

# **Brought To You By:**

# **Blain Jones & Shane Bost**





www.TE-Basics.com

## **MASTER RESELL RIGHTS**

Hey, you have Master Resale Rights!

You may give this book away as a gift to your subscribers or to build your list! Re-brand this report with your affiliate links: <u>http://www.te-basics.com</u>

## **LEGAL NOTICE**

This report is for informational purposes only. While every attempt has been made to verify the information provided in this report, nor the author or publisher assume any responsibility for errors or omissions. Any slights of people or organizations are unintentional and the development of this report is bona-fide. The producer and marketer have no intention whatsoever to convey any idea affecting the reputation of any person or business enterprise. The trademarks, screen-shots, website links, products and services mentioned in this report are copyrighted by their respective owners. This report has been distributed with the understanding that we are not engaged in rendering technical, legal, medical, accounting or other professional advice. We do not give any kind of guarantee about the accuracy of information provided. In no event will the author and/or marketer be liable for any direct, indirect, incidental, consequential or other loss or damage arising out of the use of the information in this document by any person, regardless of whether or not informed of the possibility of damages in advance. Thank you for your attention to this message.

### Chapter 1 – Getting Started

To get started, we are going to go through the process of signing up to <u>Surf</u> <u>Skeleton</u> and getting everything setup correctly.

When you are on the <u>Surf Skeleton</u> home page, just find the button that says "Join Now". Click on that and you will be taken to a page that looks like this:



New	Member Registration
First Name:	
Last Name:	
Email Address:	
Confirm Email Address:	
Address:	
City:	
State/County:	
Zip/Postcode:	
Country:	UNITED STATES -
Telephone:	
Username:	
Password:	
Confirm Password:	
PayPal Email (we will pay you via PayPal)	
Which part of the world do	you live in?
OUSA/Canada OUK O	Mainland Europe 🔘 Other
Security Code:	ng4p82 (enter 3 black symbols)
I Agree To The Terms:	
	Submit

Just fill in the information as necessary, check the box to Agree To The Terms, and click "Submit". Next you will be taken to a page that tells you to check your email to verify your account:



Thanks for joining! Please check your e-mail for our welcome message.

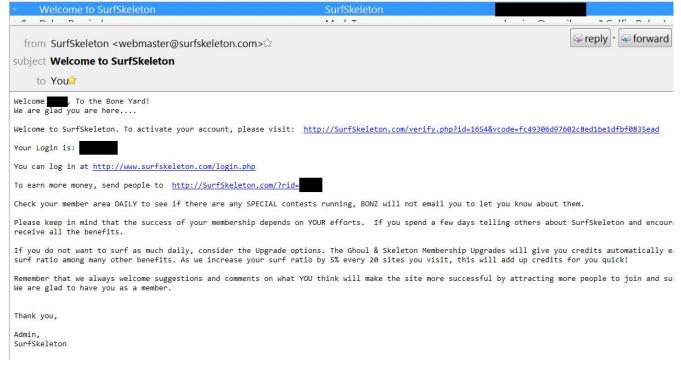
#### Here Are Some Other Great Programs You May Be Interested In:

#### Naughty Or Nice Traffic

Naughty Or Nice Traffic is on the cutting edge of TE programs, bringing in new members to view your affiliate and splash pages. Endorsed and promoted by some of the biggest names in internet marketing world, Naughty Or Nice Traffic is destined to be a player in the TE world.

Click Here To Join

Now go and check your email and you should see the email to verify your account. It will look something like this:



Just click the link in the email or copy and paste it into your browser. You will see a message saying that your account has been verified and click to log in. Click that button and log-in with your user-name and password.

When you log-in for the first time you are going to see what are called OTO's or One-Time-Offers. Always take a careful look at these and see what is being offered. If it looks like a great deal for what you are going to get, I would highly suggest that you act upon them. Here is an example of what the OTO looks like in <u>Surf Skeleton</u>:



Once you get through to the members area home page there are a couple things to look at. The first item on the list is your profile. This contains all the information about you. On the left side of the page you will see a menu, look for the option that says "Profile" and click it. When the page opens you will see a bunch of information that needs to be filled out. Fill out everything you can including the Paypal address, social info, and the link to your blog if you have one. Once everything is filled out, make sure you check the item saying that you want to receive referral emails (Mostly because this puts a smile on my face every time I open my email to see a new referral!!). Now just click the button that says "Update" to update all of your profile information.



