

**A Step-By-Step Guide To Leveraging The Power Of The  
Digital Economy With Ease In 2016.**

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## Word From The Author



Hi my name is **Mwansa**, and this is my daughter **Kate**. Thank you for choosing to download “**Building Your Digital Empire With Traffic Monsoon - A Step By Step Guide To Leverage The Digital Economy.**”

I have been in Digital Marketing for a few years and without a doubt, this is one of the most powerful and easiest business models I have ever come across on the Internet. Especially when it comes to making money online! Truly understanding and implementing this concept will open to you a whole new world of possibilities. I am delighted that you have got your hands on this special report that changed everything for me. If you can click a mouse, you can do this! Enjoy!

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## Foreword

If you are reading this then its either you have bought one of my digital products or one of my students introduced you to my business or we are connected on facebook and you requested for further information on my online business or we got connected on one of the social media platforms where we have our presence.

Before anything, this will in no way interfere with your job or business you are currently doing. All you will be required to perform is one simple task, by just giving it less than 15 minutes of your attention per day, as I will show you shortly....

Finally this is something anyone can make money with, even someone with zero experience! Yes you heard me right, even someone with ZERO experience!

It is designed to pay newbies and experts equally. The best part is, you don't need to **sponsor** or to **sell** to anyone at all! This business pays you every hour, 24 times a day, 7 days a week. It surely beats waiting for 30 days to get paid!

There is only one task that you are required to do; that is clicking on 10 ads per day.

In fact the #1 selling product on the Internet is **TRAFFIC**, which is created through Advertising. **Facebook, Google, YouTube** and many more are all advertising networks disguised as something else... search engines, social networks, video sharing sites and more....

All of these companies make billions of dollars each year in advertising fees.

Any successful multimillion-dollar business owner will agree— that traffic is the **Holy Grail**.

Websites operate much the same way as a retail store. In your due diligence, one of the most important considerations you make before opening a new store, is the location. What drives this? The amount of traffic in that area of course! And the total cost of the lease directly corresponds to the amount of foot traffic you get to your store. More traffic means a premium lease cost and vice-versa.

No matter how good the product or service you are offering, if you can not get it in front of the right audience, you wont make money and as such you will not build a profitable business.

Traditional advertising typically assumes, a “blindfold” approach to marketing. In typical traditional advertising such as radio, TV, or newspapers, you basically place an ad to a mass audience (often a mixed market) where the majority may not even be interested in your products or services. You will also have no way tracking where your customers are or which ads are converting. You are practically throwing a massive budget into a black hole and just waiting to see what comes out of it. This is not the best approach to building a massively profitable business.

Most business owner's see marketing and advertising as an expense. This is absolutely incorrect. Advertising is NOT an expense. It is a necessity for any businesses to scale.

Online paid advertising works completely different, compared to the traditional approach. It enables you to target and to bring your offer before a specific audience, re-target customers and track sales.

Additionally, with paid media, you get to control your budget, your cost per lead, who sees your ad, and where your ad appears. In essence you are in charge of the profitability of your business.

There is no other medium that will allow you to have the level of control that online paid advertising accords you.

Mastering traffic generation therefore, not only puts you ahead of the pack, but also allows you to scale your business and retain a most sought after skill-set in the entire industry.

However my goal in this e-book is not to delve so much into traffic generation. I am merely giving you some information on how the digital platform works. In the next few paragraphs I will particularly share with you how Google and Facebook really work, contrary to popular perception. Your understanding of this, will help you understand how Traffic Monsoon works as well.

### How does google work?

When most people think of Google, the first thing that comes to mind is the famous search bar set against a stark white background. The answer I often get in my training sessions is that Google is a Search Engine

