



## **Say Hello To The Blogosphere**

*The Official Entrecard E-Book  
vol. 1*

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## Welcome to Entrecard... and get ready!

This is exciting! You've decided to use Entrecard to help your blog grow. With Entrecard, you will not only find a significant amount of quality targeted traffic coming your way for free, but you will discover a whole new way to advertise on thousands of blogs.



Entrecard utilizes a virtual currency called **Entrecard**

**Credits, or "EC" for short.** You will earn EC in a variety of ways that do not cost you any money. With the EC that you earn, you can purchase advertisements on thousands of blogs, or shop for hundreds of products and services in our virtual marketplace.

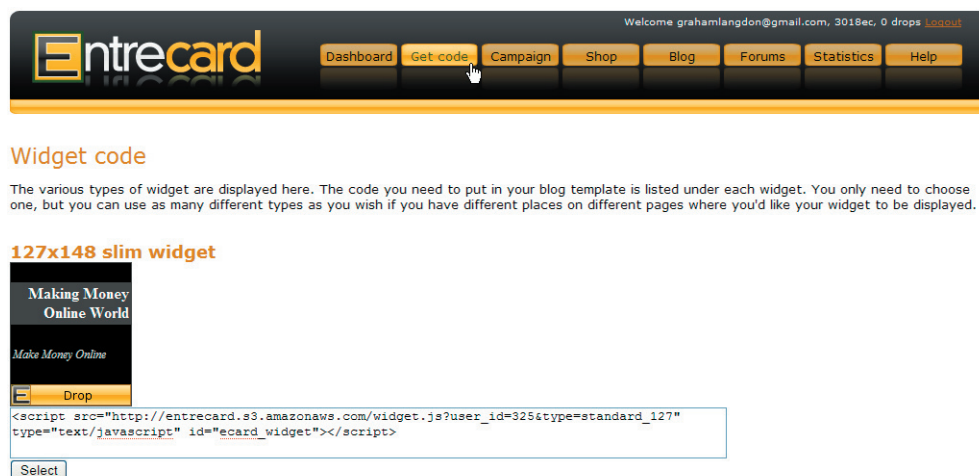
Our **Quick Start Guide** will get you started using Entrecard. It will walk you through the basics of placing the widget on your blog, earning your first EC, and buying your first advertisement.

## Quick Start Guide

### Placing the Widget on your Blog

The very first thing to do after you've signed up is to place the Entrecard widget on your blog. Here is how to do this:

**Step 1.)** Go to the "Get Code" tab on the top navigation. It will look like this:



**Step 2.)** You will see three different styles of widgets. Find one you like, and copy the text code below it.

**Step 3.)** Paste this code onto your blog. Most likely, this will involve adding a text widget to your blog in the "layout settings" of Blogger, or the "Presentation -> Widgets" settings if you're using Wordpress.

## Placing the Widget on your Blog cotinued...

**Step 4.)** Now that the widget is on your blog, you need to let Entrecard know. So log in to Entrecard, and on your dashboard you will see this message:

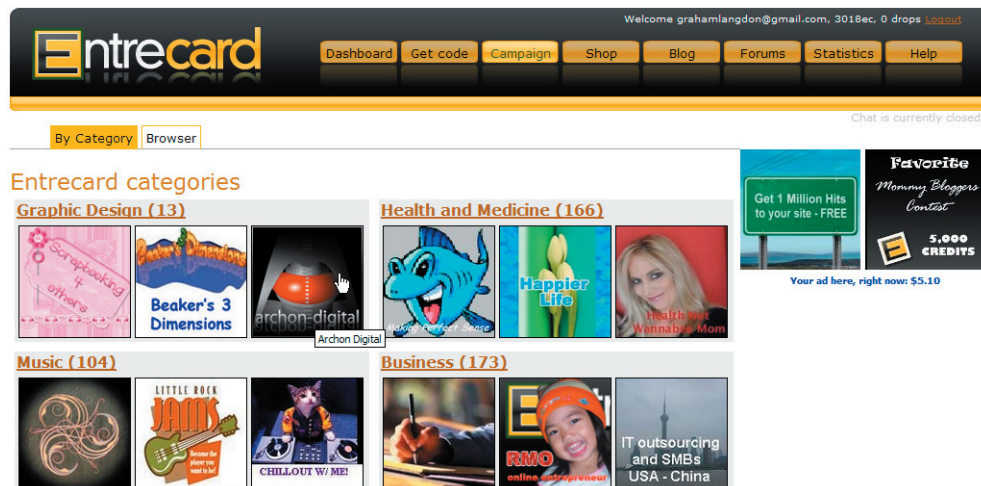
Our automatic widget scanner can't find any sign of the Entrecard widget on your website. To put the widget on, go to [Get Code](#) and put your choice of widget in your blog sidebar. [Check my page now](#) | [More info on widget scanner](#)

