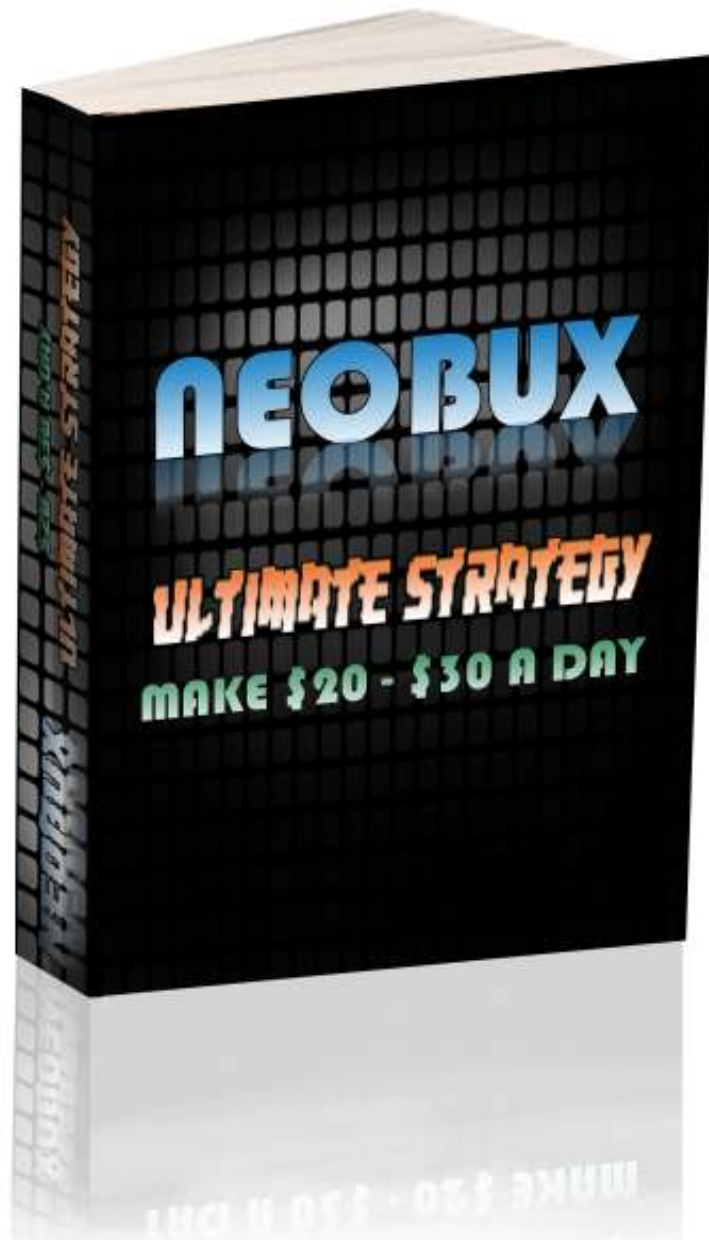


NEOBUX

Ultimate Strategy

Make \$20 to \$30 a day with Neobux



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Chapter 1: Introduction

Congratulations on buying this ebook. By doing so, you have decided that you want take your PTC business to the next level. We will assume that you already know the **Neobux Basics** strategy. If not, please download the free ebook here.

<http://neobuxultimatestrategy.com/basics>

In the world of PTC's, some succeed, but most don't. Why is that? Because people join PTC's without having a working strategy. They hope to make a lot of money by doing very little work. That is a mistake, and as a result of this way of thinking, most people will drop out.

In this ebook, we are going to show you a working strategy, which we call the Neobux Ultimate Strategy. Remember that is your responsibility to use these strategies and monitor your progress. Some strategies require a small investment, and **you** decide how much you are willing to spend. **Do not** money spend that you cannot afford!

What's in this product?

Neobux Ultimate Strategy.pdf

This is the file that you are reading. Learn free ways and paid ways to get direct referrals, short term and long term ways to build a referral base for all your PTC's.

Neobux Referral Manager.xls

A spreadsheet for you to manage and track your referrals so you can determine which ones to keep and get rid of.

How to Use EasyHits4U.pdf

This guide shows you how to effectively use EasyHits4U to promote your capture pages and build your list.

How to Use DownlineRefs.pdf

This guide will show you how to use DownlineRefs as a downline builder and promote your list.

Bonuses

Santanderino's PTC Course

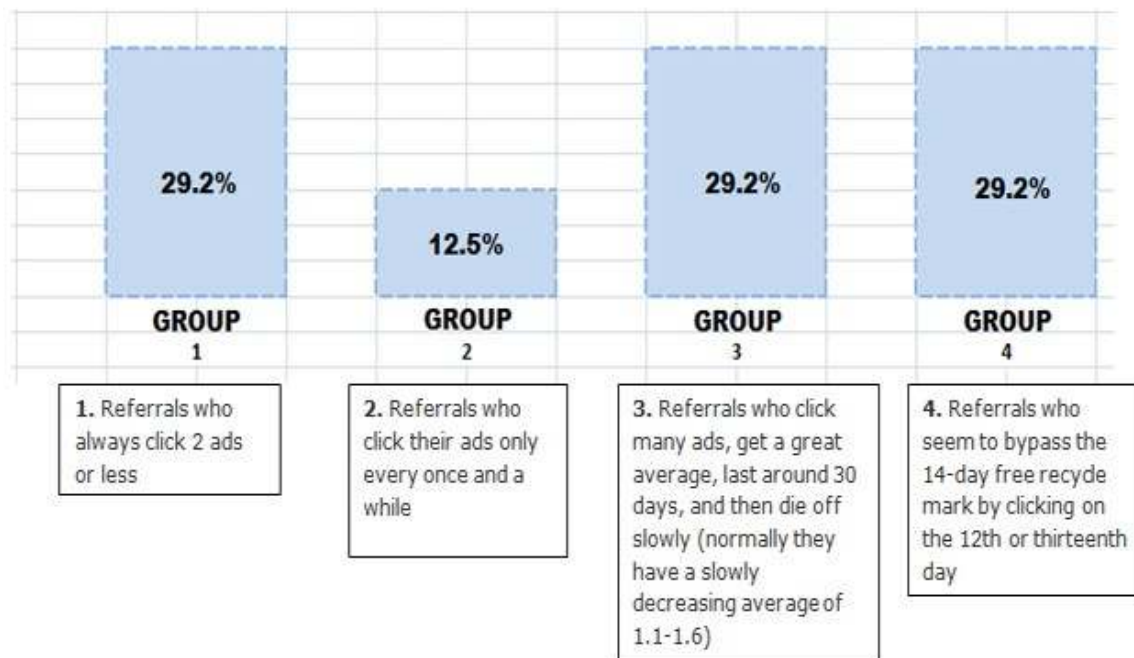
✖ 1a: Neobux Recycling Strategy

Generally, there are 4 groups of bad clickers. There may be others that are exceptions, but they are not important.

1. Referrals who always click 2 ads or less
2. Referrals who click their ads only once in a while
3. Referrals who click many ads, have a great average, last around 30 days, and then die off slowly – normally they have a slowly decreasing average of 1.1 to 1.6
4. Users who seem to bypass the 14-day free recycle mark by clicking on the 12th or 13th day – these are the most annoying ones

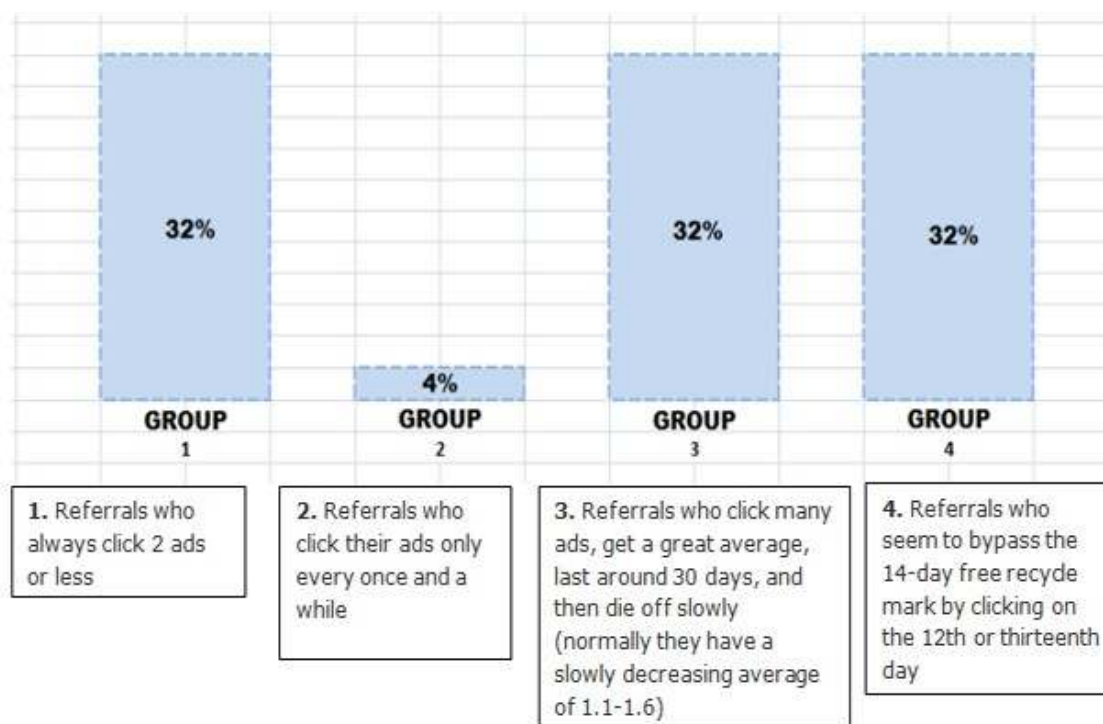
Let's pretend that you follow a strategy that tells you to recycle referrals who have an average of under 1.0

You do so and your average goes up. Here's what it'll look like:



