

Instant Buzz Mastery: Secrets the Pros Use to Drive Profits Through the Roof with Instant Buzz

Drive Targeted Buyers to Your Web Site NOT Window Shoppers



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<http://www.Instant-Buzz-Mastery.com>

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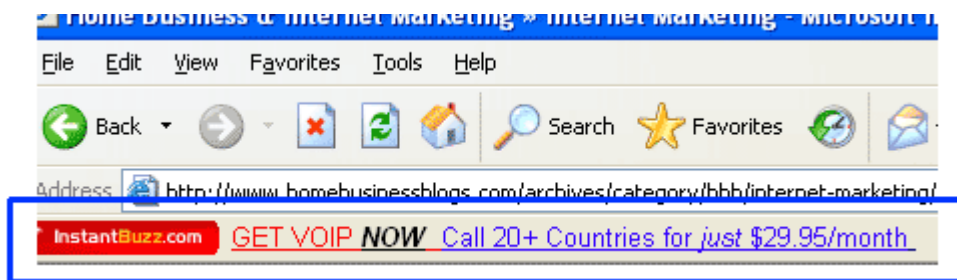
Instant Buzz Mastery: Secrets the Pros Use to Drive Profits Through the Roof with Instant Buzz September 28, 2006

What is [Instant Buzz](#)?

Instant Buzz is a tool that plugs into your web browser (Internet Explorer and Firefox). Instant Buzz shows you a tiny little ad for *every web page* you view.

You earn advertising credits, and your ad is shown on other Instant Buzz member's site.

This is what an Instant Buzz advertisement looks like in my Internet Explorer browser:



See the little instant buzz ad in the screen shot? If you don't mind a little ad like that you can get a TON of extra traffic for your web site.

How does it work?

Every time you surf a web site (ANY web site) you see a tiny ad in your web browser. For every 10 pages you surf you earn 1 credit in the Instant Buzz system. The more credits you get the more often your ad is displayed on another Instant Buzz member's web site.

There are also other ways to earn credits. You can earn credits by having tiny little ads in your email, or you can place a tiny little instant buzz advertisement on your web site.

In addition Instant Buzz sometimes has extra advertising available, they give this back to their members as "Freebie" credits.

Finally you can build a downline and earn additional credits when they surf the web too. This is how I earn 10,000+ ad credits a day.

You surf the web! - You earn credits! - People see your ads! - IF they like your ad they click it!

You might be thinking to yourself, "Big Deal"!

Well it is a big deal!

Why?

Most Traffic Exchanges work on a method where you get credit for surfing people's web sites. These traffic exchanges don't work well because you receive an incentive to browse other member's web sites.

Guess what? Most of these traffic exchanges are full of zombies! That's right, zombies: People who surf over and over and over again with no intention of buying your product. They don't care what your web site is. They just want that timer to tick down to zero so they can click on another web site. You can get thousands of visitors this way and never make a single sale.

Yuck! Who wants thousands of visitors wasting their bandwidth on their web site? They never buy anything! They never signup for your mailing list! They never click on your AdSense ads!

Instant Buzz is Better

The reason Instant Buzz is better is that no one gets paid to click on your ad. People don't earn pennies; they don't earn additional advertising credits for clicking on your ad.

The people that click on your Instant Buzz ad are genuinely interested in what you have to offer! So you make sales, get signups to your newsletter, etc.

Look, I'm not very good at this internet marketing stuff. You're probably just like me. You've got some practice at internet marketing but are looking to get better. Guess what? Even I have made sales from this! I just ran a newsletter signup page that was getting 40% signups from people clicking through on my Instant Buzz ads! That's pretty darn good for "free" advertising.

Instant Buzz is Always On

Another benefit of Instant Buzz is that it plugs right into your web browser. With other traffic exchanges you have to take time out of your day to go to the traffic exchange and surf web sites. You only earn credits while you surf their web sites. BORING!

Or maybe you join a banner exchange. Then you get credits when you put the banner or text links on your web site. Guess what? If you don't have any traffic you don't get any credits! AND banners are horrible at attracting BUYERS to your site!

Instant Buzz plugs right into your web browser. It is a simple download and takes about 1 minute to download the software and install it. After that you're done. Now every time you surf a web page you are earning credits. Credits that will attract BUYERS not window shoppers!

Ok, Enough talk! Let's get started with Instant Buzz!

How to use Instant Buzz

Let me show you how easy it is to get started with Instant Buzz.

Step 1: [Click Here to Download Instant Buzz](#)

