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Introduction 2011 & to the Present

Every 3.5 seconds someone looks up SEO on Google. Over 2 million Americans Search for SEO every month. 60% of the monthly Google searches are for [SEO Services]. 49% are searches for [SEO Companies]

I can't imagine any sign of SEO slowing down because the most effective way of advertising is through Google. In plain terms, SEO is the internet. *David G. "Founder SEO-Training-Academy.Org"*

A big reason marketing execs are shifting to digital is that it is proving to be more cost effective than traditional marketing. 40% of marketers acknowledge they are realizing savings from digital marketing; many are reinvesting these savings into more digital marketing. *Source: Social Media today 2013*

SEO-Training-Academy.Org produces elite Higher Education home study courses for SEO SEM Digital Marketing business developers and entrepreneurs who are devoted to building and profiting quickly by learning from the errors and corrections of others who have succeeded BIG.

Since 2011, our learning products have been quietly regarded as the private boutique secret



"We believe that no one in the world should have to make a connecting flight to gain a profitable private education in SEO & Local Marketing Agency business building"

weapon by some of the most prominent and successful digital marketers in the world.

We are now beginning to see some of the strategies that we've championed years ago introduced into more mainstream platforms as "New" and "Innovative".

Our courses have been shipped to over a dozen countries as we continue to help aggressive trainees increase profit in their businesses.

Our highly successful e-learning platform enables us to reach the hearts and minds of trainees most dedicated to achieving on-line marketing success rapidly.

Digital marketers focused on growth results and upskilling their existing operations have also accounted for a large segment of our STA student body.

Because we have established a bond of trust and a solid reputation with high quality truly amazing people, we'd also like to establish & nurture that bond of trust with you.





Our trust has been established with:

- ✔ **New SEO SEM Digital Marketing** service entrepreneurs who want to avoid the “School of Hard Knocks, and Paying your Dues” in wasted time, energy and money!
- ✔ **Smart digital marketing business owners** seeking New unsaturated Sales Process Hacks designed to quickly make you more residual money.
- ✔ **Digital Marketing Ad Agencies** in business for less than 5 years.
- ✔ **Existing professionals** extending their service offers to existing clients.
- ✔ **A prominent lawyer and son** of former Attorney General, Cambridge Alumni.
- ✔ **Pre revenue** SEO / Digital Marketing Start ups.
- ✔ **Do It Yourself Online Marketers** devoted to dominating their market sectors who choose to avoid SEO Digital Marketing Ad Agency Mark ups.

- ✔ **Chief Marketing Officers, Chief Technology Officers, Chief Marketing Technologist.**

Many have developed into very successful market leaders as a direct result of our impact, influence and instruction to their operations.

The organizing principle and goal of SEO-Training-Academy.Org is to empower our ambitious students with preeminent income producing strategies uncommon to mainstream digital marketers.

This enables each student to compete and profit BIG on a recurring basis while leaving their competitors defeated and fighting for scraps.

<https://www.Seo-Training-Academy.Org>



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How it all Started our History

We never really intended to have Seo-Training-Academy.Org Home Study / elearning courses. Well not as a publicly available course anyway.

The first course was produced in March 2011, five years after I had officially semi retired from building a 6 figure per month SEO / Digital Marketing Ad Agency. I achieved this by focusing on high net worth individuals in troubled PR situations (Reputation Management) and medical professionals. (Holistic SEO and new media services)

Prior to that, my business experience encompassed publishing, global trade and sales management. During this period I managed the premier sales division for a multinational media company.

Owning my own SEO and digital marketing ad agency entered my life by tragic accident which forced me to turn a bad situation into a lucrative business. Behind every dark cloud, you know the rest.

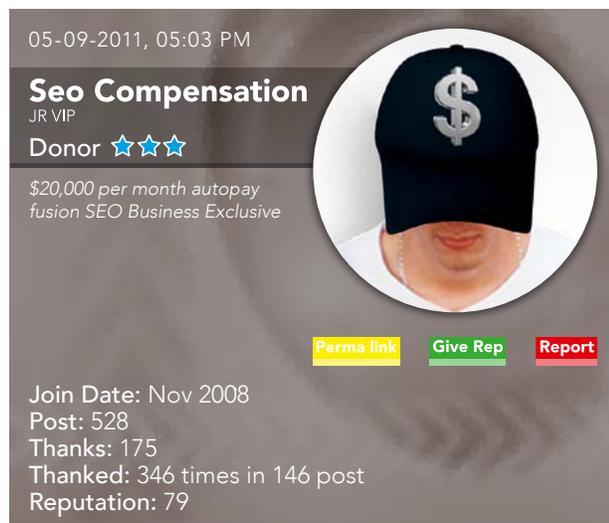
I decided to participate because much of the info that I read on the forum was toxic, unsustainable, and misleading.

In 2010, with much idle time on my hands, and far from retirement age, I began participating within a popular thread within the worlds largest SEO / digital marketing forum.

I shared advice based on experience, not theory or speculation.

I decided to participate because much of the info that I read on the forum was toxic, unsustainable, and misleading. My user name within the forum was quite original (sarcastic wink) "Seo-Compensation".

Before partnering with the forum's original owner to reach a wider audience, my original contributions appeared within a forum thread focused on how to build a profitable 10K per month digital marketing ad agency.



05-09-2011, 05:03 PM

Seo Compensation
JR VIP

Donor ★★☆☆

*\$20,000 per month autopay
fusion SEO Business Exclusive*

[Perma link](#) [Give Rep](#) [Report](#)

Join Date: Nov 2008
Post: 528
Thanks: 175
Thanked: 346 times in 146 post
Reputation: 79

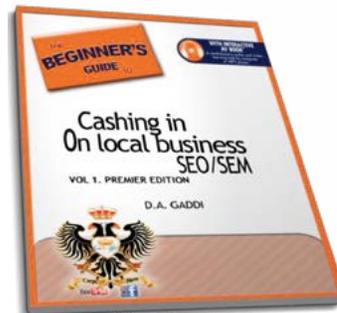
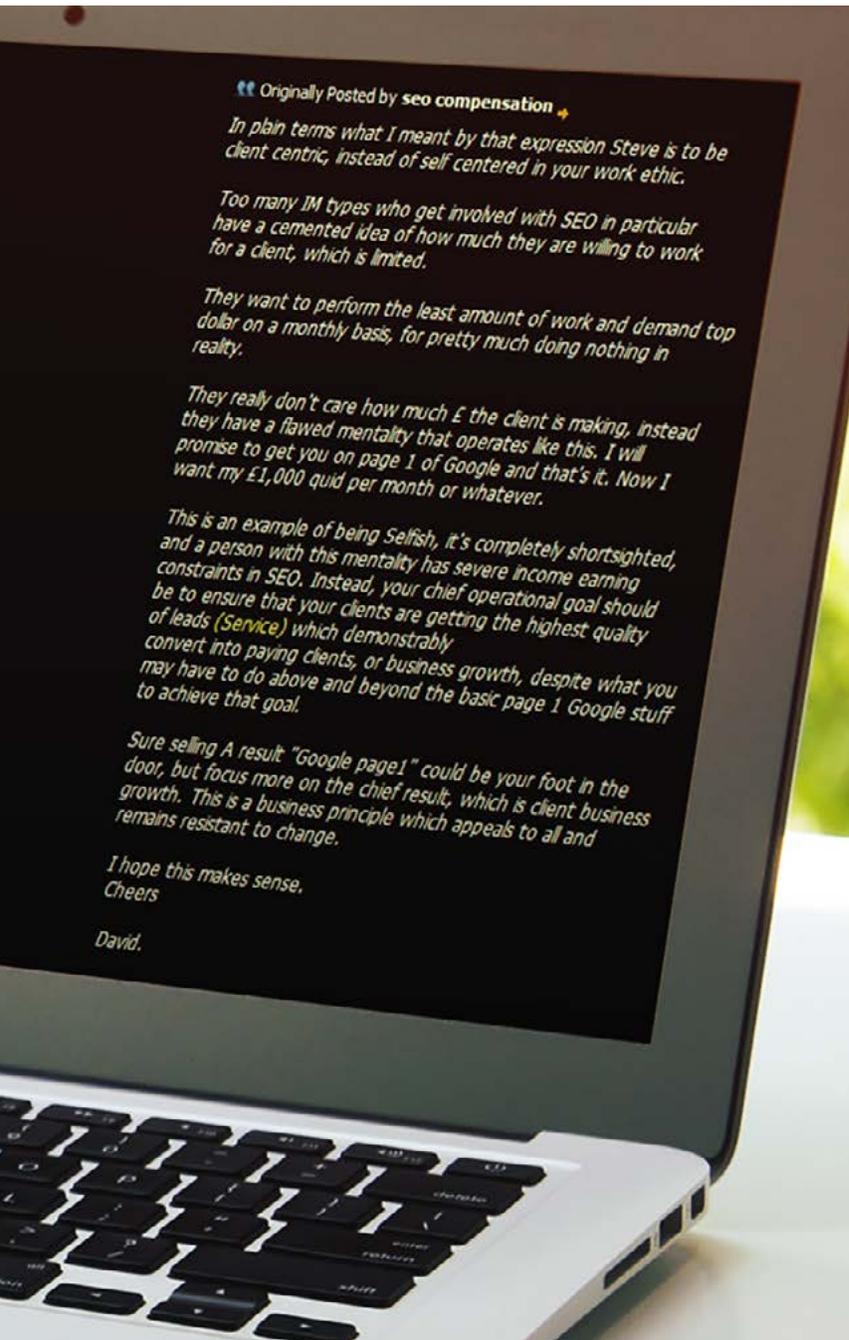
I contributed my time and insight on this business forum for many months because I noticed that many were struggling to succeed because they simply didn't know any better.