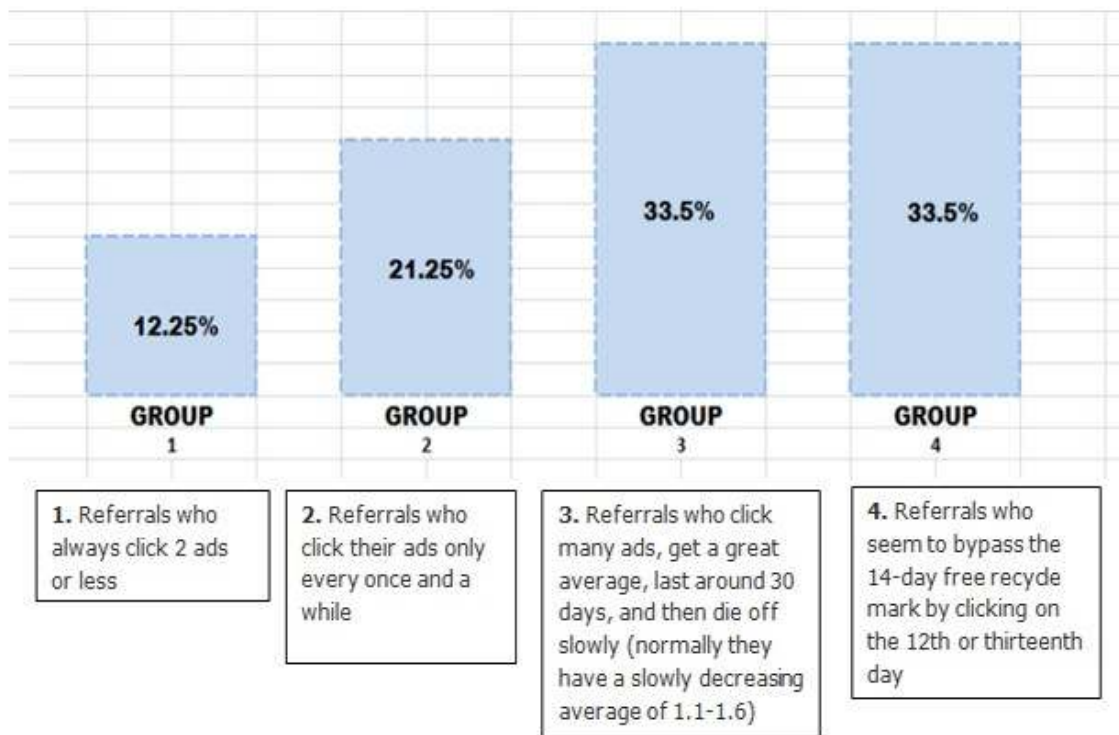
You'll have taken care of 1 group of referrals (those who click every once in a while). Good for you. However, your clicks WILL drop even if you continue to use that strategy. Why is that?

This is why:



After around one week of using the strategy, that group of referrals will almost be abolished; however, the others increase in numbers. This is why your clicks fall; while you're paying attention to some of your bad clickers, the others sneak up on you, and make up a large percentage of your total bad clickers. Your average decreases once more, leading you to find another strategy. How about plain old bad clicks (or group #1)?

You look at your graphs and find many, many of them. Your eyes brighten, and you concentrate on them, recycling as many as you can. Your average skyrockets again, making you happy once more. A week later, they drop again. Here's why:



Look at group #2, they rose **again**. You took your attention off of them, and now, they've come back to haunt you. It sucks, right? So you find another strategy, continuing to ride the exact same rollercoaster over and over again, all while wasting time and money.

So why am I telling you this?

Because I have a solution. A solution that takes some time, but pays off.

Each of the 4 groups mentioned above are traceable. They can be monitored. Most of you reading this probably think "I don't feel like getting this all straightened out". It's not a problem, I've done that for you.

I've divided this process into simple steps. Follow them every day and you'll surely be on your way to a high average – or at least, better than before.

Step 1:

Do this step whenever you feel like it.

1. Make an amount to spend daily according to your referrals. If you have 500 referrals, spend \$0.60 on recycling.

2. If you have 2500 referrals, spend \$2.00 on recycling.

3. If you want to spend less, spend less. If you want to spend more, spend more, depending on your budget.

Step 2:

Do this step once a week, optional.

1. Sort the referrals by their number. The system will actually be sorting them by their usernames, which are hidden, giving you a random list of referrals.

2. Take 10% of your referrals (example: you have 1000 referrals, take 100), preferably the first ones you see and analyze them. Write down the number of referrals on a piece of paper, which are:

- Good, no need for recycling
- Graph checked, is clicking low clicks (group #1)
- Graph checked, is not clicking enough days for your standards (group #2)
- Graph checked, was a good referral (judging by his average, normally 1.1 to 1.7), but is dying off (group #3)
- Graph checked, did not click for a long time, but was not auto recycled by the system (group #4)

3. Grab a calculator and divide the number of referrals in each group by the total number you counted.

This will give you a number similar to 0.XXX...this is a percentage.

Example:

- Of the 10% of my 1000 referrals, 15 were in group 1.
 $15 / 100 = 0.15$, or 15% of my referrals
- Once finished, you have an approximation of the bad referrals, and which groups they are in. Use this information to separate which portion of your spending limit (step 1) you will use for each group.

Note:

- Your referrals change very fast. This is why I recommend you do this step every week at least. Then you'll have an updated approximation.
- Do not use the referral # to sort more than twice in a row. Members you have not recycled the first week will be in the exact same slot the next week, giving you an inaccurate list. Sort them by 2 or 3 the next week, in order to get a change of referrals.

Step 3: Group 1. Referrals who always click 2 ads or less

Go to your rented referrals list and sort them by their average, lowest first. Check their graphs and recycle them if they click 1 or 2 ads per day. Follow your percentages made on Step 2 to base your spending. This is group #1.

Example:



Note:

- Do not get carried away, even if you find a lot more referrals than you expected. Stick to your limit.
- Take your time, and find the worst of the worst. Being at the top of the list does not necessarily make them the worst NOW.

Step 4:

Group 2. Referrals who click their ads only once in a while

There are 2 ways to do this step

- Sort by next payment (lowest first)
- Sort by average (lowest first)

Search through the graphs and check who does not click very much. Four ads every 4 days is an average of 1, thus not good. This is group #2.

Example:



Note:

- Don't get carried away, stay by your limit in Step 1 / 2.
- Take your time. Find the worst referrals.
- Don't recycle referrals who have not clicked for an extensive period of time (like days or more), and clicked recently. They will be taken care of in the 6th step.

Step 5:

Group 3. Referrals who click many ads, get a great average, last around 30 days, and then die off slowly (normally they have a slowly decreasing average of 1.1 to 1.6)

Sort the referrals by average, and go to those over 1.1. Check each graphs, regardless of their clicks, regardless of their time with you (except if they are a few days old), and recycle those who are bad clickers. People normally associate bad clickers with bad averages, which is not the case. Take your time here.

Example:



Note:

- Don't get carried away, stay by your limit in Step 1 / 2.
- Take your time. Find the worst referrals.
- Chances are you'll have many of these referrals at first. This is why I want you to recycle them LAST (excluding group 4), in order to avoid confusion with group 1 and 2.

Step 6:

Group 4. Users who seem to bypass the 14-day free recycle mark by clicking on the 13th or 14th day (the most annoying ones)

There are 2 scenarios here.

Golden and Standards have auto recycle set at 14 days.

Golden packs have auto recycle set from 7 to 12 days, depending on the pack.

- If you belong on the second, you can skip this step completely and distribute the funds to the other groups, or replace it with another group of bad clickers you might think of.
- Sort your referrals by last click, today's clicks first.
- Check the graphs of everyone. Each one who has skipped 9 days or more without clicking, until today, recycle them. They made you lose money, and will make you lose more if you don't recycle them.

Example:



Note:

- Don't get carried away, stay by your limit in Step 1 / 2.
- If you can't find any referrals to recycle for today, look under yesterday's clickers. Chances are you simply missed a few, make an effort.

Final thoughts:

- Step 2 is not necessary, however, it is highly recommended for people keep track of their profit, or just plain don't want to get too carried away.
- High averages **do not** equal profit.
- To get a high average, you need to spend more. You'll be better off spending \$1 per day for a 0.9 average than you would be spending \$1.50 for a 1 average.

What are you waiting for? My referrals are busy clicking and earning money for me while I am working, jogging or sleeping. If you don't feel comfortable putting money in first, then work your way up from the free standard membership until you earn enough to upgrade.

Remember, the more time you spend on account management, the more you earn.

✂ 1b: Strategy for Golden Members

You should upgrade to Golden when you have 300 rented referrals. That is the maximum number of RR's a standard member can have.

Projected income for standard members with 300 referrals and average of 2.0:

- \$3.04 per day
- \$91.20 per month
- \$1109.60 per year

Within 30 days of acquiring 300 referrals, you now have the funds to upgrade to golden membership.

Cost of Golden membership:

Per year = \$90

Per month = \$7.50

Per day = \$0.25

So the cost of being a golden member is 0.25 a day. As long as you make more than that a day, you will be able to profit. You will know you are profiting if your average is 1.0 – in other words, 1.0 is the break even point for you. For standard members it is 1.5

There are 2 renting strategies for golden members. One way is the fast but expensive way, and the other is the slow but cheap way.

Strategy A: Each week, buy a 100 referral pack and renew them to 90 days until you have 1000 referrals. Recycle any referral that does not click after 5 days.

Strategy B: Each week buy a 3 referral pack and renew them to 90 days. Recycle after 4 days inactivity. Its simple and efficient. With this you should get an average of about 1 click per referral.

Projected earnings

Golden membership with 1000 referrals with an average of 1.0

- \$10.09 per day
- \$302.70 per month
- \$3682.85 per year

Golden membership with 2000 referrals with an average of 1.0

- \$20.09 per day
- \$602.70 per month
- \$7332.85 per year

As a golden, your goal is to get to 1,000 referrals as soon as possible. Once you get there, it is up to you if you want to upgrade to ultimate right away, or wait for 2,000 referrals. The ultimate upgrade costs \$890.00

If you choose strategy A, it will take you about 3 months to get the funds to upgrade, and if you choose strategy B, it will take you 2 months.

The strategy for ultimate members is almost the same as golden. Just keep renting referrals in packs of 100 until you reach 4,000 referrals.

Keep This in Mind

One very important key to success is your daily activity – if you want to be successful on Neobux, you will have to commit to spending a few minutes a day on the site. You need to log in every day to click on ads and manage your RR's. Skipping days means you are losing money, and this is especially true if you have a lot of referrals! So don't skip days.