Simply click "Check my page now." Wait a minute or two, and then refresh the page. This message should be gone, indicating that Entrecard has found your Widget. (If you have a problem here, send an email to [support@entrecard.com](mailto:support@entrecard.com))

## Earning your first Entrecard Credits

Now that the widget is on your blog, you're ready to earn your first Entrecard Credits. This is really easy if you just follow these simple steps:

**Step 1.)** Go to the "Campaign" page. The link is in the top navigation, right next to the "Get Code" tab.



**Step 2.)** Click any card that catches your eye on this page. This will bring you to the profile of the blog.

**Archon Digital**

Title: Archon Digital  
Tagline: World Domination and Evil Schemes  
URL: <http://archon-digital.com/2008/05/04/saying-goo...>  
Category: [Graphic Design](#)  
Description: This site is about the author's obviously biased, first-hand accounts of his elaborate and sinister plans for world domination. And his previously untold undertakings to commit himself to gain a higher level of being (pagerank) and his failures which led him to instead shoot for his minor goal of becoming a successful internet entrepreneur.  
Location: Philippines  
Drop rank: A dedicated dropper with a hint of addiction  
Drops: 17 drop(s) on you in the last 30 days

**Most recent posts**

- 5/04/08 05:45 [Saying Goodbye to the Grid](#)
- 5/01/08 12:42 [Entrecard Top 10 April 2008](#)
- 4/27/08 15:42 [A New Slice of Life - Slicehost](#)
- 4/21/08 10:33 [Ubuntu - Switched](#)
- 4/16/08 03:29 [I Hate Mondays - Results](#)

**Advert approval stats**

**Average advert is approved in 7 hours**  
A low time means the owner takes their buyers seriously and doesn't tie up their credits.

**0.00% of advert requests declined**  
Higher percentages suggest a more discerning site owner, applicants should check their advert is likely to fit with the blog topic and format

**0.00% of approved requests declined**  
Higher percentages indicate a risk of last-minute cancellation

- [Send a message to this user](#)
- [Add to favorites](#)
- [Write a recommendation for this site](#)
- [Give credits to this site](#)
- [Report site for TOS violation](#)
- [View user dashboard](#)
- [Delete user](#)

**Step 3.)** Click the link to the URL of their blog.

## Earning your first Entrecard Credits continued...

**Step 4.)** Now that you're on their blog, take a moment to read their post, and leave a comment if you like. The mission of Entrecard is to help you discover new blogs you like, so this is integral to the process.

**Step 5.)** When you're ready, find the Entrecard widget on their blog. Click the "Drop" button on the bottom of the widget. Congratulations! You just received your first Entrecard Credit. (If you don't see the "Drop" button, or if it says "Get One" instead, you must make sure your browser accepts cookies from Entrecard.com and Amazonaws.com and then log out of, and back into Entrecard.)



**Step 6.)** Repeat steps 1-5 until you have about 16 credits.

## Purchasing your first Advertisement

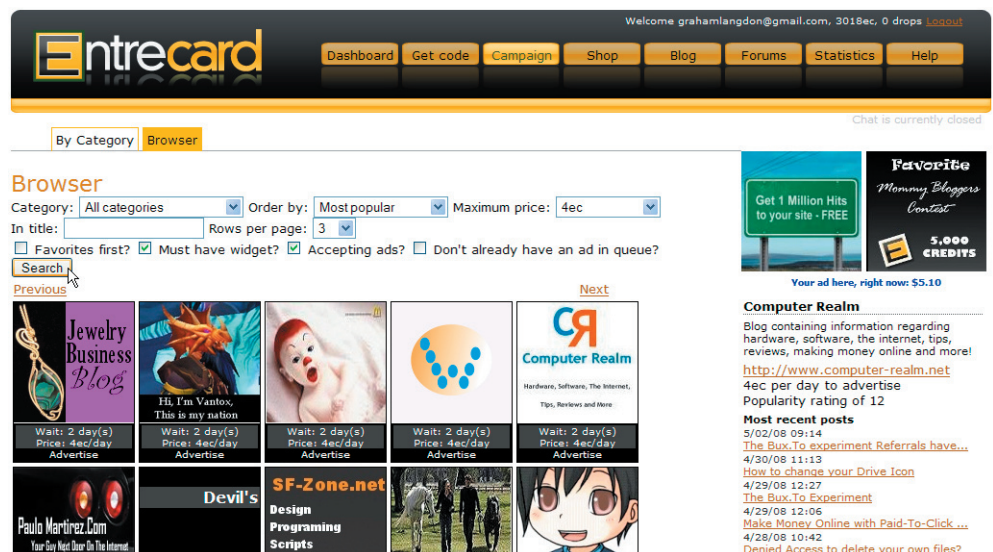
Now that you have some EC in the bank, it's time to go on a shopping spree! To purchase your first advertisement, and pay with the credits you just earned, follow these simple steps:

**Step 1.)** Go to the "Campaign" tab in the top navigation.

**Step 2.)** Click the "Browser" option, at the top of the page.

**Step 3.)** On the right of the options, you will see a field for "Maximum Price". Set this to 4ec.

**Step 4.)** Click "Search" to the left, just under all the options.





## ***Purchasing your first Advertisement continued...***

Step 5.) When all the blogs priced at 4ec and under appear, advertise on any one of them by clicking the “Advertise” button, located just under each card. You may want to check out the site you are advertising on first, however, to see what kind of site your ad is running on.

