

THE TRAFFIC AUTOMATION REPORT

THE
TRAFFIC
BUTTON

Simple Traffic That's Amazingly Effective!



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Introduction

In 'List Builder Secrets' we talked about the concept of List Builders and how they can massively increase your sales.

If you haven't had a chance to read that report yet, you'll definitely want to get up to speed before proceeding with this Module. You can get a copy of "List Builder Secrets" by visiting the Module 1 link in your Member's area of TTB.

That report will get you up to speed on everything you'll need in order to truly 'get' these unique and powerful traffic streams. This report, on the other hand, is geared towards efficiency. We'll show you how to improve what you're already doing and help you to achieve even better results, and in far less time.

Personally, time is my most valuable asset, and I am always looking for, and developing, ways to use it more wisely - this report will help you to do the same - and you're going to love the secrets I'm about to reveal...

Chapter 1 - Nobody's Perfect

List Builders get results - period.

Ask anyone who uses them the right way - the way I'm teaching you, and you'll get a very positive response. You'll probably find that for many people, it's one of their favorite types of traffic.

List Builders are far less work than most conventional traffic methods. They yield incredible results - and can net you *immediate* traffic - something we all love!

Truth Is, Once You've Tried A Few Sites And Realize Their Value, You'll Want To Use More And More Of These Awesome Tools.

But you have to consider that each new traffic stream will add to your overall "work" and once you start using many sites every single day, it can become a bit of a drag ☹️

You'll need to keep your concentration to avoid costly mistakes.

If you put into practice everything from the first report then you'll have been logging into different List Builders, composing your ads and sending them out to prospects.

It could wind up taking you a couple of hours (or more), to get all of your emails sent. Still time well spent for sure - but personally, I don't care one bit for monotonous, repetitive tasks - I'd rather spend my time doing real marketing work - growing my business and creating new products.

That's just me, but I'm guessing you might feel the same way.

Once you start tracking your mailing results and monitoring each campaign (which you should be doing right out of the gate), it really can be a big job to keep everything organized.

Most List Builders will have completely different mailing schedules (especially if you have different level accounts at some of these programs), so you need to keep track of when it's time to mail from each site.

While most upgraded memberships allow you to mail every 3 days for example, you may find that some of your lower level or free accounts won't be ready to mail for 5 to 7 days.

That could get messy in a hurry if you're not a super organized ninja like me (hardly 😊).

You'll want to try and keep everything together, so your mailings are all going out at similar times - otherwise it's very easy to lose track of when it's time to mail at all the different sites.

Your mailing slot will also depend on the time of the previous email so if you get knocked out of sync it can be hard to "re-align" everything. Now that might not seem like a big deal, but if we're talking about upgraded memberships, that means you're throwing your hard earned advertising funds out the window.

Because your mailings don't accumulate just because you didn't use them every 3 days like you paid for... if you miss a mailing, it's gone.

It's A "Use It Or Lose It" System, So Make Sure You Get Each Email Out On Schedule To Maximize Your Weekly Profits!

You might have also noticed that each List Builder can use a different first name tag (and we've already learned the importance of personalizing your messages).

Some might use {FIRSTNAME} whereas others prefer [[first_name]] Even uppercase or lowercase characters can be the difference between sites - so it pays to concentrate on what you're doing.

Typing in the wrong tag could yield disastrous results from your mailing.

If a recipient sees a tag instead of their actual first name they are more than likely to ignore the rest of your message as you'll look slightly unprofessional.

They might even remember your name for future mailings and not even bother to read your next message. Name branding works, but it can have the opposite effect if you make a mistake - so be careful with that.

Now, don't get this wrong. I'm in no way trying to shed a bad light on List Builders - you know I love 'em!

But if you're going to start using them like the "big boys" (and I definitely recommend you do), then you might be spending a lot of time logging into multiple accounts, reformatting name tags in emails, tracking a bunch of different campaigns and waiting on lining up mailing times.

You can always grab a pen and paper, make a few notes and schedule in an hour or two each evening to get your mailings out and keep the house in order.

Sounds like a lot I know... but stick with me for a few - I've got something I think you're going to love, that will solve all of these issues (and a few others as well 😊)

Chapter 2 - Why It Doesn't Matter

Like most professional marketers I was using List Builders to great effect and generating a whole bunch of signups for my online business - but I get really bored doing mindless tasks:

“...check for available mailing... oops, gotta' wait another 20 minutes... ok it's time now... cut, paste, create new tracking link, reformat, test, send, repeat...” Argh!

There had to be a quicker way!

