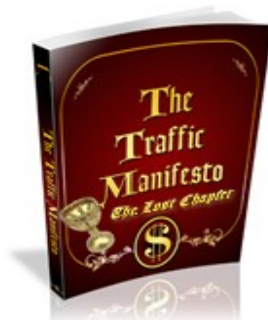


# The Traffic Manifesto



You have stumbled upon the lost chapter of [The Traffic Manifesto!](#)

This is your opportunity to find **ALL of your customers**. Take it and make a difference for your business!



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**You have full and 100% resale and giveaway rights to The Lost Chapter. Feel free to distribute it as you see fit as a bonus, to your list, or put it up on Ebay. I strongly recommend that you rebrand this book by [clicking here](#) and put your affiliate link into it now!**



The Lost Chapter of The Traffic Manifesto was found after being lost in the Mediterranean Sea for just under a year. It was picked up by a U.S. Soldier on leave from the Iraq War.

While enjoying a quiet afternoon fishing on his small boat, the soldier noticed a twinkle floating in the distance. As he steered the boat closer, it became clear that what he saw was a bottle. When he grabbed it, he found this lost chapter rolled up inside.


What the soldier discovered is the story of how one man went through amazing hurdles to become an online marketing dynamo in under two years. The inner secrets of how he discovered where his customers were hiding and create massive amounts of targeted traffic to any site with little effort will be revealed to you in the shocking lost chapter of The Traffic Manifesto.

[The Traffic Manifesto](#)

## Once Upon A Time...

There was a sweet young boy that inspired everyone around him to smile. This boy was abnormally bright and stayed out of the way of others by entertaining himself as often as possible. His bright blue eyes got the attention of anyone close enough to notice them and his sweet giggle was enough to get a smile out of the most cold hearted person you have ever known...



*Fast Forward in Time* 



Mom and Dad are through. New Dad is here now and we've moved from the big city to the middle of nowhere. These new kids are not like me. They're already dating each other and we're only in the 5<sup>th</sup> grade! Things are so different here. I need to figure out where I fit in. All I want is to be a part of something. My family seems so strange to me now...

*Fast Forward in Time* 


We proceeded to beat the crap out of these two guys. We had warned the first guy to stop and he didn't listen. His buddy ran over and Ryan and I both swung at the same moment and knocked him flat out. We turned back to the first guy and went back to beating the living crap out of him. In the end we left him with 7 crushed ribs, and a bunch of other issues...





*Fast Forward in Time* 

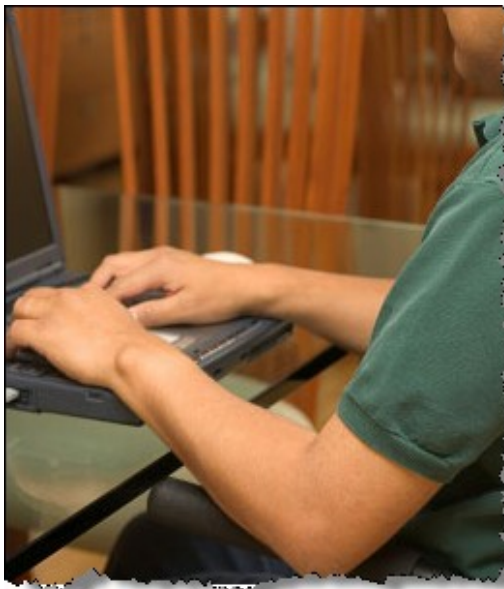
It's about time I get my life together. The Army should straighten me out and help me get my head together. The discipline surely couldn't hurt! This is exactly what I need to begin the rest of my life...

*Fast Forward in Time* 

What did I ever do to deserve this? As I hallucinated Fight Club going on in my head any time I opened my eyes, whoever was in the ICU room popped right into my hallucinations with me. My wife, my friends, even my kids all ended up fighting for my life right next to me. There was no tunnel with a great white light at the end. I simply fought through ten days of being comatose, hoping the entire time that I would come back and be able to be with my wife and kids again...



*Fast Forward In Time* 



Imagine that your entire life has changed. You aren't the sweet young child you used to be. The thug lifestyle doesn't apply to a guy stuck in a wheelchair. You can't be a soldier anymore. What do you do?