Many members were also being misguided by outdated information and strategies which were being advocated within the thread by low frequency amateur members.

In an effort to consolidate the most obvious knowledge gaps for the forum, and to update outdated information, I started my own alternative thread titled "Guaranteed 20K + per month strategy".

Then I created and published "The Beginner's Guide: Cashing in on local business SEO / SEM".

Though some strategies and findings presented within the book have mutated into various knock off versions with different titles, authors, and different agendas, I gave this away for free to active forum members.



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We began seeing first class results from forum members who began rethinking their business philosophies and methodologies, and who started executing the '1 client per market format' which I used to build my own 6 figure per month digital marketing ad agency business.

I strongly advocated this format which is a repurposed format that I personally designed while developing client campaigns for American Express Publishing's Travel & Leisure Magazine, and a division of Gannett Corporation's USA Today brand.

Versions of this strategy remain a profitable and efficient alternative to frustrating hard labor outbound selling.

It is no exaggeration to say that this approach is the fastest way to build a cash flow rich digital marketing ad agency remotely.

Consider that most people can spend 10-15 years selling digital products and services online and remain unaware of this strategy simply because they are following what everyone else in the market is teaching and doing. A very costly amateur mistake!

The strategy is also elemental to the proven profit principle of Getting clients to buy long before they pay.

The strategy requires recontouring your sales process so that your chosen prospects find it impossible to twist and slither away from your proposal.

Because these strategies are based on fundamental business principles, prospects are easy to identify and conversions are consistent.

Furthermore, new policy strategies applied to sales, fulfillment, and customer service also provided quick value for all who were involved with restructuring or starting their digital marketing businesses.



In the words of Steve Kaplan:

"David, you have given me everything that I need to succeed, the rest is up to me"

However, the reality is that even during this awareness building period, because the forum is restricted by membership, the insights provided were still private to non members, and still very much behind the scenes and under-the-radar.

So how does all of this advanced digital marketing business building awareness happen?

Lets find out as we explore why our training remains superior and so different than anything that you will find out there.

The beginning of November throughout December of 2010 and the new year, a strange thing happened. I began receiving request in my private forum mailbox from people desiring private training, coaching, mentoring and guidance on an hourly basis. Intriguing to me was the range and quality of people who began requesting my private time and more customized business building guidance.

I hold the opinion that anyone who rises to the awareness that they are not put on this planet to make others rich while they toil and remain poor is a high quality, high frequency person.

It doesn't matter where you're from and it rarely matters where you live. Life is short, but it can be a fantastic journey with a solid business producing steady cash flow, and absent the grind of wasting time.



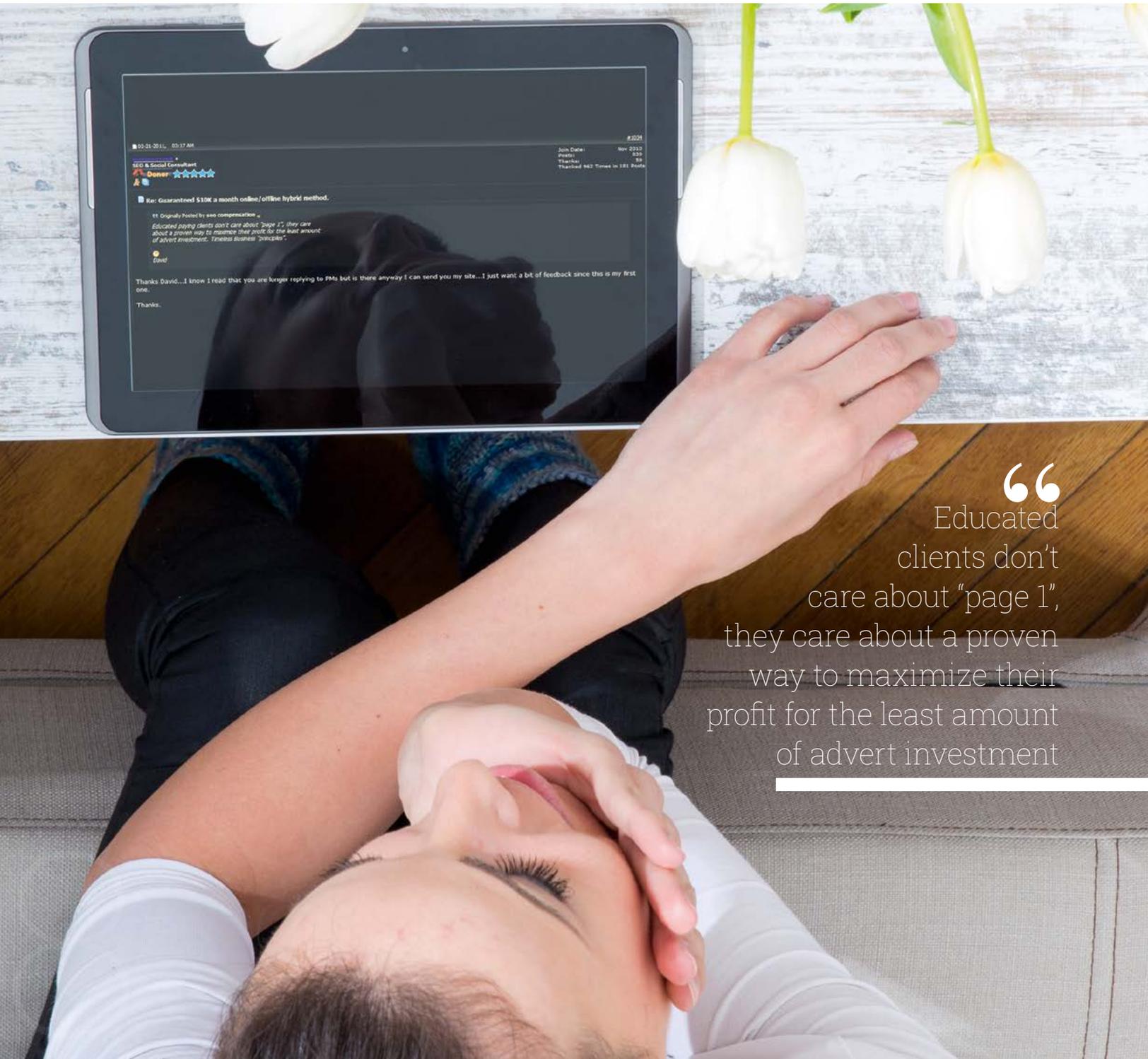
The market for SEO & digital ad agency services is global and constant which makes it the perfect business for smart entrepreneurs. Start small or large it's your choice. The bar to entry is very low, the risk factor is very low if you are devoted and properly trained, plus the business growth potential is very high.

