

# The Syndication Revelation: The Perpetual Internet Traffic Machine

## *Who is this report for?*

*Anyone in any business that needs more leads, prospects and sales...*



My name is Charles Heflin, for the past 10 years I have marketed and sold everything online from commemorative watches to address labels to credit card offers to dog training products to violin lessons to Internet marketing products, you name it.

I don't buy traffic, I don't participate in traffic exchanges, I don't send out spam emails, I don't engage in questionable or black hat tactics, I seldom seek JV partners, I never seek inbound links, I blog when I feel like it, my SEO happens automatically, I don't solicit sales, sales just happen.

Some have accused me of being a terrible marketer and I can see how they may think that because my marketing is counter intuitive. I always go against the grain because the cutting edge never exists in plain view. The cutting edge is controversial... The cutting edge is always pushing the envelope of progress.

## ***I know several things with confidence:***

- How to drive targeted traffic to any offer, website or blog without doing any of the things that normal Internet marketers do and see success above and beyond expectations.
- How to get 200% more search engine visibility than my competitors automatically.
- How to get higher search engine rankings automatically.
- How to get inbound links from other website owners automatically.
- How to rally large followings using no advertising budget.

I know how to build a machine that generates all of the above. Once the machine is built then all I have to do is focus on 2 chores and the rest happens naturally and automatically.

I use *bleeding edge* Internet technology and I always stay on the bleeding edge because that's where my staff and I focus 100% of our effort.

I have an ulterior motive for sharing what I'm going to share with you in this report...

I want you to follow me ... That's it, plain, simple, transparent. There is no other reason for me giving this information away to you.

I promise to never jeopardize the trust you have in me and I will prove to you why you should pay attention to every tutorial you are about to receive. I fully intend on earning your following and I am going to do it by giving you a highly effective Internet marketing system that, I promise, you have never seen before.

There are only a handful of people that have the understanding that we do. Some good friends of mine maintain that I'm an idiot for sharing this information but that doesn't matter to me. I have never done things in a conventional way and don't plan to start now.

I'm going to reveal my system to you in its full glory because I want to build your trust and following. The only way I can do that is to give you something that is immensely valuable that you can apply to your business right now.

## ***Against all odds, I was presented with an unprecedented challenge...***

Before I get into this I need to set it up with a story of how we discovered this technique and why it will continue to work no matter how the Internet changes.

We embarked on an epic journey beginning October of 2007...

I was approached by an Internet advertising company that serves paid ads on websites. They came to me and asked if I could help them grow the number of ads they show to meet the demands of their advertisers from 40,000 ads per month to 100,000 per month.

The only catch is that I had 30 days to pull this off from the word go!

They wanted me to more than double their business inside of a 30 day time span!

I must admit, I was very intimidated by this project. How in the world could I bring together a huge amount of website owners to basically double this company's ad distribution? To make matters worse, they had a ZERO advertising budget for me to pull this off!

How in the world was I going to get this offer in front of enough website owners to more than double my client's business with no ad budget?

Okay, so I had ZERO advertising dollars and 30 days starting November 4<sup>th</sup>, 2007 to double my clients business. I had done this sort of thing before for my own business back in 2006 when I decided to test a theory and released a report called "The Plan". This was a free report that I gave away that showed people a simple system that I was using to earn a living on the Internet.

My theory was that if I gave away my business plan in a report and gave it away for free that it would spread itself like wildfire through word of mouth. I had a plan though, at the bottom of the free report it would lead people to join a free forum where readers of the report could come in and ask questions or make comments.

On May 11<sup>th</sup> 2006 I registered SEO2020.com... About 1 week later I released the free report to 4 different social networks (forums) that I was involved in.

Within 30 days the SEO2020.com domain had spiked from nowhere to within the top 5000 most visited websites on the Internet. This was no small feat but I pulled it off with no advertising budget, no soliciting for links, no traffic building, no traffic exchanges, no JV partners... Nothing!



### ***How did I do this?***

Well, I'll get to that story in a minute... What I was concerned about with my new client was how could I apply the same principle to a different business?

How could I increase my client's business by more than 100% in just 30 days?

I released another report that detailed an opportunity for websites to earn more revenue for the visitors they already receive by placing my client's advertisements on their website. I repeated the exact same process.



As you can see from the Alexa.com traffic graph, again, I had reached toward the top 5000 of the most visited websites in the world. My client was ecstatic; they could not believe it... Not only did we reach the goal but we surpassed it by more than double. Just in case you didn't know, the traffic spikes you see on the graph represent tens of thousands of visitors.

My client wanted 100,000 ad plays per month and we more than doubled it well within the 30 day deadline and with a ZERO advertising budget to boot. Long story short, today my client's company has grown to just under 1 billion ad plays per month as they continue to ride the social buzz that I generated using 4 social networks... And these networks were not the big ones like Facebook, MySpace or YouTube either.

To date my client has still spent nothing on advertising... Why should they? They continue to ride the social storm that I instigated more than a year ago (at the time of this writing). Today, the opportunity has taken on a life of its own.

## ***The Revelation***

What was going on here? I needed to know the science and mechanics behind what I had done. I had successfully reproduced the results on a large scale twice in two years.

So what is the big secret?

## ***Content Syndication***

And by content syndication I don't mean going out into social networks and submitting your own stuff. I'm not talking about gaming social networks or using any form of black hat tactics or spam. I am not talking about placing advertisements all over the Internet. Content syndication happens automatically after the machine is built.

Content syndication is the science of extending the reach of your content in whatever form it takes. In my case I released free reports; you might release an audio, video, press release or new blog post...

In any case, content syndication (the way we do it) automatically spreads your content to the far reaches of the Internet while you focus on a single injection point.

No matter what business you're in, extending the reach of your content (designed to move prospects your way) lies at the core of Internet success. I know this sounds technical but like anything else, once you learn it, it's a no brainer.

About the same time I launched the viral campaign for my client my staff and I embarked on an epic journey...

We decided to put a microscope on the elements that made these two gigantic successes possible.

- What are the core elements at play?
- How does online social media work to produce these results?
- Why do people spread content around even if it sucks?
- How could we repeat this process for all of our content in any business?

We wanted to understand this stuff so we could pass the knowledge on to our consulting clients. How could we successfully syndicate not just our major reports but every blog post we made, every web page we published, every video we produced?

How could we effectively apply this principle not only to big promotions but to every piece of content we produce on the web?

How could each piece of content we make be another marketing push to bring in new leads, prospects and sales for anything we sold?

I wanted to back engineer the process so it could be applied to any business from real estate to network marketing to violin lessons.

That was the big question that sent us on our journey for answers... My staff and I have spent the past year on a hard core, focused search for these answers. Long story short we found them systematized them and produced what we call The Perpetual Internet Traffic Machine.

In the coming lessons we will break this process down into action steps that you can implement right away.

[Click here to get the lessons](#)

We never send unsolicited mail so in order for us to email you the lessons you will have to opt-in to receive them.

I look forward to showing you our system in full detail and earning your trust and following. What I am going to teach you is not a pie-in-the-sky dream. If you implement the lessons (I mean really take action) then the matrix will begin to unfold in front of your eyes. For many, the first time they see it they are truly awe struck. For the first time, you may take complete control of your business where your focus is quality service and gaining new business is not such a chore.

Don't be fooled though ... This takes hard, honest work! ... If you want a push-button dream then keep looking and be sure to let me know when you've found it because I want in 😊

See you soon,

Charles Heflin  
SEO20/20