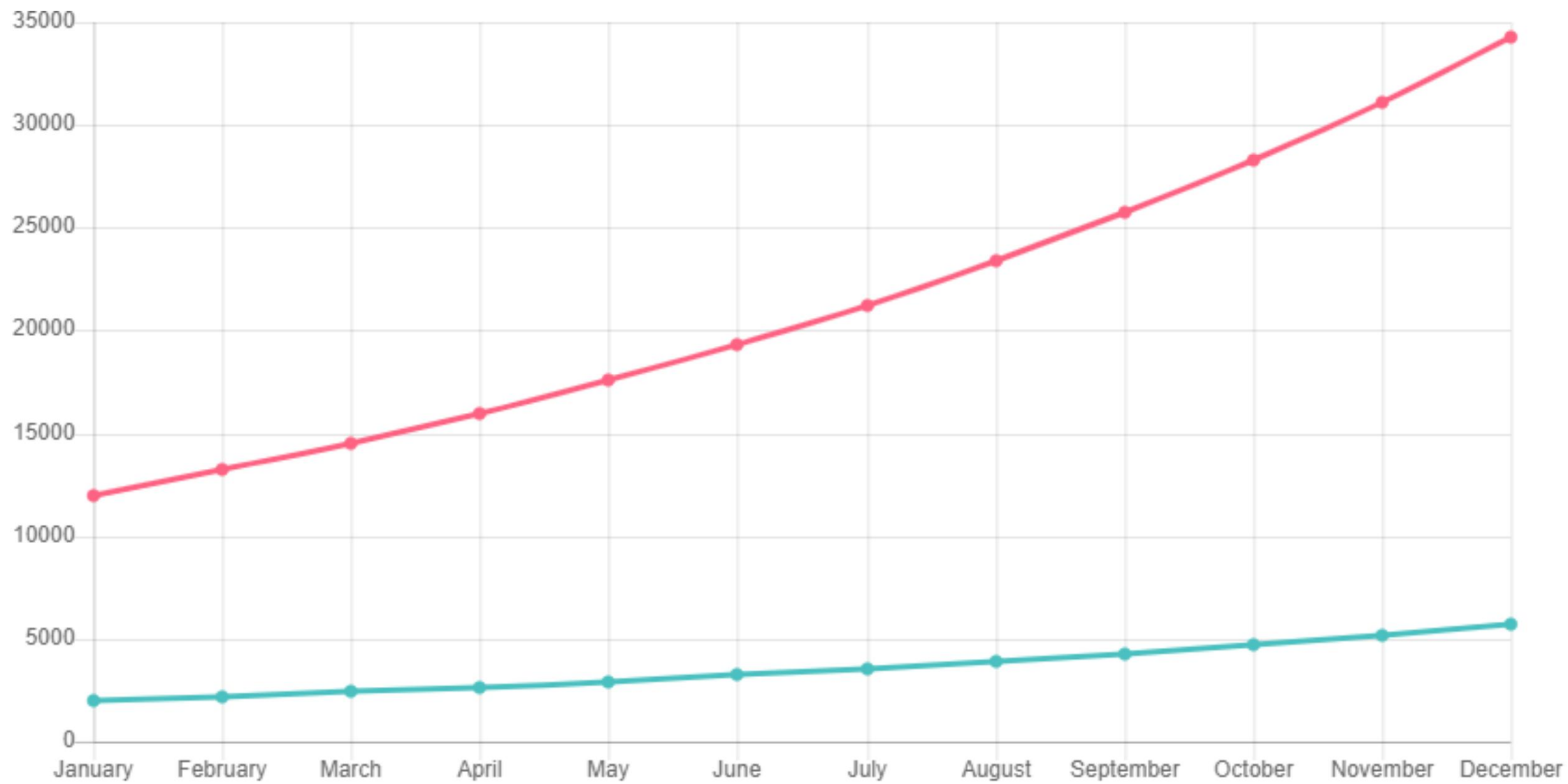


# TRAFFIC REINVESTMENT

1) Organic Reach - Profit Funnel

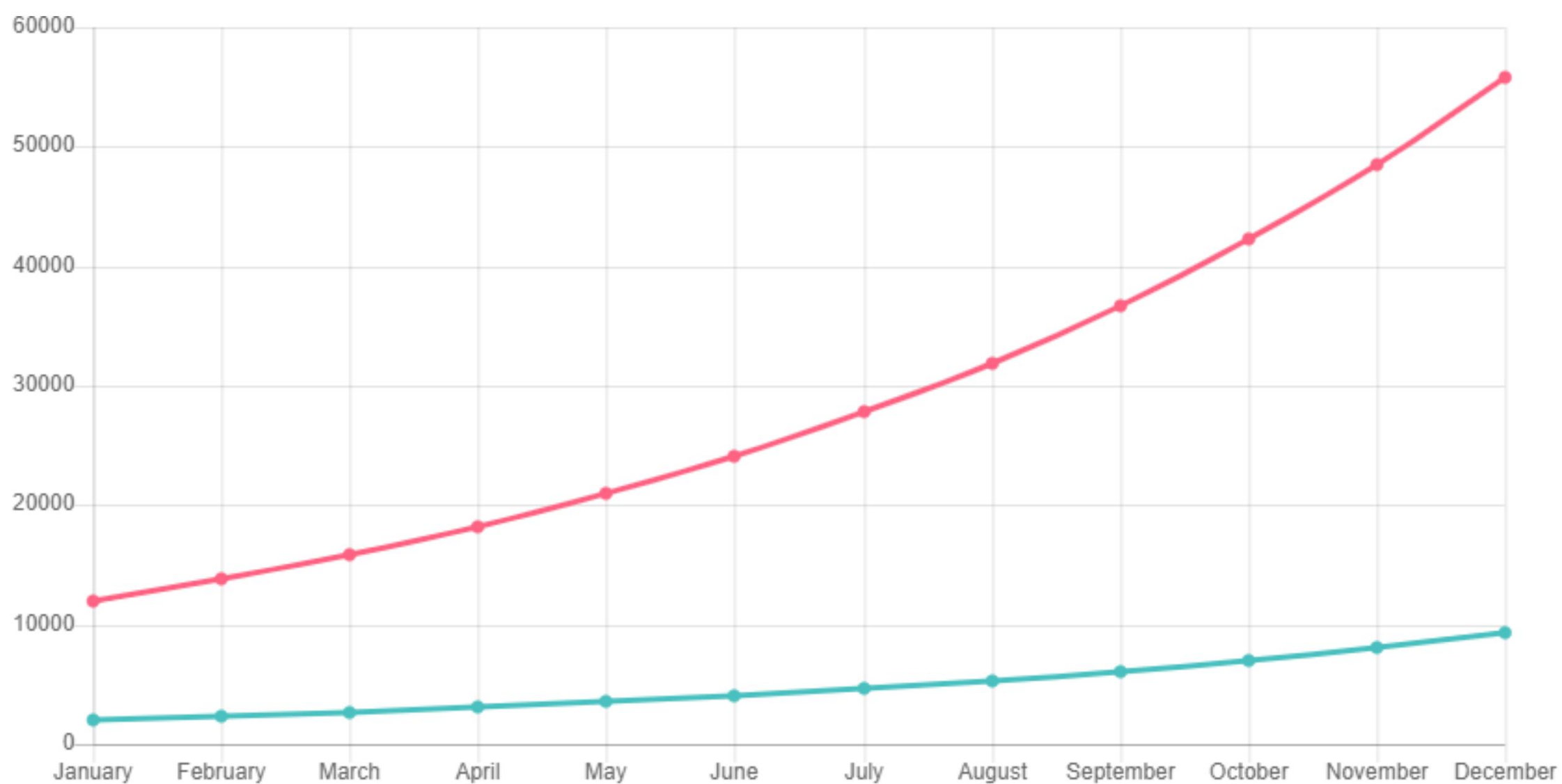


10% of profit reinvested in traffic



Year-End Results	REVENUE	PROFIT	TRAFFIC	LEADS
	\$34,237	\$5,720	3,328	211
Difference	+\$22,237 ▲185.31%	+\$3,715 ▲185.31%	+\$2,162 ▲185.31%	+3,254 ▲185.31%

