of [TrafficDelivers](#) once wrote the most Responsive Safelist Ad I have ever seen. The Subject line struck an accord with readers, for at the time it was very topical - in the "news" as it were.

**"Disappointed with Sweeva?"**

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Was all it said, then gave a real live account of her experiences. That one letter, in its first month, added over 600 members to her Downline and \$2800 to her PayPal account.

That was an exceptional set of circumstances, and I certainly do not think you should go around looking for things to be Disappointed in though there are lots out there :)The real lesson here is that it was heavily promoted at the time so mentioning something most will recognise in an unexpected way can draw attention.

TopTierMailer-were you paid?

I saw that one once, and know the person did well with it. Sadly, at the time the person had not been paid for months and used the ad to promote a rival of TopTierMailer.

While a Powerful Subject line is needed, it is not always enough to entice them to read your message. The Header of your Letter is your next chance to be noticed.

I know that HTML is more responsive than plain text. I have over the years compared thousands of mailings and on average received 11 times more sign-ups from when I send HTML letters when compared to using just plain text, even when [sent using the same Safelist](#)

Using a Colourful Headline, which is at least 1.5x the size of the font you use for the text may just catch their Attention in that split second you have before they click for their credits and delete you forever. The whole idea is to have them read your letter when they are deleting all the others. [You have a superior Product;](#) you just need for them to know about it.

There is one last chance, and that is the Footer of your letter. Please keep in mind that the person still has not read your message and is just about to delete it.

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Draw their eyes up from that delete link and back to your letter. Tell A Joke- use a Banner- Say Click HERE to Get 100 Credits anything that will hopefully draw their eyes up to you.

A Question mark? Triggers our natural curiosity and if you can find a way to use it near the bottom, it could be very effective.

These methods will greatly improve your chances of getting results, but there is nothing more productive than repetition and persistence.

I have a perfect example you can see when you login to ConversionSurf, look in the navigation Menu and click on **Sales Copy**

I took a members ad and then made a few little changes that added to its appeal.

## Sending Contact Solo Ads

This section is not for your day to day use, but something you may turn to for special promotions and launches when you may wish to "Kick it Up a Notch" and do a little extra advertising. It can be costly and should only used at times when you can afford to lose the money.

Almost all Safelists and some Viral Mailers require that you give them two email addresses, one your List address and one for your Contact Address. The difference between the two is slight but huge; one you will get you almost all the mail that is sent by members, the others you will only get mail that members have paid a premium to send you.

You will be given extra credits for opening the "Contact" mail; so much so that I always filter that mail to a separate folder and then make sure I open it. Even though you Upgraded, there is still a limit to the number of credits you will receive.



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Opening those [Contact Solos](#) are good for two reasons - the extra credits are always a good thing; but also these are emails that perhaps might even be worth reading. Someone took the trouble of paying extra to send the mail out to your contact address, something often done with New Launches and better Programs.

I have used them and had no return, but the next time the same ad returned like crazy.

Advertising always works, it just does not work every time. :)

Last year Marty Petrizza opened [GuaranteedSoloAds](#) where you are guaranteed a set number of openings, which by itself is meaningless. However, she also has appropriately priced Upgrades and treats free members well. Doing so creates a good percentage of Pro Marketers, the exact type of audience you want for your ads. It is for all those reasons it gives a good return, and not because you can win a few prizes while opening mail.

If you are not sure what I mean here is a perfect example of Solo Contact Mails that make a difference.

[EuropeanSafeList](#) sells their Contact Solo's for \$12.50, and they sell 2 or 3 a day and have been for years. That to me is proof of the effectiveness or Members just would not be buying them over and over.

I am a Pro Member at [EuropeanSafeList](#) ( \$7.00 a month, includes HTML mailing to over 16,000 members three times a day) and that Upgrade level allows me to send one free Contact Solo each month. The Solo ad almost always returns more than what the Upgrade cost, just from that one mailing. Another case where it is very easy to see why and how an Upgrade is an Investment.

Contact Solo's are more efficient, you get a higher opening rate, and most importantly, more people read them. Watch for Sales - many Ad Programs will have sales at certain times of the year.

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If you are reading this and are a Lifetime or Yearly Professional Marketer at ConversionSurf, then you already have some Free Solo Ads coming from you. Look to the OTO Bonus Page ( visible only to Professional Upgraded Members), and you will find details for collecting them from [Email Hog](#).

