

Expansion & Scalability Overview

- ✔ To grow your traffic & revenue you must SCALE.
- ✔ You will expand & scale your business by bringing in more targeted traffic and making more sales.
- ✔ You can expand your Market.
- ✔ You can expand your Product Offering.
- ✔ You can expand your Traffic Sources.
- ✔ You can expand with ACQUISITIONS.
- ✔ Biggest results come from REINVESTING & LEVERAGE.

Expand Your Market

One way to grow your business is to expand your market. Can you branch out into other countries or languages? Can you reposition some of your marketing for different targeted prospects?

Can you find other verticals, markets, industries that could use your products outside of your current target marketing?

Expand Your Products

The more you increase the average **Lifetime Value Per Visitor**, the more you can afford to pay for traffic and the higher profit per click you will produce.

Expand Your Products

What other products can you sell your customers? What upsells, downsells, or backend offers? What affiliate offers can you add? Can you offer do-it-for-them services? Private coaching or consulting?

Expand Your Traffic Sources

Don't fall into the TRAP of only buying traffic from Facebook Advertising or Google AdWords! **#1 mistake entrepreneurs make.**

You can expand your traffic (and your revenue) by buying traffic from HUNDREDS of different traffic sources. Always test small campaigns to look for new profit centers for your business; then SCALE UP!

Make Content Site Acquisitions

One of the most under-used Business Growth strategies online is buying other content sites in your market! Want #1 ranking for a keyword? BUY THE SITE!

Start by running a small test ad on a site. If it converts consistently, consider trying to BUY that web site. Many web sites will sell for 2-5X annual earnings. * Due diligence is critical.

Make Business Acquisitions

Want to instantly grow your business?
Consider BUYING A COMPETITOR!

Acquisitions happen in EVERY industry, and we will start seeing them happen more and more online. If you have a highly profitable business (especially with precision marketing) you are in a strong position to buy a competitor and make that business worth MORE.

You Must Reinvest To Grow!

If you really want to explode the size of your business you **MUST** reinvest some of our profits into the growth – don't just spend all the income!

The more you can reinvest in the early stages, the faster you'll be able to grow. The more profitable traffic you can buy, the bigger your email list, customer list, and revenue will get.

Maximum Results Come From Maximum Leverage

- ✓ By now you should realize “the rich get richer” online.
- ✓ Top rankings produce more top rankings.
- ✓ Broad Social Media reach produces a broader following.
- ✓ A larger Email List exponentially grows everything.
- ✓ More products & revenue = more profitable traffic.
- ✓ More content = more pages to be ranked.
- ✓ Higher engagement = preferential News Feed exposure.
- ✓ **GROW YOUR MARKETING ASSETS *NOW***