

Google Profits

The Google/ClickBank Power Profit System

How to make huge online profits using the power of Google AdWords and ClickBank

By Wade M. Winger

Edited by Denise Blankenship



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Google Profits

*How to make huge online profits using the power of
Google AdWords and ClickBank*

By Wade M. Winger
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Thank you for purchasing the Google Profits ebook.

My name is Wade Winger. Before we get started I would like to tell you a little bit about my experience with Internet marketing.

I have been doing Internet marketing for a little over two years now.

My first year as an Internet marketer was not a pretty sight. I'm sure I had a negative net profit of a few thousand dollars.

I didn't really know what I was doing. I bought various guides and read about various ways that other people were making money online. But I could never really create any decent profits for myself.

I look at it as a trial and error period. I was feeling things out and learning from my mistakes.

I knew there were people making excellent incomes working online and that kept me motivated. I knew it was possible; I just had to figure out the right way to go about it.

As I continued to learn, I slowly watched my progress improve. Finally after about a year of trial and error I actually had a profitable month, about \$300.

That doesn't seem like much and I wasn't about to quit my day job, but it marked a huge turning point in my online ventures. I could now see the huge potential of online marketing.

I kept working and improving my skills and knowledge. Little by little my monthly income continued to rise. About two months after my first profitable month, I brought in a profit of about \$2000.

That exact campaign is still bringing in a steady \$1500 - \$3000 profit every month depending on the time of year. This particular campaign seems to do much better when school is in session.

I have duplicated that process several times and have watched my monthly profits jump from \$300 to \$2000 to \$4000 to \$9000.

Somewhere along the line I quit my 9-5 job and started working on the Internet fulltime from home.

How much time do I spend everyday to keep the profits flowing?

Well to be honest, I don't have to work at all with the campaigns that I have in place right now. Everything is totally automated and has continued to bring in consistent profits for several months now. In fact I haven't even touched those campaigns for months except for a few minor tweaks here and there.

I mostly spend my time implementing new campaigns to increase my monthly income.

I forgot to mention that nearly all of the profits that I make are done without my own product or website.

This ebook will show you the exact techniques and methods that I use to make money online.

Here are some questions that need to be answered before we get started:

- *What is an Internet Affiliate Program?*
- *What is ClickBank?*
- *Why are we focusing on ClickBank?*
- *What are Google AdWords?*
- *How does Google AdWords Work?*
- *Why are we focusing on Google AdWords?*
- *How is this going to make me money?*
- *What makes Google AdWords and ClickBank such a powerful combination?*

What is an Internet Affiliate Program?

I don't have my own product so I join something called "affiliate programs" which allow me market other people's products. They pay me a commission every time I make a sale.

Actually I just advertise their website. If I send someone to their website and they make a purchase I get a commission for the sale.

An affiliate program is set up by a website owner who is selling a product or service. They pay out commissions to affiliates when a product or service is sold.

The job of the affiliate program owner is to supply the product or service, the website, a billing method, shipping and handling and customer service. They also must pay affiliate commissions in a timely fashion.

The job of affiliates (you and I) is to send surfers to the affiliate owners website. If the surfer makes a purchase, then the affiliate (you and I) will earn a commission.

After signing up as an affiliate with an affiliate program, the only thing you need to do is send web surfers to that website. If one of those web surfers makes a purchase **you will receive a commission** on that purchase.

The beauty of joining affiliate programs is that you only have to worry about one aspect of business to make money.

- **You don't need your own website**
- **You don't need your own product or service.**
- **No Inventory**
- **No shipping**
- **No angry customers**
- **You don't have to worry about anything except advertising**

The affiliate owners handle all of the junk above. Affiliates like you and I just send web traffic to the websites and collect the commission checks. \$\$\$

Sounds so simple right? That's because it is that simple!

- Join an affiliate program
- Advertise the website
- Collect the commission checks

That's all there is to it.

There are literally hundreds of thousands of affiliate programs that you can join. There is an affiliate program for pretty much anything you can think of. They are free to join and there are no obligations when you do join them.

Now let's learn about **ClickBank**.

ClickBank[®] | Shop | Login | Legal | Contact |

Affiliate powered e-Commerce, worldwide

- Customer Service**
Ask about a ClickBank purchase.
- Buy Products**
Browse our 10,000 item catalog.
- Sell Products**
Sell your products at ClickBank.
- Promote Products**
Earn cash as a ClickBank affiliate.
- Promote ClickBank**
Earn cash as a ClickBank reseller.
- Client Login**
See how much you earned today.

Attract More Customers. ClickBank has over 100,000 affiliates who know how to find customers for your digital products. Leveraging these affiliates can be the secret to multiplying your product sales by a factor of ten or more.

Convert More Customers. Our ordering system is fast, and only asks customers for their name, card, and email address. Our 10,000 product vendors know that ClickBank is the best way to complete a digital sale.

Earn Commissions. Join our army of over 100,000 affiliates earning sales commissions from 1% to 75% on the sale of digital products. Sign up free and start earning commissions today!

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ClickBank.com

What is ClickBank?

ClickBank is an Internet **affiliate network**. Affiliate networks combine thousands of Internet affiliate programs into one simple website.

So instead of signing up for numerous affiliate programs, which can be a hassle, you only need to sign up once with a site like ClickBank. This will allow you to have access to over 11,000+ products and services to market.

ClickBank is actually a special type of affiliate network in that it only deals with **digital products**. When a customer buys through ClickBank, they receive their purchase instantly over the Internet.

Why are we focusing on ClickBank?

So why is this ebook focusing mostly on ClickBank? For several reasons:

- ClickBank is very easy for beginners to learn
- ClickBank offers many high quality affiliate products to market
- ClickBank offers extremely high commissions (up to 75%)

- Many people are already members of ClickBank
- Getting affiliate links is very simple and fast
- Stats are in real time and can be checked 24/7
- ClickBank sends commission checks every two weeks

ClickBank is not the only affiliate network that you can join. There are numerous affiliate networks available to you and thousands of solo affiliate programs you can join.

In no way should you make ClickBank the only affiliate network you ever use.

There tons of profit opportunities in other affiliate networks and I highly recommend that you explore them. I will give you a list of several different affiliate networks that you can join later in this ebook.

Note: All the techniques you learn in this ebook focus on ClickBank, but these techniques can easily be used with other affiliate networks. And I highly recommend doing so. Use this ebook as a blueprint as you expand to other affiliate programs and networks

Let's talk about Google

With ClickBank we now have a source of affiliate programs to choose from (11,000+ products). Now we just need a method of sending traffic to these websites.

The Internet is filled with ways of advertising websites. The most effective way I have come across so far is Google or more specifically Google AdWords.

What are Google AdWords?

Google AdWords are little advertisements displayed on Google. These advertisements appear every time a search is done on the Google search engine. Look at the picture below.

Google Web Images Groups News Froogle Local more »

flowers Search Advanced Search Preferences

Web Results 1 - 10 of about 37,500,000 for flowers [definition]. (0.19 seconds)

Flowers- FTD.COM
www.FTD.COM Fresh Flowers from \$19.99. Same Day Delivery - Order Now!
1-800-FLOWERS.COM
www.1800flowers.com Fresh Flowers from \$24.99 Same-Day Nationwide Delivery

Sponsored Links

Sponsored Links

Send Flowers for \$19.99
Rated #1 Flower site by Money.com.
Send beautiful roses, tulips & more
www.proflowers.com

Send Flowers
Send Fresh Flowers Online
Wide Choice, Special Low Prices
www.flowerdelivery.com

Flowers
Your bouquets never come in a box.
Hand delivery by your local florist
www.teleflora.com

Flowers Delivered in AM
Have Your Order Hand Delivered
First Thing in the Morning!
www.CoastToCoastFlowers.com

News results for flowers - View today's top stories

'Broken Flowers' - Newsday - 6 hours ago
'Broken Flowers' Lolita has naked ambition - San Jose Mercury News - Aug 3, 2005
Namaqualand has fewer flowers in bloom - Independent Online - Aug 3, 2005

FLORIST FLOWERS - Florist flower delivery and Virtual Flowers ...
Send Flowers (VirtualFlowers.Com™)- Welcome! We are the leading on-line florist you can trust to send flowers same day delivery of florist flower ...
www.virtualflowers.com/ - 14k - Aug 3, 2005 - Cached - Similar pages

1-800-Flowers.Com
Florist and gift retailer and franchisor with more than 100 stores nationwide offering online purchasing of arrangements, plants, gift baskets, ...
www.1800flowers.com/ - 2k - Cached - Similar pages

The ads inside the red are paid advertisements (Google AdWords).