Note: Actual Membership Numbers may have little to do with results, as with all Programs it is the Active members that count.

When I originally wrote this segment back in Nov 2011, and re-wrote in 2016. I had several more recommendations, but considering recent events, I have been forced to leave many of them out. Programs I recommended as little as six months ago have been removed.

Some that I used in the past were an excellent source of signups but were ruined by overselling.

I will do that to any and all Programs; I will only leave Programs in here that work for you. While all Advertising is worthwhile, there is a limit to how much you can physically do, so let's stick with the better sources.

As well, if Owners turn direction, move to what I call the Dark Side and or become too much of a Marketing Whore ( will promote anything for money), then I will no longer recommend their Programs here, even though they may still hold value.

Owners that do not respect their memberships do not deserve the privilege of being That covers what Contact and List Solos are all about, but there is another class of paid Solo- [The Blaster](#) or Network Solo and Advertisers. This is where one Owner enlists the aid of many sites, often Text Ad Exchanges that alone may not have much reach, but together can be a formidable advertising force. [BlastMyAds](#) is the only one that I have used that I am comfortable enough to add to The TripleA Plan.

**NOTE** it is also a **Pro Only Program**, meaning there is nothing a Free Member can do without spending money. Do NOT Join unless you are willing to pay. It has aimed in on the large number of Text Ad Exchanges- which are a cross of all things, mailer/traffic exchange/PTC/login ads/banners/text ads, to which you send Solo Ads.

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They have so many different types of ads it is a huge job to fill them all out, and alone most are worthless at earning you results, let alone attract loyal members. The main fault is they went the wrong way in trying to attract readers; they give far too many credits for everything you do,

It all comes down to a matter of time and management. All forms of Advertising have their merits., and it is an endless job.

I could keep going on and on; giving examples, spouting endless lines of stats and relating what I hope are entertaining anecdotes. However, the real secret to success all comes down to one thing - **YOU**

I have said it before, and I will repeat it many times more.

**You have to want to succeed. You can not expect to earn a full time living** online unless you are willing to **work full time**.

I have given you all the advice you need, if you are unclear on any part re-read it, and ask yourself the question. What question? Whatever you are unsure of, ask Yourself, then try and think of the best answer. Use Google.

Doing this will help you learn to think for yourself, and you are the best Partner you can have.

That is the best way to learn, but at the end of the day, if you need it, I am here to help. Please send your TripleA or ConversionSurf questions to [support@conversionsurf.com](mailto:support@conversionsurf.com)

Please only use support email for the reasons for which it was created. Sending **ANY** offers to Support could result in your removal from ALL Land Marketing Programs

## Opening A Program

**Opening A Program** is the goal of far too many people, *far too soon*, at least in the Advertising Industry.

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How many times have you seen an ad about a Traffic Exchange saying **Built by a Surfer for Surfers**? You may notice there is no Affiliate URL attached to that obvious place for a text link.

That is because I have never discovered any worth promoting. Please, if you think I am wrong to feel that way, feel free to show me one.

**ONLY Marketers should open any program;** Just because you like surfing and chatting, that is not enough to create a successful business.

Traffic Exchanges have been a large part of my life for over ten years, as I used them to advertise the many ventures I wasted time on back in the day. However about eight years ago the quality of traffic and the results I was getting started falling. Slowly at first, then faster and faster as more and more Owners confused traffic with results.

I wrote to numerous Owners urging them to adopt policies that would increase members results and of course, my pleas fell mostly on deaf ears. Few knew who I was and even less cared.

Then one Owner, name long ago forgotten, as his TE also failed years ago, called me on it and politely suggested that if I was so wise, I should open a Traffic Exchange of my Own

I did not have money or a launch manager, and I did not have a list of Owners I wished to grant JV accounts. I did have the one thing every person should have before considering ownership, the ability to be able to Build Downlines anywhere and anytime I wished.

Until you can say the same thing, avoid Ownership, you can earn a significant income while carefully planning and learning. I had Downlines in other TE's, and I knew how to be my best affiliate; so I was able to be in profit from day One.

The ONLY reason for my early success was my use of Safelists and the many different types of Mailers to promote the Traffic Exchanges.

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NEVER use a so-called "Launch Manager" or pay anyone for advice. If you need to pay for help and guidance, you are not ready for Ownership. There is no shame in asking for help, but you already know someone that can answer almost any question you have. That person is YOU.