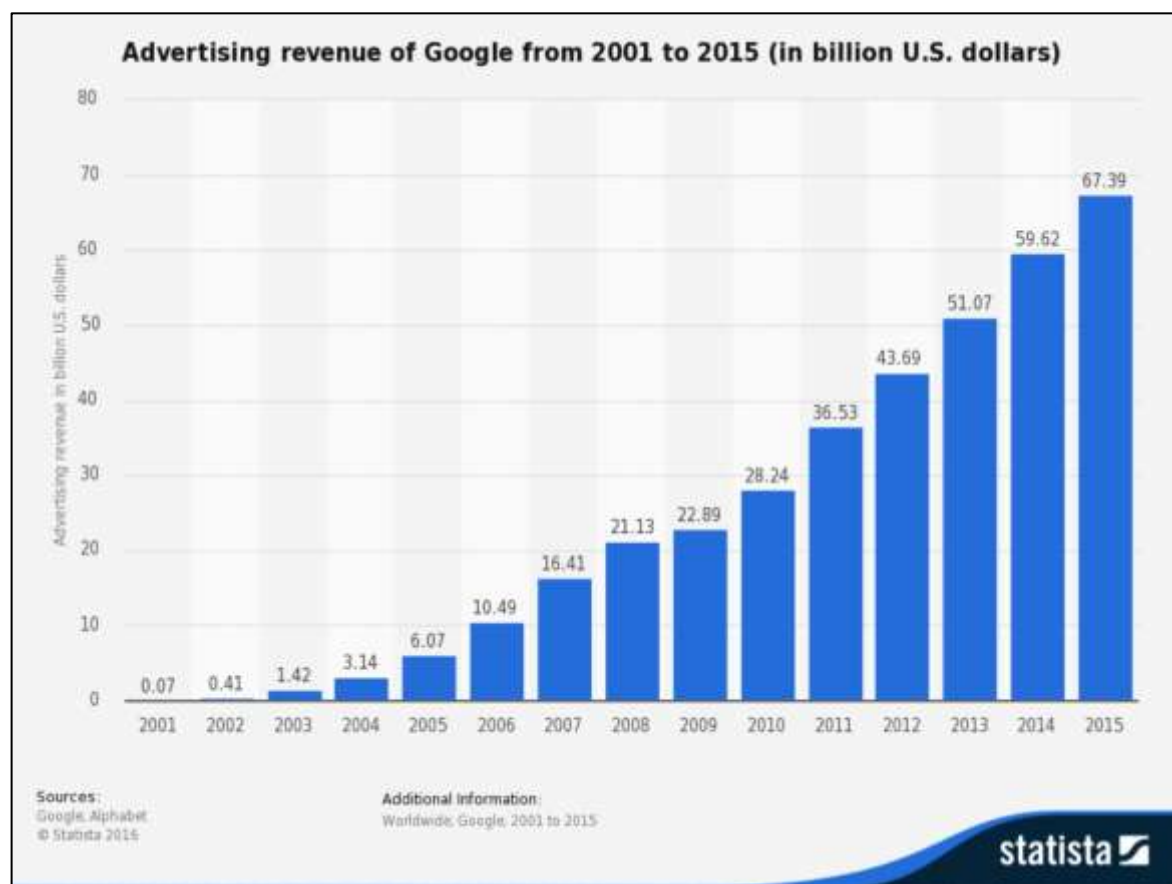
That is how much many perceive Google to be. But Google is more than a mere search engine.

#### *What really is Google?*

Google is an American multinational technology company specializing in Internet-related services and products.

Yes, Google is still very much a search company and it makes sense that the majority of its revenue comes from online searches. Specifically, that revenue comes from advertising.

But Google is actually an advertising network. More precisely put, it is a network within a network. About 89% of Google's **US\$74.5** billion in revenue in 2015 came from advertising. Yeah you heard right, it's advertising, and again advertising! See the graph on the next page.



The remaining 11% was from *Google Play Store*, *Google Apps*, *Google Cloud Platform* and *Google Fiber* which are Google's other income streams.

Google breaks down their network into 3 different venues. **Search**, **Contextual** and **Display**. Each of these venues has its strength. Yet, at the same time, the psychological mindsets of the people being targeted are completely different. I will quickly take you through each of the 3 networks and the audiences it targets in a few brief lines below.

### Search Audiences

Search engine marketing (**SEM**) is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. The search network is one of the best ways to turn new prospects into customers. As a matter of fact, these are people who are more likely to purchase products and services because they are hyperactive buyers. Before I explain further on what I mean by hyperactive buyers, I want to show you what I mean by search network.

