{NAME}

Lesson Twelve was the second part of the answer to the question of what are some methods of driving traffic that might be viable. Here is the next part of the answer to that question.

There are a few highly effective and profitable ways to generate traffic. One is joint venture ad swaps. A joint venture ad swap is where person X agrees to mail something to X’s list for person Y that sends people to Y’s squeeze page so Y gets new subscribers, and Y agrees to send something to Y’s list on X’s behalf that sends X new subscribers.

Both X and Y get a couple hundred extra subscribers. Initially, the only people that were really doing them on a large scale were the big, million-dollar earners and they were doing them just between themselves. They were really keeping it very low key.

But when the newbie marketer entered the scene and discovered the method of doing joint venture ad swaps and writing the perfect email to get people to do it with him, and he found a way to monetize it at very small levels, he just became a machine about it. He made lots of money off of those subscribers.

However, after about 6-8 months of doing that, the people he was doing ad swaps with realized how lucrative it was and began to create software to make it easier for other people to do joint venture ad swaps. Now, many people use the software to do joint venture ad swaps.

If a small group of people does joint venture ad swaps with lists that are not being corrupted by a thousand different people doing it, it’s still highly profitable, but you have to be very careful when that’s all you’re doing with your list.

A person can go from 0 to 5,000 subscribers with ad swaps in 2-3 months and get to an income of $3,000- $5,000 a month. Then they think, let me get to 10,000 subscribers and I’ll double my income.

In the next lesson, we will continue to discuss the topic of potential ways to drive traffic.

{SIGNATURE}

P.S. There is a great resource on building your own responsive list. Make sure to pick it up here:

{LINK}