It is amazing what you can learn if you ask yourself the question, and then hunt for the answer. It is amazing what Google knows, almost as much as I do :) Learning to think for yourself is a must, without it, you just can not succeed, If you are stuck and even Google fails you, there is another source that you can turn to without spending a dime: [The TripleA Plan](#)

Before becoming an Owner, you should first be able to build Large PROFITABLE Downlines at will. It is easy to get Signups if you use gimmicks and bribes but those members seldom if ever Upgrade as they are just not experienced enough to know that there is no such thing as Free.

In fact, if you can not grasp the concept of **TANSTAAFL** then you should not think about opening a Program if your own Those methods also give you a list of people who have no real interest in your program and will be very unresponsive.

Two years ago my wife had just taken over [a then five-year-old Traffic Exchange](#) that has had four or five different Owners/Admins. All decent people, yet none could make it work. They did not have the time to be a salesman and to Advertise in large numbers. In five days under my wife's very experienced Administration members earned more in commissions than in the previous five years combined.

Before you take on the responsibility of Program Ownership, become a Downline Builder at Quality programs of the type you wish to open. If you hold off until you have 600-1000 Downline members over five to

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eight Programs and remember to be your best Affiliate, your success is almost assured.

If you can get the endorsement of some respected Owners who have [quality programs of their own](#), it is a help, but as I proved long ago-if, you are willing and able to be your best affiliate you will succeed.

Just to sum it up, and to make it 100% clear, there is no Traffic Exchange in the World or even a [Superior Group of Advertising Programs](#) that will be able to give you enough exposure.

Not if you wish to earn the REAL money a person needs to be able to stay at home or buy that Beach Property or second car. To have that, you must have a massive amount of Email Advertising available to you, and you need to be able to [get that mail out quickly](#).

I could not imagine doing what I do now without the Tools I have been fortunate enough to afford, the ones [that save me so many hours each day](#).

I have never before come out with such a straight out an endorsement, but if you can afford the Lifetime Upgrade at [Referral Frenzy](#), take it.

## Summary

As I have often said Lesson Plans will not help you succeed, there are no eight, twelve or even a 100 steps to success.

Success will only come from those who can take the information I have given you and then apply it to Your situation. Learn to Think For Yourself, ask yourself before asking others; you will learn to think for yourself.

Learn to respond to opportunities as they arrive.

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If you insist on directions to get started, you can not find a better start than the Programs in The TripleA Plan.

Join each of them, Upgrade as soon as possible, and then start on the mailers that are part of Referral Frenzy.

Promote ConversionSurf and build a relationship with your Downline Members.

Watch for launches, sales and any other triggers that may help you increase your Marketing Opportunities; **HOWEVER**, avoid becoming another Internet Whore.

Promote only Programs that pass the Standards I recommend you will have much more contented Downline Members.

When you are wondering what to do, send more emails,

You have sent all the mail you can spend that day and have enough credits for your next mailings-join more mailers.

Never forget the importance of promoting in Traffic Exchanges. The majority of Mailer members also Surf Traffic Exchanges, and the visual of the TE combined with the written in Mailers has been the reasons for a large number of signups and Upgrades.

However, if you have to surf all day to keep credits on your TE's you have defeated yourself. However, all of the TEs I recommend are lower, Quality traffic. Building a Downline at them will take care of the need to surf

Use all of the ads available to you, be patient and persistent. Take advantage of sales and promote the Launches of the Best, and ***when in doubt, give me a shout.***

Good Hunting to all.

Doug Forbes aka

TrafficD

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# ConversionSurf News

## TripleA Certified Sites

Traffic Exchanges	SafeLists/Mailers	Pro Only Programs
<a href="#">FroggyHits</a>	<a href="#">EuropeanSafelist</a>	<a href="#">Referral Frenzy</a>
<a href="#">TrafficDelivers</a>	<a href="#">ConversionMail</a>	<a href="#">ReferralBuilderElite</a>
<a href="#">BigBeachHits</a>	<a href="#">MarketersMailer</a>	<a href="#">TrafficWave</a>
<a href="#">DownlineViralTraffic</a>	<a href="#">LandMarketingMailer</a>	<a href="#">BlastMyAds</a>
<a href="#">WebsiteTrafficHog</a>	<a href="#">ListBuilderMayhem</a>	
<a href="#">DreamFuelTraffic</a>	<a href="#">WonderMailer</a>	Tools
	<a href="#">ViralAdMagnet</a>	