The next thing you need to do is add your website URL to the exchange. So, on the left side in the menu look for the button that says "Sites". Now you will see a couple things on this page. The number of credits you currently have, an option to quickly assign your credits, and the websites that you have. To add a website simply replace "Site Name" with your site's name and insert the URL in the box just below that and click "Add".

You	have	0	credits	in	your	account.

1 Credit = 1 View

	Qui	ck Assign
Evenly distribute	0	credits to my active sites
		Assign

URL	Views Received	Views Assigned	Assign Credits	Delete Site
Name: Site	1920 T 1936			
Site: http://		Add		

After adding your site, it needs to be checked by the site checker on the exchange, <u>Surf Skeleton</u> has the Hits-Connect Page Checker. Once it is done checking your site, simply click the "Confirm My Site" button.



That's It! You have just added your website to the exchange. Now lets move on to the rest of the setup process. On the menu on the left click "Banners". Here you will see something similar to the "Sites" page. Instead of adding a site name, you will need to add the URL to the banner, and the link you want the banner to go to afterward. Remember the size of banner you want to add is 468x60.

Ban	ner	Stats	Views Assigned	Assign Credits	Assign Imps	Delete Banner
Image:	http://					
Target:	http://		Add			

Once you have added the image and target URLs click the "Add" button. Congratulations! You have added a banner. Now go to the menu and click "Text Ads". Basically the same thing here, except you want to add the text that other members will see and the URL for them once they click on your text ad. When finished just click "Add" and you have setup your text ad properly.

Now that you have the basics setup you can click the "Surf" button in the menu to start viewing other member's pages to earn credits or keep reading to find out about other features that Surf Skeleton has.

#### <u>Chapter 2 – Other Features</u>

We are going to go through the other features at <u>Surf Skeleton</u>.

The first feature we are going to go over has the menu option "Rotators". A rotator is simply a software that picks a URL from a list (either randomly, or based on priority rules) and displays it. To create a new rotator all you have to do is type in your new rotator name (usually something so you can remember what sites you are putting in it) and click the "Save" button.

My Rotators
The url to use for each rotator is found under the rotator's name. A rotator will be deleted immediately upon deleting all sites in it.
Your account type allows for 5 urls total to be entered.
Create a New Rotator Save

Once you have created a new rotator, all that you have to do is add your splash/squeeze pages to the rotator. Once finished, just grab your rotator URL which can be found just above your list of sites in that rotator, and use that URL in the Traffic Exchanges.

ews)
otator.php?id=23
Add New URL
Delete

The next feature in the menu is "Auto Assign". Click this button so that you can have the credits you earn while surfing automatically auto-assigned to the URL's that you are promoting in <u>Surf Skeleton</u>. You would also choose what percentage of the credits you have earned that you wish to be auto-assigned.

The "Buy Credits" page, is exactly what is says. You would go here to purchase extra credits for your sites, or to purchase the Startpage of the week. To do this, simply click on the week that you wish to purchase it for (Green weeks are available and Red weeks have already been reserved.) and follow the instructions to pay for your Startpage of the week.

		May	20	11					Jun	e 20	11		
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sa
1	2	3	4	5	6	7	29	30	31	1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31	1	2	3	4	26	27	28	29	30	1	2
29	30	31	1		0 0	4	26	21	28	29	30	1	4

The "Weekly Bonus" page will show you any current bonus' that you can earn during the week, or any bonus' you have earned.

Next is the "Affiliate Toolbox" page. Here you will find a ton of options for you to promote this website anywhere that you can. Just grab the code or prewritten emails and insert them in the necessary place that you want to advertise them.



Next is the "Downline Builder". You can see the option for this in the menu on the left. A down-line builder is simply what it states. It will help you build your downline, so be sure to do this part correctly. Everyone that you refer will see your links in the down-line builder. All you have to do here is insert your Affiliate ID in the box for the selected program. If you are not a member of that program, just click the button to sign up and then fill in your affiliate ID.



You will also see a menu option for "Referrals", this is a list of everyone that you have referred to the exchange. Other menu options include "Upgrade" where you can upgrade your account, and "Commissions" where you can see the commissions that you have earned.

Once you have everything setup here you are ready to start surfing, just click the "Surf" button at the top of the menu and start looking at other members pages to earn credits. When you are surfing, there are a couple things to take notice of:

In the top left corner of the surfing window, you will see the credits earned per page view, how many credits you have earned today, and how many Unassigned credits you have. Next to that you will see the "Surf Timer" which is 8 seconds for free members.