Spending a lot of time each and every day lining up ads was ***driving me mad*** so I set to work drafting up my plan for a new tool - that tool is now being used by over 5k raving fans, and has become the “missing link” to maximum profits from these secret traffic streams...

That tool is [Traffic Zipper](#)

Traffic Zipper was originally developed for my own sanity, but once I shared it with a few friends and partners the feedback was phenomenal!

I knew it could potentially be a killer product so I put in more work, added a host of new features and developed it into a product specifically for the busy Internet Marketer.

With its unique features it allows you to mail through 20 different List Builders (and growing), all at once from the push of a button.

It literally takes just a few minutes to set up, and its power must be seen to be believed.

Traffic Zipper achieves all of this by storing your login details for each List Builder in a highly secure database. Using a customized script, it automatically logs into each site with your own credentials and determines if your account is due for a mailing.

Everything is presented to you via a simple interface in the Traffic Zipper back office, which allows you to compose an email and send it to the List Builders of your choice in just a matter of seconds.

Since Traffic Zipper launched in 2009, the World's top marketing professionals have gone crazy for it, and it's had some awesome reviews...

It's even been called a 'Marketers Dream'!

You'll no longer have to log into each site individually, and over a few weeks you could be saving many hours - which will free up more of your time to build your business using other techniques.

You can now do the same job as before but in just a fraction of the time!

In the 'List Builder Secrets' report we recommended promoting List Builders to build your downlines and generate extra traffic.

That piece of advice still applies but you can now achieve the same results by promoting your Traffic Zipper affiliate link instead of each List Builder individually.

If you refer a member into Traffic Zipper they will be presented with *your* affiliate links for *each* of the List Builders you're a member with.

As new members join Traffic Zipper from your affiliate link they will follow you into each List Builder - it's a very powerful concept...

Promote Just One Single Link And Earn Recurring Income From As Many As 20 Other Sites!

This puts you in the driving seat to build strong downlines in each of the List Builders and in turn generate more traffic, and more sales. As your downlines grow and others below you start to promote, you'll soon see your lists growing on autopilot.

Promoting a single affiliate link simplifies the whole process of building downlines in List Builders.

Don't forget that every member in your downline is an extra prospect to you. They can receive all of your mailings, so it makes sense build downlines in List Builders.

Most List Builders also offer an incentive of extra credits for referring new members so it's likely that you'll also build up a 'nest egg' of traffic from referral bonuses alone.

Bonus credits can also be used directly from the Traffic Zipper back office, so you can reach even more prospects at each mailing. Simply type in the amount of bonus credits you would like to use and hit send.

Nothing has been forgotten from this system!

By creating an account at Traffic Zipper you can apply all the techniques from the 'List Builder Secrets' from a single location and carry out the same tasks much more efficiently.

Traffic Zipper will take away the effort from your marketing and save you time (lots of it), but the best feature is yet to be discussed...

Chapter 3 - Getting Paid

I've got something to share with you in a moment that I know you'll be totally stoked about (yes, even more than money), but first let's talk about how you can make money directly from Traffic Zipper...

Almost everyone turns to Internet Marketing for one reason - to make money.

[Traffic Zipper](#) also provides you with the perfect platform to earn solid residual income.

All upgrades at Traffic Zipper are paid on a monthly basis. This means that commissions are also paid to you month after month for as long as your referrals remain upgraded.

This is also known as residual income and it's what most marketers strive to achieve. Recurring commissions are a marketers dream as once you've made a sale you'll continue to earn.

Many residual programs have a very low “stick rate” - which means that people come and go. Traffic Zipper is different. Most people that utilize list builders in their business, have been unknowingly dreaming of a product like this to help them “ramp it up” and skyrocket their results.

Once you’ve used a tool as simple and powerful as Traffic Zipper, you just can’t go back to doing things the “old way” - trust me I know!

And that is why we have an awesome stick rate - Our customers remain members because we provide an incredible value at a fair price. It’s that simple.

Speaking of making money... It’s also possible that you’ll earn commissions from each of the List Builders on top of your Traffic Zipper earnings. As your referrals follow you into each List Builder, it’s quite possible that they’ll choose to upgrade their membership of which you’ll earn a percentage.

With 20 List Builders in the Traffic Zipper back office (and growing!) it could turn out to be a handsome pay day.

You might also find that promoting Traffic Zipper converts better than your own business or product.

Traffic and time is something all marketers need, so selling this system can be easier than promoting something from a different niche.

So with the “money” stuff out of the way - this is the feature I’m most excited to share with you - and you’ll see why...

