



Self-employment simplified.

Work1099 Training Manual



Authority Site Launchpad Quick Start Manual

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Introduction

Please allow me to extend my congratulations for purchasing **Authority Site Launchpad**, our tutorial for building your own flagship authority sites that:

- Make you the go-to authority in your market or industry
- Converts more first-time visitors into customers
- Gets you ranked highly in the search engines
- Automatically attracts new visitors 100% organically
- Builds an e-mail list you can use to launch new products and services
- Creates a real asset, a long-term business that you can sell
- Is scalable, outsourceable, and possible to **fully automate**

I've created well over 100 websites over my last 10 years online, and for 90% of them, I've only recently discovered that I did it completely the wrong way. For a long time, my strategy when it came to niche website creation was **quantity over quality**. It worked very, very well, for a long time...so I kept doing it.

But, as I'm sure you know, things are **much different** today. *For the better*. You can say all the bad things you want about Google (er, Alphabet Inc.) but they are continuously refining their search results in an effort to improve them. They have not always gotten it right, but over time, they have steadily improved.

Google wants to deliver the best possible search results to users so that users continue to trust them and use their ecosystem (so they view their ads). They have a direct incentive to make sure everyone plays by the rules.

The rules you see outlined in Authority Site Launchpad are the sum of all my experiences building websites over the last 10 years. I've transitioned to the Authority Site Model, **with a heavy emphasis on quality and focus on a single website** versus having dozens of small individual niche websites in multiple different sectors.

While the Google updates did hurt the rankings of many of my smallest and weakest websites, **it improved my business overall because it forced me to deliver better content to my users**. Once I saw what was working, I hired writers to focus exclusively on building out the websites that were performing the best and transform them into authority websites, with longer, better content.

Throughout these tutorials, you'll discover exactly what steps I followed to build my most successful authority site of all time, including the **"twists"** I'm applying

to my authority sites today to produce the best keywords, content and messaging for my users, visitors and customers.

This is important, and I hope it *really* hits home with you: My focus on providing my visitors with quality over quantity has resulted in an **increase in conversions, profit, and earnings per hour spent working on my business.**

Included with Authority Site Launchpad, you get this quick start manual, plus:

How To Setup Your Authority Website For Automatic Traffic

- Includes Step-By-Step Authority Site Setup Worksheet
- Includes Scoring Sheet To Build Landing Pages

How To Uncover The Most Profitable Top Level Keywords

- Includes Step-By-Step Keywords Worksheet
- Includes Top Ranking Opportunities Spreadsheet

How To Systemically Build Authority Site Backlinks

- Includes Step-By-Step Backlink Worksheet
- Includes Guest Posting Relationship Tracker

How To Use Market Research Surveys To Identify Hyper-Responsive Customers and Prospects

- Includes Step-By-Step Survey Setup Worksheet
- Includes Product Feedback & Testimonial Template
- Includes Survey Tracking Template

Plus a few other unannounced bonuses that we refer to.

We highly recommend reading through all of the materials **at least twice** before getting started, and then sleeping on it one night before taking action.

Your head will be swimming with ideas after reading these reports, and I've personally found that ideas often crystalize into specifics and action after a single night of contemplation.

Do not wait longer though, or you risk losing motivation.

Take daily action towards building your authority site, and remember that you are building a real, long-term business and asset. Rome wasn't built in a day –

trust in the blueprint we have provided you.

Print the worksheets provided out now (but *not* the templates or spreadsheets – they are meant for digital use) and **start reading**.

Setting up your Authority Website in 90 Minutes

We've gotten the process down to a science for building new authority sites. We can get an authority site fully ready to go in about 90 minutes. Your very first time, it might take a little longer because you're doing it for the first time and you'll need to create a couple of new accounts you might not currently have – but it will not take much longer than that.

We use [A2 Web Hosting](#) for our authority sites, and just use shared hosting. This works fine for even high-traffic authority sites, and is reliable, fast and reasonably priced. To setup Wordpress, just log in to your A2 Hosting account, and click on the cPanel button.