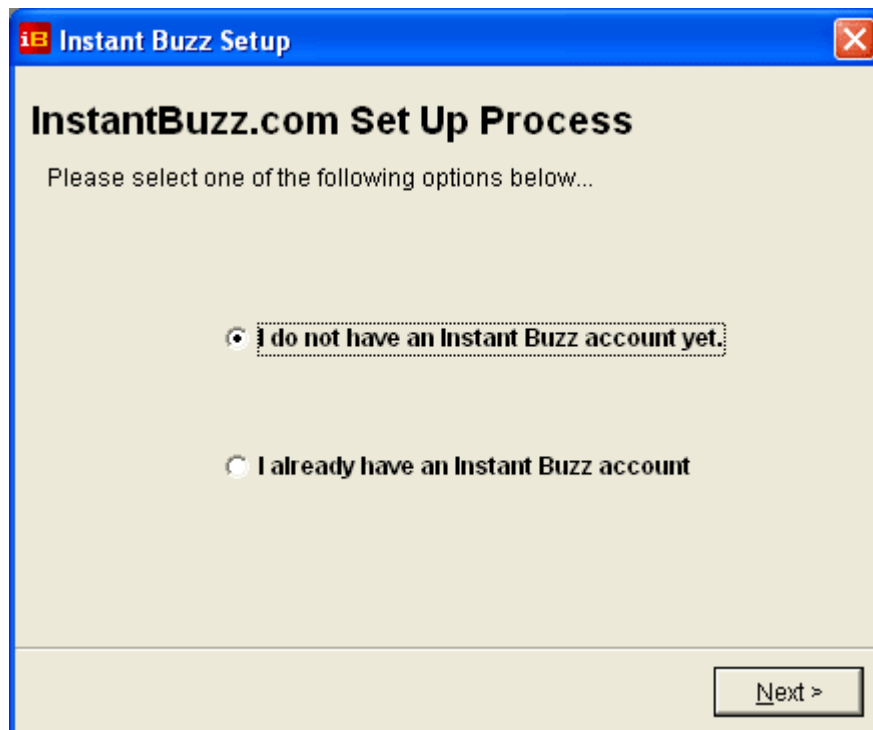
Step 2: Install the software

The install process only takes 2 minutes, but I'll even show you exact screenshots of how to do it!

I downloaded Instant Buzz to my desktop. Find where you downloaded Instant Buzz to. Now double click on the SetupInstantBuzz icon.



This will start the setup process. A screen will pop up that will ask you if you already have an account. You will not have an account yet so select the option I do not have an instant buzz account yet.



In Step 1 you will be asked for your name, your email address, and you will choose a username and password.

Instant Buzz Setup

Step 1: Information

Please fill in the information below and you'll be set up with an account in seconds.

Your First Name:

Your Last Name:

Your Email Address:
Be sure you enter a valid email address you can check immediately!

Select A Username:
Your username should be 3-15 letters and numbers.

Select A Password:

Repeat Password:

Yes, I agree to the [terms of service](#) and [acceptable use policy](#).

< Back Next >

In Step 2 you will be asked if you want to send statistics information back to Instant Buzz. It is a personal preference of whether or not you wish to surf anonymously. Either way you can still use Instant Buzz.

Instant Buzz Setup

Step 2: Statistics

We are always looking for ways to improve our service to you. As such, it would be useful for us to know the types of sites, in general, our visitors are viewing.

If you choose to participate, the sites you visit will be reported back to InstantBuzz.com, but this information will NEVER be associated with your username.

Yes, send anonymous data to help Instant Buzz.

No, send nothing ^

NOTE: Your privacy is always protected. If you choose to participate, this information will never be associated with your identity.

* If you select "no" no information will be sent whatsoever under any circumstances.

< Back Next >

In Step 3 you can refer friends to Instant Buzz. If they choose to sign up for Instant Buzz you'll earn credits every time they surf the web. You'll get even more traffic to your web site and your friend's will be able to get traffic for their sites too!

Step 3: Tell Friends

You will earn advertising credits every time your friends open their browsers. More details about this when you're finished.

Friend #1's First Name: Friend #1's Email Address:

Friend #2's First Name: Friend #2's Email Address:

Friend #3's First Name: Friend #3's Email Address:

I still have more friends... I have no more friends.

Next >

Hasn't this been easy? You're almost done! Only a few more screens left.

In Step 4 you will be asked if you would like to "viralize your email." I know that sounds weird, let me explain what it means. It means that they will insert a small ad into your email messages.

Be very careful before you sign up for these email ads. I found that the advertisements were causing my email to be considered spam and some of my messages weren't getting through. I wasn't sure why, so I turned off the mail space ads and suddenly all my emails were getting through again.

If you select no they will ask you if you use webmail. You do not need to answer that question if you don't want to. I didn't!

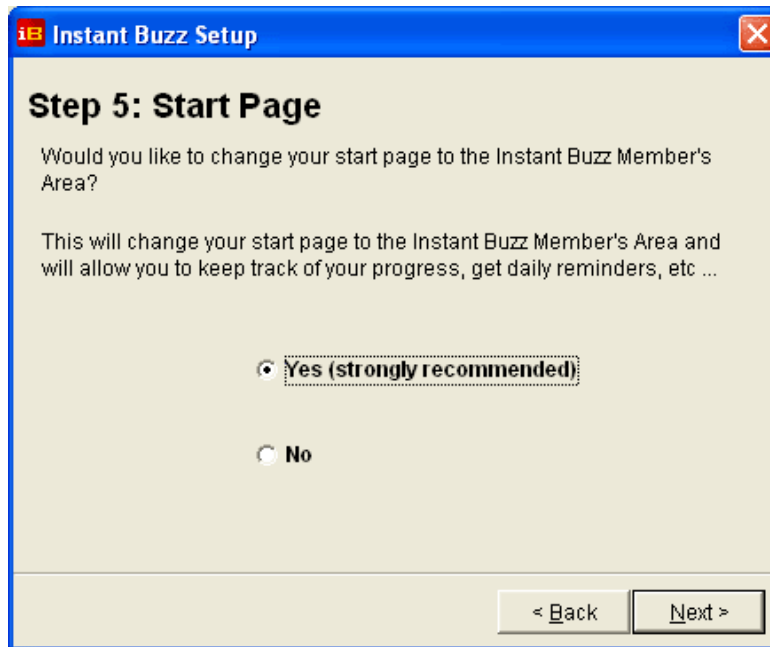
Step 4: Viralize Your Email

Do you use a client-based application for sending and receiving email?
(For example, Outlook, Outlook Express, Eudora, Incredimail, etc.)