## ***To sum things up***

You just added the widget to your blog, earned some EC, and bought some ads. As you accumulate more credits, you can purchase advertising on more expensive blogs. You don’t need to drop like crazy to earn credits either. You earn credits when others drop on you, when others buy your ad space, or if you sell products or services in our virtual marketplace.

## ***How long do my ads run for?***

Every ad that you purchase will run for a full 24 hours, and will not be in rotation with any other ad. In other words, when you buy an ad, your ad is up on that blog for a full day.

## ***But wait! Why do different blogs have different prices?***

Every time someone purchases an advertisement on a given blog, the cost goes up for the blog they bought the ad on. Every time a day goes by without someone purchasing an ad on that given site, the price goes down.

And so, in this fashion, everyone’s prices are based on demand. Expect to see higher prices for blogs with higher Alexa Rank, Google Pagerank, Technorati Authority, and so on. Also expect to see higher prices to advertise on blogs where the Entrecard widget is at the top of the blog.

Everyone has different tools they use to analyze a blog’s advertising value, and everyone has a different amount they’re willing to pay to advertise on a blog. You may have your own ways to judge how valuable advertising is. When in doubt, just ask in the forums -chances are someone has advertised on that blog before and will tell you how it did.

## ***Things that annoy people***

The following actions tend to greatly annoy other Entrecard members:

- “Skip this ad”** full page ads that automatically appear when someone visits your blog
- Auto-playing audio ads** that automatically launch an audio file when someone visits your blog
- Repeatedly** applying for advertising on someone that has declined your advertisement
- Rejecting too many ads.** You really shouldn’t reject ads unless you feel strongly against them. Entrecard is designed and intended to give everyone equal opportunity of exposure.
- Spamming** other members with our message system, asking them for a recommendation, a visit, a drop, a stumble, a digg, or any other unsolicited message.
- Nudity.** There is no nudity allowed in Entrecard and no one wants to advertise a site with nudity.

We routinely delete accounts of people whose blogs use “Skip this ad” advertisements and people who spam other members. Accounts for blogs with nudity also get deleted immediately.

## How Time Consuming is Entrecard?

Now that we've covered the basics, it is a good time to address a hot topic among the EC community. There is a lot of misinformation being spread around, that Entrecard is quite time consuming. The fact of the matter is that Entrecard is as time consuming, or as autopilot, as you choose to make it. So while some bloggers might boldly state that Entrecard is "too time consuming" or that they "simply don't have time for it," we feel that this is crazy! It doesn't take any of your time to let other people visit your site and drop their card. And it doesn't take any of your time to publish advertisements and earn credits.



However much time you decide to spend dropping is entirely up to you. We have members who drop 10 cards per day as they read through their favorite blogs. We also have people who, for one reason or another, feel the need to drop 300 cards per day. These people have their own goals. While you can drop a maximum of 300 cards per day, we do not recommend this. Instead, we recommend dropping a few cards casually as you read blogs that interest you, and dropping a few cards as you use Entrecard to discover new blogs that interest you.

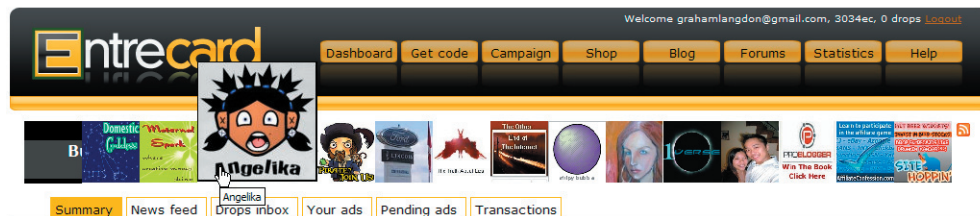
If you ever feel Entrecard is becoming too time consuming, you should consider spending your time differently, but not leaving Entrecard entirely. Writing good content, thinking of topic ideas, and checking out some blogs in your niche are all things you want to keep as high priorities. You'll find that using Entrecard casually, to discover new blogs you like and earn a few credits in the process, is a very relaxed experience.

## Your Dashboard

Your Dashboard is your command center for your Entrecard account. It's the page you land on immediately when you log in. This section will explain everything you will find on your dashboard.

## Your Inbox

The first thing you'll see on your dashboard is your Inbox. When people drop their cards for you, all these cards go into your inbox. The 15 latest cards are scrolled across the top, and enlarge when you mouse over them.



