

Want to Earn Extra Income?

\$100 month? \$500? \$1000? \$3000? \$5000?

Whatever Your Wants or Needs

The TripleA Marketing Plan Works!

Who am I and why should you listen to me? [Testimonials About Me](#)

I am going to make the assumption that this is the first time you have heard of The TripleA Plan so for older members of [ConversionSurf](#) who have read Edition I, you may wish to skip ahead.

The TripleA Plan is a phrase I came up with several years ago, actually long before I ever thought of writing about it. To me it was not so much a Marketing Plan but a Philosophy, a moral choice, a way to earn money Marketing online without the stigma attached to so many Programs. TripleA is just my way of Branding that Marketing Philosophy, and stands for how I earn money. I

Advertise Advertising to Advertisers.

A very simple sounding thing, however the details you need to turn the concept into income can be a bit overwhelming. My job, in the pages ahead, is to make it second nature to everything you do online.

Marketing is Sales-never forget that. To sell you must Advertise a Product, and there is no better Product to sell than one that Every Person who is online that hopes to earn money always needs.

There is only one such Product. I have made \$100,000's selling it without ever having to make a Refund. That Product is of course Advertising.

In these Pages and in the Days,Weeks and Months ahead, I will show you how to Profit if you Advertise Advertising to Advertisers.

Advertising is the secret to all monetary success in the world. There is not a dollar in circulation that can not be traced back to some form of advertising.

It occurred to me after years of selling this, and promoting that, I was giving all my money to advertisers, and due to a limited budget could never

advertise any one thing enough to earn the money I wanted. I knew I needed to do more advertising.

[Traffic Exchanges](#) are a huge part of my life, but I knew the only reason for my early success was my use of [Safelists](#) and the many [different types of Mailers](#) to promote the Traffic Exchanges.

I, the Owner of very a Successful [Traffic Exchange](#) will tell you something you may never hear from others.

NO Traffic Exchange in the World, or even a [Superior Group of Advertising Programs](#) are able to give you enough exposure to earn the REAL money a person needs to be able to stay at home, or buy that Beach Property or second car.

In order to earn Real money you need to follow the 3 Steps to Success. This is the secret that "Gurus"(I HATE that word) charge hundreds of dollars for, so perhaps you may wish to take notes. The 3 Steps are:

1-Advertise

2-Advertise

3-Advertise

Repeat Daily- Everywhere!

Sounds easy however very few grasp the concept of concentrated Advertising.

THE PURPOSE OF THE TRIPLEA PLAN

[re-brand here](#)

I am going to show you how to join and Upgrade when and where needed at as many Safelists, Viral Mailers, Text Ad Exchanges, Solo Blasters, and even a few Traffic Exchanges, all with almost none, and even with no money out of your own pockets.

I am going to show you how to use all those Ad Programs in a coordinated fashion. I am going to teach you how to create your own Sales Copy, how to most effectively use Traffic Exchanges to create a subliminal desires and increase all your conversions. In short I am going to teach you how to Build a large and Profitable Downline anytime and anywhere you wish!

Lets Start with Traffic Exchanges, a natural thing for me to do. If I wanted to write a long fact filled eBook I would include a section on how to join the different types of TE's and the need for having a Gmail account. However, others have already done this, and much better then I would.

In April 2013 one of my favourite TE's -[called TE-JV](#) came out with an eBook of his most recommended TE's -which includes a section on how to join various TE's.

The first thing you need is a [Gmail Account](#). It really is a must ,gmail is the only mail service that has the resources and desire to deliver membership mailing 1st Class, greatly cutting down on delivery time when we mail 100,000 emails at Midnight each day.

I like TE-JV, as it is a No Surf TE which includes having your sites shown on close to 150 different traffic-exchanges, promoting on it has brought me decent conversion rates and above average earnings from Downline Spending.

The Owner, Brian Jones, is also the Owner of Ventrino ,which is a well know TE script , a rival to the [LFMTE Script](#) which I use, and I just gave you 50% discount with that link if you should ever decide to be a competitor. :)

I mention this only to demonstrate my belief that TE-JV is a keeper, and a good place to advertise your programs at, and a decent Program to Promote.