Yes
 No

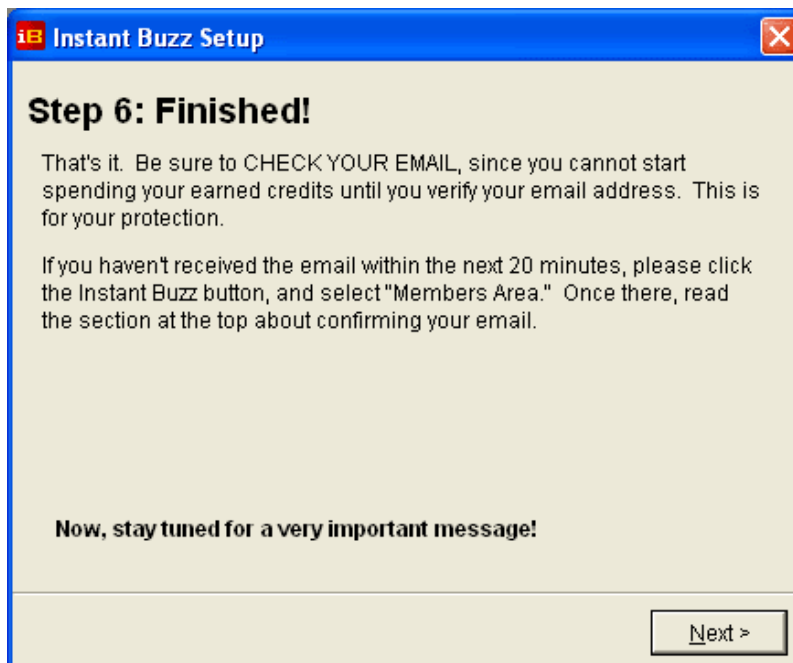
< Back Next >

In Step 5 you will be asked if you would like to set your Internet Explorer home page to automatically start you on the Instant Buzz web site. Once again you don't have to do this if you don't want to.



In Step 6 you are reminded to check your email. You will need to verify your email address by clicking on the link in the email. *You won't be able to earn any credits until you check your email and click on the link in the email message from Instant Buzz.*

Be warned as soon as you click next Instant Buzz will open up your web browser to show you a special offer. This is a ONE TIME offer, so make sure you pay attention. In fact, you might want to get out your credit card because you are going to want to signup for this offer. It is the key to making your ads 3 to 5x more effective!



When you click “*Next*” Instant Buzz will open your web browser and offer you Elite membership. You can ONLY purchase Elite membership when you sign up for Instant Buzz. Once you have signed up you will never be offered this special membership package again.

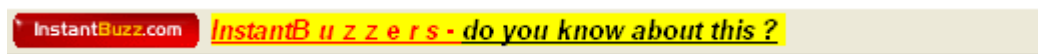
Make sure you read the Elite Membership offer carefully! My friends Paulie Sabol and Donna Fox are the two people mentioned in the testimonial. You’ll see how Paulie signed up for Elite Membership but Donna did not. That turned out to be an unfortunate mistake as Paulie’s advertisements in Instant Buzz are doing almost 300% better than Donna’s.

Elite Members also have the option of using HTML based ads instead of plain text ads.

Here is a sample of a plain text advertisement.



Here is a sample of an HTML advertisement.



The HTML advertisement really *stands out* and *catches your attention*. The plain text advertisement easily gets overlooked.

There are a few other benefits to Elite Membership. Elite Members get 25 ad campaigns so you can test various ads to see which ones work most effectively.

Finally Elite Members get an awesome package of tools and resources to help them get started in internet marketing.


I screwed up and did not become an Elite member when I signed up. Instead I had to create a second account and make sure I signed up as an Elite member the second time!

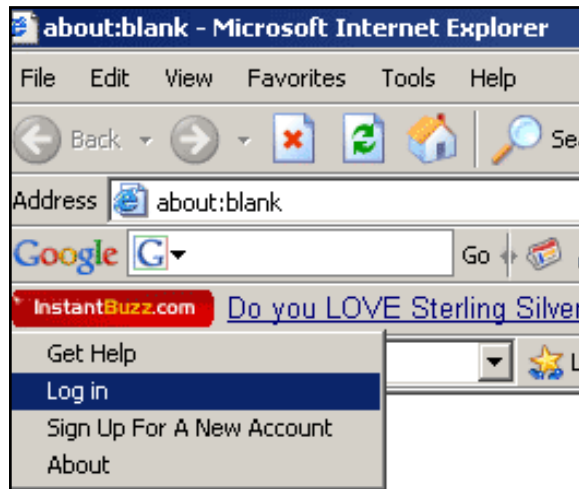
Elite membership is only \$197 for LIFE. That is an excellent deal when you consider the free advertising you get, the more effective ads, and the bonuses!

Now that you’ve completed your Elite membership signup, check your email for the message from Instant Buzz. Click on the link and you’ll confirm your membership.

Now close any open web browsers (Internet Explorer or Firefox) and get surfing! You’ll earn 1 credit for every 10 sites you surf. Plus you can start building your downline to earn credits even faster!



Click on the  icon in near on the left side of your web browser. The first thing you want to do is “login”.