✚ Chapter 2: Free Direct Referrals

In any PTC, direct referrals are 50% of the equation of success. Direct referrals tend to be more reliable than rented referrals, as they are more likely to be active clickers. Plus, you don't have to pay to keep them – you will make money as long as they keep clicking – imagine if some of your referrals stay active for months, maybe even years.

You should get as many direct referrals as you can – up to the maximum that your PTC allows. Since you don't pay to keep them, they will earn money for you everyday. Then you can use that money to rent referrals and renew referrals.

PTC's have different rules around direct referrals, so make sure you understand the rules carefully before advertising on a mass scale. For example, in Neobux, you cannot get any DR's until 30 days after registration – all attempts before that will fail!

✖ 2a. Use Traffic Exchanges

A guaranteed, surefire way to get direct referrals for free is to use *Traffic Exchanges* (TE). In a nutshell, this is how a traffic exchange works. You surf websites and earn credits, and these credits get traffic to your website. In most traffic exchanges, 1 credit equals 1 view, but it varies from program to program.

The reason you need to join a traffic exchange is because you need a way to **consistently promote your referral links** so you can gain referrals. Other methods, such as getting people on Facebook, require too much work and take too long to see immediate results. TE's allow you to gain referrals in a predictable way, without the need to prospect on Facebook or do some crazy advertising.



EasyHits4U is one of the most well known traffic exchanges around. They have a large user base with over 400,000 members, and that means lots of potential referrals! Their system is easy to use and they have tons of tools for you to promote your websites. EasyHits4U is definitely worth a look.

Join EasyHits4U

<http://a.easyhits4u.com/splash1.php?ref=theemperor>

There are thousands of traffic exchanges out there. For a full list of traffic exchanges that we recommend, please go to our blog post:

<http://neobuxultimatestrategy.com/?p=neobux-direct-referrals>

Maximizing Traffic Exchanges

Spending 30 minutes a day surfing on Traffic Exchanges dramatically increases your direct referral count. To maximize surfing, use tabbed browsing on your browser.

You should use EasyHits4U and other traffic exchanges at the same time. You can also click ads on Neobux and other PTC's as you are surfing the traffic exchanges. That way, you get everything done within those 30 minutes. We are building multiple branches of the tree at the same time.

If you are too lazy to surf for credits, there are alternate options for you. You can upgrade your account and get anywhere from 1000 to 2000 credits per month. Also, you can refer others to the traffic exchanges, and earn a % of the credits they earn. For more information, join EasyHits4U read about their referral program.

For best results, do **not** promote your referral links. *But what do you mean? Isn't the whole point to gain referrals?*

We say that because in a traffic exchange, you only 15 to 30 seconds to get people's attention. So you need to make those 15 to 30 seconds count. They need to see what your offer is at a glance, because if they are not interested, they will move on, and you will lose them forever. For best results, advertise your capture page. For more info on capture pages, please see the following chapters.

For a more in-depth guide on using EasyHits4U, please see the file called **How to Use EasyHits4U.pdf**

✖ 2b. Using DownlineRefs

A second option for getting direct referrals is to use **Downline Builders**, aka **Team Builders**. In a nutshell, this is how a downline builder works. You and I make a contract; you join site A as my referral, and I will join site B as your referral. The contract is effectively so as long as we are both active; either one of us can cancel the contract if the terms are broken.

What downline builders do we recommend?

Downline Refs

<http://www.downlinerefs.com/?ref=theemperor>

Downlinerefs.com has a large user base, and that means a lot of potential referrals for you. At the beginning, you will need some credits in order to promote your site. There are 2 ways to earn credits: by joining other sites (fulfilling a contract) and by paying for credits.

At first it may seem like you are doing more work to achieve some results, but it is actually a *good incentive* to get people to be clicking daily. Plus, when someone has already clicked for **20 to 30** days, they are "obligated" to continue clicking, since they are used to the site.

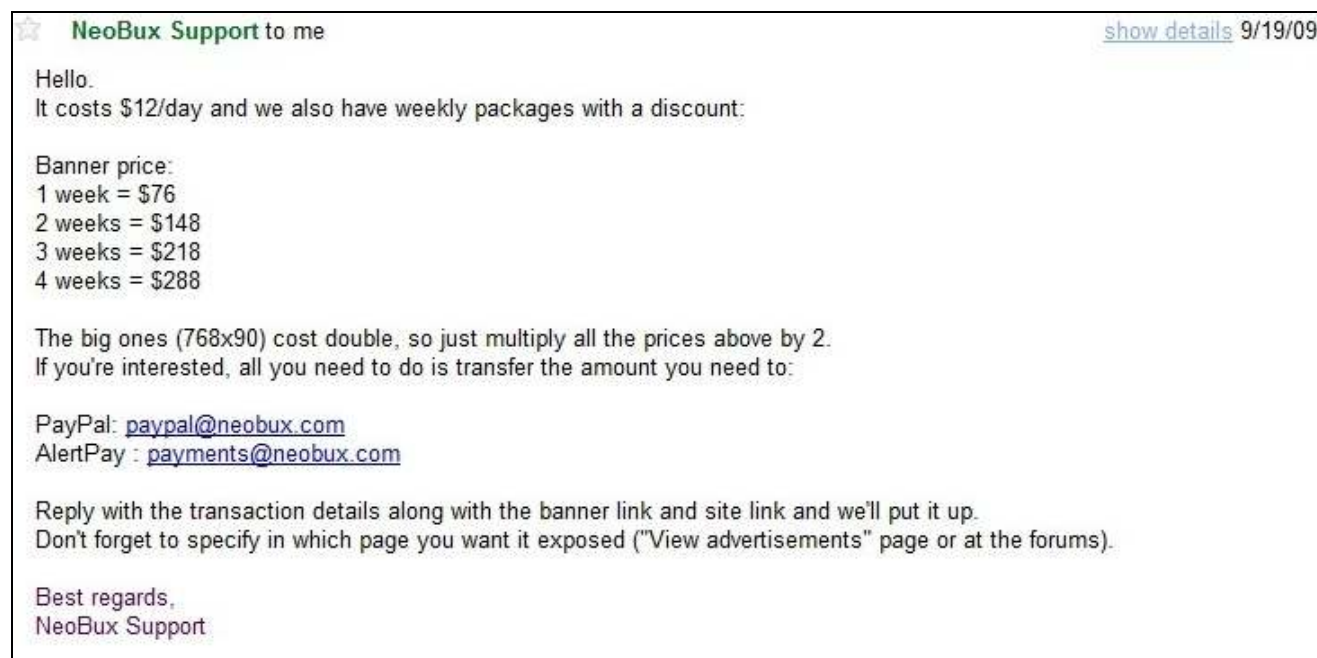
Please refer to the file titled **How to Use DownlineRefs.pdf** for further reference. This file is included in your download package.

✖ Chapter 3: Paid Direct Referrals

✖ 3a. Direct Referrals for PTC's

To advertise other PTC sites, we recommend using banner advertising on none other than **Neobux**. That's right, Neobux has over 3,000,000 members and counting. That's a lot of daily traffic!

Send an email to advertisements@neobux.com, inquiring about banner advertising. They will reply with an email that looks like this:



The prices above are for 468 x 60 banners. The 768 x 90 banners cost double. In addition to the above prices, you can ask for your banner to be displayed in the **ad frame**, which is the top area of the advertisement page. These prices are *4 times more expensive*, but will produce even more results.

Time	View Ads Page (468x60)	View Ads Page (768x90)	Ad Frame (468 x 60)
1 day	\$12.00	\$24.00	\$48.00
1 week	\$76.00	\$152.00	\$304.00
2 weeks	\$148.00	\$296.00	\$592.00
3 weeks	\$218.00	\$436.00	\$872.00
4 weeks	\$288.00	\$576.00	\$1152.00

Now, all you have to do is send them the money and reply with your banner details. Then, once your banner is up, start counting the referrals as they will come pouring in! *The newer the PTC, the more referrals you will get. People in this industry are always excited to join new PTC's, trying to get ahead of the game.*

Look at all the Referrals We Got for EasyHits4U

<input type="checkbox"/>	R...	Your new 1st level referral at EasyHits4U	Mar 22, 2011 22:18
<input type="checkbox"/>	Deakag...	Your new 1st level referral at EasyHits4U	Mar 22, 2011 00:37
<input type="checkbox"/>	Fortune2011	Your new 1st level referral at EasyHits4U	Mar 21, 2011 04:12
<input type="checkbox"/>	E...	Your new 1st level referral at EasyHits4U	Mar 21, 2011 01:15
<input type="checkbox"/>	Mp86...	Your new 1st level referral at EasyHits4U	Mar 20, 2011 22:19
<input type="checkbox"/>	S...	Your new 1st level referral at EasyHits4U	Mar 20, 2011 18:17
<input type="checkbox"/>	E...	Your new 1st level referral at EasyHits4U	Mar 20, 2011 17:16
<input type="checkbox"/>	B...	Your new 1st level referral at EasyHits4U	Mar 20, 2011 11:04
<input type="checkbox"/>	1...	Your new 1st level referral at EasyHits4U	Mar 18, 2011 09:45
<input type="checkbox"/>	M...	Your new 1st level referral at EasyHits4U	Mar 17, 2011 14:38
<input type="checkbox"/>	Super...	Your new 1st level referral at EasyHits4U	Mar 17, 2011 01:06
<input type="checkbox"/>	Christ...	Your new 1st level referral at EasyHits4U	Mar 16, 2011 07:16
<input type="checkbox"/>	S...	Your new 1st level referral at EasyHits4U	Mar 14, 2011 23:06
<input type="checkbox"/>	A...	Your new 1st level referral at EasyHits4U	Mar 10, 2011 05:49
<input type="checkbox"/>	L...	Your new 1st level referral at EasyHits4U	Mar 9, 2011 13:24
<input type="checkbox"/>	H...	Your new 1st level referral at EasyHits4U	Mar 9, 2011 08:56

Using this technique alone we received over 1,000 referrals in EasyHits4U. It will work for any website that has a referral system, whether it is a traffic exchange or PTC. The sheer number of referrals speak for themselves. Although Neobux banner ads cost some money, the results are extraordinary and is worth every penny.