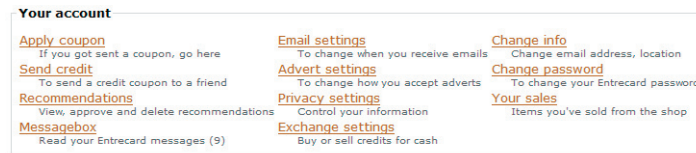
(These are the last 15 cards that others have dropped for you by visiting your blog)

You can also click the "Drops Inbox" tab, pictured above just under the enlarged card, This will allow you to sort your entire inbox by cards that you've dropped on, and cards that you haven't. If you decide to return all your drops with a drop back, this will become indispensable. Whether or not to reciprocate drops is strictly your personal decision though.

## Your Dashboard continued...

### Your Account Settings

Just under your “Quick Stats” on your dashboard are your account settings. They look like this:



This has a number of very important settings for your account. Just to give you an idea of what you will find here

**Apply Coupon:** If someone sends you credits, you use “Apply Coupon” to enter the code to claim them.

**Send Credit:** Use this tab to send credits to any email address.

**Email Settings:** Use this page to turn system emails on and off for a number of things.

**Advert Settings:** Allows you to turn off advertising on your widget, and to push accepted members through automatically.

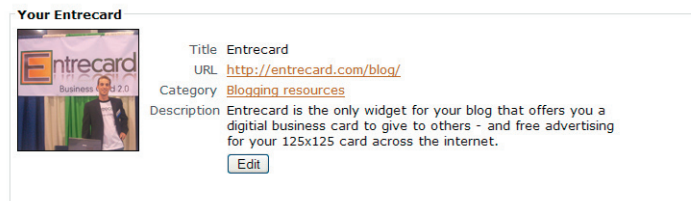
**Privacy Settings:** Lets you choose whether other users can see your favorites, location, etc.

**Change Info:** Lets you **change your email address** on the account, and your location.

That should give you a good idea of what’s going on there. Take some time to familiarize yourself with the settings.

### Your Entrecard

Towards the bottom of your dashboard is a section that looks like this:

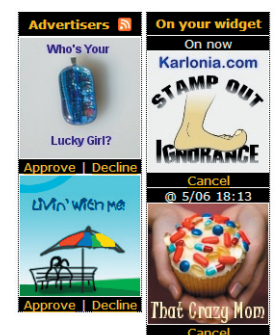


**IMPORTANT:** Clicking the “Edit” button here will allow you to upload a NEW IMAGE for your Entrecard. This is also where you change the blog / link that your account points to.

### Advertisers / On Your Widget

Perhaps one of the most important sections of your dashboard is where you approve ads to run on your widget. The “Advertisers” column is where you approve ads that others have purchased from you. The “On Your Widget” column is where you can view the ad lineup that is scheduled to run on your site.

When you approve ads to run on your site, they run for a full 24 hours each. As ads complete, you will earn credits for each ad that runs.





## ***Drops vs Advertising***

DROPS are when you visit a site, click the “drop” button on someone’s widget, and earn a credit. Your card will be sent to their inbox. Your card will NOT appear in their widget, and it does not cost credits to drop. Dropping is how you earn credits.

ADVERTISING is when you use the Campaign page to purchase an advertisement on someone’s blog. All ads run for 24 hours solid and are paid for with credits.

Dropping your card will not make it appear in someone’s widget. The only way to make your card appear in someone’s widget is to purchase it with credits from the Campaign page, or by clicking the Entrecard Logo in their widget.

## ***Multiple Blogs***

If you have multiple blogs that you would like to add Entrecard to, you are certainly allowed to do so. However, you must register a separate account for each blog. We are working hard on a feature that will let you merge all your accounts into one, but until the feature is complete you must open separate accounts.

## ***The Community***

Entrecard prides itself on its community. Our mission is to help bloggers succeed, and so in the spirit of helping each other, we all want to help whenever possible. Whether this means reaching out to new members, helping out with any questions, or adding features to the site that you find useful, we are here for you, period.

Want to write posts for our blog, with a link to your blog? Simply send us an email to [support@entrecard.com](mailto:support@entrecard.com) and we’ll let you.

Need a card designed? Try posting in the forums. Everyone is happy to help.

Have an idea for a new feature for Entrecard? Tell us by emailing [support@entrecard.com](mailto:support@entrecard.com). Now and then we hold a live developer day, where people drop into our chat room, suggest a feature, and watch as we code and implement it on the spot.

Our unique devotion to the community is something you won’t see in many other places. If you want to have a telephone conversation with Graham, the founder and CEO, simply send an email. NOTHING is outside the realm of possibility at Entrecard. We make ourselves available to you in every way possible, and we love it.

So try us. You won’t be disappointed.



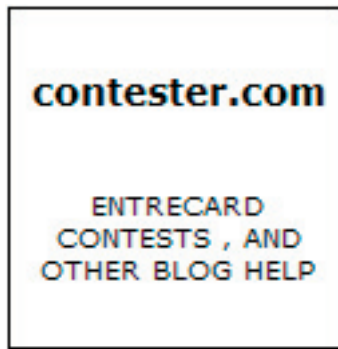
## Intermediate Entrecard

OK, so now you have your widget up. You can drop, earn credits, and advertise. You understand that we're big on community, and hopefully you're participating a bit (after all, we would love nothing more than for you to participate!). But how do you start getting the MOST out of Entrecard?

