How To Use Content to Create Recurring Traffic

BusinessBolts.com

Using Content to Leverage Traffic

In the online world, you already know you need traffic to make anything happen. You need it for anyone to buy from you, click on ads that make you money, opt into your list, leave comments on your web pages, follow you on twitter, literally anything.

You can't even figure out what to improve about your marketing without traffic.

Fortunately, there are loads of traffic generation methods out there so you can start making things happen for your business.

Traffic is great, but it's even better if you've got a system in place for generating new traffic. That way at least some of the traffic you need to generate leads, sales, and income is not a huge time consuming hassle for you each and every month.

Implementing a process like this allows you to really leverage your time.

And it also allows you to incrementally grow your traffic.

That's because if you've got recurring traffic systems in place, you won't keep slipping backward as often (or go as far backward if you do).

Imagine you have two choices for getting to the top of a mountain.

Choice A is a windy trail that takes you around the mountain several times with ups and downs. Half the time you don't even feel like you're getting any closer to the top.

Choice B is a straight stairway carved right into the face of the mountain. Every time you climb a step you gain in altitude until you reach the summit. You don't waste any time climbing up and then back down, you keep going up.

Having a recurring traffic system in place is like taking the stairway up the mountain.

It's all too common for people trying to grow a business to give up because they don't feel like they're making any progress.

Having a steady stream of traffic (even a small one at first) will help you make that progress.

It will also help you control at least that aspect of your business.

It's actually very difficult to improve on your sales process without traffic so in reality, everything starts with it.

While I cannot guarantee this will enable you to grow a 6-figure business or beyond, I've seen great success setting up recurring traffic systems and so have many others I've helped along the way.

Obviously there's a learning curve to making this system work.

But there are many other businesses using the same general system and enough success stories out there that I'm confident you can gain from the information in this training too.

So let's get started with the details.

Content is at the core of recurring traffic. The idea is you create any particular piece of content one time and it attracts traffic to it over and over again. It's not like an ad where you have to keep paying to continue getting traffic. You put in the effort one time and leverage that effort.

This works because the internet is a giant repository of content.

Content (which is really just information) is usually what people go online looking for in the first place. They seek it out to help solve their problems, make decisions, and make their lives easier.

I can guarantee that people in your market are going online right now to find information to help them figure things out. I'm sure you'll agree you can get a lot

of traffic just by stepping in front of that stampede of people by being the one who serves up that content.

So that's at the heart of this strategy.

You may think since I brought up content that I'm talking specifically about blogging.

You can definitely use the blogging model for publishing your content, but you don't have to. The biggest problem I see with blogging for traffic is that most people who blog don't have a system. Most bloggers have a blog and they have a list of subscribers. They write a blog post and let their list of subscribers know about that new post.

That's usually where the promotion side of things ends.

And when it comes to the content, most bloggers believe their subscribers are interested in the topic, but they don't create the content with the thought of attracting new subscribers.

So they miss out on a lot of traffic potential because they're not creating and promoting content for maximum impact.

Many static sites make the same mistakes.

Although creating educational, informative content is important, your content can and should serve more than one purpose. You don't want to fall into the trap of creating it just so your subscribers get it, read it, and then start the process again.

It should be there to keep your current subscribers happy plus attract lots of new visitors.

Instead of having each piece of content fade away and get buried, it's best to create it to serve a bigger purpose for your business.

You want to create content and position it in front of that stampede of people looking for answers to their questions or solutions to their problems.

Blogging is fine.

If you've already started blogging you don't need to do anything radically different. It's a great platform for publishing content.

But the thing is, you need to be strategic about the content you create for your blog. With a few shifts to your mindset and your strategy you can see better results.

Using content to set-up a recurring traffic system is absolutely not limited to blogging. It works with any type of web site with content on it.

In fact, it's possible to create all the content you're ever going to have on your site initially. Then you can set it up in such a way that you get ongoing traffic from it without creating any new content for a long while.

This training will help you get into the habit of creating web content that results in steady, targeted traffic to your site.