I do this to assure you that any and all programs mentioned in TripleA are programs I use, I have earned by using them, and all meet my minimum standards- which are much higher then most. :) This addition of TripleA contains some new recommendations and several have been removed. I have standards that must be met.

One of the biggest mistakes people make is promoting too many programs at one time. Just because you join a TE is no reason to promote it to others.

Forgive- I am getting ahead of myself and will end up confusing us all.

I will leave the "Which Traffic Exchange to Join" for a later section and just talk about what to do when you first join a New Traffic Exchange and or what you should do at your existing memberships.

Remember I am going on the assumption that you do have basic knowledge of how Traffic Exchanges work and a [program worth promoting](#)

Splash Pages

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 really stand out from the crowd.

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

Unless you are yourself a Program Owner there is no need 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 from you because of the way you look.(Especially true if you wear an eye patch and people say you look like 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?

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

I suggest hiding all facts about yourself on Splash Pages, stay with Promoting and Branding the Program you are building a Downline at.

Just use logic, ask yourself the questions needed, what would you be interested in? 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 using an Attention Grabbing Headline and or eye catching imagery.

Your page need not be full of fancy graphics, one of the [Best Converting Splash Pages](#) I have ever used has been given horrible reviews by the majority. Perfection is not your goal, your goal is sales.

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

Sad to say many experienced Marketers would never join from such a page,as they would think "amateur " and move on.

So if you do not yet have a way or will to create your own 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. This is the only purpose [rotators have; outside of often having tracking](#) that you may find useful. Rotators dilute the number of times your site will be shown.

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- in this case the acquisition is a new member.

The human mind is much more influenced by imagery then I realized until it was brought up at a Sales Seminar I once attended.

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

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

It turned out that all that morning we had been shown subliminal messages about eating fish. The 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 are showing a [Splash Page Promoting Email Traffic List](#) and if you also write a Text ad telling people about [ETL-Great New Viral Mailer](#) and you also [display a banner about ETL](#)



your odds of getting sign-ups for [EmailTrafficList](#) at that TE go way up.
FACT.

Most, in fact all the TE's I have given TripleA Certification too charge very little for Impressions- 10 credit can buy you 100 so USE THEM!

Downline Builders

Other than Banner and Text Ads I can not think of a more over-looked 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 make use of it. This may not be noticeable to start, 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 an separate page, with their Affiliate links embedded in them.

However, as extra added attraction to the main program, once you have joined any of the Programs listed in the Downline Builder, you are able to embed YOUR affiliate URL.

Now all members you recruit to the Main Program will, if they wish to join these recommended programs will be joining from you.

That does not mean you need to go and join every Program listed, just add your ID to the ones you already belong to.

Exceptions can always be made, and if you were going to be promoting [BigBeachHits](#) heavily due the weather warming up and there are a few programs that interest you go ahead and join. [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 but ALWAYS check Downline Builders for sites you belong to and if ConversionSurf is not in it be sure to suggest it to the Owner. After all, the more people we can help to earn money online the better for all.

Personal anecdote; I have on many occasions, received a commission payment out of the blue from a Program I was not actively promoting, and the commission was traced back to a Downline Builder I filled out somewhere.

My favourite story is the day I joined [QuickListProfits](#), which I joined because it had been added the Downline Builder at [SplashPageSurfer](#)- a TE Owned by Matthew Graves, my friend and early Mentor. There was a time having your site in the Downline Builder at [SplashPageSurfer](#) was an honour

and really boosted a sites sales, and you were rewarded for having your ID in every program in the Downline Builder.

Alas this is no longer the case, as like most great things it became over done and the value of having your site listed dropped. Still it is a decent site and all advertising is good advertising :)

I regress again-

So I joined [QuickListProfits](#) within minutes of its Launch and added my link to the DLB at [SplashPageSurfer](#) and thought no more about it.

