

AD Swaps

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AD SWAPS STEP BY STEP CHECKLIST.

Feel free to print this page and check each task as you complete it.

- ☐ Put together a fantastic free offer via a squeeze page, this should be something of real value, just because it's free doesn't mean you should hold back on the value you provide.
- ☐ Try to get a list of at least 100 subscribers before you start to look for ad swaps, this can easily be done by sending traffic using other methods to your squeeze page.
- ☐ Build a relationship with your subscribers, remember to provide value and always have your subscribers interests at heart.
- ☐ Try to get to a stage where you get at least 50 clicks for each email sent, once you get to this stage you are ready to start swapping.
- ☐ Look in marketing forums, Facebook groups, ad swap groups and forums for ad swap partners. (See resources section for ad swap forums)
- ☐ Check your existing contacts and Facebook friends for potential ad swap partners.
- ☐ Get to know the other party before agreeing to an ad swap, do your research and make sure you only promote people with a good reputation.
- ☐ Always check the other product you will be promoting and check the other parties opt-in process.
- ☐ When you are ready simply arrange the swap and send the other parties offer to your subscribers.

Tip. If possible try to affiliate your offer so the other party is rewarded for any sales they generate, this will attract far more JV partners. You should also consider creating personalized pages for your ad swap partners.