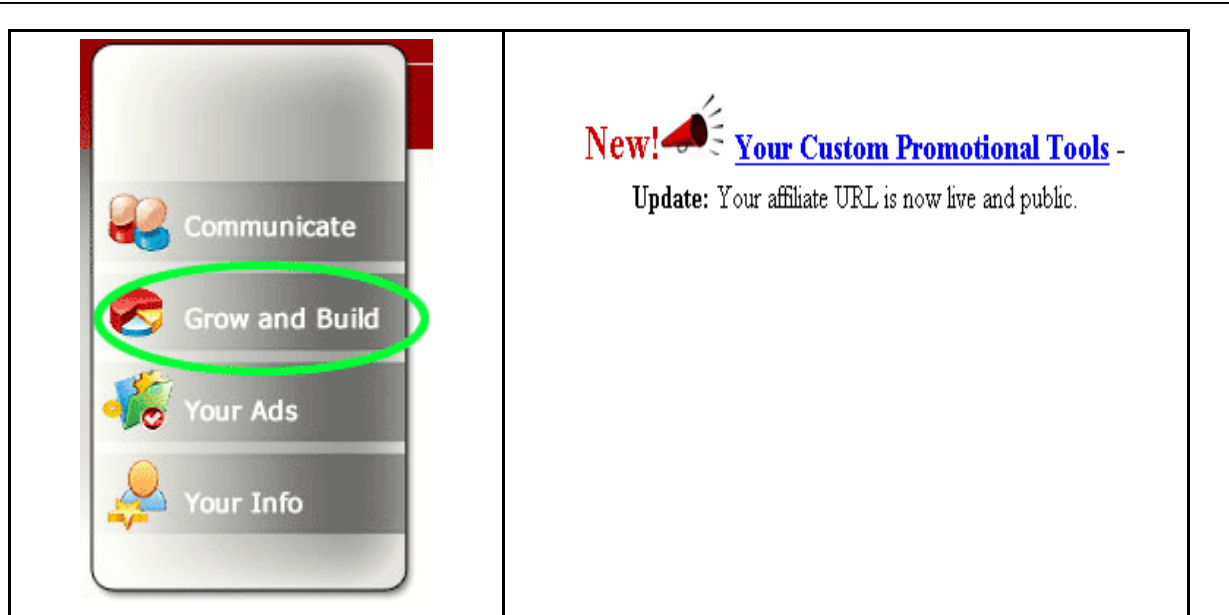
Once you've logged in you'll be able click on the Instant Buzz icon again and get access to the "member's area".



Now you're logged into Instant Buzz.

The first thing you want to do is promote Instant Buzz to your friends and family. If you have a downline or a mailing list I suggest you promote it to them too. The easiest way to promote Instant Buzz is actually to [purchase the re-branding rights](#) to this eBook. Instant Buzz also provides tools for you to help promote Instant Buzz. They offer banners, emails, text ads, signature ads, and more. Make sure you use the "tell-a-friend" immediately to email your friends and let them know about Instant Buzz.

To access the promotional tools click on the "Grow and Build" option on the menu, and then look for the Custom Promotional Tools link in the middle of the page.

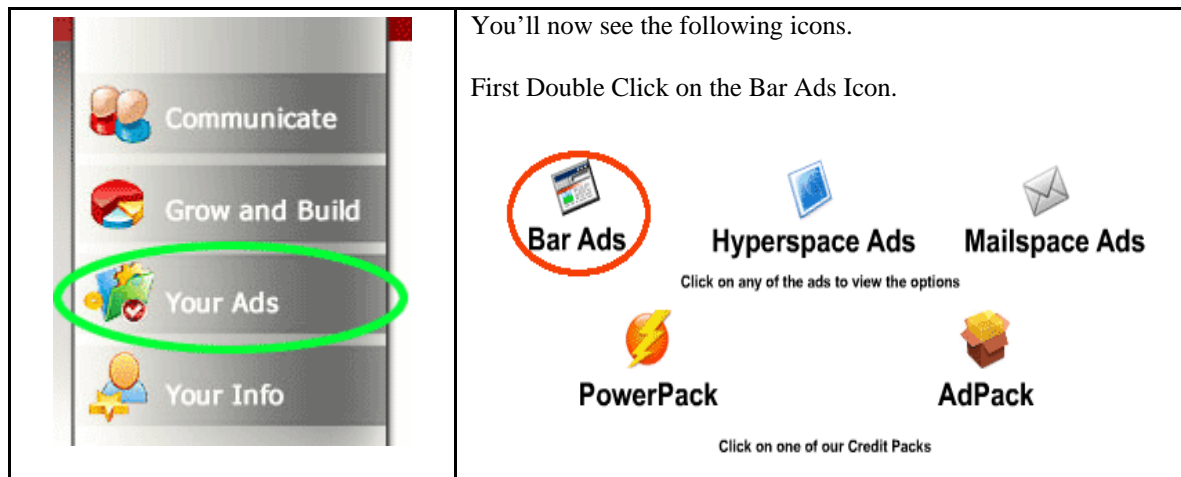


Once you've had a chance to email your friends and save some banners and buttons for your web site you're ready to get started creating your ads.

Remember if you didn't sign up as an Elite member when you joined, you won't have access to create HTML ads. You'll only be able to create ugly plain grey ads with blue text. If you became an Elite member then you have access to create full color HTML ads. If you didn't purchase the elite program you may still upgrade to pro membership, BUT it will cost you as much as Elite membership and you won't get as many features. I'd suggest setting up a new Instant Buzz account and signing up for Elite.

Let me show you how to setup your advertisements.

From the Instant Buzz members area, click on the "Your Ads" link in the navigation bar.



After you double click on the icon, a new menu will slide into the screen. You'll notice you can "edit" your ads, or see your stats. The stats are bogus. They are your overall stats of how many ads you have earned. That's useless. However if you click on "edit" your ads you can create ads AND you can see how each ad is performing. How many clicks they've had, etc. So click on "edit" ads.



Now you'll see your ads.