Anybody including you and I can purchase advertisements on Google like the ads in red.

How does Google AdWords Work?

Google AdWords uses the pay-per-click method.

Pay-per-click just means that the advertisers pay a predetermined amount of money every time someone clicks on their advertisement.

For Google, advertisers bid to have their ads shown when a specific search term is entered.

The higher the bid the higher on the page the ad will show. Being at the top of the page will get you more clicks than ads lower on the page.

Advertisers bid anywhere from \$0.05 to \$50 per click. That click sends the Internet surfers to a website address of the advertisers choosing.

The thing that makes this method superior over other methods is that your ad will only be shown to people that are interested. It is a very targeted method that leads to more sales.

Let's say that you are selling flowers. You would bid on the search term "flowers". When somebody does a search on Google for the term "flowers", your ad will appear.

On the other hand, when someone does a search for the term "dogs", your ad will not appear because you did not bid on that search term.

You get to decide which search terms are relevant to your campaign and bid on that search term.

Why are we focusing on Google AdWords?

Simply put Google AdWords is better than any other advertising method on the Internet. The second you put up a Google AdWords ad your will start to see results.

Here are some of the reasons that make Google AdWords superior:

- Google boasts over 200 million searches per day
- It only takes fifteen minutes for your ads to appear
- You only need a minimum of \$5 to open an account
- The traffic you get from Google is of very high quality
- AdWords is simple to use and beginners can catch on fast
- AdWords is perfect for testing potential ad campaigns

Like ClickBank, AdWords should not be the only advertisement avenue that you use. I like to use AdWords as a springboard. I will usually test out potential affiliate products on AdWords. If the testing goes well, I will go into a full-fledged AdWords campaign. If that goes good, I will expand to other sources of advertising.

How is this going to make me money?

Ok let's put everything together to show you how this is going to make you money.

First you would go to **ClickBank** and search through the 11,000+ affiliate programs for a product you would like to promote.

For this example let's say that you choose to promote an ebook called "How to play the Guitar like a pro".

Let's say the ebook is selling for \$49 with a 50% commission for affiliates.

This means if you send people to the website and they buy the ebook, **you will make \$24.50 for every ebook sold**. That's excellent money. (ClickBank takes a small percentage but you will still make about \$22 per sale)

You are making just as much as the author of the ebook. 50% commissions are actually very common with ClickBank products.

So now that you have an affiliate product that you want to promote, it's time to start promoting the product.

This is where **Google AdWords** comes into play.

With Google AdWords you would bid on some key search terms such as:

Playing guitar
Learning guitar
Guitar
Pro guitar

Guitar for beginners
Guitar lessons
Beginning guitar
Guitar guide

When someone does a Google search for one of these terms, your ad will show up. If that person clicks on your ad you will be charged the amount that you bid for that search term, sometimes less.

Let's say that your bid price per click is \$0.07.

If the guitar ebook is a fairly good converting product you can expect to sell one ebook for every 100 clicks on your Google AdWords ad.

If that were the case, it would cost you: \$7 in advertising to sell one ebook, which pays you a commission of \$24.50. That's a profit of \$17.50.

Granted figures change from product to product and circumstance, but there is so much potential out there, all you have to do is find the right product to market and you can make some serious cash.

What makes Google AdWords and ClickBank such a powerful combination?

Google AdWords and ClickBank is a match made in heaven. ClickBank supplies the high quality products and AdWords supplies a very effective way to advertise those products. Both websites are leaders in their respective fields and are highly recommended throughout the industry.

Both AdWords and ClickBank are very simple to use and can be set up in minutes.

Both systems can be automated. After getting everything set up, you can just let it be and the profits will continue to come in.

No website is needed.

Millions have been made using this combination. \$Millions\$ will continue to be made using this combination.

Google continues to get more and more popular, which means more potential purchasers.

ClickBank continues to increase its product base (11,000+ and growing).

With both Google and ClickBank growing, there is plenty of room for everyone to make profits and it will continue to get better as the Internet grows.

I'm going show you how to harness two of the most powerful websites on the Internet, **Google** and **ClickBank**.

You are about to learn exactly how combining **Google** and **ClickBank** can make **you** enormous amounts of cash.

Let's get started!!!

This is the success formula that I use to make money online. Learn these and you will be well on your way to making a good online income.

Google Profits Success Formula

- 1. Find the ultimate ClickBank products to market**
- 2. Set up super low cost AdWords test campaigns**
- 3. Identify profitable test campaigns**
- 4. Turn profitable test campaigns into full-fledged campaigns**
- 5. Expand past Google and ClickBank for super profits**

**This ebook will go through all of these steps in a detail*

For each step above there will be two sections, the **Information Section** and the **Action Section**.

The “**Information Section**” will consist of specific information about that step in the formula.

Most of the decisions that you will be making will be based on information that you obtain from the “**Information Section**”. So read

through this several times and make sure you understand what is going on.

The “**Action Section**” will ask you to **take action**. You will never make any money if you don't take action. I would suggest reading through this entire ebook several times before actually taking action. Try to get a good feel for how the system works before jumping in.

But remember, you must take action if you ever want to make money. So don't wait too long.

Step 1

Finding an affiliate product to market

Information Section

Finding a worthy affiliate program to market is one of the most important decisions that you will be making. If you find a gem of a product that not many people are marketing, you can make a ton of money.

How to pick the best affiliate programs

1. Target niche products:

First off, let me tell you which type of affiliate programs will make you the highest commissions per sale:

- Internet Casinos
- Online Pharmaceutical Drugs
- Web Hosting
- Credit Cards
- Dieting Pills
- Loans
- Debt Consolidation
- Software Products

You can make a ton of money if you have a good method of advertising these products. But guess what, everybody and their grandma are trying to market these products.

The competition in these categories is fierce.

The more competition there is, the more money you will be spending on advertising.

Is it possible to penetrate the barriers and turn a profit marketing these products?

Of course it's possible, but I wouldn't recommend it for beginners. Since these affiliate programs pay out high commissions, you would be up against **experienced professional marketers**.

These are not the only products that will make you money on the Internet. There are so many things that you can market, it's almost limitless.

You will have a much better chance of making money if you find niche products that few marketers are promoting.

There will be less competition and you will spend less on advertising. You will most likely make more money as well.

Some people want to learn about great cooking recipes. Some people want to learn how to write books. Some people want to learn how to play the guitar. Some people want to learn how to do home repairs.

Find the affiliate product that fills a particular need that people are looking for. Even if you don't think too many people are looking for that product, there is still profit potential there.

Remember, **Google Boasts 200,000,000 searches** every single day.

I have found affiliate products that most people would never think of marketing, and now they make the most money for me. If people search for it, there is profit potential. Be on the look out for those niche areas.

2. Importance of an excellent sales page:

The sales page is the page that the web surfers land on. The object of the sales page is to convince surfers to purchase the product.

The sales page of an affiliate product is an extremely important thing to look at when choosing an affiliate product to market.

A convincing and compelling sales page will sell several times better than a sales page that is not convincing or compelling.

The whole point of the sales page is to get as many surfers as possible to make a purchase.

Key traits that a good sales page possesses:

- It grabs your attention right away
- It keeps your attention throughout the page
- It gets you excited about the product
- It's appealing to the eye
- Shows proof that the product really works
- Offers a money back guarantee
- Gives bonuses

The more of these traits that a sales page has, the more action it will get. Your marketing campaigns will have a much higher chance of succeeding if you pick affiliate products that have sales pages with the key traits above.

3. Pick a quality product:

Ok so you found a product with a good sales page. The sales page is converting plenty of sales for you. That's a good thing.

But it is also important that the product you are marketing is high in quality as well.

If the sales page is spectacular but the product stinks, there will be a lot of refunds and you will lose most or all your profits. When people return products you lose your commission on that sale.

That is why it is very important to choose a product that is high in quality and has few returns.

It can be hard to figure out which affiliate products will have fewer returns than others. One sure way to know whether a product is good or not, is if you have used the product yourself.

