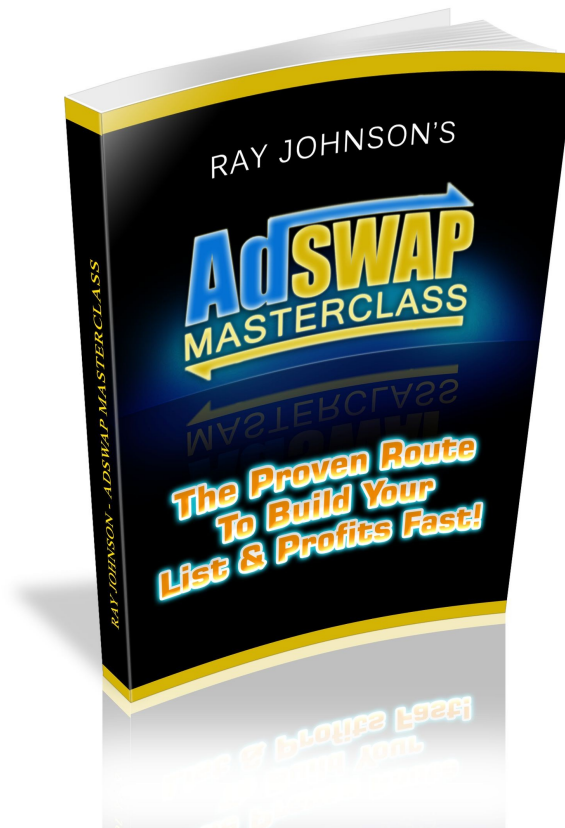


## RAY JOHNSON'S **AdSWAP MASTERCLASS**



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## Introduction

Unless you're brand new to the world of internet marketing, you'll be aware of the fact that almost on a daily basis someone seems to have discovered a brand new “method” of making money online. The latest success strategy being shouted from the rooftops is to use social network media such as Twitter. Before that there were numerous others including blogging, Google Pay Per Click, eBay, etc. The list goes on.

Certain elements of selling on the internet however, are fairly constant. You will need to have some kind of product or service for sale, either your own or somebody else's. On the other side of the equation, if you want to be successful online you will need to find people willing to pay you for your goods or services. In other words, customers.

One of the most difficult things to do in sales and marketing is to not only find people who may be interested in your product, but also to persuade them to hand over to you their hard-earned money. However, once someone has bought a product or service from you and they are happy with their purchase a “bond of trust” has been created.

They now know you, they are hopefully pleased with what you have sold them, which makes them more receptive to buying further products from you. This is the principle of “repeat business”, or “repeat customers”. It is one of the most powerful elements of marketing, whether online or offline.

The question you are no doubt asking yourself is “ *OK but how do I find my customers, never mind repeat customers?* ”. Unless you are brand new to online marketing, you will have heard the phrase

*“the money is in the list”*

over and over again. To be successful online you need to build up a list of customers that **trust** you, to the extent that once your list is established you can sell to them repeatedly. That's why “*the money is in the list*”.

There are several strategies you can use to build up your own list. Some of them take time, some take money. Some work better than others.

One of the most powerful, and easiest ways of building up your customer list is Adswapping. If you haven't heard about using Adswaps before today, you're going to be very excited about the possibilities by the time you have reached the end of this book!

So, without further ado let's make a start!

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## Chapter 1 - What is an Adswap?

Contrary to popular belief an “Adswap” is NOT swapping ads with someone. Many people make the mistake of thinking “*OK I'll put his ad on my site for a couple of weeks and he'll do the same for me*”. Nothing wrong with doing that, but it's a whole other subject for another book, and it has **nothing** to do with adswapping.

*So what exactly is an Adswap?*

An Adswap is the custom of swapping your own customer list with another marketer in a similar niche to yours. Of course in practise you don't hand over each other's mailing lists, but you will send out a mailing on behalf of someone else to your list, whilst they will do the same for you.

Let's say you agree to do an adswap with another marketer. Your niche is healthy eating, his is weight loss. This is ideal, your niches are closely related meaning that someone interested in weight loss would also be concerned about eating healthily. Suppose you both have a list of 1000 customers – this situation would be a true Joint Venture of equals.

You put together an email, inviting people to opt in to your mailing list to get free tips about healthy eating. The person you are adswapping with then sends out that email to his customers, with his recommendation.