As a new user you won't see any ads, but you'll see two blank boxes where your ads will go. If you are a Pro user you get 10 ads. Elite members like me get 25 ads. (Remember I told you that you'd regret it if you didn't sign up as Elite?)

Here are two HTML ads in my database. You get HTML ads if you have Pro or Elite membership status. To edit the ad, you'll click on the little "edit" link that is circled in red.

Campaign No. 1		Status: Inactive Change	
Ad Text:	Hey Instant Buzzers the secret to Leviathan in 24-11 days?	Edit	
Ad Url :	http://www.instant-buzz-ebook.com/		
Statistics:	Total Views: 57546	Total Clicks: 140	
	Conversion: 0.24%	Reset Life Stats	
	Views since reset: 57546	Clicks since reset: 140	
	Conversion: 0.24%	Reset	Weight: 1
Campaign No. 2		Status: Inactive Change	
Ad Text:	Hey Instant Buzzers the secret to Leviathan in 24-11 days?	Edit	
Ad Url :	http://www.instant-buzz-ebook.com		
Statistics:	Total Views: 45605	Total Clicks: 67	
	Conversion: 0.15%	Reset Life Stats	
	Views since reset: 30652	Clicks since reset: 35	
	Conversion: 0.11%	Reset	Weight: 1

Now you'll see the edit screen.

You can see a preview of your ad once you've written it (and saved the ad). Underneath that you use a little WYSIWYG window. This stands for What You See Is What You Get. So you compose the ad just like you were using Microsoft Word. You change the colors, the font, etc.

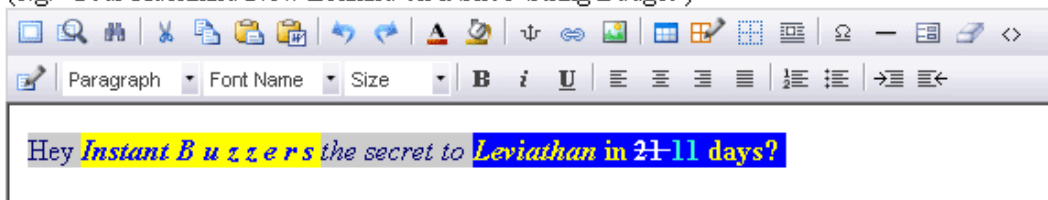
Ad Preview (save to refresh):

Hey **Instant Buzzers** the secret to **Leviathan in 24-11 days?**

Please note that your ad **must** adhere to our [Editorial Guidelines](#).

Ad Text:

(e.g. "Tour Auckland New Zealand on a Shoe-String Budget")



Now, perhaps you are more technical than that.

Perhaps you know HTML already. Or maybe you got an HTML ad from a mentor or upline leader that you want to use. In this case, you'll want to enter in the exact HTML code. Luckily there is a code view button. It looks like this:



Just click on the code view icon and it will open up a new window where you can view the HTML and enter in your own custom HTML.

My HTML for the top ad looks like this:

```
<span style="COLOR: #000000; BACKGROUND-COLOR: #cccccc"><span style="COLOR: #000066">Hey <span style="COLOR: #0000ff; BACKGROUND-COLOR: #ffff00"></span><em><span style="COLOR: #0000ff; BACKGROUND-COLOR: #ffff00"><strong>Instant B u z z e r s </strong></span>the secret to</em></span><span style="COLOR: #000000; BACKGROUND-COLOR: #cccccc"><span style="COLOR: #ff0000"></span><span style="BACKGROUND-COLOR: #0000ff"><span style="COLOR: #ffff00"><strong><em>Leviathan</em> in <span style="COLOR: white; TEXT-DECORATION: line-through">21 </span><span style="COLOR: #ff0000; BACKGROUND-COLOR: #0000ff"><span style="COLOR: #33ffcc; BACKGROUND-COLOR: #0000ff">11 </span> <span style="COLOR: #ffff00">days</span></span></span></span></span>
```

Wrap Text cancel apply ok

http://www2.instantbuzz.com/members2/testing/editor1/scripts/source_xhtm Internet

Once you enter in your information for your ad, you'll have to check that you agree to the terms and conditions. Basically you agree that you aren't promoting hate sites, porn, or gambling. Then type in your name in the box and submit.

That's all it takes. Your ad is now live!

Advanced Tips

We've included some interviews with top Instant Buzzer's. They'll provide some further tips on how to grow your business, what type of ads to use, etc.

We've also included a video for paid members to Instant-Buzz-Ebook.com. This video includes all the training you just saw here except you can actually watch as someone installs the software and creates their ads.

Also in your Instant-Buzz-Ebook.com members area you'll find another download, the Free Ad Report which is an ebook that describes 15 free advertising tools you might want to try.

Finally, I am working with Kevin Anderson the founder of Cognigen Communications to build a series of marketing tools utilizing free traffic exchanges. The intention is to promote businesses like Cognigen and GDI by providing training materials, auto responders, and even pre-formatted ads to use in Instant Buzz. The system is called [Ultimate Rep](#).

Alternatives to Instant Buzz

With any successful business come people who would copy their success. However maybe Instant Buzz isn't right for you? Or perhaps you want to run TWO toolbars in your web browser so you can earn credits twice as fast? Download [Free Traffic Bar](#).

Interviews with Instant Buzz Experts

Introduction to our Experts

We're interviewing 3 of the top Instant Buzz Experts.

Our first expert is Paulie Sabol from Purchase2Profit.com. You'll recognize Paulie as one of the expert testimonials from the Instant Buzz web site. Paulie is actually the guy who introduced me to Instant Buzz. You'll learn from his interview that he makes several sales a week on his free Instant Buzz web traffic.