In a nutshell, this is how you advertise on Neobux:

1. Send the admin an email inquiring about banner advertising
2. When you receive the email reply, decide which ad package you'd like to buy, then send the payment through Paypal or Alertpay
3. Email the admin with your referral URL and banner URL
4. Watch the referrals pour in!

In addition to advertising on Neobux, advertise on any PTC's that have over 100,000 members. Those are the sites that will provide good results, such as InfinityBux, BuxJunction, TVIPTC, and

IncreaseBux. Certainly, there are other PTC sites that we have not mentioned that have 100K members. Try advertising on those sites and see which ones gives you the best results.

4b. Direct Referrals for Neobux

Getting direct referrals for Neobux is more difficult than other PTC's. We do **not** recommend advertising Neobux on other bux sites. Why, you ask? First of all, Neobux is the *first* bux site that most people join before joining other bux sites. If they are already on a bux site, *chances are they are in Neobux*, and advertising on that site will be a *waste of money and effort*. Because Neobux is so famous, millions of people are already in it. This can be a blessing and a curse, since Neobux has a lot of credibility, but since so many people are in it, it is hard to get referrals.

What I discovered is that there certain websites that have over 100K members that have never heard of Neobux. These sites give you affordable advertising options, so they are a goldmine for finding direct referrals.

Linkgrand

www.linkgrand.com

Their rate is \$5 per 1000 clicks, which is a pretty good rate compared to other sites. You can also try buying a banner ad on their billboard, which costs more, but will bring more results.

Adhitz

www.adhitz.com

You can buy advertising with many options, such as choosing which website to display your ad in, or you can show your website throughout the network. It is a good advertising site for budgets of all sizes.

Donkey Mails

www.donkeymails.com

This site has over 1,000,000 members. There are many advertising options available, such as banner ads and paid to read emails, so choose your packages wisely.

Advertisers, Get Tons of Traffic!

For just \$5, you can get 1000s of visitors to your site.
[More details...](#)

Link's Text:

Link's URL:

Amount of Funding :
 More funding results in much more hits!

☐ \$5.00 (1000+ hits basic; 500+ if premium)
☐ \$10.00 (2000+ hits basic; 1000+ if premium)
☐ \$15.00 (3000+ hits basic; 1500+ if premium)
☐ \$25.00 (5000+ hits basic; 2500+ if premium)
☒ other: \$

Special Features :

☐ Premium Visits (Shown to confirmed buyers only.)
☐ Bold Link (\$2.00)
☐ Highlighted Link (\$3.00)
☐ Minimum 30 Second Views (\$3.00)
☐ Target by Country (\$2.00 per thousand hits)

Auto-Renew Order :

When you go to linkgrand.com, you will see this screen. It is **very simple** to use, what you see is what you get. Put your link text into the field, and in the link url, put in your referral link. Then, pick the funding option that best suits your budget. You can also enter a different amount if you want to spend more money.

If you want special features, they will cost more money, but will give you *more targeted results*. If you choose to target by country, we recommend that you choose India, Bangladesh, or any European country. You should choose countries that have a *lower currency* than the USA, because they think that Neobux will pay a lot.

You can also choose to auto-renew your order. If you have a budget to work with, this option will give you referrals on *auto-pilot*. **Set and forget!** You may cancel the auto-renew at any point from your paypal account.

And the best thing about linkgrand is that you **do not** need to register to buy an advertisement! You can do this all from the home page – and *set up your referral system in less than a minute!*

Look at all these Neobux Referrals...

	Referral	Came from	Referral since	Last click	Clicks	Avg.	
1		linkgrand.com	2011/02/14 20:28	Yesterday	96	2.462	
2		linkgrand.com	2011/02/13 18:52	2011/03/17	53	1.325	
3		linkgrand.com	2011/02/11 10:42	Today	196	4.558	
4		linkgrand.com	2011/02/07 00:17	2011/02/08	8	0.170	
5		linkgrand.com	2011/02/06 23:16	Yesterday	215	4.574	
6		linkgrand.com	2011/02/06 20:46	2011/03/09	128	2.723	
7		linkgrand.com	2011/02/05 19:22	Yesterday	150	3.125	
8		linkgrand.com	2011/02/04 20:55	2011/02/12	12	0.245	
9		linkgrand.com	2011/02/04 16:01	Today	133	2.714	
10		linkgrand.com	2011/02/04 10:25	2011/02/07	16	0.320	
11		linkgrand.com	2011/02/04 09:30	Yesterday	135	2.700	
12		linkgrand.com	2011/02/03 16:12	Today	73	1.460	
13		linkgrand.com	2011/02/03 03:01	2011/02/04	1	0.020	
14		linkgrand.com	2011/02/02 16:26	2011/02/03	4	0.078	
15		linkgrand.com	2011/02/02 10:17	2011/02/24	9	0.173	
16		linkgrand.com	2011/01/28 10:44	2011/01/29	8	0.140	
17		linkgrand.com	2011/01/25 23:49	Today	228	3.864	
18		linkgrand.com	2011/01/25 18:46	Today	261	4.424	
19		linkgrand.com	2011/01/24 10:49	2011/03/02	21	0.344	
20		linkgrand.com	2011/01/23 13:47	2011/03/17	44	0.721	
21		linkgrand.com	2011/01/23 13:17	Today	211	3.459	
22		linkgrand.com	2011/01/21 18:01	Today	257	4.079	
23		linkgrand.com	2011/01/19 15:13	2011/03/24	225	3.462	
24		linkgrand.com	2011/01/10 09:40	Today	231	3.080	
25		linkgrand.com	2011/01/05 16:02	Today	321	4.063	
26		linkgrand.com	2011/01/03 22:41	2011/03/19	85	1.049	
27		linkgrand.com	2011/01/03 06:32	Today	349	4.256	
28		linkgrand.com	2011/01/03 06:23	Today	136	1.659	

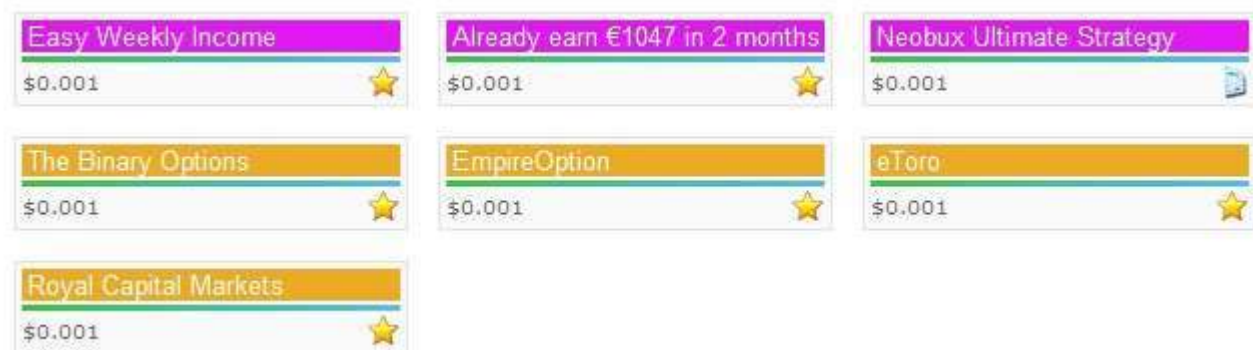
This is just a partial list of referrals we've received from Linkgrand. We highly recommend using this site. A lot of people on Linkgrand are hungry for money – and you have the answer they've been seeking.

Referrals on Steroids

This strategy is only for those who have a budget. If you want to get tons of referrals overnight, then used Neobux fixed advertisements. As you recall, there are several classes of ads in Neobux: micro ads, standard exposure ads, and then there are ads you see everyday.

These are fixed ads. The ones in orange are fixed ads that show up everyday, they are companies

that have made a deal with Neobux. You can order fixed ads for a certain amount of time; they are the ones in purple.



Since Neobux has 3 million members and growing, hundreds of thousands of visitors log in everyday to click ads. So it is a guarantee that you will get anywhere from 80,000 to 110,000 views to your ad on a given day. The pricing for fixed ads is below:

Time	Fixed Ads	Cost per day
1 day	\$100.00	\$100
7 days / 1 week	\$665.00	\$95
14 days / 2 weeks	\$1260.00	\$90
30 days / 1 month	\$2550.00	\$85
60 days / 2 months	\$4800.00	\$80
90 days / 3 months	\$6750.00	\$75

Buying a fixed ad will give you referrals on steroids! You will get 80 to 100 direct referrals (and more) overnight! But this strategy is very expensive. If you are on a budget do **not** buy fixed ads! We mentioned earlier that you should not spend money you cannot afford to lose. However, if you do have an extra \$100 to spare, and want to take your PTC business to the next level, then consider using fixed ads.

✂ Chapter 5: Building A List

Finally, here is a guaranteed way to gain endless direct referrals for the long term...it is **building a mailing list**. You've probably heard about internet marketers who make it big by building their list of subscribers, which is essentially their list of customers and loyal followers.

This works extremely well for gaining direct referrals. Unlike the advertising options mentioned above, this is not a one time thing. Building a list will reap you long term rewards, but it

requires work and a little bit of money upfront.

Before we tell you how to build a list, it may be important to know why this is best strategy for gaining direct referrals. Have you ever signed up to someone else's mailing list because you wanted to get *free information*? Then that person or company emailed you maybe every day or every other day to sell you something. But you didn't mind because you got the information you wanted. That person is *building a list*.

Now, imagine if you are the owner of a mailing list. Everyday, hundreds, *maybe thousands of people* are opening their inbox and they see an email from you. Since they trust you they open the email and read what your offer is. Depending on what your offer is, you are going to make lots of money just by sending that one email. But imagine that your subscribers are opening **your** emails everyday.

Let's say you today you send an email about a new bux site, called Bux Site A. The email will be sent immediately to your list of 100 subscribers. The typical response rate is 60%, so 60 of your subscribers will read your email, and assuming that half of them join, 30 of them will join Bux Site A as your downlines. Isn't that exciting? Just by sending 1 email, you get 30 direct referrals overnight.

But of course, results vary depending on what your offer is, how responsive your list is, and what day you sent the email. There are many factors that could affect the results so we will not discuss them. But the above scenario is very possible if you build your list right.