After they have signed up to your offer, you send them a series of autoresponder emails combining free tips, free information with sales pitches.

You do the same for your “partner” in the weight loss niche – usually he will have written an email for you to send out to your customers; you would simply add your recommendation. Your customers on your list will be invited to opt in to *his* list, in exchange for access to his newsletter, free offer or whatever “teaser” he is offering.

So if all goes well, you have added several prospects to your own mailing list, and your Joint Venture partner has done the same with his. Everyone is happy, a win-win situation.

Interestingly enough, the concept of adswapping is nothing new, although many marketers seem to think it only came into existence with the internet. As with many principles, strategies and concepts of internet marketing adswapping has been taken from the world of offline marketing and adapted slightly.

Adswapping actually originated from the world of publishing. To gain a wider cross section of readers, magazines would offer free advertising to other magazines on a reciprocal basis.

No money changed hands, so advertising budgets were kept intact – Magazine A would run a free ad for Magazine B, in return Magazine B would do the same for Magazine A. A perfect way for both magazines to attract extra readers without a large capital outlay in advertising.

Adswapping is one of the best ways of quickly building up a targeted list of customers, as well as driving traffic to where you want it. Of course more traffic equals more customers equals more sales!

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## Chapter 2 - Why Adswap?

So we've looked at what an adswap actually is. Let's now take a look at a few reasons why adswaps are such an attractive method of building your customer list.

1. Because you're promoting another marketer's product and they are doing the same for you, there is no need to involve affiliate commissions. This makes life a lot easier, especially if you are just starting in internet marketing; you don't have the hassles of setting up affiliate pages, signing up to several affiliate programs and so on.
2. After people have confirmed their opt in to your list you are in control of where you next send them. The normal method is to direct them to a page to download their free gift, access your free newsletter etc. However there is nothing stopping you from adding a One Time Offer (OTO) before the download page. Since you're not paying out affiliate commissions this is 100% pure profit for you.
3. Once you get started with adswaps you should be able to build up your list exponentially. To better illustrate this point, let's imagine you have 2,000 people on your list. Your partner will obviously mail out to an equal number on his list, 2000. If 500 people opt in to your list, obviously that has then grown to 2,500. Repeat the process and you're quickly up to 3,500...5,000.....10,000. All achieved with very little effort and no costs, you are simply repeating a process that has been proven to work.

4. Adswaps are free advertising! When you take part in swapping ads with another marketer you are building your list for free. If you use banner ads on other web sites or forums that will cost you money. By utilising the power of adswaps you are getting free publicity (or advertising) for your product or service. Your only “cost” is that you must also advertise the other marketer's products or services to your customer list. I'm sure you'll agree that is a relatively small price to pay, especially when compared to the amount of money a much larger list could potentially make for you!

So hopefully you're now convinced why it is absolutely critical that you add Adswapping to your list building strategies.

However, a note of caution. Adswaps are one of the quickest ways of building up a good sized list, but as with anything else there are certain do's and don'ts.

If you get these wrong, you may well be successful at getting new subscribers to your list but you'll also see existing customers clicking the “unsubscribe from list” button.

Here are 3 things you should check very carefully:

1. Only do Adswaps with people in the same, or related niche as you. If you are selling weight loss products you don't want people visiting your site who are interested in cheap mortgages. You're extremely unlikely to get any new opt ins, let alone sales. More importantly if you are constantly mailing out offers to your own "weight loss" list that have nothing to do with helping them lose weight, sooner or later these existing subscribers are going to get pretty fed up with you. Don't be surprised to see your unsubscribe rate go through the roof.
2. Don't overdo the amount of adswaps you do. Never forget that your existing customers and subscribers come *before* new ones. This is a mistake regularly made by the large corporations. Banks, utility companies, various service providers will make all sorts of offers to get new business, but completely ignore their existing loyal customers. If you are constantly sending out mailings for other people's products and services, even if you are operating in the same niche, you **WILL** lose credibility with your subscribers. Remember they are on **YOUR** list because they want to read **YOUR** tips, **YOUR** views and recommendations. What they don't want is constant sales pitches for other people's products. Do no more than 2 a week.
3. Make sure you check everything that will be offered to your mailing list. Carefully read through any sales emails that will be sent and make any changes you feel

necessary. Check out the product or service that your subscribers are being offered – is it something of value (even if it is offered free) or is it just junk? Don't forget, if something goes wrong your subscribers will not only blame your adswap partner, they will also blame YOU.

