

"How A 'Fool Idea' Tricked Even a Traffic Expert Like Me, And Created A Massive Amount of FREE Web Traffic Available On-Demand!"

...And How You Can Use It For Yourself In Just 60 Minutes Flat

Plus, also included in this report:

- ✓ How April Fools Day (Friday April 1st) is worth \$194 in FREE stuff to you
- ✓ How to Create Traffic On Demand For FREE
- ✓ 8 Ways to Use Freebies As Bait
- ✓ How to Double Your Traffic & Triple Your Profits Step By Step
- ✓ And more!

by Dearl Miller of Trafficology.com with contributions from Craig Perrine of ListProfitSecrets.com & Matt Gill

Dear Aspiring Web Traffic Creator,

This idea came from one of my best friends who often calls just to share with me every last nutty web traffic idea he's ever had.

But let me tell you, this one takes the cake.

In fact, when he first told me about it, I was quite skeptical. You see, he's "bonked" his head a time or

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two and has become notorious for coming up with the absolute most of-the-wall ideas anyone has every dreamed of.

But when he showed me the **indisputable proof** of how he used this exact technique to **explode his traffic and create a massive amount of sales, I was the one looking foolish for doubting him.**

Imagine spending only an hour or two following a few simple steps to create your own "Free Traffic On-Demand" generator.

I'm warning you, **do not under estimate the power of this idea.** This is so brain-dead simple that you will be kicking yourself by the end of this report for not doing it before now, yet hardly anyone is doing this. And, in just a moment I'll show you proof of how **using just this foolish technique alone created the 704th most popular site on the Internet.**

It's a simple tactic really, and I don't know why more people aren't doing it.

Ok, are you ready? Here it is:

What you need to do is...Delete Your Homepage!

I told you he was crazy. Only a mad-man would think that deleting the main page of your site could actually **increase traffic, build your list, improve sales, and create more profits...**but he did and after trying it out on 5 different sites **the truth is this idea does work.**

Stick with me here, there's some things you need to know to understand the method to the madness.

Maybe it's because people's current homepage is so poorly designed visitors can't find what they are looking for. **The fact is 70% of all visitors leave a site because they were unable to figure out how to buy what they want** (this actually happened to me this week.

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I spent over an hour trying to order something online and still did not complete the sale).

Maybe it's because site owners spend so much time on search engine optimization that they often forget they also need to optimize their website for customers too.

Or, I think this is the main thing to grab on to here, maybe **there is just something better** to put on your homepage than what is there now.

You see...the key to this technique is **not** the fact that you deleted your homepage. There's no magic in that (only a real fool would think that was the case).

The real lesson of this technique is in what you put up there in it's place.

Got that? Good. I'll show you what to put there in a minute...

First, most sites are jammed with links, images and animation. They are so difficult to navigate only a Webmaster or a Rocket-Scientist could find what they were looking for.

- **FACT: "85% of All Visitors ABANDON a new site due to poor design" - cPulse**
- **FACT: "50% of All Visitors are LOST because they can't easily find the content" -Gartner Group**
- **FACT: 70% of people who are ready, willing and able to buy online don't complete the sale.**

As you can see from the statistics, right now **your homepage is doing a horrible job of converting the traffic you already have into sales.**

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Therefore, **by deleting your homepage and spending just an hour or so to set up a dedicated sales page for your newsletter you'll capture the email addresses of your website visitors and then be able to follow up with them over and over again time after time.**

That's **not spending hundreds** or thousands of dollars on **Pay-Per-Click** or other forms of paid advertising. And, it's **not spending weeks** or months learning the ins-and-outs of **search engine optimization** or other free web traffic techniques.

You're literally spending just an hour or two to create a massively powerful free source of **highly targeted** web traffic you can direct wherever you want **On-Demand!**

So **don't gamble** your business on the whims of search engine traffic or how well your Pay Per Click campaign is doing now... capture that traffic, **harness it** by **deleting your homepage today and replacing it with a dedicated sales letter for your newsletter or eCourse.**

Here are the exact steps to follow (from my notoriously-nutty-buddy):

How to set up a dedicated "sales letter" for your FREE newsletter.