Most of the time, I find my best converting affiliate programs are from products that I have purchased and used myself.

But most of the time you won't have this luxury. If this is the case you can do some research and find out what others think of the product. Just type the name of the products into Google with the word "review" next to it. Many times people that have used the product will have reviews, which can give you a good feel of whether or not it is a high quality product.

If you are using an affiliate network such as **ClickBank**, they often times give out information on the top selling products and how they rank against other products. Most of the time if a product is poor in quality it won't have very good stats.

ClickBank ranks each affiliate product according to sales performance. If an affiliate product is ranked pretty high, you can be sure that the products return rate will be fairly low.

If you have absolutely no way of knowing if a product you want to market is high quality or not, you can try it out, but you need to keep a closer eye on it.

If there are too many returns, you should stop advertising immediately.

4. Market products you have purchased: If you buy a product online and truly like it, then there is a good chance that others will like it also.

Just the fact that you bought the product in the first place means that there is true potential in marketing the product.

Here is what has been proven by your purchase of the product:

- The sales page for the product works
- There is a market out there for the product
- The product is of high quality (only if you liked the product)

Some of my highest profiting affiliate products are products that I personally bought and used at one time or another.

If you have ever bought anything online, take a look at those products, they could be your next profitable affiliate product.

5. Choose products with high profit margins:

If you're going to spend time and money to market somebody else's product, you better make sure that you're getting a good commission for your efforts.

When I first started Internet marketing, one of the first affiliate programs that I joined was Amazon.com.

I would look at the New York Times best sellers list and market those books to people.

I quickly figured out that selling books at a 5% commission was never going to work out for me. If someone bought one of those books for \$8.95, I would get a commission of only \$0.44. Hmm, that's not too great. Even if you were only paying the minimum \$.05 per surfer on Google, you would need to make one sale for every nine surfers to turn a profit. That's nearly impossible.

I started looking around the Internet comparing the different commissions that I could get for marketing different affiliate products.

Depending on what you market, you can make a commission anywhere from \$0.10 to \$300 for one sale, Wow!!

I find that the most profitable products to market have commissions of \$20 or more for one sale. If the commission is lower than \$20 dollars, you can still make money, but you need tons of cheap traffic to do so.

This is one of the reasons that I like ClickBank so much. The products on ClickBank have commissions that range from 1% to 75%. Most of the products offer commissions of 50%.

If a customer buys a product for \$50 and you are getting a 50% commission for every sale, you will get \$25 per sale. Amazing!!

50% commission on a product you don't even own is an outrageous amount. ClickBank offers commissions up to 75%.

6. Make sure they pay and are reputable: One last thing to look for when choosing affiliate programs is to make sure they are reputable and pay on time.

Two affiliate programs that I joined last year still owe me over \$3000 in commissions.

I have written them and they keep telling me the check is in the mail, but I haven't received the checks yet. This is a scenario you want to avoid if at all possible.

How do you find reputable affiliate programs to join?

- Email the company and ask specific questions
- Join Affiliate networks such as ClickBank (haven't been ripped off by one yet)
- Join popular affiliate programs (they wouldn't be popular if they ripped people off)

This is the reason that I suggest joining affiliate networks, especially for beginners.

Affiliate networks like ClickBank have reputations to maintain. They don't want to risk ruining their reputation, as it would cost them tons of money in lost customers.

After you get more experience you'll be able to spot the affiliate programs that are more reputable than others.

Also

When choosing affiliate programs I like the ones that send out commission checks at least once a month. Twice a month is great and once a week is the best.

The sooner you get paid, the sooner you can reinvest that money and expand your marketing efforts to bring in even more money.

ClickBank sends out checks every two weeks.

- Finding Affiliate Programs -

You know what to look for in a good affiliate program, but where do you find affiliate programs to join?

The answer is everywhere. There are affiliate programs for anything you can think of.

If a website is selling a service or product, chances are really good that it has an affiliate program you can join.

Look for a link on the website that says one of the following: "Webmasters", "Affiliates", "Associates" or "Make Money. You probably see these links all the time.

Personally I have joined over 100 different affiliate programs.

The only problem with joining so many different affiliate programs is trying to keep track of everything.

Every affiliate site that you sign up with, will give you a different affiliate id, affiliate password, separate paychecks, and paychecks that come at different times of the month.

It becomes a pain trying to keep track of this mess.

Don't get me wrong there are some great solo affiliate programs out there that can make you a lot of money. But don't go joining everything in sight.

I highly suggest joining an **affiliate network** (Like ClickBank) instead several solo affiliate programs.

Affiliate networks really make things easy. Joining one affiliate network can give you access to thousands of different products and services to market, all with only one account. So you only have one affiliate ID, one password to remember, one paycheck to cash, and access to thousands of products you can market.

Some of the best items to market on the Internet can only be found in these affiliate networks. Trust me, if you are just starting out, I suggest joining two or three different affiliate networks, it's so much more time efficient.

I like to roam through all the products listed in the affiliate networks measuring them up. Then I go out and do some test campaigns to determine whether they would be profitable or not.

Step 1 - Action Section

Step 1: Join ClickBank Now

Since we will be working with ClickBank throughout this ebook, if you have not joined ClickBank yet, I highly recommend that you join now.

Joining ClickBank is free and it only takes about two minutes.

Join ClickBank: [ClickBank signup form](#)
[ClickBank Website](#)

Try to spend 20-30 minutes getting familiar with ClickBank. Become as familiar as you can with the ins and outs.

Step 2: Choose three quality affiliates products from ClickBank.

The action that I want you to do is choose three quality affiliate products from the ClickBank affiliate network.

We won't be doing anything with them yet, I just want you to go and choose three affiliate products.

Make sure to use the information laid out in the "Information Section" above when choosing the three affiliate products.

Go to [ClickBank](#) now and click on the "promote products" link. From there you will be taken to the "Marketplace". You will have a choice of nine different categories.

- Business to Business
- Health & Fitness
- Money & Employment
- Computing & Internet
- Home & Family
- Society & Culture

- Fun & Entertainment
- Marketing & Ads
- Sports & Recreation

ClickBank Marketplace

[Home](#) [Shop](#) [Sell](#) [Refer](#) [FAQ](#) [Login](#) [Legal](#)

Over 10,000 products ranked by popularity.

With ClickBank every link on your web site can be a source of revenue. Use the ClickBank Marketplace to find products that will be of interest to people who visit your web site. Next to each product listing you'll see a percentage. This is the commission you can earn for referring a paying customer to ClickBank to purchase that product.

[Business to Business](#)

[Health & Fitness](#)

[Home & Family](#)

[Computing & Internet](#)

[Money & Employment](#)

[Marketing & Ads](#)

[Fun & Entertainment](#)

[Sports & Recreation](#)

[Society & Culture](#)

#1 Affiliate Commissions
Affiliates **EARN 67%** per sale.
[www.NoAdWare.net](#)

Make \$500-\$2000 Daily!
Affiliates **EARN \$\$\$** per sale.
[www.Mp3DownloadCity.com](#)

#1 Affiliate Program In 2004
Affiliates **EARN \$\$\$** per sale.
[www.SpyWareNuker.com](#)

Google Is Making People Rich!
Affiliates **EARN 50%** per sale.
[www.3500weekly.com](#)

***** Earn \$3000+ Per Day *****
Affiliates **EARN 50%** per sale.
[www.ParetoLogic.com](#)

\$\$\$ Work From Home Today \$\$\$
Affiliates **EARN 75%** per sale.
[www.covMarketing.com](#)

Copyright 2005 ClickSales Inc. / [ClickBank](#)

It doesn't matter which category you choose. I have found that all of them have affiliate products with excellent potential for profits. So choose a category that interests you.

After you click a category you will be taken to a page with the top ten selling products for that particular category. ClickBank uses a special algorithm that determines which products are ranked higher than others. The algorithm consists of three factors:

- The number of sales that a product generates from affiliates.
- The number of affiliates who made those referrals.
- The total dollar volume earned by affiliates on those sales.

All of these factors are combined in an algorithm. The algorithm gives more weight to products with the most recent sales.

So you can be sure that products ranked in the top ten are good selling product.

I suggest that you choose your first three test products with a ranking of 20th or better in its particular ClickBank category.

This way you can be sure that the products you will be promoting has a proven sales record, giving you a better chance to succeed.