Our courses show anyone with devotion to success the easiest and most low cost reliable way to earn well above average income quickly

by selling digital media services. **You don't need any technical background to fulfill the work.**

That is to say with insane clarity, our trainees learn prime strategies of how to sell the result and not the process.

This puts residual money in the bank and enables you to be the proactive creator of your own financial self reliance and control.



“
Educated clients don't care about “page 1”, they care about a proven way to maximize their profit for the least amount of advert investment

A modern mix of trainees

High school students, high school drop outs, college students, college drop outs, grad school students, established entrepreneurs within the internet marketing field, new digital marketing service entrepreneurs, topic experts, consultants and even an Ivy League law school student and son of a former Attorney General. These are our trainees.

Many embraced our executive training while employed at other companies. All aimed to transition into successful full time self employment. Many are now successfully self employed, many are location independent work-at-home business builders. Some have traditional offices with staff. Some were previously successful and seeking fresh perspectives or tweaks to existing operations.

Because saving time & money is always valuable and my insights are proven and consistently profitable, I began charging fair market value per hour for private customized consulting, partially as a way to erect a practical barrier for access to my time, and to minimize the spreading of proprietary insights to random inactive people.

Experience has proven to me repeatedly that when people invest in their businesses at this level, [\$375.00 per hour] they are devoted to change and success.

These are the types of people that I work best with because they always execute positive

change quickly, once awareness on a better way to profit becomes presented.

Many times a business owner only really needs a set of fresh expert eyeballs in key parts of their operations to gain new perspectives and to catapult profitability in areas which might not appear obvious to them.

Before becoming an independent educator of digital marketing operations, I also found myself in need of a fresh set of eyeballs in the form of a coach and consultant within a business that I was involved in. It was clear to me that what I was involved in at the time possessed massive opportunity far beyond where the business existed at the time.

The problem was, I had a partner who was unconvinced with my vision and I needed more clarity and an influential subject matter expert of a particular type of business model to persuade my partner of the potential. That consulting experience turned out to be a very powerful and profitable life changing event for me.

I am a firm believer that everyone does the best they can with what they know at the time. You can't be expected to know what you don't know.

Many embraced our executive training while employed at other companies. All aimed to transition into successful full time self employment.



Moreover, it was clear to me that the higher the interest levels were, the higher the need for prescriptive guidance which would require more of my time.

I don't claim to know everything about building a digital marketing ad agency, but I know more than most people. I've demonstrated that repeatedly with my own digital marketing ad agency, and by sharing the spotlight of opportunities for others who are succeeding today and continue to grow and profit beyond their original expectations.

These business owners are doers, action takers, looking to steal time because that's what intelligent business people do. Moreover, no matter how fortified you may be with good intentions, most people rarely value what they don't pay for, it's a fact proven many times by psychologist. A quirky tenet of human nature.

I can assure you that at the time, after hundreds of detailed Q & A forum postings, I was convinced that throughout the course of almost 1 year, I had provided enough concrete, rational, and implementable info for anyone to approximate and execute a workable and profitable technique, without the need for private consultations, yet business owners continued to send me private emails requesting customized help.

The bulk of my contributions on the digital marketing forum remained geared towards step by step-by-step sales process strategy

mastery to high value low maintenance prospects. Sales is the most important engine in any successful business.

The forum members were mostly startup business founders, software developers, consultants, bloggers, topic experts, and marketers. It was clear in my mind that I had freely provided much high quality, unexpected, actionable guidance. Information which could be applied to secure new clients and to manage them effectively.

I know this to be true because I'd been in receipt of several letters of gratitude within my forum mailbox from people who had actually profited by taking action on the free guidance and info that I had openly given.

After making this new 'hourly rate' announcement on the forum, explaining to the membership that because of time constraints and the unexpected influx of incoming messages requesting personalized guidance etc; an even stranger thing happened.

My forum mailbox became more active for request for private training, coaching, mentoring and guidance. This is the period when I realized clearly that not everyone shares the same knowledge gap, and I began to freak out because this was a business forum with close to 500,000 members with one of the most popular threads which attracted over 150,000 readers and active participation.

Moreover, it was clear to me that the higher the interest levels were, the higher the need for prescriptive guidance which would require more of my time.

Uncovering unique and individual operational defects as an 360 degree trouble shooter

<https://www.Seo-Training-Academy.Org>



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I am a firm believer that everyone does the best that they can with what they know at the time. You can't be expected to know what you don't know.





provides a lot of value, which is precisely why my mailbox became so active with personalized request for detailed help, despite hundreds of public forum postings answering various specific questions.

What happened next took me totally by surprise. My forum inbox became unusually active then completely full. Within 2 days anyone trying to write me received an 'Inbox is full' error message. This forced me to take three actions.

Action 1: An upgrade of my forum membership to increase my mailbox capacity.

Action 2: A full time assistant to better help me manage the incoming work-flow was hired.

Action 3: I was forced to decide if I wanted to escalate this opportunity into a useful small boutique training business.

Subsequently after identifying patterns of the most common knowledge gaps, I made an announcement to the forum. I announced that regrettably, due to time constraints and

my desire to pursue other scheduled monetary projects, I would no longer be able to take on new SEO digital marketing consulting clients in any capacity. [More on why I changed my mind later.](#)

Essentially my transition from a specialized contributor on one of the worlds largest online money making forums, established me as one of the most sought after consultants in digital marketing business building . This occurred without ever talking with anyone over the phone before the sale, and it happened without having to see anyone face to face. Exciting times.

The entire sales and fulfillment process reconciled via email and pay pal.

Coincidentally, key elements of this exact sales sequence formula I strongly advocated repeatedly as an advanced sales technique for prospecting and converting high value low maintenance clients for digital marketing services.

One big aspect of my own early semi retirement from success in SEO and digital marketing sales derived from Remote Selling, or location

independent selling, which is completely different than field sales or face-to-face sales. Both have their place, and I've done and I teach both, but now I incline more towards high value remote selling to academic personality types, I do this as a personal preference and I teach this.

When I developed the sales conversion strategies for American Express's Travel & Leisure magazine, The high ticket campaigns were conducted face-to-face dealing with Ad Agencies and their Media buyer decision makers. That's just the way things were done.

Yet my entire division of only 7 people researched, prospected, and sold out high ticket campaigns REMOTELY from a very scenic office

in Miami Beach. Campaigns ranging from \$1,300 to \$75,000 per month.

Do the thought experiment and realize that with reasonable adjustments which we teach in detail, anyone with our training could have executed the same success from home and from just about anyplace in the world, given a reliable high speed internet connection.

STA provides an easy to execute sequence to succeed at field selling and remote selling that I've not seen elsewhere, although remote selling strategy has a special place in my heart because it's the first strategy that I ever used to achieve success in my own SEO business career.



