



# **The Davenport Protocol**

*How Coaches & Course Creators Can Get  
Targeted Traffic Starting Tonight*

# Let's Skip the Pep Talk

You don't need mindset. You don't need motivation.

You've already got a funnel, a course, or some kind of offer -- but right now, it's like putting up a lemonade stand in the middle of the desert.

*No cars. No people. Just silence.*

Now you're stuck on the one thing that matters most:

Traffic.

Not just "get some eyeballs" traffic.

Not "go post Reels until your thumbs bleed" traffic.

But cold, targeted, scalable traffic that turns into leads, buyers, and momentum.

You don't need to "build your dream business."

You need **clicks**.

That's what this is. No fluff. Just clicks. Let's get into it.

# My Wake-Up Call

I've been in this game since high school.

Back then, I built an email list of 10,000 subscribers -- sounds impressive, right?

Except I had no clue how to monetize it.

I didn't understand what made traffic *convert*.

I made every mistake possible.

One time, I paid for a "100,000 email blast" solo ad that promised insane clicks.

Turns out it was completely untargeted, didn't match my niche at all, and got me zero results.

Wasted a chunk of cash and got a harsh lesson in the process.

Fast-forward a few years -- I launched some Facebook ads to a basic funnel and watched ***real sales come in.***

That was the shift.

Clicks turned into customers.

And while I've made a lot of mistakes, I've also figured some things out.

In 2017, I ran Facebook ads for my brother's jewelry brand -- The Gold Gods.

That year, I managed **\$550,000 in ad spend** and brought in **\$2.7 million in revenue.**

No team. No agency. Just me, testing and tracking.

*That's when I realized:*

If I could do it with a big budget, I could do it with \$50-\$100 using the same strategies.

The principles don't change, only the budget.

It's not always flashy. Sometimes it's messy.

But when the traffic hits right, it changes everything.

Onward:

# The Problem Today

Now I talk to coaches and course creators every week who all say the same thing:

“I’ve got something good... I just need traffic.”

But here’s the problem...

They think traffic is:

- Too complicated
- Too expensive
- Something only agencies can manage
- Or worse... they think *more posts* is the answer

I’m here to tell you that’s all BS.

# The 2 Big Lies That Keep You Stuck

## Lie #1: “Traffic is complicated”

Nope. It's not.

Most people drown in ad managers, pixel setups, audience split tests... and never even launch.

You don't need ninja targeting or 12 ad sets.

You don't need to watch 40 hours of YouTube or hire a \$3K/month agency.

You need to launch, test, and **track**. That's it.



## **Lie #2: "It's too expensive to start"**

Also false.

You don't need \$10,000 to "test." You need \$50-\$100 and a plan.

You can flip your ads on, let them run for a couple days, and turn them off once you have data to work with.

Most people waste money because they don't track, they don't follow up, and they don't focus.

Traffic isn't expensive. Being scattered is.

Let's keep going:

# What The Davenport Protocol *Actually Is*

It's how I get traffic fast -- even when I'm starting from scratch -- using three battle-tested methods:

## **1. Paid Ads (Facebook & Twitter)**

The fastest path to targeted leads.

But only if you keep it simple, track everything, and don't try to "scale" before proving your funnel works.

You don't need an agency. You need a clean offer and a few key campaign tweaks.

*Tip: Always track ad clicks AND opt-ins with your own link tracker, not just ad platform stats. I use Qliker to know exactly where my money's going.*

## **2. Solo Ads**

Perfect for fast list building -- especially for lead magnets and email-based offers.

The trick is knowing where to buy, how to negotiate, and how to test small.

I've built lists from scratch in 24 hours with the right vendors.

**Solo Ads work best with Biz Opp/Make Money Online Niche.**

But you can definitely find those with health, and other various niches.

*Tip: Always ask for Tier 1 traffic only (US, UK, CA, AU, NZ) -- and only run to proven opt-in pages. If you want to get even higher quality, ask for USA only.*

### **3. Organic Content (Twitter, FB, IG)**

Free traffic doesn't have to mean dancing for attention.

With the right positioning, short daily posts can warm cold leads and amplify your paid traffic ROI.

You can have fun with it, document your journey, share wins, share losses.

It's very easy to make content when you're simply sharing as you go. You don't need to give numbers or specifics... But people will respect your authenticity.

*Tip: Repurpose your best posts across platforms. One solid idea can become a tweet, FB post, IG image, and CTA.*

# Your Funnel's Not Broken. It's Just Starving.

Let's be honest...

You probably thought your funnel wasn't converting because something was wrong with your copy, your emails, or your offer.

But let me ask you this:

How much *real traffic* have you put through it?

Not "a few visitors." Not "one boosted post."

I mean 500, 1,000, 2,000 clicks from actual targeted people.

Most funnels don't fail because they suck.

They fail because nobody sees them.

That's where ***The Davenport Protocol*** flips the game.

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# The Plan From Here

You don't need to "become a traffic expert."

You need to follow one path, launch fast, track everything, and let the results shape your next move.

I built ***The Davenport Construct*** for people like you:

Coaches. Course creators. Digital sellers with value to give... and no traffic to show for it.

Want ***The Davenport Construct***?

If you want:

- My funnel & ad structure
- Solo ad vendors (All niches, tested proven sales)
- The traffic tracking setup I use
- Real campaign screenshots
- A traffic launch checklist.
- My exact strategy for turning cold clicks into hot leads... AND much more

Then grab the full version of **The Davenport Construct** below:

**<https://luke-davenport.com/construct>**

It's everything I wish I had when I started running paid traffic... minus the wasted money and second-guessing.

**[Click here to see what's inside.](#)**



# Final Note

I'm not an "ad guru."

I'm just someone who got tired of waiting for the algorithm to notice me.

If you've built something you believe in -- it's time to get it seen.

Your friend,

*-Luke Davenport*