Our second expert is James Grandstaff from DownlineSecrets.com. James was so successful with Instant Buzz that his ads were recognized by Mike Filsaime owner of Instant Buzz. James has been very successful at not only building a downline but teaching them how to use the power of Instant Buzz to build their own businesses.

Our third expert is Kevin Anderson founder of Cognigen Networks, Inc. I personally sponsored Kevin into Instant Buzz and I was absolutely amazed when he went from zero to 250+ members in his downline in only 11 days. For those of you already familiar with Instant Buzz you'll understand that Kevin went from Plankton to Leviathan in less than 2 weeks!

I. Interview with Paulie Sabol

Q. Can you share with our readers a little bit about your experience as an *Elite Member* versus your business partner Donna's experience as a *Free Member*?

A: Great question. To understand the importance of the elite member status, you can look to the results Donna Fox and I had because I went elite and Donna (not wanting to buy the same thing we already had) went basic member.

Let me tell you right now, we would have been much smarter to have buried the software in our back yards for what it cost us NOT to become elite.

To put it basically, I was make a sale or two daily of a \$37 e-book. Basically my \$197 positive decision to go elite was giving us a 100% return on investment each week.

Now Donna wasn't getting 1/10th of my click though even though she was using the same and sometimes a better ad. So that means, each week or so we were losing \$200 bucks because we didn't get the package.

What's even better is the current package includes some immediate ads which means you can actually get "paid" for going elite by converting something from your ad pack. When Donna and I got involved it was a complex software tool neither of us had ever used.

**Q: Regarding the formatting of HTML Bar Ads:
Do you know if some color schemes work better than others?**

A: I haven't tested this as much as would be wise. I will say regarding colours make sure you use a text colour which is clearly visible against the background colours.

Many Instant Buzzers are much better at the aesthetics of colour scheme which makes me click than I am. So when you see something you like. You can take a screen shot, copy and past it into Photoshop, and then use the "eyedropper" tool to find out the colour code and copy it.

Q: Do you have any experience using italics, bold, dashes, extra spaces, or any other formatting tricks with HTML ads?

A: Get <b style="border: 2px solid #000000; background-color: #FFFF00;">\$547 money making program for \$1 because Paulie wants your thoughts

That style="border" 2px solid#000000; link makes a black box around the words

Q: I've also seen ads which have headlines like "Instant *B u z z e r s*" or "First Name". Do you know if these improve the performance of an ad?

A: Yes, I use both of these. However, I use the first name tool on the bar ad and I use the "Instant Buzzer" on the page to where I take them.

These kinds of branded fishbowl pages as I like to call them because they're designed like the fish bowl at a trade show booth to capture leads, also is highly improved by the inclusion of video or audio.

Q: How do you make the ad show the person's first name?

A: It's top secret.

Q: Regarding Ad Copy:

Are there certain types of offers that have worked well for you? Do you offer to give something away free?

A: My best offers have been for free services ([PayDotCom](#)) and for Credit Millionaire products.

I'm generally not a fan of free offers at the moment. However, I've been experimenting with \$1-offers and they're going well. I've also sold e-books right out of the gate.

Q: Are there any offers that have not worked well for you? Is there anything we should avoid?

A: Well, many IB members are beginning internet marketers and network marketers. So you may find it hard to promote sites about non-financial or non-business opportunity topics such as gardening.

Even real estate is a challenge. However, because you can make money in real estate it's better

Q: Regarding Other Ad Formats:

I know you track all of your advertising. Have you used *Mail Space Ads* or *Hyper Ads*? What have your results been with these ads versus *Bar Ads*?

A: I personally do not use Mail Space Ads. I do know how to use them very effectively; however, I think they lack a few features important to me in good advertising.

- 1) They're less likely to be truly targeted. (Why do I want to send a sales message to your mother?)
- 2) I think they make 'email' look more like spam. And I don't want to be seen as a spammer, and finally,
- 3) It asks people to act differently than they're in the phase of acting. In other words, the email has to open a browser. However, many people when they read email are in email mode and don't want to be distracted.

Now with all that said, here's some ways to increase the effectiveness of your mailspace ads.

Use provocative headlines that acknowledge the media.

For example, may your ad read something like this...

Click here to get your gift from the sender... (Much like the emails from those virtual card websites)

Or

The sender of this email has a surprise for you at...

This does the same thing; the key idea is to make it seem as if the mailspace ad is actually a PART of the email message.

I'm also not a huge fan of hyperspace ads.

However, I totally use hyperspace ads as a way to enroll people into Instant Buzz. You can see an example of this at <http://www.pauliesabol.com/ib.php>

I'm going to upgrade this page in light of this special report. So if you see the special report there, you can go to see <http://www.pauliesabol.com/ibold.php> to see how I used to do it very simply.

Q: Regarding your Landing Page:

I know this is another topic entirely. But do you have any general suggestions for our readers?

A: There are basically 5 different ways you can direct the traffic from you ads.

A. Do nothing – Just load your affiliate link

Yes, you can simply load you affiliate link into you IB ad and do nothing more. This goes to show just how quickly you can be making money and marketing online.

However, you will not be building a list yourself and you're putting all your trust in the affiliate product's ability to convert.

B. Domain Only

For a few dollars you can get your own domain name and use the domain as an affiliate link redirect.

What this means is someone clicks your add it takes them to www.your-own-domain.com which can be set up in your registrar as a "cloaked" redirect. You can see a movie on how I do this at (link to be done next).