The Intermediate Guide will help you.

## Your Entrecard Image

Let's do a quick experiment. Out of the following cards below, which is the most attractive?



If you answered KIWIPULSE.COM you are correct! You see, the first four cards were selected randomly from the "newest members" section, while the last one was selected from the "Most Popular" section. Custom images get more clicks, their visitors stay for longer, and are 68% more likely to leave a comment.

Now, for answering the question correctly, your prize is a free Entrecard, designed by one of our helpful community members. To claim your prize, simply go to our **Forums**, and **post a message** under the "Community" category. The message body should read something along the lines of *"Hello everyone. I'm new to Entrecard and do not know how to design an image. Would someone do me a wonderful favor and help me out?"*

Many members of our community want to see everyone with pleasant attractive cards, and will gladly design a basic one for you, free of charge. Of course, if you know how to use Photoshop, or other image editing software you can easily create a 125x125 yourself.

**TO UPLOAD AN IMAGE:** Go to your dashboard, scroll down to the section labeled "Your Entrecard" and click "Edit". Select "Entrecard Style: Uploaded Image" and then click "Browse" to upload the image. It must measure exactly 125x125 and be in .PNG format.

## Where to Place Your Widget: Top, Middle, Or Bottom?

Like other Entrecard Members, you've probably wondered if you should place your widget at the top, middle, or bottom of your blog. The thinking for each usually goes something like this:

**Top:** I want to make my widget easily accessible to other members, as a courtesy. I also want the advertising space to be effective and valuable so that I get repeat advertisers, the price of my ad spot goes up, I earn more credits, and everyone is happy. Droppers will be happy dropping on my blog each day, and will likely post some links around the blogosphere to my blog, citing my blog as being an easily accessible blog to drop on.



**Middle:** There is just no room at the top of my blog, the closest to the top I can place the widget is in the middle.

**Bottom:** I want someone to scroll through all my content before they find the widget.

**Our opinion:** It's no secret that placing the widget at the top of your blog is the most beneficial to the entire community. Droppers can find you quickly, advertisers will get the best clickthrough rate, and non-Entrecard members are most likely to notice the widget and become curious about our service.

We have never, and will never, dictate to you where to place your widget. This section is simply meant to expose you to the issues involved in the debate, and provide you with some information to make an informed decision. Any way you slice it, advertisers are more inclined to purchase your spot, and bid your price up, if your widget is closer to the top than the bottom.

## Reciprocating Drops

Many Entrecard members pride themselves on the fact that they reciprocate all drops. This means that if you visit their blog and drop your card, they WILL visit you back, and drop theirs. To their credit, this is smart thinking. Because you earn credits every time you drop a card, and every time someone drops a card on you, if everyone you dropped on dropped back, you would net 2 credits per drop, doubling your credit income.

Many people take notice when you reciprocate drops, and it encourages them to drop on you in the future. For your convenience, you can see, right from anyone's profile, how many drops they made on you in the last 30 days. The more you drop on someone, the more they'll drop on you.

Reciprocating drops is NOT mandatory. It is not even considered proper etiquette. Let's face it, people have time constraints, and Entrecard is often the least of people's worries. And so, across the board, reciprocating drops is considered going Above and Beyond. People appreciate it, and take notice, but will not get offended if you do not reciprocate drops.

However, drop enough cards on someone over time, and you will end up on their Top Droppers List...



## Top Droppers

From the Main Navigation on the top of the site, there is a link to your “Statistics” page. Clicking this link will provide you with various statistics, including how many drops you’ve received, how many clicks from advertisements you’ve gotten, how many cards you’ve dropped, and how many clicks you’ve gotten from the Entrecard.com site.

But scroll a little bit further down and you’ll find a real gem. This is your “Top Droppers” list. It shows you the top 10 individuals who have dropped the most cards on you in the last 30 days. As of writing this, here is what the official Entrecard Top Droppers list looks like:

Dropper	# of drops
<a href="#">Daisy the Curly Cat</a>	29
<a href="#">A Investor</a>	25
<a href="#">Software Outsourcing to China</a>	25
<a href="#">Blog Tipz</a>	24
<a href="#">Look 4 Dream Girls</a>	24
<a href="#">Bloggin-Ads</a>	23
<a href="#">SiteHoppin' - Find new interesting sites and get free traffic to your blog.</a>	22
<a href="#">Vivid Lamp</a>	21
<a href="#">Ben Barden dot com</a>	21
<a href="#">Saphrym</a>	20

Now here’s something you might not know. Many bloggers write posts and link to their top droppers as a token of appreciation. Want to get some link love from a particular blogger, try dropping on them every day for a month -you’re guaranteed to make it to the top of the list!