I swear, it was no longer then 10 minutes later and a PayPal payment of \$197.00 arrived. A Downline Member of mine from [SplashPageSurfer](#) joined and took their most expensive Upgrade.

So never miss adding your ID to the Downline Builder of all the Programs you join. As I said, you do not have to join all the programs, but do look for the ones you already are a member of, and as you join others in the future take the time to drop back and see what you can add.

If a program adds [a new site](#) to their Downline Builder the Owner should make you aware of it-if they do not try suggesting it to the Admin, it is something often overlooked

Downline Builders – a source of wealth that should never be overlooked.

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.

Advertising is only effective because it is repeated.

If you printed an ad about a new beautiful Vacation Spot in your local Daily Newspaper you will 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 commercials **showing** the beauty of the Vacation Spot you will many more targeted responses.

Now imagine if you showed all those ads together. And not once, but over and over everyday 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 really think these two statements could possibly go together?

“No referring need” “Earn \$22,000 a month”

If you are presently promoting any of that type of Program - drop it. So what do we promote?

Selecting Sites to Promote

This is the area where many make horrible mistakes that cost them dearly; and even lead some to be convinced Traffic Exchange are worthless.

It is also an area I got the most criticism from in Edition 1, as people wished me to just give them a list of recommended programs. While I can and I do give recommendations, and [have a Newsletter](#); that will not always help you in future promoting decisions.

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

Then there are those that never promote anything and seem to have no idea what Traffic Exchanges are even for - I have seen 100's people add sites such as ford.com or facebook.com just so they have a site in rotation to meet the rules of the TE.

They are then 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 place advertising on, and Places to both place advertising on and to build a Downline at.

In the 1st 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 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. There are Owners that feel the way to get upgraded members is by treating Free Members so poorly they will want to upgrade. That might have worked 5 years ago when there was 2000 less Traffic Exchanges- 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](#)

Conditions I look for, and things I avoid.

1-The Admin-there are Admin I know that I will Upgrade at and promote their sites. There are other Admin that I have refused even to accept a Free Upgrade. There are Admins I do not always agree with but respect and will promote, despite them not meeting every condition I prefer 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](#).

2-Must have a 2:1 Surf or better Surf Ratio for Free Members.

3- Pay a fair Commission to Free Members- 15% or higher

4-Low Minimum Payout- \$15.00 or lower-and they must actually 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.

5- Have a Downline Mailer - this is very important, 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.

6- 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 effective when you have a second program you would like them to see.

7- Do they 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.

8- No Chat is preferred [over sites with Chat](#). IMNSHO of course :) I find "Social Sites" to have lower conversions, eyes reading Chat are not viewing your sites. As I will repeat often- be social with your Downlines. 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 actually know a [very High Converting site where](#) the Owner that actually had the nerve to ask her members if they wanted chat REMOVED after seeing the damage it did at times and 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.

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

My reasons for all the information I have just given you is from my years of experience. My justification for these suggestions is years of Stats, and the fact I have Downlines with a high percentage of Marketers, people who understand the value of Upgrading and who can do so simply because they earn money because they understand the value of Upgrading. :)

Catch22 – takes money to make money, or as Louise the Wise always says "You must speculate to accumulate"

Time and time again when I have promoted a site the Owner tells me they have never had [as many upgraded members](#) from one affiliate.

I may not be first in the Leaderboard but I will be first in cash brought in; unless of course Louise the Wise, my beautiful wife is also promoting the same program then it is her that always brings the Owners the most cash.

Our secret? We do not use Swipes, we use our own words. We do not promote everything that comes along, and we tell our Downlines the Truth.

I know that all sounds self-centred, but I relate it as a lesson for you to learn. Downlines are your Key.

All Downlines are NOT created equal.

Paid to Promote sites, while [banned at many Traffic Exchanges](#), seem to spread like weeds whenever allowed, and are again, to be avoided if you are to become a Serious Marketer. You will never gain wealth wasting a valuable advertising spot and your surfing time to earn \$0.0006 per unique page view.

