

## 3. HEROES AND VILLAINS

---

Have you ever heard expressions such as these?

“...waste of time and money.”

“...too many casual surfers with no interest in buying.”

“...it’s saturated – there’s just too much competition.”

“...they just don’t work.”

These are the kind of comments you’ll hear from people that have tried and failed with Pay-Per-Click (PPC) advertising such as Google Adwords.

Are they right? Are Google really making billions of dollars a year by selling a service that is totally useless?

Of course not. PPC advertising has proved massively successful for thousands and thousands of companies. Most of these companies would happily keep this success to themselves but naturally, Google want the world to know how effective this advertising medium is and they have the marketing reach to make sure people know about it.

The expressions above come from people who have tried using PPC without fully understanding the correct strategies that make it truly effective. They drop some time and money into it, make a loss, and assume it’s all hype and lies. If they spent a little bit of time learning

### Pay-Per-Click (PPC)

Paid advertising that charges the client a pre-arranged amount, every time the advert is clicked upon.



### 3. HEROES AND VILLAINS

#### YOUR NOTES

the most correct and efficient use of PPC, then their comments would be very different – if, indeed, they made comments at all.

It's a sad truism in business that unhappy customers are far more likely to share their poor experiences loudly and at length, than a satisfied customer ever will. So when people use the kind of words featured at the top of this page to describe TEs, consider for a moment, that this might not represent the experience of all users.



As with PPC, experienced TE users that have developed or learned the correct strategies are having massive amounts of success. It's just that most of them are either too busy to talk about it, or they are drowned out by the inexperienced users who invested time and money with no plan or strategy, and assumed that their inevitable failure was someone else's fault.

And the TE industry has more of this latter group than almost any other area of marketing.

Why?

The answer is simple, but it's absolutely CRUCIAL that you understand the reason. If you can hardwire this truism into your brain, it will shape the way you approach and utilise TEs forever and will ensure you

never get sucked into the negative mentality that pervades among those that have tried and failed.

Here goes... Follow this line of reasoning carefully.

- A) The Traffic Exchange industry's main selling point is: FREE TRAFFIC.
- B) This selling point primarily appeals to internet users who have started out with the idea of building a business online, but have little or no money to invest in the project.
- C) A home business owner or aspirant who doesn't have money to invest is either very new to the game, or isn't very good at it.
- D) If an inexperienced or inept internet entrepreneur tries to use traffic exchanges, their chances of success are going to be virtually non-existent.
- E) When failure occurs, most will point the finger at TEs rather than accept the reality of their own shortcomings.

That may sound a little cruel when presented in such stark terms, but that is the reality of the situation. Admittedly it's also true of many other areas of internet marketing, but it's especially apparent in the TE industry because the price of entry is so low.

Many reach the conclusion of this well-worn path and slink away, never to return.



### 3. HEROES AND VILLAINS

#### YOUR NOTES

The more passionate (or stubborn) change direction and either become a HERO... or a VILLIAN.

The villainous route comes in two categories. The first, and most common, is to become supremely negative and, in addition to giving up on TEs as a marketing option, they invest time and effort into trying to convince other people to share their conclusions.

Comments such as the ones at the beginning of this chapter are the result.

Sadly, these villains often become impervious to reason, clinging desperately to their position. In the process, they manage to persuade some who are struggling to make TEs work, to simply give up. Or worse, they convince those who have never even tried, to stay away from the TE industry altogether.

The second kind of VILLIAN is the one who pretends they have been successful with TEs and attempts to sell or propagate flawed or even illegal strategies. Long-term failure is assured for the students but the villain may achieve some ill-gotten gains in the process.



This less common but more dangerous villain is particularly malevolent as it pushes many people into concluding either that TEs are useless or worse, that the only way to succeed is to emulate the villain's devious schemes.



But, thankfully, there are HEROES as well.

These are people that have failed with TEs, but refuse to let it go. They are absolutely convinced that the marketing model has merit and that the path to success is there to be found.

One of the best anti-inspirational phrases to come out of Despair.com is:

***“Winners never quit, and Quitters never win... But those that never win and never quit are idiots.”***

This line always comes to mind when I read stories of people that failed for years and years before finally crafting a successful strategy. Anyone that dedicated and so persistently stubborn, in my opinion, has to be hailed as a HERO.



The more prudent and business astute will give up on a failing approach after a reasonable amount of time has passed, but every industry has its pioneers that refused to stop until they found the answers or went broke in the process. The TE industry is no exception and if it wasn't for these individuals, then maybe a successful approach to this advertising medium would never have been found.



### 3. HEROES AND VILLAINS

#### YOUR NOTES

And in true HERO fashion, these ground-breaking individuals have not jealously guarded their secrets, but shared them with anyone willing to put in the effort to learn them.

The result is that it's possible to make profitable use of TEs without the pain and graft that comes from trekking through the unknown. Trial and error is wholly unnecessary when there are established routes to follow.

Traffic Exchanges are not a waste of time, they do work and the traffic is EXTREMELY targeted.

If you've understood the discussion in this chapter then you will surely recognise that this industry is filled with a specific group of people who are keen to build their online business and desperate to find professional, sensible and logical guidance as opposed to the amateurish, hype-infested and morally dubious biz-ops that are so abundant.

The proven and recognised strategy for using TEs successfully will be discussed in *Book Two: The Training Begins...* but, before we move on and get into the substance of the material, there are a handful of important concepts and terminology you need to be aware of.