Your wife and kids deserve better than the tiny amount of money you've been bringing in and you're struggling to find the best solution to the issue. You have this new online business, it actually earned \$1000 while you were in the hospital. You can't give up! If you can figure this "internet marketing stuff" out, you could finally make it!

*The Next Day...*

“Honey, can you move this chair out of the way, I can't get to the computer?”

“Sure baby, I'm in the middle of changing Shawn, I'll be there in a minute.”

As I sat in my wheelchair, I looked around our small apartment and immediately started thinking of what the future held. I was about to make my mark online and get seriously rich. No more suffering. No more worrying about running out of diapers and not having the cash to get more. No more...

Jaime came and moved the chair and I dove into my computer.

Over the next 14 hours, I talked to my new suppliers, setup a few new products on Ebay and went back to designing my brand new website.

This new site was going to solve the problem of paying Ebay hundreds of dollars in fees. I didn't mind paying a few percent to paypal, but to pay Ebay's fees on top of it ended up costing us just under 10% of every order.

This new site was going to save us a ton of money by making it so we didn't have to pay Ebay's insane fees. I used Yahoo's Site builder and Paypal's shopping cart. It confused me a lot and took a few weeks and we finally had a site that we could be proud of.

We waited, and waited, and waited. No customers.

Worse than no customers, we had no visitors.

Worse than no visitors, we definitely had no buyers.

So, I have this nice website and assumed that people would find it right away. I was sadly mistaken.

If my customers can't find me, I can't make any money.



*And the journey begun...*

"I know I can figure this out honey, I just have to find the right idea that I can apply to find my customers!"

"OK Sweetie."



2 months later and I'm walking again. No more wheelchair as long as I'm at home. I'm still pretty weak, so the chair comes if we go anywhere that will require a lot of walking around. I hate using the walker, in the wheelchair, people just assume my legs don't work.

We've finally gotten to the point where we get a few visitors to the website every day. We posted a link to our site on our "About Me" page on Ebay and that helps. Our username got switched to our website url without the .com to help people find us easier.

The problem is that our website prices have to be a touch less than our Ebay prices and the competition on Ebay is fierce in the first place. If we cut our prices down much more, our profit will be damn near gone...

"Baby, I've got to spend some money to figure out how to get better rankings on the search engines. I'm tired of getting raped by Ebay."

"OK Honey."

So, I scoured Ebay and bought some crappy Ebooks for a few dollars. They had a bunch of information in them and all I had to do was apply the info to totally dominate Google. The problem was that their "methods" didn't work.

I was able to pull some good ideas out of the garbage advice in the different books, so I figured out that all I needed was to setup my on page tags right and build a bunch of links to my website to improve my search engine positioning.

I set to work for hours every day. I wrote articles. I put out press releases. I used social bookmarking sites and posted my links everywhere. I started the first blog in my niche.

**[The Traffic Manifesto](#)**

The amount of visitors to my website improved dramatically with every new piece of information and every link I put up that pointed to my site. Over the next few months...

Google started to send us customers. In fact, we got more every day. I kept writing content and the visitors kept coming.

Our rankings improved over the first three months to the point that we got measurable traffic improvements and I was able to track what really worked.

In crafting my content, I took angles that nobody else was taking. I started educating my customers to get them to the point that they truly understood how my products were made. There were rumors around the net that the Chinese were using harmful chemicals to create the knockoffs people were selling all over the web. I made sure they knew that my beds didn't come from China.

I paid the insane fees to get my site listed in the top web directories and watched to see that we actually got visitors from those listings. Our rankings also kept rising.

I created a site that was only content. I filled the site with my articles and created some new content for it over time. I made sure to funnel visitors from this authority site into my website.

I continued to blog about what was going on in my industry, update on new products and figured out a system to get my blog rankings to improve quickly. I was able to get my posts indexed by Google within a few hours.

Our website desperately needed to be updated. I found somebody that I could pay a few hundred dollars to redo the site and give us a nice looking flash header. This was run on an actual shopping cart script, so the tacky looking Paypal buttons would be gone.