Valuable, useful content is at the core of this system. But you can't just create it and expect people to show up.

Here's what you'll be doing to get that ongoing traffic:

1. Optimize your content for the search engines.

Traffic from the search engines should not be dismissed. Yes the algorithms change often, but their entire goal is to rank the best content highest.

By creating highly valuable, useful content with good SEO practices in mind you'll be more likely to keep those high rankings for the long-term because useful content is exactly what search engines want to show their visitors.

2. Optimize your content for sharing.

If you create valuable, useful web content and you optimize it for sharing, then you won't have to rely solely on the search engines, because at least some of your

visitors will help you pass it around. They'll actually help you promote your content and your site.

So you'll get a lot of referral traffic. This can come from social platforms like Twitter and Facebook as well as people emailing your content, mentioning it on forums, and real word-of-mouth. As you can see, some of these methods also result in backlinks to your site (which also boosts your rankings in the search engines).

3. Promote your content for links from relevant, popular sites in your market.

When other sites are exposed to your useful content, some of them will link back to it.

These aren't manufactured backlinks. These are real backlinks from sites with actual traffic. So you'll get direct traffic from those sites too. Not only do links like these bring you traffic, but they also help boost your rankings.

4. Connect your content to existing channels.

Make connections to your own content. You can mention content you've published in the past from within your autoresponder, link to it from your newer content, set up a special resource area on your site to draw attention to your best content on a specific topic, and more.

This helps you recycle your content and get the most out of it.

5. Let your subscribers know when you publish new content.

Finally, when you publish new content you'll let your subscribers know about it.

That's what most everyone does so this isn't a big surprise.

But that's usually all most people ever do.

Create content that results in the first four plus this one and you'll be on your way to ongoing traffic.

The goal is to try to incorporate each of these elements into every piece of content you create.

It's very effective because when you take a break from creating new content, your old content still brings in new traffic.

Plus the traffic to that content can come from a variety of sources. That means you're not as dependent on any one source of traffic.

Again, we're going for the gold here.

We're trying to create content that gets high rankings, referrals, and direct traffic from other sites.

We're also connecting the new content to our other content channels (like our old content and our email follow-up sequence). That way more people see it. And we're notifying our list of subscribers, including any social media followers we've got.

This takes real effort and planning, but the benefits far outweigh the results you'll see compared to creating random content.

In addition to traffic, there's also one more benefit to creating educational, informative content in your market.

And that's just that any free, valuable content you give out has a way of coming back to you over and over.

It helps position you as an authority. That means people are more likely to associate you, your company, your brand, and your site as a trusted advisor.

As a result, they'll be more likely to buy your products and services, trust your suggestions (resulting in more affiliate commissions), and come back to check-out more of your content (getting you more page views which is great especially if you're running ads on your site).

However you earn from your business, you'll likely increase your earnings just by creating useful, relevant content.

Proof Recurring Traffic is Possible

We'll get to the details of the system later, but first, here's the proof and a few real-world implementations.

The first one is a personal example, the last 3 are not.

Test Preparation

I used the recurring traffic system to grow my very first company. I created a test prep course and had no idea how to market it. After setting up a website I waited for someone (anyone) to buy the course and it never happened. At least not until I figured out how to attract traffic to the site.

I was able to get quite a lot of traffic (about 10,000 visitors pretty consistently every month) by following this system. I created content that was optimized for the search engines, got visitor referrals, and links from sites that sent me targeted traffic.

I also set up an autoresponder and sent subscribers back to the content because many of them never saw it otherwise. And I let subscribers know when I updated my content or when I published something new.

I used a little paid traffic and that also helped, but it was nowhere near the amount of traffic and income generated just from the content on the site.

This took my business from pretty much zero to heights I never imagined were possible. That was around ten years ago. So this system worked well even back then.

And it still works.

In fact with all the advancements in web 2.0 and sharing of content it's even easier to get this set up.

As you can see this isn't exactly a brand new system, but often it's the tried and tested methods that work best in marketing and business in general.