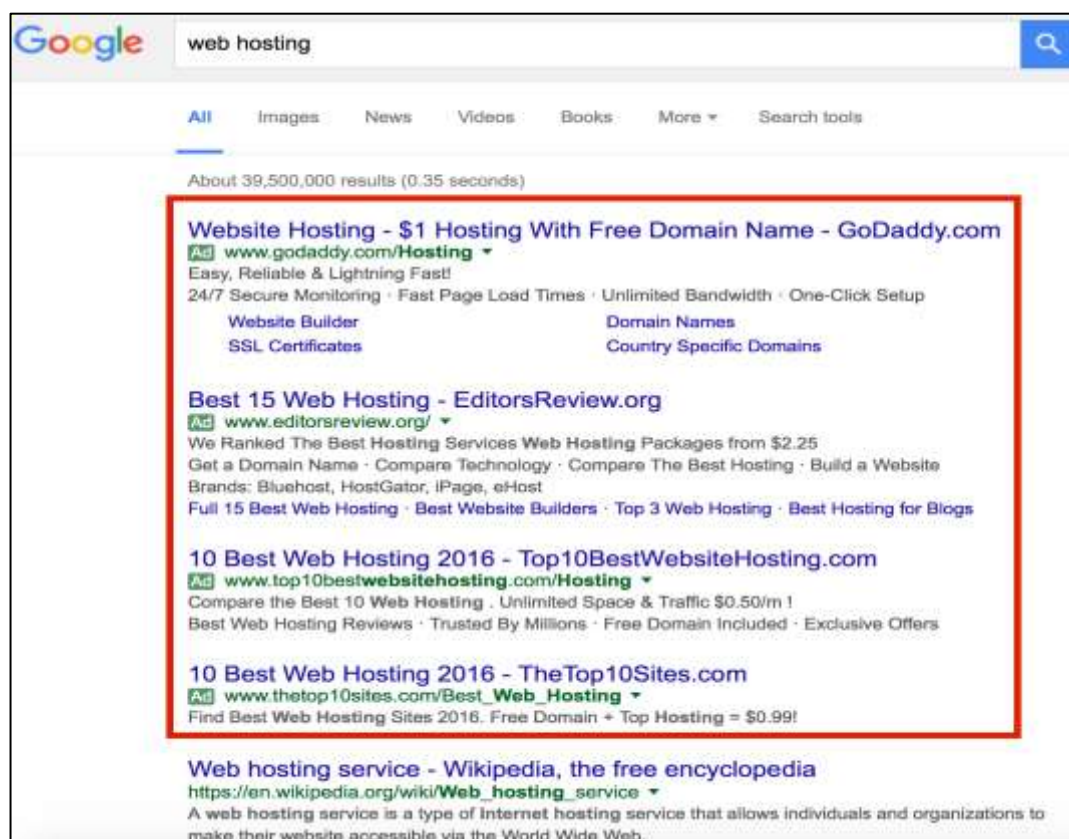
On the next page is a screenshot of what search ads look like within Google.

For illustration purposes, when you type say "*web hosting*" in the Google search query you will have results similar to the screen shot below. Do you see the green 'Ad' in front of the top 4 search results? Do you think that's random....? Of course not! Organizations and companies pay millions of dollars to appear at the top of the search. In fact – any and every time you click on a result with 'Ad' in front of it... **Google Makes**

**Money!** Remember we are the ones clicking on the advertisements that make them money! Often, we are in such a hurry we don't even realize, this is what is happening.

**The Real questions is... Why aren't you or I being paid for this?**

Imagine how many people are online everyday and searching for every kind of information and clicking on ads round the clock from all around the world! Does it now make sense that these giants declare billions of dollars in profit every year? They have literally employed a global workforce, which goes unpaid! How smart is that?



Search ads will only show to people who are hungry for information, products or services, because they are potential prospects that are actively searching for a solution. Whenever someone goes to Google and types a specific keyword in the search query, they are looking for an answer or a solution. This is why they are called hyperactive. They are already in a buying trance and ready to pull out their credit card in exchange for products or services. As a result of the search network having such massive capability, there is one downside. **Competition!** When there's high competition in a specific network the cost will go up. But of course you guessed it, this is a good thing for Google!

Now that doesn't mean that the cost becomes unaffordable in this competitive space. With knowledge, you can set up campaigns to achieve a high quality score — a system that Google follows to determine cost — the cost will be far less than what other advertisers maybe paying. In other words, it is still possible to run very profitable ad campaigns.



