

[Traffic Exchanges For "Free" MLM Leads](#)

I was asked the other day what I thought about using Traffic Exchanges as a source of free leads for MLM recruiting.

Well my first reaction was that they do have a great advantage for network marketing recruiters which is that they are populated by our natural prospects, namely internet marketers looking for traffic and opportunities.

The main problem is that it takes too long to generate any great volume of traffic credits so the unit cost of a recruit can get horribly high in time expended.

For those of you who just don't have the finance for paid traffic, I offer these tips to raise your productivity and reduce your time spent per member recruited.

SOME SECRETS OF TE SUCCESS:

a) Use only the top exchanges (see Traffic Hoopla ratings) - most of the rest are a total waste of time. Yes, you can get that info without paying for it if you use your ingenuity. I could give you a URL but that would spoil your fun and sense of achievement!

b) Limit the exchanges you use and upgrade to PRO status.

PRO upgrades are generally good value in the top exchanges. As a PRO you get far more credits for your surfing plus random referrals to your downline. Usually you also get an allocation of traffic for your monthly sub.

c) Reserve a regular date to go surfing without interruption.

Use a multi-tabbed browser (e.g. Firefox; Avant; IE7) and run several surfs at the same time so that you are never kept waiting to click and claim your credit.

d) If you are interested in a page, "control click" it to open a new page to read at your leisure and release the original page to be clicked off for credit.

e) Reinvest a percentage (20% to 50%) of your surfing credits into promoting your other exchanges. As your TE downline builds you will get free traffic credits from your downline's surfing.

There is a cumulative effect at work like compound interest. It starts slow but you get to a point where you get steady traffic without surfing much at all yourself.

You MUST build a downline to make TEs work economically with your time.

That's always my objective - do not fall into the trap of treating your time as FREE.

Treat it as valuable and it will become so.

f) Advertise using a splash page NOT your full sales letter.

In a TE you get maybe 3 secs to engage attention and then you've lost 'em.

So you use the splash page as a graphic intensive headline to grab attention.

Then when they click the splash page you open your sales letter as a NEW page.

Because a new page does not interrupt surfing and is not overwritten - it may actually get read.

You can get splash pages prepared for \$20 (if you know who to ask)!

g) Track ALL your advertising. Without fail.

Test and compare. Reinforce the strong and cull the weak.

This is how nature works - it's called Evolution.

And we all know that it works, don't we?

You will find vast discrepancies between different ads and different TE's.

Beats me why but it's a fact of life.

The strangest little quirks will make big differences to an ad's performance.

Tracking, Testing and Tweaking will do more for your productivity than any other improvement.

So, in summary - find and use only the top exchanges and upgrade to PRO; organize your time; build a downline; use splash pages; TRACK, TEST and TWEAK

I wish you Happy and Productive Surfing BUT NOT TOO MUCH OF IT -

Your time is VALUABLE, so don't kid yourself that Traffic Exchange leads come free.

Limit the time you spend on Traffic Exchanges and push hard to make that time as productive as you can make it.

About the Author

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<http://4mostip.com/presents/MagneticSponsoring> <http://4mostip.com/presents/FundedProposals>

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