Amateur sellers operate with frustration, low conversion ratios, and often eventually fail due to a lack of cash flow.

The problem is, most people who attempt selling digital marketing services Remotely habitually execute the prospect interaction entirely wrong, as they don't properly control the narrative of the interaction, and their pattern of thinking about modern digital services sales strategy is outdated.

Accordingly the execution is fatally flawed, yes the sales process is dysfunctional. Amateur sellers operate with frustration, low conversion ratios, and eventually fail due to a lack of cash flow.

In comparison Master sellers are successful with converting high value low maintenance clients

because they are aware of our strategies and execute a proven system which leverages deep psychology of digital marketing services sales strongly in their favor.

In a crowded marketplace the prospects that you once tried to convert without success in a salesy or needy way, once corrected, will just arrive to you. Yet before that happens your contouring and fundamental operations strategy must change.

Having this awareness and applying this awareness to business strategy significantly reduces prospect-to-conversion transaction friction and reduces wasted time.

Most people who attempt selling digital marketing services Remotely habitually execute the prospect interaction entirely wrong



Why we do what we do, straight talk

Because there's plenty of room at the top, it's the bottom that's crowded! I want to see more people at the top.

The way we do this is by ensuring that:

- Our training is validated with results
- Our training is simple to access and navigate
- Our support is quick to respond and easy to reach

The market for SEO & digital ad agency services is global and constant which makes it the perfect business for smart entrepreneurs.

The bar to entry is very low, the risk factor is very low if you are properly trained and execute, and the business growth and profit potential is very high.

The first Pro Edition and Master's Edition training courses were published in 2011.

The good news for you (as you will discover in more detail within the next section) is that our entire course materials were originally created from the ground up specifically for two types of trainees.

The trainee pursuing a \$150,000 per year online income level, and the trainee pursuing the \$380,000+ per year online income level. Both approaching this industry with unrestrained territorial ambitions, and both devoted to being secure within the highest income earning tax brackets with consistency.

I created the courses to close strategic knowledge gaps for SEO digital marketing agency services providers, aspirational digital marketers, and existing online marketers devoted to holistic profit increase and wealth building.

I also wanted to place a stronger emphasis on successful low touch high profit strategic REMOTE SELLING, by offering straight talk about what worked for me and others that I've trained.

Conventional wisdom has baked into the minds of many that remote selling is impossible or a waste of time, or the conversion ratios are dismal in comparison to face-to-face selling.

This is true only if you lack proper training.

Moreover recent conversion outcomes by trainees and myself refute the notion that remote selling at a high conversion ratio is unattainable.

Because high value low maintenance prospects are very busy, they often don't have the time nor desire to sit down one on one in the traditional way of selling that many field sales execs rely on and are comfortable with.

Instead they want quick coherent information which addresses their specific objectives and scheduled outcomes. This will require YOU to define the engagements with simplistic finesse and talent.

STA teaches how to execute this where you gain new customers for life. That's it.



SEO is at the core of everything we do online today, it doesn't really matter if you call it SEO, Search Marketing, Digital Marketing, Content Management, Video Syndication, Article Writing, Digital Marketing Ad Agency, Social Media Engagement, Optimization or whatever, in plain terms **SEO is the Internet.**

Next: the Mother of all Surprises. March 17, 2011. Flashback narrative.

After I announced to the forum my inability to continue with private consultations, I received several subsequent request and appeals to reconsider my position for accepting new clients.

Essentially I had closed the door.

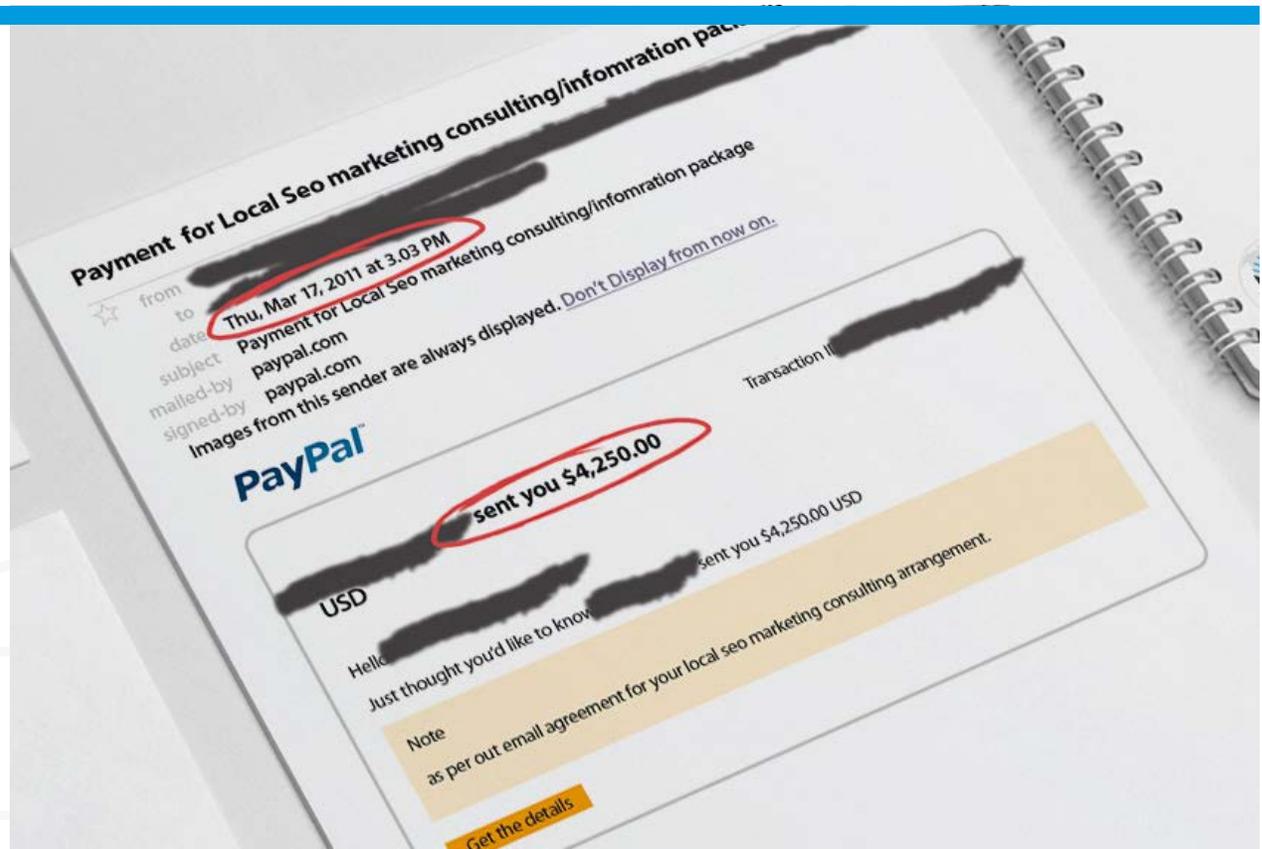
One of these letters of reconsideration came from a Texas based Ecommerce business owner who wrote me an extensive letter about his background in a range of business successes and failures, and his desire to extend his business holdings into owning a successful Digital Marketing Advertising Agency.