NOTE: There are many profitable products you can market that are not ranked in the top 20. But for beginners I suggest going with the proven sellers. After you gain some experience at picking profitable products to market you can then venture past the 20th rank mark trying to find that diamond in the ruff.

Make sure that you pick products to market that give a 40% commission or better.

I have never marketed ClickBank products with commissions under 40% and I don't suggest it unless you find a product that you feel will sell like crazy and make up for the low commission percentage.

Most of the products on ClickBank will give you a nice 50% commission, which is excellent. So make sure that when you are choosing your three products to market, it pays you 40% or better.

Go Choose Three products to market right now!!!

Step 2

Setting up low cost AdWords test campaigns

Information Section

In this section you'll find information on:

- Test advertising costs
- **How To Open a Google AdWords account**
- How to write the perfect ad
- How to: Choosing and entering search terms
- Bidding on search terms
- Running multiple ads

Test advertising costs

Now that you have three test affiliates products picked out, the next step would be to initiate the test campaigns. One thing that you need to realize is that doing a test campaign will cost you money. Don't get too worried, I'll show you how to do it in a controlled and low cost manner.

One test campaign usually costs about \$20.

So to test market your first three products, you may be spending a total of \$60.

One thing to keep in mind is that even if they all three fail as profitable products, **you will most likely make a sale or two.**

So in reality, you will be spending much less than \$20 per test campaign.

Don't be scared of spending money on test campaigns.

It's actually a very miniscule amount of money when you look at the potential reward.

If you test 10 products at a total test amount of \$200, and find one profitable product. That product can bring you a profit of \$900 or more every month.

Doing test campaigns are well worth the money you spend on them.

Remember the #1 rule of business: You need to spend money to make money.

I personally take a portion of my monthly profits and put it into my advertising budget. This way my advertising budget will continue to grow which in turn allows my profits to increase every month.

When I first started Internet marketing I was spending \$200 per month on advertising. I now spend over \$10,000 every month just on advertising.

Opening a Google AdWords Account

This section will show you how to open a Google AdWords account.

*Please read through this chapter including the “**Action Section**” before opening the account.*

You will need your credit card; Google requires a \$5 minimum deposit.

Google will take you through **several steps** in setting up your account.

[Click here to sign up for Google AdWords](#)

Sign Up Now

Click to begin

Then click

You will be taken to this page...

Google Account Signup Step

Target customers by language

What language(s) do your customers speak?

Hold down the *control* or *command* key to select multiple languages.

- English
- Chinese (simplified)
- Chinese (traditional)
- Danish
- Dutch
- Finnish
- French
- German

Target customers by location

How large is the area where you'd like your ad to appear? Choose one:

- Countries** - Your ads will appear for searches made anywhere in the countries you select.
- Regions and cities** - Your ads will appear for searches made in the regions and cities you choose. (Not available in all countries.)
- Customized** - Your ads will appear for searches made within a specific distance from your business or other location you choose.

[Continue »](#)

Google allows you to target different languages and different countries.

Most likely you will want to leave the settings on, **English**. With this setting, anyone in the world that does a search using the English language will be served your ad.

You have the option to choose a specific **Region and City**. I can only see using this if you were advertising something that only a certain area would benefit from.

An option that I have not explored yet but think might be profitable is making ads with a specific city in the title. If I saw an ad that focused on the town that I live in (pop. 9000) I would click on it right away. This is something to keep in mind once you get the hang of everything and start to get creative with your work.

Ok Click **Save & Continue**

You will be taken to this page....

Target customers by country

Highlight the countries on the left where you'd like your ad to appear, then click 'Add.' Select as many countries as you like. Your ads will appear to users anywhere in each country you select.

Available Countries		Selected Countries
All Countries ----- United States Australia Austria Belgium Brazil Canada China Denmark	<input type="button" value="Add »"/> <input type="button" value="« Remove"/>	All Countries

It asks you to choose the countries that you would like your ad to appear. Since you have already chosen to show your ad to all English speaking people it would be smart to choose **All Countries**.

The reason for this is that people who speak English live in many countries and you want to include them in your advertising campaign. The more people you include, the more profitable you will be.

Click **Save & Continue**

You will be taken to this page....

Google Account Signup Step

You will be asked to you write your ad.

Create an ad

Example:

[Make Money Online](#)

I made \$16,000 online last month.

You don't even need a website.

www.googleprofits.com

Headline:

Max 25 characters

Description line 1:

Max 35 characters

Description line 2:

Max 35 characters

Display URL: [\[?\]](#)

http://

Max 35 characters

Destination URL: [\[?\]](#)

Max 1024 characters

[« Back](#)

[Reset Ad](#)

[Continue »](#)

Here are the three lines of text in every Google AdWords ad.

Headline:	<input type="text" value="Make Money Online"/>	Max 25 characters
Description line 1:	<input type="text" value="I made \$16,000 online last month."/>	Max 35 characters
Description line 2:	<input type="text" value="You don't even need a website."/>	Max 35 characters

Write the Perfect ad

The first thing that people see is the [Headline](#).

This is like a first impression.

The object of any ad is to get as many people to click on it as possible without misleading them. This means that you need to stand out from the crowd.

[For the Headline](#) - tell the web surfer why they should click on your ad, use words like:

easy, easier, simple, free, save, secrets, cheaper, bigger, sale, hints, faster, tips, etc..

Ex. 1 "Make Huge Profits Online" (*used for Google Profits*)

Ex. 2 "Lose Weight Fast" (*used for diet pills*)

Ex. 3 "Cheap Computer Products" (*used for a computer warehouse*)

You don't need to use the name of the product in the headline.

Although it's perfectly fine to, but most of the time I find that my ads work better if I don't.

Also keep in mind that you can only use 25 characters for the **Headline** so keep it short and sweet.

[For Description Line 1](#)- tell the surfer why the product or website is so great.

Ex. 1 "I made \$16,000 online last month" (*used for Google Profits*)

Ex. 2 “93% success rate” (*used for diet pills*)

Ex. 3 “80,000+ computer products” (*used for a computer warehouse*)

For Description Line 2 - tell the surfer a specific benefit

Ex. 1 “You don’t even need a website” (*used for Google Profits*)

Ex. 2 “You will lose 10lbs in a month” (*used for diet pills*)

Ex. 3 “I guarantee you will find it here” (*used for a computer warehouse*)

Keep in mind that Description lines 1 & 2 only allows a length of 35 characters.

One method I use for catching people’s attention when writing an ad is to ask a question.

My title would be something like; “Can you make \$16,000 per month?” or “Can you Lose 10 Pounds?” or “Do you need computer products?” People that see this ad begin to think because it’s directed at them and makes them curious. They feel they must respond to the question. I find that my highest click through rates come from ads with titles that ask questions.

Another method that does well is to tell the web surfer something that will benefit them if they click on your ad. Here are a few examples: “You can make \$1000’s per month” or “Lose 10 pound quickly” or “Access 1000’s of products now”.

I know these examples may not be under the 25 character limit, I’m just throwing out examples for you to get a basic idea of what I’m talking about.

There is no right or wrong way to write an AdWords ad. I suggest that you experiment to see what kind of ads do better than others. You will get a good feel for it over time.

If you truly cannot come up with the wording for an ad, you can simply copy what other AdWords advertisers have.

If you are marketing Virus Software, do a Google search for “Virus Software” and read what the other AdWords ads say. You can either tweak what their ad says or straight up copy them.

There is nothing wrong with copying other people’s AdWords ads. I see it done all the time and it works in a pinch if you can’t think of something creative to put up.

Display and Destination Address

Display URL: [?]	<input type="text" value="http:// www.googleprofits.com"/>	Max 35 characters
Destination URL: [?]	<input type="text" value="http:// [v] wadew.wingcube.hop.clickbank.net"/>	Max 1024 characters

Google will ask you for two different addresses when you are setting up your ad campaigns. Be sure to put the correct web address where Google asks for it. If you were going to market the “Google Profits” ebook, your link would look something like this:

Display address: www.GoogleProfits.com

Destination Address: <http://XXXXXX.wingcube.hop.clickbank.net>

The “XXXXXX” is where you would enter your clickbank ID. When someone clicks on your ad and makes a purchase, your ID is what tells clickbank that the sale came from you.