No need to "find" referrals

Have you ever gotten a direct referral, but you don't have their email address, so you have no way to contact them whatsoever? But if you follow the ultimate strategy, which is building a list, then you know that your referrals are people in your list. If you want to contact your referrals, just send an announcement to your list, that's it!

You don't need 10 sets of referrals anymore, now it is just one list that you can easily keep track of. Not only that, but people are likely to continue following you. So if Referral A joins you under Neobux, Referral A may also join you under Clixsense, InfinityBux, and PowerBux. That kind of scenario is very possible if you do it right.

Here are top reasons to build a list:

- ✖ You build a base of loyal followers, which means more and more potential referrals over the long term
- ✖ It's easier to promote website to people who trust you and want to hear from you
- ✖ Promote multiple websites to the same list, and that means one person can join under you in many sites
- ✖ No need to find referrals to contact them, because you know they are on your list
- ✖ Send one email and get instant referrals overnight

To set up your auto-pilot referral system, there are some steps you need to take to make that happen. Here is a guideline on building a list.

1. Get an auto responder service like TrafficWave
2. Write newsletters for your list
3. Make a capture page
4. Advertise your capture pages

✖ 4a. Essential Tools to Build Your List

In order to build a mailing list, you need to have an *auto responder*, a mailing service that sends out unlimited emails to your people on your behalf. The auto responder we recommend is Traffic Wave. Other services like Constant Contact, or iContact, or Aweber charge you by the size of your list. But with Traffic Wave, the price is the same no matter how big your list gets!

For more info about Traffic Wave, and for a **one month free-trial**, please visit this link:

<http://www.trafficwave.net/members/theemperor>

You must use the link above to get your **free trial period**. You can check it out before you decide to pay, so you have no reason not to do it. Who knows, maybe you will gain hundreds, even thousands of subscribers, and they will join whatever bux sites you mention!

Why Choose TrafficWave?

Same monthly fee for life.

If you have ConstantContact, iContact, or Aweber, they charge you based on the number of subscribers you have – the bigger your list, the more they charge you. The monthly fee for TrafficWave is \$17.95 a month, and this is a guaranteed rate – no matter how big your list gets, the price stays the same. Don't let the \$17.95 fee get in the way of signing up for TrafficWave. An auto responder is must have for anyone looking to make money online.

Free trial for 30 days

Upon joining TrafficWave, you get to use the service for 30 days absolutely free of charge. When the trial ends, you will need to put in your payment information so you can continue using this great service.

Make commissions by referring others

TrafficWave has an affiliate program where you can make commissions by referring others. You can build a downline in TrafficWave by teaching others how to build a list. If you teach others how to build a list, you will be paid monthly. Of course, the affiliate program is optional. You only need 3 downlines to make \$18.00 a month, which will pay for the \$17.95 monthly fee. Once you do that you will be using TrafficWave for free!

✖ 4b. Write Newsletters for Your List

Once you have your auto responder mailing list ready, it is time to write some content. Nobody wants to sign up to an empty mailing list, so you will need to have your content ready before you do

promotions and marketing.

Who is Your Audience?

The first thing you need to consider is: who are my subscribers? If you are an actor, then who is your audience? This is the single most important thing to identify before you even launch a business. One big factor in determining your audience is your product. What are you looking to sell? If you sell bicycles, then your audience is probably teenagers and young kids. You need to figure out who is going to buy your product. This is an important factor that can not be overlooked.

Your list is made up of people who are PTC users like yourself. So you will write your newsletters to cater to this group of people. Give some tips on succeeding with PTC's. Think about this – when you first started with PTC's, what information would you have wanted?

Another Reason to Build Your List

It is said that every subscriber that's on your list is worth \$1 a month. Considering that fact, how many subscribers do you want to have? If your answer is "as many as possible" then you are the right person who has the right mentality. If you have as much as 1,000 subscribers, then you're making \$1,000 a month. Think about the possibilities!

Personalize and Brand Yourself

When writing newsletters, please consider that your readers are people who don't want to read too much. You're writing an article, not an essay. It is true when they say "less is more". But you are not giving your subscribers less, you are giving them value for their time. If you personalize your newsletters, you are more likely to keep the reader's attention, because people relate to other people.

Being an anonymous salesman may seem "cool", but that is not the best way to build a list. You can still get results being anonymous, but you will not build a loyal base of followers. You can only achieve that by personalizing your newsletters and branding yourself.

Keep it Simple, Keep it Interesting

If you want people to believe you, you don't need to write a whole essay. Several paragraphs is more than enough to prove your point. What you want to do is keep things simple and have a clear message. Also, keep things interesting by adding pictures - they truly are worth a thousand words. If your newsletters are colorful and fun, then people will look forward to reading your articles, because it doesn't feel like work.

You may consider adding a famous quote, or maybe a silly joke just to keep things light. Let me give you an example. There is an internet marketer named Chase Swift who has several newsletters with thousands of subscribers. He has a short comic at the end of every email. This is what makes him unique and stands out from the crowd, and thus he is branding himself.

Be the Master of Your Tools

In order to become successful, you must become the master of your tools. How will you build a list if you get stuck in TrafficWave (or some other auto responder you use) and you don't know how to do

certain things? You need to spend a few hours every week learning the system so you can use it efficiently.

Luckily for you, TrafficWave has training videos designed to teach you how to use their service.
<http://www.trafficwave.net/videos/>

At the very least, you should learn the fundamentals of TrafficWave. After all, it is a business tool that you are going to use over and over. So you might as well master it now so you can have an easier time in the future.

Don't Sell Too Much

What you want to do is ask your subscribers to join your PTC sites as your referral several times over the course of the newsletter. Since they trust you and like you, they will join under you. They will trust you if you give them free information. This will happen automatically as they receive your newsletters.

Imagine having that kind of influence with your list, a group of people who trust you and will follow whatever you do. Once you have your audience, you can advertise as many sites as you want. But don't sell too often, or people will get annoyed. If they are annoyed, then they will un-subscribe from you and you are guaranteed to fail.

What you want to do is "sell softly" – a technique developed by internet marketing gurus. If you just give people a link, then it is obvious you just want to sell, and people will be turned off by that. I will give you 2 examples of selling, one is bad selling, and the other, the correct way, is soft selling.

How NOT to Sell Something

Bad Selling

Hey there **First Name**

Join my sites now! Clixsense is the best PTC ever! You will make lots of money \$\$ guaranteed, join today!

<http://www.clixsense.com/?r=username>

<http://www.infinitybux.com/?r=username>

<http://www.powerfulbux.com/?r=username>

Clearly this person just wants to build a downline, and he does not care about you or your goals. Only a few people, if any, will actually click on the link and join the sites he mentions. This is very spam-like, and most people will just ignore it, or worse, maybe the email filters will mark it as spam, and it is never seen by human eyes.

Soft Selling – Selling the Right Way

Hey there **First Name**

I have joined many PTC's but only a few were any good, so I wanted to show you a few of those sites that I highly recommend. Have you checked out Clixsense yet? It is one of the best PTC's in the industry, you can earn from 8 levels of referrals, and there is no limit to how many referrals you can have. Earn from 0.001 to 0.01 per click.

I'd appreciate it if you joined on my team. Here's my link:

<http://www.clixsense.com/?r=username>

By the way, here are some other great sites to check out:

<http://www.infinitybux.com/?r=username>

<http://www.powerfulbux.com/?r=username>

See the difference? One person is just selling you stuff, while the other person is building a list. Soft selling is the art of selling without it feeling like a sale, even though it is. This person took the time to tell you about themselves, which builds credibility and trust. And he also gave you information about Clixsense before he asks you to join. It shows that he cares about what he does and he wants you to be informed.

As you are writing your newsletters keep these points in mind. Do not use bad selling or you will fail and waste your time and money.

One more thing to consider is that people are always looking for the latest information from the PTC World. If you give recent information and keep them up to date, they will be happy. And if your list is happy, you will happy.

Remember these tips

Here is a checklist for writing newsletters.

- ✖ Give people free information and they will flock to you like flies
- ✖ Don't sell too much or too little, use soft selling so you don't sound like a spammer
- ✖ When you ask someone to join a PTC, give them details such as cost per click, cash out limit, and referral rates
- ✖ Building a list takes time, but the long term rewards will be worth it

The Magic Number

Besides the content of the newsletters, the timing is also important. According to research, the optimum number of emails to send per week is (3) emails. Of course, this is only a guideline, it

might not be true for everyone. For example, in the first week someone signs up, you may want to send more emails (1 per day, for example) because you want to build a relationship right away and lock the prospect in. If they trust you and regard you as an authority they are less likely to unsubscribe.

Never Ignore the Subject Line

As a list builder, one thing you need to focus on are *open rates*. Simply put, it is a % of people who open your emails. If your list has 100 people, and 20 people read your emails, your open rate is 20%. In the first week, the open rate is very high (like 90% to 100%), and it decreases as time passes on. After 3 to 4 weeks, the open rate drops to 20% to 30%. Why spend time writing a newsletter if no one is going to open it? In order to increase your open rate you need to focus on the subject line.

The subject line is what catches your reader's attention – it is something you can't ignore. If you make the email personal then they will open it. Put the prospect's name in the email, first and last if possible. Then, ask them a question they will want to know the answer to. Questions will raise their curiosity, which leads them to clicking on the email.

Something like this is acceptable:

Hi John Smith, What Do You Think the Top 3 PTC's Are?

John Smith, Can You Believe These Click Rates?

John Smith, What's the Difference Between AutoRecycle and AutoRenew?

Sell the eBook with Your List

To properly utilize a list you need to *build a relationship* with your list. Give them free information from time to time, and they will trust you more because you are saving them a lot of time by providing relevant information about PTC's. Imagine having that kind of influence with your people that you sell anything you want. Well, if you build a relationship with them and do soft selling you can achieve those kinds of results.

To make more money with the list you already have, become an affiliate and sell the Neobux Ultimate Strategy (this ebook) to them. You have bought and benefited from the information, so why not let other people have the same information, while you are making money from it. It's a win-win situation no matter how you look at it.

Now you have 2 ways to make money, PTC referral earnings and earnings from ebook sales.

<http://neobuxultimatestrategy.com/members/?action=register>

✖ 4c. How to Make a New Campaign

Now it's time to learn how to use TrafficWave. Before you read this section make sure you've already joined TrafficWave using the link above.