So don't just jump blindly into every adswap that is offered to you – do your homework on your partner and the products and services he or she is offering.

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## **Chapter 3 – The Power of Adswapping with other Marketers**

There is a very good reason why adswapping is such a powerful method. It is incredibly potent because it uses one of the best, but often underused, principles of selling – the Principle of Recommendation, or endorsement.

Think about the process and what is happening here. Let's stick with the weight loss niche from the previous chapter. You are a subscriber to a weight loss newsletter, you've bought various products to help you lose weight from the site owner. He sends you an email recommending another weight loss product offered by another site.

You haven't heard of either the other product, or the web site but because it has been **RECOMMENDED** by this particular newsletter, you'll take a look. Without that recommendation it's unlikely you would have bothered.

The same principle of course happens away from the internet. You're looking to buy a TV, let's say your budget is \$1000. Of course you go to visit various stores, you look at different TVs and ask the salesman for his recommendation. OK, you're going to take their views into consideration, but at the back of your mind you're thinking *“this guy has a vested interest in me buying that particular model of TV”*. You're not 100% convinced it's the right choice...not yet.

Now suppose you speak with someone you trust – your brother or a friend who knows a little about TVs. They tell you *“I bought model XYZ from ABC store a couple of months ago, I'm very happy with it”*.

Isn't that a much stronger recommendation? It has come from an unbiased source, and someone you trust.

Right there you have the Power of Recommendation. That's why adswapping works so well. Your adswap partner sends out your email to his or her list, together with a ringing endorsement - *“Hey I tried this guy's products, I think they're pretty good and I think you'll get a lot of benefit if you take a look yourself”*.

Add to this the real power to increase the size of your mailing list exponentially, as we mentioned in the previous chapter, and you'd have to be crazy to ignore adswapping!

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## **Chapter 4 – How to approach Marketers for Adswaps**

This is one area that a lot of people find easy to get wrong. Just as when approaching a potential Joint Venture partner (and don't forget that an adswap IS a JV) there is a right way and a wrong way to do this. Preparation is the key to a successful adswapping campaign.

Firstly it is vital to try to keep your initial email short and to the point. Don't send a long, rambling message extolling the virtues of your product, it's all been done before. These days most people are too busy to read a long email about doing an Adswap with someone they have never dealt with previously.

Offer proof of the size of your list, send a screenshot of your Aweber account if necessary. Better still, if you can provide your potential partner with statistics from previous campaigns that would definitely set you aside from all the other Adswap requests sent.

In particular try to provide the number of clickthroughs you received from your recent email broadcasts. This will obviously give your Adswap partner a pretty accurate idea of how much traffic he can expect to receive.

You don't know how many requests for Adswaps this person receives, yours may be the 10<sup>th</sup> that's come in that day! Obviously he can't and won't do an Adswap with everyone who requests it, so offering statistical information is a good way to set yourself apart from all the other Adswap partners he may be considering.

Another tip I would strongly suggest you take on board is to *personalise* your squeeze page for your Adswap partner. There are various things you could do to achieve this. The simplest would be to have text in a prominent position stating something like

*“Exclusive special offer for ABC's Customers – please do not share this information with anyone else”*

Make sure that all your promotional emails are ready before you start asking for Adswaps. When you create these emails for your Adswap partner, make it as easy as possible for him or her to simply copy and paste your email into their own autoresponder.

Don't forget that if you have tested your emails and found that certain subject lines work better than others (getting a “clickthrough” to your squeeze page), then be sure to pass those on. Make sure both of you benefit by getting the best possible response for your ad swaps.



Of course if your Adswap was successful, make a note to do another one together in a few weeks' time. Naturally second time around you will mail to your new subscribers who joined since the previous Adswap.

Ask your partner to do the same. If you can do this every few weeks or months you will be helping each other grow both your lists through co-operation.

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## Chapter 5 – Crafting your Adswap offer

So now you've found someone ready to do an Adswap with you, what happens next? Well, it's pretty much the same tried and tested formula that you would use for getting opt ins on your own without using Adswap partners. There are 4 components to it, and unless you have done NO list building at all prior to this, most of them you should already have in place.