Once the timer has counted to zero, you will see the surf images, all you need to do is click the one that matches the image on the far left. You will also see links for "My Account" which will take you back to the member's area, "Open Site" which will open the site you are currently viewing in a new window, "Report Site" where you can report any site that breaks the traffic exchanges TOS or Terms Of Service, and "Buy Credits" which takes you to the page where you can buy more credits for your site.



To the right of the surf icons is a member's banner ad and a text ad just below that. You can click on these if you like what you see. Other features of the surf window are the chat, which you can turn on and off, and also social buttons (i.e. "Like" button, "Tweet" button, etc...) which allows you to share the site you currently see on your social networks. Also you will be able to see the number of pages you have surfed on your current session and during the day overall.

0 Digg 1	≫Tweet < 0	Surfed This Session: 2
		Surfed Today: 2

#### Chapter 3 – Traffic Exchange Dont's

In this chapter I wanted to go over some simple dont's in traffic exchanges:

- DON'T use standard affiliate pages (DUSAP) You want to use either a squeeze or a splash page to get visitors to click-thru to your site. Surfers generally only have 6-15 seconds that they will view your ad. Do not clump it up with 15 paragraph's of text. It will likely go unread. If you don't know or don't have any splash or squeeze pages, we recommend <u>AdKreator</u>, they have the very best and most simple splash page builder there is out today.
- **DON'T sell to people** People are surfing for the exact same reason you are. To get their site seen by other people, not to buy whatever it is you are selling. Use a pre-sale splash/squeeze page to get the surfer interested in your product so they will click-thru to your site and view everything there when they are done surfing.
- **DON'T pitch other members in the surf chat** Use the chat to socialize with other surfers, who know maybe you will make new friend or two which may lead to a great business opportunity down the line. If the people chatting like you, they have the option to go to your profile on the site and see what you are promoting there.
- **DON'T promote every get rich quick scheme there is** Surfers remember what people promote, and if you are seen as a person that is just hocking the next issue of crap to them, you will quickly lose your credibility in traffic exchanges.
- **DON'T always promote to your list** The people on your list subscribed because they like who you are or the product you are promoting. Don't try to sell them everything under the sun. You will lose a lot of customers that way. Instead why not provide them with quality content?

### Chapter 4 – Traffic Exchange Do's

In this chapter we will go over some of the things you should be doing in Traffic Exchanges:

- **DO use splash/squeeze pages** You need to be using a page that loads quickly and is appealing to the eyes. If you don't know how to build your own splash/squeeze pages, we recommend <u>AdKreator</u>.
- **DO brand yourself** I always recommend at a minimum putting your name and picture/logo on everything you promote. You want people to remember who you are and what you are about. Want an easy way to add your branding to your affiliate pages? We recommend <u>Brandvertise.me</u>.
- DO have a budget It is very easy to spend a lot in this business. You need to
  have a budget to start with and as you make more and more money online, you
  will be able to increase your budget and earnings. Don't know where to start
  with your budget? We recommend <u>The Pizza Plan</u>.
- **DO get social** Get into the chats on the exchanges and let people know who you are and what your about. Once again plays with the part of branding yourself.
- **DO build your relationship with your list** Building a list of people who trust and have a great relationship with you is a priceless tool to have. If you have a list of people that trust what you say, you will be able to easily make some extra money online. Don't have a list? Get started today with <u>TrafficWave</u>.
- **DO be different** You have to stand out from the crowd in this business. There are a lot of people in traffic exchanges promoting the same thing. What sets you apart from the herd? Be a purple cow!
- **DO track your results** You always want to track which exchanges are bringing you sign-ups and referrals, this will help you direct your surfing time to those exchanges that are converting the traffic for you. Don't know how to track? We recommend <u>ClickTrackProfit</u>, the training they give there will teach you all the basics on tracking your results.

### <u>Chapter 5 – Recommended Resources</u>

Here is a list of recommended traffic exchanges and tools that will help you with your business online. We are recommending these sites because they either bring results or play a part in the results that we have gotten:

#### Traffic Exchanges:

SiteXplosion IloveHits StartXchange Sweeva Thumbvu Website Traffic Hog Dragon Surf The Traffic Dance Top Flight Traffic Surf Skeleton

#### Tools:

AdKreator TrafficWave Brandvertise.me The Pizza Plan ClickTrackProfit TEtoolbox TE Profits