Here's another example.

Colgate

I'm sure you've heard of Colgate toothpaste. Check out what they're doing here:

Screenshot: http://www.colgate.com

They have an "Oral and Dental Health Resource Center". If you click on that box you'll be presented with an absolute ton of information on oral health. And each topic or category has several great articles, videos, and interactive guides within it.

They've got a ton of valuable stuff in their resource center.

And look who shows up near the top when you type a related keyphrase into Google ...
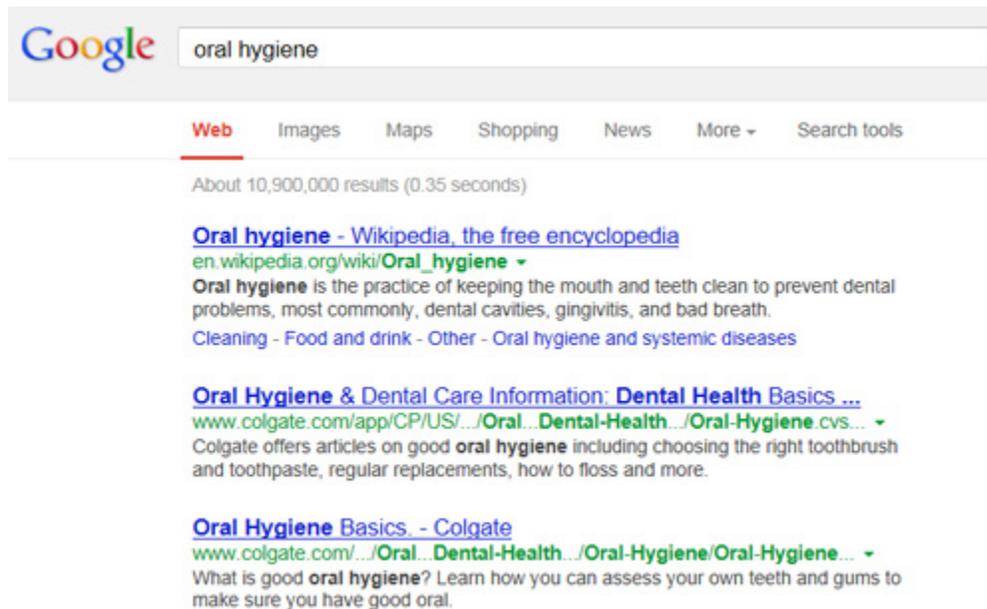
... Colgate (they're in spot #2 and #3).

So they've got some high rankings.

If you visit this resource area on their site you'll see they're encouraging sharing of the articles which probably brings in at least a little recurring traffic.

And Colgate's resource articles help position them as a market leader in dental and oral health. It helps spread their brand awareness. And there's no doubt it brings in a lot of traffic to their site.

By glancing at their resource center it's obvious they had a strategy in place before they put all this content together. That's what makes all the difference.

And if you look carefully, you'll notice that this section of their site is not put together as a blog. I'm sure it would work well with a blog setup, but it's currently a static part of their website and isn't published in any chronological order like the typical blog is.

Just proof that this works without blogging for those who who'd rather set up a resource section instead of a blog. There are many different ways of publishing your content (blogging included). But in the end it depends on your market, your goals, and your personal preference.

American Express - AmEx Open Forum

The American Express Open Forum publishes content by a variety of business experts.

The interesting thing about this is American Express doesn't even need a staff of writers to contribute, they're getting the content from a variety of experts and freelance writers. It's not exactly highly optimized, but you may be able to incorporate this into your plan.

Many writers contribute content without pay for the exposure as this is a growing community for people interested in business and marketing. So experts are motivated to write something useful in the hopes of impressing readers to go visit their website or get in contact with them.

It's really a win-win for American Express, the writers, and visitors of the site. They've now got a great collection of valuable content written for business owners by experts and they leverage their brand to get many of these experts to create content for them.

Universe Today

This site doesn't sell any products or services directly, but has a wide collection of content on it that is monetized with ads.