The 4 components are:

1. A compelling offer, usually a free product such as an ebook, a report etc
2. An optin box on a squeeze page to collect first names and email addresses
3. A system to deliver the free product after the subscriber has confirmed their email address
4. A series of autoresponders to follow up the free product

You must give people a valid reason to want to become your subscriber. Unless you “bribe” them by offering them something of value (note I wrote 'value' NOT worthless junk) free of charge then there is really no reason why they should opt in to your list.

Think about it – would you? Think of all the mailing lists that you have subscribed to, what caused you to opt in to that list?

The chances are that it was because something that you perceived to be 'of value' was being offered to you free of charge, in exchange for your email address.

It should also be something that at least *appears* to be relatively unique. There is no point in offering up a free ebook that is available for free from all over the internet. The best thing you can give away for free is something that you have personally created. This gives a sense of scarcity - *“if I don't get this from here then where can I get it, and anyway it's free”*.

Failing that, choose a high quality product that has monetary value. It should be useful to your new subscriber. When you put together your squeeze page to get them to opt in, list a few of the main benefits of the product just as you would if you were trying to sell it. Don't think that just because something is free everyone will want to opt in to your list – the internet is full of free stuff.

There is no need to overdo it and change a simple squeeze page to a full blown 10 page sales letter, but bear in mind that to a certain extent you do still need to “sell” even a free product. Always mention very clearly that you respect their privacy and will NEVER spam their email address.

When it comes to choosing an autoresponder service go for the best you can afford, and always choose one that requires what is known as a “double opt in”. This means that it's not enough for the subscriber to enter their details once; they will be sent an email from your autoresponder service asking them to confirm their request.

Using such a service cuts down dramatically on the number of spam complaints you will receive. The best, and most well-known autoresponder services are Getresponse and Aweber.

After they have confirmed their opt in, they will then be directed to a download page, where they will be given the link to download their free product. As mentioned previously, you could replace the download page with a OTO page first.

Do bear in mind that many people could take exception to this – after all they have just opted in to receive a free gift, they don't know you from Adam and here you are with a sales pitch before they have even received their free gift! This is probably something you want to test first, remember that a long term subscriber is infinitely more important to your business than a one-off customer.

However, the OTO method clearly works well in some cases for some marketers so if this is something you are considering all I can say is test it VERY thoroughly! My own recommendation for this would be IF you are going to have a OTO before the download page then you'd better make sure is a REALLY good one.

If you start offering a \$47 ebook for \$39.95 you're going to get a LOT of unhappy new subscribers who'll be looking to get off your list as soon as possible. On the other hand the same \$47 ebook for \$7 or \$9.95 may work well for you. Test, test, test and test again.

Finally, the 4<sup>th</sup> element – you *will* need a series of follow-up autoresponder emails to start building your relationship with your new subscribers.

This is not the place to go into email marketing in any great detail, but the important thing to remember is that you are looking to build up trust between your new subscriber and you.

You won't do this if you follow up with lots of emails trying to sell them every product under the sun. Offer them more free tips, a free ecourse, information, tell of your own experiences in that niche. You should send at least 5 follow up emails with genuine, valuable information before you start trying to sell to them.

Indeed the general rule of thumb in email marketing seems to be – for every email you send with a sales pitch (whether your own or an affiliate product) you should send at least 3 with free useful information. Many marketers use a much higher ratio.

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## Chapter 6 – Creating a fair Adswap

What exactly do we mean by a “fair” adswap?

I would define “fair” in this sense to mean a “partnership” whereby both parties have an equal opportunity to benefit from mailing to each other's lists. An unfair one, for example, would be where you and I want to do an Adswap, you have a list of 10,000 subscribers but I only have 100.

There wouldn't be a lot of point in you and I doing an Adswap. Naturally it would be great for me, but there wouldn't be a lot of benefit for you to get involved.

So very simply put, you need to find an Adswap partner where you make the offer to send your subscribers to their squeeze page. In return they will send a similar number of their subscribers to your squeeze page. The key word here is *similar*.

So what can you do if you're just starting to build a list, and you don't have the huge numbers to tempt potential partners to Adswap with you?