Paid to Click sites are not as bad, but remember- your goal is to build

Profitable Downlines, and I have tried both sides, and the return from PTP and PTC Downlines is not nearly as good as from Downlines from other Advertising Programs. People clicking and showing ads all day long for pennies almost never upgrade at any program. Years of [keeping statistics on everything](#) related and hours of pouring over them, aided by a natural Salesman instinctive ability to know what people want and will react to has made me, I truly believe one of the best alive at knowing what works best, and PTC is so far down the list I urge any of you promoting them to change your ways.

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 members then 300 at a PTC.

FYI DVT is owned Francisco Cardona who we also call friend and is the great Programmer responsible for most of the Modifications you will see in the Land Marketing Group. Great work, but undercharges :)

Okay- I know you are getting bored- you want to know how to upgrade at 100 programs without taking money from your wallet. However before we leave this section I have one more very important thing I need to tell you, and you need to study it until you understand it without second thought.

While it may seem natural to want to Promote Programs that promise easy wealth, the truth is there really is no secret "Red Button"- no Matrix can be filled to the levels that gives you the big money talked about, all HYIP Programs are scams -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

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, do not have to get a [Auto-responder](#), though a it is nice to have a small List Builder like [EasySimpleMoneyMaker](#) that you can guide your Downline Members to, they give away enough advertising to make it worthwhile taking the Lifetime Membership

So the next time see a new Program 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 your lack of Upgrade ever prevent you from promoting the right site.

The Launch of many Traffic Exchanges is an excellent time to promote them, the right ones can build you a good size Downline in a short time, and the Commissions are never better then 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](#). If you can earn 20% during a Launch you may well earn enough to Upgrade, where it may takes you a few months or longer during normal periods.

Safelists and Mailers

The biggest mistakes I believe many make it, is they put to much time and trust into surfing. The fact of the matter is , those who earn the most money at Traffic Exchanges are people who do very little surfing. In fact, I have members who Promote 25-30 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 large Downlines.

The reason they earn the most money and build the best Downlines is simple. They Advertise Outside of the Traffic Exchange World.

To reach this new audience it is necessary to advertise using other formats. There are an endless amount of formats, Forums, Blogs, Yahoo and Google Groups , and I have used them all.

However, all of those, while marginally effective, are very time consuming and on a cost per action basis are just not worth your time.

When you first start Advertising you want to see Results. All too many people quit just after only a few days of trying any Program online- the Forums are full of cries of SCAMS and RIP OFF! when the Program being talked about is perfectly legitimate. The reason people fail with most programs is not that the Program was weak, it is that the people did not understand just how much advertising is needed to get results.

I stuck that little tidbit in just to bring up the point early.

When I first started my [1st Real Traffic Exchange](#), there was another [LFMTE site opening at the same time](#). I am not sure anymore 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 for her members part of her Niche at Website-Traffic-Hog and her and I used them on an every increasing basis.

Yes-there is a point to this story. There were about 80 LFMTE's born around that time, and of them all there are only TWO I am aware of with Memberships over 10,000, or even over 5000.

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 while other Owners are surfing for endless hours, and using "Social Networking" (158 LFMTE's with chat- 50000 plus members- 2 hours ago someone said Hello -they are still waiting for an answer ; that is the Social Juggernaut Sweeping the World) Social Networking is not cost per action effective.

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 Opt in 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 Safelists they work much as a TE does. You view emails from others to earn credits in order to send yours. A very fair system for the most part.

I was for the most part very pleased with results I was obtaining at [AdTroopers](#) , however I soon came to realize I would not obtain my goals 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 mailing, there was no reason not to join another Safelist, and then another, and so on.

Pretty soon I was painted into a corner and it was no longer fun and interesting 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 was forgetting where I could mail each day- as some allowed mail daily- twice daily- once every two days, once every three days and so on.

So- do not make the mistake I did, [join a good Mailing Organizer](#) before you set out to follow this part of the TripleA Plan. No need to upgrade here , as you can enter Unlimited Mailers, the only advantage to Upgrading at [ViralMailProfits](#) is if you wish to also mail to the membership and to actively promote the Program to earn commissions. Neither is necessary to the TripleA Program to work.