After all, if **your list is your single most valuable asset** (which it is), that you go to again and again for ongoing sales and profits...if you are looking to increase the revenue-per-subscriber indefinitely from this database of targeted subscribers - then isn't it worthwhile to really showcase your newsletter? Put it in the limelight that **it deserves** - shine a big 'ol freaking spotlight on it and make **people take notice of it like the valuable resource that it is!**

Question: Do you want just "one shot" at converting your traffic with traditional methods, or would you rather have unlimited times to get the sale from them

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in a database you own?

It blows my mind that most people are virtually "hiding" their newsletter in tiny little places and 7-word-blurbs as almost an "afterthought".

Who says sales letters are only for selling products?

Put Your Newsletter On a Pedestal

Get a dedicated domain name for it. Put up a short 'sales letter' that's sole purpose is ONLY to drive registrations for your newsletter - complete with headline, benefits, a strong call to action, and at least one way to respond - preferably a subscription form on the page to join, then your signature, and a good strong PS to close.

Now you're starting to attract both better quality subscribers, and more of them!

Here are 2 good case studies where Nitro Marketing is doing this and seeing amazing subscription rates that are through the roof (and highly responsive subs):

Case Study #1:

<http://www.NitroWebcasts.com>

Case Study #2:

<http://www.WhatWorksNow.com>

(Now how this is incorporated into their main site:

<http://www.NitroMarketing.com>)

In Case Study #1:

<http://www.NitroWebcasts.com>

This took about an hour to set up. They already had the domain, auto-responder service, and had done this

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before. It will take you longer the first time starting from scratch.

Study this, model it, and implement the key elements.

Notice the pre-headline, the main headline (in quotes and in red letters), notice the benefit-laden copy that is written using mostly bullet-points, notice the very strong call to action throughout, and the constant reminder that it is free. (But since it is free, you must also be able to convince them that it is valuable to them - since nobody values anything they get for free.) See below for 8 ways I show you how to increase the perceived value of your freebies as bait for your newsletter subscriptions.

You **must create a sense of urgency** to take action right now - not later. That can be a time limited deadline to respond by, or quantity limited supply of special bonuses for the next so many people that subscribe...or get creative to **get the action NOW**. (there is no later)

Add testimonials if you have them about you, your business, your product, or newsletter. (go request some if you don't) Scan your signature as an image and post it in your closing if you don't have it already. Always include a powerful "P.S." that reiterates the call to action right now. A strong PS can close the deal for a majority of "fence-sitters", so **don't leave this out**.

In Case Study #2:

<http://www.WhatWorksNow.com>

First, I want you to notice how they incorporate this newsletter into their main website (nitromarketing.com) It has it's own **catchy name, and the URL to match**. It opens a new window from their main navigation menu, so as not to distract from the normal process of the main website.

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Notice all the principles and tactics that were mentioned in Case Study #1 are applied here too, and also here see how they added the human touch of a including a picture of themselves in order to begin **creating an immediate bond** with the visitor to them - people will know they are real people and can visualize them each time we write to them in their newsletter. Also notice how they drive home the fact that **they are the only people in the world that can deliver this unique information** to them - you must always be working hard to **differentiate yourself** and convince your subscribers that **only you** can provide them with the unique angle you have on whatever it is you do (along with the specific benefits they will receive too, of course).

"The Real Thing."

Spend some time coming up with a **catchy title** of your newsletter that people can latch onto and "know you by". You know, Coca-Cola is "The Real Thing." Nitro Marketing publishes "What Works Now"...well, **create a 'brand'** of your own - make sure the domain name is available for it, then hammer it into the mind of your subscribers so that they instantly associate it with you, look forward to it, and when it come they recognize it, and are trained to **jump on it and act on it whenever it arrives**.