Note: Google doesn’t allow for the word “Google” to be in AdWords ads or the **display address** due to trademark reasons. So when I advertise Google Profits, I usually put www.clickbank.com for the **display address**.

The display address is the address shown when the ad goes live. The destination address is the place surfers will be directed to. Since destination addresses tend to be lengthy Google uses the display address to make everything look more presentable.

After you have written your ad and entered your addresses, click **“Create Ad & Continue”**.

Next you will be taken to this page...

Choose keywords

Enter one keyword or phrase per line. [Example list](#)

google profits
adwords
google
make money
make money online

OR - enter a keyword below to see relevant results from our Keyword Tool.

 [Hide variations](#)

* Please read an [important note](#) about the Keyword Tool

If adwords is in your keyword list...

More specific keywords: The following are popular queries that contain **adwords**. You may add these queries if you think they match your business. If you see any unwanted keywords below, you can add them as negative matches. [\[?\]](#)

Select only the keywords that are relevant to your campaign.

<input checked="" type="checkbox"/> adwords	<input checked="" type="checkbox"/> adwords select
<input checked="" type="checkbox"/> google adwords	<input checked="" type="checkbox"/> adwords google
<input type="checkbox"/> adwords api	<input checked="" type="checkbox"/> adwords management
<input checked="" type="checkbox"/> adwords com	<input checked="" type="checkbox"/> adwords google com
<input type="checkbox"/> adwords login	<input checked="" type="checkbox"/> adwords promotional

► [View more keywords](#)

This is where you enter your keywords. Keywords are the words that people type into the Google search engine when they are doing a search for something. So with the keywords I used above, if somebody does a search for “Google Profits” my ad will show up.

You can also enter a word on the right side of the page and Google will suggest several more keywords that you can use. As an example, I entered “adwords” and Google gave me several keywords with a check box next to them. Checking these boxes will include these keywords in the campaign.

Choosing and entering search terms

The more search terms you can think of the better. I have single campaigns with upwards of 300 search terms. You must make sure that you only enter the keywords that relate to the product you are marketing.

There are many ways to come up with search terms that are relevant to the product you are promoting. Two of my favorites are:

- [Overture Search](#)
- [Google Suggestion tool](#)

Both of these will recommend several new search terms that you may not have thought of before.

Just type in a word and these tools will expand on that word and find similar words that you can use as keywords.

Increase your Clicks with these tricks

Here are a few tricks that I have learned that can bring you more clicks as well.

Let's say you are marketing "Dog Food", when you are typing in keywords, use each of the formats below. You will get many more clicks for cheap.

dog food
"dog food"
[dog food]
dogfood

Another trick that I like to do is use search terms that include the exact name of the product that is being marketed as well as names of competitors. So if you were marketing "Pepsi", you would use the search terms"

Pepsi
Coke
Rc cola
Mountain dew
7up

I also like to add .com to the end of the more popular search terms, here is an example”

Pepsi.com

Coke.com

Rccola.com

Mountaindew.com

7up.com

You can pick up a lot of low cost clicks by doing little tricks like these.

I recommend using all of these tips. The more search terms you use, the better.

Click “Save Keywords” to continue.

Next you will be taken to this page...

Choose a currency

Pay for this account using: [View payment options](#)
This determines only how you pay us, not how you handle transactions with your customers.
Note: This setting can't be changed once you activate your account.

What is the maximum you would like to spend, on average, per day?

The daily budget [?] controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

Enter your daily budget: \$

What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC) [?]. The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

Enter your maximum CPC: \$ (Minimum: \$0.05)
Higher CPCs lead to higher ad positions, which usually get more clicks.

This is where you tell Google:

- The kind of currency you will be using
- The maximum average daily budget you would like to spend
- The maximum you are willing to pay each time someone clicks on your ad

Bid \$.06-\$.08 per click instead of \$.05 for test campaigns

Pricing your campaigns is a very important step. The minimum that Google allows you to bid is \$.05 per click and the max is \$50 per click.

Many people will suggest a bid of \$.05 when doing a test campaign for a new affiliate program. Well I have found that bidding one or two cents more will get you a lot better results.

I suggest bidding \$.06-\$.08 for your test campaigns.

The reason behind this is that you can avoid the \$.05 clutter from other testers and people who don't really know what they are doing.

Even just one or two cents more can put your ad in better positioning on the AdWords board.

It is really surprising how many people bid the minimum and how one cent more gets you much better positioning. Another great thing about this method is that even though you have set your campaign to \$.08 cents per click, your average cost per click is often times still \$.05 or \$.06.

So you get better positioning at the same price. That's WIN-WIN if you ask me.

When you are finished, click "**Continue**".

You will be taken to a page that will review everything you have entered so far. Make sure that everything is correct before you continue on.

From there you will be taken to a page that asks for all your sign up information like email and password. Eventually you will be asked for your credit card before the account is activated. You will also get a password so you can create new campaigns, delete and tweak existing campaigns.

OK, that's all there is to it. You now have a Google AdWords account.

Your ad will show up about almost instantly after you have set up the account.

Here is what the ad will look like when it goes live:

The screenshot shows a Google search interface with the search bar containing the text "goople". The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 31,700 for goople. (0.03 seconds)".

On the left side, there are three organic search results:

- Did you mean:** [google](#)
- Joe McCloskey Profile**
Joseph C. "Goople" McCloskey was born on Barton Street in Tacony in 1920. ... Joe McCloskey picked up the nickname "Goople" while attending St. leo School, ...
[members.aol.com/historictacony2/profile_mccloskey_print.html](#) - 21k - [Cached](#) - [Similar pages](#)
- Joe McCloskey Profile**
Joseph C. "Goople" McCloskey was born on Barton Street in Tacony in 1920. ... Nonetheless, the influence of Officer Joseph C. "Goople" McCloskey or just ...
[members.aol.com/historictacony2/profile_mccloskey.html](#) - 21k - [Cached](#) - [Similar pages](#)
- Dart Communications - Visual Studio Component Lab**
Cool stuff...and of course we know that G(remlin)Mail and Goof-off Maps (and of course **Goople** Suggest) use this technology as well. ...
[channel9.msdn.com/ShowPost.aspx?PostID=67253](#) - 48k - [Cached](#) - [Similar pages](#)

On the right side, there is a "Sponsored Links" section. The top link is "Make Money Online" with a subtext: "I made \$16,000 online last month. You don't even need a website." and the URL [www.GoogleProfits.com](#). This sponsored link is circled in red in the image.

Step 2 - Action Section

Time to take action again.

You should already have three test products from ClickBank picked out for testing. You did that in the first Action section, now it's time to start the actual testing of these campaigns.

Do the following steps for each of the three products you are doing test campaigns for.

Step 1: Start a new campaign in Google AdWords for your test subject.

Step 2: Write an ad for that campaign that you feel will get a great CTR (Click Through Rate)

Step 3: Choose as many relevant search terms as possible for this campaign

Step 4: Set your cost per click at \$.06 - \$.08

Step 5: Set your daily budget at an amount you feel comfortable with

Stop these test campaigns after they receive 300 clicks each. I will go more in depth about this in the next section.

Step 3

Weeding out the poor performers

Information Section

Now the fun begins. You have already done most of the legwork for these test campaigns. Now you just sit back and let Google work its magic.

Sales should start to come in.

The first time I made a sale, a shot of adrenalin flew through my body. You feel like you are on top of the world. I sat at the computer checking my stats every ten minutes just to see if I had made another sale.

300 Clicks per Test Campaign

I have talked to many people and have done a lot of research to figure out how long you should run a test campaign. The consensus is that 300 clicks is the perfect length of time to run a test campaign.

Statistically, 300 clicks will give you the best picture on whether or not you are dealing with a poor, good, or great affiliate product. 300 clicks are just enough to give you information on the potential of a product while keeping the costs low.

If you stop test campaigns before reaching 300 clicks, you could possibly miss out on a very profitable product.

Purchases made on the Internet seem to fluctuate hour to hour and day to day.

300 clicks are enough to overcome abnormal sales patterns and give you the real picture.

What if I don't make a sale by 300 clicks?

If by 300 clicks, you still do not have a sale, then you can be fairly certain that you have a poor affiliate product on your hands.

You should stop the campaign immediately and start looking for a new product to test.

If you truly feel that the product could still be profitable, you can continue testing up to 500 clicks to see if you get any sales. But 500 should be your absolute maximum.