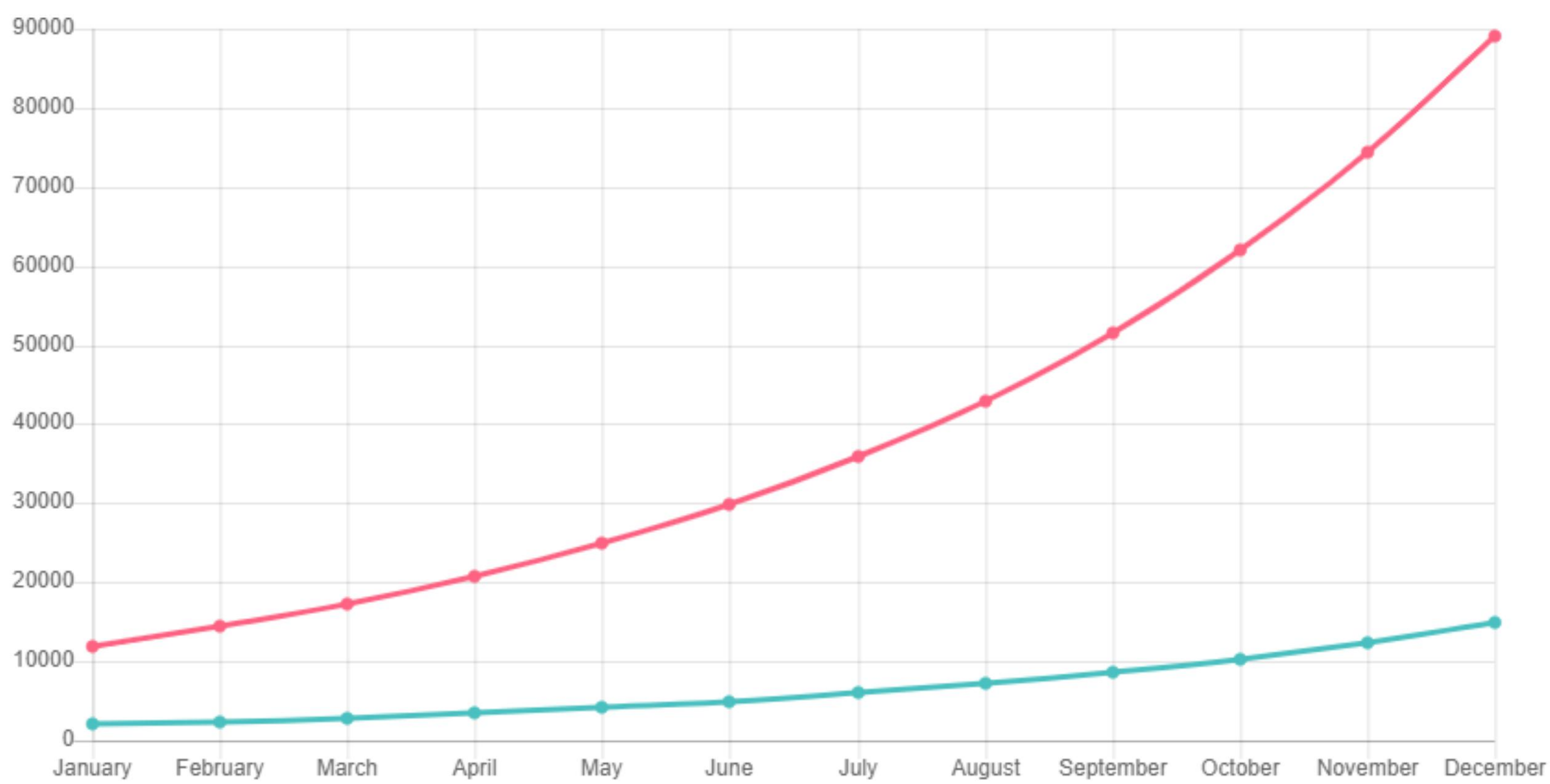
15% of profit reinvested in traffic



Year-End Results	REVENUE	PROFIT	TRAFFIC	LEADS
	\$55,829	\$9,328	5,427	344
Difference	+\$43,829 ▲185.31%	+\$7,323 ▲185.31%	+\$4,261 ▲185.31%	+5,353 ▲185.31%