We started playing with Adwords and got stung with a \$400 bill in the first 3 hours. I realized very quickly that the way I was using Adwords was not going to work and I had to figure out a better way. Instead of focusing on super high cost terms, I worked on what people would use to find our most expensive product. We reduced our daily cost from \$400 to \$20 per day. The terms were extremely focused, but we made \$1000 per order and were profiting roughly \$900 per week to start with our new campaign.

Things were starting to work!

*It hits the fan...*

\$400,000 in sales and over \$100,000 in profits in our first year. Who would have thought that it could be done?

We lived again. The money never lasted long, but thankfully, we had orders coming in all the time and our blessed Paypal debit card made it easy to spend.

Out of the blue, one of the vendors we purchase from disappears off the face of the earth. Problem is that we had just paid him \$4,000 for an order.

The big problem here is that we were using dropshipping to fulfill our orders. That meant that we had to repay the original buyer for the order. That money had to come from our other customers. This brought our total to \$8,000.

Next our Ebay feedback took a hit and others started trying to get refunded through Paypal. Two separate people that had already received their products requested refunds and got them. They never returned the bed and that cost us another \$4,000.

By the time the snowballing had stopped, we were in debt for over \$25,000.

The worst part was that we had never incorporated the business and were personally responsible for the debt that we had built up.

We took the necessary steps to help our customers get reimbursed for any funds they had lost due to the thief vendor and watched as our dream business crashed and burned.

What could we do now? Our business that did nearly half a million dollars in sales was gone.

We closed the business down and shut the doors.

What was the next step going to be?



My wife turned to me a few days later and said, “Honey, why don't you do that search engine stuff for other companies. You were so proud of what you did with the old website. Why couldn't you do that for other people?”



Instantly a light bulb went off in my head. Why couldn't I start up a search engine optimization company? I'd gotten unbelievable results for my company. We had amazing rankings in just a few short months. Better yet, over the year that we had our business, I had found some different software that automated a few of the processes for me.

This was going to be great!

I set up a website and started building its links and boosting its rankings. Within one month of going live, we hit #1 on Ask.com for the term: SEO Company.

We pulled in customers through multiple avenues. We followed the same blueprint we had created for the other site and it worked very well. Our customers were happy with the results, but they became more and more demanding over the first few months.

After 3 months, we decided this was going to end up being more stressful than the old business and it wouldn't be a good solution for us.

We finished the customers that we had and let them go to pursue other companies.

When we started the SEO Company, I had played a bit with becoming an affiliate for a few of the products we had purchased that actually worked and ended up making more than we had initially spent on the products. These were simple Ebooks, so why couldn't I use my experience and write one myself?

I started to frequent different internet marketing forums and watched and learned what others were doing and talking about.

I decided to write a book on Search Engine Optimization and sell it! In a matter of 3 days the book was written and ready to sell. I had gone through my hard drive to pull together whatever resell rights products I had and we had a full blown SEO package to sell to people.

Over the next few months we built a new business. One we are very proud of.

So, how is it done?

How can you reach your customers?

What can you do to pull in massive amounts of traffic?

Take a moment to think about what you've just read. Do you think that this story just might stick out in your head for awhile?

You must have a story worth reading! It doesn't matter if it's a blog post, an article or a book. Your customer needs to have something that makes them realize that you are offering them the exact solution they are looking for.

Remember the articles I was writing for my first company? Don't be afraid of over educating your customer. That is exactly what they're looking for online. If you give them the most complete information, the odds of them buying from you goes way up.

The other important detail is that you can't just focus on one method. Put your content all over the internet! Spread your content to multiple sites to pull in more customers. Blogs, Squidoo lenses, Press Releases, Articles, Social Networking Profiles, Videos, Multiple Websites, etc...

If you are looking for a blueprint that you can follow, [The Traffic Manifesto](#) is the only one of its kind. There is literally nothing like it anywhere online. Nobody gives you more methods for driving traffic to your website.

## **There are 79 of them!**

The Traffic Manifesto is not the same one shot product that gives you a single idea that might be worth pursuing. This is the solution to finding every imaginable your business could ever need.

Check out [The Traffic Manifesto](#) now and start finding all of your customers right now!

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