

Interesting Story...

- Get a Call from Top Affiliate
- Team Member Refunded TTP
- Leader Got Angry
- Team Member Got Great Results - Traffic, Leads & Sales!
- But Was Low on Funds & Asked for Refund
- He Rips Team Member
- Guy Feels Like a Turd
- We Get Flooded with Emails, FB Msgs, Voicemails, etc.
- I Was Laughing...
- But Also Saddened

Something interesting happened last week. [click] I got a call from one of our top affiliates about something totally unexpected.

He explained to me that one of his team members had non-chalantly mentioned to him that he had [click] refunded our The Traffic Playbook course, which we launched last month to rave reviews!

[click] This made our affiliate very angry!

Not because he had refunded, necessarily or because he lost some commission, but because just a couple weeks ago, the team member that had refunded was telling his upline, posting on Facebook how awesome TTP was [click] and showing screen shots of a massive increase in traffic and leads, as a result of the course.

[click] Apparently, the guy was running low on funds and hadn't been paid yet by his company for his recent sales. So since he was still within his 30-day refund period, decided that despite the value and killer results he had gotten from our course, he would request a refund - which we of course obliged.

Well, our affiliate being the leader that he is, [click] ripped into his team member and made him feel [click] like a little turd for his behavior and basically said that he wouldn't mentor him anymore, as a result.

[click] We then we start getting a flood of messages via email, Facebook, phone messages and anyway his team member could contact us, requesting a reversal of the refund and saying that it was a mistake and he's sorry.

At that point is when our affiliate called us, explaining the situation and asking me if we'd be willing to let him back in the course.

[click] I was laughing on the inside, but [click] also a little saddened by the situation, cause I know this happens a lot in our industry and most likely, is happening for Traffic Playbook because we designed it to be consumed quickly so people can take quick action.

Design Flaw in Traffic Playbook

- Designed to Be Consumed Quickly
- Most Other Courses Drag on for Weeks to Prevent Refunds
- We Knew We Were at Risk
- Get People to Take Action & Get Results
- Avoid Paralyzing People with Never Ending Theory & Study
- Action is the Best Way to Learn & Master

Unlike most courses, which will [click] drag on for weeks and well past the refund period (intended to prevent refunds), we knew we were putting ourselves at risk by designing [click] TTP to encourage taking action and [click] avoid paralyzing people with never ending theory and study, because the truth is, [click] action is the absolute best way to learn and master marketing. [change]

What's Right vs Profits

- Sometimes Doing the Right Thing Will Hurt You
- People Will Take Advantage
- However, We Still Believe in the Majority of People
- We Will NOT Let Risk Deter Us, From What's Right

Often, when you try to do the right thing for your customers, [click] some will take advantage. [click] However, we still believe a majority of people in the industry will still do the right thing, so [click] we will not let the risk of our design, deter us from doing the right thing as well.[change]

“Do you have a package deal to get everything rolling while at the same time, I’m learning as I go and someone is kicking my butt!” - Lara M.

Last week we received this question during one of our member webinars. Lara asked, “Do you have a package deal to get everything rolling while at the same time, I’m learning as I go and someone is kicking my butt!”

Lara here expressed specific desires and is willing to invest more in her growth and education, to achieve them. The mindset Lara is expressing here is that of a serious business woman, who wants to take her business, education and skills to the next level, by working directly with expert mentors and she would like a mechanism in place to keep her accountable, to make sure her investment has a maximum return.
[change]

Why People Succeed or Fail

Person Who Fails

- Prone to Cheating/Short-cuts
- Blames Outside Forces
- Believes in Silver Bullet
- Does the Minimum
- Something for Nothing
- Entitlement Mentality

Person Who Succeeds

- Operates with Integrity
- Takes Responsibility
- Seeks Out Experts at Costs
- Does Whatever It Takes
- Invests Heavily in Self
- Willing to Earn Her Keep

And the contrast between the guy who refunded, despite getting awesome results and Lara can be presented here. A person who is likely to fail is [click] prone to cheating & taking short cuts - I shared with you that when push came to shove, he was willing to cheat his sponsor and us out of money, in order to resolve an issue in his life.