Well, contrary to popular belief you don't need to have exactly the same size subscriber lists, but you should agree on a number to swap. If you have 1,000 subscribers on your opt in list, but your partner has 5,000 subscribers, then you would simply agree between yourselves to only swap 1,000 subscribers.

You would obviously send a mail to ALL of your list, whereas your partner with the list of 5,000 would only do a mailing to 1,000 of his subscribers. As with most things in life, the solution is usually quite simple!

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## **Chapter 7 – Making an Adswap database**

As with all aspects of online marketing, it is vital to keep records. If you don't do this, then how will you know what is working and what isn't? Testing is one of the keys to success in internet marketing, and by keeping records you are recording the results of your testing.

So it is also very important to start and maintain a database of your Adswap activity. This doesn't have to be anything complicated. Most people, myself included, are not familiar with Database programs such as Microsoft Access. Sure, we could learn it if we had to, but there is a far simpler solution available which is perfect for our needs.....Microsoft Excel.

Most people will have this installed as standard on their computers. If you don't there is a very good free alternative available within Open Office; you'll be delighted to read that it is also fully compatible with Excel. If you don't already have this you can download it from here:

<http://www.openoffice.org/>

*(By the way the spreadsheet part of the Open Office suite is called Calc)*

The components that you need to record are the contact info of your Adswap partner and any action taken.

This is what I recommend you make a note of:

Contact Name: **self explanatory**

Contact Email: **self explanatory**

Date Approached: **date email sent suggesting an Adswap**

Outcome: **use this for Notes, eg “not interested”, “ask in 1 month”, “Adswap agreed”**

Adswap Date: **self explanatory**

List Size Mailed: **size of partner's mailing list**

Optin: **number of optins**

Percentage: **number of optins as a percentage**

This example screenshot will show things more clearly:

	A	B	C	D	E	F	G	H	
1	NAME	EMAIL	CONTACT DATE	OUTCOME	ADSWAP DATE	LIST SIZE	OPTIN	PERCENT	
2	John Smith	<a href="mailto:johnsmith@gmail.com">johnsmith@gmail.com</a>	01/01/2009	Adswap	10/01/2009	1,200	252	21.0%	
3	Anne Jones	<a href="mailto:annejones@yahoo.com">annejones@yahoo.com</a>	01/02/2009	Adswap	10/02/2009	5,000	783	15.7%	
4									
5									

Of course that's just a sample template, you may want to have more or less information on there. But at a minimum you certainly need to record the Name and Contact Email.



What is very useful about having such a 'database' is that once you have several entries in there you will see patterns emerge. For example, you may find that almost all of the Opt In Percentages are between 10 and 20%. One of them however is a long way above that, let's say 40%.

Obviously that is a hugely responsive list and that should tell you just one thing – one way or another you HAVE to do another Adswap with that list owner again!

Conversely, using the same example figures, if an Adswap produced let's say a 2% optin then you would know it probably wasn't worth bothering with that one again. Certainly it would be low on your list of priorities.

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## **Chapter 8 – Growing your Adswap database with “Introductions”**

Once you have done a few Adswaps, and developed an “Adswap network” with other marketers then you should look into some more advanced strategies. Success breeds success and you will very soon find your list growing exponentially.

One very simple, but often overlooked, technique is to liaise with your Adswap partners and ask them to keep you informed of their Adswap campaigns with other marketers. The best way to explain this is by way of an example.

You have done a successful Adswap with Marketer A. Marketer A is happy with the results but of course he is also looking to Adswap with OTHER marketers. So he sends an email to Marketer B requesting an Adswap but (and this is the clever part) he also copies YOU in on the email.

For greater effect he can also put in a PS at the bottom of his email along the lines of

*“by the way I have also copied in Marketer XYZ (you) on this email – I have recently done a very successful Adswap with him, so you may also want to consider Marketer XYZ as a potential Adswap partner”*

Remember the Power of Recommendation we talked about in an earlier chapter? Well this is an even more powerful example of this principle in action. Marketer A is saying to Marketer B - *“look I'm sure we can put a great deal together, but there's also this guy here with whom I've just done a very successful Adswap and you should also be doing a deal with him”*.

In effect Marketer A is telling Marketer B “you are getting 2 for the price of 1”.