## Expansions by the Community

A number of members have taken it upon themselves to expand Entrecard by creating useful and fun services for you. Here is a quick list.

**Joe Tech’s Entrecard Slots:** Free to play, guaranteed payout. Just click the link once per day and see if you’ve won some credits at Joe Tech’s slot machines!

Check it out here.

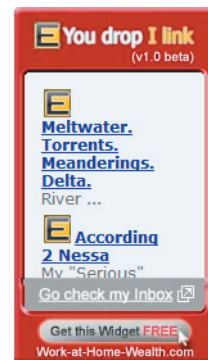


**U Drop I Follow:** Lee Doyle was the first to pioneer the **U DROP I FOLLOW** movement. His free badge indicates that you reciprocate your drops. Please use them only if you really do reciprocate drops.

Check it out here.

**U Drop I Link widget:** Anthony from Work At Home Wealth created a nifty widget that scrolls a link to your blog just for dropping a card. Awesome.

Check it out here.





## Your Posts Syndicated Throughout Our Site

When you write a post and update your blog, it immediately gets syndicated throughout our site to gain you the most exposure possible. Let's take a look at where your post will pop up!

**Home Page:** The homepage has what we like to call a "Megafeed" of all our members. Getting to the homepage of Entrecard is easy, just publish a post on your blog!

**Your Profile:** When someone visits your profile, they can see your five latest posts, as well as the first few sentences of each post.

The screenshot shows the Entrecard homepage with a navigation bar at the top. The main content area features a user profile for 'Sense to Save'. The profile includes a title, tagline, URL, category, description, location, drop rank, and drops. To the right of the profile is a list of links: 'Send a message to this user', 'Add to favorites', 'Write a recommendation for this site', 'Give credits to this site', 'Report site for TOS violation', 'View user dashboard', and 'Delete user'. Below the profile is a section titled 'Most recent posts' with a list of recent posts and their details. To the right of the profile is a section titled 'Advert approval stats' with information about the average advert approval rate and the percentage of approved requests declined.

**The Browser:** When someone is using the Entrecard Browser, and they mouse over your card, your latest posts will appear in the sidebar for quick reference.

The screenshot shows the Entrecard Browser interface. It features a navigation bar at the top. Below the navigation bar is a section titled 'Browser' with a search bar and filters. The main content area displays a grid of user cards, each with a profile picture, name, and a list of recent posts. To the right of the grid is a sidebar with a section titled 'Increase your BLOG traffic!' and a button labeled 'your ad here'. Below the sidebar is a section titled 'Sense to Save' with a list of recent posts and their details.

**Friends Feed:** Finally, your posts will automatically be syndicated to anyone who has added you to their favorites. Your post will appear in their "Friend's feed" on your dashboard.

The screenshot shows the Entrecard Friends Feed interface. It features a navigation bar at the top. Below the navigation bar is a section titled 'Friends feed' with a list of posts from friends. Each post includes the user's name, a profile picture, and the text of the post. To the right of the feed is a sidebar with a section titled 'Increase your BLOG traffic!' and a button labeled 'your ad here'. Below the sidebar is a section titled 'Sense to Save' with a list of recent posts and their details.



## Advanced Entrecard

**WARNING:** Do not read on unless you have your own, customized Entrecard image, you know the difference between dropping and advertising, you know what credits are, and you know how to earn them.



Ahem. Now that we've gotten that out of the way, we can continue to Advanced Entrecard Strategy.

## Dropping Strategies

We've talked a bit about reciprocating drops earlier in the book because it is an issue you should be familiar with. However, there are a number of dropping strategies that people employ. Use this as a base to build your knowledge, and develop a strategy that is perfect for you.

**Reciprocating Drops:** This will increase the chances that people dropping on you will continue to visit your blog and drop. It will also increase the chances people purchase an ad on your blog.

**Dropping on the same blogs daily:** Many people concentrate on dropping on the same blogs, every day. Eventually, these people will make it to the top of their "Top Droppers" list, having dropped a card on them every day for the past 30 days.

**Dropping in your niche:** Many people concentrate on dropping cards only on other blogs in their category. It helps to ensure that the people visiting your blog, as a result of your drops, are interested in your blog's topic and that it is relevant to their own blogging endeavors.

**Dropping on people in the forums:** Dropping on people you converse with in the forums is also a popular strategy, and helps reinforce your presence, your brand, and your blog.

**Dropping when you update your blog:** Many people like to go on dropping sprees right after they update their blog with a new post. The surge in traffic from an intense dropping session will be directed to a blog with fresh, newly updated content.

**Dropping on the most popular:** Some people drop religiously on the "most popular" blogs on Entrecard. The logic here is that they got to the most popular by reciprocating a lot of drops, and so the likelihood that a most popular Entrecarder will drop back is higher. However, even the most popular Entrecarders can only drop 300 per day, and chances are they are receiving more cards in their inbox than that each day.