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<a href="#"><u>TheTrafficHotspot</u></a> <a href="#"><u>AdventureAC</u></a>	<a href="#"><u>YourHugeList</u></a> <a href="#"><u>Email-Hog</u></a> <a href="#"><u>Mail-Hog</u></a> <a href="#"><u>DreamFuelMailer</u></a> <a href="#"><u>RoyalMailz</u></a> <a href="#"><u>ProActiveMailer</u></a> <a href="#"><u>RedRocketMailer</u></a> <a href="#"><u>ViralProfitMailer</u></a> <a href="#"><u>GuaranteedSoloAds</u></a>	<a href="#"><u>TE-JV</u></a> <a href="#"><u>HitsConnect</u></a> <a href="#"><u>ConversionSurf</u></a> <a href="#"><u>ViralMailProfits</u></a> <a href="#"><u>ViralTrafficGames</u></a>
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*\*If you feel I am slandering PayPal unfairly, I assure you every word I wrote is correct. I could accept PayPal's ruling if they were universal and the playing field were level. Instead, PayPal has almost stopped restricting Programs, leaving 1000's of Programs still able to use PayPal.*



## A-Z Index of Marketing Terms

Some of you may be what is called a "Real Newbie" and not be familiar with some terms you will come across when searching out information about Internet Marketing.

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With permission I have reprinted a very good source. It is too long for this eBook, [so it is hosted on site at ConversionSurf.](#)

However there are a few terms I would like you to know about, as too many people fall for their sales pitch and think they will make them wealthy.

They will not.

**Matrix** - Where do I begin? A matrix is a pyramid-like structure (first warning right there!) designed to put people beneath you in a paying structure. For instance, a 2 x 3 matrix means there are two people on your first level, 4 on your second and 8 on your third. Once you fill that matrix you have 'cycled' and can earn from what they have paid, or start again, or whatever. That's a very simple explanation, as you can have forced matrices where you're 'guaranteed' to receive spillover from the people above, once they've filled their matrix the overspill comes down to you, and so on.

You see claims everywhere that you can earn fortunes from 1,000s of people all paying you, or massive income from cycling through a tiny matrix, blah, blah, blah... Complete and utter rubbish. To fill a large matrix everybody who joins would have to fill their own matrix, and that will never, ever happen in a million years! Most people do NOTHING AT ALL, but amazingly, matrices are one of the most popular things on the internet, because everyone thinks they're 'an easy way to make money'! Okay, if that's the case, why do 95% of people (or whatever it is) fail online? Because they believe all the crap about matrices and just lose more and more money trying to make them work. I may be wrong, but I personally believe that matrices are one of the single most important reasons so many people FAIL online.

Trust me, MATRICES DO NOT WORK! The only difference between a matrix and a pyramid scheme (and you KNOW they're a scam), is that you get some cheap (free) ebooks or other stuff for joining, and that's it. Only two types of people earn money with matrices, the owners (and their mates) and the heavy hitters (people that can easily recruit lots of people into almost anything) who have got in right at the top. If you're neither of them, don't touch them with a barge pole! I'm not even going to get into the ethics of recruiting into something that you know most people will lose money in!

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They're complicated, so that makes it easy to spin a load of bull about them. Beware matrices that split when you fill your levels, because that means you have to start again to earn anything, or ones where you can join for free and spend time and effort building your matrix before payment starts, only to find hardly anyone pays, so you've wasted your time. There are some sites that put you in a matrix as part of the program, but as long as there are other reasons for being in that site then that's not too bad, I suppose, but matrix sites that are purely matrices, please, please, please, don't be fooled, forget it, leave them alone. I'm not bad at recruiting and can refer quite big downlines in legitimate sites, but I've never, ever, ever, made one single cent from a matrix!

The main problem is that people join under you, find it hard to recruit or don't do anything, waiting for that non-existent spillover (when I used to do matrices, before I realised what a con they are, I never had one single person spill over into my matrix, ever, regardless of all those 'guarantees'), or they get disillusioned because, surprise, surprise, it doesn't work for them! They then go off and join another 'great opportunity', and the same thing happens!