## Contextual Audiences

The next of Google's networks is its Contextual Network. This may sound a little new to you, but don't worry. To give you an idea, below is a screenshot of what a contextual ad looks like...

The semiofficial Fars news agency quoted Iran's seismology center as saying the earthquake was the worst in 40 years.

But it quoted Mohammad Sarvar, head of Iran's Emergency Medical Service, as saying the power of the earthquake overstated its effects. "We still do not have an accurate number of casualties but due to the low population density, we foresee the number of casualties is not high," he was quoted as telling Fars, adding that officials in Saravan were not reporting any casualties. Still, other officials said a precautionary state of emergency was declared there.

In Zahedan, Mahmoud Taheri, general manager of crisis infrastructure and telecommunication affairs, said in an interview by telephone that he had felt the earthquake but not the damage. He also said there were no reports of casualties or damage. Zahedan was the closest city to the earthquake's epicenter.

Zahedan, Mak Soukhte and Lolokdan, about 35 miles from the earthquake, but that "fortunately there are not many people living in Zahedan."

Zahedan, some of which have taken tens of thousands of lives. In an earthquake near the city of Bam killed at least 26,000 people, and in an earthquake along the Caspian Sea. Last week, a major earthquake in Bushehr Province, home to Iran's main nuclear reactor,

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ALSO IN REAL ESTATE +  
- A city so charming that many visitors never leave  
- House hunting on ... Capri  
**nytimes.com** REAL ESTATE

**HOME DELIVERY**  
+ FREE ALL DIGITAL ACCESS  
SAVE 50%

Ads by Google [what's this?](#)

**Bike Tours Direct®**  
385 Routes in 70 Countries.  
Bike Tours From \$550/Week!  
[BikeToursDirect.com](#)

Contextual advertising is a form of targeted advertising for advertisements appearing on websites or other media, such as content displayed in mobile browsers. The advertisements themselves are selected and served by automated systems based on the identity of the user and the content displayed.

Advertising on a website is targeted to the specific individual who is visiting the website. A contextual ad system scans the text of a website for keywords and returns ads to the web page based on what the user is viewing, either through ads placed on the page or pop-up ads. The majority of the time, this type of ad is placed right beside an article. Google's contextual network is their least expensive form of advertising traffic. However, you may experience lower conversion rates because the buying behavior is very different in contextual networks.

The ultimate key with contextual networks is positioning ads near an article that shares a similar interest or topic to what is being promoted. If you are able to make such a connection, you can experience clicks for as little as just \$0.10. Yet the amount of traffic you can get from this is like a tidal wave!

## Display Audiences

Display advertising is a type of online advertising that comes in several forms, including banner ads, rich media and more. Unlike text-based ads, display advertising relies on elements such as images, audio and video to communicate an advertising message. Display network is the most effective network within Google. This is the network that can give you access to over 2 million websites — from large news broadcasting websites to small less significant sites.

According to ComScore, a leading source for analytics in the digital world, they've confirmed that Google Display Network reaches 90% of Internet users. This is how powerful this single network within Google is. You may be wondering right now what exactly Google Display Network is and how it looks like.

Here's a screen capture of what display looks like.



The audiences within display are very different from other two audiences earlier discussed. These people are not ready to purchase anything. Certainly, the placement of the ad and where it is shown will help, but you need more. You need to attract people to your ad, and make them click. Advertising is largely a game of psychology.

So in summary there are 3 different networks within Google, each with a specific target audience. As such a single ad will not successfully target these unique audiences, as each audience responds differently.

Last, but definitely not the least, I will talk to you about another *advertising network* that I expect anyone who has had the slightest brush with the Internet to know about...**Facebook**.

Now at this stage, you may be saying, *“Hold on Mwansa! Did you just call Facebook an **ADVERTISING NETWORK**? I thought it was social media platform?”*

Yes I did. And yes it is commonly perceived as social media platform. But it is more than that. I will explain shortly...

## Facebook

As I mentioned earlier, the greatest advantage of paid media advertising over the traditional brick and mortar approach is the ability to target a specific market; from a specific age, workplace, interests, online behaviors etc. The power within this network is not simply targeting, it's precision targeting. In fact, this specific network has spent billions of dollars to acquire companies simply to enhance their precision targeting so advertisers can have better results. The network is called **Facebook**.