C. Pre-Sell Page

If you'd like to go a step further, you can set up a page, perhaps even one with video or audio, which tells the person what they're going to see and how glad you are that they came.

You can also do this in text or with graphics.

This page can also acknowledge that the visitor is known to have come from Instant buzz.

D. Affiliate Fishbowl Page

This is a page which seeks first to get the email address and perhaps first name of the visitor. Usually you'll have to offer some kind of bribe. However, the advantage is this type of page will start the process of building your own list.

E. Portal Pages (multiple affiliate products)

This is not very effective for IB traffic. However, you can build a page with a number of resources.

Q: Have you made any changes to your landing pages to personalize them for Instant Buzz users?

A: Yes, for example, <http://www.pauliesabol.com/gifts.php>

That's a customization with audio.

Q: What are your click through rates on your Instant Buzz ads?

A: My rates hang about 1.3%

Q: More importantly, what is your conversion rate from your landing page?

A: Email capture is about 35% and conversion on first exposure is about 7%.

Thank you Paulie! We appreciate the time you took to answer some or all of our questions! Don't forget to visit RealEstateLink.net and sign up for Paulie's free conference calls.

II. Interview with James Grandstaff

Q: Can you share with our readers a little bit about your experience as an *Elite Member*?

A: Sure thing! When I first joined InstantBuzz I signed on as a free member. As time went on I realized what a mistake it was not to have upgraded to Elite. So I signed on again and made sure that I upgraded to Elite.

**Q: Regarding the formatting of HTML Bar Ads:
Do you know if some color schemes work better than others?**

A: I have tested mainly solid background colors. Dark red and dark blue have worked best for me.

Q: Do you have any experience using italics, bold, dashes, extra spaces, or any other formatting tricks with HTML ads?

A: Yes, what I like to do is use all bold letters and invert the background with font colors. For instance, if my ad was: “How To Build Your Downline – Click Here!” I would make the background for “How To Build Your Downline” dark with a white font. Then I would do the opposite with “Click Here!” White background, dark font.

Q: I’ve also seen ads which have headlines like “Instant *B u z z e r s*” or “First Name”. Do you know if these improve the performance of an ad?

A: I have done testing that proves ads like that do convert better. However, I would like to add that I have found that all the ads I have tested have gone down in click through rates as time passes on. The trick is to constantly change and test new ads.

Q: How do you make the ad show the person’s first name?

A: I think that the first name “tag” was never supposed to be leaked out in the first place. I think it’s something like {!!FIRST_NAME!!} I’m not 100% sure on that.

**Q: Regarding Ad Copy:
Are there certain types of offers that have worked well for you? Do you offer to give something away free?**

A: The offers that have worked well for me are very targeted; targeted in the sense that I actually created a marketing system that was specifically designed to grab the attention of the Instant Buzz membership. I’m sure you have seen the bar ads that read: “**Click Here To Convert Your Instant Buzz Credits Into Monthly Income – Get Started In Minutes!**” Well, I wrote that ad and trained my downline to use the same ads to promote the iBuzzIncome.ws marketing system.

And yes, I do give something away via a lead capture page. It basically states that in exchange for their contact information I will show them how to build an income using their Instant Buzz traffic.

Q: Are there any offers that have not worked well for you? Is there anything we should avoid?

A: To be honest, I really haven’t tried many other offers. I’m a student of the old philosophy: “If it ain’t broke, don’t fix it!”

Q: If this isn’t too much to ask, Can you share a sample headline that has worked well for you?

A: See above ☺

Q: Regarding Other Ad Formats:

I know you track all of your advertising. Have you used *Mail Space Ads* or *Hyper Ads*? What have your results been with these ads versus *Bar Ads*?

A: By far, as stated on the Instant Buzz website, the Bar ads get the highest click through rate for me.

Q: Regarding your Landing Page:

I know this is another topic entirely. But do you have any general suggestions for our readers?

A: Keep it razor sharp and to the point! When designing your page you only need to keep one thing in mind. “What is that I want my visitors to do?” Now this may sound like common sense... but why is it that you see many lead capture pages with Google AdSense ads on them? If you want your visitors to opt-in, then design the page with that one thing in mind; drop the AdSense ads.

I read a book on copywriting and it refers to this as the MWR or Most Wanted Response. You must know what your MWR is before you even start your page creation.

Q: Have you made any changes to your landing pages to personalize them for Instant Buzz users?

A: Of course. At the top it reads: Welcome Instant Buzzers!

Q: Building a Downline:

Do you have any tips for our users who want to build a downline?

A: Yes, I created an entire website on that exact topic. Registration is free. Your readers are welcome to the private access page which can be found here: <http://DownlineSecrets.com>

Q: Any final words of wisdom for our readers?

A: Yes. Don't stop chasing your dream ever! The only way to succeed is by not quitting. If something isn't working for you, stop doing that and try something else until you find what does work.

And I'd like to share a quote which is the foundation behind what drives me:

“You Can Have Anything In Life You Want If You Will Just Help Enough Other People Get What They Want!” – Zig Ziglar

Thank you James! We appreciate the time you took to answer some or all of our questions! Don't forget to visit <http://DownlineSecrets.com> and sign up for a free call with Mike Filsaime and James Grandstaff.

III. Interview with Kevin Anderson

You have only been an Instant Buzz member for a couple of weeks and yet you already are a Leviathan Member! That is impressive! Would you mind sharing a little bit with our readers?

Q: Regarding the formatting of HTML Bar Ads:

Do you know if some color schemes work better than others?

A: I like mixing up the colors to catch the eye. I also like the trick of including the first name of the person viewing the ad, which I feel is effective in grabbing attention. Primary colors seem to be the best attention grabbers, red, blue and green in particular.