The owner, Fraser Cain has stated he writes around astronomy topics people are actually searching for. He uncovers these phrases with keyword tools.

He and his team also write timely content based on astronomy news. But there's a lot of great content put together to educate visitors on aspects of astronomy that won't change (except when astronomers do crazy things like vote Pluto off the list of planets in our solar system ... who saw that coming?).

Most of this is under the 'Guide to Space'.

Guide to Space
by FRASER CAIN *on* APRIL 24, 2008

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Want to stay on top of all the space news? Follow **@universetoday** on Twitter

The Solar System

- The Sun
- Mercury
- Venus
- Earth
  - The Moon
- Mars
- Asteroids
- Jupiter
- Saturn
  - Saturn's Moons

If you click on 'Sun' there are a ton of articles covering every aspect of the sun. It really serves as a fantastic online reference guide.

Many of these articles are currently ranking well, are linked to by a lot of web sites, and are heavily shared by their visitors. Fraser mentioned that the site gets about 3 to 4 million visitors a month when I interviewed him in December of 2012.

It's a great resource with a ton of traffic. If you go through the articles there are even more links to a collection of articles covering sunspots and even frequently asked questions like 'Why does the sun rise in the east?'.

Sun's Atmosphere

- Corona
- Chromosphere
- Protosphere
- Sunspots
- Filament
- Solar Prominence
- ~~Coronal Mass Ejections~~

Location and Movement of the Sun

- Does the Sun Rotate?
- Why Does the Sun Rise in the East?
- Declination of the Sun
- Sun Orbit
- Path of the Sun

These content ideas are likely based on keyword research.

All topics of astronomy are currently covered in his guide, but it took a while to build this up.

So you can start small.

Even with a small start, it's better to have a master plan in the beginning. I'm sure Fraser had an idea this was where he wanted his site to be and he did the work to get there.

If you don't have a plan for your content, I'd highly suggest you take a break from creating more until you get that plan. It may seem radical, but the reality is you're not going to achieve your goals without a plan.

Setting Up Content for Recurring Traffic

As you can see, the idea of producing content to leverage your time and create a recurring traffic system works. And it works well in many different formats (including both static sites and blogs).

You can publish all the content you're ever going to have on your site right when it first launches or you can stagger it on a blog platform.

Either way if you do this well it'll bring in traffic for a lot longer than if you just send out an email to your current subscribers.

Obviously, the length of time your content brings in traffic is based on several criteria. For one, you may have to watch out for competitors who create better content than yours, or who work at promoting it more than you do. And second, your content could become outdated and therefore, not as valuable anymore.

So you may need to update and maintain your content. But the point is if you actively work toward getting ongoing traffic and you put a plan in place to encourage that you will see much more traffic and it will continue over time.

As you've seen, this also works across a variety of industries.

In fact I'm sure it works for any industry because people actively seek information for any and every topic known.

Earlier I touched on the components to making this work.

So you already realize we do this with a real strategy.

You can't just write about whatever you want. There has to be a real strategy behind your actions.

Every piece of content on your website should serve more than one purpose. You're putting it out there where it's completely free. People can get it right off your site so you want to maximize it as best as possible.

Here's how you do this:

The first step is to create a list of content ideas.

Although it's tempting to come up with a list of ideas off the top of your head in a brainstorming session, there's no real process to that . So it never works as well.

The thing is, your list of content ideas should only include content topics that will be popular to your target market.

Not all content is the type people will have an interest in sharing, linking to, or even reading.

You need to make sure you're working toward creating the type of content people will actually be interested in. There's cost in money and/or time with the creation of every piece of content. To see the best results, your content can't just be what you want to create, but what will be most effective.

So the very first thing you need to do is to get in tune with your market. You need to figure out what people in your market are interested in. The topics they want to hear about will become your ideas for content.

So figure out the following for your target market:

- What are their pressing questions?

- What are their problems?

- What do they find interesting and entertaining?

There's no use reinventing the wheel here. You have all this information right at your fingertips as long as you've got an online connection.