Look at the What Works Now "sales page" again. Notice the bullet points of **specific benefits teasing** them about what they will be learning.

They provide **several calls to action** and several ways to respond (join). They have the main subscribe form on the page, and several call to action links that shoot you there. They also have an "opt-in-automater" style windows alert that subscribes via email. They have an exit pop to try to capture those who leave without joining. About the only thing that could be added is a "drop-in-ad" with a form on it, but that would be

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overkill on this short of a page with everything else.

In just a minute, I will show you exactly how to use freebies effectively (and make people drool over them) as bait to get the opt-in. First..

How long should the page be?

I recommend "medium" length copy. **More than just what you can see on your screen at a glance.** 2 to 3 pages worth if it was printed out.

For a free-subscription newsletter or training series, you want just enough time and space to sell them on the benefits, **without losing their attention.**

Get them interested, excited, and wanting more - you have 45 to 90 seconds max to convince them. Most people will make a decision about joining your newsletter in **under 30 seconds.**

90% H + 9% B + 1% PS

Most people are "skimmers", so concentrate on what they will skim in those 30 seconds: Spend most of your time on your **headline (90%)** and **bullet points (9%)**. Then make sure you have a good strong PS with a call to action. (Note: **Ted Nicholas**, who's sold 400 Million dollars of products, **says a great headline is 90%** of success in direct marketing. He also says to resist the temptation to write a word of body copy before first preparing a super headline.)

Remember, the main objective is to convince them the **pleasure of receiving your information is worth more than the pain of parting with their email address.**

Look at the 2 case studies above again "at a glance" to gauge about how long you want the copy to be.

So, you are probably asking yourself...

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What do YOU get in return?

How about **more responsive subscribers** who read your messages. See, because they went through your "sales process", your new subscribers are more familiar with you, what you are about, and are excited about receiving your information. They are properly primed to be good **long-term subscribers and customers** if you do a good job staying in touch with them regularly and deliver true value and unique content.

This first step of having a dedicated site that 'sells' them on being a subscriber is a great one in **beginning the bonding process** with your list members.

How important is this factor?

Most list owners are happy to get **an average of 20 cents per subscriber** (during Q4 2004 as reported by DoubleClick) on their list. (however 'most' people don't even know this important metric for their business)

But **the bond Nitro created to their list meant around \$51 dollars per subscriber** to them last year. That's just last year.

The lifetime value will just keep on growing.

Still A Doubting Tom?

Don't Be A Fool Like Me...Here's The Proof!

This "Traffic On Demand" technique produced 5 of the most visited sites on the entire Internet - just look at the proof below:

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704 - ListProfitSecrets.com (An Increase of 652,311!!!)

Traffic Rank for listprofitsecrets.com ([what's this](#))

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
704	2,215	30,145	▲ 652,311

800 - HypnoticSellingSecrets.com (A Brand New Site)

Traffic Rank for hypnoticsellingsecrets.com ([what's this](#))

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
800	1,936	28,893	--

1557 - NitroIncubator.com (Up 28,171)

Traffic Rank for nitroincubator.com ([what's this](#))

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
1,557	2,337	25,310	▲ 28,171

1188 - NitroMarketing.com (It Worked on Their Flagship too)

Traffic Rank for nitromarketing.com ([what's this](#))

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
1,188	2,271	7,670	▲ 581

3924 - UnderachieverFormula.com (Up 104,712!)

Traffic Rank for underachieverformula.com ([what's this](#))

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
3,924	7,039	30,435	▲ 104,712

That's 5 different websites becoming some of the most visited sites on the entire Internet (out of hundreds of millions).

Looks like I was the fool.