Next Page we will deal with some of the fine points of handling the Safelist Mail you receive, for if not done with using some organizational skills and implementing opening strategy you will soon throw your hands in the air and scream-and walk away.

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 Email for Credits or How I Became an Upgrade Junkie

In the 1st Edition of the TripleA I spent a long time here explaining the best methods to opening and organizing Safelist mail so you have enough credits to be able to mail daily.

This lead to a lot of confusion so I will leave that part for the technical section at ConversionSurf.

Safelist Mail can overwhelm a newbie or Veteran, and you need a plan of attack.

It took me years of struggling with the problem of keeping enough mail open to make sure I could always mail before I stumbled upon the proper solution, and that Proper Solution is actually 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 in order to be able to send emails to maybe 10-15 Safelists, 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 NEVER join a Viral Mailer and very few Safelists unless I Upgrade

I know what you are thinking- easy for him to talk- he owns two Traffic Exchanges etc.

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 a old man like me who never even owned a calculator when in High School can accomplish all this- so can you.

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

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 own money.

However to start I am going to tell you about the best value Upgrade I have ever found at a Safelist, though I do not enough know if it is still available- it was at time of writing April 30/2013, I am looking at it now as a Login Offer.

[Jon Atwood of AdTactics](#) recently created a New Lifetime Upgrade,The CEO CEO coThe mes with 3,000,000 credits per month- he sends you No Mail to read except contact Solo's which are always a good way to see what is new and Up and Coming, and give you 1500 mailing credits a pop-worth opening the few tjhat come a day.

You can mail 12 times a day to a responsive list of 17600, which would take years for most people to aquire a list with that many, even using a good giveaway- like this Ebook!

Why mail 12 times a day? Simple- people open mail at different times of the day. Most of your mail will never be read-accept it. If you have 4 programs you wish to promote this is the place to do it- mail 3 letters a day on each, you can use different Subject lines.

The average Program Join only takes place after the person who joins did so after noticing the Ad 6 or 7 times. The Key to Success in Advertising is and always will be Saturation. Remember the three secret Steps to Success
Advertise
Advertise

Advertise- Repeat Daily.

Cost of this wonder Upgrade? To be honest when I first saw it on offer I was ready and willing to pay 4 times what it cost me. \$145.

TO MUCH you scream? \$145 to be able to send 124,000 emails a day? For Life?

I bought that about 5 weeks ago and have my money back, 10x over.

Investments Pay. How can you ever think a lifetime upgrade can not pay? However there was a time it would have taken me a month or more of scrimping to be able to afford a \$145 Upgrade.

I showed the top end, but lets start the way a great many must. With no money.

Upgrade at 100 Programs without Spending your own Money.

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 is for people willing to Invest in themselves.

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

First, find a Program that is being launched/relaunched etc. Make sure it pays Free members cash Commissions. For this example we will use [ConversionSurf](#), which pays Free Members at least 20% and up to 25%, and pays all Sales Commissions in Cash.

If that is where you must start then I will outline a solution. You may use other Programs, but I know if you join [AdSolutionline](#) for Free and [EuropeanSafelist](#)- if you can take the \$3.00 a month Silver Upgrade it will really help- but you can get by.

Join [ConversionSurf](#) and besides any you already belong to join other 5 Traffic Exchanges from those recommended here.

Every time it is humanly possible you send an email advertising [ConversionSurf](#). At all Traffic Exchanges advertise as many different Splash Pages you possibly can.

Email your friends, leave comments on good Marketing Forums-spread the word about your great discovery every where you can think of.

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 can earn you \$25

Take the first \$23.00 you earn and take the Diamond Upgrade at a [Target-Safelist](#). That incredible deal has brought all who take it a great deal. While it does not have the reach that the [CEO Upgrade](#) at AdTactics gives, the 5000 members you can mail 12 times a day certainly makes it a bargain.

Now that you have an Upgraded Safelist account where you can send a lot of mail without opening a lot of mail-you are on your way.