Facebook is the second most visited website in the world. It's a place where people share their adventures, their insights of the day, and express their feelings to their circle of friends. To an average Facebook user, it is just a place to connect or simply a place patronized by young people who have nothing serious to do in life.

But there is a side of Facebook that is completely different and less understood by many. Did you know that whatever you share (including your date of birth, city, town, country, college attended, relationships etc.), comment on, like and even click on, is all tracked by Facebook and pooled into a massive database for advertisers to harvest? It is a goldmine to advertisers, because Facebook has the ability to collect all this data into one place and segment it to serve ads to their users. Not only does Facebook use its own platform to gather all these data for advertisers, but they also pool in data from their data-mining subsidiaries.

Let me ask you a simple question. Why do you think Facebook spent \$1 billion to buy out Instagram? Or even \$19 billion to acquire Whatsapp? If you are a user of one of these two apps, you know there's no revenue generation from them. Did Facebook just

have too much money and didn't know what to do with it? Of course not.

Well this is the answer; Facebook acquired them to gain access to user's data within Instagram and Whatsapp to enhance their targeting capability.

Facebook's main revenue source is advertising. Enhancing its targeting capability for advertisers means better results for their advertisers and more revenue for Facebook.

Facebook generated **\$17.93** billion dollars in revenue just from advertising in 2015 alone! The only reason why Facebook has had such a quantum leap in their advertising revenue is all due to their proactive approach on enhancing their precise targeting feature. With Facebook's advertising platform, backed by their data mine, advertisers are now able to precisely target combinations that are incomprehensible in the brick and mortar space.

You can go as deep as, 28 year old female, living in Washington DC, who just moved in the last 12 months, away from her hometown, that follows Holton Buggs, with an African-American ethnic affinity and is single. Imagine showing an ad to this group of ladies that says "MLM Success Course By A Handsome Male African-American Instructor Who Recently Moved To Washington DC." Chances of them clicking on that ad is extremely high. You'll probably see double digits in click-through-rate!

The power is within the targeting. Chances of you finding hundreds, thousands or tens of thousands of new customers from Facebook's 1.65 billion active users are extremely high, all due to Facebook's enhanced targeting feature.

Having said all this, Google or Facebook never sends you or me a cheque at the end of the week for the "work well done", do they?

With "Traffic Monsoon" however you get paid for clicking on ads. Traffic Monsoon is absolutely the simplest and easiest way for anyone and everyone to make money.

Absolutely no special skills are required! By doing exactly what you do on Google and Facebook, with Traffic Monsoon, you can make money! **How hard is that?**

Before you get started, I want you to know that whoever gave you this report, knows something of value. I am glad you decided to take 30 minutes or so to read it. You will also notice some links throughout the report. Check them out; they are there to provide additional value. Read it carefully and make an intelligent decision; you won't regret it. The Digital Economy is booming – are you?

Here's to your success!

**Mwansa Chilekwa**  
**CEO And Co-Founder**  
**Incredible Life Media**

## My Story...

In 2011 I made the decision to look for a new way of making an income that would allow me to live life on my terms; a way of life that would give me the freedom and time to enjoy life at a whole different level. Even though I was relatively a young person, with a great job and a “bright future”, in a Mine Engineering career, something just wasn't right.

Something was missing; I was empty inside. I lacked inspiration and the zest for life I once felt especially in my days in university.

At the time, I was working around 70 hours a week including weekends, as I thought that's just what had to be done to achieve success. I was a mine production engineer for a large mining company. I was good at my job. Particularly after doing it for 8 years and moving overseas working as an expert.

In my early days of work, a typical day for me then would be getting up at 4 am, hurriedly stuff down my breakfast, commute to work, then hold a morning meeting with a team of people who didn't really want to be there any more than I did.

Honestly, success for me at that time was largely money orientated. I put up with the long hours (12+ hour days), the politics and the stress in the hope for a bigger paycheck at the end of the month. Well I believed I was earning a great income especially when I worked on public holidays including **Christmas!** But in spite of this, I came to realize that this job wasn't going to offer me the kind of lifestyle I aspired to live, or provide the kind of life I wanted, to be able to provide for my family. In a nutshell, there was no way that this job was going to provide me the quality and balanced life I dreamed of – let alone any real free time to do the things I wanted to do. It was slowly dawning on me that I was simply on the **wrong vehicle**.