**Commenting while you drop:** This is the holy grail of dropping strategies. If you leave a well thought out comment on each blog you drop, you will immediately start unlocking Entrecard's potential. Your comment will not only be seen by that blogger, but will be seen by everyone else who reads their blog. Your presence will then be reinforced through Entrecard as more people see your comments, and your Entrecard, and in result visit your blog, drop on you, and purchase your advertising.

**Chain Dropping:** This strategy is where you use the Entrecard widgets to hop from one blog, to the next, to the next, dropping a card at each one as you go along. Because every advertiser in the Entrecard network is a blogger with the Entrecard widget, you know that when you click through the widget, the blog on the other end will have an Entrecard.

## Making Your Blog Sticky: Reducing Bounce Rate



So now that you are more familiar with Entrecard, and you've been using it a bit, you may notice that the Bounce Rate in your statistics has gone up. Do not panic. This statistic, which reports the percentage of visitors who leave your blog via the same page they entered on, is naturally influenced by Entrecard.

First, consider what is viewable from your landing page. If someone drops you each day, and your five latest posts are viewable from your landing page, returning visitors can read your latest post every day, without ever having to visit another page of your blog. They can read every post you ever write, and still have a bounce rate of 100%

Also, it is no secret that many droppers will simply drop their card and move on, unless something grabs their attention. This isn't necessarily bad for you. After all, even if someone drops a card and doesn't read any of your posts, you still earn a credit, which you can put towards quality advertising on any of the thousands of blogs in our network.

However, it would be best if you honed your skills, and made your posts so enticing that they instantly command the attention of a passer by. Consider using the following strategies to add some "super-glue" to your blog, and make it sticky!

- **Start your post with an interesting image.** This is the easiest and most effective way to instantly grab someone's attention.
- **Create a catchy title for your post.** The truth is you'd probably be amazed to know how much impact an eye-catching title will have on your blog's stickiness.
- **Making your blog's theme unique and attractive as possible.** The more attractive and unique the overall design and theme of your blog is, the stickier it will be.

These strategies draw people in, and help turn a passer by into a reader, or even a subscriber. In the end, Entrecard will expose people to your blog, guaranteed. Whether they stay, and/or subscribe, has a lot to do with you.

## Spending your Credits

This may go without saying, but if you aren't spending your credits on advertising, you are not reaping the benefits of Entrecard. Advertising via Entrecard is how you drive the majority of traffic to your blog with our service. And just like dropping, people have different advertising strategies, as I'm sure you will too.

Many people like to keep their advertising targeted. They advertise on blogs that are of a similar category as theirs, under the assumption that they will reach an audience that will enjoy their content. On the other hand, many people like to advertise on blogs totally unrelated to their category, to try to draw in a new audience.

Finally, people also like to time the launch of advertising campaigns with a blog update. If you try this, make sure to get the timing right, as there is almost always a few days wait to advertise on any blog.

This kind of thinking will provide the foundation for you to develop successful advertising strategies.

## Selling in the Shop

There is an easy way to earn credits that doesn't involve dropping like mad, and that is to sell products or services in the shop.

We love when you offer things for sale, and help expand our economy. Whether you know it or not, as a blogger, you have some pretty valuable things to offer for sale: blog reviews (where you review someone else's blog), text links, monthly advertisements, and more. What creative products and services can you think of offering?



**If you would like to become a seller, it's free, and you earn 100% of the credits from any item you sell.**

To become a seller, simply email [support@entrecard.com](mailto:support@entrecard.com) and make the subject of the email "seller token".

## Burnout

This is typically only an issue with people who try to drop 300 cards per day. The most effective use of Entrecard is moderate usage over a long period of time. This will build your blog's traffic much better than a short burst of intense usage followed by nothing.

So, to avoid burnout, follow these simple steps:

1.) Instead of dropping 300 cards per day, try dropping just 15 or 20 each day, but leaving a comment relating to someone's latest post. You may earn less credits, but the additional traffic benefit, and name recognition you will slowly accrue will be worth far more to your blog than the extra credits.



2.) If you ever find yourself thinking "I drop way more than I work on my blog's content" STOP IMMEDIATELY! Get back to work on your blog's content! Dropping should provide traffic supplements to your content. Always remember, content comes first.

## Quality of Traffic

Across the board, we've received reports that the quality of Entrecard traffic gets better with time. As more people get to know and recognize your card, and your advertisements, you'll develop a following with our service.

Above all else, Entrecard traffic needs to be thought of as its own class, because of the unique situation it creates. People are motivated to visit your site to drop their card. If nothing on your blog catches their attention, they will most likely continue to the next blog to drop. But sooner or later, after dropping on your blog a number of times, they will read one of your posts, or leave a comment, or click on an ad.



## Quality of Traffic continued...

So, think of Entrecard traffic like a restaurant you pass by each day. Sooner or later you're going to stop in and try their food. Or think of a billboard you pass frequently on the highway. Sooner or later you'll likely buy the product. Equally, so will an Entrecard visitor leave a comment, or click an ad, or subscribe to your blog, sooner or later.

