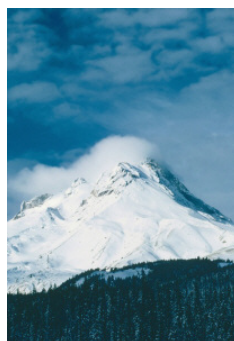


# 1. THE LEGEND OF THE TRAFFIC EXCHANGE

---

Setting out to find The Lost World without proper training and without gathering the proper tools would be a little bit like trying to climb Mt Everest armed with nothing but a woolly cardigan and a thermos of tomato soup.



So, before we do anything else, it's important that you understand what to expect when you get there and what challenges you will face along the way.

Aside from some variations on the theme, The Lost World is inhabited, primarily by a vast collection of "Traffic Exchanges". A Traffic Exchange is sometimes known as a "Hit Exchange", but they are one and the same. For the sake of simplicity, from hereon I will refer to them by the abbreviation: **TE**.

At its simplest level, a TE is about driving large volumes of traffic to a wide assortment of web pages. It's not an exaggeration to say that literally millions of page views are served up in this industry, EVERY day of the week.

And, as with any commodity, the massive volume means that you can obtain a proportion of this traffic at



# 1. THE LEGEND OF THE TRAFFIC EXCHANGE

## YOUR NOTES

a price that varies between very low-cost and absolutely free.

Sounds good, right? But, how is this possible?

It's possible because a TE works on the basis of reciprocation between the users. Each member of a traffic exchange agrees to view some of the web pages of the other users. In return the user has their OWN web page shown to a variety of other members.

The more web pages a user is willing to view, the more visits they receive in return.

In many ways it reflects the best parts of the recent social media trend, years before such things as Digg, MySpace and Facebook were even dreamed of. Users of these modern, social websites, view, read, listen and comment on the material uploaded by other users and, in return, they can usually count on other members paying attention to their submissions.

Where a TE has the advantage however is that, unlike MySpace style websites, promotion of business and marketing related web pages is not only permitted, it's expected. And reciprocation is not hoped for... it's **guaranteed**.

Almost to a man, every member of every TE has an interest in online business and, in addition to their desire to share their products and resources with others, they are also ready and willing to see what everyone else has to offer.

## 1. THE LEGEND OF THE TRAFFIC EXCHANGE

### YOUR NOTES

And we can categorise this group even further with the observation that most TE users are keenly interested in home business. Few TE users are doing so for the benefit of an employer, in fact quite the opposite. Most TE users are looking to escape the 9-5 grind and strike out on their own. If they don't already have their own, newly established home business, they're desperate to create one... as soon as possible.

And most self-employed, home business owners will readily admit: they need all the help they can get.

So you have a vast group consisting of thousands and thousands of people, willing and eager to view your web pages and they all have a keen interest in obtaining tools and information that will help them to establish and grow their home business.

Do you think there might be some profit in there?

If your answer is “no”, then you're going to find life as an entrepreneur very difficult indeed.

If your answer is “yes”, then press on!

But, before we get to the tools and training, you're going to need to know more about the history of the TE industry. And like any world, it's a history filled with legends, myths, traitors, corruption and revolution.

These aren't just stories – these are the events that have moulded the TE industry into the weird and wonderful Lost World that it is today. If you absorb



# 1. THE LEGEND OF THE TRAFFIC EXCHANGE

## YOUR NOTES

the material over the next few pages, you'll arrive with an advantage over 99% of other users.

Let's begin with the Golden Age...