On top of that, I was waking up each day less and less motivated to go for work. In fact just saying that now, brings back memories of how most Sunday evenings I would feel a knot in my stomach, just knowing that I was about to start another week of the same old thing, repeating the same old daily grind!

All I did was work, work, and work. If you have any idea of work in a mining environment, everything is so fast-paced. I was working so hard, but all I was doing was building someone else's dream, not my own. And every hour on the job, every ounce of effort applied, seemed like a waste. I couldn't help but think, “**what if I was building my own dream instead of making my bosses richer?**” I know this is going to sound like a cliché, but I finally decided I had enough. I was fed up with the rat race! I wanted more....

Driven by a deep desire for a change, I left my first job to join the second largest mining company in the world. Compared to the previous one, this job paid me 10x as much. I was elated! I thought, this was it!

After 2 years on the job, I came home from work one evening on a Friday; the same feeling of emptiness and inadequacy was creeping back. I was yearning for more in life. The day was not particularly a great one. It had been really depressing, dealing with annoying site managers, as my role was to provide specialized mine planning support for one of the mine sites – the key focus being on mining activities within the life of asset time horizon. And I was exhausted...

It's appropriate to issue certain caveats here; I was not being ungrateful, I was just dissatisfied. This was a great job with many perks. I worked in middle management, got paid a six-figure income and living in a large city. I had every reason to be thankful.

**Dissatisfaction inherently is not a bad thing; in fact it's a 'creative state'.** Only dissatisfied people become innovative. Even though, if not properly handled, dissatisfaction can result in irreparable disaster.

What I was concerned about was this; I was on the wrong vehicle that was heading down the wrong road. You know, direction is more important than speed. That is to say, don't just enjoy the ride for now, over and above the comfort, look at where you will eventually end up.

If you have any financial goals, which I believe you do, otherwise you wouldn't be reading this. Ask yourself these two important questions:

1. Is this vehicle (your job, business, Masters Degree or whatever you are currently doing) travelling fast enough to take you where you want to go, in the time you want to get there?
2. Is it headed in the direction you want to go?

Now these questions look deceptively obvious, but trust me their simplicity doesn't make them insignificant at all. Pay attention....

If the answer to any of the above questions is NO, start planning to disembark before it becomes too late and too costly to do so. The time to make big changes in life is often a time for difficult decisions. Also remember that the best decisions are not always the most popular neither are they the most convenient. Decisions are your onerous prerogative and no one else's. It's either you live with what you have or you go for what you want. Indecision is a decision not to decide. If you don't decide anything, "You will end up where you are headed", it is as simple as that.

**...back to my story...**

I decided to go online. I googled "**business opportunities online**" to see what ideas I could come up with, that would enable me to get some control and zest back into my life.

I had no idea what exactly I was looking for, but what I did know, was that I wanted to find a business opportunity that would give me:

- Leverage (Unlimited income potential)
- The ability to work from home
- Autonomy, freedom, and flexibility
- No more endless meetings, conference-calls, annoying managers, 5AM flights to the mine site and impossible deadlines
- Satisfaction and fulfillment that I already knew could only come from doing something for myself.

The first thing that I noticed when looking at the various opportunities was that I could actually easily get into many of them with money from my monthly paycheck.

I was excited when I found something that had to do with flipping properties. It looked pretty good and wasn't going to cost an awful lot of money to get in. It cost about \$7k to get both the training and a JV partnership with the owner. The testimonials of those already in the business were pretty thrilling. Some made in the north of \$100k on a single deal! I thought if I paid \$7k to get in and then make \$100k on a single deal, that was a no brainer! Long story short, I was in the business for 12 months and made exactly \$0.00! I 'lost' all the money!

I was stunned. I wondered whether the old adage, **“if it sounds too good to be true, it probably is”** is actually true. This saying actually isn't always correct. In fact, the suspicion, cynicism, and doubt that are inherent in this belief can and does keep people from taking advantage of excellent opportunities.