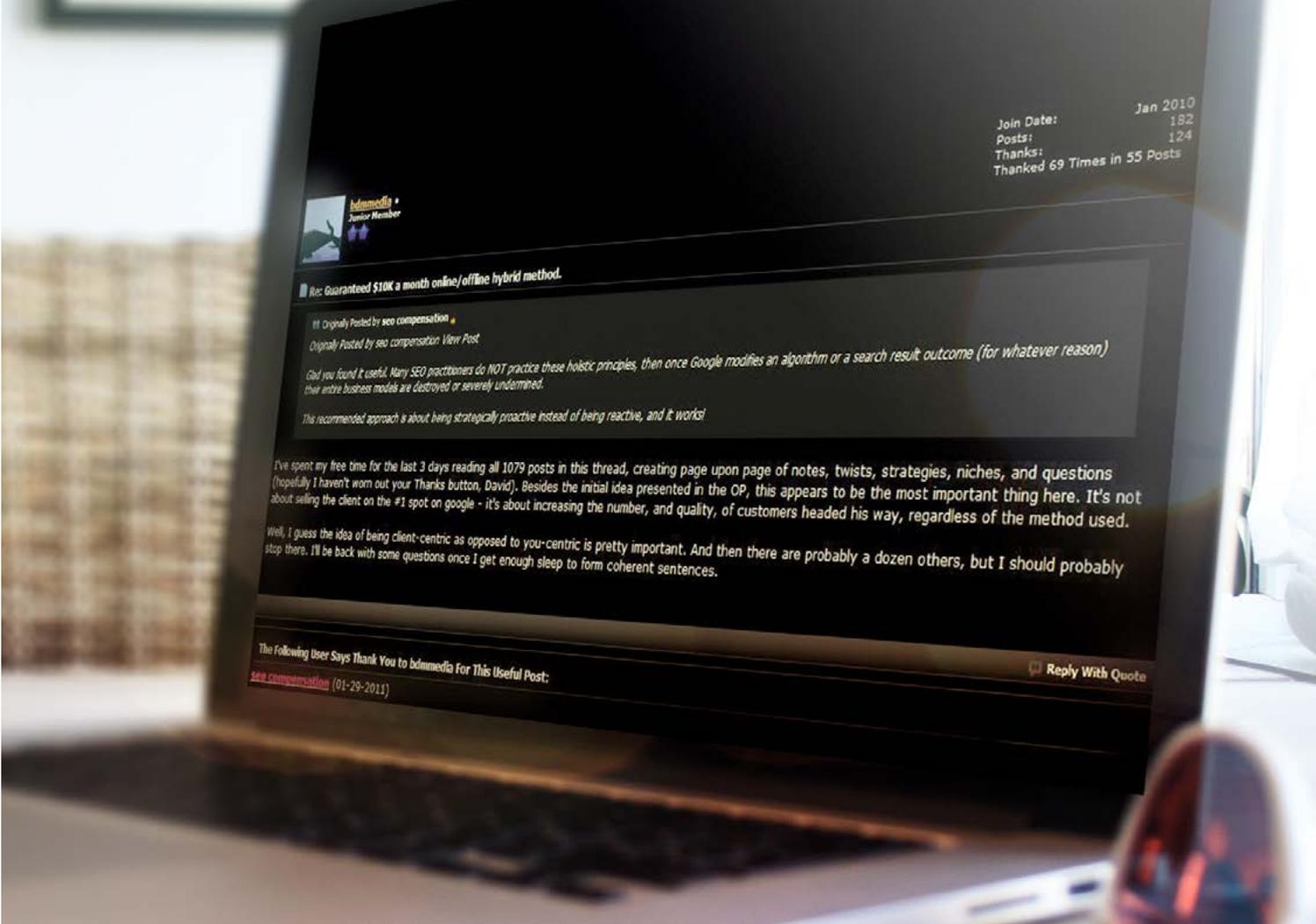
Because his values genuinely reflected helping small and medium sized businesses profit with digital campaigns, we shared an important set of values. Yes, I changed my mind, since his new request presented a new opportunity.

I accepted his request, but with a twist.

Long story short. On March 17, 2011 A notice from PayPal arrived in my inbox indicating a transaction into my account totaling \$4,250.00. This was payment for the very first Home Study course manuscript, which is the foundation for all Seo-Training-Academy.Org materials.

The manuscript was ordered by the Texas businessman who basically asked me to go beyond private consultations and author an A-Z guideline on How to Build a successful Digital Marketing Ad Agency from scratch.





The Texan was fully aware of the elastic multi-trillion dollar economic opportunity that the digital marketing industry provides, as well as the very low economic bar to entry, the Texan wanted to avoid trial and error.

Needless to say this was a huge honor for me.

Not so much because of the money. I had already built a solid reputation online with my Forum consultancy. Moreover I had more clients than I intended to ever handle, which in part attracted the Texan originally during his lurking.

But because at that moment when I received pay pal's notification, it was clear to me that eventually I could package what I knew and create an effective boutique style home study course, supported by e learning materials.

I could create a validated system which did not, and still does not exist elsewhere.

Based on feedback gathered by my pre existing private consultancy clients, it was also clear that what I had to offer was meaningful and had authentic life changing value.

After admitting to having read each of my postings within the forum as a forum lurker*, the Texan wanted me to train him in writing on how to get from point A: startup, to point B steady profitability, within the least amount of time as possible, and without the trial and error loss.

He wanted to become a time bandit and steal time. Like most successful entrepreneurs he didn't want to waste his time re inventing the wheel, he wanted to replicate what was

[*I use the term "lurker" to describe a person like the Texan who absorbs everything within a forum thread, but unlike others who participate openly by asking questions or offering advice or feedback, a Lurker does not contribute nor engage in public dialogue. Instead they read, and learn, evaluate and watch in silence. Once they discern that someone is valid they send PM's (Private Messages) when they have questions or choose to conduct business with you. This particular SEO and online money making forum is loaded with Lurkers]

already working. The willingness to buy time and productivity is a proven millionaire habit and separates the winners from the losers in business.

Timeline: The Texan gained his first two local business SEO/ Digital Marketing Ad Agency clients within 4 weeks of receiving my manuscript. Both clients were over \$1,400 per month residual clients.

I believe one was \$1,800, (annualized \$21,600 / a private soccer coach) and the other was \$1,400, (annualized \$16,800) Entry level local clients for his new SEO digital marketing ad agency. His fulfillment cost didn't exceed 25% of his monthly residuals.

Do the math and you'll get excited because the same opportunity and much greater also exist for you now.

The strategies that I taught since then have been greatly improved and vetted through personal experience, in addition to results gained by my trainees who have executed much higher ticket client engagements than \$1,800.00 per month.

I'm aware of people using exclusive under the radar strategies taught by our training to secure deals which deliver \$70,000 DAYS. \$100,000+ DAYS. \$6,000 DAYS. Reality. I discuss this in



Remember, you can earn more money, but when time is spent it is gone forever.

Zig Ziglar

more detail in my MP3 audio titled



My first \$12K per month client, now it's your turn™

The moral of this story involving the Texan:

Low bar to entry startup cost, high margin, residual profits, sustainable profits, replicatable sales strategy, a global, portable validated opportunity. The ideal business machine and not a shabby ROI from his investment in our original 44 page A-Z manuscript.

New STA strategies and digital marketing ad agency sales executed properly remain a prestigious business, a valuable fun and sexy business, and indeed steady Money in the Bank.

This individual has continued to build one of the most successful Digital Marketing Ad Agencies in Texas. I've also learned a lot from him for my own personal growth and business development.

Training is always a 2 way process, despite perceptions, every teacher can learn something of value from a trainee.

Our original STA course manuscript was a concise 44 pages in printed format. It did not include audio or video enhancements, nor did it include added nuanced detail on a per subject matter basis the way the training does today.

In fact the original training did not encompass multimedia aspects, which is fine for some people.

The original training DID INCLUDE direct email support exclusively from me. This is what fancy copywriters would term today as 'priority email access' along with my direct personal mobile number.

This way the Texan, and subsequent trainees could ring me anytime regarding anything. No confusion, no knowledge gaps, no waiting for email support.