To-Do's, Take-away's, and Implementation Homework:

- ✓ Begin Treating your newsletter Like the valuable asset that it is to you.
- ✓ Come up with a cool & catchy name for your newsletter. (like 'What Works Now')
- ✓ Register the domain name for it. (WhatWorksNow.com)
- ✓ Get an autoresponder service:
<http://autoresponder.trafficologyresources.com>
- ✓ Set up a dedicated website "selling" your free newsletter.
- ✓ Spend the most amount of time developing a great headline about your newsletter.
- ✓ Create a list of benefits they receive and turn those into bullet points.
- ✓ Begin marketing your newsletter like the valuable resource that it is to others.

How To Create Free Traffic On-Demand

Now that you your homepage is a dedicated signup page...creating a flood of new subscribers to your newsletter... it's time to **transform your list into Free Traffic On Demand and put cash in your pocket!**

Note: I have to credit my good friend Craig Perrine for teaching me all about "Traffic That Sticks" and how to turn that into "Traffic On Demand" - I am pretty sure he coined both of those phrases - be sure and get his new course "List Profit Secrets" by [clicking here](#)

OK, by capturing email address of the web traffic you already have and getting their permission to follow up over time...instead of having only one-shot and trying to sell something during their first visit, you'll then have the ability to **build a relationship.**

You'll create list of targeted prospects that will respond when you contact them.

And, you'll have the ability to create traffic on demand any time **just by recommending a product or service you know will help solve their problem.**

See, as Craig says, you're like the Traffic Cop with a whistle in an intersection driving cars and trucks full of cash wherever you tell them to go (like your bank account).

Want to increase conversions by reminding them of how your product will benefit them? No problem. Just followup and pick up sales on demand.

You have an affiliate recommendation you think would be great for your subscribers? Turn on the traffic with an email to them. **Dump off some cash.**

A JV partner is launching a hot new product that is the answer to your subscribers' prayers? Flip the switch

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and direct your traffic over to your partner's site.
Dump off some more cash.

Pretty soon, you have a massive pile of cash sitting in your bank account.

That's how you create traffic on demand.

But On-Demand Traffic **is not** just any Traffic...

Let me be blunt... I don't really care how much traffic you're getting... you could have an Alexa ranking of 1, meaning you have the most viewed website on the net... if you aren't building a list from that traffic that you can direct someplace for profit on demand... you're missing the boat.

Traffic is like solar energy.

Everyone talks about how powerful the sun's energy is and how it could solve all the world's energy needs (someday)... well, then a list is like the ability to harness that energy so that you can turn on the power in your house and have light, heat, and your computer on to run your web business.

Otherwise, you just have a sunny day.

Now I know, you could argue that if you're running AdSense on a site with articles or if you have ebooks that are selling like hotcakes just from your Pay Per Click traffic that you don't need no stinking list.

I see your point... and if you're making big fat bucks from that traffic I even understand why you would think that.

But unless you have something against making more money or making a more steady cash flow, you need to check out that a list would allow you to direct people on demand to ANY site where more traffic would make you money.

And the simple fact is that you can follow up with a

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list and remind them about something... where traffic either comes to your site and buys or clicks or whatever... and then they leave, probably never to return.

Your raw traffic is only as good as it converts to sales. Traffic on Demand can be harnessed to visit that site over and over again for increased conversion.

Craig Perrine is pure genius - get his course if you don't already have it at:

<http://www.listprofitsecrets.com/>

And, in Trafficology I'll teach you more about how to create more traffic, improve your conversion rate and build your own list so you can create free traffic on demand.

**Now, if that idea was nutty, you'll
Think This Is Downright CRAZY!**

On Friday, April 1st (yes, that's April Fools Day, but this is NO JOKE) I'll give YOU the **CRAZIEST DEAL EVER! Get 2-Free Months** of the Trafficology Print Newsletter With No Strings Attached.