Back Office Home



After you login you will see your back office. The option we're interested in is the campaign manager. This is where most of the important stuff is.

Here you will see a list of all your campaigns and # of subscribers you have.

On the left hand menu, click on create new campaign. Just follow the steps on the screen.

Step 1

Enter the campaign nickname. This is for your reference so put in anything you want. Then click on "Verify Nickname"

Then just read the text and click next



Step 2

Here put in the campaign details.

Return email name: You can put in your full name. If you don't want to use your name, then put in the title of the newsletter. "PTC Newsletter" is acceptable.

"Standard" Signature Tokens

Your Return E-mail Name: (required)
e.g. John Smith

PTC Newsletter

Your Return E-mail Address: (required)

admin@bestpayings

Campaign Title: (required) ?

PTC Newsletter

Company Name (optional):

Phone Number (optional):

Return email address: This is extremely important. Make sure you actually check this email address, as the system will send emails from this address. People will often ask you questions, and it's a good idea to reply to them.

Campaign title: The title of your campaign that people see. Something like "PTC Newsletter" will do.

The company name and phone number are optional. We're going to skip the phone number since you don't want people calling you.

The URL Tokens are shortcuts that you can use for your referral links. They are placeholders you can use, so that you don't have to remember your referral links all the time.

For example, if you put in ****SIG_URL1**** in your emails, it will show up as its value:
<http://www.neobux.com/?r=DragonEmperor>

It is convenient when you want to update your referral link. Just update the token, instead of having to update every single copy of the link.

URL Tokens (optional)

These optional tokens are for URLs only. They will be automatically "w Letters.

URL 1 (optional):
SIG_URL1

<http://www.neobux.com/?r=Dragon>

URL 2 (optional):
SIG_URL2

<http://www.clixsense.com/?337345>

URL 3 (optional):
SIG_URL3

<http://www.cashnhits.com/index.pl>

Add New URL Token

☐ Use the postal address from my TrafficWave.net Member Profile.

Name:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/>
State/Province:	<input type="text"/>
Postal Zip Code:	<input type="text"/>
Country:	<input type="text" value="United States"/>

Step 3

TrafficWave requires you to fill out an address for your campaign. Check the box to automatically fill out the address from your account details.

If you don't want people to see your address, then you can put in a fake one. But that's entirely up to you. The address is not important in getting referrals.

Step 4

These are the fields that you want people to fill out when subscribing. There are many fields available, but for our purposes we just need a name and email address. These are the default fields required by TrafficWave.

All the other fields are not of interest to us.

"Standard" Fields

- ☐ Salutation (Mr., Mrs., Ms., Dr.)
- ☒ Name (single field)
- ☐ First Name/Last Name (split fields)
- ☒ Email Address
- ☐ Company Name

I have read and agree to the above requirements: ☐

Final step

Check this box, and you're finished with the creation of your campaign

When you're finished making the campaign, you can go back to the options to edit it at anytime.

Campaign Profile

Campaign Profile Signature Tokens Campaign Options

☐ "Publish" These Letters: ?
Check this box to allow other users to retrieve a copy of your letters...

☒ Send Notification upon Confirmation: ?

☒ Include TrafficWave.net Member Link on Lead Capture Fo

Update Campaign Options

On the campaign options tab, you have more options available. Check the 2nd box if you wish to receive an email whenever a new person subscribes to your list. In the beginning you'd want to do this to keep track of your campaign.

I suggest you make a new folder within your email inbox just for mailing list sign ups.

Check the 3rd box if you wish to include your TrafficWave affiliate link in your emails. As I mentioned, TrafficWave has a multi-level paying affiliate program. You can make a monthly income just by using this program.

✖ 4c. How to Write Newsletters

After you set up your campaign, you need to add newsletters to it. Go to the main menu and click on "Create New Letter"

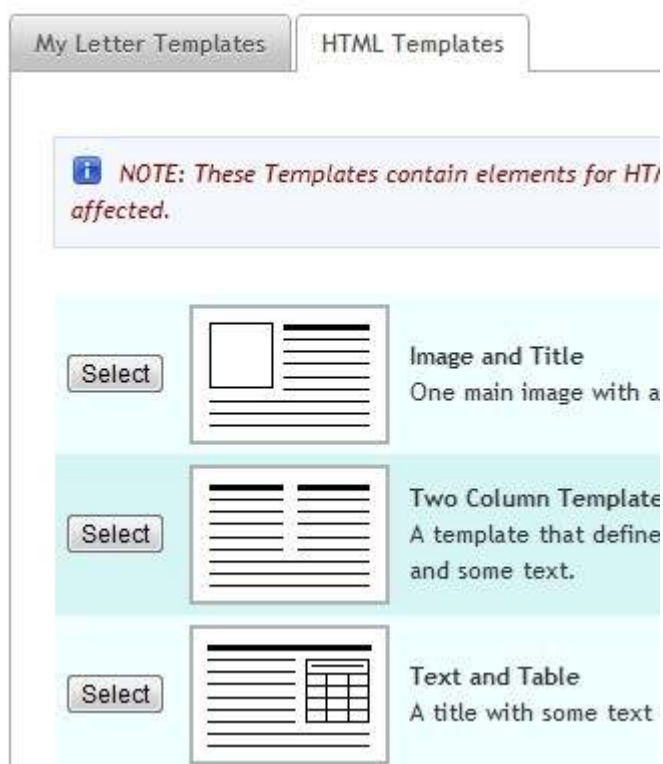
Then you will be asked if you want to use a template or make a letter from scratch. Click on use a template and then follow the on-screen instructions.

Scroll down the list to see all templates available. When you find the one you like click on “select” to apply the template to the body. Then click on “okay”

Note: If you are editing the newsletter and applying a new template, all the previous content will be overwritten. So make sure you choose a template carefully before proceeding.

Templates only work with the HTML version of the letter. If you are using the plain text version then you will not be using templates. Most email clients will support HTML emails, so there is no reason to use the plain text version.

After you apply the template, it is time to edit the letter. This is what the newsletter editor looks like.



Now let's get to the features of the editor. Please see screenshot below for reference. We are interested in only certain areas.

1. Subject line

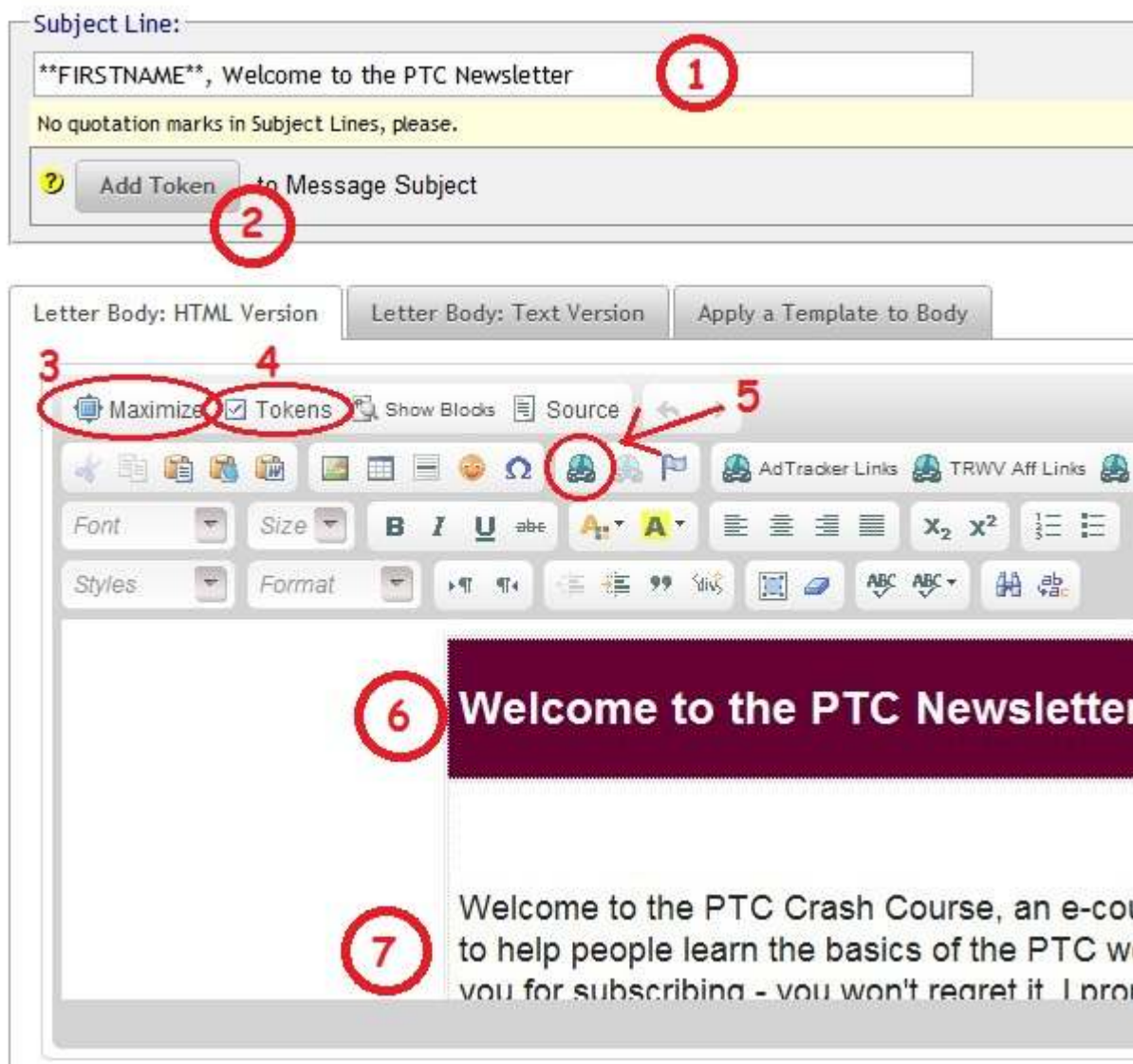
They say that the subject line is the most important line in the whole email, and for good reason.

Everybody's trying to sell something online, so they're all sending emails to each other. So the average person's inbox is pretty full. So you only have a few seconds to get people's attention. If your subject line is no good, then people won't read it, and your email will go to waste.

There are many ways to get people's attention with the subject line.