Welcome Back, Matt

Portal Home / Client Area

1
SERVICES

0
DOMAINS

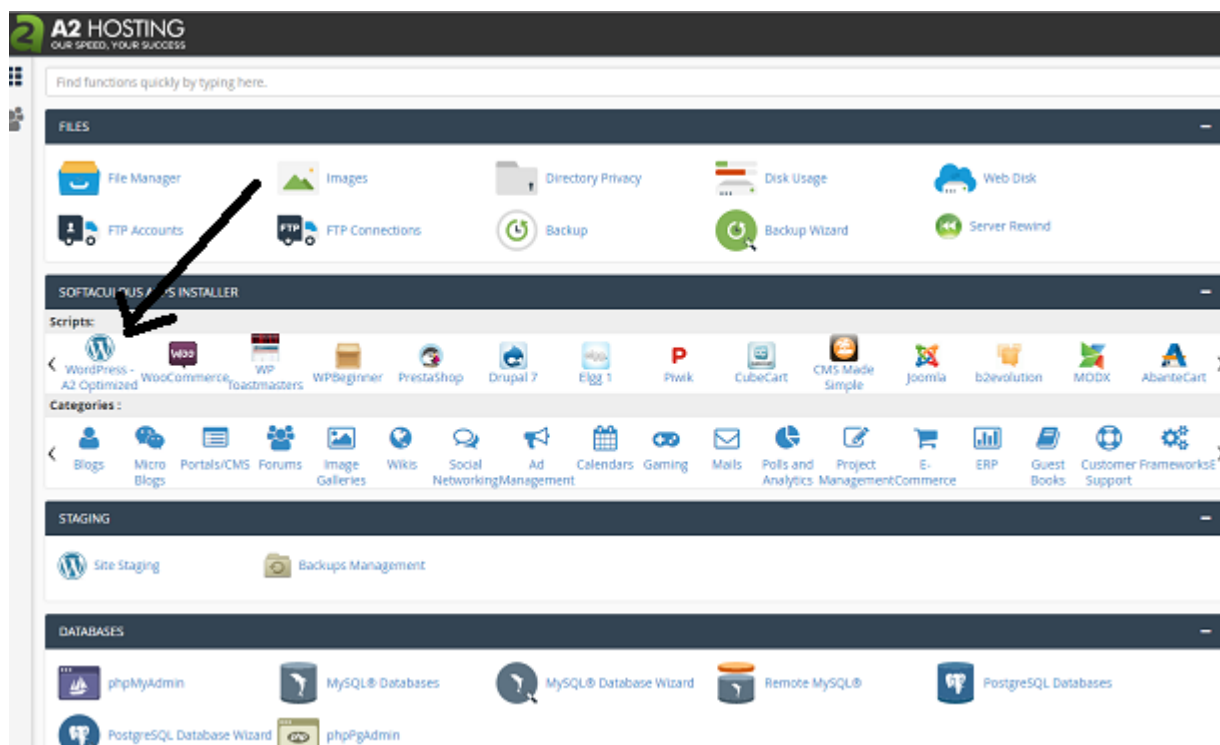
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TICKETS

1
INVOICES

cPanel Quick Login Login directly to your cPanel services.

Domain	Product	cPanel Quick Login	Connection Details
[REDACTED]	Web Hosting - Turbo Web Hosting	cPanel Login	Account Details

Once you're logged in, click...



Then you just enter your credentials you want to use for your new authority site and it will automatically install it for you, giving you the login URL and a username and password.

As an added bonus, with A2 Hosting, your Wordpress website will be automatically optimized for speed and security.

If you're setting up your 2nd authority website (or 3rd...) you'll need to set each of these domains up as **add-on domains**, and buy the domain names.

We use [Host1099](https://host1099.com) for our domain names. We're a reseller of one of the big domain name companies and have our prices set to the absolute minimum allowed (\$8.99 per year) because we were sick of paying exorbitant fees to renew our domain names elsewhere. (We make almost nothing on each sale. This is provided as a low-cost service to our customers.)

To make your domain names link up to your hosting, you just need to edit the name servers from your Host1099 control panel by clicking "Manage DNS" to match the nameserver settings given to you by a2 Hosting. Click the "Account Details" button when you first login to A2 get those nameserver settings for your server.

Once you set the nameservers on your domain name to match the a2 hosting settings, the update takes anywhere from a few minutes to an hour or two.

With all this in mind, you're prepared to start building as many authority sites as you need. Next, you just need to follow the steps listed in our setup report and on the worksheets you'll print out. We can't wait to see your authority site.

Good luck – **you can do this.**