In order to do this research start by making a list of the top sites in your market.

Visit the web sites on your list and see which articles have lots of likes and tweets (most sites include these icons with the number right on the article). Look through

a few articles and see what's already being shared. This is an indication that's a popular topic.

Also pay special attention to the content on these sites with lots of comments.

Comments show that people are interacting with and are interested in that content.

Include all the topics from content with shares and comments on your list of content ideas. This is the type of content people in your target market are most interested in.

Here are a few other places to find popular content ideas:

- Google Alerts for your topics.

- Read books (especially best-selling books) in your market. Incorporate these ideas in your content.

- Visit forums in your market and see what questions come up. Sort the threads if you're able to so you can see what the most popular threads are.

- Check-out any LinkedIn groups that exist on your topic or in your market.

- Visit Yahoo Answers and other 'question and answer' sites and see what questions come up in your market.

- Review blogs in your market and read the comments. See how you can address the questions readers have in your own content.

- Visit social media sites. Follow the influencers in your market to gain ideas. Be sure to give them credit for anything you use of theirs.

- Look at your own site for content ideas (this may come from your readers in your comments if you allow them or emails to you).

- Conduct keyword research. You can find keyphrases with a keyword tool like Wordtracker or the Google Adwords Keyword Tool and see what people are actually searching for.

Again, you're basically getting in-tune with what people in your market are most interested in. You'll eventually provide content on those topics to them.

So from this activity, put together a list of content ideas. And make sure the list only includes ideas for topics that people are actually interested in based on your research.

From there, before you create any one piece of content off that list of popular content ideas, you need to go further and look at each of the following elements.

Figure out how you'll incorporate these elements into the content before or while you're creating (or outsourcing) it to see maximum results.

1. Optimize your content for the search engines.

If you're going to create content you may as well incorporate the actual keyphrases your market is using to search for that topic within the content. If you do that then you're at least on the pathway to optimizing it for the search engines.

There's no real reason not to take this step.

It doesn't take long and the effort is well worth it.

I have articles that bring me thousands of visitors each and every month just from high rankings in the search engines.

You'll win some and you'll lose some.

And by that I mean not every article you optimize is going to get top rankings. But if you've got 10 articles bringing in 3,000 visitors a month (which is just 100 visitors a day) then you'll be at 30,000 visitors a month.

Even if you only get half these figures that's still an extra 15,000 visitors a month.

That's a lot of ongoing traffic especially if it's targeted to your market.

What if you create 10 new pieces of content every quarter that have this effect?

Even if some of your old content drops off and brings you less viewers, you'll still see ongoing growth in your traffic.

So SEO is a skill worth developing.

Once you've got a content idea selected the first step is to find keyphrases related to that topic by using a keyword tool.

Find a few phrases that make sense to include within your content idea.

The next step is to create valuable, useful content based on that popular content idea.

I'm not talking about stuff your English teacher will go nuts over (although it's great if they do).

The key is to create content that's valuable, that solves a problem, or helps people understand something. Help people through your content (or even entertain them).

Lastly, here's a quick-rundown of what to do with those keyphrases. Work them naturally into the following components of your web pages:

- Title

- Meta tags

- Headline of the article

- Use in the content, but write naturally

- Link to the content using those keyphrases

You can definitely get too carried away with optimizing your page for these keyphrases, that's part of the reason why I recommend including more than one keyphrase in each piece of content you create.

It'll be harder for you to over-optimize for 5 or more phrases because you'll work hard just get them all on the page.

Usually including the keyphrase on the page once is enough. Although you want to include the phrases, the most important thing in the end is to still have a well written page that makes sense.

There's a lot more to SEO, but this is a great start. This 5-minute optimization tutorial alone will help put you on the right path to longer-term rankings.

2. Optimize your content for sharing.

Word-of-mouth is very powerful. You can get a whole army of people helping you promote your brand.

Creating useful content is a great way to get people to help you spread the word about your site and your brand.

It's almost like a backdoor.