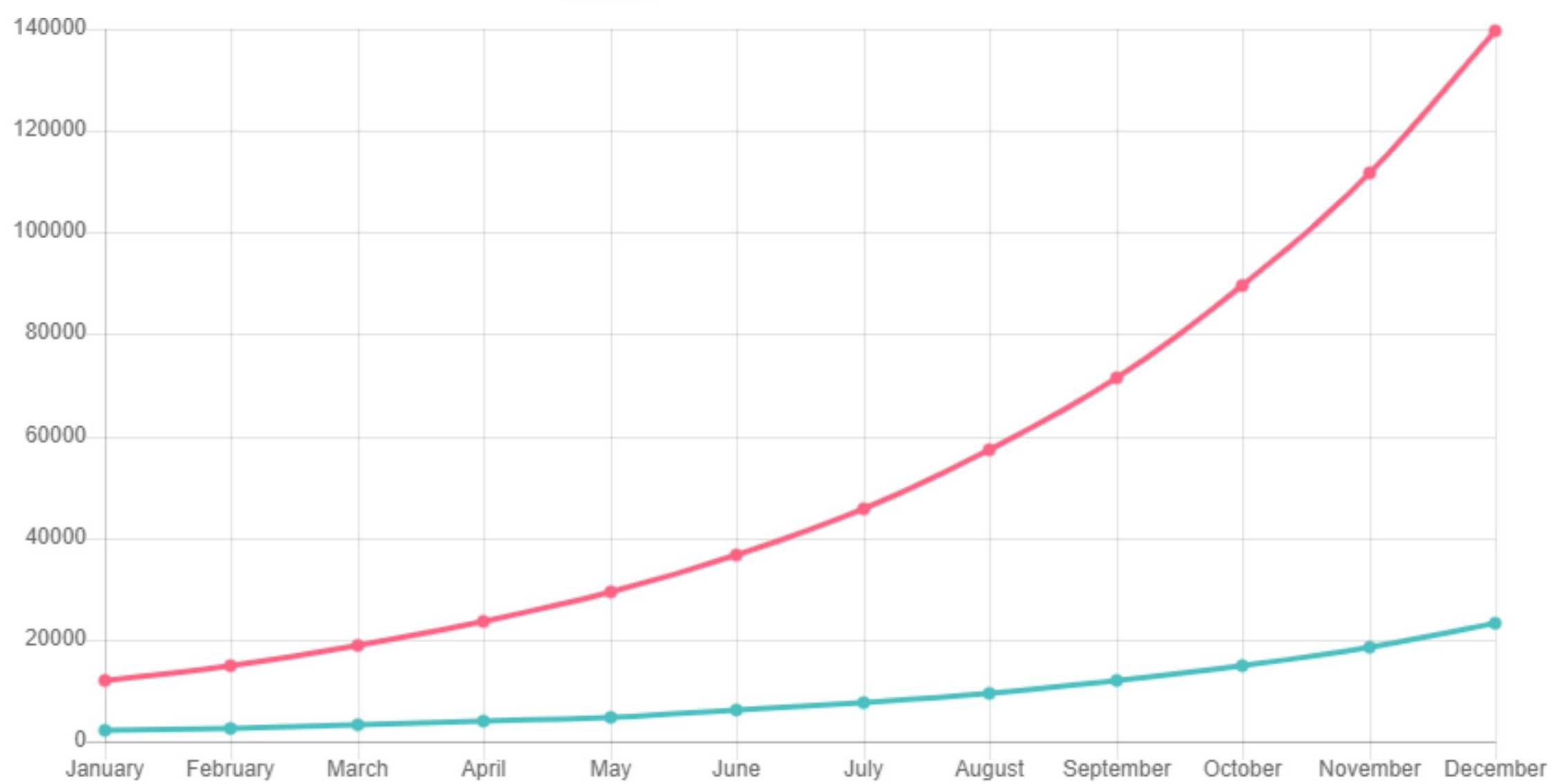
	\$55,829	\$9,328	5,427	344
Difference	+\$43,829 ▲185.31%	+\$7,323 ▲185.31%	+\$4,261 ▲185.31%	+5,353 ▲185.31%

20%

 of profit reinvested in traffic

Year-End Results	REVENUE \$89,161	PROFIT \$14,897	TRAFFIC 8,667	LEADS 550
Difference	+\$77,161 ▲185.31%	+\$12,892 ▲185.31%	+\$7,501 ▲185.31%	+8,593 ▲185.31%