2. Add token

Click on this to select from a number of tokens available. Select the person's name, the first name or the full name, to use in the subject line. When people see their own name, they will pay attention, thinking you are talking to them directly.



Other ideas to make an engaging subject line:

Ask a question that makes people curious

Ex. "How much have YOU made so far?"

List X number of things they need to know

Ex. "What are the top 3 mistakes people are making?"

Mention a popular topic and ask for their opinion

Ex. "Is Neobux using bots or not? We want your opinion!"

3. Maximize & Minimize button

Click on the maximize button to make the editor full screen. You can switch back and forth at your convenience by clicking the same button. It will be easier for you to work on full screen instead of a

tiny space in the editor.

4. Tokens

Just like the subject line, you can add tokens to your newsletter. Remember the URL tokens you entered into the campaign? This is where you'd use them.

5. Link button

To add a hyperlink to your newsletter, click on this button and just fill in the URL and other necessary fields.

6. Headline

The headline should reflect the topic discussed in the body text

7. Email body

You need to write engaging and interesting content. People are suckers for free information, so if you become the source for free information, people will like you and trust you. They will see you as an expert and will treat you like one.

Once you have that kind of credibility, you can promote anything you want to them, and they will happily join your PTC sites.

Once you are done, save your letter. You will be taken back to the letters page, where you can see all your letters.

So right now, go ahead and write a couple of newsletters.

For each letter, there are a few actions you can take. You can delete it or copy it. TrafficWave allows you to copy letters from one campaign into another.

Review/Edit Campaign Letters

Letters | My Letter Templates (0)

Automated Follow-up Letters ?

Letter/ID:	Subject Line:
<input type="checkbox"/> 1 [2108465]	<input type="checkbox"/> **FIRSTNAME**, Welcome to the PTC Newsletter

(☐) Action:

Days Delay:

(now)

There's 1 more step you need to take before your letter goes live. Put in the # of days delay into the box. Day 0 means the day that the person signs up, meaning they will receive the letter right away.

Day 1 is the second day, day 2 is the third day, and so on and so forth.

Once you do this step, your newsletters are now live. Congratulations!

Here are some pointers to follow when writing content:

Writing content:

1. Don't spam - this annoys people
2. Don't over-sell - people will ignore you
3. Give free information
4. The bigger your list, the more referrals you get

✖ Chapter 5: Capture Pages

All that work you did before would be meaningless if you did not have people subscribing to your list. In order to build a list, you need a capture page, also known as a **splash page**, so you can capture your prospect's name and email and put them into your newsletters.

The prospect will see your capture page, read your offer, and will opt in by clicking on an action button. Then they will need to check their email for a confirmation link, and once they click on that confirmation link, they will begin receiving your newsletters immediately.



Splash pages and auto responders are both essential tools for building a list. You need both in order to make it work, one cannot work without the other. Unfortunately, most people don't know HTML so they have to pay for a web designer to get their splash pages done. And on top of that, they need to pay for a website and web hosting fees.

Premium splash page services

If you need an extremely fancy splash page, there are many services out there that can provide this for you. The typical price for a professional splash page is \$47.00 to \$90.00 - so choose wisely. To find a decent web designer, look on elance.com or freelancer.com - or just google web design services.

✖ 5a. Elements of a Splash Page

Whether the splash page you want to create is graphics intensive or not, there are certain elements of a splash page that must exist to make it work. Firstly, there is the eye-grabbing headline – this gets your viewer's attention. It needs to stand out on the page and compel the viewer to take action.

Below the headline is the optional sub-headline. The sub-headline should be slightly smaller than the main headline, but it should stand out and complement the main headline.

Of course, there is the opt-in form, the whole reason why we are making a splash page in the first place, to capture someone's name and email. It goes near the bottom of the page. If you're making a video squeeze page, then the opt-in form goes to the right of the video.

Underneath the opt-in form is the "no spam" message. This is extremely important, as people need to know that you are not going to spam them, but you will send them relevant information. Basically, people are skeptical about joining a mailing list, so they need to know that they are going to get what they signed up for.

Many splash pages have JavaScript built in that shows a pop up window when the viewer closes the page. We do **not** recommend doing this, because it will annoy the viewer and if they are annoyed, they will never come back. Many people enable pop ups because they think that the viewer might change their minds in the last second.

No matter the reason, pop ups are always annoying and will decrease the quality of user experience. If you want to use pop ups, use them at your own risk.

Types of Splash Pages

Graphics splash pages

Graphics based splash pages have very little sales copy on them, but rather, they engage the viewer with impressive graphics and call to action items. There is usually an ebook cover with the title of the ebook, and the opt-in form is a box that is clearly defined. Often there will be a giant "subscribe now" or "join us" button in the opt in form.

Video splash pages

This is a splash page that shows a video on the left hand side, which is designed to create desire, causing the viewer to fill in the opt-in form on the right hand side. Usually the video plays automatically when the page is loaded.

Examples of video splash pages:

ULaunch Formula

<http://infinitybux.ulaunchformula.com/signup.php>

Hidden video splash pages

The hidden video splash page is a type of video splash page with a twist: the video is not shown. It is just a teaser image to get to get you to sign up. Once you sign up, then the video will be shown to you.

Examples of hidden video splash pages:

The Tao of Badass

<http://www.thetaoofbadass.com/special>

Lucrative List Secrets

<http://www.lucrativelistsecrets.com/free-training>

Sales page squeeze page hybrids

This is a combination of a splash page and a sales page combined into one page. The splash page is featured at the top, and it has all the elements of a video squeeze page. But if you scroll below that, there will be sales copy, convincing the viewer to buy something, and of course, there is an order button at the bottom.

Examples of squeeze page hybrids:

GVO

<http://martinp234.hostthenprofit.com>

Web hosting

If you want to use splash pages on your own website, you are going to need a domain as well as web hosting. There are (2) kinds of web hosting: free and premium. If you choose the free way, then prepare to deal with restricted features, as well as limited hosting space and bandwidth. We recommend 000webhost for free hosting, and hostmonster for premium hosting.

000 Webhost

<http://www.000webhost.com>

Out of all the free web hosting services out there, we feel that this is the best one. They offer 1500 MB of free space, 100 GB of traffic, as well as access to a cPanel interface. And most importantly, they do not show ads on the site. You have 100% control over your own domains and how your websites look like.

Hostmonster

<http://tinyurl.com/superior-web-hosting>

Features of Hostmonster:

- ✖ Only \$5.95 a month – this discount is available only through the above link
- ✖ Unlimited space & bandwidth – no need to worry about restrictions
- ✖ Host unlimited domains & have unlimited email accounts
- ✖ Free domain included for first time customers
- ✖ cPanel control panel – user friendly interface

- ✖ Free site builders – great for those who want to make their own site
- ✖ Free access to a variety of scripts, get your own gallery, forum, or blog within minutes

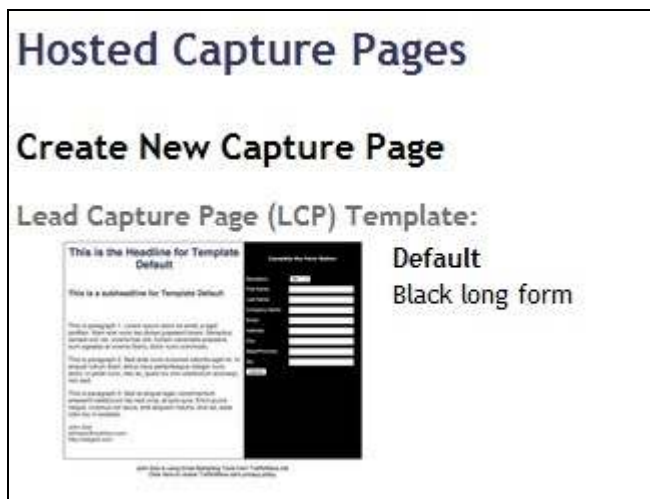
✖ 5b. Capture Pages in TrafficWave

Luckily for us, there is another way to get capture pages without spending another dime. TrafficWave has a feature where you can add capture pages to your campaign. If you don't have a website and wish to save some money, then this feature is good for you.



Instructions

To make a capture page in TrafficWave is simple and straightforward. From the main menu, click on hosted capture pages.



Step 1

Click on "Create New Hosted Capture Page"

To change the template, click on "Choose Template"

There are many templates to choose from, so pick the one that you like and click on it. Doing so will open a pop up window to preview the template.


Click on "Use this Template"

Step 2


Now you need to fill in the form fields. The page nickname is for your reference, so putting in anything will do. You can put in something like “freereport”

Headline: This is the biggest text on the page and will be the line that grabs people’s attention. Remember that you only have a few seconds to get people’s attention, so make it compelling. Put in something like “Get this free ebook now!”

Subheadline: This line is complimentary to the main headline. It is optional.

Page Data ?
 HTML code will not be accepted.
Make changes by using the Edit/Update button at the bottom of this form

Page Nickname:
(required - Internal use only - one word with no spaces - up to 25 characters)

Make this Page Information My "Safety" Page: ? 

Headline:
(required - up to 65 characters)

Subheadline:
(optional - up to 80 characters)


Paragraph 1, 2, 3: This is the main text of the capture page. Be sure to list the benefits of being in your newsletter. For example, if your newsletter covers tips on how to avoid being scammed, you can list this as a benefit.

Signature Name: This field is required. Put in your real name or if you’re not comfortable with that, put in your company name. “PTC Newsletter” is acceptable.


Signature Email (optional): The email that goes with your signature name


Signature URL (optional): The url that goes with your signature. You should leave this blank, since you do not want to people to click on the link and leave the capture page. The main purpose is to get their email address so they can be in your mailing list. Don’t distract them with other links.


Step 3

Look everything over, and when you are done, save the capture page. You should see this in your list of capture pages. You can update it at anytime by clicking on its name (freereport). To preview the page, just click on the  icon.

Your Capture Pages hosted by TrafficWave.net

 **freereport**

Capture Page URL: (ID: 29238)  <http://www.trafficwave.net/lcp/theemperor/ptcnewsletter/29238>

Template: *Cash2* 

Created May. 10th, 2012

Subscription Requests from this Page: 1
(since May. 10th, 2012)

Last Subscription Request from this Page: May. 10th, 2012 - 11:57 AM CST

Subscription Landing URL (from Profile) *Default (not set)*

Confirmation Landing URL (from Profile) *Default (not set)*

Step 4

This step is optional. What you want to do now is test your capture page by signing up to your own campaign. This is the best way to test your newsletters, by looking at everything from the perspective of a subscriber. So, go to your newly made capture page, and sign up. Then go to your email inbox and look for a confirmation email. Open that email and click on the confirmation link.