It's not likely you'll be able to create an ad that people want to send to their friends. But you can create content related to your target market that people find valuable enough or entertaining enough to share.

You can't make people talk about you, but there are a few things you can do to encourage it.

Add sharing buttons on the pages with your content so people can share it easily.

People who have Twitter and Facebook accounts already (like the one's who are following you on those social media profiles) are more likely to 'tweet' and 'like' your content.

It may be worth it to build a following on Twitter and Facebook just to help you get more shares. If you've got a social media account, you should promote your own content on these sites to get things started off.

Many of the people who share your content will already have plenty of followers. They'll see they shared your content. So it makes sense to be active on those sites just for that reason.

In contrast, the random person who lands on your site from the search engines may not even have a Twitter account. And that means they're not going to share it there no matter how much value they got out of your content.

Before you create a piece of content from your list of popular content ideas, you can tell your followers about the content you've got in the works.

You can even do this with your email list. I've had success building up anticipation before I publish new content.

If you do this more of your followers and subscribers will visit it. Usually, the more visitors you get, the more sharing you'll have (as long as it's useful stuff).

Another tip is to only use a small number of share buttons.

At this point, bookmarking has gone the way of social media. And most people who use social media have a Twitter or a Facebook account (however this may be different for your market so I suggest spending some time looking around before you decide).

If you include too many buttons you're giving your visitors too many choices. As a result, they might not share anything.

Make sure to put these social buttons in a couple of spots on your web pages near and around your content.

And finally ask people to share your content. Put the words 'Please share' or something like that within your content or near the share buttons. Just asking helps.

As your content gets ranked higher in the search engines for keyphrases people are actively typing into the search boxes, people will continue to share it.

3. Promote your content for links from relevant, popular sites in your market.

Before you create a piece of content off your list of popular content ideas, you may want to figure out who might link to it first.

Here are a few things you'll want to know:

- What are people already linking to?

- Who are these people?

That way you'll know who to promote it to once it's created.

You can figure this out by examining the top ranked pages for any given keyphrase. Use a [backlink checker](#) to find out how many links they've got and who is doing the linking. Now you know who's linking to similar content.

You can network with and try to make connections with those people.

And in addition to getting links from those exact people you will get great ideas for the type of site to ask for a link from.

For instance if you have a piece of useful content on the "best desktop replacement laptops" and you go look at who links to the top ranking sites with articles like yours you might see that college blogs are linking to it.

That should give you a tip off to let blogs on the topic of college life know about your content.

Help them see why your content may be useful to their visitors.

4. Connect your content to existing channels.

Think about how your content fits in with your overall site before you create it. Each piece of content on your site is like a puzzle piece. Everything should fit

together. It should be targeted to bring in the type of visitor who will be most interested in your offers.

You'll want to ask yourself the following questions:

- What do your subscribers want to know about?

- What content on your site has already made waves?

- Is there a way to expand on the popular topics already covered on your site?

These question will help keep you on track to create content that fits into your site. And they'll help you take advantage of what you already know about the people in your market and how they react to certain topics.

You'll also want to see how and where any new content you create can be referred to by your old content.

For example:

- Can you add this new content to your follow-up email sequence?

- Can you organize the content in some way that it becomes a step-by-step process?

- Will readers who land on a piece of your old content appreciate having a link to your new content? Does it add to the old content or expand on it?

One problem with blogs is that the content is usually ordered by date. But that may not be the most useful way for your visitors to consume it. So adding in these links helps them find it (and helps you get it seen).

Even if you're not blogging, you may need to step back and figure out how all your content connects together. You want to make every connection back to each piece of content that you can.

You took the time or spent the money to create each piece of content on your site. So you want to make sure people can find it easily. It shouldn't just be the content you published last Tuesday to make your subscribers happy.

Unless you're starting a news site or are really creating an online journal into some detailed aspect of your life it's too much effort to create useful content to bury it like that.

Bloggers call their best content 'pillar content' which is a great term. They'll suggest linking to it and drawing extra attention to it which is very smart. But really, you may want to ask yourself why you're creating any content that doesn't fit into the 'pillar content' category.