'It is an Art that few understand.'

Get properly trained in how to make more money for your clients by running your own Digital marketing ad agency.

Uniqueness about our training

Everyone has a different speed-of-trust and I'll bet that you're looking for a factor of self serving uniqueness, right? A clear sense that creating a bigger life for yourself exist within our training, training by a team with a caring and nurturing spirit.

Since now you clearly understand our history, you have a clear view into the radius of specialized business building strength that our training materials and values encompass.

Discover more about how we create bigger lives with bigger profits for our trainees by listening to the companion mp3 files combined with this Prospectus. A good place to start:



My first \$12K per month client, now it's your turn™



Musical chairs our proven selling strategy™

Dedication and baby steps involving proven strategies make you a master revenue producer for your business within a compressed amount of time.

We only give you exactly what you need to prosper and profit bigger in your business, and to have a bigger and better life. We don't overwhelm you with info overload because this doesn't help

you prosper, and it hasn't been our style since our humble beginnings as a boutique training brand. Info overload is not high-quality education.

Consider this:

We have a module which teaches a proprietary strategy which relies on celebrity, entertainment, and athlete affiliations which can literally produce single client campaigns worth 6 figures each.



Who's the boss now: The ultimate campaign strategy to a million dollar business!™

While everyone else is obsessing over creating a low 6 figure income with low value high maintenance clients, you are trained in selling 6 figure CAMPAIGNS to low maintenance clients.

Execute this step by step training into your business consistently and you've got a high 6 figure per year business with only 3-5 clients!

These are workshops that I teach personally via audio and video and are available via home study course materials and our online training platform.

Training Exclusivity

This is a NEW fast-paced power-lift strategy which gives you control of who you choose to work with as clients, wow, imagine that! This

<https://www.Seo-Training-Academy.Org>



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strategy has been piloted, validated and polished for the past two years.

External exclusive training for this strategy only began this year. This training will be limited exclusively to a maximum of 8 active trainees per month in each global market. This training will end at our discretion to avoid market saturation, and will be closed on a first come first served basis.

With this in mind, our target is not to privilege the masses, only a few. This training can be the key advancement to bolster your business

Each month according to Business Insider, over 400,000 new businesses are started and that number continues to rise.

consistently and significantly upgrade your life rapidly.

Our goal here was never to be the biggest or the loudest, simply the best.

You will become a **Master** of bringing in new clients,

getting bigger deals, and producing more income





Most Entrepreneurs Won't Ever Become *Rich!*

There's more:

We train you in how to escape from the Prison of Belief (just like I once had) that you can't sell high-ticket SEO digital marketing service campaigns remotely, and even transcontinentally. We have trainees selling high ticket campaigns to prominent global brands from home! I assure you that how we train is different!

Independent of that, even if selling high ticket campaigns does not appeal to you our exclusive training empowers you to overcome the grim reality that ...

Most Entrepreneurs Won't Ever Become Rich!

Yes, sad but true. The U.S. Bureau of Census reports that only 93% of businesses have revenues of less than \$250K, and 57% have revenues of less than \$25K annually. In plain terms, this implies that most Entrepreneurs would be better off financially with a good job.

The fact is, I've learned from helping increase the profits of literally hundreds of digital marketing entrepreneurs.... if you are a reasonably intelligent

entrepreneur you are typically only **ONE KEY ADVANCEMENT AWAY FROM EXPERIENCING TRUE SUCCESS IN YOUR BUSINESS.**

It's common for small and large businesses. When I started my first independent online business years ago, the key advancement that bolstered my business was implementing an audio messaging feature on my home page along with an exit pop script. This combination bolstered my email subscribers list, increased my conversions instantly within 1 week, and trebled my sales steadily within 4 weeks.

This one key advancement also quickly attracted 2 prominent OFFLINE affiliates who established a hybrid referral system which produced between \$30,000 to \$40,000 per month in business within 8 weeks.

One constructive tweak, one new idea, one new disruptive sales or marketing strategy, one seized profit opportunity can make you rich, and pilot you into that elusive 1% to 5% top income earners tax bracket.

One set of experienced eyeballs reviewing your strategies. One new way of getting clients to buy long before they pay.

You'll have plenty of these strategies within the Pro Deluxe or Master's Premium home study and digital training materials. It's just a matter of which one will create the biggest key advancement for you. These are usually tweaks or adjustments that you only have to do once and your business will continue to prosper forever.

This is why it's critical to regularly seek qualified external perceptions and reviews on your business, a second pair of trained eyes can

usually see things or spot opportunities that your best thinking misses because YOU are over exposed to your work.



"David, this company has 50 full time bloggers worldwide, a publicly traded multinational, and have a lot of very smart people working for them, mostly engineers. Yet I was very surprised at how little they knew about off page SEO, and their PPC strategy is very defective... But I got the contract."
STA – Trainee,
-works entirely from home-

We present options where you don't have to spend much time researching- but where you'd gladly offer these campaigns to your clients, and it's the easier way to build your business in a prestigious way which distinguishes you from other industry competitors who are selling the same common lower value lower ticket services.

Big fish clients value these go-getting campaigns and it's easy for you to learn and master.

What our training develops within you is a genuine skill set and superior awareness in how to execute digital marketing services sales quickly. You are quickly trained in how to attract sales with a proven system which is predictive and formulaic to grow your business. This is getting clients to buy long before they pay.

Our platform relies heavily on audio-guidance and video guidance from real life validated experiences.

Each titled, time stamped, and transcribed audio-guidance lecture is created as if I was there with you face to face in person providing you with clear coaching insight, and sharing with you my thinking behind each action step.

Sometimes I tend to ramble with redundancy, but most people require redundancy before they learn and execute. At least that's what one educational psychologist told me once. So chances are when I ramble you still benefit. I need you to succeed because it makes me look better and increases my value and standing as a dedicated independent educator.

And there's more:

Since 2011 our trainees who have executed have experienced consistently profitable results with their business growth.

Because trainees arrive to us with different strengths and weaknesses, we operate as an advanced level educational studio instead of like a hectic public school system.

And should you find yourself in a jam or confused, you can reach me directly by phone or email because I'm excited to work with people who are motivated and driven to make a name for themselves in this industry.

If you can read, write and execute proven instruction, then you're 80% of your way to building your own 6 or 7 figure SEO digital marketing ad agency firm. The other 20% is up to you, your focus level and your goals.

Plus executing is much easier now than when I began my own SEO digital marketing ad agency years ago. Over 10 million businesses still don't have a web site, websites are a great gateway product for other digital marketing services, even if you don't have experience here, you can simply offer the service and outsource the work like many people do.

I can assure you that our training enables hard core money making online, in a manner in which few have been exposed to.

Separately,

As I write this, today a trainee sent me an email informing me that he has a meeting tomorrow with a company which specializes in Crane Rentals!*

His meeting derived from a referral from an existing satisfied client from his list. This is someone that I have been working with for several months.

He confessed to me during a conversation that he NEVER once considered the Crane Industry in his prospecting actions, now because of his recent success with his new client, he's examining the entire industry for income opportunities like a smart capitalist should.

I can assure you, by executing our new unique strategies which are very limited in awareness and execution, and organized around the proven framework of getting clients to buy long before they pay, you don't need a large portfolio of clients to develop a predictive reliable above average income stream.

After Action Report Intelligence Update:

The deal with the Crane rental company by our trainee was closed. Our trainee now has a new client in a new sector. Money in the bank, every month!



That is the
Uniqueness
about
Our Training

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Very important bit of intelligence.

Unglamorous High Yield Niche Sectors like crane rentals remain a profit vein waiting to be tapped for savvy entrepreneurs worldwide.

Regretfully for many digital marketing entrepreneurs their focus remains exclusively on congested mainstream target sectors.