One thing that was very clear to me at the time though, was that, watching my hard-earned \$7k go down the tubes, didn't even begin to quench my burning desire and drive to find my freedom. The experience made me stronger. I was more resolved than ever to create and design a life that would allow me to live life on my own terms, instead of having to answer to someone for the rest of my life! Here is a free wisdom nugget for you **“Don't invest in any business, what you are unwilling to lose. Every business has a risk element.”** On the flip side, the fear of failure is what makes common men with common results.

As they say, “hindsight is 20/20”, in retrospect, even though I didn't make any money with it, the property flipping business was actually a genuine business with a host of success stories. There were just some important things I needed to know about myself, that I didn't at the time... but that 's another day's story.

Weeks and months went by and I kept looking... Do you know that when you set your sail to look for something, you will actually find it? ....**seek and ye shall find?** Well I had my break.... I found another online opportunity. Yippee!

It was a digital publishing business. I attended a few free webinars and I was completely sold! I was so excited. I felt like I was already a multi-millionaire. I told my wife, who is now my business partner and co-founder of our primary business, “...honey we are going to Vegas!”

True to my word, we went to Las Vegas for a 3-day live event, which later turned to a week! It was a life-changing occasion for my wife and I. It was in this meeting that I met **Bob Proctor** face-to-face who happened to be the keynote speaker at the event.

**Figure 1 -Live Event With Bob Proctor -Las Vegas**



Prior to this, I had only read Bob’s books and watched some of his tapes.... videos... (*tapes sounds a little bit old-school*).... anyway...

Bob Proctor is a master thinker and an expert when it comes to systemizing life. Bob collects thoughts like Imelda Marcos used to collect shoes. He strings them together in exquisite arrays; one thought leading logically to the next until a whole method has been constructed. He is the author of the Best Selling Masterpiece “**You Were Born Rich**” Bob is a direct link to the modern science of success stretching back to **Andrew Carnegie** the great financier and philanthropist. Carnegie’s secrets inspired and enthused **Napoleon Hill**, whose book **Think and Grow Rich** in turn inspired a whole



genre of success-philosophy books that now take up large sections of modern bookstores. Napoleon Hill, in turn passed the baton onto **Earl Nightingale**, who has since placed it in Bob Proctor's capable hands. Some of Bob's programs include: [Six Minutes To Success](#), [Magic In Your Mind](#), and [Streaming Club](#)

## Back to My Story...

For almost a year that I was in the digital publishing business, I only made \$11.00 from a Clickbank product I sold on Facebook. In the same period, being a newbie I had my Facebook account shut down, because I had apparently violated some FB ad policies. I made some desperate attempts to recover my account. I wanted to prove to Facebook that I was not a scam or any of that sort, but an honest guy simply looking for a decent life.

I submitted my ID and some other things, nonetheless that didn't change matters. So I lost my business account after eleven bucks worth of sales! **Classic!**

**What am I going to do?** Since I still had my job, I didn't give up hope. I was determined to use it to get what I wanted. I was undeterred in the pursuit of my goal---freedom!

The following day while I was at work I couldn't stop thinking about what it would be like to work from home with a business that offered big money. I was daydreaming and imagining how much less stressful and flexible it would be!

Later that day, instead of going home the usual time, I stayed late at work, to continue my online business research. I had a hunch that something was there...I just had to find it. Remember.. **“he that seeketh findeth.”**

I was beginning to realize that, this was not a mere wish anymore, it was an obsession, and I loved it.

## ...fast forward...

To cut a very long story short, my search continued until I came across another opportunity on YouTube. This appeared very different. The guy in the video spoke with passion and would hardly quote any specific dollar amounts, unlike a heap of other biz opps I had come across. He was emphasizing on the **“training that would help you make six figures online”**. It appeared very legit. And right there it hit me! I was going about it the wrong way. *I was going hook line and sinker for business opportunities without the necessary re-training of my mind.*

I thought I needed to understand the online environment and also the kind of person I needed to become, to be a successful entrepreneur. I figured that, if it took nearly 17 years of academic education to prepare me to be an employee, I would be deluded to think that, with this mindset I would become an overnight success in business. That was a light bulb moment for me. Something in me had to shift...yes that's right...I needed **“a paradigm shift”** a complete overhaul of the employee mentality.

*I realized that I could not make a million dollars with an average wage mentality.* I did not just need the right vehicle (*business*), but also the right knowledge (*training*) and the right me (*mindset*)! Eureka! What an epiphany!

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