



Work1099 Training Manual

How To Drive a *Nearly Limitless* Amount of Targeted Traffic To Any Webpage

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This Training Manual Covers:

- **When it *is* and *isn't* possible to drive a nearly limitless amount of traffic to your website. (Doing so isn't difficult. But getting maximum traffic in minimum time does require you are doing the right things. Details inside.)**
- **Why “free” traffic is usually the most expensive traffic ... and how to find the traffic methods that are the bargain of a life-time.**
- **The #1 traffic mistake businesses make, and how to avoid it (this is likely the single biggest thing holding you back from getting hordes of traffic to your website)**
- **The Nearly-Limitless Traffic Technique – The exact steps you need to take to drive maximum traffic to your website in minimum time.**
- **The single most important parts of generating maximum traffic ... Without these in place, you'll only struggle with traffic. With these in place, the road to success is paved for you.**
- **Much, Much More.** Everything you need to drive nearly limitless amounts of traffic to your website.

Introduction

You may be wondering if it's really possible to drive a nearly limitless amount of traffic to any webpage. The answer is both yes ... *and* no. Allow me to explain.

The way you view a challenge affects how you try to solve it. It also affects if you are able to solve it *at all*. This is important, because what keeps most businesses from acquiring maximum traffic is that they focus on trying to pay as little as possible per lead; they focus on getting their traffic for “free.”

Problem is, many “free” traffic methods come with hidden costs. Money is only one of your primary resources. Your personal time and energy are also in limited supply. To grow your traffic as quickly as possible, you'll want to manage these resources, and invest them wisely. Your aim being to make the most money you can for each hour you spend.

The nearly-limitless traffic technique that you'll learn in a moment has the potential to be \$100 per hour or \$1,000 per hour work. But in order to have enough time and energy to do it, you are going to need to shovel all the \$10 per hour traffic off your plate; such as the common practice of personally doing everything there is to do for an SEO campaign on your own.

It isn't that there is anything wrong with SEO. It's simply that doing it all yourself has a poor return compared to other things you could be doing. You'd be better off outsourcing it on the cheap (at least the easy parts such as doing submissions and certain types of backlinking). This would allow you to focus on higher-paying tasks instead. Such as managing the SEO campaign's strategy or doing other traffic sources.

Also, keep in mind, it is not just “do it yourself” SEO that comes with hidden costs. Many “free” traffic sources, when viewed more closely, are anything but free.

Indeed, many aspiring entrepreneurs struggle to meet their traffic goals because they spend years dumping their time, energy and money into traffic sources that give them a poor return on their investment of their time, energy and money.

Please, hear me out on this ...

The best traffic methods are not those that give you the cheapest leads ... they are those that have the highest net *value* per lead. For each point of time, energy, and money you invest into that traffic source, how much money do you make as a result?

Let's say you pay \$10 for a lead, and make \$30 from it. If you are in the "cheap leads" school of thinking, \$10 for a lead will make you flinch in pain. If you look at it objectively, however, you can see ...

That lead didn't cost you \$10. It *made* you \$20.

This healthier view of getting traffic will help you see the best opportunities more clearly, and avoid the pitfalls.

Seeing a traffic source as "expensive" or "cheap" based on its upfront cost will steer you in the wrong direction. It's like investing in the stock market. Do you want the stocks that are going to make you the most money ... or the ones that cost you next to nothing, but may or may not ever turn a profit?

Of course, at first, you may have to invest money into advertising until you figure out what works to convert the traffic. Once you get to the point where you more than break even (where your profits are greater than what it cost you to buy the traffic), however, it does become the case that paying for traffic is not *costing* you money. It is *making* you money.

With that in mind, make that your first goal. Just get to the point where you break even on the front-end. Once at that point, you're traffic is self-sustaining, because you can reinvest the profits in more traffic without having to find other money to use.

The real magic happens, though, when you start converting above break-even. If you are spending \$1 and making \$1 as a result ... then you increase conversions and make \$2 now instead, you are in an incredible position. You can reinvest that extra \$1 and buy twice as much traffic next time around.

The magic is in how this compounds over time. Take note of the “Leads bought” column in the chart below.

Month #	Invested	Cost / Lead	Leads Bought	Value / Lead	Gross Profit	% to reinvest
Month 1	\$100	\$1	100	\$2	\$200	100%
Month 2	\$200	\$1	200	\$2	\$400	100%
Month 3	\$400	\$1	400	\$2	\$800	100%
Month 4	\$800	\$1	800	\$2	\$1,600	100%
Month 5	\$1,600	\$1	1600	\$2	\$3,200	100%
Month 6	\$3,200	\$1	3200	\$2	\$6,400	100%
Month 7	\$6,400	\$1	6400	\$2	\$12,800	100%
Month 8	\$12,800	\$1	12800	\$2	\$25,600	100%
Month 9	\$25,600	\$1	25600	\$2	\$51,200	100%
Month 10	\$51,200	\$1	51200	\$2	\$102,400	100%
Month 11	\$102,400	\$1	102400	\$2	\$204,800	100%
Month 12	\$204,800	\$1	204800	\$2	\$409,600	100%

The above chart is a simplified version. It assumes that you’d need to wait a month before buying more traffic. In reality, you could see the profits roll back in much sooner. Certainly within a week of buying the traffic. If this were the case, the chart above would only take 12 weeks to reach \$409,600, instead of 12 months.

On a similar topic, here’s what happens when you just keep spending the same on advertising every time instead of reinvesting.