These people [click] also blame others for their situations - in the story, I didn't mention that this guy also spent a lot of energy by first justifying what he did to our affiliate by blaming his company for the delay between sales & payments, his wife cause she was upset about him spending money on courses, and he kept going until he ran out of excuses.

[click] People also likely to fail also believe in a "silver bullet" - some secret trick the gurus don't tell anyone about, which makes getting money easy.

[click] As a result they are constantly seeking to do the minimum amount of work to achieve a result.

[click] This leads to a lottery mentality where they want to get something for nothing - someone who goes through a course, gets value and refunds is essentially stealing but they justify it - by referencing outside sources.

[click] Finally, all this results in an entitlement mentality, where because of whatever circumstances they are dealing with, that some how we should show pity on them and give advice and our time for free. These are the people which will try to take up all your time on the phone, conferences, etc. yet never take action and get upset when you ask them to pay for consultations.

On the other hand, person likely to succeed operates in the opposite way.

[click] Integrity is a HUGE component in their life, believing that what goes around, comes around - Karma if you will.

[click] They take responsibility for what happens in their life, even things outside their control. Because a person who takes responsibility for their life, knows they control how they respond to situations, make the best of their opportunities and choose things based on the end result they will get from those choices, even if they are difficult or painful and don't let circumstance dictate their future.

[click] They also identify experts in their field and invest within them and study what they know. The more successful the individual the more valuable their advice will be, but also the cost will go up as well. The more of their time you would like, the cost will also go up as a result.

[click] And understanding all this, they are willing to do whatever it takes to achieve a result and aren't delusional about finding a "silver or magic bullet". Nothing will stop them until they get what they want. [click] If you didn't realize it already, these people also invest heavily in themselves and know that they greatest investment one can make is in developing one's skill sets, cause magic bullets or tricks don't exist.

Lara's "Packaged Deal" Request

- Get Everything Rolling - **ACTION**
- Learn as I Go - **MENTORSHIP**
- Someone Kicking My Butt - **ACCOUNTABILITY**

So going back to Lara's request, it really did reflect the traits of someone whom is likely to succeed. First, upfront she said she's willing to invest when she said "packaged deal". Notice she didn't say "can someone get on the phone with me and help me, I'm clueless, not tech savvy and need extra attention. Please help."

[click] She wanted to take action and get results, thus becoming more valuable to herself. [click] And continue to increase her value through our mentorship by continuing to grow. And finally, [click] she wanted to be held accountable, understanding that a mature person puts themselves in an environment which forces action! (This is a HUGE Point!)

And as you can imagine, this type of "packaged deal" may not be cheap, but it is necessary for most entrepreneurs to create sustainable success in their business.

No Matter How Good a Course Is, Wanting to Take Things to the Next Level is the KEY to SUCCESS!

The Truth is, No Matter How Good a Course Is, Wanting to Constantly Take Things to the Next Level is Actually the REAL SECRET to SUCCESS and that includes every leader in this industry, including us!

Back in 2008, Ray and I were seeking to take things to the next level and had the opportunity to be a part of a \$60,000 workshop opportunity with a mentor who built a 7-figure SEO business. The opportunity was to spend the weekend with him at a workshop with other students, where he promised to show us exactly how he build a 7-figure SEO business, how he structured his business, how he engaged clients, EVERYTHING. He was offering his personal hands on help.

When we learned about this, the only question Ray and I had, was how we were going to do it. We thought about mortgaging our homes, etc. Fortunately for us, he offered us a payment option where we paid \$5,000 per month for an entire year! This investment resulted in the launch of SEO Networker, which as a brand by itself - has grossed over \$1.5 Million in sales!

It was the best investment we ever made! Now we want to give you the same opportunity Lara asked for and that we received from one of our mentors, but it will not be just limited to SEO.

TRAFFIC WORKSHOP

Jan 25th – 27th in Los Angeles, CA.



What You Get...