Everyone wants the chiropractor, everyone wants the lawyer, everyone wants the painter, the doctor and plumber.

This is great news for smart people as it means that your competition is making it very easy for you to quietly profit by deviating from the masses and finding opportunities in uncongested sectors.

I can assure you that by ignoring the wide range of competitive industrial and construction sectors among many others, digital marketing entrepreneurs in search of big profits are missing out on low maintenance high value clients.

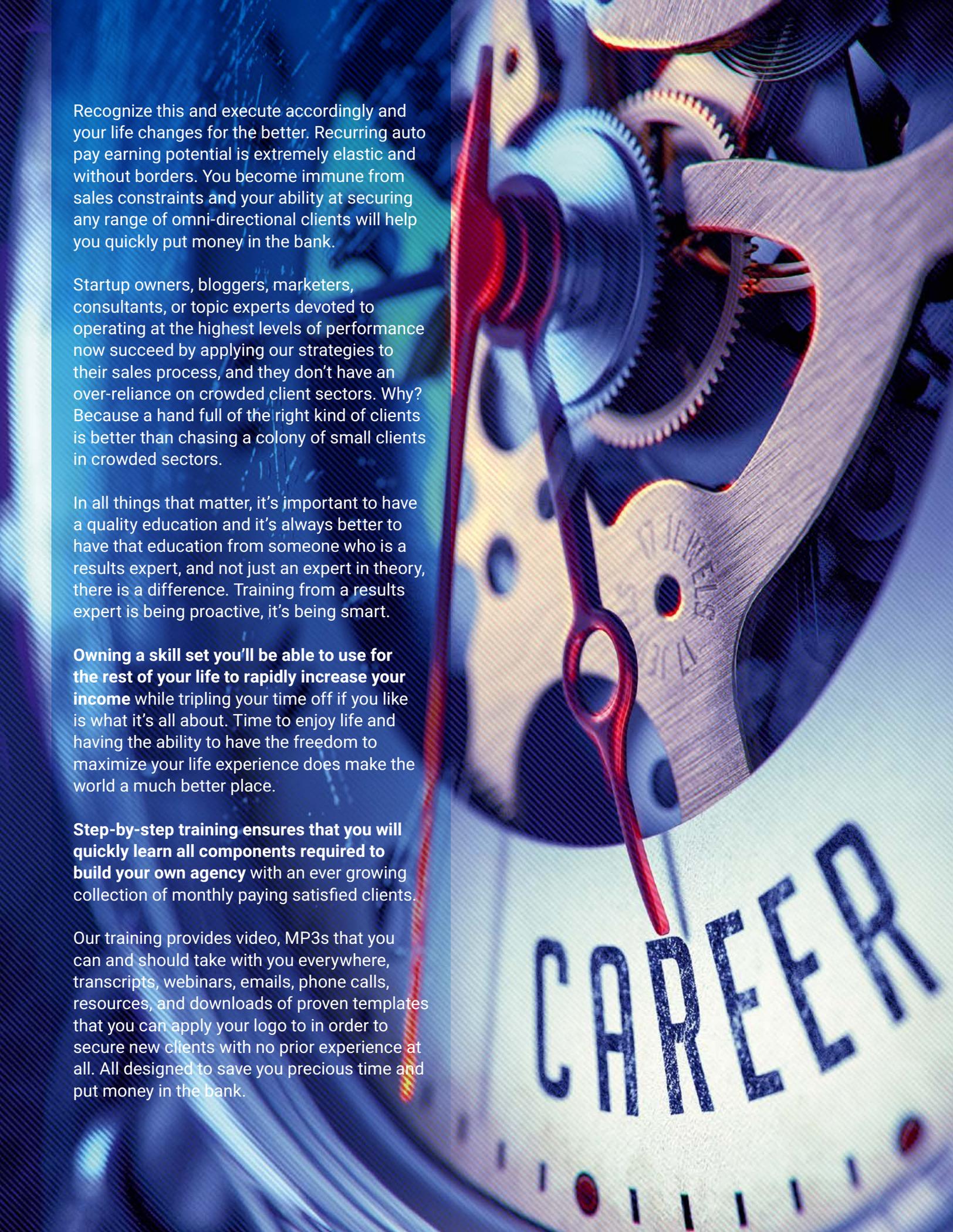
Again, this is great news for smart people who can see the opportunity which continues to be ignored by the masses.

Opportunity exist everywhere in digital marketing in every corner of every business sector, and the opportunistic energy should not be limited to dentist, lawyers, chiropractors, cosmetic surgeons, plumbers, etc.

Any business and business category which is competitive has a need for digital marketing services in today's world and the demand will be continuous.

Our trainees learn to avoid high volume, low margin, high maintenance clients for pragmatic reasons; those types of clients require more work for far less money. In contrast, you could build a digital marketing brand and have 50K per month in auto pay arriving into your bank account with less than 8 clients, IF you clearly understand how to operate and select and target your prospects intelligently.





Recognize this and execute accordingly and your life changes for the better. Recurring auto pay earning potential is extremely elastic and without borders. You become immune from sales constraints and your ability at securing any range of omni-directional clients will help you quickly put money in the bank.

Startup owners, bloggers, marketers, consultants, or topic experts devoted to operating at the highest levels of performance now succeed by applying our strategies to their sales process, and they don't have an over-reliance on crowded client sectors. Why? Because a hand full of the right kind of clients is better than chasing a colony of small clients in crowded sectors.

In all things that matter, it's important to have a quality education and it's always better to have that education from someone who is a results expert, and not just an expert in theory, there is a difference. Training from a results expert is being proactive, it's being smart.

Owning a skill set you'll be able to use for the rest of your life to rapidly increase your income while tripling your time off if you like is what it's all about. Time to enjoy life and having the ability to have the freedom to maximize your life experience does make the world a much better place.

Step-by-step training ensures that you will quickly learn all components required to build your own agency with an ever growing collection of monthly paying satisfied clients.

Our training provides video, MP3s that you can and should take with you everywhere, transcripts, webinars, emails, phone calls, resources, and downloads of proven templates that you can apply your logo to in order to secure new clients with no prior experience at all. All designed to save you precious time and put money in the bank.

Your Safety Net

It's not my intention for you to be fearful of our training. But I realize that doesn't mean that fear will not rise at the thought of moving forward towards positive change, it's a natural human emotion which arises at the thought of future uncertainty and also past experiences.

It's a bit like going on a blind date and not knowing fully what to expect, you get nervous at the uncertainty. It could also be like attending an event or social gathering where you don't know anyone.

This might have also been outside of your comfort zone. Then there's your own history where you might have actually experienced an awkward blind date or something similar beyond your comfort zone.

Success relies on you being at your best.

Our team has the explicit goal of keeping everything safe for you, because safety is very important. We regard this Prospectus as the first step to eliminating all fears of the unknown.

We are giving you an understanding of what to expect and when to expect it, but of course you realize this. And of course no matter what, your own history has probably taught you that there is always a curveball, a snag or some unforeseen detail.

I can't say that we've answered every detail of what you may have as a question or concern, but we try to cover all the important bases and here's how we do it.

We provide you with a safety net with our team.

We provide you with a safety net between you and me.

We provide you with a safety net during phone calls and during any private consultations or emails or workshops etc.



Because we are a private training academy and don't attract a stampede of trainees in search of cheap, unrealistic push-button-to-riches products, we have the luxury of working with ambitious, high quality, sober minded entrepreneurs to ensure their success.

Most training platforms are like attending an overpopulated public school. In contrast our platform is like having an accomplished tutor in a private school. That's because we interact with you directly to help you quickly build your business to it's highest income producing level.

