

S1: Hi! Welcome to module 7! I bet you are all pumped up to become the next commission smasher by now. However, this module is not for newbies because in this topic, I'm going to teach you how to find your collaborative smashers using ad swaps.

S2: Ad Swapping is almost self explanatory. However, I'll briefly explain this just in case this may be a foreign term to those who are new to internet marketing. Basically, Ad swaps are swapping advertisements with other marketers. As I mentioned before. If you are a newbie, ad swap NOT for you yet. Why? Because you must have a mailing list to begin with. Ad swap is exchange of mailings with other email list owners. So, how do you exchange of mailings if you don't even have one? However, Ad swap is a very approach for those who are new to internet marketing and are building their mailing list. It's one of the greatest approaches to construct a list and it hardly takes any time to do!

S3: So, Why Ad swaps? I will give you 3 good reasons!

Number one , it is free, fast and easy to do. You don't have to spend a penny to double or triple the size of your mailing list! How fantastic is that? Ad swap can be done so easily if you know how and promises fast results. This number 1 reason is totally enough to encourage you to jump in and start doing ad swaps.

Number 2, You can do this with as many mailing list owners as your email schedule allows. There is no limit to it but be sure to not overdo it. Because if you do it too often, your subscribers aren't going to like it and this will jeopardise your mailing list. However, if you do it correctly, the benefits you get from ad swap is irresistible.

Number 3, Basically, you and your ad swap partners are both taking advantage of the each other's marketing efforts. It saves both your time and effort. This is a win-win situation for both you and your collaborative partner. In conclusion, Ad swapping is becoming a well-received trend of internet marketing today for a simple reason that it really works!

S4: Alright, now let's jump into it! I'll show you exactly how to use ad swap to get buyers on your list. In other words, how to find and form an alliance with your ad swap partner!

S5: I will show you 3 simple steps to form an alliance!

First and foremost, you have to find an ad swap partner who owns a mailing list. Not only that, you have to make sure your partner owns a list that's similar in size, and niche as yours.

S6: For example, if you have 10,000 subscribers in your list and in the internet marketing niche, while your partner also have the similar amount and in the same niche, then you can move on to the second step, STRIKE A DEAL!

The final step is you agree to email your ad swap partner's solo ad email your mailing list. Likewise, he does the same, he emails your solo ad to his mailing list!

By doing so, You both benefit from the cross-promotion and you get to build your list at warp speed! Think WIN-WIN!

S7: Next, Where do you find ad swap partners? Some of the places you get to find ad swap partners include mailing lists you are subscribed to, Skype Channels, Facebook Groups, Warrior Forum, or searching Google for other mailing list owners. My favourite however would be Skype Channels, as I am personally on skype more often. There are a few active channels where marketers are offering ad swap deals. However, you need to be invited in to such channels to get the deal. You can go ahead and try seaching for such channels and look for ad swap partners. If you can get access into these channels, it would be a really awesome thing. I'm telling you about this

because I want to let you know that there is such possibility out there to consider.

The second close and best way is Warrior Forum. If you check out the forum you will find that there's a lot of ad swaps deal going on. You can pick out whichever adswap partner you think will be a good fit with your ad swap venture. Plus, you can even post your own ad swap deal if you have an account with warrior forum.

Besides, try checking out the mailing lists you are subscribed to. You will be surprised that your potential ad swap partners are the people you are subscribed to. Go ahead and drop them an email or even facebook message is fine.

The last resort I will go to is to use Google and search for other mailing list owners. Reason is this method is not that effective but you can always try it!

S8: Here's an example on how you write an email to your potential ad swap partners..

Hey [[NAME]],

My name is Kathy Lee and I chanced upon your Website.com.

The reason I'm contacting you is because I'm wondering if you do ad swaps. I have a mailing list of Internet Marketers and I generate around 1000 - 1200 clicks on average for IM offers.

Let me know if you're interested in doing an ad swap. I'm actively seeking out ad swap partners now and if you'd like to grow your list too then let's talk.

Thanks and hope to hear from you soon!

Kathy Lee

P.S. If you want to see some of my sites you can visit my official page www.kathylee.com or check out some of my products at www.websitename.com.

As you can see this is very straight forward and I made my intention clear. This mail will generate high response.

S9: Now what should you do next? Go ahead and strike as many ad swap deals as your mailing schedule will allow but here I warn you once more, don't over do it. For example, if you send out emails for 5-7times daily, in a week, redirecting them to squeeze pages. What will happen is you are actually dilating your list and subscribers are not going to appreciate it. In the end, your mailing list's overall quality will drop as well as your subscribers will be less responsive. You don't want that to happen, do you?

Let's say you send out a decent amount of ad swap deals, for ad swap partners that get back to you, you have to arrange an available date for both you and your ad swap partner to mail out for each other.

Also, repeat this step with other ad swap partners to strike multiple deals!

S10: After striking a deal, here's 3 important key points you must take note.

Key point number 1, Always, always use a tracker to monitor the clicks and conversions! I have already taught you how to track your visitors in previous module so do just that.

Point number 2, once again and I can't remember how many times I've repeated this, always remember to send the traffic to your squeeze page and build your list! This step is really important. You do not want your paid traffic to go into waste!

The last key point is, always base your arrangement on clicks not mailing list size. Make an agreement on both sides promising equal number of clicks, not how many emails you send out to.

S11: Let's say you did everything right, but what if one party couldn't match the other in the number of clicks.

For example, you only managed to send 300 clicks whereas your ad swap partner sent 400 clicks. In this case, you offer to mail twice for him or her to match the amount of clicks. Same goes for vice-versa . So this becomes a fair deal. It's a Win-win!

This comes to the end of the module and I hope you can see the power of using ad swap in building your affiliate empire. Don't just know how to do it, take action today, start implementing ad swap and watch your commision grow!