Chapter 4 - The Real Power

My absolute favorite (and most used), feature of the Traffic Zipper system is the mailing statistics.

This Advanced Tracking Feature Is Without A Doubt The Most Valuable Tool You Could Ever Use!

After sending a mailing from the back office of Traffic Zipper you can click on a link to view stats from your sent ads.

We automatically set up the tracking links for you when your emails are sent, so ***you don't have to lift a finger to know how your ads are performing!***

This is a huge timesaver, and more importantly, it ensures that your promotions are tracked - something I know that few people take the time to do (which is really unfortunate, because tracking is the fastest route to higher profits)!

And now you'll have stats on every promotion you send.

Stats are displayed using a graphical interface, so information is easily absorbed. You can see (real time), the number of clicks and the click through ratio your ads generated at each program.

And you can even track the number of optins or sales from each ad if you place our simple one line of code on your conversion pages!

As I mentioned, you'll get results specific to each List Builder you mailed through - so you can see what ads are working at which sites, and tweak things for the highest ROI.

You now have information right in front of you, for the top performing List Builders for your offers... You can see exactly where your ads are working, and easily determine what sites to upgrade at (or downgrade at if results aren't above bar).

I've already mentioned the importance of tracking, and this feature is worth its weight in Gold.

And what's even better...

**The Tracking Feature Is Totally Hands Free And Comes
Packaged With Your Traffic Zipper Membership!**

Just send your ads through the [Traffic Zipper](#) system and then check back to see your results - it really is that simple.

You can use your tracking results to tweak everything you learned in the first report, and with a few small improvements, you can be marketing like the pros!

Chapter 5 - Bonus Features

There's also a 'Site Rotator' (which allows you to promote multiple websites without changing your url), in the Traffic Zipper back office.

The rotator can be extremely useful if you want rotate a bunch of sales pages and test new material.

It also checks a huge database of known malware so you can be even more confident that anything you are promoting is safe, and won't damage your reputation (very important).

You'll also find a 'Remote Downline Builder' tool inside the member's area (another huge time saving device).

Most List Builders have a downline builder section where you can enter your affiliate ID's for other programs. Again, this takes time - especially when you join a new program, and you have to go back and search all of your existing programs to see if the new one is even in their downline builder!

But with Traffic Zipper you can complete all of the entries without ever logging into another program! It's hard to do this feature justice in a report so once you're signed up at Traffic Zipper, put it into practice and save yourself even more time.

We strongly recommend that you create an account at [Traffic Zipper](#) and take a few minutes to check out the video tutorials.

You'll then need just a few minutes to input your account details for each of the List Builders and away you go!

Just compose your email and instantly mail thousands of prospects at the push of a button - ***this truly is... 'The Traffic Button'***

Continue on to the next page for a very special offer, just for our launch members.

Chapter 6 - Just For You

Now it's time to decide if [Traffic Zipper](#) is right for you. You can join Traffic Zipper at any time for Free to try the system. I'm so confident in the power of the program, and our members have given such solid feedback about their results, that I decided *everyone* who's in search of online traffic should be entitled to a 'peek under the hood'.

With that said, there are a lot of people coming in who already know about the power of the system or want to use multiple accounts. That's why we set up the special upgraded membership pricing - specifically for you.

When you sign up initially, you'll have the chance to take advantage of a highly reduced upgrade opportunity (so you can manage more List Builder Accounts and gain access to some of the even more advanced program features) - and if you decide to take advantage of that offer, then I'm going to make getting more traffic to your programs and affiliate links even easier...

And here's how:

Take advantage of the special intro price and upgrade your account at Traffic Zipper immediately, and I'll give you **6,500 Bonus Credits** for use at The List Auction, and **4,500 Bonus Credits** for use at ViralAdStore - 2 of the highest performing sites online.

All you need to do to claim your special bonus is:

1. Set up your account, and upgrade at [Traffic Zipper](#)
2. Have an account set up at [ViralAdStore](#) and [TheListAuction](#)
3. Contact the help desk with your username at all 3 sites and use the subject line of “**TTB Launch Bonus**” for your support ticket. Once a member of our team verifies your info, we'll instantly apply the bonus credits to your account... It's that simple!

That means you can reach an additional 11,000 prospects at no additional cost - just for taking the upgraded membership at Traffic Zipper for a spin - which in itself, is an amazing value - as you'll see.

I know you're going to love it (over 7,500 other members can't be wrong :)

Here's To Your New Easy Traffic Stream,

Michael Purvis & Greg Hickman

TrafficZipper.com