Borderline Profitability: *What if I do make a sale by 300 clicks but the sales do not cover the cost of advertising?*

This is a good question. What if you spent \$20 for 300 clicks and only made one sale for a commission of \$15-\$20.

Some people might say that since the testing resulted in a loss of money, it's time to scratch that affiliate product. I say that it's a judgment call.

There are ways to make these campaigns profitable, but it's up to you to judge and decide if you want to continue marketing that product. A little tweaking may bring out the real potential in an affiliate product.

Here are several things you can do to turn a borderline test campaign into a profitable campaign:

1. Increase your bid: This may sound crazy, but if you increase your minimum bid price by a cent or two, you will move up maybe one or two positions on the Google AdWords board. Just one position can increase sales several times. You will be closer to the top of the page and receive more exposure.
2. Make sure your ads aren't misleading: People don't like to be misled. If they read an ad and click through to find a web page

that does not relate to the ad, they will be turned off and will never purchase the product. Make sure your ad represents the website you are sending surfers to. That way you will avoid getting clicks from people with no intentions of making a purchase. This cuts down on advertising spending and may put you into positive profits.

3. Put the price of the product in the ad: Putting the price of the product in the ads will also decrease your advertising costs. People not willing to spend the product price shown in the ad will be warded off saving you precious advertising money. Doing this could turn a borderline campaign profitable. (Caution: this method will decrease you CTR, so if your CTR is boarder line, this may not be the best approach.)
4. Take out the more general keyword terms: By taking out the more general search terms in your campaign you will be cutting down on advertising costs. By using more specific search terms, you will get a more targeted audience. The more targeted an audience that you have, the better your odds are of making a sale. Let's say you are selling poker cards, instead of using the search term "cards" put "poker cards" or "game cards". By doing this you will eliminate all the people looking for hallmarks cards.

If you do make changes to borderline test campaigns you should wait for about 200 or so more clicks. If you are still not profitable by the end of the extra 200 clicks, you should scrap the campaign and move on.

Remember that nearly 7 out of 10 campaigns will be unprofitable. But those three that are profitable will make you some great profits and will more than make up for the money that you lost on the unprofitable test campaigns.

The more campaigns that you test, the more money you are going to make. Finding just one profitable campaign can bring in \$900 or more every month. So if you test 10 campaigns, and only three are

profitable, you are now making over \$2,700 every month. And there is no reason to stop at 10 test campaigns. You can test 100's. I like to test a few new campaigns every day, or at least every week.

I suggest that beginners do a few at time. If you rush in with too many campaigns, you could get overwhelmed. But once you get the hang of it, everything becomes super easy.

Step 3 - Action Section

The first two action sections had you set up three test campaigns.

This action section is where you start eliminating the test campaigns that performed poorly.

Step 1: Make sure that each of your test campaigns reach a total of 300 clicks each before you start eliminating them.

Step 2: Eliminate the test campaigns that received no sales.

Step 3: Tweak the test campaigns that are borderline profitable. (Ex: *Change the ads wording, change the bid per click amount, putting the product price in the ad*). Remember that tweaking borderline campaigns is a judgment call, you can always drop the campaign if you don't feel comfortable tweaking it for more profits.

Step 4: If a test campaign is profitable let it continue to run. Go on to the next section to learn how to make it even more profitable.

Step 4

Turn test campaigns into full-fledged campaigns

Information Section

Once you have found profitable affiliate products through test campaigns, its time to up the ante and make it as efficient as possible.

It's time to move from "test campaign" to "full-fledged campaign". Here's the kicker, there is virtually no difference. These minor changes will increase the amount of profits that these campaigns will bring in.

Here is what you do to move from "test campaign" to "full-fledged campaign":

1. Increase the bid price: The first thing to do is increase the bid price a few cents. Increasing the bid price will bring in a lot more clicks. Since you know you can make a profit with this product, you want to get as many clicks as possible. The more clicks you receive, the more sales you will convert. (**Note:** *I've had campaigns with bid prices as high as \$8.00. The product that I bid \$8.00 for had a super high commission rate and offered a residual income as well. I still make \$200+/day from those ads even though I haven't run them in months.*) You need to keep increasing the bid price until you find the most efficient price. If you make a bid change, leave it for 300 more clicks before changing it again. This will give you a good picture on how well the campaign behaves at different price ranges.
2. More search terms: Next you should increase the number of search terms that you are using. Use the [Google Suggestion tool](#) and the [Overture Keyword](#) tools to do this. The more search terms that you are using, the more clicks you will get.

Try to get creative with search terms. But make sure that you always use relevant search terms.

3. Multiple Ads: You can have more than one ad for each campaign. You should always have at least two active ads per campaign. Google will rotate the ads randomly till one starts doing better than the others. Google will automatically run the ad that performs the best. It's survival of the fittest. If you've been running more than one ad per campaign, delete the poor performing ads and enter a fresh one. You should be continually testing new ads until you feel confident that you are running the strongest ad possible, even then it's smart to continue testing different ads.
4. Unlimited Clicks: This one is obvious. To be in full-fledged campaign status you must allow your campaign to run 24/7. Since you know the campaign is profitable, there should be no restrictions on the amount of money you spend per day. Set your daily budget 3 to 4 times what it is now. This will ensure that your ad will run 24/7 and you won't miss potential customer.

Keep tweaking your campaigns using the methods above, especially the bid price. The bid price will have the biggest impact on the number of visitors you receive. But it will also have the biggest impact on the amount of money that you spend. Finding that happy medium is critical for maximum profits.

Monitoring your Campaigns

The first few days of a "full-fledged campaign" are critical. I usually check my Google stats and sales records two or three times a day with new campaigns.

I like to make sure that sales are keeping up to par with advertising expenses. Keep in mind that some hours of the day produce more sales than others. So don't get too freaked out if you've spent \$15 in advertising and still have not gotten a sale. There will be times when you only spend \$5 and receive 3+ sales. Everything seems to even out in the end.

5 tips for successful campaigns

Watch you new campaigns closely for a week: It's a good idea to keep a close watch on your new campaigns for about a week. If you make it through a week and it remains profitable then you can let up on the monitoring because the campaign has proven itself.

What if the campaign turns unprofitable: If the campaign starts to turn unprofitable over a period of days, you should go back and try a few tweaks to get it back to profitability. Keep in mind some days will be non profitable and other will be super profitable. I find that I make more sells on the weekend that the weekdays. I figure this is because most people don't work on the weekend and have more time to for their hobbies. Note: *(An Idea might be to only run your campaign on the days that are more profitable such as the weekend and turning the campaign off during the non profitable days such as the week days.)* If none of your tweaks make the campaign profitable again then it may be time to think about scrapping them.

Keep Tweaking: Even if you have a very profitable campaign going, there is usually room for improvement. I like to spend a few hours once a week tweaking all my campaigns to make them more efficient and try to squeeze a bit more profit out of them.

Keep an eye on you CTR: The keyword-bidding environment is continually changing. Other advertisers may be changing their bids prices and new advertisers may have recently joined the crowd. This could affect your CTR on several of your keywords. If your CTR gets below .5% then the keywords run the risk of being temporally shut down by Google. Always tweak your ads to get the best CTR possible. This will also give you more clicks which equal more sales in the long run.

Leave successful campaigns on auto run: Once you are confident in the ability of a campaigns profitability, you can leave it on auto run. I like to check back every week and sometimes twice a week, just to make sure everything is running up to par. This is a time when you

can do some adjustments that may be necessary. But other than that let the money role in!

Step 4 - Action Section

Step 1: Move your campaign from “test campaign” to “full-fledged campaign”.

Step 2: Tweak your profitable campaigns to get the highest amount of profits possible. (Change bids, add search terms, test new ads, run multiple ads)

Step 3: Monitor your new campaigns daily. Once they prove themselves then you only need to monitor them once or twice a week.

Congratulations, you now have a monthly income stream!

Step 5

Expanding Campaigns

Information Section

Ok, it's time to expand. It's time to boost your profits even more.

If your campaigns continue to be profitable for more than a week it's time to open up a whole new door of profits.

I told you in the beginning that Google AdWords should not be the only advertising method that you use.

There are hundreds of search engines out there and most of them have ads you can purchase very similar to AdWords.

If you are a true Internet marketer and are serious about making a living online, you'll want expand to other pay per click search engines to maximize your profitability.