Keep promoting ConversionSurf, but now you should also promote [Target-Safelist](#).

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

I have followed and tracked Conversions for close to ten 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 a Mailing Programs the more Upgraded Members. The more Upgrade Members the more responsive, and thus High Converting is the Program.

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 love 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 1 year and Lifetime Upgrades priced for the most part very reasonably.

Still, there is a very serious 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 you will have joined several Safelists, and even if you 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 in order to eliminate the need to open mail as much as possible.

So-, assume you start with this better class and not the Safelist bargains

already mentioned?

Where can you get the money from? With a Price tag of only \$27.00 for a [Platinum Upgrade MicroPowerList](#) would be a great one to join first and Upgrade at.

Lets remember, if you are following The Plan, you have at least 6 Traffic Exchanges and several Safelists you can promote with. 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 is preferable very new - because those are the easiest to promote and get the most conversions.

The recent 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 Mailer of that quality but there are generally a special on somewhere, this is a time to take advantage of the Free Consulting that comes with membership in [ConversionSurf- Home of the TripleA Plan](#)

In other words we will always help find you a program that will help lead you up the The Ladder.

The secret to successful advertising is Saturation and Repetition. This is where we all go wrong- we feel as if we show and no one joins then 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, such as the [Upgrade at Target-Safelist](#) ,if possible- being able to Mail 6 times a days from 1 SL is a huge time saver and since you are mailing to 12000 ACTIVE members your odds are great you are going to get results.

Paying \$9.95 or \$14.95 for one Safelist seems like an expensive investment, but in reality it is equal to upgrading at 3 to 5 of the typical Safelist out there. Nuff said :)

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 over a year old and still have a very high Upgrade Ratio. We have as many Lifetime Members as we do Monthly Upgrades.

That my friends is how you get your "Seed Money" You will "Flip" this Seed Money many times, you will not spend it on anything except Upgrades. Money you make over and above this you can use as you wish. You may upgrade at more mailers, as your goal is a minimum of 60.

Why 60? Most will only let you mail every 3 days so having 60 will allow you to mail to 20 a day. This will, if done constantly, plus your Safelist Mailing will soon be building you Downlines and Earning Commissions daily.

Next we will discuss the proper way to write a sales letter for Safelists and Viral Mailer.

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 some things to look for.

Read other peoples 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 anyone that fell for that sort.

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

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

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.

There are a lot of words that stand out FREE is used a lot- EASY MONEY- No Sponsoring- BRAND NEW! JUST LAUNCHED- no matter how old the place is.

If you just want numbers those type of ads can work. However if you want

to make money avoid all use of the word Free , and No Sponsoring. That is not the type of member you wish. I may be criticized for that- but facts prove me out.

Instead, ask a question, and if you can find a "Current Event" as it relates to your Targeted Audience- 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?"

Was all it said and then gave a real live account of her experiences. That one letter added over 400 members to her Downline and \$1900 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 being heavily promoted at the time so mentioning something most will recognize 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 despite being previously included here, The Owner no longer meets the minimum requirements to be included in The TripleA Plan. Between sites paying 100% commissions and encouraging the use of PTSU, plus endorsing anything put out by "The Big Boys" we can no longer endorse that Owner.

Though it made it sound as if there was a problem, the exact opposite was talked about in the letter.

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

This is where HTML is so much more responsive then 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 sites plain text, even when [sent using the same Safelist](#)

Using a Colorful and large Headline 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 read 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.

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 -just something that will hopefully draw their eyes up to you.

These methods will greatly improve your chances of getting results, but there is nothing more effective then repetition and persistent.

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.

Almost all Safelists and 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 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 paid 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 Upgraded there is still a limit to the amount of credits you will be given.

Opening those Contact Solos are good for two reasons- the extra credits are always a good thing; but also these are mails 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 won't go into the benefits of promoting launches (I am VERY fussy what I promote) here- we will address that another time.