Advertising is a very powerful thing, and the more you do it, the more people see your ad, and develop a sense of familiarity with you. Sooner or later they will wonder what your blog is about, and read a post or comment. That is why, to get the best quality traffic from Entrecard, make sure the content on your blog is of top-notch quality at all times.

## The Forums

The forums are an integral part of the Entrecard experience. This is where Entrecarders get to know each other and develop social relationships with one another. If you haven't participated in our forums yet, you really should, because everyone is just waiting to talk to you! We're all friendly bloggers who like to make jokes with each other, help each other, critique each others posts, and make new friends.

Participating in our forums will help grow your blog in ways you can't even imagine. More people will become familiar with you, and become curious about your blog. More people will drop on you, and earn you more credits. More people will purchase your advertising, and earn you more credits. More people will comment on your blog. More people will subscribe to your blog. The quality of Entrecard traffic to your blog will become better.

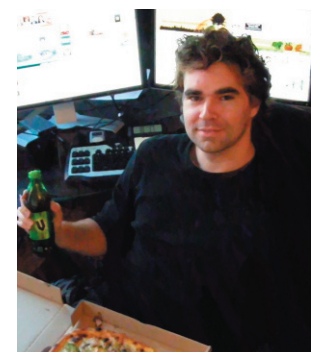
If you are serious about building quality traffic to your blog -and using Entrecard to help- our forums are indispensable. Don't take our word for it though. Try it out and discover for yourself the magic in the air at our forums!

## The Team

Graham Langdon is the founder and CEO of Entrecard. This is a photo of him from the Blog World Expo, where he launched Entrecard in November, 2007. Since launch, Entrecard has grown to serve millions of free clicks to its members every month.



Phirate is the programmer/developer/technological mastermind that makes the entire thing work. You'll see him plenty in the forums, and on the blog when he's updating the site and adding new features. Here he is with a pizza that Entrecard members bought him after a rough session of coding.



If you have questions about Entrecard, would like to suggest a feature, or just want to make a friend, we're both here to help you make your blog as successful an endeavor as ever there was!



## Breaking the Rules

We saved this chapter for last. Now that we've shown you all that Entrecard has to offer, we need to point out what precisely you can do to screw it all up for yourself. First some background.

When we launched our service, many people didn't realize that we have very active security measures in place to make sure that all drops are legitimate. A number of people tried developing scripts that would automate their dropping and rack up credits, only to find themselves left with a negative amount of credits.

So, be warned. If you attempt to automate your drops in any way, you will find yourself having lost all your credits. You will be deeply in the negative, and have to earn credits just to get back up to a positive balance. Every drop must originate from you actually visiting a site and dropping the card yourself.

Also, be warned: we are very intolerant of spam. Any attempt to spam other members, sending them unsolicited offers, requests to purchase your ad space, or anything else, will result in credit penalties. Our guidelines are very simple as to what determines spam. If you send someone something, and they feel they've been spammed, you spammed them. Chances are they will report you for spamming, and you will lose a massive amount of credits.

If you hear of anyone, or find anyone, attempting to compromise the integrity of our system in any way, please let us know by emailing [support@entrecard.com](mailto:support@entrecard.com). We love to give out bounties for people who expose members trying to thwart our system's integrity.

We delete accounts and ban people or blogs if we feel they devalue our network in any way, so make sure to play by the rules, and above all else, enjoy your time here!

## Final Sentiments

Entrecard was thought up and designed to enable you to make your blog successful. The strategies contained in this book are powerful. They will help you make friends in the blogosphere and expand your social network. They will help you build quality targetted traffic coming to your blog. They will help you create top quality content that is sticky, instantly capturing the attention of droppers. At your disposal is a fully featured advertising network, social network, and marketplace for you to use, free of charge, to make your blog, and its readership, the best it can be.

Now, go forth and unlock your blog's

potential..





## Appendix

### Did you know...

Clicking the Entrecard logo on anyone's widget will automatically bring you to their Entrecard profile.

When you apply for an advertisement, your card's image and link get locked in. If you change your image after you purchase an ad, but before it runs, the ad will still run the old image.

You only receive the credits for an advertisement someone has purchased after it completes its 24-hour run.

You can subscribe to lots of different Entrecard RSS feeds. We give you a feed for your advertisers, a feed for your inbox, a feed for your "News Feed," a feed for your "Friends Feed," a feed for any of the forums, and more.

You can see all your Favorite's latest blog posts from your "Friends Feed."

You can add or remove people from your favorites right from their profile.

You can email [support@entrecard.com](mailto:support@entrecard.com) if you want to sell things in the shop.

You can drop a maximum of 300 cards per account per day, and 600 per IP per day.

If someone cancels your ad before it has run for 24 hours, you get a full refund.

While on the "Your Ads" tab of the dashboard, you can click a button at the bottom of the page that says "Turbocharge please" to see an enhanced view of all your ads that are running and are scheduled to run.