- ✓ 3 Days of Traffic Training & Hands On Setup
- ✓ Generate Traffic & Leads by the 3rd Day to Funnel of Choice
- ✓ Top 3 Existing Funnels Ready for You to Use
- ✓ You Can Choose Your Own Funnel (Optional)
- ✓ Walk You Through YOUR Keyword Research
- ✓ Guaranteed Referral & Approval in Traffic Vance
- ✓ \$1,000 in Traffic Loaded Into Your TrafficVance PPV Account



3 Days of Traffic Setup & Training



- ✓ Master the Following Traffic Methods
 - ✓ PPV
 - ✓ Bing PPC
 - ✓ Facebook PPC
 - ✓ Solo Ads
 - ✓ Search Engine Optimization
- ✓ Get Setup w/ PPV, Bing & Facebook

Guaranteed Traffic Results



- ✓ Never Been Done Before!
- ✓ You'll Be Driving Traffic & Leads by the 3rd Day to Working Offers
- ✓ No One Left Behind

Secret Offers Revealed



- ✓ Get Access to Our Top 3 Funnels for:
 - MLM Niche
 - Make Money Niche
 - Financial/Investment Niche

- ✓ Don't Have an Offer or Funnel?
 - No Problem!
 - Use the Top 3 Funnels We Use

Have an Offer Already?



✓ Bring Your Own Offer (Optional)

- Any Niche is OK
- We'll Help You Get Setup

✓ If You Have Your Own Sales Funnel & Offer Already, We'll Help You Setup the Traffic for It!

Note: We are NOT building funnels or offers. This workshop is 100% traffic!

Keyword/Market Research



- ✓Walk You Step-by-Step Through the Analysis of Your Market
- ✓Find the Most Profitable Keywords
- ✓Find the Most Profitable URLs
- ✓Custom Tailored to Your Offer

Guaranteed Entry Into Traffic Vance



- ✓ We'll Refer You to Traffic Vance
 - Normally Requires 2 Referrals
 - Our Rep There Will Hook You Up
- ✓ Get You Accepted Into the Network
- ✓ Highest Quality PPV Traffic

\$1,000 in Traffic



- ✓ \$1000 Loaded Into Your Traffic Vance Account
- ✓ Start Driving Traffic Immediately
- ✓ No Additional Costs

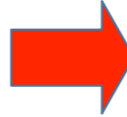
Real Cost: \$1,000.00

The Traffic Workshop Total Value

| | |
|--|-----------|
| 3 Days of Hands On Traffic Training & Setup | \$9,997 |
| \$1,000 in Traffic Loaded into Traffic Vance Account | \$1,000 |
| Access to Top 3 Converting Funnels We Use | \$1,000 |
| Walk You Through Your Market & Keyword Research | \$2,000 |
| Guaranteed Approval in Traffic Vance | Priceless |
| Guaranteed Traffic and Leads by Day 3 | Priceless |

Total Retail Value \$14,997

Remember Our \$1000/Month Start?



If All You Did Was What We Did Over 12 Months, Would It Be Worth It?

Real World Value ~~\$14,997~~
Your Risk FREE Investment Only

\$4,997

However, No Upfront Payment is Required TODAY!

www.theTrafficPlaybook.com/workshop

THERE IS ZERO RISK!

This is an APPLICATION ONLY!

In fact, we will **NOT** even allow you in if we aren't certain you can reach the success you want to achieve.

Traffic Playbook Course

✓ 5 Module Private Training on:

- ✓ PPV
- ✓ Bing PPC
- ✓ Facebook PPC
- ✓ SEO
- ✓ Basis for Workshop



Retail Value \$997

www.theTrafficPlaybook.com/workshop

PPV Authority: The Advanced Course

- ✓ Advanced PPV Training
- ✓ Landing Page Design Secrets
- ✓ Keyword & Market Research on Steroids
- ✓ Easily 'Trim the Fat' & Cut Your Lead Cost in Half!
- ✓ Scale Your Campaigns Up to 500 - 1,000 Leads per Day



Retail Value \$1,997

www.theTrafficPlaybook.com/workshop

SEO Networker 3.5

- ✓ Most Comprehensive SEO Course in the World
- ✓ Underground Free Traffic Strategies of the Top SEO's in the World
- ✓ \$300,000 Worth of Training
- ✓ Everything We Know About SEO



Retail Value \$1,997

www.theTrafficPlaybook.com/workshop

If You Purchased TTP!