When a new trainee is enrolled, I schedule a time to speak with them personally. I don't hide behind email support tickets and I make myself accessible to each trainee. That contributes to the success of our entire student body.

Our passion for your success doesn't end with your enrollment. We have an array of material to constantly educate and inspire you to win big in this industry.

Not feeling safe while training is like a cancer. Slowly but surely it will cause damage, and that's not good for learning. It's about safety. Because when you are safe you can relax and be yourself. And it's only when you are yourself, that you can be at your best. And success relies on you being at your best.

We guide in a way that's useful and profitable. That way we can care, protect and guide you to do what's best for you and your business. We never wanted to be the biggest, simply the best.



We never wanted
to be the biggest,
simply the best.

Our training system

Our system of training is border less. Learn to build your own agency into this and beyond.



Payment History

Invoice	Client Name	Type	Note	Date	Amount
Inactive Account Cancelled in 2017					
000UK08	Dr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,100.00 GBP
000UK05	Miss XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,100.00 GBP
Inactive Account Cancelled in 2013					
000UK94	Dr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,100.00 GBP
000UK03	Ms. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,100.00 GBP
000UK02	Dr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	2,000.00 GBP
000UK01	Dr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,100.00 GBP
000UK99	Dr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Have you activated your free video upgrade yet?	03/02/11	650.00 GBP
Inactive Account Cancelled in 2013					
000UK98	Miss XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,100.00 GBP
000UK97	Mr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,100.00 GBP
000UK96	Miss XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,600.00 GBP
Inactive Account Cancelled in 2016					
000UK95	Dr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,000.00 GBP
000UK94	Dr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,750.00 GBP
000UK93	Dr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,100.00 GBP
Inactive Account Cancelled in 2014					
000UK92	Miss XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	2,200.00 GBP
000UK91	Dr. XXXXXXXXXX	Bank Transfer	We appreciate your payment. Nothing is due at this time.	03/02/11	1,100.00 GBP

[Payment History Report](#)

1 next all 28 pages. Total payments received: 19,100 GBP





If you are nudged and awakened in the wee hours of the morning would you still be able to ride a bike? I imagine that you would be able to. Sure you might be cranky, and even a bit out of it, or even dazed. Yet you'd still do a great job of riding your bike wouldn't you?

A structure exist in riding a bike and it came with training wheels. Just like there is a structure in training how to create a successful SEO / digital marketing ad agency in a compressed amount of time.

After you learn the correct structure and put it into motion and practice it, you can do an amazing job of building a profitable and prestigious business, yes, consider us your training wheels.

YES
consider us
your training
wheels.

Our Method of Training is Holistic & Improved

When trainees are sitting in front of you, it's relatively easier to teach.

You can view and monitor their eyes.

You can view and monitor their reactions.

You can even peep at them to see if they're half awake or half asleep.

Distance training tends to be different, and according to the [US Dept of Education's Distance Learning Report](#), students of distance and online learning perform better. In the end performance is what matters.

And therefore we've made it as simple as possible for you to learn. Everyone has a different learning style so we use multiple methods to teach, and yes, some are more important than others.

- Notes
- Audio
- Video
- E-mail

Group and private Calls

Mind Maps

Webinars

Podcast

Home study courses

In the end performance is what matters.

Notes:

Each session is always accompanied by notes. Now notes are not exact matches with the audio. There is a sense of overlap, but the notes are just different, in comparison to the audio which has a completely different energy and feel. Well, they have a different feel as well as different information.

Naturally, if you're more of a 'transcript type of person,' you can of course read the audio in a transcript format, without having to listen to the audio, but then you deprive yourself of my studio vocal energy and wit. Sometimes I can be a bit chatty but it's because I want whatever I'm saying to you to sink in.

Audio:

Just like notes, every session is accompanied by audio. Some ADHD people find it difficult to listen to audio while sitting at a computer so it might be wise to listen to audio while driving, exercising, taking a walk, doing house work or whatever enables your focus.

I'd strongly suggest you use both systems to increase your knowledge.

Video:

Most people don't like to read instead they prefer video, if you do like to read consider yourself an exception.

<https://www.Seo-Training-Academy.Org>



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It's safe to say that learning takes on a new dimension of comprehension for most when video training is part of the learning process. Our training videos are not created to overwhelm, they are concise and cut to the point.

 **Round the clock support email system:**

Our support team is trained to reply to all question ASAP, which usually means within hours of receiving a question. You are probably wondering if there is a reliable system in place to help you out of a jam in case you get stuck, and the answer is YES!

These four methods above, are the primary methods of training in any SEO-TRAINING-ACADEMY.ORG Course. But fear not, there's more. Other methods supplement these primary methods in complete, rich detail. So no matter what kind of learner you are, you'll quickly find something that suits your style of learning and training.

Sample experiences of select Trainees

STA trainees who learn, apply, trust and profit by our training



"I always had the misconception that I could achieve a certain level of success on my own, but now I'm becoming addicted to the speed at which an expert's point of view can explode ones potential. I suppose that's why super successful people attribute so much to their coaches. Thanks David"

M. Matus



"I'm off to South Africa with this to open a new market channel since I now have full clarity on what to do and how to do it, cheers mate for lighting the way"

PureOnlineGenius.com
Lawrence L.



"This course, along with David's team and direct hands on guidance into your business revolutionizes the field of digital marketing services sales and operations. It makes building your business and profiting fun and much easier."

Jim P. Lawyer, Son of Former Attorney General, Cambridge Alumni



"Due to your intervention and support to my errors, 12 days after I spent the weekend caved in with your course I secured my very first client at \$2,200 per month. 15 days afterwards my second client for \$1,800 per month. Giving credit where credit is due - this would not have happened without your personalized care. I love my new business, I love how I control my new income in sales and where I can clearly see this headed. Happy days. Thanks"

D. Silvas (Sales)



With certificate of completion

Print your certificate after each completed course.



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STA trainees who learn, apply, trust and profit by our training



"David and I go back to my days in Bali, Indonesia back in 2005. His strategies are very well designed and put money in the bank. Additionally, his business brain stores and shares a vast vault of knowledge that any serious business minded person can tap into and implement in their businesses. Solid info!"

[Master's Level Trainee] | Nomadic Digital Marketing biz owner
S. Hawkins | President | HawkinsWebSolutions.com



"This is a very comprehensive read. Way more content than I imagined. Very Solid"

[Pro Level Trainee]
Mike Johnson | CEO | WPSocial.com | StarterAcademy.com



"A great course for making money online."

[Master's Level Trainee]
Diamond Dave | Owner Site Admin | BlackHatWorld.com



"I have spent \$10,000 on programs that leave me scratching my head going "now what" after I finish them. You will see after reading the first page, this is not one of those courses. This is a step by step real world-already proven process to make a mint in an industry that is always evolving and scattered so thoroughly that there is tons of room for lots of polished people to make money."

[Master's Level Trainee]
Steve Kaplan | Co-founder | MarketMongoose.com



"Your program RockSSS. I've read page 15 so much I almost have it memorized!"

[Pro Level Trainee] | Amazon Featured Expert | 'The Attraction King'
J. Joshua Beistle | CEO | MyPhoneRoom.com | 1DayWorkWeek.com



[Your success story]

[Pro Level] [Master's Level] | [Your successful digital marketing business]
[Your Name] | [Your Title] | **[Your brand URL]**

With certificate of completion

Print your certificate after each completed course.



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THE
KEY
is to
dive IN

Two ways to do this course,
As a **Pro** or a **Master**.

STA Members Represent World Class Companies



SAMSUNG

BandLab

Walmart

DRINKS

.COM

Bank of America

PCTA

airbnb

PRC UNIVERSAL

SONY

printing.com

lok

Hertz

savings.com

LEGO

Grabability

DURTON