That's Right, for **24-Hours** you can go to <http://www.foolprooftraffic.com> and Get:

- 2-FREE Print Issues of Trafficology
- 4-FREE Audio CD's of Web Traffic Training
- 2-Free Months Access to the Trafficology Membership Site

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<http://FoolProofTraffic.com>

**Honestly, It'd be Just Plain
Foolish to Miss this Special Offer:
<http://www.foolprooftraffic.com>**

**Taking this to the the Next Step - 53 Tips
for More Traffic, More Subscribers and More
eZine Profits**

Now that you've deleted your homepage, replaced it with a dedicated site for your newsletter or eCourse and are capturing the contact info of the visitors for your site to create your very own reservoir of free traffic on demand... here are several tips from Larry Dotson to help convert move visitors into subscribers, increase your newsletters subscription base and increase your sales using autoresponder eCourses

20 Ways To Convert Visitors Into Subscribers

1. You could offer your visitors a discount on all the products you sell if they subscribe to your free eZine.
2. You could offer your visitors a free ebook if they subscribe to your free e-zine.
3. You could offer your visitors a free subscription to your private web site if they subscribe to your free e-zine.
4. You could offer your visitors a free advertisement in your free e-zine if they subscribe.
5. You could offer your visitors a free tangible gift if they subscribe to your free e-zine.
6. You could offer a free automatic entry into your contest

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- or sweepstakes if they subscribe to your free e-zine.
7. You could tell your visitors that you offer original content in your free e-zine.
 8. You could tell your visitors to read a sample issue of your free e-zine on your web site.
 9. You could offer your visitor's free software if they subscribe to your free e-zine.
 10. You could offer your visitors a free sign up to your affiliate program if they subscribe to your free e-zine.
 11. You could offer your visitors a free web service, like free e-mail, if they subscribe to your free e-zine.
 12. You could publish some of your current e-zine subscriber's testimonials on your web site.
 13. You could publish any positive reviews you have received about your free e-zine on your web site.
 14. You could tell your visitors what's going to be published in your next e-zine issue.
 15. You could tell your visitors that they have the right to republish your e-zines content on their own web site if they subscribe to your free e-zine.
 16. You could publish a list of well-known famous, or respected people that have subscribed to your free e-zine.
 17. You could tell your visitors what a subscription to your free e-zine is worth in dollars.
 18. You could tell your visitors all the major benefits of subscribing to your e-zine.

19. You could tell your visitors how many people have already subscribed to your e-zine.
20. You could tell your visitors that a subscription to your free e-zine is only available for a limited time.

5 Quick Ways To Increase Your E-zine's Subscriber Base

1. Give Incentives

Give people an incentive to subscribe to your e-zine. Offer them a freebie if they subscribe. It could be a free e-book, free report, free advertising, etc. Make sure the freebie will attract your target audience.

2. Joint Venture

Joint venture with a similar e-zine. Combine your subscriber bases together and publish one e-zine. Edit and publish each issue together. You both will be promoting the e-zine which means more subscribers.

3. Allow Archiving

Allow your subscribers to archive back issues of your e-zine on their web site. They may need content for their web site. If people visit their web site and like your e-zine, they will subscribe.

4. Form An E-zine Ring

Form an e-zine ring. Team up with 4 to 10 similar e-zines. All the publishers would agree to list each others e-zine name and subscribing information in every issue. You could call this section "Other Free E-zines You Might Enjoy"

5. Ask Subscribers

Ask subscribers to forward your e-zine to close friends, family, or associates. If they enjoy your e-

zine, they will subscribe. It's almost like your subscribers are endorsing your e-zine.

20 Ways To Increase Your Traffic And Sales Using Autoresponder eCourses

An autoresponder eCourse is a group of articles or information set up to be sent out separately over a set period of time by e-mail. Below are twenty ways to use them to increase your traffic and sales.