Your Full Investment in Traffic Playbook, PPV
Authority and SEO Networker 3.5 Will be
CREDITED Towards Your Workshop Tuition

$\$297 \text{ (TTP)} + \$497 \text{ (PA)} + \$297 \text{ (SN3.5)} + \39 (R\&D)
= Up to \$1130 Credit

Access to ALL NES Recordings

✓ Digital Access to Home Study courses for:

✓ No Excuses Summit

✓ No Excuses Summit II

✓ No Excuses Summit III



Retail Value \$1,997

www.theTrafficPlaybook.com/workshop

I-Hour Traffic Consulting Call

- ✓ Claim Anytime Within the Next 12 Months:
- ✓ I-Hour Call to Review Progress & Results
- ✓ Re-Work Campaigns for Max Profits
- ✓ Help You Re-Do Keywords, URLs & Ad Copy
- ✓ We'll Treat Your Business Like Our Business



Real World Value \$997

www.theTrafficPlaybook.com/workshop

Private Facebook Mastermind

- ✓ 24/7 Access to 'Workshop' Group
- ✓ Get Questions Answered by Members & by Ray, Ferny and Eric
- ✓ Ad Campaign Reviews
- ✓ Lifetime Access



Real World Value \$997

www.theTrafficPlaybook.com/workshop

2 Tickets To No Excuses Summit 4!



Retail Value \$1,497

www.theTrafficPlaybook.com/workshop

Traffic Workshop Value w/ Bonuses!

| | |
|--|-----------|
| 3 Days of Hands On Traffic Training & Setup | \$9,997 |
| \$1,000 in Traffic Loaded into Traffic Vance Account | \$1,000 |
| Access to Top 3 Converting Funnels We Use | \$1,000 |
| Walk You Through Your Market & Keyword Research | \$2,000 |
| Guaranteed Approval in Traffic Vance | Priceless |
| Guaranteed Traffic and Leads by Day 3 | Priceless |
| Traffic Playbook Course | \$997 |
| PPV Authority: Advanced Course | \$1,997 |
| No Excuses I, II and III Home Study Courses | \$1,997 |
| SEO Networker 3.5 | \$1,997 |
| 1-Hour Consultation in Next 12 Months | \$997 |
| Workshop Mastermind Group on Facebook | \$997 |
| 2 Tickets to No Excuses Summit 4 | \$1,497 |

Total Real Value \$25,476

Real World Value ~~\$24,475~~
Your Risk FREE Investment Only

\$4,997

www.theTrafficPlaybook.com/workshop

This complete offer is only good for today.

If ALL this system did was get your first million \$ deal, would it be worth the investment?

If ALL this system did was get you one deal per month would it be worth the investment?

If ALL this system did was show you how to be financially free like me, would it be worth it?

How many of you want that NOW?

Who This Is NOT For...

- Those who don't have a strong desire to earn 6-figures in the next 12 months
- Those not willing to take massive action
- Those who don't accept personal responsibility
- Those who can't make the workshop dates
- Negative people who blame others or circumstances
- Anyone we decide for whatever reason not to allow in

www.theTrafficPlaybook.com/workshop

Who This IS For...

- Do you have a burning desire to earn 6-figures in the next 12 months?
- Are you willing to take massive action?
- Can you make the workshop dates?
- Are you willing to invest in your success?
- Do you have a winning attitude?

www.theTrafficPlaybook.com/workshop

Do You Qualify? Find Out!

The image is a promotional collage for a workshop. At the top center, the text "Do You Qualify? Find Out!" is displayed. Below this, a central photograph shows a workshop in progress with participants seated at long tables. To the left of the photo are several DVD cases, some labeled "35" and "PPV". To the right is a logo for "NO EXCUSES SUMMIT" and a green logo for "TRAFFIC PLAYBOOK". Below the central photo is a red arrow pointing downwards, and to its right is a green WhatsApp icon. At the bottom center, there is a screenshot of a Facebook page. At the very bottom, the URL www.theTrafficPlaybook.com/workshop is written in blue text.

www.theTrafficPlaybook.com/workshop