Sure you can make a very good living by utilizing AdWords alone.

But now that you have a known profitable affiliate product, I highly recommend taking that affiliate product to other search engines to increase exposure and profits.

I usually wait for about two weeks of strong profits from AdWords before I expand to other search engines. Expanding can be highly profitable.

Here is a list of the search engines besides Google that I recommend:

FindWhat.com
LookSmart.com
Kanoodle.com

[Enhance.com](#)

[Epilot.com](#)

[Overture.com](#) (ads show on Yahoo) – need a landing page

[Search123.com](#) – need a landing page

Overture and Search123 require that you have a landing page. This means that you must own your own website. From that website you would have links that send surfers to the affiliate website. This method of affiliate marketing can be even more lucrative than just putting ads up on pay per click engines. But there is a lot more work and investment involved.

Once you are comfortable with pay per click advertising, having your own website is the next logical step.

If you do not own a website, then don't use Overture and Search123 at this time.

For now I would stick to the list provided above when expanding your advertising efforts to other search engine pay per click programs.

There are many other pay per click search engines besides those on the list, but they either produce really low quality clicks or too few clicks. They are a waste of time and money in my opinion. But feel free to keep your options open, do some exploring on your own. I know that many of the not so well know search engines offer prime search terms for as low as \$.01 per click. This is very attractive and can be lucrative if you go about it right.

I suggest adding one pay per click search engine at a time. Once you get that campaign going smoothly, then you can move on to the next. It may take a little more work to monitor all these search engines, but the added benefit are well worth it. You can often times increase the profits you make by 4 times when you expand to other pay per click engines.

Most of the information that you have received in this ebook about AdWords are easily transferable to other pay per click search engine. You should have no trouble getting productive ads going on other search engines with the information you learned in this ebook.

Expand to other affiliate networks:

With all that said about expanding your advertising efforts to other search engines, you should also explore other affiliate networks besides ClickBank. ClickBank offers 11,000 products on its own, but if you expand to these other networks you will have access to 100,000's of products. Having such a huge array of affiliate products at your disposal is priceless. You just have to find the affiliate products that not too many people are promoting and you can be making a huge sum of money.

The following is a list of Affiliate Networks that I use and recommend checking out:

[ClickBank](#)
[CJ.com](#)
[Dark Blue](#)

[LinkShare](#)
[Performics](#)
[Share a Sale](#)

[Affiliate Fuel](#)
[Clix Galore](#)
[UK Affiliates](#)
[Affiliate Window](#)

ClickBank deals with electronic products solely. This list expands and gives you a wide range of products and services to sift through. There are physical products (*from socks to paper clips to stereo equipment*), electronic products, and even online casino related products. You name it and there is an affiliate program out there for it.

Special Note

If you can speak a second language you have a huge advantage in the marketing community over people that cannot. There are many search terms in non-English speaking countries that have not been tapped as heavily as they have in the United States.

This means there are huge profit opportunities for marketing in other languages. It's up to you to go out and find the markets that have not been tapped. Trust me, they are out there. I have heard stories of very popular U.S. search terms that have barely even been looked at in other countries. This has made many people tons of money.

Step 5 - Action Section

It's time to expand your profit making potential. Google AdWords is not the only pay per click search engine that can bring you profits. Tap other search engines as well.

Join other affiliate networks. There are affiliate programs for everything, having access to these products for marketing is a huge asset to you and your business.

Step 1: Take your profitable AdWords campaigns to another pay per click search engine. Open up an ad campaign with them. Once you have that campaign running smoothly, move onto another and so on...

Step 2: Explore other affiliate networks and even non-network affiliate programs (*Affiliate programs that aren't in affiliate networks*). In the Internet marketing and affiliate game you need to keep your eyes open and your options free. Always be ready to pounce on opportunity.

Final note

That was the last step in the *Google Profits Success Formula*.

You should be well on your way to making profits online or at least have a very good idea of how it's done. I highly suggest taking action if when you feel comfortable enough to. The sooner you take action, the sooner you will be making profits.

The more you work with the steps, the more comfortable you will become. I know for a fact that there are enormous profits to be made out there. And I also know for a fact that the steps laid before you will lead you to those profits. It's up to you to take action.

This entire course is perpetual. If you find a profitable campaign, nurture it for a while.

You must always be looking for new affiliate products that you want to test market.

I like to test a minimum of 10 new products every 2 weeks or so. The more profitable campaigns you find, the more money you will be making.

Two very important points that I want to make clear are

- Expand past ClickBank: ClickBank is not your only source for finding affiliate products to market. Almost every product or service on the Internet has an affiliate program that you can join. There are also tons of affiliate networks that you can join. I focused on ClickBank in this course because it is easier for beginners to learn from.
- Expand past AdWords: Don't get stuck on AdWords. Yes, it is the best pay per click program out there. But many of the others that I have mentioned can bring you profits just as well. If you can use 4 or 5 different pay per click engines, your profit potential will skyrocket.

So really what I am trying to say is that this course is more than just a ClickBank or Google AdWords course, this course can translate into other Internet Marketing areas very easily. Keep your mind and eyes open for opportunities. Once you get the hang of it, you will be able to spot and take advantage of profitable affiliate products quickly. You will be able to act in a flash to start bringing in huge profits.

Real life test campaign!!!

Pay attention, here comes some valuable information. I'm going to show you a test campaign that I conducted while writing this ebook. I wanted to be 100% sure that the information and methods that I was writing about worked to perfection.

I will take you through the seven days that I tested this affiliate product. I will tell you every decision I made and why I made that decision. I show you the daily statistics such as advertising expenses and number of sales made.

This affiliate product was chosen from the ClickBank affiliate network. I have never worked with this affiliate product before this test campaign. So you will get a rare glimpse into the process that I personally went through during a test campaign, you will see every move that I made.

Keep in mind that only about 3 out of 10 affiliate test campaigns turn out to be profitable.

Definitions you will need to know:

Impressions – The number of times that an AdWords ad is displayed on Google.

Clicks – The number of times that an AdWords ad is clicked on by a web surfer.

Cumulative Clicks – The total number of clicks that an ad has received during the duration of campaign testing.

Ad CTR – (CTR = Click Through Rate). This is calculated by dividing the number of Clicks that an ad receives by the number of Impressions that an ad receives. $\text{Clicks/Impressions}=\text{CTR}$. The higher your CTR, the better the ad that you are running is doing.

Average CPC – (CPC = Cost Per Click). The average amount it costs per click for a specific campaign.

Advertising Costs – The daily amount spent on an AdWords campaign.

Sales – The number of sales made in a day.

Returns – The number of returned sales in a day.

Commissions Earned – The total commissions earned in a day.

Days Profit – Total profit for that day.

Overall Profit – Total profits made at that point in time for a campaign.

Test campaign #1

Affiliate Product name: CheapCarFinder.com

Commission per sale: \$14.38 per sale (It's now \$23)

*How did I go about choosing this product for test campaigning? Basically I was clicking around ClickBank looking for something interesting that not too many people were marketing. I came to the **Sports & Recreation** category → **Autos** section. The #1 ranked affiliate product was CheapCarFinder.com. Their product offers purchasers access to a database with tons of cheap cars that are for sell across the country. This seemed interesting to me and was somewhat of a niche market so I decided to check it out. When looking for an affiliate product for your next test campaign the first thing you look for is a superior sales page. CheapCarFinder.com had a very professional website that made it very easy for surfers to make a purchase. Another thing that attracted me to this affiliate product was the commission rate of 65%. That is a very generous commission rate. That sealed the deal for me. This was definitely a great candidate for a test campaign.*

Day 1

Impressions:	2,212
Clicks:	40
Cumulative Clicks:	40
Ad CTR:	1.8%
Average CPC:	\$0.06
Advertising Costs:	\$2.47
Sales:	0
Returns:	0
Commissions earned:	\$0
Days Profit:	-\$2.47
Overall Profit:	-\$2.47

Day 1 of this campaign produced some interesting results. I received 40 clicks on 2,212 AdWords impressions for a great CTR of 1.8%. The total cost to me for day one was \$2.47. I did not make a sale on day one but the 1.8% CTR tells me that my ad is fairly effective and receiving a good number of hits. I only used 8 keywords on day one just to start things off.