Q: Do you have any experience using italics, bold, dashes, extra spaces, or any other formatting tricks with HTML ads?

A: I do use a lot of bold italics, and I change the background color frequently.

Q: I've also seen ads which have headlines like "Instant Buzzers" or "First Name". Do you know if these improve the performance of an ad?

A: My own measurements tell me that an ad with the visitors' first name can be more than ten times as effective as an ad without it.

Q: How do you make the ad show the person's first name?

A: Use the string: `{!!!IB_FIRSTNAME!!!}`

Q: Regarding Ad Copy:

Are there certain types of offers that have worked well for you? Do you offer to give something away free?

A: InstantBuzz seems to be a good place to advertise earning opportunities and website promotion tools. I've done well promoting TrafficSwarm and other traffic exchanges on InstantBuzz

Q: Are there any offers that have not worked well for you? Is there anything we should avoid?

A: I've had dismal results promoting consumer oriented products and/or services on InstantBuzz.

Q: If this isn't too much to ask, Can you share a sample headline that has worked well for you?

A: Here is the headline that generated the highest rate of clickthroughs, 0.46%:

{!!!IB_FIRSTNAME!!!}, Profit \$250 to \$800/day GUARANTEED! {!!!IB_FIRSTNAME!!!}

But that headline generated a dismal conversion to actual sales.

My most successful ad of all time, in terms of completed sales:

{!!!IB_FIRSTNAME!!!}, Are you promoting GDI? Empowerism

The above ad has been exposed over 250,000 times, with a greater than 0.25% click rate. This has provided me with hundreds of high quality prospects for my [UltimateRep](#) downline club.

Q: Regarding Other Ad Formats:

I know you track all of your advertising. Have you used *Mail Space Ads* or *Hyper Ads*? What have your results been with these ads versus *Bar Ads*?

A: Conventional wisdom is that Mail Space and HyperSpace Ads are more effective than bar ads. Because of my own desire to keep my emails looking professional and my websites uncluttered, I make no use of Mail Space ads, and I use HyperSpace ads on only a limited basis.

Q: Regarding your Landing Page:

I know this is another topic entirely. But do you have any general suggestions for our readers?

A: I've had good results with pages that provide only a teaser of information, and require the user to fill out a form for more. I can then market more intensively to the prospects via opt-in email.

Q: Have you made any changes to your landing pages to personalize them for Instant Buzz users?

A: My landing pages are all generated by cgi scripts which personalize the viewer's experience as much as possible. On many traffic exchanges (but not InstantBuzz), I am able to extract the first name of the visitor, and I display the name and say it on my audio track. Here is a good example of a page I use on InstantBuzz, which personalizes itself on [HitGusher](#), [ClickNPutt](#), [TrafficG](#), [FreeTrafficBar](#), [WebBizInsider](#) and [10khits4younow](#).

<http://kevin.ultimaterep.com/gdi1.cgi>

Q: Building a Downline:

Kevin, This is what you are really great at. Do you have any tips for our users who want to build a downline?

A: Oh yes! Either join a great downline club like [UltimateRep](#), or the site I will be launching in mid-October, [EarnFastNow](#); or create your own club, offering your members solid tips for using traffic exchanges and opt-in email marketing. You need a good auto responder, to keep in touch with your prospects, such as [GetResponse](#) or [TrafficWave](#). Of course, any downline club would be foolish not to provide its members with branded versions of this InstantBuzz e-book you have so thoughtfully created. :D

Q: Any final words of wisdom for our readers?

A: Yes. I support the thesis of your book. InstantBuzz and other free traffic exchanges, like those I mentioned above, as well as my other favorites, [TrafficSwarm](#), [TopSurfer](#), [LinkCrews](#) and [Ts25](#) are great ways to build ANY online business. By using a group of exchanges together, I continue to successfully build huge downlines in each of the exchanges, resulting in huge amounts of traffic for everything I sell online – especially the opportunities I promote online.

Thank you Kevin! We appreciate the time you took to answer some or all of our questions! Don't forget to visit [KevinAnderson.Net](#) to learn more about Cognigen Networks and Kevin Anderson.

Conclusion

[Instant Buzz](#) is a simple tool that plugs into your web browser and allows you to generate tons of free advertising for your web site. The best thing about Instant Buzz is that no one is paid to click on your ads, so only the people who click on your ads are people that are interested in your product or business! Instant Buzz is easy to install and works every time you view a web page on the internet. In our opinion Instant Buzz is more effective than your normal traffic exchange.

We've also shared some tips with you from our Instant Buzz experts. Every one of our experts agrees that the most effective ads are HTML ads that utilize different colors to draw attention to the ad, and the ads that utilize the person's name are the single most effective advertisements you can place on Instant Buzz. For this reason we suggest you upgrade to Elite member status when you first signup for Instant Buzz. At \$197 for a lifetime membership this is an excellent value!

We also provide paid members of the [Instant Buzz eBook](#) a special member's area where you can watch a training video on how to use Instant Buzz and how to setup your ad campaigns. Additionally we provide access to bonus tools and advertising resources to help jump start your advertising online.

Finally if you have a team of people and want to teach them how to build traffic to their web sites using Instant Buzz we suggest that you purchase the re-branding rights from the [Instant Buzz eBook](#) web site. That way you can replace all of our Instant Buzz links with your own links. You'll be building your own Instant Buzz downline while providing a valuable free training tool to teach your team how to market online.

Re-branding this Ebook:

These characters are used for re-branding this Ebook.

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Times New Roman Font:

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