Once you've confirmed that everything's working and all your newsletters are fine, it is time to begin advertising and promotions.

5c. Advertising Your Capture Pages

Promotion and marketing is simply exposing your capture pages in front of as many people as possible. It is a numbers game, plain and simple. What is going to make a difference is the quality of the design of the website, and your compelling offer.

The best way to advertise your offer is to use Neobux banner ads. You will be exposing your splash page to millions of Neobux users, and will build your list quickly. If you don't have a budget, however, use traffic exchanges and DownlineRefs advertising.

Top ways to promote your splash page:

-  Neobux banner ads
-  Traffic exchanges
-  DownlineRefs

Remember all the promotion methods we mentioned in the earlier chapters? We are going to use those methods to promote your capture page, and **only** your capture page. Since our goal is to build a list, advertising anything else is going to be a waste of time.

All your hard work will pay off at this point. Once you begin advertising and promotions, you will watch your sign up rate increase steadily, virtually overnight, and watch the referrals pour in. Now

that you have a system in place, you no longer need to promote 10 PTC's (or even more), instead, you only promote 1 capture page.

This is the part that you can call "fun" because it is the easiest thing to do. Be glad that you are building a list – now you have an ongoing source of referrals. You know your referrals are people in your list, and you no longer have to find them or track them down.

Use a Free Gift as Bait

People go on the internet primarily to do research, and they are suckers for free info. All you have to do is give a free ebook as an incentive to join your list. And on top of that, you already have the info to give them...you can use our Neobux Basics ebook!

If you don't have Neobux Basics yet, get it here:

<http://neobuxultimatestrategy.com/basics>

Free Promotion Credits

The ultimate strategy works because it utilizes advertising options such as EaysHits4U, and other traffic exchanges, and DownlineRefs. These programs allow you to build a downline and doing so will get you free credits. Those credits will then be used to advertise your list. The more people in your list, the bigger your downline will grow within these programs.

If you do it right, your list will practically grow itself. So, in addition to promoting PTC's, make sure you promote traffic exchanges and DownlineRefs in your list.

Shortening Your URLs

Your capture page is going to look something like this:

<http://www.trafficwave.net/lcp/theemperor/ptcnewsletter/2927>

The problem is the link is long and ugly. Nobody wants to click on an ugly link because it doesn't look trustworthy. What you want to do is use a link shortening service such as tinyurl or bit.ly to make your link look prettier.

Then you can have something like:

<http://ww.tinyurl.com/subscribe-ptc-newsletter>

Once you have this new URL, save it with your other URLs. Then you can put this link in traffic exchanges, DownlineRefs, and everywhere else you do your promotions.

AutoReply Messages

This is a method that many people use in their email accounts. An auto reply is a message that you receive after you email someone. It is set up to send a pre-written email automatically when

someone emails their account. All email services should have this auto reply feature. However, the problem is that most people do it wrong.

Most people's auto reply messages are spam messages; they just list a bunch of links without telling you anything about them. All they tell you is that the sites make a lot of money. However, this is just annoying and people will just ignore it and hit the "delete" button.

The key to making this work is to make your message not look like spam. Remember the concept of soft selling? That's what you need to do.

Also, put the newly formatted URL of your capture page in the message.







Chapter 6: PTC Mini-Sites

As you know, having a blog or mini-site of your **Top 10 sites** can be extremely beneficial to your PTC business. If you advertise just Neobux, and if your prospects are already in Neobux, then they will not be interested and you've lost them. Instead of advertising just Neobux or Clixsense, **you can advertise all your sites with one link**, and let the prospect pick which site they like.

The downside is that the average person, who has little HTML knowledge, will not be able to produce such a mini-site. There is still an answer for them, though. They can create a blogger site for free and never pay a dime. While still useful, blogs offer very little control over the layout and the content of the site, as well as dealing with messy editors. And most importantly, they will not give you exactly what you want.

When you get your own mini-site, this is the link that you'd advertise in various places. Because we have only a few seconds to get the prospect's attention, a mini-site catches their eye. Your colorful banners will get the prospect's attention, and they can see everything in one glance. They will choose which sites to join, and who knows, maybe they will join more than one.

Features at a glance

-  Small One Time Fee & Free Hosting
-  Promote All Your Sites with Your Own Unique URL
-  Unlimited Lifetime Updates for Free
-  Quality & Quickness - Satisfaction Guaranteed!
-  Keep Your Files Forever
-  Satisfaction guaranteed!

To get your own mini-site, please go to:

<http://neobuxultimatestrategy.com/minisite>

Promotion Methods

You can promote your PTC Mini-Site using the same methods that you'd use to promote your capture page.

AutoReply Messages

Like previously mentioned, you can use this method to promote PTC's. The proper way to set up an auto reply is to put the link to your PTC mini-site in the message.

Doing this has 2 advantages. Firstly, you no longer need to update the sites in your message. The link to your PTC mini-site will never change, you just need to update the content on the website. Secondly, the mini-site link will stir up curiosity in people, and they will more likely click on it.

✂ Chapter 7: Conclusion

The ultimate strategy is building a mailing list, the method that gets the most referrals over time. It requires a small investment and a moderate amount of work, but the rewards you will get are tenfold.

Tying it all together, you need to build a list and advertise to your list. First, join TrafficWave and get a 30-day free trial. Then make a campaign and write some newsletters. After that, you need to make a capture page. Once that is done, test your capture page and newsletters.

Then you can begin advertising your *capture page*, and only your *capture page*, nothing else. Promote it using EasyHits4U and DownlineRefs. And make sure you use your list to get referrals into EasyHits4U and DownlineRefs to get tons of free credits. Those credits can be used to advertise your capture page.

We have mentioned many ways to get direct referrals, some free, some expensive. We will list them here for your reference.

Top ways to get referrals:

- ✂ Traffic exchanges (free)
- ✂ DownlineRefs (free)
- ✂ Have your own website blog (free)
- ✂ Ads on Linkgrand / Adhitz / Donkeymails (cheap)
- ✂ Advertise on sites with 100K+ members (cheap)
- ✂ Neobux micro ads (cheap)
- ✂ Build a mailing list (moderate)
- ✂ Neobux banner ads (moderate)

🚧 Neobux fixed ads (expensive)

Here is a summary of what to do when joining a new PTC:

When you first join a new PTC, get as many direct referrals as you can by promoting it within your list. Once you do that you will be earning \$\$\$ from them everyday. Then use that money to rent referrals and renew referrals. In addition to gaining tons of direct referrals and management of rented referrals, you need daily action in order to profit from the referrals' clicks. As mentioned earlier, you need to commit to clicking everyday, otherwise you are going to lose money.

Also, please keep in mind the following:

- 🚧 Your strategy must include both direct referrals and rented referrals
- 🚧 If you have a lot of referrals, skipping days of clicking ads is a no no
- 🚧 Do NOT spend money you cannot afford to lose
- 🚧 Re-read this ebook from time to time if you are lost on something

And we're done! We gave you all the information you need to know – and now you must apply the strategies. It might seem like a lot of information at first, so take your time and absorb it and learn at your own pace.

This product is updated often so log into your members area for new updates. To be informed of new updates to the NUS, please subscribe to our customer newsletter. Again, thank you for trusting us and getting the Ultimate Strategy.

Good luck and happy earnings!

Sincerely,

Benjamin Louie
Neobux Ultimate Strategy
admin@bestpayingsites.com

NUS Resources Section

Again, we want to thank you for being a valued customer of our ebook. The only thing left to do is to implement the strategies that we went over. In the meantime, you can check find out about other services that we provide.

Make More Money with Our Affiliate Program

If you like this ebook and want to spread the word, then you can become an affiliate of ours and sell this eBook! Using our advertising strategies from earlier sections, you can get your money back right away, and more. If you're interested in becoming an affiliate, go here:

<http://neobuxultimatestrategy.com/members/?action=register>

It's fast and easy. You do **not** need to know any HTML or any sales knowledge. Just promote your affiliate link using our simple instructions, and receive money on auto pilot. Guaranteed!

Key features:

- ✖ Instant payments straight to your paypal account
- ✖ Cookie tracking – you won't lose any customers if they decide to buy later
- ✖ Access to an arsenal of affiliate tools
- ✖ Access to affiliates only newsletter for tips and tricks
- ✖ One registration allows you to sell multiple products

NUS Video Course

The Neobux Ultimate Strategy Video Course has been created due to popular demand by our customers and subscribers. This course will take you by the hand and show you how to set up your campaign to get referrals on auto-pilot. We will show you step by step the easy to follow instructions so you won't be lost.

<http://neobuxultimatestrategy.com/video-course>

Members Only Newsletters

You most likely found out about the Neobux Ultimate Strategy from our PTC Newsletter. By getting this ebook you have taken a giant leap to boosting your PTC business, so you should be proud of yourself for doing something many others are not willing to do. But it does not end here, this is only the beginning.

Being a customer entitles you to our member newsletters, exclusive only to customers and affiliates. For more info go to this link:

<http://neobuxultimatestrategy.com/?p=ptc-newsletters>

Links Section

Neobux Basics eBook

<http://neobuxultimatestrategy.com/basics>

NUS Video Course

<http://neobuxultimatestrategy.com/video>

PTC Mini-Site Order Page

<http://neobuxultimatestrategy.com/minisite>

Blog Post - Direct Referrals

<http://neobuxultimatestrategy.com/?p=neobux-direct-referrals>

EasyHits4U

<http://a.easyhits4u.com/splash1.php?ref=theemperor>

Downline Refs

<http://www.downlinerefs.com/?ref=theemperor>

Linkgrand

www.linkgrand.com

Adhitz

www.adhitz.com

Donkey Mails

www.donkeymails.com

TrafficWave Sign Up

<http://www.trafficwave.net/members/theemperor>

Neobux

<http://www.neobux.com/?r=DragonEmperor>

Free Webhosting

<http://www.000webhost.com>

Hostmonster Webhosting

<http://tinyurl.com/superior-web-hosting>