You'll always get some people that love matrices, promote them all the time, and even make money out of them, and maybe, just maybe, there are a few sites out there that actually work for people who have just started out, or aren't lucky enough to have a big list, (although I doubt it), or there may be some that actually give you something worth having for being in it, but for the vast majority of people they're just money pits and only lead to disillusionment, so be very, very wary of ANY matrix, no matter how great its hyped up. Don't say you haven't been warned!

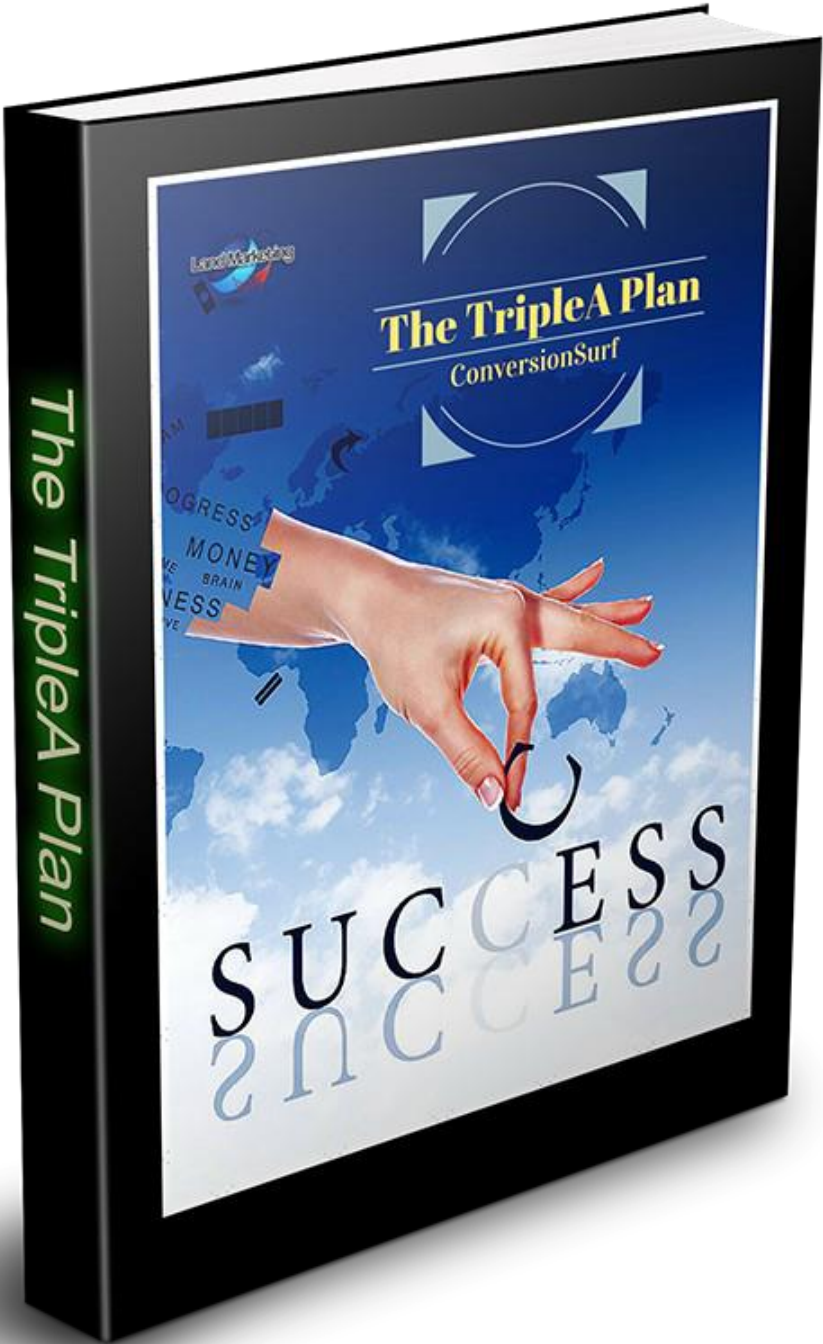
Pyramid Scheme - **Also known as a Ponzi Scheme**, it is an illegal system whereby participants are paid on the basis of people enrolling into the scheme, and there is no product or service. They are unsustainable and only the person at the top (or a few others) make any money, and many of them have fake testimonials and referrals to confuse the issue. Before joining a company make sure you know how the compensation system works and that there is a definite product or service that you are selling. Basically, they're matrices without some cheap ebooks or other pointless products designed to give perceived extra value.

More definitions at

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<http://conversionsurf.com/members.php?page=terms>

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