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 \$20.00, 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 3 HTML mailing a day) and that Upgrade level gives us 1 free Contact Solo to send each month- and they almost always return much more then what my 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 effective, you get a higher opening rate, and most importantly, more actual read them. Watch for Sales - many Ad Programs will have sales at certain times of the year.

If you are reading this and are a Lifetime or Yearly Professional Marketer 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](#) and really effective (in my experience) Gilbert Ngo new [EmailTrafficList](#)

There are also Safelists that will also sell, much cheaper, what they call List Solo's.

This is a mailing to the List addresses, the same you get all the other mail at, only they grant more credits to members to open them.

[AdTrooper](#) has 10 of those in the OTO Bonuses. Not nearly as effective as Contact Solos but the lower price can make them attractive.

The only Place where I have had real success with List Solos is at [FreeSafeListMailer](#) but with 48000 members you would expect some results :)

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

That covers what Contact and List Solos are all about, but there is another class of paid Solo- [The Network Solo Ads](#).

Network Solo ads are ads that an Owner of several Programs, or Owners in Co-operation, will send across all their memberships. As such there are very many different sized ones, and also very different quality ones. When ran correctly they can be very effective.

While I can only send two emails per month from ones like [PeakPerformanceAdz](#) I will save them for Launches-and special Promotions.

There were other services in the past that I strongly recommended at the

time, but over selling and forcing mails on inactive members etc drove the opening rates down the tube.

I have used maybe a dozen different Network Ads, and today, your best value can be found with Greg Chadwick

"JUMBO SOLOS Sent to 42 Sites With a Total Membership over 50,000 Members"

Greg Chadwick sells the Jumbo Solos through [List-n-Profits](#) , [ListMillion](#) and many other of his ad Programs. My latest discovery of his, [ProdigiousList](#) has great OTO prices ,with 3 different Lifetime Levels to Choice from. With a membership just over 4000 it is a great one to build a Downline at-still has lots of room for growth. [Earnerslist](#), as mentioned earlier is also one of his, but lately I have noticed an increase in Opening Rates and results

[List-n-Profits](#) and [ListMillion](#) are some of the very first Mailers I ever joined, and with 11000 members between them and a very low priced OTO makes them a favourite with many.

When I originally wrote this segment back in Nov 2011 I had several more recommendations, but considering their record of late I have decided to leave them out. An Excellent Source was ruined by over selling.

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

As well, if Owners turn direction,move to what we 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 listed

There is another type of Advertising that has gained a lot of popularity of late, which are incorrectly called [Text Ad Exchanges](#). I say incorrectly due to the fact there is much much more involved here then just writing and [placing a few Text Ads](#). This is what we will looking at next chapter-.coming in a week-right now I wish you to absorb all you can, and feel free to use the support at ConversionSurf to ask for any clarification you may need.

Please use support email for support only. Sending any type of offer to support could result in your removal from ALL Land Marketing Programs

<u>FroggyHits</u> <u>TrafficDelivers</u> <u>BigBeachHits</u> <u>DownlineViralTraffic</u> <u>TE-JV</u> <u>Website-Traffic-Hog</u> <u>HotWebsiteTraffic</u> <u>DreamFuelTraffic</u> <u>FreedomTraffic</u> <u>AdventureAC</u>	<u>WonderMailer</u> <u>AdTactics</u> <u>UniversalSoloAds</u> <u>YourEzAds</u> <u>EarnersList</u> <u>ListMillions</u> <u>List-n-Profits</u> <u>FreeSafeListMailer</u> <u>YourHUGEList</u> <u>AdSolutionline</u> <u>Target-Safelist</u> <u>ProdigiousList</u> <u>Email-Hog</u> <u>TrafficBailout</u> <u>QuickListProfits</u> <u>EuropeanSafelist</u> <u>AdTroopers</u> <u>UltimateProfitList</u> <u>MicroPowerList</u> <u>Land Marketing Mailer</u>	<u>ESSM</u> <u>ViralMailerProfits</u> <u>HitsConnect</u> <u>TrafficWave</u> <u>PeakPerformanceAdz</u>
Traffic Exchanges	Safelist/Mailers/TAE	Tools