25%

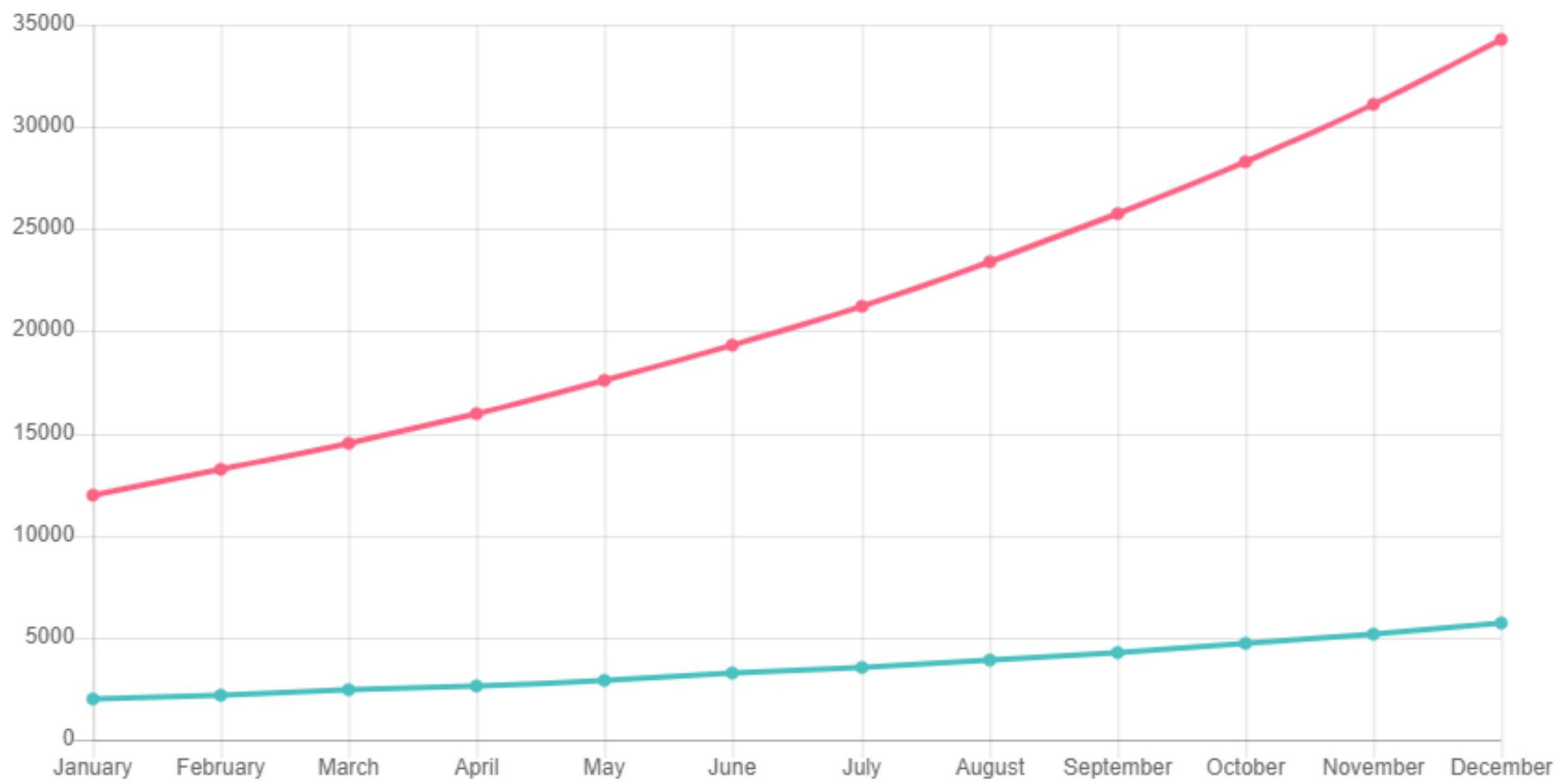
 of profit reinvested in traffic

Year-End Results	REVENUE \$139,698	PROFIT \$23,341	TRAFFIC 13,580	LEADS 861
Difference	+\$127,698 ▲185.31%	+\$21,336 ▲185.31%	+\$12,413 ▲185.31%	+13,506 ▲185.31%

Custom Percentage

10%, 50%, 100%...

10% of profit reinvested in traffic



Year-End Results	REVENUE \$34,237	PROFIT \$5,720	TRAFFIC 3,328	LEADS 211
Difference	+\$22,237 ▲185.31%	+\$3,715 ▲185.31%	+\$2,162 ▲185.31%	+3,254 ▲185.31%