*The keywords that I used were: **car listings, car auctions, cheap cars, truck auctions, bargain cars, cheap trucks, car seizures, and car seizure.** Another thing to note is that I set my Cost Per Click at \$0.07 but my Average CPC was \$0.06, so I was getting clicks one cent cheaper than what I bid which was great.*

So what did I learn from day one and what needs to be changed or tweaked for day 2? Well I like my 1.8% CTR so I think the wording of my ads were good. I may change it tomorrow. It's always a good idea to keep your ads rotating to find the best possible ad. The one thing that needs to be changed for day 2 is the number of keywords that I am using. 8 keywords will not do, so I am going to up the number of keywords I am using.

Day 2

Impressions:	14,340
Clicks:	150
Cumulative Clicks:	190
Ad CTR:	1.0%
Average CPC:	\$0.06
Advertising Costs:	\$9.04
Sales:	4
Returns:	0
Commissions earned:	\$57.52
Days Profit:	+\$48.48
Overall Profit:	+\$46.01

Day 2 turned out to be a very good day. I upped the number of keywords to 114. I received 150 clicks on 14,340 impressions for an Ad CTR of 1.0%. I think the CTR went down from 1.8% because I added so many new keywords. The advertising cost for day 2 was \$9.04. And I was very, very happy to see that I had made 4 sales!!! This gave me a nice commission of \$57.52 for day 2, a day's profit of \$48.48 and an overall profit of \$46.01. Wow, two days and I have a profit of \$46, this is starting to look like a moneymaking product. The only thing that I can think of changing is to add a few more keywords and test some new ad wording.

Day 3

Impressions:	70,602
Clicks:	537
Cumulative Clicks:	727
Ad CTR:	0.7%
Average CPC:	\$0.07
Advertising Costs:	\$38.41
Sales:	0
Returns:	0
Commissions earned:	\$0
Days Profit:	-\$38.41
Overall Profit:	+\$7.60

Day 3 had a lot of things going on. There were two major changes that I made for Day 3, I raised my CPC to \$0.09 and increased the number of keywords to 187. Another important thing that happened on day 3 was the milestone of 300 cumulative clicks. Remember that 300 cumulative clicks is the magic number. When 300 clicks are achieved its time to reevaluate the situation, the testing period is done. So it's statistically time to decide whether this is a product still worth pursuing. I paid a total of \$38.41 today for advertising and made no sales. But I still have an overall campaign profit of \$7.60. This affiliate product still looks promising so I will continue to pursue it.

Day 4

Impressions:	70,881
Clicks:	1,015
Cumulative Clicks:	1,742
Ad CTR:	1.4%
Average CPC:	\$0.07
Advertising Costs:	\$70.63
Sales:	9
Returns:	0
Commissions earned:	\$129.42

Days Profit:	+\$58.79
Overall Profit:	+\$66.39

Day 4 turned out to be a very good day. The number of keywords that I am now using is up to 243. I have been experimenting with the wording on my ads and the CTR has gone back up to 1.4%. The total advertising cost for day 4 was \$70.63. I had a whooping 9 sales for a commission of \$129.42 and a day's profit of \$58.79. My overall campaign profit has jumped to \$66.39; this affiliate product is really starting to look promising.

Day 5

Impressions:	123,110
Clicks:	1,772
Cumulative Clicks:	3,414
Ad CTR:	1.3%
Average CPC:	\$0.07
Advertising Costs:	\$120.57
Sales:	13
Returns:	0
Commissions earned:	\$186.94
Days Profit:	+\$66.37
Overall Profit:	+\$132.76

Day 5 produced some great results. I haven't made any changes to the campaign since day 4. But you may notice a jump in the number of clicks I am receiving every day. This is due to content ads. Content ads are ads that any Webmaster can place on their website using the Google AdSense program. The longer you have a campaign running, more websites will pick up your ad and display it on their pages. This will in turn give you a higher number of clicks and often times the clicks are cheaper. Well, I spent \$120.57 on advertising and had 13 sales. My total commission was \$186.94 and the day's profit was \$66.37. This is definitely a profitable campaign. If these numbers keep up for a week, I may think about expanding to other search engines to increase my profits.

Day 6

Impressions:	106,502
Clicks:	1,603
Cumulative Clicks:	5,017
Ad CTR:	1.5%
Average CPC:	\$0.07
Advertising Costs:	\$108.20
Sales:	12
Returns:	0
Commissions earned:	\$172.56
Days Profit:	+\$64.36
Overall Profit:	+\$197.12

Day 6 results are very similar to day5 results. Advertising costs were \$108.20 with 12 sales. The day's profit was \$64.36. Everything seems to be going great so far. My total profit over 6 days is \$197.12, wow!!! That's an average of \$32/day and \$985/mo. This just shows you how easy it is to make money online. I found this product and set everything up in less than 30 minutes and now I'm making an extra \$985 per month.

Day 7

Impressions:	164,996
Clicks:	2,201
Cumulative Clicks:	7,218
Ad CTR:	1.3%
Average CPC:	\$0.07
Advertising Costs:	\$148.54
Sales:	15
Returns:	0
Commissions earned:	\$215.70
Days Profit:	+\$67.16
Overall Profit:	+\$264.28

Day 7 showed an increase in content ad clicks, which gave me a lot more clicks than day 5. The total advertising costs were \$148.54, but I still had an outstanding 15 sales for a commission of \$215.70. The day's profit was \$67.16 and my overall profit is \$264.28. This ends the weeklong test advertising campaign. This is a good example of what to look for when you are searching for profitable campaigns. The last two days showed daily profits of over \$60. If you can average \$60 per day, you will be making \$1,800 per month. One thing to keep in mind is that I did not receive any returns over the week period. It may take up to a month for a return to come in.

The New Google Affiliate Policy Change

There has been a lot of talk about Google's new affiliate policy change.

Many people have misinterpreted the new policy to mean that you cannot advertise affiliate programs without a personal landing page.

That is totally not true. You do not need a personal landing page to advertise on Google. You can still advertise affiliate programs all you want.

The only difference is that if two people are promoting the exact same affiliate product under the exact same domain using the exact same keyword, only the ad with the higher bid will show. The other ad will not show at all.

Why did Google do this?

It makes for a better experience for their users. Instead of getting 8 ads promoting the exact same website, Google users will now get 8 ads for a variety of websites.

How does this affect the Google Profits method?

For the most part, I have seen very little difference in the campaigns that I run. If you have a lot of keywords, there is very little chance that someone promoting the exact same product that you are is using every single keyword that you are using. You may have a hand full of keywords that don't run because of this new policy, but don't worry about them. You probably don't need those keywords anyway.

As long as you have a nice sized keyword list or a very creative keyword list, I don't see anyone running into problems with the new Google affiliate policy.

On the next page you will find the exact email that Google sent out on January 7th, 2005 explaining the new policy.

Google AdWords™ Announcement:

Affiliate Policy Change



Hello from the Google AdWords Team:

In January 2005, Google will incorporate a new affiliate advertising policy that is designed to provide a better user and advertiser experience.

What is changing:

With this new affiliate policy, we'll only display one ad per search query for affiliates and parent companies sharing the same URL. This way, users will have a more diverse sampling of advertisements to choose from. As always, your ad will be displayed based on its Ad Rank for given searches, which is determined by a combination of your ad's maximum cost-per-click (price) and clickthrough rate (performance).

For instance, if a user searches for *books* on Google.com or anywhere on the Google search and content networks, Google will take an inventory of ads running for the keyword *books*. If we find that two or more ads compete under the same URL, we'll display the ad with the highest Ad Rank.

How this will affect you:

If you're an affiliate, this means that you no longer need to identify yourself as an affiliate in your ad text. However, your current ad text will continue to display your affiliate status until you change it.

Affiliates or advertisers using unique URLs in their ads will not be affected by this change. Please note that your Display URL must match the URL of your landing page, and you may not simply frame another site.

What you should do:

We recommend that you continue to monitor your ads' performance and optimize your ads as needed to ensure they're bringing you the best results. Please visit our [Optimization Tips](#) page for more information.

By improving our ad relevancy, we believe that users will have a better search experience, which will help you reach more potential clients in the future. We'll continue to make improvements to AdWords over time to further improve the user experience and help increase the performance of your ads.

We look forward to continue providing you with the most effective advertising available.

Sincerely,
The Google AdWords Team