This is extremely powerful stuff, and it also adds to Marketer A's credibility with Marketer B. Of course for this to work properly and for all sides to be happy you should return the favor and copy Marketer A in on YOUR emails to YOUR potential Adswap partners.

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## **Chapter 9 – Rinse and Repeat**

What's both interesting and depressing at the same time is seeing would-be marketers struggle for many months, sometimes even years, who suddenly hit on a system that works for them and then don't follow it up with massive action. Look at the title of this chapter - “Rinse and Repeat”. Adswaps do work – they work extremely well and if you have never before experienced large numbers of people opting in to your list then you are in for a very pleasant surprise!

But, once you've had success with an Adswap and added a few hundred subscribers to your list from one DON'T sit on your laurels. Don't think you have it made yet, because you don't. Follow it up with another Adswap, then another and another. Set yourself targets – so many Adswaps a month, so many total subscribers by such and such a date.

The words “Rinse and Repeat” are deceptively simple, they are one of the cliches of internet marketing, but they work. Look at the really successful people online – in every niche. Very few of them got successful just from one niche, one web site, one blog, one product, one email campaign.

Generally those who are very successful, including the big names that we all know, the “gurus”, owe their success to several web sites and several products. There are affiliate marketers making 6 figures a month – do you think that's all from one affiliate product?

I can guarantee you it isn't. They started with 1 blog or squeeze page promoting 1 product, and that made them \$150 a month. Another one made them \$400 a month, yet another one just \$75. How did they get from \$75 a month to \$100,000 plus a month?

Simply by rinsing and repeating. You're unlikely to come up with the next Youtube and sell your single web site for \$1.8bn. It happens, but the odds are against it. Most successful internet marketers have many small sites or products producing relatively small amounts of monthly income. Add them together though and you have a powerful money making system.

Probably the best example of the “Rinse and Repeat” formula in action is those who have made a LOT of money with Google Adsense. I'm sure you've seen the “made for Adsense” sites whereby if someone clicks on one of the ads on your site, Google pays you a few cents.

The vast majority of those Adsense sites are making less than \$50 a month, even those set up by the “Adsense gurus”. However, if you have several THOUSAND of those sites, as many do, then those \$50 per site soon start to mount up!

I hope you've understood the principle now – once you've found something that works for you – Adswapping – repeat it and keep on repeating it. Why would you want to stop?!

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## **Chapter 10 – Be true to your List**

Your most important business asset is your customer or subscriber list. It's not your web sites, your blogs, your products or even your Facebook account! If you lost your web sites or your products tomorrow, sure it's a set back but once you've created a web site or a product you can do it again. It's not the end of the world.

**As long as you still have your customer list.**

As long as you still have the list then you still have people to sell to. Guard your list with your life!

Seriously though, it is absolutely critical to look after your subscribers and keep them happy. Tell them in advance that there are free gifts coming their way, tell them why. Thank them for staying on your list and deliver on the free gifts you have promised them.

In fact you should over deliver. If you have promised them a free gift in Sunday's mailing give them 3. If you have promised them a 30% exclusive subscriber's discount for your new product in a pre-launch email, when it comes to the actual launch give them a 50% discount!

You get the picture.

It's important to do this because if you have happy customers then you will have happy subscribers. Happy subscribers don't want to unsubscribe from your list, happy subscribers will buy your affiliate product recommendations and happy subscribers will buy your own products.

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## Conclusion

So that is an introduction to the wonderful world of adswapping. It's one of those subjects that the top “gurus” seem to keep to themselves, you will struggle to find many ebooks on the subject, let alone training manuals.

It really is one of those strategies that is ideal for the new marketer. Sure, if you try to do an Adswap with one of the top guys with a list of several hundred thousand you're not going to get very far. But there are so many people just like you, trying to build a small list of a few hundred who are perfect candidates for doing an Adswap.

You will struggle to find an easier, faster method of building your mailing list exponentially and all for no financial outlay.

Ray Johnson's Adswap Masterclass is the definitive guide to success online using Adswaps, with step by step tutorial videos to enable ANYONE to build an insanely profitable subscriber list fast.

To find out more and begin building your list into the hundreds or even thousands TODAY just visit

[www.AdswapMasterclass.com](http://www.AdswapMasterclass.com)

So what are you waiting for – it's time to get Adswapping!

To your success

*Ray Johnson*

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