Month #	Invested	Cost / Lead	Leads Bought	Value / Lead	Gross Profit	% to reinvest
Month 1	\$100	\$1	100	\$2	\$200	50%
Month 2	\$100	\$1	100	\$2	\$200	50%
Month 3	\$100	\$1	100	\$2	\$200	50%
Month 4	\$100	\$1	100	\$2	\$200	50%
Month 5	\$100	\$1	100	\$2	\$200	50%
Month 6	\$100	\$1	100	\$2	\$200	50%
Month 7	\$100	\$1	100	\$2	\$200	50%
Month 8	\$100	\$1	100	\$2	\$200	50%
Month 9	\$100	\$1	100	\$2	\$200	50%
Month 10	\$100	\$1	100	\$2	\$200	50%
Month 11	\$100	\$1	100	\$2	\$200	50%
Month 12	\$100	\$1	100	\$2	\$200	50%

Not nearly as appetizing as the first graph.

With that in mind, you can see how increasing conversions is critical to generating nearly limitless amounts of traffic. Getting big traffic requires this sort of compound reinvesting over time. Without high conversions, you won't have the capital to do this kind of continual expansion. So...

If you want to get maximum traffic, you *must* focus on getting maximum conversions!

The higher you convert, the more money you'll have available to reinvest. The more you can reinvest, the faster your traffic will take off. And remember, it doesn't just "add up." It compounds exponentially over time.

On a related note, keep in mind, there are some differences between the charts shown above and the real world scenario. For example, there are certain obstacles that keep your traffic from compounding as fast as shown above.

One of these is that you'll eventually exhaust all of the leads you can get from your first traffic source. Once this happens, you'll need to take the time to learn to setup the next one that you'll invest into. The same is true of your second traffic source, and third. This delay causes the above to add up slower than the chart shows.

Also, however, if you were continually split-testing your sales funnel, you'd also be continually improving your conversion rates. If you reinvested the further increase in profits from this, the money would actually compound *much* faster.

So, the chart above isn't an exact template of what will happen. But the trend it shows is all the same. Combining increases in conversions with reinvestment into more traffic is perhaps the most powerful way to send a nearly-limitless amount traffic to your website. As you saw yourself, the results *explode* over time.

How to get the most out of the nearly-limitless traffic technique

When applying this technique, it's advisable to, at first, reinvest 100% (or as much as you can), until your business reaches your desired level of income. Then, you may consider taking more as a profit for yourself instead. Doing this will allow you to get to your target income as quickly as possible.

The other way to speed up the traffic growth from this technique is to increase your life-time visitor value; the measure of how much each lead is worth to you for the life-time of that customer. If you can increase this, it means you'll have more profits available to reinvest ... and so your income can grow even faster.

Plus, getting the increases in conversions that improve your life-time visitor value aren't difficult. For example, doubling the conversion rate of your advertising or a sales letter isn't rocket science. It just requires using split-testing and testing some sensible things.

Once you've doubled it, you'll likely also find it isn't that hard to triple it either.

Even better, improvements in conversion rates don't just add together they multiply. So if your sales funnel is comprised of a google AdWords ad, a landing page with an opt-in for your list, a product sales letter and an upsell sales letter... and you double the conversion rate of each one...

$2 \times 2 \times 2 \times 2 = 16x$ the original conversion rate

If you reinvested those gains in profits, can you imagine how fast your traffic volume could take off?

Here's the most important thing, though: If you are spending your time doing traffic manually yourself, you'll likely never have the time to focus on increasing your life-time visitor value and focusing on reinvesting (which are required for the nearly limitless traffic technique to work).

If you are doing manual traffic, and lack capital to do otherwise, that's fine. But have a plan in place for transitioning to paying others to do it for you or using paid traffic as soon as possible. You want to get in a position where you are investing your money instead of personal time and energy. Then you are able to spend your time and energy on the big-money stuff instead (strategically investing your money).

On another note, many people will criticize what was shared in this report by saying "it takes too long" or "it's too hard." In reality, though, taking the time to take these deliberate steps is actually *far* faster than trying to rush in and get rich quick.

But at the end of the day, it comes down to this: What is harder ... doing the things that allow you to build the life you dreams of ... or watching as only others get what you desire?

Here's what you need to do now ...

Your Next Action Steps:

1. Pick a single good traffic source to start with. Do not try to do all of them at once.
2. Start tracking and testing – At first, you want to know how long it is taking you to make your money back after buying a lead ... so you can aim to be breaking even as soon as possible.

Assuming you are using an e-mail opt-in on your landing page, and an e-mail sequence afterward that sends them to a product sales letter ... try to optimize those first few pieces of your sales funnel so that you make back what you spent on traffic at the time they see that first offer you make them; ideally, within a week after buying the traffic.

3. Once you're breaking even within 7 days, start reinvesting as much as you can into buying more leads.
4. Create a clear plan in place for continually improving your life-time visitor value over time (the amount one customer is worth to you over the long term). Improve conversions at each step in your sales funnel.
5. Once you exhaust all the leads from your first traffic source, start investing into another one.
6. Keep improving your life-time visitor value, reinvesting and expanding into new traffic sources.

Related Resources

- **Libre Office** – Free spreadsheet software that is helpful for tracking your numbers, such as your life-time visitor value. You can set it up to

do all of the math for you.

- **It's critical that you use split-testing to keep improving your conversion rates.** To help you do this, you can use the free software "Google Analytics" or "Visual Website Optimizer." Whichever one you find to your liking.
- If you are unsure of what things to test to increase conversions, learn at least the basics of "Copywriting" and "Direct Response Design." These will help you understand what types of things you should test.

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