1. Offer your eCourse as a free bonus for purchasing one of your main products or services. People will buy your products quicker when you offer a bonus.
2. When you write and give away a free eCourse you will become known as an expert. This'll gain people's trust and they will buy your main product quicker.
3. Allow others to add your free eCourse to their own product packages. Their customers will see your ad when they purchase.
4. People love to get freebies. A free autoresponder eCourse is perfect. They will visit your web site to get the free valuable information.
5. Allow people to receive your eCourse for free, if they give you the e-mail addresses of 3 to 5 friends or associates that would be interested.
6. Allow other people to give away your free eCourse. This will increase the number of people that will see your ad in the eCourse.
7. You could trade advertising space in your eCourse for other forms of advertising. It could be banner ads, e-zine ads, web site ads, etc.
8. Gain new leads by having people sign up and give you their contact info before they can receive your

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autoresponder course.

9. Give away the autoresponder eCourse as a free gift to your current customers as a way of letting them know you appreciate their business.
10. Give away the eCourse to people that join your affiliate program. This will increase the number of people that sign-up.
11. Make money selling advertising space in your eCourse. You could charge for small classified ads or sponsor ads.
12. Get free advertising by submitting your eCourse to freebie web sites. This will increase the number of people that will see your ads in the course.
13. Make money by selling the reprint rights to those people that would like to sell the eCourse. You could make more money by selling the master rights.
14. Hold a contest on your web site so people could win your eCourse. You will get free advertising when you submit your contest to free contest directories.
15. You'll gain valuable referrals from people telling others about your eCourse. Word of mouth advertising can be very effective.
16. Make money cross promoting your eCourse with other people's products or services. This technique will double your marketing effort
17. Increase your e-zine subscribers by giving your eCourse to people that subscribe to your e-zine. This'll give people an incentive to subscribe.
18. Allow your affiliates to use the free eCourse as a promotional tool for your product. Each lesson could include their affiliate link.
19. Promote other businesses affiliate programs you join with your free autoresponder eCourse. Include a

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different affiliate link on each lesson.

20. Advertise a different product or service on each lesson. If you only have one, use different emotional response ads on each lesson.

8 Ways To Increase the Value Of Your Freebies

Almost everyone is giving away a freebie so they can attract people to their web site. They are giving away free e-zines, ebooks, services, etc. What's happening to all this free stuff? It's loosing it's perceived value. Every time you surf the internet or check your e-mail you see at least 20 to 50 freebies offers.

Don't get me wrong freebies do increase traffic, but not like they did when the internet was new. The key is to increase the perceived value of your freebies so they will be more attractive to your audience. How do you do this? Well, here are eight ways:

1. You could tell them what the freebie is worth with a dollar amount. For example, "Subscribe to my free e-zine! A \$199 value!"
2. You could add other freebies to your freebie that will increase the value. For example, "Subscribe to my free e-zine and get free access to our "subscribers only" private web site!"
3. You could tell them the freebie is only available for a limited time. For example, " Download our free ebook, this free offer will only be available until May 30, 2000."
4. You could tell them the freebie is only available to a limited number of people. For example, " Our free software will only be available for the next 100 people that download it."

5. You could give more details about the freebie. List the benefits, features, what problems the freebie will solve, etc.
6. You could describe your freebie to sound more attractive. For example, instead of "free report" you could say "free never released top secret document"
7. You could list testimonials for your freebie. Most businesses don't give testimonials for their freebies. This would defiantly increase your freebies value.
8. You could tell people how many people have already receive your freebie. For example, "15,000 people have already subscribed to my free e-zine! Can they all be wrong?"

These are only a few ways you can add value to your freebies. You could be creative and think up many more. Also test each idea to see which one draws the most traffic to your web site, and creates the most subscribers.

BONUS: Get More Free Web Traffic Training:

**The scientifically Proven Method To
'Double Your Traffic & Triple Your Online
Profits' Training-On-Demand**

<http://www.Trafficology.com/webcast/>

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Best Wishes,



Darl Miller
Editor, Trafficology.com

P.S. I URGE you not to miss this. I am offering this FREE
2-Months of Trafficology **for 24-Hours on Friday April 1st.** I highly
recommend you sign up for our free reminder service in step #3 at
<http://www.foolprooftraffic.com>

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