Again, unless you're running a news site or a special contest, why wouldn't all your content be the type that someone's interested in enough that you pull it out of the typical chronological blog order and showcase it.

This can be done by creating categories in your navigation menus or linking specifically back to it from other pages.

If the thought of this sounds like too much content creation, just think about why you're posting as often as you do (because you may be able to cut back on that).

There's no reason to push out mediocre content every day or even every week.

No one really wants to read all that. Here are some other things you also need to do whether it's just you or a team effort:

- You or your team need time to work on providing good products or services (or matching people up with those if you specialize in affiliate marketing or running ads).

- You or your team need time to promote your content, your site, your brand, and your offers.

- You or your team need time to check your conversions rates and increase them.

- You or your team need to work toward building a list of subscribers and building a relationship with the subscribers on that list.

If the only thing you or your team is doing is creating content for your site or blog and you don't have time for anything else you're going to spin your wheels and dig yourself into a giant hole.

Even if you've got employees, think about how many you've got slated just for content creation.

You want to make sure that's paying off for you.

It's possible those employees would more effectively help increase your revenue if they only created 'pillar content' or 'highly valuable content' based on popular topics and they spent more time promoting that content.

If you're running your business on your own, then taking that same strategy of producing less is going to keep you from going crazy.

It's OK to reduce your publishing schedule if need be. If a newsletter sent me notice that they were going to publish less often, but that the content was going to be even better than before I'd be happy about that.

I'm sure any reasonable person would feel the same way.

Aim for creating better content on proven popular topics using the principles in this training and you'll see better results.

5. Let your subscribers know when you publish new content.

And finally, send out an email to your subscribers with a link to your new content.

If you're building up a social media platform make sure to let people know about the content there too (again, they're the ones most likely to share it on those platforms).

Another tip here is if you're willing to update your old content, you can always re-publish it and let your subscribers know about that.

Maybe the first time you published a particular piece of content you got 10 links and dozens of people sharing it on Twitter and Facebook.

If you update it or significantly add to it to make it even better then you can let your subscribers know about it again.

The second time you promote it you might double the amount of links and shares back to that page. And all these new links will be coming to the same page which makes it look even more popular. This can lead to even higher rankings in the search engines.

Although hardly anyone does it, in many cases you'll get a higher return on your investment because you're constantly improving pages that grow in popularity instead of just churning out new pages, none of which ever have the chance to reach their potential.

Creating the content already takes effort. Don't waste the opportunity to create recurring traffic from each piece of content you've got.

Doing a small amount of research up front on the types of content people in your market find popular and interesting will help increase the odds of hitting a home run with each piece of content you create. Adding in the 5 elements will help you keep that traffic coming in for the long term.

Your Next Step

Make sure to put this recurring traffic strategy into action. Your next step is to download the corresponding checklist and use it to implement the tips in this training for your content marketing plan.

The checklist pulls out the most important points and makes it easy for you to apply. You can find that and other VIP resources here.

Also, if you found this information helpful, please share it by linking to our site from yours. We also appreciate if you'd take a moment to tweet about us or spread the word in whatever way is most convenient for you.

We hope you got a lot out of the free training report.

This training report covers the very basics of getting high rankings through SEO. If you want to really master this skill to compete online in a big way we've got more instruction for you.

For More Step-By-Step SEO Training, We Offer An In-Depth, Easy-To-Follow Course ...

Click Here to Learn More

Our guarantee is that each of our programs is streamlined.

As we're sure you realize, more isn't always better. Many *other programs* pack in as much content as possible and throw it together like a 'grab bag' of tips and tools. As a busy entrepreneur, you don't have time to sift through hours of random lectures and try to pick out what to implement into your business.

Every training course or ebook we create is an A to Z resource and includes checklists for you to follow. It's not just about learning new material, but using it in your business so you see results and you see them as quickly as possible.

So if you'd like to get high value training you can actually use to grow your business take a look at what we offer ...

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